



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

Associated Food Dealers  
18470 W. 10 Mile Rd.  
Southfield, MI 48075

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and its affiliate, Package Liquor Dealers Association

APRIL 1994

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The food industry tackles the challenge of cleaning up our world. Read about it in our special section beginning on page 8.

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## Food Labeling reforms take effect soon

In an action destined to dramatically alter food packaging, advertising, product research and composition, and ultimately consumer eating habits, the Food and Drug Administration (FDA) and U.S. Department of Agriculture (USDA) have developed the most sweeping set of food labeling reforms in history. Effective May 8, 1994, nutrition information will be required for almost all packaged foods sold to consumers.

In most cases, nutrition information will appear on the label of the food package; in some cases (e.g., bulk foods) nutrition information can appear on a separate sign or other source of information available at the point of purchase. Packages with a to-

tal area of 12 square inches or less may include an address or phone number advising consumers where to obtain nutrition information in lieu of providing the information at the point of purchase.

### Scope and Exemptions

The following categories of food products are exempt from mandatory nutrition labeling as long as nutrient content or health claims are not made for the products:

- ✓ foods that contain insignificant amounts of all nutrients, such as plain tea, coffee and most spices;

See Food Labeling  
Page 28

## Annual Trade Show Issue



Don't miss the 10th Annual AFD Trade Show. Called Cruise Into Profits, over 100 industry leaders will be exhibiting their products and services.

- See & sample new products.
- Enjoy trade show specials.
- Win cash shopping spree, a cruise and other great prizes.
- Save money on utility bills. Detroit Edison will

show you how.

- Cheer on Michigan's best baggers in our first annual contest.

This year the show will be held at Burton Manor, 27777 Schoolcraft Road, between Inkster and Middlebelt. Admission is free, but you must be at least 21 years old.

Check out the floor plan and list of exhibitors on pages 6 and 7. For more information, call Danielle at (810) 557-9600.

## Legislative Update

### Dietary Supplements

The Food and Drug Administration has announced final regulations for health claims on dietary supplements, which go into effect six months after publication in the Federal Register. By July 1995, nutrients in supplements will be listed in a contents panel on the label, just as they are on foods. Retailers will be able to sell supplements as long as they do not contain unapproved health claims on the label.

### ADA reminder

The American with Disabilities Act will begin to include companies with as few as 15 employees as of July 26, 1994.

Smaller companies should start to review their employment procedures to ensure full compliance. Review interview questions and job applications and remove prohibited inquiries. Also, policies regarding termination, medical exams, employee benefits and leaves of absence should be examined.

Y.A.G.A.

More Update, page 36

## Top 20 independent stores in SDD sales for 1993\*

Viceroy Market,	Detroit	1,273,921.85
Flicks Package Liquor Inc.,	Lambertville	1,050,536.55
Bottle & Basket Shoppe Inc.,	Bloomfield Hills	843,749.55
Showermans Party Store,	Livonia	829,637.95
B & B Market,	Detroit	802,247.65
Ella's Grocery,	Erie	641,736.60
Maryland Beverage Shoppe,	Detroit	638,779.25
Nansi Corp,	Livonia	628,000.45
Tradewinds Liquor & Wine Shoppe,	Detroit	613,700.25
Merchant of Vino,	Troy	589,751.55
Red Wagon Shoppe,	Rochester Hills	584,893.30
Woods Fine Wine & Spirits,	Grosse Pointe Woods	571,688.50
Glass Bottle Shoppe Inc.,	Detroit	570,528.40
The House of Liquor,	Detroit	553,053.50
Grodi Beer Store,	Erie	541,780.05
Busatti's Variety Pack,	Southgate	536,308.45
Cloverleaf Market,	Southfield	535,101.40
Big Ten Party Store,	Ann Arbor	534,235.40
Bacchus Wines and Spirits,	Kalamazoo	530,267.85
Alger Party Store,	Grosse Pointe	527,064.35

\*Chain stores are excluded from this list

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

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

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**EXECUTIVE DIRECTOR'S REPORT****Counterfeit \$100 bills flood our system**

By Joe Sarafa, Executive Director

A ring of counterfeit master-minds are cranking out \$100 bills so perfect that they could cause our government to discontinue issuing the bill. The \$100 bill has reigned as the highest U.S. denomination since the \$500 bill was withdrawn from circulation in 1969.

But old Benjamin Franklin may fade from use if these counterfeiters are not caught.

The counterfeit ring is copying the bill so well that for several months the Federal Reserve quietly honored the fake bills submitted by banks for exchange or collection.

That ended May 3, 1993, when the banks finally had enough experience to identify the counterfeit notes.

There now is a move in Congress to push legislation that could lead to complete withdrawal of the Franklin \$100 bill. The reason is that it is believed counterfeiters



have already produced up to \$1 billion in superbills, perfect down to the magnetic properties in the ink. Only \$300 million worth of the real \$100 bill was printed last year.

To rectify this problem, our government will most likely either dramatically alter the look of our \$100 bill or completely do away with it. While Congress is wrestling with the counterfeiters, retailers should be aware of the situation.

The AFD now has counterfeit money detector pens available for purchase. These pens write in gold on our real currency, but the ink turns black on fake bills. A quick swipe of a pen on any suspicious bill – be it \$20, \$50 or \$100 – could save you plenty.

Remember if you attempt to deposit a counterfeit bill, under law your bank must confiscate it. For more information on our counterfeit detector pens, call our office at (810) 557-9600.

**Welcome new board members**

On behalf of the AFD board,

staff and membership, I would like to welcome Cal Stein and Gary Davis to our Board of Directors. Cal, executive vice president of The Pfeister Company, will represent the AFD's Region Four. Gary is the president of Tom Davis & Sons Dairy Company and he joins us as a Supplier Board Member. We are fortunate to have these two well-respected men join our board and look forward to their contributions.

**Set sail for our annual trade show**

The AFD's annual trade show, themed Cruise into Profits, is fast approaching. This year we have added our first annual Best Bagger Contest, which promises to be exciting and fun. Come to the show early and cheer on your favorite bagger! Details on our trade show, complete with a floor plan and the Best Bagger Contest are inside this issue. Read on and then sail in to Burton Manor in Livonia on April 13 and 14. I guarantee you won't be disappointed and I look forward to personally seeing all of you there.

**Statement of Ownership**

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AFD works closely with the following associations:

**The Grocery Zone**

By David Coverly





# Continental Baking Company rises to top of industry

By Cristina Cleveland

While Continental Baking Company's popular Wonder bread and Hostess Twinkies snack cakes are practically ingrained in the American consciousness, the company's history of responding to consumer needs with innovative products and services may not be as well known.

Founded in 1924 in Chicago by William B. Ward, Continental Baking Company formed as a result of a long line of talented family bakers. Ward's grandfather, father and uncle owned and operated another baking company previous to Continental Baking Company's establishment.

Soon after its founding, Ward purchased other similar companies and, by 1927, Continental comprised 104 bakeries throughout the United States and Canada. That same year, Continental went public and established itself as a sales leader and nationwide bread merchant, centralizing its business

and sales operations in New York City in 1928.

Eventually, Continental moved its corporate offices to Rye, N.Y.

and was later acquired by ITT Corp.

Subsequently, Ralston Purina Company purchased Continental in 1984. Headquarters were moved to St. Louis the following year and Continental Baking Company remains as a subsidiary of Ralston Purina Company today.

Continental Baking Company produces and distributes products marketed under the Hostess and Wonder brand names. Continental's Detroit sales office is located at 37051 Amrhein in Livonia, with its Hostess baking



*Mechanic Larry Brawn; Dan Angst, general manager of sales; and mechanic Mike Swansinger*

facility at 1100 Oakman Blvd. in Detroit.

Dan Angst, general manager of sales at the Livonia office, stresses that the products made in the bakery move

quickly to their final destinations. The products are ordered, baked, then delivered to the 17 distribution points throughout this trade area by means of a sophisticated transportation system. The trade area includes the state of Michigan, Toledo and Fremont, Ohio, and a small part of Indiana. Continental Baking Company is a market leader in Detroit and is the country's largest producer of fresh delivered baked goods.

"Continental Baking Company stands for quality and service," Angst says. "It is constantly changing and developing new products to accommodate the consumer." As aforementioned, Continental Baking Company is a leader in introducing innovative products to the marketplace.

In 1925, Continental bought Taggart Baking Company of Indianapolis, maker of colorfully wrapped Wonder bread, which quickly became the Continental brand name nationally. Wonder bread was soon followed by Hostess cake products, including Hostess Cup Cakes, which were distributed nationally. Although no one knows who "invented" the original Hostess Cup Cake, in 1919 D.R. "Doc" Rice developed them into the cupcakes we know today, adding the famous icing squiggle and creme filling in 1950.

In the 1930s, Continental distributed sliced bread nationally to a public that was at first suspicious, then enthusiastic. Twinkies snack cakes were also produced and marketed nationally and Hostess donuts were introduced to the market.

Continental Baking Company became involved in the govern-

ment-supported, baking-industry move to enrich white bread with vitamins and minerals to improve nutrition in the 1930s and 1940s. Known as the "quiet miracle," bread enrichment nearly eliminated beriberi and pellagra, and brought essential nutrients to people who previously could not afford nutritious foods.

The years following brought several creations by the baking company. Ellis Baum introduced Sno Balls, a marshmallow- and coconut-covered, creme-filled chocolate cake, which were rolled out nationally. Continental was also the first national wholesale baking company to adopt open-dating on bread products and to introduce nutrition information on bread. Wonder Light reduced-calorie breads, made with fiber from natural sources exclusively, were marketed by the company in 1986.

1990 saw the introduction of Bread du Jour breads and rolls, the first nationally distributed partially baked breads, and Mini Muffins, bite-sized muffins in a variety of flavors. Hostess Light Twinkies and Cup Cakes also came on the market.

Recently, Continental Baking Company introduced two new ideas for health-conscious consumers. Hostess Lights Low Fat Brownies and three new varieties of Wonder Calcium Enriched Breads took to the market's shelves throughout the United States this year.

This year—70 years after its founding—Continental Baking Company remains the largest wholesale baker of fresh delivered bakery products in the United States, operating over 30 bakeries across the United States and employing approximately 22,100 people. Continental products are distributed to about 80 percent of the country's population.



*Continental Baking Company's bakery outlet in Livonia*

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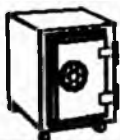
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## Small business owners

### Maximizing your profit

by Daniel L. Kanter and Martin Fierman, LUTCF  
Kanter Associates

Mention the words "fringe benefits" to almost any small business owner and it's a good bet to bring on a case of indigestion followed by a string of expletives. The reaction is understandable. After all, the cost of benefits has risen faster than virtually any other business expense. Regulation and administration become seemingly more difficult by the day.

So, if you're a small business owner, why bother?

Because of you—the business owner.

Small business owners may have unique problems and concerns, but they also have unique benefits—fringe benefits that can uniquely benefit the self-employed. Business owners must choose benefits that will be good for their companies and good for them. Sometimes they're mutually exclusive, sometimes they're not. Yes, the cost of total benefits has risen, but most of that increase is due to the cost of medical insurance. But the cost of disability income and life insurance has remained relatively stable. And retirement savings are more important today than ever before.

There is a benefit to fringe benefits for the small business owner, and it can be best realized when your concerns are crystalized.

**What benefits will help your business?**—Medical insurance may be costly, but weigh the price against the benefits. Would you go without? Can your employees afford not to have it? How much good will is it worth? How much will it help in your recruiting? What's the tab in deductibles?

Retirement planning is more complex. Thrift savings plans, such as 401 (k)s are popular—and administratively complex. Qualified retirement plans, the traditional type most employees in large companies enjoy, have stringent regulations, leaving little room for flexibility. Unqualified retirement plans—which can be as simple as a life insurance policy—offer more flexibility, but lack the tax advantages of a qualified plan. Increasingly popular benefits such

as disability and long-term care insurance are making their way into many companies' fringe benefits.

**Act on the plan?**—First, contact a qualified financial advisor. Have a cost analysis done, both on separate components of a plan and together. Perhaps the cost of fringe benefits, or of

administering sponsored benefits that are paid for by employees, outweighs the loss in productivity or the cost of recruitment to replace dissatisfied employees. You, the business owner, also must plan for your personal needs. What do you need to safeguard your business now? How much do you need to retire? With what level of risk are you comfortable?

After answering these questions, find the most qualified providers around. Is the insurance provider

financially sound? Does it have experience with the types of insurance you need? Will it offer flexible insurance programs that change when the business changes? Is the administration of a benefits plan simple to accomplish and easy to understand?

Once all the right questions are asked, it's easier to find the correct answers. Fringe benefit planning may never become easy, but it doesn't have to cause indigestion.

## Pleasing the Customer...



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United Wholesale Grocery Company   Shield Insurance Services, Inc.

"Cruise Into Profits" at our booth #307 or call Spartan Stores New Business Development 616-530-4517.



**-AFD-**

# 10th Annual Trade Show

## Cruise Into Profits



710	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	910
709																			909
708		601	602	603	604	605	606	607	608		609	610	611	612	613	614	615		908
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706																			906
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704		301	302	303	304	305	306	307	308		309	310	311	312	313	314	315		904
703																			903
702		201	202	203	204	205	206	207			208	209	210	211	212	213	214		902
701		101	102	103	104	105	106	107			108	109	110	111	112	113	114		901

ENTRANCE

126 BOOTHS  
ALL 8' x 10'

ENTRANCE

126 BOOTHS  
ALL 8' x 10'**7-UP of Detroit - Booths 307, 308**

- Mystic Sparkling Juices
- Evian Spring Water
- Clearly Canadian
- 7-up

**Absopure Water Company - Booth 811**

- Absopure Distilled Water
- Absopure Artesian Spring Water
- Capio Natural Mineral Water
- Montreaux-Natural Spring Water

**All-Star Foods - Booth 210**

- Garden of Eatin' Blue Chips
- Harry's Premium Snacks
- Fat Free Gourmet
- Newmans Own Lemonade

**Amato Foods - Booth 412**

- Frozen Pizza Dough Balls

**Americopy Company Inc - Booth 908**

- Vending Copy Systems
- Fax Machines

**Photo Greeting Cards****American Express/First Data Corp. - Booth 809**

- American Express Money Orders
- American Express MoneyGram
- MCI Phone Cash Card

**Ameritech - Booth 614**

- Pay Phones

**Anheuser-Busch - Booth 702**

- Budweiser
- Bud Light
- Ice Draft from Budweiser
- O'Douls

**Awrey Bakeries, Inc. - Booth 514**

- Awrey's Fresh Crunch Dunkers
- Awrey's French Buttercream Dessert Cake
- Awrey's Long John Coffee Cake
- Awrey's Date Nut Bars

**Better Made Potato Chips - Booth 113**

- \$2.39, Regular 14 oz Package
- \$2.39 BBQ, 14 oz Packages
- \$2.39, Wave, 14 oz Packages
- .89, Cheese Corn Packages

**Blue Cross Blue Shield of Michigan - Booth 708**

- Quality Care Benefit Options
- Blue Care Network Statewide (HMO)
- Statewide Preferred Provider Organizations
- Rate Guarantees For Twelve Months

**Bollin Label - Booth 907**

- Supermarket Promotion Labels
- Scale Labels
- Monarch Marking Guns
- Point of Purchase Cards

**Borden Ice Cream - Booths 709, 710**

- New "Cracker Jack" 6Pk Ice Cream Bars
- New "Low Fat" Half Gallon Ice Cream Line
- Elsie Half Gallon Ice Cream
- Frosty Dream

**Borden Quality Snacks - Booth 802**

- Jays Potato Chips
- Okedoke Popcorn
- Krunchers Potato Chips
- Seyfers Cheese Twists

**Brehm Broaster - Booths 819, 910, 909**

- Broaster
- Food Warmer
- Bro-tisserie
- Seasonings, Coatings and Carry Out Container

**Canandaigua - Booth 511**

- Marcus James
- Cooks Varieties
- Dunnewood
- Paul Masson

**Central Alarm Signal, Inc. - Booths 204, 205**

- Security Systems
- Hold up Prevention Systems
- Closed Circuit Television Systems
- Fire Alarm Systems/Access Control Systems

**Central Foods - Booth 707**

- Checkpoint Systems, Inc. - Booth 413
- Electronic Article Surveillance (EAS) Systems
- CCTV

**Coca-Cola - Booths 703, 704**

- Minute Maid Juices To Go/ 16 oz size
- Nestea Assorted Flavors/ 16 oz size
- PowerAde/ 20 oz, 32 oz & 64 oz
- Coca-Cola Assorted Products

**Computer Junction - Booth 807**

- Computer System to fit your needs
- Computer cash registrars, bar code readers
- Custom POS programs to fit your needs
- Sales, Service, Repairs, Networks

**Consolidated Wines & Spirits - Booths 705, 706**

- Amigo Coffee Liquor
- Jenkins Silver Rum
- Jenkins Canadian Whiskey
- Jenkins Silver & Gold Tequila

**Continental Baking - Booth 803**

- New Calcium Varieties
- New Wheat Tortillas
- Blueberry Muffin Loaf
- Light Brownies

**Coors Brewing Company - Booth 604**

- Zima Clear Malt
- Coors Light
- Keystone
- Killian Red

**CoreSource Inc. - Booth 211**

- Administrators of the AFD Workers Compensation Plan

**DCI Food Equipment Inc. - Booths 208, 209, 309, 310**

- Exact 815 Wrapper/Scale
- SASI Scanning System
- Chester Fried Ventless Hood Fryers
- Perky's Fresh Baked Pizza, etc.

**Dolly Madison Bakery - Booth 605**

- Bag Sugar Donuts
- Raspberry Zinger Fun Pack
- Cinnamon Crumb Multi Pack
- Asst. Jumbo Box

**Eby-Brown - Booth 409**

- Cigarettes
- Candy
- Grocery
- Health and Beauty Care

**E & J Gallo Wine - Booth 401**

- Bartles & James Island Drinks

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**Martin J. Fierman, LUTCF  
Daniel L. Kanter**

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**Everfresh Beverages, Inc. - Booth 411**  
- Everfresh juices/blends/drinks  
- Clearfruit  
- Final Exam Tea - with twice the caffeine  
- Flavored Lemonades

**Farmer Peet - Booth 818**  
- Bonanza Ham  
- Ranch & Re-Peeter Bacon  
- So-Long Hot Dogs  
- Smoked & Polish Kielbasa

**Faygo Beverages - Booth 502**  
- Full Line of Faygo Teas & Lemonades  
- Assorted Flavors of Faygo 12 pack - 12 oz  
- Assorted Flavors of Faygo 3 liter  
- Crystal Geyser Alpine Spring Water

**Frankenmuth Brewery - Booth 314**  
- Frankenmuth Pilsener  
- Frankenmuth Dark  
- Old Detroit Amber Ale  
- Old Detroit Red Lager

**Frito-Lay - Booth 906**  
- KC Masterpiece Barbecue  
- Frito - Scoops  
- Rold Gold Fat Free Pretzels  
- Rold Gold Sourdough Pretzels

**Food Industry Financial - Booth 905**  
- Insurance  
- Investments  
- Accounting  
- Legal Issues

**Garden Foods - Booths 611, 612**  
- Mr. Pure  
- Canfield Beverages  
- Blue Falls

**General Wine & Liquor Co. - Booths 509, 510**  
- Jack Daniel's Country Cocktails  
- Jose Cuervo Margaritas  
- Southern Comfort Cocktails  
- Sofia Varietals Wine

**Golden Dental - Booth 503**

**Golden Valley Dairy - Booth 504**  
- Haagen-Dazs Ice Cream and Yogurt  
- Pints  
- Edy's Ice Cream - Light - Yogurt Half Gal.  
- Edy's Sugar Free - Fat Free Ice Cream Half Gal.  
- Edy's Lactose Reduced - Fat Free and Sugar Free Quarts

**H & O the Juice People - Booths 601, 602, 603**  
- Fairlee Juice  
- Quenchy Kids Drink  
- Meridian Clear, Flavored Water  
- Dinos Freez Pop

**Health Alliance Plan - Booth 903**  
- Health care information  
- Benefit summary with rates  
- Oranges  
- Complementary Snack Packet

**Hobart Corp. - Booths 206, 207**  
- Val-Pac Machines  
- Slicers  
- Refrigerators  
- Scales and Wrappers

**The House of Seagram - Booth 408**  
- Godiva Liquor  
- Absolut Kurant  
- Crown Royal  
- Captain Morgan Original Spiced Rum

**Items Galore - Booth 613**  
- VOS Hair Care Products  
- Good Sense - National Brand Equivalent  
- Motrin I.B.  
- Playtex

**IntraState Distributors - Booth 900**  
- Snapple  
- Boku

**J. Lewis Cooper - Booths 301, 302, 303**  
- Chi Chi's Quenchers  
- Bacardi Breezers  
- E & J Gallo Winery  
- Glen Ellen Winery

**Kanter Associates - Booth 213**  
- Insurance  
- Employee Benefits

Estate Planning  
Business Planning

**Kar Nut - Booth 212**  
- New Line of 2/\$1.00 Kar's Peanuts  
- Full Line of Pioneer, Jack Link and Slim Jim's Meat Products  
- Super Show Specials on Pistachios & Cashews  
- Full Line of 2/\$1.00 Candy

**Kehe Foods - Booth 701**  
- Tones Spices  
- Eden Pasta  
- Mucky Duck Mustard  
- American Connoisseur

**Kowalski Sausage - Booth 414**  
- Kowalski Premium Bacon  
- Dinner Ham  
- Natural Casing Franks  
- Skinless Stadium Kielbasa

**Kramer Foods - Booths 404, 405**  
- Perrier Water  
- Ice Mountain Water  
- Lindt Candy  
- Poland Water

**Ludington News Company - Booth 501**  
- Magazines  
- Books  
- Sports Cards  
- Seasonal Products

**Marie Brizard Wine & Spirits - Booth 305**  
- Flndaters Scotch  
- Marie Brizard Chocolat Royale

**McKesson Service Merchandising - Booth 805**  
- Health & Beauty Care Items  
- General Merchandise  
- Trial Size Items  
- Specialty Foods

**Melody Foods - Booths 101, 102, 103, 201, 202, 203**  
- Everfresh Products  
- Jamaican - Gold Coffee Items  
- Chef Berne's Pies  
- Melody Farms Ice Cream Novelties

**Michigan Bankard - Booth 410**  
- New Tranz 380 Verifone Terminal  
- New Hypercom T 7E Terminal

**Michigan Sugar Company - Booth 615**  
- Pioneer Sugar - 5 pound granulated  
- Pioneer Sugar - 2 pound granulated  
- Pioneer Sugar - 20 oz granulated in convenient canister  
- Peninsular Sugar - 4 pound granulated

**Miller Brewing - Booth 108**  
- Lite Ice  
- Icehouse  
- Leinenkugel Red Lager  
- Reserve Amber Ale

**M.M.I. Distributing, Inc. - Booths 110, 111**  
- Alto - Shaam Hot Deli Systems  
- Aunt Annies Oven Fresh Chicken/The Healthy Alternative  
- Crispy Lite Chicken Fryers  
- MMI Breadings and Seasonings

**MultiGard Security Systems - Booth 107**  
- Commercial Security Systems  
- Stratus Theft Security Device  
- CCTV Camera  
- Card Access

**Niklas Distributors - Booth 311**  
- Cabana Potato Chips  
- Slim Jim Meat Snacks  
- Andy Capps  
- Royal Cakes

**North Pointe Insurance Co. - Booth 804**  
- Liquor Liability Insurance  
- Property Insurance  
- General Liability Insurance  
- Expert Insurance Knowledge

**O.J. Distributors - Booth 505, 506**

**Oven Fresh - Booth 810**  
- Oven Fresh Buttered Spud Top White & Wheat  
- LumberJack Bread  
- Mackinaw Milling Oatmeal Bread  
- Douville Variety Pack Fried Cakes

**Pabst Brewing - Booth 513**  
- Pabst Blue Ribbon  
- Pabst Ice  
- Olde English 800  
- Ice Man Malt Liquor

**The Paddington Corporation - Booth 306**

## Show Hours

### Wednesday, April 13, 1994

6:00 p.m. - 9:00 p.m.

### Thursday, April 14, 1994

1:00 p.m. - 9:00 p.m.

## BURTON MANOR

### Livonia, Michigan

Goldschlager  
J & B Select  
Sheridans Liquor

**Pepsi-Cola - Booths 315, 415**  
- All Sport, 16 oz, 32 oz, 64 oz - new flavors  
- 1 Liter Big Slam  
- Lipton Original 16 oz, 32 oz - new size, new flavors  
- Ocean Spray 16 oz - new size, new flavors

**Pfeister Company - Booth 515**  
- Dole 100% Juices 40 oz  
- Glad-Lock Freezer or Storage Bags  
- Heinz Ketchup 28 oz  
- Ragú Spaghetti Sauce Qts.

**Pointe Dairy Services Inc. - Booths 812, 813**  
- Borden Milk & Ice Cream  
- Everfresh Juice  
- Tropicana Juices  
- Poore Brothers Potato Chips

**R.M. Gilligan - Booths 104, 105**  
- Canadian Club  
- Smirnoff Vodka  
- Christian Brothers Brandy  
- Cuervo Especial

**S. Abraham & Sons - Booths 814, 815, 816**  
- Cigarettes & Tobacco  
- Confections  
- Groceries  
- General Merchandise

**Scot Lad - Booth 312**  
- Assorted Scot Lad Private Label Products

**Schafer Bakery - Booth 817**  
- Aunt Millie Variety Brands & Buns  
- Country Hearth Bread  
- Aunt Millie Fat Free Breads  
- Perfection Deli Products

**Shearer's Foods, Inc. - Booth 902**  
- Grandma Shearer's Potato Chips  
- Grandma Shearer's Pretzels  
- Grandma Shearer's Popcorn  
- Pace Salsa Dip

**Sherwood Foods - Booth 106**  
- Thorn Apple Valley Pork  
- Townsend Boneless Chicken Breasts  
- Boneless N.Y. Strips  
- Course Grnd Ground Beef

**Stephens' Nu-Ad - Booth 610**  
- Handbill Circulars (full sizes and tabloid)  
- Catalog Booklet Printing  
- Brochures  
- Business Stationary

**Stark & Company - Booth 112**  
- Dow Brands Food Care/Home Care  
- Coca Cola Foods (Hi-C, Minute Maud)  
- M & M/Mars Brokered Consumer Products  
- Nabisco Foods Group

**Statewide Financial Services - Booth 313**  
- Residential Financing "Mortgages"  
- Commercial Financing - Shopping Center  
- Hotels - Motels - Convenience Stores  
- SuperMarkets - Gas Stations - Apartment Buildings

**Stroh's Ice Cream - Booth 808**  
- Stroh's 75 Anniversary 1919 Brands  
- Stroh's Assorted Premium Flavors  
- Savino Italian Sorbet  
- Mooney's Premium Ice Cream  
- (Northern Michigan's Finest)

**Spartan Stores, Inc. - Booths 507, 508, 607, 608**  
- Capistrano "Budget Pantry" - Limited Assortment Store type format  
- L & L/Jiroch - Nation's 18th largest convenience store distributor

J.F. Walker - Nation's 8th largest convenience store distributor  
United Wholesale - 12 cash and carry locations in Michigan and Ohio

**Sunshine/Salerno, Inc. - Booth 512**  
- Salerno Fat Free Oysters  
- Salerno Fat Free Saltines  
- Salerno Caramel Patties  
- Salerno Dinosaur Grahams

**The Stroh Brewery Co. - Booth 403**  
- Schlitz Ice Beer  
- Schlitz Malt Liquor Ice  
- Old Milwaukee  
- Stroh's Draft Light

**Taystee Bread - Booth 406**  
- Taystee Split Top White 24 oz  
- Taystee Golden Split Top Wheat 20 oz  
- Taystee Hamburger & Hot Dog Eighties  
- Mickey Raisin Cinnamon Rolls

**Tombstone Pizza - Booth 109**  
- Tombstone Pizza All Varieties  
- Made with 100% Real Cheese  
- Tombstone Light 1/2 Less Fat  
- Tombstone Special Order - Has Romano Cheese Crust

**Tom Davis & Sons Dairy - Booths 114, 214**  
- Fresh Dairy Products  
- Milk & Ice Cream  
- Full Line Juice Supplies  
- Cheese/Butter/Eggs

**Tony's/Red Baron Pizza - Booth 904**  
- Tony's Italian Pastry  
- Red Baron Family 12" Pizza  
- Red Baron Breakfast Singles and Deep Dish  
- Tony's Primo Pizza

**Traveler's Express - Booth 407**

**Treppo Ltd. - Booth 606**  
- 2/\$1 - 4/\$1 - .99 - Cookies  
- U.S.A. Brand Cigarettes  
- Full Line Supplies For All Your Store Needs

**Union Ice - Booth 901**  
- Ice  
- Dry Ice  
- Rock Salt  
- Fire Wood

**United Distillers Glenmore - Booth 304**  
- Chi Chi's Margarita Quencher  
- Chi Chi's Key Lime Quencher  
- Chi Chi's Raspberry Quencher  
- Chi Chi's Tropical Colada

**V.I.P. International Sales & Marketing - Booth 402**  
- Brazo's Red Eye Texas Style Bloody Mary Mix Original  
- Brazo's Red Eye Texas Style Bloody Mary Mix Mild  
- Brazo's Cantina Margarita Mix  
- Brazo's Red Eye Texas Style Bloody Mary Mix 1.75 liters

**Variety Foods - Booth 609**  
- Pic-A-Nut - Pistachio, Cashews, Peanuts, Bags  
- Munch-A-Roos - Potato Chips, Pretzels, Caramel Corn  
- Cheese-A-Roos - Cheese Curls, Crunchy Twist, Pop Corn, Tortilla  
- Pic-A-Nut - Mixed Nuts, Cashew Cans, Dry Roasted Jars

**West End Products - Booth 806**  
- West End All Natural Soda Brew Wild Cherry  
- West End All Natural Soda Brew Red Raspberry  
- West End All Natural Soda Brew Lemon-Lime Kiwi  
- West End All Natural Soda Brew Country Peach



## April is Keep America Beautiful Month

More than one million Americans nationwide will work to improve their community's waste-handling practices during the annual observance of Keep America Beautiful Month in April. The event, which began in 1971, focuses attention on positive methods and attitudes of managing waste. It encourages individuals, businesses and communities to take responsibility for the garbage they produce, and provides an

opportunity for all Americans to become involved in environmental improvement programs.

"Keep America Beautiful Month is a time of year to focus the entire community's attention on preventing litter and practicing proper waste handling," said Roger W. Powers, president of Keep America Beautiful, Inc. (KAB). "It's an opportunity for individuals to work with local government, business and the civic

sector in addressing an issue that impacts everyone."

All of KAB's 500 local affiliates observe Keep America Beautiful Month with innovative programs and events.

Seventy-eight KAB affiliates will participate in the ninth annual GLAD Bag-A-Thon program. The program will concentrate on litter prevention, such as cleaning illegal dumpsites and vacant lots for the creation of parks. Results of this



year's program are expected to top the 13.7 million pounds of litter collected last year.

In Ohio, Keep Toledo/Lucas County Beautiful, Inc. will host Earth Quilt '94. Area school children in grades K to 3 will put messages about the environment on a 12" x 12" square quilt piece. The quilt will be sewn together by volunteers and be displayed in the lobby of the local government center.

Alabama PALS (People Against a Littered State), the statewide KAB affiliate, will participate in the fifth annual "Don't Drop it on Alabama" spring cleanup. KAB chapters throughout the state will be involved in programs including Adopt-A-Mile and Adopt-A-Stream. Several university campuses throughout the state will participate in "Mountain of Cans '94," an aluminum recycling competition. Other activities include a poster contest, coastal cleanup and lake cleanup.

I Love a Clean San Diego, Inc. (CA) will educate citizens about illegal dumping in storm drains through a storm drain stenciling program. Southern California storm drains and gutters are not connected to sewage treatment plants. Any substance that flows into the storm drain system is discharged untreated in local beaches and bays. Approximately 2,000 volunteers will stencil 4,000 drains at 35 sites throughout the county with the slogan, "No Dumping...I Live Downstream," with a depiction of a dolphin or a duck.

Keep America Beautiful Month began as Keep America Beautiful Day in 1971 and grew to a week-long event in 1982. In 1988, the event was first observed as Keep America Beautiful Month.

Keep America Beautiful, Inc. is a national, nonprofit, public education organization dedicated to improving the natural beauty and environment of America and improving waste-handling practices at the community level. Through its 500 local affiliates in 41 states and Canada, it is building partnerships with volunteer organizations, government agencies, and the private sector to improve the quality of life through education.

## SINCE 1906



## QUALITY

YOU CAN TAKE STOCK IN

At Michigan Sugar Company, we know that what you stock on your shelves reflects your entire business philosophy. That's why quality is so important to you ... and to us.

For 88 years, we have been providing quality in every way we know how ... through our services, dependability, advertising support - and most importantly our top-of-the-line sugar products.



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# Business Alliance helps reduce waste

Collecting and processing materials are two parts of recycling. Buying recycled products and materials is the other part. Buying recycled closes the recycling loop.

## What is the Buy Recycled Campaign?

The Buy Recycled Business Alliance is a group of companies that are committed to increasing the purchases of recycled-content products. In conjunction with the National Recycling Coalition, a nonprofit organization representing diverse recycling interests, the Alliance has launched the Buy Recycled Campaign. Through the Campaign, the Alliance encourages businesses of all sizes to make purchasing recycled-content products and materials part of their day-to-day operations. The Alliance provides information and guidance that helps your company save time and money setting up its own in-house Buy Recycled program. To help businesses get started, the Alliance runs Buy Recycled seminars throughout the country and distributes how-to materials.

## Benefits of joining the Alliance?

Joining the Alliance will help you learn how to buy recycled products, and today that makes good business sense. Why? Because Buy Recycled is clearly the trend of the future—consumers are expressing their preference for recycled-content products. Private sector Buy Recycled efforts are growing rapidly, involving customers and vendors alike in the process.

Also, as a member of the Alliance, you will be part of a rapidly growing network of companies—multi-nationals to local businesses—that are taking a leadership position in buying or manufacturing products with recycled content. Belonging to

this network gives you the availability of peer counseling of any

aspect of Buy Recycled, and the Alliance's seminars and self-teaching materials will give you the right tools to evaluate products with recycled content

and become a savvy purchaser.

If you buy recycled-content products, your company will be making a good business decision at a time when consumer demand and environmental accountability are on the rise. Alliance members have a unique perspective that allows them to anticipate long-term changes in the business environment resulting from the Buy Recycled Campaign.

## How to join the Alliance

There is no cost to join the Buy Recycled Business Alliance; our information package is free. All that's required is a commitment that will benefit your company and the environment. After you respond to a survey and sign our charter, you will receive the 30-page Buy Recycled Guide Book at no charge.

## Leading the Campaign

Giving direction, leadership and funding to the Campaign is a steering committee of leading companies that are committed to developing a market for recycled content products through education and leadership by example. Alliance members are at the heart of this movement which can impact thousands of purchasing decisions each day.

*If you are interested in more information on the benefits of Alliance membership, please check the appropriate box on the order form.*



## Request for Information The Buy Recycled Campaign

- ☐ Please send me a free Buy Recycled Campaign start-up kit so that I will know how to get a program under way at my company.
- ☐ Please let me know about Buy Recycled workshops in my area.
- ☐ I would like more information on the benefits of membership in the Buy Recycled Business Alliance's Steering committee.
- ☐ Send me information about the National Recycling Coalition.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Mail to: The Buy Recycled Campaign  
National Recycling Coalition  
1101 30th Street NW, Suite 305  
Washington, DC 20007  
(202) 625-6406 FAX: (202) 625-6409

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IOWA, KENTUCKY, OHIO, MICHIGAN, MISSOURI AND WISCONSIN



## Discarded grocery packaging declines

The amount of grocery packaging discarded between 1980 and 1990 declined 18 percent on a per capita basis, according to a new Franklin Associates report for the Grocery Manufacturers of America and two other food associations. The report projects that grocery-packaging discards to the nation's landfills and incinerators

will drop an additional 14 percent per capita by the year 2000.

The first comprehensive look at our industry shows that grocery packaging is declining as a percentage of municipal solid waste. Efforts to recycle and compost are way ahead of schedule—up almost 500 percent between 1970 and

1990.

The progress has been made on a voluntary basis, without prescriptive packaging mandates at the state or federal level.

Between 1980 and 1990, grocery-packaging discards decreased 9.4 percent by weight, despite a 10 percent jump in population.

Today, total grocery packaging accounts for only 11 percent of the municipal solid waste discarded in the nation's landfills and incinerators.

Other highlights of the report include:

- ✓ Generation of grocery packaging from 1980 to 1990 grew 6 percent. While domestic population grew 10 percent.
- ✓ Factors that led to the decrease in grocery packaging as a percent of total municipal solid waste include: source reduction, substitution of lighter-weight materials and the elimination of redundant packaging;
- ✓ Grocery food packaging accounted for only 7 percent of total municipal solid waste discarded in 1990;
- ✓ Grocery packaging recovered for recycling and composting nearly doubled from 1980 to 1990;
- ✓ 16.5 percent of all grocery packaging by weight was recovered in 1990;
- ✓ 39.5 percent is expected to be recovered in the year 2000.

The report studied grocery packaging generation, recovery and discards from 1970 to 1990. Franklin Associates, LTD does solid-waste management consulting with the U.S. Environmental Protection Agency, other public agencies and private organizations.

*Iowa Grocers*

### Spartan Brand products celebrate 40 successful years in '94

Back in 1954, Spartan Stores, Inc. (known then as the Grand Rapids Wholesale Grocery Company) introduced its own Spartan Brand line of coffee in an effort to provide its independent retail grocer members with a quality product at a price lower than their leading national brand products.

Today, as the Spartan Brand celebrates its 40th year of existence, the product line has expanded to over 1,200 different Spartan Brand supermarket products in grocery, frozen, dairy, personal care and general merchandise categories distributed exclusively through retail members of Spartant Stores, Inc.



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INSTANT WIN PRIZE



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## FROM DETROIT 7UP

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R.C. Cola

Sunkist

Hires Root Beer

Hawaiian Punch

Clearly Canadian

Evian Spring Water

La Croix Sparkling Water

Mistic Natural Sparkling Juices





## Sheepish about recycling

Reprinted from the National Soft Drink Association comes this news story. It seems that lambs don't care much about being part of the Pepsi Generation, and if Coke is the real thing, it doesn't matter to them. But, if you mix it all together, they will drink. And, obviously, with the non-diet versions, they'll put on valuable weight. And it is recycling.

"Root beer, different colas, strawberry pop; you'd be surprised how similar they taste. Actually it tasted pretty good," said Arnold McClain, livestock supervisor at Iowa State University's research farm near Chariton, Iowa.

McClain discovered that a bottling company was discarding gallons and gallons of colas daily because of packaging errors. He decided to see if the animals liked



the stuff and, if so, whether it would help them grow. They like it. Mostly. And it did help them grow, although not as fast as he hoped. But it made use of something that otherwise would have been a waste disposal problem. And the free soda reduced the

lamb's appetite for more expensive corn.

One test group of lambs was offered just water; one just soft drinks; the third had a choice. All were given as much corn as they wished. The ones on straight pop gained less than the ones on water, but they ate considerably less. They ate probably 25 percent less but gained 18 percent less. Thus, the soda amounted to a 7 percent savings in corn.

### Employee Defamation Suits

You suspect that a manager has been stealing from your company and you fire him. Then, as a warning to other members of your management team, you circulate a memo stating the employee has been terminated for theft of company property.

While circulating the memo may have helped you to achieve your goal of discouraging similar behavior among your other managers, you have also just opened the door to a potentially costly lawsuit.

Recently, a terminated employee of a company won a \$15.5 million judgment for just such an offense. In the case, the employee sued his former employer for defamation of character, claiming that he had never been tried and convicted of theft, and that no proof existed to substantiate the company's claim of theft. In the suit, he successfully argued that his former employer was responsible for destroying his reputation and causing him to be turned down for the jobs he subsequently sought after his termination.

Better Business Bureau

# The KRAMER FOOD COMPANY

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Reese's  
FINER FOODS OF  
MICHIGAN, INC.

# Howdy Partner!

By Tom Jackson  
President/CEO  
Ohio Grocers Association

All of us have probably seen and heard all we want to of ECR, which is the ever popular acronym for Efficient Consumer Response. In my 35 years in this business, I can't remember a phenomenon that has received more industry press and spotlight awareness than ECR.

However, this is no time to get fed up with seeing this popular concept included in every industry publication, meeting or event. Rather, it is a time to, in my opinion, recognize this is not just a "quick hit" trend or industry fad that will fade away as quickly as it came about. No, I believe ECR is going to evolve; but, it might not happen as quickly as some segments of the industry would like. It's my belief there is just too much impetus and financial rewards riding on the eventual



outcome of the ECR concept. I am convinced the only constant in the food industry is change. And ECR will promulgate some of the most significant changes this industry has seen in many years.

In the last couple of years, there has been much discussion around the concept of "partnering." Once again, this was a concept that primarily involved manufacturers and their direct distribution cus-



tomers (full-line wholesalers and chains). One of the premises is that partnering is based upon integrity and trust. And in order for it to work effectively, the sharing of information, objective and actual results are paramount to making this concept successful.

Concepts like partnering, category management, EDLP, and value promotions were all forerunners to ECR. But, partnering, at this point in my understanding, seems to draw the closest parallel to how I see ECR evolving—especially for the independent retailer. The independent retailer and his wholesaler are facing their greatest challenge in the effective implementation of ECR. Partnering must take on a new and expanded meaning to effectively meet the ECR challenge.

Partnering begins with manufacturers and wholesalers and then transcends to wholesalers and retailers; but, it doesn't stop there. For Efficient Consumer Response (ECR) to be truly effective, the partnering must continue with the retailer and the consumer.

One of the true obstacles in this process is that I observe so much distrust in this industry. In order for ECR to work, we as an industry are going to have to bridge the integrity gaps. In addition to the question "who can you trust?," whether you are a retailer, a wholesaler or a manufacturer, the question you must ask of yourself is "can your customers trust you?"

For ECR to truly work, not only must there be trust but there also must be a continual flow of accurate information. Again, this information flow is based upon good partnering. Effective partnerships are built on each party bringing something to the relationship. It can't be one sided, it can't be out of balance. And while a partnership can connote compromise it has to be in a manner that all entities of the partnership still maintain their dignity and their identity in the process.

One of the things retailers continually try to do is develop confidence with their customers. But confidence is manifested in how everyone in the food chain is treated—from manufacturer to the

consumer. Our actions will either build confidence or deter it.

Is ECR the panacea for the ills of our industry? Certainly not. Is it going to be a struggle? It certainly will be. In my opinion, it will be an evolutionary process rather than revolutionary. However, it is destined to be a part of the food industry—both now and certainly in the future. And, as a trade association, OGA will continue to work through this process and communicate to the Ohio food industry its importance and significance for everyone involved.

While we will be dealing with ECR in many different ways in the future, let's suffice to say that this article has centered around partnering and the importance that partnering will take on. In order for the independent retailer to be successful in a most competitive marketplace, it is my opinion that the retailer and his wholesaler and suppliers will have to build a trust that will foster a new and expanded meaning of partnering.

I think it's important that all of us realize no matter what we do in this industry we need each other and it's important that we work together and "partner" as much as possible in the many things we do as an industry—whether it be a legislative issue, a merchandising concept, an association event, etc., we need each other.

I want to close with a story I recently heard that I believe has a message for our industry. There was a Special Olympics event somewhere on the West Coast and it was time for the 100-yard dash to begin. All of these "very special" athletes lined up to begin the race. Shortly after the gun sounded and the race had begun, one of the contestants who suffered from Down's syndrome fell onto the track. The person competing beside her stopped and went over to the crying contestant and put her arm around her and said, "It will be alright." And, one by one each of the contestants stopped and went back to the person who had fallen and they all joined hands and walked to the finish line together.

We need each other—especially in our industry. This is a business where the greeting, "Howdy, Partner" might take on a new significance and meaning for all of us.

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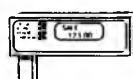
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Customer Display



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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.)

**FAYGO**

# Gaining publicity on radio and television

By Michele MacWilliams  
Editor

Gaining publicity for your company on radio and television isn't as difficult as you may believe. The electronic media gobble up news at a rapid rate. This need for news—much of it human interest—opens up a great opportunity to place stories electronically. But radio and television by their very nature, demand devoting time to developing the idea, planning the story and assisting with arrangements.

Following are some opportunities on radio and TV that the retailer would be wise to pursue.

## Local non-news programs and features within news programs

Involvement in these programs primarily is a matter of contract and depends upon the size of the station, how it is organized and the types of programs it offers. Subjects of interest to electronic media could include the appearance of a



major public figure, a banquet or meeting that concerns the community, a talent show, concert, charity or civic event.

Your business could be included as a segment within an existing

program (live or taped) in which the program host or announcer visits the company, or a spokesperson from the company visits the station studio for an interview.

The variables of working on special programs are as broad as the types of programs the station regularly carries. Obviously, the station is looking for the broadcast to offer interest, entertainment, visual graphics (if TV), public service or a combination of all.

Many radio and some television stations carry telephone talk shows. On these the public is

invited to telephone the station and discuss a subject with a host announcer and guest expert.

Basic to developing any coverage on non-news events on radio and television, you must first: 1) Know what programs are on the air locally; 2) Study these programs—their criteria, their format; 3) Review your own activities and seek angles that might be unique, interesting and informative; 4) Inform the local station of an idea you feel may be attractive to them.

The generally accepted way of notifying a station is to send a news release or letter outlining your ideas to the assignment editor or producer. Be precise and to the point and leave a phone number and address where you may be reached. Then a few days later, after they have time to address your proposal, give them a call to see if you can be of any more assistance. If your idea is interesting and there is sufficient time available to devote to it, your chances of getting on air are good.

## Public service announcements

Most radio and television stations devote a certain amount of their time to public service, non-commercial programming. Stations always are on the lookout for material that meets a public-service requirement while still maintaining a high degree of listener interest. Stations usually accomplish this with 10-, 20- or 30-second announcements. In the case of television they can incorporate film clips or a series of slides.

The Federal Communications Commission interpretation of Public Service Announcement (PSA) is "any announcement for which no charge is made and which promotes programs, activities or services of federal, state or local governments, or the programs, activities or services of nonprofit organizations and other announcements regarded as serving the community interests, excluding time signals, weather announcements and promotional announcements."

It is left to the station's discretion to determine whether a particular announcement meets the PSA test, and stations usually are most careful when evaluating such announcements prior to use.

The ability of small businesses,

which are frequent advertisers as well as profit-making establishments, to qualify as issuer of PSAs is somewhat limited.

Nonetheless, many companies have made extensive use of PSAs. Examples of uses are 1) An announcement of a civic meeting or meeting of nonprofit organizations at your company; 2) Participation of the business in a fund-raising effort for charity.

Both of the above qualify as PSAs by virtue of serving the public interest in a non commercial way. The mention of the business is incidental to the broader message being conveyed.

Type your radio PSAs in the form of a script. Each page should carry across the top the name of the organization submitting the copy, the period during which it can be used, the subject and the length of time it takes to read.

In addition, the copy itself should be double-spaced on white bond paper and typed in caps. Preferably the announcement should appear on one sheet of paper. Spell out phonetically any difficult names or words in parentheses.

For a straight script, a 10-second spot announcement usually contains 15 to 20 words; a 20-second spot has 35 to 40 words and a 30-second spot 55 to 60 words. It is best to read the spot aloud several times to check the timing.

Word scripts prepared for television—with no visual accompaniment—can follow the same format as for radio. If slides or other visuals are to be incorporated into the announcement; most TV stations prefer that the announcement take the form of two columns; one headed "audio," carries the word-text of the message; the other, headed "video," carries cues on use of the picture portion. Many TV stations have developed their own forms for use in submitting an audio/visual PSA, and it is recommended that you determine their technical needs first.

*Michele MacWilliams is editor of this publication and president of Metro Media Associates, Inc., a public relations and advertising agency located in Clarkston. She can be reached at (810) 625-0070*



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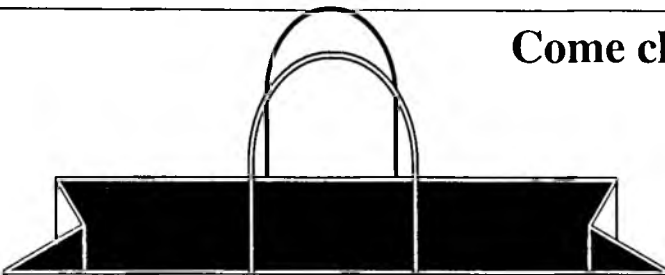
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## Come cheer on your best bagger in our first annual contest



Efficient store baggers from across Michigan will compete for fame and prizes during the AFD's first annual Best Bagger Contest. Come watch the fun and cheer your favorite contestants on to victory.

Three winners will be selected. First prize consists of a trophy, a \$750 scholarship and a shopping spree, plus eligibility to win a free trip to attend the National Grocers Association's Best Bagger Contest in 1995. Second and third prizes consist of trophies and shopping sprees.

The contest takes place at Burton Manor before the Trade Show opens on April 14, 1994 at 11 a.m. and ends by 2 p.m. The exact address of Burton Manor is 27777 Schoolcraft Rd., between Inkster and Middlebelt on the south side. (Burton Manor is the former Roma's of Livonia.)

There will be approximately 20 contestants. There will be two baggers in each heat and therefore 10 heats. The bagger will take his/her place on the stage at one of the counters. The groceries will already be arranged at the check-out counters. The contestants will open one bag and wait for the whistle. When the whistle blows the contestants will bag the groceries. When the contestants finish bagging all groceries, they will put both hands in the air which will indicate to the timer to stop the clock. The bags will then be judged and the next heat will begin.

Call Danielle at (810) 557-9600 if you have any questions. Danielle will be contacting each bagger to discuss the logistics of the contest. In addition, all contestants will meet two hours before the contest begins for a run through and to answer any last minute questions.

## BETTER MADE POTATO CHIPS



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### Criteria for choosing "Best Bagger" contestants

#### Speed

#### 10 Points

Contestants should bag orders quicker than the average bagger

Time	Points	Time	Points
35 seconds or less	10	51.1-55 seconds	5
35.1-39 seconds	9	55.1-59 seconds	4
39.1-43 seconds	8	59.1-63 seconds	3
43.1-47 seconds	7	63.1-67 seconds	2
47.1-51 seconds	6	more than 67 seconds	1

#### Proper bag building technique

#### 10 points

Contestants should be able to arrange groceries correctly within a paper sack. Packing should involve these steps:

- (1) placing heavy cans on the bottom of the bag;
- (2) framing boxed items around the bag's walls to create a cushion for other items;
- (3) inserting bottles and other glass-encased groceries in the center of the sack;
- (4) placing crushables, such as produce and eggs, on the top;
- (5) slipping small items, like packs of gum, in the spaces in the bag.

#### Number of bags used per order

#### 5 points

One of the education objectives of the "Best Bagger" is to discourage double-bagging and to encourage employees to take full advantage of the paper sack's capacity (without overloading it). Contestants should know how to use the minimum number of sacks required to bag the order properly.

Two sacks - 5 points

Three sacks - 2 points

Four sacks - 1 point

more than four sacks - 0 points

#### Distribution of weight between bags

#### 5 points

Contestants should know how to distribute groceries between sacks so that all sacks in an order are approximately equal in weight. Deduct 1 point for every half pound difference between bags.

Example: If total order weighs 30.20 pounds on a digital scale, bags weighing 15.30 and 14.90 pounds will get full points, but bags weighing 15.50 and 14.70 would lose one point (each .50 deviation, deduct one point).

#### Style - Attitude - Appearance

#### 5 points

All contestants should present a neat appearance. Contestants will be judged in part on their composure and self assurance.

#### Best Possible Score 35 points



Best Bagger MC, Jonathan Haglund will amuse and astound the crowds



## Products

### Lite Ice now available

Beer drinkers in Michigan can now try the country's first low-calorie ice beer, Lite Ice from



Miller Brewing Company.

"It only makes sense for Miller, the creator and leader of the light-beer category, to introduce the first premium low-calorie ice beer," said Scott Barnum, Miller low-calorie category director.

"This new beer has all the bold attributes of an authentic Canadian-style ice beer. It's 100 percent ice-brewed to give beer drinkers more of what they want in a beer, and because it's light, less of what they don't. It's a great combination," he said.

Until now, there has not been a low-calorie entry in the ice-beer category. With the addition of Lite Ice, Miller firmly establishes the industry lead in providing authentic ice beers to meet consumer demand.

Lite Ice joins the Miller ice-beer line, which includes ICEHOUSE, America's first domestic premium ice beer from Miller's Plank Road Brewery, and Molson Ice, a Canadian import.

Just before aging, Lite Ice beer's temperature is lowered to below freezing. Ice crystals form to seal in its bold, yet smooth flavor. The beer has 125 calories and an alcohol content of 5.5 percent by volume.

Miller is a wholly owned subsidiary of Philip Morris Companies Inc. Principal beer brands include Miller Lite, Miller Genuine Draft, Miller Genuine Draft Light, Miller High Life, Miller Reserve, Löwenbräu, Meister Bräu and Milwaukee's Best. Miller also produces Sharp's, a non-alcohol brew.

### Serving stations in any space

Virtually any space, anywhere, can be converted to a cafeteria, buffet line or free-standing salad bar with portable Randell Ranserve serving stations. All units snap together, in any configuration, with a spring-loaded bayonet locking system. It's just as easy to disconnect the units and move them quickly out of the way. Casters are standard; legs are also



available.

Complete, portable serving stations can be tailored from these Ranserve components: hot-food table section, refrigerated cold-pan section, cashier stand, tray/silverware stand, utility stand (work station), frost-top section, beverage section and plate chiller. Sneeze guards and tray slides can be selected to suit.

All units come in your choice of standard laminate or stainless body panels to complement any decor or setting. Most panels are change-

able to meet future color needs.

Randell, a Dover Industries Company, manufactures a full range of commercial food service equipment, including refrigeration and freezer units, hot-food tables, pizza-prep tables, full-view display cases, cooking equipment stands and more. Randell also supplies custom-made backbar assemblies, island assemblies and chef-table assemblies.

For more information, please contact: Randell, 0520 S. Coldwater Road, Weidman, MI 48893. Telephone: 1-800-621-8560 or FAX: 1-800-634-5369.

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# AFD members build new stores in Detroit!



Jason Bakal thanks brothers Eddie and Jacob for helping him build Oasis Party Store.



Louay Nona (pictured) and partner Isam Yaldo opened the beautiful new Parkway Foods on Jefferson Avenue.



Jalal Karmo of Woodmere Liquor is proud of his newly built store on Fort Street.



Jim Addison of Trolley Market accepts his coupon check from AFD's Harley Davis.



Brothers Rick and Randy Curmaldi work together at Frank's Party Store in Sterling Heights.



Mr. and Mrs. Nick Shaya take good care of their customers at Town Center Market.



Wilson Sokara has done a great job running Wilson's Market in Royal Oak for over 10 years.

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## CRIME ALERT



### Store pays \$170,000 to suspected shoplifter

A store that prosecuted a customer for shoplifting even though no stolen merchandise was actually found on him by security personnel is liable for \$45,000 in compensatory damages and \$125,000 in punitive damages for malicious prosecution, says the New Jersey Appellate Division.

According to the security officers, the customer put two packs of vitamins in his coat pockets, then proceeded to the check-out line where he paid only for the merchandise in his shopping basket. When he noticed the security officers, he walked quickly back through the line and dumped the concealed vitamins onto a nearby shelf. The security officers then detained him until the police arrived. No merchandise was ever found on the customer, but the supermarket pressed charges for shoplifting.

(According to the customer, he never picked up the vitamins and walked back through the line because he forgot to buy a bottle of bleach.)

The customer was acquitted of shoplifting, and then sued the supermarket for malicious prosecution.

#### No Grounds

The supermarket argued that since it had probable cause for arresting the customer on shoplifting charges, it also had probable cause for initiating criminal proceedings. But the court disagreed.

"It is clearly possible that following an arrest based on sufficient probable cause, circumstances might ensue or facts might become known to the merchant which would so undermine the reasonableness of an initial belief in the patron's guilt as to make the subsequent signing of the complaint unjustified."

Here, since the security officers found no concealed merchandise on the customer, the store had no reasonable grounds to prosecute him at that point.

*Lawyers Alert*

### Do-it-yourself theft control

At one major metropolitan grocery chain, private security costs had risen to over \$1 million per year. Yet shrink continued to increase. Was the answer more security? On the contrary, the solution turned out to be dispensing with outside assistance and getting store employees to help.

The presence of outside security had made store workers complacent about security. And although the private guards tried to control theft, they lacked the manpower to do the job. So management decided to train employees in security, reminding them what shrink meant in terms of raises, overtime and bonuses. "By training our employees, we have dropped most of the shrink in our stores," says the chain president. "Employee apprehension (of shoplifters) is way up."

One method involved announcing a code word and number to indicate that a potential shoplifter had been spotted in a particular aisle. Employees then move to that area and begin stocking shelves or sweeping the floor. They are ready to take action if the person attempts a theft.

*Progressive Grocer*

## We're Taking Workers Compensation Costs In A Different Direction

#### The CoreSource Approach

If you're buying your workers compensation management from the lowest bidder, then your costs are probably moving increasingly upward. In today's environment, quick fixes just don't work. At CoreSource, we focus on innovative up-front strategies to reduce total costs and increase productivity without sacrificing the quality of care for your employees. Our clients, through investments in innovative, comprehensive programs, are breaking industry trends and report that workers compensation costs as a percent of payroll are actually decreasing compared to a national increase of 12 percent annually.\*

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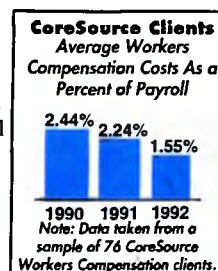
#### Proven Results

On average, CoreSource program costs, as a percent of payroll, have dropped more than 36 percent over a three-year period.

The United States' workers compensation system is in crisis but we continue to find solutions. We're CoreSource. Let us build a solution for you.

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## Products

### Introducing two new health-smart products

The maker of Hostess® snack cakes and Wonder® bread recently added two new health-conscious items to its line of products.



The first, Hostess Lights Low Fat Brownies, have only 2.5 grams of fat, one-third the fat of regular brownies, and 140 calories. While the brownies are lean on fat, they are also big on taste. Each brownie has a fudge-like texture and is topped with a creamy chocolate frosting.

"Everyone seems to have their own idea of the perfect brownie," says Kerry Lyman, spokesperson for the new products. "Even so, our taste tests showed that nearly eight out of 10 consumers said they would buy the brownies."

The brownies are part of a complete line of Hostess Lights

treats. Other varieties include Low Fat Twinkies® Cakes, Low Fat Cup Cakes, and Low Fat Crumb Cakes.

Hostess Lights Low Fat Brownies are available in packages of two, at a suggested retail price of 85 cents, and packages of eight, at a suggested retail price of \$2.99.

Responding to what leading nutrition experts have coined the "Calcium Crisis," Continental Baking Company also recently introduced three new varieties of its Wonder bread brand, enriched with 290 mg of calcium per serving.



"Each serving of Wonder Calcium Enriched white and Wonder Light Calcium Enriched white and wheat bread offers about one-third the calcium recommended dietary allowance," Lyman says. "Parents and kids alike can now supplement their diets with a calcium-rich, low-fat

food with the great taste of Wonder bread—the nation's favorite bread for more than 75 years."

Wonder Calcium enriched is available in white bread; Wonder Light Calcium Enriched bread comes in both white and wheat varieties. Wonder Calcium Enriched breads are available nationwide at a suggested retail price of \$1.79.

### New formula relieves infant diarrhea

The Ross Products Division of Abbott Laboratories has introduced ISOMIL® DF (Diarrhea Formulation), the first infant formula shown to shorten the duration of loose stools during mild to severe diarrhea.

Despite ongoing improvements in water treatment, sanitation, education and medical care in the U.S., diarrhea remains one of the most common childhood illnesses. During the first three years of life, a child will probably have one to three severe episodes of diarrhea.

Moderate to severe diarrhea

can be dangerous, particularly for infants and toddlers, as it can lead to dehydration. In the U.S., approximately 200,000 children younger than five years of age are hospitalized each year due to dehydration associated with diarrhea. Dehydration occurs when the body loses fluids and, therefore, vital nutrients, such as sodium and potassium. Sixty-five percent of these hospitalizations occur in the first year of life.

ISOMIL DF is indicated for the short-term feeding of infants and toddlers with acute diarrhea. The formula should be given under the direction of a physician and may be recommended for up to seven to 10 days.

ISOMIL DF contains added dietary fiber. The source of this dietary fiber is soy fiber. ISOMIL DF is milk-free and lactose-free.

ISOMIL DF was developed by the Ross Products Division of Abbott Laboratories. Ross is the manufacturer of Similac®, the leading brand of infant formula in the United States.

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## People

### Michigan Sugar Company announces staffing changes

Sherrie Geitman was recently promoted to senior buyer within the purchasing department in Saginaw. In this position she is responsible for procurement of goods and services for the company's five sugar processing factories and corporate office.



Gregory Meier was hired as an employee relations representative. His responsibilities include grievance processing, labor contract administration, the company's affirmative action program, labor compliance and training. He will also provide support to all five factory managers in any employee/labor relations problems.



Peter Zahner was hired as an assistant plant engineer for the company's Caro, MI factory. In this position, he will be involved in the operation and maintenance of all mechanical aspects of the sugar factory. Installation of new plant equipment will be among his responsibilities.



### Faygo promotions

Alan Domzalski has been promoted to regional sales manager, outstate Michigan, and will oversee sales and merchandising of Faygo beverages to its Michigan distributor network and to all non-Detroit retail accounts.

Tony Kibbey has been promoted to regional sales manager, Detroit, and will manage Faygo sales and merchandising of the Detroit chain and independent supermarkets.

### Stark & Company announces promotions

Stark & Company recently promoted John Docherty to director of retail in the Non-Foods Department. In addition Brian Muhal was promoted to vice president in the Dairy/Frozen Department.

### Ricardo A. Solomon appointed chairman

Wayne County Commissioner Ricardo A. Solomon was recently appointed as the new chairman of the Committee on Roads, Airports and Public Services.

Previously chairman of the Committee on Economic Development, Solomon now heads the committee overseeing the Detroit-Wayne County Metropolitan and Willow Run Airport, the operation of all county roads and bridges, 75 percent of all contracts providing goods and services for the county.

### Marty Pabisinski joins Globe Food Equipment Company as national service manager

Globe Food Equipment Company recently announced that Marty Pabisinski joined the company as their na-



tional service manager. With more than 10 years of experience in the food equipment industry, Pabisinski most recently served as field service manager for Detecto.

The Globe Food Equipment Company produces a complete line of precision stainless steel slicers. The company also offers a line of Chefmate™ economy slicers.

For more information contact Globe Equipment Company, 3033 Kettering Blvd., Dayton, Ohio 45439. Telephone: (513) 299-5493 Fax (513) 299-4147.



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## New association forms for food processors

A new association, designed to cater to the needs of food processors in Michigan, has opened its doors for business. Called the Michigan Association of Food Processors (MAFP), the organization's mission is to be a



voice of change that will bring about improved products, an improved environment and an improved governmental atmosphere

for all food processing businesses in Michigan.

Robert L. Hetzler, chairman of MAFP and president and CEO of Monitor Sugar Company, says that many of the industry problems confronting process-

ing today are complex and cannot be solved by one individual or company alone. He believes a strong, united front is needed to help solve the problems of the industry.

"Michigan is an ideal state for food processing," says Hetzler. He believes, however, that there are many problems that must be addressed legislatively in order to woo more processors into Michigan. His first step is to educate Michigan's population, including the legislature, to the size and im-

portance of the food processing business to Michigan's economy. According to Hetzler, our state's agriculture and food processors are the second largest industry, employing 46,000 people; and shipping \$8 billion worth of food and related products per year.

In addition Hetzler believes his association will become an important link between the various processors in the state. Sharing information and taking part in conventions, seminars and trade shows are a part of his agenda.

The Michigan Association of Food Processors is now six months old and has about 38 members on its roster. Dues are based on number of employees and can range from \$25 to \$2,000 per year. For more information, call Cris Kindsvatter at (517) 485-5536.

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YOUR LINK TO A BETTER LIFE.

## Top national awards to local ice cream

Ashby's Sterling Ice Cream of Oak Park, Michigan has recently been awarded four top awards in three categories at the National Ice Cream Association's Annual Convention.

Ashby's Sterling received blue ribbon awards for having the highest score for both Premium Vanilla Bean and Strawberry. A third place rating was given to their Premium Vanilla. In addition, "Best New Flavor" was awarded to Ashby's Amaretto Cherry.

Ashby's Sterling Ice Cream has been a family owned and operated company for almost 50 years. The company was founded in 1946 by a husband and wife team, and almost 50 years later has expanded into four midwest states, out of its hometown office of Oak Park, Michigan. The company is still owned and operated by the family.

## New reps for ConAgra

Stark & Company recently announced that they have been appointed to handle the sales of products by ConAgra/Country Pride, ConAgra/IQF, ConAgra/Processed and ConAgra/Swift-Butterball, as well as The Perrier Group, Thompson Medical and J.B. Williams.



## AFD on the Scene



Tom Davis & Sons Dairy invite customers to try out their potential new flavors of Ashby's Sterling Ice Cream.



Louise and Claudia Carroll, mother and daughter, work behind the counter at Alger Deli in Grosse Pointe.



Fraser Fruit in Fraser is another proud member of AFD.



Ed Fisher of Fisher's Market in Birmingham not only serves great meat, but also serves on AFD's Scholarship Committee.



Kris Gardner, receptionist, is the voice you usually hear when you call AFD.



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## Products

### Stroh's introduces premium product for true ice cream lovers

Commemorating 75 years as a Detroit ice cream producer, Stroh's Ice Cream Company has introduced an extra premium ice cream, in a half-gallon size.

Stroh's says its new "1919 Brand" is heavier and more flavorful than most premium ice creams. Before freezing, it is slow-cooked for 45 minutes, the old fashioned way, in stainless steel kettles. Most other ice creams are cooked

for five minutes or less.

Commenting on the introduction of this product, Ed Forest, Stroh's sales vice president said,



"Research indicates that the American consumer has become very interested in a richer, better tasting ice cream, which until now, has been available only in super premium pints or hand-packed, in parlors.

"However, with our "1919

Brand," we can offer the true ice cream lover an extra premium product, in an economical size."

Truly a unique product, the "1919 Brand" is available in eight, newly formulated, Kosher-approved flavors. They are: Coconut Almond Fudge, (vanilla ice cream with coconut and almonds, swirled with chocolate fudge); Raspberry Chocolate Torte, (vanilla ice cream with chocolate flakes, swirled with raspberry sauce); White Russian, (vanilla ice cream, swirled with chocolate mocha fudge); Philadelphia Vanilla, (vanilla ice cream with real

vanilla bean); White Chocolate Almond, (milk chocolate ice cream, with almonds and white chocolate chunks); Cherries'n Berries, (raspberry ice cream with cherries, swirled with blueberry sauce); Praline Pecan, (vanilla ice cream with praline pecans, swirled with caramel fudge), and Peanut Butter Chip, (milk chocolate peanut butter ice cream, with peanut butter flakes).

Stroh's Ice Cream Company is a privately held, Detroit-headquartered firm, with a 75-year history of producing and distributing premium ice cream products throughout Michigan.

For information about coverage offered through the Associated Food Dealers, call Judy Mansur at 1-800-6666-AFD.

# The card that counts.



### Frankenmuth Brewery releases new item

Frankenmuth Brewery introduced a new item under its old

Detroit label. It is Old Detroit Red Lager. This red, golden lager beer was developed by Frankenmuth Brewery's brewmaster,



Fred Scheer, over the past nine months. A typical micro-brewed beer made of midwestern malt and northwestern American hops, it has full, rich flavor that appeals to sophisticated beer lovers. It will be available mid March in 12 oz. and 22 oz. bottles as well as keg beer in selected markets.

Old Detroit was first introduced in 1989 with an amber ale. It has won numerous awards including national ones in Chicago and New York. "With the variety of beers the consumer demands today, Red Lager was a natural to be developed by our micro brewery" said Ferdinand Schumacher, Frankenmuth Brewery's chief operating officer.

Frankenmuth Brewery was founded in 1987 in a facility that housed a brewery since 1862. Its brands have won numerous awards at such events as the Great American Beer Festival in Denver, Colorado; at the Fine Beverage & Food Federation in New York; and the Chicago Beer Society. In addition to its own brands, the brewery contract brews Perry's Majestic, the United States first organic beer.



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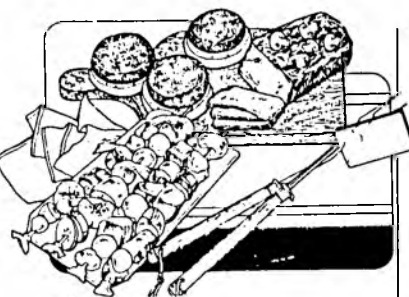
For information or answers to your questions:  
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IN THE FLINT AREA, CALL 1-800-776-9121  
IN THE GREATER DETROIT AREA, CALL 1-800-877-2145 or 1-800-776-6021



## Food Labeling

From page 1

- ✓ foods sold by small businesses (annual gross sales to consumers of \$500,000 or less, or annual gross food sales to consumers of \$50,000 or less);
- ✓ restaurant foods;
- ✓ foods served for immediate consumption, such as on airplanes and at school cafeterias, hospitals, ice cream shops and mall cookie counters;



- ✓ food products that are ready-to-eat and principally prepared on premises, such as many products sold in bakeries, at deli counters, and in retail candy stores;

- ✓ foods sold for use in restaurants and similar institutions;
- ✓ "cash and carry" store products sold by foodservice distributors, as long as the products are not manufactured or repackaged by the distributor and the products are not principally sold directly to the consumers;
- ✓ infant formulas, medical foods, dietary supplements, and individual units in multiunit packages;
- ✓ bulk foods sold for further processing or repackaging.

**Fresh Produce and Seafood—** Separate requirements apply to fresh produce and seafood. FDA's voluntary program identifies the 20 most frequently eaten fresh fruits, vegetables, and varieties of raw fish and shellfish. Since November, 1991, retailers have been encouraged to provide point of purchase nutrition information, such as making the information available on counter signs or in notebooks, for these 60 products. FDA is required to determine every two years, on a nationwide basis, whether retailers are in substantial compliance with the voluntary program. If substantial compliance is lacking, FDA must require mandatory nutrition labeling for these products.

### FDA's Alphabet Soup

FDA adopted two new terms for nutrition information. The first term, "reference daily intake" or "RDI," replaces the term "U.S. RDA." FDA conducted rulemaking and revised the RDI values early this year.

"Daily reference values" or "DRVs" is another new term. DRVs provide desirable dietary goals for total fat, saturated fat, cholesterol, potassium, sodium, total carbohydrate, protein and dietary fiber.

RDIs and DRVs constitute the "daily values" or "DVs" upon which percentage information on the nutrition label is based.

### Nutrients Listed

Unless the food is eligible for use of the simplified format, the following 14 *nutrients* (defined where appropriate) generally are required to be listed on the label in the units stated:

- ✓ total calories (declare in 5-calorie increments up to 50 calories; 10-calorie increments above 50 calories);
- ✓ calories from fat (declare in calories; use same increments as for total calories);
- ✓ total fat (defined as total lipid fatty acids and expressed as triglycerides; declare in 0.5g increments up to 3g and in 1g increments above 3g; declare percent daily value);
- ✓ saturated fat (defined as sum of all fatty acids containing no

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See Food Labeling  
Page 29



## Food Labeling

from page 28

double bonds; declare in same increments as total fat; declare percent daily value);

- ✓ cholesterol (declare in 5mg increments and percent daily value);
- ✓ sodium (declare in 5mg increments up to 140mg and in 10mg increments above 140mg; declare percent daily value);
- ✓ total carbohydrate (calculate by subtracting sum of crude protein, total fat, moisture, and ash from total weight of food; declare to nearest gram and percent daily value);
- ✓ dietary fiber (declare to nearest gram and percent daily value);
- ✓ sugars (defined as sum of all free mono- and disaccharides; declare to nearest gram);
- ✓ protein (declare to nearest gram);
- ✓ Vitamin A (declare percent daily value);
- ✓ Vitamin C (declare percent daily value);
- ✓ calcium (declare percent daily value);
- ✓ iron (declare percent daily value).

The declaration of other nutrients, such as soluble fiber, potassium, and other essential vitamins and minerals, is optional. However, if the food is enriched with any of these nutrients, or if a claim is made about them, those nutrients must be included in the nutrition information.

### The New Formats

The new nutrition information format will feature the title "Nutrition Facts" to distinguish it from the existing nutrition information format, entitled "Nutrition Information Per Serving." The key feature of the new nutrition information format is the "percent daily value" based on a 2,000 calorie daily diet.

Some foods will be eligible to use a simplified nutrition information format. If a serving of a food provides "insignificant" amounts of 7 or more of 13 mandatory nutrients listed above (calories from fat are excluded for this determination), the simplified format may be used. FDA's regulations define "insignificant" as the amount of a

nutrient that may be declared as zero or, in some cases, as "less than 1g." Under the simplified format, information on the following five nutrients is required to be presented on the label:

- ✓ total calories (calories)
- ✓ total fat (grams and percent daily value)
- ✓ sodium (milligrams and percent daily value)
- ✓ total carbohydrate (grams and percent daily value)
- ✓ protein (grams)

Other nutrients present in more

than "insignificant" amounts, added nutrients, and nutrients that are featured on the label must also be declared.

In addition, the full "Nutrition Facts" format calls for label information on recommended intakes of the following six nutrients;

- ✓ total fat (grams)
- ✓ cholesterol (milligrams)
- ✓ total carbohydrate (grams)
- ✓ saturated fat (grams)
- ✓ sodium (milligrams)
- ✓ fiber (grams)

## Serving Sizes

The "Nutrition Facts" are provided on a per labeled serving size basis, just as with existing nutrition information.

Under existing regulations, food manufacturers are free to select their own serving sizes as long as they are reasonable. Under the new regulations, FDA has adopted requirements to ensure that serving sizes will be uniform to the greatest extent practicable.

Based on government food

See Food Labeling  
Page 30

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## Food Labeling

from page 29

consumption data, FDA has established "reference amounts" for 139 different categories of food products. These reference amounts list the amount of food customarily consumed per eating occasion for each food. For example, the reference amount for salad is 100g, while the reference amount for juice is 240ml.

FDA also established a set of principles for using the reference amounts to determine the labeled serving size for a particular food.

The reference amount is not declared on the label. However, as discussed below, eligibility for nutrient content and health claims may depend on a food's nutritional profile per labeled serving size, per reference amount, or both.

For foods that come in discrete units, sold in multi-unit packages, such as bread, the labeled serving size is the number of units (slices, in the case of bread) that most closely approximates the reference amount; however, if the unit is between 50% and 200% of the reference amount, it will be considered one serving in most cases.

For a food that is typically divided for consumption (e.g., large apple pie), the labeled serving size is the fractional part of the food that most closely approximates the reference amount (e.g., 1/8 pie). For non-discrete bulk products (e.g., flour), the labeled serving size is the amount in common household measure that most closely approximates the reference amount (e.g., 1/2 cup).

### Conclusion

FDA's nutrition label format, crafted as a compromise between

conflicting agency philosophies, is lengthy, somewhat confusing, and difficult to understand. With proper educational programs and time, the new format will help consumers better understand not only what they are eating, but also how that food fits within an overall diet.

*The Food Institute*

### The New Label

#### Nutrition Facts

Serving Size 1/2 cup (114g)  
Servings Per Container 4

##### Amount Per Serving

**Calories 260** Calories from Fat 120

##### % Daily Value\*

<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 5g	<b>25%</b>
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 660mg	<b>28%</b>
<b>Total Carbohydrate</b> 31g	<b>11%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 5g	

##### Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

### The Simplified Version

#### Nutrition Facts

Serving Size 1 can (240 ml)

##### Amount Per Serving

**Calories 145**

##### % Daily Value\*

<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 20mg	<b>1%</b>
<b>Total Carbohydrate</b> 36g	<b>12%</b>
Sugars 36 g	
<b>Protein</b> 0g	<b>0%</b>

\* Percent Daily Values are based on a 2,000 calorie diet.

*This information is presented for two different hypothetical diets: 2,000 calories and 2,500 calories per day. This aspect of the nutrition information is intended to be educational, to provide consumers with information about generally accepted desirable dietary goals. To accommodate the limited label space, special provisions govern presentation of information on packages with a total area of 40 square inches or less.*

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# Business team scores with sports star success

By Virginia Bennett

Mr. Bulky Treats & Gifts has been a trendsetter in the phenomenal growth of bulk or quantity merchandising. These stores are popular because clients can purchase just the amount they want and bag it themselves. The products are also perceived to be good values and environmentally friendly since packaging is kept to a minimum.

Recognized as the largest bulk food candy retailer in North America, Mr. Bulky Treats & Gifts is a Troy, Michigan-based retailer which has grown over the last decade to include more than 200 stores in 30 states.

The sweet success of the enterprise is due to a team of business executives which includes entrepreneur Sidney Rubin and his friend Eddie Murray, NFL All-Pro kicker and star of the 1994 Super Bowl-winning Dallas Cowboys.

The stores, located in shopping malls across the country, sell gift novelties as well as quality bulk candy, chocolates, nuts and snacks by the pound. There are between 600 and 700 different types of treats available, in every size, shape, flavor and color. Additionally, Mr. Bulky's carries a full line of gifts and gift packaging for all occasions. Mr. Bulky's products come from all over the country, although director of merchandising Jim Thompson's philosophy is to encourage local sourcing whenever possible.

Rubin is no stranger to success. In 1964 he founded Circus World, one of the largest, privately owned chain of toy stores. By the time he sold the chain in 1982, there were 165 outlets. In 1984, he purchased a minority share in Mr. Bulky Treats & Gifts. In 1988, Rubin purchased the company and took full control of day-to-day operations.

Rubin's success can be attributed to the fact that he surrounds himself with other enterprising business executives. In 1992, while retaining a major interest, Rubin sold shares in his company to a handful of investors, one of whom is "Steady" Eddie Murray, who played an instrumental role in



Sidney Rubin surveys some sweet treats available at Mr. Bulky Treats & Gifts

franchise development strategies when he and Rubin first teamed up in 1988.

Murray "got his foot in the door" at Mr. Bulky's in 1984, when he became director of franchise development. His winning personality off the field proved to be an asset when he became a partner in 1992. Through his efforts, he helped Mr. Bulky's score recognition as one of the fastest growing, privately owned companies in the country by INC. Magazine in 1989, 1990, 1991 and 1992 and also "No. 1 Franchiser" in its industry by Entrepreneur Magazine in 1992.

Murray is long recognized as one of the finest kickers in the NFL history. A four-time All-Pro, he was selected Most Valuable Player in the 1980 Pro Bowl as a rookie. He holds the Detroit Lions club record for career points. This year, in his first season with Dallas, he scored a career high of 122 points. Murray was 28 out of 32 in field goal attempts this season (87.5 percent), and his three field goals against the New York Giants led Dallas to the Eastern Division title.

Murray gives his all both on and off the turf. An active participant in charity and community activities, Murray was honored as the Lion's NFL/Lite Man of the Year in 1984 and 1985, and was the March of Dimes (Southeastern Michigan) Athlete-Citizen of the Year in 1985. He continues to contribute to a variety of charities including the annual charity chosen by Mr. Bulky's corporate committee which selects a different charitable organization to focus on every year. Murray and Rubin share this philosophy on giving. Rubin says, "People have to give back a portion—if they never give back then there is

nothing left. We enjoy giving back."

According to Gerard Ales, director of franchising for Mr. Bulky's, there are a number of franchising opportunities available in Michigan. They have been very successful at obtaining financing through SBA.

For more information or to join the Mr. Bulky's team, contact the corporate office of Mr. Bulky Treats & Gifts, 755 W. Big Beaver Rd., STE 1600, Troy, MI 48084 or call (810) 244-9000.

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## Letters

*At the AFD Annual Trade Dinner in January, Tony Munaco was honored with a lifetime achievement award for his years of dedicated service to the food and beverage industry and the AFD. A member for more than 35 years, he served on the AFD's Board of Directors for more than 20 years. He was Chairman for consecutive terms in 1981 and 1982. Among his accomplishments during his tenure on the Board was the creation of the Associated Food Dealers Self-Insured Workers' Compensation Fund. Since its inception, he has served as chairman on its Board of Trustees, and will continue to do so in the future. The Fund itself has returned over \$1,250,000 to participating members over the last 10 years. Throughout his years in the food and beverage industry, Tony and his brother, Sam, operated several markets in the Detroit area and still have an interest in the Mack-Bewick Market.*



*Left to right: Frank Arcori, AFD past chairman; Tony Munaco; and board member Sam Dallo at the 1994 AFD Trade Dinner*

Dear AFD,

I want to thank you for one of the nicest nights of my life.

Looking out into the large audience and feeling the warmth filled me with great emotion.

The honor you paid me and my family, I'll treasure the rest of my life.

I thank you and I'll miss you all.

AFD is in good hands with its Board of Directors.

Again, how do I say thank you?

Tony Munaco Jr.

## Calendar

- April 10-14 NABR Convention/Expo  
MGM Grand Hotel, Las Vegas, NV
- April 11-12 Environmental Affairs Conference  
The Adolphus Hotel, Dallas, TX
- April 13-14 AFD Trade Show, Burton Manor, Livonia
- April 17-19 7th Annual Supermarket Pharmacy Conference (FMI)  
Mark Hopkins Inter-Continental Hotel,  
San Francisco, CA
- May 1-4 FMI's Supermarket Industry Convention  
McCormick Place, Chicago
- May 14-18 National Restaurant Association Restaurant,  
Hotel-Motel Show, McCormick Place, Chicago
- June 25-28 Annual Produce Conference  
Santa Barbara, CA
- July 23-25 NFDA 67th Annual Convention & Trade Show  
Denver, CO





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## New type of instant game—Bingo—expected to be popular with players

by Michigan Lottery Commissioner  
Jerry R. Crandall

This month the Michigan Lottery will give its retailers an exciting new product to sell, which means increased sales and commissions! Michigan Lottery instant game players will



soon be able to play one of the world's most popular games—Bingo! Beginning April 4, a new kind of instant game called "Bingo" will go on sale at nearly 9,000 Michigan Lottery retailers statewide. "Bingo" goes on sale on the heels of the successful "Wild Time" instant game.

Michigan's new Bingo game is completely different from any instant game we've ever offered to players. The game offers four chances to win on each ticket—up to \$10,000 in great cash prizes. Best of all, it takes more

time to play Bingo, so the excitement builds with the anticipation of winning. It's a more exciting and dramatic game to play.

This game has been very successful in other states including Florida, Louisiana, Iowa, Kentucky and Pennsylvania, and we expect it to do well here in Michigan also. Bingo is very popular in Michigan. There are over 2,000 licensed bingo operators in the state. The new Bingo scratch-off ticket is so much fun that we think the game will be popular with both tradi-

tional bingo players and those new to the game. In fact, this may introduce a whole new group of players to traditional bingo!

To play the new Bingo instant game, players first scratch off the latex covering over the "Caller's Card" which reveals 24 bingo numbers. Next they match the corresponding numbers on the four bingo cards on the ticket. Players can win prizes if they match all numbers in a complete horizontal, vertical, or diagonal line; or all numbers in all four corners; or all numbers to make two complete diagonal lines. Instructions on how to play the Bingo instant game are detailed on the back side of each ticket.

The biggest difference between this new instant game and the regular instant game lies in the style of play of the game. "Bingo" offers players a whole new playing experience. It's a \$2 ticket which means great news for retailers—double the commission on the sale of every ticket.

During the month of May retailers can win free Bingo instant tickets from the Lottery's "Mystery Shopper"—it's as easy as B-I-N-G-O! Our mystery shoppers will visit selected retailers during May. If your store is selected, and you have six instant games (including Bingo), use at least four Bingo point-of-sale materials, use instant game ticket dispensers and display vinyl ticket display sleeves—you will receive 10 free Bingo instant tickets right then and there. Be ready to win!

We're excited about the new Bingo instant game. We hope you will share your enthusiasm with your customers. It will turn out to be a profitable effort on your part. With the addition of Bingo, Michigan Lottery truly offers a whole family of games—something for everyone. Virtually every day of the week Lottery players can choose from a variety of games—all with different ways to win great prizes ranging from thousands to millions of dollars.

More good news—the Lottery will kick off a retailer incentive campaign in April. From April 5 through July 25, Lottery retailers will compete for cash prizes in the "Earn More in '94—Instantly" sales incentive program. Over 900 prizes (totaling \$300,000) will be awarded to retailers who have the greatest increase over last year's sales. Retailers will compete with retailers in their own sales group in their own district. Your Lottery sales representative has all the details. Good luck to everyone!



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## Produce particulars

### How can I speed up the ripening my kiwifruit?

Kiwifruit, like some other fruits, we off ethylene gas, which helps promote ripening. To speed up the process, store unripe kiwifruit near her ethylene sources such as apples, bananas, citrus, pears and avocados. If, on the other hand, you do not want to speed up pening, keep kiwifruit away from her ethylene-producing items.

### My last purchase of fresh blueberries contained green berries. Will they ripen if I let them sit but at room temperature?

No. Blueberries do not ripen after they have been picked. Be ture to inspect blueberries carefully upon arrival and discard any green berries. For best quality, blueberries should be stored in the refrigerator immediately. If left at room temperature, they may deteriorate or shrivel.

### How should I store sweet cherries to maintain top quality?

Sweet cherries should be place in the refrigerator immediately. They can absorb odors, so keep them away from strong smelling items. Keep cherries dry during storage and do not rinse until just before using. Also, minimize handling as cherries can bruise easily.

### How can I tell whether cantaloupes are ripe?

A ripe cantaloupe should have a distinct cantaloupe aroma. The blossom end should also give slightly to gentle pressure.

### I've heard that excess handling of fruits and vegetables can cause them to shrivel or wilt. Why does that happen?

Fruits and vegetables are made up of mostly water. In fact, water accounts for 80 percent to 90 percent of the composition of most items. Obviously, rough handling, which causes damage, will promote significant water loss. Most fruits and vegetables are covered with a natural wax. Excess handling, even if done gently, can remove the natural coating of wax and again will promote moisture loss. For best quality, keep all handling of fresh produce to a minimum.

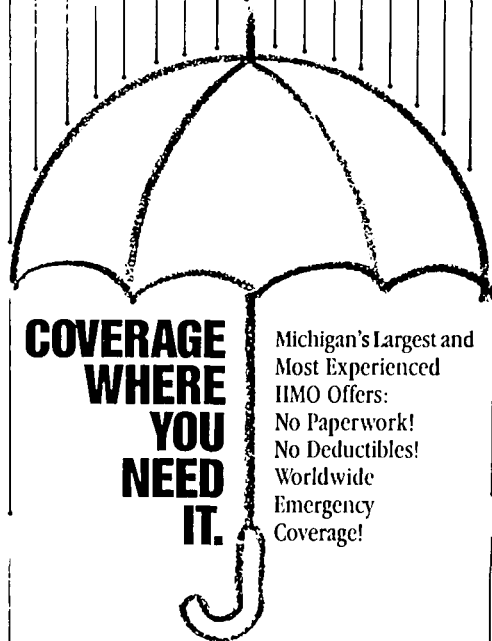
### What causes fresh-cut carrots to appear chalky?

A chalky appearance in fresh-cut carrots indicates dehydration. The problem may be remedied simply by plunging the carrots in ice-cold water. Be sure to drain the vegetables thoroughly before using.

*Fruit & Vegetable News*

## Helpful suggestions for coupon handling

- I. Complete the Central List Program application
  - A. This is to alleviate the burden of having to complete a separate questionnaire for each manufacturer.
  - B. Complete a separate application for each store submitting coupons for redemption (if using separate accounts) and mail along with appropriate fee(s). (If manufacturers are not able to obtain information through the Central List Program, this may cause a delay in your coupon payments.)
- II. Train Your Cashiers
  - A. To accept coupons that are *not* outdated.
  - B. To accept coupons for product and size purchases only.
  - C. To indicate retail price on coupons that offer free products.
  - D. Not to accept coupons that the customer must mail direct to the manufacturer.
- III. Submit Coupons Every Two Weeks to 30 Days.
  - A. Allows for quality control throughout the coupon process.
  - B. Chargeback information is provided quickly
  - C. Avoids the possibility of submitting expired coupons.
- IV. Inform AFD of Changes at Your Store(s).
  - A. Volume increases (double or triple couponing).
  - B. New product lines added.
  - C. Management/Ownership changes
  - D. Name and/or address change.
  - E. Stores added.



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Associated Food Dealers of Michigan in conjunction with Michigan Bankard Services (MBS) has developed an electronic data capture (EDC) program specifically designed for businesses like yours. Electronic data capture (EDC) is the most popular processing system. Credit card transactions are authorized and captured using a small point-of sale terminal, which is easily connected to your standard telephone line.

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OF MICHIGAN

**Michigan National Bank**

*Michigan Bankard Services*

Yes! I want to take advantage of this outstanding opportunity.

Mail to: Associated Food Dealers 18470 W. 10 Mile Road Southfield, MI 48075 or call Judy Mansur at: (313) 557-9600 or 1-800-66-66-AFD

CONTACT NAME \_\_\_\_\_  
STORE NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
TELEPHONE \_\_\_\_\_  
NUMBER OF LOCATIONS \_\_\_\_\_

## Legislative Update

### Clinton budget cuts jobs program

The Clinton Administration has left the Targeted Jobs Tax Credit (TJTC) out of its 1995 budget proposal, eliminating a program that President Clinton praised just one year ago as an "innovative way to employ, train, and provide training for a workforce second to none." While President Clinton offered several public statements in support of TJTC, Labor Secre-

tary Robert Reich has advocated the elimination of the program.

TJTC was created in 1978 to give employers incentives to hire low-income youth, people with disabilities and other "high-risk" workers. TJTC allows employers to claim a 40 percent tax credit on the first \$6,000 of a qualified worker's first year wages. In addition, TJTC provides a special credit, known as the summer youth hire, to encourage the creation of

summer jobs for disadvantaged youth. The summer hire credit is active between May 1 and September 15 and subsidizes the employer's wage costs up to 40 percent of the first \$3,000.

The Clinton Administration's proposal to eliminate the TJTC is expected to meet strong opposition from members of Congress who represent urban, low income areas that benefit from the program.

NACS

### Electronic Monitoring Bill clears House Subcommittee

A key House Labor Subcommittee recently approved legislation that would restrict the uses of electronic monitoring in the workplace. This bill is of particular interest to retail store operators as it could affect the use of security cameras and other security devices.

However, the bill has been modified so that much, if not all, of the monitoring that is done in convenience stores, especially the monitoring aimed at security, can be continued. Of particular interest is the fact that the bill distinguishes between continuous and random monitoring.

The bill defined continuous monitoring so that it allows most types of monitoring by retail stores, whether it is 24 hours-a-day or simply several hours during the day or evening. However, if the monitoring lacks a *definite or known pattern*, it is considered random. Random monitoring generally is restricted by the bill, unless it is used for security purposes. However, a video camera can be turned off during certain shifts, as long as it is turned on several hours of the day, and would still qualify under the definition of continuous monitoring.

In addition, there was some concern that monitoring that is conducted from a remote location and then reviewed would be prohibited. But, the legislation was modified to ensure that the review of these situations would be permissible. Finally, the legislation would require that employees and prospective employees must be notified that and employer engages in continuous monitoring.

NACS

**When retailers wanted a handling fee for bottles and cans, who was there to defend the retailers' rights in court against the Soft Drink Association?**



AFD works hard for its members to help them make money and save money. Support us so we can support you! When our members needed help, AFD was there...

When the WIC department tried to throw nearly two hundred retailers out of the program, who was there to fight -- and win the case?

**AFD**

When Inkster retailers were unfairly charged with selling to a minor in a sting operation, who was there to defend them -- and win the case?

**AFD**

What trade association offers you the most health care options from providers such as Blue Cross Blue Shield, Health Alliance Plan and SelectCare?

**AFD**

When the legislature wants to pass bills that will cut your business profits, who is there to represent you in Lansing?

**AFD**

If you want to double your pay phone commissions who you should call?

**AFD**

If you want to save 25% on American Express Money Orders what association must you belong to?

**AFD**

When you need questions answered about the Liquor Control Commission, the Michigan Lottery or the Department of Agriculture who can answer them?

**AFD**

When you want a low rate on Visa/Mastercard Transactions who should you call?

**AFD**

With crime becoming a major issue, who offers the only reward program designed to protect your family, your employees and your business?

**AFD**

If you want to save money and make money what should you do?

Join **AFD** Today!

Join AFD today. Membership dues are \$150 for retailers and \$300 for suppliers. Fill out the membership application below send it to AFD with your check and let AFD work for you so you can start saving money and making money!

### Membership Application

**Join The Largest Food & Beverage Industry Trade Association In Michigan**  
Please Print:

Owner's Name \_\_\_\_\_ Name of Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ County \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

**Associated Food Dealers of Michigan**  
18470 West 10 Mile Rd.  
Southfield, MI 48075  
(810) 557-9600 or (800) 66-66-AFD

### WIC Approved Peanut Butter

Any brand or type peanut butter without jelly or marshmallow is approved for purchase with WIC coupons that authorize peanut butter. Arrowhead Mills and Health Valley, however, are not authorized.



# IGA opposes Clinton health care plan

*IGA executive says Clinton health care plan threatens small business; will increase consumer's grocery bill*

The Independent Grocers Alliance (IGA), the nation's largest voluntary supermarket network with more than 2,500 independently owned supermarkets in 49 states, has stepped out against President Clinton's health care plan because they believe it discriminates against small business owners and would ultimately increase the prices consumers pay for groceries.

"President Clinton's proposal may well be the single most destructive piece of anti-small business legislation that I've ever seen," IGA chairman and CEO Thomas S. Haggai said at a recent press conference. "Based on IGA's Hometown Proud philosophy, we agree with the administration that all citizens should have access to health care, but the plan unfairly places a disproportionate amount of the funding responsibility with small business owners," he said.

Under the Clinton Health Security Act, unionized and large companies with more than 5,000 employees are allowed to continue to provide health insurance under their current plans. However small business owners, like IGA retailers, would be forced to enter regional government-controlled programs—regardless of how successful, effective or efficient their plans have been. The administration's proposal also stipulates that employers would be required to pay 80 percent of coverage for employees and their dependents. Since more than 95 percent of the business community is composed of small employers, the President's plan would cost small business owners nearly \$29 billion in new expenditures, according to IGA.

In the food industry, independent and family owned supermarkets make up more than half of all grocery retail outlets in the country. Since net profit for supermarkets is already less than one cent per dollar of sales, the Clinton health plan would compel these independent retailers to pass on to consumers the new costs in the form of higher prices, according to Haggai.

"We are shocked at the

proposal's inequity," he said. "The President's plan seems to be out of character for him because when he was attorney general for the state of Arkansas, we spoke at the same convention where he sharply criticized legislation that was detrimental to small businesses. He has always presented himself as a friend to the small

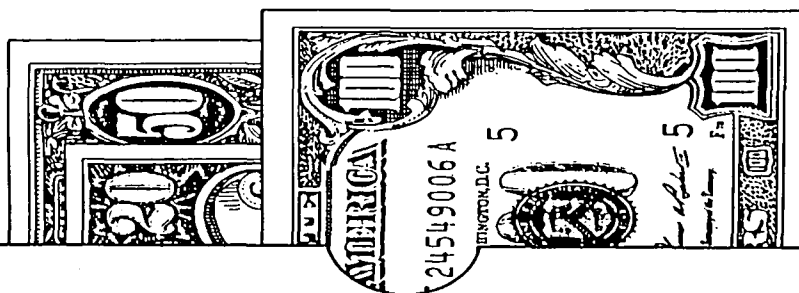
business owner, but now his own proposal threatens entrepreneurs by requiring them to enter government alliances steeped in excess costs," Haggai added.

IGA is encouraged by the efforts of the U.S. Chamber of Commerce, the Business Roundtable and the National Association of Manufacturers, as well as

alternatives being discussed by Congress, according to Haggai. "But still it seems that big business is being better heard while the entrepreneur, who has become a critical stimulant for growth in our recovering economy, remains vulnerable and overlooked," he said.

IGA, based in Chicago since its inception 68 years ago, is the nation's oldest supermarket banner group.

## Associated Food Dealers of Michigan



1994 Trade Show Special  
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From Detroit Edison  
On Electric Cooking Equipment  
Featured In These Booths:

Vendor	Booth #
Brehm Broaster	819, 910, 909
DCI Food Equipment	208, 209, 309, 310
MMI	110, 111
Amato Foods	412

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## BAKERIES

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakesies, Inc.	(313) 522-1100
Continental Baking	(313) 591-4132
Koepplinger Bakeries, Inc.	967-2020
Ovenfresh	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	294-9166
Sunshine/Salemo	352-4343
Taystee Bakeries	476-0201

## BANKS:

Comerica Bank	370-5204
First Federal of Michigan	(313) 965-1400
First of America—S.E.M.	399-5501
Greenfield Mortgage Co.	(313) 274-8555
Madison National Bank	548-2900
Michigan National Bank	489-9100
N.B.D., N.A.	(313) 225-1581
Standard Federal Bank	637-2543

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	591-3232
American Brokers Association	544-1550
Anheuser-Busch Co.	354-1860
Bacardi Imports, Inc.	489-1300
Bellino Quality Beverages, Inc.	(313) 946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	(313) 379-3644
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of Mich.	478-2212
Consolidated Wine & Spirits	772-9479
Coors Brewing Co.	(313) 451-1499
Don Lee Distributing, Inc.	(313) 584-7100
E & J Gallo Winery	643-0611
Eastown Distributors	(313) 867-6900
Everfresh Beverages	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	(313) 868-5100
General Wine	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	(313) 835-6400
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	380-3640
Oak Distributing Company	674-3171
Pabst Brewing Co.	887-2087
Paddington Corp.	(313) 345-5250
Pepsi-Cola Bottling Group	641-7888
Petitpre, Inc.	468-1402
Powers, Dist.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0696
Seven-Up of Detroit	(313) 937-3500
Spirits of Michigan	(313) 521-8847
Stroh Brewery Company	(313) 446-2000
Sunlike Juice Ltd.	(416) 297-1140
Tedley Tea Co.	(216) 331-4062
Thompson Beverage Co.	(313) 439-2404
Vintage Wine Co.	294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Wolpin Company	(313) 933-7150

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Amcri-Con, Inc.	478-8840
Bob Arnold & Associates	646-0578
Denha General Brokers	776-1610
DMAR, Inc.	399-0950
ELC Associates	624-5133
Hanson Faso Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
Marks & Goergens	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	(313) 591-1900
Stark & Company	851-5700
UBC Huettner	296-3000
VIP Food Brokers International	(313) 885-2335

## CANDY & TOBACCO:

M & M Mars	363-9231
Sherm's Candies	(517) 756-3691
Wolverine Cigar Company	(313) 554-2033

## CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Kaffe at North Valley	855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	978-3880
Southfield Manor	352-9020
St. George Cultural Center	335-8869
St. Mary's Cultural Center	(313) 421-9220
Taste Buds	(517) 546-8522
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Association	(517) 349-8923
Bernea Food Service	1-800-688-9478
Borden Ice Cream	(313) 871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	(313) 525-4000
Milk-O-Mat	(313) 864-0550
Pointe Dairy	589-7700
Stroh's Ice Cream	(313) 568-5106
Tom Davis & Sons Dairy	399-6300

## EGGS & POULTRY:

Linwood Egg Company	524-9550
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## FISH & SEAFOOD:

Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

## FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Detroit Produce Terminal	(313) 841-8700
Sunnyside Produce	(313) 259-8947
Vitale Terminal Sales	(313) 843-4120

## ICE PRODUCTS:

America's Ice, Inc.	(313) 491-9540
Great Lakes Ice	774-9200
Midwest Ice	(313) 868-8800
Union Ice	(313) 537-0600

## INSECT CONTROL:

Pest Elimination Products	296-2427
Rose Extermination (Bio-Serv)	(313) 588-1005

## INSURANCE:

America One	(517) 349-1988
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	354-6110
Cranbrook Group, Inc.	362-4640
Creative Risk Management Corp.	792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Golden Dental	573-8118
Health Alliance Plan	552-6000
Jardine Insurance Agency	641-0900
Kanter Associates	357-2424
K.A. Tappan & Assoc., Ltd.	473-0011
Macatawa Ent.	(616) 335-9551
Marketplace Insurance	553-2280
Frank McBride Jr., Inc.	445-2300
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
Monroe-George Agency	489-9480
Murray, Benson, Recchia	(313) 831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Security First Insurance	1-800-530-9225
SelectCare	637-5391
Simmerer & Company	776-4036
Joel Weingarden	(313) 453-3636

## MANUFACTURERS:

Amato Foods	(313) 295-3337
Bil Mar Foods	1-800-654-3650
Brown & Williamson	350-3391
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeggli Hillsdale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	(313) 527-7240
Kraft General Foods	(313) 261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Nestle Food Company	380-3670
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	(313) 921-2500

Roll Rite Corp.	(517) 345-3434
Singer Extract Laboratory	(313) 45-5880
Tony's Pizza Service	634-0606
R.J. Reynolds	398-6390

## MEAT PRODUCERS/PACKERS:

General Producer, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 567-8000
Hartig Meats	(313) 832-2080
Hillshire Farms & Kahn's	778-3276
Hygrade Food Products	(313) 464-2400
Kowalski Sausage Company	(313) 873-8200
LKL Packing, Inc.	(313) 833-1590
Metro Packing	(313) 894-4369
Oscar Mayer & Company	488-3800
Pelkie Meat Processing	(906) 353-7479
Smith Meat Packing, Inc.	(313) 458-9530
Swift-Eckrich	(313) 458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	(313) 568-1900

## MEDIA:

Arab & Chaldea TV-62 Show	352-1343
C&G Publishing, Inc.	756-8800
Daily Tribune	541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	(313) 963-5522
The Beverage Journal	(313) 454-4540
WDIV-TV4	(313) 222-0643
WJBK-TV2	557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Gibraltar National Corporation	(313) 491-3500
Items Galore, Inc.	774-4800
Ludington News Company, Inc.	(313) 925-7600

## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Frito-Lay, Inc.	1-800-241FRITO
Goin' Nuts	437-9831
Harbour Foods, Ltd.	333-3014
Kar Nut Products Company	541-7870
Niklas Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	268-4900
Vitner Snacks	(313) 365-5555

## PROMOTION/ADVERTISING:

Advo System	(313) 425-8190
Insignia Systems	(612) 930-8200
Intro-Marketing	540-5000
J.K. Kidd & Co.	647-6601
J.R. Marketing-Promotions	296-2246
News Printing	349-6130
PJM Graphics	(313) 535-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	777-6823
T.J. Graphics	547-7474

## TRADE SHOWS:

Akram Namou, C.P.A.	557-9030
American Express	312-587-0701
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-441-1409
Bellanca, Beatlie, DeLisle	(313) 964-4200
Central Alarm Signal	(313) 864-8900
Checkpoint Systems	1-800-257-5540
Christy Glass Co.	544-8200
CIGNA Individual Financial Services	827-4400
Closed Circuit Communications	478-3336
Detroit Edison Company	(313) 237-9225
Edward A. Shuttie, P.C.	288-2080
Follmer, Rudzewicz & Co., CPA	355-1040
Food Industry Financial Network	1-800-554-3675
Garmo & Co., CPA	737-9933
Goh's Inventory Service	353-5033
Great Lakes Data Systems	356-4100
Independence One	
Investment Group	1-800-622-6864
Karoub Associates	(517) 482-5000
Michael McKernan CPA	(313) 459-1323
Menczer & Urcheck P.C., CPA	356-1660
Metro Media Associates	625-0070
Michigan Bell	221-7310
Midwest Autotel	960-3737
Nona & Company P.C., CPA	351-1760

Pappas Cutlery Grinding	(313) 965-3872
Paul Meyer Real Estate One	(313) 341-4522
PDK Labs, Inc.	(516) 273-2630
REA Marketing	(517) 386-9666
Red Carpet Keim	645-5800
Sarafa Realty	851-5704
SDIS Inventory	(313) 526-4200
Southfield Funeral Home	569-8080
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	1-800-328-5678
Vend-A-Matic	585-7700
Whitely's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Ameri-Copy	1-800-888-1683
Belmont Paper & Bag Supply	(313) 491-6550
Botlin Label Systems	1-800-882-5104
Brohm Broaster Sales	(517) 427-5858
Brinkman Safe	739-1880
DCI Food Equipment	(313) 369-1666
Hobart Corporation	(313) 697-7060
MMI Distributing	(313) 582-4000
Market Mechanical Services	680-0580
Michigan Bale Tie Company	(313) 925-1196
Midwest Butcher & Deli Supply	689-2255
Refrigeration Engineering, Inc.	(616) 453-2441
Statewide Food Equipment Dist.	(313) 393-8144
TRM Copy Centers	(503) 231-0230

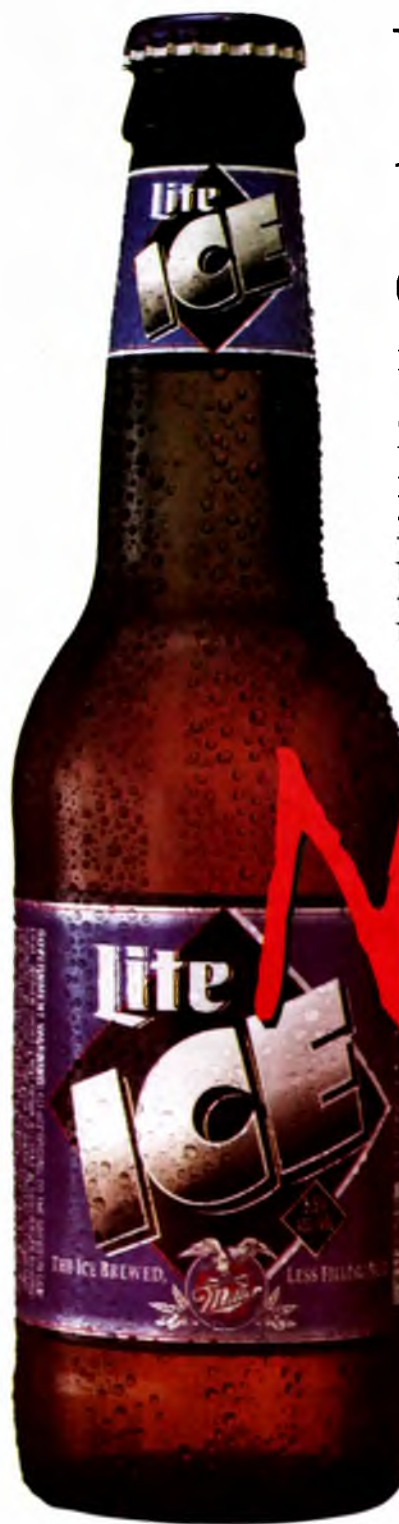
## WHOLESALE/FOOD DISTRIBUTORS:

All-Star Foods	669-0240
Bremer Sugar	(616) 772-9100
Cabana Foods	(313) 834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Detroit Warehouse Co.	(313) 491-1500
EBY-Brown, Co.	1-800-532-9276
Epcos Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	(313) 523-2100
Garden Foods	(313) 584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	(313) 493-0011
I & K Distributing	(517) 491-5930
J.F. Walker	(313) 787-9880
Jerusalem Foods	(313) 538-1511
Kehe Food Distributors	1-800-888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Maxwell Foods, Inc.	(313) 923-9000
McInerney-Miller Bros.	(313) 833-8660
Midwest Wholesale Foods	744-2200
Micel/Sysco Food Service	(313) 397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	(313) 522-1000
Northwest Food Co. of Michigan	(313) 368-2500
Rich Plan of Michigan	293-0900
Robert D. Arnold & Assoc.	635-8411
S. Abraham & Sons	754-0220
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Foods Distributors	(313) 366-3100
State Fair Wholesale	(313) 893-4629
State Wholesale Grocers	(313) 567-7654
Stephenson & Stephenson	(906) 293-3851
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	1-800-247-1533
Treppo Imports	546-3661
Value Wholesale	(313) 862-6900
Weeks Food Corp.	727-3535
Ypsilanti Food Co-op	(313) 483-1520

## ASSOCIATES:

American Synergistics	(313) 427-4444
Basket Case	(313) 831-4438
Business Dining Services	489-1900
Club Cars	(313) 459-8390
Herman Rubin Sales Co.	354-6433
Livemore-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Power House Gym	(313) 865-0111
Wilden & Assoc.	588-2358

The area code is 810 for above listings unless otherwise indicated.  
If you are not listed or need to change your listing, contact Mary Cooper at AFD at 557-9600.



# When you make the rules, you can change the rules.

From the inventor of light beer comes Lite Ice. 100% ice-brewed for a taste that's more of what your customers want, and definitely light for less of what they don't. What you get is a great selection of Lite Ice packages for bigger sales and profits. So stock early and stock often. Because when you team-up Lite Ice with Miller Lite, the #1 selling light beer, it's obvious that no other light beer measures up.

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# THE Pfeister COMPANY



## IS PROUD TO PRESENT OUR 14th ANNUAL "COUPON EXPLOSION" PROGRAM

**COMING THE WEEKS OF: MAY 2nd & MAY 9th, 1994**

### BRANDS/PRODUCTS

### COUPON AMOUNTS

#### GROCERY:

- ✓ BUSH'S BAKED BEANS
- ✓ DOLE 100% JUICES - GLASS/FROZEN/CHILLED
- ✓ GLAD-LOCK STORAGE/FREEZER BAGS
- ✓ HEINZ KETCHUP
- ✓ HEINZ PICKLES
- ✓ HEINZ 57 SAUCE
- ✓ IRISH SPRING BAR SOAPS
- ✓ IRISH SPRING LIQUID SOAPS
- ✓ JUICY JUICE JUICES
- ✓ KITTY LITTER MAXX/MAXX SCOOP
- ✓ RENUZIT ADJUSTABLES
- ✓ RENUZIT ELECTRIC WARMERS/REFILLS
- ✓ RENUZIT ROOMMATES
- ✓ RAGU' SPAGHETTI SAUCES
- ✓ SOFT SOAP LIQUID SOAPS/REFILLS
- ✓ TABASCO PEPPER SAUCES
- ✓ TACO BELL PRODUCTS - "NEW"
- ✓ WELCH'S SPREADS

- \$ .20 ON 1 - (ANY)
- \$ .55 ON 1 - (ANY)
- \$ .55 ON 1 - (25 CT OR LESS)
- \$ .20 ON 1 - (28 OZ)
- \$ .55 ON 2 - (ANY)
- \$ .55 ON 1 - (ANY)
- \$ .60 ON 2 - (ANY)
- \$ .60 ON 2 - (ANY)
- \$ .40 ON 2 - (ANY)
- \$ .55 ON 2 - (ANY)
- \$1.00 ON 3 - (ANY)
- \$1.00 ON 2 - (ANY)
- \$ .50 ON 1 - (ANY)
- \$ .25 ON 1 - (ANY)
- \$ .60 ON 2 - (ANY)
- \$ .35 ON 1 - (ANY)
- \$ .55 ON 1 - (ANY)
- \$ .20 ON 1 - (22 OZ OR LESS)



#### PERISHABLE:

- ✓ COFFEEMATE RFG. FAT FREE FLAV. COFFEE CREAMERS
- ✓ HOT POCKETS/LEAN POCKETS
- ✓ MINUTE MAID JUICES/BEVERAGES - FROZEN/CHILLED
- ✓ MRS. SMITH'S READY TO SERVE PIES
- ✓ MRS. T'S PIEROGIES
- ✓ WELCH'S FROZEN CRANBERRY JUICE/BLENDS
- ✓ WIN SCHULER'S BAR SCHEEZES/BAR SCHIPS

- \$ .30 ON 1 - (ANY F/F FLAVORED)
- \$ .25 ON 1 - (ANY)
- \$ .20 ON 1 - (ANY)
- \$ .50 ON 1 - (ANY)
- \$1.00 ON 3 - (ANY)
- \$ .30 ON 1 - (ANY)
- \$ .35 ON 1 - (ANY)



#### MEAT:

- ✓ TURKEY STORE BONELESS TURKEY PRODUCTS
- ✓ TYSON KITS/STIR FRY
- ✓ WIN SCHULER'S FROZEN SNACKS

- \$ .55 ON 1 - (ANY)
- \$ .55 ON 1 - (ANY)
- \$ .75 ON 1 - (ANY)

#### HBC/GM:

- ✓ IRISH SPRING DEODORANTS/ANTI-PERSPIRANTS
- ✓ NO NONSENSE PANTYHOSE/KNEEHIGHS
- ✓ TAMPAX TAMPONS

- \$ .75 ON 1 - (ANY)
- \$ .25 ON 1 - (ANY)
- \$ .25 ON 1 - (20 CT OR MORE)

**OVER 2 MILLION IN FREE STANDING INSERTS**

**IN ALL MAJOR MICHIGAN NEWSPAPERS & SHOPPING GUIDES**

**LOOK FOR PARTICIPATING ITEMS & PROMOTIONS IN YOUR WHOLESALERS  
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(517) 793-8100

### GRAND RAPIDS

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