A few things you should know
The AFD has been working on a number of new programs and projects.
Page 3

Wholesale Profile
Petiipen Inc. serving suds for sixty years.
Page 4

Retail Profile
J&J Food Centers—Catering to their clientele.
Page 6

Do shoppers shop ALL of your store?
Do you know where your customers are?
Page 8

Legislature Profile
Meet Representative Saunders.
Page 10

Hope you didn’t forget!
Federal government deadlines
All alcohol beverage retailers should have paid the Special Occupational Tax of $250 by July 1, 1993. The tax should be paid to the Bureau of Alcohol, Tobacco and Firearms along with ATF Form 5305.5, “Special Tax Registration and Return.”
Also June 30, 1993 was the deadline for filing the 1993 federal cigarette floor stocks tax return and paying any floor stocks tax due. Forms and/or instructions are available from all ATF offices.

Red Baron “dives”, “rolls” and “loops” into Michigan

by Michele MacWilliams, editor
The Red Baron Stearman Squadron, a fleet of smoke-trailing biplanes, swooped into the Romeo airport recently to wow a group of grocers, promote pizza and raise money for the American Cancer Society. The red and white aircraft are original open cockpit biplanes. They trail across the U.S., performing at air shows and special events, captivating audiences with their formation flying, promoting Red Baron Pizza and scaring a few reporters along the way.

This reporter was invited to ride with the Stearman Squadron to get a taste of what these pilots go through each day. At the Romeo airport, we were offered pizza and pop prior to take off. (I recommend waiting until after the flight before partaking in any food or beverage.)

As I entered the open cockpit, my pilot, Travis Aukes, asked me if I’d like to try any loops or rolls. What the heck, I was game.

The pilot’s seat is behind the passenger in these open-air planes. I don’t understand how they can see to take off, but the Stearmen have it under control.

We flew next to another biplane; so close that I was afraid the wings would touch. In formation, we flew a loop (backwards flip) over the corn fields of Romeo. Well, at least that’s what Travis said. I was too scared to look.

We also did a barrel roll and a frightening hammer head, where the plane heads straight up, and then flips over backwards.

Needless to say, the ride was thrilling. A bit too thrilling for me. From now on I’ll stay on the ground, eat their pizza, and watch as these talented pilots perform in their stage that is the sky.

Frozen Breakfast Foods:

Retail sales of frozen and refrigerated breakfasts grew 7.5% in 1992, to hit $1.079 billion. Annual retail sales of frozen and refrigerated breakfasts have grown a zesty 63.1% since 1988, expanding the market from $660 million to over $1 billion.
David A. Weiss, president of Packaged Facts, explains the success of the frozen and refrigerated breakfast market this way: “With two spouses working frantically, it’s a wonder if anyone has time to prepare a hot meal from scratch for dinner, much less breakfast. But with microwave ovens, even the kids are cooking away.”
YOUR STATEWIDE FOOD BROKER
BRINGING YOU INNOVATIONS
IN CONSUMER EVENTS!

CENTSIBLE SUPER SAVER SWEEPSTAKES

Full-color, insert covering five marketing areas featuring over 40 national brand coupons

Circulation over 2.9 million ... 120 million coupons delivered

Extensive radio advertising ... 1,000 60-second spots

Consumer Sweepstakes event ... 222 prizes!

OUR 15TH ANNUAL PROGRAM!
Week of September 13, 1993

LOOK FOR YOUR CENTSIBLE SUPER SAVER INSERT IN YOUR NEWSPAPER!
A few things you should know

By Frank Arcori, AFD Chairman

The AFD has been working on a number of new programs and projects. It is my pleasure to report our progress to you:

Teen drinking, unsightly store banners

The AFD has recently been involved with a group of concerned Detroit community members who have begun a program called the Detroit Teen Drinking Prevention Campaign. This group is opposed to unsightly beer and malt liquor banners displayed on store fronts. They believe these banners are unattractive and send a mixed message to teens. Many communities have ordinances against such signs. The AFD knows that alcohol companies are not the only suppliers that distribute banners. Soft drink and other companies also have their banners posted on storefronts.

We are asking all retail members to take down existing banners and refrain from adding new ones. They are unsightly, your customers don’t like them and those that promote alcoholic beverages send the wrong message to our youth.

Calendar

Aug. 2 AFD’s Annual Scholarship Golf Outing Links of Novi Golf Course
Aug. 31-Sept. 1 Kehe Foods’ Holiday Buying Show Lansing Holiday Inn, Lansing, MI 1-800-888-4681
Sept. 12-15 20th Annual Information Systems Conference The Minneapolis Hilton & Towers, Minneapolis, MN
Sept. 26-28, or Jan. 23-25 Seafood Splash Course for Supermarkets Boston and Gloucester, Massachusetts. A practical, hands-on seafood training program
Oct. 3-6 1993 National Frozen Food Convention Opryland Hotel, Nashville, TN
Oct. 3-6 1993 Retail Store Development Conference The Pointe Hilton at Squaw Peak, Phoenix, Arizona

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, $5 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, 18470W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and date, 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
Petitpren Inc. serving suds for sixty years

by Cristina Cleveland

Since 1933, the management staff at Petitpren Inc. has realized the importance of extensive community involvement, commitment to its employees and unique and reliable customer service. As a result, the company has grown to be one of the largest and most respected beer distributors in Michigan.

Frank E. Petitpren first became interested in the beer distributing business when he founded the wholesale company following prohibition in the early ’30s. Today, Dean S. Petitpren, president and owner of Petitpren Inc., is the third generation to operate the business. His predecessor and father, Stan Petitpren, is retired.

Located at 44500 Groesbeck in Clinton Township, Petitpren Inc., services approximately 1,400 retailers in Macomb County and the Hamtramck area. From its days of delivering wooden beer cases from the family car to its current operating system, the business has dramatically grown. Today, Petitpren Inc. relies on state-of-the-art technology and a team of highly trained personnel to help the company meet the growing demands of the marketplace.

Petitpren Inc.’s 24-hour operating facility rests on eight acres of land and consists of three buildings totaling 133,000 square feet. The company’s warehouse can accommodate 400,000 cases of beer, including 5,000 half barrels. Petitpren Inc. distributes the following beers: Budweiser, Bud Light, Bud Dry, Michelob, Michelob Light, Michelob Dry, Michelob Dark, Busch, Busch Light, Natural Light, King Cobra, Carlsberg, Carlsberg Light, Elephant Malt, which are all Anheuser-Busch brands, and Molson and Beck brands. The company manages its inventory levels, 38 percent of which are delivered by rail, to insure consistent product availability.

At Petitpren Inc. service is, and has been for sixty years, its number one concern. Therefore, the company operates a hybrid delivery system, with 40 insulated truck routes per day. This system allows for Petitpren Inc. to provide refrigerated pre-sale delivery routes and driver-sale delivery routes. Each draft route truck is radio-controlled so that Petitpren Inc. can deliver every special order in the shortest amount of time possible.

Dean Petitpren believes his company “operates the area’s finest environmentally controlled beer storage facility.” By use of a Controlled Environment Warehouse (CEW), the facility is designed to insure the utmost in product freshness as efficiently as possible.

Anheuser-Busch played a large role in developing Petitpren Inc.’s CEW. The company tested its beer in a wide variety of storage situations to determine the best temperature for each area of the country. Wholesalers were then provided with advice on refrigeration, insulation and warehousing techniques, and the best and most efficient way to build a CEW facility in their areas. Since beer is a perishable product, it will spoil if it is improperly stored. By use of a CEW, which keeps it cool, they slow down the naturally occurring reactions that deteriorate the taste while the beer is being stored. As a result of the careful planning of a CEW, Petitpren Inc. delivers its naturally brewed beers to the marketplace as fresh as modern technology will allow.

Part of Petitpren Inc.'s operating facility consists of a 33,500-square-foot reclamation center. Equipped with a 10-lane high-speed counter, the machine can process 700 cans per minute and is computer-controlled and verified daily. Every bottle case is manually sorted to insure that all brands that Petitpren Inc. does not carry are separated.

For Dean Petitpren, cleanliness is a major factor in effectively operating the company. From its immaculate parking lots to its unsullied warehouse facility, Petitpren Inc. not only likes to project this image to its customers, but to its employees and the community as well. “We take every necessary precaution to insure that all employees are working in an as safe and comfortable environment as achievable,” he says. “We feel that we are very fortunate to operate in the community and, therefore, would like to contribute in any way possible to help in maintaining its positive image.” Furthermore, all of Petitpren Inc.’s delivery vehicles are washed daily after each delivery route.

Petitpren Inc. has long recognized the importance of community involvement and well-organized, brand-sponsored promotions. This summer is the eighth year that the company has sponsored the Bud Light RiverSight & Sound Concert series at the Clinton River Gazebo. Last year alone, the concert attracted over 160,000 Michigan residents to the river to see national acts as well as the Detroit area’s top musical talent. Petitpren Inc. also performs a special promotion for the Muscular Dystrophy Association where, for one month, a cents-per-case contribution is donated to the charity. The company is affiliated with approximately 60 other Michigan and national organizations and sponsors various...
Select the flexible health care plan.
Having a personal touch and a one-on-one relationship with customers, are the key reasons that bring shoppers back to J&J Food Centers.

Jerry Yurgo, president, and John Gianotto, vice president, feel they have built a strong name recognition for their three stores and a reputation for providing a comfortable family environment.

Yurgo became interested in retailing during high school, when he worked for Great Scott! as an after school job. He was inspired by the Fink family, the founders of Great Scott!, and has always modeled his centers after this type of family-run retail store. "It is important for high school students to be interested in their first jobs," explains Yurgo. He does this by encouraging and motivating his young employees in the same fashion as the Fink family did during his high school years. Yurgo even recruits high school students through their school student service employment office because he believes it is a great learning experience.

After high school, Yurgo attended Lawrence Technological University for a few years and then decided to go back to his roots. Retailing is what he was familiar with and felt he would be most successful at. Yurgo stayed with Great Scott! during the 1950s, but left after the Fink family sold the company to Allied Foods in 1975. He then went on to become the director of supermarkets at A&P and by 1981, Yurgo and Gianotto, opened their first J&J Food Center (IGA) in Highland. In 1985, they sold the Highland store and opened a J&J Food Center in Bloomfield Township, which is their largest IGA J&J Food Center, at 32,500 square feet. Today J&J Food Centers service Clarkston, Pontiac and Bloomfield, with Pontiac having the highest volume of all three stores.

Yurgo says his long term goal is to own five stores, all in the Oakland County area. J&J Food Centers are full-service supermarkets, with high profit items such as a stocked deli, a bakery and a fresh juice bar, all that cater to the Oakland County clientele. At an average of 31,000 square feet, J&J Food Centers are not as large as some of the area competitors, but Yurgo and Gianotto feel the friendly staff and cleanliness of the stores are key ingredients that customers look for, along with a name they are familiar with.

At first, J&J Food Centers tried the approach of using the cities names as the name of their food centers, but found that people want an identity, like J&J. "This lets customers know that if they have a concern or a special request they can ask for either John or Jerry," states Yurgo.

Yurgo was born in Hamtramck and moved to Warren at age seventeen. He has been married for twenty years to Carol. Their three children are, Jerry, Wendy, and Debbie; all have worked in the family business, helping their father.

John Gianotto and his wife, Roz, have two children, Kelly and Kevin, who also worked and contributed to their father’s success in the retail business.

As of now, both men rotate visits of the three stores, making sure customers have a good experience while shopping at J&J Food Centers.
Drink Coca-Cola CLASSIC

WIN $10,000

LOOK UNDER THE CAP AND YOU COULD

D’summer

WIN $2, $5 or $10 instantly!

WIN a free 20 oz. bottle of Coca-Cola®, Caffeine Free classic, or Cherry Coke. 1 in 12 a winner!

If you win $2, $5 or $10 bring your yellow cap to Northland Center to be entered in the $10,000 sweepstakes!

Collect your non-winning yellow caps and bring them to Northland so you can get:

- Gym Bag: 30 caps
- $10 Mall Certificates: 20 caps
- T-shirt: 16 caps
- Baseball Cap: 15 caps
- Flip Flops: 10 caps
- Squeeze Bottle: 5 caps
- Sunglasses: 5 caps
- Key Chain: 5 caps

See your local Coca-Cola retailer for official rules and get your Coca-Cola® classic, Caffeine Free classic, or Cherry Coke now.

No purchase necessary. Game ends September 17, 1993.
Do shoppers shop ALL of your store?

by Valerie Brown
Oregon Food Journal

It’s Saturday morning. Do you know where your customers are? Take a few minutes to follow these imaginary shoppers around and see if they surprise you:

Kathleen Smith parks her Taurus wagon and walks into her neighborhood grocery store with her five-year-old son in tow. She grabs a cart and using a meticulous list and a generous supply of coupons, Mrs. Smith will also hit the meat, dairy and paper sections in a big way. At checkout, she’ll ring up about $85 worth of purchases in a half hour.

During the afternoon, Herb Jones pops into the store. He picks up some chips and sour cream dip, a six-pack of beer, plus some cat food and a few other items his wife reminded him to get. On impulse, he also buys a new kind of tropical juice drink and some deli salad.

In the checkout line, Herb stands behind Jerry Grant, age 22, who’ll spend about $25 on milk, frozen pizza, packaged bread and canned goods.

Rachel Roe, a retired schoolteacher, follows Herb through the line. In her half-hour shopping trip, she’ll spend about $18 on potatoes, a stewing chicken, some egg substitute and a bottle of sinus tablets.

Chances are, you’re familiar with these shoppers. They represent typical customers in most supermarkets. Their behavior was analyzed in a customer tracking survey conducted jointly in 1991 by the Food Marketing Institute (FMI) and Coca-Cola. The survey followed 2,436 shoppers through 16 stores in eight metropolitan areas across the nation. The figures used in this article are based on that survey.

The factors that influence shoppers’ buying decisions fall into three categories: demographics, type of trip and store layout.

Demographics

Age, income, gender, employment status and household size have major effects on shopping behavior. Our fictitious Mrs. Smith, a 35-year-old working mother with a generous household income, spent the most money and covered the most departments. The larger the transaction, the more likely it is that a woman will be doing the shopping.

Mrs. Roe, a senior citizen, spent the least money. The two men, middle-aged Herb and young adult Jerry, spent a little more per minute, but visited fewer departments and were much more likely to make impulse buys.

Type of trip

As every retailer has known since the dawn of supermarket history, the woman of the family is the primary shopper and the major target of marketing attention. But it takes all kinds of shoppers to make the turnstile spin. Not all shoppers visit the store on “stock-up” excursions like Mrs. Smith’s. Some are making “routine” trips for up to 60 percent of their weekly groceries, and some are making “fill-in” stops to buy 20 percent or less of their weekly supplies.

While the Mrs. Smiths of the world bring the supermarket its largest per-transaction income, the Herbs and Jerries also do their part. Mrs. Smith’s careful list making and coupon collecting keep her weekly bill at around $75, while Herb’s impulse buying and Jerry’s frequent small trips run their weekly tabs up to $85 and $100.

Clearly all types of shopping styles contribute something to the mix.
money the customer will spend. The FMI survey shows that this is true—up to a point. Actually, at around 60,000 square feet, the money and time spent in the store begin to level off.

All the statistics about shopper behavior are influenced by the way sections are organized and displayed. For example, delis and bakeries enjoy higher sales when the shopper encounters them early in her trip, and when the whole store is relatively large. An open-air bakery that allows customers to watch the preparation process will sell more goods, according to FMI's study and others.

It can be scary to mess with your set-up at all, and juggling floor plans within the limited perishables-on-the-perimeter scheme can seem like an exercise in futility, but a new prototype store recently opened by the 145-unit Pathmark chain in New Jersey offers some ways to enliven sickly departments. The secret is placing them close to healthier sections.

The Pathmark prototype relies initially on the unsurprising tactic of feeding customers immediately into the produce department from the entry. As they approach produce they can stop by the handy bank, which may encourage them to spend some cash in the adjacent floral section.

The produce department itself has been enlarged to three times its usual size. It sits in the middle part of the floor rather than against the perimeter, in a rectangular space aligned with the grocery aisles to the right. Produce is displayed on "farm-stands" that create an open effect and allow shoppers to see the low-rise health and beauty and non-food sections to the left.

Finally, as customers pass front-to-back through produce, they reach a salad bar and, behind it, the seafood department. Thus the two departments with the lowest shop-to-buy ratio in the FMI survey (floral and seafood) have been nestled up to the produce department from the entry. As they approach produce they can stop by the handy bank, which may encourage them to spend some cash in the adjacent floral section.

The produce department itself has been enlarged to three times its usual size. It sits in the middle part of the floor rather than against the perimeter, in a rectangular space aligned with the grocery aisles to the right. Produce is displayed on "farm-stands" that create an open effect and allow shoppers to see the low-rise health and beauty and non-food sections to the left.

Finally, as customers pass front-to-back through produce, they reach a salad bar and, behind it, the seafood department. Thus the two departments with the lowest shop-to-buy ratio in the FMI survey (floral and seafood) have been nestled up to the produce department from the entry. As they approach produce they can stop by the handy bank, which may encourage them to spend some cash in the adjacent floral section.

The produce department itself has been enlarged to three times its usual size. It sits in the middle part of the floor rather than against the perimeter, in a rectangular space aligned with the grocery aisles to the right. Produce is displayed on "farm-stands" that create an open effect and allow shoppers to see the low-rise health and beauty and non-food sections to the left.

Financial Services Network Offers Problem Solving Advice

A network of financial services called the Food Industry Financial Network has been established in Detroit. Founded in Dallas, the network operates in 12 U.S. cities. The Detroit network includes a law firm, a casualty insurance firm, a CPA firm and a life insurance/financial planning firm. All members specialize in the food industry providing "Financial Food for Thought".

The networks' goal is to save the food business time and money by having experienced people in all of the aforementioned fields. These professionals are ready to help solve problems of the industry related to financial matters.

The network has been created to serve the food industry by bringing together a number of financial disciplines with focus on and expertise in the food business, including food service and retail manufacturers, brokers and distributors.
Legislature Profile

Meet Representative Saunders

by Cristina Cleveland

When Nelson W. Saunders was young, he knew he wanted to relieve the oppression African Americans were receiving, and help to position his problem in the national spotlight.

In the 1960s, Saunders led the student body of Cass Tech High School in a protest against American involvement in the Vietnam War and also sought increased opportunity for African Americans in college and business environments. When he began college at Lawrence Technological University, he realized that the situation was not much different on campus. According to Saunders, only one tenth of one percent of the student population was African American. There, he also successfully lead an active campaign to implement more African American student associations and increase the percentage of black students on campus.

Eventually, Saunders left Lawrence Tech to pursue degrees in both political science and economics at Wayne State University (WSU). There he engaged in the same type of student activities and organized a special conference for minority students entering WSU's academic program.

Saunders realized his interest in politics from his lifetime of active representation of the African American race. While at WSU in 1973, he attended a workshop where he met John Conyers, a U.S. Congressman. In 1974, he got a taste of the political environment when he received the opportunity to serve on U.S. Representative Conyers' staff as his administrative assistant. He graduated from WSU in 1975.

In November of 1982, Saunders was elected to Michigan's House of Representatives. A democrat from Detroit, he represents Michigan’s 10th district. Representative Saunders is currently serving on the Education, Insurance, Labor and Public Health Committees, and acts as co-chairman of the Housing and Urban Affairs Committee.

One of Representative Saunders’ largest political encounters this year was concerning Michigan’s Liquor Control Commission. With the current liquor tax increase, he questioned the commission’s authority on imposing the tax. “The liquor taxation lies within the purview of the legislature,” he says. “An elected body should be the only body imposing taxes. The voters should decide whether or not to approve or impose any type of tax. The problem now is that people have absolutely no recourse relative to removing the board, and it’s not fair.” Representative Saunders believes this is a case of taxation without representation.

Representative Saunders is also concerned with the high prices charged for auto insurance. According to Saunders, auto insurance agents pay their home offices 59 percent of the consumer’s cost. Therefore, the agents receive a 41 percent profit, which he believes is exorbitant.

As co-chair of the Free South Africa Movement, in 1990 Representative Saunders traveled to Amibia to take part in the freedom process and help to fight for non-monitored political elections. As a result of this movement, Amibia ultimately gained its independence.

See Representative Saunders, page 18
People

London’s Farm Dairy announces new president

The board of directors of London’s Farm Dairy recently announced the appointment of Sharon Spradling as president to succeed Douglas Mowat who was killed in a private plane crash earlier this year.

Ms. Spradling joined London’s in 1985 and had served as controller/chief financial officer for the Dairy. Prior to joining London’s, Spradling was employed at a local accounting firm. She attended the University of Mississippi and is a graduate of Walsh College of Accountancy and Business Administration in Troy, Michigan. Spradling is a Certified Public Accountant and a member of both the American Institute and Michigan Association of Certified Public Accountants.

Relative to her new position, Spradling stated, “My appointment as president of London’s is much more than the board’s vote of confidence in my abilities. It is an acknowledgment of the ability of the existing management team and employees of London’s. These people pulled together and kept London’s Farm Dairy running smoothly after suffering a tragic loss of not only our president, but also a close personal friend. Our ability to keep things running smoothly is just one more tribute to Doug and his leadership ability.”

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.

Petersen named deputy commissioner for Lottery’s Charitable Gaming Division

Mike Petersen, a native of Comstock Park, MI, has been named deputy commissioner for the Charitable Gaming Division, according to Lottery Commissioner Jerry Crandall.

Petersen will be responsible for the administration and enforcement of the Michigan Bingo Act through the licensing and inspection of bingo, millionaire parties, raffles and the sale of break-open tickets conducted by nonprofit organizations. Crane Games, operated by commercial entities, are also licensed and inspected by the division. Petersen replaces Betty Mercer.

“Mike’s experience as assistant deputy commissioner combined with his management and accounting background will enable the Charitable Gaming Division to continue its excellent service to the nearly 13,000 nonprofit organizations who conduct charitable gaming activities statewide,” Commissioner Crandall said.

Prior to this appointment, Petersen served as assistant deputy commissioner for the Charitable Gaming Division where he was responsible for the planning, organizing and directing of work activities of the inspection, licensing, audit and administrative sections of the division.

Before joining the Lottery in 1990, Petersen was a departmental manager for the Michigan Department of Transportation. From 1986 to 1990, Petersen was responsible for state and federal public transit programs for a 24-county area of eastern Michigan. From 1982 to 1986, he supervised the development of all Bus Transit Division programs. From 1974 through 1982, Petersen served in several increasingly responsible positions with the Department of Transportation.

Petersen has an M.B.A. in management and a B.A. in accounting from Michigan State University. He resides in Dewitt.

BEYOND THE BASICS.

Getting ready for back-to-school shoppers is easier when you have a broker who understands the fundamentals. At McMahon & McDonald, each of our sales representatives receives comprehensive training in sales, merchandising, and sales technology.

But it’s our ability to go beyond the basics that adds value to your retail business. Each of our sales associates is involved in ongoing professional development programs. They’re trained to listen carefully to your needs, and to respond with profitable, innovative merchandising strategies.

Added value also comes from the products we represent. Boku fruit juice coolers, Plochman’s mustard, Cracker Jack, Lender’s bagels, Borden cheese slices, Speas apple juice, Hefty sandwich bags – we deliver category leaders to help you maximize back-to-school sales.


It’s all about attitude.

McMAHON & MCDONALD, Inc.
Detroit, MI • Grand Rapids, MI • Toledo, OH

FOOD & BEVERAGE REPORT, AUGUST 1993
Importers of Israeli foods and wines establish association

The growth of food and wine exports from Israel to the United States has spurred a group of exporters to establish the Israel Food Exporters Association of America.

According to the newly elected President Gerd Stem, "The focus of the association is to educate the trade and the consumer about the variety and availability of food products from Israel; to develop materials and promotions projecting a positive image; and to assist members in establishing cooperative marketing, promotion, shipping, warehousing and consolidation."

The new association will be headquartered at the offices of the Government of Israel Trade Center in New York's Empire State Building.

For more information, contact Beth Belkin, Israel Trade Center, 350 Fifth Avenue, New York, N.Y. 10118, (212) 560-0600, Ext. 442, Fax: (212) 564-8954.

Kehe Food Distributors, Inc.

Specialty Foods

You are cordially invited to be our guest at the...

Holidays Buying Show

Featuring

- Special Show Prices
- Product Sampling
- Buying Incentives
- New Products & Ideas

Tuesday, August 31, 1993 and Wednesday, September 1, 1993
12:00 noon - 8:00 p.m. 10:00 a.m. - 5:00 p.m.

Holiday Inn South • 6820 S. Cedar St. • Lansing, Michigan 48911

Heinz further expands its food service business with acquisition of two brands from Clorox

H.J. Heinz Company has reached agreement with the Clorox Company of Oakland, California, to purchase its Moore's and Domani brands, both of which are a part of Clorox's Food Service Products Division.

The Moore's and Domani brands will become part of Ore-Ida Foods, Inc., Heinz's Boise, Idaho affiliate and one of North America's largest diversified frozen food producers.

Frozen breaded onion rings are Moore's flagship product. It also offers breaded cheeses and vegetables. Two plants, located in Fort Atkinson and Rice Lake, Wisconsin, process the entire Moore's range.

Domani is the number-two brand in the pasta category with its range of manicotti, shells, tortellini, ravioli and lasagna. Domani products are made in Bloomsburg, Pennsylvania.

Together the three factories employ more than 600 people.

Bumble Bee Seafoods, Inc. launches “Free Willy” Summer '93 promotion with Warner Brothers

Bumble Bee Seafoods, Inc. adds some splash to this summer's list of promotional activities by launching tie-ins with the new Warner Brothers movie "Free Willy," released in mid-July. "Free Willy" is being called "an aquatic E.T." as it tells the story of an orphaned boy who frees a friendly whale from a rundown aquarium.

"A big reason we were drawn to 'Free Willy' is that Bumble Bee and this movie have the same target audience," explains John Trierweller, Bumble Bee's senior director of marketing. "In other words, the people who will watch and love this movie—parents with young children—are the same people who purchase the majority of Bumble Bee Tuna."

Bumble Bee is confident that "Free Willy" will be a hit as the movie is getting the highest test screening scores in Warner Brothers history, outperforming such hits as "Batman" and "Lethal Weapon 3." With a variety of tie-ins to accommodate retailers, Bumble Bee is offering a range of floor display sizes for small and large areas. "Free Willy" case stack cards (26" X 36") are available with floor displays which contain Bumble Bee Tuna, Salmon and/or Tuna Mix-Ins. For smaller areas, Bumble Bee pre-packed displays take up only 1.5 sq. ft. of floor space.

Each display features two tear pads per case providing free, authentic, full-size "Free Willy" movie poster order forms for consumers. The colorful posters depict one of the most exciting scenes from the movie—the climactic freeing of "Willy" the whale. Consumers receive the poster by sending in three UPC symbols from cans of Bumble Bee Tuna and/or Salmon products, plus $1.99 postage and handling.

All display offers come with Bumble Bee ad slicks so retailers can customize the promotion through feature ads. Bumble Bee is giving additional marketing support with free-standing inserts, featuring coupons and showing the "Free Willy" poster.

Retailers who display the Bumble Bee product cases between July 11 and August 14 can receive merchandise based on the number of cases displayed. Dealer loaders include a wool crew "Free Willy" jacket with leather sleeves (estimated retail value $300), small and large plush "Free Willy" stuffed toys (estimated retail value $82) and Warner Brothers VHS movie videos such as "Batman," "Bugs Bunny in King Arthur's Court" and "The Accidental Tourist" (estimated retail value $37). To receive your "Free Willy" promotional kit, contact your local Bumble Bee distributor.

With the tie-in, Bumble Bee and Warner Brothers hope to generate enthusiasm about the film. "Not everyone gets excited about tuna," admits John, "but people do get excited about heart-warming family films."

Based in San Diego, Bumble Bee Seafoods, Inc. is one of the world's largest distributors of canned seafood products and the number two tuna producer in the United States.

Hygrade supports healthier babies

Ball Park Franks and strong team spirit win Hygrade high honors at the March of Dimes WalkAmerica Award Ceremony

Monte Jackson, right, of Hygrade Food Products, Inc., seated with March of Dimes Goodwill Ambassador Zachary Damon, recently received an award at the March of Dimes' annual WalkAmerica Awards Ceremony for outstanding community support through WalkAmerica 1993. Hygrade was recognized for their generous product donation and enthusiastic team support.

The ceremony capped off WalkAmerica 1993, giving recognition to individuals and corporations for their outstanding fund-raising efforts. The 23rd annual March of Dimes WalkAmerica was a great success in southeast Michigan, with over 1,000 companies and 15,000 walkers raising over $1.2 million for the March of Dimes Campaign for Healthier Babies.
There's more to business than profits. And sometimes, it's service that provides the edge. At Monitor Sugar Company, we make sure working with us is a piece of cake.

When you stock Big Chief brand products, you'll get outstanding service and support that can help cut through the dough.
- Monitor Service Specialists know sugar and care about your business.
- We take the time to hear your concerns and then work with you to develop strategies to meet both your and your customers' needs. Our goal is to help keep your Big Chief sugar sales on the rise.
- In-Store Support initiatives, including on-the-spot reimbursement for damages, reinforce our personal commitment to service. With several layers of service and support, Monitor Sugar Company makes it easier to satisfy your customers' appetites.

Now Your Business Is Cooking.

Monitor Sugar Company
2400 S. Euclid Avenue • Bay City, Michigan 48706 • 517 686-0161 • Fax 517 686-7410
When It Comes To Selling Specialty Foods, We Do It Better!

A subsidiary of Spartan Stores, Inc. The specialty foods people with a full-service warehouse.

When It Comes

How to communicate with your senators and representative

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write:
The Honorable (full name), United States Senate, Washington, D.C. 20510
or
The Honorable (full name), United States House of Representatives, Washington, D.C. 20515

Criminal sanctions

Legislation has been introduced in both the House (H.R. 1106) and Senate (S. 86) which would establish criminal sanctions for willful violations of child labor laws and would limit the number of hours that 16- and 17-year-olds can work while in school. The bills call for penalties of up to 10 years in prison for willful violations that result in the death of a child and five years in the event of serious injury. The legislation also would: grant the right of injured minors or their survivors to sue; bar violators from receiving federal grants, loans or contracts; and prohibit violators from paying the youth training wage or employing a minor for five years.

Campaign finance bill spells trouble for trade associations

In a close vote of 50-48, the Senate recently approved President Clinton’s plan to use money saved by eliminating the lobbying deduction to help fund congressional campaigns. The proposal, however, poses problems for organizations, like trade associations, unions and other advocacy groups.

Under current law, members of NACS and other trade associations are able to deduct the membership dues they pay yearly to belong to these groups. The plan approved by the Senate would deny the deductibility of the portion of the membership dues spent on lobbying expenses. In addition, the plan creates an administrative headache for trade associations because they must report to each member what portion of their annual dues is nondeductible.

The grocery industry opposes these bills as being simplistic and off-target in terms of addressing the problems of misuse. The campaign includes letter-writing and personal contacts with federal legislators both on relevant committees and Congressmen from home states.

H.R. 1230 proposed by Representative Jim Moran (D-VA) would disallow advertising expense deductibility for alcohol and tobacco companies. The industry opposes this bill as it is discriminatory against selected industries.

Highway Incentive Grant Programs for states

“The High Risk Drivers Act of 1993” (S. 738 and H.R. 1719) would create incentive grant programs for states who meet criteria aimed at reducing traffic accidents and fatalities among high-risk driver groups including younger, older and repeat offender motorists. The companion bills are sponsored by Senator John Danforth (R-MO) and Representative Frank Wolf (R-VA).

The grocery industry is encouraged by several measures within the bills as they place more responsibility on the shoulders of those who seek to obtain alcohol by false or misrepresented means. However, the industry opposes efforts to instate a 0.02 BAC level for underage drivers because it is viewed as a stepping stone toward reduced BAC levels for legal adult consumers and does not realistically address the relation between BAC and traffic accidents and fatalities.

Warning label and advertising legislation

“The Sensible Advertising and Family Education Act” (S. 674 and H.R. 1823) would require that all alcohol beverage advertising carry a series of rotating health warnings. These bills are sponsored by Senator Strom Thurmond (R-SC) and Representative Joseph Kennedy (D-MA).

The grocery industry opposes these bills as being simplistic and off-target in terms of addressing the problems of misuse. The campaign includes letter-writing and personal contacts with federal legislators both on relevant committees and Congressmen from home states.

The lobbying deduction is part of a larger effort to revamp campaign finance laws. Specifically, the money saved from the lobbying deduction would pay for public financing of campaigns. Currently being considered by the Senate, the campaign finance bill limits PAC contributions to $1,000 from the current $5,000 and restricts candidates to accept just 20 percent of their total contributions from PACs. Most Republicans and many democrats oppose public financing of elections, especially in the House where members rely more heavily than their Senate counterparts on PACs.
The real sin would be never experiencing the profits.

Godiva Liqueur enjoys the instant awareness, premium imagery and incredible consumer loyalty of an established brand, delectable Godiva chocolates. What's more, Godiva Liqueur will be supported with a full complement of advertising, in and off premise sales promotion materials, an extensive public relations effort, and sampling (where legal). For more information, contact your House of Seagram representative.

THE GODIVA OF LIQUEURS
Those who appreciate quality enjoy it responsibly.
POST THIS

As of August 5, the U.S. Government is requiring that all stores post information regarding employee rights under the family and medical leave act. For your convenience you can cut out the poster below and post it in your store.

YOUR RIGHTS
under the
FAMILY AND MEDICAL LEAVE ACT OF 1993

FMLA requires covered employers to provide up to 12 weeks of unpaid, job-protected leave to "eligible" employees for certain family and medical reasons. Employees are eligible if they have worked for a covered employer for at least one year, and for 1,250 hours over the previous 12 months, and if there are at least 50 employees within 75 miles.

REASONS FOR TAKING LEAVE: Unpaid leave must be granted for any of the following reasons:

- to care for the employee's child after birth, or placement for adoption or foster care;
- to care for the employee's spouse, son or daughter, or parent, who has a serious health condition; or
- for a serious health condition that makes the employee unable to perform the employee's job.

At the employee's or employer's option, certain kinds of paid leave may be substituted for unpaid leave.

ADVANCE NOTICE AND MEDICAL CERTIFICATION: The employee may be required to provide advance leave notice and medical certification. Taking of leave may be denied if requirements are not met.

- The employee ordinarily must provide 30 days advance notice when the leave is "foreseeable."
- An employer may require medical certification to support a request for leave because of a serious health condition, and may require second or third options (at the employer's expense) and a fitness for duty report to return to work.

JOB BENEFITS AND PROTECTION:

- For the duration of FMLA leave, the employer must maintain the employee's health coverage under any "group health plan."
- Upon return from FMLA leave, most employees must be restored to their original or equivalent positions with equivalent pay, benefits, and other employment terms.
- The use of FMLA leave cannot result in the loss of any employment benefit that accrued prior to the start of an employee's leave.

UNLAWFUL ACTS BY EMPLOYERS; FMLA makes it unlawful for any employer to:

- interfere with, restrain, or deny the exercise of any right provided under FMLA;
- discharge or discriminate against any person for opposing any practice made unlawful by FMLA or for involvement in any proceeding under or relating to FMLA.

ENFORCEMENT:

- The U.S. Department of Labor is authorized to investigate and resolve complaints of violations.
- An eligible employee may bring a civil action against an employer for violations.

FMLA does not affect any Federal or state law prohibiting discrimination, or supersede any State or local law or collective bargaining agreement which provides greater family or medical leave rights.

FOR ADDITIONAL INFORMATION: Contact the nearest office of the Wage and Hour Division, listed in most telephone directories under U.S. Government, Department of Labor.

U.S. Department of Labor, Employment Standards Administration
Wage and Hour Division, Washington, DC. 20210

© 1993 Michigan Sugar Company

16.....FOOD & BEVERAGE REPORT, AUGUST 1993
Michigan Lottery offers sizzling summer fun with addition of Wednesday night “Cash 5” drawing

This month Michigan Lottery retailers and players can look forward to an additional Lottery drawing each Wednesday night. The Lottery will begin drawing the popular “Cash 5” game three days a week—Monday, Wednesday and Friday—starting August 2. Of course, the Lottery will also continue to draw the Daily 3 and 4 games as usual without change.

The addition of this “Cash 5” drawing will increase traffic in your stores and encourage players to buy Lottery tickets throughout the week. Start promoting the new “Cash 5” schedule now—you’ll want to make sure your customers know about the new days for “Cash 5.” The Lottery will be providing advertising and point-of-sale support to get the message out.

Bonus Lotto Auto Sweepstakes is in full gear this month—the Lottery will continue to offer the exciting new “Bonus Lotto Auto Sweepstakes” throughout August. Players who miss out on Bonus Lotto will get a second chance to win big by driving away with a new vehicle. The Michigan Lottery will give away two automobiles each week for six weeks.

The exciting cars to be given away in this new promotion include (two of each of the following):
• Ford Mustang Convertible
• Ford Probe
• Pontiac Grand Am
• Buick Skylark
• Dodge Shadow Convertible
• Dodge Dakota Truck

The Michigan Lottery will also introduce two new instant games in August, “Double Harvest” and “3 Times Lucky.” Players can win up to $5,000 in “Double Harvest” which goes on sale August 9. Players scratch off the latex covering on the ticket and if they match three like amounts, they win that amount. If they match two like amounts and get the doubler “$$” sign, they win double the amount.

Players can also win up to $3,000 instantly in the “3 Times Lucky” instant game which goes on sale August 23. If players match the “lucky number” to any of the five numbers in the play area, they win the prize shown in the prize box. One match wins the amount in the prize box, two matches wins double the amount and three matches wins triple the amount. The overall odds of winning a prize in either game are 1-in-6.

Fulton’s Fountain Market found one of the keys to increasing Lottery sales. Carrying more instant games! Their sales nearly doubled when they increased the number of games from three to six to eight games. Cindy Fulton worked closely with Lottery telemarketing representative Marcella Norman. In addition to the increased games, they use Lottery point-of-sale material and conduct frequent promotions. Second chance drawings are opportunities to promote the other products available at their store like free video rentals and pop. Cindy Fulton is convinced that the variety of games really helped their sales.

I wish you all success for the rest of the summer!

Are you still selling the greasy kids stuff?

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

The current contracts with WIC authorized vendors in the northern part of the state will expire December 31, 1994. The counties included in the contract cycle for the northern part of the state are: Alcona, Alger, Alpena, Antrim, Arenac, Baraga, Bay, Benzie, Charlevoix, Cheboygan, Chippewa, Clare, Crawford, Delta, Dickinson, Emmet, Genesee, Gladwin, Gogebic, Clare, Crawford, Grand Traverse, Houghton, Huron, Iosco, Iron, Isabella, Kalkaska, Keweenaw, Lake, Lapeer, Leelanau, Luce, Mackinac, Manistee, Marquette, Mason, Mecosta, Menominee, Midland, Missaukee, Montmorency, Newaygo, Oceana, Ogemaw, Osceola, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, Schoolcraft, Shiawassee, St. Clair, Tuscola and Wexford.

Applications must be received by 5:00 p.m. on Thursday, September 30, 1993. All currently contracted vendors in the northern part of the state interested in WIC authorization must submit a new "WIC Vendor Application" for a new contract. You should have received an application along with instructions from WIC in July. Vendors who had been placed on the "waiting list" will be notified of the application period and those who wish to seek WIC authorization must submit a written request for a new application.

Other vendors in the northern part of the state who wish to be considered for WIC authorization may also apply during this period by sending a written request for an application. LATE APPLICATIONS WILL NOT BE CONSIDERED.

Neither MDPH nor WIC vendors have an obligation to renew the WIC contract. Expiration of the contract is not subject to appeal. Approved vendors will receive two-year contracts valid from January 1, 1994 through December 31, 1995.

Representative Saunders

from page 10

Representative Saunders is also affiliated with various other political and community organizations, which include the following: Alpha Phi Alpha Fraternity; Michigan Legislative Black Caucus; Founders Society, Detroit Institute of Arts; Bagley Community Council; Bagley Elementary School Local School Community Organization; Santa Barbara Block Club; Livernois-7 Mile Coop; PEAC (Political Education & Action Cooperative); Trade Union Leadership Council; Advisor for REACH, Inc. 12th Street Baptist Church; American Diabetes Association; NAACP; and the City Residence Committee. He is also a former member of the Urban Alliance and served on the board of trustees for the Museum of African American History.

Representative Saunders resides in Detroit with his wife, Jaunita, and their three children, Brad, Alexis and Nathan. If you have any questions or concerns and would like to contact Representative Saunders, you can call his office at (517) 373-1782, or write to him at Room 652, Roosevelt Building, Lansing, MI 48913.

FOR SALE

STORE

Liquor, 16-Door Walk In, 8-Door Frozen, Annual Gross Sales $900,000, Gross Lottery $450,000, 3,000 sq. ft. Back Room, 4,000 sq. ft. Selling Area.

Serious Inquiry Only.

Rod or Johny, 894-4380.
A1. Bold is introduced in the West

Since its American introduction 87 years ago, A1. Steak Sauce has been the country’s favorite steak sauce. But with millions of Americans now eating highly seasoned foods, steak lovers in the West now have a spicier steak sauce available: new A.1. Bold Steak Sauce.

As its name implies, A1. Bold is a zestier, thicker version of A1. that was created specially for lovers of hot and spicy foods.

A1. Bold is available in 10-ounce bottles with a suggested retail price of $3.79.


Last year, A1. registered $100 million in sales, accounting for 60 percent of total U.S. steak sauce sales, according to Judy Fearing, senior marketing director for the Specialty Products Division of Nabisco Foods.

A1. Bold is currently available in most grocery stores west of the Rocky Mountains. Television advertising began in June with the theme: "It’s how steak is done...Spicy."

A1. traces its origins to King George IV of England. In about 1820, he asked the royal chef to create a steak sauce. Legend has it that the King took one taste and proclaimed: "This is A one." The sauce debuted in the U.S. in 1906.

A1. Steak Sauce is produced by the Specialty Products Division of Nabisco Foods Groups. Among its other brands are Ortega Mexican foods, Grey Poupon mustards, Royal desserts and Milk-Bone dog biscuits.

Faygo will make summer “cooler” with Arctic Sun

Faygo Beverages, Inc. is introducing a “cool” new flavor, Arctic Sun. The new flavor, a citrus soft drink, will be introduced in distinctive two-liter blue bottles and 12-oz. blue cans.

AFD Board fills regional positions, appoints new board member

In order to best represent the entire state of Michigan, the board of directors for the Associated Food Dealers of Michigan recently divided the state into six regions and appointed board members to represent those regions.

Chairman Frank Arcori, Vegas Food Centers, now represents region five; Nabby Yono, XTRA Foods, represents region one, and Jim Garmo, Galaxy Foods, covers region two. New members were elected to represent the other three regions. The AFD would like to congratulate and welcome new board members, Steve Doud, Doud’s on Mackinac (region six); Joe Smoliga, Spartan Stores (region three); and Ed Zebrowski, Monitor Sugar (region four). See map below for regional boundaries.

In addition, Ronnie Jamil has been appointed to the board of directors to fill a vacancy. Congratulations Ronnie!
Meet the 1993 AFD Scholarship Winners

These hard-working students have each won a $500 academic scholarship from
the Associated Food Dealers of Michigan. Congratulations to all!

<table>
<thead>
<tr>
<th>Name</th>
<th>Corporate Sponsor</th>
<th>Entry submitted by:</th>
<th>Class Year</th>
<th>High School</th>
<th>Honors/Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steven Z. Antone</td>
<td>Melody Farms</td>
<td>Giant Foods, Eastpointe</td>
<td>1993 Senior</td>
<td>Catholic Central High School in Redford with honors that include: The Gabriel Richard Award, Honors Math Award, Calculus BC Award, Latin Award, Phi Beta Kappa Award, Tandy Technical Scholar and National Honor Society. Antone also provides community service to Big Brothers, a local soup kitchen and the Building Bridges program.</td>
<td></td>
</tr>
<tr>
<td>Colin N. Bartos, Jr.</td>
<td>Kowalski Sausage Co.</td>
<td>Kroger, Harrison Township</td>
<td>1993 Co-Salutatorian</td>
<td>De La Salle College High School and is on his way to Ann Arbor's University of Michigan to study aerospace engineering. He received the following honors in high school: top French student, Math Award, French Award, and an Honor Certificate. Bartos spends his free time playing basketball and tennis, volunteering for the Students for Environmental Action and tutoring.</td>
<td></td>
</tr>
<tr>
<td>Lance E. Esparza</td>
<td>R. M. Gilligan, Inc.</td>
<td>McK's Wine Shoppe, Garden City</td>
<td>1993 Senior</td>
<td>Divine Child High School in Dearborn with a 4.2 grade point average where he ranked fourth out of 210 students. He received academic honors from Phi Beta Kappa and the University of Michigan Scholar Recognition Award. This fall he will attend the U of M as a freshman studying business administration. He is involved with the Special Olympics.</td>
<td></td>
</tr>
<tr>
<td>Michael M. Awdish</td>
<td>General Wine Company</td>
<td>S. Abraham &amp; Sons, Centerline</td>
<td>1993 Senior</td>
<td>West Bloomfield High School with a 3.4 grade point average. He was on the honor roll all four years and received the Presidential Academic Fitness Award. Awdish was also a radio personality on WBLD 89.3. He will study marketing at Michigan State University.</td>
<td></td>
</tr>
<tr>
<td>Christina E. Barker</td>
<td>Mohawk Distilled Products</td>
<td>Magoo &amp; Company, Paw Paw</td>
<td>1993 Senior</td>
<td>Kalamazoo is lucky to have hydrogeology major Christina Barker as a sophomore. In high school, Barker was a member of the National Honor Society and made the honor roll six times. In addition, she participated in Volunteers, the French Club, basketball, softball, forensics and the Model United Nations.</td>
<td></td>
</tr>
<tr>
<td>Adam M. Brown</td>
<td>Scot Lad Foods</td>
<td>Michigan Sugar Co., Saginaw</td>
<td>1993 Senior</td>
<td>Heritage High School in Saginaw, where he was on the Principal's Honor Roll for four years. Brown was the co-captain of the varsity soccer team and he ran varsity track, played junior varsity and freshman basketball and he was a member of the Spanish Club. Brown is enrolled as a freshman at Michigan State University to study engineering.</td>
<td></td>
</tr>
<tr>
<td>Saba A. Francis</td>
<td>J. Lewis Cooper Co. Wines &amp; Spirits</td>
<td>J. Lewis Cooper, Detroit</td>
<td>1993 Senior</td>
<td>maintained a grade point average of 3.5 or higher throughout high school and received an award for outstanding performance. She volunteers at Beaumont Hospital.</td>
<td></td>
</tr>
<tr>
<td>Christopher D. Day</td>
<td>CoreSource</td>
<td>Burger King Restaurant, Livonia</td>
<td>1993 Senior</td>
<td>Thurston High School’s marching and concert bands. He was also a member of the National Honor Society and received the Social Studies Departmental Award. He will be a freshman at Michigan State University studying business administration.</td>
<td></td>
</tr>
<tr>
<td>Jeffrey N. Gell</td>
<td>Mohawk Distilled Products</td>
<td>Kramer Food Co., Troy</td>
<td>1993 Senior</td>
<td>Day participated in Harvard University in Cambridge, Massachusetts. He recently graduated from Detroit Country Day High School in Beverly Hills where he ranked number one out of 120 students in his class. He received the following academic honors: Cum Laude Society, Top 100 in Michigan, Top 20 in U.S. Chemistry and the Olympiad Gold Medal in the National Latin Exam. He belongs to the B'Nai B'rith Youth Organization, the Varsity Debate Club and the Latin Club.</td>
<td></td>
</tr>
<tr>
<td>Natalie M. Hoffman</td>
<td>Ludington News</td>
<td>Super Foods Services, Bridgeport</td>
<td>1993 Senior</td>
<td>Western Michigan University in Kalamazoo is lucky to have hydrogeology major Christina Barker as a sophomore. In high school, Barker was a member of the National Honor Society and made the honor roll six times. In addition, she participated in Volunteers, the French Club, basketball, softball, forensics and the Model United Nations.</td>
<td></td>
</tr>
<tr>
<td>Sonja A. Jones</td>
<td>Powers Distributing Co.</td>
<td>Concord Drugs, Detroit</td>
<td>1993 Senior</td>
<td>University, studying financial administration.</td>
<td></td>
</tr>
<tr>
<td>Christopher J. Kempski</td>
<td>Mohawk Distilled Products</td>
<td>Nu-Ad Advertising and Graphics, Eastpointe</td>
<td>1993 Senior</td>
<td>Eastern Michigan University, studying education. He is on the Dean’s List and in the Honors Program. A member of Student Government, Kempski plays intramural sports.</td>
<td></td>
</tr>
</tbody>
</table>
Jarrod J. LaMothe
Corporate Sponsor: Kroger Co.
Entry submitted by: Kroger, Corporate Sponsor: Kroger Co.
participated in the Interact Club doing volunteer work.

Carey Matthews
Corporate Sponsor: 7-UP of Detroit
Entry submitted by: Zeiler's Farm Market, Temperance, MI

Jeffrey J. Michalowski
Corporate Sponsor: Petitpre Inc.
Entry submitted by: Sterling Meat Market, Sterling Heights

Mervet T. Nafso
Corporate Sponsor: Mohawk Distilled Products
Entry submitted by: Super Save Super Market, Detroit

René A. Najar
Corporate Sponsor; Coca-Cola Bottling Co. of Michigan
Entry submitted by: Party Need, Detroit

Jeffrey S. Sanders
Corporate Sponsor: Alex Bell Memorial Scholarship
Entry submitted by: S. Abraham & Sons, Centerline

Jowan Thomas
Corporate Sponsor: Pepsi-Cola
Entry submitted by: Value Save Food Center, Detroit

Outstanding Achievement Award in Biology. She starts her first semester at Wright State College in Dayton, Ohio where she will study theater.

A graduate from Whitmer High School, Mathews won the Academic Achievement Award four years in a row along with winning the Outstanding Achievement Award for Biology. She starts her first semester at Wright State College in Dayton, Ohio where she will study theater.

Michalowski graduated from Sterling Heights High School and will be attending Adrian College to study accounting. A varsity football player, he won the All-State Academic Football First Team Award and the Army Athlete Scholar of the year.

Nafso will be a freshman at Michigan State University studying medicine. She graduated from West Bloomfield High School receiving honors from the National Honors Society, Phi Beta Kappa, Magna Cum Laude and an award of Academic Excellence. Nafso also sings in the church choir, takes dance courses and plays the piano.

Najar is a junior at Lawrence Technological University in Southfield and is studying electrical engineering. She is on the Dean’s Honor List and is a Society of Automotive Engineers’ Outstanding Member. She is also a member of the Society of Women Engineers and the student government.

The photography editor for the Kimball High School Yearbook, she is also a member of the choir and drama club. Nimmoor donates her spare time to serving the homeless and volunteers for Students Against Drunk Driving. She will be a freshman at Central Michigan University studying telecommunications.

Park was honored while at Pioneer High School in Ann Arbor with "Cum Laude" performance in the fourth year level National Latin Examination. He was also captain of both his high school tennis and cross country teams. Park enters his freshman year at Kalamazoo College studying biology.

Rhodes was Salutatorian, a varsity cheerleader and a member of student council. She is now a sophomore at MSU, studying psychology. Rhodes is also a member of the Black Caucus.

Jeffrey Sanders is an actor. While attending Sterling Heights High School he played leading roles in Mr. Scrooge and The Music Man. Sanders graduated Summa Cum Laude and was a member of the National Honor society. He will be attending Wayne State University to study theater.

John P. Sherburn
Corporate Sponsor: Mohawk Distilled Products
Entry submitted by: Northside Market, Ludington

Marcus W. Sprow
Corporate Sponsor: Paul Inman Associates
Entry submitted by: Vegas Food Center, Warren

A graduate from Cousino High School in Warren, Sprow was a varsity football player, editor-in-chief of the student newspaper, vice president of the National Honor Society, and member of the School Improvement Committee and the Internal School Council. He plans to study engineering and business at the University of Michigan. In addition to AFD’s scholarship, Sprow was awarded the U of M Regents/Alumni Scholarship.

Janette J. Torrico
Corporate Sponsor: Faygo Beverages, Inc.
Entry submitted by: Faygo Beverages, Inc., Detroit

A junior at Wayne State University, Torrico plans to graduate with a Bachelor of Nursing. Honors she has received include the Wayne State University Alumni Scholarship Award and the Helen Newberry Joy Scholarship Award. She is on the Dean’s List for the WSU College of Liberal Arts. She is also secretary to the WSU Nurses Association and a member of the WSU College of Nursing Undergraduate Forum.

Karen R. Wylie
Corporate Sponsor: Spartan Stores, Inc.
Entry submitted by: Spartan Stores, Byron Center

Wylie graduated from Wyoming Park High School and will attend Spring Arbor College to study psychology and education. Wylie was a National Merit Finalist and received the 100 percent MEAP Test Award and was ranked number one out of 193 in her high school class. If that wasn’t enough, she spent her free time playing in the marching and concert bands, with the Varsity Club and in a bible study group.
Scholarship recipient speaks

Editors note: This letter refers to the job training seminar that the AFD held for scholarship recipients. It is directed to Danielle MacDonald, AFD's special events coordinator.

Dear Ms. MacDonald:

It was a great pleasure to meet you at the AFD employment training seminar on June 14, 1993. I was very glad about what I learned. I know the value of these skills will last a lifetime.

Thank you so much for your warm hospitality. The admirable qualities you demonstrate in what you do show you to be a dedicated, enthusiastic and good-spirited person. Thank you also for encouraging me to seek employment from your listing of job opportunities. I have already considered places for employment, including several local hospitals for nursing related positions.

I truly enjoyed meeting you and I look forward to hearing from you in the future. I will be sure to keep in contact and let you know of my progress.

Sincerely yours,

Janette Torrico

---

Frankenmuth Brewery and DAB Importers join forces

A sales and marketing agreement was recently signed between Frankenmuth Brewery, Inc., in Frankenmuth, MI and DAB Importers, Inc., Moorstown, NJ. According to statements by both companies, DAB Importers will have the exclusive rights to market Frankenmuth and Old Detroit beers in 21 states covering the eastern seaboard and several midwestern states.

Frankenmuth Brewery, ranked 31st in sales in 1992 among all U.S. brewers, started marketing its beers in 1988 from the renovated facilities of an historic brewery dating back to 1862. Marketing its six brands of beer primarily in Michigan and other midwestern states, Frankenmuth beers won numerous national, regional and local awards and recognitions during its short history as a micro brewery. Frankenmuth brewery produced 9,500 bbls (1 bbl = 31 gallons) of beer in 1992. It has a capacity substantially above its current production level.

DAB Importers, Inc. is the exclusive U.S. importer for DAB German beers and Count Arco's beers. DAB beers are produced by the Dortmund Actien Brauerie of Dortmund, Germany, one of Germany's big three brewers. Count Arco's products are made by the Arcobrau Brauhaus of Moos, Germany. They are specialists in producing the finest in German fest-beer and weissbeer.

“We are confident that by joining force with such a fine organization as DAB Importers, Inc., consumers in 21 additional states will soon be able to enjoy the award winning Frankenmuth beers” said Randy Heine, president and owner of Frankenmuth Brewery, Inc.

Frederick Hess, Jr., managing director of DAB Importers, Inc. explained why his company chose to associate with Frankenmuth Brewery. “Frankenmuth and Old Detroit beers are of excellent quality. They are indeed some of the finest beers brewed in this country, as their many awards signify. Their packaging is outstanding. The brewing facility is designed to produce the best beer money can buy. It is staffed by professionals with extensive experience in the brewing industry. In short, Frankenmuth and Old Detroit beers are ready to be enjoyed by beer lovers in many more states.

We, at DAB Importers, are proud to play a key role in providing consumers all along the eastern seaboard and additional midwestern states with such excellent beers.”

---

First Capistar-supplied Piggly Wiggly supermarket opens in Toledo

The first Piggly Wiggly supermarket supplied by Capistar, Inc. opened in Toledo, Ohio on Apr. 19.

The new Piggly Wiggly store, at 2394 Sylvania in Toledo, is the initial store to be serviced as a result of the business arrangement reached between Capistar, Inc., a subsidiary of Spartan Stores, Inc., and Piggly Wiggly Corporation, a subsidiary of Fleming Foods, Inc. In the agreement, Capistar is serving as a full-line supplier of Piggly Wiggly supermarkets in Michigan, Ohio and Indiana.

Piggly Wiggly Corporation, based in Memphis, Tenn., is a franchiser with over 800 supermarkets located in 21 states. For a fee, independent retail operators may purchase Piggly Wiggly franchise rights, including use of the Piggly Wiggly name and logo, a complete line of Piggly Wiggly private label items, retail training workshops, store decor plans, store financing, insurance programs, market research and advertising and promotional programs.

The new Toledo Piggly Wiggly store, owned by Robert Parano, was formerly known as Biehoff’s Foods. Capistar, Inc., also supplied the store in its previous format.

According to Tom Beckett, president of Capistar, Inc., the opening of the Piggly Wiggly supermarket in Toledo is the first step in the company’s strategies to grow its market area with the help of the Piggly Wiggly organization.

“We’re looking to expand into Ohio, Michigan and Indiana, and our relationship with Piggly Wiggly is the vehicle to help us do that,” Beckett said.

Capistar, Inc., is a grocery wholesale company based in Holt, Mich. The company provides products and services to over 200 grocery stores in Michigan and Ohio.
### BAKERS:
- **BAKERIES:**
  - Awrey Bakeries, Inc .....................................522-1100
  - Archway Cookies ......................................(616) 962-6205
  - Taystee Bakeries ......................................522-4543
  - Koepplinger Bakeries, Inc ...........................967-2020
  - Absopure Water Company.........................358-1460
  - Bacardi Imports, Inc ....................................489-1300
  - Bellino Quality Beverages, Inc ...........................562-0460
  - Don Lee Distributing, Inc..........................584-7100
  - Frankenmuth Brewery .......................(517) 652-6183
  - J. Lewis Cooper Co.......................................835-6400
  - Mr. Pure Juices .................................(312)379-3000
  - Vintage Wine Co..........................................294-9390
  - Acme Food Brokerage .................................968-0300
  - J.B. Novak & Associates.............................752-6453
  - The Huctteman Co ........................................296-3000
  - Hanson Faso Assoc.......................................354-5339
  - VIP Food Brokers International..................885-2335
  - PILSNER BAKERY...........................................880-7900

### BEVERAGES:
- **Beverages:**
  - Anchor Water Company ...........................................
  - Coca-Cola Bottlers of Mich. ............................478-2112
  - Don Lee Distributing, Inc ............................451-1499
  - E & J Gallo Winery ...........................................
  - E. & J. Gallo Winery ...........................................
  - F & M Coffee ...................................................
  - Fegy Beverages, Inc .........................................921-1600
  - Pabst Blue Ribbon ...........................................
  - Pacifico ......................................................
  - R. M. Gilligan, Inc .........................................533-9440
  - Royal Crown Cola ............................................
  - Royal Crown Cola ............................................
  - Stroh's Ice Cream ............................................
  - Tallman Fisheries...............................(906) 341-5887

### BACON:
- **BACON & SMOKED MEATS:**
  - porksauces.com .........................................
  - S & M Biscuit Distributing .............................973-4747

### CANDY & TOBACCO:
- **CANDY & TOBACCO:**
  - M & M Mars ..............................................536-9231
  - Sterl’s Candies ...............................................
  - Wolverine Cigar Company..........................551-2033

### CATERING/HALLS:
- **Catering/Halls:**
  - Country House Catering ...................................
  - Emerald Service ...............................................
  - Gourmet House, Inc ...........................................

### SUGAR SUPPLIERS:
- **SUGAR SUPPLIERS:**
  - Michigan (Pioneer) Sugar ................(517) 799-7300

### STORES/SUPPLIES/EQUIPMENT:
- **STORES/SUPPLIES/EQUIPMENT:**
  - Belmont Bag & Paper Co...................................
  - Coleman Labs, Inc ...........................................
  - C&G Business ..............................................
  - Detroit News ..............................................
  - Insignia Systems.................................(612) 553-3200
  - J.P. & Son's .............................................
  - K & D Distributors ...........................................
  - Kleenex ......................................................
  - Lipton Foodservice ...........................................
  - Marquette Food Service ...................................
  - Pioneer ......................................................
  - Procter & Gamble ...........................................

### INSURANCE:
- **INSURANCE:**
  - Health Alliance Plan ...................................

### MANUFACTURERS:
- **MANUFACTURERS:**
  - Amana Foods .............................................

### MEAT PRODUCTS/PACKERS:
- **MEAT PRODUCTS/PACKERS:**
  - American Dairy Products ................................
  - Bar-M闪光灯 ............................................
  - Uncle Sam’s...................................................
  - Hurts Meat ..................................................

### NON-FOOD DISTRIBUTORS:
- **NON-FOOD DISTRIBUTORS:**
  - Albion Yenendo ...........................................
  - Anderson’s ................................................
  - Cardinal Foods ...........................................
  - Caruso Brothers ...........................................
  - Caruso Brothers ...........................................
  - Statewide Distributors ..................................

### OTHER MANUFACTURERS:
- **OTHER MANUFACTURERS:**
  - Donna Foods ...............................................
WE INVITE YOU THE RETAILER, TO JOIN WITH THE PFEISTER COMPANY AND OUR PRINCIPALS IN THE 4th ANNUAL "AISLES OF SMILES" MUSCULAR DYSTROPHY PROMOTION. EACH PARTICIPATING MANUFACTURER WILL DONATE A "CENTS PER CASE" CONTRIBUTION TO MDA BASED ON TOTAL SHIPMENTS DURING THE PROGRAM PERIOD - AUG. 2, 1993 TO SEPT. 10, 1993.

AT NO COST TO YOU, BUT HIGH REWARDS FOR JERRY’S KIDS, SIMPLY PARTICIPATE BY ADVERTISING & DISPLAYING THESE BRANDS & IDENTIFY THEM WITH "AISLES OF SMILES" POINT-OF-PURCHASE MATERIALS. (SEE OR CALL YOUR PFEISTER REPRESENTATIVE TODAY)

BUY THESE PRODUCTS ... HELP JERRY’S KIDS!

THE Pfeister COMPANY

YOUR FULL SERVICE BROKER

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

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

GRAND RAPIDS
4771 50th STREET S.E.
KENTWOOD MI 49512
(616) 554-5399