



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

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and its affiliate, Package Liquor Dealers Association

JUNE 1994

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June is Dairy Month

Consumer consumption of milk unaffected by BST debate

The U.S. Department of Agriculture milk consumption figures released recently indicate that despite widespread coverage of the BST debate in the nation's news media, consumer acceptance of milk has remained unchanged since February 3 when the product first went into commercial use on U.S. dairy farms.

Released along with supporting data from The Gallup Organization, Inc. by the Dairy Coalition, a group representing producers and processors of milk and dairy products, the USDA data contradicts previous assertions by food activists that the public would reject milk and dairy products from cows supplemented with the genetically engineered bovine protein hormone (BST). Some predictions claimed milk consumption would fall by as much as 15 to 25 percent.

"All the marketing and

tracking data we have seen indicate essentially the same thing," said Jim Barr, chief executive officer of the National Milk Producers Federation, "reports of the demise of the dairy industry have been greatly exaggerated."

According to Barr, tracking studies conducted by Gallup show that although awareness of the debate by consumers has jumped from 28 percent to nearly 63 percent since FDA approval of the product in November, the impact on their buying decisions has remained virtually unchanged.

"The fall-off number reported by Gallup of persons who said they would stop buying milk over this issue has continued to hover near one and two percent," said Barr. "The numbers from USDA easily fall in this range."

See Milk Consumption
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"Stroh's Ice Cream Day" Commemorated by Governor Engler

The State of Michigan has officially designated June 1, 1994, as "Stroh's Ice Cream Day" throughout Michigan, in celebration of the company's 75th Birthday as Detroit's premier, premium ice cream manufacturer.

Michigan's Governor, John Engler, has prepared a "Certificate of Special Tribute," recognizing the company's longevity and contribution to the economy of both Detroit and Michigan. He presented the award to Phillip Roselli, Stroh's Ice Cream Company president, and all employees, at their Detroit headquarters on May 16.

The certificate, in part, recounts how, beginning in 1919, the production of ice cream, ginger ale, ice and malt extract helped the Stroh Products company survive during Prohibition.

In a separate action, the members of the Michigan Legislature issued a concurrent resolution honoring the firm's management and staff on its 75th Anniversary, and proclaiming June 1, 1994, as "Stroh's Ice Cream Day" in Michigan.

To help commemorate their Diamond Jubilee, Stroh's Ice Cream Company recently introduced a heavier, more flavorful "extra" premium ice cream, the "1919 Brand," available in economically-sized, half-gallon cartons.



Phillip Roselli, Pres., Stroh's Ice Cream and Governor John Engler cut the company's 75th Birthday cake at the company's Detroit Headquarters.

Legislative Update

New OSHA Standard Due

OSHA has recently announced that its long-awaited workplace ergonomics standards will finally be proposed by September 1994.

While the agency concedes that it still does not know exactly what they will entail, the standards will be an attempt to reduce the number of work-related repetitive motion injuries. Of particular concern to businesses, however, is the very long reach of the

More Update—
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AFD member contest

Win the trip of your dreams!

The AFD is conducting an exciting membership recruitment contest through August 31, 1994.

Members can win prizes including gift certificates, airline travel certificates and two-day stays at golf resorts. Call the AFD toll free at (810) 557-9600 and ask Jeff for more information on how you can take advantage of this great opportunity for you and the AFD!

Time For Tee!

Take your stance and grip your club at the Associated Food Dealers of Michigan Annual Scholarship Golf Outing at the Golden Fox/Fox Hills on Monday, July 25, 1994. There will be 288 golfers ranging from a Trevino or Nicklaus hopeful to a double bogey bandit.

Your day begins at 8:30 a.m. with a continental breakfast, followed by a 10 a.m., shotgun start, snacks and beverages all day, a barbeque lunch on the turn and a dinner reception with open bar starting at 4:30 p.m. and

of course golfer goodie bags and prizes galore. Your routine for the day will be: chew,



swallow, drink, swing! The price per foursome is \$500 and \$125 per golfer. Non-golfers are invited to attend the dinner reception at a cost of \$60 per

person. All the proceeds from AFD's golf outing will fund 22 academic scholarships worth \$750 each. Thank you for your generous support and commitment to academic excellence!

There will be 18 holes on the Golden Fox and 18 on Fox Hills. Last year we sold out early. Call Danielle Mac Donald, AFD special events director, today at (810) 557-9600 so you won't get caught in a sand trap. Thank you for supporting our Academic Scholarship Program. See you on the course!

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CHAIRMAN'S REPORT

Beware of linen company contracts

They can really clean you out!

by Nabby Yono
AFD Chairman of the Board

I am writing this column today out of frustration and to warn you about the potential pitfalls of signing contracts. I made the mistake of signing a contract without reading all the fine print. So, in order to "make lemonade out of a lemon" I am turning this situation into a positive by telling you how to learn from my error.

I signed a contract with a linen company last year, to provide clean, white aprons for my meat department. I did not special order aprons with the store's logo on them, nor did I request



colored aprons. I just ordered the basic white variety.

This year a competing linen company offered me a better deal. I tried to cancel my contract with the first company, and quickly discovered—via a letter from the company's attorney—that I was in violation of our agreement and responsible for a considerable amount of "liquidated damages," should I terminate our contract.

In today's competitive business climate, it is important for all of us to do as much as we can to control our costs. There are numerous linen companies out there, vying for business. Some require a signed contract that can bind you to their services for up to five years. Others will provide services with no contract at all.

I suggest you choose to do business with a company that provides quality, timely service at competitive prices and without a binding contract of more than six to 12 months. However, if you do choose to enter into a contract with your linen company, make sure that you are satisfied with every element of the agreement, especially that which is written in fine print.

Get involved with the AFD Membership Drive.

If you like to travel, golf, dine out or enjoy other finer things in life, then don't miss this opportunity!

The AFD is conducting a membership drive through August 31. Members can win airline tickets, golf vacations and other great prizes.

For more information, call Jeff Mansour at the AFD offices—(810) 557-9600.

Golf Proverbs

- A golf match is a test of your skill against your opponent's luck.
- The only thing you can learn from golf books is that you can't learn anything from golf books, but you have to read an awful lot of golf books to learn it.
- Since bad shots come in groups of three, a fourth bad shot is actually the beginning of the next group of three.

Statement of Ownership

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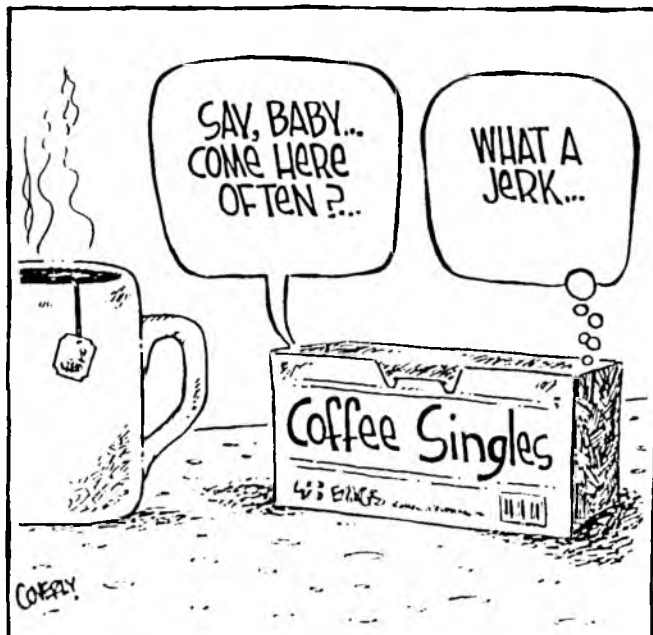
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Food Industry Association Executives

The Grocery Zone

By David Coverly



Inspections: Whose store is it anyway?

by James V. Bellanca
of Bellanca, Beattie and DeLisle
Attorneys for the AFD

As you know, as a licensee of the State or local municipalities you are called upon from time to time by inspectors whose purpose it is to determine whether or not you are operating according to the licenses issued by the State or a municipality. Representatives of the Department of Agriculture, as it relates to food products, check such things as short weight, excess fat and general sanitary conditions. Representatives of the Liquor Control Commission and/or the local police department have a right to inspect your stores at it relates to the sale of alcohol.

These are all legitimate investigations and you should cooperate with individuals who identify themselves and produce proof that they are representatives of either the State, the local government or the local police department. We suggest that you always cooperate with those individuals who, after having properly

identified themselves, wish to observe your operations or inspect your store.

As you know, AFD has worked closely with all governmental agencies in connection with the licenses issued for the operation of retail businesses throughout the State. We have an extensive library of video tapes available to members and others regarding all aspects of business operation, including those enumerated above.

However, in recent weeks and months there has been a growing trend for organizations, which claim to be community based or individuals who claim they are acting on behalf of a neighborhood, to seek access to your store. They have no right to gain access to any of the store that is not otherwise opened to the public. If you are approached by such an individual or group you should seek clarification as to who they are, what their address is and what their phone number is.

Generally speaking, cooperating with these individuals is a determination which should be made on the

spot by you. As members of the public, they are permitted access to the general selling areas where the public normally does business. There are limitations as to what they can and cannot do. The purpose of this article is to inform you generally of your rights in these matters, as it relates to community-based organizations or those individuals who hold themselves out as being interested in the welfare of the general public and your customers.

1. They are not permitted to have access to your storage areas, your meat areas or any areas not otherwise open to the public. In fact, allowing them access may be in violation of State or local municipality regulations.
2. They are not permitted to photograph the inside of your store, or any of your customers or workers without your explicit permission. If they attempt to conduct or take photographs, you may ask them to leave your store. If they refuse to leave your store, you may call the local police department and demand their removal.
3. As a member of the public, they have a right to purchase product which is available for sale, but they have no right to demand the removal of any product from your shelves or selling area. Obviously, you should always remove outdated or damaged product.

4. They are not permitted to take any product without paying for it.
5. They are not permitted to disrupt your shelves or your selling areas by going through every can, bottle or package available for sale. Generally speaking, their right to enter the store is limited to their right to make a decision as to whether or not they wish to purchase product from you or not.

6. They do have a right to file a complaint with the local or State licensing divisions if they determine that some inappropriate activity is taking place in your store, but they do not have the right to issue tickets or demand anything from you.

7. They do have a right to set up pickets, if they believe that you are not properly serving the

community, but those pickets cannot be located in your parking lot or on the property which you own or lease, without your permission. Thus, they are limited to the public sidewalks for their demonstration. They may not impede traffic by placing themselves in driveways which prevent your customers from gaining access to your parking lot. If they conduct such a picket and interfere with your operation, you should call the local police department to seek their removal and you should consider calling your attorney to seek an injunction against any activity which is disruptive and/or contrary to your right to free speech. It is for this reason that it is important to learn who it is that is inspecting your store so that they can be properly named in a lawsuit.

Sometimes it is difficult to distinguish between legitimate community organizations and/or community leaders and those who have their own political or personal agenda. Usually you can tell who the extortionists are. They will either directly or indirectly solicit money or food from you for themselves or for "their organization." If the organization is legitimate, they should provide you with written proof that the organization exists. If they are reluctant to provide you such proof or continue their threats unless food or money is given, contact AFD immediately and the local police department, who is anxious to prosecute these individuals.

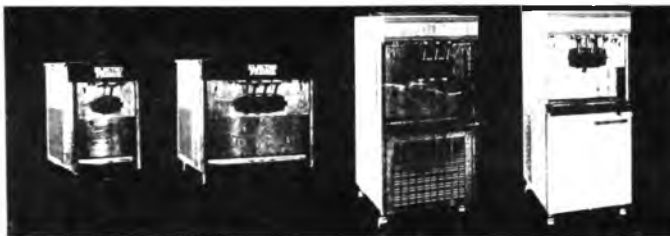
It is a fine line that you walk. You know that you are dependent upon the community for your customer base and we encourage you to provide the best and freshest product in the cleanest store possible. If you become targeted by a legitimate concerned community representative or by one of these extortionists, the result can be damaging. You must judge each individual based upon what they say and do. Legitimate community representatives look for solutions, not money or product.

REMEMBER, IT IS YOUR STORE. You are the master of that store and you can set legitimate and reasonable rules concerning those who would gain access to the public areas of your store.

If you have any questions concerning your rights, feel free to contact AFD.

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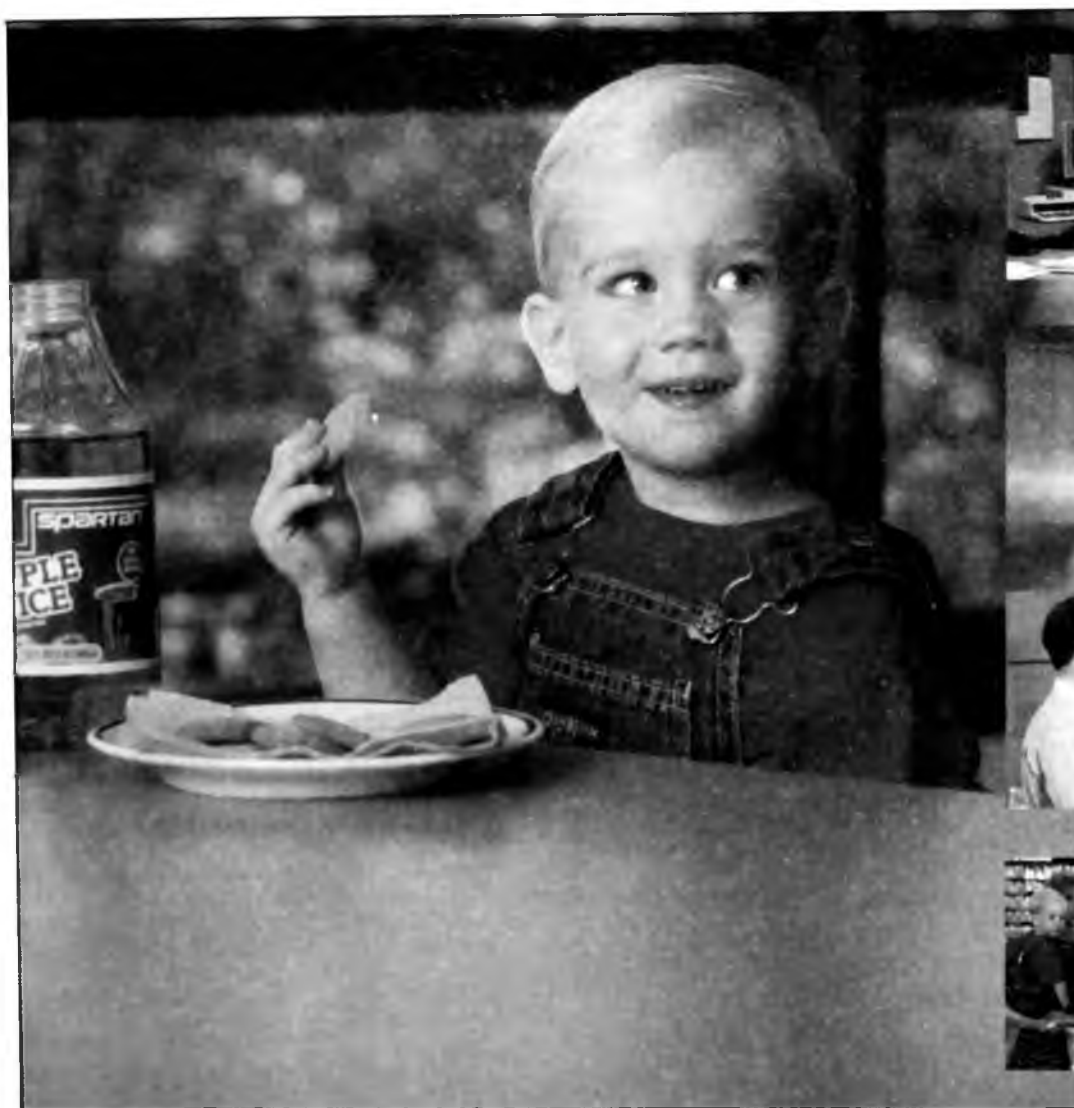
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Retail Profile

Global economy grows in Grand Blanc

by Virginia Bennett

Veg-a-Mite from Australia, Cracotte from France, and Torani syrups from Italy, along with Michigan products like Mackinac Island Fudge ice cream, Gayle's chocolates from Royal Oak, and Billy Bones Bar-B-Q sauce from Sanford, line the shelves at Oliver T's. The store is a veritable cornucopia filled with exciting treasures from around the world. Taking a quick look at the extensive variety of products it would appear that Oliver T's is single handedly trying to



*Facade of the award-winning
Oliver T's of Grand Blanc.*

expand the global economy.

The store is fresh and inviting from its award-winning, glass block storefront to the brightly lit, high ceiling interior. Oliver T's, located at 1553 E. Hill Road in Grand Blanc, is easily accessible for quick on and off stops from I-475. The multitude of foreign products and an extensive variety of freshly baked breads are just two of the things that draw customers from a distance. Customers come from Bay City, Holly, Fenton and Clarkston.

The six-year-old store was purchased by the Capoccia family four years ago. It was clear that their first store, Bonanza Wine Shop in Livonia, could no longer support the father, Frank, and his four children and their families. In 1990, locating an up-scale new store in the Flint area's uncertain economy was a big risk. In retrospect, it has turned out to be a lucky move. The store has a growth record of 10 to 20 percent yearly. Improved conditions in the auto industry have brought executive-level jobs back to the Flint area and, in 1996, Genesys Regional Hospital will open,

bringing many new families to the Grand Blanc area. The new facility will be located just two miles from Oliver T's.

The typical Oliver T's shopper doesn't drop by for a six-pack or a loaf of bread. It is more likely that they stop for a European style torte, a loaf of freshly baked bread, a bottle of wine or a special gift. Browsers, drawn by the aroma of freshly roasted coffee, can sit at little tables and enjoy a fresh cup along with a pastry or chef-prepared specialty. They also have carry-out and catering service. Cathy Capoccia Zeller, Gourmet Food and Gift Buyer, says that a considerable amount of their business growth has come from people who sampled food products that Oliver T's donated to local charity events. Specialty items and gifts draw clients looking for something extra special. Fifteen to twenty baskets are ordered every week and that number soars at holiday times. Christmas baskets alone number 1,500. Many are corporate gifts.

Zeller says there is an art to picking out items for baskets. One particularly successful basket, selected for a couple that had ties to Mexico, was really hot. The basket had blue corn chips, special hot sauces, bean dip, chili pepper-handled mugs and the whole basket came covered with a string of chili pepper lights. It was so unusual it was used to decorate the table at the fiesta.

Zeller's marketing responsibilities fill a big basket. Her background in advertising and journalism have made all the difference when it comes to getting the word out about all the offerings at Oliver T's. One of her biggest jobs is the hand-written, illustrated newsletter which is published bimonthly with a circulation of 2,300. The newsletter is used

as a marketing tool to announce special events and cooking classes and educate customers to new products, cooking terms, and sales. It includes recipes, tips, food-related quotes and interesting

prose. Reading it is a treat in itself.

Educating the public takes enormous effort. Special events include cooking classes that take place on



*Cathy Zeller amid the lucrative and
popular Godiva chocolate display.*

**See Oliver T's
Page 13.**

Flint Store Owner Reaches Out to Local Children

by Joe Kyriakoza

Stores and schools working together? It may not sound like a classic combination, but Hani Bawardi, owner of Hanibal's Market, Inc., in Flint, took the first step in attempting to make this combination work.



Hani Bawardi of Hanibal's Market is a new member of AFD and very active in the Flint grocery community.

Understanding between Arab-American grocers and students was the topic of discussion in a meeting with Bawardi and local elementary school officials.

Bawardi laments that he spent years only dealing with the community from behind the register, which he expressed in a follow-up letter.

"I heard with dismay self-proclaimed community leaders label the youth as 'criminals,' 'drug dealers,' and 'loiterers.'"

Contained in the discussion were different methods in which the Arab-American merchants could become more involved with community children.

Bawardi, who was sworn in as an American citizen on May 9, believes that Arab-Americans in any community should become involved in similar activities.

"They should also be involved in the political process and in the local media," said Bawardi.

Bawardi, a resident of Flint, says that the meeting with the school was an extension of his role on the American-Arab Discrimination Committee (ADC) as chapter president.

"As part of the ADC work, I had to contact school officials," said

Bawardi. "I had a chance to sponsor a basketball team and that mushroomed into a relationship with local schools."

Besides sponsoring a basketball team, Bawardi agreed to organize workshops for students concerning the Middle East and Arabs, along with information about careers and businesses.

To the delight of Bawardi, Flint mayor Woodrow Stanley offered his assistance and agreed to make himself available to the grocers in Flint on a regular basis.

"The mayor offered his assistance but there's a great deal of apathy among the grocers," said Bawardi. "It's just up to us and other merchants in the area to get busy to pursue this"

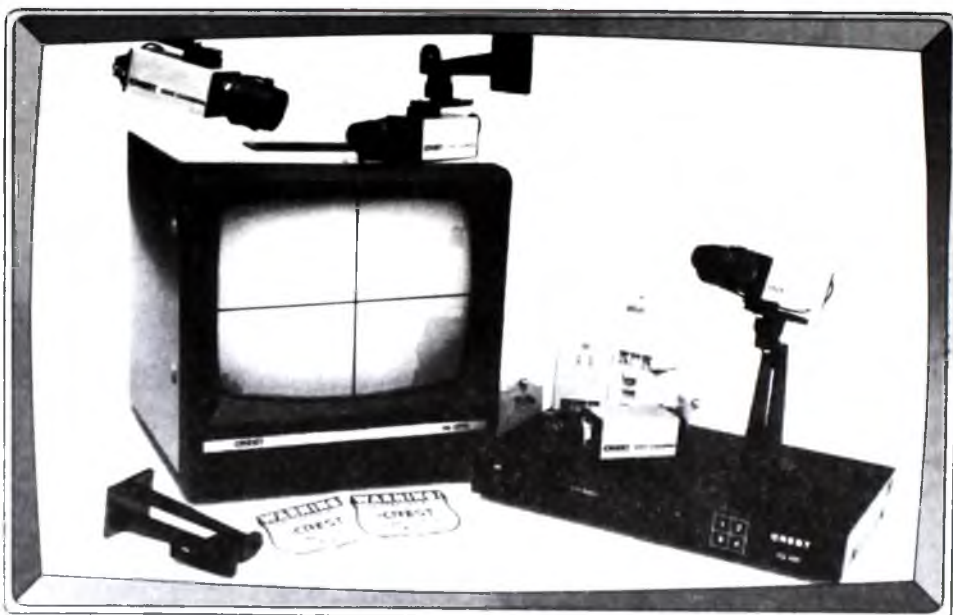
Bawardi hopes to progress further with these types of activities and looks to AFD for assistance.

"I hope that the Associated Food Dealers will pick up where the Independent Grocers of Michigan left off in Flint," said Bawardi. "Namely safeguarding the interests and welfare of the law-abiding and hard-working Arab-Americans."

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People

Hubert Distributors Welcomes New Employee

Scott Vicary joined Hubert Distributors in March of this year.



He is a 1990 graduate of Michigan State University with a degree in Marketing. Vicary spent three years in San Diego working for Mesa Distributing and Southern Wine and Spirits. He returned to the Detroit area to work for Viviano Wine Importers as a Chain Account Representative.

Vicary will be working in the Rochester areas as a Sales Representative.

WORKER'S COMPENSATION: MAKING SENSE OF A MESS

Staggering cost increases in providing worker's compensation benefits to injured workers have occurred in the last decade. For example, employers nationwide paid an estimated \$60 billion to support worker's compensation programs in 1991. If you still need convincing that worker's compensation costs are excessive and on the rise, take a look at these statistics.

- Losses to insurance companies from worker's compensation claims totaled \$1.7 billion in 1991.
- The cost of an average worker's compensation claim in 1990 was \$19,444, more than triple the \$6,138 it was in 1980. Of that \$19,444, \$6,611 represented medical expenses, up 278 percent from the \$1,748 average in 1980.
- Since 1980, worker's compensation costs have grown at more than 12 percent a year; 15 to 20 percent annually in some states.
- Despite advances in medical care, 60 million workdays were lost due to job-related injuries in 1989.
- In 1991, each worker's compensation claim cost an average of \$363 a week and lasted nearly three weeks; the average premium per

worker increased from \$93 in 1972 to \$500 in 1992.

WORKER'S COMPENSATION FRAUD

Recently, the Insurance Information Institute estimated that nearly 20 percent of all worker's compensation claims are fraudulent. In California alone, fraudulent and abusive claims accounted for \$1 billion in phony legal and medical fees. Although few would admit to committing a fraudulent act, surveys show that many Americans tolerate fraud in varying degrees. A 1993 Insurance Information Institute survey reported:

- 25 percent of those polled said they knew of people who had stayed home after they could return to work and continued to collect worker's compensation. The more aware respondents were of this practice, the more likely they were to condone it.
- 17 percent of those surveyed said it was acceptable for someone to remain home in such a situation.
- 8 percent thought it was acceptable for a person to claim that a non-work-related injury occurred on the job in order to collect worker's

compensation benefits.

- 10 percent said it was acceptable to be out of work for a month because of stress and to claim the stress was work-related even if it was not.
- 6 percent condoned an employee's staying home even after the employer had made special accommodations for that employee's disability.

With such ambivalence toward a behavior the dictionary describes as "the intentional perversion of truth to induce another to part with something of value or to part with a legal right," it is no wonder that many employers no longer feel they can take their employees at their word.

WHY HAS THIS HAPPENED?

Worker's compensation was never intended to be an accident insurance or health insurance measure nor a blanket insurance policy to provide benefits for anything other than employment-related disabilities. Yet many programs have become all three, worse in some states than in others. Injuries "arising out of" and/or "in the course of" employment have been stretched to take in all kinds of things not wholly work related because:

- Worker's compensation has no deductible.
- Claims are fully paid for by the employer, so health care providers have little incentive to contain costs.
- Time off is paid or, unlike unpaid FMLA, and more generously than is paid by unemployment compensation.

RECOGNIZING A SUSPICIOUS CLAIM

There are some tell-tale signs you can look for in determining whether an injury is truly work-related. Some clues in detecting a potentially fraudulent claim include:

- Your first notification of a work-related injury comes from a doctor or lawyer, not the employee.
- The employee complains of symptoms of wide areas of pain or constant pain, fatigue, insomnia or stress for which there is no measurable evidence.
- The employee has been warned about poor job performance or has had repeated or recent conflicts with others at work.
- This isn't the employee's first claim or litigation.
- You have reason to believe the injured employee has a second job or has taken on other employment since the injury occurred.
- You can't reach the injured em-

ployee at home during working hours.

- The employee has no valid reason to refuse to see the physician you recommend.
- You have reason to believe third parties have solicited your employee to file a claim.
- The employee is being treated at a clinic frequently involved in questionable claims.
- Other employees with similar claims have been treated by some or all of the same doctors/clinics and/or have been represented by the same law firm.
- Medical treatment doesn't match the diagnosis (example: an employee with a separated shoulder gets referred to an endocrinologist).
- Referrals to a number of specialists in a very short time or conversely, treatment that is unusually extended.

CHALLENGING A CLAIM Working With Your Insurance Carrier

If you have a claim you feel is suspicious and should be challenged, work with your insurance carrier in standing up for your rights to challenge the claim. Do not assume, however, that the insurance carrier will do the investigation process.

Because of the expense involved in litigating insurance claims, and because of the difficulty in defending worker's compensation claims, particularly when the employer has not done some of the critical background work, most insurance companies will encourage settlement of claims and getting the employee back to work as soon as possible. But this is not always in your best interest and with your worker's compensation policy comes the services of the insurance company's who will assist you in challenging unwarranted claims.

In order to successfully challenge a claim, it is necessary that you gather and document as much information as possible and circumstances surrounding the accident.

- Talk to the employee immediately after the incident and find out as much information as you can. Get an exact written account of what the injured employee says, especially any exact quotes which are admissions against the employee's interests.
- Document the following information regarding the accident or injury:
 - The employee's name, age, sex.
 - The date and time of the injury.
 - Get pictures from several angles of the spot where the accident occurred. Pictures can be worth a thousand words.
 - How long the employee has been with the company and how long he

Worker's Compensation,
Page 20




CABANA

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Letters

Dear AFD:

We'd like to say "thank you!"

The American Forest and Paper Association, through its Paper Bag Council and Paper Recycling Committee, and the Fibre Box Association, salute the members of the Associated Food Dealers of Michigan, and the entire American grocery industry, for their dynamic leadership in paper recovery and recycling.

Last year, over six million tons of corrugated boxes were collected at grocery stores—an all-time record!

Sincerely,

Terry Serie
Vice President
Containerboard &
Kraft Paper Group

Dave Stuck
Manager
Kraft &
Packaging Papers Division

Dear AFD:

We would like to thank you again for visiting with us at the 10th Annual Associated Food Trade Show.

We are pleased to announce that Carmina Lalama of Garden City, Michigan won the trip of her choice to Hawaii, Florida, or the Bahamas and Jeffrey M. Merchant of Merchants Party Store is the winner of dinner for two at Marco's Dining & Cocktails of Farmington, Michigan.

At Kanter Associates, we have been helping people plan for their future since 1925 in the areas of personal and business planning. If we can be of service to you in these or other areas, please do not hesitate to contact us at 810-357-2424.

We look forward to working with you and serving the food industry for many years to come.

Sincerely,

Martin J. Fierman, LUTCF and Daniel L. Kanter

Dear AFD:

Thank you for all you have done to make the Best Bagger Contest possible. My family and I had the best time ever! It made me finally realize that hard work really does pay off. I had a ball at Hudson's, I bought a spring outfit and spent the rest of the money on an insurance bill that needed to be paid. The plaque that I received is now placed in a window at the store. Everyone there is proud of me, and I am too.

I hope to be in the contest again next year, if not, then just to watch would be great!

Thanks again!

Jamie Kinnison

Dear AFD:

This letter is to congratulate you on the orchestration of an excellent Trade Show. Although I have only been directly involved with the AFD Trade Show for about three years, I do handle quite a few other shows around the country and this was without a doubt one of the best shows I've worked in a long time.

I've found that when the organizers of an event such as this exhibit show a high level of enthusiasm it becomes contagious and spreads throughout the show. That was certainly true in this case.

In past years, the only negative part of this show has been during the final 30-45 minutes when "scavengers" seem to take over the show. I was extremely pleased to see you take a pro-active course of action to deter this type of situation.

Once again, let me commend you on an excellent show and assure you that Awrey Bakeries will definitely be returning next year.

Sincerely,

AWREY BAKERIES, INC.

Charles

Retail Division Manager



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* GUN & PISTOL	* SAFES & FILES	* MODIFICATIONS	* INSURANCE
			* ESTIMATES



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Calendar

- | | |
|--------------|---|
| June 19-25 | National Grocers Week |
| June 20 | Business Tax Restructuring Forum
Alpine Regional Education Center, Gaylord |
| June 21 | Business Tax Restructuring Forum
Lake Superior State University (SSM) |
| June 22-25 | National Grocers Association Conference
Washington, D.C. |
| June 23 | Business Tax Restructuring Forum
Library of Michigan (Lansing) |
| June 25-28 | Annual Produce Conference
Santa Barbara, CA |
| July 1-4 | Michigan TasteFest
Detroit's New Center Area |
| July 23-25 | NFDA 67th Annual Convention & Trade Show
Denver, CO |
| July 25 | AFD Golf Outing |
| October 9-12 | National Frozen Food Convention
Orlando, Florida |

THE RETAILER ATTENDEES OF AFD'S

10th ANNUAL TRADE SHOW

*Cruise
Into
Profits*



John Gianotto, owner of J&J Food Centers, talks to the pizza expert, Joe Amato of Amato Foods



Denny McClain, owner of Farmer Peer, signs baseballs for his fans

The Najors from Superland Market pose with Dan Angst from Continental Baking



Nabby Yono, owner of Orchard Food Center & Xtra Foods, along with Raad Kathawa, owner of Ryan's Foods, join the staff at the Tom Davis & Sons Dairy booth for a lemonchilli



The staff at the Nut booth sure enjoyed filling out the orders at the AFD Trade Show.



John Seney introduced a new soda life preserver; as you can tell, it was a huge hit!



No one could resist the treats at the Awrey Baking booth!

75 Years of teamwork builds Spartan spirit

by Virginia Bennett

The "Power of Working Together" is a Spartan Stores' concept that has served the company right from the very start.

It was in that spirit that over 75 years ago a group of grocers pooled their resources and bought a boxcar of sugar. This was the beginning of the successful venture that would eventually become Spartan Stores, Inc. Growing competition from national chain stores threatened to put local grocers out of business. As a plan for survival, the grocers joined together to form a cooperative wholesale organization. Buying their commodities in quantity and passing the savings along to their customers enabled the independents to effectively compete against high-volume operations.

As Grand Rapids Wholesale Grocery Co., the company began with 27 independent grocers in 1917. From 1937 until 1957, membership increased to more than 350 retailers. Through the years the company's character changed from being merely a local warehousing facility to becoming a full service financial, marketing and merchandising consultant, serving food retailers across western Michigan. In 1954, a private label line of products was introduced and the Spartan warrior was adopted as a company symbol. It stood for strength in unity. In 1957 the company name was changed to Spartan

Stores, Inc.

Since that time the company has expanded into two distribution centers—its present corporate headquarters encompassing 135 acres in Grand Rapids and a second facility in Plymouth.

Together they service over 500 stores in Michigan, Indiana and Ohio and constitute the eighth largest

grocery distributor in the

United States. Spartan Stores has annual sales of over \$2 billion. Streamlined operations in these warehouses combine manual labor and modern technology to expedite product delivery by Spartan truckers, who travel over 15 million miles per year. From these two distribution centers independent Spartan Store retailers can choose from over 46,000 products including meat, bakery, deli, produce, floral, frozen/dairy, general merchandise, grocery, and seafood. Of these, over 1,200 Spartan brand products are available.

Spartan Stores, Inc., along with its subsidiaries, serve over 14,500 customer locations in six states. Subsidiaries include:

Capistar, Inc.—A food wholesaler with a full-service warehouse offering specialty foods, Shurfine private label products, Piggly Wiggly franchises and licensed Budget Pantry LAS (limited assortment store) format.

J. F. Walker Company, Inc.—The nation's eighth largest convenience store distributor.

L&L/Jiroch Distributing Company—A convenience store distributor.

Market Development Corporation—A real estate holding company.

Shield Benefit Administrators, Inc.—Employee benefit management services.

Shield Insurance Services, Inc.—An all-line insurance agency.

Spartan Insurance Company, Ltd.—An insurance company strictly serving Spartan Stores, Inc. retailers.

United Wholesale Grocery Company—A cash'n carry wholesaler serving 5,000 convenience stores.

Spartan Stores, Inc. is retailer owned, and each store carries its own name. Some Spartan retailers have multi-store chains while others have one store operations. Spartan retailers have gained strength through team effort. The "Power of Working Together" also allows Spartan to offer product variety, support services, shared business knowledge and benefits. They have an advantage when it comes to group advertising and promotions.

Spartan Stores, Inc., C.E.O. Patrick M. Quinn says, "At Spartan Stores we not only strive to be the best wholesaler we can but we do all we can to help our retail customers be the best in the business. Our philosophy states that our first responsibility is to our customers, when they succeed we succeed."

Finally, Spartan Stores, Inc., has made community involvement a company



commitment. It is likely that no retailer/wholesaler has ever donated more time, money and volunteers than Spartan Stores, Inc. and their retailers. They have been exclusive sponsors for the last 10 years of the Michigan Special Olympics Summer Games.

It is one of few grocery wholesalers with a registered dietitian on staff. Materials are available to Spartan stores that focus on nutrition and recipes can be made available to customers. The company is also committed to the environment and encourages retailers to join in the effort to recycle.

Spartan Stores, Inc. continues to evolve in the development of technological and distribution systems. Their intent is to remain in the forefront of change, ever mindful to provide retail customers with quality products and services in a cost-effective manner. This enables retailers to excel in serving the needs of their customers in the face of competitive challenge.

For information on joining the Spartan team call Mike Costello at (616) 530-4517.



A Spartan Stores, Inc. truck delivers the products from one of the distribution centers to the participating stores.



Joe Smoliga, Vice President of Spartan Stores, Inc., and AFD Board Member at the AFD Trade Show



Patrick Quinn, President and C.E.O. of Spartan Stores, Inc.

Oliver T's
From Page 6.

Sunday night when the store is closed. Themed tastings for holidays like Mardi Gras and Cinco de Mayo give the chef an opportunity to showcase special recipes. Favorites from the tasting may become part of the regularly offered fare. Summer beer tastings, Valentines Day chocolate tasting, and a Billy Bones ribfest during the Buick Open, are some of the other events that take place annually.

Stocking the right gift, or knowing what product to carry is essential according to Zeller. Special marketing savvy is gained at food shows and by reading. She always attends the Fancy Food Show in New York and heads directly for the new product aisle. The more unusual the item, the better it sells. Being the first to get the product is important to her. As trendy items become mainstream, Zeller drops them, happy to select new items to feature.

The latest products are always announced in *Gourmet News* and Zeller also reads *Bakery* magazine and *Restaurants & Institutions*, both free to store owners. Another tool she uses is to read commercial cooking magazines like *Food & Wine*, *Gourmet* and *Bon Appetit*. Reading these magazines can help anticipate what cooks will be asking for. For instance, when recipes for ti-



Ron Zeller (L) and Bob Sords, son-in-laws of Frank Capoccia (former AFD board member) make up half of the management team at Oliver T's Market.

ramisu began appearing there was a unprecedented demand for ladyfingers.

Cathy says the success of Oliver T's is not by accident. Her whole family gets involved. Her brother, Chris, is the company lawyer. Brother-in-law Mike Canan roasts coffee on site and is responsible for buying the 250 imported and domes-

tic varieties of beer as well as organizing the beer tastings. Brother-in-law Bob Sords buys cheeses, non-alcoholic beverages and cigars for the stores humidor room. Sister-in-law Sue and sisters Marie and Marilyn also pitch in at Bonanza. Frank and his wife Joann are proud of the way their family works together and they credit good communications for their success.

Stocking over 7,000 products is a big responsibility. Cathy puts it this way, "It's all ours - all the headaches and all the glory." Judging by the wonderful response they have received from the shoppers in the area, they can look forward to more of the latter for the future.



Louis J. Stephen, President of Nu-Ad Advertising and Printing, presents a winner's certificate good for a dinner cruise for two on Lake St. Clair to Sabah Yaldoo of Majestic Market, father of lucky winner Brian Yaldoo.

Stephen's Nu-Ad provides cruise at '94 Trade Show

Stephen's Nu-Ad celebrated the recent "Cruise Into Savings" Trade Show by awarding a dinner cruise of its own to a lucky Trade Show attendee.

Brian S. Yaldoo of Network Real Estate and Majestic Market was the lucky winner of a dinner cruise for two aboard the Lake St. Clair cruise ship Infinity.

Yaldoo will enjoy his winnings in the warmer temperatures of July or August.

Said Nu-Ad President Louis J. Stephen, "Nu-Ad is always happy to participate in AFD-sponsored events, and this Trade Show gave us an opportunity to network with suppliers and customers... and have some fun at the same time."

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YOUR LINK TO A BETTER LIFE.

Lt. Governor Binsfeld Chairs Michigan Year of the Family Council

By Shannon Swanson Taylor

Lt. Governor Connie Binsfeld-R, Maple City, made history in Michigan by being the only woman to hold leadership positions in the House, Senate, and the Executive Office. In holding such a high-power position, Binsfeld uses her influence to help reach out to families in various ways.

Binsfeld has long history of involvement in matters of the family. She was appointed by Governor Engler to chair a commission to study adoption and was also the prime sponsor of the Michigan Surrogacy Act. She has received the Ennis Center for Children's Advocacy Award in 1992 and the Humanitarian Award from Child and Family Services of Northwestern Michigan, Inc. in 1993. She was also named Mother of the Year in 1977.

This year Binsfeld is the Chairperson of the 1994 Michigan International Year of the Family Council. The Council has been formed in response to the United Nations General Assembly which proclaimed 1994 as the "International Year of the Family" in Resolution 44/82. They will recognize the contributions that families make to society and to stimulate efforts that enhance the ability of families to function in our increasingly complex and changing world.

Binsfeld is not the only "Big Hit" on the MIYF council. Sluggers Kirk Gibson and Alan Trammell are also participating along with a list that reads like the "Who's Who" of Michigan and includes Co-Chairpersons Trudy DunCombe Archer and Michele Engler, Richard Austin, Paul and Marlene Borman, Reverend Eddie and Mary Edwards, Charles and Beth Fisher, Ernie and Lulu Harwell, James Earl Jones, Bill and Chris Laimbeer, Dr. Isaiah "Ike" and Patrice McKinnon, Fred and Lena Meijer, L. Brooks and Kathleen Patterson, Lowell and Maxine Perry, Neal and Phyllis Shine, and Isaiah and Lynn Thomas.

"We have representation of all areas of the state and also urban areas where there are particular breakdowns," said Binsfeld. "We have tried to interest those neighborhoods and areas by including them in the membership of our council."

"The future of American families depends on the choices made by families, employers, and public institutions in our society," said Binsfeld. "I look forward to bringing together the

family of Michigan and motivating our citizens, leaders, and public servants to work to strengthen families." The main goal is to emphasize what the family contributes to society to create more awareness and to try to encourage organizations and citizens to celebrate the family and enhance the lives of children and families in Michigan.

"Our motto is 'Building the smallest democracy at the heart of society' and our theme is 'Family resources and responsibility in a changing world,'" said Binsfeld.

The mission of the MIYF is three-fold:

- To encourage and foster activities, events, programs and services celebrating the family, and enhance general awareness of the public regarding family issues.

- To encourage organizations, communities and agencies to hold special events and activities highlighting Michigan families.

- To encourage organizations, communities and individuals to take at least one action that improves the daily lives of families.

The Council has suggested a few activities that organizations could plan to help implement the idea of "Family."

- Retailers can hold a family day and offer discounts for families.
- Restaurants could use a family-oriented placemats or napkins.
- Organizations can sponsor workshops or seminars regarding family issues.
- Adopt and/or sponsor a needy family (i.e., assist with clothing and food, share family activities, or work together on projects.)



Lt. Governor Binsfeld, the Michigan International Year of the Family Chairwoman.

- Publish family-oriented articles in monthly newsletters, or print a special family edition.

- Encourage employees to send in family stories to the local paper, as a letter to the editor or as a part of a feature story.

- Sponsor essay or art contests

about importance of families.

- Promotions in the stores.

- Retailers could have a family-oriented message on bags.

"Our goal is to monitor our progress by reports we get whether or not the message is getting out. We want to have feedback," said Binsfeld.

Binsfeld would like to see everyone become involved in MIYF in one way or another. "It's the Power of One. If everyone or every organization would do something to enhance and improve the families of Michigan, it could have an impact. If every organization did something, it would help. But we would like them to do a lot."

For more information on how you can become involved, write or call the Michigan International Year of the Family Council at 116 W. Allegan Street, Lansing, MI 48933, (517) 373-4660.

Michigan International Year of the Family

The following special dates, events, and observances are just a few of the many that are for your information and both highlight possible MIYF opportunities and celebrate the rich heritage and diversity of the Families of Michigan during June 1994.

June 1994

1-30

1-30

01-07

04

04-26

02-05

05

09-11

09-11

10-12

10-12

11-12

11-18

12

14

14

19

22

22

23-25

24-26

Dairy Month

Parks & Recreation Month

International Volunteers Week

Children's Victim of Aggression of the

Innocent International Day

Michigan Sugar Festival

Special Olympics

(Mt. Pleasant-CMU Campus)

International Mother's Peace Day

Cereal Festival

(Battle Creek-Downtown)

National Asparagus Festival

(Shelby-Downtown)

Detriot Grand Prix

Bridgefest

(Hancock/Houghton)

Free Fishing Weekend

Bavarian Festival

(Frankenmuth-Heritage Park)

Children's Day

Family History Day

Flag Day

Father's Day

Children's Day

(Detroit)

International Freedom Festival

(Detroit-through July 4)

Lakefront Festival (Cadillac)

Michigan Sugar Festival

(Sebewaing-Village Park)

Stroh's Ice Cream Celebrates 75 Great Years With Their New 1919 Brand



Stroh's Ice Cream

STROH'S Ice Cream was founded by the Stroh Brothers Company back in 1919. Unable to market here during prohibition, Stroh's turned to making ice cream to use its refrigeration capacity. Today, Stroh's Ice Cream is still processed the slow, old fashioned way just as all ice cream was back in 1919. Before freezing, Stroh's fresh premium quality dairy ingredients are heated in gleaming stainless steel kettles for 85 full minutes, just as they were in 1919. Almost all other premium ice cream makers heat process their ingredients for 5 minutes or less at higher temperatures. The Stroh result is the smoothest creamiest ice cream that ice cream lovers have enjoyed since 1919. Mass production has its advantages but not when it comes to making ice cream.

Enjoy Stroh's Ice Cream today!

1919 BRAND



STROH'S HONORED WITH SPECIAL STATE TRIBUTE!

Stroh's ushers in 75th year with an extra Premium Product for True Ice Cream Lovers

The new Stroh's "1919 Brand" is heavier and more flavorful than premium ice cream, and is available in eight newly formulated, Kosher-approved flavors: Coconut Almond Fudge, Raspberry Chocolate Torte, White Russian, Philadelphia Vanilla, White Chocolate Almond, Cherries n' Berries, Praline Pecan and Peanut Butter Chip.

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LITE PRODUCTS NOW A STAPLE IN THE AMERICAN DIET

1994 NATIONAL CONSUMER SURVEY RESULTS

Americans in the '90s are using light foods and beverages more than ever, making light products a staple in the American diet. This finding is based on a new survey conducted by the Gallup Organization for the Calorie Control Council.

The national survey found that 90 percent of adult Americans—173 million people—enjoy low-calorie, sugar-free and reduced-fat foods and beverages on a regular basis. This is up from 81 percent just one year ago, and is a 28 percent increase over the past three years, according to the Council.

And consumers are as committed as ever to healthy eating. In fact 77 percent agreed with this statement: "Overall, I am eating a healthier diet today than three years ago."

Additionally, "better health" was the top reported reason for people using light products. Among those who are more likely to consume light products today than in the past, 59 percent said the reason was to maintain an overall healthy lifestyle.

But the survey found some Americans engaged in a sort of balancing act with their dietary habits, occasionally indulging in higher calorie foods

despite their commitment to healthy eating and their frequent use of light products.

In fact, half of all respondents said that one reason they choose low-calorie foods and beverages they can have other, higher-calorie food and beverages while still controlling their total calories.

"I think this indicates that Americans haven't given up on healthy eating. Instead, they have taken on a broader perspective, which allows them an occasional indulgence as long as they don't overdo it," said John Foreyt, Ph.D., professor at Baylor College of Medicine, who has studied the psychology of weight control for more than 25 years.

"Obviously, this still requires some control. Buying low-fat cookies and then eating the whole box defeats the purpose," Forest told *Commentary*.

Consumers recognize the important role of light products in their diet. Three out of four agreed the wide variety of light foods and beverages allows them to eat a healthy diet without having to sacrifice all the foods they like to eat.

Over all, Americans are more likely today to consume light foods and beverages than at any time in the '90s:

- 80 percent are more likely today to consume light foods as they were three years ago.

- 77 percent are more likely or just as likely to consume light foods as they were just one year ago.

- 70 percent are more likely or just as likely to consume light beverages as they were three years ago.

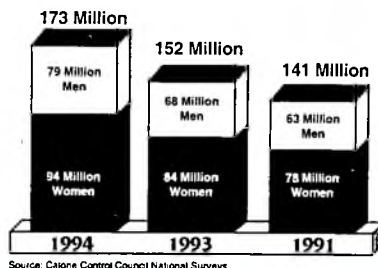
- 70 percent are more likely or just as likely to consume light beverages as they were one year ago.

The survey revealed that the number of men and women who use light products increased between 1993 and 1994, with men showing the largest increase. In 1994, 87 percent of men are "light consumers" (use light products at least once every two weeks.) That represents 79 million men in America—a 16 percent increase over 1993, when 68 million men were light consumers (based on a separate Council survey conducted in 1993.)

Among women, 93 percent, or 94 million, are light consumers, up from 86 percent just a year ago.

Furthermore, light products are en-

More Americans Choosing Light Foods & Beverages



See Calorie Counter
Page 28.

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New Members

The Associated Food Dealers of Michigan welcomes these new members who have joined in January through March, 1994:

3J's Food Market, Detroit
 Ada's Party Market, Mt. Clemens
 Alamo's Market, Dearborn
 All American Cash Register, Inkster
 Alliance Foods, Coldwater
 Alphamerica Insurance Agency, Clinton Township
 Americopy, Southfield
 Andrews Drugs, Garden City
 Angelo & Riccardo Restaurant & Bar, Hesperia
 B & B Market, Detroit
 Barrels of Fu, Dearborn Heights
 Chuck's Market, Sawyer
 CNP Market, Inkster
 D-Brothers Party Store, Port Huron
 Dean's Party Store, Detroit
 Eight Mile Part Store, Warren
 Fairlane Liquor, Detroit
 Falsetta's Market, Ann Arbor
 Five Oaks Party Store, Lansing
 Food Basket, Taylor
 Fox Hills Market, Plymouth
 Fox Hills Medi-Mart, Bloomfield Hills
 Frank's Mini Market, Inkster
 Frankenmuth IGA, Frankenmuth
 Fresh Approach, Farmington Hills
 Giant Value Market, Detroit
 Gullview Market, Hickory Corners
 Heather's Liquor Land, Redford
 Holiday Shopper, Williamsburg
 Houseman's Central Parks Food, Holland
 Intrastate Distributors, Detroit
 J.K. Kidd & Company, Bingham Farms
 Jack's Party Mart, Traverse City
 James Party Store, Livonia
 Kanter Associates, Southfield
 Kowtoon Restaurant, Burton
 LaRose Market, Livonia
 Larry's Midway Market, Almont
 Liquor & Company Market, Detroit
 Lucky Star, Dearborn Heights
 Mac's Market
 McMahon's Quik Stop, Flushing
 Metro Liquor Plaza, Inkster
 Midtown Food, Belleville
 Midways Market, Flint
 Midwest Autotel, West Bloomfield
 Mt. Carmel Market, Detroit
 New Center Liquor, Detroit
 Old Mill Party Store, Dearborn Heights
 Original Buscemi's, Warren
 OvenFresh, Detroit
 Plaza Food Center, Detroit
 Pudgery's Diner, Clare
 R & A Party Store, Peck
 R.J. Reynolds Public Affairs, Cleveland
 Range Convenience Corner, South Range
 Riteway Party Store, Elk Rapids
 Robert D. Arnold & Associates, Swartz Creek
 Rose Market, Flat Rock
 Ruby Creek Store, Branch
 Sam's Liquor Store, Rockwood
 Sans Souci Market, Harsens Island
 Schafer Bakery, Roseville
 Seven Days Party Store, Jackson
 Sumac Nursery & General Store,

Paw Paw
 Straver's Country Market, Tawas
 Strawberry Hills, Farmington Hills
 Sunnyside Produce, Detroit
 The Wholesale House, Dearborn
 Tiffany Party Shop, Lincoln Park
 Tom's Mini Mart, New Baltimore
 Tommy's Party Store, Richmond
 Treasure Foods, Detroit
 Trepco Imports, Oak Park
 Trogan's Party Store, Saginaw
 Valueland, Kentwood
 Van Dyke Supermarket, Detroit
 VG's Food Center, Fenton
 Viceroy Market, Detroit
 Wildemere Party Store, Detroit
 Wine Captain Party Shoppe, Dearborn
 Wolverine Party Store, Ann Arbor
 Woodmere Party Store, Detroit
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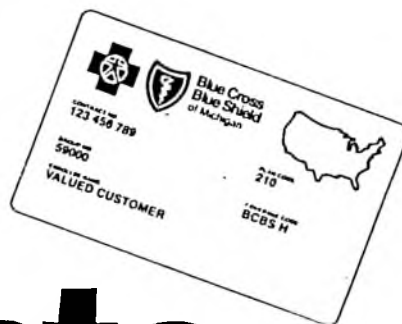
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Worker's Comp.

From Page 8

- or she has been performing that job.
- A detailed description of what occurred and why.
- what the accident involved and what part of the body was injured.
- whether the employee was involved in an unsafe act, and whether the act was in violation of accepted company safety procedure.
- whether the employee was aware of that procedure.
- the specific task being performed at the time of the injury.
- type of treatment administered.
- get detailed statements with the supervisor in charge, any witnesses to the injury and any other people involved.

WORKING WITH THE DOCTOR

After a work-related injury, your employee will be going to see his or her physician and your physician if you require a second opinion. A very important diagnosis of injury and treatment will subsequently be made. If the physician is communicating solely with the employee, the facts on which the determination will be made can be very limited.

Although most employees will be

honest concerning the pain they are feeling and how the injury occurred, they may not give the whole story, particularly information regarding a past injury, activities in which they have been involved away from work (and which may have caused or aggravated the injury) or any indication that the employee may be at fault or may have brought on the injury. You are entitled to obtain the medical records from the employee's medical providers and should provide your physician all additional relevant information that will allow him or her to make an accurate diagnosis and an informed determination as to whether the injury is work related:

- Age of employee (physicians comment that employees are not always truthful regarding their age).
- Any background on employee.
- Any pertinent past medical history of employee.
- Any information known regarding specific hobbies or physical activities of employee.
- Information regarding employee's personality.
- Any recent changes in the employee's life of which you are aware (marital problems, employee was just transferred from a job that they liked to a different job; a

- personality conflict with another employee at work, any other information relevant to the employee and their injury).
- Description of workplace.
- Description of employee's job when hurt.
- Length of time employee was performing that job.
- Any helpful description from witnesses regarding the injury.

INFORMATION YOU NEED

In turn, the doctor should give you the answer to the following questions:

- How exactly did the employee describe the injury as occurring?
- What exactly did the doctor find?
- What tests were performed?
- Was an x-ray taken?
- What is the doctor's diagnosis?

- What treatment is being prescribed?
- What approximate period of time will the employee?
- Is there any limited work the employee could be eligible for?
- Has there been another date set up on which the doctor will again see the employee regarding the problem?
- What specific activities unrelated to work should the employee avoid to not further aggravate the injury? (If the doctor is prescribing bed rest or limiting participation in these activities (such as hunting, bowling, baseball, etc.) you may have justification for questioning eligibility.)
- Is there any other information that the doctor would like from the employer?

—FMI

Legislative Update

Continued From

Page 1.

proposed rules, bringing OSHA regulations into work area that have not been previously covered. For example the new ergonomic regulations will undoubtedly address the complaints from office workers who claim repetitive motion injuries allegedly caused by the long hours they spend at computer terminals and typewriters.

—Better Business Bureau

WIC Programs Comments Sought

WIC Program Federal Regulations require that state agencies establish procedures to ensure that the public has an opportunity to provide comment on the development of the WIC Program State Plan of Operations.

The Michigan Department of Public Health will accept written comments regarding the operation of the WIC Program in Michigan between May 1, 1994 and June 30, 1994. Comments may be related to any aspect of the operation of the WIC program in Michigan. These comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan. Comments should be mailed to:

WIC Division
Bureau of Child and
Family Services
Mich. Dept. of Public Health
2150 Apollo Drive
P.O. Box 30195
Lansing, MI 48909.

Last Minute Labeling Extension?

On Friday, May 6, Congress took some surprisingly expeditious action towards the approval of an extension to the nutritional labeling deadline imposed by the Nutritional Labeling and Education Act (NLEA). Senator Bumpers introduced legislation that would permit the use of labels until August 18, 1994, that were printed on containers that were labeled prior to April 1, 1994, but that do not conform to the requirements of the NLEA. The use would be contingent upon certification to the Department of Health and Human Services that the product or label would be in compliance by August 18, 1994.

N.G.A. urges grocers to make a good faith effort to comply with the May 8 labeling deadline. However, non conforming labels that may be in stock or packaging that is already imprinted with labels should not yet be destroyed. These materials may still be usable until August 18 once the legislation is enacted.

In addition, a federal court has enjoined FDA from enforcing the label provisions on a limited type of product. That injunction lasted until May 17 but may be extended. We also understand that the White House Office of Management and Budget has raised environmental issues with FDA and is concerned that these issues were never considered when the final label regulations were issued.

For more information, contact the National Grocers Association, 1825 Samuel Morse Drive, Reston, Virginia 22090, or call (703) 437-5300 and ask for Thomas F. Wenning, Senior Vice President and General Counsel or Peggy S. Rochette, Director of Government Relations.

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Products

Campbell introduces new red and white soup label design

"New look, same great soup!" Positions Campbell's Soups for the '90s and beyond.

Campbell Soup Company (NYSE:CPB) recently announced the most extensive redesign of its Campbell's condensed soup label since the famous red and white colors were introduced nearly a century ago. In recent decades, legendary pop artist Andy Warhol immortalized the Campbell's red and white label in over 100 works of art, raising it to

icon status.

"The redesign of Campbell's Soups red and white label is consistent with our strategy of boldly contemporizing soup, while preserving the incredible brand equities of



Campbell's. As with our 'Never Underestimate the Power of Soup' campaign, we want consumers to consider soup and Campbell's in ways they've never thought of before," said F. Martin Thrasher, President of Campbell's

U.S. Soup Division.

The changes include the addition of photographs placed on the center of the condensed Campbell's soup label, increased variety identification, and a new recipe panel on the back of all soups. The new label design, on 51 red and white condensed Campbell's Soups, also features a "New Look, Same Great Soup!" burst during the introductory period. New labels recently began appearing on supermarket shelves across the U.S.

Campbell Soup Company was founded in 1869, and this year marks its 125th anniversary. The company truly began to flourish when Dr. John T. Dorrance invented Campbell's condensed soup in 1797. By eliminating water in canned soup, he low-

ered the costs for packaging, shipping and storage, making it possible to offer a 10 1/2-ounce can of Campbell's soup for a dime, versus more than 30 cents for a typical 32-ounce can of soup. The invention helped make Campbell's Soups one of the most successful products in the world.

Superior Dairy introduces new carton for its best selling Free Supreme ice cream

Superior Dairy's recent introduction of a unique new ice cream called Superior Free Supreme has turned into a best seller wherever it has been marketed. Where competitive products are either sugar free or fat free, Superior Free Supreme is both. Also, most sugar free desserts today tend to be high in calories and very low in good taste. Superior's Free Supreme has been able to keep calories low (There are only 80 to 90 calories in a four-ounce serving), and keep all the taste and full flavor of premium ice cream. It's one of the few such products to do so.



Available flavors include chocolate, vanilla, Neopolitan, blueberry ribbon, strawberry and chocolate ripple. Unit volume sales of every flavor increased significantly in 1993 compared to the previous year. The growing health-conscious market has responded well to Free Supreme. It has been especially appreciated by those on a low-cal, low-fat or diabetic diet, enabling them to enjoy ice cream again.

Now the dairy is introducing a new half-gallon consumer-preferred plastic carton for Free Supreme. It has a freshness seal, is recyclable, reusable and ecologically more acceptable than paper or cardboard cartons. The new carton is expected to add to the already high sales appeal of the popular product.

While many sugar free desserts are fighting to survive, sales of Superior Free Supreme continue to grow, making the product truly supreme in the field of sugar free, fat free ice cream.

Now the number one non-fat ice cream per point of distribution in the Cleveland-Northern Ohio 22-county market, distribution has been expanded to cover West Virginia, Indiana, Pennsylvania, New York, Michigan and Kentucky.

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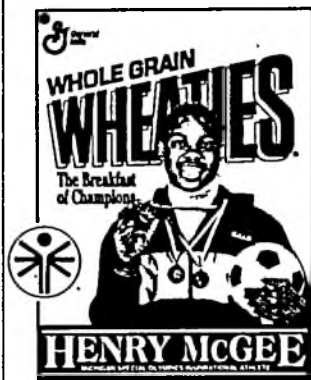
Products

Wheaties box features Michigan Special Olympian

Spartan Stores, Inc. announced General Mills has partnered with their company, in conjunction with Michigan Special Olympics, for the second year to feature a Michigan Special Olympian on a special edition Wheaties box. The cereal is expected to be on the shelves of participating Spartan stores throughout the state during May and June. This year's box features Special Olympian, Henry McGee.

McGee is an 18-year-old Special Olympian from Benton Harbor who has earned the love, respect and admiration of his teammates and coaches. When he competed in the Michigan Special Olympics Summer Games last June, he took home more than a gold medal in the 400-meter dash. He also captured a special honor, that of being named the 1993 Inspirational Athlete of the Year. This award is presented annually to one athlete who demonstrates outstanding achievements and contributions to Special Olympics.

His sportsmanship and positive attitude set an example for other



athletes. During the past 10 years, McGee has trained and competed in poly hockey, soccer, basketball, swimming and track and field. McGee's involvement with sports has improved his self-esteem, communication skills and athletic abilities. He believes that as long as you try, you are succeeding.

Special Olympics is a "dream come true" athletic program, bringing courage, determination, pride and confidence into the lives of those with mental retardation. Michigan's program offers opportunities in 21 Special Olympics sports. It is among the largest programs in the world serving

20,000 athletes with the help of nearly 15,000 volunteers, including more than 2,000 volunteer coaches. The largest single competition in Michigan is the annual State Summer Games in June on the campus of Central Michigan University in Mount Pleasant.

Representatives from General Mills in Minneapolis, have volunteered to attend Michigan's Summer Games and will be at the Special Events Area to take Polaroid pictures of Special Olympians. The photos will make these athletes look like they, too, are on the front of a Wheaties box.

Spartan Stores has been the exclusive sponsor of the Michigan Special Olympics Summer Games and has been for the past 10 years. The company also supports the Summer Games in Indiana and Ohio.

Campbell adds new varieties, new look to Open Pit Barbecue Sauce

Campbell Soup Company has introduced four contemporary new varieties and a new look for its Open Pit

line of barbecue sauces.

To the traditional "blue label" line of sauces, Open Pit has added a robust Char-Grill variety that captures that special grilled flavor—even in baked foods. Open Pit's Thick and Tangy line will now include three new flavorful selections: Tex-Mex, a lively sauce flavored with onion and with red and jalapeno peppers; Brown Sugar & Spice, a sweet, rich blend of molasses, tangy spices and brown sugar; and Smokehouse Grill, a combination of spices, natural hickory smoke and mesquite flavors.



All Open Pit varieties—thirteen, with the new products—sport a new contemporary label design.

Augmenting the "Open Pit" brand name is a medallion graphic that highlights the Open Pit barbecue heritage: "Authentic Taste for 40 years."

Campbell plans trade and consumer support for the introduction of the new look and new varieties.

Suggested retail price of both Open Pit Barbecue sauce lines is \$1.49 per 18 ounce jar.

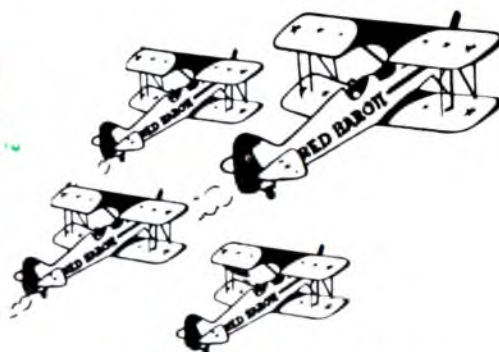


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Products

WHAT IS ALL THE FIZZ ABOUT?

What is all the fizz about? It is about a new product called "Key West Soda Life Preserver," which keeps large bottles of carbonated beverages fresh and conveniently dispenses the soda.

The idea for the soda preserver came from two retired Florida Keys residents, John Seney and Bill Denning, who became frustrated with having to toss out the last third of flat soda from two-liter bottles.



Friends from Key West bring a new product to life—a soda life preserver. Pop never goes flat again.

Together they engineered a device which permits the fluid to be dispensed without letting the gas escape, since there is no need to remove the cap. All you have to do is push back on the nozzle with the rim of the glass to dispense the soda.

Denning says that they have received tremendous interest from people who were not only excited about keeping their soda fresh but liked the idea that it was a convenient dispenser. The dispenser is great for those with arthritis or other limiting conditions.

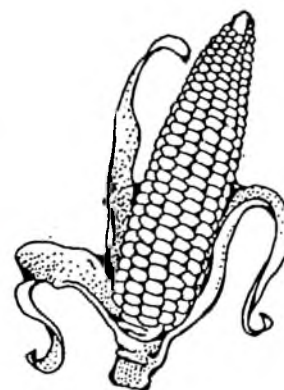


The Key West Soda Life Preserver in action.

The Key West Soda Life Preserver, now a reality, is sure to create a demand by every household. Denning and Seney have prepared for the anticipation by building an electro/mechanical robot to assemble the device.

New produce ID guide is available

PMA's new Bulk Produce Identification Guide is now available. The guide, which includes standardized PLUs, is designed to help checkers and produce clerks accurately identify produce.



Include in this edition are:

- 350 produce items (100 are the top-volume sellers; the remaining 250 items are the most commonly misrungs produce products),
- concise descriptions and photos, and
- standardized PLU codes for all products listed.

Some of the benefits of the guide are:

- increased checkout speed and productivity with fewer look-ups and calls to the produce department,
- reduced produce shrink, greater inventory control, and
- an enhanced store image through trained employees who can accurately identify produce.

The guide is available in soft cover and hard cover formats. For more information about the identification guide, contact Nancy Caldwell, in PMA's Retail Division, at (302) 738-7100.

June is National Dairy Month! July is National Ice Cream Month!

CELEBRATE

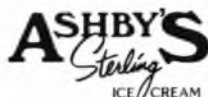
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Engler appoints Kipp as acting lottery commissioner

Governor John Engler announced on May 9, 1994, the appointment of James E. Kipp as Acting Commissioner of the Michigan Bureau of State Lottery.

"Jim Kipp's background and experience both at the Lottery and the State Police will ensure a smooth transition in leadership and efficient operation of the Lottery," Engler said.

James E. Kipp, of Charlotte, has been Deputy Commissioner of Planning and Operations since June, 1988. He also served as Acting Chief Deputy Commissioner for the Lottery from May 1993 through January, 1994. Prior to joining the Lottery, Kipp served in progressively responsible positions with the State Police Department over the course of 13 years. Kipp served for eight of those years as Chief Deputy Director of the Criminal Justice Data Center.

Other Lottery News—Michigan Lottery players will "race" to their local Lottery retailers this summer to get in on the action—the exciting new

Michigan Lotto "Sweet 16 Giveaway" second-chance sweepstakes promotion. This promotion will provide retailers with an opportunity to increase sales, profits and commissions on Michigan Lotto during the summer months.

The Lottery will give away 16 new automobiles in the Michigan Lotto "Sweet 16 Giveaway" promotion which begins June 26.

Michigan Lottery players who miss out on Michigan Lotto this summer will get a second chance to win big by "driving away" with a new vehicle. The Lottery will give away two automobiles each week for eight weeks in July, August and September.

Michigan Lottery players will "ride in style" with this exciting promotion. Players will get a second chance to win a free automobile. If you win, you just pick up the car and drive away—it's that easy.

To "sweeten" the prize, the Michigan Lottery will also cover the costs of vehicle and estimated income

taxes, title transfer and license fees.

The exciting cars to be given away in this new promotion include (two of each of the following):

- Ford Probe
- Dodge Shadow
- Jeep Grand Cherokee
- Ford Mustang Convertible
- Oldsmobile Achieva
- Ford Mustang CPE
- Pontiac Grand Am
- Buick Skylark.

To enter the Michigan Lotto "Sweet 16 Giveaway," players just send in a non-winning Michigan Lotto ticket that has five wagers for a single drawing from June 29 through August 20, 1994. Each entry is good for one week's drawing, and all entries must be received by the close of business on September 6.

Winners in the Michigan Lotto "Sweet 16 Giveaway" will be announced each week on the "Michigan Lottery Megabucks Giveaway" TV game show.

The Lottery will support the promotion with point-of-sale materials, and both radio and television spots throughout the eight-week period.

Exciting news—The Lottery's new instant game "Bingo" is an "instant" success. In its second week of sales, the Lottery set an all-time record for total instant game sales—over \$12 million in one week! Bingo, which went on sale at nearly 9,000 Lottery

retailers statewide in early April, is so popular the first printing of tickets sold out in just three weeks. The Lottery is now in its second printing and has scheduled a third printing of Bingo.

The Lottery's future is in selling instant games. Instant game sales have increased 65 percent over the past three years and now account for approximately 30 percent of Lottery sales overall and continue to grow. The Michigan Lottery offers players the chance to play lots of different kinds of instant games with many play styles and prize structures. The Lottery introduces at least two new instant games each month.

In June, the Michigan Lottery will introduce two exciting new instant games, "Beat the Dealer" and "Lucky Roll."

"Beat the Dealer," which goes on sale June 13, offers players the chance to win up to \$750 in great cash prizes. Players can win up to three times on the "Beat the Dealer" instant ticket. If the sum of "your cards" in any hand is higher than the "dealer's" hand, players win the prize shown for that hand.

"Lucky Roll," which goes on sale June 27, also offers players the chance to win up to three times on each ticket—with a top prize worth \$1,500. If players match any of "your scores" to the winning score, they win the corresponding prize.



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Milk Consumption

From Page 1.

The USDA data for fluid milk sales nationwide actually showed a 0.05 percent increase over the same period in 1993. Regional numbers showed the Northeast sector breaking even with February of last year, the Southeast increasing 0.3 percent, the Midwest dropping by 0.8 percent, the Southwest increasing by 2.3 percent and the West increasing by 2.8 percent.

Industry officials cautioned however that their sales and marketing data continue to show an overall softening of the market for consumption by the American public and expect a overall decrease in U.S. milk consumption to stay between 0.5 and 2.5 percent. These numbers are consistent with the long-term trend in declining milk

sales.

"We give the U.S. public a lot of credit," said Barr. "When they weigh the word of organizations like the Food and Drug Administration, the National Institute of Health, the World Health Organization, the American Medical Association, the American Dietetic Association and the American Academy of Pediatrics against the word of organizations like the "Pure Food Campaign"... consumers know who to trust."

The Dairy Coalition consists of the International Dairy Foods Association, representing the dairy foods processing and manufacturing industries, and the National Milk Producers Federation, representing dairy producers.

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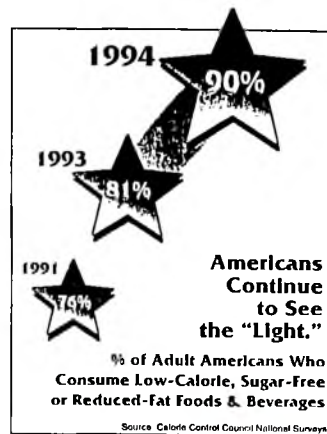
Calorie Counter
From Page 16

joyed frequently by Americans. More than one-third (34 percent) of light food consumers eat light foods daily, and 72 percent consume them at least once a week. Thirty-six percent of light beverage consumers say they enjoy these products on a daily basis.

The Gallup survey revealed that a number of light products have achieved high consumer acceptance in the marketplace. The figures below show the percentage of consumers in a given broad product category who choose a light version of the product on a regular basis. (For example, 74 percent of milk consumers drink low-fat or skim milk.)

Low-fat or skim milk	74%
Light yogurt	70%
Sugar-free gum	60%
Reduced-fat butter or margarine	57%
Reduced-fat dressings, sauces, mayonnaise	56%
Diet soft drinks	52%
Light frozen desserts/ice cream	39%
Light chips / salty snacks	38%
Light cheese	37%

The survey also indicates there is room for further light product development. More than one-third of



American (37 percent) agreed that there is not currently a wide enough selection of light foods and beverages. More than half (58 percent) said that there are several products they purchase regularly that do not have a light equivalent, and if one were available, they would purchase it instead.

The findings are based on a nationally projectable survey of 1,006 individuals age 18 and older. The sample reliability is +/-3 percent. The Gallup Organization conducted the survey in February 1994 for the Calorie Control Council.



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National Homebrew Day Celebrated by Wine Barrel Plus

National Homebrew Day, conceived by the National Homebrew Association, was celebrated on May 7, 1994, by Wine Barrel Plus of Livonia.

The Homebrew Association intended the day to provide the public a conception of how much fun and gratification can be attained by serving and drinking homebrewed beer.

The Wine Barrel Plus in Livonia, on Plymouth Road across the street from the Terrace Theater, hosted events to commemorate this special day.



"The weather put a damper on things that day; it rained," said Mark George of Wine Barrel Plus. "Other than the rain, it was quite an eventful day."

However, George commented that would he have sent out the press release sooner, it would have been a bigger event with more people in attendance.

Miller Brewing, Anheuser-Busch and Pico-Brewing Systems of Ypsilanti were on hand with promotions and demonstrations in the art and science of brewing beer.

AFD On The Scene



AFD remembers those grocers who were killed at work, during a memorial mass held last month.



George Abusaita is the proud owner of the newly built Sim's Market in Flint.



Tom Safaro of Wine Barrel Party Shoppe in Grand Blanc was one of the first members to benefit from AFD's new American Express money order program.



AFD continues its program to train and certify cashiers on the proper handling and selling of alcohol for off-premise consumption.



(L-R) Mike Kowalski, Kowalski Sausage; Cal Stein, Pfeister; Bob Lim, Kraft/General Foods; and Nabby Yono, AFD Chairman; chat during a break at the Western Michigan University Food Marketing Conference.



Mike Nemer and his son, Danny, run the newly remodeled Woodcroft Market in Flint.



Detroit Police Chief Isaiah McKinnon Ph.D. accepts a check in support of the "Unbeatable Team" program from AFD Executive Director Joe Sarafa.

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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
Lotts Distributors	(313) 336-9522
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	528-0694
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
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	(313) 439-2404
United Distillers	347-2267
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
DMAR, Inc.	399-0950
ELC Associates	624-5133
Hanson Paso 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
Treppo	546-3661
UBC Huetteman	296-3000
VIP Food Brokers International	(313) 885-6156

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 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
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
Bermea Food Service	1-800-688-9478
Borden Ice Cream	(313) 871-1900
Dairy Products of Michigan	552-9666
Golden Valley Dairy	399-3120
London's Farm Dairy	984-5111
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:

Alphamerica Insurance Agency	263-1158
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
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
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kali Enterprises, Inc.	(313) 527-7240
Key West Soda Life Preserver	(305) 296-0000
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
Rod Pelican Food Products	(313) 921-2500
Roll Rite Corp.	(517) 345-3434
Singer Extract Laboratory	(313) 345-5880
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
WWJ-AM/WJOL-FM	(313) 222-2636
WWW-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
McKesson Service Merchandising	1-800-462-1908

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
Vinier Snacks	(313) 365-5555

PROMOTION/ADVERTISING:

Advo System	(313) 425-8190
Insignia Systems	(612) 930-8200
Intro-Marketing	540-5000
JDA Associates	(313) 393-7835
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

SERVICES:

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, Beatrice, DeLisle	(313) 964-4200
Cellular One	590-1200
Central Alarm Signal	(313) 864-8900
Checkpoint Systems	1-800-257-5540
Christy Glass Co.	544-8200
CIGNA Financial Advisors	827-4400
Closed Circuit Communications	478-3336
Detroit Edison Company	(313) 237-9225
Edward A. Shuttle, P.C., Attorney	288-2080
Follmer, Rudzewicz & Co., CPA	355-1040
Food Industry Financial Network	1-800-554-3675
Frank Smith's Red Carpet Keim	645-5801
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
Law Offices of Garmo & Garmo	552-0500
Michael McKernan CPA	(313) 459-1323

Mcazzer & Urcheck P.C., CPA	356-1620
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
PK Labs, Inc.	(516) 273-2630
REA Marketing	(517) 386-9666
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
Whitey's Concessions	(313) 278-5207

STORE SUPPLIES/EQUIPMENT:

All American Cash Register	(313) 561-4141
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
Brinkman Safe	739-1880
DCI Food Equipment	(313) 369-1666
Hubert Corporation	(313) 697-7060
MMI Distributing	(313) 824-4400
Market Mechanical Services	680-0580
Michigan Bale Tie Company	(313) 925-1195
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
Epo 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
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
Wholesale House	(313) 846-6209
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's-Daivon Florist	352-0081
Minnich's Bots & 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

FAYGO



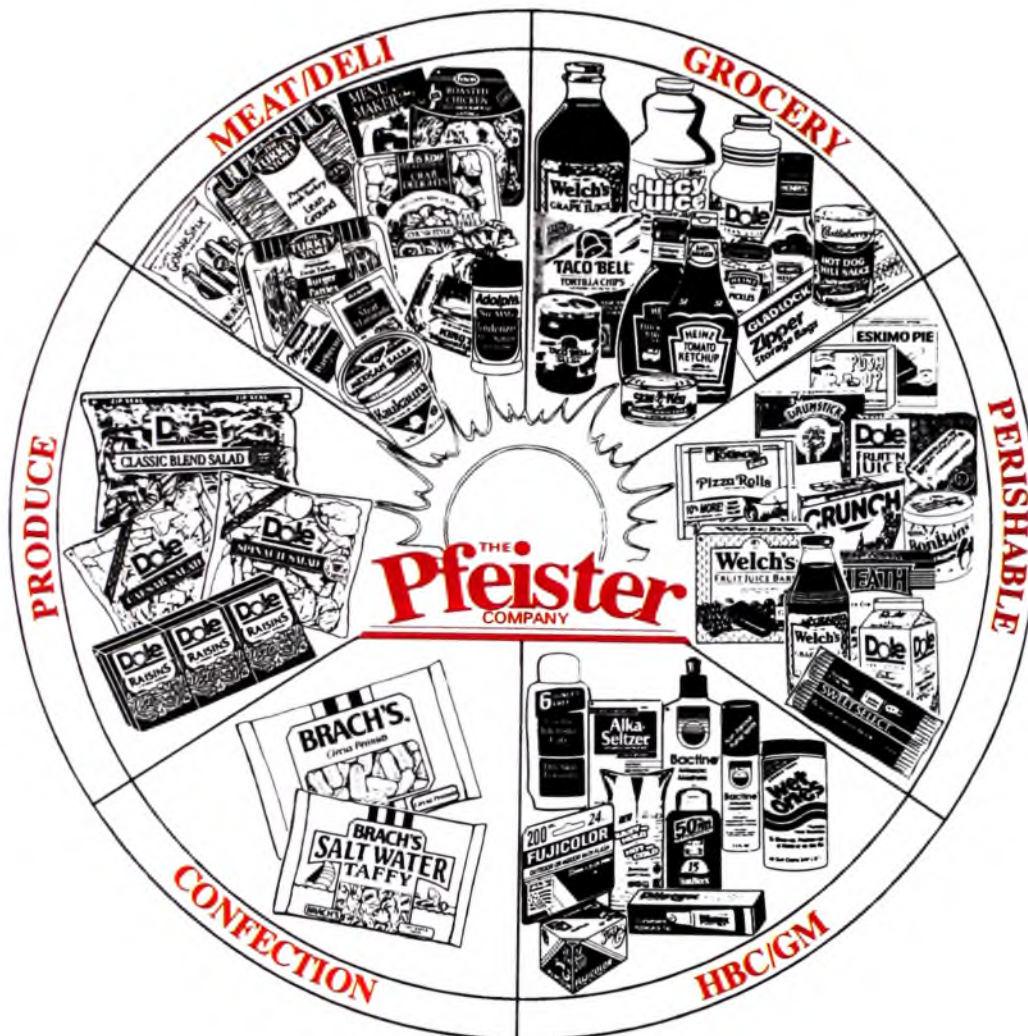
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SAGINAW
3159 CHRISTY WAY
SAGINAW MI 48603
(517) 793-8100

COLUMBUS
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WESTERVILLE OH 43081
(614) 899-1331

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

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

