It’s time to celebrate Canned Food Month

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

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

"February is a great month to stock up on quality canned foods, including everything from basic fruits, vegetables, meat, seafood and poultry products to more unusual specialty items," says Roger Coleman, senior vice president of the public communications division of the National Food Processors Association. "Canned fruits and vegetables, in particular, provide many of the nutrients needed to stay healthy — vitamin A, vitamin C, potassium and fiber. In fact, according to the National Cancer Institute, Americans who eat at least five servings of fruits and vegetables each day can actually help reduce their chances of cancer and heart disease.

Not only are canned foods a benefit to consumers, but they also get the seal of approval from Mother Nature. All canned foods are packaged in recyclable steel cans and are also available in varying serving sizes, ranging from single to family size, helping to eliminate waste. Plus canned foods use no energy to store, need less energy to heat (as they are already cooked in the can) and require less energy to transport to supermarkets than fresh foods.

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

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

Food & Beverage Report

wins awards

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

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

Legislative Update

What to expect from organized labor in 1994

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

Both would require amendments to the Fair Labor Standards Act (FLSA), shortening the workweek to 35 hours from 40 and increasing the minimum wage from today’s $4.25 to $5.25, if the AFL-CIO gets its way, or to $4.75 an hour, if an alternative recommendation by the Clinton administration prevails in Congress.

The union proposal would hit small employers hard, since they’d have to pay the same wage for 35 hours as for 40 and start See Labor Legislative Update Page 12.
Big Chief. Big Business.

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

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

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

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

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

Big Chief Sugars. Think Big!
Food Industry Predictions
Here are the changes in store for your grocery shelves in 1994.

by Joseph D. Sarafa, Executive Director

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

1. Stores will cease “Everyday Low Prices.” Over the past year some supermarkets have gone to a system of offering consistently low prices on popular products. The AFD predicts that “everyday low prices” will fail to catch on in Michigan’s supermarket industry. The consumer is accustomed to sales and specials and is unwilling to believe or accept the benefits of prices that retailers say are consistently low.

2. Coupon values will increase. Despite food manufacturers’ lament about the misuse and abuse of coupons, national companies will continue to produce more of them than ever before, with higher values than we have seen in the past. In 1994 the average value will exceed 60 cents. Coupons of 10 cents to 25 cents mean little to the consumer and will gradually disappear.

3. Food prices will climb. The AFD believes we have seen the bottom for food prices and costs will climb in 1994. Ten years ago a two-liter bottle of soft drink cost $1.89. Today the sale price is 89 cents or less. A weak economy, new technology and greater efficiencies in the marketplace contributed to price drops over the past few years. Will this trend continue? No!

4. Warehouse clubs will fall. The AFD has long maintained that warehouse clubs will have difficulty surviving in Michigan. Pace Membership Warehouse was recently sold and Source Club closed its doors almost as soon as they opened. With a saturated market and the high cost of operation, the shake out is not over yet.

5. Convenience stores will fail. Conveniences stores will go out of business in 1994 at record levels, particularly in urban areas where population is declining. Many of these stores are unsuccessfully attempting to compete with supermarkets while others will be hurt by gas stations that provide many of the same services. All in all, you can expect double-digit convenience store closings in 1994 to exceed 11 percent.

6. Packages will change more than products. In an attempt to be more appealing, food manufacturers will introduce new sizes, shapes and looks of many product packages in 1994. Expect bonus packs and larger sizes as manufacturers spend more money improving the appearance and value of their goods as opposed to changing the contents.

7. Consumers will change on. Credit card usage will go through the roof at supermarkets and convenience stores across the state. Credit card acceptance is becoming commonplace. More importantly, credit card rebate programs, including car discounts and airline frequent flier miles credits, are driving up credit card use.

8. Red meat sales will slide. Although there are indications that sales of beef and other red meat is becoming more popular in many Michigan restaurants, grocery sales of red meat in general, and beef sales in particular, will continue on a four-year downtrend. Poultry and fish will pick up the slack, as will prepared and ready-to-eat foods.

9. Item pricing will continue. Current Michigan law requires that all items be priced individually. Some retail stores have attempted to change this law. It is not going to happen! Consumers want items priced individually and that is what they will continue to get.

Statement of Ownership
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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) 557-8500 or (517) 386-9666.

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

It’s an unfortunate fact that only a third of small businesses make it to the next generation. This inability to successfully transfer businesses down to future generations poses a significant national economic problem. While there are many reasons for this state of affairs, one of the main causes is...
See your Stark & Company Sales Representative for Promotional and Display Opportunities !!!
Every man, woman, and child in America throws away about four pounds of trash each day

What Can You Do? More Than You Think

What you need to know about garbage

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

Landfill capacity is declining rapidly

A landfill capacity problem has come about for several reasons. New, modern landfills are being built, but construction is not keeping pace with the closure of old landfills. New landfills are strictly regulated and engineered to control pollution, but the public opposes their construction based on the reputation of old, unlined dumps that pollute ground water.

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

Even if everyone recycles, we will still need landfills

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

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

Recycling saves some and uses some resources

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

Recycling costs

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

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

Public education programs.

Know your local program

The best way to help your community’s recycling program succeed is to be sure you are meeting its requirements. For example, if you’re unsure your local program accepts magazine paper or a certain type of glass or plastic, don’t just put it into the bin—ask first. Minor contamination can result in all of the collected product becoming unrecyclable. It must then be landfilled or burned. That’s why public education is an important part of any good recycling program.

What are our options?

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

Source reduction

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

Sanitary landfills

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

Commercial recycling

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

Waste-to-energy

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

Yard waste composting

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

About Keep America Beautiful, Inc.

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

A news release is a typewritten paper, sent to the media by a member of the public, describing a particular newsworthy event or circumstance. It is the most frequently used vehicle of expression in all publicity campaigns. Editors bemoan the volume of releases dumped on their desk each day, but mainly because too many of them are poorly conceived and poorly executed. Most editors welcome newsworthy releases and a large proportion of the matter in the news columns of a daily paper is taken from these releases.

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

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

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

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

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

When you get to the end of a page write “more” as a guide to the editor and/or typesetter that the story continues on another page. On the top of the second page type the headline again, the page number and the number of total pages in the release (example: page 2 of 2). Then, at the end of each piece, indicate that there is more by typing “end” or “#8” or “30.”

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

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

A news release should never editorialize. If there is an expression of opinion, it should be attributed to a quotable source. In writing the story, put what you consider the most important information first, and the less important in a descending order to the end. The reason is that newspaper stories must be tailored to the space available and editors much prefer to cut from the bottom. The story is quite likely to be cut to some degree, so make sure that if it is cut from the bottom, the least important material goes out.

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

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

A plan to add a deli addition to Smith’s Store, supplying gourmet items and creating 12 new jobs, was officially announced yesterday. That is better. It gives a specific action. It is of greater interest to the readers. It falls within the 30-word limitation. The second paragraph could be used to cover other salient information.

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

Michele MacWilliams is editor of this publication and president of Metro Media Associates, Inc., a public relations and advertising agency located in Clarkston. She can be reached at (810) 625-0070.
Schotts Super Market offers “personalized touch”

by Cristina Cleveland

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

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

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

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

At 14,000 square feet, Sandy stresses the market is “smaller but not more expensive.” She says that Asmer studies the prices of local competitors, and then sets the prices at Schotts comparably and, very often, lower than these large supermarkets. Dehko believes because he doesn’t need to spend as much on advertising as many stores, he is able to offer his customers very competitive prices.

Dehko immigrated to the United States from Iraq in 1968 to be close to his parents and family. Although his initial interests at his new home led him to work for the automotive industry, he soon realized his intrigue with the food and beverage industry. Dehko previously owned a store in Detroit for ten years, and also opened Schotts Super Market in 1978. Dehko believes the key to successfully operating his market is quite simple. “We keep our store clean and our employees are always honest and polite,” he says. “We just offer the best service that we can.”

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

Team up with Chester Fried and the only thing that will be going through the roof are profits. Call DCI Food Equipment or Kenworth Food Equipment today for more information:
(313) 369-1666 or (800) 899-9324
It was a magical evening...

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

The hors d’oeuvres were absolutely sumptuous.

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

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

- Pepsi
- Courvoisier
- Paul Imman Associates, Inc.
- Thompson
- Starks & Company
- Bacardi
- General Wine & Liquor Company
- Zoup of Detroit, Inc.
- Midwest
- Jonny’s Pizzeria
- Johnnys
- Value Center Market
- V.O.S. Buying Group

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

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

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

- Raad Kathawa, Cinderella Ball Chairman
- Jim Avery, Borden Ice-Cream
- Greg Bartolone, Hubert Distributors
- Steve Engle, Taystee Bread
- Glen Howard, Coors Brewing Company
- Rosemary Paradaski, Perfect Ten
- Art Robbie, Consolidated Spirits
- Costas Sambanis, Variety Foods
- Mark Sarafa, Frito-Lay
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- Sally Smoger, Harbortown Market
- Cal Stein, The Pfeister Company
- Alan Stolsky, Concord Drugs
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- Mark Sarafa, Frito-Lay
- Stan Sheridan, Faygo Beverages
- Sally Smoger, Harbortown Market
- Cal Stein, The Pfeister Company
- Alan Stolsky, Concord Drugs
- John Rice, Taystee Bread
...at the AFD's Cinderella Ball

Imagine 1,000 people doing the hustle!

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

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

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

There were prizes galore at the Cinderella Ball.

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Labor
From Page 1

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

Some analysts expect a higher minimum to pass in 1994—but nothing like $5.25. More likely: $4.50 an hour, possible $4.60. It’s only been two years since the last minimum wage hike and, with inflation low, $5.25 is sheer pipe smoke.

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

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

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

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

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

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

“This bill saves the financial viability of the Unemployment Insurance system without a tax hike or a major reduction in benefits,” Dillingham said. SB 2 would:

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

Lottery Task Force to investigate recent complaints

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

Rep. Young said his phone, as well as many of his colleagues’ phones, have been ringing off the hook from constituents who are dissatisfied with the new game.

The problem, according to those complaining, is that it is harder to win and the jackpots are smaller than past games. In the past, the jackpot has increased by $2 million or $4 million, and now the increase is only $100,000, said Rep. Young.

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

The seven-member task force will begin conducting hearings the first of the year, said Rep. Young.

“We will be conducting a full-scale review of the Lottery Bureau including salary structure and management,” he said.


Just a reminder

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

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

-Better Business Bureau
With all these brands available in one delivery, it's never been easier to satisfy all your beverage needs. Or a better time to have Pepsi as your Total Beverage Company.
$20 food stamp coupon shelved

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

DMAR, C. Mascari merge

DMAR, Inc. and the C. Mascari company’s Retail Division have merged into a statewide food brokerage firm that will operate under the DMAR, Inc. name. This merger does not effect C. Mascari’s Food Service, Vending or Bakery/Deli divisions.

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

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

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

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

Super Shopping Spree makes two Foodland customers very happy

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

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

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

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

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

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

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

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

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

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

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

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

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

Congratulations!

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

The donations keep coming!

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

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

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

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

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

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

Roy Jasper named new Archway national sales manager

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

In 1994, Archway inks distribution deal with Associated Food Dealers.

ROY JASPER, previously Michigan regional sales manager, has been promoted to the company’s national sales manager. Jasper will be involved with national sales and promotion, planning, sales staff and distributor training.

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

The card that counts.

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

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Foodland Distributors names new vice president

James A. Pflasterer has been named vice president for Foodland Distributors. As vice president, Pflasterer is responsible for all accounting and finance activities for the wholesale distributor.

Pflasterer earned a bachelor’s degree in Accounting and Finance from the University of Virginia. Most recently, he served as vice president of finance for the Milton Division of Supervalu, in Milton, West Virginia. The Milton Division is a wholesale supplier to 110 independent supermarkets in the region.

Pflasterer, a native of Pittsburgh, now resides with his family in the Ann Arbor area.

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

DAGMR announces 1994 officers

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

**Officers**

- **President:** Joe Sciarrino, Benchsier Consumer Products, Inc.
- **1st Vice-President:** Clare M. Bailey, Sunshine Biscuits, Inc.
- **2nd Vice-President:** Mike Falle, Fred Falle & Co.
- **Secretary/Treasurer:** Ted Wiebeha, Monitor Sugar Co.
- **Sergeant-at-Arms:** Fred Bailey, C. Mascari & Assoc.

**Directors**

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

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

GET ON THE FAST TRACK.

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

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

Your McMahon & McDonald sales representative can evaluate your needs, and respond with profitable merchandising strategies that add value.

All of our sales personnel receive comprehensive training in sales, merchandising, and sales technology to give you an extra measure of service and support.

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

It’s all about attitude.

McMAHON & McDONALD, Inc.

Detroit, MI 313-416-7000
Grand Rapids, MI 616-978-0000
Toledo, OH 419-843-3554

Be Prepared!
Free store inspections available through AFD

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

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

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

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

Paul Inman Associates elects new member to board of directors

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

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

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

It could mean up to $12,000 to you

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

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

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

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

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

Superglue is becoming a muggers weapon of choice

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

Monitor Sugar Company promotes two

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

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

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

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

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

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

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

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

With the fear of crime eating away at the quality of life in America, this legislation attempts to address at least some of the overwhelming problems we face in combating crime. Many issues, however, remain unresolved, and I hope we can tackle them in 1994. For instance, there is a clear link between substance abuse and crime. We must address the need for more substance-abuse treatment and prevention if we want to control crime. We also must keep our attention on our programs for young people. Head start, child nutrition, vocational education, meaningful schools, child-abuse prevention and reduced violence in our schools and entertainment industry must all be part of our anti-crime effort.

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

Mr. President:

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

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

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

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

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

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

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

Fourth, this bill includes a provision to stop the illegal use of ephedrine tablets in the production of methcathinone, commonly referred to as CAT. CAT is a highly addictive drug and is a more potent stimulant than cocaine. Its use is growing at an alarming rate across the Upper Peninsula of my home state of Michigan and threatens to spread to other areas of the country as well. I have introduced a free standing bill embodying the substance of this provision.

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

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

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

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

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"BET YOU CAN'T EAT JUST ONE"

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KRAFT GENERAL FOODS
WE BRING MORE TO YOUR STORE

Kraft General Foods offers a variety of merchandising plans and programs, including displays, allowances and packs of sale materials. For further details, contact your Kraft General Foods representative.
What's Happening At The Michigan Lottery?

Lottery retailers get opportunity to boost “Cash 5” sales

by Michigan Lottery Commissioner
Jerry R. Crandall

Winning $100,000 is as easy as one, two, three...four.

The Michigan Lottery launched the new year with a special “Buy Four ‘Cash 5,’ Get One Free” coupon promotion. The Michigan Lottery conducts four “Cash 5” drawings each week—Monday, Tuesday, Thursday and Friday. Starting January 30, if players purchase four “Cash 5” plays, they get a fifth play free by using a “Cash 5” newspaper coupon.


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

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

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

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

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

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

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

Two new instant games introduced—“Bank Roll” and “Dynamite Doubler”

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

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

The “Dynamite Doubler” game, which goes on sale February 21, offers cash prizes up to $5,000. If players match three like amounts, they win that amount, or if players match two like amounts and get the doubler “$” sign, they win double the amount!
Win Schuler Foods’ new
“Bucket of Fun” hits store shelves

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

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

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

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

The recipe for the Meatballs is the same as that used in the famed Win Schuler restaurants across the state. Bitterman and Nunez created the Chicken and Smoked Sausages recipes and were able to take their idea from concept to the store shelves in four short months. Bitterman and Nunez have even negotiated to have the Meatballs and Win Schuler Bar-Scheeze sold as part of the everyday concession at both The Palace of Auburn Hills and Joe Louis Arena and are counting on these unique products to add to the fine variety of foods offered at these venues.

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

The Win Schuler Foods frozen appetizers add to the company’s product line, which also includes Win Schuler Bar-Scheeze and Win Schuler Bar-Schips.
## Support These AFP Supplier Members

### Bakers
- **Ackroyd’s Scotch Bakery & Sausage** (313) 532-1181
- **Archuck’s** (616) 662-6205
- **Avery Bagels, Inc.** (313) 522-1100
- **Continental Baking** (313) 591-4132
- **Koepfing Bakers, Inc.** 567-2020
- **S & M Biscuit Distributing** 535-4433
- **Sunshineakedo** 511-1900
- **Tastebury Bakers** 476-0210

### Banks
- **Comerica Bank** 370-5204
- **First Federal of Michigan** (313) 965-1400
- **Michigan National Bank** 489-9100
- **SunTrust Bank** 225-1581
- **Standard Federal Bank** 637-2543

### Beverages
- **Absolut Water Co.** 1-800-334-1064
- **Baby Ruth Candy Company** (313) 532-1181
- **Milk-O-Mat** (313) 864-0550

### Buoys & Seafood
- **Midwest Ice** (313) 868-8800

### Cider & Tobacco
- **B& M Mars** 363-9211
- **Brown & Williamson** (317) 755-5691

### Catering/Halls
- **Country House Catering** (517) 627-2244

### Dairy Products
- **American Dairy Association** (313) 349-0909

### Fish & Seafood
- **Lake Michigan Foods Company** (906) 241-5987

### Fresh Produce
- **Lake Michigan Corp.** 1-800-24-FRITO

### Insect Control
- **Best Pest Control** 296-2427

### Insurances
- **Inland Surety** 1-800-388-9090

### Meat & Poultry
- **Lazzeri Meats** 424-8500

### Non-Food Distributors
- **Auburn Supermarket** (313) 843-0600

### Other Food & Beverage
- **Cranbrook Group, Inc.** 3624640

### Produce
- **F&J Galleries** 645-0611

### Promotions/Advertising
- **La Bonita Food Service** (313) 781-9870

### Restaurants
- **Avery Bagels, Inc.** 346-1800

### Support These AFP Supplier Members

### Wholesalers/Food Distributors
- **All-Star Foods** 669-0240
- **Cabana Foods** 834-0800
- **Cherry Food Service** (313) 862-6900
- **Central Distributors** 921-5610
- **Midwest Ice** (313) 868-8800

### Associations
- **American Synergies** (313) 427-4444
- **Barclay & Co.** 511-1900
- **Foodservice Distributors Association**

### Business Dining Services
- **Business Dining Services** 489-1900

### slog spacing

### Food & Beverage Report, February 1994

### STORE SUPPLIES/Equipment
- **Karlson Equipment** 488-1883

### SUPPORT THESE AFP SUPPLIER MEMBERS

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- **TJ Graphics** 547-7474

### Wholesalers/Food Distributors
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- **Central Distributors** 921-5610
- **Midwest Ice** (313) 868-8800

### Wholesalers/food Distributors
- **All-Star Foods** 669-0240
- **Cabana Foods** 834-0800
- **Cherry Food Service** (313) 862-6900
- **Central Distributors** 921-5610
- **Midwest Ice** (313) 868-8800

### **BROKERS/REPRESENTATIVES:**

- **Acme Food Brokers** 968-0300
- **Amico, Inc.** 478-8849
- **Bob’s Good Food Associates** 354-3985
- **John Moore’s Food Service** 366-7630
- **Onion House Food Service** 363-0800

### **Manufacturers:**

- **American Foods** 313-395-3337
- **Big Foods** 313-405-3695
- **Brown & Williamson** (317) 755-5691

### **MEAT PROCESSORS/PACKERS:**

- **General Provision, Inc.** 313-393-1900
- **Hillshire Farms** (313) 832-2080

### **SUPPORT THESE AFP SUPPLIER MEMBERS**

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  - Brown & Williamson 1-800-334-1064

- **Catering/Halls:**
  - Country House Catering 627-2244

- **Dairy Products:**
  - American Dairy Association 349-0909

- **FISH & SEAFOOD:**
  - Lake Michigan Foods Company 1-800-24-FRITO

- **FRESH PRODUCE:**
  - Auburn Supermarket 843-0600

- **ICED POLYPHONIC FEEDING DEVICES:**
  - Best Pest Control 296-2427

- **INSURANCE:**
  - Inland Surety 1-800-388-9090

- **MEAT & Poultry:**
  - Lazzeri Meats 843-0800

- **Non-Food Distributors:**
  - Auburn Supermarket 843-0600

- **MEAT PROCESSORS/PACKERS:**
  - General Provision, Inc. 393-1900

- **Promotions/Advertising:**
  - Advo System 547-7474

- **Restaurants:**
  - Avery Bagels, Inc. 346-1800

- **Support These AFP Supplier Members:**
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    - M & M Mars 363-9211
    - Brown & Williamson 1-800-334-1064

  - Catering/Halls:
    - Country House Catering 627-2244

  - Dairy Products:
    - American Dairy Association 349-0909

  - Fish & Seafood:
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  - Fresh Produce:
    - Auburn Supermarket 843-0600

  - Ice Control:
    - Best Pest Control 296-2427

  - Insurances:
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  - Meat & Poultry:
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  - Non-Food Distributors:
    - Auburn Supermarket 843-0600

  - Promotions/Advertising:
    - Advo System 547-7474
Attend AFD’s Food & Beverage Industry Trade Show and Win Shopping Spree and Prizes!

10th ANNUAL TRADE SHOW 1994

Cruise Into Profits

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

The Trade Show is at Burton Manor on April 13, 1994 from 6-9 p.m. and on April 14, 1994 from 1-9 p.m.

1993 TRADE SHOW EXHIBITORS:

A & W Brands
Aboquerque Water Co.
Accurate Inventory
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Adump Foods
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Bertie’s Food Service
Blue Cross Blue Shield
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Borden Ice Cream
Borden Quality Snacks
Brother Brazer Sales
Canadian Arctic
Cannahubus Wine Co.
Central Alarm Signal
Central Foods
Check Food System
Cola Cola Bottling Co.
Continental Baking
Coca Cola Brewing Co.
CocaSource
DCI Food Equipment
Dep. of Agriculture
Eby-Brown
Entertainment’s Bakery
Everfresh Beverages
Faysen Beverages
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Frito Lay
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Michigan Bankard
Michigan Bell
Michigan Sugar
Midwest Wholesale Foods
Miller Brewing Co.
Mr. Pure Juices
Monitor Sugar
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Nebula Distributing
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Pabst Brewing Co.
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Royal Crown Cola
S-Up of Detroit
S. Abraham & Sons
Security First Insurance
SelectCare
Spartan Foods, Inc.
Stark & Company
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FLINTSTONE, FROSTY PAWS,
& HEATH NOVELTIES,
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WESTERVILLE OH 43081
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