



ASSOCIATED FOOD DEALERS OF MICHIGAN  
and its affiliate  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

BULK RATE  
U.S. Postage  
PAID  
Permit No. 36  
Detroit, MI

VOL. 5, NO. 2

An official publication of the Associated Food Dealers of Michigan  
and its affiliate, Package Liquor Dealers Association

FEBRUARY 1994

## INSIDE

### Our predictions

Read about the changes in store for 1994.

Page 3

### Death, taxes and business planning

Learn how to safeguard your estate.

Page 4

### Guidelines for recycling

Learn what you can do.

Page 6

### Writing a press release

Learn the proper protocol for communicating with the media.

Page 8

## Food & Beverage Report

### wins awards

We are pleased to announce that this publication, the AFD Food & Beverage Report, recently won three awards. The first two were from the *Editor's Forum*, which presented honorable mention EFFIE awards to the Food & Beverage Report in two divisions: Best Design and Best Overall.

The third award was given by the Food Industry Association Executives. They presented this magazine with their 1993 Communications Award honorable mention for Best Tabloid.

## It's time to celebrate Canned Food Month

Throughout the month of February, grocery stores, supermarkets, food producers, manufacturers and buyers across the country are highlighting the great tastes, nutritional value and environmental benefits of canned foods.

The Canned Food Information Council and many manufacturers use this month to promote the advantages of canned food. You can help boost canned food sales by promoting special sales and contests and also by utilizing the in-store displays that canned food manufacturers provide.

"February is a great month to stock up on quality canned foods, including everything from basic fruits, vegetables, meat, seafood and poultry products to more unusual specialty items," says Roger Coleman,

senior vice president of the public communications division of the National Food Processors Association.

"Canned fruits and vegetables, in particular, provide many of the nutrients needed to stay healthy—vitamin A, vitamin C, potassium and fiber. In fact, according to the National Cancer Institute, Americans who eat at least five servings of fruits and vegetables each day can actually help reduce their chances of cancer and heart disease.

Not only are canned foods a benefit to consumers, but they also get the seal of approval from Mother Nature. All canned foods are packaged in recyclable steel cans and are also available in varying serving sizes, ranging from single to family size, helping to eliminate waste. Plus canned foods



use no energy to store, need less energy to heat (as they are already cooked in the can) and require less energy to transport to supermarkets than fresh foods.

Yet the most important value canned foods bring to everyone is their nutritional value, sealed tight in every can with locked-in freshness. Canned foods need no preservatives because all of the bacteria is destroyed during heat processing. And, in keeping with consumer concerns about sodium and fat, canned food manufacturers also offer many low-salt, low-sugar and low-fat products.

Join in celebrating Canned Food Month this February. For information on obtaining promotional material or canned food slicks for your advertisements, call the Canned Food Information Council at (312) 836-7279. Or call the AFD at (810) 557-9600.



## Congratulations new AFD officers and board members

The AFD is pleased to announce our newly elected officers for 1994:

**Nabby Yono, Chairman**  
Xtra Foods and Orchard Food Center;  
**Mark Karmo, Vice Chairman of Legislation**  
Royal Food Center;  
**Terry Farida, Vice Chairman of Membership**  
Value Center Market;  
**Alan Stotsky, Secretary**  
Concord Drugs; and  
**Bill Viviano, Treasurer**  
Marks Sales & Marketing Company.

We wish you much success.

The AFD also welcomes new board members:

**John Gianotto,**  
J&J Food Centers; and  
**Mike Rosch,**  
General Wine & Liquor.

We are pleased to have you on our team!

## Legislative Update

### What to expect from organized labor in 1994

Unions will push for a shorter workweek as a way of increasing jobs and, in a related effort, mount another campaign to jack up the minimum wage.

Both would require amendments to the Fair Labor Standards Act (FLSA), shortening the workweek to 35 hours from 40 and increasing the minimum wage from today's \$4.25 to \$5.25, if

the AFL-CIO gets its way, or to \$4.75 an hour, if an alternative recommendation by the Clinton administration prevails in Congress.

The union proposal would hit small employers hard, since they'd have to pay the same wage for 35 hours as for 40 and start

*See Labor Legislative Update Page 12.*



Over 1,000 people danced the night away at AFD's 78th Annual Trade Dinner on January 21, 1994—the Cinderella Ball. More photographs on pages 10 and 11.



# Big Chief. Big Business.

At *Monitor Sugar Company*, we mind our own business so that we can help build yours. We are dedicated to producing pure, high-quality *Big Chief brand sugars*. And that means we're dedicated to helping make your sugar sales "big business."

By stocking *Big Chief brand sugars*, you offer your customers superior products and choice. That's because *Monitor Sugar Company* is...

**Big On Quality** — *Big Chief brand products* are grown and produced locally with care to meet *Monitor's* high standards for quality and goodness

**Big On Variety** — *Big Chief sugars* come in a full line of granulated, brown and powdered sugars. Your customers' needs are met with choice and variety.

Your business can always count on *Monitor Sugar Company* for service, quality and variety. So when you're thinking big, think *Big Chief sugars*.



**Monitor Sugar Company**  
2600 S. Euclid Avenue  
Bay City, Michigan 48706  
517-686-0161



***Big Chief Sugars. Think Big!***

**EXECUTIVE DIRECTORS**

**Nabby Yono**  
Chairman  
XTRA Foods, Region 1  
**Mark Karmo**  
Vice Chairman, Legislation  
Royal Food Center  
**Terry Farida**  
Vice Chairman, Membership  
Value Center Market  
**Alan Stotsky**  
Secretary  
Concord Drugs  
**Bill Vivlano**  
Treasurer  
Marks Sales & Marketing

**EMERITUS DIRECTORS**

**Frank Arcori**  
V.O.S. Buying group  
**Amir Al-Naimi**  
Thrifty Scott  
**Sam Yono**  
Palace Plaza  
**Tom Simaan**  
Lafayette Towers Supermarket  
**Jerry Yono**  
D & L Market

**RETAIL DIRECTORS**

**Raad Ayar**  
Harvest Foods  
**Sam Dallo**  
In 'N' Out Foods  
**Fred Dally**  
Medicine Chest  
**Stephen Doud**  
Doud Mercantile Co., Region 6  
**Jim Garmo**  
Galaxy Foods, Region 2  
**Richard George**  
Wine Barrel Plus  
**John Glanotto**  
J & J Food Centers, Region 5  
**Ronnie Jamil**  
Mug & Jug Liquor Store  
**Raad Kathawa**  
Ryan's Foods  
**Thomas Welch**  
Hollywood Super Markets

**SUPPLIER DIRECTORS**

**Ron Paradaski**  
Coca-Cola Bottlers of Michigan, Inc.  
**Mike Rosch**  
General Wine & Liquor Co.  
**Joe Smoliga**  
Spartan Stores Inc., Region 3  
**Barbara Weiss-Street**  
The Paddington Corporation  
**Chris Zebari**  
Pepsi-Cola Company

**AFD STAFF**

**Joseph D. Sarafa**  
Executive Director & Publisher  
**Judy Mansur**  
Services  
**Mary Cooper**  
Office Manager  
**Kristyn Gardner**  
Receptionist  
**Danielle MacDonald**  
Special Events

**AFD CONSULTANTS**

**Sabah Brikho**  
Membership Sales  
**Harley Davis**  
Coupons  
**Ruel Williams**  
Community Relations  
**Karoub and Associates**  
Legislative Consultant  
**Gadaletto & Ramsby**  
Health Care  
**James Bellanca Jr.**  
Bellanca, Beattie & DeLisle  
Legal Counsel  
**Jerry Urcheck**  
CPA  
**Ray Amyot**  
Advertising  
**Michelle MacWilliams**  
Metro Media Associates, Inc.  
Public Relations, AFD  
Food & Beverage Report Editor

**EXECUTIVE DIRECTOR'S REPORT****Food Industry Predictions**

*Here are the changes in store  
for your grocery shelves in 1994.*

by Joseph D. Sarafa, Executive Director

For the past four years, this association has issued food-related predictions for the coming year. Keeping with tradition, here's what's in store for our industry in 1994:



- 1. Stores will cease "Everyday Low Prices."** Over the past year some supermarkets have gone to a system of offering consistently low prices on popular products. The AFD predicts that "everyday low prices" will fail to catch on in Michigan's supermarket industry. The consumer is accustomed to sales and specials and is unwilling to believe or accept the benefits of prices that retailers say are consistently low.
- 2. Coupon values will increase.** Despite food manufacturers' lament about the misuse and abuse of coupons, national companies will continue to produce more of them than ever before, with higher values than we have seen in the past. In 1994 the average value will exceed 60 cents. Coupons of 10 cents to 25 cents mean little to the consumer and will gradually

disappear.

- 3. Food prices will climb.** The AFD believes we have seen the bottom for food prices and costs will climb in 1994. Ten years ago a two-liter bottle of soft drink cost \$1.89. Today the sale price is 89 cents or less. A weak economy, new technology and greater efficiencies in the marketplace contributed to price drops over the past few years. Will this trend continue? No!
- 4. Warehouse clubs will fall.** The AFD has long maintained that warehouse clubs will have difficulty surviving in Michigan. Pace Membership Warehouse was recently sold and Source Club closed its doors almost as soon as they opened. With a saturated market and the high cost of operation, the shake out is not over yet.
- 5. Convenience stores will fail.** Convenience stores will go out of business in 1994 at record levels, particularly in urban areas where population is declining. Many of these stores are unsuccessfully attempting to compete with supermarkets while others will be hurt by gas stations that provide many of the same services. All in all, you can expect double-digit convenience store closings in 1994 to exceed 11 percent.

- 6. Packages will change more than products.** In an attempt to be more appealing, food manufacturers will introduce new sizes, shapes and looks of many product packages in 1994. Expect bonus packs and larger sizes as manufacturers spend more money improving the appearance and value of their goods as opposed to changing the contents.
- 7. Consumers will change on.** Credit card usage will go through the roof at supermarkets and convenience stores across the state. Credit card acceptance is becoming commonplace. More importantly, credit card rebate programs, including car discounts and airline frequent flier mile credits, are driving up credit card use.
- 8. Red meat sales will slide.** Although there are indications that sales of beef and other red meat is becoming more popular in many Michigan restaurants, grocery sales of red meat in general, and beef sales in particular, will continue on a four-year downtrend. Poultry and fish will pick up the slack, as will prepared and ready-to-eat foods.
- 9. Item pricing will continue.** Current Michigan law requires that all items be priced individually. Some retail stores have attempted to change this law. It is not going to happen! Consumers want items priced individually and that is what they will continue to get.

**Statement of Ownership**

The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within The Food & Beverage Report may not be reproduced without written permission from the AFD.

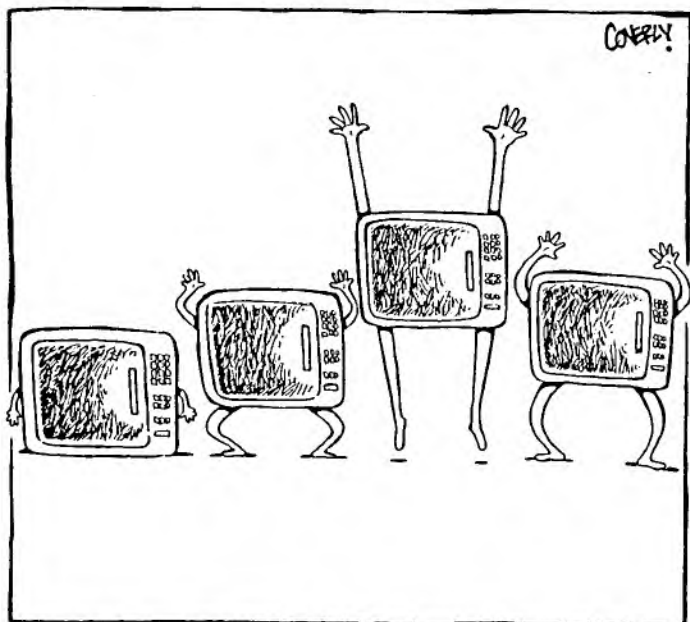
**POSTMASTER:** Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

**ADVERTISERS:** For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (810) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:

**The Grocery Zone**

By David Coverly



MICROWAVE



# Death, Taxes and Business Planning

by Michael J. LoGrasso, CLU, ChFC  
In conjunction with CIGNA Individual Financial Services Company

Many small business owners understand the importance of buy-sell agreements in ensuring the smooth transfer of your business after your death or retirement. But even a well-drafted agreement isn't enough. You still have to deal with federal estate taxes. Upon your death, the Internal Revenue Service may levy such punishing estate taxes that your company could be wiped out.

It's an unfortunate fact that only a third of small businesses make it to the next generation. This inability to successfully transfer businesses down to future generations poses a significant national economic problem. While there are many reasons for this state of affairs, one of the main causes is



taxes, primarily estate taxes. Upon the business owner's death, heirs are often forced to sell the company's stock to raise the necessary cash for estate settlement costs.

You may think that estate taxes don't affect you. After all, less than one percent of Americans who died last year actually had to pay such taxes. But as our aging population begins to turn over its assets to the next generation, that will begin to change.

Older Americans have amassed enormous wealth. Those aged 60 or over have a collective net worth of over 6.8 trillion dollars, according to a recent study. And the bulk of this wealth will be passed on to their survivors during the next few decades. With the marginal federal estate tax rates as high as 60 percent now, government tax collectors are looking to reap a windfall.

This problem of estate taxes, which financial planners and the

insurance industry are discussing, is like a sleeping bear just starting to be aroused. It demands your attention.

Estate taxes aren't a business owner's only problem in planning for business succession. Capital gains tax liability is another pitfall. A recent IRS opinion considered the estate tax of a well-to-do businessman facing a 55 percent estate tax. The executor argued that the value of the business for estate purposes should have been discounted since, if liquidated, the company would take a heavy capital gains hit. The IRS didn't bite. It ruled that no discount would be allowed for such a hypothetical sale.

This may not seem terribly important to the business owner who expects the company ownership and management to be continued by the successor generation. After all: no liquidation, no capital gains. But remember, only a minority of businesses do, in fact, survive to the second generation. A prospective purchaser of a



company will undoubtedly take into account any capital gains tax that would have to be paid upon liquidation. The result? Upon sale of their shares, the heirs of the deceased business owner receive less than the established value of the stock.

Taxes are just one of the critical areas to be addressed in preparing a plan for the orderly transfer of your business. Professional advice should be sought to ensure that all the issues facing business owners are identified and considered.

*Michael J. LoGrasso, CLU, ChFC is a financial advisor with CIGNA Individual Financial Services Company and a registered representative of CIGNA Securities, Inc., a registered investment advisor and broker-dealer, 26555 Evergreen Road, 16th Floor, Southfield, MI 48076, (313) 948-5124.*

**WORLD WIDE FINANCIAL**

**Sally Denha**  
Associate Vice President

**CALL MICHIGAN'S LEADER  
IN MORTGAGE LENDING**

- Loan sizes to 1.5 million
- Excellent Jumbo Rates
- No documentation loans available
- No point, no closing cost loans available
- Convenient applications via lap top computer in your home or office
- Special programs available for "bruised credit" applicants!
- We close loans FAST!

Call now and ask for Sally Denha

**WORLD WIDE FINANCIAL SERVICES**  
THE MORTGAGE LENDER  
**CALL 647-1199**

555 South Woodward Ave.  
5th Floor  
Birmingham, Michigan 48009

## How to read the new food label

If you or your customers have been confused by the difference between "low fat" and "light" on yogurt containers, or what nutritional value your favorite canned soup has, don't give up now. The new food labeling rules make reading packages a lot easier.

**How to Read the New Food Label** (Item 625Z, free), a new booklet from the Food and Drug Administration (FDA) and the American Heart Association explains these rules, and defines terms used on the revised food labels. To get your free copy, send your name and address to the **Consumer Information Center, Department 625 Z, Pueblo, Colorado 81009.**

Not all labels will contain the new information immediately. Companies have until May, 1994 to convert their packaging. You can tell if you're looking at a new label because the nutrition information will be titled, "Nutrition Facts."

## Second Harvest provides solution to food waste from labeling requirements

What does the food industry do with misbranded or unlabeled product on May 8, 1994, when the Nutrition Labeling and Education Act (NLEA) goes into effect?

The Second Harvest nationwide network of food banks can eliminate the problem of unmarketable product while ensuring that food produced does not go to waste. Food manufacturers can redirect their excess product to local charities that will distribute the donated food to the hungry nationwide. Unlike other food distribution channels, the Second Harvest network is exempt from distributing food that does not meet NLEA labeling requirements, because food donated to Second Harvest food banks is not for sale. Donations of product that do not meet NLEA requirements are no different from other donations to Second Harvest. Donors receive the same tax benefits.

For more information on donating product to Second Harvest, call (312) 263-2303, ext. 131.

-MI Dept. of Agriculture

# STARK & COMPANY

FOOD SALES AND MARKETING

## COUPON SPECTACULAR

**F.S.I. Coming**  
Weeks of  
**February 14 & 21, 1994**

• Full-Color Insert and Supplemental R.O.P.  
in all Major Michigan Marketing Areas

• Over 38 National Brand Coupons

• Over 2,500,000 Circulation in  
all Major Michigan Market Areas



Finally A  
basket **BIG**  
enough for...  
**COUPON  
SPECTACULAR!**



- CONSUMER DRIVEN
- CUSTOMER SUPPORTED
- A MAJOR PROMOTIONAL EVENT

See your Stark & Company Sales Representative  
for Promotional and Display Opportunities !!!

DETROIT  
30301 Northwestern Hwy.  
Farmington Hills, MI 48334  
(313) 851-5700

GRAND RAPIDS  
5519 Glenwood Hills Parkway  
Grand Rapids, MI 49512  
(616) 957-1650

SAGINAW  
6371 Bridgeport Village Sq. Dr.  
Bridgeport, MI 48722  
(517) 777-0660

TOLEDO  
1104 North Reynolds Road  
Toledo, OH 43615  
(419) 531-9739



# Every man, woman, and child in America throws away about four pounds of trash each day

## What Can You Do? More Than You Think

### What you need to know about garbage

We all produce trash and we all must take responsibility for it. The U.S. produces about 195 million tons of garbage per year, and 67 percent of it is disposed of in landfills. Many landfills are filling up or are being closed because they do not meet current pollution-control standards. By the end of this decade, only 2,150 of the current 6,000 landfills will still be operating.

### Landfill capacity is declining rapidly

A landfill capacity problem has come about for several reasons. New, modern landfills are being built, but construction is not keeping pace with the closure of old landfills. New landfills are strictly regulated and en-

gineered to control pollution, but the public opposes their construction based on the reputation of old, unlined dumps that pollute ground water.

To help deal with these landfill capacity shortages, many states have established recycling and yard-waste-reduction goals, and source-reduction programs for industry, commercial businesses and consumers.

### Even if everyone recycles, we will still need landfills

A recent public opinion poll revealed that 77 percent of the American public believed that the garbage problem would pretty much be solved if everyone recycled. It's not that simple. Even if we achieve EPA's recycling goal of 25 percent, by the year 2000 the U.S. will still need to safely manage 150 million tons of garbage each year.



While recycling plays an important part, it cannot solve the garbage problem alone.

### Recycling saves some and uses some resources

- Aluminum cans are recycled because it requires less energy to produce new aluminum from old aluminum.
- Glass manufacturers use old glass to make new—reducing the temperature of their furnaces, saving energy, and prolonging the life of the glass-manufacturing equipment.
- Millions of tons of valuable steel are recycled each year, saving energy.
- 30 percent of new paper produced in the U.S. is made from recycled or recovered paper, conserving resources and reducing air pollution.
- 33 percent of plastic PETE containers are being recycled, extending the life of landfills.

### Recycling costs

The costs for recycling vary widely in cities across the United States. Many factors impact the cost of adding recycling to a waste management system, such as:

- Need for new equipment, such as trucks, balers, and shredders.
- Choice of collection system, drop-off or curbside. While drop-off may cost less, it can result in more contamination of the recyclables and less public participation.
- Law of supply and demand. If the supply of collected recyclables exceeds demand, then the prices cities receive for those recyclables drop. After collecting them for recycling, many cities have had to pay an additional fee to have their recyclables hauled away to landfills or waste-to-energy plants because no markets exist for them.
- Transportation of recyclables to markets.
- Public education programs.

### Know your local program

The best way to help your community's recycling program succeed is to be sure you are meeting its requirements. For example, if you're unsure your local program accepts magazine paper or a certain type of glass or plastic, don't just put it into the bin—ask first. Minor contamination can result in all of the collected

product becoming unrecyclable. It must then be landfilled or burned. That's why public education is an important part of any good recycling program.

### What are our options?

There are safe ways to manage our waste beyond recycling at home.

### Source reduction

Source reduction reduces the amount of waste to be managed by finding innovative ways of decreasing the amount of waste generated. This can range from your own source reduction initiatives to those of a manufacturer. Their efforts can include increasing the life of a product, such as batteries and tires, and redesigning products and packaging to be more efficient.

### Sanitary landfills

Modern landfills are engineered to meet strict environmental standards; they are a far cry from the old open dumps of the past. Until the mid '70s, many facilities received hazardous waste, a practice which has since been greatly curtailed through regulation and enforcement.

### Commercial recycling

Since commercial activity generates 30 - 70 percent of a community's waste, involving this sector should be a key element in your community's waste-management plan.

### Waste-to-energy

Waste-to-energy facilities reduce the volume of waste up to 90 percent while recovering valuable energy. With modern air emission controls, this option can be a safe and viable alternative for some communities. However, a landfill is still required for ash and non-combustibles.

### Yard waste composting

Composting can divert a significant amount from the waste stream. The compost can be used locally, thus avoiding expensive transportation costs and market fluctuations.

### About Keep America Beautiful, Inc.

Keep America Beautiful, Inc. is a national, non-profit, public education organization with local affiliates, dedicated to improving solid waste handling practices in American communities. For more information, write to Keep America Beautiful, Inc.; 9 West Broad Street; Stamford, Connecticut 06902.



**BRINKMAN  
SAFE INC.**

**QUALITY EQUIPMENT \* COMPETITIVE PRICES**

**OVER 25 YEARS EXPERIENCE**

**"STATE OF THE ART DELIVERY EXPERTS"**

**ALL MAKES & MODELS**

BUY • SELL • LEASE NEW & USED		COMPLETE 24 HOUR QUALITY SERVICE	
* MONEY SAFES	* IN-FLOOR	* OPENED	* SAFE DEPOSIT
* JEWELERS	* BANK EQUIP.	* REPAIRED	* BOXES
* DATA SAFES	* VAULT DOORS	* INSTALLED	* COMBINATION
* TRUCK SAFES	* INSULATED	* CUSTOM	* CHANGES
* GUN & PISTOL	* SAFES & FILES	* MODIFICATIONS	* INSURANCE
			* ESTIMATES

**CANADIANS WELCOME**

**BONDED & INSURED**

**HOURS:**  
MON - FRI 8:00AM - 5:00PM  
SAT 9:00AM - 3:00

**739-1880**

6031 18 MILE ROAD  
1/2 BLOCK EAST OF MOUND, NORTH SIDE \* STERLING HEIGHTS



Select the flexible  
health care plan.





# Writing a news release

By Michele MacWilliams  
Editor

A news release is a typewritten paper, sent to the media by a member of the public, describing a particular newsworthy event or circumstance. It is the most frequently used vehicle of expression in all publicity campaigns.

Editors bemoan the volume of releases dumped on their desk each day, but mainly because so many of them are poorly conceived and poorly executed. Most editors welcome newsworthy releases and a large proportion of the matter in the news columns of your daily paper is taken from these releases.

Reliance upon the news release is a reflection of the fact that members of the media—both broadcast and print—are busy people, especially around deadline time. They usually are grateful if they can get the news of a meeting or other event related to the community boiled down into a one- or two-page release. This is especially so if they know the source and that the story won't be slanted,



loaded or contain misinformation.

There are certain mechanics to be observed if a release is to be welcomed. First, the source of the release should be clearly indicated at the top left corner of the page. Type the name and address of the source of the release, the phone number and the name of a contact person. While not necessary, a distinctive, printed release masthead can be effective. If the papers consistently find your material to be newsworthy and dependable, they are more apt to be on the lookout for your material.

Second, in the upper right corner, specify whether there is any special date for using the story. If there is no particular time involved, you can mark **FOR IMMEDIATE RELEASE** or **RELEASE UPON RECEIPT**. Then go down about two inches from the top and type a headline. The headline should be no more than two short lines. This helps identify the story and may even assist the headliner writer.

Double-space all your copy and type on one side of the page only. Indent the start of each paragraph and end each page on a paragraph—don't continue a paragraph onto a second page.

Keep paragraphs short, usually two or three sentences will do. A lengthy paragraph becomes extremely long when set into narrow newspaper columns.

When you get to the end of a page write "more" as a guide to the editor and/or typesetter that the story continues on another page. On the top of the second page type the headline again, the page number and the number of total pages in the release (example: page 2 of 2). Then, at the end of each piece, indicate that there is no more by typing "end" or "###" or "30."

While the form of the news release is important, its contents are even more vital. The release must cover a newsworthy story. Whether to issue a release should not depend on what you would like to have in the paper, but upon whether, in your best judgment, it is something the editor would feel might interest the readers.

Your news release should be accurate and factual. If there is doubt about a fact, check it before you use it. Make sure that all names are spelled correctly. It should be brief; one or two pages should suffice.

A news release should never editorialize. If there is an expression of opinion, it should be attributed to a quotable source. This is particularly important when a controversial matter is involved.

Your news release should never attempt to carry advertising in disguise. Phrases like "affordable prices" or "savor the experience of intimate dining" should not be in a news story. It is best to bend over backward in supplying copy that is news and not advertising.

Let's start building a news release. Let's suppose it is going to be about expansion plans for Smith's Store. What is the one thing about the expansion plans that is likely to interest the most people in the community? The answer to this will provide the

"lead" or first paragraph of your release.

With the "lead" selected, work the pertinent information into the first few paragraphs. Make sure to cover the five W's: Who is involved? What happened? When did it happen? Where did it happen? Why did it happen? Occasionally, How did it happen? is added.

Try to keep the lead paragraph short, even if it means saving an idea for the second paragraph. Some newspapers and wire services strive to keep their leads under a maximum of 30 words.

*A news release should never editorialize. If there is an expression of opinion, it should be attributed to a quotable source.*

In writing the story, put what you consider the most important information first, and the less important in a descending order to the end. The reason is that newspaper stories must be tailored to the space available and editors much prefer to cut from the bottom. The story is quite likely to be cut to some degree, so make sure that if it is cut from the bottom, the least important material goes out.

Now for the lead. The release on Smith's Store expansion plans could start this way:

John Smith, owner of Smith's Store, announced plans to enlarge his grocery store to accommodate more customers, at an employee meeting Monday, June 15. This would take care of the WHO, WHAT, WHEN, WHERE, WHY—and is adequate. But it is hardly specific and certainly unexciting. Try working the key resolution into the lead.

A plan to add a deli addition to Smith's Store, supplying gourmet items and creating 12 new jobs, was officially announced yesterday.

That is better. It gives a specific action. It is of greater interest to the readers. It falls within the 30-word limitation. The second paragraph could be used to cover other salient information.

Now, with the information I have provided, you are ready to try writing a release on your own.

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



## SMALL COINS ADD UP TO BIG DOLLARS!



Once we install one of our high quality Americopy units in your store, watch the benefits add up:

- You win! – An average of 19.6 customers will come into your store daily to make copies!
- You win! – You'll gross as much as \$1,000 per month!
- You win! – We'll show you how you can own this equipment – FREE!

**TO CLAIM YOUR SHARE OF THIS PROFITABLE NEW MARKET, CALL TODAY!**

**AMERICOPY**

Call Toll-Free: 800-888-1683  
In The Detroit Area: 313-356-0900



## Retail Profile

# Schotts Super Market offers "personalized touch"

by Cristina Cleveland

For Terry Dehko, his small market means big business. Over the past 16 years, Dehko has operated Schotts Super Market in Fraser, with promising results.



Terry Dehko, owner and operator;  
Sandy Dehko, secretary;  
Bill Asmer, general manager

Located at 16659 Fourteen Mile Rd., Schotts Super Market goes beyond just being a full-line grocery store. Dehko emphasizes the store's meat department, which covers the entire back wall of the store. Here, Dehko's employees offer what he describes as a "personalized touch." "We have a special relationship with our customers," he says. "All meat products are U.S.D.A. Choice, and are cut and packaged specifically as each customer places an order." Schotts' meat department also offers specialty items including stuffed pork chops, whole barbecue chickens, lasagna, fresh seafood and gourmet foods that are prepared on location.

Not only does Schotts Super Market carry regular grocery items but, according to general manager, Bill Asmer, they literally "cater to their customers" by offering a full-line catering operation. The store also houses an in-store bakery. Each morning fresh donuts, breads, pies and other baked goods and desserts are prepared and packaged for sale. Additionally, Schotts is a lottery and package liquor dealer, and accommodates a special dietetic section for customers with specific needs. Dehko's daughter Sandy, who assists in the operations of the store, feels it is these benefits that are not offered in larger grocery stores that attract customers to Schotts Super Market.

At 14,000 square feet, Sandy stresses the market is "smaller but not more expensive." She says

that Asmer studies the prices of local competitors, and then sets the prices at Schotts comparably and, very often, lower than these large supermarkets. Dehko believes because he doesn't need to spend as much on advertising as many stores, he is able to offer his customers very competitive prices.

Dehko immigrated to the United States from Iraq in 1968 to be close to his parents and family. Although his initial interests at his

new home led him to work for the automotive industry, he soon realized his intrigue with the food and beverage industry. Dehko previously owned a store in Detroit for ten years, and also opened Schotts Super Market in 1978.

Dehko believes the key to successfully operating his market is quite simple. "We keep our store clean and our employees are always honest

and polite," he says. "We just offer the best service that we can."



## Personnel Needed to Install *THEIR* Fryer:



## Personnel Needed to Install *OUR* Ventless Fryer:



## The Chester Fried Ventless Fryer won't send you through the roof.

Your profits are the only thing that will go through the roof when you purchase the Chester Fried Total System Program for your food service operation. You'll have no installation costs, no costly roof modifications, no multiple vendors. And the ventless fryer's revolutionary air filtration system eliminates irritating smoke and grease laden vapors.

- Stainless Steel Construction - Removable Hood Parts - UL Listed and NSF Approved

Team up with Chester Fried and the only thing that will be going through the roof are profits. Call DCI Food Equipment or Kenworth Food Equipment today for more information:

(313) 369-1666 or (800) 899-9324

**DCI FOOD EQUIPMENT INCORPORATED**  
5350 E. Davison - Detroit, MI 48212

**KENWORTH**  
food equipment co.  
1200 Godfrey S.W. - Grand Rapids, MI 49503



# It was a magical evening...

Stepping through the door of Penna's of Sterling Heights was like walking into a fairytale. On Friday, January 21, the AFD held its annual trade dinner; this year themed the Cinderella Ball. But there was one main difference between this event and the fairytale: At the AFD's ball each man was a handsome prince and every woman the lucky and beautiful Cinderella.



The hors d'oeuvres were absolutely sumptuous.



AFD Chairman, Nabby Yono was proud to honor AFD Outgoing Chairman, Frank Arcori

The 1994 Trade Dinner Sponsors made the Cinderella Ball into a fairy tale come true. Thank you to the following sponsors for this enchanted evening:



GENERAL WINE &  
LIQUOR COMPANY

**7UP**  
of Detroit, Inc.

COURVOISIER  
COGNAC

**PROUD  
TO BE  
YOUR BUD.**

paul inman associates, inc.



Midwest  
WHOLESALE FOODS, INC.



STARK & COMPANY  
PRODUCE, MEAT AND SEAFOOD

FAYGO



JUST ADD  
BACARDI

Thank you to the following companies for their generous prize contributions:

Awrey Bakery  
Bio-Serv  
Coca-Cola Bottling Company of Michigan  
J & J Foodcenters  
Kowalski Sausage  
Pepsi-Cola  
The Pfeister Company  
Ryan's Foods  
Thorn Apple Valley  
Value Center Market  
V.O.S. Buying Group

Thank you to the 1994 Trade Dinner Committee for their hard work and dedication over the past year:



Raad Kathawa, Cinderella Ball Chairman

Jim Avery, Borden Ice-Cream  
Greg Bartolone, Hubert Distributors  
Steve Engle, Taystee Bread  
Glen Howard, Coors Brewing Company  
Rosemary Paradoski, Perfect Ten  
Art Robbie, Consolidated Spirits  
Costas Sambanis, Variety Foods  
Mark Sarafa, Frito-Lay  
Stan Sheridan, Faygo Beverages  
Sally Smoger, Harbortown Market  
Cal Stein, The Pfeister Company  
Alan Stotsky, Concord Drugs  
John Rice, Taystee Bread

## BUSINESS OWNERS --

## INCREASE YOUR PAYPHONE PROFITS!!!



- State-of-the-art Phone Technology
- Looks and Operates Like Bell Phones
- Fully Programmable
- Remote Diagnostics

Now Earn Profits from  
Long Distance, too!!!

BUY YOUR PAY PHONES FROM  
**MIDWEST AUTOTEL  
SERVICES, INC.**

Ed Betel, Owner

1 (313) 960-3737

3160 Haggerty Rd., Suite M  
West Bloomfield, MI 48323

**SPECIAL!**

Buy a Pay Phone,  
and receive a

**FREE  
LED SIGN**

valued at \$299.00



# ...at the AFD's Cinderella Ball



Imagine 1,000 people doing the hustle!



Trade Dinner Sponsors, Anheuser-Busch enjoyed the gourmet meal and the camaraderie at the Cinderella Ball.



Thank you Tony & Fran Munaco for 20 dedicated years of service to AFD and the food and beverage industry.



Caricaturists caught the likeness of many party goers at the Cinderella Ball.



There were prizes galore at the Cinderella Ball.

Add some **COLOR** to your ads.  
Choose

**NU-AD**

**CREATIVE ADVERTISING & PRINTING**

For over 27 years, Nu-Ad has serviced the food industry with top quality handbills, circulars and inserts that bring your message to your customers with timeliness and style; We can also supply all of your standard business printing needs.

**HIGH QUALITY • PROMPT SERVICE • COMPETITIVE PRICES**

**Nu-Ad knows the food industry.**

We'd like to know you. Call for pricing information.

(810) **777-6823**

17630 EAST TEN MILE ROAD • EASTPOINTE, MICHIGAN 48021



## Legislative Update

### Labor

From Page 1

paying overtime after 35. To ease the pain, Clinton would let a small portion of any increase take the form of employer-paid health benefits. Say business lobbyists: "Forget it."

Some analysts expect a higher minimum to pass in 1994—but nothing like \$5.25.

More likely: \$4.50 an hour, possible \$4.60. It's only been two years since the last minimum wage hike and, with inflation low, \$5.25 is sheer pipe smoke.

Shorter workweek? An even longer shot, but keep it on your back burner because if unemployment remains high or rises, support for the idea will grow.

### Small businesses save \$10 million thanks to passage of Senate Bill 2

The Michigan House of Representatives recently passed unemployment insurance reform legislation that would allow small businesses in Michigan to save \$10 million, announced Senator Fred Dillingham (R-Fowlerville). The bill is now headed to the governor's desk.

Dillingham amended Senate Bill 2 when it was before the Senate in February, 1993, to reduce the maximum non-chargeable benefit component from 1 percent to 0.5 percent for employers who have not had any chargeable benefits for five consecutive years; and increase the taxable wage base from \$9,500 to \$10,000.

"The amendment will provide many small businesses with an actual tax cut by putting dollars back in their pockets. It's about time we level the playing field," Dillingham said. "Small businesses have helped turn around Michigan's economy. Expanding companies deserve this break."

The amendment provides a 50 percent tax reduction to many small businesses and should improve the fairness of the unemployment insurance system by correcting the gradual erosion of experience rating over the last six years.

"This bill saves the financial viability of the Unemployment Insurance system without a tax hike or a major reduction in benefits," Dillingham said.

SB 2 would:

1. Eliminate benefit indexing to freeze benefits at the current rate. Michigan's unemployment benefits rank 11th in the nation;
2. Compute benefit levels at 65 percent instead of 70 percent after-tax earnings;
3. Reinstate a waiting week. Michigan is only one of eleven states with no waiting period. This cost containment measure will bring a one-time savings of \$50 million. Long-term unemployed won't lose any benefits;
4. Eliminate the alternate earnings qualifier. High-wage employees are eligible to receive benefits faster than others; and;
5. Reinstate the 30-week qualification.

### Lottery Task Force to investigate recent complaints

House Democratic Lottery Task Force Chair Joe Young Jr. (D-Detroit) announced that the term of the task force has been extended in order to investigate recent complaints of the state Lottery Bureau and its new Michigan Lotto Game.

Rep. Young said his phone, as well as many of his colleagues' phones, have been ringing off the hook from constituents who are dissatisfied with the new game. The problem, according to those complaining, is that it is harder to win and the jackpots are smaller than past games. In the past, the jackpot has increased by \$2 million or \$4 million, and now the increase is only \$100,000, said Rep. Young.

"It is my belief that the state Lottery Bureau is being operated with poor judgment, which is costing education dollars for our children in the state of Michigan," said Rep. Young.

The seven-member task force will begin conducting hearings the first of the year, said Rep. Young. "We will be conducting a full-scale review of the Lottery Bureau including salary structure and management," he said.

Other members of the Democratic Lottery Task Force include: Rep. Clark Harder of Owosso, Rep. James Agee of Muskegon, Rep. David Anthony of Escanaba, Rep. Dianne Byrum of Holt, Rep. Lynn Owen of Maybee, and Rep. David Points of Highland Park.

### Just a reminder

We would like to remind our members that the Americans with Disabilities Act will begin to include companies with as few as 15 employees as of July 26, 1994.

As such, smaller companies should start to review their employment procedures to ensure full compliance. Of particular importance is a review of interview questions and job applications and the removal of prohibited inquiries. In addition, policies regarding termination, medical exams, employee benefits and leaves of absence should be examined closely for potential violations.

-Better Business Bureau

GOOD FOR MEMBERS ONLY

## Save Time and Money With AFD's Coupon Redemption Program

Retailer: it's as easy as this. Send any number of coupons you receive from your customers and get a check in 50 days. For information, call (810) 557-9600 or 1-800-66-66-AFD and receive a no obligation starter kit.

## MICHIGAN BALE TIE Company

For all your Baling Wire Needs at Competitive Prices.

Call or write us at:

9680 Grinnell Ave.  
Detroit MI 48213  
(313)925-1196  
FAX: 313-925-1476

**GALVANIZED**  
Large Inventory - Immediate Delivery



# Demand.



# Supply.



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



Your Total Beverage Company



PEPSI, PEPSI-COLA, DIET PEPSI, CRYSTAL PEPSI and MOUNTAIN DEW are trademarks of PepsiCo, Inc. OCEAN SPRAY and the S-sailing Wave logo are registered trademarks of Ocean Spray Cranberries, Inc. LIPTON is a registered trademark of the Thomas J. Lipton Company.

## \$20 food stamp coupon shelved

The USDA's Food and Nutrition Service (FNS) has canceled all plans to issue a \$20 food stamp coupon. In 1992 the agency said it was considering the addition of a \$20 denomination of food coupon to the \$1, \$5, and \$10 food coupons already used to provide Food Stamp Program benefits. The Food Marketing Institute registered concern about the impact of the \$20 coupon on change-making practices with FNS. Secretary of Agriculture Mike Espy has recently determined that States should initiate the Electronic Benefit Transfer (EBT) system by 1996, so it was not necessary for the Department to proceed with plans for a \$20 coupon. This decision avoids the likelihood of increased counterfeiting of a higher denomination coupon.

## DMAR, C. Mascari merge

DMAR, Inc. and the C. Mascari company's Retail Division have merged into a statewide food brokerage firm that will operate under the DMAR, Inc. name.

This merger does not effect C. Mascari's Food Service, Vending or Bakery/Deli divisions.

C. Mascari's Grand Rapids Retail Division will move into DMAR's Grand Rapids office effective immediately.

C. Mascari's Detroit Retail Division and DMAR's Saginaw Retail Division will relocate into new eastern Michigan offices by late February 1994.

Larry Danna will serve as senior vice president, division manager of DMAR's eastern Michigan office and will be teamed up with Mike Matheny, Doug Adams, Fred Bailey, Gerry Ryckman, Bill O'Neill and Eric Metz at head-quarter level, as well as a full retail merchandising staff.

Chuck Mascari and Larry Danna will become partners in DMAR, Inc. with Tim Forbes, Parker Keane and Mike Matheny.

## Super Shopping Spree makes two Foodland customers very happy

There were two happy people in Flint and Wyandotte, courtesy of Foodland Distributors and its affiliated supermarkets.



Bob Pierson, manager of Mr. B's Foodland; Brandon McCann; Jim Helmka, vice president of Mr. B's; Leslie McCann, grand prize winner; Ron Garrett, Foodland Distributors

Leslie McCann, of Flint, is a \$5,000 Grand Prize winner in Foodland Distributors' Super Shopping Spree. McCann says she'll use her windfall to put new carpeting in her home. She made her winning entry at Mr. B's Foodland on Dort Highway in Flint.



Rich Olmstead, manager of Family Foodland/Southgate; Ed Zysk, grand prize winner; Ron Garrett, Foodland Distributors

Ed Zysk, of Wyandotte, a retired Detroit Edison supervisor, is the second Grand Prize winner. He will use his \$5,000 Grand Prize to make some home improvements. Zysk made his winning entry at Family Foodland in Southgate.

Super Shopping Spree was an eight-week promotion held at affiliated Foodland supermarkets. Every two weeks, participating supermarkets randomly selected winners of gift certificates or a two-minute shopping spree through the supermarket. Bi-weekly winners were then entered into the Grand Prize Drawing. Two \$5,000 Grand Prize winners were selected at the end of the promotion.

Foodland Distributors, based in Livonia, is a wholesale distributor that supplies more than 175 supermarkets.

## Nemco, Inc. acquires Food Engineering Industries (F.E.I.)

F.E.I., a 122-year-old manufacturer of food warming equipment was recently acquired by Nemco, Inc., Hicksville, Ohio.

Nemco's Food Equipment Division, created just twelve years ago, is an industry leader, which has earned worldwide acceptance for its extensive line of manually operated, commercial food preparation equipment.

The new, NEMCO/F.E.I. product line includes infrared bulb warmers; Thermal-Ray® quartz and steel tube heaters; wet/dry food warmers; soup warmers; cooker warmers; heat shelves; warming, baking and pizza ovens; pretzel warmers and more. The company designs and manufactures its own Thermal-Ray heating elements.

Nemco moved the entire F.E.I. operation from their former base in Providence, RI to the recently expanded Nemco plant in Hicksville, Ohio.

For more information, please contact: Nemco, Incorporated, Food Equipment Division, 301 Meuse Argonne, Hicksville, OH, 43526. Telephone: (419) 542-7751. FAX: (419) 542-6690.

## Congratulations!

Congratulations to Stark & Company President Larry Stark and his new bride Monica on their recent nuptials.

## The donations keep coming!

A big thanks to all companies and individuals who provided time, money and talent for the AFD's Turkey Drive. In addition to those sponsors listed in the January issue, we would also like to say thank you to Pepsi-Cola and Harbortown Market for their recent donations.



The best dental plan in Michigan is still available to you for as low as \$8.00 a month.

For the highest dental benefits and lowest out-of-pocket costs.

Golden Dental Plans  
29377 Hoover Road  
Warren, Michigan 48093

1-800-451-5918



## Michigan Sugar Company elects vice presidents

Michigan Sugar Company recently announced the election of three new vice presidents.

Robert Braem has been promoted to vice president-agriculture. He joined Michigan Sugar Company in 1981 as a field man in the Sebewaing district. In 1985, he was promoted to agricultural manager of the Carrollton district and was subsequently named assistant to the vice president in Caro. Braem holds a bachelor's degree in crop and soil science from Michigan State University. His former title was general agricultural manager. Braem currently resides in Caro.

Henry J. Mok was promoted to vice president-human resources. He joined Michigan Sugar Company in 1985 as the manager of human resources. Then in 1989, he was promoted to director of human resources. In this position he has been responsible for personnel issues, labor relations, man-power planning, compensation, training benefits, recruiting and safety. Mok holds a bachelor of science degree in economics from Villanova University, Villanova, PA. He is a resident of Saginaw Township.

Leif Nielsen was promoted to vice president-operations. He first joined Michigan Sugar Company in 1968 as assistant factory manager for the Croswell facility. He briefly relocated to South America and he returned to Michigan Sugar Company in 1975. Nielsen holds a master of science degree in chemical engineering from the University of Denmark, Copenhagen. He has served as the general factory manager, overseeing five sugar refineries, since 1988. Nielsen resides in Saginaw Township.

In 1994, Michigan Sugar company embarks on its 88th year of business. The company operates four sugar-processing facilities in the state: Caro, Carrollton, Croswell and Sebewaing. The company's subsidiary, Great Lakes Sugar Company, operates two Ohio facilities: Fremont and Findlay. The sugar is marketed under the Pioneer Sugar, Peninsular and Great Lakes brand labels. Michigan Sugar Company is based in Saginaw, MI and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, GA.

## Roy Jasper named new Archway national sales manager

Archway Cookies, Inc announced that Roy Jasper, previously Michigan regional sales manager, has been promoted to the company's national sales manager. Jasper will be involved with national sales and promotion, planning, sales staff and distributor training,



national trade relations, sales management information systems, and other duties.

Joining Archway in 1982 when he became a distributor in the Vero Beach, Florida area, Jasper two years later was promoted to district sales manager of

the southern region. In 1990 he was named regional sales manager for the Michigan area.

Prior to joining Archway, Jasper had served as a distributor for Pepperidge Farms in Michigan. He was born and grew up in Vermilion, Ohio.

Jasper is carrying out his national sales manager duties from the Archway national corporate office in Battle Creek.

Roy Jasper's home is in Battle Creek where he lives with his wife Mary and their two children.

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

# The card that counts.



## Foodland Distributors names new vice president

**James A. Pflasterer** has been named vice president for Foodland Distributors. As vice president, Pflasterer is responsible for all ac-



**Foodland Distributors,** Michigan's largest voluntary food wholesaler, supplies 175 supermarkets in the state.

The Detroit Association of Grocery Manufacturers' Representatives recently announced their officers and directors for 1994. They are as follows:

## Officers

President: Joe Sciarino, Benckiser Consumer Products, Inc.  
1st Vice-President: Clare M. Bailey, Sunshine Biscuits, Inc.  
2nd Vice-President: Mike Falle, Fred Falle & Co.  
Secretary/Treasurer: Ted Wieleba, Monitor Sugar Co.  
Sergeant-At-Arms: Fred Bajev, C. Mascari & Assoc.

## Directors

Chairman of the Bd.: Suzie Player, Oldies 104.3/WOMC  
 Director: Mike Elenbaas, Nestle Food Corp.  
 Director: Tom Howell, Gannett National Newspapers  
 Director: Ed Frost, Nestle Beverage USA  
 Director: Charlie Buser, Thomas J. Lipton Co.  
 Director: Greg Long, Hartz Mountain Co.

The association was founded in 1912 and exists to promote goodwill between its members, the greater Detroit food industry and to provide support and assistance to the community.

can help you put not only your canned goods, but leading brands in all categories on the most important fast track of all...the ones at the checkout counter. Because we not only offer quality products, but also the merchandising strategies to help them sell.

We represent a number of major brands and category leaders. Heinz Tomato Juices, Clorox Household Products, Bush Baked Beans, Van De Kamp Seafoods, Eagle Brand Sweetened Condensed Milk, Lenders Bagels, Hidden Valley Ranch Salad Dressings, Pennsylvania Dutchman Mushrooms and more.

Your McMahon & McDonald sales representative can evaluate your needs, and respond with profitable merchandising strategies that add value. All of our sales personnel receive comprehensive training in sales, merchandising, and sales technology to give you an extra measure of service and support.

So join us on the fast track and increase your bottom line.

*It's all about attitude.*



**McMAHON & McDONALD, Inc.**

Detroit, MI 313-416-7000  
Grand Rapids, MI 616-698-0000  
Toledo, OH 419-843-2554



## Paul Inman Associates elects new member to board of directors

Ronald K. Fairchild was elected to the board of directors of Paul Inman Associates at a recent stockholder's meeting.

Fairchild joined Paul Inman Associates in 1977 as an account executive. Since then, he has been promoted to vice president in 1979, senior vice president and a member of the management operating group in 1980, group vice president in 1987. He was elected to the executive committee in 1988, and then appointed executive vice president, corporate director of grocery sales and retail operations. Most recently, he was promoted to corporate director of sales/chief operating officer in June, 1992.

Founded in 1957, Paul Inman Associates employs more than 300 people and has branch offices in Saginaw, Grand Rapids, Toledo, Fort Wayne and Indianapolis.

## Be Prepared!

*Free store inspections available through AFD*

The AFD employs a retired Department of Agriculture inspector to help you comply with Government standards. All inspection results are confidential and the service is absolutely free to AFD members.

Don't get caught with violations! Arrange for an AFD inspection before the Department of Agriculture visits your store.

"We encourage AFD members to use this service," says Executive Director Joe Sarafa. "Not only will it help you comply with the law, but an inspection can also show you how to maintain a healthy, clean environment; something that your customers and employees will appreciate."

Call Judy at (810) 557-9600 to arrange for an appointment.



## Hire an unemployed veteran

*It could mean up to \$12,000 to you*

Through the Service Members Occupational Conversion and Training Act of 1992 (SMOCTA), employers can be reimbursed for 50 percent (up to \$12,000) of the cost of training a recently discharged veteran. Employers can also be reimbursed (up to \$500) for tools and other work-related materials.

To be eligible for the program, employers should design a training program that is six to 18 months long and in a field of employment which provides a reasonable probability of stable, long-term employment. Employers must also certify that they plan to continue the veteran's employment upon completion of the training at wages and benefits no less than normally paid.

Some restrictions apply, such as the training program may not be for seasonal or temporary jobs and commissions may not be the primary source of income. Veterans must have been discharged after August 1, 1990 and must also meet certain other eligibility requirements.

For more information, or to apply for the program, contact a Veterans Employment Representative at your local MESC Job Service.

This national program offers funds on a first-come, first-served basis.

## Calendar

Feb. 4-6	NFDA Mid-Winter Table Top Show Marriott Marina, Fort Lauderdale, FL
Feb. 13-16	NGA Annual Convention Atlanta, Georgia
March 6-11	Supermarket Operations Management Course (FMI) Purdue University, West Lafayette, IN
March 27- April 1	Professional Management Course (FMI) Hillsdale College, Hillsdale, MI
April 10-14	NABR Convention/Expo MGM Grand Hotel, Las Vegas, NV
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
July 23-25	NFDA 67th Annual Convention & Trade Show Denver, CO

## Superglue is becoming a muggers weapon of choice

A doctor in California had his hands glued to his car while money was taken from his wallet. In Michigan, a teenage girl was stripped of her jewelry while she was glued to an ATM machine. A Texas housewife remained glued to a shop window for five hours after her purse and some clothing was stolen.

## People

### Monitor Sugar Company promotes two

Monitor Sugar Company in Bay City, Michigan recently announced two promotions.

Dale A. Keyser was named vice president of finance. He will focus on long-range corporate strategic planning, while continuing to oversee the financial and labor relations of the company.

A 1979 graduate of Central Michigan University, Keyser has been a CPA since 1981. He joined Monitor in 1983 as assistant controller, and has also held the positions of controller and treasurer. He is a director of Gala Food Processing, Inc., an affiliated company in Battle Creek.

Brenda S. Rowley was named vice president of administration. Her responsibilities include credit management, risk management, and cash management. Previously, she was director of administrative services for Monitor Sugar Company. Rowley is also senior vice president of Gala Foods, Inc., in Battle Creek.

Rowley received a BBA degree from Central Michigan University in 1980, and joined Monitor Sugar in 1987. She resides in Bay County with her husband Keith and their three children.

# THIS IS REFRESHMENT™





# CRIME ALERT



## Violent Crime Control and Law Enforcement Act of 1993

By Senator Carl Levin

In November Congress finally passed, and the President signed into law, the Brady Bill—requiring a five-day waiting period for the purchase of a handgun. It was a great victory after so many years of delay and debate.

Last month the Senate also passed a major crime bill—legislation which would add 100,000 police officers on the streets as well as money for more prisons and alternative forms of incarceration like boot camps. This crime bill must now be considered in the House, but passage is likely early this year.

Also sent to the President for his signature was legislation passed by the Congress, which I co-authored with Congressman Bart Stupak, to stop the illegal use of ephedrine tablets in the production of methcathinone, a highly addictive drug commonly referred to as CAT.

With the fear of crime eating away at the quality of life in America, this legislation attempts to address at least some of the overwhelming problems we face in combating crime.

Many issues, however, remain un-

resolved, and I hope we can tackle them in 1994. For instance, there is a clear link between substance abuse and crime. We must address the need for more substance-abuse treatment and prevention if we want to control crime. We also must keep our attention on our programs for young people. Head start, child nutrition, vocational education, meaningful schools, child-abuse prevention and reduced violence in our television and entertainment industry must all be part of our anti-crime effort.

Following is the text of the statement I prepared to read on the Senate floor at the time of the passage of the crime bill:

Mr. President:

It does not take someone on Capitol Hill to explain to people throughout the country what crime is and the effect it is having on the daily lives of millions of Americans. They know it can make their elderly parents prisoners in their own homes, make their young children victims in their own schools and make themselves casualties in their own neighborhoods. They know that crime is all too likely to be

something that happens not only to someone else, but something that can happen to themselves and their loved ones as well.

The bill we are passing today is not a cure-all. It cannot replace a stable family life. It does not deal with the poverty of material goods or the poverty of the spirit which foster crime. It can assist state and local governments, but it cannot replace them in their primary role on the front lines in the battle against crime.

But, within those limits, the bill before us includes some provisions that can make a meaningful difference in preventing and punishing criminal activity.

First and foremost there is the authorization and actual federal funding to assist local communities in putting more police on the streets. It has been proven that increasing the number of police on the streets reduces crime. By increasing police visibility in communities, this bill does more than send the signal that we want to take our neighborhoods back. It increases the tools with which to do it.

Second, the bill includes an assault rifle provision which restricts the manufacture, transfer and possession of certain semiautomatic assault weapons by specifying 19 weapons that would be restricted along with other weapons which meet specified characteristics. At the same time, the amendment makes clear that it does not place restrictions on the firearms that are used for hunting and sporting purposes.

I was pleased to work with Senator Dianne Feinstein in getting this provision included through a floor amendment. It is a critical component of this crime bill. Any legislation worthy of the title 'crime' bill must have a provision in it that allows us to stand with our police in the all too real battle that they face every day on the streets. We have not successfully defused the nuclear arms race with the former Soviet Union only to lose our battle for security in the streets of our cities and towns.

Third, this bill contains initiatives to reduce gang violence through increasing penalties and through grants to encourage young people to direct their energies to alternative associations and activities. It also takes steps to improve safety in our schools so that students can concentrate on learning for the next century instead of worrying about the violence in the next hallway.

Fourth, this bill includes a provision to stop the illegal use of ephedrine tablets in the production of methcathinone, commonly referred to as CAT. CAT is a highly addictive

drug and is a more potent stimulant than cocaine. Its use is growing at an alarming rate across the Upper Peninsula of my home state of Michigan and threatens to spread to other areas of the country as well. I have introduced a free standing bill embodying the substance of this provision.

Fifth, the bill also includes an amendment that I offered requesting that the FBI report to the Congress in June of 1994 regarding how it can accelerate and improve automatic fingerprint systems at the State and Federal level in order to use fingerprints found at the scene of a crime to identify more criminal suspects quickly and more effectively. I believe that improving the technology in this area may offer significant promise in preventing crimes because it could make it more likely that the criminal who commits one crime will be apprehended before he or she can commit too many more.

Sixth, I am pleased that the crime bill recognized the important role that boot camp prisons can play in the corrections system. The bill adds two major opportunities for federal funding of state boot camp prisons. I have been an early supporter of boot camp prisons because they offer an innovative approach to punishing young, non-violent offenders. These facilities offer a tough program that teaches discipline and responsibility as well as keeps young offenders away from hardened career criminals. The bill before us includes an amendment that I offered with Senator Coats to improve the boot camp grant program by ensuring that states offer appropriate post-incarceration programs to make sure that the lessons of boot camp stick.

As a consistent opponent of the death penalty, I wish this bill did not contain the new provisions to impose the death penalty. As I indicated when I offered the amendment to replace the death penalty provisions with life in prison without the possibility of release, I oppose the death penalty because the irreversibility of the death penalty is inconsistent with the possibilities of error in the criminal justice system. Each year that we have debated this issue has added to the list of cases in which individuals who had been put on death row were later released because the evidence would no longer support their conviction. The death penalty doesn't deter crime. In fact, of the 14 states with the highest murder rates, 13 have the death penalty and one state does not.

Mr. President, since on balance I believe this bill will improve our capacity to fight crime and merits our support, I will vote for it.



"BET YOU CAN'T EAT JUST ONE"



FOR INFORMATION OR QUESTIONS,  
CALL 1-800-24-FRITO



# CROWD PLEASERS



## KRAFT GENERAL FOODS

WE BRING MORE TO YOUR STORE

*Kraft General Foods offers a variety of retail merchandising plans and programs, including display allowances and point of sale materials. For further details, contact your Kraft General Foods representative.*

## What's Happening At The Michigan Lottery?

### Lottery retailers get opportunity to boost "Cash 5" sales

by Michigan Lottery Commissioner  
Jerry R. Crandall

Winning \$100,000 is as easy as one, two, three...four. The Michigan Lottery launched the new year with a special "Buy Four 'Cash 5,'



Get One Free" coupon promotion.

The Michigan Lottery conducts four "Cash 5" drawings each week—Monday, Tuesday, Thursday and Friday. Starting January 30, if players purchase four "Cash 5" plays, they get a fifth play free by using a "Cash 5" newspaper coupon.

The Michigan Lottery ran "Cash 5" coupons in major newspapers statewide featuring a "Buy Four. Get one Play Free" offer. The coupon appeared in a separate full color insert

on Sunday, January 30, 1994, and is valid at Lottery retailers through February 18, 1994.

Players can try their luck on "Cash 5" five times for the price of four. If they play on Monday, Tuesday, Thursday and Friday, they can play again on Monday for free (or any other combination of five plays)—that extra chance could mean winning \$100,000! Now players have an opportunity to win thousands by playing the little lotto "Cash 5" game four

nights a week and millions playing Michigan Lotto on Wednesday and Saturday.

The promotion is designed to encourage "Cash 5" play four times per week. This is a great opportunity for you, Lottery retailers, to increase "Cash 5" sales. Take advantage of this promotion to introduce new players to the "Cash 5" game.

Radio advertising, public relations and point-of-sale materials will help support the promotion.

More than one million players have won cash prizes totaling over \$55 million since the inception of "Cash 5" in March 1992, including more than 300 top prize winners, who have each won \$100,000.

In fact, two "Cash 5" players have each won the game's \$100,000 top prize on two separate occasions. A golf professional from Roseville and a resident of Sanilac County each won the \$100,000 "Cash 5" top prize two times within a six-month time period. Both winners won with "easy pick" tickets.

### Lottery to continue to expand its on-line terminal network in 1994

The Michigan Lottery will continue to expand its on-line terminal network in 1994. During the first phase of the allocation plan, 223 additional terminals will be installed at retailers statewide.

### Two new instant games introduced—"Bank Roll" and "Dynamite Doubler"

The Michigan Lottery will also introduce two exciting new instant games, "Bank Roll" and "Dynamite Doubler," at Lottery retailers statewide this month.

"Bank Roll," which goes on sale February 7, offers players the chance to win up to \$1,000 in great cash prizes. Players can win up to four times on the "Bank Roll" instant ticket. If "Your Number" matches any of the "Lucky Numbers," players win the prize shown in the prize box.

The "Dynamite Doubler" game, which goes on sale February 21, offers cash prizes up to \$5,000. If players match three like amounts, they win that amount, or if players match two like amounts and get the doubler \$\$\$ sign, they win double the amount!



## AND NORTH POINTE INSURANCE For LIQUOR LIABILITY INSURANCE.

- The #1 Writer of Liquor Liability in the state of Michigan for the 6th year in a row.
- Rated B+ (Very Good) by A.M. Best.
- Admitted and Approved Carrier.
- Never Assessable.—No deductibles, Policy Fees or Surplus Lines Tax.
- Available through the Independent Agent Network with over 700 agencies to serve you.



The Formula of AFD plus  
North Pointe Insurance Equals  
Savings, Service, and Coverage



28819 Franklin Rd.  
P.O. Box 2223  
Southfield, MI 48037-2223  
(810) 358-1171  
1-800-229-NPIC

Or call AFD: 810-557-9600 or 1-800-66-66-AFD



## Products

### Green Giant introduces Create a Meal! Meal Starters

New from Green Giant is a four-item line of stir fry meal starter kits that include everything except the meat. Flavors include Szechuan Stir Fry

for beef or chicken, Teriyaki Stir Fry for chicken or beef, Sweet and Sour Stir Fry for chicken or shrimp and Lo Mein Stir Fry for chicken or pork.

The one-skillet preparation takes less than 15 minutes. Consumers brown the meat, add sauce,



vegetables, and then simmer. The family-size, 21 oz. polybag includes 16 oz. of vegetables and 5 oz. of sauce.

With meat, it makes three to four servings. Suggested retail price is \$2.59, which the company says should entice price-conscious shoppers. With the addition of meat, Green Giant's Create a Meal! Meal Starter will feed a family of four for about \$6.00.

### Win Schulers Foods' new "Bucket of Fun" hits store shelves

Livonia-based Win Schuler Foods has brought the taste of Win Schuler Meatballs right to your store with the introduction of its new line of frozen appetizers.

The product line is the brainchild of Tom Bitterman and Robert Nunez, new partners in Win Schuler Foods, and will be available in stores throughout the Midwest. Meatballs in Original Barbecue Sauce, Grilled Chicken Chunks in a Thick & Rich Barbecue Sauce and Cocktail-Sized Smoked Sausages in a Mild Chili Sauce are available in the 2-pound and 5-pound "Bucket of Fun" sizes.

The line of frozen appetizers is part of an aggressive product expansion and marketing strategy for Bitterman and Nunez, who purchase Win Schuler Foods this past March from the Campbell Soup Company. "The time is right for this kind of product," says Bitterman. "People are always looking for that combination of convenience and great taste. These products can offer that package."

"With these appetizers, we're catering to the '90s consumer," explains Nunez. "People just don't have the time to prepare elaborate meals and dishes anymore. These products are microwaveable. They're easy to prepare. And they taste great. With more people entertaining at home, the 'Bucket of Fun' appetizers offer a quick and tasty choice."

The recipe for the Meatballs is the same as that used in the famed Win Schuler restaurants across the

state. Bitterman and Nunez created the Chicken and Smoked Sausages recipes and were able to take their idea from concept to the store shelves in four short months.

Bitterman and Nunez have even negotiated to have the Meatballs and Win Schuler Bar-Scheeze sold as part of the everyday concession at both The Palace of Auburn Hills and Joe Louis Arena and are counting on these unique products to add to the fine variety of foods offered at these venues.

"We're excited about these new products. The Win Schuler name has tremendous equity and tradition. People have enjoyed the Bar-Scheeze in their homes for years and bringing the Meatballs and other appetizers to the market was the logical next step."

The Win Schuler Foods frozen appetizers add to the company's product line, which also includes Win Schuler Bar-Scheeze and Win Schuler Bar-Schips.

#### CARBON MONOXIDE...

... causes headaches,  
nausea, fatigue  
... left unchecked,  
can kill  
... can't be seen,  
tasted or  
smelled

**AMERICAN  
LUNG  
ASSOCIATION.**  
of Michigan

When you can't breathe,  
nothing else matters.  
**1-800-543-LUNG**  
If you use oil, gas or  
kerosene in your  
home, PROTECT  
YOURSELF AND  
YOUR LOVED ONES. Test your home  
today. An easy-to-use, inexpensive  
detector can save your life.

This space provided as a public service by the publisher.

### Mrs. Smith's debuts Smart Style Frozen Des- serts as a new dessert category

For years manufacturers have tried to marry traditional (good tasting) desserts with light/no fat benefits, with mixed results. Many times taste was sacrificed in order to save or reduce fat.

Mrs. Smith's now presents a new solution. It meant starting from scratch. They took a new, yet familiar form and a nutritional profile people will feel good about. The result: A unique, new frozen dessert that tastes like you're being bad, when you're really not.

Mrs. Smith's Smart Style



Desserts come in six flavors; three fruit and yogurt, three all fruit. Less than 30 percent of the calories for all the pies comes from fat. Furthermore, Smart Style Desserts have no preservatives, no

artificial sweeteners and no fat substitutes.

Each serving is about 180 calories and contains three grams of fat and no cholesterol.

The roll out of Smart Style Desserts will receive heavy advertising coverage, via free standing newspaper inserts with coupons.

#### Attention wholesalers and manufacturers:

Do you have a new product, new package for an old product, a new variety of your existing product or any other product-related news? We want to feature your items in this section! The Food & Beverage Report will print new product releases as space permits. The service is free to AFD members. There is a \$50 fee for non-member. For more information, call Ray Amyot at (810) 557-9600.

Compliments of:

**GENERAL WINE &  
LIQUOR COMPANY**

373 Victor Avenue  
Highland Park, Michigan 48203  
Phone (313) 867-0521  
Fax (313) 867-4039



DISTRIBUTORS OF FINE WET GOODS

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Continental Baking	(313) 591-4132
Koeplinger Bakeries, Inc.	967-2020
S & M Biscuit Distributing	(313) 893-4747
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	548-2908
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
Müller 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
Petipren, Inc.	468-1402
Powers, Dist.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	(313) 937-3500
Spirits of Michigan	(313) 521-8847
Stroh Brewery Company	(313) 446-2000
Sunkist Juice Ltd.	(416) 297-1140
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	(313) 439-2404
Universal Marketing Co.	553-2866
Vintage Wine Co.	294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Wolpin Company	(313) 933-7150

## BROKERS/REPRESENTATIVES:

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

## CANDY & TOBACCO:

M & M Mars	363-9231
Shermi'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 Cafe 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
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
Bermea 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
---------------------	----------

## 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
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
Gadaletto, Ramsby & Assoc.	(517) 351-7375
Golden Dental	573-8118
Health Alliance Plan	552-6000
Jardine Insurance Agency	641-0900
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
Groch Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeggi 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 Provision, 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	488-3000
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 & Chaldean 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
WLTV-Lite-FM	354-9300
WWJ-AM/WJOL-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Erika's Import Haus	(616) 942-1450
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.	1-800-24FRITO
Goin' Nuts	437-9831
Harbour Foods, Ltd.	333-3014
Kar Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	268-4900
Vitner Snacks	(313) 368-2447

## PROMOTION/ADVERTISING:

Advo System	(313) 425-8190
Insignia Systems	(612) 553-3200
Intro-Marketing	540-5000
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

## SERVICES:

Akram Namou, C.P.A.	557-9030
American Express	312-587-0701
American Mailers	(313) 842-4000
Bellanca, Beattie, 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. Shutie, 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	356-1620
Metro Media Associates	625-0070
Michigan Bell	221-7310
National Exposition Service	(313) 865-1000

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
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
Whitley's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Ameri-Copy	1-800-888-1683
Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	(313) 369-1666
Hobart Corporation	(313) 697-7060
MMI Distributing	(313) 582-4400
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
Epco 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	(313) 491-5930
J.F. Walker	(517) 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
Miesel/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
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
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
Livorno-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.

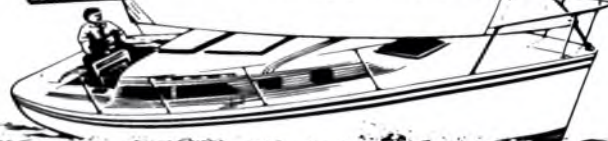
If you are not listed or need to change your listing, contact Mary Cooper at AFD at 557-9600.



**Attend AFD's Food & Beverage Industry  
Trade Show and Win Shopping Sprees and Prizes!**

# 10th ANNUAL TRADE 1994 SHOW

*Cruise  
Into  
Profits*



- Preregister for AFD's Trade Show and you may win a \$1,000 JVC surveillance camera system donated by Central Alarm Signal.
- Cash Shopping Sprees will be awarded to some lucky Trade Show attendees. The money must be spent on the show floor.
- Attend a free seminar about how to conserve energy so you can save money. The food and beverage industry is the largest consumer of power. You don't want to miss this seminar.
- Over 100 industry leaders will be exhibiting their new products and services so get ready for some terrific show discounts.
- You will be entertained by a Dixie Land Band as you walk through the show floor.
- The Trade Show is at Burton Manor on April 13, 1994 from 6-9 p.m. and on April 14, 1994 from 1-9 p.m.

## 1993 TRADE SHOW EXHIBITORS:

A & W Brands	Kowalski Sausage
Absopure Water Co.	Kraft General Foods
Accurate Inventory	Kramer Foods
Advo Systems	L & L Wine World
Amato Foods	Ludington News
AmSyn Cleaning	M & M Mars
Anheuser-Busch, Inc.	Melody Farms
Awrey Bakeries Co.	Michigan Bankard
Berne's Food Service	Michigan Bell
Blue Cross Blue Shield	Michigan Sugar
Bollin Label	Midwest Wholesale Foods
Borden Ice Cream	Miller Brewing Co.
Borden Quality Snacks	Mr. Pure Juices
Brehm Broaster Sales	Monitor Sugar
Canadian Arctic	National/Cooper Wholes.
Canandaigua Wine Co.	Nikhlas Distributing
Central Alarm Signal	North Pointe Insurance
Central Foods	Oscar Mayer
Check Point System	Pabst Brewing Co.
Coca-Cola Bottling Co.	Paul Inman Associates
Continental Baking	Pepsi-Cola
Coors Brewing Co.	Pfeister Company
CoreSource	Pointe Dairy Services
DCI Food Equipment	R.J. Reynolds Tobacco
Dep. of Agriculture	R.M. Gilligan, Inc.
Eby-Brown	Roundy's/Scot Lad Foods
Entenmann's Bakery	Royal Crown Cola
Everfresh Beverages	7-UP of Detroit
Faygo Beverages	S. Abraham & Sons
Fresh Roasted Almond	Security First Insurance
Frito-Lay	SelectCare
Garden Foods	Spartan Foods, Inc.
General Liquor Co.	Stark & Company
General Wine Co.	Stroh Brewery
Golden Dental Insurance	Sunlike Juice Ltd
Golden Valley Dairy	Sunshine/Salerno
Great Lakes Ice	Taystee Baking
H & O Distributors	TeleCheck MI
Health Alliance Plan	T.J. Graphics
Hiram Walker & Sons	Tom Davis & Sons Dairy
Hobart Corporation	Tony's/Red Baron Pizza
House of Seagram	Travelers Express
Insignia	Union Ice Co.
Items Galore, Inc.	Universal Marketing
J. Lewis Cooper Co.	Variety Foods
Jerusalem Foods	Wooten & Associates
Kar Nut Products	World Wide Financial
Kohe Food Distributors	

**Preregister today! Call Danielle at (810) 557-9600  
and you may  
WIN A JVC SURVEILLANCE CAMERA SYSTEM!**

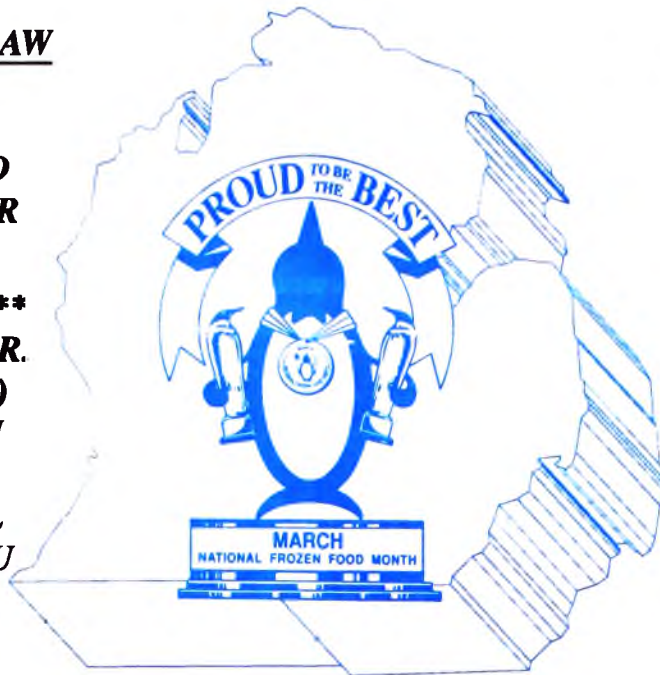
# THE PFEISTER COMPANY ....

## DETROIT/SAGINAW

### **PFEISTER FROZEN FOOD HEADQUARTER SALES TEAM**

\*\*\*\*\*

**JOE YURASEK JR.  
(DEPT MGR.)  
AL BURGOON  
JIM CLANCY  
JEFF DENZEL  
SAM GARCEAU**



## GRAND RAPIDS

### **PFEISTER FROZEN FOOD HEADQUARTER SALES TEAM**

\*\*\*\*\*

**MIKE O'LEARY  
(DEPT. MGR.)  
JOE CARMODY  
ANDY DYKSTRA**

**YOUR PFEISTER COMPANY FROZEN REPRESENTATIVE WILL BE IN CONTACT  
WITH YOU SOON, SO YOU TOO CAN BE "PROUD TO BE THE BEST"**

## THE PFEISTER FAMILY OF FINE FROZEN FOODS

**DOLE JUICES & BLENDS  
EGGO WAFFLES  
(DETROIT/SAGINAW ONLY)  
ESKIMO PIE & WELCH NOVELTIES  
(DETROIT/SAGINAW ONLY)  
GREEN GIANT VEGETABLES  
HOT & LEAN POCKETS  
JENO'S PIZZA  
INLAND VALLEY POTATOES  
MAMA TISH'S ITALIAN ICES  
(DETROIT/SAGINAW ONLY)  
MICHELINA'S ENTREES  
(DETROIT/SAGINAW ONLY)  
MINUTE MAID CITRUS JUICES & BLENDS  
(GRAND RAPIDS ONLY)  
MORNINGSTAR FARMS SCRAMBLERS,  
BETTER 'N EGGS, & ANALOG PRODUCTS**

**MRS. SMITH'S PIES & SHELLS  
(DETROIT/SAGINAW ONLY)  
MRS T'S PIEROGIES  
NESTLE, BON BON, BUTTERFINGER,  
DISNEY, DOLE, DRUMSTICK,  
FLINTSTONE, FROSTY PAWS,  
& HEATH NOVELTIES,  
PILLSBURY MICROWAVE PANCAKES  
& TOASTER STRUDEL  
SEA-PAK SEAFOOD  
(DETROIT/SAGINAW ONLY)  
STEVE'S ICE CREAM NOVELTIES  
TOTINO'S PIZZA & PIZZA ROLLS  
TYSON CHICKEN PRODUCTS & DINNERS  
(DETROIT ONLY)  
WELCH'S JUICES & BLENDS**

**THE  
Pfeister  
COMPANY**



## **YOUR FULL SERVICE BROKER**

**DETROIT  
36300 SCHOOLCRAFT  
LIVONIA MI 48150  
(313) 591-1900**

**CINCINNATI  
3660 HAUCK RD  
CINCINNATI OH 45251  
(573) 563-4444**

**SAGINAW  
3159 CHRISTY WAY  
SAGINAW MI 48603  
(517) 793-8100**

**COLUMBUS  
921 EASTWOOD DR-STE 133  
WESTERVILLE OH 43081  
(614) 899-1331**

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

**TOLEDO  
6433 MONROE STREET  
TOLEDO OH 43560  
(419) 882-1616**