



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

Address Correction Requested

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

VOL. 6, NO. 4

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

APRIL 1995

Inside

Welfare Reform and food stamps

Page 3

Legislator Profile:

Susan Munsell—an independent fighter for business

Page 6

Preventing Shortchange

Page 7

Creating Quality Teams

Page 30

AFD's 1995 "Meet the Stars" Buying Trade Show

There will be over 100 industry leaders exhibiting in AFD's Trade Show. Come see their new products and take advantage of their show specials. The minimum show special is 50 cents off of a case of product or a significant premium.

Burton Manor
Livonia, Michigan
April 25 & 26, 1995

Free Trade Show Events:

Tuesday, April 25, 1995

4:30-5:45 p.m.

Crime Prevention Seminar

6:00-10:00 p.m.

Trade Show Buying Hours

Wednesday, April 26, 1995

10:30 a.m.-12:30 p.m.

T.I.P.S. Seminar

12:30-1:00 p.m.

Tobacco Youth Act Training

1:00-9:00 p.m.

Trade Show Buying Hours

2:00-4:00 p.m.

Best Bagger Contest

You must preregister for all of the events. You will then receive the show specials in the mail.

There is a \$5 admission fee for those retailers who do not preregister.

Please call Danielle to preregister for AFD's Buying Trade Show at (810) 557-9600.

High tech food stamps on horizon

With much talk in Congress about welfare reform, federal, state and local governments are looking for ways to make the food stamp program more cost efficient, user friendly and less subject to fraud. Electronic benefits transfer (EBT) is one approach that

has received considerable attention and high marks.

Using EBT, each eligible beneficiary is given a plastic card which can be used in retail stores at checkout

counters. That card is scanned through a machine and a computer automatically deducts the amount from the recipient's account. Proponents say that EBT can eliminate massive amounts of paper that currently clog retail stores and hamper Federal, State and local governments' delivery systems.

The food stamp program is currently a key issue with the Republican's "Contract with America" package. Current legislation on the House floor (H.R. 1135) would encourage states to implement EBT systems. The bill grants the Secretary of Agriculture the option of designating food stamp benefit block grants to states with state-to-state compatible EBT programs. (See "Executive Director's Report" page 3 for information on food stamp reform and its effect on the retail food industry.)

The Federal EBT Task Force, which directs the rollout of EBT projects, reports that the EBT program is an efficient and secure way to deliver federal benefits to tens of millions of citizens. Since 1984, Federal and State EBT projects have been tested in Reading, Pennsylvania; Albuquerque, New Mexico; and St. Paul, Minnesota. A Baltimore,

Maryland, project, operational for over three years, has recently been expanded statewide.

Michigan has received approval for a pilot EBT program in Jackson County. The state is currently working with the grocery stores in that area that accept food stamps.

They plan to piggyback operations where applicable and make equipment available to those that don't currently have it. According to the Department of So-

cial Services, the Jackson EBT program should be operational by early spring, 1996.

Positive Reviews

AFD is keeping a close eye on the progress of EBT programs across the country. Some retailers that are participating in the pilot programs have found several benefits.

Gordon Hoch, Vice President of Finance for Redner's Markets Inc. in Reading, Pennsylvania, says that EBT has saved his eight convenience stores time and money.

"EBT has made bookkeeping in our stores much easier," Hoch notes. "Store employees don't have to worry about counting piles of food stamps or trying to make change. All of this is taken care of on the customer's account." Hoch also points out that lines move more quickly because all the cashier has to do is slide the card through the machine.

Plastic Helps Prevent Trafficking

Since the inception of the program, illegally obtained food stamps have plagued

See EBT

page 37.



Legislative Update

Music Licensing Bill introduced

Congressman James Sensenbrenner (R-WI) recently introduced The Fairness in Musical Licensing Act of 1995 (H.R. 789). If enacted, this legislation

will allow grocery retailers to play radio music in their stores without having to pay fees to music publishing companies.

Currently, small businesses that play a single radio are exempt from the copyright licensing fees. This bill simply expands current law to include current technological advancements in electronics.

If enacted, H.R. 789 would end the practice of "double dipping" by music licensors that charge grocers and other retailers licensing fees for playing music that's already been licensed for millions of dollars by music transmitters.

Further, this legislation provides grocers with fair and effective protection against arbitrary pricing, discriminatory enforcement and abusive collection practices of music licensing organiza-

tions such as the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI).

—FMI

Michigan House passes shoplifting legislation

A package of bills designed to improve retailers' civil remedy procedures against shoplifters and bad check writers has passed in the Michigan House.

The package includes increased criminal penalties, increased civil damage awards and recoverable court costs, a removal of the damage cap on bad checks and \$25 bad check fee.

The legislation now moves to the Senate, where identical legislation failed in the final days of the last session.

—FMI

More Updates

page 22.

Shoppers' opinion on the believability of advertisers promoting the health benefits of food

Advertising is:	Total %	Gender		Label Clarity	
		Male %	Female %	Clear %	Unclear %
Very believable	4	2	4	4	1
Somewhat believable	56	49	58	63	34
Somewhat unbelievable	28	32	27	26	38
Very unbelievable	10	15	8	6	25
Don't know	10	2	2	1	2
Number of Interviews	(1000)	(270)	(730)	(774)	(181)

F11 Shopping for Health



NOTHING ELSE IS A PEPSI.™ 

OFFICERS

Nabby Yono, Chairman
XTRA Foods, Orchard Food Center
Mark Karmo
Vice Chairman, Legislation
Royal Food Center
Terry Farida
Vice Chairman, Membership
Value Center Market
Bill Viviano
Vice Chairman, Future Plans
Marks Sales & Marketing
Alan Stotsky, Treasurer
Concord Drugs, Region 6
Joe Smoliga, Secretary
Spartan Stores, Inc., Region 3

EMERITUS DIRECTORS

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

RETAIL DIRECTORS

Alaa Naimi
Thrifty Scot Supermarket
Sam Dallo
In 'N' Out Foods
Fred Dally
Medicine Chest
Brian Yaldeo
Majestic Supermarket
Jim Garmo
Galaxy Foods, Region 2
Richard George
Wine Barrel Plus
John Gianotto
J & J Food Centers, Region 5
Ronnie Jamil
Mug & Jug Liquor Store
Raad Kathawa
Ryan's Foods, Region 1
Thomas Welch
Hollywood Super Markets

SUPPLIER DIRECTORS

Gary Davis
Tom Davis & Sons Dairy Company
Ron Paradoski
Coca-Cola Bottlers of Michigan, Inc.
Mike Rosch
General Wine & Liquor Co.
Cal Stein
The Pfeister Company, Region 4
Barbara Weiss-Street
The Paddington Corporation
Chris Zebari
Pepsi-Cola Company

AFD STAFF

Joseph D. Sarafa
Executive Director & Publisher
Judy Mansur
Services
Mary Cooper
Office Manager
Danielle MacDonald
Special Events
Elizabeth Arbus
Executive Assistant
Daniel Reeves
Membership Director

AFD CONSULTANTS

Sabah Brikho
Membership Sales
Harley Davis
Coupons
Ruel Williams
Community Relations
Karoub and Associates
Legislative Consultant
Gadaletto & Ramsby
Health Care
James Bellanca Jr.
Bellanca, Beattie & DeLisle
Legal Counsel
Jerry Urcheck
CPA
Ray Amyot
Advertising
Michele MacWilliams
Metro Media Associates, Inc.
Public Relations,
AFDFood & Beverage Report Editor
Shannon Swanson Taylor
Production/Design

Executive Director's Report

Welfare Reform changes food assistance programs

By Joseph D. Sarafa
AFD Executive Director

Welfare is one of the key elements in the Contract with America that House Republicans pledged to act on in the first 100 days of the 104th Congress.

Republicans began by developing legislation that links welfare to work, places a cap on spending, eliminates welfare entitlements and consolidates welfare funding into block grants to the states.

After much debate and input by



our industry, on March 8 the House Agriculture Committee approved food stamp simplification and reform legislation (H.R. 1135) and it is now part of the comprehensive welfare reform package on the House floor.

Earlier this year, consideration was given to converting all the federal nutrition programs into one block grant to the states. We are happy to report that the current bill preserves the food stamp program as a federally administered program and avoids a total cash-out of food assistance programs. However, it does give the Secretary of Agriculture the option of giving food stamp benefits to the states in a block grant, but the state could only do so if they have implemented a statewide electronic benefits transfer (EBT) program. In addition, any benefits under a block-grant EBT program must be limited to the purchase of food.

The legislation:

- Preserves food stamps as the ultimate safety net for needy families.

Aggressively attacks fraud and abuse

Motivates states to adopt an Electronic Benefits Transfer

system

- Stipulates that EBT programs be compatible between states
- Allows for cost-control experimentation within the states
- Avoids undue burdens on legitimate retailers.

Several issues were brought up during lengthy sessions regarding this bill. There was a move to prohibit the use of food stamps to purchase a wide range of products including coffee, ice cream, soft drinks, candy and snack food. Fortunately, our industry convinced Congress that such restrictions would put undue burdens on retail store employees.

Another amendment was defeated which would have block granted the food stamp program and in effect, cashed it out.

As the bill is folded into comprehensive welfare reform legislation, AFD supports H.R. 1135, as amended, because it preserves the principles developed and approved by the food industry.

I hope to see all of you at the AFD "Meet the Stars" Buying Trade Show at Burton Manor in Livonia on April 25 and 26.

Statement of Ownership

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

The opinions expressed in this magazine are not necessarily those of the AFD, its Board of Directors, staff or members. Bylined articles reflect the opinions of the writer.

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

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

AFD works closely with the following associations:



NATIONAL GROCERS ASSOCIATION

NAWGA

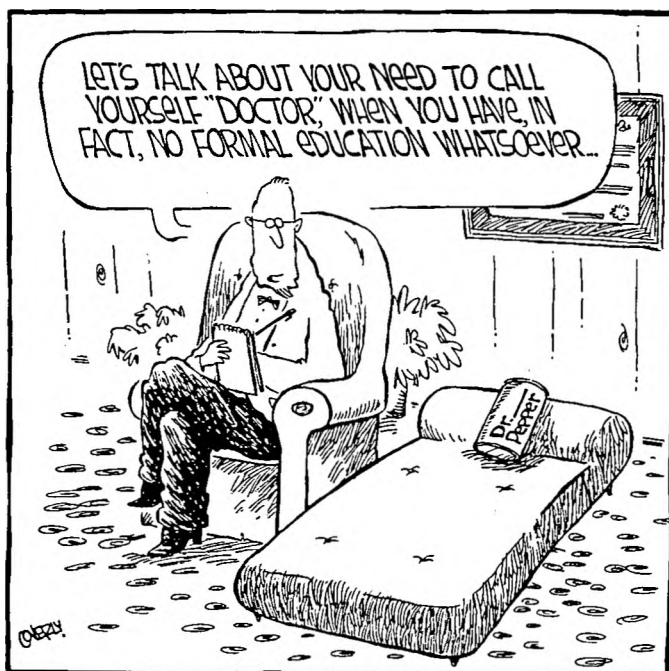
fiae

FOOD INDUSTRY ASSOCIATION EXECUTIVES



The Grocery Zone

By David Coverly



POP PSYCHOLOGY

AFD On The Scene



Left: Al Albert of Al's Salvage in Detroit.



Right: Peter Waramanos, owner of Bob's Drugs, recently joined the AFD Coupon Department.



Above: Ed Fisher, owner of Fishers in Birmingham.



Above: Manager of the Merchant of Vino store in Dearborn, John Christie.



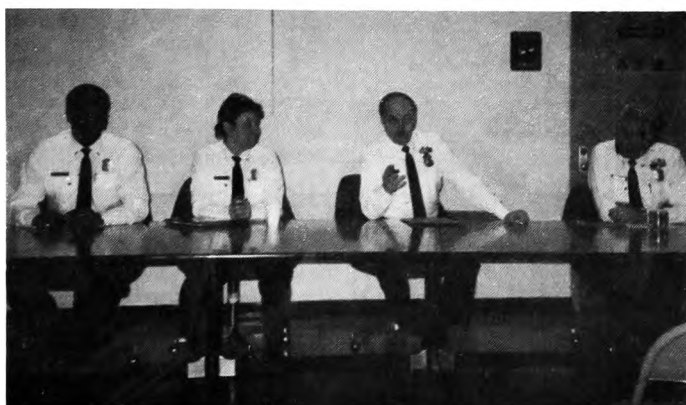
Above: Alex Wojton is an employee of Andy's Party Store in Dearborn.



Left: Nabby Yono, AFD Chairman, gives an attentive group at Pepsi, a retailer's perspective.



Right: Ed Abro of New Boston Market is a long time member of the AFD.



Officers of the Detroit Police Department address a crime prevention advisory board (including the AFD) at a recent meeting.



Right: Neil Bell, owner of Village Foods in Grosse Pointe.

Just When You Think You've Seen It All . . .



STOP BY AND SEE US APRIL 25 & 26 AT
BOOTHS 204-205

central Professional
Security
Services
alarm
signal, inc

13400 WEST SEVEN MILE ROAD • DETROIT, MI 48235

1-800-551-VIEW

1-800-551-8439

*PRICE BASED ON VICON INSTAVISION 1800-1 SINGLE CAMERA SYSTEM KIT. PRICE DOES NOT INCLUDE INSTALLATION, TIME-LAPSE RECORDER, OR OPTIONS/ADDITIONS TO SYSTEM. RESTRICTIONS MAY APPLY.

© 1995 CENTRAL ALARM SIGNAL, INC.

Susan Munsell—an independent fighter for business

It was called many things. *The shot heard 'round the state . . . the most significant legislative action in a generation . . . the day Lansing listened.* And around the Capitol, they're still talking about it.

It started innocently enough. The Republican controlled Michigan Senate was preparing to move a bill calling for twenty percent reduction in school property taxes. Some grousing from both sides of the aisle was expected, but in the end all knew it would pass.

Then lightning struck. An amendment was offered to remove *all* property taxes from the funding base. Two cryptic but critical comments followed, the first by Governor John Engler—"take it," the second from the Michigan Education Association—"go for it."

The bill passed the Senate that night and the House quickly followed suit the next day.

How to fund the state's education program dominated discussion in Lansing. In the months that followed, Susan Grimes Munsell, already a re-

spected State Representative from Howell, would step to the forefront and seize control of one of the most volatile issues Lansing had ever seen. She would display more than ample amounts of political courage, and impressive knowledge of Michigan's tax code and, most importantly, an independence that would prompt both applause and criticism across the state.

Munsell knew the solution resided in the ability to set aside partisan politics. That conviction led to her forming the now famous bi-partisan legislative team, or as they dubbed themselves, "the BLT." That effort proved to be the spark that culminated in

fashioning a program for school funding that has attracted nation wide attention.



Munsell was well-prepared for her role as State Representative. Taking a B.A. at Michigan State University and an M.B.A. at the University of Michigan, she went on to become a Certified Public Accountant. Locally she was more well-known for her work with the schools, the League of Women

Voters and a number of Chambers of Commerce.

Not long after taking her first oath of office in January 1987, Munsell acquired a well-deserved reputation for independence. She earned respect from both sides of the aisle for rapid journeys to the heart of an issue, a quick study as it's known in Lansing. Her business acumen and working knowledge of Michigan's tax laws were frequent and helpful companions in committee and on the floor.

Not surprisingly, she developed a reputation for voting her district. "Democrats were in control then," she says of her early days in the Legislature, "and I used to get upset at the partisanship. I couldn't understand why such issues as auto insurance reform and medical malpractice couldn't be decided on the floor."

Following the elections of 1992, the Michigan House became evenly divided between Republicans and Democrats and enjoyed one of its most productive sessions in history. "We worked together because we had to," she says. "The real beneficiaries, though, were the people of Michigan. I'm happy to have participated in that effort."

When Republicans assumed control of the House last January, Munsell was tapped to chair the standing committee on Regulatory Affairs. From AFD's standpoint, it is the panel that deliberates, among other things, legislation involving regulation of alcoholic beverages. Again, she can put her background to use.

"I worked in a drug store that sold liquor while I was in college," she recalls. "Both from the time I spent in the store, and later as an accountant, I acquired a life-long respect for independent business people. Small business is really the backbone of our

economy. I'm convinced you learn more about economics by simply meeting a payroll than you do from most textbooks."

"Independent business people," she says with resolve, "will always find my door open."

Munsell can also boast of additional vantage points from which to assist Michigan's business climate. She serves on committees dealing with Tax Policy, Conservation and Labor.

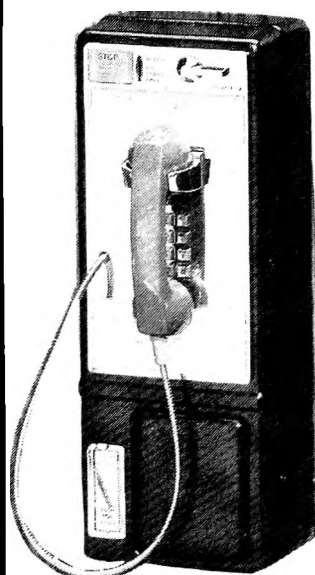
* * *

After weeks of illness, Henry David Thoreau was informed that his hour had drawn near. Asked if he would like to make his peace with God, history's legendary disciple of civil disobedience replied, "I was not aware we even quarreled."

Eight years ago Susan Grimes Munsell made the 45-minute trip from Howell to Lansing for the first time as a State Representative. She traveled light that day, her only real luggage being personal conviction and independence of through. Henry Thoreau would be pleased that she is still using both pieces of her luggage—and neither show signs of wearing out.

"I'm not sure Thoreau and I would have the same voting record," Munsell smiles, "but I know neither one of us ever had a problem looking in the mirror."

BUSINESS OWNERS—



INCREASE YOUR PAYPHONE PROFITS!!!

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

Now Earn Profits from Long Distance, too!!!

BUY YOUR PAY PHONES FROM
MIDWEST AUTOTEL SERVICES, INC.

Ed Betel, Owner

(810) 960-3737

3160 Haggerty Road, Suite M
West Bloomfield, Michigan 48323

Name: Susan Grimes Munsell

Office: Michigan House of Representatives

Party: Republican Party

District: 66th, Which includes Brighton, Howell and seven townships. Local office, 209 W. Sibley, Howell 48843

First Elected: 1986

Committees: Tax Policy; Conservation, Environment & Great Lakes; Regulatory Affairs (Chair) and Human Resources, & Labor

Education: B.A., Michigan State University in Tourism; M.B.A., University of Michigan, specializing in taxation and accounting

Civic Activities: League of Women Voters of Livingston County; The Brighton Rotary; and the Brighton and Howell Chambers of Commerce

Professional Organization: Michigan Association of Certified Public Accountants Committee on State and Local Taxation

Shortchange at the register

How to prevent losses at the check stand

A shortchange claim

A shortchange artist presents a bill to the sales person in payment for a purchase and after receiving change, he or she claims to have given a larger bill. The most effective way to prevent this practice is to call the amount of money received for the transaction very distinctly each time you make change. If a customer claims that a cashier has shortchanged him or her, the following steps should be taken by the cashier:

1. Immediately close the cash register.
2. Listen closely to the customer's claim.
3. Determine exactly how much the customer claims to have been shortchanged.
4. Call a manager and explain the situation to him or her.

The manager will do one of two things.

The manager will take the cash drawer to the courtesy booth and do a complete audit of the transactions and balance the drawer. If the customer does not choose to wait for the audit to take place, the manager will take down the name and telephone number of the customer in order to notify the customer of the verification of the cashier's drawer.

A shortchange artist

A shortchange artist presents a large bill (such as a twenty dollar bill) to the salesperson in payment for a small purchase. After receiving their change, they ask the cashier to return the large bill to them in exchange for smaller denominations. However, the customer has made an error and has not given the cashier enough money. The cashiers call it to their attention, and the shortchange artist will try to correct the situation by requesting another larger bill in the exchange for the smaller ones. They use the change that the cashier gave them, the money they gave the cashier, and perhaps an additional bill of their own and receive the large bill.

The following is a demonstration of the shortchange technique:

1. Suspect will pay for a small priced item with a large bill, usually a twenty dollar bill.
2. Cashier gives change for the purchase to the suspect.
3. Suspect will ask cashier if he or she has a few large bills (\$10s or \$20s) for a pocket full of small ones he wants to get rid of. (Change for the purchase is still on the counter.)
4. Suspect adds small bills to the change from the purchase.
5. Cashier gives the large bills which the suspect pockets. (This is the money that is stolen due to the confusion that follows.)
6. Cashier counts out the pile of bills that he or she has just given him or her and finds it to be short, usually by \$1 or \$5. He or she informs the suspect.
7. Suspect will apologize and add the \$1 or whatever it takes to balance. He or she will suggest making more change by saying, "Do you have five twenties for \$100 in small bills?" Suspect will

pull more bills out of his pocket and begin counting starting with the fifty dollars in the cashier's hand. He or she will count out an additional \$50 which totals \$100. (The suspect is really only giving the cashier \$50 for the \$100 since he or she has already given the cashier \$50 earlier which the suspect pocketed.)

8. The confused cashier will take the \$100 in small bills and exchange it for \$100 in larger bills.
9. The suspect has now shortchanged the

cashier of \$50.

Tip-offs to shortchange artists are:

Marked money

An accomplice presents currency to the salesperson on which is written some message, such as "Happy Birthday" or a telephone number or address. Later, the shortchange artist then makes a small purchase using a smaller bill. The shortchange artist then claims to have given the cashier the larger bill and can verify it because there is something specific written on the bill. The cashier inspects the

bills and finds the marked money is in the drawer and then gives the shortchange artist additional change. The best precaution against this is for the cashier to carefully inspect the bills he/she receives and to erase or mark through any notations on the currency when he/she receives it and to call the amount of money received from the customer each time. Do not return the money. Call management, who will count the drawer down.

—New Mexico Grocers Assoc.

Safe Bet.



Count on 144 services.

Quick reaction time. Expert assistance. Realistic solutions. It's a safe bet that no matter what retail emergency crops up or what job needs to get done, Spartan Stores offers the appropriate support service to assist our customers. We share a tremendous reservoir of information and knowledge and make it available through services ranging from advertising to training programs, computer technology to store remodeling. With 144 services, we light the way for our customers to keep current and competitive in their markets.



Shine with an industry giant.
Call us for more information at 616-530-4517.

"HOORAY FOR LOONEYWOOD!"



**America's Most Popular Characters
will help America's biggest brands
turn faster than ever!**

**Visit the Frito-Lay Booth at the
AFD Trade Show April 25 and 26
for more details**



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

Michigan lotto jackpot reaches all-time record

by Bill Martin
Michigan Lottery Commissioner

Michigan Lottery players experienced "Lotto Mania" in February as the Michigan Lotto jackpot climbed to an all-time record level of \$45.8 million. Lottery players, retailers and staff reveled in the excitement of "Lotto Fever!"



Radio and TV news reports and front page stories ran everyday as the jackpot grew. Headlines read: "Lottery lines grow," "Lotto sales frenzied while jackpot climbs," and "Tonight's record Lotto has Michigan dreaming."

It all started on January 14, when the \$2 million minimum jackpot began an unprecedented 12 rollovers. Six weeks of mounting excitement and enthusiasm culminated in a record \$45.8 million jackpot on February 25.

Strong retailer support, the highly successful SMARTPLAY! promotion, media attention and increased play at each new jackpot level were responsible for this record-setting jackpot. It was absolutely fantastic!

The Lottery set a new sales record, at the peak sales period the Lottery sold 39,000 tickets in one minute and 2.1 million in one hour. We've not seen that kind of Lotto fever in Michigan before.

Three winners split the jackpot for shares worth \$15.28 million each. Muir Village Market sold one of the big winners. Mark Schafer, manager, has seen many new faces at the store. Since selling this big winner, customers from up to 140 miles away have made special trips to buy tickets at this lucky spot. Michigan Express Liquor in Dearborn is where the Dearborn Lottery club bought their lucky ticket. Both stores proudly display signs proclaiming "A winning ticket was sold here." The third retailer, in Gratiot County, has not yet been identified because the winner has not yet filed a claim.

Thanks to all of our retailers and their staff members for a wonderful job!

The recent Lotto frenzy helped increase awareness of the Lottery's SMARTPLAY! promotion which gives players an extra chance to play Michigan Lotto for free. The promotion, which started in January, has

been extended for an indefinite period of time. When a \$5 five-wager Lotto ticket for a single drawing is purchased, players automatically get a Lotto easy pick ticket free, that could mean a free chance to win millions!

This month the Michigan Lottery will focus on a second chance sweepstakes promotion for Daily 3 game players.

The "Daily 3 Big Pay Back" sweepstakes is a promotion designed to provide Daily 3 players with the

opportunity to use their non-winning tickets during the program period as entries into a second chance sweepstakes for cash prizes.

Non-winning Daily 3 tickets for drawings from March 4 through April 29 may be entered in this exciting promotion. The Michigan Lottery will give away 22 prizes (ranging from \$1,000 to \$10,000) each week for eight weeks, a total of 176 prizes worth \$280,000.

Michigan's "Daily 3 Big Pay

Back" sweepstakes gives retailers the opportunity to increase sales and introduce new customers to the Daily 3 game. The promotion will be supported by radio and newspaper advertising, outdoor billboards and point-of-sale materials.

Michigan Lottery players will scratch their way to the bank with the new instant game "Banko!" The

See Lottery
page 37.

TEQUILA PATRÓN



MEXICO'S FINEST AND MOST ELEGANT TEQUILA



Available In Michigan.
Contact The House Of Seagram
At 1-800-876-3799 For More Information.

Those who appreciate quality enjoy it responsibly.

Patrón Tequila • 40% Alc. By Vol. • Imported by St. Maarten Spirits, Ltd.
Distributed by The House of Seagram, New York, NY

*International
Delight*

DANNON



Lipton.
Original



Arizona
Iced tea



Stroh's
ICE CREAM

Campbell's

Tropicana

**Sunny's
Delight**

Gatorade
THIRST QUENCHER

Chiquita



Welch's.

**Visit our booth at the
A&D Trade Show!**



POINTE DAIRY SERVICES, INC.

WHOLESALE DAIRY & FOOD DISTRIBUTORS

"Delivery you can depend on!"

550 Stephenson Highway
Suite 103
Troy, Michigan 48083

(810) 589-7700

Fax (810) 589-0554

Snapple

Home Juice

Vie de France



SPECIALTY BAKERS™

Governor Engler's tax package

Prepared by Karoub Associates

Final action on the Governor's \$1.5 billion tax package was recently completed with few changes from the original proposal outlined in the State of the State message. The \$1.5 billion figure is the amount of tax savings estimated over the next five years.

Immediate effect was withheld from the intangibles tax bill reflecting the Democrats basic disagreement with this item in the package. In response, State Treasurer Doug Roberts has indicated that the State may create an accounts receivable to hold the refunds due to intangibles tax payers and then refunding the monies in 1996 when that bill becomes effective. This option may be utilized only if the Legislature adjourns sine die in December, as is the normal pattern. Another option being considered by the Republicans is to adjourn mid-year, which would allow the 1994 refunds to be made 90 days after adjournment. The intangibles tax bill is the only measure in the package with the retroactive feature.

The final provisions agreed upon by the House and Senate will:

1. Reduce the Single Business tax (SBT) by more than \$500 million over five years by eliminating taxes on worker's compensation, unemployment insurance and social security costs.
2. Raise the personal exemption on the income tax from \$2,100 to \$2,400 in 1995 and 1996 and \$2,500 in 1997. Families save \$13.20 per member due to the \$300 exemption increase.
3. Phase out the intangibles tax on profits from stocks and bonds over a four year period.
4. Permits families earning less than \$200,000 per year to utilize a four percent tuition credit up to \$250 a year for children who attend private and public colleges, community colleges and universities in Michigan that keep tuition and fee increases below the inflation rate.

Most American families now own a microwave oven

Ninety-four percent of all Americans own a microwave oven and 72 percent use the appliance at least once a day, according to a recent survey.

The survey, conducted for "Parade" magazine by Mark Clements Research, Inc. and reported in part in November 1993, also found that 62 percent of the respondents purchase products especially for their micro-

waves.

Sixty-five percent said they look for products with the word "microwaveable" on the package, and 62 percent said they look for products in containers that can be put directly in the microwave oven and products with microwave instructions on the package.

SAXON
LIQUOR SHELF
PRICE TAG
SYSTEM

924-7 Jim Beam 750 ML

10.45

(Retail Sale)

SAVE TIME, MONEY AND MISTAKES WITH SAXON'S PRE-PRINTED LIQUOR SHELF PRICE TAGS.

- Receive all stock and special order price tag updates for one year.
- Each non-tear laminate coated price tag contains the Michigan Order Code Number, brand description, volume of liquor and the price.
- All tags come on easy to use sheets of 25 and are in sequence to the stock and special order price book lists. Eliminates errors and potential violations.
- Easy to tell what goes into an empty row of liquor. Simplifies re-ordering.
- Used by hundreds of liquor dealers throughout the State of Michigan.

SAXON, INC. • 811 Woodward Heights • Ferndale, MI 48220 • (800) 727-1976

TEN REASONS WHY YOU SHOULD DO BUSINESS WITH TELECHECK MICHIGAN!

1. Guaranteed payment on returned checks
2. Easy and convenient to use
3. Prompt reimbursement
4. Fast check-out for you and your customer
5. Increased sales
6. Enhanced customer loyalty
7. 24-Hour-a-Day access by terminal or telephones
8. Local Sales and Service Representatives
9. Industry leadership
10. Special rates for AFD members

*Increase Sales! Use the sign of the times.
For more information call TeleCheck: 1-800-444-3223*



23800 W. Ten Mile Road
Southfield, MI 48037

The Spirits Shoppe starts over in Port Huron

by Virginia Bennett

How many times have you said, "If only I could change this or that about my store?" Imagine if you could move things around and make it just the way you want it.

The Spirit Shoppe in Port Huron did even more than that. They moved out of an older and smaller building across the street into a beautiful new space, built to their specifications, on

the corner of Holland and Gratiot. They were able to keep the most important ingredient of their success

which is their location.

The Spirits Shoppe is within a short walk to Lake Huron, across from the main city park

and just a few blocks north of the Blue Water Bridge to Canada. In addition to serving the surrounding community and some border traffic, the area comes alive in the summer



Dave and Dennis Minock in front of The Spirits Shoppe. The new location is right across the street from the old store.

months. The store serves fishermen anchored offshore, picnic goers and boaters who like the big new pull-through parking lot.

With little more than six months in the new store, owner Dennis Minock and son Dave are finding their store has fulfilled their highest expectations. The 6,000-square-foot facility is a model of efficiency and organization. The layout is a carefully thought out combination of work stations, freezer/cooler display and storage, and selling floor. The old store was 4,000 square feet but half was wasted in storage space.

The work areas were carefully arranged to minimize handling, thus cutting down on manpower. For instance, Dave Minock carefully thought about the recycling center, going so far as to take the cardboard bins

home to his driveway to arrange them in a workable space. Then, he planned the room, visible to the customers,

with the boxes neatly arranged, and a small sink for clean up. An employee can handle the bottles and cans without leaving the area. Part of Dave's solution to the recycling mess was a hatch door through which he can slip the filled and sealed bags to a holding area. The bags are ready for pick up and the holding area can be easily washed down.

The refrigerated storage system is the area that has exceeded all their expectations. With 25 cooler doors and four freezer doors it stretches across one and a half walls and is one of the biggest in town. Beverage reps and employees enter the cooler from the back room. When product comes in it goes directly into the cooler. "Delivery people love it, too," Dave says.

"During our busiest season we used to spend two hours every night

loading and rotating product from back room storage into the cooler," says Dennis. "One heck of a lot of bull labor."

Has the cost of energy gone up? "Not really," say the Minocks. "The new building is so energy efficient, and we save employee hours, too." Even the cement floor is insulated and there is a Styrofoam break that doesn't allow the floor inside to transfer the cold from the coolers to the outside storage area.

The ample coolers allow the Minocks to stock an amazing variety of beers. We counted 146 varieties of domestics from Anheuser-Busch to Zima and imports from Australia to New Zealand. The Spirits Shoppe offers exotics like Cave Creek, bottled with an actual jalapeño pepper inside to a Samuel Smith Oatmeal Stout.

The selling floor is a clean, spacious area with wide aisles and a typical convenience store product mix. Flexibility is the key to planning in the



Dave and Dennis Minock stand inside the 800 square foot refrigerated display/cooler/storage area.

store. Besides having lots of room to add new products, the first floor office can be moved upstairs, making way for a kitchen and additional deli area if they ever decide they need one.

Dennis was a beer rep for Jerry's Distributing when he opened the original Spirits Shoppe twenty years ago. Now, in his new location, he considers the future when he will be able to spend more time as a "cottage dweller," away from The Spirits Shoppe. He and his wife, Patricia, who does the accounting for the store, will eventually turn the operation over to Dave.

Luckily, crossing the street was a positive move for the Minock family. They got what they wanted in efficiency and flexibility and kept virtually the same location—the biggest reason for their success.

C&J PARKING LOT SWEEPING POWER WASHING



We specialize in shopping centers, plazas, office buildings, industrial parks, apartments, condos and parking structures.

You can count on us for:

- Immediate FREE estimates
- Personal service
- Fully insured
- Serving SE Michigan
- 11 sweeper trucks
- One-time cleanups
- Monthly Contracts
- Hourly rates

**SWEEP
WITH AN
ATTITUDE**

**2230 Nine Mile Road
Warren, Michigan 48091
(810) 759-3668
Fax (810) 759-0858**

WELCOME

SPRING

With These Great New Additions

From



7UP Detroit

See Your Seven Up Salesperson For Details



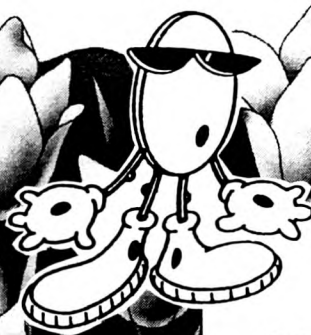
LIFE SAVERS

Crystal
Light LOW CALORIE
SOFT DRINK



ROYAL
Mistic
Premium Natural Beverages

**COUNTRY
TIME**



DETROIT 7UP DISTRIBUTORS FOR:

Canada Dry Ginger Ale & Mixers

R.C. Cola

Sunkist

Hires Root Beer

Hawaiian Punch

Clearly Canadian

Evian Spring Water

Gatorade Vending Equipment

Mistic Natural Sparkling Juices

The Greeson Company promotes fifteen

The Greeson Company recently held their annual meeting at the Ritz Carlton in Dearborn announced the following promotions:

In the Corporate Division: Rick Weatherhead (Detroit) to executive vice president and John Simmons (Grand Rapids) to senior vice president retail operations.

In the Grand Rapids Division: Ray Peuler (Grand Rapids) to senior vice president, branch manager; Tom Adloff (Grand Rapids) to senior vice president perishables, Joe Merrill to

vice president frozen food; Jim Eardley to vice president grocery; Gene Bush to vice president dairy/deli; and Ruth Ptak to office coordinator.

In the Detroit Division: Norma Garbula to vice president perishables; Paul Marks to vice president grocery; and Tom Wandzel to vice president sales, Northern Michigan.

In the Columbus Division: Lance Richl to vice president grocery, John Newland to vice president non-foods, Adam Zinsmeister to vice president frozen foods; and Joe Burns to vice president food service.

People

Executives elected to NAWGA Board of Governors

Twenty-four industry executives were recently elected to three-year terms on the NAWGA Board of Governors during the National-American Wholesale Grocers' Association convention in Dallas.

One newly-elected Board member

is from Michigan. He is Patrick M. Quinn, President & CEO, Spartan Stores, Inc. of Grand Rapids.

In addition, NAWGA Chairman John Woodhouse appointed seven additional executives to one-year terms on the Board; one is from Michigan Gregory Gallus, Chairman of the Board & President, Foodland Distributors of Livonia.

Michigan Sugar Co. announces personnel changes

Michigan Sugar Company recently announced the following personnel changes.

Glenn L. Peacock was promoted to director of communications. He joined the company as manager of public relations in 1990. In his new position, Peacock manages and provides strategic direction for the company's diverse integrated marketing communications system including: internal and external communication, brand advertising, co-op promotion programs, trade show programs, as well as community, government and customer relations. He also serves as liaison with numerous industry trade groups.



Tricia DeGroat was promoted to the position of by-products sales assistant. DeGroat joined the company in 1988 as an accounts payable clerk. She later joined the sales staff where she worked in order entry. In her new position, DeGroat coordinates domestic beet pulp sales, export pulp, molasses and molasses desugaring shipments. She also provides customer service support for grocery accounts.



Rhonda R. Mohowitsch recently joined the company as a logistics analyst. In this position she will be responsible for monitoring plant inventories, coordinating rail shipments of sugar, beet pulp and molasses, monitoring production at the processing plants, coordinating grocery shipments to customers and other logistics duties.



WHAT'S HOT?

HIRAM WALKER

& SONS, INC.



A superior blend of Premium Gold Tequila with Mexican spice and citrus flavor.

The Cool Taste That Goes Down Hot!

NOW AVAILABLE ON SPECIAL ORDER

SIZE	PROOF	PACK	BASE PRICE	CLASS C	SHELF PRICE
750 ml	70	6	16.55	15.72	19.97
375 ml	70	12	8.25	7.84	9.95
200 ml	70	12	4.55	4.32	5.48
50 ml	70	60	1.60	1.51	1.92

Distributed by:

R.M. GILLIGAN INC.

28423 Orchard Lake Road, Suite 201
Farmington Hills, Michigan
(810) 553-9440



Was Your Store's Bagger On TV Last Year?

**The bagger from Vegas Markets was;
the bagger from J & J Foodcenters was;
and the bagger from Danny's Market
was on TV in April of 1994.**

The Associated Food Dealers is hosting its 2nd Annual Best Bagger Contest and we want your store to be involved. We received national news coverage in 1994. We have it all on video tape so please call if you would like a copy. The only thing you need in order to participate is a great grocery bagger.

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

What Is A Best Bagger Contest?

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

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

Who Can Enter?

One contestant per member company who is a regular full or part time employee and whose job includes bagging can enter. There is no cost to participate. *In fact, each bagger receives \$50 just for participating and even more if you win!*

What Will Your Best Bagger Win?

Three winners will be selected. First prize consists of a trophy, a \$500 award for educational purposes, a \$300 shopping spree.

Where Is The Contest?

The contest takes place at Burton Manor before the Trade Show opens on April 26, 1995 at 2 p.m. and ends by 4 p.m. The address of Burton Manor is 27777 Schoolcraft Rd., between Inkster and Middlebelt on the south side. (Burton Manor is the former Roma's of Livonia)

ENTRY FORM

Please print—Please cut out this form and enter your store's best bagger!

Store name _____
Mailing Address _____
City/State/Zip _____
Telephone () _____
Contact Person _____
Best Bagger's Name _____ Phone Number _____

Complete this form and send it to:
AFD, 18470 West 10 Mile Road, Southfield, MI 48075
Attention: Danielle, (810) 557-9600
Please send this form to AFD by March 31, 1995

High quality exemplifies L & L Wine & Liquor

by Shannon Swanson Taylor

Since the end of Prohibition, L & L Wine & Liquor Corporation has been in the wholesale wine business as a high volume, premium wine wholesaler.

The company was started by Samuel Lewis and his associate who saw the opportunity to make money in an industry reborn after the repeal of Prohibition. L & L received the first wholesale wine license in the state of Michigan. Today, almost sixty years later, the Lewis family, Milford, Frank, and Steven, continue to run the company.



Originally located on Fort Street in Detroit, L & L Wine & Liquor moved in the early 1970s to larger facility at Intervale in Detroit

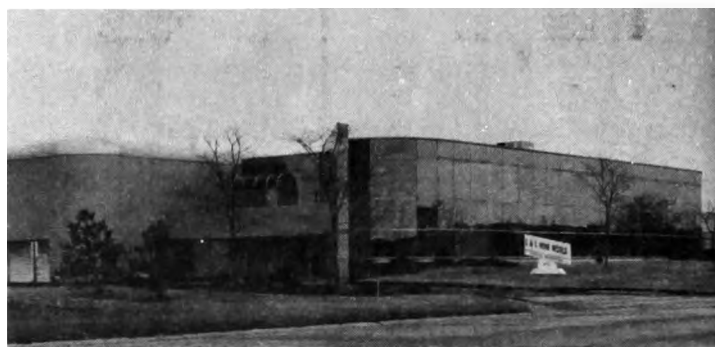
which they soon outgrew as well. Three years ago L & L moved to a facility with a 56,000 square foot warehouse on Allen Drive in Troy.

Covering Wayne, Oakland, Macomb,

Washtenaw and Livingston counties, approximately 5,000 independent retailers, chain retail accounts and on-premise accounts (restaurants, bars, hotels, etc.) are served by the wholesaler. In order to promote the best possible

service, L & L continuously analyzes sales territories to ensure the proper mix of accounts. A newly implemented merchandising

and that their products are at the premium end of the wine industry. Along with the wines, L & L has moved into the premium



program provides all salespeople with additional support.

"The core philosophy of L & L has been to work closely with our suppliers to ensure that we achieve distribution goals and objectives," said Steven Lewis, executive vice president of L & L.

This philosophy is accomplished through continued growth in the premium wine business as well as an experienced and highly trained management staff and sales force. (There are 12 senior sales managers and 34 sales representatives.)

To ensure continued growth in the premium wine business, an experienced and highly trained management staff and sales force is critical. Efforts are aimed at continual training and education in the form of staff meetings, wine tastings, educational seminars and hands on management.

"Communication between L & L personnel and our customers is the key to our ability to execute to the standards of our suppliers," said Lewis.

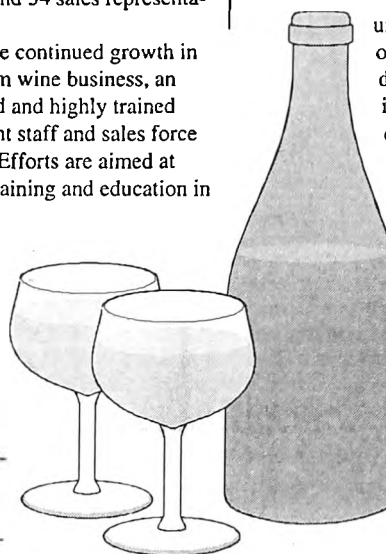
Lewis emphasized that L & L has quality brands and suppliers

specialty beer category as well as non-alcoholic mixers, juices and "new age" beverages. They are also representing a portfolio of spirits for Sazerac Company.

Some of their more popular premium domestic wines include Robert Mondavi, Wine World (Beringer and Napa Ridge), Fetzer, Almaden and their best imports are Tosti Asti Spumante, Frederick Wildman as well as an extensive portfolio of German and Italian wines.

"This market is unique and unlike others because it is dominated by independent retailers as opposed to chain stores and its those independents who offer this market a unique flexibility for a wide range of product promotions you wouldn't typically find in the grocery chain environment," said Lewis. "We are appreciative

of the independent retailer; they are much more progressive in their marketing styles for wine, beer and spirits."



TEAM BUILDING EXPERT

Build A Better Team With Joyce Weiss

Train, Educate, Empower, Inform, Excite



JOYCE WEISS, M.A., CSP

Let us design a workshop that will inspire your team, stretch their imagination, and create a plan of action. Don't settle for second best when you can be the best in your industry. Envision yourself surpassing the competition.

**Keynote Speaker • Workshop Trainer
Business Consultant**

Take the challenge and call today for more information and availability of dates.

Joyce Weiss
ASSOCIATES

TEAM BUILDING EXPERTS

P.O. Box 250163 • West Bloomfield, MI 48325-0163
(810) 681-5831

THIS BUD'S FOR YOU!®



Scanning in C-stores

POS scanning systems called time and money savers

Scanning is on its way to convenience stores. The National Association of Convenience Stores (NACS) calls the innovation a technological tool with the potential to vastly improve the way convenience stores operate.

NACS reports that convenience stores with scanning systems already in place have seen radical improvements in price management.

"Scanning allows convenience stores to accurately price their products and make timely price changes," says Gene Gerke, an industry consultant and President of



Gerke & Associates (Columbia, MO). "And, while making those price changes usually takes one to two weeks, with scanning the job can be done in less than two hours."

According to the 1993 NACS *State of the Industry* report, the use of automation in convenience stores has grown 20 percent since 1990. However, scanning remains in its infancy in the industry. Fewer than 10 percent of stores used POS (point-of-sale) systems in 1992.

But a group of NACS task force members believe scanning will grow rapidly over the next few years for several reasons. One of the biggest reasons is cost. Studies show that the cost of new technology continues to drop. Convenience store retailers also have a wider choice of scanning systems available to them today than they did in the past.

The task force also believes that industry-wide use of scanning will grow because consumers have become used to seeing POS systems when they shop. It adds that scanning has proven itself to be successful in other channels of trade.

Improved price management leads list of benefits

The benefits of scanning vary from company to company, although better price management stands out as a common plus. Another plus is the ability to keep track of consumer trends.

"Scanning gives us immediate feedback on the unit movement of products," says task force member Chris Wilson, Director of Merchandising Administration with National Convenience Stores Inc. (NCS) (Houston, TX), which operates 719 Stop N Go stores. "We get a first-hand look at the consumer reaction to price changes. This allows us to make better decisions on which products to promote and how much those products should cost."

Task force members say that they also found some intangible benefits of scanning. Gerke points out that scanning can improve average cashier productivity and speed up customer service. He adds that customers also get "a detailed receipt indicating prices and descriptions of the items purchased. These benefits can serve to increase customer satisfaction in stores where the scanning systems are operating efficiently."

Stores also can use scanning systems to identify peak and slow shopping periods because they record detailed information on item movement and record the time that transactions

THE POWER OF PARTNERSHIPS



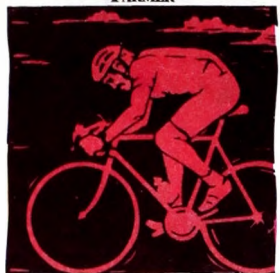
ENVIRONMENT



FARMER



PROCESSOR



CONSUMER



PRODUCT



RETAILER

AT MICHIGAN SUGAR COMPANY, WE LIVE BY PARTNERSHIPS.



© 1995 Michigan Sugar Company

See Scanning
page 31.

Nice Ice.

New From Talking Rain, Preston, WA

SPARKLING ICE

In 4 Flavors; 12 oz. Btls.

• PEACH • APPLE • CHERRY • BERRY



Watch For Our Booth at the
AFD ANNUAL TRADE SHOW
Distributed by:

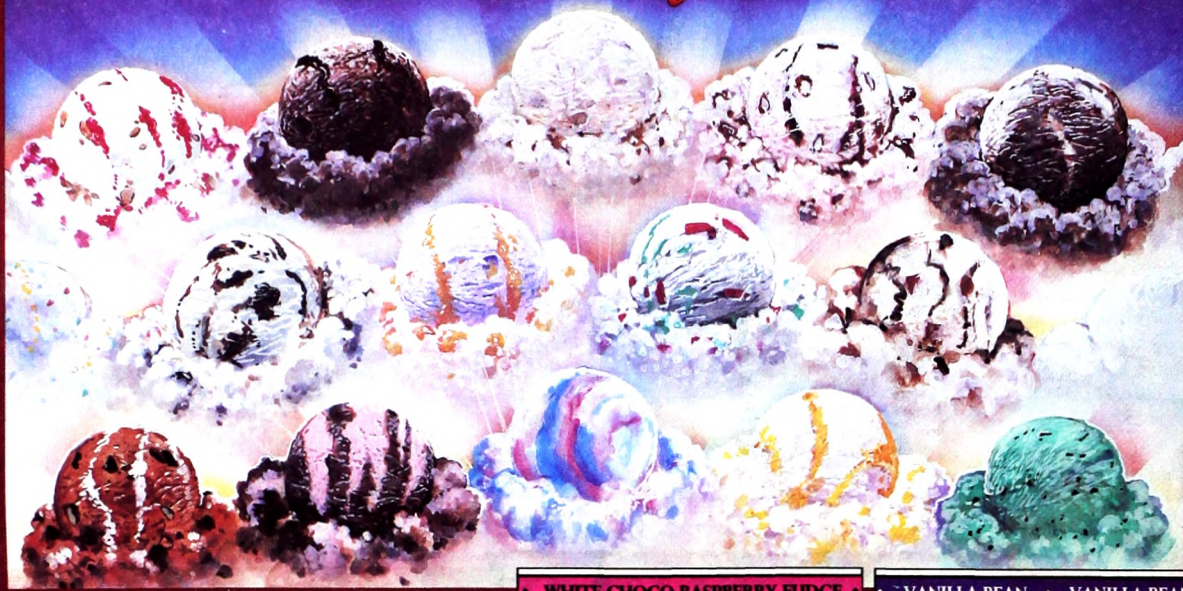


Exclusive Distributors In Michigan
Distributors of Mr. Pure Juice Products
Tropicana • Gatoraid • Canfield • V8 • Campbell's

6650 Chase, Dearborn, MI 48126
(313) 584-2800 • Fax (313) 584-2802

**melody
farms®**

"The Taste will Make you Smile!"



• WHITE CHOCO RASPBERRY FUDGE •

• VANILLA BEAN •

• VANILLA BEAN •

Savor the heavenly tastes of Melody Farms' new Prestige Frozen Yogurt and Ice Cream flavors. Delightfully new and indulgently delicious, choose from a spectrum of flavors including Vanilla Bean, White Chocolate Raspberry Fudge, Espresso Fudge

Pie and Vanilla Cherry Chunk... just a sampling of the glorious new Prestige tastes that are simply out of this world!

Try new Prestige Frozen Yogurt and Ice Cream, the flavors will bring in the customers, the tastes will *make them smile!* Contact your Melody Farms sales representative for a sampling of these new products and additional details.

Delightfully New, Indulgently Delicious!

**melody
farms®**
Prestige

**melody
farms®**

31111 Industrial, Livonia, Michigan 48150 Distribution throughout Michigan and northern Ohio. 1-800-686-6866



FULL SERVICE

SELECTION

QUALITY

VALUE

OUR PRODUCT LINE IS A TRADEMARK OF GOOD BUSINESS

The only company that can give you America's best selling family of soft drinks and non-carbonated beverages also brings you the world's best-known, most respected trademark.

Your local Coca-Cola Bottler can help put the power of that trademark to work for you with America's #1 selling soft drink - Coca-Cola classic®, #1 selling diet soft drink - diet Coke®, and #1 selling lemon lime - Sprite®.

Taking advantage of the equity in the Coca-Cola name is a strategy proven successful time and again.

It has become a trademark of good business.

For information, contact your local Coca-Cola Bottler at:
Metro North/Auburn Hills Branch 810-373-2653
Metro East Side/Madison Heights Branch 810-585-1248
Metro West Side/Van Buren Branch 313-397-2700
Port Huron Area/Port Huron Branch 810-982-8501



© 1995 the Coca-Cola Company "Coca-Cola," "diet Coke," the Dynamic Ribbon device, "Sprite," "Minute Maid," "Nestle," "Fruitopia," "Powerade," are trademarks of the Coca-Cola Company.

Family and Medical Leave Act rules finalized

The rule for the Family and Medical Leave Act (FMLA) became final on April 6, 1995.

Only a few changes were made in the final FMLA regulation. The FMLA requires employers with 50 or more workers to provide up to 12 weeks unpaid, job-guaranteed leave in a 12-month period for childbirth, adoption, and serious personal illness of employees or their close family members. The law does not apply to short term illness which would normally be covered by employer sick leave policies. The final regulation defines serious illness to be one that lasts for longer than three consecutive days. The final rule expands the definition of "serious health condition" to ensure that leave is provided for those who suffer from certain chronic conditions such as asthma and diabetes.

Wage and Hour inspectors have found that most employers' violations of the FMLA resulted from

Legislative Update

their failure to communicate family and medical leave obligations to their employees. This includes written notice of employees' rights under the law. Businesses should examine their employee handbooks to ensure that information included is in compliance with the FMLA.

—NGA

Labeling update for poultry products

The United States Department of Agriculture (USDA) has proposed a new regulation that would change the labeling of poultry products as "fresh."

Under the current system, poultry may be labeled "fresh" even if it has been transported or stored at temperatures as low as zero degrees Fahrenheit and as high as 40 degrees.

Under the USDA's proposed rule,

poultry held at temperatures between zero and 26 degrees would have to be labeled "previously frozen." Twenty-six degrees was chosen as the defining temperature because this is the temperature at which chickens begin to freeze.

This measure would effectively outlaw the practice of "deep chilling" chickens for long distance transportation after which the poultry is thawed and sold as "fresh." One effect of the regulation would be to promote local poultry over poultry shipped long distance.

—NGA

How to communicate with your U.S. Senators and Representatives

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. 20510

Food Bank of Oakland County Scans for hunger

The Food Bank of Oakland County is inviting grocery, party and convenience store operators to take part in a new project called Check-out Hunger. Stores put up a display at the check-out counter that contains \$1 coupons that have a bar code on them. The display asks customers to tear off one or more coupons, which the cashier will scan like any other purchase. If the store does not scan, the PLU code is used. The cost is then added to the shoppers' order. At the end of each month, the Food Bank of Oakland County will make a purchase at your store based on the coupons collected that month. The Food Bank will be responsible for making sure that all stores receive all the material needed to run the program and will also make sure that stores are stocked as necessary.

"It's simple and everyone wins! Money raised at your store is spent at your store," says Bob Bauer, director of resource development and marketing for the Food Bank of Oakland County.

For more information contact: Bob Bauer, The Food Bank of Oakland County, P.O. Box 430636, Pontiac, MI 48343, Phone (810) 332-1473.

You're Our Star, AFD! Have A Great Trade Show!



From Your Friends At:

Stephen's

NU-AD

CREATIVE ADVERTISING & PRINTING
17630 EAST TEN MILE ROAD
EASTPOINTE, MICHIGAN 48021
(810) 777-6823 • Fax (810) 777-1434



**HEY, THE DOG'S RED
NOT THE BEER.**

Dogs should be red. Beer should be smooth.
And easy to drink.

Plank Road Brewery. Enjoy It Responsibly.



Six cardinal rules of customer service

Here are six foolproof rules that can help you achieve an efficient customer service department. These rules come from Nancy Friedman, President of Telephone "Doctor," an international telephone skills and customer training company. Hang these rules in your office, by every phone, every water fountain and every cash register. Make them a part of your company policy.

1. People before paperwork.

How many times have you stood and waited while a clerk tallied up a batch of figures and then, after he or she was through, asked, "How can I help you?" And how many times have you waited while someone "fiddled" with a desk drawer, or wrote up a note, before they acknowledged you? Paper can wait—people should not. At the very first inkling a customer is near, STOP. Put your paperwork down. Set it aside. It won't walk away, but the customer will. Make eye contact and immediately acknowledge your customers—let

them know that THEY come first.

2. Always be nice . . . even when you're busy!

Don't be too busy to be nice.

Being busy does not give you carte blanche to be rude. The customer wants all of your attention and if you appear too busy, and make them feel unimportant, they may go elsewhere.



3. Take your time with callers.

Let's face it . . . most phone calls we get are an interruption and we usually are in the middle of something. When you answer the phone and rush the caller, it threatens them. The caller needs your full attention. Don't write, type, or talk to anyone else unless it pertains to

the conversation 100%. Quick, short answers are also very intimidating. If you are in the service industry, your clients aren't an interruption—they are your business.

4. Speak on their level.

Company jargon should stay in your company. Mistakes and miscommunications thrive on company jargon. You'll be far more familiar with them and

abbreviations than the caller will. And, you're not impressing anyone with the knowledge of what they don't know. Find a common denominator—a common bond. The customer will appreciate your thoughtfulness.

5. Be friendly at all times.

Have you ever called a company where you were treated in a fairly average manner, and when they realized you were a friend of the boss or someone other than an average customer, they brightened right up? Why wait to be friendly? Why discriminate? If you're friendly before you know whom you're talking with, you'll make a whole lot of good points and you're giving the same fabulous service to everyone. Don't discriminate!

6. There "Ya go" is not "Thank you."

Count, starting today, for one day, how many times people forget to say "thank you" and "you're welcome." There "ya go" just doesn't hack it. When a customer spends money, they want to hear a big smiley "Thank you, we appreciate your business." Also, "you're welcome" is a wonderful phrase, it is far more impressive than "uh-huh." Use it more often.

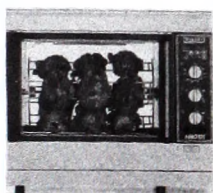
—Oklahoma Grocers Association

COOK • BAG • SELL

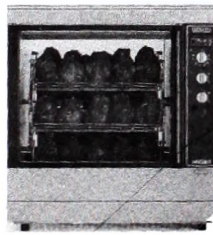
COOK IT! • BAG IT! • SELL IT!



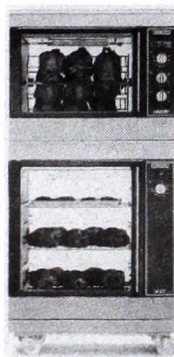
HRO-50 Countertop Rotisserie



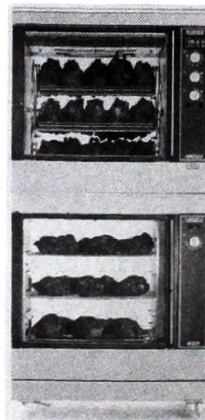
HRO-101 Compact Rotisserie



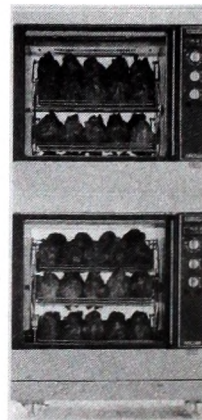
HRO-103 Full Size Rotisserie



HRO-101 Compact Rotisserie/Warmer



HRO-303 Full Size Rotisserie/Warmer



HRO-505 Double Rotisserie

HOBART

Quality is just the beginning.

1-313-697-7060

Calendar

- April 23 - 25 *Supermarket Pharmacy Conference*
Marriott Rivercenter Hotel, San Antonio, Texas
- April 25 - 26 *AFD Trade Show*, Burton Manor; Livonia, Michigan
- May 7-10 *FMI Supermarket Industry Convention and Expo*
McCormick Place, Chicago, Illinois
- May 21 - 24 *Annual Financial Executives Conference*
Plaza San Antonio Hotel, San Antonio, Texas
- June 11 - 15 *FMI Performance Skills for Effective Store Management*
San Diego, California
- June 18 - 20 *I.D.D.A's 31st Annual Seminar & Expo*, San Jose, California
- July 16 - 20 *FMI Performance Skills for Effective Store Management*
Dallas, Texas
- July 18 - 21 *1995 Exhibit Industry Conference & Exposition*
Moscone Center, San Francisco, California
- July 23 - 27 *FMI Performance Skills for Effective Store Management*
Philadelphia, Pennsylvania
- Sep. 10 - 11 *Kramer Holiday Food Show*, Novi Center; Novi, Michigan
- Sep. 10 - 13 *NAWGAI/FDA Midyear Executive Conference*
White Sulphur Springs, West Virginia
- Oct. 8 - 10 *General Merchandise/Health & Beauty Care Conference*
Pennsylvania Convention Center, Philadelphia, Pennsylvania
- Oct. 8 - 11 *National Frozen Food Convention*; San Francisco, California
- Oct. 22 - 25 *NAWGAI/FDA Food Industry Productivity Conference*
Phoenix, Arizona

LA PREFERIDA®



**Increase Your Profits with
La Preferida's Complete Line of
Authentic Mexican Foods.**

Over 150 items, including:

- Salsas
- Refried Beans
- Peppers
- Rice
- Beans
- And Many More!



**Look for La Preferida at the Kehe Distributor Booth
at this year's AFD Show. Stop by and try our new
FAT FREE Dips and FAT FREE Refried Beans!**

La Preferida, Inc., 3400 W. 35th St., Chicago, IL 60632
PHONE: (312) 254-7200 FAX: (312) 254-8546

Endorsed by:

AFD
ASSOCIATED FOOD DEALERS
OF MICHIGAN

CELLULAR ONE® BRINGS YOU AN OFFER ONLY A SELECT FEW CAN APPRECIATE.

Right now, take advantage of special Cellular One discounts designed exclusively for associations like Associated Food Dealers of Michigan. Your organization endorses Cellular One because of their outstanding reputation of customer service before, during and after the sale. And now, Cellular One wants to pass those advantages, along with terrific savings, on to you. Just call us at 1-800-45-CELL-1 or Associated Food Dealers at 1-800-66-66-AFD to find out just how simple cellular service can be.

For more information, call 1-800-45-CELL-1

CELLULAR ONE®

Two-year Cellular One service contract required. Offer for activations at participating locations in Bay City, Detroit (and Metropolitan area), Flint, Grand Rapids, Lansing, Midland, Monroe, Muskegon, Port Huron and Saginaw. To be eligible for this rate plan you must call 1-800-45-CELL-1 prior to activation. Airtime is additional for features. Roaming charges not included. May not be used with any other Cellular One offer. If during the term of your service contract you are no longer an AFD member, regular rates will apply. Every time you use your cellular phone, you make a contribution to the Cellular One/Associated Food Dealers of Michigan program. Other restrictions apply.

Planning for workplace violence

Violence in the workplace has become the third leading cause of death on the job. In the last year alone, nearly one million U.S. employees were victims of physical attacks at work and 1,004 were killed on the job as a result of these incidents.

While the causes of workplace violence are complex, many can be directly linked to the employee's perception of their "loss of control." Whether this

loss of control is in the family unit or on the job, the corresponding stress can lead to explosive behavior. The violent acts of the individual are the end product of a series of events that have created stress in the individual's life. In the first year after being laid off, employees are six times more likely to commit violent acts than those workers who have retained employment. Whether the violent behavior manifests itself

"Often, the telltale signs of workplace violence were present, but went unnoticed."

evolved from smaller incidents that build to a crescendo. These incidents may be real or perceived incidents of stress, discrimination, harassment, job loss or dissatisfaction.

Often, the telltale signs of workplace violence were present, but went unrecognized. High job dissatisfaction correlates strongly with absenteeism, stress, and resulting violent behavior. When mixed with illicit drugs, alcohol, and a failure to recognize the inappropriateness of their action, the employees' potential for violence increases.

Employers should assess the potential for violence or other inappropriate behavior and plan to avoid or diminish the possibility. Often, using a team approach offers the best look at assessing the risk for violence. Combining the resources, perspective, and talents of loss prevention, human resources, legal and employee assistant programs allows for the risk evaluation of potential problem employees. Recognizing that the loss of one's job is a significant stress inducer comparable to a divorce.

In assessing the threat potential, consider the following:

- Statements made and the parties involved;
- Circumstances of previous threats and existence of weapons;
- The witnesses to the threat;
- Evaluation of previous incidents and resulting conduct;
- Recent behavioral changes, discipline, or work performance;
- Other factors: denied promotion or transfer, fear of layoff, relationship with management.

In the event that it is determined that the potential for a violent act exists, the employees should prepare counseling or protective measures that meet the needs of the situation. The employer must be sensitive to the needs of the accused, during and after the process, as well as those of the company. Paying attention to potential for violence and planning to handle it on several levels can reduce the chance that it will actually erupt.

—LPS



Rated B+ (Very Good)
by A.M. Best

**Michigan's Leader
in
Liquor Liability
for 7 years running!**

Our outstanding service has made us #1

- Competitive Rates
- Endorsed by AFD for 6 consecutive years
- Never Assessable, no deductibles, policy fees or surplus lines tax
- Available through the Independent Agent network with over 700 agencies to serve you

1-800-229-NPIC

1-810-357-3895 FAX

Admitted, Approved and Domiciled in Michigan

or call AFD at 810-557-9600 or 800-66-66-AFD

Have a Great Trade Show, AFD!



FAYGO®

**Please come and see our
Hot Selling**

NEW PRODUCTS

**April 25 & 26, 1995
at the Burton Manor, Livonia**

Talking Rain produces New Age soft drink

Talking Rain Beverage Company recently launched its line of Sparkling Ice in order to stake its claim in the New Age category of beverages.



The etched artwork along and frosted bottles gives the all-natural fruit-flavored water an identity of its own. The patented and trademarked bottles have won honors from several different competitions including the Beverage Packaging Global Design and Northwest ADDY.

The beverage comes in Berry, Apple, Peach and Cherry in 12-ounce single-serve bottles, and are available in regular and low-calorie.

"Our feeling is that the 4-pack is fading at the retail level. What's appearing on shelves now are the 20s, the 24s, the 22s—the larger single-serve SKUs," said Doug MacLean, vice president and general manager of Talking Rain.

"The 20-ounce will be a replica of the award-winning package with a 38-millimeter, wide-mouth," explained John Stevens, founder of the company.

A new line of non-carbonated prod-

ucts including iced-teas and lemonades and the new 20-ounce, single-serve bottles are expected to come into the market this spring.

For more information regarding Talking Rain products, please call Garden Foods, Inc. at (313) 584-2800.

Tea brewer's consumer appeal steeped in tradition

This spring, Arizona Iced Tea will take a step that shows the company remains in close touch with consumer sensibilities.

It will unveil an innovative product that while new, is also steeped in tradition,

Arizona Iced Tea With Ginseng. According to Arizona Chief Operating Officer Mike Schott, ginseng is a natural and mysterious substance that has been the subject of folk lore for centuries.

The combination of ginseng with tea originated in ancient China. The tenets of traditional Chinese medicine hold that ginseng is a tonic to increase strength, increase blood volume, promote life and appetite, quiet the spirit and give wisdom.

The product is being marketed in 20 ounce cobalt blue bottles with gold high



Products

lighted neck and body labels.

The label art depicts a Native American medicine man riding a buffalo; a Native American symbol of divine power. Most Native American tribes were familiar with ginseng and valued the plant highly.

For more information contact Ferolito, Vultaggio & Sons at (513) 357-4750.

Pierre Frozen Foods offers JUMBO Breakfast Sandwiches

Satisfy the hungriest morning customers with JUMBO Blue Ribbon™ Biscuit Sandwiches from Pierre Frozen Foods. These big, delicious microwaveable breakfast sandwiches are made with the freshest real ingredients including premium quality meats, eggs and cheese, all served on buttermilk biscuits.

Pierre JUMBO Blue Ribbon Biscuits taste so country oven fresh and delicious, customers will make these sandwiches a regular part of their morning routine, offering you a steady source of repeat business.

Every Pierre Breakfast Sandwich features a full 14-day shelf life under refrigeration and bright, attractive 4/color packaging to help attract consumer trial.

The Pierre Breakfast Sandwiches include: Canadian Style Bacon; Egg & Cheese on Biscuit; Country Fried Steak

on Biscuit; Sausage Patty and Cheese on Biscuit; Bacon, Egg, Cheese on Biscuit, and; Sausage, Egg and Cheese on Biscuit.

Pierre Frozen Foods produces a full line of wrapped sandwiches and fully cooked meats for foodservice, vending, convenience store, mobile catering and other consumer markets.

For more information, contact Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, Ohio 45246 and the telephone number is (513) 874-8741 or (800) 543-1604.



Dip into this!

Marie's extends its vegetable dip line

On the heels of last year's successful launch of Marie's five new refrigerated vegetable dips, the maker of premium-quality refrigerated salad dressings is introducing yet another delicious dip variety—Marie's Bacon Ranch Dip.

Like Marie's other sour cream-based dips, new Marie's Bacon Ranch Dip is made to serve with fresh vegetables. Marie's dressings for salads, and Marie's vegetable dips must be refrigerated. The five Marie's refrigerated dips feature: New Bacon Ranch, Homestyle Ranch, Parmesan Garlic and Sun Dried Tomato.

Clear plastic 12 ounce tubs enable consumers to see product quality.



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

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

Golden Dental Plans
29377 Hoover Road
Warren, Michigan 48093

1-800-451-5918

Hill Phoenix Refrigeration NEW!

Dent Proof Polymer Bumper and Kickplates
No High Shinning, Glaring Metal Services
Lower Cases - Easier to Reach Products.

Danfoss Energy Management Controls

Sales • Installations • Service
Serving:

- Detroit • Grand Rapids • Lansing • Flint
- Saginaw • Traverse City • Alpena
- Bay City • Port Huron • Kalamazoo

CASES • WALK-INS • REFRIGERATION SYSTEMS

A
&
B

REFRIGERATION

24435 W. Warren
Dearborn Heights, M 48127

CALL

JASON BYERS or BILL RODERICK

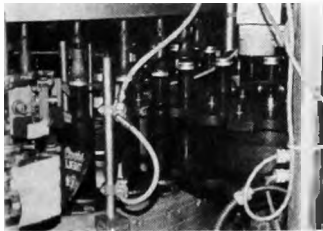
313-565-2474

OR FAX: 313-565-5272

SEE HILL PHOENIX AT FMI '95

Coors Brewing Co. introduces technology for new packaging

Technicians at Coors Brewing Company (CBC) have shared brewing and packaging experience with container design people at Anchor Glass to develop production capabilities for packaging configurations that are unique to the beer industry. The result of their efforts will allow Coors to produce a new package that has previously only been available to the soft drink and alternative beverage market.



The new package holds 16 ounces of liquid, has a wide-mouth opening and features a 360-degree relief depiction of a western United States mountain scene on the container's "shoulder." It is believed to be the first beverage bottle with an embossed view of an actual American mountain range.

Employee teams from both Coors and Anchor masterminded the innovation to response to the growing trend in the beverage segment toward alternative-type glass containers. According to Jim Youker, a Coors product development manager, Coors engineers outfitted standard production line fillers with new alternative beverage industry parts. During start up, the converted machinery turned out approximately 48,000 bottles per hour, said Youker.

The current production will include the Coors light brand only and the company will be testing the package on a market-by-market basis.

CBC has a long history in packaging innovation, including the development of the aluminum beverage can in the 1950s. In addition to marketing the first aluminum cans in 1959, Coors was responsible that same year for launching the aluminum recycling revolution by offering a penny for each can returned to the company.

Bumble Bee promotes spelling bee

Bumble Bee Seafoods, Inc. is creating a new buzz in town as the presenting sponsor of the live ESPN broadcast of the 68th Annual Scripps Howard National Spelling Bee® on June 1, 1995. The collaborative effort marks the first time the media giant teams with a broadcast sponsor to promote spelling nationwide.

The success of the Scripps Howard National Spelling Bee has

led to its continued growth over the years. The competition's objective of encouraging students to improve their spelling and vocabularies, and develop correct English, aids them for the rest of their lives.

Based in San Diego, Bumble Bee Seafoods, Inc. is one of the world's largest distributors of canned seafood products and the number two producer in the United States.

Labor is high cost item in food industry

According to *FMI's Operations Review*, 1993, store labor is the largest portion of all supermarket expenses—equaling more than half (51.5%) the percentage of the gross margin.

The industry's hourly wage for non-supervisory employees averaged \$7.57 in 1993, well above the nation's minimum wage.

WHAT DOES IT MEAN TO YOU WHEN YOUR DOCTOR OR HOSPITAL "PARTICIPATES" WITH US?



A MESSAGE TO MICHIGAN'S SMALL BUSINESSES:

PARTICIPATING DOCTORS AND HOSPITALS ACCEPT OUR REIMBURSEMENT AS FULL PAYMENT FOR COVERED SERVICES.

In most cases, all you or your employees have to pay are deductibles and co-payments. And no matter how small your company, that means you get the same good deal we give our largest group customers.

When you and your employees go to Blue Cross Blue Shield participating doctors and hospitals, we pay them directly for covered services. They've

signed agreements to accept our allowed amounts as full payment for covered services. Why? Because almost four and a half million Michiganders are Blues members. Most physicians have a lot of our members as patients, and join the Blues to better serve them.

THE NUMBERS WORK FOR YOU.

Who participates with us? All 195 Michigan community hospitals. Three out of four physicians in the state. And 99 percent of all pharmacies.

Plus, as a Blues group, you gain the clout of the largest corporations because you're in

partnership with them—and with us—to purchase health care economically.

That's value. And it's the kind of value you only get with Blue Cross Blue Shield and Blue Care Network of Michigan. For more information, contact your local independent insurance agent or a Blue Cross Blue Shield sales representative.

"Make sure your physician participates in Blue Cross Blue Shield. Most do—and they work with us to hold down costs."

Frank J. McDewitt, D.O.,
Vice President and
Corporate Medical Director



AMERICA'S HEALTH SECURITY CARD.

Call your independent insurance agent
or Judy Mansur at
Associated Food Dealers: 1 (810) 557-9600



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Ten valuable tips to create quality teams

by Joyce Weiss, M.A., CSP

As a professional speaker and workshop trainer, I am asked the following question from team leaders and managers: "How can I create quality teams, that are focused on a common goal? We need to increase productivity and strengthen our position in the marketplace." I have noticed certain qualities that successful companies share. Our clients see a significant change with their teams after we help them design their own customized plan. Here are ten tips that I use to boost morale and productivity. Try the ones that seem appropriate for your team. Have fun with these ideas and watch the "bottom line" increase as you surpass your competition.

1. Set a positive example.

Leaders are scrutinized by all employees. If you are a team leader make sure that you "walk the talk." Don't just give lip service on quality. When you make mistakes, share them with your team. Les Wexner, owner of the Limited, a chain of women's clothing stores, shares his mistakes with his team in his "Hall of Shame."

This provides a forum for his staff to discuss their mistakes and what they learned from those mistakes.

2. Give support to create trust.

Leaders must create a feeling of trust in order for their team to succeed. When someone makes a mistake, leaders must discuss what went wrong and then problem-solve for solutions. Yelling at an employee in front of his or her peers doesn't work. It only decreases morale and reduces self-esteem.

3. Develop an open line of communication.

Create an atmosphere where employees can communicate ideas to you. Convey these ideas to the entire team. A common complaint from non-management is that they feel uninformed. Quality teams share their vision from the team leader on down.

Newsletters or bulletins are especially helpful when the creative writers on your team have a chance to communicate the team's ideals and goals.



4. Create regular and productive meetings.

The leader does not have to be present at every meeting. I suggest the leader stay for only part of the meeting. The team may feel more comfortable discussing challenges freely. Often times this

starts the creative juices flowing.

5. Assess strengths and weaknesses.

Knowing where the team excels and what are its weakest links is one of the strongest elements of quality teams. It can prove fatal when teams skip over their weaknesses. Teams need to constantly ask themselves: "How can we improve?"; "What areas need strengthening?" Teams need to find out what they can do to get competitive edge. Constant improvement is mandatory for quality teams to excel.

6. Encourage creativity.

Successful companies realize that each person on the team has his or her own special uniqueness that brings diversity to the team. Encourage team members to share ideas, no matter how simplistic they may seem. It is usually the basic ideas that start the creative juices flowing. An athletic coach, while eating waffles for breakfast, got an idea and designed and developed the unique soles on Nike athletic shoes. Set some rules at creative brainstorming sessions: only positive statements allowed; anyone can contribute ideas; there are no stupid ideas, only ones not mentioned. Do something totally new and different. Think of constant improvements.

7. Motivate your team.

Make sure you celebrate the small successes. Showing appreciation and recognition to team members will inspire everyone to continue doing a good job. Show thanks for a job well done in front of peers. Other motivators might include recognition

plaques or presents, such as gift certificates to a restaurant. Any form of recognition will be appreciated. Employees tell us their biggest complaint is not feeling appreciated. Leaders need to show their staff how much they care. If you have problems with your staff, share your concerns. Part of being a good coach is motivating your team to continue their success, to stretch their potential.

8. Develop a "joy" committee.

Ben and Jerry's, the ice cream company, started this wonderful idea. Their employees expect to have a great day. Their slogan is: "If your job isn't fun, why are you doing it?" The "joy gang" improves the quality of life for all employees and the community. Employees must take home three pints of ice cream each day. Find out what your "joy gang" could do to increase productivity.

9. Give your staff permission to take risks.

A good coach must help employees determine what they need to do to get the information to make good decisions. I am talking about smart risks, which need to be discussed ahead of time. Quality teams realize that the competition is making changes constantly. They are surveying their customers about their specific needs. Risk encourages everyone to make changes in order to keep up during these competitive times.

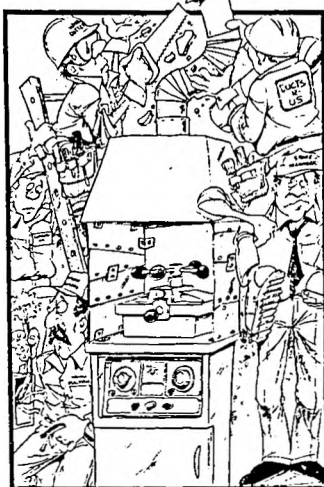
10. Empower all staff members.

Sometimes team leaders feel uncomfortable about this. It is not easy for those in charge to relinquish power to others. If you really want to have a quality

team that feels passionate about their job, then you must set the tone. It takes time to teach others how to be empowered. But people who are persistent with empowerment will increase their bottom line. Empowerment makes employees feel important, their creative ideas worthwhile, and it frees up the team leader to do what he or she needs to do.

"The power of success lies in how you motivate your team."

Personnel Needed to Install **THEIR** Fryer:



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



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

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

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

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

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

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

Scanning

from page 18.

take place. This allows for more efficient labor scheduling.

Bye-bye to dead inventory

Another task force member, Marianne Miller, Operations/Marketing Manager for Landhope Farms, Inc. (Kennett Square, PA), adds that, because of the information collected by scanning systems, retailers can almost immediately recognize a problem, then make the necessary adjustments to solve that problem. "We identified our dead items, got rid of them and reduced our inventory levels by \$10,000," says Miller, whose company operates 15 stores. "We can also determine which items sell the best on a region-by-region basis. Before, we could only do this on a store-wide level."

John Wingate, Director of Management Information and Communications Systems for Marsh Village Pantries, Inc. (Indianapolis, IN), notes that scanning can reduce the overall training time for store clerks. "All the clerk has to do is ring up the item, and the machine produces all the information on that item's price, food stamp eligibility and tax status," says Wingate. "With scanning, we can get a new employee up and running on a register in an hour. This cuts down on a lot of frustration for that new employee." Marsh Village Pantries operates 177 stores.

Scanning's information overload an initial challenge

Despite obvious benefits that scanning can produce, there are some challenges that the retailer faces in trying to reap those benefits. For example, scanning provides a wealth of information for the retailer. But there is concern that the amount of information could also become a problem.

Most stores operate on what's known as a price book. This is the master file where all of the product descriptions, uniform product codes and prices are maintained. "Price files must be changed constantly," notes Wilson of NCS. "Convenience stores see many price changes every week and it's very difficult to ensure store prices match headquarter prices." Wilson had to go a step further and hire a pricing manager and PQS Coordinator. Their responsibility: to make sure that prices match at all times.

Wingate of Marsh Village Pantries adds that a dated price book will not only nullify many of the benefits of

scanning, but also drive away customers. "If you have prices that are incorrect or someone neglects to program any additions or deletions, you will be in trouble with the customer. He or she will lose confidence in the system and go someplace else."

As a high-technology category representative on the NACS Associate Board, Bob Johnson has seen first-

hand many of the challenges that scanning poses for convenience store companies. Johnson, President of The Pinnacle Corporation (Arlington, TX) which specializes in store automation, says that what may take small companies several months to implement could take a year or more for larger ones.

"A chain with 500 stores usually

has different pricing structures for each store," Johnson points out. "Scanning creates a major problem for a firm trying to keep up with all the price changes that occur in each of those stores in a given week."

Johnson also recognizes that the

See Scanning
page 35.

The Associated Food Dealers 11th Annual Selling Trade Show - for the food & beverage industry -

Trade Show Activities:

- Crime Prevention Seminar
- T.I.P.S. Training Seminar
- Tobacco Youth Act Seminar
- Best Bagger Contest

You must preregister for all of the events.

- ◆ Do you buy products from any of the companies listed below? You will be able to purchase their products at special discounted rates that will only be available at the show.
- ◆ All exhibitors' show specials and premium offers will be featured in a voucher booklet. If you preregister you will receive all show specials in the mail. Plan your purchases before the show with the voucher booklet - great show discounts. Call today to preregister at (810) 557-9600.
- ◆ AFD will give you money towards your trade show purchases if you win one of our shopping spree which will be awarded every hour. You must be present at the show to win!
- ◆ Preregister today by calling (810) 557-9600. There will be a \$5 admission fee for all retailers who do not preregister so call now! Don't forget to preregister for the free seminars.



Meet
The
Stars
In The Food &
Beverage Industry



Show
Hours:



1994 Exhibitors:

7-UP of Detroit	Kehe Foods
Absopure	Kowalski Sausage
All Star Foods	Kramer Foods
Amato Foods	Louis Distributors Inc.
AmeriCopy	Ludington News
American Express	Marie Brizard Wine & Spirits
Ameritech	McKesson Service Merchandising
Anheuser-Busch	Melody Farms
Awrey Baking	Michigan Bankard
Better Made Potain Chip	Michigan Sugar
Blue Cross Blue Shield	Miller Brewing
Bollin Label	MMI Distributing
Borden Ice-Cream	Nikolas Distributors
Borden Quality Snacks	North Pointe Insurance
Brehm Broaster	Nu-Ad
Canandaigua	Ovenfresh
Cellular One	Pabst Brewing
Central Alarm Signal	Paddington Corporation
Central Foods	Pepsi-Cola
Check Point	Pfeister Company
Coca-Cola	Pointe Dairy
Computer Junction	R. M. Gilligan
Consolidated Wines & Spirits	S. Abraham & Sons
Continental Baking	Sales Control
Coors Brewing Company	Schafer Bakeries
CoreSource	Scot Lad
DCI Food Equipment	Seagram Beverage Company
Delicious Cookies	Shearer's Snacks
Dolly Madison Bakeries	Sherwood Foods
Eby-Brown	Spartan Stores, Inc.
E & J Gallo Winery	Steve Conn Associates
Everfresh Juice	Stark & Company
Farmer Post	State Wide Financial
Faygo Beverages	Stroh Brewery Co.
Frankenmuth Brewery	Sun's Ice Cream
Frito-Lay	Sunshine/Salerno
Food Industry Financial	Taystee Bread
Garden Foods	Tombstone Pizza
General Wine & Liquor Co.	Tom Davis & Sons Dairy
Golden Dental	Tony's/Red Baron Pizza
Golden Valley Dairy	Traveler's Express
H & O Distributors	Treppo Imports & Distribution
Health Alliance Plan	Union Ice
Hobart	United Distillers Glenmore
House of Seagram	V.I.P. International
Items Galore	Variety Foods
J. Lewis Cooper	West End Products
John S. Seney Inc.	
Kanter & Associates	
Kar Nut	

Tuesday, April 25, 1995 ♦ 6 - 10 p.m.
Wednesday, April 26, 1995 ♦ 1 - 9 p.m.
Burton Manor
Livonia, MI

Call to preregister @ (810) 557-9600



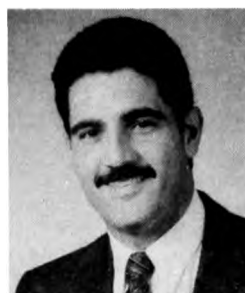
Presenting the AFD Board of Directors



Chairman
Nabby Yono
Orchard Food Center



Vice Chairman, Legislation
Mark Karmo
Royal Food Center



Vice Chairman, Membership
Terry Farida
Value Center Market



Vice Chairman, Future Plans
Bill Viviano
Bill Viviano Investments



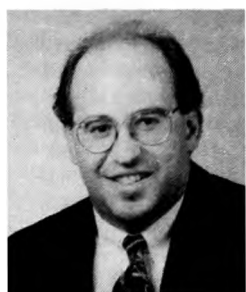
Treasurer
Alan Stotsky
Concord Drugs



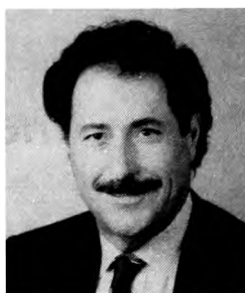
Secretary
Joe Smoliga,
Spartan Stores



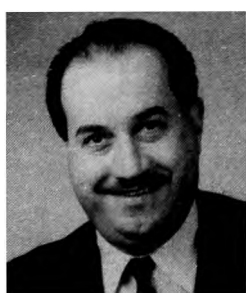
Legal Counsel
James Bellanca, Jr.
Bellanca, Beattie & DeLisle



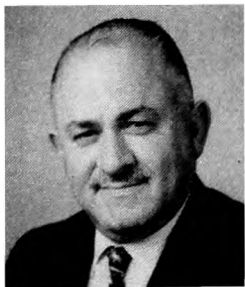
Emeritus Director
Frank Arcori
V.O.S. Buying Group



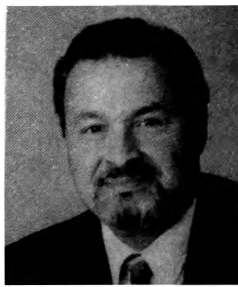
Emeritus Director
Amir Al-Naimi
Joy-Thrifty Scot



Emeritus Director
Sam Yono
Palace Plaza



Emeritus Director
Tom Simaan
Lafayette Park Supermarket



Emeritus Director
Jerry Yono
D & L Market



Retail Director
Alaa Naimi
Thrifty Scot Supermarket



Retail Director
Sam Dallo
In-N-Out Foods

Ready to serve you in 1995!

Midwest Wholesale Foods, Inc.

Midwest Wholesale is a member of the Melody Farms family of food distribution.

- Convenient Mid-Michigan Distribution Center
- A full-line supplier
- Experienced Buying, Merchandising and Support Staff



Services

- Cost-Plus Program
- One Simple Basic Fee
- Electronic Ordering
- Expert Sales Consultation
- Special Promotional Bulletin
- Financing Available
- Data Services
- Reclamation Center



Product Line

- **Dry Grocery**
Extensive variety of national & regional brands
- **Frozen**
One of the most extensive varieties in the mid-west
- **Dairy**
Complete line including juice, cheese, margarine, baking and pasta mixes
- **Candy & Spices**
- **Store Supplies**
Complete variety
- **Private Label**
Retail sensitive, private/packer label program
- **Cigarettes & Tobacco**
- **Health & Beauty and**
- **General Merchandise**
- **Specialty Food Program**



Midwest

MIDWEST WHOLESALE FOODS, INC.
3301 South Dort Highway
P.O. Box 1810
Flint, Michigan 48501-1810

Business (810) 744-2200
Toll Free (800) 552-6967



Presenting the AFD Board of Directors



Retail Director
Fred Dally
Medicine Chest



Retail Director
Brian Yaldoo
Majestic Supermarket



Retail Director
Jim Garmo
Galaxy Foods



Retail Director
Richard George
Wine Barrel Plus



Retail Director
John Gianotto
J & J Food Centers



Retail Director
Ronnie Jamil
Mug & Jug Liquor Store



Retail Director
Raad Kathawa
Ryan Foods



CABANA[®]
FOODS, INC.



*We offer our friends and
member retailers of the
Associated Food Dealers
of Michigan*

**QUALITY, VARIETY
and SERVICE
that is . . .**

MADE IN MICHIGAN!

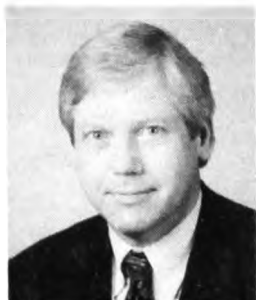


Nikhlas
DISTRIBUTORS, INC.



**Please call us at
571-CHIP (2447)**

Presenting the AFD Board of Directors



Retail Director
Thomas Welch
Hollywood Super Markets



Supplier Director
Gary Davis
Tom Davis & Sons Dairy



Supplier Director
Ron Paradossi
Coca-Cola Enterprises



Supplier Director
Mike Rosch
General Wine & Liquor Company



May 7-10, 1995
McCormick Place
Chicago, IL

Don't miss FMI's Supermarket Industry Convention & Educational Exposition

The Supermarket Industry Convention & Educational Exposition is our industry's premier showcase for the latest trends and techniques, products and suppliers. You'll glimpse the big picture of the industry today and tomorrow, and learn valuable ways to move your business ahead. **Don't miss Wednesday's special session on Supercenters — See you there!**



FOOD MARKETING INSTITUTE
800 Connecticut Ave., N.W.
Washington, DC 20006-2701
202/452-8444
Fax: 202/429-4559

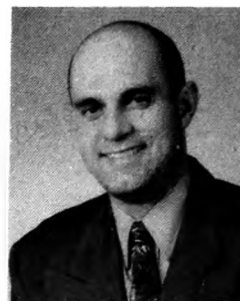
For more information, or to receive a registration form, please call our automated fax line at 1-800-890-7469, ext. 800.



Supplier Director
Cal Stein
The Pfeister Company



Supplier Director
Barbara Weiss-Street
The Paddington Corp.



Supplier Director
Chris Zebari
Pepsi-Cola Company

Scanning from page 31.

cost of scanning systems has been an obstacle to their use in the convenience store industry. He points out that operators have had to spend hundreds of thousands of dollars on new underground tank systems, leaving less capital for things like scanning. However,

Johnson looks to the future with optimism, noting that the per-store cost to implement scanning has dropped from the \$18,000 to \$24,000 range in the mid 1980s to the \$10,000 to \$12,000 range today.

Though scanning is designed to speed up customer service, some firms found the opposite, at least during the initial start-up period. They actually had their checkout

times slow down because of items that were not bar coded for scanning were difficult to scan because they were wet or frozen.

Compatibility is another challenge some firms have reported with scanning systems. Gerke points out that the system must not only be "compatible with all of the different cash register hardware in each store, it must also be designed to interface with other

equipment, such as gasoline pumps and money order dispensers."

There also has been some confusion over whether products, such as soda or beer, should be scanned by item or pack. This could require scanning everything as a single item, and then modifying the transaction if the product is sold in a pack.

—NACS SCAN

Scanning Terminology

Is your company thinking about installing POS scanning systems?

Here's a glossary of scanning terms to help you in your shopping:

Automatic Ordering - Reordering selected UPC-marked items through the use of scanning-generated data. Typically, such a system compares item sales to a pre-determined order point to trigger a new order.

Bar Code - The scanning machine-readable form of the Universal Product Code. The bar code appears on products in the form of light and dark bands.

Check Digit - A numeric character

encoded in the UPC symbol following the item ID. The check character is computed from the other characters of the UPC and serves to check the accuracy of the code during the scanning process.

DSD (Direct Store Delivery) - Refers to items not warehoused by retail stores which are delivered directly to stores by manufacturers.

Hi-Cone Packaging - This refers to products attached together as a multiple unit with UPCs only on the individual units.

Host Computer - The computer that is used to update the store-level computers on prices and to collect

and process store generated information.

Movement - Refers to the number of units or dollars sold on a specific item.

Multi-Packs - Multiple single items bound together in a single package which has a separate UPC from the UPCs on the individual items in the package.

Not-On-File - Condition when an item is scanned at the cash register, looked up on the item file and not found.

PC - Personal Computer.

PLU (Price Look Up) - Code used instead of a UPC that provides price

look-up in the scanner file and the ability to track product movement.

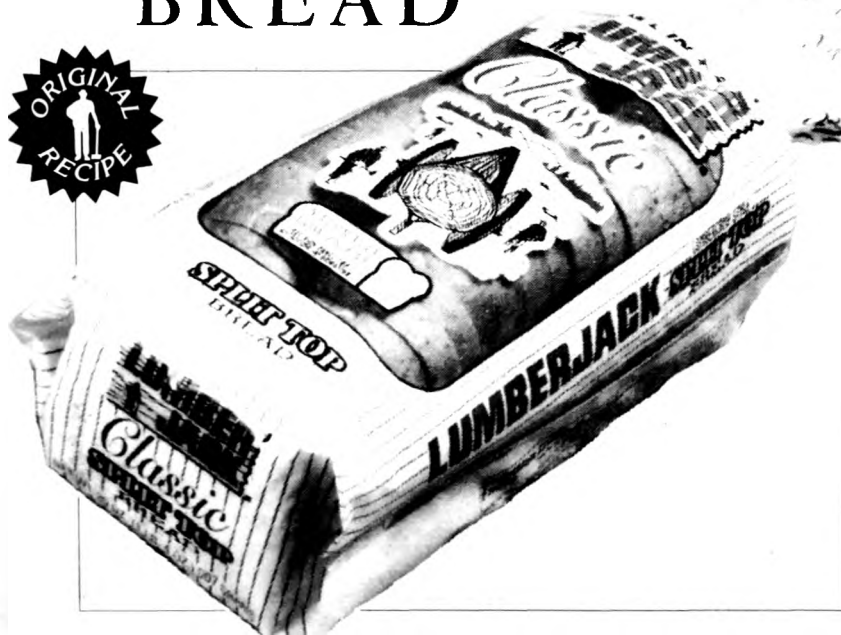
Price Book - Also known as the item file, or master item file, this is the file where all the product descriptions, UPC codes, prices and product costs are maintained.

Pricing Integrity - Ensuring that the in-store computer price file contains the same price for an item that is marked on the product.

Scanner - Laser device used to scan UPC codes.

UPC (Universal Product Code) - Scannable bar code specified by the Uniform Code Council, usually printed on products.

LUMBERJACK SPLIT TOP BREAD



Nearly 30 years ago Lumberjack Bread was introduced. It soon became, and remains, one of our best sellers.

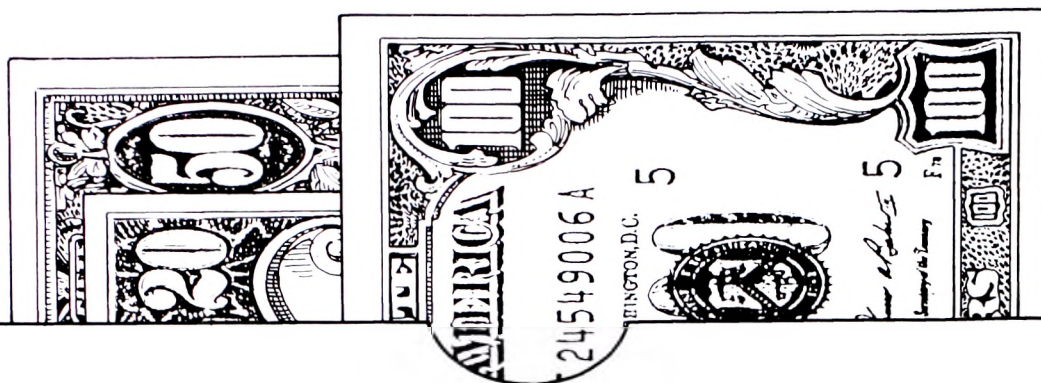
Now Lumberjack quality and goodness is better than ever with new Lumberjack Split Top Bread, a delicious blend of wheat, white and potato flours combined to give you old-fashioned cracked wheat goodness. In addition we added more oats, a touch of honey, and non-fat dry milk which give it more flavor and the extra nutrition that your customers look for.

Original Recipe Lumberjack Bread. From the Bakery that has been giving you choice baked goods for sixty-three years. Look for Lumberjack Bread at fine stores throughout Michigan.



210 28th Street, S.E. • Grand Rapids, MI 49548 • (616) 245-9127

Associated Food Dealers of Michigan



1995 Trade Show Special
Up To

10% OFF*

From Detroit Edison
On Electric Cooking Equipment
Featured In These Booths:

Vendor	Booth #
Brehm Broasters Sales	819, 909, 910
DCI Food Equipment	313
Amato Foods	412, 413
Hobart	206, 207

ELECTRIC
Y-O-U-R C-O-O-K-I-N-G

**Detroit
Edison**

A good part of your life.

* To be eligible for the special show discount, you must sign in at participating dealer booths and be a Detroit Edison business customer.

EBT

from page 1.

many retail outlets. Federal law prohibits selling, lending or giving away food stamps. Hoch says that the EBT program combats that problem.

"Our stores require that anyone who uses the food stamp card must also have some other form of identification," he says. "This helps eliminate fraud and prevents anyone from falsifying coupons."

Lottery

from page 1.

Michigan Lottery introduced this brand new \$2 instant game called "Banko" on March 27. Lottery players can win up to \$15,000 on this new game which is unlike any other instant game ever before sold in Michigan.

There are five different games on each "Banko" instant ticket, which means five ways to win. Players first scratch the "Banko Board" to reveal 20 numbers. Then the players match the "Banko Board" numbers to the numbers on the five different games. Players indicate each match by rubbing the scratch-off area below each number. Players win the prize shown for the numbers matched in each of the five games.

Talk up this new game to your customers, sales commissions are double on this exciting \$2 instant game.

The Michigan Lottery will introduce two new instant games, "Gimme A Winner" and "Cash Wave," in April.

Players can win up to \$1,000 in the new "Gimme A Winner" instant game, which goes on sale on April 10. If players get a "Win" symbol, they win the prize amount shown in the prize box. If players get two "Win" symbols, they win double the prize amount.

Players can win up to \$3,000 in the new "Cash Wave" instant game, which goes on sale on April 24. If players get three like amounts, they win that amount instantly.

Finally, I'm pleased to announce that the Lottery will kick off a retailer incentive program in April. Retailers will compete (only with retailers in their group) for great cash prizes in "Instant Sales Drive—'95." This instant ticket retailer incentive program, which runs from April 4 through July 24, is a "win, win, win" proposition for retailers: Lottery agents can win cash prizes from \$100 to \$1,000; increase sales now that the Lottery is offering more \$2 instant games; and boost sales commissions by beating last year's sales. Your Lottery sales rep has complete details on the incentive program for you. Good Luck!

Hoch adds that his company has seen very little in the way of problems with the card readers. In fact, he says the units are so small, approximately one foot long by five inches wide, that very little counter space is lost. Hoch also believes that the program has the potential to be implemented in every retail outlet across the nation.

"This should be carried forward," Hoch notes. "Not only does it make things easier for the customer using food stamps, in the long run it saves stores' money. If you can save dollars, it reflects in your bottom line and

pricing."

Daryl Bausher, a Store Manager for the 220-store chain Turkey Hill Minit Markets in Lancaster, Pennsylvania, also supports the EBT system. Bausher says that EBT has made his job much easier and has made shopping more convenient for food stamp recipients living in his area.

But, with any new system, there are a few drawbacks. Since food stamp sales occur in spurts, there's always the danger that the machines will break down due to high sales volume taking place all at one time.

Bausher also notes that there is some confusion about how the special food stamp card is used.

"Other family members who want to use the card sometimes don't realize that only the person whose name is on the card can use it," he says. "Alternate cards can be used, but many customers don't know about them. Once EBT sees more use, this problem should work itself out."

—Some information for this story was provided by National Association of Convenience Stores.

The Sky Is the Limit When You Fly The Red Baron

Since 1984 we've introduced over 26 new products... all backed by the most powerful merchandising machine in frozen foods today! **TONY'S PIZZA SERVICE** The Driving Force In Frozen Profits

FOR SALES & SERVICE CALL 1-800-247-1533

We're Taking Workers Compensation Costs In A Different Direction

The CoreSource Approach

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

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

Local Perspective, National Resources

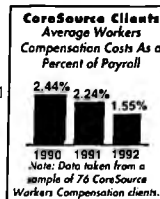
CoreSource combines the resources of a national operation with the responsiveness of a local company. From our 25 regional offices, we manage \$2 billion in client programs covering 1.5 million lives.

Proven Results

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

The United States' workers compensation system is in crisis but we continue to find solutions. We're CoreSource. Let us build a solution for you. **For More Information, Call Toll Free: 800 482 0615.**

*Social Security Administration



CORESOURCE

Healthcare & Workers Compensation Solutions

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Continental Baking	(313) 591-4132
Dolly Madison Bakery	(419) 691-3113
Koepfberger Bakeries, Inc.	(810) 967-2020
Ovenfresh	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	(810) 294-9166
Sunshine/Salerno	(810) 352-4343
Taystee Bakeries	(810) 476-0201

BANKS:

Comerica Bank	(810) 370-5204
First Federal of Michigan	(313) 965-1400
First of America—S.E.M.	(810) 399-5501
Greenfield Mortgage Co.	(313) 274-8555
Madison National Bank	(810) 448-2900
Michigan National Bank	(810) 225-5662
N.B.D., N.A.	(313) 225-1581
Standard Federal Bank	(810) 637-2543

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
American Brokers Association	(810) 544-1550
Anheuser-Busch Co.	(810) 354-1860
Arizona Beverages	(810) 777-0036
Bacardi Imports, Inc.	(810) 489-1300
Bellino Quality Beverages, Inc.	(313) 946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	(313) 753-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of Mich.	(810) 478-2212
Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(810) 344-6644
E & J Gallo Winery	(810) 643-0611
Eastown Distributors	(810) 867-6900
Everfresh Beverages	(810) 755-9500
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	(313) 868-5100
General Wine	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Marketing	(313) 527-1654
Heublein	(313) 594-8951
Hiram Walker & Sons, Inc.	(810) 948-8913
House of Seagram	(810) 262-1375
Hubert Distributors, Inc.	(810) 858-2340
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(810) 588-9200
Lots Distributors	(313) 336-9522
Miller Brewing Company	(414) 225-9444
Mohawk Distilled Products	1-800-247-2982
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	(810) 380-3640
Oak Distributing Company	(810) 674-3171
Pabst Brewing Co.	(810) 887-2087
Paddington Corp.	(313) 345-5250
Pepsi-Cola Bottling Group	(810) 641-7888
Petipren, Inc.	(810) 468-1402
Powers, Dist.	(810) 682-2010
R.M. Gilligan, Inc.	(810) 553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	(810) 528-0694
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Sunlike Juice Ltd.	(416) 297-1140
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	(313) 439-2404
Tri-County Beverage	(313) 584-7100
United Distillers	(810) 347-2267
Vintage Wine Co.	(810) 294-3930
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503
Wolpin Company	(313) 933-7150

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	(810) 968-0300
Ameri-Con, Inc.	(810) 478-8840
Bob Arnold & Associates	(810) 646-0578
Denha General Brokers	(810) 776-1610
DMAR, Inc.	(810) 553-5858
ELC Associates	(810) 624-5133
Hanson Faso Assoc.	(810) 354-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(810) 424-8500
Marks & Goergens	(810) 354-1800
McMahon & McDonald, Inc.	(810) 416-7000
Northland Marketing	(810) 353-0222
Paul Inman Associates	(810) 626-8300
Pfeister Company	(313) 207-7900
Stark & Company	(810) 851-5700
Treppo	(810) 546-3661
UBC Huettner	(810) 296-3000
VIP Food Brokers International	(313) 885-6156

CANDY & TOBACCO:

M & M Mars	(810) 363-9231
Sherni's Candies	(517) 756-3691
Wolverine Cigar Company	(313) 554-2033

CATERING/HALLS:

Country House Catering	(517) 627-2244
------------------------	----------------

Emerald Food Service	(810) 546-2700
Gourmet House, Inc.	(810) 771-0300
Karen's Cafe at North Valley	(810) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(810) 352-9020
St. George Cultural Center	(810) 335-8869
St. Mary's Cultural Center	(313) 421-9220
Taste Buds	(517) 546-8522
Tina's Catering	(810) 949-2280
Vassel's Banquet Hall & Catering	(810) 354-0121

DAIRY PRODUCTS:

American Dairy Association	(517) 349-8923
Bernea Food Service	1-800-688-9478
Borden Ice Cream	(313) 871-1900
Dairy Products of Michigan	(810) 552-9666
Golden Valley Dairy	(810) 399-3120
Independent Dairy Inc.	(313) 246-6011
London's Farm Dairy	(810) 984-5111
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	(313) 525-4000
Milk-O-Mat	(313) 864-0550
Pointe Dairy	(810) 589-7700
Stroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(810) 656-1523
Tom Davis & Sons Dairy	(810) 399-6300

EGGS & POULTRY:

Linwood Egg Company	(810) 524-9550
Loewenstein Poultry	(313) 295-1800

FISH & SEAFOOD:

Salasnek Fisheries	(313) 567-2000
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Detroit Produce Terminal	(313) 841-8700
Sunnyside Produce	(313) 259-8947
Vitale Terminal Sales	(313) 843-4120

ICE PRODUCTS:

America's Ice, Inc.	(313) 491-9540
Great Lakes Ice	(810) 774-9200
Midwest Ice	(313) 868-8800
Union Ice	(313) 537-0600

INSECT CONTROL:

Pest Elimination Products	(810) 296-2427
Rose Extermination (Bio-Serv)	(313) 588-1005

INSURANCE:

Alphaamerica Insurance Agency	(810) 263-1158
America One	(517) 349-1988
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(810) 354-6100
Cranbrook Group, Inc.	(810) 362-4640
CoreSource	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Golden Dental	(810) 573-8118
Health Alliance Plan	(810) 552-6000
Jardine Insurance Agency	(810) 641-0900
Kanter Associates	(810) 357-2424
K.A. Tappan & Assoc., Ltd.	(810) 473-0011
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
Mitzel Agency	(810) 773-8600
Monroe-George Agency	(810) 489-9480
Murray, Benson, Recchia	(313) 831-6562
North Pointe Insurance	(810) 358-1171
Rocky Husaynu & Associates	(810) 557-6259
Security First Insurance	1-800-530-9225
SelectCare	(810) 637-5391
Simmerer & Company	(810) 776-4036
Joel Weingarden	(313) 453-3636

MANUFACTURERS:

Amato Foods	(313) 295-3337
Bil Mar Foods	1-800-654-3650
Brown & Williamson	(810) 350-3391
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeggli Hillsdale Country Cheese	(517) 368-5990
Kali Enterprises, Inc.	(313) 527-7240
Key West Soda Life Preserver	(305) 296-0005
Kraft General Foods	(313) 261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(810) 478-1400
Nestle Food Company	(810) 380-3670
Philip Morris U.S.A.	(810) 489-9494
Prince Macaroni of Michigan	(810) 772-0900
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Stadium Club Foods, Inc.	(810) 332-8530
Strauss Brothers Co.	(313) 832-1600
Tony's Pizza Service	(810) 634-0606
R.J. Reynolds	(810) 398-6390

MEAT PRODUCERS/PACKERS:

General Processing, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 567-8000
Hartig Meats	(313) 832-2080
Hillshire Farms & Kahn's	(810) 778-3276
Hygrade Food Products	(313) 464-2400
Kowalski Sausage Company	(313) 873-8200

LKL Packing, Inc.	(313) 833-1590
Metro Packing	(313) 894-4369
Oscar Mayer & Company	(810) 488-3000
Pelkie Meat Processing	(906) 353-7479
Ray Meva Products	(616) 228-5000
Smith Meat Packing, Inc.	(313) 458-9530
Strauss Brothers Co.	(313) 832-1600
Peet Packing Co.	(517) 845-3021
Swift-Eckrich	(313) 458-9530
Texas Brand, Inc.	(708) 526-0620
Thorn Apple Valley	(810) 552-0700
Winter Sausage Mfg., Inc.	(810) 777-9080
Wolverine Packing Company	(313) 568-1900

MEDIA:

Arab & Chaldean TV-62 Show	(810) 352-1343
The Beverage Journal	(313) 397-9100
Booth Newspapers	(616) 459-1567
C&G Publishing, Inc.	(810) 756-8800
Daily Tribune	(810) 541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2512
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
The Beverage Journal	(313) 454-4540
WDIV-TV4	(313) 222-0643
WBK-TV2	(810) 557-2000
WWJ-WJOL-FM	(313) 222-2636
WWWW-AM/FM	(313) 259-4323

NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Gibraltar National Corporation	(313) 491-3500
Items Galore, Inc.	(810) 774-8800
Ludington News Company, Inc.	(313) 925-7600
McKesson Service Merch.	1-800-462-1908

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Frito-Lay, Inc.	1-800-24FRITO
Goin' Nuts	(810) 437-9831
Harbour Foods, Ltd.	(810) 333-3014
Kar Nut Products Company	(810) 541-7870
Nikhlax Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(313) 365-5555

PROMOTION/ADVERTISING:

Advo System	(313) 425-8190
Insignia Systems	(612) 930-8200
Intro-Marketing	(810) 540-5000
J.K. Kidd & Co.	(810) 647-6601
J.R. Marketing-Promotions	(810) 296-2246
JDA Associates	(313) 393-7835
News Printing	(810) 349-6130
PIM Graphics	(313) 535-6400
Safeguard Business Systems	(810) 548-0260
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(810) 777-6823
T.J. Graphics	(810) 547-7474

RESTAURANTS:

The Golden Mushroom	(810) 559-4230
---------------------	----------------

SERVICES:

A-I Building Maint. Services, Inc.	(810) 647-4630
AARMCO Security	(810) 968-0707
A Catered Affair	(313) 393-5311
Akrum Namou, C.P.A.	(810) 557-9030
American Express	(708) 778-9267
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-441-1409
Bellanca, Beatrice, DeLisle	(313) 964-4200
Cellular One	(810) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
Checkpoint Systems	1-800-257-5540
CIGNA Financial Advisors	(810) 827-4400
C&J Parking Lot Sweeping, Inc.	(810) 759-3668
Community Commercial Realty Ltd.	(810) 569-4240
Detroit Edison Company	(313) 237-9225
Dialogue Marketing	(810) 827-4700
Dynasty Funding	(810) 489-5400
Eco-Rite, Inc.	(810) 683-2063
Follmer, Rudzewicz & Co., CPA	(810) 355-1040
Food Industry Professional Network	(810) 353-5600
Garmo & Co., CPA	(810) 737-9933
Goh's Inventory Service	(810) 353-5033
Great Lakes Data Systems	(810) 356-4100
Independence One	
Investment Group	1-800-622-6864
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(810) 552-0500
Michael McKernan CPA	(313) 459-1323
Menczer & Urcheck P.C., CPA	(810) 356-1620
Metro Media Associates	(810) 625-0070
Michigan Bell	(810) 221-7310
Midwest Autotel	(810) 960-3737
Multi-Gard/Audio Alert	(313) 562-2850
Network Real Estate Services	(810) 539-0900
Paul Meyer Real Estate	(313) 341-4522
REA Marketing	(517) 386-9666
Frank Smith's Rod Carpet Keim	(810) 645-5800
Peter Ragueas, Attorney/CPA	(313) 961-8400
Sal S. Shimon, CPA	(810) 424-9448
Safa Realty	(810) 851-5704
SDIS Inventory	(313) 526-4200

Edward A. Shuttie, P.C., Attorney	(810) 288-2080
Southfield Funeral Home	(810) 569-8000
Statewide Financial Services	(810) 932-8680
Thomas P. Solty, CPA	(616) 698-8855
Telecheck Michigan, Inc.	(810) 354-9000
Travelers Express Co.	1-800-328-5678
Ultracom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Whitey's Concessions	(313) 278-5027
Wolverine Real Estate Services	(810) 353-7800

STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration	(313) 565-2474
All-American Cash Register	(313) 561-4411
Ameri-Copy	1-800-488-1683
Belmont Paper & Bag Supply	(313) 491-6530
Bollin Label Systems	1-800-482-5104
Brehm Broaster Sales	(517) 427-5831
Brinkman Safe	(810) 739-1800
Cornelius Systems Inc.	(810) 545-5551
DCI Food Equipment	(313) 369-1666
First National Pallet Rental	(314) 469-2211
Horat Corporation	(313) 697-7000
MMI Distributing	(313) 582-4400
Metro Equipment Inc.	(313) 571-6635
Michigan Bale Tie Company	(313) 925-1196
Midwest Butcher & Deli Supply	(810) 689-2255
Murray Lighting Company	(313) 341-0416
North American Interstate	(810) 543-1666
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control Systems	(810) 356-0700
TRM Copy Centers	(503) 231-0230

WHOLESALE/FOOD DISTRIBUTORS:

All-Star Foods	(810
----------------	------

The Kramer Food Company

GOES TO HOLLYWOOD!

At The

11th Annual AFD Trade Show

**And We're Looking For
Contestants to Play...**

**"Let's Make A Deal
and**

"The Price Is Right"

**SNYDER'S
OF HANOVER**

SO COME SEE US AND WIN!



perrier
Sparkling
Mineral Water

**CELESTIAL
SEASONINGS**
Iced Tea

WEST END
NO ARTIFICIAL SWEETENERS
ALL NATURAL FRUIT BREW™

Poland Spring
NATURAL SPRING WATER

- DEALS! DEALS! DEALS!
- NEW PRODUCTS!
- BEVERAGES
- COOKIES & SNACKS
- FAT FREE PRODUCTS
- AND MORE!



Delicious



For more information
call Keith Keefer, Kramer Food Company,
1-800-227-1493 or (810) 585-8141
Kramer Food Company
1735 E. Fourteen Mile Rd. • P.O. Box 7033 • Troy, MI 48007-7033

Reese.
FINER FOODS OF
MICHIGAN, INC.



**IS PROUD TO PRESENT OUR 15th ANNUAL
"COUPON EXPLOSION" PROGRAM**

COMING THE WEEKS OF: APR. 23rd & APR. 30th, 1995

BRANDS/PRODUCTS

GROCERY:

- ✓ GLAD-LOCK OR GLAD BAGS
- ✓ HEINZ BARBECUE SAUCE
- ✓ HEINZ KETCHUP
- ✓ HEINZ 57 SAUCE
- ✓ HEINZ VEGETARIAN BEANS
- ✓ HEINZ WORCHESTERSHIRE SAUCE
- ✓ IRISH SPRING BAR SOAPS
- ✓ JUICY JUICE JUICES
- ✓ MARZETTI SLAW DRESSINGS
- ✓ McCORMICK'S HOMESTYLE SEASONED SALT
- ✓ PALMOLIVE LIQUID DISHWASHING DETERGENT
- ✓ PALMOLIVE GEL DISH DETERGENT
- ✓ PALMOLIVE ULTRA DISH DETERGENT
- ✓ RENUZIT ADJUSTABLES
- ✓ RENUZIT ELECTRIC WARMERS/REFILLS
- ✓ RENUZIT PRODUCTS
- ✓ SOFT SOAP - KITCHEN
- ✓ SOFT SOAP LIQUID SOAPS/REFILLS
- ✓ WELCH'S SPREADS

FROZEN:

- ✓ EGGO CINNAMON TOAST WAFFLES
- ✓ HOT POCKETS/LEAN POCKETS
- ✓ MOUNTAIN TOP PIES
- ✓ MRS. T'S PIEROGIES
- ✓ ON-COR 2 LB. FAMILY ENTREES

MEAT:

- ✓ TURKEY STORE FRESH TURKEY PRODUCTS
- ✓ TURKEY STORE SEASONED CUTS

PRODUCE:

- ✓ MARZETTI REFRIGERATED DRESSINGS

HBC/GM:

- ✓ NO NONSENSE LEGWEAR
- ✓ TAMPAX TAMPONS-32 CT OR LARGER OR 20 CT LITES
- ✓ ULTRA SLIM FAST BARS
- ✓ ULTRA SLIM FAST RTD SINGLE CANS

COUPON AMOUNTS

**OVER
2 MILLION
F.S.I.'S**

- \$1.00 ON 3 (ANY)
- \$.55 ON 2 (ANY)
- \$.55 ON 2 (ANY)
- \$.55 ON 1 (ANY)
- \$.55 ON 2 - (ANY)
- \$.55 ON 2 - (ANY)
- \$.40 ON 1 (ANY)
- \$.55 ON 2 - (ANY)
- \$.55 ON 2 - (ANY)
- \$.25 ON 1 (ANY)
- \$.20 ON 1 (ANY)
- \$.30 ON 1 (ANY)
- \$.55 ON 1 (ANY)
- \$1.00 ON 3 (ANY)
- \$1.00 ON 2 - (ANY)
- \$.55 ON 2 - (ANY)
- \$.30 ON 1 (ANY)
- \$.40 ON 1 (ANY)
- \$.20 ON 1 (22 oz OR LESS)

**31
COUPONS**

**SAVE
OVER
\$15.00**

- \$.30 ON 1
- \$.25 ON 1 (ANY)
- \$.55 ON 2 (ANY)
- \$1.00 ON 3 - (ANY)
- \$.25 ON 1 (ANY)

**\$12,000
CONSUMER
SWEEPSTAKES**

- \$.40 ON 1 (ANY)
- \$.40 ON 1 (ANY)
- \$.35 ON 1 (ANY)

- \$.50 ON 1 (ANY)
- \$.55 ON 1 (ANY)
- \$.25 ON 1 - (ANY)
- \$.25 ON 3 - (ANY)

**LOOK FOR PARTICIPATING ITEMS & PROMOTIONS IN YOUR WHOLESALERS
MERCHANDISER..... SEE YOUR PFEISTER REPRESENTATIVE FOR DETAILS**

THE PFEISTER COMPANY

DETROIT

47548 HALYARD
PLYMOUTH MI 48170
(313) 207-7900

SAGINAW

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

GRAND RAPIDS

4771 50th STREET S.E.
KENTWOOD MI 49588
(616) 554-5300

