



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

BULK RATE
U.S. Postage
PAID
Permit No. 36
Detroit, MI

VOL. 4, NO. 11

An official publication of the Associated Food Dealers of Michigan
and its affiliate, Package Liquor Dealers Association

NOVEMBER 1993

INSIDE

AFD continues communication

Distributor and retailers agree on prepricing. *Page 3*

Legislative Profile

Michigan farmer represents 78th district. *Page 4*

Legal Interviewing

How to legally conduct an employee interview. *Page 6*

AFD health plans

More choices, more value. *Page 10*

TAC

Marketing to government agencies and exporting products. *Page 12*

Crime Alert

Discharge for theft costly to company. *Page 13*

Foodborne Illness

Prevent them with common sense. *Page 15*

Grocers win major victory

Court stops USDA from enforcing safe handling labels

Retail and wholesale grocers won a major victory against an illegal government rule-making process recently when United States District Judge James R. Nowlin preliminarily prohibited the Department of Agriculture from enforcing mandatory labeling for meat and poultry products. Previously the USDA had mandated that all packaged meat and poultry products sold after October 15, 1993 be stickered with safe handling instructions.

See *Grocers Win*
Page 21 and related story
page 15.



Planning for the Holidays

Will the holiday season fly or just be another "turkey"?

The economy may be moving slowly ahead as the holidays approach but the competition will certainly not disappoint a "scissors-in-hand" bargain shopper, ready to cut the coupons for the two-for-one, half-off and free offers they've come to expect. Without a doubt, supermarkets will be giving away the turkey again this year.

According to NASFT (National Association for the Specialty Food Trade) research, the typical specialty food store does 24 percent of its volume between Thanksgiving and New Year's Day. Similarly, the final three months of the year account for 29 percent of annual supermarket sales and 40 percent of a supermarket's net income (IGA Grocergram, Oct. '92).

Strong holiday sales dramatically affect a store's ability to be profitable. With a sluggish economy, holiday profits have been depressed for several years. Realistically, store owners have to accept lifestyle and economic changes and how they affect the bottom line. Long gone is the housewife who slaves over every course of a holiday feast or party. The typical '90s chef will find ways to cut corners. Still, families gather and friends throw parties so how can the store owner maximize holiday profits?

Here are some ideas:

- Items you perceive to be "hot" should probably be ordered by now or as soon as possible. Items ordered too late may not be filled or may not be sold in time.

- Don't overbuy. Be realistic in your ordering.
- If necessary do a pre-Christmas sale rather than face further competition from a host of other after-Christmas sales. Otherwise you risk selling outdated, tired merchandise.
- Offer "dinner out." Fully prepared meals to take home are popular and profitable. Team up with a food service company if you don't have oven space, and consider a delivery service for the special event. That may set you apart.

The holidays may be an excellent time to build good employee and community relations. A pleasant worker is your bridge to the commu-

See *Holiday Season*
Page 23.

We Need Turkeys

Every year The Associated Food Dealers' Charitable Activities Committee, in conjunction with other groups, raises thousands of dollars in order to purchase turkeys so people in need can enjoy Thanksgiving. Our goal is to distribute 1,000 turkeys in 1993. Your monetary donation would truly be a blessing. Please contact Danielle MacDonald, AFD Special Events Director at (313) 557-9600 to make a much needed donation. Thank you in advance for extending your hand to those in need.



Designated Driver is the Life of the Party

It seems that in recent years the holiday season is the time when media attention turns to the problems of drunk drivers. Since liquor sales typically increase during this time of socializing, it is vital, particularly now, to make sure your employees clearly understand the importance of strictly adhering to the law regarding liquor sales.

Additionally, the holiday season provides you with the opportunity to take the lead and show your customers that you truly care about their well-being.

The Designated Driver is the Life of the Party campaign is one important way to do this. As you are probably aware, this nationwide cam-

paign encourages party-goers to designate one person in their car as the "designated driver." This person agrees to abstain from drinking in order to drive the rest of the group home safely. Providing designated driver literature is a good idea. Additionally, to extend the impact and outreach of your efforts, consider teaming up with other interested groups. Here are a few ideas.

Team up with local police.

Contact the police in your area to inform them about *The*

See *Designated Driver*
Page 23

Here are two holiday non-alcoholic beverage recipes. Providing these drink ideas to your customers is a good community service and can help boost your sales.

Double Lime Punch

1 c. lime sherbet, softened
1 six-ounce can frozen limeade concentrate, thawed

2 seven-ounce bottles ginger ale
2 c. water

In punch bowl, combine all ingredients and stir vigorously. Serve in punch cups. Yields 8, 1/2 cup servings.

Invite your suppliers to help you promote the *Designated Driver* campaign with specials and promotions on mocktail ingredients, such as sherbets and ice creams and beverages like ginger ale!

Coffee Egg Nog

2 eggs, separated
1 tsp. vanilla extract
3/4 c. water
2 c. milk
chilled, shaved unsweet chocolate

1/2 c. instant coffee
1 c. heavy cream, whipped
1/2 c. sugar
dash salt

In a small bowl of an electric mixer, at high speed, beat egg whites until soft peaks form. Gradually beat in sugar until stiff peaks form. In large bowl, beat egg yolks until lemon-colored. Gradually beat in coffee, salt, vanilla, milk and water. Stir in egg white mixture and whipped cream; mix well. Serve chilled, with chocolate sprinkled over each serving. Yields 12 servings.

Big Chief. Big Profits.

When it comes to profits, bigger is usually better. But that can be tough in today's competitive marketplace. When you work with **Monitor Sugar Company**, you'll discover the many ways **Big Chief brand products** can help you target a sweet bottom line.

With in-store support and brand name recognition, **Monitor Sugar** helps make stocking **Big Chief brand sugars** profitable. That's because **Monitor Sugar** is ..

Big On Support —

Monitor Sugar provides a variety of in-store support initiatives as part of our commitment to you and your customers. We also provide on-the-spot reimbursement for damaged goods.

Big On Recognition —

Customers across the state know
and trust the **Big Chief brand**
name. And that's because they
know they'll find value and
goodness in every bag.

Count on **Monitor Sugar**
to help your business
add up to profits.
When you're thinking big,
think Big Chief sugars.



Monitor Sugar Company
2600 S Euclid Avenue
Bay City, Michigan 48706
517-696-0161



Big Chief Sugars. Think Big!

OFFICERS

Frank Arcori
Chairman
Vegas Food Centers, Region 5
Nabby Yono
Vice Chairman, Govern. & Legal Affairs
XTRA Foods, Region 1
Mark Karmo
Vice Chairman, Membership
Royal Food Center
Richard George
Secretary
Wine Barrel
Bill Viviano
Treasurer
Marks Sales & Marketing

EMERITUS DIRECTORS

Amir Al-Naimi
Metro Grocery, Inc.
Sam Yono
Palace Plaza
Tom Simaan
Lafayette Towers Supermarket
Jerry Yono
D & L Market
Tony Munaco
Mack-Bewick Super Market

DIRECTORS RETAIL MEMBERS

Raad Ayar
Harvest Foods
Sam Dallo
In 'N' Out Foods
Fred Dally
Medicine Chest
Stephen Doud
Doud Mercantile Co., Region 6
Terry Farida
Value Center Market
Jamal Garmo
Galaxy Foods, Region 2
Ronnie Jamil
Mug & Jug Liquor Store
Raad Kathawa
Ryan's Food
Thomas Welch
Hollywood Super Markets

DIRECTORS SUPPLIER MEMBERS

Jerry Inman
Paul Inman & Associates
Mel Larsen
Club Cars, Inc.
Ron Paradossi
Coca-Cola Bottlers of Michigan, Inc.
Joe Smoliga
Spartan Stores Inc., Region 3
Alan Stotsky
Concord Drugs
Barbara Weiss-Street
The Paddington Corporation
Chris Zebari
Pepsi Cola Company

AFD STAFF

Joseph D. Sarafa
Executive Director & Publisher
Judy Mansur
Services
Mary Cooper
Office Manager
Mona Youhana
Receptionist
Danielle MacDonald
Special Events

AFD CONSULTANTS

Sabah Brikho
Membership Sales
Harley Davis
Coupons
Ruel Williams
Community Relations
Karoub and Associates
Legislative Consultant
Gadeleto & Ramsby
Health Care
James Bellanca Jr.
Bellanca, Beattie & DeLisle
Legal Counsel
Jerry Urcheck
CPA
Ray Amyot
Advertising
Michele MacWilliams
Metro Media Associates, Inc.
Public Relations, AFD
Food & Beverage Report Editor

EXECUTIVE DIRECTOR'S REPORT

AFD continues communication between distributor and retailers on prepricing

By Joe Sarafa, AFD Executive Director

As most of you know, AFD meets regularly with retailers and wholesalers on a number of issues. Recently however, a special meeting regarding prepricing took place. AFD organized a meeting between Don Lee Distributor, Inc. and a group of metro Detroit area retailers. As a result of that meeting, Don Lee Distributor, Inc. agreed to discontinue prepricing of their merchandise and sent the following letter:



At the request of the Associated Food Dealers of Michigan, I and my district managers met with five gentlemen representing tri-county area retailers on Thursday, October 7, 1993 at the AFD offices. The purpose of the meeting was to discuss the issue of prepricing beer in our warehouse for distribution to retail outlets. I feel the meeting gave both sides a better opportunity to understand each others' concerns.

With the competitive nature of the beer industry, we felt that providing the option of offering stickered product to retailers would be a benefit. By reducing our wholesale pricing over

\$4.00 a case, we felt it would enhance our mutual ability to offer consumers a value on certain items. The goal was not to have you cut your margins but to help you build your business and Don Lee's share of market.

However, your concerns about remaining profitable in this very competitive market are shared by us. As a result, we will discontinue warehouse stickered effective immediately with present stickered inventory being depleted on or before November 1, 1993.

In exchange, we ask you to continue to support Don Lee Distributors, its products and its marketing programs. We will continue merchandising and stickered at store level for customers requesting this service. We hope this action will cre-

ate a win-win situation for all retailers in the tri-county area.

I appreciate the opportunity to meet with you and encourage such future meetings for our mutual benefit.

*Sincerely,
Paul Grzelewski
Don Lee Distributor*

One of the benefits of belonging to the AFD is that we have the ability to be a mediator between our members when problems arise. This meeting between Don Lee Distributors and the metro Detroit retailers is one good example of how the AFD can help relationships between suppliers and their customers. We can help open the doors of communication and bring both sides to the table.

If any AFD member, retailer or supplier, has a conflict or a problem with any other company that you do business with, please give us a call. There are many ways to solve problems. We are here to help you.

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 |

Statement of Ownership

The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained within *The Food & Beverage Report* may not be reproduced without written permission from the AFD.

POSTMASTER: Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (313) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:



The Grocery Zone

By David Coverly



Michigan farmer represents 78th district

by Cristina Cleveland

Since 1978, Representative Carl Gnodtke has represented the interests of many of Michigan's business owners and the state's farming community. A republican, he feels that politics is something that has "always been in his blood."

While he was growing up, Gnodtke's uncles were always active in local politics. Right away, he knew he also wanted



to be involved and now represents Michigan's 78th district in the House of Representatives. Predominately an agricultural area, the district covers the southern half

of Berrien County, along Lake Michigan and the Indiana border.

A general farmer, Representative Gnodtke grew up on the same land he lives on today. His grandfather built the family's home in 1920 from the money he raised from a strawberry crop. Today, Representative Gnodtke operates 650 acres of farmland, mainly cash crops and grapes and he also raises a few cattle.

Naturally, Representative Gnodtke is concerned with several environ-

mental and financial issues that affect Michigan's farming community. However, he feels the biggest concern for many consumers is the recent alarm about the use of pesticides on fruits and vegetables. According to Representative Gnodtke, the state's agriculture is highly regulated and farmers' are required to purchase a license to buy and use chemicals. "The people in Michigan can be assured that if the food products they buy are from the United States, they are highly regulated," he says.

Representative Gnodtke has been appointed to several committees which include the Business and Finance, Conservation, Environment and Great Lakes Affairs Committees. He is also co-chairman of the Agricultural and Forestry Committee and co-vice chairman of the Labor Committee.

Representative Gnodtke's main long-term goal when he first came to Lansing was property tax reform. As a new way to finance education, he believes a fair means would be the sales tax. Currently, the state of Michigan is below the national average for sales tax. Representative Gnodtke also hopes that the state's businesses will come through with some of the financing, but believes Michigan's single business tax needs to be made more fair. He also feels that if the cigarette taxes are raised, the retailers at Michigan's borders can "kiss their cigarette sales good-bye."

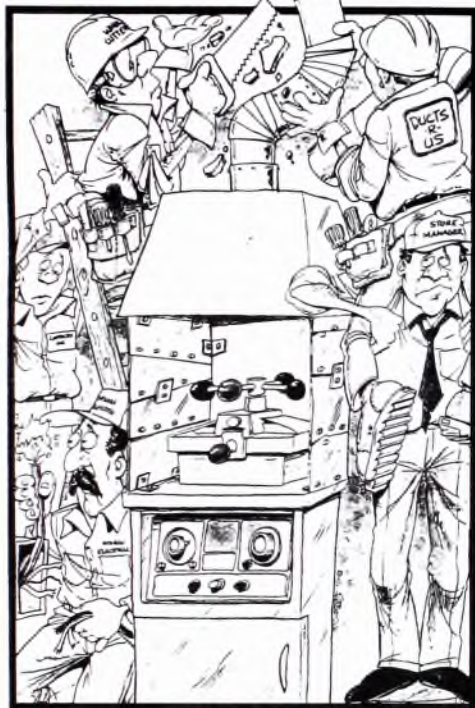
A successful farmer, Representative Gnodtke feels that the best crop he has ever raised is his five children, Julie, Jacquie, Calvin, Lora and Charles (deceased). He resides in Sawyer with his wife, Mary Jane. Calvin operates the family's farming facility when Representative Gnodtke travels between home and Lansing.

Representative Gnodtke is an active member of Trinity Lutheran Church in Sawyer, and is a member of the American Legislative Exchange Council and the National Grape Co-op.

Previous to being a state representative, Representative Gnodtke was a township officer for four years, county commissioner for seven years, and county drain commissioner for three years. He also formerly served on the board of directors of the Berrien County Parks and Recreation Committee, the Berrien County Economic Development Corporation and the Berrien County Board of Public Works.

If you have any questions or concerns and would like to contact Representative Gnodtke, you can call his office at (517) 373-1796 or write to him at Room 252 at the state Capitol, Lansing, MI 48913.

Personnel Needed to Install **THEIR** Fryer:



Personnel Needed to Install **OUR** Ventless Fryer:



The Chester Fried Ventless Fryer won't send you through the roof.

Your profits are the only thing that will go through the roof when you purchase the Chester Fried Total System Program for your food service operation. You'll have no installation costs, no costly roof modifications, no multiple vendors. And the ventless fryer's revolutionary air filtration system eliminates irritating smoke and grease laden vapors.

- Stainless Steel Construction - Removable Hood Parts - UL Listed and NSF Approved

Team up with Chester Fried and the only thing that will be going through the roof are profits. Call DCI Food Equipment or Kenworth Food Equipment today for more information:

(313) 369-1666 or (800) 899-9324

DCI FOOD EQUIPMENT INCORPORATED
5350 E. Davison - Detroit, MI 48212

KENWORTH
food equipment co.
1200 Godfrey S.W. - Grand Rapids, MI 49503



Make the Right Choice This Holiday Season . . .

Season's
Greetings
From . . .

**THE
KRAMER
FOOD
COMPANY**

**CELESTIAL
SEASONINGS®**
Iced Tea



FROM MAINE
Poland Spring
NATURAL SPRING WATER

perrier
Sparkling
Mineral Water



For more information about these great beverages,
call Keith Keefer, Kramer Food Company,
1-800-227-1493 or (313) 585-8141

Kramer Food Company

1735 E. Fourteen Mile Rd. • P O Box 7033 • Troy, MI 48007-7033

Reese.

FINER FOODS OF
MICHIGAN, INC.

How to legally conduct an employee interview

What are some questions an interviewer can ask an applicant? Employers need to base their hiring decision on as much objective information as possible; but raising a topic or asking a question pertaining to certain protected subjects could be considered unlawful and discriminatory if it directly elicits a non-

job related answer or impact on a protected group.

Under federal and state Equal Employment Opportunity laws, it is unlawful to discriminate on the basis of an applicant's race or ethnic group, national origin or citizenship, religion, sex, age, handicap, or marital status.

The Americans With Disabili-

ties Act will also prohibit discrimination against qualified individuals with disabilities in hiring, firing, advancement, compensation, training, recruitment, advertising, tenure, layoff, leave, fringe benefits and all other employment-related activities. The following will encourage an applicant to "open up" during an interview and

will provide both parties an opportunity for objective evaluation.

LEGAL INTERVIEW QUESTIONS

What were your duties in your last job?

Why did you leave your last job or previous jobs?

What are some of your reasons for seeking employment here?

How would you describe yourself as a worker?

What aspects of a job are most important to you?

What kinds of things are you hoping to avoid in a job?

Of all the jobs you've had, which one did you like the least?

In your previous jobs, what did you like most (least) about your supervisor(s)?

If you could have changed things in your past job or company, what would have changed?

What would you expect to be your biggest challenge if you are hired for this position?

What was the most difficult customer problem you ever handled?

How did you resolve the situation?

Describe for me a typical day for you in your present or last job.

What parts of the job did you feel you did particularly well?

What things were difficult to do?

How does the job here relate to what you've done in the past?

What additional information do you think I should have that would help me evaluate you for this job?

It's important that people who work for you know what you stand for. It's equally important they know what you won't stand for.



HOME FOR THE HOLIDAYS.

As families gather to celebrate the holidays, traditional food favorites will be at the top of their list. McMahon & McDonald has the products to make any homecoming a feast to remember.

From Pet Ritz Pie Shells and Eagle Brand Condensed Milk to ReaLemon Juice and Mrs. Grass soup mixes, we have the quality ingredients your shoppers will be looking for during this busy cooking season. Add the national promotional support from our manufacturers, and you've got a program designed to maximize your sales!

And during one of your busiest times of the year, we hope it's reassuring to know that you're buying these brands from a company that understands how to add value to your store. When the holidays arrive, our experience in merchandising, promotion and communication is more important than ever!

Talk to us. It's not too early to ask your McMahon & McDonald account representative for profitable ideas to make this year's holiday homecoming a success for your store.

It's all about attitude.



McMAHON & McDONALD, Inc.

Detroit, MI • Grand Rapids, MI • Toledo, OH





Select the flexible
health care plan.





Ground was broken on October 1 for a new 90,000 square-foot Apollo Foodland Supermarket, Perry Drugstore and other retail businesses on the corner of Seven Mile and Evergreen in Detroit.

Local dignitaries, including members of government, civic organizations and the president of Foodland distributors gathered at the site.

The new supermarket will be managed by Charlie Asker, a Detroit-area businessman who is involved with four Foodland-affiliated supermarkets in the City of Detroit. The project will replace the current Apollo supermarket located on approximately the same site.

Helping with the ground breaking are Reverend Wendall Anthony, president of the NAACP (far left); Greg Gallus, president of Foodland Distributors (fourth from left); Charlie Asker, owner of Apollo Market and developer of the new shopping center (sixth from left) and Representative John Freeman (D) Madison Heights (far right).



Corporate Colors magazine (debut issue) honors Rev. Nicholas Hood III (left) and others including Rev. Eddie Edwards, Rev. Charles Adams and John Barfield of Share Products. Mr. Barfield publicly thanked AFD for their efforts to feed the hungry and provide safe shelter for the homeless.

Kitchen Tested For 60 Years.



For 60 years, Oven Fresh has stood up to the most crucial test – the Kitchen Test. And for 60 years, we've passed with flying colors! That's because, no matter which of the over 150 varieties tested, Oven Fresh stands up to the toughest critics – kids and moms!



So, make sure your shelves are stocked with plenty of Oven Fresh products. They're time – and kitchen – tested! For more information call Duane Ver Hage, Sales Manager, at 616-245-9127. 210 28th Street S.E. Grand Rapids, MI 49548

WISHING YOU

HAPPY HOLIDAYS!

7UP

THE UNCOLA®

WINTER WONDERLAND



*Your total beverage company
during the
holiday season.*



From **DETROIT 7UP**

DISTRIBUTORS FOR:

Canada Dry Ginger Ale & Mixers	Clearly Canadian
R.C. Cola	Evian Spring Water
Sunkist	La Croix Sparkling Water
Hires Root Beer	Mistic Natural Sparkling Juices
Hawaiian Punch	



AFD group health plans: More choices, more value



Have you tried to find affordable health care coverage on your own lately? Some carriers refuse to insure all your employees or their dependents. They may offer a plan that doesn't cover enough, or cancel you for any reason.

None of that happens when you get your coverage through the AFD.

Surprising options

One of our health care agreements is with Michigan's leader in health coverage, Blue Cross and Blue Shield of Michigan. "Your association membership affords you choices you probably thought were only available to larger corporations," explains Robert H. Reveley, Blues' vice president of Michigan Services.

No matter how small your group—even if you're the only member—you have the choice of

three medical plans *and* a prescription drug plan. Larger groups have even more choices.

If you currently have coverage through the Blues, but not through AFD, it may be worth your while to find out the advantages we offer. This is particularly true for those who employ fewer than 50 people.

Coverage is guaranteed, so is the premium

It's important to us that the Blues won't deny coverage to any of our members, regardless of age or illness. We wanted to be sure that all your members and their families could get the same coverage—guaranteed.

And your rates won't go up just because someone gets sick after your coverage begins. That's because the Blues "pool" your group with many other businesses

in your area with the same Standard Industry Code (SIC), or place you in an "area-rated" pool. Their approach of sharing costs among all members of these large "risk pools" helps keep your premiums stable.

"Another feature we think you'll like is that your premium is guaranteed for one year," says Reveley.

Guaranteed access to care

You and your members will be assured access to care because you'll have the most recognized and accepted health coverage ID card in the business.

Over 75 percent of Michigan doctors, 99 percent of Michigan pharmacies, and every acute care hospital in the state participate with the Blues' traditional program. Participating providers accept the Blues' approved

amount as payment in full for covered services, less any deductible or copayment requirement.

Full service from the health care leader

Managing a business gives you enough to do without having to get immersed in complicated health coverage administrative procedures. You'll get an easy-to-understand manual and simplified forms from the Blues to make administrative matters like adding and deleting members as easy as possible. You and your employees will each receive a benefit booklet that explains your health care plan in plain English. Additional benefit assistance from a Blues customer-service representative is only a toll-free phone call away.

Call us today for more information about Blue Cross and Blue Shield of Michigan coverage through AFD.

BRINKMAN SAFE INC.

QUALITY EQUIPMENT * COMPETITIVE PRICES

OVER 25 YEARS EXPERIENCE

**"STATE OF THE ART DELIVERY EXPERTS"
ALL MAKES & MODELS**

**BUY • SELL • LEASE
NEW & USED**

* MONEY SAFES * IN-FLOOR
* JEWELERS * BANK EQUIP.
* DATA SAFES * VAULT DOORS
* TRUCK SAFES * INSULATED
* GUN & PISTOL * SAFES & FILES

**COMPLETE 24 HOUR
QUALITY SERVICE**

* OPENED * SAFE DEPOSIT
* REPAIRED * BOXES
* INSTALLED * COMBINATION
* CUSTOM * CHANGES
* MODIFICATIONS * INSURANCE
* ESTIMATES



**CANADIANS WELCOME
BONDED & INSURED**

**HOURS:
MON - FRI 8:00AM - 5:00PM
SAT 9:00AM - 3:00**

739-1880

6031 18 MILE ROAD
1/2 BLOCK EAST OF MOUND, NORTH SIDE * STERLING HEIGHTS

Attention Retailers...

Do you have a terrific bagger in your store? AFD is hosting a Best Bagger Contest for all members. All you have to do is send your best bagger to our annual Trade Show, along with a loud rooting section of parents and other store employees and we'll take care of the rest. The contest will consist of 10 "heats" to determine the Best Bagger. Your bagger will be judged on the following criteria:

- 1) speed
- 2) proper "bag building" technique
- 3) number of bags used
- 4) distribution of weight between bags
- 5) style—attitude—appearance

Why Should I Enter? Our Best Bagger contest will improve employee bagging skills, build pride in store operations, develop a "Customer Care" image, boost in-store enthusiasm, gain media coverage, receive community recognition and increase employee confidence and morale.

Who Can Enter? One contestant per member company who is a regular full or part-time employee and whose job includes bagging can enter. Entries are accepted on



a first-come, first-served basis with a maximum of 20 contestants. There is no cost to participate.

What Will I Win? First prize consists of a trophy, \$500 scholarship (if applicable) and a shopping spree, plus eligibility to win a FREE trip to attend the National Grocers Association Best Bagger Contest in 1995. Second and third prizes consist of trophies and shopping sprees.

Where Is The Contest? Burton Manor, Thursday, April 14, 1994 from 11 a.m. - 2 p.m., before the trade show opens.

How To Get More Information: Call Danielle at (313) 557-9600 if you have any questions.

The Emcee will be a crazy comedian and magician, there will be a captive audience of over 100, tons of media personalities and prizes galore.



We Cater to Your Mortgage Needs!!


Whether it's purchasing a new home or refinancing,
Rock Financial has the mortgage that's right for you!

- No Documentation Loans
- No Points and No Cost Loans
- No Up Front PMI Charges
- Over 30 programs including Fixed, ARMs and Jumbos
- The Rock Relocation Program, *Mortgage1st™* and the *Professional Courtesy Mortgage Program*



- Loan Amounts from \$100,000 to \$2 Million
- Applications taken at your convenience - weekends or evenings at your home or office
- The Best Mortgage Rates!
- The personal, professional service of Khalida Jarbou
Call her direct at 540-6574

 **Rock
Financial**
The Mortgage Bank

 ***The Household Name in Mortgage Lending***

(313) 540-8000



30600 Telegraph Road, Fourth Floor, Bingham Farms, MI 48025



MICHIGAN BALE TIE Company

For all your
Baling Wire Needs
at **Competitive Prices.**

Call or write us at:

9680 Grinnell Ave.
Detroit MI 48213
(313)925-1196
FAX: 313-925-1476

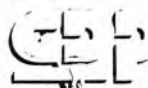
GALVANIZED
Large Inventory - Immediate Delivery



An Investment
Worth Protecting

**ADVANTAGE
PLUS**

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

Technical assistance centers

By Michigan Business Ombudsman
Judy Miller

Information available on marketing to government agencies and exporting products

In today's global marketplace, can you really afford not to consider exporting your product or service? While you debate the question, someone else may have moved in on your market...or, have you ever considered expanding your market by selling to state and federal agencies? You may not know that governments contract out to purchase anything from airplanes to zippers. And remember, when talking about airplanes, they consist of many small parts.

The Michigan Technical Assistance Center (TAC) Network can help show you how to do it all. These 12 locally based offices are partially supported by the State of Michigan and provide government contracting and export assistance throughout Michigan. They are staffed with highly skilled professionals who can help you investigate and clear the path to federal and state government agencies. Assistance can be provided in determining whether exporting would make sense for your company's products and services.

In the area of export assistance, the TAC Network offers your company a local contact for initial consultation with access to additional expertise and resources provided by the Michigan International office (MIO), a bureau of the Michigan Department of Commerce, and its foreign offices in Tokyo, Hong Kong, Brussels and Toronto. If your company is new to exporting or currently exporting but without an exporting marketing place, the TAC Network is your answer. It can provide computerized services to match your company's products with worldwide leads coming in from the U.S. Department of Commerce's Foreign Commercial Service and the Michigan Department of Commerce's overseas offices. By using a unique computer software program, an assessment of your company's readiness for exporting can be made. Market planning, market entry strategies and methods, information on establishing overseas contacts and export pricing information are all available.

Do you cringe at the thought of figuring out how to deal with shipping and documentation to foreign shores and, most important, getting paid? Have no fear; the TAC Network can provide you and your company this type of assistance also. Identification of countries that buy your product can be provided through a unique data base that provides in-depth market research reports by country. However, products and services are too numerous to mention here. The data is continually being updated and the scope enlarged. Training workshops on various aspects of exporting are held on an "as needed" basis to answer your company's questions and concerns about any of the above endeavors.

Companies who are currently exporting and have further interest in marketing their products through trade shows, etc., should contact the Michigan International Office at (517) 373-6390 for further assistance.

Government contracting is another area with enormous potential for firms seeking to expand markets and profits. The federal government alone is a multi-billion dollar buyer of goods and services—more than \$150 billion is spent annually. If you are not taking advantage of selling to the government because you lack the time and resources necessary to become familiar with government purchasing procedures, your TAC Network is the answer.

The highly skilled and trained personnel in these centers can help your firm penetrate the government procurement process. They provide the computerized matching of your company's product or service with bids being let by government agencies. One-on-one assistance is provided for many functions such as bid preparations, the obtaining of government specifications and drawings, and the obtaining of bid histories and results. They can also assist you in locating subcontracting opportunities. As in the export field, training is available in all areas of the procurement process on an "as needed" basis.

We are very proud of the TAC Network. It is designed to help Michigan businesses expand their market opportunities through improved access to the latest technical information. It maintains a close working relationship with other economic development agencies and programs throughout the state to facilitate outreach and ensure that businesses such as yours have access to the services necessary to prosper and grow.

If you are interested in finding out more about the Technical Assistance Center services, call Cindy Dimitrijevic at (517) 335-5952. Ms. Dimitrijevic is with the Michigan Department of Commerce, Regional Network Services—the office that maintains a close working relationship with the centers. Ms. Dimitrijevic can help you contact the TAC closest to you for information about exporting and the government procurement process. Also, she can give you an area map of the TACs and a list of contacts and telephone numbers.



CRIME ALERT



Discharge for theft? Very costly to company!

The employee was a janitor who was fired for theft. The company president was driving his car past the plant and claimed he saw the employee loading a carton into his trunk. The carton was of a type used by the company (a distributor of alcoholic beverages). The president then told his plant manager that he saw the employee stealing liquor, describing the carton and what he saw. He told the plant manager to take care of the matter and the plant manager promptly fired the janitor for theft.

The janitor denied the theft and, before he left the premises, went to the president's office to protest his innocence and invite the president to look in his car and house. The plant manager had told the janitor's foreman as well as the shop steward about the janitor's discharge for theft. The payroll clerk was told to strike the

janitor's name from the list of employees but did not disclose the reason.

At trial, the jury was instructed that the statements of theft were, as a matter of law, defamatory; that the occasions on which they were spoken were protected by a conditional privilege; and that the issue for them to decide was whether the president of the company had abused the privilege. Abuse of the privilege, they were instructed, could consist of deliberate falsehoods and rash or reckless statements. The jury returned verdicts against the company, but not against the president.

The jury could infer from the following circumstances that the company was acting through the plant manager, and it had abused the conditional privilege. The janitor commenced his workday

at 7:00 a.m., an hour before the plant opened for business. In his testimony, he acknowledged putting a carton into his car. He claimed that it was an empty carton, that he had taken it from a waste bin to hold the tools in his trunk, and that he had invited the president, in the presence of the plant manager, to search his trunk, which invitation was declined. The court held that the jury could have concluded that the plant manager should have asked to inspect the trunk of the janitor's car, while the charge was fresh and an inspection potentially useful.

The president had seen a liquor carton and had drawn an inference that the carton was full of liquor. However, the court determined the broader dissemination of the theft allegation against the janitor by the plant manager without an effort on his part to verify the truth. (The plant manager could have searched

the janitor's car trunk.) Under the circumstances, verification was practical, and the failure to search the trunk before taking action amounted to a "reckless disregard of (the janitor's) rights and of the consequences to him."

A judge in Tampa, Fla. recently sentenced a shoplifter, convicted of his third theft offense, to carry a card identifying him as a habitual thief. The man must identify himself to a store manager upon entering any store so he can be watched while on the premise.

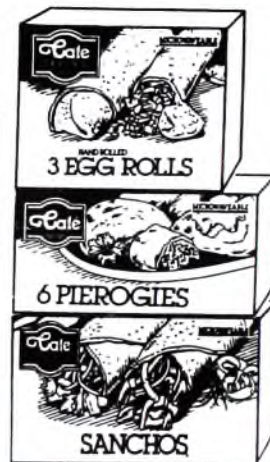
HO, HO, HO!

You're in for a treat!



Tony's

Cafe Peking
• Pot Stickers • 8 Crab Rangoon
• 3 Egg Rolls • Sanchos
• 6 Pierogies



Since 1984 we've introduced over 26 new products... all backed by the most powerful merchandising machine in frozen foods today!

TONY'S PIZZA SERVICE

The Driving Force In Frozen Profits



FOR SALES & SERVICE CALL 1-800-247-1533

Win Schuler Foods

Say Scheeze—Livonia entrepreneurs bring great-tasting Michigan tradition "back home."



Michigan restaurateur Win Schuler was never one to leave a customer unsatisfied. As crowds gathered at his Marshall restaurant, he knew they needed something to nibble on while waiting to be seated. The solution, whipped up by Win with the inspired tasting help of football coaching legend Duffy Daugherty, was perfect—crackers spread

with now-famous Win Schuler's Bar-Scheeze Cheese Spread.

For over forty years, Midwesterners and others across the nation have treasured Win Schuler's Bar-Scheeze Cheese Spread and Win Schuler's Bar-Schips snack crackers.

Now, this Michigan line of food products has been "brought home" by Tom Bitterman and Robert Nunez, partners in Livonia-based Win Schuler Foods, who purchased the product line this past March from the

Campbell Soup Company.

"Win Schuler's Bar-Scheeze is a Michigan original with a national following, like Vernor's or Sanders," says Nunez, a fan from Albion College days when he used to sample Bar-Scheeze "at the source" in nearby Marshall.

Presently, the Win Schuler Foods' line consists of five flavors of Bar-Scheeze Cheese Spread, including Original and Jalapeño; Cheese Logs and Cheese Balls; and eight flavors

of Bar-Schips snack crackers.

Nunez and Bitterman plan an ambitious expansion of the line—whose annual sales exceed \$5 million—with new products, environmentally improved packaging and new distribution channels.

The purchase of Win Schuler

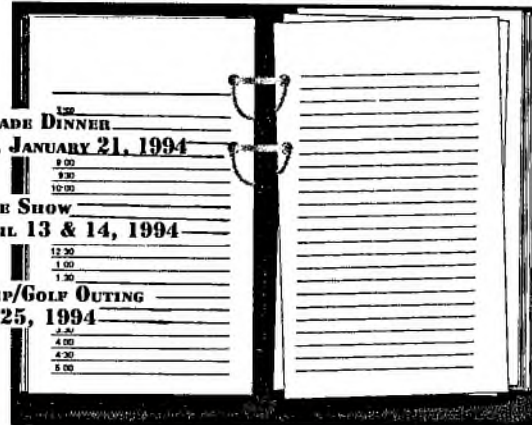
*See Schuler
Page 22*

RFD's 1994 Special Events Calendar

ANNUAL TRADE DINNER
The Cinderella Ball, **JANUARY 21, 1994**
5:00
9:00
12:00

TRADE SHOW
Cruise Into Profits **APRIL 13 & 14, 1994**
12:30
1:00
1:30

SCHOLARSHIP/GOLF OUTING
JULY 25, 1994
8:30
9:00
9:30
10:00
10:30
11:00



Call Danielle MacDonald, RFD Special Events Director for more information at (313) 557-9600.



Aim & Score Big

The general food industry throughout the country, ranging from manufacturers to supermarket chains to local grocers, relies on ADVO for the timely targeted delivery of billions of advertising pieces every year. Through the utilization of its extensive media package ADVO is in all residential mailboxes every week of the year.

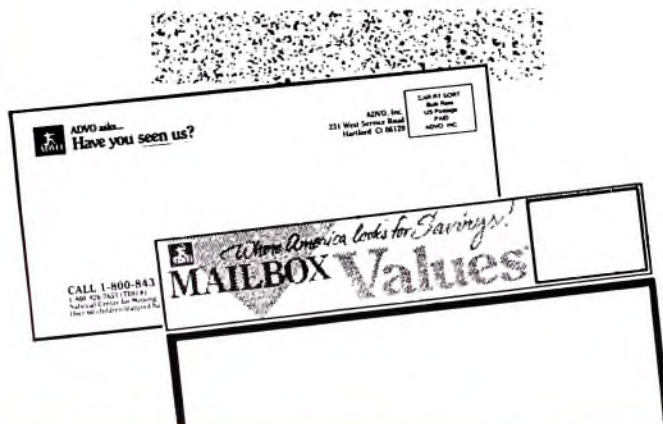
You can choose your ADVO advertising media product:

- A full Mailbox Value page
- The Missing Child Card (D.A.L.)
- One of Seven Power Mail Products
- Client Supplied Pre-Print

All of which are attractively and competitively priced. Special prices available for qualified retail advertisers.

ADVO has the proven ability to produce timely results through the effective utilization of successful marriage mail solutions and services.

Let ADVO generate the advertising impact that your looking for. Call Michael Houran today at (313) 425-8190 to experience the ADVO advantage.



Prevent foodborne illness with common sense safety tips

by Bill Schuette

Director, Michigan Department of Agriculture

Two recent Michigan cases of E coli 0157:H7 poisoning from home-cooked ground meat remind us again how important it is to meticulously follow the rules of food safety at the processing plant, the grocery store and at home to prevent foodborne illness.

The tragic deaths earlier this year of several people in the United States from E coli-contaminated ground beef is made more distressing by the fact that thorough cooking would have destroyed the pathogen and probably prevented the deaths.

Food safety is the number one priority at the Michigan Department of Agriculture (MDA), and prevention of foodborne illness is our greatest challenge. Despite the great advances in packaging, storing and preparing food, people still get careless and mistakes still occur.

The United States Public Health Service estimates that over 9,000 people die each year from foodborne illnesses with an annual cost to society ranging between \$5.1 and \$6.1 billion. In addition, at least tens of thousands fall ill. As a result, federal and state governments spend tax dollars on investigations of illness including laboratory services, food safety inspections and education.

Researchers report that most of the major bacterial pathogens contaminating food including E coli, Salmonella, Listeria, and some parasites including Trichinella are only transmitted to humans through food. Nearly all parasitic diseases and about 50 percent of all other foodborne bacterial diseases are transmitted primarily through contaminated meat and poultry. Those infected with these pathogens can experience a range of symptoms from mild to severe with the greatest danger for infants, the elderly and chronically ill.

While food poisoning remains a major public health issue, and new bacterial strains are bringing new dangers as we see with E coli 0157:H7, some of us still don't pay heed to the sensible rules of food safety. More attention is given to diseases that have little chance of being prevented including influenza and respiratory infections.

What does happen in Michigan if someone comes down with "food poisoning"? Most victims never see a doctor and may not even know the source of their distress is contaminated food. Others may have more serious symptoms that require immediate medical attention. If a diagnosis of a foodborne illness is made by a physician, the case is reported to the

Michigan Department of Public Health. The Michigan Department of Agriculture may be notified by the health department or even by the victim and, in response, MDA activates a series of events that will hopefully locate and destroy the product, avoiding other incidences.

An in-depth interview with the victim or family members helps point investigators in the right direction. It is ideal to locate a portion of the exact food eaten for laboratory analysis but not always possible. Sometimes the pathogen can be identified in pack-

ages with the same code number or in meat from the same carcass.

Information is shared with other states and the federal government when appropriate. Foodborne illness knows no boundaries. An Illinois egg producer may unknowingly sell contaminated eggs to businesses in Chicago and Benton Harbor which may result in a rash of Salmonella infections in both states.

By law, MDA must investigate each foodborne illness that comes from a commercial source. That means working closely with growers,

processors, wholesalers, and retailers in the investigation and remedial action, which can be as simple as increasing the temperature of a grill or as complex as dismantling and cleaning processing equipment, and adjusting handling procedures.

Food-related businesses, including grocers, want to attract and keep customers. They know, more than anyone, that contaminated food is a seri-

*See Foodborne Illness
Page 21*

FOR GREAT SALES RESULTS, TRY ONE OF THE OLDEST LINES IN THE BOOK.



We don't have to convince you that a strong brand name is good for the bottom line. And in sugar, that name is Domino® 100% pure and nearly 100 years old, we've earned the trust of consumers one generation after another. And today, with an extensive product line, we're still the best-selling brand of sugar in the country. So if your customers want great results in the kitchen, and you want great results in the aisles, have we got a line for you.

DOMINO SUGAR.

100% PURE SO YOU CAN BE 100% SURE.

Sales, profitability up slightly for food distributors in 1992

"Slow-growth '90s" continue their drag on wholesalers' performance

Food distributors posted slight gains in sales growth in 1992, indicating that the sluggish economic recovery continues to dampen the financial performance of wholesale grocers and foodservice distributors, according to a new report.

The 1993 Distributor Productivity and Financial Report (DPFR), National-American Wholesale Grocers' Association/International Foodservice Distributors Association's (NAWGA/IFDA) annual survey of the financial performance of its member companies, found that the sales volume of wholesale grocers grew an average of 5.1% in 1992, compared with 4.8% growth a year earlier.

For foodservice distributors, sales growth in 1992 actually slowed to the lowest level in four years: sales grew an average of 4.7%, down from a 5.0% rate in 1991.

The slow growth of sales in the industry contributed to the customary razor-thin profit margins of food distributors. Wholesalers posted a net profit before tax of 1.4% in 1992 up

just 0.1% from 1990 and 1991, when the average profit was 1.3%.

For foodservice distributors, the DPFR found that the average net profit in 1992 was just 1.1%, up from a 0.8% margin in 1991.

"They're not calling this decade the 'slow-growth '90s' for nothing," said John Block, president of NAWGA/IFDA. "Competitive pressures from alternative formats and discount stores, plus the lingering effects of the recession, are all contributing to generally lackluster financial performances by NAWGA/IFDA's member companies."

Block said the DPFR's findings "bolster the need for food distributors to continue cutting costs and finding ways to operate more efficiently. Every segment of the industry—manufacturers, distributors and retailers—is having a tough go of it. No one is going to make as much money as they did a decade ago, so we're going to have to find ways to deal with the slow pace of growth that we face."

Pillsbury charges forward with EDI and UCS II

Invoice deductions have long been an issue for the grocery industry. In 1990, the Joint Industry Committee on Invoice Deductions recommended the use of UCS transactions as a way of reducing the level of deductions. Sending information via EDI—or electronically from computer-to-computer—versus requiring human intervention assures more timely and accurate exchange of data.

With regard to deduction, it was cited that discrepancies between the manufacturers' and retailers' information was the cause of a significant portion of all deductions. Specifically, three UCS/EDI transactions were identified as key contributors to reducing deductions: Price Change, Promotion Announcements, and Item Maintenance. These three transactions are referred to as the UCS II Expansion Program and were introduced to a pilot group of retailers, manufacturers and brokers in May 1991.

Pillsbury has been heavily involved in the UCS II Expansion Program since its inception. They are currently sending Promotion Announcements and Price Changes to several trading partners. An aggressive rollout, including the Item Maintenance transaction, is sched-

uled for 1994.

In addition to transmitting national and market-wide promotions electronically, Pillsbury also has the capability of transmitting local marketing fund promotions via UCS. These are customer-specific case rate or lump sum promotions. Pillsbury is breaking new ground by supplying their customers with a full range of promotional offerings off-invoice, and transmitting them electronically. This feature has already had a significant impact on their deductions for field fund promotions. Pillsbury has also been in the forefront with EDI Military Delivery Tickets and Continuous Replenishment efforts.

With the current industry interest in ECR, there is an increased emphasis on EDI as a key operational tool. Pillsbury has recognized the importance of EDI, and are committed to providing a total EDI portfolio for their customers...from Purchase Orders to Electronic Funds Transfer capabilities. As a leader in the area of EDI technology, Pillsbury welcomes the opportunity to discuss potential trading partner relationships with their customers.



CoreSource...putting the pieces of Self-Insured and Large Retention Programs together with strong Leadership, quality Claims Administration, and unmatched Managed Care expertise.

- Workers' Compensation
- Property
- Health & Accident
- Liability

Administrator of AFD's Workers' Compensation Plan

CORESOURCE

Healthcare & Workers Compensation Solutions

FORMERLY CREATIVE RISK MANAGEMENT CORPORATION

34820 Harper Avenue P.O. Box 2305 Mt. Clemens, MI 48046-2305
(313) 792-6355 Fax # (313) 792-9429

How Quaker product delivery programs are creating a win-win situation

At Quaker, the logistics department strives to get their products through the distribution portion of the supply chain in the most efficient and cost-effective manner.

A major link in the chain is transporting product from Quaker Distribution Centers to their customers' warehouses. Quaker, along with their customers, has helped develop many win-win situations in the area of customer pick-up programs. These have led to greater control of product flow, more efficient use of owned fleets and lower transportation costs.

Currently, slightly over half of Quaker's volume arrives via customer pick up, by far their most active shipping program. Allow-

ances are based on actual delivered costs, including unloading, on a point-to-point basis, and are reviewed regularly to ensure they are current with the costs carriers would charge Quaker to perform the delivery. In addition, Quaker pays pick up allowances based on the order quantity, not shipped quantity, which protects revenue in cases of product shortages.

Additionally, Quaker has opened the doors to their customers, asking them for input on how they can improve on this program, continue to meet the needs of their customers and maximize the cost-benefit relationship for all parties involved.

Surviving nutritional labeling regulations

"It is essential for distributors as well as suppliers to take note of the nutritional labeling issues facing us today," said Richard Litner, president, Nutrinfo Corp. of Watertown, Mass.

The last major overhaul of food labels took place in the '30s Litner stated. "Until now, no one has needed to understand food labeling regulations. Come May 8, 1994, manufacturers of food products will be required to meet all new nutritional labeling regulations."

Litner further noted, "May 8, 1994, is important because the Food and Drug Administration (FDA) plans to enforce these regulations. The date is relevant if you are an importer and the FDA refuses to let you off-load your products through customs because they are not properly labeled. It is important if you are a distributor and your retailer calls you and says the FDA inspector has asked them to remove your product from their shelves. This also is relevant to you as a business person, because if you do not educate yourself, the labeling regulations will cost you additional time and money."

Although most products will require mandatory nutritional labeling, some products (tea bags, flavorings, spices and bottled water) are exempted because they have no nutritional significance.

Other exemptions include:

- Small businesses with less than \$500,000 gross sales of all products at retail.
- Restaurant, bakery and deli foods sold for immediate consumption.
- Food shipped for further processing or repackaging.
- Medical and infant formulas which have their own sets of regulations.
- Foods sold in small packages with less than 12-square inches of surface. In this instance, the consumer must be given a phone number or address where they can call or write for nutritional information about the product.
- Foods sold in bulk. Nutritional information must be made available to the consumer at the point of sale.
- Foods supplied to institutional food service only.
- Foods made specifically for infants and toddlers less than two years of age.
- Shelled eggs.
- Multi-unit food packs.

"It is important that somebody in your business understands what these nutritional labeling regulations are all about. This is one of the most complicated regulations the government has issued in a long time," said Litner.

The regulations are very specific

on how product labels should read. For instance, Litner explained, measurements (i.e., calories) will be rounded off. All products' service sizes must be similar and expressed as common household measurements, such as teaspoon.

Labels will become highly stylized. Typeface and style is carefully designed and defined under the government regulations. FDA wants the same look and feel for all labels produced by manufacturers. "The manufacturer must make sure this informa-

tion is positioned on the package and done according to specifications," added Litner.

Another issue of concern is what labels can claim about a product. According to Litner, content claims may still be made regarding calories, fat, cholesterol, sodium, saturated fats and sugars, but they have to be carefully structured and comply with federal regulations. Health claims also are carefully defined and can only be made following regulations. All claims need to include a referral state-

ment on the label. Undefined claims are not allowed.

"These regulations will change over the course of the next five to 10 years as circumstances change and situations develop that have to be addressed," stated Litner. "Initially it is an effort that will ultimately benefit the consumer and become a non-issue with food manufacturers. Fifty years from now this will be as common place as the food regulations passed sixty years ago. But, for the next couple of years, we are going to have to pay attention to the regulations and learn something about them." (NFDA)

GODIVA™ Liqueur Now Available . . .



750 ML	Code #6239-7
Shelf Price	\$29.65
On-Premise Cost	\$23.79
Off-Premise Cost	\$24.25



The House of Seagram



THE HOUSE OF SEAGRAM • NEW YORK, NY

Products

Louis Rich introduces Carving Board™ Meats

New sliced meat products deliver homemade taste and texture



Louis Rich Carving Board Meats is an innovative new line of home-style sliced turkey breast and red meat ham that is a clear departure in taste and texture from regular pre-packaged meats. Available in both traditional and thin carved slices, Louis Rich Carving Board Meats were created in response to consumers' desire for natural, homemade taste and home-cooked texture. They are available in six varieties and are packaged to retail at \$2.29 to \$2.39.

Godiva Chocolatiers and House of Seagram launch new premium liqueur

Godiva Chocolatiers, together with House of Seagram, combined years of experience to create a new taste, Godiva Liqueur.

The distinct dark chocolate taste of the liqueur, blended with other Godiva proprietary flavors, can be enjoyed straight, on the rocks, with coffee or as a delicious topping for ice cream.

Godiva is a 34-proof premium priced liqueur currently being offered in stores throughout the market for \$25 to \$30 for a 750ml bottle. The liqueur is also available in the 375ml and 50ml sizes. The 750ml and 375ml sizes feature an all-seasons gift carton with a recipe brochure enclosed. Packaged exquisitely in a brown and gold carton, its premium quality imagery generates year-round appeal.

The name Godiva has world-wide awareness acceptance, thus the consumer will choose it as an established, proven brand. Previously introduced in the Florida, Metro Philadelphia and Metro Chicago markets, Godiva achieved its annual volume goals in the first three months.

Fleischmann's captures the benefits of canola in Today's Choice

The Fleischmann's Division of Nabisco Foods Group is introducing the first nationally distributed canola oil-based spread—Today's Choice.



A blend of canola and corn oils, Today's Choice became available nationally in July. The spread is sold in one-pound stick and one-pound sleeve varieties with a suggested retail price of \$1.39 and \$1.59 respectively.

Canola, the oil lowest in saturated fat, makes up 70 percent of the oil in Today's Choice. The remaining 30 percent is corn oil, making Today's Choice 75 percent lower in saturated fat than butter.

Supporting the introduction of

Today's Choice is a national television campaign themed "Inner Beauty." In addition, over 250 million cents-off coupons will be distributed to consumers nationwide through in-store and free-standing Sunday newspaper inserts.

Fleischmann's Division, an operating unit of the Nabisco Foods Group, makes and markets a variety of margarines and spreads, as well as Egg Beaters 99 percent Real Egg Product.

Pierre introduces four Microwaveable JUMBO Breakfast Sandwiches

Pierre Frozen Foods introduces their JUMBO Blue Ribbon™ Biscuit Sandwiches. These four new microwaveable breakfast sandwiches are made with

real buttermilk biscuits piled high with generous portions of premium quality meats, real eggs and cheese.

Pierre JUMBO Blue Ribbon Biscuits taste so country oven fresh and delicious, it's hard to believe that they came out of the microwave.

Every Pierre sandwich features a guaranteed 14-day shelf life under refrigeration with attractive four color



labeling that clearly shows off the products.

The new Pierre Sandwiches include Canadian Style Bacon, Egg &

Cheese on Biscuit; Country Fried Steak on Biscuit; Sausage Patty and Cheese on Biscuit; and Bacon, Egg, Cheese on Biscuit.

Pierre Frozen Foods produces a full line of wrapped sandwiches and pre-cooked meats for foodservice, vending, convenience store, mobile catering and other consumer markets.

London's Farm Dairy introduces unique new ice cream bar

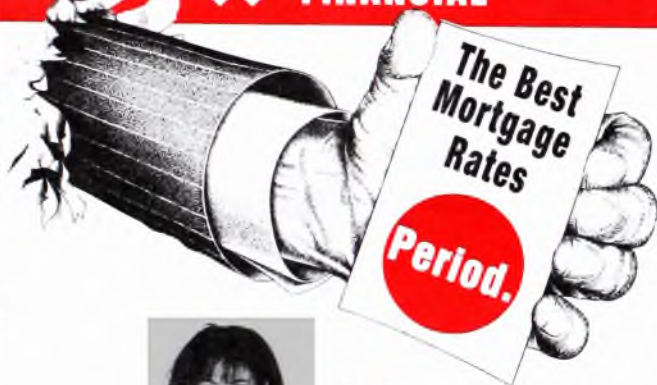
London's Farm Dairy recently introduced their new Ryba's® Ice Cream Bar at the afternoon Reception of the 95th Annual Michigan Grocer's Association Convention being held on Mackinac Island.

The ice cream bar, the first of its kind, incorporates chunks of creamy chocolate fudge swirled in vanilla ice cream with a dark chocolate coating with almonds. A unique process keeps the fudge soft and delicious while the ice cream and coating are firmly frozen. Special equipment was developed to produce this new product and a patent has been applied for to protect the process. London's also announced plans to market the new

ice cream treat in 40 states.

The Ryba's Mackinac Island Fudge Ice Cream Bar is an offspring of the very popular, original Ryba's Mackinac Island Fudge Ice Cream first developed by London's Farm Dairy in honor of Harry Ryba, a fudge shop owner on Mackinac Island. Mr. Ryba attended the convention as the keynote speaker for the Sunday evening Chairman's Dinner.

London's Farm Dairy, located in Port Huron, is one of Michigan's largest dairies distributing its complete line of quality dairy products to over 2,000 retail outlets throughout Michigan and northern Ohio.



Sally Denha
ACCOUNT EXECUTIVE

CALL MICHIGAN'S LEADER
IN MORTGAGE LENDING

- Loan sizes to 1.5 million
- Excellent Jumbo Rates
- No documentation loans available
- No point, no closing cost loans available
- Convenient applications via lap top computer in your home or office
- Special programs available for "bruised credit" applicants
- We close loans FAST!

Call now and ask for Sally Denha

NEW PURCHASES • REFINANCES • FAST APPROVAL • LOW RATES

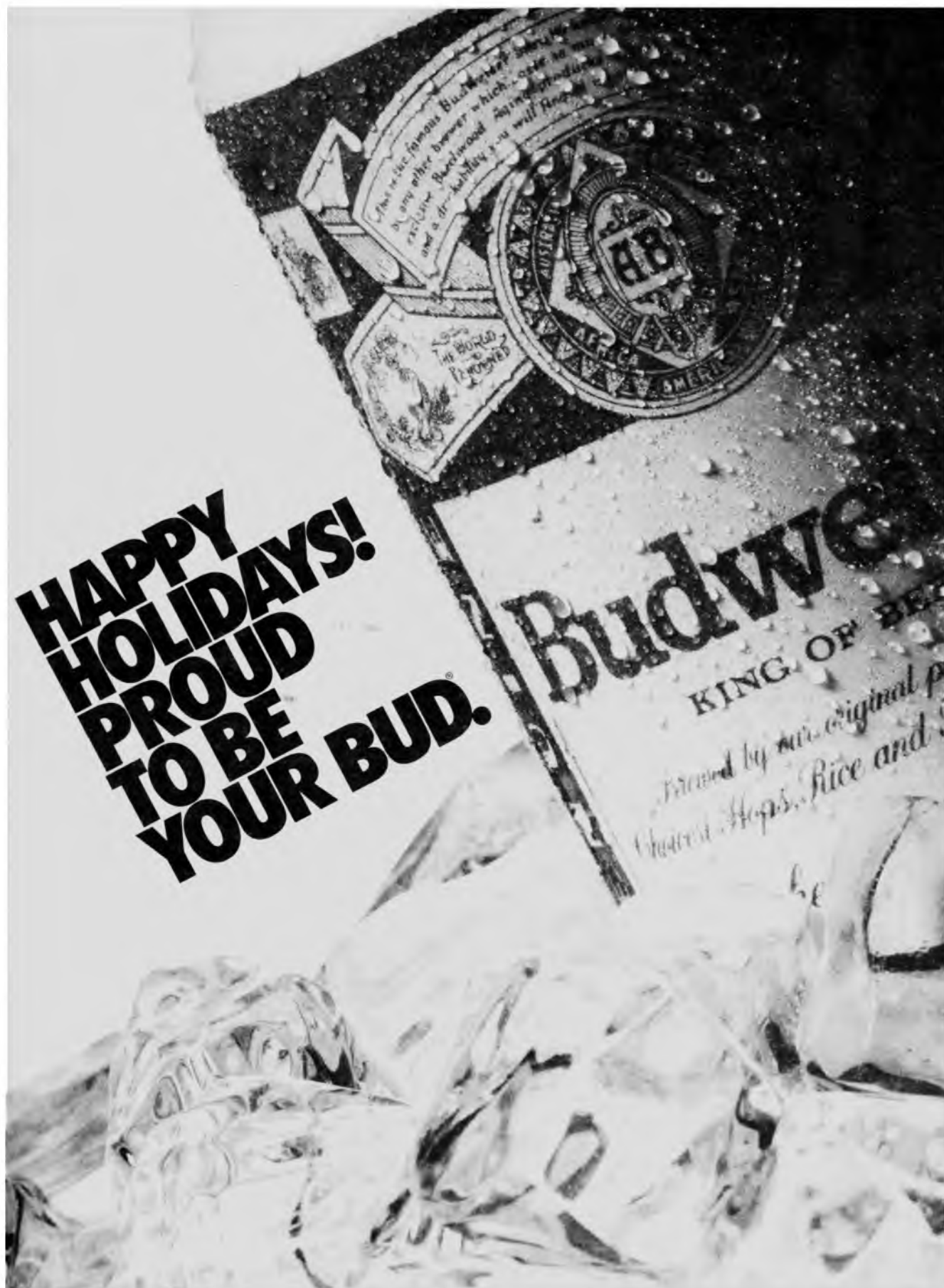


WORLD WIDE FINANCIAL SERVICES

THE MORTGAGE LENDER

CALL 647-1199

555 South Woodward Ave.
5th Floor
Birmingham, Michigan 48009



Great Lakes Beverage Co. (313) 865-3900
Hubert Dist., Inc. (313) 858-2340 • Central Dist. of Beer, Inc. (313) 946-6250
Petitpren, Inc. (313) 468-1402

©1993 ANHEIM-BUSCH, INC. ALL RIGHTS RESERVED. BUDWEISER IS A REGISTERED TRADEMARK OF ANHEIM-BUSCH, INC.

Changes in WIC Vendor Food Card

Effective December 5, 1993, significant changes will be made in the authorized WIC foods listed on the WIC Vendor Food Card.

The changes will affect cereals, cheese and other foods. Some currently authorized foods will be removed from the list of WIC authorized foods, and certain new categories of food items including tuna and carrots will be added.

Please look for the December WIC Vendor News and other information that will be mailed to each authorized WIC vendor.

Baiting the customer

A Farmington-based food broker found an unusual way to promote one of its products, Combat Superbait cockroach baits. Instead of giving them away at supermarkets, McMahon & McDonald broker gave 480 of the baits to residents of the Brewster housing project in Detroit, through the Detroit Housing Department. The baits were a big hit, says Michael McDonald. The company wants to expand the program next year.

Small school wins big

Tiny St. Elizabeth Elementary School in Reese, Michigan may have only one hundred students, but when it comes to earning money for their school, they're the best in the state.

On Friday, September 10, students, parents and teachers gathered at St. Elizabeth Church, adjacent to the school, for a ceremony celebrating their first place finish in the "Cash for the Class" label redemption program sponsored by Foodland Distributors. Representatives from Foodland Distributors and its local affiliated supermarket, Melcheck's Foodland in Reese, presented an oversized check for more than \$3,000 to school principal Robin Andress. According to Ms. Andress, "Cash for the Class" has allowed the school to purchase a new reading program that will be used by all students.

Students and parents from hundreds of schools around southeastern Michigan participated in the program by saving UPC symbols from Nature's Best, Homebest, Topmost or Bi-Rite products. Classes earned 5 cents for each symbol redeemed. And, the class or school that redeemed the most labels between September 1, 1992 and April 30, 1993 also won a bonus check for \$2,500.

Old Milwaukee NA takes top honor in local taste test



Old Milwaukee NA, the nation's leading popular-priced non-alcoholic beer, is finding out just how popular it is thanks to its victory in a local taste test.

Earlier this summer, Old Milwaukee NA was chosen as hands-down winner of an informal retailer taste test. Staff of The Bottle and Basket Party Store in Birmingham, MI decided to conduct their own taste test in June to determine the best-tasting domestic non-alcoholic beer, and to find out just how the domestics stack up against the imports.

The names of six domestic NA brews and one import were concealed and eight employees dipped and rated each brand. To no surprise for store manager Larry Guidice, Old Milwaukee NA was rated the very best.

"Old Milwaukee NA was far and wide the winner," Guidice said. "Our taste testers said it had the best taste, the most 'real' beer taste."

"Our customers are saying the same thing. They say Old Milwaukee NA tastes the most like beer." Guidice said Old Milwaukee NA is the favorite among all of Bottle and Basket's employees and, so far, he said, they've persuaded about 80 percent of their customers to give it a try.

"When we enjoy something, we talk about it," Guidice said. "We've been telling our customers about the great taste of Old Milwaukee NA, and they're listening and finding out for themselves. Once it came on, it came on strong in terms of popularity."

Guidice said Bottle and Basket has been carrying Old Milwaukee NA since the fall of 1992. He said the customers who buy it are "across the board" in age and in lifestyle. Most buy it because they enjoy the taste, others because they simply don't drink alcoholic beverages.

Bottle and Basket employs a dozen staff and is the highest-grossing store in the Bottle and Basket corporation's network of stores across Michigan.

Old Milwaukee NA, Old Milwaukee, Old Milwaukee Light, Old Milwaukee Genuine Draft and Old Milwaukee Genuine Draft Light are products of The Stroh Brewery Company, the nation's fourth-largest brewing company.

New grocery chain comes to Detroit

On August 24, a Save-A-Lot food store opened at 15001 Hous-ton-Whittier, near Gratiot and Mc-Nichols, on the city's northeast side. According to Save-A-Lot spokesperson Tami Green, there are approximately 370 Save-A-Lot stores in 23 states. The main office is located in St. Louis, Missouri.

Save-A-Lot stores sell their goods at approximately 20 to 40 percent less than traditional supermarkets. Green explained that Save-A-Lot serves as a "basic needs store," selling dry goods, frozen foods and packaged meat.

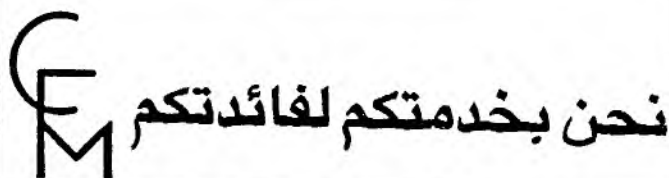
Tom George, co-owner of Detroit's new Save-A-Lot store, said he and partner Jerry Mansour chose the chain because they believe Detroit is in need of a food store that offers substantial savings to its customers.

"We don't carry beer, wine, liquor, cigarettes or lottery tickets," said George. "In order to sell our products at such a substantial savings, we don't carry every brand in every size and we are not open as many hours as some supermarkets. Instead, we offer the best-selling items and package sizes of each product. Everything we sell is 100 percent satisfaction guaranteed," George added.

The building that the Detroit Save-A-Lot store occupies was formerly Eastbridge Market. George and Mansour made the change because they believe Detroit is ripe for the Save-A-Lot concept.

Save-A-Lot stores are considered "no frills" stores, similar to a warehouse club, although no membership fees are charged. Products are displayed in cut cases, eliminating the need for shelving and reducing warehouse space. Consumers bag or box their own groceries. Bags are offered for sale at a nominal charge and empty cartons are made available for the consumer's use, free of charge. Through this type of operation, labor and lease expenses are maintained at levels significantly lower than those of a conventional supermarket, which increases the ability of Save-A-Lot stores to offer their products at discount prices.

In addition to the Detroit Save-A-Lot store, George and Mansour also own Harbortown Market, an upscale supermarket on East Jefferson and a Save-A-Lot store in Toledo, Ohio.



Community Financial & Mortgage, Inc.

Are you buying a House or Refinancing?

Are you Expanding your Business or Building?

Do you need a Residential Mortgage or Equity Loan?

Then come to

Community Financial & Mortgage, Inc.

For the best service around

Call Joe Michael or Paul Kemp

(313) 352-6161

We are conveniently located at

26699 West 12 Mile Road, Suite 207

Southfield, Michigan 48034

Foodborne Illness

From page 15

ous threat to their livelihood so most grocers are careful to maintain sanitary conditions and keep tabs on expiration dates, among other preventative measures.

State laws and policies are geared toward assisting the food-related business prevent illness. For instance, Michigan permits no greater than 40 degrees Fahrenheit for the holding of foods that may allow the growth of pathogens. Among these are dairy products, eggs and meat, as well as products made with these as ingredients. This requirement and Michigan's exact temperature requirements for precooked foods are actively enforced. Some other states still maintain a 45 degree maximum temperature but more are changing to the cooler temperature.

The following are rules that all of us need to remember when handling food:

- Cook to a temperature that kills bacteria.
- Avoid contaminating a fresh food by avoiding its contact with a raw food product. For example, don't cut fresh vegetables on a cutting board that previously held raw meat without thoroughly washing the board with hot, soapy water.
- Avoid recontamination of cooked products with raw product juices, such as using the same plate to carry meat to and from a barbecue grill. We recommend washing it before the return trip to the grill.
- Cover and refrigerate leftovers immediately after a meal.
- Maintain the temperature of a cooked product above 140 degrees Fahrenheit or below 40 degrees. Do not let food sit out at room temperature longer than two hours.
- Thoroughly wash vegetables and fruits prior to eating to avoid animal waste contamination.

Consumers or anyone working in the food industry with questions about food safety should call the Michigan Department of Agriculture's Food Division in Lansing at (517) 373-1060 or any of MDA's regional offices. In addition, the U.S. Department of Agriculture maintains a food safety hotline at 1-800-535-4555.

Grocers Win

From page 1

The new ruling means that, for the time being, the USDA cannot impose this law on the food industry. If you face enforcement action, inform them of the judge's order and call the AFD immediately. While the USDA may appeal the judge's order, it is effective immediately and remains so unless an appellate court vacates the injunction.

The judge's ruling is the result of the suit filed on your behalf by the National Grocers Association, the National-American Wholesale Grocers

Association and the Texas Food Industry Association against the USDA on September 23, 1993.

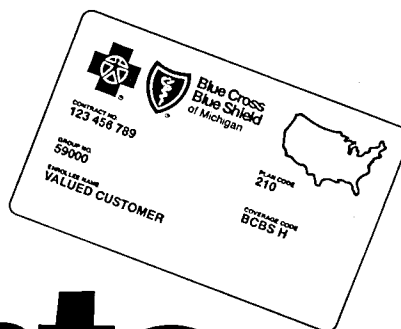
The AFD encourages the food industry to continue your voluntary efforts of distributing safe handling information to consumers. We have copies of a booklet on safe handling instructions for meat and poultry and also camera-ready art that is suitable to use as labels. Also see related story on Page 15. If you have questions or need additional information, please call the AFD offices at (313) 557-9600.

Targeting your customers

Try breaking old shopping habits of customers. One store manager decided to target the negative respondents to a survey with a special coupon mailing. Coupons were sent only to those who didn't shop the store. Coupons consisted of free offers and dollar-off coupons. This store manager saw a redemption rate of 60 percent.

For information about
coverage offered through the
Associated Food Dealers,
call Judy Mansur at
1-800-6666-AFD.

The card that counts.



Blue Cross
Blue Shield
of Michigan

Lobbying expenses are no longer deductible

Businesses will no longer be able to deduct lobbying expenses as of December 31, 1993, under the Budget Reconciliation Act of 1993 (H.R. 2264; Public Law 103-66) signed into law by President Bill Clinton on August 10. The provision applies only to state and federal lobbying. The final Conference Agreement deleted the application of the denial to local lobbying and reduced the compliance burden on associations. The denial of the lobbying expense deduction issue not only affects members paying association dues, but applies to trade associations who collect membership dues. As a member of a trade association, you will not be allowed to deduct that portion of your dues related to the organization's lobbying expenditures during a year.

IRS tightens rules for refinancing of loans

For some months now, "fiscal gurus" have been advising business people to reach for their telephones and then their calculators to determine the potential savings of refinancing loans and other obligations. Current low interest rates are the principle motivation.

But a recent Supreme Court decision and a subsequent proposal announced by the IRS may mean that refinancing certain debts is unwise. Under the new guidelines, refinancing many business loans of \$250,000 or more could be construed by the agency as an "event" subject to tax on the resulting income difference.

With an effective date yet to be set, IRS proposal 189-84 ("modifications of Debt Instruments") would make large-debt refinancings taxable for any of the follow-

ing reasons: cancellation of part of the principal, rate changes of more than 1/4%, rate changes from fixed to variable, obligation changes from a recourse to non recourse loan, extension of loan maturity by more than five years, involvement of a new lender and pledging of differential collateral.

The proposal is spelled out in detail in the Jan. 19, 1993 issue of Internal Revenue Service bulletin. Most libraries should have it on their shelves.

Two supermarket chains hit for labor violations

Recent investigations and fines levied against two supermarket chains reflect the Clinton Administration's efforts to step up enforcement of federal labor laws. Food Lion, Inc. and Publix Super Markets have both recently been cited by the Labor Department for violations involving labor laws.

Food Lion agreed to pay a record \$16.2 million to settle claims that the supermarket chain violated federal laws regulating working hours, the minimum wage and child labor. In addition, it also was found that the chain violated the Fair Labor Standards Act by requiring employees to work "off the clock" without pay after the normal workday ended.

Publix Super Markets also was cited by the Labor Department as violating child labor laws. In particular, they found that minors were working during prohibited hours (14 and 15 year-olds cannot work before 7 a.m. or past 7 p.m. during the school year). Investigations also found that employees under age 18 were operating hazardous equipment.

Applications on file

Due to recent legislation, it is now necessary to keep on file all employment applications for one (1) year. You can, and should, have printed on the bottom of your applications that you will only consider applications within the last six (6) months, but actually keep them for one (1) year.

National Performance Review Recommendations Released

President Clinton and Vice President Al Gore unveiled their "reinventing government" initiative to streamline the federal government by the year 2000 on September 7. Among other things recommended by the National Performance Review task force is the elimination of the Food Safety and Inspection Service by consolidating all food safety responsibilities under the Food and Drug Administration. This would lead to a single food safety agency. Most changes won't come up for serious consideration in Congress until next year.

Schuler

From page 14

Foods this year by Bitterman and Nunez was a real homecoming.

Detroit's Vlasic Pickle Company—another Michigan original—purchased the Win Schuler food line from the family in 1982. Just four years earlier, Vlasic had been purchased by The Campbell Soup Company.

Two years ago, Bitterman and Nunez left Vlasic to go into business for themselves. After scouting a number of other food lines, Nunez and Bitterman decided to bring back Win Schuler Foods, which Campbell had since put on the trading block, as a Michigan-based company.

Bitterman is the salesman of the partners, while Nunez concentrates on marketing and finances.

"We love the products," Nunez adds. "Bar-Scheeze is a natural dairy product that supports good nutrition. It has a tangy, zesty taste and texture that's never been duplicated or exceeded. Every time someone in the family opens the refrigerator, a little more seems to mysteriously disappear."

Michigan residents and others will be able to enjoy the legendary quality found in Win Schuler Bar-Scheeze and Bar Schips, as the Win Schuler tradition continues under the stewardship of Bitterman and Nunez.

BUSINESS OWNERS -

INCREASE YOUR PAYPHONE PROFITS!!!

- State-of-the-art Phone Technology
- Looks and Operates Like Bell Phones
- Fully Programmable
- Remote Diagnostics

Now Earn Profits from Long Distance, too!!!

MIDWEST AUTOTEL SERVICES, INC.

Ed Betel, Owner

1 (313) 960-3737

3160 Haggerty Rd., Suite M
West Bloomfield, MI 48323



BUY YOUR
PAYPHONE
FROM

References
Available

Holiday season

From page 1

Designated Driver is the Life of the Party campaign. Give them a quantity of free buttons for their officers to use during the month of December. You can also provide them with customer brochures to distribute among their staff and officers.

Additionally, you can offer on-duty police officers free coffee or soft drinks at your store during the month of December to thank them for their support.

Team up with local MADD

Join forces with local Mothers Against Drunk Driving (MADD) and other neighborhood organizations like block clubs, community centers, etc., to promote the designated driver program. You can provide their staff and volunteers with buttons during the month of December.

Sampling Sells

Host an in-store tasting of non-alcohol beer, wine and champagne during peak periods leading up to the holidays. Make these choices exciting by building innovative merchandising displays. Provide recipes and samples of "mocktails."

Ask for ID

Finally, remember to reemphasize and review responsible retailing programs with employees and make sure that appropriate customers are being asked for age identification. This would be a good time to sign your employees up for a TIPS (Training Intervention Procedures by Sellers) program. Call the AFD office (313) 557-9600 for details.

The AFD has a limited number of "Don't sell to driver's under 21" buttons, posters and literature. For information on obtaining them call our offices at (313) 559-9600.



**STICK WITH
CHRISTMAS SEALS.®
USE THEM TO FIGHT
LUNG DISEASE.**

**AMERICAN
LUNG
ASSOCIATION.
of Michigan**
1-800-LUNG-USA

Space contributed by the publisher as a public service

Designated driver

From page 1

nity. Here are some ideas to help cement these relationships during these special days ahead.

- It is likely that one of your employees could decorate the store for the holidays. Offer someone the chance to do something creative.
- Offer incentives to encourage employees to volunteer to work extra long holiday hours. An employee who worked Christmas Day could "bank" a paid day off

for later in the year.

- Remember, if you take on extra holiday help, even if they have worked for you before they may need updates and reminders to check ID's for alcohol sales.
- It isn't expensive to create goodwill. Instead of buying trinkets or small gifts like calendars, pens, etc., give good will to your customers instead. Help give a party for the local block club or community group. Even a small gesture like sending a tray or supplying the soda pop will foster better relationships in the community and promote customer loyalty.

- Ask a neighborhood singing group or a school chorale to entertain during peak hours. A small contribution would be welcomed in return.
- Assure block clubs, community groups, church leaders and police that your store will be checking IDs.
- Become actively involved in a "designated driver" program (see related story).

Taken as a whole these efforts will help assure a profitable holiday season and start you on the right path for 1994.

Help Your Customers Take Home A Taste Of The Good Life.



Call



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate: **PACKAGE LIQUOR DEALERS ASSOCIATION**
at 1-800-666-6AFD

or

**Michigan Bankard™ Services at
(800) 848-3213 for further information**

Michigan Bankard Services™ a division of Michigan National Bank, Lansing

Dear AFD

The weeks leading up to the announcement of President Clinton's far-reaching health care reform program were a time of intense anxiety for many people and businesses, particularly those in the alcohol beverage industry. A host of trial balloons were released by those close to the administration to see which "victims" would put up the most or least effective fight over being unfairly singled out for pain in a package designed to promote nationwide healing.

Unfortunately, some of those trial balloons suggested that some combination of "sin taxes," possibly including liquor, or other beverage alcohol products, would be a key part of the financing for the program. The defensive steps taken by those segments who felt abandoned by their allies and left to suffer alone provoked a series of responses which made it look as if the villains were within their own ranks.

WAABI, which uniquely represents people at all levels of all segments of the alcohol beverage industry, is concerned that this breach of unity must be quickly repaired. The only way any of us have a chance is if we stand united in absolute opposition to additional regressive excise taxes.

National health care reform is an important national priority, whether you agree with it or not. If it comes to pass, it is appropriate to ask all Americans to share in the cost. Asking consumers of one or two everyday items enjoyed by millions of average Americans to bear a significant (but hidden) part of the cost is unfair, deceptive and wrong. Furthermore, it makes no economic sense at all. With still higher taxes, consumption of alcohol will decline. Any excise tax levied now will soon prove to be inadequate, forcing new taxes to be levied in the years ahead. We urge government to deal with the problem honestly. Forget the hidden nuisance taxes which discriminate against certain groups of consumers or certain industries. Forget trying to tell us (and tax us) about sin.

To the members of our industry we have a simple message. Please concentrate on the real enemy. Please join with everyone inside and outside of our industry who will help us oppose discriminatory and regressive excise taxes. Please let us resolve our tactical disputes in private meetings—rather than through public statements.

We should all now ally ourselves with those who favor responsible and realistic funding plans. By working for something positive, we stand a better chance of avoiding the negative possibilities. WAABI's network stands ready to work with a united industry. We've already made hundreds of Congressional contacts to oppose excise tax increases. We are ready to make thousands more. We need UNITY now more than ever. We urge all industry members and friends to join together to do their share to bring it about.

Sincerely,
Terry Martin, President
World Association of the
Alcohol Beverage Industries, Inc.

WANTED: FOOD STORE(S) AND/OR WHOLESALE

Multi-state, multi unit operator of food stores seeks acquisitions in Michigan. Principal is Michigan native experienced in both retail and wholesale. Have operated billion dollar enterprises including C-stores, conventional supermarkets, combo units and super warehouse stores. Will consider single or multiple unit purchases, turnarounds, "troubled units", earnouts, chain spinoffs, wholesaler owned units. Prefer locations with work force in place. Respond in confidence to: SARATOGA PROPERTIES, P.O. Box 12845, Norfolk, Virginia 23502.

GLEANERS COMMUNITY FOOD BANK Help Feed the Hungry



Please use this coupon to HELP FEED THE HUNGRY. GLEANERS COMMUNITY FOOD BANK will use your donation to buy the case(s) of food you select and distribute them FREE to over 200 member soup kitchens, church pantries, emergency shelters, and other feeding agencies.

CUT COUPON HERE

Please Check (X) the Cases of Food
You Wish to Donate # ITEMS

COST	PRODUCT	CASE
<input type="checkbox"/> \$ 9.10	Beech Nut Baby Food	24
<input type="checkbox"/> \$ 23.52	Campbell's Chicken Soup	48
<input type="checkbox"/> \$ 14.88	Castleberry Beef Stew	12
<input type="checkbox"/> \$ 69.84	Country Club Canned Ham	12
<input type="checkbox"/> \$ 10.44	Hormel Chili w/Beans	12
<input type="checkbox"/> \$ 18.00	Kroger Peanut Butter	12
<input type="checkbox"/> \$ 15.50	Kroger Pork & Beans	48
<input type="checkbox"/> \$ 11.00	Minute Maid Fruit Juice	24
<input type="checkbox"/> \$ 15.75	Quaker MultiGrain Oats	9
<input type="checkbox"/> \$ 20.44	Ragu Spaghetti Sauce	12
<input type="checkbox"/> \$ 12.00	Rice-a-Roni	12
<input type="checkbox"/> \$ 10.00	San Giorgio Pasta	20
<input type="checkbox"/> \$ 25.42	SMA Infant Formula	12
<input type="checkbox"/> \$ 35.20	Star Kist Tuna	48
<input type="checkbox"/> \$ 15.00	Sunshine Krispy Crackers	12
<input type="checkbox"/> \$306.09	One case of each (15)	317

GLEANERS thanks the food companies in this list for their involvement in our continued efforts to HELP FEED THE HUNGRY.

Enclosed is my check for \$_____ for _____ cases of food for the hungry from Gleaners Community Food Bank. My contribution qualifies for a federal tax deduction and a State of Michigan (homeless/food bank cash contribution) tax credit.

Make check to: GLEANERS Community Food Bank
Mail with coupon to: 2131 Beaufait, Detroit, MI 48207

Name _____
Address _____
City _____ State _____ Zip _____

For more information call Gleaners at (313) 923-2552 156 6/18/93

By Michigan Lottery Commissioner Jerry R. Crandall

The Michigan Lottery kicked off the 1993-94 fiscal year with three exciting announcements—the introduction of a new instant game product line, beginning with “Wild Time,” in October; the addition of a fourth “Cash 5” drawing in November; and, most significantly, **the launch of the new Michigan Lotto game to replace Bonus Lotto in December.**



It's a Lottery bonanza for retailers! By the end of this year, Lottery retailers will be able to offer players a wide array of games with lots of chances to win thousands to millions of dollars virtually every day of the week. And that means **more sales, more commissions and increased traffic in stores all week long!**

Now is the time to promote these exciting changes. Players will look to the Lottery retailers for information about the new games and the drawing schedules. The Michigan Lottery will provide support with point-of-sale materials, promotion ideas and advertising. But the key to success is the effort everyone makes to educate customers about these new products. A positive attitude is simply—good customer service. Many times customers will purchase a Lottery ticket on impulse—so it's in everyone's best interest to take a fun and festive approach to selling Lottery games.

It's back to basics with the new Michigan Lotto game. After several meetings with Lottery retailers and listening to players statewide, we found the majority wanted a change in the lotto game. Retailers said they wanted the opportunity to offer a lotto game to players two times a week to increase store traffic. Players also expressed a desire to play a lotto game twice a week, at \$1 a play, and the chance to win cash prizes for matching four and five numbers. And that's what we're going to give everyone.

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. Players will win a set \$2,500 cash prize for matching five numbers and a set \$100 prize 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 drawings will be held every Saturday and Wednesday.

In addition, players now have the

opportunity to win thousands of dollars four times a week with the new drawing schedule for the popular "Cash 5" game, the Lottery's "Little Lotto" game—Monday, Tuesday, Thursday and Friday.

Michigan Lotto

<u>Players Matching</u>	<u>Win This Amount</u>	<u>Odds</u>
6 of 6	Michigan Lotto Jackpot (at least \$2 million)	1-in-13,983,816
5 of 6	\$2,500	1-in-54,201
4 of 6	\$100	1-in-1,032

ATTENTION AFD MEMBERS!

A New DCHA Reward Program With The Detroit Members Of AFD Of Michigan.

The DCHA runs the most successful bank robbery reward program in the country. And now we want your help. The Detroit Clearing House Association is a group of Michigan banks and savings and loans who work together to apprehend bank robbers. Chances are you've seen our ads in the *Detroit News* and *Detroit Free Press*. We ask regular citizens to help us identify bank robbers – and when they do, we pay them a reward.

Now we want to enlist your help. The FBI and the Detroit Police have asked us to distribute our ads to Detroit area supermarkets and convenience stores. We plan to mail out 1000 ads to Associated Food Dealers of Michigan (AFD) stores, and we're asking you to post them in high-visibility areas. If we learn a robber was identified from your store poster – we'll pay you a reward – equal to 10% of the total reward.

We'll be mailing our ads beginning in October. We'll also include complete program and reward details. Look for our ad and post it!

Join with us – together we can make our city a better place to live.

\$2,000 REWARD

0-022000 - [Name]

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

0-021000 - [Name]

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

0-021000 - [Name]

Black Female, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

0-021000 - [Name]

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

0-021000 - [Name]

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

0-021000 - [Name]

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

ARRESTED!

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

0-021000 - [Name]

Black Male, 25-34
5'10" Tall, 150 lbs.
Brown Eyes, Brown Hair

**THE DCHA WILL PAY \$2,000 FOR INFORMATION LEADING TO THE
ARREST AND INDICTMENT OF BANK ROBBERY SUSPECTS.**

Who help to identify or make the location of these individuals? Information that leads to the arrest and indictment of these individuals will be rewarded with a \$2,000 reward. Information that leads to the arrest and indictment of these individuals will be rewarded with a \$2,000 reward. Information that leads to the arrest and indictment of these individuals will be rewarded with a \$2,000 reward.

Relevant Areas:

Atlanta, Georgia
Birmingham, Alabama
Charlotte, North Carolina
Dallas, Texas
Denver, Colorado
Detroit, Michigan
Houston, Texas
Los Angeles, California
Miami, Florida
Minneapolis, Minnesota
New York, New York
Philadelphia, Pennsylvania
Portland, Oregon
San Francisco, California
Seattle, Washington
Tampa, Florida
Washington, D.C.

Relevant Areas:

Atlanta, Georgia
Birmingham, Alabama
Charlotte, North Carolina
Dallas, Texas
Denver, Colorado
Detroit, Michigan
Houston, Texas
Los Angeles, California
Miami, Florida
Minneapolis, Minnesota
New York, New York
Philadelphia, Pennsylvania
Portland, Oregon
San Francisco, California
Seattle, Washington
Tampa, Florida
Washington, D.C.

Relevant Areas:

Atlanta, Georgia
Birmingham, Alabama
Charlotte, North Carolina
Dallas, Texas
Denver, Colorado
Detroit, Michigan
Houston, Texas
Los Angeles, California
Miami, Florida
Minneapolis, Minnesota
New York, New York
Philadelphia, Pennsylvania
Portland, Oregon
San Francisco, California
Seattle, Washington
Tampa, Florida
Washington, D.C.

DCHA

DCHA Members

Banks

Comerica Bank
Fidelity Bank, Birmingham
First of America Bank
Southeast Michigan
First State Bank of East Detroit
Huntington Banks of Michigan

Madison National Bank
Metrolbank
Michigan National Bank
Southeast Region
NBD Bank, N A
National Bank of Royal Oak
Omni Bank™
Oxford Savings Bank

Peoples State Bank, Hamtramck
First of America - Security
First Independence National Bank
of Detroit
Savings & Loan Associations
Colonial Central Savings Bank
Detroit Savings Bank, F S B
First Federal of Michigan

Franklin Bank
Heritage Federal Savings Bank, Taylor
Home Federal Savings Bank
Standard Federal Bank



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/Salemo	352-4343
Taystee Bakes	476-0201

BANKS:

Comenca 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
American Brokers Association	544-1050
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.	925-6100
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 Stagram	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
Petipren, 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
Tedley 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	752-6453
James K. Tamakian Company	424-8500
Marks & Goergens	354-1600
C. Mascari & Associates	399-0950
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

M & M Mars	363-9231
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
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
---------------------	----------

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
Gadaletto, 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
Bit Mar Foods	1-800-654-3650
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	527-7240
Kraft 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
Harlig Meats	832-2080
Hillshire Farms & 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
Thom 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
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/WJOL-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
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
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 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
PKD Labs, Inc.	(516) 273-2630
Red 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	278-5202

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1660
Hobart Corporation	697-7060
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Michigan Bale Tie Company	925-1190
Midwest Butcher & Deli Supply	689-2255
Refrigeration Engineering, Inc.	(616) 453-244
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.	1-800-532-9270
Epo 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	493-001
I & K Distributing	491-5930
J.F. Walker	(517) 787-9880
Jerusalem Foods	538-151
Kehe Food Distributors	1-800-888-468
Kramer Food Company	585-814
Lipari Foods	469-013
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. 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) 293-385
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-189
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:

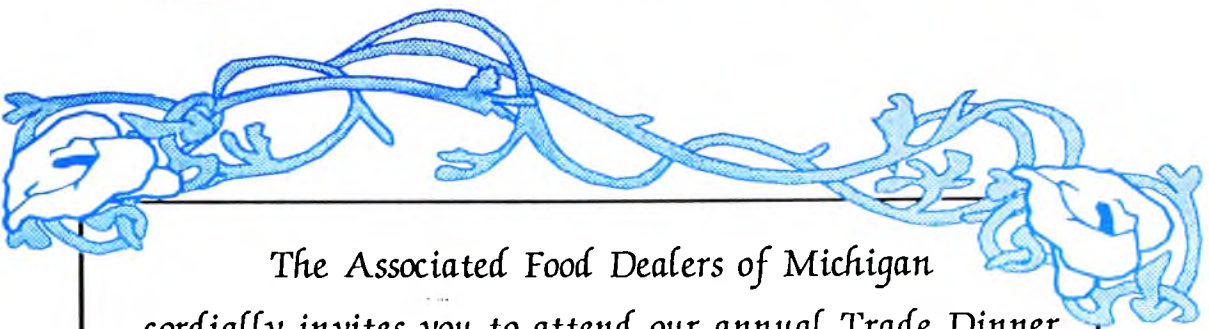
American Synergistics	427-4444
Basket Case	831-4438
Business Dining Services	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livernois-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Power House Gym	865-0111
Wileden & Assoc.	588-2358

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'oeuvres

alluring harpist

Have

sumptuous five course gourmet meal

a 50's Band - Steve King & the Dittilies

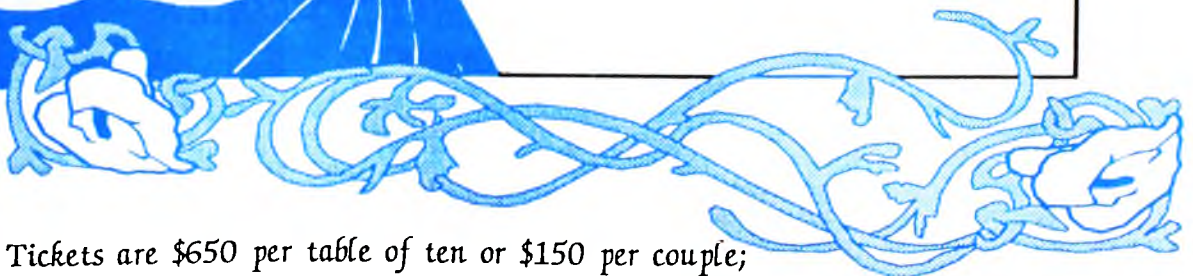
free caricatures and free photographs

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.

MESSAGE OF THANKS!



October 20, 1993

TO: The Associated Food Dealers of Michigan Members

In previous publications in the AFD Food and Beverage Report, The Pfeister Company published the fact that we are celebrating our 75th Company Anniversary during 1993. On behalf of all of the employees of our firm, we thank you for making this a special and rewarding year.

Without question, our Organization along with the entire Food Industry are faced with a very changing economic climate. We are extremely pleased The Pfeister Company was able to achieve our profit forecast for fiscal 1993 that ended September 30th.

The achievement of our profit goal was due to the cooperation of all our Industry Partners, and certainly the Associated Food Dealers and its members, who were a major contributing factor.

We will continue to strive for improvement of our services to the Grocery Industry by providing quality service and making available market merchandising programs such as Coupon Explosion and our Muscular Dystrophy event.

We also commit to you a continued active support by staying involved with the Associated Food Dealers and Food Industry community efforts, to include the Gleaner's Food Bank and other organizations servicing the needs of our neighbors.

Thank you again for allowing us to have a successful fiscal year and 75th Anniversary, and primarily for allowing us to be an integral part of your business.

Sincerely,

THE PFEISTER COMPANY

Don Gundle
President

36300 SCHOOLCRAFT RD LIVONIA MI 48150 (313) 591-1900 FAX (313) 591-7268



THIS IS RECYCLED PAPER USED IN THE INTEREST OF HELPING SAVE OUR ENVIRONMENT



THE Pfeister COMPANY

YOUR FULL SERVICE BROKER



SINCE 1918

DETROIT
36300 SCHOOLCRAFT
LIVONIA MI 48150
(313) 591-1900

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

SAGINAW
3159 CHRISTY WAY
SAGINAW MI 48603
(517) 793-8100

COLUMBUS
921 EASTWOOD DR-STE 133
WESTERVILLE OH 43081
(614) 899-1331

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

TOLEDO
6433 MONROE STREET
TOLEDO OH 43560
(419) 882-1616