AFD develops regional board

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

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

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

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

Prime Time Live hits grocery business again

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

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

See Prime Time Live, page 4

U.S. population passes 256 million as 1993 begins

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

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

Crime prevention for driver salesmen

A proactive robbery prevention program can reduce the opportunities that street criminals need to operate.

Meat Cutters’ Training Program Begins

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

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Let’s keep tempers “Cool” during the long, hot summer

By Joseph D. Sarafa, executive director

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

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

In 1991 Detroit Monthly Magazine wrote a two-page spread on Detroit’s retail grocery and convenience store business. The title of the article, The Most Dangerous Job in Detroit, speaks for itself. In 1992 seven retailers were killed in Detroit grocery and convenience stores and according to the book, The Worst of Everything (McGraw-Hill), owning or operating a party store is one of the deadliest professions in America. The murder rate for Detroit store owners and clerks is listed as more than 25 deaths per thousand.

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

Also look out for your employees, customers and delivery drivers. Make your place of business as safe for everyone as possible. Pay for deliveries with checks or money orders so the drivers don’t have to carry cash. Keep your aisles clean and clear so vision is not blocked. Post “No Loitering” signs and work with police to keep your parking lot free of loiterers.

Look into security measures like video cameras.

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

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

Calendar

May 9-12 1993 U.S. Food Export Show, sponsored by the National Assoc. of State Departments of Agriculture FMI Supermarket Industry Convention and Educational Exposition, McCormick Place, Chicago, IL.

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

May 16-18, Sept. 26-28, or Jan. 23-25 Seafood Splash Course for Supermarkets;

Boston and Gloucester, Massachusetts.

July 31-Aug. 2 A practical, hands-on seafood training program.

Oct. 3-6 1993 National Frozen Food Convention;

Opryland Hotel, Nashville, TN.

The Grocery Zone

By David Coverly

Statement of Ownership

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Food & Beverage Report Editor
Grocers grass roots action needed: Stop the Striker Replacement Bill now!

The pro-union striker replacement legislation will be the next labor bill on the Congressional agenda. This bill is organized labor’s top priority and grocers must speak out now.

Representative Foley (D-WA) has promised a House vote within the next 40 days. President Clinton’s Secretary of Labor Robert Reich has said that “the Administration strongly supports the legislation and will do its best to help it through congress.”

Contact your representative and senators and urge them to vote “no” on H.R. 5 and S. 55.

Reasons why your congressman should oppose H.R. 5/S. 55:
- H.R. 5/S. 55 would affect your business by placing a stranglehold on management’s ability to effectively negotiate labor settlements. It would force grocers to concede to excessive wage demands, passing costs on to consumers, or to close the store, facing economic losses of business and perishable inventories.
- It would upset over 50 years of effective labor-management relations by removing labor’s incentive to negotiate. Under current labor law, management’s ability to hire replacements for striking workers provides a balance to labor’s threat to strike. H.R. 5/S. 55 would result in strike now—negotiate later.
- Replacing workers who are on strike is used by management as a last resort for business survival. Temporary employees, if available, or new replacements cannot provide the level of service of trained and experienced personnel and result in long-term loss of business.
- H.R. 5/S. 55 would increase plant closings and business shut downs. The grocery industry is particularly sensitive to consumers’ demands and even temporary closings or reduced services will cause customers to shift shopping preferences, often permanently.
- H.R. 5/S. 55 prohibits employers from rewarding dedicated employees who choose to exercise their economic right not to strike by denying them the rights to promotions earned during the strike.
- H.R. 5/S. 55 would escalate the number and duration of strikes because labor would have less incentive to negotiate.
- Jobs are lost during a strike but not to replacement workers—they are lost due to closed or economically crippled businesses.
- H.R. 5/S. 55 will undermine the efforts to stimulate the nation’s economy by increasing unemployment, promoting economic instability and hindering our ability to compete globally.

Prime Time Live
Continued from page 1

shelf tags and put the merchandise in their cart. However, when the item is scanned, an incorrect price is charged. Prime Time urged customers to keep track of their purchase prices and confront the cashier if the incorrect price is wrong up. Michigan’s Item Pricing and Advertising Act (M.C.L.A. 445.351) was enacted in 1976 to protect consumers against incorrectly scanned charges. (See story on page 9, which explains this law.)

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

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

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

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

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

More People on page 12
Workers’ Compensation:
In Numbers There is Strength

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

The Associated Food Dealers formed its own Self-Insurance Workers’ Compensation Fund in 1982. All of the premiums paid by Members of the Fund are utilized to pay claims and administrative costs. Excess of the premiums paid by Members of the Fund’s existence, we have discovered that many of our applicants have had their experience modification inflated by the insurance industry setting outrageous reserves for simple claims. Reserves are often set by some companies and never re-evaluated. One of the benefits of participation in a self-insurance fund, such as AFD’s, is your right to review reserves to be assured that they aren’t overly generous or that false claims aren’t being paid because it is “easier to pay” than to fight for what is right. This will result in a lower experience mod and lower premiums.

When you review your Workers’ Compensation Insurance package look at your experience mod. If it is more than 1.00, you should want to know why. You should have the ability to ask for a review and seek a reduction. This kind of interaction is available to you as a Member of the Associated Food Dealers Self-Insurance Workers’ Compensation Fund. In effect, you are in better control of your own destiny as a member of a Self-Insurance Fund. At the same time you benefit from your participation with other Members in the same industry.

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

See Workers’ Compensation Page 26
Alcohol sting operations unconstitutional in California

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

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

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

National Bottle Bill

The nation’s solid waste problem and the need to protect the environment require that businesses and the public change habits in order to reduce, reuse and recycle. Bottle bills are ineffective because used beverage containers make up only three percent of the solid waste stream. Comprehensive collection programs, such as curbside, that target all recyclables are rapidly expanding and proving to be popular, convenient and effective. In 1988, there were 1,050 curbside programs and in 1991 there were 3,935. Bottle bills are incompatible with curbside collection programs.

The state auditor of Massachusetts, a bottle bill state, confirms that bottle bills rob curbside programs of revenue generated by the high-scraps value of beverage containers. The inefficiencies of bottle bills are costly and burdensome for retailers and add to the costs of all retail food items. A national bottle bill is expected to be introduced soon in this session of Congress, similar to legislation introduced in the last Congress. That legislation proposed a national mandatory deposit system for beverage containers with a 10-cent deposit per container. For the reasons given above, this proposal is strongly opposed.

Environmental Labeling Legislation introduced in Michigan

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

FDA stresses cooking ground beef at 155 degrees

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

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

Food safety inspection system subject of GAO report

Fundamental changes in the government’s current food safety inspection system—including a single food safety agency—was suggested in a report by the General Accounting Office (GAO) to the Senate Majority Leader and Speaker of the House. The GAO suggested that the new Congress take a close look at “the structure of the federal regulatory system for food which has evolved over the past century...” It pointed out that 12 federal agencies now spend $1 billion annually to administer some 35 laws governing food safety and quality—with the Food and Drug Administration and U.S. Department of Agriculture bearing the greatest responsibilities. “Because these two agencies operate under different mandates,” observed the GAO, “food products that pose similar health risks may undergo different levels of scrutiny.” Recommended, among other things, was that congress hold hearings to “evaluate options for revamping the federal food safety and quality system including the single food safety agency, creating a uniform set of food safety laws administered by the current federal food safety agencies, or establishing a blue-ribbon panel to develop a model for inspection and food safety enforcement based on the public health risks posed by the products and processes. GAO acknowledged obstacles stand in the way of such a major structural change, and suggested the creation of a blue-ribbon panel as a mechanism for developing a broad-based agreement on organizational and legislative change for modernizing the food-safety system.
Michigan's Item Pricing and Advertising Act (M.C.L.A. 445.351)

Know the law!

Information from the city of Detroit Consumer Affairs Department

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

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

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

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

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

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

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

Michigan’s Item Pricing Act: How it works for consumers

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

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

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

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

Examples

1. Price marked: $ .80
   Price charged: .95
   Amount overcharged: .15
   Difference: .15
   10 times the difference: $1.50
   Total: 1.65
   Customer receives: 1.65

2. Price marked: $ .50
   Price charged: .55
   Amount overcharged: .05
   Difference: .05
   10 times the difference ($ .50)
   or $1 minimum 1.00
   Customer receives: 1.05

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

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

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

   .15 difference on each of six items $.90
   10 times the difference

TOTAL: 1.50
Customer receives: 1.50

The same $1 minimum and $5 maximum for the "bonus" holds true here as in examples two, three and four.

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Guiltless Gourmet introduces new white corn tortilla chip

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

"The enemies of freshness are heat, light and oxygen," explains April. "By using only whole com for our heat, light and oxygen," explains April.

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

Guiltless Gourmet white corn chips will be available in only one variety—lightly salted. Guiltless Gourmet yellow corn tortilla chips are available in salted and unsalted varieties. The fat, calorie and cholesterol content is identical to the yellow corn chip. Only the vitamin content and dietary fiber vary slightly.

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

Strohs develops new product

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

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

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

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

New spring water flows in from Canada

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

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

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

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

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

For more information call (313) 352-0060.

A new Cracker Jack tradition

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

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

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

For more information contact Dave Ellis at Borden, Inc.

Tony's takes a slice out of pizzeria pizza sales

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

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

Tony's Pizza D'Primo features six premium varieties, all intended to retail for a suggested price of $3.29. Varieties are: Supreme, Sausage, Meat Trio, Four Cheese, Sausage & Pepperoni and Pepperoni.
Health Alliance Plan provides leadership, value & choice

by Mark Cleveland

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

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

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

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

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

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

Faygo & Nintendo target kids with new soda

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

Flavors are Yoshi Apple, Luigi Berry, Princess Toadstool Cherry, and Mario Punch. Faygo says the 8-ounce cans are intended to deliver higher profit margins, and build store traffic. Introduction of this new product will receive extensive television, radio, FIS, and point of sale support. In addition, Faygo is running a promotional sweeps and a "Super Mario Brothers" movie will be released to coordinate with the beverage introduction. For more information, call Faygo Beverages (313) 925-1600.

Are you still selling the greasy kids stuff?

Go ahead. Try a piece of Chester Fried chicken. It's the non-greasy chicken that's crisp on the outside, moist and tender on the inside - and it stays that way for over four hours in your display case. Put your money where your mouth is, because the profit picture behind Chester Fried is just as appetizing as the chicken.
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Dinner Reception Only $60 per person

Foodland Distributors names new buyer

David Barens, vice president of Procurement and Advertising of Foodland Distributors, recently announced that Jeffrey T. Hanlin has been named deli/bakery buyer for the Livonia-based voluntary wholesaler. In this position, Jeff Hanlin is responsible for buying deli/bakery products, sales plans and other programs designed to assist customers of Foodland Distributors.

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

Coors names new president/CEO

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

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

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

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

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

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

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

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

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

When you are confronted by a robber:
• Remain calm
• Follow directions
• Do not resist
• Give up the property requested (Not your life)

Profile of a Robber
The robber is likely to be nervous. There is no distinctive clothing. Robbers have been known to be dressed in all types of clothing from three-piece suits to jogging outfits. Always assume that a robber is armed with a weapon, even if you cannot see one.

Profile of a Robbery
Robbery is the taking of money or property from someone through physical force or the threat of violence. A weapon may be involved. When you are confronted by a robber:
1. A good physical description.
2. The type of gun or weapon.
3. The method of escape.
4. The direction of escape.
5. The license plate number and description of vehicle.

How to Avoid a Robbery
A. Before leaving the warehouse
• Leave your personal keys at work.
• Make sure your truck is in good mechanical condition.

B. A t a Store
• Check the area for suspicious activity. Look at dumpsters, stock or other items which could conceal a person.
• Place an extra set of truck keys in a hidden spot on the cab. If the robber takes your truck keys, you will have another set.

After the Robbery
• Call the police and wait for them to arrive.
• Tell them the location of the possible problem areas.

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CRIME ALERT
Vendor Robberies
Crime Prevention for Driver Salesmen

by the Crime Prevention Section
Detroit Police Department

Profile of a Robbery
There were 310 vendor robberies in 1992.
• 84 percent occurred during daylight hours.
• 80 percent involved the use of a firearm.
• 31 percent occurred as the driver was going to and from his truck.
• 28 percent of the drivers were approached from behind and surprised.
• 18 percent were a result of the robber entering an unlocked vehicle.
• 11 percent occurred as the driver sat behind the wheel doing paperwork.
• 49 percent resulted in a loss of $100 or more.
• 50 percent resulted in personal loss to drivers such as cash, wallet, watches and jewelry.

How to Avoid a Robbery
A. Before leaving the warehouse
• Secure the passenger door on the truck cab.
• Secure all bay doors on the trailer.
• Examine and know how much product you have on the trailer.

B. A t a Store
• Form a “buddy” system.
• Keep an eye out for fellow drivers. Complete all paperwork inside the store rather than in the truck.
• Look under the vehicle for persons hiding themselves. Look in the cab before entering.
• Use the drop safe if you have one.
• Talk with the merchant about problems in the area. The more information you have about a store—the better off you will be.

Precinct Addresses and Phone Numbers

1 500 Clinton 596-5100
2 13530 Leroy 596-5200
3 2801 W. Vernor 596-5300
4 7140 W. Fort 596-5340
5 11411 W. Jefferson 596-5500
6 11450 Warwick 596-5540
7 3200 Mack 596-5700
8 21400 Grand River 596-5800
9 11187 Gratiot 596-5900
10 12000 Livernois 596-5940
11 5100 E. Nevada 596-5960
12 1441 W. Seven Mile Rd. 596-1200
13 4747 Woodward 596-1340
Armed Robbery - 596-2619
Crime Prevention Section - 596-2520
Select the flexible health care plan.
Produce reference manual now available

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

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

Some of the direct benefits of the manual include having a cost-effective produce specification program, making the most of distributor/operator relationships, standardizing storing/handling procedures to reduce shrink, and providing customers with nutrition information.

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

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

Member Spartan retailers benefit from the services and purchasing power of the 8th largest grocery wholesaler in the country, plus the services and products offered by Spartan's subsidiary companies. Together, we combine efforts, stand united and build on each others strengths to support and enhance the growth of Spartan retailers. For example, they can obtain insurance programs from Shield Insurance Services at savings and buy specialty foods through Capistar, Inc. There are several ways we help retailers prosper through the power of working together. To find future success with Spartan Stores, visit our booth '62 at the Associated Food Dealers of Michigan Trade Show.

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

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

Remo Antoniolli  DCI Food Equipment
Keith Hakim  Central Alarm Signal
Bob Sugarbaker  Canandaigua Wine Co.
Mark Sarafa  Frito-Lay
Keith Tipper  Tony's Pizza
Romy David  Kramer Foods
Dan Moskal  Melody Farms
Mike Lafollette  Pfeister Company

Cindy Moriconi  Kehe Foods
Matt Chisholm  Start & Company
Gary Davis  Tom Davis & Sons Dairy

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

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

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

Laura Scorza from DCI served chicken and pizza to hungry attendees.

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

Thanks Partners:
- Coca-Cola Bottling Company
- Hiram Walker & Sons, Inc.
- House of Seagram
- J. Lewis Cooper Co. Wines & Spirits
- Paul Inman & Associates
- Spartan Stores, Inc.

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

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

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A Busy Show!
AFD 1993 Product & Service “Round Up”
Trade Show Booth Winners

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

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

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

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

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

Bob White (L), Kelly Petrocky and Pat Bradley from News Printing, Inc. won the Best Western Theme Award for their booth, which included rubber band target shooting.
“Bonus Lotto” update

The Michigan Lottery keeps the Bonus Lotto momentum going this month with a direct mail coupon offer! The Lottery Bureau will launch the campaign to boost sales for retailers, increase awareness of the new game, and promote all the ways to win great cash prizes in the new Bonus Lotto game. The coupon offer is designed to bring patrons into Michigan Lottery stores by providing customers with the opportunity to play and win with Bonus Lotto.

The “Buy One, Get One Free” Bonus Lotto coupons will be mailed to 3.4 million households statewide. The coupon, which will begin arriving in your customer’s homes the week of May 10, will be valid from May 14 through June 12, 1993. This is a great opportunity for you to boost sales and capture the attention of a whole new player base with Bonus Lotto excitement and this special promotion.

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

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

- Any 5 of the first 6 numbers + Bonus Ball = $100
- Any 4 of the first 6 numbers + Bonus Ball = $4

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

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

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

Two new instant games

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

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

The overall odds of winning a prize in either game are 1-in-6.
Attention
meat cutters:
Help is on the way

by Mark Cleveland

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

“Everyone is crying for help! We
could place fifty people right
now,” Terry Farida, AFD commit­
tee chairman and store owner, said.

Through WCPIC and federal fund­
ing, it looks as if help is on the way.

Providing opportunities for laid­
off, hard-to-place, and economi­
cally disadvantaged individuals is
the key to the program. Participants
receive money from WCPIC to pay
for things, such as tuition, books,
child care or even bus money to get to
and from school.

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

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

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

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

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

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Workers' Compensation
From page 7

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

In numbers there is strength.

DRUGS
What every manager should know!

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

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