**Made In Michigan**

**Our state is wealthy in product diversity**

*by Michele MacWilliams*

Did you know that Michigan is the number one producer of blueberries, pickling cucumbers, geraniums and red tart cherries? We rank number two in production of dry beans, bedding plants, Easter lilies, flowering hanging plants, gladioli and Christmas trees.

We also harvest more apples, asparagus, snap beans, carrots, celery and plums than all but two other states. In addition we’re within the top 10 states in production of many more agricultural products including mushrooms, tomatoes, milk, butter, maple syrup, sugarbeets, honey and popcorn, to name a few.

With such agricultural diversity, it is no wonder that our fair state also has an abundance of companies that have used this to their advantage and located their headquarters here.

But agriculture isn’t the only reason that so many businesses choose Michigan. Manufacturing is our number one industry, followed closely by the food industry and tourism. Many companies, large and small, have become successful because our state has become a leader in these areas.

In this issue, we profile some fine companies that produce their products right here in Michigan. Some are large, some are small but all take pride in their business and in this great state.

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**AFD introduces American Express Money Order, MoneyGram and MCI Cash Card Programs**

*Members save substantially*

By Michele MacWilliams, Editor

Did you know that one out of three Americans have no banking relationship? This means that millions of people pay their bills and do their shopping with cash or money orders. In addition, half of all money orders are currently sold through the U.S. Post Office.

In order to make things more convenient for these people, many of whom are your retail customers, the AFD has teamed up with American Express to offer you the products your customers are looking for: American Express Money Orders, American Express moneyGram service and MCI Phone Cash Cards.

What’s in it for you?

- A substantial discount off Money Order prices
- A special AFD discount price on the American Express Automated Money Order Dispenser (AMOD)
- High Commissions on MCI Phone Cash Cards and moneyGrams

See American Express Page 26

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**AFD helps Share Products feed hungry**

Share Products, Inc., a marketer of premium-quality consumer products, is realizing its mission to help feed the hungry and give safe shelter to the homeless in America. And now the AFD is helping.

Just months after it began operation in 1992, Share Products, Inc. started fulfilling the dream of its founder by contributing $20,000 to the Metropolitan Detroit Salvation Army for its Bed and Bread Program. These funds provided 16,000 nourishing meals for homeless people.

Company founder and president, John W. Barfield, 65, is an Ann Arbor-based entrepreneur who has formed many successful companies; he is now turning his skills toward building a successful business to feed the hungry.

Share Products sell popular household items such as gourmet microwave popcorn and trash bags under its SHARE brand name and returns more than half of the profits to charitable organizations in communities where its products are sold. Barfield takes no salary from Share Products, Inc.

The Associated Food Dealers of Michigan is working with Share Products, Inc. to introduce the Share items into Detroit grocery and convenience stores.

See Share Page 26
Take advantage of Michigan's liquid assets.

Stock the unique Faygo flavors your customers are sold on.

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

New DCHA Bank Robbery Reward Program teams up with Detroit area AFD members

By Frank Arcori, AFD Chairman

The Detroit Clearing House Association (DCHA) and the AFD are launching a new bank robbery reward program that includes rewards to witnesses and to store owners. (This program should not be confused with The AFD Award Program.)

The DCHA is a group of Michigan banks and savings and loans that work together to keep banking safe in our area. The DCHA currently runs ads in the Detroit News and the Detroit Free Press that display bank robbery suspect photos and offer a reward.

According to Fred Goedtel, DCHA chairman, their program is the most successful program of its kind in the country. They are now reaching out to the Detroit area AFD members to ask you to help make their program even more successful.

AFD members will soon receive copies of the DCHA ad; post the ad in a high-visibility area for customers to see.

Statement of Ownership

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AFD works closely with the following associations:

Calender

Oct. 3-8 Supermarket Operations Management Course
Purdue University, West Lafayette, IN

Oct. 10-12 FMI Seafood Merchandising Conference
Royal Sonesta Hotel, New Orleans, LA

Oct. 24-29 Professional Management Course
Hillsdale College, Hillsdale, MI

Jan. 23-25 Seafood Splash Course for Supermarkets
Boston and Gloucester, Massachusetts. A practical, hands-on seafood training program

The Grocery Zone

By David Coveny

Because the FBI and the Detroit Police know that our stores are community centers and draw a lot of people, they are hoping that store customers will identify these suspects and help get some bad people off the streets.

Anyone who provides information that leads to the arrest and indictment of a bank robber is eligible for the DCHA’s $2,000 reward.

With this new program, the DCHA will also pay store owners a reward up to $200 if one of their customers saw the ad at their store and qualifies for the $2,000 reward.

Mr. Goedtel is asking store owners to post his ad where customers can see it. The ad shows the FBI phone number or asks people to call their local police if they have any information. The law enforcement officers will take over from there. Of course, all information is kept confidential.

Stores should not succumb to threats

We know that recently, a number of store owners have received threats from customers who come in asking for donations. These so-called customers have threatened to organize boycotts or picket the
Government imposes new safe handling instruction labels for meat

The U.S. Department of Agriculture announced an interim rule on August 16 that mandates safe handling instructions on all retail packages of meat and poultry products. The interim rule is effective October 15, 1993.

Below are two sample labels for consumer packages. All retail packages of raw or partially cooked, fresh or frozen meat and poultry products must bear labels similar to these after October 15, 1993.

Consumer Use for Poultry

Safe Handling Instructions
This product was prepared from inspected and passed poultry. Some animal products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.

- Keep refrigerated or frozen.
- Thaw in refrigerator or microwave.
- Keep raw poultry separate from other foods.
- Wash working surfaces (including cutting boards), utensils, and hands after touching raw poultry.
- Cook thoroughly.
- Refrigerate leftovers within 2 hours.

Consumer Use for Meat

Safe Handling Instructions
This product was prepared from inspected and passed meat. Some animal products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.

- Keep refrigerated or frozen.
- Thaw in refrigerator or microwave.
- Keep raw meat separate from other foods.
- Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat.
- Cook thoroughly.
- Refrigerate leftovers within 2 hours.
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Freshman legislator strives to ease the burdens of small business owners

by Cristina Cleveland

A lifelong resident of Macomb Township, Representative Alvin Kukuk has witnessed a tremendous increase in the area’s population over the years. As a result of living in the middle of a growing community, he understands the concerns of small business owners.

A Republican, Representative Kukuk was elected in November to represent Michigan’s 33rd District. The district is comprised of Clinton, Macomb, Lenox and Chesterfield Townships, New Haven Village and New Baltimore City.

A member of the business and finance committee, Representative Kukuk recently drafted two proposals to benefit Michigan’s small business owners.

The first, House Bill 4583 is concerned with all merchants that sell their products to non-profit institutions or businesses. Under current regulation, the merchant is responsible to pay taxes on the products if it is later discovered that the institution or business does not have a tax exempt status. Under HB 4583, the merchant would not be responsible provided that he or she retains accurate records of the transactions.

Representative Kukuk’s second proposal is House Bill 4973. Under HB 4973, if there is a change in a ruling that an item may be taxable, the merchant will only pay taxes on the item from that day forward. Currently, the merchant is required to pay retroactive taxes on the items and Representative Kukuk believes this is a problem. “Under current law, this concern could break a small business that is working on a close margin,” he says. “This new bill could prevent this problem.”

Representative Kukuk hopes to get both bills passed this fall.

Representative Kukuk also believes the state should not be involved in the insurance business and to this end, he is currently working with the business and finance committee to privatize the workmen’s compensation accident fund. He says that if this government-run fund is privatized, the business has the opportunity to “create competition, offer a better product and eliminate waste.”

Other committees Representative Kukuk serves on include the transportation, insurance and economic development committees. Regarding transportation, Representative Kukuk hopes to eventually relieve the destruction of the state’s roads, a familiar problem to Michiganders. “What we need is good technology and sound engineering,” he says. “A road should have a good life expectancy when it is built.”

Another concern Representative Kukuk would like to address is the restrictions that Michigan’s trucking system faces. Currently, the restrictions on the trucking industry are not uniform from city to city and state to state. He believes this code should be uniform throughout the country so that the drivers are not burdened with the confusion of different codes in different areas.

Kukuk realized his interest in politics in his civic and history classes at Mt. Clemens High School. After graduation, he attended Macomb Community College and received his Engineering Technician Certificate. From there, he owned a construction business and later entered politics.

See Legislative Profile
Page 27
Select the flexible health care plan.
Grayling’s “good-neighbor” pharmacy

by Cristina Cleveland

Located in the Northern Michigan town of Grayling, Mac’s pharmacy has served as the local “good-neighbor” drug store since 1923.

This year, the MacNamara family celebrates its 70th anniversary of providing prompt and courteous service to their patrons.

In 1898, a building at 122 Michigan Avenue in the heart of downtown Grayling housed the local pharmacy. Charles MacNamara bought the business in 1923 and renamed it Mac’s Pharmacy.

The mantle of leadership fell into the hands of Charles’ son Larry MacNamara in 1975. Larry expanded the business taking over additional space next to the store. Celebrating its 70th year, Mike MacNamara now operates Mac’s Pharmacy.

His father Larry is semi-retired. Mike MacNamara did not always dream of being a pharmacist. After graduation from the local high school, he received a degree in biology at Ferris State University (FSU) and then attended graduate school at both Central Michigan University and Wayne State University. However, he eventually returned to Big Rapids to attend FSU’s pharmaceutical school and is now a registered pharmacist.

MacNamara is a lifelong resident of Grayling and has worked at the pharmacy since he swept the store’s floors when he was ten. MacNamara takes pride in his pharmacy’s reputation for providing one-on-one service to its customers. “We offer prompt and courteous service, are conveniently located and competitively priced. These are all of the things that determine if any kind of retail business is successful or unsuccessful,” he says.

Mike MacNamara enjoys servicing the majority of the town’s year-round residents. However, Crawford County is one of the fastest growing counties in Northern Michigan and he also receives a healthy amount of tourist and seasonal business as well.

Not only is Mac’s a pharmacy, but it offers a one-hour photo service and sells health and beauty items, beer, wine, liquor, and lottery tickets. The pharmacy also houses a small gift shop.

Although Grayling is rapidly becoming commercialized, MacNamara believes he will have no problem retaining his local business. “Mac’s Pharmacy has a friendly and personable atmosphere,” he says. “That is what keeps our customers coming back.”

Mike MacNamara, owner and operator of Mac’s Pharmacy stands in front of one of the hand-painted murals that adorn the west side of his store.

If You’re Not Working With CIGNA, You May Be Letting Money Slip Through Your Fingers

Many successful business owners and professionals have a problem they cannot solve by themselves.

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As specialists in estate and business succession planning, we can help. To learn how your financial well-being may be at risk, call

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See OFFICIAL RULES at display for details. Specialty marked packages available until 10/31/93 or while supplies last. For a free opportunity to win, send a stamped, self-addressed business size envelope to Monsters of the Gridiron Request P.O. Box 4998, 80th G68009, to be received by 10/31/93. WA and AK residents need not affix postage to self-addressed envelope.

Detroit Lions
Monster of the Gridiron
"Chillin’ #56"
Pat Swilling
After years of debate on the interlocking issues of school financing and property tax relief, in July the House and Senate, in rather dramatic fashion, took a major first step towards resolution of the problem. Dramatic in that the legislation which passed both Houses within 17 hours, eliminates property taxes for school operations without provision for replacement of the 5.6 billion in lost revenue.

Clearly the move sets a pressurized self-imposed deadline for the Legislature to come together on a consensus solution...it also opens the door wide for major restructuring of the state's educational program. The fundamental changes in our educational system that may result could significantly overshadow the current drama of dismantling the present school financing arrangement without concurrent provision for replacement revenue.

In that regard we will hear in the forthcoming legislative debate discussions on basic school reform issues such as: education quality standards; voucher systems; freedom of choice; teacher accountability and pension programs; a single statewide school district; disparities in education opportunity between districts, etc.

While some have decried the action of the Legislature as "irresponsible," "unconscionable," etc., clearly a refinancing approach will be found. The Legislature is well aware that the citizenry in Michigan strongly supports education and will not accept failure to provide a responsible solution to the problem.

The new sources of school financing to be considered will be many. Expect to see discussions to include: tax on services; alcohol/tobacco tax; closing so called "tax loopholes"; extension of the sales tax to many areas not presently covered; state-based property tax; business tax increases; and, an increase in the current 4% sales tax. Also we may well see a modest increase in the personal income tax rate. One point is clear concerning replacement revenue; it will be a package of taxes from a variety of sources.

The legislation provides for the repeal of property taxes dedicated to school operating funds and covers commercial as well as residential. For the average home owner it will amount to approximately 60% of the current property tax. Also the bill mandates a freeze in property assessments for 1994 and sets a limit of no more than two local millage issues per year. The new law will not take effect until 1994.

Governor Engler has stated he will sign the bill.

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With the greatest variety of turkey products in the business, and proven success based on A Tradition of Great Taste, you can be sure Mr. Turkey is the brand to stock.

For more information on the new ways Mr. Turkey is selling harder for you, contact your local BI Mar Representative.
Made in Michigan

Frito-Lay builds new distribution center
The Frito-Lay company broke ground on August 17 for a new Distribution Center at the Metro West Industrial Park in Plymouth.

Township.
When this 40,000-square-foot building is completed, it will be the largest distribution center in the company.
Set on nine acres, this facility is well-positioned to provide world-class service to the Metropolitan Detroit area for the next decade.
Frito-Lay is excited about the future in Michigan!

Cabana Foods supplies snacks to the world
Cabana Foods is one of the largest producers of private label and warehouse snacks in the country, and over the past couple of years they have developed a direct store delivery system covering all of Lower Michigan and reaching into the U.P.
In Metro Detroit, Cabana operates a company-run distribution center and works closely with Nikhlas Distributors, which is Cabana’s largest distributing company nationwide.

Pizza Balls, Ring Snacks in Onion, Pizza, and Sour Cream and Cheddar flavors as well as Coney Island and Kosher Dill Pickle Potato Chips are some of Cabana’s newer items.

In addition, Cabana’s canister snack line is becoming increasingly popular both domestically and for export. Cabana currently exports products to twenty-five countries outside the U.S.

Paramount brings gourmet coffees to Michigan grocery stores
Paramount Coffee Company has been roasting and distributing coffee to fine restaurants from the same central location in Lansing, Michigan since 1935. In response to the demand for specialty coffee, Paramount Gourmet Coffee, Ltd. was founded in 1986 and today distributes to over 400 gourmet stores, supermarkets, convenience stores and coffee shops, primarily in the state of Michigan.

Paramount Gourmet coffee is a full service direct store delivery resource, specializing in whole bean bulk and prepacked coffee, as well as a sample size fractional ground coffee program.
For more information on Paramount Gourmet Coffee, call Doreen Cambray, sales manager at 1-800-968-1222 or write to Box 13068, Lansing, Michigan 48901.

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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Faygo—A mainstay in Detroit

Faygo and Detroit go back a long way, 1907 to be exact. For it was in that year that two Russian immigrants settled in Detroit and began to package and sell their unique line of soft drinks.

Perry and Ben Feigenson, brothers, invested their meager capital in some pots and pans, a siphoning hose and a hand-capper and began mixing and bottling the colorful and bubbly soft drink flavor formulas they had brought with them when they immigrated from their native Russia.

The pop then retailed for 3¢ a bottle or two for a nickel. There was no mechanical refrigeration in those days and so nearly all soft drinks were consumed at the point-of-sale.

Today, all 33 flavors of Faygo are now sold not only in Michigan, but also in 32 other states stretching from the Atlantic Ocean to just beyond the Mississippi River.

Driving by it, few people are aware of what they are passing. But on Detroit’s near east side at 3579 Gratiot Avenue, there it is, one of the largest capacity soft drink plants in America, capable of producing 25 million cases of soft drinks annually.

In 1983, some of the biggest and most efficient soft drink lines in the country were installed, with the capacity necessary to sustain Faygo’s continual growth.

The building’s front seems to stretch out on Gratiot Avenue almost as far as the eye can see. Behind it, spread over some half-million square feet of plant area, are the most modern soft drink manufacturing, packaging and warehouse operations to be found anywhere.

One Faygo packaging line turns out pop in 12-ounce cans at the blurring speed of 1,200 per minute. Another fills and caps either pint or half-liter bottles at over 900 per minute.

Faygo, in 1978, invested several millions of dollars to adapt its main Detroit plant to being able to produce soft drinks in both no-return and deposit-return packaging. The dual capability was needed to enable the company to continue marketing in Michigan under the state’s “bottle law.”

The Faygo Detroit plant is one of the few soft drink plants staffed by graduate chemists, bacteriologists, biologists and other highly trained technical people. Faygo’s formulations are its own.

While the soft drink industry in general moved its focus to colas, Faygo stuck to its heritage—unique, colorful flavors. Today, flavors like Red Pop, Rock & Rye, Diet Frost and Pineapple-Orange have become industry standards. Faygo’s focus on the flavored soft drink business is paying off.

Today this segment of the industry is growing faster than the entire cola category.

Faygo and Detroit go a long way back. Faygo has been headquartered at its Gratiot Avenue location since 1935 and hires from the community.

In addition, each year local high school students are chosen to receive scholarships. Faygo also makes generous contributions to local charities and other organizations to help aid in feeding the city’s hungry.

Mission Statement

As a full line, full service food wholesaler serving the retail grocery market, Foodland’s Mission is to anticipate and satisfy the needs of our customers in a competitively superior manner.

In our meeting this challenge, we will supplement our own strengths with appropriate complimentary resources. This strategy will enable us to provide customer-oriented programs that are comprehensive in terms of depth and breadth of products, backed by extensive physical distribution capabilities and complete, responsive marketing and business management support services.

Our mission will be executed with an integrity and enthusiasm that enhances our overall market credibility and that supports Foodland’s commitment to customer, employees, partners, suppliers and the community at large.

Your success is our business.

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FOOD & BEVERAGE REPORT, OCTOBER 1993...13
Brinkman Safe, Incorporated is a full service company, and according to president Randall Brinkman, his company is capable of handling all of a store's burglar and holdup protection.

"The main goals of our company are to provide superior equipment and service at very reasonable prices. Since we are distributors and dealers for several manufacturers, we can effect tailor-made security for our customers," adds Brinkman.

The company's showroom and service department is located at 6031 18 Mile Road in Sterling Heights, which allows for easy access to freeways to quickly service all of southeast Michigan and Ohio. Randall Brinkman extends an open invitation to all AFD members to come to their showroom to see the many types of safes available.

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- uses store-level computerized sales information to help you optimize your baby aisle sales, and
- can provide you with the latest research and trends in the baby category.
Made in Michigan by Michigan workers, using only real Michigan fruit, our new line of pies has created quite a stir!

Unveiled by Michigan Governor John Engler and supported by the state’s fruit growers, the introduction of Chef Berne’a Classic Pies created lots of pre-sell excitement. It’s the only frozen pie made exclusively from plump, juicy Michigan fruit, and shoppers can’t wait to try it!

Just in time for harvest season, we’ll bring them to your store with two upcoming coupon promotions; the light, flaky crust and all-natural, cholesterol-free fruit taste will keep them coming back!

Chef Berne’a Classic Pies. One more reason why Berne’a Food Service is called Michigan’s Brand Leader!

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Sea Fare Foods—Providing fresh seafood to Michigan for over 40 years

According to Lincoln Sack, president and founder of Sea Fare Foods, he has been working with fish all his life and “probably has more experience than anyone else in the business.”

No doubt. He has lived in Nova Scotia, where he owned a fishing fleet and cured fish. In addition to Sea Fare Foods, he now has an interest in a Canadian fishery and literally controls fish from the water to the store.

All Sea Fare products are hand-packed, using all natural ingredients. The company sells regularly to 12 states and orders increase to cover half the country during peak seasons.

One of Sea Fare’s popular products is Macohen’s Herring. Packed in Detroit, the product has a one-year shelf life, yet uses fresh Spanish onions, real sour cream and choice North Atlantic herring.

For more information on Sea Fare Foods, call Lincoln or his son, vice president Philip Sack at (313) 869-1123.

Oven Fresh: A sixty year commitment to quality

In 1933, the world was on the brink of change. It was the beginning of the FDR era; the end of prohibition. America was in the middle of the worst economic depression in its history. And in Grand Rapids, Michigan, Bill Muller first envisioned a bakery dedicated to supplying Michigan’s independent grocers. In 1934, bolstered by the faith and support of those grocers, the vision became reality with the opening of
I know my employees and my customers may be stealing from me, but what about my suppliers? Retailers are unique in that their customers, vendors, and employees all have ready access to valuable resources. This combination of easy access and desirable assets means controls must be maintained on three fronts. In the case of vendors, both suppliers and actual delivery personnel are prone to errors and dishonesty.

Route drivers may either commit outright theft by shoplifting, eating (grazing), wearing store merchandise or making "honest" mistakes. These mistakes are in reality fraud schemes that may, if discovered, appear to be an unintentional error made by the delivery man or may be blamed on the manufacturer. Examples of the more than 50 ways route driver steal include:

- Walking the same cases of merchandise by the store receiver more than once for delivery credit.
- Invoice math errors that charge billed customers more than cash customers and keeping the cash receipts.
- Delivering damaged items mixed in with first-quality goods.
- Substituting less expensive, lesser quality or counterfeit merchandise for ordered items.
- Delivering partially filled or empty sealed cartons along with full cases.
- Giving less credit for returned merchandise than should be given.
- Multiplication errors when charging the retailer for items delivered.

For example, the driver may charge a six-pack price for beer or soft drinks and multiply this price by 24, for the 24 individual cans in the case, rather than the four six-packs in the case.

In many cases, buyers negotiate cash discounts, volume rebates, or an advertising allowance when placing a purchase order. They may also be eligible for new store discounts or early buy discounts. All deliveries must be verified by the designated merchandise receiver to insure all agreed discounts have been taken and credited. Communications between the buying staff, accounts payable, and receiving and marking personnel is critical. Buyers must insure the purchase order is written correctly and that discounts, delivery and cancellation dates, and shipping requirements are clearly indicated.

Another prevention technique for vendor fraud and error includes appointing a designated receiver. Periodically "test" this person to detect evidence of collusion. Schedule all deliveries so the receiver is not overwhelmed by simultaneous shipments. Computerized receiving systems are helpful in eliminating some of the risks previously mentioned (such as detecting invoice discrepancies) but should not be considered the ultimate prevention technique. Receivers should not allow friendships or embarrassment to interfere with their thorough scrutiny of incoming merchandise. All merchandise should be received through the receiver.

Frito-Lay
The Snack Food Company!

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1-800-24 FRITO
Monitor Sugar becomes an MSU benefactor

Farmers in 14 counties across Michigan continue to benefit from a "sweet" relationship between Monitor Sugar Co. of Bay City and Michigan State University in East Lansing. Monitor has been a major sponsor of sugar beet research at the university for nearly 20 years. Monitor, which has been producing "Big Chief" brand sugars since 1901, has contributed $185,000 to the university since 1975 in support of the research.

Due to their continuous donation, Monitor has become the newest member of the Michigan State University Benefactors, a prestigious group honoring donors who have contributed $100,000 or more to the university.

Frankenmuth Brewery honored in New York City

Frankenmuth Dark and Old Detroit Amber Ale each received an award of excellence from the Fine Beverage & Food Federation. The designation "Brewmaster’s Best" was bestowed on both of these beers July 12, 1993 at New York's Waldorf-Astoria Hotel. During an impartial and blind judging by a select tasting panel, these beers were chosen as the best in their respective category. They competed against the finest imported, domestic and micro-brewed beer entered in this contest.

New Harding’s Market to open in Otsego

Harding and Hill, Inc. held grand opening ceremonies for a new 34,666 square-foot Harding’s Market July 20 in Otsego. The new supermarket is located adjacent to the current Harding’s Market facility. The old store will be demolished following completion of construction of the new building.

The new Harding’s Market offers bakery, deli, floral and video departments, as well as expanded meat, frozen foods, dairy and grocery departments.

Construction plans were developed through the joint efforts of Harding and Hill, Inc. and the city of Otsego Downtown Development Authority. Through their combined efforts, all existing jobs from the old Harding’s Market store will be retained, and additional new jobs will be created by the new store.

According to Martin Hill, president of Harding and Hill, the new Harding’s store will serve the community of Otsego much better than possible at the old facility.

"The old building limited our ability to provide the products and services we would like," said Hill. "Through the joint efforts of the City of Otsego and Harding’s Markets, the new store will be able to offer a greatly improved place to shop in Otsego for years to come."

Harding and Hill, Inc. is an owner-member of Spartan Stores, Inc. The company operates five Harding’s Markets in Plainwell, Parchment, Otsego, Kalamazoo and Wayland. The company is also part of a larger group of southwest Michigan grocery stores who advertise and promote together under the Harding’s name.

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Attendees examine the specialty food products during the All-Star Food Trade Show at Burton Manor in Livonia.

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(l. to r.) Bob Lorie and Kevin Paschke of Hiram Walker & Sons, AFD board member Ronnie Jamil of Mug & Jug, and Bob Gilligan of R.M. Gilligan hold an umbrella during the Cutty Sark-Hiram Walker Foundation golf outing. The foundation generates scholarships for students pursuing a degree in culinary arts.
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Cream fillets: choice imported skinless and boneless herring fillets in a rich sour cream sauce with fresh Spanish onions.

Wine fillets: choice imported skinless and boneless herring fillets marinated in a delicately spiced wine sauce with fresh Spanish onions.

Lunch herring: sliced herring (fat 14-18%). This skin-on, backbone-in product is marinated in a mildly spiced sauce with fresh Spanish onions.

Old fashion herring: are lunch herring that have not been placed packed. This economical package is often enjoyed as a meal as well as a fine appetizing item.

Majtes fillets: cured over a period of months in a wonderful blend of spices – cinnamon, allspice, cumin and pepper in a sandalwood brine – resulting in a delightfully distinctive spiced herring.

Chopped herring: the same fine herring as our other products is chopped into a fine traditional spread with fresh Spanish onions.

- 100% all natural
- No artificial preservatives
- 1 year shelf life (30 days after opening)
- Reduced sodium
- Choice North Atlantic herring
- Fresh Spanish onions – not reconstituted
- Pure dairy sour cream
- All hand packed – not machine filled
- Wine and lunch are place packed for appetizing, distinctive appearance.

Two Heinz executives elected to board of directors

H.J. Heinz Company elected to its board of directors William C. Springer, 53, president–Heinz North America; and William R. Johnson, 44, president and CEO of Star-Kist Foods, Inc. Messrs. Springer and Johnson are promoted to the position of senior vice president, reporting to Anthony J. F. O’Reilly, Heinz chairman, president and CEO.

As president of Heinz North America, Mr. Springer is responsible for the company’s largest affiliate, Heinz U.S.A., and for H.J. Heinz Company of Canada Ltd.

He will also be responsible for the Heinz Service Company and Heinz operations in Latin America. His office will remain at Heinz U.S.A.’s factory and headquarters complex on Pittsburgh’s North Side.

Mr. Springer started working for Heinz U.S.A. in 1974 in the financial planning department. He progressed through a number of management positions and was appointed vice president of Heinz U.S.A.’s packaged goods division in 1985. He moved to Toronto in 1988 and served as president of Heinz Canada.

Mr. Johnson, who joined Heinz in 1982, has held various positions in marketing and affiliate management. He was president and CEO of Heinz Pet Products from 1988 until 1992, when he was named to his current position, which includes responsibilities for Heinz’ pet food and seafood businesses. He will also be responsible for Heinz operations in the Asia Pacific area.

Prior to his Heinz career, Mr. Johnson was employed by Drackett,Ralston Purina and Anderson-Clayton.

Mr. Johnson will continue to be based at Star-Kist headquarters in Newport, Kentucky, near Cincinnati.

Monitor Sugar welcomes new assistant vice president

David Noble recently joined Monitor Sugar as assistant vice president of operation. Noble was born and educated in England, earning his undergraduate degree in chemical engineering. Following a three-year program with British Sugar, Noble assumed responsibility for the operating process at American Crystal in Minnesota. His responsibilities while at Monitor Sugar will include processing, repair and engineering.

Noble will reside in Midland with his wife, Sue and daughter, Jennifer.

Robert L. Hetzler elected to Michigan Chamber of Commerce Board of Directors

Robert L. Hetzler, president of Monitor Sugar Company, was re-elected for a two-year term to the Michigan Chamber of Commerce Board of Directors.

As a Chamber Board member, Mr. Hetzler will be involved in establishing policy on major economic, legislative, political and social issues that affect Michigan’s business and economic climate.

The Michigan Chamber of Commerce was formed in 1959 to represent a broad cross-section of business interest throughout Michigan. Michigan Chamber members include approximately 6,000 business firms, local chambers of commerce and trade and professional associations.

Michigan Sugar Company announces new employees

Abby Jacobs recently joined Michigan Sugar Company in the human resource department as employee relations representative. Jacobs is responsible for employee relations at the factories, union contract administration, grievance processing and training.

Jacobs previously worked for Pepsi-Cola Co., in Somers, New York, and most recently as an independent consultant in personnel and labor relations for various companies throughout Mid-Michigan.

She holds a bachelor’s degree in employment relations and a master’s degree in labor and industrial relations from Michigan State University. Jacobs is a member of the Society for Human Resources Management and the Industrial Relations Research Association.

Susan M. Frishman joins the company as communications coordinator in the public relations and advertising department. Frishman will assist with a variety of corporate publications including the employee newsletter, press releases, retail and corporate advertising coordination. She also acts as liaison for the company at various community events.

Frishman previously worked in the communications department of the State Bar of Michigan, interned at a public relations firm in Lansing, MI, and most recently at the Michigan Farm Bureau.

She holds a bachelor’s degree in journalism and economics from Michigan State University. She has recently relocated to Saginaw from Novi, MI.

Michigan Sugar Company operates four sugar processing facilities in the state. The company’s subsidiary, Great Lakes Sugar Company, operates two Ohio facilities. 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, MI, and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, Georgia.
Here’s how to keep your mail coming when you move

The phone has been disconnected, the boxes are packed and the movers are loading the truck. How do you make sure your mail follows you to your new home? It’s easy! All you need to do is fill out a Form 3575, Change of Address (COA) Card at the United States Postal Service. These cards are available at your local post office or can be delivered upon request by your letter carrier.

Nationally, customers file nearly 37 million Change of Address forms each year. This service is provided free of charge.

The process begins when customers fill out the form indicating their old and new addresses. Post offices send the forms to their respective Computer Forwarding Sites (CFS), where an operator keys in the information and an address. Special codings are used for post office boxes and rural routes.

After the change is on file, carriers sort out mail addressed to the former locations and send it to the local Computer Forwarding Site, where an operator keys in the special code which generates a yellow forwarding label bearing the new address and bar code. The mail is then sent on to the customer at their new residence.

First-class mail is forwarded for 12 months. Second-class mail (magazines, newspapers, etc.) is forwarded for 60 days. After the 60-day forwarding period, the USPS will notify the publishers of the new address. The computer will also record the names of the publications that have been notified for each customer so duplicate corrections are not made. Third-class (advertising) mail is not forwarded unless the mailer has endorsed their piece with the words, “Forwarding and Return Postage Guaranteed.” Fourth-class mail (parcels, etc.) is forwarded free locally, or postage-due if the customer has moved to a different city. Address corrections are provided by the USPS if a mailer has requested this service.

In addition, if you are not moving but plan to be away from your residence for an extended period of time, the Postal Service recommends putting a “hold” on your mail. The holding of your mail must be requested in writing with forms that are available at your local post office. This is done free-of-charge and helps prevent mail from building up in your mailbox and provides additional security for your mail.

If you have any further questions, please contact your local post office.

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Company discovers benefits of hiring experienced workers

Hook-SupeRx, a drug store chain based in Cincinnati, Ohio, is finding that qualified, experienced employees can be attracted by working closely with the National Council on the Aging (NCOA) and Job Training Partnership Act (JTPA) programs that support the employment of older workers. In October, the retailer was given NCOA’s corporate leadership award in recognition of their efforts in employing mature employees.

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American Express

From page 1

Money order sales at retail locations are exploding, due to your customers' demand for convenient, one-stop shopping. You can set yourself apart from the competition with the American Express name on the money orders you sell. Plus, the average money order customer purchases $25 in other products. That's good for your business.

The American Express Automated Money Order Dispenser, or AMOD, is a secure, electronic system for dispensing retail money orders. In simple terms, the AMOD combines all aspects of selling money orders into one small unit. Printing, bookkeeping, and processing are all done for you.

MoneyGram from American Express is a money-transfer service that lets your customers send or receive cash at thousands of locations around the world, usually in 10 minutes or less. In 1992, American Express revolutionized the money transfer business by offering consumers a free, three-minute long distance phone call with every domestic U.S. send transaction—something no other money transfer service can offer, and something your customers want.

The MCI Phone Cash Card is a new program that allows customers to pay for long distance phone time in advance. Customers buy phone Cash Cards in denominations of $9, $18 or $36. Then from any phone, they call an MCI number and give the operator the number on their Cash Card. Prepaying for long distance calls allows your customer to budget long distance charges in advance.

By utilizing these products, you will be meeting the needs of your customers, thereby increasing your profits, while taking a share of a truly growing business. By taking advantage of the AFD's program, you will benefit from our buying power with higher commission rates, and lower product prices. Plus, you will be using the most recognized brand name in the world—American Express.

If you have questions or need additional information, call the AFD at (313) 557-9600.

Share

From page 1

nience stores. Through a campaign that includes personal phone calls and letters, AFD is contacting area retailers to explain the Share concept and ask them to carry the products.

"This is a great opportunity for Detroit stores to support a black-owned business and, at the same time, give something back to the community," says Sarafa.

The Share Products program is designed so no one, consumer or retailer, has to do anything different in order to make a donation. They can make a significant contribution to feeding the hungry by simply purchasing popular products under the SHARE brand.

Share makes a contribution on every case of product purchased for retail and credits the store for its participation.

"It's a win-win situation," says Barfield. "Consumers get high-quality products at competitive prices, and merchants still make their normal profit margins."

Share Products are packaged in eye-catching, distinctive hot pink and turquoise colors. Products currently available include: SHARE brand gourmet microwave popcorn in both butter and light flavors; and two sizes of plastic bags, tall kitchen bags and 30-gallon trash.

Several new products are also available including: premium non-dairy creamer in 22 oz. jars; non-dairy whipped topping in both butter and light flavors; and vegetable oil-based cooking spray, in all-natural and butter flavors.

Retailers interested in ordering products should contact Aaron Barfield, Vice President, Share Products, Inc., 800 Lowell Street, Ypsilanti, Michigan, 48197; telephone: (313) 487-9304 or toll free at 1-800-248-2479; fax: (313) 484-1418.
Dear AFD

I am writing to express my sincere appreciation for your participation during the third annual Senior Appreciation Day Picnic. Without your co-sponsorship we would not have been able to hold such a successful event.

Each year the attendance increases and the corporate donations also increase. Our theme “Business and Community Together” truly comes to light and most importantly, the seniors enjoy the day. Many of them call and ask for lunch tickets before the invitations are mailed.

Again, thank you very much for helping to make a successful event. I look forward to the fourth annual event being even bigger and better.

Sincerely,
Gil Hill, Council President Pro Tem

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Dear Ray:

Thank you very much for your assistance with the Mr. Pure/Detroit Tiger Youth Clinic Day promotion. I do not think we would have been able to successfully hand out our juice to all of those thirsty children, had it not been for the AFD’s much needed help. Thanks again!

Sincerely,
Kristine A. Klein
Marketing Services Coordinator, Home Juice

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

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Legislative Profile

From page 6

excavating company and was involved in real estate sales.

Kukuk began public service in 1970 when he was employed as a Macomb Township inspector and served as a member of the Macomb Township Volunteer Fire Department. In 1980, he was elected as Macomb Township supervisor and served in that position until 1988. Under his leadership, he watched the community grow from approximately 7,000 to 20,000 residents. He was then elected as the county’s commissioner. He remained at that position until 1992 when he was elected to Michigan’s House of Representatives. Representative Kukuk is extensively involved with his community and is a member of the New Baltimore Historical Society and the Immanuel Lutheran Church. He resides in New Baltimore with his wife Janet.

If you have any questions or concerns and would like to contact Representative Kukuk, you can call his office at (517) 373-0820 or write to him at the State Capitol, Lansing, MI 48913.

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Food & Beverage Report, October 1993...27
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Improving your employees’ performance

On top of competitiveness, we have to deal with survival in a continuing recessionary economy. One of the best ways to do this is to improve our own performance and that of our employees.

Doing this means understanding them as human beings and individuals and helping them to achieve what they perceive to be their goals and commitment to your company.

First, recognize that each of your employees is different from the other—even if they are working side by side in the same department doing the same job. Recognizing this, don’t attempt to make all of your workers do the same thing the same way.

Personality is the key to each person’s “difference” in performing; and as a store owner or manager, get to know how each employee acts and reacts—what is of concern to them, what “fires them up” or “turns them off.”

Getting to know this important behavior pattern allows you to utilize each employee to his/her greatest potential.

Utilize each employee’s exceptional characteristic(s). Find out about your employees’ outside activities to determine, for example, who is creative. The creative person can best tackle difficult projects or contribute ideas on how to solve complex workplace problems.

Another example. Workers who are slow and deliberate which means that what they do is always right. You wouldn’t want this person as a checker who would be holding up a line of customers during your busiest hours, but this type of person would be ideal at inventory control and/or ordering.

Do some of your employees find their job boring? If so, help them to realize how this particular job can lead to a more challenging position. A person who sees his/her job in this light is more apt to put forth full effort if they realize it can lead to something more challenging.

Careful observance will show that employees fall into two basic categories: people persons or loners.

A people person will do very well as a checker or department manager but very poorly as an accountant “locked away” from people all day. Conversely, the loner will make a terrible checker.

Employees whose opinions are sought about work problems will be much better workers and it might surprise you to know how much a worker knows about his or her particular job. When a new project or procedure needs development, seek the input of those employees already familiar with that department where the project/procedure is to be implemented.

How to deal with mistakes

Mistakes will happen. Here are several key ways to handle them.

Accept them: The only people who don’t make them are the ones who do nothing.

Accept responsibility: Others may have goaded you into an unwise move or remark, but it was your decision to react as you did.

Release emotionally: If you wallow in them, the burden of guilt will increase their power.

Learn from mistakes: Why did you do or say this? What would have been more effective? What steps can you take now to do better the next time around?

Learn to laugh: See humor in all things; it will take the edge off of adversity.

Build understanding: If you can forgive yourself for your own errors, you can also forgive others for theirs.
Lottery introduces new instant game

This fall the Michigan Lottery will unveil a new kind of instant game—an instant ticket that is completely different from any other scratch-off ticket sold in Michigan before. This new product line will offer Lottery retailers a great opportunity to increase overall sales and Lottery commissions.

The first game in the series of this new product line is called “Wild Time,” and is scheduled to go on sale in October. “Wild Time” will undoubtedly capture the players’ attention with its “wild” look—the ticket itself is oversized and has a festive sapphire blue and fuchsia cover with flecks of confetti sprinkled all over it. Players simply rub off the latex covering and if they match either of the two “Winning Numbers” to any of “Your Numbers,” they win the prize shown below that number(s). Get a “star” in any spot and win that prize automatically!

The biggest difference between this new instant game and our regular instant games, however, lies in the structure of the game. “Wild Time” offers players a whole new playing experience—players will actually get 10 ways to win on a single ticket! In addition, the overall odds of winning a cash prize in “Wild Time” (1 in 5) are even better than they are in our regular instant games (1 in 6). To top it all off, players can win up to $20,000 in the “Wild Time” game—that’s the highest instant game top prize the Lottery has offered this year. And it’s a $2 ticket, which means bigger commissions for you.

This ticket offers players a great amount of value. Remember, unlike the 20th anniversary $2 instant ticket, which had two $1 games on the same ticket, each $2 “Wild Time” ticket offers players 10 chances to win! Not only does this game offer players more chances to win on every ticket, it also packs more entertainment value than ever before—the new game structure involves longer play time, which means more excitement for everyone.

The Lottery Bureau is going to market this new product strongly with a full array of support, including mass media advertising and in-store promotional materials. We’re launching this new game as the start of a whole new lottery product line—a special addition to our Lottery game lineup.

But as always, your success with this new game largely depends on the effort you make to sell the game to your customers. In turn, you will be rewarded with increased sales and commissions. Remember, “Wild Time” means more ways to win, more prize money, top prizes of $20,000, and larger agent commissions!

Lottery sales representatives will be contacting Lottery retailers soon with more information about the new game, in-store promotional materials and details for ordering “Wild Time.”

The Michigan Lottery will introduce a second instant game ticket in October called “Holiday Cash.” Players can win cash prizes up to $500 in this game by matching three like holiday symbols.

Good luck and sell, sell, sell!
The Bottle Bill—AFD fights on!

By James C. Zeman
Bellanca, Beattie & DeLisle, P.C.

In 1979, the current Bottle Bill was passed into law. As a result of the failure of that law to address what was to be done with unclaimed deposits, manufacturers and distributors have been able to line their pockets with millions of dollars every year; while, at the same time, retailers have been required to handle the bottles and the deposits without any fee being paid them.

Almost from the inception of the Bottle Bill and particularly over the last 10 years, AFD has fought for an amendment to the law so that retailers could get their fair share of any excess monies and/or a percentage “handling fee” as reimbursement for their expense.

In 1989, the Michigan legislature, with AFD leading the fight, amended the Bottle Bill. Basically, the amendments required the manufacturers and distributors to account for, and pay to the State of Michigan, the total amount of unclaimed deposits that they received on any container which is subject to the law. The amendment required that the State Treasurer allocate and pay 75% of these unclaimed deposits to those statute-ly created funds existent to clean up the environment. The other 25% was to be returned to retailers in proportion to the number of units retailers sold.

Naturally, the soft drink manufacturers and distributors were more than a little unhappy with the amendment, since it eliminated a multimillion dollar windfall for them. In response to the law, they sent a trade association, The Michigan Soft Drink Association (MSDA), to court to block the amendments to the Bottle Law.

The MSDA filed suit in the Ingham County Circuit Court against the State of Michigan on July 22, 1990, claiming, among other things, that the amendment amounted to confiscation of the property of the bottlers (the unclaimed deposits) and violated the so-called takings clause of the Fifth and Fourteenth Amendment to the United States Constitution. In general, the constitution prevents governments from taking the property of private citizens without compensation.

The AFD intervened in the lawsuit in order to assist the Attorney General in defending the constitutionality of the amendments. Additionally, the AFD, represented by Bellanca, Beattie and DeLisle, P.C., argued vigorously in the circuit court that the MSDA should not be allowed to challenge the statute because it was not a real party in interest.

Instead, the AFD suggested that the major bottling companies should come up front in the litigation. Plainly, the bottlers did not want to be associated with what might be portrayed as an anti-environment, anti-retailer legal initiative.

In any event, Judge Thomas Brown of the Ingham County Circuit Court ultimately agreed with the bottlers, and on May 9, 1991, entered an order declaring the amendments to be unconstitutional under the Fifth and Fourteenth Amendments to the United States Constitution. Subsequently, the State of Michigan and the AFD sought review of the lower court decision in the Court of Appeals. After the appeal was heard, the Michigan United Conservation Clubs (MUCC) entered the litigation as amicus curiae to convince the Court of Appeals to reverse the lower court decision.

The parties filed their briefs in the Court of Appeals in 1991 and they now await a date for oral argument. Recently, the AFD filed a supplemental brief citing a new decision by the Massachusetts Supreme Court upholding the constitutionality of provisions very similar to the ones struck down by Judge Brown. The Court of Appeals docket has moved quite slowly. Nevertheless, we expect that the case will be docketed for oral argument within the next six months. After that, the Court of Appeals should issue a decision within another six months.

It is difficult to estimate with any precision the value of annual unclaimed deposits. One of the provisions of the Bottle Law struck down required the bottlers to file an annual report containing a computation of unclaimed deposits. Needless to say, after Judge Brown’s decision, there was no way to compel the bottlers to comply with this provision. Nevertheless, suffice it to say that there is an enormous amount of money at stake—millions.

The AFD will continue to pursue its members’ interest in this litigation.

Oven Fresh
From page 18

the bakery. Muller’s ambition was that the bakery, now known as Oven Fresh, a division of Grocer’s Baking Company, be a company with integrity and a commitment to excellence.

A lot has changed in sixty years. The product line has grown to more than 150 bakery items, with new products being tested continuously; thirteen branches throughout Michigan provide stores with full service and deliveries; a professional sales staff assists grocers with everything from private label products to coordinating special sales and advertising.

But in those sixty years, one thing has remained: The commitment to providing Michigan grocers with the quality and service this competitive industry demands. Every Oven Fresh product is still made with the same old-fashioned pride and dedication to excellence that has made them family favorites for sixty years.

Of course, being quality-conscious means standing behind everything that’s produced. Oven Fresh is doing exactly that with an unconditional 100% money-back guarantee on every product they make.

The next sixty years will undoubtedly bring much change to everyone, but one thing is certain, the superior taste and outstanding selection for which Oven Fresh is known will remain constant. Now that’s something to look forward to.

Ad spending: Big money

Listed below are the amounts spent on advertising over a nine-month period: Philip Morris, $855 million; Proctor and Gamble, $778 million; Pepsi, $467 million; Kellogg, $320 million; McDonald’s $313 million.

NOW BY CATEGORY, INDUSTRY WIDE:

Food, $1.1 billion; restaurants $1.0 billion; Entertainment, $749 million; beer, $491 million; beverages, $388 million.

We say those firms who don’t support their business with advertising are losing out. It takes advertising to out-distance your competition. Plain and simple.
YOU ARE ALL WINNERS . . .

"THANK YOU"
FROM THE PFEISTER COMPANY &
THE MUSCULAR DYSTROPHY ASSOCIATION
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AISLES OF SMILES
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THROUGH THE COMBINED EFFORTS OF ALL
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OVER $72,000
WAS RAISED IN OUR 4th ANNUAL PROGRAM.

DON GUNDLE, PRESIDENT OF THE PFEISTER CO. & KAREN RIBLER, OFFICER NATIONAL FOOD BROKERS ASSOC., PRESENTING CHECK TO JERRY LEWIS AT THE MUSCULAR DYSTROPHY LABOR DAY TELETHON.

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SAGINAW MI 48603
(517) 793-8100

COLUMBUS
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WESTERVILLE OH 43081
(614) 899-1331

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

TOLEDO
6433 MONROE STREET
TOLEDO OH 43660
(419) 882-1616