Happy Holidays!

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

Michigan residents rate the service they receive

Many convenience stores are rated "excellent"

A majority of Michigan customers say the service they receive is neither getting better nor worse—but is staying about the same. That's the finding of a recent survey conducted by the Corporate Calling Center, which asked 490 Michigan residents to characterize the customer service they usually receive as improving greatly, improving somewhat, staying about the same, getting worse, or getting much worse. While 5.8 percent of respondents indicated that the customer service they receive is improving greatly, and 24.5 percent indicated that it is improving somewhat, a majority—56.6 percent—reported that the quality of customer service they receive is staying about the same. The remaining responses reflected negative assessments of efforts by Michigan businesses to improve the quality of customer service. Specifically, 11.3 percent of respondents indicated that customer service is getting worse, and 1.9 percent reported that it is getting much worse.

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

Boost goodwill among your customers and deductions too

The holiday season—a time for gift giving—is upon us. Most of us don't give gifts with tax deductions foremost in mind, even to our customers or clients. But if you give relatively inexpensive items to many individuals on your company list, it pays, literally, to heed the gift-related tax provision.

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

What's the "big deal"? That's what your customers are asking every time they come into your store. So Monitor Sugar Company offers marketing assistance and cooperative advertising to help you answer your customers.

When you stock Big Chief brand products, you'll get marketing support to help your promotional efforts go further. That's because Monitor Sugar is...

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Monitor Sugar's advertising and merchandising aids and allowances are designed to help you keep your customers informed and up-to-date.

Big On Customers —
Big Chief brand sugars are competitively priced so that you can offer your customers real value every time they shop.

Since your business is a big deal to us, you can depend on Monitor Sugar for assistance and support. So when you're thinking big, think Big Chief sugars.
CHAIRMAN'S REPORT

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

By Frank Arcori, AFD Chairman

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

I am confident in the abilities of this association and optimistic about the future of our industry.

I hope you all have a very happy, safe and prosperous holiday season. Although this is a very busy time for our industry, it is important to make time to protect the safety of your customers and the well-being of your business by obeying our laws, particularly those regarding the sale of alcohol to minors.

A story on Page 8 deals specifically with a campaign to fight underage drinking. Please read the article and post the accompanying poster. The holidays are busy times and a particularly tempting time for youngsters who want to share in the revelry. Make sure your cashiers are particularly diligent about checking IDs. By displaying the poster on Page 8 and by insuring that each purchase of alcohol is by a person 21 or older, we can show unified support to the serious issue of underage drinking.

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

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

Statement of Ownership

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AFD works closely with the following associations:

The Grocery Zone

By David Coverly

Food & Beverage Report, December 1993
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Happy Anniversary Eastown Distributors!

by Cristina Cleveland

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

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

In 1933, with the abolishment of prohibition, Joseph A. obtained the second license issued in the state of Michigan to distribute beer and wine. He bought a 1,000 square-foot warehouse facility on the east side of Detroit and named the company East Town. At that time, there was no need for large facilities because most of the beer sold in Detroit was brewed in or around the city. The first brand East Town sold was Pearl Foam beer.

The company then began distributing Ekhardt and Becker beer in 1934 throughout Wayne and Macomb Counties. With six delivery vehicles, East Town transported its beer directly from Detroit’s breweries to its customers.

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

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

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

The business quickly grew and in 1955, the company once again obtained the rights to sell another national brand, Carling Black Label. Eastown Distributors moved to a 10,000-square-foot warehouse facility on Helen Street near East McNichols and Van Dyke, and put the first palletized truck on the streets of Detroit. Throughout the 1960s and ‘70s, Eastown Distributors expanded its product lines even further and added to its warehouse an additional 20,000 square feet. The new beers included Hamms, Miller Brewing Company brands and Schlitz brands, which were a strong number two to Anheuser-Busch at the time.

When third-generation James Quasarano entered the business in 1971, trailing not far behind him was a new demand for Miller Brewing Company products. Miller High Life and a new idea called Lite began to take off in Detroit. The Quasaranos expanded Eastown Distributors warehouse again by 22,000 square feet and also became one of the first two distributors in Detroit to be fully computerized.

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

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

Today, Eastown Distributors rests on seven acres of land at the Highland Park location. The company’s main office, warehouse and reclamation center consists of a total of 119,000 square feet. James Quasarano acts as Eastown Distributors’ president and general manager. He is co-owner of Eastown Distributors.

See Eastown, Page 25
WISHING YOU

HAPPY HOLIDAYS!

Your total beverage company
during the
holiday season.

From DETROIT 7UP
DISTRIBUTORS FOR:
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Representative Freeman learns from history to help carve out Michigan’s future

by Mark Cleveland

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

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

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

Born in Ann Arbor, Freeman decided to study engineering at the University of Michigan. While plugging away at his degree, he traveled to Washington, D.C. to work as an intern. The political scene grabbed hold of Freeman’s interest and caused him to come back to reevaluate his career goals. He graduated from U of M with a bachelor’s degree in natural resources and then went on to receive his law degree at the University of Detroit School of Law.

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

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

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

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

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

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

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

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

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

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

See Freeman, Page 25
Select the flexible health care plan.
Associated Food Dealers of Michigan and its affiliate Package Liquor Dealers Assoc. are asked to join the fight to “Stop the Cycle of Addiction”

The federal government’s Center for Substance Abuse Prevention requested Detroit, MI; Charleston, SC; Albuquerque, NM; Memphis, TN; Minneapolis, MN; Seattle, WA; San Juan, PR; and San Jose, CA to accept the challenge of the “Teen Drinking Prevention Campaign.” The goals of the campaign are to: educate youth and adults that alcohol is illegal for those under 21, change social norms that perceive alcohol as harmless to underage youth, and change an environmental influence that encourages underage youth to drink alcohol. To accomplish this task, a coalition of community organizations, law enforcement media, health officials, and educators have been formed to take on this issue of underage drinking by Metro Detroit area teens. It is our sincere hope that the alcohol retailers will join us as we fight to stop underage drinking.

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

With the help of alcohol retailers, we can lower the chances of underage youth gaining access to alcohol and demonstrate a united community effort for this program’s goals. We are asking that each alcohol retailer display the “We Support Detroit Teen Drinking Prevention Campaign” sign at the cashier counter or on the coolers where beer and wine are kept. Signs will be printed and distributed to each alcohol retailer participating in the campaign. By insuring that each purchase of alcohol is by a person 21, or older, we can show unified support to the serious issue of underage drinking. Alcohol retailers that display the campaign’s sign have taken a major step to being a part of the solution rather than being a part of the problem. Together we can make Detroit a better place for our area youth. For additional information about the campaign contact: CABAAT, 65 Cadillac Sq., Suite 3200, Detroit MI 48226 (313) 965-8852, Founder: Alberta Tinsley-Williams, Executive director: DeBorah Omokehinde

We Support Detroit’s Teen Drinking Prevention Program!

So, if you are underage and thinking about buying... Don’t even try it!

Join us in Preventing Teen Drinking. For more information, call the Coalition Against Billboard Advertising of Alcohol & Tobacco (CABAAT) 313-965-8852.

We Support Detroit’s Teen Drinking Prevention Program!
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Public Relations for the Retailer
Developing your public relations and publicity objectives

By Michele MacWilliams
Editor

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

The following outline describes the basic approach to develop an effective public-relations program.

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

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

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

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

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

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

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

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

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

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

See Public Relations
Page 20
Always a Holiday Favorite

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

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

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

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

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

Sincerely
Maxine L. Perry, Chairwoman
Michigan Liquor Control Commission

AFD member gets involved
Receives respect and thanks from his community

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

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

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

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

Donating inventory to charities

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

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

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

Ring in the season with good taste.

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

In addition to their more than 130 different bakery goods, Oven Fresh delivers, to most areas, the complete product line of quality Entenmann’s baked goods, with the finest in cookies, pastries, cakes, and pies for over 90 years.

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

Oven fresh
210 28th Street S.E. Grand Rapids, MI 49508 (616) 245-9127

Food & Beverage Report, December 1993
Peet Packing Company has new owners

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

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

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

Anheuser-Busch introduces micro marketing program

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

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

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

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

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

Why You Should Exhibit in AFD’s Trade Show

- Two thousand qualified buyers attended the Trade Show in 1993. Fifty percent owned supermarkets; 45% owned convenience stores and 30% are multiple store owners.

- In 1994, there will be 2,500 qualified buyers at your booth! Read on to find out how...

- Shopping sprees, that must be spent on the show floor, will be awarded to attendees.

- AFD will send your top 50 customers a Trade Show invitation with a detailed list of activities.

- Exhibitors automatically receive 1,000 promotional self mailer postcards to send to their customers.

- While you are setting up your booth before the show opens, Detroit Edison will be entertaining your prospects with a seminar about energy conservation. This seminar is in great demand so the room will be jam packed with industry leaders. Remember that the food and beverage industry is the largest consumer of power.

- Before the show opens on the second selling day, large grocers will be cheering in hopes that their bagger will win the Best Bagger Contest. After the contest, the grocers will be anxious to walk through the Trade Show. Qualified Buyers!

- Three mailings will be sent to 11,000 qualified buyers state-wide to promote the show.

- AFD will promote the show to retailers in this magazine the Food & Beverage Report for three consecutive months and again the circulation is 11,000 state-wide.

- Our professional public relations agency, Metro Media Associates, will promote your new products and services to the local media.

- Special exhibitor advertising rates are available.

Date: April 13, 1994 • Selling Hours: 6-9 p.m.
Date: April 14, 1994 • Selling Hours 1-9 p.m.

Call Danielle at AFD (313) 557-9680 for more information
CRIME ALERT

Convenience stores post dramatic double digit robbery drop

FBI’s 1992 Uniform Crime Reports shows 11% reduction

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

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

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

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

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

Employees steal from supermarkets as a way to get even

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

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

Why do employees, including managers, steal at such levels? The reasons are numerous. Clearly some feel disenchanted and exploited. Says one employee, “During the last couple of years, the company has kept raising the standards and cutting back on the hours allotted to keeping those standards up. If you don’t work off the clock, the job won’t get done. Some people steal as a way to get even.”

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

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

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.

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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 you are looking for. Call Michael Houran today at (313) 425-8190 to experience the ADVO advantage.
Demand.

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With all these brands available in one delivery, it’s never been easier to satisfy all your beverage needs. Or a better time to have Pepsi as your Total Beverage Company.

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

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

- Spartan Stores
- Queen's Market
- Value Wholesale
- Melody Farms
- Southfield Funerual Home
- Mark Sales & Marketing Co.
- Bellanca, Beattie & Delisle
- Metro Media Associates
- Value Center Market
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- Orchard Food Center
- Liquor Express
- USA Food Center
- Savon Foods
- Value Save Food Center
- A & C Market
- Regal Foods
- Associated Food Dealers
- Cloverleaf Market
- Suburban Liquor Shoppe
- Don's Town & Country
- Sutton Party Shoppe
- Plum Hollow Market, Inc.
- Art's Party Store
- Ike's Party Shoppe
- Glasgow Wine & Liquor Shoppe
- Hayes Market
- Majestic Market
- Hyde Market
- Boulevard Food Center
- Cherry Belt Party Store
- E K Food Store
- American Sign Shops
- Van Born Market
- Economy Market
- Leone's Party Store
- Ferris Wheel Party Store
- Inkster Community Market, Inc.
- E. Kesto, Inc.
- Michigan Motel & Emporium
- Middlebelt Market
- Fairways Foods
- Inkster Liquor Shoppe
- Metro Liquor Plaza
- Sunset Market
- Cold Spot Party Store
- Van Born Food Center
- Fast Frank's Party Shoppe
- Wyoming & Six Food Market
- Palace Party Shoppe
- Pacific Drugs
Turkey Drive A Big Success

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

NESTLE BEVERAGE INTRODUCES...

ELECTRIC HEAT IS SO PRECISE, IT'LL EVEN CONTROL YOUR TEMPER

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

FOOD & BEVERAGE REPORT, DECEMBER 1993...17
Nabisco launches new SnackWell's Fat Free Double Fudge Cookies—slowly

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

Nabisco is taking steps to ensure that won't happen with the introduction of its new SnackWell's Fat Free Double Fudge Cookie Cakes.

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

The product comes in 6.25-ounce boxes with a suggested retail price of $1.99.

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

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

During 13 months on the market, the SnackWell's line of no-fat and reduced-fat cookies and crackers have generated more than $150 million in retail sales. The line now includes a range of products including sandwich and chocolate chip cookies, snack crackers and entertainment crackers.

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

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

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

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

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

Michigan based North Star introduces great tasting, gourmet meat snacks.

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

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

North Star Mini Salami retails at $.99 or 2/$1.00 and North Star Sliced Steak retails at $1.89. North Star meat snacks can be found in convenience, specialty foods, and sporting goods stores.

Call Topline Foods at (313) 843-9001 for FREE product samples and more information.
SPECIAL THANKS TO THE ASSOCIATED FOOD DEALERS OF MICHIGAN FOR YOUR CONTINUED SUPPORT.

HAPPY HOLIDAYS, AND BEST WISHES FOR A PROSPEROUS NEW YEAR...

FROM YOUR FRIENDS AT ST. IDES

©ST. IDES PREMIUM MALT LIQUOR, DETROIT, MI
Faygo introduces 3-liter container

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

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

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

Public Relations

From page 10

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

Take every opportunity to speak at civic clubs, neighborhood clubs and banquets of any kind. Actively investigate opportunities to speak and tell the community about your business. The organized media (television, radio stations, newspapers) are the primary sources of getting the information out to the community.

VI. Get the word out

You can make news, provide information and create special events; or you can wait on the media to make the first move. The key is to be prepared and be professional in your presentation of information to the media. Have available packets of information: news copy, photographs, schedules of events if it is a special activity, and advance copies of any speeches or reports.

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

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

Customer Service

From Page 1

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

Of the 89 convenience stores cited, 7-Eleven earned top ranking. The home of the Big Gulp was named by over 12 percent of respondents. Shell stores, cited by nearly 11 percent of respondents as a provider of excellent customer service, finished a close second.

Rounding out the top five, Mobil, Total and Speedway stores were named as excellent customer service providers by 6.4, 3.9, and 3.7 percent of respondents, respectively.

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

Top Five

<table>
<thead>
<tr>
<th>Rank</th>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7-Eleven</td>
<td>12.6%</td>
</tr>
<tr>
<td>2</td>
<td>Shell</td>
<td>10.9%</td>
</tr>
<tr>
<td>3</td>
<td>Mobil</td>
<td>6.4%</td>
</tr>
<tr>
<td>4</td>
<td>Total</td>
<td>3.9%</td>
</tr>
<tr>
<td>5</td>
<td>Speedway</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

Five convenience stores were cited as excellent customer service providers by more than 3 percent of survey respondents.
Take advantage of Michigan's liquid assets.

Stock the unique Faygo flavors your customers are sold on.

What a great state to be in... carrying the one-of-a-kind Faygo flavors your customers keep coming back for. With liquid assets like these, you can smile all the way to the bank: Moon Mist, Cherry Festival, Rock & Rye, Raspberry Creme, Cherry Berry, Orange, Peach and the original Red Pop. Plus an entire sparkling water line with a touch of Orange, Raspberry, Grapefruit, Lemon Lime or Regular. (coming soon, Cherry.)
Blue Care Network—

*a viable option for health care services*

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

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

Affiliation with a leader

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

The Blue advantage

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

How the Blue Care Network program works

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

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

A network of quality providers

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

Measuring member satisfaction

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

Let’s Talk Soon!

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

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References Available
Ernest Flegenheimer retirement announced

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

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

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

Flegenheimer currently is a trustee of the U.S. Beet Sugar Association, Washington, D.C. and a director of The Sugar Association, also of Washington, D.C. He was president of the Farmers and Manufacturers Beet Sugar Association, Saginaw, Michigan from 1965 to 1973. He is a director of Second National Bank of Saginaw and is its senior director in years of service, having first been elected in 1964. Flegenheimer also served on the boards of American Mutual Insurance Companies, Wakefield, Massachusetts; Saginaw General Hospital; United Way of Saginaw; the Saginaw Symphony; and Junior Achievement.

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

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

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

Batie, who was selected as a result of an international search, was professor of agricultural economics at Virginia Polytechnic Institute and State University prior to joining the MSU faculty.

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

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

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

For information about coverage offered through the Associated Food Dealers, call Judy Mansur at 1-800-6666-AFD.
FOOD & BEVERAGE REPORT, DECEMBER 1993

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

In the Michigan Lotto game, players win the jackpot by matching five numbers drawn by the Lottery. The jackpot will start at $2 million. If there are no jackpot winners, the new jackpot will roll over and the amount will be determined by ticket sales. The greater the sales, the bigger the jackpot.

Players will win $2,500 cash for matching five numbers and $100 for matching four numbers. Michigan Lotto tickets will go on sale Sunday, December 5, 1993, the day after the final bonus Lotto drawing. The first "Michigan Lotto" drawing will be held on Wednesday, December 8, 1993. After that, Michigan Lotto will be drawn every Saturday and Wednesday.

The Michigan Lottery is also celebrating the holiday season with a special Holiday Gift Promotion. Individual and multiple ticket purchases (5, 10, 15, 20, etc.) are the focus of this year's holiday season. The "Cash 5" game, which goes on sale Sunday, December 5, 1993, the day after the final bonus Lotto drawing, the first "Michigan Lotto" drawing will be held on Wednesday, December 8, 1993. After that, Michigan Lotto will be drawn every Saturday and Wednesday.

The Michigan Lottery gave its retailers, players and the public a happy holiday season with a special Holiday Gift Promotion. Individual and multiple ticket purchases (5, 10, 15, 20, etc.) are the focus of this year's holiday promotion. Specially designed free Lottery gift cards/ticket holders provide customers with a unique way to package instant tickets as gifts.

Support for the holiday promotion includes a special "Holiday Cash" instant game, television and radio advertising, announcements on the Megabucks Giveaway TV show, and a full array of point-of-sale materials to remind customers what easy, convenient and affordable gifts instant tickets make. Advertising support for the promotion began November 29 and will run through December 17.

"Wild Time"

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

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

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

December's Instant Games

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

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

"Gifts 5"

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

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

Lottery players now have the chance to win thousands of dollars in four times a week playing the Lottery's "little lotto" game, "Cash 5," the Keno game, and starting December 5, players will get the chance to win millions of dollars twice a week playing the new Michigan Lotto game.

On top of all that, Lottery players can win everyday playing the Daily 3 and Daily 4 games, and they can win "instantly" playing the Lottery's exciting new instant games introduced every month!

I'm pleased to share so much exciting news with you. I wish all of the members of the Associated Food Dealers of Michigan, and the AFD staff, a happy holiday season and a sales successful New Year!
the company along with his brother Paul, the company's marketing director, and his father Joseph R., majority stockholder and chief executive officer. A third brother, John, is Eastown Distributors' on premise manager.

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

James and John's sons also work part-time for Eastown Distributors.

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

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

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

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

Freeman

From page 6

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

Eastown Distributors' original delivery truck

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

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Join over 1,000 people for an enchanted evening:

cocktails & hors d'oeuvres
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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

Tickets are $650 per table of ten or $150 per couple; please call Danielle MacDonald, AFD Special Events Director at (313) 557-9600.
Our Thanks for a Successful 1993 (Our 75th Year)

We Extend Best Wishes to our Customers, Principals, and Friends for a Wonderful Holiday Season and a Prosperous and Healthy New Year

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