



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate: PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

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

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## Ameritech coins new pay phone program for AFD members

by Virginia Bennett

Store owners that use Ameritech to provide pay phone services are already aware of the quality and commitment to service that comes with the name. For over 100 years Ameritech has been the leading provider of local phone service to more than 12 million customers in the Midwest. Now Ameritech has formed a partnership with the Associated Food Dealers of Michigan in order to offer that same service and quality to all its members at a competitive commission rate.

AFD's endorsement of Ameritech means that individual business owners have the potential to come together under a larger umbrella. As a group we have clout!

The Ameritech/AFD pay phone program is a cost-free source of revenue for the store owner. This means that no expenses are subtracted from your compensation check for equipment, installation, repair,

local access charges or fraud. Ameritech assumes all the costs associated with these items.

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Within the next several weeks all members will receive more information about this program through the mail. Store owners already using Ameritech as their pay phone service will be allowed to renegotiate their contract.

If you would like to hear more about this new AFD member benefit, call Judy at (810) 557-9600.



## AFD Trade Show Draws Record Crowds



Over 2,700 qualified buyers made their way through the aisles of the AFD's annual trade show. This year themed "Cruise Into Profits," the show was held April 13 and 14 at Burton Manor in Livonia. One highlight of the show was the First Annual Best Bagger Contest. Right, Jamie Kinnison shows her second-place-winning form. More Trade Show photos and info. on pages 18 and 19.



## Legislative Update

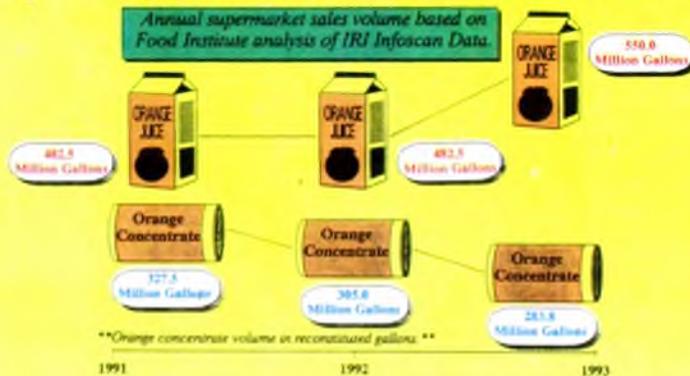
### Department of Health and Human Services proposes strike forces to target retailers for tobacco sales to minors

The U.S. Department of Health and Human Services has developed proposed rules that would prevent issuing substance abuse grants to states that do not have an effective law precluding the sale of tobacco to minors. As part of this rule making, the depart-

ment issued model state regulations that recommend that the states "enforce the law using both random and targeted unannounced inspections of both over-the-counter and vending machine outlets." The agency recommends that the costs of these "sting" operations be recouped by requiring licensing fees of retail and wholesale grocers who sell tobacco products. In addition, the department called for publishing the names of "violators" (those retailers caught by this form of government entrapment) in the local press.

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## OJ Shoppers Prefer Convenience



Supermarket shoppers are increasingly reaching for cartons of refrigerated juices over frozen juices and drink mixes as the price gap narrows between the categories. The volume of refrigerated juices scanned in supermarkets last year was up almost 11%, while frozen concentrated juice volume was down.

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**CHAIRMAN'S REPORT**

# Sorry for your inconvenience, we are now computerized

By Nabby Yono  
AFD Chairman of the Board



Tell me if I'm wrong, but sometimes it seems that the faster we go, the more behind we get. Technology is steaming along, with new computer programs and equipment each time you turn around; and that's great. I just feel that in order to keep up, we must spend a great deal of time relearning how to operate our businesses.

Every year computer companies introduce newer, more powerful computers and new programs designed to give us more information so that our business decisions are easier to make. However, keeping abreast of these new programs and systems is a job in itself!

A good example of technology that is both helpful and a hindrance at the same time is our scanning system. No one will argue that scanners are important. In addition to speeding up the check-out process, they also provide us with valuable statistics that can tell us the buying habits of our

customers and show us what items don't sell. However, scanners are certainly not without fault. With a typical grocery store handling over 20,000 items, changing scanner prices is a full-time job!

Grocery store scanners have received a great deal of negative publicity of late, thanks in part to the media. What the press doesn't realize is that when you must keep track of the prices of 20,000 items, mistakes will occur.

There are 17 flavors of Rice-A-Roni. When they are put on sale, all must be marked down. Miss one and you're in trouble with your customers. Conversely, when the sale is over, we must change all the prices again or risk losing profits. But Rice-A-Roni is not the only product like this. Many items come in a large assortment of flavors and varieties. Frozen entrees, ice cream and soft drinks are a few prime examples.

It is frustrating sometimes because we have become reliant on new technology and in many respects couldn't go back to the way we did business 20 years ago. Still, we must all re-

member that computers and scanners do not take the place of hard work and attention to detail. If we understand this, we can use these ever-evolving tools of technology to our advantage, making us better grocers.

**Tobacco products license**

By now most of you have received an application for a Tobacco Products License. The form looks ominous and is confusing. However, for most of you I have good news. You can send it back.

This license is required mainly for wholesalers, transporters and vending machine operators, which excludes most AFD retail members. If you acquire products from sources that are not licensed in Michigan then you may have to obtain a tobacco products license.

If all tobacco products you stock are purchased in Michigan, send the uncompleted form back to the Department of Treasury. Note on the form that all your stock is purchased tax paid for over-the-counter sales. If you have questions, please call Joe Sarafa at the AFD (810) 557-9600.

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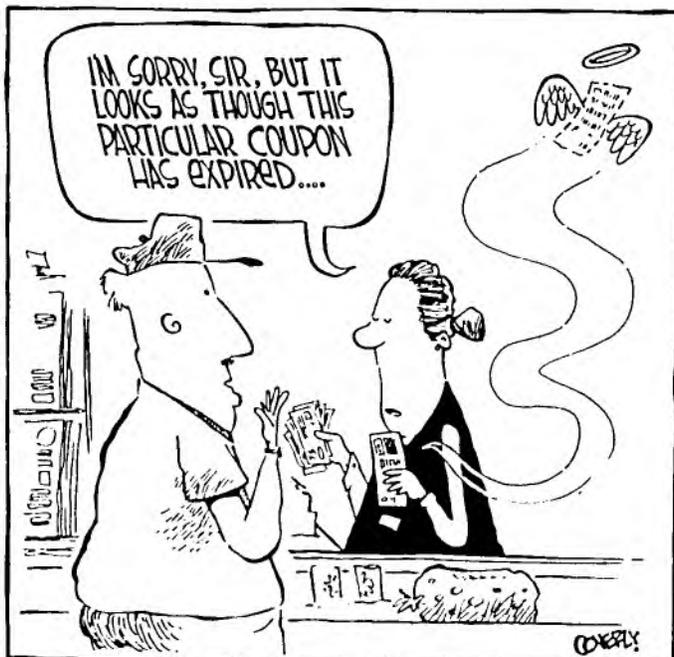
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## The Grocery Zone

By David Coverly



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## Nutrition Labeling

*Espy announces final rule on safe cooking/handling labels for meat and poultry*

Agriculture Secretary Mike Espy recently released a final rule mandating safe cooking and handling labels for all not-ready-to-eat meat and poultry products.

The final rule will mandate that all raw or partially cooked ground meat and poultry must have the label by May 22 (60 days from publication of the rule, which was March 23) and all other not-ready-to-eat meat and poultry products must have the label by July 6.

"The safe cooking and handling labels will help provide essential health and safety information to consumers," said Espy who announced his support for mandating labels when he came to office last year. "Hopefully, the 20 years of debate regarding this simple but vital label is over.

"I applaud those who are voluntarily using this label. They recognize its importance and what it can do to help and educate consumers."

The labels were to be mandated nationwide on Oct. 15, 1993, but a motion from four industry groups for an injunction was granted on Oct. 14 by a U.S. district judge in Austin, Texas. The judge stated that there was no cause for an expedited rule-making process since E. coli 0157:H7 outbreaks are isolated and separate. The judge stated that he believed the outbreaks of food poisoning attributed to E. coli 0157:H7 occurred primarily in fast food chains and were isolated geographically.

The USDA has argued that illnesses and deaths attributed to E. coli 0157:H7, as well as other pathogens such as salmonella, have occurred all across the nation and have not been limited to fast food chains.

The plaintiffs in the case were the National American Wholesale Grocers Association/International Foodservice Distributors Associa-

tion, the National Grocers Association and the Texas Food Industry Association.

The message on the label is similar to the proposal by the secretary last year and opposed in the lawsuit.

The label notes that some food products may contain bacteria that can cause illness if mishandled or cooked improperly. The label further notes that raw meat and poultry should be: refrigerated or frozen and thawed in a refrigerator or microwave; kept separate from other foods and working surfaces while utensils should be washed after touching raw meats; cooked thoroughly; and refrigerated immediately or discarded.

"As we move our meat and poultry inspection systems to science-based systems and as we learn how to better detect harmful bacteria in the meat and poultry supply, we must keep the consumer aware about safe cooking and handling procedures," said Espy. "I want to emphasize, however, that this label does not affect our continuing responsibility to improve the meat and poultry inspection systems."

The message on the label was also the theme of a radio public service announcement produced by USDA featuring the parents of a child who had died due to E. coli 0157:H7 last year in Washington state. The public service announcement, one part of an extensive public education campaign, was sent to 1,000 radio stations around the nation.

In addition to safe cooking and handling labels, after July 6, USDA will require nutrition labeling on processed meat and poultry products such as chicken franks and corned beef. Non-meat and poultry products regulated by the Food and Drug Administration must have nutrition labels after May 8 to comply with the Nutrition Labeling and Education Act.



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## Legislative Profile

### O'Riley named Business Ombudsman

Margaret O'Riley, formerly executive director of the Employers Unemployment Compensation Council, took over as the new Michigan Business Ombudsman on Jan. 31. She succeeds Judy Miller who resigned from the position last Fall.

O'Riley is no stranger to the job, having previously served on the business ombudsman's staff in 1989 and 1990.

"We are very pleased that someone of Margaret's ability and experience is available to help us," said Jobs Commission CEO Doug Rothwell. "She knows the issues and the people and she has an outstanding record of service to the business community."

O'Riley said that the ombudsman's job has been revised and expanded now that the office has been moved from the Commerce Department to the Jobs



Commission. "In the past, the office spent most of its time going to bat for individual companies," she said. "We will still do that. But we also need to think of ways to better leverage staff time. So increasingly, we will be looking for problems that affect a great many businesses and figuring out ways to solve them."

Both Rothwell and O'Riley stressed that the Jobs Commission still solves problems for individual business. "If you are having a problem we still want to hear about it," Rothwell said.

"Our new account management teams will do more of the individualized problem solving. The Ombudsman's office mission now is to change the policies that create the problems."

*To reach the ombudsman's office, call (517) 373-9808.*

## Letters

Dear AFD:

I would like to take this opportunity to thank you for taking an interest in promoting National Weights/Measures Week.

I am in receipt of a copy of the article "Weights and Measures; Keeping Balance in the Marketplace" as it appeared in the March 1994 Food and Beverage Report.

On behalf of the Department of

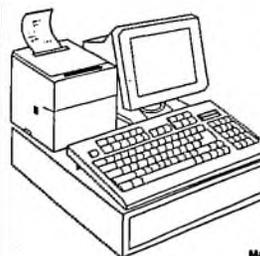
Agriculture, we greatly appreciate your support in promoting our Weights/Measures inspectors during National Weights/Measures Week.

Sincerely,  
Dennis Ross, Coordinator  
National Weights/Measures Week

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# DCI provides "cutting edge" service and equipment

by Virginia Bennett

When Fausto Antonioli started Detroit Cutlery Rental Service in 1956 he was already the second generation to provide (rent) cutting tools to the supermarket and restaurant industry. It is likely that he would be amazed at the direction the small company has taken.

DCI Food Equipment Inc., as the company is now known, is one of the largest companies of its type in the United States. Still able to offer its customers services including sharpening and renting of cutting edges, DCI today also sells a large variety of food processing related supplies and new and used equipment. While the growth of the company would render it unrecognizable to its founding fathers, they would be proud that their family reputation for customer service is still being maintained.

Current DCI president, Remo Antonioli, is the third generation to work in the food service industry. He joined the company in 1978, when it was called Detroit Cutlery, purchasing an equal share from his father and other partner, Italo Binelli, creating an even three-way partnership.

In 1983 Detroit Cutlery faced a severe crisis with the untimely death of Fausto Antonioli. At this time it was important to reevaluate the responsibilities of the remaining two partners. Remo took charge of the administrative and marketing functions while Italo became responsible for production and quality control.

This same year provided the opportunity to purchase an existing 22,000 square foot building. For two years Detroit Cutlery used this space for warehousing, as it prepared the building for the move of the remainder of its operations.

The addition of this space allowed Detroit Cutlery to make available more products on a very timely basis. It was also seen fit at this time to change the company's name to DCI Food Equipment Incorporated, to better typify the new marketing goals and product mix of the company.

In the summer of 1985 all DCI operations were moved to the new location and a new era began. Like no other company, DCI could

now provide a broad spectrum of services to its customers, all under one roof. Through the direction of Italo Binelli, the most

modern grinding system of cutlery and knives and plates was installed, guaranteeing its customers



John Bariche, Bob Leavenworth, Remo Antonioli, Russ McClarren, and Walter Collins

high quality work as well as prompt service. To this date DCI commands the respect of knife grinders worldwide.

DeCut, Inc. another venture, founded in 1979, was created to manufacture cutlery to supply the needs of Detroit Cutlery and other small businesses

like it throughout the United States and Canada. DeCut continues its expansion today. 1986 brought DCI another opportunity. The company purchased Lanola Inc. which was a casing capping company. This gave DCI another service to make available to its ham and luncheon meat producer customers.

The remarkable growth of the

See DCI, page 9.

## SINCE 1906



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## Retail Profile

### Faith in the city overcomes obstacles for Parkside Market

By Virginia Bennett

Parkside Market thrived for nearly 10 years as the center of a bustling and vital community in the Conner/Warren area of Detroit. Then, as the city changed, it became surrounded by the boarded-up buildings that once housed its customers. Parkside Market hung on precariously as huge, silent towers of an empty power plant hovered ominously over the little store. John Hanna's family owned business appeared in jeopardy. Then, Parkside Market became "the little engine that could" of convenience stores. It moved to a new location.



"Old" Parkside Market hovers under the electrical plant from the now empty Parkside Housing Project.

The market didn't move very far away, only across the street, but getting there was an uphill climb.

As an integral part of the Parkside Housing Project, Parkside Market had leased its space from the city. Customers were plentiful, and in a way, they were provided by the city. Business was good. When the neighborhood gradually changed, Hanna's customer base changed too. The housing project has been nearly empty for five years. Less than fifty families still live there today. Hanna's lease from the city ran out and he was forced to rent space on a month-by-month basis. The city wanted him to move out. When the Burger King across the street went out of business, John Hanna bought the building and began the renovation.

The obvious question one might ask is, "Why open a store in an area where the customer base has deteriorated?", but Hanna, above all, has faith in the city of Detroit. He has made a commitment to the neighborhood and the new store seems to be bringing in new customers as well as old friends from the previous store. The new Parkside Market is at 12400 East Warren. Among the new customers are city workers, Conner/Warren Chrysler workers and people who drive by and are attracted by the clean, freshly painted store with its wide open parking lot. The big, newly painted sign and double-wide glass doors welcome customers.

It has taken a year to secure the loans, transfer the licenses, get the building inspection, handle zoning problems and finalize the other legal documents necessary. According to Hanna it was a short move but an arduous journey. Help from the city, especially during the transfer between administrations, was minimal.

Hanna was quick to emphasize that he had enormous help from the AFD. "Mr. Sarafa helped speed up the transfer of the liquor license which made the move much easier."

John Hanna has owned Parkside Market in both its locations for nearly 11 years. Before that he owned the Shop N' Save Market on Puritan and



John Hanna in his new Parkside Market

Prairie for thirteen years.

In addition to Hanna, Stella his wife and Christian, his son, work in the store. Another son, John, helps out occasionally. There are also two non-family full-time employees and one part-time employee.

Parkside Market has a lottery terminal and has SDD and SDM licenses. The store also accepts WIC coupons and food stamps.

Hanna's faith in the neighborhood is already being rewarded. Business has doubled in the new location. Lottery sales have increased. Customers enjoy shopping in the clean, well organized store. He is proud of the new dropped ceiling and handsome ceramic floors in the sturdy building. He is quick to mention that the store has a steel roof, a deterrent to crime, which is a major problem in the area.



The "new" Parkside Market at 12400 E. Warren.

Regardless of the many obstacles he has had to face, Hanna keeps chugging along. He is committed to the city and has faith that being in business there will pay off.

## DCI

From Page 7.

company over the years stems from the ability to anticipate the changes in the food industry. During the early seventies, equipment sales began to be the avenue of expansion. As new equipment lines were not readily available to the company, it developed an excellent reputation for the sale of used, rebuilt equipment carrying a warranty. With used equipment came their own food equipment repair service department. As sales increased so did Detroit Cutlery's exposure and with it came invitations from various manufacturers for Detroit Cutlery to represent various equipment lines.

According to Remo, "The supermarket industry is in a phase of experimentation that has been ongoing for at least 10 years. At DCI, we have been able to anticipate this change and react to it. We change to satisfy our customers."

At the current time, DCI is a distributor for 10 different concept type food processing equipment, supplies and service companies, including BIZERBA, Chester Fried®, Deli Gourmet® Systems, Electro Freeze, H.C. Duke, Exact Equipment, Hickory Rotisseries and VDK, Juice Tree®, NBI DIGI Scales and Printers, Perky's™ Pizza and SASI.

In addition, they represent 15 suppliers of products ranging from beverage dispensers to trays and platters. When a grocer or convenience store operator buys a DCI system they receive service from a designated company representative. This after-the-sale service includes pre-planning, installation, training and repair service. Two of these systems, Chester Fried (a complete chicken program) and Perky's (a pizza business center) provide a complete approach that includes after-the-sale service plus packaging, advertising and the food product. These programs allow the merchandiser to sell his product without costly franchise fees. Still, he has the advantage of a reliable, well-trained support team.

Each distributorship has a director of operations who is factory trained and understands the equipment. DCI employees have an average of 10 years on the job which is reassuring to the cus-

tomers. From planning to product, the DCI support system is always in place. They even guarantee 24-hour emergency service.

Five salespeople reach potential customers from two separate facilities. The main office is at 5350 E. Davison in Detroit and the Grand Rapids office is at 1200 Godfrey S.W. and services the western part of the state.

For more information on the food service equipment and products available from DCI Food Equipment Incorporated, call Remo Antonioli at 1-800-899-9DCI.



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There's a lot of talk about managed health care. We already cover

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Washington wants to lower administrative costs by switching from paper claims, which are expensive to process, to electronic claims, which are cheaper. Sixty percent of our claims are already electronic, and we're encouraging more physicians to switch from paper claims every day.

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Blue Cross  
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of Michigan

## Products

### Win Schuler Foods introduces Lite Bar-Scheeze: Lite in fat and calories, heavy in flavor

Consumers who enjoy Win Schuler's Bar-Scheeze can now savor the zesty flavor of this legendary cheese spread—and consume 50 percent less fat and 30 percent fewer calories.

To meet consumer demand and the trend towards lower fat food

products, Livonia-based Win Schuler Food has expanded its product line to introduce Lite Bar-Scheeze in popular Original Cheddar, Jalapeno and Onion flavors.

Win Schuler Foods realizes that although consumers want lower calories and less fat in their food products, they are not willing to give up flavor. A 1993 study by the Food Marketing Institute shows that 91 percent of those



questioned rated taste as "very important" compared to a lesser 75 percent of the population which rated nutrition as "very important." The same study found that 54 percent of the population is concerned with fat intake.

Win Schuler Lite Bar-Scheeze has 3.5 grams of fat and 60 calories per serving compared with Win Schuler Original Bar-Scheeze which has 7.0 grams of fat and 90 calories

per serving.

Win Schuler Foods Lite Bar-Scheeze, packaged in an 8 oz. easy-open white plastic container, joins other Win Schuler products including Win Schuler Original Bar-Scheeze and Win Schuler Bar-Schips. Since purchasing Win Schuler Foods from the Campbell Soup Company in March 1993, Bob Nunez and partner Tom Bitterman have also recently introduced a product line of frozen appetizers including Meatballs in Original Barbecue Sauce, Grilled Chicken Chunks in a Thick & Rich Barbecue Sauce and Cocktail-Sized Smoked Sausages in a Mild Chili Sauce.

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### Introducing Augsburger Döppelbock, with twice the flavor of ordinary bocks

Döppelbock is German for "Double Bock." A "Bock," of course, is an especially strong, flavorful brew. A Döppelbock, then, is doubly so.



Augsburger® Döppelbock is a new seasonal specialty beer in the micro-brewery tradition. It is made in the time-honored German manner. The fermentation takes longer. Four different barleys are used in the malt.

The result is a hearty-tasting beer with a particularly pleasant, sweet, rich flavor. Its pronounced maltiness and mellowness come from the enriched brewing formula. The color is a deep red-brown.

Introduced by Strohs, Augsburger Döppelbock is brewed in small batches, for a limited time only. As in the beer halls in which it is traditionally served, it will be available beginning in June, on a first-come, first-served basis.

## Products

### Full line of portion control salad dressings and sauces

The T. Marzetti Company offers one of the nation's broadest selections of portion-control salad dressings and dipping sauces to help add full value to pre-packaged salads, vegetables and fruit.

Marzetti has a wide variety of portion sizes and varieties with manufacturing capabilities coast-to-coast.

Some of the examples of merchandising options include slaw dressing with pre-cut cabbage, portion pack salad dressings with Caesar, spinach and other pre-packaged salads, Veggie Dip with celery, carrots and other pre-cut vegetables, Apple Dip with apples and many other options.

For more information, please contact: Patsy Benincasa at Marzetti Foodservice, P.O. Box 29163, Columbus, Ohio 43229. Or call: (614) 846-2232. Fax: (614) 848-8330.



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## News Notes

### Discriminatory Pricing

Four supermarket companies have filed a lawsuit against 16 brand-name pharmaceutical manufacturers challenging their discriminatory pricing practices that favor Health Maintenance Organizations (HMO's) institutional pharmacies and mail-order pharmacies over retail pharmacy operations. The complaint filed by Albertson's, Inc., Kroger Company, Safeway, Inc. and Vons, Inc. charges the pharmaceutical manufacturers and Medco Containment Services, a mail-order drug company, with violation of the Robinson-Patman Act. The supermarket lawsuit is similar to more than 40 separate complaints that have been filed in recent months against these manufacturers' preferential pricing policies that are not available to retail pharmacy customers.

-FMI

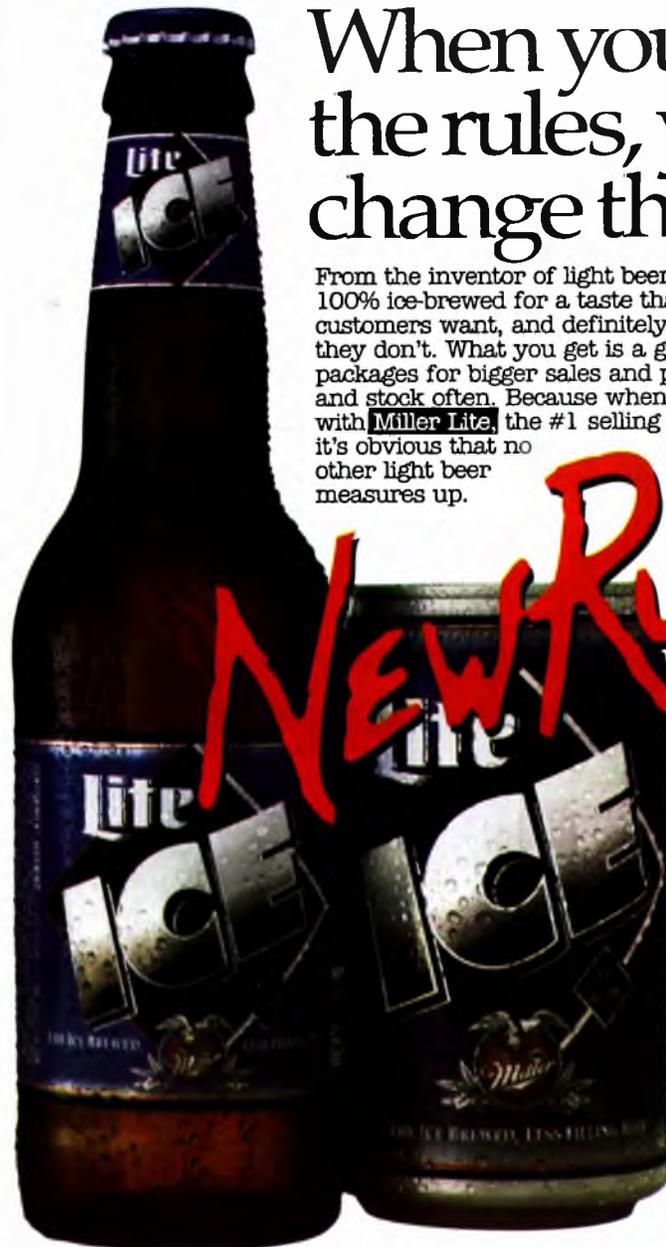
### "Operation Foodbasket" celebrates twenty years

Since 1973, the Detroit Association of Grocery Manufacturers' Representatives (DAGMR) has donated tons of food every year to The Salvation Army through "Operation Foodbasket."

The consistency and size of the annual shipments has grown to become a vital part of The Salvation Army's feeding program. "Operation Foodbasket" was the largest single donation of food and household products to The Salvation Army during all of 1993. The amount of food donated is so large that all 16 corps are able to receive food.

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

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



Miller



## Legislative Update

### Food stamp booklet will not include a \$20 coupon

In 1992, the Food and Nutrition Service (FNS) sought recommendations regarding the inclusion of a \$20 coupon in the \$65 food stamp booklet. It now appears that FNS has canceled all plans to include the \$20 coupon. Secretary Espy has determined that all states should initiate the Electronic Benefit Transfer (EBT) systems for food stamp processing by

1996. In lieu of this schedule, and the fact that the \$20 coupon was not expected to be issued prior to late Fiscal 1994, the department determined that it would be prudent to avoid the start-up costs associated with the new coupon.

-NGA

### The new food stamp law

The new food stamp law will replace the current definition which requires that a participating store have at least 50 percent of its

eligible food sales in staple foods with a new test. The new test will require that participating stores carry food in each of the following four food groupings:

- Dairy Products
- Breads and Cereals
- Fruits and Vegetables
- Meat/Poultry/Fish and Meat products.

In addition, the law requires that perishable products be sold in at least two of the four groups. A "perishable" is defined as an item that deteriorates within a period of two weeks.

-NACS

### Stepped-up OSHA Enforcement Expected Under New Administrator

The appointment of Joseph Dear as the new head of the Occupational Safety and Health Administration (OSHA) forebodes a more aggressive enforcement policy for grocers and the food industry. Dear was confirmed by the Senate on November 8, and, in his first public statement, promised an expanded use of criminal sanctions as a cornerstone to a stronger enforcement policy. According to Dear, the main points of his new enforcement agenda will include: more criminal referrals to the U.S. Department of Justice; reinvention of the inspection process to more effectively target enforcement in areas where the greatest number of workers are at risk; streamlined standards-setting process that reduces the time required to set new OSHA standards; and promotion of worker management cooperation in health and safety programs. In addition, Dear promised that the use of the egregious policy, when employers are penalized for each instance of a single violation, will be increased "to punish the bad actors."

-NGA

### Employers must file new health care form in 1995

Due to an obscure provision of the 1993 Budget Reconciliation Bill, employers will be required to fill out a new form in 1995 concerning their employee health care benefits. The new "H-2" form must be filed on the same deadline as the W-2 form and requires an employer to provide the names and social security numbers of employees, spouses, and dependents in the company health plan; the type of coverage (single or family) the employee has elected to use; and the period during the year that the coverage was in effect. The first filing date for the H-2 forms will be February 28, 1995, for information pertaining to the 1994 calendar year.

The Department of Health and Human Services (HHS) and the Internal Revenue Service (IRS) will impose strict penalties on any employer that fails to meet the H-2 reporting requirements. Information from the H-2 form will be used by HHS to help recover improperly paid Medicare and Medicaid benefits.

-NACS

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## Canadian seafood producers “go fish” for our business

by Virginia Bennett

“Once you try our seafood, you’ll be hooked.” This is the message the Canadian Consulate hoped to send to purchasing agents who recently attended an extravagant seafood dinner in downtown Detroit.

In an effort to expose the United States market to Canadian seafood and beverage products, the Canadian consulate general organized the 2nd Annual Seafood Treasures Dinner which was held on Wednesday, March 30, at the Westin Hotel’s Riverfront Ballroom.

Consul General Anne Charles greeted food retailers and white linen restaurateurs and treated them to an evening of Canadian hospitality. Guests were encouraged to try the Canadian beer, wine, caviar and seafood, which was beautifully displayed during the cocktail hour.

An amazing array of courses were introduced by commercial officer Ronald W. Biddle during the five-course sit-down dinner which followed. Diners were introduced to

seafood products not usually known to the U.S. market. From Arctic Char and Grenadier to Skate Wing and Clam Cheek, the dishes were visually appetizing and tantalizingly delicious.

Westin Hotel Executive Chef Karl T. Peters was impressed by the quality of the Canadian seafood. After receiving a round of applause from appreciative diners, the chef commented that, “It is a pleasure to work with excellent quality products. It makes my job so much easier.”



Anne Charles, Ronald Biddle, and Chef Karl T. Peters

Numerous Canadian suppliers provided

products for the dinner including Gerry Penner who guided tastings of Pelee “Gold” and Pelee “Diamond” Canadian whitefish caviar and Everett de Jong of Pelee Island Winery who provided wine for the affair.

For more information on these Canadian products, contact Ronald W. Biddle, Commercial Officer at (313) 567-2340

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## Legislative Update

### We need you to defeat OSHA Expansion Legislation

Now is the time for you to contact representatives and senators and urge them to vote "no" on H.R. 1280, S. 575. The Comprehensive Occupational Safety and Health Reform Act (COSHRA) is an extensive regulatory expansion of OSHA and would impose unnecessary economic and administrative burdens on retail and wholesale grocers. The House is expected to consider the legislation early this summer and the Clinton Administration supports the bill.

How does COSHRA affect your business?

- Every employer, regardless of size, must develop a written workplace health and safety plan.
- Joint management-labor health and safety committees are mandated for employers with more than 10 employees.
- It mandates the development of four new OSHA standards, including one on ergonomics, before the end of 1994 and eliminates the cost-benefit analysis requirement for new OSHA standards.
- It adds new and expanded criminal penalties including personal liability for managers and supervisors.
- The bill greatly enhances employee participation rights in OSHA enforcement, whistle-blower protection and refusal to work.

### How to communicate with your senators and representative

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write:

The Honorable (full name),  
United States Senate,  
Washington, D.C. 20510  
or

The Honorable (full name),  
United States  
House of Representatives,  
Washington, D.C. 20515

## Hollywood Market founder dies

After a prolonged battle with lymphatic cancer, John (Jay) Welch (69), a pioneer in the supermarket industry, died on April 14. Jay is the founder and president of Troy based Hollywood Supermarkets, which operates five stores in the Metro Detroit area.

The West Bloomfield resident graduated from Denby High School



in 1943 and immediately enlisted in the U.S. Navy. He saw intense action in both the Atlantic and Pacific theaters of war and was honorably discharged in 1946.

In 1948 he started Jay's Quality Market on Essex in Detroit. He sold the business in 1950 and started Hollywood Supermarket in Royal Oak. Through the years he guided the company which now has five stores. He is highly respected and very well known throughout the entire food industry.

"He will be sorely missed by us and the food industry has lost a great man," said his brother and business partner William Welch.

An active member of the Associated Food Dealers of Michigan for many years, Jay served as chairman of the board in 1963 and 1964.

He was a member of Forest Lake Country Club for over 20 years and the only thing Jay loved more than golf was his family. He is survived by his wife Beverly; sons Robert, Thomas and James; four grandchildren Joshua, Andrew, Jay and Kathryn; and his brother William. He was preceded in death by his brothers Robert and Richard.

The board of directors, members and staff of the AFD give their condolences to the family of Jay Welch. He will certainly be missed by all.

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

**AFD On The Scene**



Standing with Andy Ayers of American Express (in suit) are the Kallabat brothers, proud new owners of Treasure Foods in Detroit.



Eddie Bakal of 7-Van Drugs gives all his customers great service and a friendly smile!



Nabby Yono, AFD Chairman, presents a reward check to Salim Mansour of Five Brothers Market for his efforts in helping to convict criminals who were robbing AFD member stores.



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Jeff Mansour now works with AFD on special projects, including membership.

Stacking it high and putting it on sale are AFD members (top to bottom) Alaa Naimi of Thrifty Scot Market, Lou Barbat of Kit Market and Norman Yaldao of University Food Center.



## What's Happening At The Michigan Lottery?

### Commissioner Crandall to leave lottery to join Michigan House of Representatives

by Michigan Lottery Commissioner  
erry. R. Crandall

On March 24 announced my resignation, effective May 8, to accept a position in the Michigan House of Representatives.

With the help of a dedicated staff and nearly 9,000 retailers, the Lottery has been able to chart many accomplishments during my three years as commissioner. During that time one of the oldest and most successful lotteries in the country posted back-to-back sales records in 1992 and 1993. Last year's impressive sales broke the Lottery's record set the previous year, returning \$83.9 million in commissions to you, our retailers.

Sales have continued on an upward trend with the popularity of the Daily 3 and 4 games and the launch of the very successful little lotto game, 'Cash 5.' In addition, the introduction of multiple instant games have seen sales of those games increase 65 percent. As a result, nearly \$1.36 billion in lottery revenues have been contributed to the state School Aid Fund during the past three years.

You, the Lottery retailers, played one of the most important roles in these many successes. The Lottery has virtually something to offer every player, but it's the Lottery retailer who has the most impact on the sale of Lottery games through good customer relations, point-of-sale materials, in-store promotions and a knowledgeable, enthusiastic staff. Again, thank you for your continued support of the Lottery and your efforts to promote the Lottery's entire family of games.

The Lottery has several exciting games and promotions in store for the month of May. The Bureau will kick off spring with a Michigan Lotto and Cash 5 crossover promotion. In May, Michigan Lotto customers can try their luck at Cash 5 for free.

Beginning May 1 and running through May 28, 1994, the Lottery will give away a free Cash 5 ticket with the purchase of a \$5 Michigan lotto ticket for a single drawing. The Bureau is supporting this promotion with point-of-purchase material and strong radio advertising.

In addition, the Michigan Lottery will introduce three exciting new instant games, "Winner's Circle," "Opportunity Knocks," and "Sports Doubler."

"Winner's Circle," which goes on sale May 2, offers players the chance to win up to \$3,000. Players can win up to three times on the "Winner's Circle" instant ticket. If "Your Horse" matches the "Winning Horse," players win the prize shown for that race.



"Opportunity Knocks," which goes on sale May 16, offers players the chance to win up to \$5,000. If players match any one or more of "Your Door" numbers to the "Winning Door" number, they win the prize shown below your winning door(s). Players can win up to five times on the "Opportunity Knocks" instant ticket.

The "Sports Doubler" game, which goes on sale May 30, offers cash prizes up to \$5,000. If players match three like dollar amounts, they win that amount, or if players match

two like amounts and get a "ball" symbol, they win double the amount.

I'm happy to report that the Lottery's new Bingo instant ticket is an instant success. In just the first week, sales reached an impressive \$10.4 million! Players have responded enthusiastically to the new game—that's because Bingo is fun to play, it's a great value and the game has lots of winners. As with all Lottery games, a good way to build sales is make sure your customers know about winners in your store. Keep winner awareness up and they'll keep

playing!

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



## "BET YOU CAN'T EAT JUST ONE!"



For information or answers to your questions:  
IN NORTHERN MICHIGAN, CALL 1-800-776-9021  
IN THE FLINT AREA, CALL 1-800-776-9121  
IN THE GREATER DETROIT AREA, CALL 1-800-877-2145 or 1-800-776-6021

# AFD Tenth Annual Trade Show

## A Huge Success

Teamwork is the ability to work together toward a common vision, the ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results. To all the exhibitors of AFD's Tenth Annual Trade Show - congratulations on a job well done!! you attracted 2,700 qualified buyers.

A special thank you to the 1994 Trade Show Committee. Your hard work paid off!

**Ronnie Jamil, Trade Show Co-chairman**

Mug & Jug

**Joe O'Bryan, Trade Show Co-chairman**

7-UP of Detroit

**Remo Antonioli, DCI Food Equipment**

(Thanks for donating check-out counters and scales for the Best Bagger Contest!)

**Keith Hakim, Central Alarm**

(Thanks for donating the JVC Surveillance Camera System as an incentive for preregistering!)

**Gary Davis, Tom Davis & Sons Dairy**

**Bob Sugarbaker, Canandaigua Wine Co.**

**Mark Sarafa, Frito-Lay**

**Keith Tipper, Tony's/Red Baron Pizza**

**Romy David, Kramer Foods**

**Dan Moskal, Melody Foods**

**Mike LaFollette, The Pfeister Company**

**Cindy Moriconi, Kehe Foods**

**Matt Chisholm, Stark & Company**

Congratulations to the winners of the Best Booth Competition:

1st Place - General Wine & Liquor Co.

2nd Place - Tom Davis & Sons Dairy

3rd Place - Melody Farms

Thank you for donating raffle prizes:

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Trade Show Co-Chairmen Ronnie Jamil of Mug & Jug, (far left) and Joe O'Bryan of 7-Up of Detroit (far right) pose with happy Best Bagger winners Jamie Kinnison, J&J Foodcenter (2nd Place), Cassandra Friedl, Foodtown (3rd Place) and Jeff Powser, Vegas Markets (1st Place).

Thank you to the following 'blazing' baggers for participating in our First Annual Best bagger Contest:

Jeff Powser, Vegas Markets in Warren - First Place Winner

Jamie Kinnison, J&J Foodcenter in Clarkston - Second Place Winner

Cassandra Friedl, Foodtown in Clarkston - Third Place Winner

Jenny Schulte, Schotts Market in Fraser

Mark Davis, Kroger in Grosse Pointe

Darren Fijolek, Vegas Markets in Harper Woods

Jeff Browe, Danny's Foods in Dearborn

First prize was a \$750 scholarship, a shopping spree at Hudsons and a plaque; second and third prize winners received Hudsons' shopping sprees and plaques. Powser will now compete in the Michigan Grocers Association Best Bagger Contest on August 3, 1994 at Lansing Mall. Good Luck Jeff!

Thank you to the following companies for their generous donations:

DCI Food Equipment - check-out counters and scales

Spartan Stores Inc. - groceries

Thank you judges:

Bill Viviano, Marks Sales & Marketing

Jerry Urcheck, Menczer & Urcheck P.C.

Andy Ayers, American Express

Also, a big thanks to Keith Hakim from Central Alarm for acting as timer.

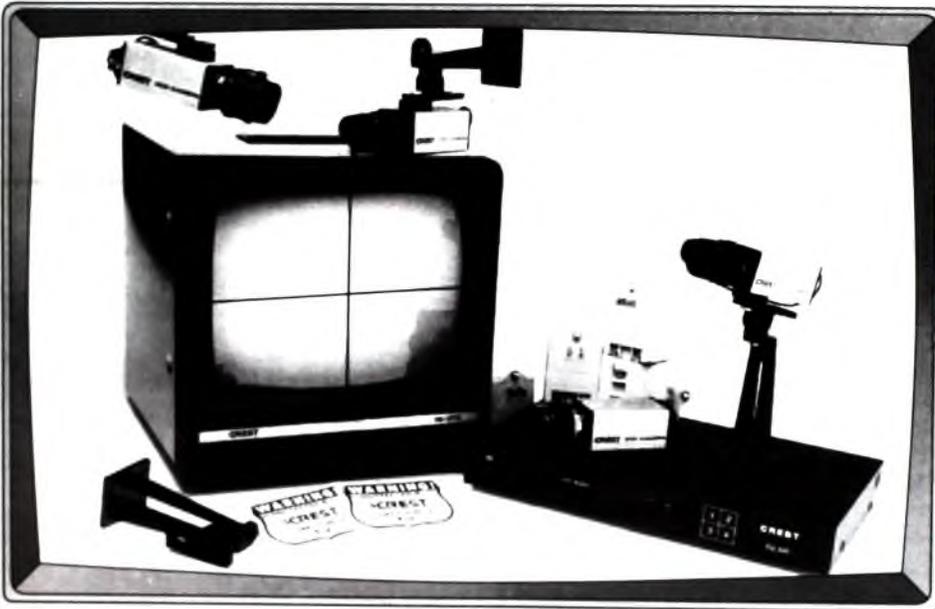
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# Employee theft ranked #1 cause of retail store shrink

## Retail shrink rises 23% in nation's supermarkets

Retail shrink—untraceable losses—were up 23 percent in 1993 in the nation's supermarkets. For the average food retailer, losses from shrink amounted to about twice the average store's total profits for the year, according to the just released 1993 National Supermarket Shrink Survey sponsored by the National Grocers Association.

The findings, based on the responses from more than 2600 supermarkets in 42 states make this one of the largest surveys of this kind ever produced, and marks the second year in a row of double digit increases in shrink losses for the nation's food retailers.

Conducted by LAM consulting, of Springboro, Ohio, the survey showed average shrink at 2.09 percent of store sales. For the fifth year in a row, employee theft led the cause of shrink, accounting for 56 percent of all shrink loss, ac-

ording to Larry Miller, president of LAM consulting.

Shoplifting, the second leading cause of shrink, account for 24 percent of shrink. Delivery errors and theft caused 10 percent of reported shrink, and the remaining 10 percent of shrink was caused by accounting and pricing errors, and damage.

According to Miller, retailers are using automation and employee training to combat these severe losses. Where corporate management is committed to increasing profits by reducing shrink losses significant profit gains were noted.

Topping the list of automated tools sighted by retailers as most effective in reducing losses were; automated delivery receiving systems, automated cashier performance monitoring systems, and closed circuit camera systems. "Still, the best automation is only part of the solution," says Miller. "Retailers must

create a corporate culture in which first employees don't want to steal, and second, don't believe that they will be successful if they do steal." Following the effective use of automated programs were formal procedures and policies that organize and discipline employee job performance. "Formal written policies are the 'mortar' that holds the building blocks of automated processes together, and makes them work to their fullest."

The single most effective and cost effective technique to combat shrink is an Automated Cashier Performance Monitoring System that combines state-of-the-art knowledge based technology with proactive employee training and counseling. "Overall, this combined use of technology and training reduced shrink a full 38 percent in stores that utilized this process," said Miller. Today's competitive marketplace is making

it increasingly difficult to build profits by improving sales, but stores that use technology and training appear to be making real progress building profits by reducing store shrink.

"Retailers must embrace shrink. They must attack the causes of shrink everyday and recognize that shrink is one of the 'last great profit frontiers.' The difference between aggressive shrink prevention and passive shrink prevention is a 30-40 percent profit improvement, and for many retailers that's the difference between survival and going out of business."

A two-decade veteran of the supermarket industry, Miller is a national speaker, consultant and author. He will be presenting the findings of the 1993 National Shrink Survey at Supermarket and Retail Conventions throughout the United States and Canada. He can be reached at (513) 748-0713.

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## JG on ECR

*We recently spoke with Jim Garmo, vice chairman of the National Grocers Association Young Executives Management Council, AFD board member and vice president of Galaxy Foods about ECR and its ramifications to Michigan's retail food industry.*

### AFD - What exactly is ECR?

JG - ECR stands for Efficient Consumer Response. It is a concept intended to drive unnecessary costs out of our business through common-sense reevaluation and re-engineering of the food industry. This is accomplished by eliminating or reducing the processes that do not add consumer value to our products. The intended end result is to bring enhanced value to the consumer.

ECR enables each independent grocery store to compete more effectively with other retail formats. It also brings our industry back to a much more simple method of doing business and, at the same time, reduces our overall costs.

### AFD - How does ECR accomplish all this?

JG - By promoting much better communication between manufacturers, wholesalers, retailers and consumers. ECR also promotes substantial improvements in preplanning through the entire system. Sharing information at all levels of the supply chain will continue to become more and more important. With this sharing comes trust. In order to implement ECR we must learn how to properly use the shared information to best benefit our entire industry.

### AFD - How does ECR affect our customers?

JG - We cannot forget to include the consumer in our ECR planning. Remember, we must sell the consumer what he or she wants and when they want it. If we don't, someone else will. I believe the ECR concept provides a great opportunity for the independent food stores around the U.S. to set themselves apart from their competitors through more creativity. Many times history has shown that independents have the capacity to take on other retail food formats and do the job better. That is the main reason that 56 percent of all food shipped through wholesalers goes primarily to independent food stores.

### AFD - How can independent operators become involved?

JG - In my view, the successful independent operator of the future will embrace ECR by having a well planned, well understood game plan that continues to evolve. As part of that game plan, a flexible priority list will be established that provides a continuous improvement in cost reduction. I believe that the independent will do a much better job of using all the tools and information available to achieve the end goal. Involved independents will also fully

understand that the ECR concept is a living, breathing, ever-changing issue that will continue to evolve as we all learn what, when and how to use the information to our mutual advantage. The successful independent will be in agreement that they must give as much as they get. Mistakes will be made and adjustments will be required on everyone's part to move ahead.

### AFD - What is the downside of ECR?

JG - ECR is a huge opportunity, with a number of risks. I see the single, biggest problem with ECR is that we still don't know what we don't know.

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 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 ..... 591-3252  
 American Brokers Association ..... 544-1323  
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 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  
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 Frankenmuth Brewery ..... (517) 652-6183  
 General Liquor ..... (313) 868-5100  
 General Wine ..... (313) 867-0521  
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 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

## FRESH PRODUCE:

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 Sunnyside Produce ..... (313) 259-8947  
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## INSECT CONTROL:

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America One ..... (517) 349-1988  
 Blue Cross/Blue Shield ..... 1-800-486-2365  
 Capital Insurance Group ..... 354-6110  
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 Marketplace Insurance ..... 553-2280  
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 Murray, Benson, Rocchia ..... (313) 831-6562  
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 Rocky Husaynu & Associates ..... 557-6259  
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 SelectCare ..... 637-5391  
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 Ameri-Con, Inc. .... 478-8840  
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 J.B. Novak & Associates ..... 752-6453  
 James K. Tamakian Company ..... 424-8500  
 Marks & Goergens ..... 354-1600  
 McMahon & McDonald, Inc. .... 477-7182  
 Northland Marketing ..... 353-0222  
 Paul Inman Associates ..... 626-8300  
 Pfeister Company ..... (313) 591-1900  
 Stark & Company ..... 851-5700  
 UBC Huettner ..... 296-3000  
 VIP Food Brokers International ..... (313) 885-2335

## CANDY & TOBACCO:

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

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 Detroit Newspaper Agency ..... (313) 222-2512  
 Gannett National Newspapers ..... 357-7910  
 Macomb Daily ..... 296-0800  
 Michigan Chronicle ..... (313) 963-5522  
 The Beverage Journal ..... (313) 454-4540  
 WDIV-TV4 ..... (313) 222-0643  
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 Metro Media Associates ..... 625-0070  
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 Nona & Company P.C., CPA ..... 351-1760

Pappas Cutlery Grinding ..... (313) 965-3872  
 Paul Meyer Real Estate One ..... (313) 341-4322  
 PDK Labs, Inc. .... (516) 273-2630  
 REA Marketing ..... (517) 386-9666  
 Red Carpet Keim ..... 645-5900  
 Sarafa Realty ..... 851-5704  
 SDIS Inventory ..... (313) 526-4200  
 Southfield Funeral Home ..... 569-8080  
 Telecheck Michigan, Inc. .... 354-5000  
 Travelers Express Co. .... 1-800-328-5678  
 Vend-A-Matic ..... 585-7700  
 Whitey's Concessions ..... (313) 278-5207

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 Belmont Paper & Bag Supply ..... (313) 491-6550  
 Bollin Label Systems ..... 1-800-882-5104  
 Brehm Broaster Sales ..... (517) 427-5858  
 Brinkman Safe ..... 739-1880  
 DCI Food Equipment ..... (313) 369-1666  
 Hobart Corporation ..... (313) 697-7000  
 MMI Distributing ..... (313) 582-4400  
 Market Mechanical Services ..... 680-0580  
 Michigan Bale Tie Company ..... (313) 925-1196  
 Midwest Butcher & Deli Supply ..... 689-2250  
 Refrigeration Engineering, Inc. .... (616) 453-2441  
 Statewide Food Equipment Dist. .... (313) 393-8144  
 TRM Copy Centers ..... (503) 231-0230

## WHOLESALE/FOOD DISTRIBUTORS:

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 Central Foods ..... (313) 933-2600  
 Detroit Warehouse Co. .... (313) 491-1500  
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 Epo Foods, Inc. .... 857-4040  
 Family Packing Distributors ..... 644-5353  
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 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  
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 J.F. Walker ..... (517) 787-9888  
 Jerusalem Foods ..... 1-800-358-1511  
 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. .... (313) 635-8411  
 S. Abraham & Sons ..... 754-0220  
 Sackett Ranch ..... (517) 762-5049  
 Scot Lad Foods, Inc. .... (419) 228-3141  
 Sherwood Foods Distributors ..... (313) 366-3100  
 State Fair Wholesale ..... (313) 893-4629  
 State Wholesale Grocers ..... (313) 567-7654  
 Stephenson & Stephenson ..... (906) 293-3851  
 Spartan Stores, Inc. .... 455-1400  
 Super Food Services ..... (517) 777-1891  
 Superior Fast Foods, Inc. .... 296-7118  
 Tony's Pizza Service ..... 1-800-247-1533  
 Treppo Imports ..... 546-3661  
 Value Wholesale ..... (313) 862-6900  
 Wholesale House ..... (313) 846-6209  
 Weeks Food Corp. .... 727-3535  
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## ASSOCIATES:

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

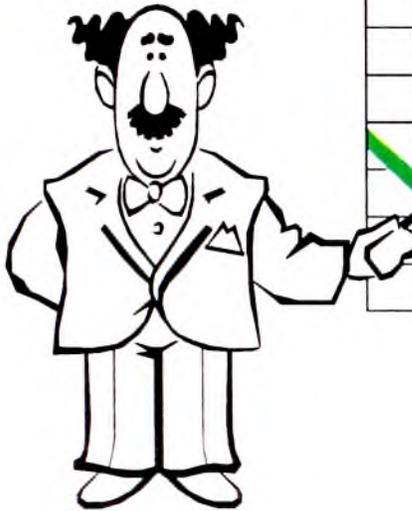
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