



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

FOOD & BEVERAGE REPORT

VOL. 5, NO. 3

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

MARCH 1994

Legislative Update

Possible increase in minimum wage coming

President Clinton and other senior administration officials have committed to revisiting the possibility of an increase in minimum wage this summer whether or not health care reform legislation has passed by that time, Labor Secretary Robert Reich said. He indi-

cated that passage of a health care reform bill is not necessarily a prerequisite for White House reconsideration of a hike in the minimum wage, now \$4.25 an hour. "My expectation is that it will be revisited next summer," Reich said. After examining the is-

sue of the minimum wage last fall, Reich said he had decided that it could be raised—as Clinton pledged to do during this campaign—at least 50 cents per hour without deterring employment.

More Legislative Updates, page 12



PRODUCTS WILL BE INTRODUCED AT AFD'S TRADE SHOW

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- Save money on your utility bills. Detroit Edison is hosting a seminar to help you save money. The food & beverage industry is the largest consumer of power so you can't afford to miss this seminar at 5 p.m. on April 13, 1994 at Burton Manor.
- Attend a Best Bagger Contest at 11 a.m. on April 14, 1994. (See back page for more information).
- FREE! Admission into the show is free. The law requires that you be at least 21 years of age to attend this Trade Show. See you at Burton Manor on April 13 from 6 - 9 p.m. and on April 14 from 1 - 9 p.m. The exact address of Burton Manor is 27777 Schoolcraft Road, between Inkster and Middlebelt on the south side. (Burton Manor is the former Roma's of Livonia).
- Call Danielle for more information at (313) 557-9600.

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Celebrating National Frozen Food Month

This month marks the eleventh annual National Frozen Food Month. Members of the frozen food industry, the National Frozen Food Association, and, on a smaller scale, the food industry in the state of Michigan, have all demonstrated a spirit of cooperation and enthusiasm that has led to increases in sales and awareness of frozen foods.

In 1993 Nielsen reported a 2.7 percent tonnage increase nationally in frozen foods for March, 1993 versus March, 1992, and a 1.4 percent increase in dollar sales for the same period. And the outstanding effort in Michigan certainly contributed to that result, as the Grand Rapids and Detroit markets each saw a 1.5 percent increase in frozen food pound sales for March 1993 versus March 1992, according to Nielsen Marketing Research.



Many companies in the state have been supporters of the promotion for years, and have seen first-hand the benefits of promoting frozen foods. In fact, Spartan Stores in Grand Rapids won a Silver Penguin in 1993 in the Retail Co-operative category of

NFFA's national Golden Penguin Awards Competition.

The theme this year is "Proud to Be the Best."

We can all set our sights on winning a Golden Penguin Award in 1994, and receiving that Award at the National Frozen Food Convention, October 9-12 in Orlando.

For more information on this promotion, including a complete set of rules for the Golden Penguin Awards Competition, contact the National Frozen Food Association at (717) 657-8601.

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Wayne store has become center of town. Page 4

AFD voices opposition to Clinton's Health Care Plan.

Read why. Page 16

School Reform

Here's how it will effect you. Page 33

Pepsi's one-stop profit plan

Learn about new equipment and product options. Page 18

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CHAIRMAN'S REPORT

Membership has its rewards

by Nabby Yono,
Chairman of the Board

With this, my first column in the *Food and Beverage Report* as your chairman, I must begin by saying that I am delighted and honored to serve my industry in this capacity. I am looking forward to working with the AFD board, staff and membership.



This is one of the strongest trade associations of its kind, and its members are what keep it healthy, vital and powerful. Which brings me to the subject of what AFD does for its members. There are many reasons for joining this trade organization. We offer fantastic services; but, more than that, we offer camaraderie and support.

The AFD works hard for its members. We help you make money and save money. Support us so we can support you. How does the AFD earn its membership? Here are a few

answers:

- When retailers wanted a handling fee for bottles and cans, who was there to defend the retailers' rights in court? **AFD**
- When the WIC department tried to throw nearly 200 retailers out of the program, who was there to fight—and win the case? **AFD**
- When Inkster retailers were unfairly charged with selling to a minor in a sting operation, who was there to defend them—and win the case? **AFD**
- What trade association offers you the most health care options from providers such as Blue Cross Blue Shield, Health Alliance Plan and SelectCare? **AFD**
- When the legislature wants to pass bills that will cut your business profits, who is there to represent you in Lansing? **AFD**
- If you want to save 25 percent on American Express Money Orders or increase

your pay phone commission, what association must you belong to? **AFD**

- When you need questions answered about the Liquor Control Commission, the Michigan Lottery or the Department of Agriculture, who can answer them? **AFD**
- With crime becoming a major issue, who offers the only reward program designed to protect your family, your employees and your business? **AFD**

If you want to save money and make money what should you do? Join AFD today!

We have included a membership application on page 32. I urge you to help yourself, and your industry, by joining the AFD, or renewing your membership now.

If you have any questions, please call the AFD office at (810) 557-9600. Also remember that my door is always open and I welcome your calls. My phone number, at Orchard Food Center, is (810) 681-8850. I look forward to hearing from you.

The Grocery Zone

By David Coverly

Statement of Ownership

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

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

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

AFD works closely with the following associations:



CARL, WINNER OF "GUY MOST LIKELY TO HAVE DIETARY PROBLEMS" AWARD...

Market thrives hand and hand with Wayne community

by Cristina Cleveland

Each morning, local senior citizens gather at Al's Friendly Market in Wayne to catch up on recent community happenings and visit the store's owners, Al and Mary Haidous. Most everyone who patronizes the market is on a first-name basis with the Haidouses, and have therefore renamed the store the "Cheers of the town."

Originally from South Lebanon, Haidous was raised in a business-oriented family. His relatives owned and operated clothing and textile merchant routes throughout West Africa. Haidous eventually relocated to West Africa to work for the family business. This job gave him the opportunity to travel all over the world.

After his 1967 marriage to

Mary, Haidous knew he wanted to settle down in the United States. He worked for General Motors for

five years, although he anticipated opening his own business. In 1974 a friend of Haidous, who owns a store in Westland, informed him of a store for sale at the



Mary and Al Haidous

corners of Howe and Annapolis streets in Wayne. Haidous bought the store, redecorated and opened Al's Friendly Market. "Business was tough the first three or four years and I wasn't sure if we were going to make it. But once I start something, I have to finish it," Haidous explains. Because of that, and tremendous support from the community and his family, the market is now thriving.

Al and Mary jointly operate the

convenience stop. They also employ four high school students who work two, six-and-one-half-hour shifts each week.

Al's Friendly Market is separated into two halves; one half supplies edible items, the other half stocks non-food items such as magazines, books, cat and dog food and gift cards. Haidous says 70 percent of his business comes from beer, pop and other beverage sales.

Building sales savvy through experience, Haidous stresses, is a major factor in operating a successful business. He explains that his products are well-rotated because after 20 years in the retail-food industry, he knows how to effectively stock the market's shelves. Experience has also taught Haidous that customers usually know when they are being cheated. "You must also always be honest and fair when dealing with the public," he adds.

Haidous is a strong supporter of the Wayne community. "The key to the success of operating a store is involvement with the community. It's the most important thing for both your personal and business life," he explains.

When the Haidouses first opened Al's friendly market, they noticed a lack of youth activity in the city's neighborhoods and knew right away they wanted to help revive youth organizations. Therefore, the Haidouses dedicated their entire advertising budget to community efforts. Each year the market sponsors youth hardball, softball and bowling teams. In doing so, they feel they are committing to a worthwhile cause. If the sponsorship becomes too expensive, the Haidouses split the cost and sponsor the team with other local businesses. In 1986, Al's Friendly Market's softball team brought home the state championship trophy.

Several years ago Haidous eagerly began contributing personal time to the city of Wayne by joining a Parent Teacher Organization (PTO). "Politics is like a snowball," Haidous says. "You become involved with one program and want to get involved in more." After serving on the PTO he soon realized he wanted to become actively involved in other

organizations. So when a fellow food-industry employee was killed during a 1977 robbery, Haidous assisted in the establishment of the City of Wayne Crime Prevention Committee. He is also involved with several other community organizations such as the City of Wayne Charter Advisory Committee, the Downtown Revitalization Committee, and the Zoning Board of Appeals, to name a few, and is the past 2nd vice president of the Wayne Chamber of Commerce. Haidous has received several community awards including the Chamber of Commerce "Business Man of the Year" and the Wayne County Commissioner's Recognition Resolution, both in 1991, and the Associated Newspapers, Inc.'s runner-up award for the "Person of the Year" in 1987.

Just this past November, Haidous took a shot at running for a position on Wayne's City Council. "I've helped candidates in the past and someone recommended that I run for city council," he says. "My kids were excited and Mary gave me wonderful support. The response from the people was overwhelming and the result was great." Haidous was the highest vote getter among nine candidates, easily winning his seat. Generally a city-council term is two years. However, candidates that receive a large number of votes are asked to serve a four-year term. "I'm very proud of my service to the community, and the people around me make me feel that they're proud of me too. I can't thank them enough."

Al and Mary reside in Wayne and have five children, Sarah, Rhonda, Norman, Lena and Dania.

A close friend of Haidous who's retiring and plans to move to Arizona asked Haidous what he will do when he retires. "I'll stay in Wayne," he responds. "There are good, quality people in this community. I know I'll always have a home in Wayne."



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Good sales skills make happy customers

To ensure customer satisfaction, get buyers actively involved during a sale by asking questions to determine their needs. Then treat them the way they want to be treated, said Dr. Tony Alessandra, business author and professional speaker, at the 1993 PMA Convention & Exposition.

The message in his speech, "Non-Manipulative Selling," was that getting the customer involved in buying is crucial to successful

business relationships. Getting customers and keeping customers are equally important in today's highly competitive global marketplace.

He contends that traditional sales people want to pitch, not to understand customers needs, and not to relate the relevant aspects of the product to those needs.

The nonmanipulative approach to selling focuses predominantly on information gathering and

service.

"Any salesperson that tries to prescribe a solution before understanding the customer's needs from the customer's point of view is engaging in sales malpractice," said Alessandra. In general, asking questions before trying to sell a solution is important and asking broad, open-ended questions first helps the seller determine what the customer needs.

Alessandra said two decisions



must be made before asking questions of the customer:

- Is the person I'm talking to more open or more self-contained?
- Is the person more direct or indirect?

These two decisions will help the seller adapt to the buyer.

He described characteristics of self-contained people and open people and the three channels of communication they use. The three channels are verbal, the words they use; vocal, the intonation of their words; and the visual, which is the body language.

Self-contained people:

- are more guarded, meaning they do not show or share their feeling or thoughts readily or willingly;
- use limited or controlled body language;
- tend to keep a distance physically and mentally; mentally, they share information only on a need-to-know basis; and
- emphasize the verbal channel of communication.

Open people:

- share their thoughts;
- use more-animated body language;
- use more vocal intonations; and
- emphasize the vocal and visual channels of communication.

Alessandra said indirect people are slower-paced, less-assertive, patient and cautious. Their drive is not to be wrong, and they tend to focus on quality of work.

Direct people are faster-paced, more assertive, impatient and spontaneous. Their driving need is to accomplish as much as possible, and they tend to focus on quantity.

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It only takes a moment to get involved!

by Jamal Garmo,
AFD board member and
vice president of Galaxy Foods
Superstore



What can the AFD do for me?

What can the AFD do for my business?

These are the questions that are asked quite frequently as we survey the membership and attempt to recruit new members.

The answer, quite honestly, is nothing if you are not willing to get involved.

For some, involvement means running for a position on the AFD board of directors; or, serving on one of the different committees that AFD offers. For others, involvement means attending the annual dinner, attending our annual trade show or taking advantage of our many services. There is a full plate of activities designed to appeal to a broad base of membership.

The response, many times though, is, "I'm a small business person, I don't have the luxury of attending committee meetings, or I just can't get involved in anything extra."

There is a way, however, to become meaningfully involved without giving up your time. You can use the AFD as a tool to help your business.

The method of involvement is communication. Write to us. Tell us your opinions on public policy so that the AFD can be an effective force in representing you and your interests in the public arena.

Not only will the AFD represent you better in the public arena if you just take a moment to write or fax your thoughts; but the greater the percentage of membership that responds, the greater our impact on decision makers will be. The AFD has been a powerful force in Lansing. Take advantage of this

and let us know how you feel on the issues of the day.

Today, for example, the issue is school finance reform.

The Ballot Plan vs. the Statutory Plan.

Should the AFD take a position?

It's your call.

The more we hear from you the better we can represent you and your interests, and the better the AFD will serve you.

Get involved!

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BST supplemented milk moratorium causes controversy

Last November, the Food and Drug Administration (FDA) approved the use of bovine somatotropin (BST), a growth hormone which is used to supplement cows' milk production. On February 5, the 90-day moratorium was lifted, providing milk producers the option of using the hormone.

Consumer groups have put the pressure on stores to boycott or label milk from BST-treated cows. According to the National Grocers Association, retailers nationwide have received letters from the Pure Food Campaign threatening to have their

stores boycotted if they fail to return a company pledge promising that the dairy products sold in the store will come only from cows that are not treated with the bovine growth hormone (BGH or BST).

In approving BST, FDA Commissioner David Kessler stated that "the public can be confident that milk and meat from BST-treated cows is safe to humans." BST is a protein hormone, not a steroid hormone, that all cows produce naturally. It helps cows produce milk and is present in all milk at low levels. According to the American Dietetic Association

(ADA), "The evidence is clear that BST does not change the composition of milk, and consumers should have complete confidence in the milk supply." The ADA adds that there is no scientific way to distinguish between milk from cows given BST supplements and that from other cows. They say that BST is destroyed during digestion like every other protein.

Even though the FDA and the ADA claim BST is totally safe, consumer groups are still wary and some grocers may choose to boycott milk from cows treated with BST and/or label that milk which comes from non-

treated cows.

Certifying that your milk is free of BST may put you at legal risk, some legal experts say. Once the sale of BST became lawful in February, a substantial number of dairy farmers nationwide began using BST. Because the common practice is to pool milk for processing and distribution, it is possible that most milk will contain BST. This makes it extremely difficult for a processor or distributor to claim truthfully that the milk in his products is derived from BST-free cows. Under these circumstances, processors, distributors and retailers would be at risk of violating the Federal Drug and Cosmetic Act or the Federal Trade Commission Act to label, advertise or guarantee BST-free milk products.

If you chose to label your milk, be certain to do it correctly. Because of the presence of natural BST in milk, no milk is "BST-free," and a "BST-free" labeling statement would be false. Instead, the concept would better be formulated as "from cows not treated with BST." However, even such a statement, which asserts that BST has been used in the production of the subject milk, has the potential to be misunderstood by consumers. Without proper context, such statements could be misleading. Such unqualified statements may imply that milk from untreated cows is safer or of higher quality than milk from treated cows. Such an implication would be false and misleading.

FDA believes such a misleading implication could best be avoided by the use of accompanying information that puts the statement in a proper context. For example, accompanying the statement "from cows not treated with BST" with the statement that "No significant difference has been shown between milk derived from BST-treated and non-BST-treated cows."

Educate your customers. A copy of a camera-ready brochure that may be duplicated for distribution in your stores is available through the AFD (810-557-9600). The ADA also has a Consumer Nutrition Hot Line (1-800-366-1655) which has a recorded message regarding BST. A registered dietitian will respond to questions between 10 a.m. and 5 p.m. Monday through Friday. In addition, Monsanto, a major manufacturer of BST, would be pleased to provide you with information for your customers or advise retailers on how to respond to a boycott or a threatened boycott of your store. Call Monsanto's Lisa Watson at (314) 694-1000.



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Enlist the merchandising professionals at McMahon & McDonald and increase your frozen food profits. Thank you for your continued support of these leading brands.

It's all about attitude.

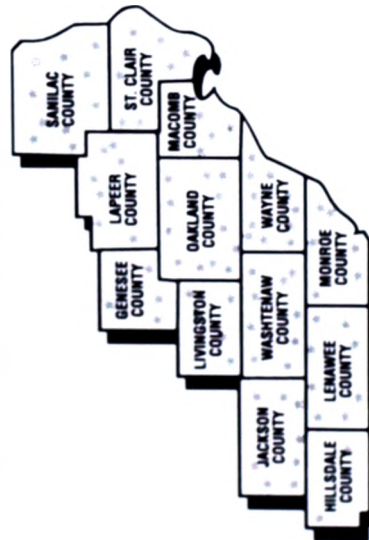
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(Orthodontics)
Golden Dental's Advantage Plus plan covers 50% of the first \$1,000.
Specialty Care
Golden Dental's Advantage Plus members save 30% on all specialty care.

NOTE: Fees are fee schedule participating Golden Dental Plan general dentists. Specialty care is provided for on a fee for service basis. Five year limitation for replacement of dentures, partials, bridges, work, and individual crowns. This also applies to work done prior to the patient's enrollment in Golden Dental Plan.

\$8 PER MONTH ADVANTAGE PLUS

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|---------------------|--|-------------------------------------|--|
| NAME (please print) | | DATE OF BIRTH | |
| STREET ADDRESS | | SOCIAL SECURITY NO. | |
| CITY | | EMPLOYER OR GROUP NAME | |
| ZIP CODE | | ASSOCIATED FOOD DEALERS OF MICHIGAN | |

| DEPENDENT'S NAMES | SOCIAL SECURITY NO. | DATE OF BIRTH |
|-------------------|---------------------|---------------|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

SIGNATURE: _____ DATE: _____

DENTAL OFFICE DESIRED (PLEASE INCLUDE) ADDRESS: _____



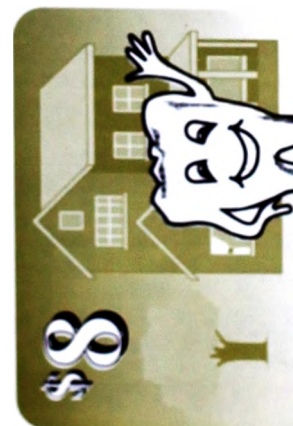
FAMILY (Three to Five Persons)

\$13 Per Month
 \$39 Quarterly
 \$78 Semi Annual
 \$148 Annual (\$6 savings)
 \$2 per month per additional family member



FAMILY (Two Persons)

\$10 Per Month
 \$30 Quarterly
 \$60 Semi Annual
 \$114 Annual (\$6 savings)



SINGLE

\$8 Per Month
 \$24 Quarterly
 \$48 Semi Annual
 \$90 Annual (\$6 savings)

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Any regular appointment can be made within four weeks.

"All Golden Dental Providers maintain state of the art sterilization equipment and procedures."

* Licensed by the state of Michigan Insurance Bureau

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GDP Advantage

Members pay

No Charge

Exam \$20.00 x 2 = \$80.00

X-Rays \$30.00 x 2 = \$120.00

Cleaning \$35.00 x 2 = \$140.00

Fluoride* \$19.00 x 2 = \$38.00

* (children only)

Total Cost for a Family of four \$378.00

Total Savings

\$232.00

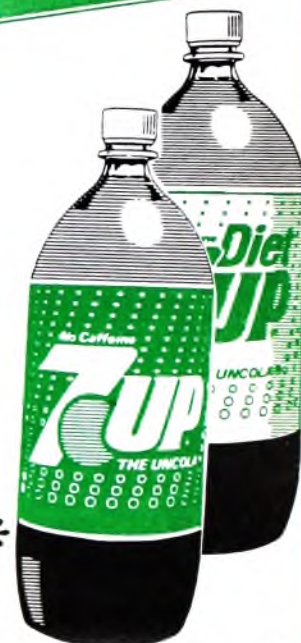


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| Hires Root Beer | Mistic Natural Sparkling Juices |
| Hawaiian Punch | |

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SUPPLIER CHECK LIST

| THE SIX P'S OF VALUE-ADDED DISTRIBUTION | SUPPLIER X, Y OR Z | EBY-BROWN |
|---|-----------------------|-----------|
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| Over 8500 Items, Including Refrigerated, Frozen, and Ice Cream? | | Yes |
| Institutional Foods, Including Deli & Fast Foods? | | Yes |
| Grocery, HBA, and Non-Foods Eaches? | | Yes |
| Lesser-Cost, Full-Case Alternatives to Grocery Eaches? | | Yes |
| Full selection of Candy, Snack, and Tobacco products? | | Yes |
| Item Popularity Ranking Reports by Product Category? | | Yes |
| Departmental Planograms? | | Yes |
| Computer printed Order Guides? | | Yes |
| Invoice Cost & Retail Summary by Product Category? | | Yes |
| PRICE | | |
| Cartage or Delivery Charge? | No | No |
| Service or Administration Charge? | No | No |
| New Allowances Every Week? | Yes | Yes |
| Quarterly Super Savers Sales Booklet? | Yes | Yes |
| Annual Buying/Merchandising Exhibit? | Yes | Yes |
| PLACE | | |
| In-Store Delivery of Order? | Yes | Yes |
| Next-Day Delivery of Order? | Yes | Yes |
| Emergency Delivery Capability? | Yes | Yes |
| PROMOTION | | |
| Monthly Super Buy Promotions with Displays? | Yes | Yes |
| Monthly Price Choppers Advertising Program? | Yes | Yes |
| Seasonal Merchandise Advance-Bookings? | Yes | Yes |
| PROGRAMS | | |
| Sandwich and Fast Foods Programs? | Yes | Yes |
| Foodservice Equipment and Supplies? | Yes | Yes |
| Rack-Service HBA/Non-Foods Program? | Yes | Yes |
| Customized Retailer Program? | Yes | Yes |
| Customized Price-Stickers Program? | Yes | Yes |
| PEOPLE | | |
| Weekly Visit by Sales/Merchandising Specialist? | Yes | Yes |
| Courteous and Capable Delivery People? | Yes | Yes |
| Experienced and Knowledgeable Customer Service People? | Yes | Yes |

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1 (800) 532-9276

EBY-BROWN

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IOWA, KENTUCKY, OHIO, MICHIGAN, MISSOURI AND WISCONSIN

Legislative Update

Legislation seeks expansion of daylight-saving time

Legislation has been introduced by Rep. Edward J. Markey (D-MA) and Carlos J. Moorhead (R-CA) that would lengthen daylight-saving time by three weeks. The bill, known as the "Daylight-Saving Time Extension Act of 1993," proposes to begin daylight-saving in mid-March and end on the first Sunday in November.

Supporters of the proposal assert that extended daylight-saving hours are known to improve traffic safety.

Extended daylight-saving time should further benefit convenience stores by extending recreational hours, thereby increasing retail business for activities such as barbecue cookouts. The bill is currently awaiting a committee hearing and similar legislation is expected to be introduced to the Senate.

The Missouri Grocer

Incidental commercial use of radio and television broadcasts

"The Public Accommodations Exception Act of 1993" (H.R. 3288) is sponsored by Rep. Craig Thomas (R-WY) and would amend current copyright law to allow the royalty-free incidental use of radio and television broadcasts in public establishments such as restaurants, bars and taverns.

FDA releases updated model food code

The Food and Drug Administration has published the 1993 edition of the Food Code, a reference that guides retail outlets such as grocery stores on how to prepare food to prevent food-borne illness. The "Food Code" is compatible with the HACCP concept and terminology. The new code updates and combines into a single document three former editions that separately covered food service establishments, food vendors and food stores. The "Food Code" is intended to serve as a model for local, state and federal food safety rules. It is not a federal law or regulation and it does not preempt state or local laws. The Food and Drug Administration has said that this model food code will be updated every two years. Copies of the 1993 Food Code (400 pages) are available on computer disk (PB 94-501-285/AS; \$17.50) or paper copy (PB 94-113-941/AS; \$23) from: National Technical Information Service, Springfield, Virginia 22161 at 1-800-553-NTIS or (703) 487-4650.

Feds will "sting" retailers selling smokes to minors

Grocers and other retailers of tobacco products may soon become targets of undercover "sting" operations, thanks to a new Clinton administration plan to crack down on sales of cigarettes to minors.

New rules proposed by the Department of Health and Human Services would cut federal funding to states which do not aggressively enforce laws banning the sale of tobacco products to individuals under 18. In order to comply with the federal rules, states would be expected to conduct random undercover inspections of retail establishments.

According to the National Grocers Association, HHS plans to use underage youths who will attempt to make illegal purchases.

Retailers caught by these federally mandated "sting" operations would face fines ranging from \$100 to \$1,000 per violation. Retail chain operations charged with multiple infractions could lose their licenses to distribute tobacco products at all locations for up to 18 months.

Supermarket Business

Warning label and advertising legislation proposed

"The Sensible Advertising and Family Education Act" (S. 674 and H.R. 1823) would require that all alcohol beverage advertising carry a series of rotating health warnings. These bills are sponsored by Sen. Strom Thurmond (R-SC) and Rep. Joseph Kennedy (D-MA). It is reported that Sen. Ernest Hollings (D-SC) will present this bill for a markup. Another bill, H.R. 1230 proposed by Rep. Jim Moran (D-VA), would disallow advertising expense deductibility for alcohol and tobacco companies.

Legislation would require on-premise retailers to provide benefits to live performing artists

"The Live Performing Artists Labor Relations Act" (S. 481 and H.R. 226) are sponsored by Sen. Paul Simon (D-IL) and Rep. Dale Kildee (D-MI) respectively, and would require on-premise establishments to extend employee benefits to performers in the live performing arts. Both bills will likely make it to the full Senate and House for a vote.



Before you pick one, check the stats.

| (per 8-ounce serving) | POWERADE: | GATORADE: |
|-----------------------|-----------|-----------|
| CARBOHYDRATES (grams) | 19 | 14 |
| SODIUM (milligrams) | 70 | 110 |

If you're an athlete who thirsts for more, you need the ultimate thirst quencher. Just compare PowerAde to Gatorade®. PowerAde is the Official Sports Drink of the Olympic Games. It's got 33% more carbohydrates for energy than Gatorade. Less sodium. And the great taste that makes it easy to slam down all 32 ounces, PowerAde. You've seen what it can do on paper. Imagine what it can do for your thirst.



more **power**
to ya.

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"Gatorade" is a registered trademark of the Gatorade Company 36 USC 380

AFD's 1994 Cruise Into Profits Trade Show

April 13 & 14, Burton Manor, Livonia

Admission into the 1994 Cruise Into Profits Trade Show is FREE to everyone in the food and beverage industry. The law requires that you be at least 21 years old to attend this extravaganza. The show hours are April 13, 1994 from 6-9 p.m. and on April 14, 1994 from 1-9 p.m. Call Danielle for more information at (810) 557-9600.



There's always exciting new products introduced at this Trade Show. In 1994, look for Coors' new clear malt called ZIMA and Americopy's new make-your-own greeting card that incorporates your own photograph, to name a few.



Michigan Sugar's Glenn Peacock was sporting the tough guy cowboy image for his customers at the show. He'll be trying for the distinguished sailor look at the "Cruise Into Profits" Trade Show in 1994.



Elsie was on hand to greet all the retailers. She is bringing her son/calf Beauregard in 1994 and they will be thrilled to get a free photograph with all attendees.

A look back in time at AFD's 1993 western-theme trade show



A taste test is a must!



Lots of people; lots of fun!

1994 Trade Show Exhibitors

7-Up of Detroit
Abspure
All-Star Foods
Amato Foods
AmeriCopy
American Express
Ameritech
Anheuser-Busch
Awrey Baking
Better Made Potato Chip
Blue Cross Blue Shield
Bollin Label
Borden Ice-Cream
Borden Quality Snacks
Brehm Broaster
Canandaigua
Central Alarm Signal
Central Foods
Check Point
Coca-Cola
Consolidated Wines & Spirits

Continental Baking
Coors Brewing Company
CoreSource
DCI Food Equipment
Eby-Brown
E.J. Gallo Winery
Everfresh Juice
Farmer Peet
Faygo Beverages
Frito-Lay
Food Industry Financial
Garden Foods
General Wine & Liquor Co.
Golden Dental
H & O Distributors
Health Alliance Plan
Hobart
House of Seagram
Items Galore
J. Lewis Cooper
Kanter & Associates

Kar Nut
Kehe Foods
Kowalski Sausage
Kramer Foods
Ludington News
Marie Brizard Wine & Spirits
Melody Farms
Michigan Bankard
Michigan Sugar
Miller Brewing
MMI Distributing
Network Real Estate
Nikhlas Distributors
North Pointe Insurance
Nu-Ad
Ovenfresh
Pabst Brewing
Pepsi-Cola
Pfeister Company
Pointe Dairy
R.M. Gilligan

S. Abraham & Sons
Scot Lad
Schafer Bakeries
Sherwood Foods
Steve Conn Associates
Stark & Company
Shearer's Snacks
State Wide Financial
Spartan Stores, Inc.
Sunshine/Salerno
Stroh Brewing Co.
Taystee Bread
Tombstone Pizza
Tom Davis & Sons Dairy
Tony's/Red Baron Pizza
Traveler's Express
Union Ice
United Distillers Glenmore
V.I.P. International
Variety Foods
West End Products

Government Profile

Asha Shah—Managing challenges and priorities at the MLCC

Asha Shah, the business manager and chief operating officer for the Michigan Liquor Control Commission (MLCC), says she is challenged by her job as the state agency redefines how it operates and changes some of its priorities.



licensees and the general public.

As a result of the Commission's emphasis on improving the licensing process, Shah appointed a task force. "The purpose of this task force," Shah explained, "is to systematically review

"Change is always challenging," says Shah. "The MLCC is redefining its distribution system, actively examining the entire licensing process in order to improve it, and is adding a new focus on alcohol awareness as part of its control efforts."

In discussing privatization—a hot topic among Michigan's retail liquor licensees, including AFD members—Shah said privatization will mean changes for licensees as well as the MLCC. In outlining the major features of the privatization plan, Shah noted that the state has been divided into four distribution districts. Potential contractors could bid on one or more of the districts as part of their bids. Under the new system, each licensee will receive free delivery every two weeks and licensees who order at least 20 cases each week will receive free delivery every week. During the holidays, Shah said, licensees will receive free delivery each week regardless of order quantity.

The MLCC will continue to take orders for spirits and will have an interactive system with the contractor to process liquor orders. The distribution contractor(s) will be required to install a toll-free 800 number to address problems or questions which licensees may have with their orders.

According to Shah, the Michigan Department of Management & Budget expects to award the contract(s) soon. Shah noted, however, that the contract(s) will not be implemented until all administrative appeals are exhausted. She also emphasized that the MLCC will keep licensees informed as the next steps of the process move forward.

In discussing other activities which are occurring at the MLCC, Shah pointed to some positive programs which will benefit both

our procedures, manual and computer systems, forms and regulatory requirements." The task force is identifying points which could delay processing of application within the MLCC and determining how to improve work flow. As part of its change, the task force is also determining the impact of potential change on the overall regulatory functions and on applicants and licensees.

"Frequently," said Shah, "there are delays in local government approvals which are required for certain types of licenses." She said that the Commission hopes to improve communications with applicants and licensees as well as local governments so that all parties understand the review and investigation process better.

In discussing the Commission's new education initiatives, Shah said, "One of the roles of control states, such as Michigan, is to focus the collective impact of alcohol regulation and education as a means of combating alcohol abuse. Because of the complexity of alcohol issues, she said, "the Commission has formed strategic partnerships with both the public and private sector to promote alcohol-awareness programs."

As an example, Shah said she was pleased with the success of the 1993 college student leadership conference on alcohol issues. She cited the importance of private sponsors, such as the AFD, in this effort. The AFD was one of several private companies and associations which helped to underwrite the conference expenses. "Our goal at this conference," said Shah, "was to increase the awareness of alcohol issues by college student leaders and to get them involved in making a difference on their campuses." The MLCC has had excellent feedback and is now planning a conference

for the fall of 1994.

"It's exciting to move in a positive way to help address the problems associated with alcohol abuse," said Shah. Since the beginning of this new initiative, the Commission has viewed retail liquor licensees as important partners. "Licensees are often the first line of defense in fighting underage consumption and drinking and driving," said Shah, "and we welcome their input and participation."

In the midst of change in the 1990s as government redefines itself to become both leaner and more responsive, Shah said that the Commission will continue to use selective licensing and strict enforcement as a means to help protect both the public and those who use good business practices.

"We see small businesses, such as many of those owned by AFD members, as being an important part of the community. Many of our regulations, such as uniform pricing for take-out spirits, may seem outdated to some people but actually serve to keep small

businesses competitive with the chains and larger retailers," said Shah. She emphasized that in addition to protecting the small business, this type of regulatory practice also prevents "price wars" which can be detrimental to public health when they stimulate extra consumption of alcoholic beverages.

"I look forward to working with the Commission, the MLCC staff, the business community and the public," says Shah. "We don't always have the same perspectives on every problem—but resolving some of our differences and making things work is what makes it challenging."

Shah holds a masters of commerce from the University of Calcutta and a masters degree in business administration from Eastern Kentucky University. Before joining the Commission as the director of financial management in 1989, Shah worked for the private sector. She and her husband, Dhiraj, live in Okemos and have two sons attending the University of Michigan.



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AFD opposes Clinton health care plan



President Clinton's State of the Union address featured health care reform as its centerpiece. The President has been quietly building a campaign-style network over the last few months as he begins a strong effort to pass his health care reform plan in 1994. As a result, Mr. Clinton is within reach of pulling together the votes he needs.

Unless business makes its voice heard now, quick passage of the administration's proposal is a very real possibility.

The AFD believes that meaningful reform of America's health care system is essential.

However, we oppose passage of the administration's health care bill in its current form. The food industry has worked closely with the White House on its health care proposal; and even though we intend to continue working with the administration on this issue, the current Clinton proposal falls far short of our requirements for support. Building an enormous new government bureaucracy to intrude into the health care decisions of all Americans is the wrong approach.

Our decision to oppose passage of the President's bill is based on the belief that a more moderate approach targeting those problems of greatest concern to the nation is necessary to draw the true bipartisan support such an issue demands. Our primary concerns are as follows:

- First, the administration's plan is unnecessarily sweeping in scope and radical in content. A big-government solution is not the right approach to America's health care needs.
- Second, the costs associated with this proposal are unacceptably burdensome for smaller companies, posing a very real risk of choking off the only meaningful source of job creation in this economy.

- Third, no significant relief is provided to companies, including union operators, that already bear the burden of high-cost plans.

There are a number of alternative proposals being discussed in the Congress that could go a long way toward solving the problems with our health care system without the negative consequences of the Clinton plan. Among these are proposals by Cooper-Grandy, by Congressman Michel, and by Senator Chafee. None are perfect, but these bills take important steps in the right direction.

In addition to proposals already on the table, the Republican leadership is now engaged in a serious effort to craft a new alternative that could attract bipartisan support. It is our hope that the President himself will support a more moderate approach before the debate is settled.

The AFD intends to make our position clear to our government and we encourage you to do the same. Please write to our representatives in Congress and tell them your position. The addresses are listed below.

United States Senators

Carl Levin (D-Detroit)
459 Russell Senate Office
Building
Washington, D.C. 20510
(202) 224-6221

Donald W. Riegle, Jr. (D-Flint)
105 Dirksen Senate Office
Building
Washington, D.C. 20510
(202) 224-4822

United States Representatives

James Barcia
(D-Bay City, District 5)
1719 Longworth House Office

Building
Washington, D.C. 20515
(202) 225-8171

David Bonior
(D-Mt. Clemens, District 10)
2207 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-2106
Dave Camp
(R-Midland, District 4)
137 Cannon House Office
Building
Washington, D.C. 20515
(202) 225-3561

Bob Carr
(D-East Lansing, District 8)
2347 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-4872

Barbara-Rose Collins
(D-Detroit, District 15)
1108 Longworth House Office
Building
Washington, D.C. 20515
(202) 225-2261

John Conyers, Jr.
(D-Detroit, District 14)
2426 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-5126

John D. Dingell
(D-Dearborn, District 16)
2328 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-4071

William D. Ford
(D-Taylor, District 13)
2107 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-6261

Paul B. Henry
(R-Grand Rapids, District 3)
1526 Longworth House Office
Building
Washington, D.C. 20515

(202) 225-3831

Peter Hoekstra
(R-Holland, District 2)
1319 Longworth House Office
Building
Washington, D.C. 20515
(202) 225-4401

Dale E. Kildee
(D-Flint, District 9)
2239 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-3611

Joe Knollenberg
(R-Bloomfield Hills, District 11)
1218 Longworth House Office
Building
Washington, D.C. 20515
(202) 225-5802

Sander Levin
(D-Southfield, District 12)
106 Cannon House Office
Building
Washington, D.C. 20515
(202) 225-4961

Nick Smith
(R-Addison, District 7)
1708 Longworth House Office
Building
Washington, D.C. 20515
(202) 225-6276

Bart Stupak
(D-Menominee, District 1)
317 Cannon House Office
Building
Washington, D.C. 20515
(202) 225-4735

Fred S. Upton
(R-St. Joseph, District 6)
2439 Rayburn House Office
Building
Washington, D.C. 20515
(202) 225-3761



Calendar

- March 6-11 Supermarket Operations Management Course (FMI)
Purdue University, West Lafayette, IN
- March 27- April 1 Professional Management Course (FMI)
Hillsdale College, Hillsdale, MI
- April 10-14 NABR Convention/Expo
MGM Grand Hotel, Las Vegas, NV
- April 11-12 Environmental Affairs Conference
The Adolphus Hotel, Dallas, TX
- April 13-14 AFD Trade Show, Burton Manor, Livonia
- April 17-19 7th Annual Supermarket Pharmacy Conference (FMI)
Mark Hopkins Inter-Continental Hotel,
San Francisco, CA
- May 14-18 National Restaurant Association Restaurant,
Hotel-Motel Show, McCormick Place, Chicago
- June 25-28 Annual Produce Conference
Santa Barbara, CA
- July 23-25 NFDA 67th Annual Convention & Trade Show
Denver, CO

What do customers really want?

A study conducted by the National Association of Convenience Stores takes a look at the attitudes and preferences of convenience store customers in seven U.S. regions as well as Canada. Called the *Consumer Attitude Study*, findings include:

- Milk was rated the single most important product by consumers.
- Most convenience store shopping occurs between 4 p.m. and 9 p.m.
- Clean stores are more important for female customers.

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Pepsi-Cola Company to boost product line & retailer margins

Pepsi-Cola Michigan says it is determined to make independent retailers' beverage business less worrisome and more profitable with a new dealer-friendly approach.

Pepsi-Cola Michigan customers can now add more than 63 new brands and packages to their list of traditional Pepsi choices. According to Pepsi-Cola, Michigan retailers will be able to satisfy consumers' continuing demand for their soft drinks, as well as the increasing desire for ready-to-drink iced teas, sports drinks, and juices/lemonades—all at the same time. With the emergence of Pepsi as a "total beverage company" buyers can

enjoy one-stop shopping and eliminate new product overload with one sales call, one delivery, and one invoice—from one company.

In addition to Michigan's favorite national soft drink brands, Pepsi-Cola Co. also carries Lipton Original and Lipton Brisk teas (the number one name in tea), Ocean Spray juice drinks (the number one shelf-stable juice in the country and Michigan), Ocean Spray Lemonade, and the up-and-coming All Sport brand, a "great tasting" body-quencher isotonic beverage.

One of the newer packages, and clearly the most exciting for the soft-drink bottler, is the new BIG SLAM bottle, a wide-mouthed 1-liter single-serve container for its

leading soft-drink products—Pepsi, Diet Pepsi, Mountain Dew and soon to be Vernors. The BIG SLAM guarantees a point-of-difference to Pepsi products and the dealers who carry it. Furthermore, the BIG SLAM is known to be preferred by single-serve consumers, and it offers retailers a great opportunity to increase profits on single drink purchases.

Pepsi-Cola Michigan's commitment to its customers is based on the acknowledged fact that as a supplier, their growth depends on the growth and prosperity of their customers. Clarence Gabriel, General Manager for Pepsi-Detroit, is convinced that it's not enough to provide selection and sales representation. Says Gab-

riel, "Service is critical to our customers, especially the smaller convenience and independent outlets. We cannot just throw out all these great products with support. We're going to out-service the competition, beginning with free state-of-the-art merchandising equipment that meets a customer's specific needs and space limitations."

A toll-free telephone number, extra manpower to handle equipment installations and resets, and advertising/public relations support round out this unprecedented effort to grow Pepsi-Cola customers' business and profitability.

We're Taking Workers Compensation Costs In A Different Direction

The CoreSource Approach

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

Our workers compensation programs not only pay claims, but focus on prevention and cost controls in all facets of the program. The results: fewer claims per employee, reduced lost time and lower overall program costs.

Local Perspective, National Resources

CoreSource combines the resources of a national operation with the responsiveness of a local company. From our 25 regional offices, we manage \$2 billion in client programs covering 1.5 million lives.

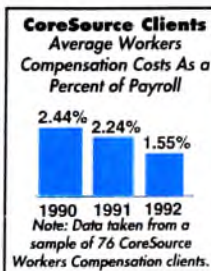
Proven Results

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

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

For More Information, Call Toll Free: 800 482 0615.

*Social Security Administration



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Asparagus Club Scholarship Program

The Asparagus Club is pleased to announce the beginning of the competition for Asparagus Club Scholarships for the 1994-95 academic year. Asparagus Club

Scholarships are one-year awards that range in amount from \$500 to \$1,500. The awards may be used at any accredited, non-profit college or university in the United States.

The Asparagus Club will award at least \$75,000 in scholarships for the 1994-95 academic year to students who satisfy the following requirements:

Applicants must be high school seniors, college freshmen, sophomores, or juniors who:

1. Will be full-time college students in the fall of 1994.
2. Have an interest in a career in the food industry.
3. Have financial need.
4. Can make or are making satisfactory academic progress in college.

If you feel that you are qualified for an Asparagus Club Scholarship, you

should request an application and a descriptive brochure by completing and mailing the bottom part of this form by April 1, 1994.



Weights and Measures

Keeping balance in the marketplace

When consumers make purchases at the food store, fill their tanks with gasoline at the service station, or buy any merchandise by weight or measurement, they may think the transaction is only between themselves and the vendor. It may be a surprise to know that every such transaction is participated in by a third man even though he is not present in person.

This "third man" is the weights and measures government official who checks all weighing and volume measuring devices used in sales made to the public. For hundreds of years, your local weights and measures officials have been working behind the scenes to protect consumers, businesses and manufacturers from unfair practices. The "third man" is always present in spirit, protecting both buyer and seller. He is a dedicated man working quietly and tirelessly to save customers money, and to safeguard vendors' businesses. Errors in either direction, over and under, will cause someone to suffer.

These weights and measures officials use highly accurate equipment to inspect scales, meters, scanning equipment and packaged products at the supermarket. They also inspect weighing and measuring equipment and packages at warehouses, packing plants, feed mills, shipping companies, lumber yards and gasoline stations. They act as a third party to help maintain fairness and keep the marketplace in balance.

Each year, the first week in March is set aside to commemorate the enactment of our nation's first Weights and Measures Law of 1799, and to increase the awareness of the importance of this law. This is one week that the "third man" drops his anonymity and steps into the spotlight of appreciation for the job he does in behalf of the public and merchants. After all, what he stands for is just "good business."

The National Conference of Weights and Measures

(Detach here and mail)

TO: Scholarship Program Administrators, Inc.
3314 West End Avenue, Suite 102
Nashville, Tennessee 37203-0916

Please send an Asparagus Club Scholarship application and a descriptive brochure to:
(Please print)

Name _____
First Middle Initial Last
Address _____
City _____ State _____ ZIP _____

Call 1-800-441-1409.
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"Cruise Into Profits" at our booth #307 or call Spartan Stores New Business Development 616-530-4517.

Products

Mr. Phipps "stalks" the competition with new lower-fat tortilla crisps

Mr. Phipps Tortilla Crisps, new lower-fat corn snacks from Nabisco Biscuit Company, recently joined the line of Mr. Phipps Pretzel Chips and Tater Crisps.

The new triangular corn crisps are baked and feature a third less fat than ordinary tortilla chips. Mr. Phipps Tortilla Crisps come in Nacho Cheese and Original flavors, with a \$2.39 suggested retail price for the 7.75-

ounce box of Original and the 8-ounce box of Nacho Cheese.

"We believe this is the first tortilla chip that delivers a great tortilla taste with a significant reduced-fat benefit," says John Baumbusch, Nabisco business director. "Mr. Phipps has just 4.5 grams of fat per serving compared to regular tortilla chips that have at least seven grams."



Nabisco is also looking to capitalize on the tremendous growth in the tortillas market, notes Baumbusch. Tortilla chips are one of the fastest-growing segments in the snack food industry, with consumers crunching over \$1.2 billion worth in 1993.

With the addition of Tortilla Crisps, Mr. Phipps now provides snacking alternatives for the leading salty snack segments: potato chips, pretzels and tortilla chips.

Coors Brewing Company announces national expansion of Zima Clearmalt

Zima Clearmalt, Coors Brewing Company's new alcohol beverage "zensation" expanded distribution nationally Feb. 7, 1994.



Zima Clearmalt, which established a new category of alcohol beverage, is a clear, lightly carbonated adult alcohol beverage that offers consumers an alternative to their mainstream choices, including beer, wine, wine coolers and mixed drinks.

According to John Neu, Zima brand head, Zima has achieved market-share levels comparable to major wine cooler and beer brands in a number of markets around the country, and it has awareness, trial and usage levels comparable to major brands that have been on the market for many years. Retailers are describing Zima as one of the most successful new alcohol beverages they have seen in the past 10 years, and more than 300,000 consumers have called the Zima Hot Line, the overwhelming majority of whom are asking questions and offering praise for the product.

Zima is being supported in the national expansion markets by the same aggressive marketing strategy that was used for the Zima test market introduction and phase one expansion. This strategy includes a comprehensive advertising campaign that features outdoor teaser billboards, television and radio spots, and print advertising in alternative newspapers. It also includes on- and off-premise promotions and a highly successful sell-in strategy that introduces Zima exclusively in bars and restaurants for one month before



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1-800-229-NPIC

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

See Zima, page 23

Products

Zima

From page 22

it is available in liquor stores, supermarkets and other chain accounts to build consumer awareness and trial.

With the national expansion of Zima, Coors' Memphis Brewery, where the product is brewed and packaged, will increase production significantly.

Zima is available in 12-ounce bottles and cans that are sold individually and in six- and twelve-packs. It was also recently introduced in 22-ounce bottles.

Zima has received a number of awards in 1993, including selection as one of the Top 100 brands in the country in Advertising Age's "Marketing 100"; selection by Food Processing Magazine as one of the 10 most innovative new products of the year; and a first place award for New Product Beverage in the Glass Packaging Institute's 1993 Clear Choice Awards. Zima is marketed by Zima Beverage Company, an operating unit of Coors Brewing Company.

Mexican products team up to turn up the heat on the competition

Taco Bell™ brand and Tostitos™ brand have



joined force the highly competitive Mexican food category.

In just five years, sales of Mexican food have doubled to \$2.2 billion, with projected sales of \$4 billion by 1997. However no clear category leader has emerged.

Taco Bell™ name recognition from combined fast food and supermarket sales and their proven sales record, coupled with Tostitos strong market share among unflavored tortilla chips, will find them poised to challenge the growing Mexican food market.

Extensive consumer programs available to the retailer include: point of sale material, in-store displays, sampling and couponing and promotional tie-ins at Taco Bell™ restaurants in the area.



Slow growth in private-label product sales

Retail sales of private-label products in supermarkets grew only 4.4 percent last year to reach \$33.9 billion according to a new study by Packaged Facts, the New York-based research company.

Despite state-of-the-art packaging, improved quality, and a favorable economic climate, private-label retail sales in supermarkets are expected to grow only 4 percent to 5 percent per year through

1998, when the market will reach \$40.9 billion.

According to Packaged Facts, favorable factors, such as collapsing major brands, financially stressed, penny-pinching consumers; aggressive retailers; and compliant major marketers who have set up their own private-label manufacturing subsidiaries rather than fight the trend tooth and nail, will not be enough to trigger dynamic growth in private-label sales.

Commenting on the inability of private-label to seize the day, David A. Weiss, president of Packaged Facts, said, "Well, when it comes right down to it, there's no underestimating the power of a name brand."

Nonetheless, he feels "...private-label has reestablished itself, and for the private-label marketers ready to take advantage of this fact, there is fertile ground for growth."

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Michigan Bankard Services

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at:
(313) 557-9600 or 1-800-66-66-AFD

CONTACT NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
TELEPHONE _____
NUMBER OF LOCATIONS _____

Creating effective print ads

By Michele MacWilliams
Editor

This column is dedicated to making the most of your newspaper and magazine ads. Below you will find 14 questions to ask yourself about your current ads. These are not to be taken as rules but as suggestions to help you gauge the effectiveness of your ad:

1. Can you tell at a glance what you're selling and how much it costs?

Your ad has to convey what you are selling in a fraction of a second.

2. Is your ad easy to read?

Try to look at your ad with a subjective eye. Is the type too small, cluttered, of poor quality? All these factors add up to readability.

3. Does your ad require a photograph?



"A picture is worth a thousand words" really holds true in advertising. Why struggle with a description when a photograph can say it all?

4. Are the copy and headline benefit oriented?

Rather than just listing the features of your business, list the benefits of its customers. As an example, instead of

telling them that it cost less, tell them that because it cost less it will save them money.

5. Is your ad graphically attractive?

Although an ugly ad will draw attention, it won't draw confidence. If customers don't have confidence, they will be reluctant to give it a try. An attractive ad is easier to look at and therefore easier to read.

6. Is your ad large enough?

Consider your competition: What size ad are they displaying? How does your ad compare?

7. Should there be more color in your ad?

Again, consider the competition. Studies indicate that color sells. If you can visualize where you would like to see color in your ad, chances are it should be there for maximum effect.

8. Is your ad visible enough?

Consistency is crucial in order to keep your company in the customer's mind. A single ad in a daily newspaper is unlikely to bring in masses of new patrons. Assess your budget and plan to run your ads on a continual basis.

9. Is the style of your ad consistent to insertion?

Design consistency is important so consumers can identify your ad and business at a glance. It helps people become familiar with what you have to offer.

10. Are you representing your company in a favorable light?

Messy, unorganized ads can lead customers to believe that your company is messy and unorganized.

11. If coupons or special offers are used, are they easy to understand?

I once dined at a restaurant because they advertised a special all-you-can-eat spaghetti dinner. Upon ordering we discovered that spaghetti was all that was included in the special price. Salad, bread and beverages were extra. Because their ad deceived me, I never returned.

12. Is your location and phone number clearly visible?

Your ad will do no good if potential customers can't find your business.

13. Is your company's name visible?

As silly as this sound, ads do appear without a visible name or logo.

14. Have you considered paying extra for preferred position?

Many magazines charge extra to ensure that your ad will run on the same page, or cover, every month.

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



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SBA offers innovative loan-aid software

The Small Business Administration (SBA) has developed a reputation for trying hard—really hard—to help smaller American firms with loans and other assistance. Pooling its resources with the nonprofit National Business Administration, the SBA has developed a free computer program called "First Step Review."

This software asks a series of questions and requests financial data on your business, rating your answers as you proceed. If you score at least 70 on the overall analysis, says SBA, you have a good chance of securing a loan—though a high score doesn't guarantee approval. If you fall below 70, you should concentrate on areas in which your business is weak and take steps to improve your "loan appeal."

Basically then, "First Step Review" reveals in some detail what business leaders are looking for. To obtain a free diskette, call the National Business Administration at 1-800-456-0440.

Comprehensive Communique

Lottery offers retailers chance to boost sales with exciting plans

by Michigan Lottery Commissioner
Jerry R. Crandall

The Michigan Lottery kicked off 1994 with several exciting promotions—all aimed at helping you, our Lottery retailers, increase sales and profits.

To start, the Lottery ushered in the New Year with the third printing of "Wild Time." Players have gone "wild" over this new style of instant game that offers up to 10 chances to win on each ticket! Moreover, each new printing of "Wild Time" has its own set of winners—which means more winners for your customers and more redemptions for you!

In February, the spotlight was on "Cash 5." The Lottery ran a special "Buy Four Cash 5, Get One Free" coupon in major newspapers statewide. The coupon, which offered five plays for the price of four, was designed to encourage "Cash 5" play four times per week—every Monday, Tuesday, Thursday and Friday.

In addition to increasing the player traffic through your store, the "Cash 5" promotion helped reinforce our message to players that now they have an opportunity to win thousands of dollars by playing little lotto "Cash 5" four times each week, and millions of dollars by playing Michigan Lotto two times each week—every Wednesday and Saturday.

In March, the focus will be on Michigan Lotto. An exciting second-chance sweepstakes called Michigan Lotto "Break the Bank Sweepstakes" will be a five-week drive to boost Lotto sales in your store. The new sweepstakes will also help build overall Lotto excitement, encourage \$5 panel play and increase your Lottery profits.

The Lottery will give away five prizes of \$10,000 each week for five weeks (25 prizes worth a total of \$250,000) in March and April.

This second-chance giveaway is designed to build interest and awareness in the new Michigan Lotto game. The aim of the promotion is to offer current and potential players an incentive to play and or sample the Michigan Lotto game; thereby helping to establish its presence in the marketplace.

"Break the Bank" will be supported by radio advertisements, public relations and point-of-sale materials.

To enter the "Break the Bank Sweepstakes," players just send in a non-winning Michigan Lotto ticket that has five wagers for any single



drawing conducted from March 2 through April 2, 1994, to: Break the Bank Sweepstakes; P.O. Box 58000; Detroit, MI 48258-0001.

Each entry is good for one week's drawing, and all entries must be received by the close of business on April 19, 1994. Details on the promotion are available at Lottery retailers statewide.

The Sweepstakes winners will be announced each week on the "Michigan Lottery Megabucks Giveaway" TV game show in March and April.

In addition, the Lottery will introduce two new instant games in March, "Lucky 8's" and "High Card."

Players can win up to \$888 in the "Lucky 8's" instant game which goes on sale March 7. If players match three "8's" in any row, column or diagonal, they win the prize shown in the prize box.

"High Card" offers players the chance to win up to three times on each ticket—up to \$3,000 in cash prizes. There are three separate

games on each "High Card" instant ticket. If "your Card" beats the "Dealer's Card," you win the prize shown for that game. This new game goes on sale March 21.

Our plan is to keep Lottery excitement alive with more promotions throughout the year. I encourage you, as a Lottery retailer, to keep the momentum building with in-store promotions, ask for the sale and prominently placed point-of-sale materials.

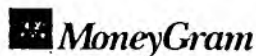
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Store _____

Address _____

Phone _____

A.F.D. Member? _____ Yes _____ No

Send to: A.F.D. of Michigan, 18470 W 10 Mile, Southfield, MI 48075

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Executive Roundtable “A Discussion of Issues Affecting Our Industry”

FOR MORE INFORMATION CALL
THE CONFERENCE HOT LINE AT 616-387-2210

ASK AFD

Q I am trying to organize my business files. What must I keep and for how long?

A Researching this question about records retention has been every interesting. Apparently here are two issues—the legal Requirements and the records management plan. Two helpful publications that address the legal issue are: *Record Keeping Requirements* (\$25.00) and *Legal Requirements for Business Records* (\$1,044) by Donald S. Skupsky, published by Information Requirements Clearinghouse, 3801 East Florida Ave., Suite 400, Denver, CO, 80210 or you can call (313) 691-3600. These publications provide an easy way to keep abreast of both federal and state regulations governing records retention.

Another way to learn what the federal government legally requires you to retain is to refer to the *Code of Federal Regulations*, or you can obtain a copy of "Guide to Records Retention Requirements in the Federal Code of Regulations" for \$15.00 from the Government Printing Office in Washington, D.C. by calling (202) 783-3238. It is also available at over twenty U.S. Government Bookstores located in major cities throughout the country. To investigate what state requirements exist, it is recommended that you call your State Library and inquire what state statutes govern records retention. Each state requires you to retain specific human resource documents and financial records. In addition, your accountant and/or lawyer should be able to help you determine what records you need to keep. You must keep enough to satisfy any audits, but keeping things unnecessarily can be a problem, especially in litigation. In a lawsuit you may be required to produce a record that you have even if you weren't legally required to store it in the first place.

National Association of
Convenience Stores

The color of profit

Does profit have a color? Different colors evoke a range of feelings and emotions which affect a customer's image of a product or service. So what is associated with some "product colors"?

Red: excitement, speed, power, danger, love, warmth

Yellow: vitality, newness, good cheer, happiness

Orange: sociability, playfulness, vibrancy

Green: freshness, coolness, growth, springtime

Incidentally, what is the future "hot" color? The color that will take us into the 21st century will be teal.

Fresh News

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can't breathe,
nothing else
matters

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montreux

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From its modest beginnings as a division of General Ice Delivery Company, delivering ice to homes in the Detroit area, Absopure has grown into a major producer and distributor of bottled water products, serving most of the Midwest.

Today, Absopure offers a full line of bottled water products and has five production and operations centers throughout the Midwest.

For over three quarters of a century Absopure has been serving its home market of Michigan. For more than 80 years Absopure has been Absolutely Michigan.



Absopure Water Company

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People

Food Institute names marketing coordinator

The Food Institute announced that Ivy R. Ellenberg has joined the Fair Lawn, NJ-based trade association's staff as marketing coordinator, responsible for the marketing of the organization's weekly and special publications.

After completing her MBA in international marketing from George Washington University, Ms. Ellenberg gained experience in marketing, research and international finance with such firms as Paine Webber, The Federal Reserve Board of Governors, family-owned restaurant operations, and most recently, her own firm specializing in computerized calligraphy and invitations.

Founded in 1928, the Food Institute is a nonprofit international food trade information and reporting association serving member companies in all 50 U.S. states and over 40 foreign countries.

Edith Holiday elected to Heinz board

The H.J. Heinz Company board has elected as a director Edith E. Holiday, former assistant to the President and secretary of the



Cabinet in the Bush administration and former General Counsel of the U.S. Department of Treasury.

This increases board membership to 18.

Ms. Holiday, 41, an attorney, currently serves on the board of directors of Amerada Hess Corpo-

ration; Bessemer Trust Company, N.A.; Bessemer Trust Company of New Jersey; and Hercules Incorporated.

She practiced law for seven years with law firms in Washington, D.C., and Atlanta, Georgia. In 1984 Ms. Holiday became executive director of the President's Commission on Executive, Legislative and Judicial Salaries. She later worked as chief counsel and national financial and operations director for the 1988 George Bush Presidential campaign.

In 1988 Ms. Holiday was appointed by President Ronald Reagan as counselor to the secretary and assistant secretary for public affairs and public liaison in the United States Department of Treasury. The following year, President Bush named her general counsel for the United States Treasury Department. She became assistant to the President and secretary of the Cabinet in 1990 and served in that capacity until 1993.

She earned her B.S. and juris doctor degrees from the University of Florida.

Ms. Holiday is a trustee of the National Child Research Center.

She and her husband, Terrence B. Adamson, and their children Terry, Kate and Elizabeth, reside in Washington D.C.

Marketing changes at Michigan Sugar Company

Michigan Sugar Company recently announced two changes in their marketing and public relations department.

Richard J. Brown recently

joined the marketing staff as sales manager. He will manage various consumer brokers, coordinate promotion and merchandising programs, and develop new product concepts for the grocery area.

Before joining Michigan Sugar Company, Brown was a regional sales manager for Chef America frozen foods. He holds a master of science degree in systems management from the University of Southern California. Brown

earned his bachelor of arts degree in English from St. Louis University. He also served as a navigator in the United States Air Force, including two tours in Southeast Asia.

Nancy A. Ryan has been named

project coordinator for the public relations department. She joined Michigan Sugar Company

three years ago. In her capacity she coordinates the company's parade and festival participation, trade show activities and other promotional events. Ryan provides support for all company advertising and public relations projects. She also is responsible for consumer correspondence.

Michigan Sugar Company markets their products under the Pioneer Sugar, Peninsular and Great Lakes brand labels. The company is based in Saginaw, and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, Georgia.





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Sally Denha
Associate Vice President

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Coca-Cola announces management changes

Orlando McCorvey, vice president of sales and marketing, Metro Division of The Coca-Cola Bottling Company of Michigan, has been selected to attend Coca-Cola University beginning February 14, 1994. This in-depth training program is designed to foster an accelerated development of Coca-Cola managers. At the completion of this 12-week program, Orlando will be re-assigned to another Division within Coca-Cola Enterprises.

Marty Miller has been promoted to Division Key Account Manager effective February 1, 1994. In his new responsibilities, Marty will manage Coca-Cola's Key Account Representatives in Michigan.



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health care plan.





CRIME ALERT



Counterfeit checks passed throughout Midwest

Regiscope of Columbus, Inc. recently received information regarding counterfeit checks being passed. Checks are usually drawn on "First Bank" or "First National Bank" in a city in the area where the checks are passed. The bank will not exist. All information is typed on the check: date, payee, amount and information on the memo line. The checks are numbered either "2066" or "5521." The suspect(s) will write a phone number in the top right part of the check and a Social Security Number in the top center. If asked for a local address, the suspect(s) will put "380" or "308" Henry. The check passer(s) were in the Circleville area in mid October, northwest Ohio November 1, and southeast Ohio (Athens & Belpre) December 5, 1993. Checks were passed in central Ohio in April, 1992 and southeast Ohio May-June, 1991. The ZIP code for the company address on the check is usually incorrect.

The following is a list of payee names used on the checks:

*Anderson, Randy or Steve
Crawford, Randy, Mark or Steve
Garrison, Randy, Jerry or Steve*

*Henderson, Mark, Randy or Steve
Hendrickson, Randy
Hollingsworth, Randy
Kirkland, Mark, Randy or Steve
Paterson, Randy
Patterson, Mark, Randy or Steve
Richard, Jerry
Richardson, Randy, Jerry or Steve
Robertson, Randy or Steve
Stevenson, Mark, Paul, Randy,
Robert, Ronnie or Steve
Wilder, Steve
Williams, Randy, Steve or Mark*

The suspect(s) always has Mr. before the payee's name.

Company names are usually someone's name and Auto & Body, Sign & Display, Photography, Carpet & Tile, Electrical or Pest Control. A few examples are: William's Electrical, William's Pest Control, Inc. or Paul's Electrical, Inc. All have had "Inc." in the company name.

More than 200 checks have been passed in the past several months. Checks have been passed in Kentucky, Indiana, Illinois, Michigan, Minnesota, Missouri and Ohio over the past two years.

There may be as many as three men passing these checks. They are described as:

1. White male, 23-25 years old, dark brown hair, 5'8"-10" tall, thin build, clean cut, "nice looking."
2. White male, 30-40 years old, thinning brown hair, 6' tall, well-dressed.
3. White male, mid-30s, 5'9"-10" tall, 220-230 pounds, wearing tight-fitting dress clothes.

Checks have been drawn on First Bank, First National Bank or First American Bank in a city in the area the checks are being passed. When presenting the check to the clerk for cashing, the passer may attempt to indicate that the check was already approved by the store's management by virtue of the numbers inscribed on the upper portion of the check. The suspect(s) may purchase small amounts of groceries or personal items in order to cash his "payroll" check.

Only a few check are cashed in each small community and then the check passer(s) moves on.

Check were passed in Athens and Belpre, Ohio on December 4 and 5, 1993. These checks were on:

Thomas Glass & Mirror, Inc.

867 W. Frances Ave.
P.O. Box 3362
Athens, OH 46192
The ZIP code is incorrect for Athens.

On November 27, 1993 checks were passed in New Concord, Ohio and Newcomerstown, Ohio on Thomas Photography, Inc. (Cambridge) payees: Mr. Steve Crawford and Mr. Jerry Garrison.

On November 28, 1993 checks were passed in Wooster, Ohio on Danny's Pest Control, Inc. payees: Mr. Jerry Richardson and Mr. Mark Crawford.

On December 8, 1993, checks were passed in Kenton, Ohio on Thomas Pest Control, Inc. payable to: Mr. Mark Williams.

On December 11, 1993 checks were passed in Arlington, Ohio on Thomas Pest Control, Inc. payable to: Mr. Steve Williams.

On December 16, 1993, checks were passed in Van Wert, Ohio on Williams Photography, Inc. payable to: Mr. Randy Robertson.

Any business victimized by this scheme is requested to contact local law enforcement, the FBI or Regiscope of Columbus at (614) 882-3177.

DCHA Bank Robbery Program pays out first reward to AFD member

The Detroit Clearing House Association (DCHA) recently rewarded a check for \$200 to Adil Haisha, owner of Alladin Beverage in Detroit, through its Bank Robbery Poster Program.

A customer recognized a suspected bank robber from a poster displayed in Alladin Beverage and provided information to the FBI. The bank robber was arrested, the customer received a \$2,000 reward and Mr. Haisha received a \$200 reward. More importantly, we can all breathe a little easier knowing a robber is off the street.

The DCHA mailed 1,000 posters to Detroit area AFD member supermarket and convenience stores, asking the stores'

management to display them in a visible location.

Anyone who provides information that leads to the arrest and indictment of a bank robber is eligible for the DCHA's \$2,000 reward. The DCHA will also pay store owners a reward up to \$200 if one of their customers saw the ad in their store and qualifies for the \$2,000 reward.

The DCHA is a group of Michigan banks and savings and loans that work together to keep banking safe in our area. "Our reward program is the most successful program of its kind in the country," said Fred Goedtel, DCHA chairman. "Now we're reaching

out to the Detroit area AFD members to ask them to help make our program even more successful."

A second DCHA poster was mailed out in early February. "All we're asking store owners to do is post our ad where customers can see it,"

explained Mr. Goedtel.

Congratulations Mr. Haisha! Together we can help get criminals off the streets.



Special agents Robert Casey (left) and Terry Booth (right) of the FBI present a check to store owner Adil Haisha. A customer at his store identified a bank robber from the DCHA Bank Robbery Poster which qualified Mr. Haisha for a reward. The second poster in the program was mailed out in early February.

The holidays aren't over

Running out of merchandising ideas? Take advantage of existing holidays to establish promotion names. There's a special promotion almost every month, from February's National Grapefruit Month, to May's National Herb Week, to September's National Mushroom Month.

January

National Fiber Focus Month
National Prune Breakfast Month
National Hot Tea Month
National Soup Month
National Volunteers' Blood Donor Month

February

American Heart Month
Black History Month
National Grapefruit Month
National Cherry Month
Potato Lover's Month
Canned Food Month
Crime Prevention Week (Feb. 6-12)
National Snack Food Month

March

National Nutrition Month
National Peanut Month
National Agriculture Week (March 14-20)
Pecan Day (March 25)
National Frozen Food Month
American Chocolate Week

April

Cancer Control Month
National Fresh Celery Month
National Garden Month
Keep America Beautiful Month
Earth Day (April 22)

May

Hawaiian Fresh Pineapple Month
National Asparagus Month
National Herb Week (May 2-8)
National Raisin Week (May 1-7)
National Wildflower Week (May 1-7)
National Salad Month
National Strawberry Month
National Egg Month
National Pet Week
National Physical Fitness & Sports Month

June

National Fresh Fruit and Vegetable Month
National Papaya Month
National Rose Month
National Iced Tea Month
Dairy Month

July

July Belongs to Blueberries Month

National Baked Bean Month
National Ice Cream Month

September

National 5-A-Day Week (Sept. 11-17)
National Mushroom Month
National Organic Harvest Month
National Chicken Month

October

National Apple Month
Vegetarian Awareness Month

National Pizza Month
Crime Prevention Month
International Microwave Month
National Popcorn Poppin' Month
National Customer Service Week (Oct. 3-7)

November

National Fig Week (Nov. 1-7)
Tie One On For Safety—
Nationwide Red Ribbon Campaign

December

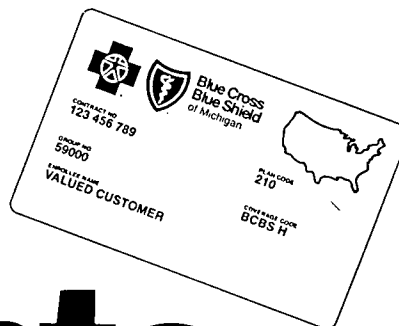
Domestic Kiwi Fruit Day
Poinsettia Day (Dec. 12)

Designated Driver is the Life of the Party—NACS Anti-Drunk Driving Campaign

Many of the sponsoring organizations offer POP materials to create the proper atmosphere. The Produce Marketing Association's Information Center offers a listing of many national and regional promotions and their sponsors. For a free copy, call Lola Van Gilst at (302) 738-7100. In addition, the National Association of Convenience Stores publishes a National Community Events Calendar (703) 836-4564.

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

The card that counts.



Produce wax labeling rules begin soon

Shippers and retailers must soon comply with the new FDA wax labeling regulations, which become effective in May 1994.

"Unlike the voluntary nutrition labeling regulations, the wax labeling regulations are mandatory," said Mary Kearney, director of issues management for the Produce Marketing Association

(PMA). "The industry must label for wax and resin coatings or be subject to FDA's enforcement actions."

The regulations, issued last year, provide clear direction to the industry.

Label requirements:

Shippers, packers, repackers and

retailers of produce treated with post-harvest wax or resin coatings must label for the coatings. The labeling must state:

Coated with food-grade animal-based wax, to maintain freshness; or coated with food-grade vegetable-, petroleum-, beeswax-, and/or shellac-based wax or resin, to maintain freshness.

These phrases cannot be combined into one declaration. This is so consumers, particularly those on a Kosher or vegetarian diet, are aware of products with animal-based wax.

The terms "food-grade" and "to maintain freshness" are optional. "Lac-resin" may be substituted for the term "shellac."

The agency will not allow the phrase, "May have been treated with..."

Any dairy-based ingredients in the waxes and resins should be included in an "animal-based wax" declaration.

Signage:

Shippers must label for coatings on shipping containers. Packaged fresh fruits and vegetables that have information on the label (such as product name, weight, or brand) must also be labeled for wax or resin coatings by the packer, repacker or shipper. The lettering must be at least one-sixteenth of an inch. This requirement also applies to packaged fruit baskets.

Retailers must use the above phrases on signage with a list of commodities under each phrase.

The FDA regulations require that the labeling be prominent and conspicuous with lettering at least one-fourth of an inch high. (The one-fourth of an inch refers to the height of the lower-case letter "o" when both upper and lower case lettering is used.)

Depending on the size of the department, some retailers may need more than one sign to comply with the "prominent and conspicuous" requirement.

The FDA doesn't object to a no wax or resin claim for produce that hasn't been coated, but doesn't require such labeling.

Shippers must declare post harvest pesticides on the shipping container.

Retailers needn't label for pesticides.



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate PACKAGE LIQUOR DEALERS ASSOCIATION

Membership Application

Join The Largest Food & Beverage Industry Trade Association In Michigan

Please Print:

Owner's Name

Name of Business

Address

City

State

Zip

County

Phone Number

Fax Number

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

Membership Dues:

\$150 per year for Retailers

\$300 per year for Suppliers

Fill Out This Form & Mail It To AFD Today!



A comparison of the two school finance plans

On March 15, Michigan voters will have the opportunity to choose between two plans that are designed to change the way our schools are financed. They are outlined in the Compromise School Funding Proposal. If a majority of citizens vote against the ballot plan, the statutory plan will be enacted. The following chart, provided by the office of Representative Thomas Middleton, explains how the two different plans will change the way we pay our taxes. We provide this information so that you can make an educated decision when you place your vote on March 15.

| | Ballot Fails (Statutory Plan) | Ballot Passes (Ballot Plan) |
|----------------------------|--|--|
| New Property Taxes | Begin this year (1994) | Begin this year (1994) |
| Assessment Lag | No assessment lag beginning this year (1994) | No assessment lag beginning this year (1994) |
| Assessment Cap | No Assessment Cap | Begins in 1995 tax year. |
| Enhancement Millage | An ISD or a local school district may levy enhancement millage beginning this year (1994). | A local school district may levy a maximum of 3 mills for three years through 1996. For years after 1996, only the ISD may levy enhancement millage. |
| Income Tax | 6% rate begins May 1, 1994. The 1994 rate will be annualized (5.53%). The rate will be 6% for all tax years after 1994. | 4.4% rate begins May 1, 1994. The 1994 rate will be annualized (4.47%). The rate will be 4.4% for all tax years after 1994. |
| Sales/Use Tax | No change—remains 4%. | 6% rate begins May 1, 1994. |
| Transfer Tax* | 1% rate begins May 1, 1994, as originally proposed, until Senate Bill 999 takes effect, or around April 1, 1995, when the rate would drop to .75%. | 2% rate begins, as originally proposed, January 1, 1995 until April 1, 1995 when it would revert to .75%. |
| Single Business Tax | 2.75 % rate begins May 1, 1994. The rate will be annualized in 1994 (2.62%) The rate will be 2.75% for all years after 1994. | Rate will remain unchanged at 2.35%. |
| Tobacco Tax | Additional 15 cents/pack begins May 1, 1994. | Additional 50 cents/pack begins May 1, 1994. |
| KENO | No KENO under statutory plan. | Lottery commission may begin the KENO game at any time without additional legislative authority. |

* Senate Bill 999, which has passed both the House and Senate and is awaiting the Governor's signature (he has pledged to sign it), decreases the proposed 2 percent transfer tax in the ballot plan and 1 percent in the statutory plan to .75 percent. Unfortunately, the measure did not receive enough support for immediate effect. Thus, if the ballot plan passed, the transfer tax would be 2 percent as originally proposed from January 1, 1995 until April 1, 1995 when it would revert to .75 percent. For the statutory plan, the initially passed 1 percent transfer tax would take effect May 1, 1994 until Senate Bill 999 takes effect 90 days after the State Legislature concludes this legislative session, or around April 1, 1995, when the rate would then drop to .75 percent.

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1100 Prosperity Road
Lima, Ohio 45802



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Foremost
Voluntary
Food
Wholesaler**

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SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES

| | |
|-----------------------------------|----------------|
| Ackroyd's Scotch Bakery & Sausage | (313) 532-1181 |
| Archway Cookies | (616) 962-6205 |
| Awrey Bakeries, Inc. | (313) 522-1102 |
| Continental Baking | (313) 591-4132 |
| Koeppinger Bakeries, Inc. | 967-2020 |
| S & M Biscuit Distributing | (313) 893-4747 |
| Shunshine/Salerno | 352-4343 |
| Taystee Bakeries | 476-0201 |

BANKS:

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

BEVERAGES:

| | |
|---------------------------------|----------------|
| Absopure Water Co. | 1-800-334-1064 |
| Action Distributing | 591-3232 |
| American Brokers Association | 544-1550 |
| Anheuser-Busch Co. | 354-1860 |
| Bacardi Imports, Inc. | 489-1300 |
| Bellino Quality Beverages, Inc. | (313) 946-6300 |
| Brooks Beverage Mgt., Inc. | (616) 393-5800 |
| Cadillac Coffee | (313) 369-9020 |
| Canadian Arctic Beverage | (416) 676-0201 |
| Canandaigua Wine Co. | (313) 379-3644 |
| Central Distributors | (313) 946-6250 |
| Coca-Cola Bottlers of Mich. | 478-2212 |
| Consolidated Wine & Spirits | 772-9479 |
| Coors Brewing Co. | (313) 451-1499 |
| Don Lee Distributing, Inc. | (313) 584-7100 |
| E & J Gallo Winery | 643-0611 |
| Eastown Distributors | (313) 867-6900 |
| Everfresh Beverages | 755-9500 |
| F & M Coffee | 851-5774 |
| Faygo Beverages, Inc. | (313) 925-1600 |
| Frankenmuth Brewery | (517) 652-6183 |
| General Liquor | (313) 868-5100 |
| General Wine | (313) 867-0521 |
| Great Lakes Beverage | (313) 865-3900 |
| Hiram Walker & Sons, Inc. | 626-0575 |
| House of Seagram | 262-1375 |
| Hubert Distributors, Inc. | 858-2340 |
| J. Lewis Cooper Co. | (313) 835-6400 |
| Miller Brewing Company | (414) 259-9444 |
| Mohawk Distilled Products | 1-800-247-2982 |
| Mr. Pure Juices | (312) 379-3000 |
| Nestle Beverages | 380-3640 |
| Oak Distributing Company | 674-3171 |
| Pabst Brewing Co. | 887-2087 |
| Paddington Corp. | (313) 345-5250 |
| Pepsi-Cola Bottling Group | 641-7888 |
| Petipren, Inc. | 468-1402 |
| Powers, Dist. | 682-2010 |
| R.M. Gilligan, Inc. | 553-9440 |
| Royal Crown Cola | (616) 392-2468 |
| Serv-U-Matic Corporation | 528-0694 |
| Seven-Up of Detroit | (313) 937-3500 |
| Spirits of Michigan | (313) 521-8847 |
| Stroh Brewery Company | (313) 446-2000 |
| Sunlike Juice Ltd. | (416) 297-1140 |
| Tetley Tea Co. | (216) 331-4062 |
| Thompson Beverage Co. | (313) 439-2404 |
| Vintage Wine Co. | 294-9390 |
| Viviano Wine Importers, Inc. | (313) 883-1600 |
| Wolpin Company | (313) 933-7150 |

BROKERS/REPRESENTATIVES:

| | |
|--------------------------------|----------------|
| Acme Food Brokerage | 968-0300 |
| Amcri-Con, Inc. | 478-8840 |
| Bob Arnold & Associates | 646-0578 |
| Denha General Brokers | 776-1610 |
| DMAR, Inc. | 399-0950 |
| ELC Associates | 624-5133 |
| Hanson 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 |
| UBC Huettnerman | 296-3000 |
| VIP Food Brokers International | (313) 885-2335 |

CANDY & TOBACCO:

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

CATERING/HALLS:

| | |
|----------------------------------|----------------|
| Country House Catering | (517) 627-2244 |
| Emerald Food Service | 546-2700 |
| Gourmet House, Inc. | 771-0300 |
| Karen's Kafé 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 |
| Berneia Food Service | 1-800-688-9478 |
| Borden Ice Cream | (313) 871-1900 |
| Dairy Products of Michigan | 552-9666 |
| McDonald Dairy Co. | (517) 652-9347 |
| Melody Farms Dairy Company | (313) 525-4000 |
| Milk-O-Mat | (313) 864-0550 |
| Pointe Dairy | 589-7700 |
| Stroh's Ice Cream | (313) 568-5106 |
| Tom Davis & Sons Dairy | 399-6300 |

EGGS & POULTRY:

| | |
|---------------------|----------|
| Linwood Egg Company | 524-9550 |
|---------------------|----------|

FISH & SEAFOOD:

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

FRESH PRODUCE:

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

ICE PRODUCTS:

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

INSECT CONTROL:

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

INSURANCE:

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

MANUFACTURERS:

| | |
|---------------------------------|----------------|
| Amato Foods | (313) 295-3337 |
| Bil Mar Foods | 1-800-654-3650 |
| Brown & Williamson | 350-3391 |
| Eden Foods | (517) 456-7424 |
| Groeb Farms | (517) 467-7609 |
| Home Style Foods, Inc. | (313) 874-3250 |
| Jaeggi Hillsdale Country Cheese | (517) 368-5990 |
| Kali Enterprises, Inc. | (313) 527-7240 |
| Kraft General Foods | (313) 261-2800 |
| Michigan (Pioneer) Sugar | (517) 799-7300 |
| Monitor (Big Chief) Sugar | (517) 686-0161 |
| Nabisco, Inc. | 478-1140 |
| Nestle Food Company | 380-3670 |
| Philip Morris U.S.A. | 489-9494 |
| Prince Macaroni of Michigan | 772-0900 |

| | |
|---------------------------|----------------|
| Red Pelican Food Products | (313) 921-2500 |
| Roll Rite Corp. | (517) 345-3434 |
| Singer Extract Laboratory | (313) 455-5880 |
| 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 |
| L.K.L. 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) 222-0640 |
| WJBK-TV2 | 557-2000 |
| WLTI-Lite-FM | 354-9300 |
| WWJ-AM/WJOL-FM | (313) 222-2636 |
| WWW-AM/FM | (313) 259-4323 |

NON-FOOD DISTRIBUTORS:

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

POTATO CHIPS/NUTS/SNACKS:

| | |
|-------------------------------|----------------|
| Better Made Potato Chips | (313) 925-4774 |
| Frito-Lay, Inc. | 1-800-24FRITO |
| Goin' Nuts | 437-9831 |
| Harbour Foods, Ltd. | 333-3014 |
| Kar Nut Products Company | 541-7870 |
| Nikhlis Distributors (Cabana) | (313) 571-2447 |
| Variety Foods, Inc. | 268-4900 |
| Vitner Snacks | (313) 365-5555 |

PROMOTION/ADVERTISING:

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

SERVICES:

| | |
|-------------------------------------|----------------|
| Akram Namou, C.P.A. | 557-9030 |
| American Express | 312-587-0701 |
| American Mailers | (313) 842-4000 |
| Bellanca, Beatrice, DeLisle | (313) 964-4200 |
| Central Alarm Signal | (313) 864-8900 |
| Checkpoint Systems | 1-800-257-5540 |
| Christy Glass Co. | 544-8200 |
| CIGNA Individual Financial Services | 827-4400 |
| Closed Circuit Communications | 478-3336 |
| Detroit Edison Company | (313) 237-9225 |
| Edward A. Shuttie, P.C. | 288-2080 |
| Follmer, Rudzewicz & Co., CPA | 355-1040 |
| Food Industry Financial Network | 1-800-554-3675 |
| Garmo & Co., CPA | 737-9933 |
| Goh's Inventory Service | 353-5033 |
| Great Lakes Data Systems | 356-4100 |
| Independence One | |
| Investment Group | 1-800-622-6864 |
| Karoub Associates | (517) 482-5000 |
| Michael McKernan CPA | (313) 459-1323 |
| Menczer & Urcheck P.C., CPA | 356-1620 |
| Metro Media Associates | 625-0070 |

| | |
|-----------------------------|----------------|
| Michigan Bell | 221-7310 |
| National Exposition Service | (313) 865-1000 |
| Nona & Company P.C., CPA | 351-1760 |
| Pappas Cultery Grinding | (313) 965-3872 |
| Paul Meyer Real Estate One | (313) 341-4522 |
| PK Labs, Inc. | (516) 273-2630 |
| REA Marketing | (517) 386-9666 |
| Red Carpet Keim | 645-5800 |
| Sarafa Realty | 851-5704 |
| SDIS Inventory | (313) 526-4200 |
| Southfield Funeral Home | 569-8080 |
| Telecheck Michigan, Inc. | 354-5000 |
| Travelers Express Co. | 1-800-328-5678 |
| Vend-A-Matic | 585-7700 |
| Whitely's Concessions | (313) 278-5207 |

STORE SUPPLIES/EQUIPMENT:

| | |
|---------------------------------|----------------|
| Amcri-Copy | 1-800-888-1688 |
| Belmont Paper & Bag Supply | (313) 491-6550 |
| Bollin Label Systems | 1-800-882-5104 |
| Brehm Broaster Sales | (517) 427-5858 |
| DCI Food Equipment | (313) 369-1666 |
| Hobart Corporation | (313) 697-7060 |
| MMI Distributing | (313) 582-4400 |
| Market Mechanical Services | 680-0580 |
| Michigan Bale Tie Company | (313) 925-1195 |
| Midwest Butcher & Deli Supply | 689-2225 |
| Refrigeration Engineering, Inc. | (616) 453-2441 |
| Statewide Food Equipment Dist. | (313) 393-8144 |
| TRM Copy Centers | (503) 231-0230 |

WHOLESALE/FOOD DISTRIBUTORS:

| | |
|--------------------------------|----------------|
| All-Star Foods | 669-0240 |
| Bremer Sugar | (616) 772-9100 |
| Cabana Foods | (313) 834-0800 |
| Capistar, Inc. | (517) 699-3605 |
| Capital Distributors | (313) 369-2137 |
| Central Foods | (313) 933-2600 |
| Detroit Warehouse Co. | (313) 491-1500 |
| EBY-Brown, Co. | 1-800-532-9276 |
| Epcos Foods, Inc. | 857-4040 |
| Family Packing Distributors | 644-5353 |
| Foodland Distributors | (313) 523-2100 |
| Garden Foods | (313) 584-2800 |
| Gourmet International, Inc. | 1-800-875-5557 |
| Great Lakes Home Food Service | (517) 835-6785 |
| H & O Distributors | (313) 493-0011 |
| I & K Distributing | (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 |
| Value Wholesale | (313) 862-6900 |
| Weeks Food Corp. | 727-3535 |
| Ypsilanti Food Co-op | (313) 483-1520 |

ASSOCIATES:

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

The area code is 810 for above listings unless otherwise indicated.

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



RETAILERS: AFD WANTS TO RECOGNIZE YOUR BEST BAGGER

We are hosting a Best Bagger Contest during our 10th Annual Trade Show

Every store has a terrific bagger: someone who makes the customer feel special, while at the same time quickly and precisely bagging groceries. This person is always smiling and never puts the eggs on the bottom. How can you thank your best bagger?

By bringing your best bagger to AFD's Trade Show you are giving praise and recognition for a job well done. What a great way to motivate your employees!! And that's just the start. Our Best Bagger Contest will improve employee bagging skills, build pride among your staff, develop a "Customer Care" image, boost in store enthusiasm, gain media coverage, receive community recognition and increase employee confidence and morale.

What Is A Best Bagger Contest?

The contest will consist of 10 heats of approximately two minutes each. During that two minute time period your best bagger will perform his/her magic. There will be counters, groceries and of course grocery bags. Your bagger will be judged on the following criteria:

- 1) speed
- 2) proper "bag building" technique (no eggs on the bottom, etc..)
- 3) number of bags used
- 4) distribution of weight between bags
- 5) style-attitude-appearance

Who Can Enter?

One contestant per member company who is a regular full or part time employee and whose job includes bagging can enter. There is no cost to participate.

What Will Your Best Bagger Win?

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

Where Is The Contest?

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

How To Get More Information?

Call Danielle at (810) 557-9600 if you have any questions.

ENTRY FORM

Please fill out this form and send it to AFD by March 21, 1994. Please print.

Store Name _____

Mailing Address _____

City/State/Zip _____

Telephone () _____

Contact Person _____ Best Bagger's Name _____

Complete this form and send it to:

AFD, 18470 West 10 Mile Road, Southfield, MI 48075

Attention: Danielle

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| ✓ BORAXO | ✓ DIAPER SWEET | ✓ RAIN DROP | ✓ TREND |
| ✓ BRILLO | ✓ DOBIE | ✓ RENUZIT | ✓ 20 MULE TEAM |
| ✓ BRUCE | ✓ LA FRANCE | ✓ STA FLO | |



THE Pfeister COMPANY



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LIVONIA MI 48150
(313) 591-1900

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

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

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

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

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