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North Pointe receives “Very Good” rating
A.M. Best Company, the insurance ratings source, recently awarded North Pointe Insurance with their first Best’s Rating of B+ (Very Good) and a financial size category of Class IV.

A.M. Best bases their rating on each insurance company’s policy holder’s surplus.

North Pointe is the AFD’s liability insurance company and this rating shows the commitment that North Pointe has made to its customers.

All AFD members holding North Pointe policies should be pleased with this information.

SEE YOU AT THE LINKS OF NOVI
Don’t miss the golf tournament of the year
We promise great weather, good friends, fine food and cheer.

Links of Novi is the place to be
Your support is what we need
There are 26 academic scholarships to feed.

The shotgun sounds at 10, right on the dot
Call AFD now, to reserve your spot!

GOLF ’93, the AFD annual golf outing, promises to be a fantastic day of food, fun and sport. This year it will be held August 2 at the Links of Novi.

“This is a great opportunity to socialize with others in the food industry, enjoy a good game of golf, some great food and possibly win one of the many raffle prizes,” says Joe Sarafa, AFD executive director.

The day begins with continental breakfast from 8:30 a.m. to 9:45 a.m. Arrive before 9:00 a.m. and you also get a free half bucket of balls for the driving range.

The shotgun start for the tournament is at 10:00 a.m. and the format is a best ball scramble.

From 11:00 a.m. to 2:00 p.m., a barbecue lunch will be served and according to Danielle MacDonald, AFD special events director, there will be plenty of opportunities for snacks and refreshments along the course.

After the tournament, an open bar reception begins at 4:00 p.m., with dinner served at 5:00 p.m.

The cost for the entire day of fun, including greens fees and cart, continental breakfast, lunch, reception with open bar, awards dinner, snacks, a loaded golf “goody bag” and door prize eligibility is $500 per foursome. You may also purchase dinner-only tickets for $60 each.

Proceeds from the event go to fund 26 AFD academic scholarships.

According to Danielle, “In the future, when you look back on this golf outing, you will remember two things: never, ever have you gorged as much and never, ever have you seen so many prizes.”

To reserve your golf foursome, or for more information, contact Danielle MacDonald at (313) 557-9600.

The defeat of Proposal A - What happens next?
by Karoub Associates,
AFD Legislative Consultants
By a 54 percent to 46 percent vote, approximately 2.2 of the state’s 5.9 million registered voters turned down Proposal “A”...the administration’s proposal for school financing and property tax relief.

The immediate critical issue resulting from this outcome is the need for the Legislature and the governor to rewrite the 1993-94 budget, particularly the school aid package.

Previously announced higher property tax assessments, which averaged 11 percent statewide, will now go into effect unless the Legislature soon develops another alternative. Also resulting from the proposal’s defeat was another vote on June 14 in some school districts for millage increases and Headlee overrides to keep current millage rates.

The package of six bills designed to implement Proposal “A” if it had passed, will probably be discarded. This includes the issues of mortgage escrow account recalculation; determination of sales tax as it relates to existing contracts; allocation of millages; etc.

Observers have offered a number of reasons for the defeat of Proposal “A” including: distrust of government; shifts the tax burden from business to homeowner; prevents the best school districts from maintaining their own programs; too complicated; no real relief for renters and seniors; and, the loss from a deductible property tax to a non-deductible sales tax on federal tax forms.

The proposal was approved outstate and just as decisively defeated in the more populous metropolitan Detroit area including Wayne, Oakland and Macomb counties.

With the continuing clamor by homeowners for property tax relief, the Legislature will be pressured to again develop another solution to the problem.

This pressure is intensified by the number of school districts faced with the prospect of having insufficient money to open their doors in the fall. Clearly the next solution will be a program adopted by the Legislature and not a ballot proposal placed before the electorate.

See related story page 10.
Yet another exciting, new Faygo flavor is born. Introducing Faygo Arctic Sun and diet Arctic Sun, the unique citrus sensation that comes in a blue bottle. With our heavy consumer radio, sun-worshippers from all over will be looking for the unique blue bottle on your shelves. So be ready, because this summer nothing will be hotter than the Sun.
Exciting Programs on the Horizon

By Joseph D. Sarafa, Executive Director

This is certainly a time for change in the grocery industry! New programs—both local and national—are coming to fruition. These programs are all designed to aid our industry and help us better serve our customers.

Efficient Consumer Response

I recently attended a conference that was designed to inform us about Efficient Consumer Response, or ECR. This program, currently being developed by the Food Marketing Institute, requires cooperation between retailers, wholesalers and manufacturers. When implemented, it will cut replenishment time from an average of 62 days down to just 15 days and create a smooth, continual product flow to consumers. ECR will reduce inventories and therefore cut costs. These savings can then be passed along to the consumer. ECR is the wave of the future and our industry’s response to competitors such as warehouse clubs, which already have similar systems.

Robert Aders, president of FMI, has written an interesting article on ECR. It appears on page six and I urge you to read it.

If you want more information, call me at (313) 557-9600. The AFD can provide you with information on obtaining a new FMI publication that details this program.

Scholarship/Mentor Employment Program

Our annual golf outing is fast approaching (see cover story) and with it, the culmination of our scholarship program. This year the AFD will award $500 academic scholarships to 26 deserving college-bound students across the state. Proceeds from the golf outing go to pay for this worthwhile program. I hope to see you at the Links of Novi on August 2nd!

This year the AFD is deepening our commitment to our scholarship applicants and recipients by offering them a chance for summer employment with our members. To date, 22 out of 44 scholarship winners from 1992 and 1993 have replied with interest in this program. In June the AFD’s Scholarship Committee met with these interested job-seeking youths to provide coaching on job interviews. We even video taped some practice interviews for a

See Exciting Programs Page 21

Calendar

July 31 - Aug. 2 66th National Food Distributors Association (NFDA)
Annual Convention and Trade Show

Aug. 2 AFD’s Annual Scholarship Golf Outing
Links of Novi Golf Course

Sept. 12-15 20th Annual Information Systems Conference
The Minneapolis Hilton & Towers, Minneapolis, MN

Boston and Gloucester, Massachusetts.
A practical, hands-on seafood training program

Oct. 3-6 1993 National Frozen Food Convention
Oppyland Hotel, Nashville, TN

Oct. 3-6 1993 Retail Store Development Conference
The Pointe Hilton at Squaw Peak, Phoenix, Arizona
Wholesale Profile

Wolverine Cigar Co. “smokin” since 1911.

by Cristina Cleveland

Being involved with the wholesale business since 1928, Samuel Harvith, owner of Wolverine Cigar Company, has seen many changes in the industry throughout his lifetime.

While the candy and tobacco supplies were low during World War I, Jake made certain he distributed supplies evenly to all his customers.

After the war, when the business and profits quickly grew, Jake purchased a delivery truck and expanded his services to the Western Market on Michigan Ave., where the majority of his customers were stores located near the auto manufacturer’s plants.

Since 1922, the wholesale company has been called Wolverine Cigar Co. Soon after, the business gradually added candy, paper goods, health and beauty aids and even toys to its line of products. Not long before the Great Depression, the auto plants relocated, and all but one of Jake’s customers declared bankruptcy. However, according to Harvith, because of the good name his father created for himself, the manufacturers continued to supply the company and he was able to compensate for the loss of business by adding a crew of salesmen to the road. In 1965, when the Western Market was demolished to make room for the I-75 expressway, Wolverine Cigar Co. moved to its present location at 4603 W. Fort Street, also in Detroit.

When he was 14, Harvith joined the company’s staff and worked at another distribution facility then owned by Wolverine Cigar Co. in Royal Oak. While he attended the University of Michigan to obtain a degree in science, Harvith continued working for the company at the Detroit location and, after graduation, decided to stay with the business. Although Wolverine Cigar Co. eventually eliminated the products that were not feasible to channel through a wholesale company, such as toys, it is still known in Detroit as a major distributor for its extensive variety of tobacco products and candy.

Wolverine Cigar Co. now services the Detroit area and its suburbs, with a large part of its clientele from Canada. Because its location is easily accessible from the Ambassador Bridge, those retail customers that are near the bridge benefit from Wolverine’s low prices that are more expensive in Canada.

Harvith is in strong opposition to the ever-increasing prices of tobacco. Although many legislators may believe smoking tobacco is wrong and have therefore instituted “sin” taxes on the products, Harvith disagrees. “For many people, smoking tobacco is one of the few things they enjoy. Even though I don’t smoke, I think it’s a sin to make it unbearably expensive for those who do.”

Wolverine Cigar Co. operates on a cash and carry basis mainly servicing independently owned convenience stores, gas stations, small grocery stores and a few specialty shops. Harvith stresses that it is the collaboration of these different types of outlets and a variety of customers that make his company unique. The Wolverine Cigar Co. always cultivates its customers as friends, a tradition Harvith learned from his father.

Harvith considers Wolverine Cigar Co. a family business. Bruce Nussbaum, Harvith’s nephew, started working for the company when he was 14-years-old. Nussbaum eventually worked his way up to a sales position, and he now assists in the operations of the business. Harvith believes he is extremely fortunate because along with his nephew, he has cultivated a very hard-working, trusted staff.

Born and raised in Detroit, Harvith now resides with his wife Rosella, who is a partner of Wolverine Cigar Co., in Farmington Hills.

At 79, with the various transformations in Detroit and all of the economic changes Harvith has seen throughout the years, he says the wholesale business has been very challenging. However, he claims the success of Wolverine Cigar Co. lies in its ability to always adapt to the changes in the industry. “It’s a matter of grabbing the right opportunity at the right time. Everyone has to find their own little niche.” And according to Harvith, “It’s been a very good life.”
Select the flexible health care plan.
ECP - The program for the 1990s

By Robert O. Aders, President
Food Marketing Institute

This spring the Food Marketing Institute put on a new type of convention in New Orleans, one devoted entirely to the new technology available to the supermarket industry and how it can be applied. We called it MARKETECHNICS.

We anticipated a favorable response to this endeavor, but we greatly underestimated it. In a word, we were overwhelmed.

A few years ago the grocery industry was the leader in what is referred to as EDI (Electronic Data Interchange). The development of a Universal Product Code for food products led to greater efficiencies at the front end, and the resultant scanning capability provided sources of information that led to a wealth of new information on product movement and customer shopping habits.

As an industry, however, we have begun to lag in recent years, and have found that industries which have become our competitors are ahead of us in some important ways.

In the late 1980s we began to get competition from new types of retailers. These competitors began capturing a growing share of the grocery business through aggressive pricing. These new competitors originated not in the grocery industry but in the general merchandise industry, which had historically lagged behind us in both operating efficiency and in the use of technology. This however is no longer true.

A study conducted for FMI by McKinsey and Company in 1991 analyzed these alternative formats compared to established grocery formats. The study showed significant pricing differentials in favor of the wholesale clubs and mass merchants due partially to operating efficiencies and partially to other factors. Most significant was that they were bringing new ways of doing business to our industry.

Through the ECP program, it is anticipated that dry grocery inventories can be reduced as much as 41% as the time frame between supplier and retailer check-out counter drops from 104 to 61 days.

The outgrowth of this study has been the development by the food industry of an exciting new program, Efficient Consumer Response (ECR), a grocery-industry strategy which involves distributors and suppliers working closely together to bring better value to the consumer. What ECR does is focus on the total grocery supply system, rather than the efficiency of individual parts of the system.

The aim is, by means of the new technology, to reduce total system costs, inventories and physical assets while improving the consumer's choice of high quality, fresh grocery products.

On the average, a dry-grocery product now takes 104 days to reach the check-out counter from the time it comes off the supplier's packing line. This is a longer period than the average for the total product line because perishables must be moved more quickly, and this brings the overall average to 75 to 80 days.

Through the ECR program, it is anticipated that dry grocery inventories can be reduced as much as 41% as the time frame between supplier and retailer check-out counter drops from 104 to 61 days. ECR involves four key strategies, all related to increasing efficiency through instant communication between suppliers and retailers:

1. Efficient stock replenishment, which focuses on strategies to cut costs and time in management and movement of product from supplier's packing line to the store shelf.

2. Efficient store assortment focuses on the retail store to make sure that there is just the right amount of product, not too much or too little, with the right assortment in the right place to provide the maximum level of consumer satisfaction.

3. Efficient promotion strategies focus on the excess costs and inventories.

4. Efficient product introduction focuses on ways for suppliers, distributors and retailers to work together to develop new products to better satisfy the consumer.

The ultimate goal of ECR is the implementation of a system where distributors and suppliers work together as business allies to increase consumer satisfaction and minimize cost. Accurate information and high-quality products will flow through a virtually paperless system between manufacturing line and check-out line.

Through the ECR system, the cost of products to the consumer can be kept as low as possible, because when fully implemented, it could result in a total savings to our industry of $30 billion.

The ECR program has been developed through the leadership of five of the food industry's national trade associations, with the participation of a large number of major suppliers to our industry. In addition to FMI, the associations were the Grocery Manufacturers of America, the National Food Brokers Association, the Uniform Code Council and the American Meat Institute. Implementing ECR will be a time-consuming process, but ultimately one that will help any participating retailer, regardless of size or type, compete more effectively in today's turbulent marketplace.
**Retail Profile**

**Von's 1 and 2 cater to Detroit customers**

*by Cristina Cleveland*

Faiz Ayar believes he may have found his forte in the retail business. In 1980, Ayar and his family immigrated to the United States from Iraq to seek new opportunities and freedom. After settling in Oak Park, Ayar began working for various retailers in Detroit while he attended high school. In 1988 after graduation, he eventually earned enough money to open his first retail store in Detroit, Von's 1. Located at 5530 West Warren, the business was soon a very popular convenience store.

From the experience he gained, Ayar opened a second store in December 1992. Called Von's 2, the store is located at 3636 Ewold Circle in Detroit. Ayar chose this location because he felt the residents in the surrounding neighborhoods needed a store that was easily accessible from their homes. There was a lack of convenience stores in the area. Although some of his customers are commuters, the majority of his clientele are area residents. As a result, he sees many of his customers daily and remains on a first-name basis with the majority of them.

Von's 2 supplies a full-line of grocery and convenience items and is a Lotto and liquor dealer. The store also operates as a pizzeria, offering fresh-made pizzas daily. A family business, Ayar's sister Fadia assists with the operations of Von's 2 while his father, Sabah oversees Von's 1. Ayar himself juggles his time between both locations to be sure they are operating efficiently.

Ayar insists that it is the unique service and respect that he and his employees offer their customers that keep them coming back. “We give the best possible service to all of our customers and do everything we can to satisfy their needs,” Ayar says.

**LCC holds hearings**

The Michigan Liquor Control Commission will hold a Public Hearing at 10:00 a.m., Tuesday, July 13, 1993, at the Stafford’s Perry Hotel, Bay & Lewis, Petoskey, Mich.

Section 7 of the Liquor Control Act 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.

The LCC invites all members of the Associated Food Dealers in the area to attend.
Tim Hammonds named successor to Robert O. Aders

Food Marketing Institute (FMI) board of directors named Tim Hammonds to succeed FMI president and CEO Robert Aders. Aders, the institute’s first chief executive, announced in January his intention to retire by the end of 1993, following 17 years of service in that capacity. It is expected that the transition process will be completed during the summer.

Hammonds previously served as FMI’s senior vice president supervising over 30 associates with a total annual budget of $7 million. His responsibilities included industry relations, research education, information service, pharmacy services and FMI strategic planning. He also served as a frequent media spokesman for the institute appearing on over 100 televised interviews including CNN, the Today Show and Canada Today.

FMI is a nonprofit association conducting programs in research, education, industry relations and public affairs for 1,500 food retailers, wholesalers and their customers in the United States and around the world.

Campbell Soup Company receives award, names new business director

Herbert M. Baum, president of Campbell North and South America, Campbell Soup Company, is this year’s recipient of The Esther Peterson Consumer Service Award. It is the first time the honor was extended to the food-processing industry.

The award, presented by the Food Marketing Institute (FMI) is to recognize innovative and outstanding consumer service. FMI established this national award in 1987 to pay tribute to Esther Peterson, innovative leader in consumer programs in the retail food industry and Special Consumer Affairs Advisor to Presidents Kennedy, Johnson and Carter. The award was presented to Baum for his leadership roles in food safety, mandatory nutrition labeling and other health and consumer issues.

Baum began his career at Campbell as associate director-new products in the Canned Food Division. After working in various senior marketing management and executive positions, he was named president of Campbell North & South America in January 1992, which includes all of Campbell’s businesses in the U.S., Canada, Mexico, the Caribbean and Argentina.

Baum and his wife Karen reside in Voorhees, NJ.

Campbell also recently announced that Carey Monaghan has been named business director in the company’s Soup Sector.

Monaghan joined Vlasic Foods, a wholly owned subsidiary of Campbell Soup Company, in 1984, and has held a variety of sales, marketing and general management positions including, most recently, business director-prepared foods.

In his new position, Monaghan is responsible for Campbell’s Chunky, Home Cookin’, and Microwave ready-to-serve soup varieties.

A native of Chicago, IL, Monaghan received a bachelor of arts degree in economics and political science in 1973 from Knox College in Galesburg, IL and an MBA in marketing from Loyola University in Chicago, IL in 1975.

Monaghan resides in Voorhees, NJ with his wife Michele and their three children.

Brown & Williamson Tobacco Corporation names district sales manager

Brown & Williamson Tobacco Corporation announced that Elizabeth Telfer has been named district sales manager in Dearborn, MI.

Telfer served most recently as a territory sales manager in Taylor, MI.

Telfer succeeds Bob Seach who has been promoted to credit manager in the home office in Louisville, KY.

Telfer is a native of Freeland, MI and received a B.S. degree in marketing from Oakland University. She resides with her husband and three children.

Michigan Sugar Company Announces Scholarship Winner

Michigan Sugar Company has awarded the 1993 Albert Flegenheimer Memorial Scholarship to Valerie J. Hickey, daughter of Fairgrove residents Walter and Barbara Hickey, 1757 North Vassar Road.

The annual $1,500 scholarship has been available since 1979 to students accepted at accredited Michigan and Ohio universities and colleges. The scholarships are awarded based on students’ commitment to academic excellence which is determined by their grade point average and extracurricular activities. Furthermore, the candidates must have participated in a 4-H or Future Farmers of America (FFA) program and completed a sugar beet project.

Hickey has been a member of the Beesters 4-H Club, a 4-H Club president, president of the National Honor Society, treasurer of the Student Council, a member of SADD, a participant in Girl Scouts and numerous other class and community activities. She has also participated in cross country running, basketball, volleyball and track.

Her future plans include attending either Saginaw Valley State University or Michigan State University to pursue an accounting or pre-law degree.

Michigan Sugar Company operates four sugar processing facilities in the state: Caro, Carrollton, Crosswell and Sebewaing. The company’s subsidiary, Great Lakes Sugar Company, operates two other facilities: Fremont and Findlay. The sugar is marketed under the Pioneer, Peninsular, and Great Lakes brand labels, as well as numerous private labels. In its 87th year, Michigan Sugar Company is based in Saginaw, Michigan, and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, Georgia.
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Poor markets biggest barrier to recycling

The lack of markets for recycled material is the biggest barrier cities face in trying to establish recycling programs, according to a survey of municipal officials.

The survey, done jointly by the Municipal Waste Management Association (MWMA) and U.S. Conference of Mayors, allowed cities to rate the importance of six problems associated with recycling. The rankings in order were poor availability of markets for recycled materials, high cost of collection, low market prices for recycled materials, poor public participation, low recyclability of product and lack of consumer education.

"We need the public to understand that recycling is not free," says Maribeth Rizzuto, MWMA president.

See graph front page.

International Paper plans large-scale project to recycle milk and juice cartons

International Paper has announced a major recycling initiative designed to recover milk and juice cartons through municipal waste collection programs for use in the company's mill system.

C. Wesley Smith, executive vice president-printing papers, said a new processing plant employing proprietary technology will be installed at one of the International Paper mills in the Northeast. The company, a major supplier of paperboard for milk and juice cartons, will use the recovered cartons to produce recycled-content copier and printing papers, he said. "We're convinced we can produce high-performance office papers by processing these cartons and combining the fiber with other pulp."

The company is holding discussions with several major metropolitan areas about adding cartons to their curbside collection programs. It will begin accepting deliveries later this year, before the recycling facility is in place. "The first step is to establish an adequate flow of suitable materials," Smith said. In June 1992, International Paper helped the Los Angeles Unified School District launch the world's largest carton-recycling program, which continues to recover millions of containers each week. Fiber from these recovered cartons is used in a variety of recycled paper products.

Smith said the company, which currently offers more than 70 grades of recycled-content printing papers, is committed both to expanding its ability to respond to customer demand for such products and to diverting more materials from municipal solid-waste streams. International Paper already has facilities for deinking recovered office papers in place at Corinith, NY, and Erie, PA. Another facility to produce 100 percent recycled-content papers will start operation at Lock Haven, PA, late this year.

International Paper, headquartered in Purchase, NY, is a worldwide producer of a broad range of paper and forest products. The company is a major supplier of printing and writing papers, paperboard and packaging products and wood products; it also operates specialty products businesses and distribution systems. International Paper has manufacturing operations in 26 countries and exports its products to more than 130 countries.
A&P CEO projects more Farmer Jack store growth in Michigan

A completely new 51,000 square foot Farmer Jack Super Store located at East Nine Mile Road and John R in Hazel Park, opened for business in June. This new Farmer Jack supermarket is on the site of an old, outdated Farmer Jack that was closed eight months ago to allow for demolition and rebuilding of the new store.

James Wood, chairman, president and chief executive officer of the Great Atlantic & Pacific Tea Company, Inc., owner of the Farmer Jack chain was at the store prior to the grand reopening and said, "This new Farmer Jack Super Store is typical of the new and remodeled facilities that are making Farmer Jack one of the most modern regional supermarket chains in America.".

$70,000,000 in capital improvements in Michigan

"In 1992 and 1993, A&P will have invested over $70,000,000 in our Michigan stores through new construction, expansion and remodeling," Wood said. "This will include five new stores as well as two enlargements and 13 refurbishments yet this year," he said. In 1992, the company completed two new stores, three enlargements, 10 major remodels and 25 refurbishments, all in the state of Michigan.

"If you put all of these projects together with those completed in 1990 and 1991," he said, "you will see that practically all of our Michigan supermarkets will have been revitalized in the past few years. We intend to keep them that way and make sure our stores here are up-to-date. We have at least 10 new store locations identified over the next two years and our remodeling and expansion programs will continue," he said.

Hazel Park store features customer service

"A combination of new consumer needs and high technology allows us to really focus on customer service in our new and remodeled stores," according to Craig Sturken, vice president, Michigan Group. "In the Hazel Park store customers can use the post office, pay bills, use an ATM machine, get photos developed and buy a lottery ticket as well as use many other services. We think they will especially like our innovative new recycling center," he said.

"We listen to our customers," added Sturken. "They want low prices and broad product selection with quality and service. That is what we are giving them at Hazel Park and all of our new and remodeled stores," he said.

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- Electro Freeze is one of the leading manufacturers in soft serve, yogurt and slush with over a half-century of experience.

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AFD Scholarships expand

This year the AFD deepened its commitment to our scholarship recipients by offering them job-interview training and a chance for summer employment with our members. In June the scholarship committee met with interested job-seeking youths for a training session.

AFD meets with Liquor Control Commission

AFD meets with Liquor Control Commission to discuss privatization of Michigan’s liquor distribution system.

Members of the AFD scholarship committee (l to r) Terry Farida, Joe Smoliga, Danielle MacDonald, Amir Denha, and scholarship chairwoman Barbara Weiss-Street.
These days, many companies talk about quality products. For Monitor Sugar Company, being part of the quality upper crust is more than just talk... it's a commitment.

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Outdated Test Causes Industry’s Food Stamp Withdrawals

The food stamp program is one of the largest federal assistance programs funded by the federal government, reaching $22.4 billion alone just last year. Naturally, convenience stores play an important part, helping to serve the more than 25 million individuals who utilize this program.

However, the program’s outdated formula for determining a store’s eligibility threatens the participation of many stores. This issue was recently highlighted when the Department of Agriculture announced that more than 500 convenience stores would be withdrawn from the program because they no longer meet the eligibility formula. For a complete discussion of the formula, see the box below.

“The important thing to recognize is that these stores did not do anything wrong,” said Teri Richmond, NACS senior vice president of public affairs. “In fact, many of them have been in the program since its inception in 1977.

Rather, the problem lies in the fact that the law doesn’t take into account the growth that has occurred in the eligible, but not staple food category.”

Convenience stores offer the same, if not more staple food items as they did 10 years ago. However, the amount of total food stamp eligible sales has grown dramatically during that time. This proliferation of eligible, but not staple items, is at the root of the industry’s problems because it makes it difficult for stores to meet the 50 percent test and, therefore, unable to qualify even though there has been no decline in the industry staple offer.

For example, fountain drinks and candy are both eligible food stamp items, but are not staple food items. Some stores sell a large percentage of fountain drinks and candy relative to their overall percentage of foods that are eligible; consequently these stores have difficulty reaching the 50 percent requirement. However, it does not mean that these same stores do not sell a wide assortment of staple food products like milk, bread, cheese, juice, etc.

“The current formula is merely a barometer as to what sells the most in a store...it gives absolutely no indication of what products the store carries,” says NACS public affairs chairman, Albert C. “Woody” Woodroof, III. “Congress needs to change the definition of a retail food store so that it takes into account the variety of foods that are available for sale in a store, not merely what foods sell the most.

“In addition, the inequity of this situation is made clearer when you consider that a liquor store that also sells milk could qualify as a food stamp retailer under current law while a convenience store offering everything from baby food to milk can’t meet the 50 percent test,” added Woodroof.

As this issue continues to unfold, NACS is hopeful that Congress will remedy this inequity before many convenience stores are removed from the program.

Current Eligibility Formula for Food Stamp Retailers

A store can be authorized by the Food and Nutrition Service to accept food stamps if 50 percent of its food stamp eligible food sales are in staple foods. Written mathematically, retailers should apply the following formula:

\[
\frac{\text{Annual staple food sales}}{\text{Annual food stamp eligible food sales}} \geq 50\%
\]

The only foods that are eligible, but not staple, include coffee, tea, carbonated or uncarbonated drinks, candy, condiments, and spices.

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Beware of counterfeit coupons

It’s easy enough to understand why food stamp counterfeiting might appear to be an easy way to make money. Over 23 million people participate nationwide and redeem millions of dollars worth of stamps daily. In New York alone over $5 million in stamps are redeemed on an average daily basis. It can’t seem like much of a risk to float some “imperfect” coupons on the street. Some of these “imperfect” coupons are the product of good workmanship and are difficult to detect as counterfeit by a quick and simple eye scan.

There are two more reliable ways to protect yourself from counterfeit stamps:

1. Make certain that your food-stamp customer tears out the $5 and $10 stamps in front of you or your cashier; this is particularly important as regards the $10 stamp since this denomination is the one usually duplicated by counterfeiters.

2. A legitimate stamp has the “feel” of brand new U.S. currency. It has a thickness and crispness that comes from the kind of paper and ink used in the printing process. Counterfeit stamps generally are printed on cheap paper run through a xerox machine. They feel thin and flat.

You will not receive credit at your bank for any counterfeit stamps that you redeem. If your bank teller does not spot the counterfeit stamps, someone else will spot them further along in the routing process. The bottom line is that the stamps will be traced back to your store with a resultant loss to your account.

Over $76,000 in counterfeit stamps have been spotted in New York so far this year. It’s likely that we’ll see an increase in the volume of counterfeit stamps appearing across the country. Why not take a few moments now to remind your cashiers to be on their guard against counterfeit stamps? A little knowledge and a little caution on their part will save you money and frustration in the future.
Legislative Update

ADA - ATM Machines
Grocers, who are considering the installation of ATM machines, must comply with ADA regulations for accessibility under the Architectural and Transportation Barriers Compliance Board. Proposed rules on design standards were issued on April 5 and include requirements for floor space clearance to allow wheelchair access, reach ranges, controls and equipment for persons with vision impairments. Grocers should request certification from ATM installers that their machines comply with ADA regulations. - NGA

Bottle Bill
(H.R. 1818, S.818)
Representative Edward Markey (D-MA) and Senator Mark Hatfield (R-OR) introduced legislation on April 22 to mandate a 10 cent deposit on beverage containers if a minimum recycling rate of 70 percent is not satisfied. The bill prohibits retailers from selling cans with detachable openings and from disposing of returned containers. Representative Billy Tauzin (D-LA) is expected to introduce a comprehensive recycling bill soon, which gives states the flexibility to develop and implement comprehensive multi-material legislation which best meets local and state needs. Urge your congressmen to oppose the bottle bill and support the Tauzin bill.

OSHA Expansion
(H.R. 1280 and S. 575)
Representative Ford (D-MI) and Senator Kennedy (D-MA) have reintroduced legislation to expand the enforcement penalty and victims rights provisions under OSHA. The bill requires employers to establish and maintain safety programs and require employer-employee safety committees for all businesses with over 10 employees. In addition to the 1992 provisions, this bill includes a requirement to charge employers for assistance and consultation provided by OSHA.

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

Minimum wage
(H.R. 692 and S. 562)
Legislation has been introduced to increase the minimum wage to $5.50 per hour and index it to inflation. Organized labor is strongly advocating an increase in the minimum wage and President Clinton supports the legislation.

Nutrition Labeling
The Food and Drug Administration (FDA) has published a notice in the General Register that it has found substantial compliance among retailers in providing, voluntarily, required nutrition information for consumers, for raw fruits and vegetables, and raw fish. The targeted 60 percent compliance standard has been well exceeded. Under the 1990 Nutrition Labeling Act and FDA's regulations implementing the Act, had the required voluntary compliance not been forthcoming, mandatory regulations would have been instituted. As required by law, compliance will again be assessed in 1994.

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Healthyweight boxer George Foreman pumped up for Big & Juicy™ Brand Hot Dogs

Heavyweight boxer George Foreman acted as spokesperson when Oscar Mayer Food Corporation introduced Oscar Mayer® Big & Juicy™ Brand Hot Dogs, a new line of hot dogs designed to appeal to the whole family.

The food-loving Foreman, and several of his nine children, star in an advertising campaign which first appeared May 31, the week before his last career title fight. The commercials feature an excited George Foreman in his kitchen with his children bragging about the terrific features of Big & Juicy Hot Dogs. His kids bring him “back down to earth” and prompt him to eat not talk.

“George Foreman is a real character whose appeal transcends boxing. His self-proclaimed love of food made him a natural to use in promoting Big & Juicy,” said Rick Searer, vice president and general manager of Oscar Mayer. “Hot dogs are a fun product and nobody embodies that spirit better than George.”

While Oscar Mayer’s flagship hot dogs are mild and geared more toward children, the new Big & Juicy hot dogs were created with adult tastes in mind.

The new product line was developed to give millions of adults, who grew up with Oscar Mayer, and their kids, a new reason to enjoy Oscar Mayer,” said Searer. “We’ve combined the high quality associated with Oscar Mayer hot dogs and the flavor that appeals especially to adults who enjoy a stadium or barbecued hot dog.”

Big & Juicy hot dogs come in five varieties: Original, Deli Style Beef, Hot ’N Spicy, Smokie Links and Quarter Pound Beef. All are packaged flat and come six to a one-pound package, except the Quarter Pound Beef variety, which are four to a one-pound package.

Oscar Mayer, headquartered in Madison, WI, is the nation’s largest food processor of cold cuts and hot dogs.

Leinenkugel introduces Red Lager, ‘The Better Red’

The Jacob Leinenkugel Brewing Company is putting more than a century of hand-crafted brewing experience into a distinctively different new beer called Leinenkugel’s Red Lager.

Now available, Leinenkugel’s Red Lager is a full-bodied, hearty beer brewed with a blend of five barley malts and two varieties of hops from Washington’s Yakima Valley. The lager’s deep red color is achieved naturally with specially roasted malts.

“Leinie’s Red Lager is a robust red beer with a clean, crisp after-taste. We think of it as the ‘Better Red,’” said T.J. (Jake) Leinenkugel, president and fifth-generation Leinenkugel to head the company.

“Our brewmasters meticulously blend these malts and hops and brew Red Lager in small batches at our Chippewa Falls brewery to maintain the high quality level of the beer,” he added.

Leinenkugel’s Red Lager initially is available in kegs within Leinenkugel’s nine-state marketing area of Colorado, Illinois, Indiana, Iowa, Michigan, Minnesota, North and South Dakota and Wisconsin.

The 126-year-old Jacob Leinenkugel Brewing Company has a heritage of brewing beer as it was produced centuries ago, with time-honored techniques following Old World traditions.

“We rigorously adhere to these brewing standards to give beer drinkers a brew with a distinctive taste not found in other beers,” said Leinenkugel. “With Leinie’s Red Lager, we are continuing our legacy of producing quality beer with a recognizable difference. And, as with all our brands, the brewing process for Red Lager is not rushed, resulting in a hand-crafted beer that offers a unique beer-drinking experience.”

The new Red Lager will be supported by print, radio and outdoor advertising as well as point-of-sale and merchandising materials, including table tents and English-style pint glasses with the Red Lager logo.

The Jacob Leinenkugel Brewing Company was founded in 1867. Its brands include Leinenkugel’s Original Premium, Leinenkugel’s Light, Leinenkugel’s Limited, Leinenkugel’s Genuine Bock and Leinenkugel’s Red Lager.

Isiah’s favorite flavors now available in half-gallons

Just in time for summer, Stroh’s Ice Cream Company introduces “Isiah’s Favorite Flavors,” in half-gallon packages.

Originally marketed in October, 1992, the eight flavors were available in round quart cartons and collectible pint containers only. Now, however, four of the Kosher-approved flavors are available in square cartons, featuring special Isiah graphics. They are: Tropical Twist; Vanilla/Chocolate Twist; Blue Moon Twist; and Orange Vanilla Twist.

During the introduction of his “Favorite Flavors,” ice cream lover Thomas said he wasn’t interested in “just lending his name” to the promotion of a product. “I love ice cream,” he said, “and always wanted to try to make flavors that would excite both kids and adults like me. I was elated when Stroh’s gave me the opportunity to formulate my very own flavors.”

Breezer by Colombo has only 20 calories per ounce and contains no fat, cholesterol or sodium. In addition, Breezer contains no whey or dairy products of any kind, making it a new dessert choice for lactose-intolerant consumers.

Breezer flavors include Nantucket Raspberry, Hilton Head Peach, Boca Lemon and Bermuda Tropics (orange/passion fruit/pineapple). Operators can offer additional varieties by providing a twist of Breezer with one of Colombo’s soft-serve frozen yogurts. Breezer is currently being offered to foodservice customers in all segments.

Breezer is supported by Colombo’s powerful POS merchandising program, but with a whole new look exclusive to this product. Breezer promotional items include flavor strips, counter cards, posters and buttons that all feature a nautical theme and distinctive blue colors that set this product apart from other Colombo offerings.

Breezer is packaged in cases of nine half-gallon pure pack cartons and is line priced with Colombo’s soft-serve frozen yogurt products.

The Frozen Foodservice Division of Colombo Inc., is located in Methuen, Mass. Colombo is a manufacturer and marketer of frozen desserts for the foodservice segment.
The Shotgun Sounds...
216 Eagle Bound Golfers Start the Scramble!

Are You Up to Par?
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Door Prizes
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$100 Closest to the Pin
Use of Driving Range
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NEW LOCATION
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Join AFD at the
Links of Novi Golf Course
18 Holes, Shotgun Start and
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All Proceeds Directly Support AFD's
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HERE'S THE SCORE:
Monday, August 2, 1993
Links of Novi
50395 10 Mile Rd., Novi

Breakfast 8:30-9:45
Shotgun Start 10:00 SHARP
Barbeque Lunch 11:00-2:00
Cocktails 4:00
Dinner 5:00
Snacks All Day

Golf & Dinner:
$500 per foursome
Dinner ONLY:
$60 per person

You must check in before 9:30!

Contact:
Danielle (313) 557-9600

Arrive before 9:00 and get a
half bucket of balls FREE for the
driving range.

Golf Course

Mile

Mile

Mile

Mile

10 Mile

9 Mile

8 Mile

7 Mile

6 Mile

5 Mile

4 Mile

3 Mile

2 Mile

1 Mile

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N

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W

S

I-96

Beck Rd

Novi Rd

M-434

275

Southfield

Northfield

Telegraph

9 Mile

9 Mile

9 Mile

9 Mile
Wolverine Human Services requests lawn mower donation

Dear AFD:

In January, 1990, Wolverine Human Services saw that families in our community were in need of food, resources and clothing. At that time we decided that a soup kitchen was one way to feed the needy. Last year alone we fed 10,000 needy people. Also with funds received from donations, we were able to hire poor and low income individuals from the community. But God knows that is not nearly enough to fight the battle of hunger.

We have also established a community landscaping program and we hire local low- or no-income community workers to work for minimum wages, 15 hours per week. They clean vacant lots, cut grass and clean up debris. We are now in need of a lawn mower. We are asking our local businesses to please donate whatever they can, whether it is food, money or the lawn mower. If you have any questions, please call me at (313) 822-2400.

Sincerely,
Charles Dukes
Community Liaison, Wolverine Human Services

AFD Members, do you throw away perishable food items?

Don't toss out food, donate it instead. Call Forgotten Harvest (313) 557-GIVE and ask about the regular food donor program in the Metropolitan Detroit Area (minimum 40 servings per pick-up). Forgotten Harvest is a non-profit organization dedicated to providing hunger relief by collecting surplus perishable food items and transporting it directly to soup kitchens along with shelters in the area. Your contact at Forgotten Harvest is Chris Blakely. Thank you!

Stark & Company wins at Food Marketing Institute Convention

The top six Canned Food Month promotional programs were recognized by the Canned Food Information Council at the Food Marketing Institute Convention in May.

The Golden Can Award was presented to companies and individuals from California to Pennsylvania who demonstrated exceptional merchandising and promotional activities during February, Canned Food Month. This year’s winners included Stark & Company of Farmington Hills. The company won the New Canned Food Month Regional Committee category.

Stark & Company coordinated a full-page Canned Food Month ad, sponsored by Kroger, which featured coupons for Hi-C, Dole, Hormel Chili, Bush’s, Star-Kist and Kroger canned good products. The ad ran in the Detroit Free Press on February 3, 1993. Stark & Company also worked with Kroger retailers to highlight canned foods via radio promotion.
The meeting of the Robbery Prevention Committee of the Associated Food Dealers was held on Monday, May 24, 1993 at the Southfield Civic Center and called to order by AFD Chairman Frank Arcori. The meeting was attended by 30 vendor and retail members. Also in attendance from the Detroit Police Department were: Commander Knox, Inspector Simmons, Lieutenant Hall and also Robert Ficano, Wayne County Sheriff.

The purpose of the meeting was to hear the concerns of AFD vendor members and law enforcement agencies and to implement a plan to reduce driver hold ups.

The representatives from the Detroit Police Department shared the following information:
- Robbers usually stick to a certain pattern of robberies.
- Retailers need to watch the vendors when they leave the establishment.
- The police department needs the cooperation of the store owners and drivers when making police reports, testifying and identifying suspects in line ups.
- Store owners should become familiar with the precinct commander.

The vendors then took their turn and stated their concerns:
- Vendors want to set up a system where information regarding robbers/robberies is passed on to other vendors.
- Retailers should post “no loitering” signs. These are available by calling the AFD offices.
- Retailers should try to pay by check. If paying in cash, they should allow the driver behind the bullet-proof glass so that cash is not given out in public view.

Vendors would like to print up robbery prevention material and have it stapled to their billing or delivered to retailers by their drivers.
- Vendors should appoint an employee to be in charge of all security issues and let AFD and the Detroit Police Department know who that key contact person is.

What AFD Can Do
- Continue to print information on robbery prevention in these pages and also offer the information to the Detroit Chaldean Times for reprinting in Arabic.
- Work as the central location for disseminating information to vendors and retailers about robberies. This would be done by using AFD’s mailing list.
- Look into a security camera program for retailers.
- Look into a reward program for the apprehension and conviction of robbers. (Editor’s Note: Since this meeting, the AFD has moved forward on this program and will soon offer a $1,000 reward for information that leads to the arrest and conviction of anyone who commits a serious crime against one of our members or their drivers.)
- Inform AFD members of upcoming meetings.

In Summary
Mr. Arcori summarized the meeting by reconfirming the following:
- An informational flow system will be developed by the AFD.
- Vendors and retailers are encouraged to develop a strong bond of cooperation in order to thwart these robberies.
- Vendors should have strict policies about carrying large amounts of cash, therefore reducing exposure.
What's Happening At The Michigan Lottery?

By Michigan Lottery Commissioner Jerry R. Crandall

Retailers are key to bonus lotto success and Michigan Lottery adds Wednesday night “Cash 5” drawing

I want to thank all the Michigan Lottery retailers and commend them for their efforts to educate customers and encourage players to try the new Bonus Lotto game. Already Bonus Lotto is proving out what the game is designed to do and what research indicated—create bigger jackpots, offer more cash prizes and provide better odds of winning—without making the odds of winning the jackpot more difficult. Over half a million players have won cash prizes in the new game, including two lucky players who have each won $20 million!

The success of the new game depends on you—the initiative you take to sell the new game and help educate players. You, the Lottery’s retailers, have the greatest impact on sales because you are on the front-line—meeting and influencing customers every day.

Remember, overall Lottery sales set a record in 1992—the Lottery’s 20th anniversary year—and you should be aware that this year’s sales (to date) are setting a record pace over that mark. Even more significantly, while overall agent commissions were also up last year, this year’s agent commissions are currently surpassing that rate.

Now, both retailers and players can look forward to Wednesday night Lottery drawings again. The Lottery will replace the Wednesday night Lotto drawing with a “Cash 5” drawing. The Lottery will begin drawing the popular “Cash 5” drawing 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.

New “Bonus Lotto Auto Sweepstakes” to drive up Lotto sales this summer

The Michigan Lottery plans to “drive up” Bonus Lotto sales this summer with the exciting new “Bonus Lotto Auto Sweepstakes.” 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.

We’re excited about this promotion because it captures the spirit of Michigan. It is our way of thanking our players for supporting the Lottery and Michigan public education. And it’s a way to show our support for the automotive industry—an industry of great importance to Michigan’s economy. 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

To enter the “Bonus Lotto Auto Sweepstakes,” players send in a non-winning Bonus Lotto ticket that has five wagers for a single drawing from July 24 through August 28, 1993. Each entry is good for one week’s drawing, and all entries must be received by the close of business on September 7. All of the “Bonus Lotto Auto Sweepstakes” winners will be announced on the “Michigan Lottery Megabucks Giveaway” TV game show.

Remember, in July, Bonus Lotto means bigger jackpots, more ways to win great cash prizes, and a second chance promotion for your customers to win 12 brand-new beautiful automobiles—ultimately, that means increased business, sales and commissions for you!
Exciting Programs

Continued from page 3

critique session.
These students are all intelligent, enthusiastic individuals that demonstrate drive and responsibility. If any AFD member is interested in hiring a student for the summer, please call Danielle at our office.

Robbery Prevention
The AFD is continuing to work with members of the law enforcement community to implement a plan to reduce driver hold ups. We have developed a task force and continue to meet and take additional action to thwart these robberies. The minutes from our meeting are summarized in the Crime Alert section on page 19.

It's Cool to be Cautious
This summer, the AFD is co-sponsoring a public awareness campaign designed to inform youth about potential everyday hazards. Buckling seat belts, swimming safety, fire hazards and injuries from falls are covered. Posters, developed in conjunction with Detroit Receiving Hospital and other sponsors, will be displayed at retail stores through the Metro Detroit area. It is “Cool to be Cautious,” and it is also “cool” to help this program by posting a sign in your store. Call the AFD for more information.

Privatization of the Liquor Delivery Service
AFD has been working closely with the Liquor Control Commission and the Department of Commerce to make privatization work. The new system will not increase liquor prices, plus it will include free delivery at least bi-weekly. Orders of 20 or more cases in alternate weeks will also be delivered free and free delivery will be available every week during the holiday season. Privatization is also expected to save our state government a considerable amount of money. This is an exciting new program that is scheduled to begin its implementation phase late this year.

As you can clearly see, the summer of '93 is surely turning into a BUSY summer for the grocery industry!

Lottery

Continued from page 20

Michigan Lottery introduces two new instant games in July

The Michigan Lottery will also introduce two new instant games in July, "Fat Cat" and "Instant Slots." Players can win up to $1,000 in "Fat Cat" which goes on sale on July 12. Players scratch off the latex covering on the ticket and if they spell the word “CAT” in any row, column or diagonal, they win the prize indicated on the face of the ticket. Players can win up to $250 instantly in the "Instant Slots" instant game which goes on sale July 26. If players match three like symbols in any row, they win the prize shown for that row. The overall odds of winning a prize in either game are 1-in-6.

Lottery

row, column or diagonal, they win the prize indicated on the face of the ticket.

Rather switch than fight
Making concessions to avoid minor disputes with customers should be considered even when the customer is wrong. The reason is that studies have shown that it takes customers up to 12 positive service experiences to overcome the effects of a single bad one. And because most people would rather switch companies than fight, you risk losing a customer to a competitor if you refuse to make concessions.

Kowalski

you can taste.

In the deli. Naturally.

For Sales and Service
Call
Brian Bushey (313) 873-8200
Plan now to go to the 1993 NACS Annual Meeting & Exposition. You'll experience the convenience store industry’s premier event and enjoy everyone's favorite city—San Francisco.

Retailers: GO for Indepth Workshops and Meet Quality Suppliers.

Sharply focused general sessions and indepth workshops will give convenience store operators up-to-the-minute information to take back to the job. The Exposition, with over 600 companies exhibiting is a unique forum for the gathering of data on new products, services and suppliers.

Suppliers: GO to Meet New Customers, Showcase Your Products and Explore Industry Trends.

For suppliers, NACS 1993 Annual Meeting and Exposition offers a golden opportunity to meet one-on-one with retailers and find out where the convenience store industry is heading in the 90s. The Exposition will have over 160,000 net square feet of exhibits. Sign up now to reserve your place at this "show of shows" for suppliers and retailers.

THE NACS SHOW. GO.

For more information on the NACS 1993 Annual Meeting and Exposition, contact the NACS Annual Meeting Staff at (703) 684-3600.

YES! I want to go to THE NACS SHOW. Please send me further information.

☐ I'm interested in attending ☐ I'm interested in exhibiting.

Name ___________________________ Title ___________________________ 

Company ___________________________ 

Address ___________________________ 

City ___________________________ State/Province ___________________________ Zip/Postal Code ___________________________ 

Country: ____________________ Phone (_______)__________________ FAX (_______) 

Please return to: NACS • 1605 King Street • Alexandria, VA 22314-2792 • FAX (703) 836-4564.
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- Archway Cookies ........................................ (517) 782-7244
- Southfield Manor ......................................... 352-9205
- Taste Buds .................................................. (517) 546-8822
- Tina's Catering ............................................ 949-2280
- Bronco's Banquet Hall & Catering .................. 354-0121

### BEVERAGES:
- Coors Brewing Company ............................... (451) 1499
- Frankenmuth Brewery .................................. (517) 652-6183
- Hubert Distributors, Inc ............................... 858-2340
- Pabst Brewing Co ......................................... 887-2087
- Powers Dist .................................................. 682-2010
- Petitprent, Inc ............................................. 468-1222
- Seven-Up of Detroit ..................................... 937-3500
- Spirits of Michigan ....................................... 521-8847

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- Bergos & Company ...................................... 439-2404
- Acme Food Brokerage .................................... 968-0300
- Denha General Brokers ................................ 776-1610
- Pfeister Company .......................................... 591-1900
- Northland Marketing .................................... 353-0222
- VIP Food Brokers International ................... 885-2335

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- Royal Crown Co ........................................... 534-6425
- Serv-U-Matic Corporation ............................... 528-0694
- Seven-Up of Detroit ..................................... 537-3500
- Gables Produce Co ........................................ 231-8847
- Stroh Brewery Co .......................................... 466-2400
- Trolley Tea Co .............................................. 210-3340
- Thompson Produce Co ................................ 490-2040
- Universal Marketing Co ................................. 553-2866
- Vito & Sons Co ............................................. 204-5800
- Viviano Wine Importers, Inc ......................... 833-1600

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- Debra General Brokers ................................ 756-1610
- ELC Associates ............................................. 623-3124
- Hanson Pano Assoc ....................................... 354-5399
- The Huetten Co ............................................ 296-3000
- J.B. Novak & Associates ................................ 752-6455
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- J.B. Novak & Associates ................................ 752-6455
- James K. Tannahill Co ................................... 442-8200
- Macks & Greens ............................................ 744-1000
- McKheen Co ............................................... 477-1182
- Nthland Marketing ........................................ 353-0222
- Paul Imes Farms ........................................... 636-8200
- Pizzazz Enterprises ..................................... 691-1900
- Sack & Sonly Co ............................................ 350-8500
- VIP Food Brokers International ................... 885-3235
THE Pfeister COMPANY

IS PLEASED TO ANNOUNCE THE REPRESENTATION OF
PRESIDENT BAKING COMPANY

IN THE MICHIGAN & TOLEDO MARKETS.

PRESIDENT BAKING CO., MANUFACTURERS SEVERAL MAJOR COOKIE BRANDS WHICH INCLUDE:

✓ BARBARA DEE ✓ GREGS ✓ MURRAY
✓ BECKY KAY ✓ JACK'S ✓ OLDE NEW ENGLAND
✓ BISHOP ✓ JACKSON ✓ PLANTATION
✓ MARIETTA

YOUR PFEISTER REPRESENTATIVE WILL DISCUSS WITH YOU ALL PROMOTIONAL AND OTHER OPPORTUNITIES TO HELP YOU MAXIMIZE YOUR PRESIDENT BAKING COOKIE SALES & PROFITS!

THE Pfeister COMPANY

YOUR FULL SERVICE BROKER

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36300 SCHOOLCRAFT
LIVONIA MI 48150
(313) 591-1900
CINCINNATI
3660 HAUCK RD
CINCINNATI OH 45251
(573) 563-4444

SAGINAW
3159 CHRISTY WAY
SAGINAW MI 48603
(517) 793-8100
COLUMBUS
921 EASTWOOD DR-STE 133
WESTERVILLE OH 43081
(614) 899-1331

GRAND RAPIDS
4771 50th STREET S.E.
KENTWOOD MI 49512
(616) 554-5399
TOLEDO
6433 MONROE STREET
TOLEDO OH 43560
(419) 882-1616