



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. 8, NO. 8

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

AUGUST 1995

Inside

Retailer Profile

Supermarket dedicated to service
Page 4

Wholesale Profile

Company sweeps into the future.
Page 6

Reusing paper grocery bags

Page 17

Scholarship Golf Outing Thank You's

Page 32

5th Annual Senior Picnic set for August 17



The time is near for Detroit seniors to put on their dancing shoes and fill a hearty appetite as the 5th Annual Associated Food Dealers Senior Citizens' Picnic is fast approaching!

Three thousand seniors are expected to attend the picnic held on Thursday, August 17, at Belle Isle Shelter Eight from 11 a.m. to 3 p.m.

Tickets for the picnic will be sold to store owners to give to their customers. The cost is two dollars per ticket.

The AFD is in need of volunteers, donations of food and beverage products and prize donations for the raffle.

To volunteer or purchase tickets, call John Loussia at Value Wholesale at (313) 862-6900.

AFD wins Bottle Bill battle

by James V. Bellanca, Jr.
Bellanca, Beattie and DeLisle
Legal Council for AFD

AFD has scored another victory in the battle it has waged for several years to get a share of unredeemed bottle deposits to retailers. For almost five years the Michigan Soft Drink Association has waged a war in the courts to avoid its responsibility under the law. The war now appears to be over. AFD was the only party to appear in court and stand with the State of Michigan to secure the rights of retailers across the State. When the law is implemented, as it was proposed more than five years ago, retailers will finally get some offset to the costs we have all had to endure as a result of the Bottle Deposit Bill.

On June 28, 1995, AFD and the State of Michigan scored another victory in their attempt to secure for retailers and the State, a return of unredeemed deposits which bottlers and distributors have been claiming as their own since the inception of the Bottle Bill. Ingham County Circuit Judge Thomas L. Brown denied a second motion made by the Michigan Bottlers to declare the law unconstitutional and granted a motion made by AFD and the State of Michigan to dissolve an injunction which he had put into effect several years before.

In 1989, AFD, together with the Michigan United Conservation Clubs, sponsored an amendment to the Bottle Bill which provided

that 25 percent of all unclaimed deposits be paid over to retailers, based upon the percentage of empty returnable containers each retailer handles. Seventy-five percent of the money is to be turned over to the State for environmental clean-up purposes. Just prior to the effective date of the statute, the Michigan Soft Drink Association tried to stop this payment by filing the Ingham County suit. Judge Brown entered the injunction and ruled that the law was unconstitutional. The State of Michigan and AFD appealed that decision to the Court of Appeals. The Court of Appeals ruled in favor of the State and AFD and reversed Judge Brown's decision. On March 31, 1994, the Michigan Supreme Court turned down the Michigan Soft Drink Associations' attempt to reverse the Court of Appeals Decision.

The action of Judge Brown on June 28, 1995, was twofold. First, he denied the Michigan Soft Drink Associations' second attempt to have the law declared unconstitutional. Second, at the same time, he dissolved the injunction that had been put in place by him several years before.

The lifting of the injunction allows the Treasury Department to begin enforcement of the reporting requirements of the statute and ultimately proceed to collect the amounts identified as unclaimed deposits. The

See Cover Story
page 33.

Legislative Update

Supermarket industry wins on PACA



After intense negotiations among groups representing the produce industry, on June 28, the House Agricultural Committee approved the Perishable Agricultural Commodities Act (PACA) reform legislation. This followed unanimous approval on June 21 by the Risk Management and Specialty Crops Subcommittees.

The Pompo-Boehner substitute (H.R. 1103) offered by Chairman Tom Ewing provides a fair and equitable compromise that modernizes PACA. For the first time,

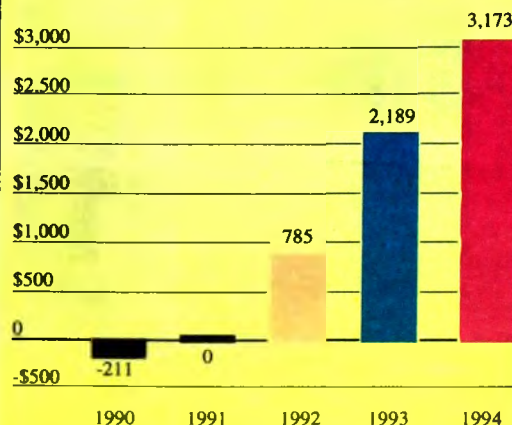
users and beneficiaries of the program will pay for it. License fees for retailers and grocery wholesalers will be phased out over a three-year period. The legislation will next be considered by the full House of Representatives. Thanks goes out to everyone who contacted their members of congress on this issue. Without your help, this victory would not have been accomplished.

—FMI

More Updates
page 14.

Total convenience store industry pretax profit

millions of dollars



—NACS Scan, Source: 1995 State of the Industry Report

NCAA

YOU'RE A BASEBALL.

YOU'RE TRAVELLING TOWARDS KEN GRIFFEY, JR. AT 95 M.P.H.

KEN JUST DRANK A BOTTLE OF ALL SPORT.

HOPE YOU'RE NOT AFRAID OF HEIGHTS.



lemon-lime

grape

fruit punch

orange

It's not a good day to be a baseball. You're about to be smacked in the face by a guy who drinks a lot of All Sport® Body Quencher, which gives him 1/3 more carbs than Gatorade® for energy. And the next thing you know, you're about to be popped up through that hole in the ozone layer. (Maybe it's not too late for a nice quiet career as a paper weight.)

THE GAME WILL NEVER BE THE SAME.

EXECUTIVE DIRECTORS

Nabby Yono, Chairman
XTRA Foods, Region 1
Mark Karmo
Vice Chairman, Legislation
Royal Food Center
Terry Farida
Vice Chairman, Membership
Value Center Market
Bill Viviano, Treasurer
Vice Chairman, Future Plans
Marks Sales & Marketing
Joe Smoliga, Secretary
Spartan Stores, Inc., Region 3

EMERITUS DIRECTORS

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

RETAIL DIRECTORS

Alaa Naimi
Thrifty Scot Supermarket
Sam Dallo
In 'N' Out Foods
Fred Dally
Medicine Chest
Brian Yaldoo
Majestic Supermarket
Jim Gamo
Galaxy Foods, Region 2
Richard George
Wine Barrel Plus
John Glanotto
J & J Food Centers, Region 5
Ronnie Jamil
Mug & Jug Liquor Store
Raad Kathawa
Ryan's Foods
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 Pleister 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
AFD Food & Beverage Report Editor
Shannon Swanson Taylor
Production Design

Executive Director's Report

New weights and measures price verification procedures are drafted

by **Joseph D. Sarafa**
Executive Director of the AFD

The fifth and final draft of the National Conference on Weights and Measures' (NCWM) Examination Procedure for Price Verification is now complete.

Major components of the proposal include:

Two types of sampling: a stratified approach; where specific types of products (DSD, sale items, produce, etc.) are selected; and second, randomized sampling, where all items have an equal chance of being included in



the store inspections and for routine inspections; inspectors may opt for the stratified method in stores with a history of pricing problems in certain areas, or to follow up on a consumer complaint.

Two sizes of samples: a total of fifty items for small stores or convenience stores, defined as three registers or less, and a total of one hundred items. Each sample size may be taken in one or two stages; if no errors are found in the first stage, the inspection is concluded and the store "passes." For enforcement purposes, one error is "allowed" in a fifty-item sample, and two errors are "allowed" in a one hundred-item sample, for an enforcement guideline of 98% sample accuracy.

An important point to note is that the draft stresses that 100% accuracy in pricing is the LAW; 98% "accuracy" is a guideline for enforcement purposes, not a ceiling.

Finally, the Procedure includes detailed instructions for

conducting price inspections, and offers provisions for states and localities to plug in civil and criminal penalty sections.

The draft is being reviewed by all parties involved, and a public hearing was held in July, during the Annual Meeting of the National Conference on Weights and Measures, followed by a vote on the document. We do not expect any major changes to the draft.

Several retailers have tested the Procedure and for the most part, feedback has been very positive. Most personnel find the Procedure understandable, easy to apply, effective and fair. In fact, several companies have adopted the procedure as their method for in-store price audits. They feel it will work equally well as an inspection tool.

I encourage those of you that haven't already done so to read and test the fifth draft of the Examination Procedure for Price Verification. Members can obtain a free copy by calling the Associated Food Dealers of Michigan at (810) 557-9600.

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



FOOD INDUSTRY ASSOCIATION EXECUTIVES



The Grocery Zone

By David Coverly



VENTRILOQUISM MADE USEFUL

O'Brien's Supermarket dedicated to service

By Kellee A. Bradley

Going the extra step to provide the best customer service possible is what Munim Yono, owner of O'Brien's Supermarket in Ecorse, will do to keep his customers happy and coming back.

In 1974, Yono's family purchased O'Brien's Supermarket. Yono, four brothers, three sisters and his father worked together to build a successful business. Munim Yono became owner in 1987.

With a major expansion that doubled the size of the store 10 years ago, O'Brien's is now 11,000 square feet. A 1,500 square foot addition will be completed by early August. The latest renovations to the store include windows in front of the

building, more aisles, new signs and a repaved parking lot.

"I like to keep everything updated, in shape and clean," says Yono. "I am always putting money back into my business." He says it helps enhance the building and area.

In addition to a full supply of

groceries, O'Brien's offers its customers a meat service counter and a complete stock of liquor. To meet the demand of the downriver's 20 percent Mexican population, Yono stocks many Mexican products.

Popular services Yono offers his customers are check cashing, money orders

and Western Union. His store was one of the first in the area to have a computerized money order system. "I sell them a little bit cheaper to attract customers," says Yono. Today, O'Brien's Supermarket sells the most money orders in the downriver area.

Concentrating on customer service is what Yono devotes himself to. His dedication to service is obvious in "the little things" he does for his customers. He lets some of his regular customers make small purchases and put it on credit if they are not getting their check until the end of the month. Yono said that one woman wanted a certain brand of muffins that he did not carry, so he was going to order them for her and keep them in stock.

"You have to do special things

for special people," Yono says. He believes the advantage of a smaller store is customer service.

Besides taking care of his customers, Yono also takes care of the community. He says, "The best investment is in your business and the community." He donated money for playground equipment at a local school and also donated hot dogs, supplies and his parking lot for a fundraiser for the equipment. He received a plaque from the school in appreciation. O'Brien's Supermarket sponsors a bowling team, youth soccer team and an adult hockey team. Yono says he also helps out at the Salvation Army's kitchen when he gets a chance.

Yono came to the United States in 1969 from Iraq. He worked for his uncle in a grocery store until 1974, when he started work at O'Brien's.

He and his wife, Sudad, have four children who work in the store. The family lives in West Bloomfield.

O'Brien's Supermarket is

located on Southfield Road in Ecorse. Store hours are Monday through Saturday, 9:00 a.m. to 8:00 p.m. and Sunday 9:00 a.m. to 6:00 p.m. Yono and his family welcome everyone who walks into the store and

they do their best to take care of their customers' needs. The family's dedication to customer service can be experienced on each visit to O'Brien's Supermarket.



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

THIS BUD'S FOR YOU.®



Company keeps in step and "sweeps" into the future

By Rhonda Lessel

With the ever changing technology and new demands from customers for parking lot maintenance, C & J Parking Lot Sweeping, Inc. is rising to the occasion. The company offers sweeping and power washing services and works in conjunction with D & J Lawn & Snow Service, Inc. to offer a customer a complete maintenance package.

Due to increased business, several new pieces of equipment have been added to the existing fleet of trucks, bringing the total to eleven smaller trucks and 2 large road sweepers. "The trucks can handle any type of sweeping from weekly programs to one-time clean-ups or on-call basis," says

Ray Confer, president. In its 15th year, C & J Parking Lot Sweeping, Inc. continues its overriding priority by keeping in step with state-of-the-art advances in the parking lot sweeping industry by purchasing the latest equipment and attending seminars on a regular basis.



Keeping in step is how Confer's parking lot maintenance business began. Confer already owned a landscaping company when one of his customers approached him about parking lot maintenance. Wanting to do more for the

sweeping companies in the southeast Michigan area. Contracts with major property owners include Oakland Mall Limited, Schostak Brothers, Farbman Management Group and Signature Associates. Such properties as Laurel Park Manor, Oakland Mall and Universal Mall are swept on a regular basis.

For more information about C & J Parking Lot Sweeping, Inc., please call (810) 759-3668.

Vital Statistics

Company name:
C & J Parking Lot Sweeping, Inc.

Location:
2230 Nine Mile Road, Warren

Phone:
(810) 759-3668

Services offered:
Power sweeping, power washing, lawn and snow maintenance

Area serviced:
Southeast Michigan

Number of employees:
33

Years in business:
15

Number of sweeper trucks:
13

Owner:
Ray Confer

Residence:
Shelby Township

Marital status:
Married to Wendy

Memberships:
Shelby Lions Metro Networking Professions, Warren Rotary, Trade Exchange of America and Construction Association of Michigan

Hobbies:
Skiing, hockey and golf

customer, Confer purchased the necessary equipment and began offering the service. Confer now employs 33 workers which includes two full-time on-site mechanics.

C & J Parking Lot Sweeping, Inc. believes the way your property looks is a direct reflection on your company. By keeping your property clean, your tenants and/or customers will be happier they are occupying or patronizing a clean and safe building. On the average, a parking lot will cost \$55 to \$65 a sweep. Most parking lots are swept two to three times per week.

Equally important are the preventative measures that parking lot maintenance offers. Parking lots which contain stones can grind into the asphalt causing the seal to break. If a broken seal occurs, water can seep into the asphalt and freeze, which causes the asphalt to heave and break. Sand and dirt can also cause damage to sewers. By eliminating this type of debris, future problems can be avoided. "I have become the owner's eyes. When visiting an owner's property, I look for things that could cause potential damage and report back to them," says Confer.

C & J Parking Lot Sweeping, Inc. is one of the largest

**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**



We are pleased to announce that the Pfeister Company and the ACME Food Brokerage Company have joined forces effective July 31st.

The combined strength of both organizations will put us in a position to better serve you at both store and headquarter levels.

The majority of the ACME Staff has been integrated with the Pfeister Company, so you may undoubtedly expect to see your same service representative in the future.

We hope that you will share our enthusiasm for our newly combined company!



**YOUR FULL
SERVICE BROKER**



DETROIT
47548 HALYARD
PLYMOUTH MI
48170 (313) 207-7900

SAGINAW
3159 CHRISTY WAY
PLYMOUTH MI 48170
(517) 793-8100

GRAND RAPIDS
4771 50TH STREET S.E.
KENTWOOD MI 49512
(616) 554-5399

TOLEDO
1718 INDIAN WOOD CIRCLE
SUITE A
MAUMEE OH 43537-4005
((419) 897-9211

Top 10 signs of workers compensation fraud

They can help indicate a fraudulent claim!

Work related injuries are a problem that plague most American businesses and can dramatically impact your bottom line.

Failure to address potential fraudulent claims is an invitation for employees to abuse the system. This can escalate your costs. Employers need to develop a method of case management which closely watches for the employees who file fraudulent claims or exaggerate their injuries.

Following is a profile which you can use to evaluate whether or not a claim may be appropriate to consider for surveillance

investigation.

- Claimant is never home to answer the phone or is unavailable to come to the phone.
- Coworkers see the claimant away from work engaging in activities which exceed his stated limitations.
- Injury dates coincides with layoffs or occurs before or after the claimant's vacation.
- Claimant shows up at rehabilitation or hearing with any of the following: suntan, calluses on hands, dirt or grease

under finger nails, or build up of muscle mass.

- Claimant receives mail at a P.O. Box or a relative's address.
- Claimant refuses to answer questions or misleads employer about where he lives.
- Claimant engages in self-employment (or a hobby which could become self-employment) in addition to his job with your company.
- Claimant displays or articulates disability beyond that normally associated with claimed injury.

- Claimant frequently changes doctors or exhibits excessive use of medical care.
- Claimant has a history of excessive claims.

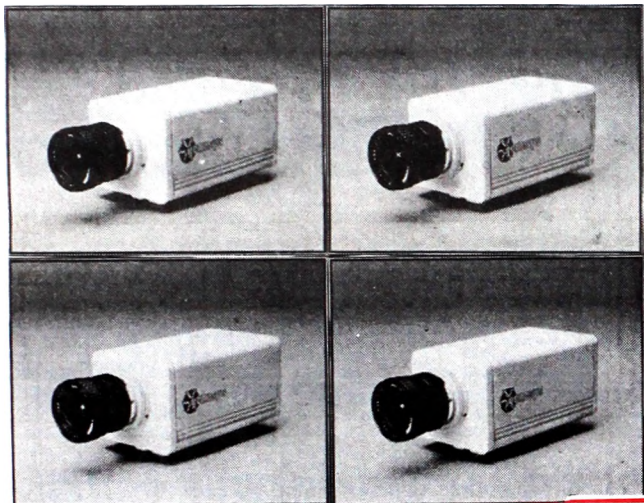
Any of the above may indicate that your employee is taking advantage of your worker's compensation program.

Professional surveillance can properly document for hearing the activities of this employee so that excessive or inappropriate compensation and medical payments can be stopped. Generally speaking, the cost of a well conducted investigation on a fraudulent or abusive claimant is minimal compared to the expense associated with continuing compensation and medical payments on that same claim.

—YAGA

**Zero \$ Down.
Zero % Interest.**

**Complete (4) Camera Video System Including
24-Hour VCR & Professional Installation!**



**No Down Payment.
No Interest.
12 Monthly Payments of
\$299.00 each.
IT'S YOURS!**

FOUR CAMERA "QUAD" VIDEO SYSTEMS

**central alarm
signal, inc**
Professional Security Services

13400 WEST SEVEN MILE ROAD • DETROIT, MI 48235

1-800-551-VIEW

1-800-551-8439

UPON APPROVED CREDIT. LEASE PRICE DOES NOT INCLUDE TAX OR ANY APPLICABLE INSURANCE THAT MAY BE REQUIRED. CREDIT CARDS ARE NOT ACCEPTED WITH THIS SPECIAL. INSTALLATION INCLUDED FOR A 5000 SQUARE FOOT OR LESS BUILDING SIZE. SYSTEM INCLUDES: (4) 1/2" CCD CAMERAS, (1) 17" VIDEO MONITOR, (1) 24-HOUR VCR, (1) QUAD UNIT, (4) 30mm, 100mm LENSES, ALL REQUIRED MOUNTS, CABLES, & CONNECTORS. ADDITIONAL CHARGES FOR LARGER BUILDINGS AND OPTIONS TO SYSTEM. RESTRICTIONS MAY APPLY.

© 1985 CENTRAL ALARM SIGNAL, INC.

Police lieutenant offers tips

Executive Lt. Jeffery Werner (Bloomfield Township, Michigan, Police), offers these tips to help safeguard your business. Werner is chairman of the OCCD Crime Prevention Committee.

- Build a relationship with your local police department. Make sure police know where to find you after business, in the event of burglary or fire.
- Tell neighboring businesses and residents about your business, such as hours of operation, and give them a home phone number.
- Engrave an identification number on all machines and equipment. Don't forget to mark your safe if you have one.
- Check the lighting inside and outside your business. Lighting is an extremely cost-effective crime deterrent.
- Keep the area around your building clean and free of debris. This not only eliminates hiding places but also sends a message that someone cares and might be more protective.
- Ask yourself, "How would I break into my building?" Really look at the building, remembering that most burglars come through a door.
- Set up your money-handling procedures according to need, not convenience. For example, only keep as much money as you need in the cash register. Let people know about that policy.
- Put your cash register near the door, and light it well.
- Greet your customers. Look them in the eye. This defeats anonymity, deters shoplifting and makes legitimate customers happier, too.
- Practice good opening and closing procedures.

Law enforcement personnel cite the top three reasons for armed robberies of retail establishments as the potential amount of money, anonymity for the criminal and an easy escape route.

Many local law enforcement agencies offer consulting services.

—Oakland Outlook

Michigan Sugar awards scholarship

Michigan Sugar Company announced the 1995 winner of the Albert Flegenheimer Scholarship. Sara Keinath, Caro, will receive \$2,500 for tuition at the college of her choice, Alma College. She plans to study biology and natural resources to pursue a career in research, interpretive studies or possibly teaching.



The daughter of Karl and Lauren Keinath, Sara has always been busy in extra-curricular activities. Through 4-H, she participated in the sugarbeet, hog and photography projects, winning several awards.

"Growing up on a farm and completing sugarbeet projects helped me understand the delicate balance between human concerns and natural resource management. Hoeing sugarbeets helped me understand hard work!" she said.

The winner is selected by a panel of Michigan Sugar Company agriculturalists. They look for commitment to excellence and academic achievement. The candidates must have also participated in the 4-H or F.F.A. sugarbeet projects.

Miller names two national sales directors

Miller Brewing Company has named David Colletti director-national on-premise accounts and Joseph Jones director-national off-premise



David Colletti

accounts.

In their new positions, Colletti and Jones are responsible for all sales, marketing and distribution programs for on- and off-premise chain accounts throughout the country.



Joseph Jones

People

Michigan Sugar staff news

Michigan Sugar Company recently announced the following staff additions:



Tim J. Rokosz joined the company as inventory control and cost manager. In this position he is responsible for coordinating

financial systems affecting manufacturing operations including inventory control, developing and implementing changes to financial and operating procedures, as well as special projects and product cost analysis.



Marsha D. Spence joined Michigan Sugar Company as management information systems help desk analyst. In this position she is responsible for providing technical support and training for computer users throughout the company.



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

Great Starts Burritos make breakfast a fiesta



Campbell Soup Company has introduced two new varieties of Swanson® Great Starts® Breakfast Burritos: Ham & Cheese flavor and Hot & Spicy. The frozen, handheld burritos, which can be heated in a microwave in about 90 seconds, are available nationally.

The new Ham & Cheese burrito features scrambled eggs with Cheddar cheese and ham in a flour tortilla. The Hot & Spicy variety is a flour tortilla filled with scrambled eggs, cheese, green chili peppers and jalapeños.

The new varieties are the latest additions in Swanson's line of Great Starts Burritos, which was introduced in 1992. Hand-rolled and closed at one end, the burritos were specifically designed as fast, versatile breakfast items that offer consumers the perfect "breakfast to go."

All of the Great Starts Burritos are packaged in individual serving, 3.5 ounce bags. Bright, bold colors help emphasize the "fun" that comes from eating the items.

Marketing support for the new varieties will include couponing and retail promotions.

Other varieties of Great Starts Burritos include Sausage, Bacon, and Original, which features scrambled eggs, Cheddar cheese, peppers and tomatoes.

Cold sorbet— hot sales

In anticipation of people's changing tastes and preferences, the French Sorbet House of Houston, Texas, started marketing sorbet, a frozen dessert, according to Frozen Food Age. The expectations are high, despite the market being saturated with many ice cream and frozen yogurt products.

The company has a great

potential for growth since more health conscious people are seeking healthier, no-fat, no-cholesterol products. Sales are indeed booming, as total sales amounted to \$1.5 million in 1994, quite a jump from 1990's sales of \$15,000.

Sorbet, a French word for Sherbet, is made of fruit-water mixture and a formula sorbet base, pasteurized and then dropped down to 40 degrees in 30 minutes. Later it is frozen at minus 80 degrees in 90 gallon tanks. The company expects sales to grow to \$2.5 million in 1995.

"Reprinted by permission of THE FOOD INSTITUTE REPORT, the weekly publication of The Food Institute, Fair Lawn, NJ."

Tropicana squeezes innovation into industry's latest launch

The U.S. is considered the world leader in food and beverages, and product developers like Paul McCain are one of the big reasons why.

McCain's latest breakthrough is expected to influence consumers' nutritional choices for years. McCain, manager of juice development for Tropicana Products, Inc., in Bradenton, Florida, spearheaded the development of the U.S.'s first not-from-concentrate nutritionally enhanced orange juices, the Tropicana Pure Premium Plus line.



The three new orange juices—Tropicana Pure Premium Plus Calcium and Extra Vitamin C; Tropicana Pure Premium Plus Vitamins A, C & E; and

Tropicana Pure Premium Plus Fiber—were introduced nationally in February.

The development of the Pure Premium Plus line addresses consumers' growing interests in getting essential vitamins and minerals. The new line proves it is possible to get good nutrition in a simple and convenient way.

Lean chickens provide delicious alternative to health-conscious consumers



If you're counting dietary fat grams, you probably run out of fingers at mealtime. But with a Frankenmuth Poultry Company chicken as your main course, you may have a hand free to reach for seconds.

The Frankenmuth Poultry Co. breeds chickens with 3.25 grams of fat per serving compared to 15 grams for other supermarket chickens. The U.S. Department of Agriculture, which inspects the birds regularly, created the "extra-lean" category just to accommodate the product.

In April 1994, Chris and Trizi Schmitt bought the plant from Les Dale, who experimented with feed improvements as part of his doctoral studies in poultry science at Michigan State University. The Schmitts and Dale produced a feed that lowers a chicken's body fat below five percent.

But, many people wonder, if the chickens are low in fat, how can they have any flavor at all? Chris Schmitt thinks it is because the birds are raised for eight weeks rather than the 38- to 42-day average elsewhere in the industry.

The Frankenmuth Poultry Co. will ship chickens for any occasion throughout the U.S. via UPS, overnight service. For more information, call (810) 685-8572.

Parmalat shelf- stable milk introduced

It's the breakfast lover's worst nightmare . . . you pour a bowl of your favorite cereal or a steaming cup of coffee and head to the fridge for milk. As you reach for the container, you discover it's empty or totally unfit for human consumption!

But those days are over now that Parmalat has arrived in stores.

First introduced in select East Coast markets



last year, Parmalat offers the same nutritional content and quality taste of pasteurized milk, yet it can stay fresh for up to six months before opening without refrigeration or preservatives.

Parmalat is introducing its milk in several varieties and sizes. The company is also introducing a shelf-stable Half & Half and additional products include Shake A Shake, three delicious flavors of single serving milk shakes that are perfect for young children and teens.



Because it needs no refrigeration, Parmalat is carried not only in traditional sales outlets—supermarkets and convenience stores—but outlets like drug stores and even gas stations. Within food stores, Parmalat Milk can be found in Parmalat's own point-of-sale displays adjacent to refrigerated sections which carry a full-line of products from the manufacturer. Consumers may also find Parmalat displayed adjacent to products it compliments—such as coffee, breakfast cereals, baked goods and at checkout counters.

For more information about sales, please contact Mike Algor at Parmalat USA, Inc., 1-800-831-7664.

More Products
page 33.

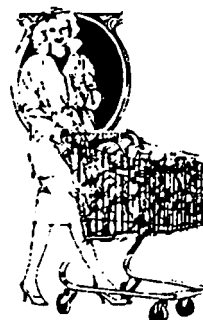
paul inman associates, inc.



Your Statewide Broker Bringing you Innovations in Consumer Events

**Coming
In
September!**

**CENTSIBLE
SUPER SAVER™
SWEEPSTAKES**



PROMOTIONAL SUPPORT

● **Coupon Event**

*Nearly 100,000,000 coupons on
National Brand
Products covering major
markets represented by
Paul Inman Associates, Inc.*

● **Radio Support**

*A Saturation Radio Blitz with
over 900 sixty second spots reaching
the widest audience to date.*

● **Consumer Sweepstakes**

High Consumer Appeal and Awareness!

● **Media Support**

*A Full Color Insert in all
Major Newspapers.
Supplemental R.O.P. Ads
in more than 30 other Metro
and Suburban papers.
Over 2,000,000 Circulation
in these Markets:*

- **Detroit**
- **Saginaw/Bay City/Flint**
- **Grand Rapids**
- **Toledo**
- **Fort Wayne**

***LOOK FOR YOUR CENTSIBLE SUPER SAVER INSERT
IN YOUR NEWSPAPER !***

HEADQUARTERS
30095 Northwestern Highway
Farmington Hills, MI 48334
(810)626-8300

FOOD BROKERS

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo
Fort Wayne, Indianapolis

New Members

The Associated Food Dealers of Michigan welcomes these new members who have joined in April through June, 1995:

45 Market Place, St. Joseph
 Angeli Foods, Iron River
 B&C Foods, Detroit
 Back Door Party Store, Manchester
 Baxter's Party Store, Ann Arbor
 Bernie's Cedar Haven, Brooklyn
 Bob's Village Peddler, Millington
 Buiten Tamblin Steensma Associates,
 Grand Rapids
 Canopy Bottle & Gourmet, Brighton
 Colt Park Agency, Brighton
 Community Cracker Barrel,
 Allen Park
 Copy Copy, West Bloomfield
 Corner Stone Grocery, Perry
 Dairy Mart, Redford
 Dairy Mart, Royal Oak
 Dario's Pizza, Southfield
 Dave's Fruit Haven, Benton Harbor
 Dean-O's Party Store, Olivet
 Don's IGA, Charlevoix
 Family Coney, Southfield
 Farmer Jack/A&P, Detroit
 Flamingo Foods, Detroit
 Flat Rock Party Store, Flat Rock
 Flick's Package Liquor, Lambertville

Flushing Pharmacy, Flushing
 Freddie's Party Store, Lexington
 Games Inc., Hillsdale
 Goss's Corner Store, Saranac
 Grand Palace, Detroit
 Grape Pantry Party Store, Monroe
 The Greeson Company, Grand Rapids
 Hardee's Food System, Hartland
 House of Prime, Clinton Township
 Hunter-Maple Pharmacy,
 Birmingham
 Imperium Marketing,
 Grosse Pointe Woods
 Jack's Drive Inn, Detroit
 Jim's IGA, Chesaning
 Joy Express Food Center, Detroit
 Jubilee Foods, Ishpeming
 Kader's Party Store, Bay City
 Liberty Liquor Shoppe, Detroit
 McMack Food Store, Saginaw
 Mel's Food & Beverage, Grandville
 Merchant's Warehouse, Dearborn
 Michigan Popcorn, Detroit
 Middle Channel Party Store,
 Harsens Island
 Mor For Less, Ludington

Mr. K's Party Store, Utica
 Nationwide Communications,
 Southfield
 Newman's Market, Battle Creek
 North End Grocery, Reed City
 Oakwood Market, Detroit
 Osten Meats, Detroit
 P&J Mini Mart, Flint
 Penny Lake Market, Walled Lake
 Peter's Market, Detroit
 Plymouth Party Store, Detroit
 Point of Sale Demo Service, Highland
 Publix Market, Detroit
 Primo's Pizza, Birmingham
 Quick Save Food Center, Melvindale
 Randy's Party Store, Marquette
 Rios Gourmet, Traverse City
 Rudy's Quality Market, Clarkston
 Sam & Fran's Broadway Market,
 Monroe
 Sam's Market, Detroit
 Santa Liquor, Madison Heights
 SavCenter, Detroit
 Saxon Inc., Ferndale
 Schultz's Party Store, Wolverine
 Scotty's Discount Party Store,

Westland
 Seven Brothers Supermarket, Detroit
 Sheridan Plaza Food Center, Saginaw
 Sinclair's Market, Climax
 Somerset Party Store, Troy
 Spring's Drug Store, Burton
 State Street Deli & Sundry Shop,
 Ann Arbor
 Sunrise Food Center, Detroit
 Sunshine Market, Redford
 Tony's Beverage Shop, Detroit
 Troyer Super Valu, White Pigeon
 Universal Ginseng & Beverages,
 Warren
 University Party Store, Detroit
 Vary Fine Food Mart, Warren
 Verndale Products, Detroit
 The Wellness Plan, Detroit
 Wesco Good Neighbor Store,
 Muskegon
 Western Union Financial Services,
 Troy
 Ye Old Steak House, Jackson

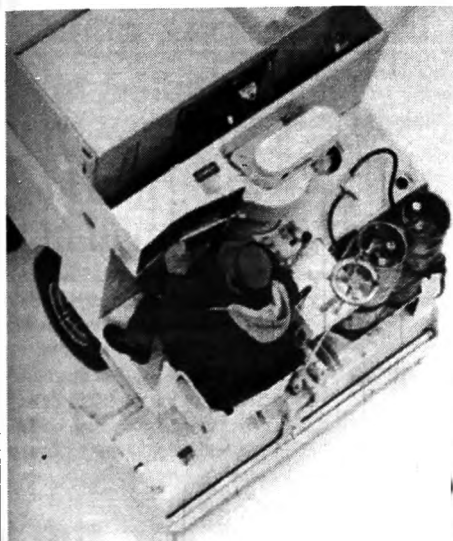
The Kowalski Company is proud to be a
 sponsor of the Associated Food Dealers
 Annual College Scholarship Golf Outing.



KOWALSKI

**A NAME, A TASTE
 YOU'LL NEVER
 FORGET!**

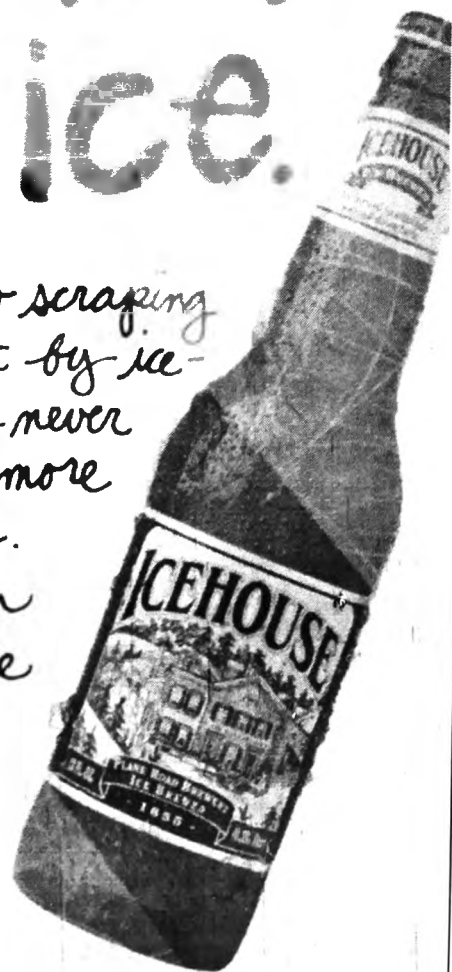
2270 HOLBROOK AVENUE • HAMTRAMCK, MICHIGAN • 313-873-8200



Used to be the only way you could get really smooth ice was with one of these big ol' 'honkin' machines you see at ice rinks. They smooth things out by scraping off the rough stuff and laying down a sheet of water.

How to make smooth ice.

Here at Plank Road there's no scraping involved. We smooth things out by ice-brewing ICEHOUSE so there's never any watered down taste. Just more of what you want in a beer. Rich, bold taste that's smoother than a freshly run over rink right before the puck drops. Thanks and enjoy!



From the Plank Road Brewery, A long distance of the Mellow Brewing Co. Milwaukee, Wisconsin. All rights are reserved. (P) we hope you enjoy ICEHOUSE, as long as you enjoy it responsibly. No exceptions.

© 1995 Plank Road Brewery, Milwaukee, WI. All Rights Reserved. ICEHOUSE is a trademark.

Food stamps maintained as a Federal program

After weeks of negotiations, the Senate Agriculture Committee approved Chairman Richard Lugar's (R-IN) welfare reform proposal (S. 904) — cutting nearly \$19 billion from food stamps and other nutrition programs over the next five years.

The food stamp program was maintained as a federal program rejecting efforts to replace food stamps with direct cash payments to the states in the form of block grants. However, the Committee agreed to restructure the \$27 billion program by giving more authority and flexibility to the states and offered as an amendment to the Republican's welfare reform bill when the measure is addressed by the full Senate.

A lively floor debate is expected from both sides — Republicans who want to end the entitlement status of the program by changing food stamps to state block grants and Democrats who feel the cuts to food stamps and other nutrition programs are too deep.

Sun Belt Senators have held welfare legislation hostage since mid-June to disburse more money for their states' growing populations.

Dole to introduce estate tax relief legislation

Majority Leader Bob Dole (R-KS) has announced plans to introduce legislation that will reduce estate tax rates for the value of a closely held business. The bill would assist families whose estates are made up primarily of a family-owned business.

Dole's legislation would substantially reduce the estate tax rate and extend the period of time available to calculate the alternative valuation date for the family business.

Under current rules the value of property is determined at the time of the decedent's death or the "alternate" valuation date of six months after the decedent's death.

Just days prior to his announcement, the Senate Finance Committee held a hearing on June 7, in which the Clinton Administration pledged to work with Congress in drafting targeted relief for family-owned businesses from estate and gift

tax laws. The most likely proposed change to the estate and gift taxes is contained in the Contract with America legislation passed by the House, and now part of the upcoming Budget Reconciliation bill. This legislation would increase the unified estate and gift tax from \$600,000 to \$750,000.

CFC phase-out plan fast approaching

Now entering the final chapter of the CFC phase-out, five months remain before chlorofluorocarbons (CFCs) will no longer be produced in the United States. After December 31, 1995, manufacturers will no longer be allowed to use any new CFC-based refrigerants, including CFC-12 and CFC-502. The only source of CFC refrigerants after that date will be through recycling or reclamation. The focus of the phase-out continues to be a challenge for retailers to set company guidelines for the handling of all refrigerants and establish a long-range plan to convert to alternative refrigerants.

In December 1993, the Environmental Protection Agency (EPA) accelerated the phase-out of Class I substances that deplete the ozone layer regulated under the Montreal Protocol from January 1, 2000 to January 1, 1996. According to Mary Nichols, assistant administrator for Air and Radiation at EPA, the phase-out date is "set in concrete" and will not be pushed back. She also encourages industry to "make alternate plans now to replace or retrofit equipment," and said "the supply of refrigerants for servicing existing equipment must come from the remaining production allowed this year and next and increasingly from the supply of reused refrigerants made available from recycling and from replacing and retrofitting systems."

In order to complete this phase-out, retailers will need to take steps towards chlorine-free hydrofluorocarbons and other alternative refrigerant blends. The suggested plan of action to achieve the maximum benefits of this phase-out is outlined in FMI's 1994 *Guidelines For The Use Of Alternative Refrigerants In The Supermarket*. To order, call the Publications Sales Department at (202) 429-8298.

A "Refrigerant Management Program" (RMP) is a strategic plan that will make the transition to

refrigerants that do not destroy the ozone layer. It is based on accurate equipment and refrigerant inventories. The plan minimizes capital outlays and operating costs in the long run. The components of a sound "Refrigerant Management Plan" are:

- Training certification of technicians.
- Refrigerant removal from systems that are to be converted or abandoned through the use of EPA-approved recovery equipment.
- Reduce refrigerant leakage rates. Owners with more than 50 pounds of CFC refrigerant are required to repair any substantial leaks.
- Reclamation of refrigerant—Establish program to reprocess refrigerant to new product specifications. Helps insure continued availability after December 31, 1995, phase-out date.
- Record keeping of all refrigerant usage—Owners of systems with more than 50 pounds of refrigerants are required to keep records documenting service performed. This includes: date and type of service, charge per system, copies of analytical testing, quantity of refrigerant recovered per system, and quantity of refrigerant stored per system.

—FMI

Bottle bills

Of the nine states with bottle bills (Connecticut, Delaware, Iowa, Maine, Massachusetts, Michigan, New York, Oregon and Vermont), eight saw legislation introduced this session to expand the laws to include additional types of beverage containers, such as those holding juice, ice tea, milk, wine coolers and even "all" beverages.

Proposals for new bottle deposit laws were introduced in at least ten states this session, including Arizona, Hawaii, Illinois, Kansas, Louisiana, New Mexico, North Dakota, Oklahoma, Pennsylvania and Rhode Island. The most serious threat came in New Mexico, where bottle bill proponents sought legislation enacting a five-cent per container deposit, plus a two-cent, non-refundable advance disposal fee (ADF).

—FMI

FDA finds retailers in compliance for posting nutrition information

The Food and Drug Administration (FDA) recently reported that there was "substantial compliance" by retailers for the posting of nutrition information for the top-20 fresh fruits, top-20 fresh vegetables, and top-20 fresh seafood items. FDA surveyed retail stores this past November for the posting of this information.

In May, a report was issued as required under the Nutrition Labeling and Education Act (NLEA) on whether compliance had been met. This means that nutrition labeling for fresh produce and seafood will remain voluntary for at least another two years when FDA will again survey stores.

On the meat and poultry nutrition labeling front, USDA is currently surveying retail stores for the posting of nutrition information for the top-45 fresh meat and poultry cuts.

—FMI

Greater monitoring

The increasing globalization of the food supply, particularly with the recently passed North American Free Trade Agreement (NAFTA) and the General Agreement on Tariffs and Trade (GATT), will result in much more diverse type of food being imported than has been the case.

In relating this to food safety, Dr. Bennie I. Osburn, University of California-Davis, points out that this means the food supply will require much greater monitoring. NAFTA will open markets for food products raised under conditions dramatically different from those in the United States.

For example, some chemicals used for controlling pests in other NAFTA countries are not permitted in this country and have caused major outbreaks of foodborne disease associated with these foods.

Additionally, a variety of issues are surfacing as public health officials become more cognizant of foodborne diseases and begin to report them regularly. Most state officials have not previously considered these diseases to be of sufficient concern to list them, and as a result they have

More Updates
page 16.

Campbell's

MEAL ENHANCEMENT DIVISION

Presents our

FAMILY OF BRANDS

Campbell's



Prego

Marie's



Contact your GREESON REPRESENTATIVE

for further details at

(616) 698-6161 or (810) 305-6100

Updates

From page 14.

been under-reported.

A case in point are illnesses associated with seafood consumption now becoming recognized as an important and serious problem. To illustrate the reporting problem, the Centers for Disease Control estimates that there may be as many as 10,000 - 20,000 cases of E. coli 0157.H7 occurring in the United States each year, whereas a total of only 1,498 were reported during the years 1982 - 1992. CDC believes there could be 1.9 million cases of salmonella infection in this country every year, but only 34,520 were reported in the same ten-year period.

—FMI

Product liability

A final vote is expected any time in the Senate on product liability legislation. The bill limits punitive damages and will discourage frivolous product liability litigation. It would hold product sellers

Legislative Update

responsible only for their own negligence.

The House passed the measure in March, but the Senate has spent several weeks in contentious debate over a series of amendments attempting to expand the coverage to include medical malpractice and damages in all civil suits. It is evident that the bill must be severely scaled back to win Senate approval. This bill would limit grocers exposure to litigation and result in reduced insurance and legal costs for grocers.

—NGA

NACS comments on EPA Stormwater Rule

NACS has submitted comments to the Environmental Protection Agency (EPA), opposing the Agency's direct final and proposed rules on Phase II of its stormwater program. Phase II includes commercial facilities such as convenience stores. The direct final rule takes effect August 2 unless EPA receives significant, adverse comments.

Under the direct final rule, commercial facilities would have to apply for a stormwater permit by August 2001; however, during the interim period EPA regional offices or states could require earlier compliance with 180 days notice. EPA is convening an advisory committee to recommend regulatory changes during the six-year permitting moratorium.

In its comments, NACS said that, while EPA's approach appears to be a common-sense one, the Agency's action exceeds its authority. NACS noted that EPA does not have the ability to extend the permitting deadline without congressional approval. Moreover, NACS commented that, under EPA's direct final rule, convenience store operators and others remain open to citizen suits because of the wording of the Clean Water Act.

NACS also noted that EPA's Phase II rule was vague in that it does not define the facilities covered.

NACS suggested that EPA could remedy its statutory problem by finding that convenience stores and other Phase II facilities are not significant contributors of pollutants to stormwater, thereby allowing the Agency to decide that permits are not

needed. EPA then could work with Congress on fixing the stormwater sections of the Clean Water Act, according to NACS.

NACS has been part of an "industry coalition" that negotiated the stormwater provisions in the House-passed Clean Water Act reauthorization bill, HR 961.

—NACS

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

It takes a lot of quality people to produce quality ads for AFD members...



(and this is just the Pre-Press Dept.!) Come visit all of us at

Stephen's

NU-AD

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

Nationwide program encouraging shoppers to reuse their paper grocery bags

Consumers can look for a new, unprecedented reuse check-off list to start appearing on millions of grocery bags throughout the United States. This check-off list reminds shoppers to reuse their paper grocery bags three or more times for grocery shopping and then recycling.

"Don't throw your paper bag in the trash can, reuse it at least three times and then recycle it!" said Terry L. Serie of the Paper Grocery Bag Council of the American Forest & Paper Association (AF&PA).

The check-off list is part of a long-term campaign launched on the 25th anniversary of Earth Day to inform consumers about the benefits of reusing the paper grocery bag.

"The bag is made strong and durable for multiple reuse," said Serie.

Reusing the bag is good resource conservation and benefits local grocers in several ways. Reusing the paper grocery bag at least three times will reduce the total overall number of bags used, which is not only a good way to extend the benefits of natural resources, but also benefits the local grocer because it reduces total bag

operating cost.

The paper grocery bag turned 112 years old in April. While its efficient pop-up design is largely unchanged, the recycled fiber content of the paper grocery bag is increasing steadily.

Paper grocery bags, once made primarily from virgin fiber, are now being made with one-third of their fiber from recycled paper and another third from wood manufacturing residues.

The reuse and recycling check list is a voluntary initiative launched by the paper grocery bag manufacturers to encourage

resource conservation, reduce recyclable materials that end up in the trash can, and reduce bagging expenses for grocery stores.

Growing numbers of supermarkets throughout the country are successfully encouraging consumers to reuse their paper grocery bags for shopping.

Retailers who are already promoting a reuse program are benefiting in two important ways from their individual store initiatives:

- Building new customer loyalty by demonstrating a commitment to environmentally sound practices.
- Helping reduce total bag

operating costs, from the number of units purchased to the expense of shipping, warehousing, and handling.

To support retailers in their store programs, AF&PA has announced a nationwide program that promotes the

goal of customer reuse, with the cooperation of the country's largest manufacturers of paper grocery bags. These AF&PA member companies are offering their retailer customers a unique information package that contains special artwork and graphics for printing messages on the bags, urging shoppers to reuse their paper

bags three times to bring home their groceries.

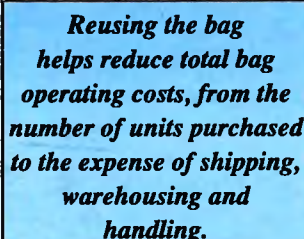
Some retailers promoting a reuse program report up to 10,000 bags reused per week. A New Jersey-based chain reported that its program delivered a \$175,000 savings in 1994 including the reduction of the number of bags used and reduction of labor and transportation charges.

The promotional messages on the bags also suggest to consumers that paper grocery bags can be used as containers for other recyclables which are left outdoors in those communities where curbside recycling programs have been established.

"Recovered paper grocery bags are in great demand throughout the entire country," said Serie. "Paper bags are easy to recycle as they can be marketed separately or combined with old corrugated containers (OCC) for recycling at over 200 paper mills in more than 30 states."

If you are interested in learning about the paper grocery bag reuse program, call AF&PA, toll free 1-800-878-8878.

—FMI



Reusing the bag helps reduce total bag operating costs, from the number of units purchased to the expense of shipping, warehousing and handling.

Working With CoreSource, Our Third Party Administrator

AFD Is 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

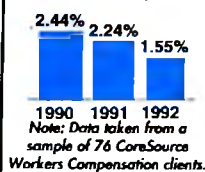
On average, CoreSource program costs, as a percent of payroll, have dropped more than 36 percent over a three-year period.

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 Clients Average Workers Compensation Costs As a Percent of Payroll



CORESOURCE

Healthcare & Workers Compensation Solutions

**melody
farms**

A Galaxy of Flavors

Melody Farms Ice Cream and Yogurt provide your customers with an amazing range of flavors and formulas. Everyone can find something to entice their tastes!

Our spectacular recipes contain the most imaginative, mouth-watering ingredients, and our quality is out of this world!

We believe we have the finest ice cream and yogurt products on the market, and are proud to offer them to you.



31111 Industrial Rd. • Livonia, Michigan 48150

Distribution throughout Michigan and northern Ohio • Call our Sales Representatives at: 1-800-686-6866

Your customers
can be fickle,
unfaithful, flighty, erratic
and unpredictable.
We know just what
to give them.



Variety. The right variety of the right flavors of the right brands.

Research. At Coca-Cola, we create and evolve all our products and flavors through rigorous "Consumer Engineering". We talk to your customers then develop exactly what they want so you don't play the "hit-or-miss" game with your valuable shelf space.

To satisfy your customers in 1995, Coca-Cola delivers a unique new flavor and a bold new look for *Powerade*® refreshing new flavors from *Fruitopia*™ including two lighter-tasting fruit drinks and a full line of fruit-flavored teas, two new great-tasting 100% juice blends and an appealing new look for *Minute Maid*® Juices, and new *Nestea Pitcher Style*™ and *Nestea Specialties*™.

Support. Combine over \$100MM in marketing and promotional support with direct store delivery, world-class merchandising, resources, and business-building ideas, and you're sure to maximize profits.

New products for them, new profits for you.

Contact your local bottler of Coca-Cola or call 1-800-437-4182.



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," "Coke," the Dynamic Ribbon Device, "Fruitopia," "Strawberry Passion Refreshment," "Singularly Refreshing," "Fruitopia Inner Light," "Apple Raspberry Enhancer," "Tropical Consideration," "Fruitopia Cool Tea," "Coke Mugs," "Fruitopia Peach," "Lemon Berry Malt," and "Berry Raspberry" are registered trademarks of The Coca-Cola Company.

Increase profits with inventory control

Business owners and managers spend a lot of time and energy analyzing sales, product costs and operating expenses. Equally important to a business's profitability is inventory analysis. If a business doesn't manage its inventory properly, it could face serious problems.

Inventory is a significant cost for most business. It should be thought of as cash on the shelf, because that's what it is. If you don't control it properly, you may go broke. But with proper records and controls, you can keep your customers happy and your profits growing both at

the same time.

Keep good records

The objective in inventory management is to keep inventory cost down while maintaining a high level of customer satisfaction. To control your inventory costs, you need a clear picture of inventory levels and flow. Because this requires tracking many details, a computer system is almost a necessity.

A continually updated (perpetual) inventory system provides the most accurate information but can be expensive to maintain. If your inventory consists of

items of different values, you may want to keep perpetual inventory records on expensive items and use a periodically updated system for the less expensive.

Keep your inventory moving

Increase your inventory turnover to lower inventory costs. Deciding the "correct" level of stock is difficult but important. One method is to stock in accordance with your target turnover. If you aim to have inventory turn over four times a year, the maximum level of stock should be enough for one-fourth of a year. The minimum level of stock

depends on the time required for restocking. For example, if two weeks are required to obtain more stock, the minimum level of stock will be enough for two weeks' sales, plus a margin.

Close inventory management also requires accurate sales information and a periodic count of inventory to compare actual amount of stock to target levels. Carefully tracking inventory will also enable you to identify slow-moving and obsolete lines. To monitor customer satisfaction, monitor your performance by these indicators: percentage of orders shipped on time, length of time needed to fill backorders, and percentage of complaints on orders filled.

A close relationship with your suppliers is also helpful, particularly if sales are unusually high and you need to shorten restocking times.

Watch out for theft and other disappearances

Another component of inventory cost is shrinkage and risk of loss. Effective internal controls will help keep your shrinkage to a minimum. Consider the following guidelines:

Materials and suppliers should be under the control of a responsible employee. Adequate shipping and receiving records should be kept by an employee who has no access to inventory. A physical count of inventory needs to be done at least once a year and the count should be supervised by a responsible employee. Records need to be kept for scrap and obsolete materials.

Watch for fraud

Several schemes exist for fraud in inventory counts. These include counting nonexistent inventory, changing inventory counts, and double-counting inventory. Another fraudulent technique is to physically move the inventory to another area to be counted again.

Adequate security is necessary for your inventory, including offsite inventory. Offsite inventory records should be maintained and reconciled regularly. Insurance coverage for inventory should be reviewed with your insurance agent.

Also keep an eye out for nonfraud losses, because inventory shrinkage can result from factors other than theft or fraud.

Vendor reimbursements for returned items should be reviewed. Shrinkage can also occur by failing to bill for shipped items and billing for a different item from the one shipped. Incoming shipments need to be carefully checked for missing and inaccurately billed items. Finally, an inaccurate scrap allowance will cause discrepancies between inventory record and physical counts.

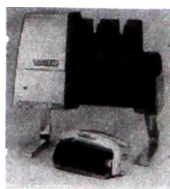
Accounting for inventories involves many details, but close management of inventory can decrease your costs and increase your cash flow and profits.

—J.P. Marsh & Co., Inc. Reprinted from the Bulletin of the Youngstown Area Grocers Association

HOBART



KNIFE SHARPENERS



MEAT TENDERIZERS

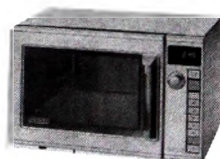


SERVICE SCALES

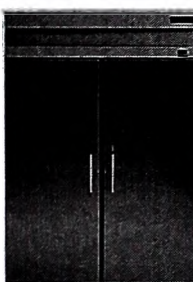
QUALITY PERFORMERS



SLICERS



MICROWAVES



REFRIGERATORS

Hobart products have the excellence you demand...

Quality is a great way to start. And what follows is even better. It's everything you want in a partnership of productivity.

Hobart has the equipment you need for outstanding performance and superior payback. No matter how small or large your operation, Hobart durability and productivity can put profit in your plan.

Fast response by trained technicians...

Hobart provides the best service in the industry, according to independent customer satisfaction surveys. Our commitment to quality protection ensures that trained Hobart service technicians are ready when you need service – day and night.

Protect your investment with Hobart service, and protect your budget with Hobart service plans.

Hobart Corporation
43442 N. I-94 Service Drive
Belleville, MI 48111



BRANCH:
(313) 697-3070

SERVICE:
1-800-783-2601

PARTS/SUPPLIES:
(313) 697-5444

FAX:
(313) 697-1995

HOBART

Quality is just the beginning.

INTRODUCING THE DAILY 3 and DAILY 4

**28 WINNERS
EACH WEEK**

**(2) \$10,000
WINNERS**

**(1) \$5,000
WINNER**

**(25) \$1,000
WINNERS**

**WALKING
Around
MONEY**
SECOND CHANCE
SWEEPSTAKES

**SEPT. 2
THRU
OCT. 28**

OVER \$400,000 OF

WAW!

- **More DAILY 3 & DAILY 4 Game Sales!**
- **More Customers in Your Store!**
- **Increased Commissions!**
- **Retailer Incentives...**
For selling a winning ticket you receive \$50 or \$100.
- **Multi-Media Support!**

Daily 3 Odds: Straight Bet 1 in 1,000, 3-Way Box Bet 1 in 333, 6-Way Box Bet 1 in 167
Daily 4 Odds: Straight Bet 1 in 10,000, 4-Way Box Bet 1 in 2,500, 6-Way Box Bet 1 in 1,667,
12-Way Box Bet 1 in 833, 24-Way Box Bet 1 in 416



"What do you want me to do now?"

This has to be one of the most familiar questions our managers get on a daily basis. Part-time employees seem to have this question on their lips constantly. Sometimes, we are amazed that they can't see the multitude of things that need to be done without asking.

Why is this? One answer may be in the way we react to this question. When employees approach you with this statement do you immediately pull out your "To Do" list and ramble off 10 things they could or should be doing? What if you put the question back to them and asked based on their

What do you want me to do now?

experience, "What do you think needs to be done?"

Encourage them to take some personal responsibility in the way the store looks. Deep down, most employees really know what needs to be done and are perfectly capable of acting upon that knowledge, but they often get used to working on automatic pilot and letting you do their thinking for them. When this happens, they never really consider the consequences of their work, it's your store and your list, and it's your job.

- Employees need sense of

ownership

The key is to give each employee a sense of ownership in their work and their store. The following suggestions may be helpful in starting to instill some personal responsibility in your employees.

- Encourage them to make their own "To Do" list of things to work on when they are free.

- Consider assigning certain aisles or areas (all end displays, for example) to individuals and make them personally responsible for that area. Maybe give them some freedom to do something

creative with their area.

- Encourage ideas from employees on ways to do things better. Don't be afraid to ask, "What do you think?" You may be surprised at how much they are able to contribute, if given the opportunity.

Combined with appropriate follow up and coaching, these approaches can dramatically improve an employee's performance. It may seem easier to maintain a tight control on each employee's actions, but in the long run, employees who feel that they have an ownership in their work and can feel a sense of personal responsibility to themselves and the store will be far more valuable to you. And besides, don't you really get tired of hearing, "What do you want me to do now?"
—YAGA

FROZEN ASSETS

**Let Us Show You What
Quality and Service Is All About.**



**Manufacturers and
Distributors of
PACKAGE ICE PRODUCTS**

- PACKAGED • BLOCK • DRY
- FAST RELIABLE SERVICE
IN THE TRI-COUNTY AREA
- MERCHANDISE CASES AVAILABLE

**CALL
STEVE YALDO
313-537-0600
12045 WOODBINE
REDFORD, MI 48239**

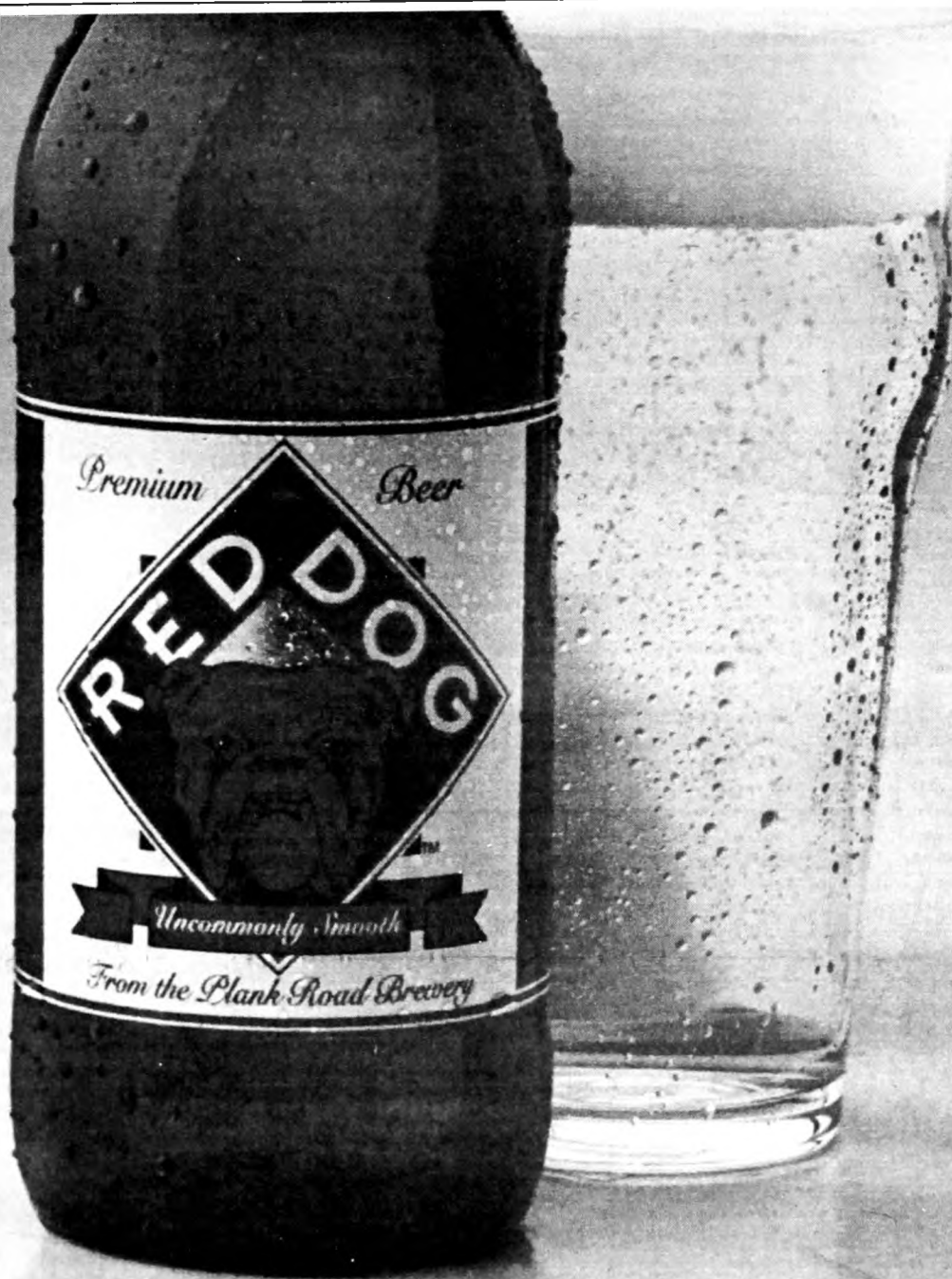
Rest breaks and meal periods

While not required to do so under either state or federal law, most companies give their employees rest breaks and meal periods. When granting them, however, some firms are confused as to whether the periods should be counted as paid or unpaid time.

According to the Fair Labor Standards Act, the following conditions must be satisfied for a meal period to be excluded from compensable time worked. First, the meal period must be at least thirty minutes long. Second, the employee must be completely relieved of his or her duties. Third, the employee must be free to leave his or her post of duty, although the person may be required to remain within the workplace. If all of these conditions are present, the time spent on the meal period does not have to be paid.

This exclusion from compensable time worked for meal periods, however, is lost when any one of the aforementioned conditions is present. For example, if employees are required to stay at their desks or workstations for meal periods, the time spent must be paid. Or if the meal periods are interrupted by calls to duty, even if only for a few minutes, the entire meal period must be paid.

While not as common as meal periods, many companies give their employees rest breaks of a short duration during the workday. If the rest break that is given lasts twenty minutes or less, the period is considered by federal law as compensable time worked and the employee must be paid for the period. This holds true even if the employee is completely relieved of duties and is free to do as he or she wishes.
—YAGA



**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.

Distributed by POWERS DISTRIBUTING
2000 Pontiac Drive • Sylvan Lake, MI 48320

Michigan Lottery changes instant ticket distribution system

by Bill Martin
Michigan Lottery Commissioner

Retailers will be pleased to hear that we're making a significant change this fall which will mean increased sales and commissions.



The Michigan Lottery plans to change its instant ticket distribution system in fiscal year 1995-96. One of my goals has been to move the Lottery from a credit-based instant ticket distribution system to a seamless (consignment-based) system. Retailers must now pay for books of instant tickets at time of delivery. Under the new system, retailers will pay for books of tickets after they have sold them. This change will enable retailers to carry

substantially more inventory and avoid out-of-stock situations, and will also provide the Lottery and retailers with real-time sales data.

This new pro-active system-the cornerstone of our business plan-will mean increased sales and commissions for you. Your Lottery sales staff will go over the new system with you in the coming months.

This change combined with the recent change in the prize payout law will enable the Lottery and its retailers to maximize sales.

The new prize payout law gives the Lottery the marketing flexibility to increase prize payouts on a variety of games, namely the popular instant games. Under this bill, 45 percent becomes the floor and can be adjusted to the marketplace.

Clearly this is a "Win, Win, Win" proposition for Michigan-Lottery retailers reap the benefits of increased sales and commissions, players win bigger and more cash prizes, and the state is able to generate additional revenues for education.

Retailers can look for some exciting new games and promotions in the new fiscal year as we begin to implement the new payout change.

Michigan's Lotto game is back on track-sales for the Michigan Lotto game are up for the first time in five years-a whopping \$71.3 million over last year.

Sales for the Michigan Lotto game are at \$205.2 million so far this fiscal year. This is a 53.3 percent increase over last year's sales of \$133.9 million, which means an additional \$71.3 million in gross revenue.

Lottery players like the Michigan Lotto game-and it's driving up our sales. Lotto fever peaked in February with our \$45.8 million record jackpot and the excitement has continued to roll. In addition, our "SMARTPLAY" promotion has been a huge success.

Competition has been steep for the lotto game with the introduction of Powerball, a multi-state lottery where jackpots sometimes exceed \$100 million, and with the introduction of lotteries in our bordering states. Lotteries all over the country have seen a decline in lotto sales, so we couldn't be more pleased to see a sales increase here in Michigan. We enjoy bucking the trend.

Executive Director of the North American Association of State and Provincial Lotteries David Gale said, "It's very obvious that the following combination of events have attributed to the Michigan Lottery's success: First, a record-breaking lotto jackpot which brought new players into the game; and second, a marketing strategy which utilized a promotion of Lottery products to stimulate interest. These two elements combined with a strong market plan have helped increase awareness as well as the player base in Michigan."

The Michigan Lottery truly offers something for everyone. Virtually every day of the week Lottery players can choose from a variety of games-all with different ways to win great prizes ranging from thousands to millions of dollars.

The Michigan Lottery will introduce two new instant games, "Aces Wild" and "Baby Grand," in August.

Michigan Lottery players will go "wild" over the Lottery's newest game, "Aces Wild." Players can win up to \$4,000 in the new "Aces Wild" instant game, which goes on sale on August 14 at the Lottery's nearly 9,000 retailers statewide. Players simply scratch off the colorful latex

coating on the ticket. If any of "Your Cards" match the "Winning Card," players win the prize shown. If players get an "ACE" (A), they win the prize shown automatically. Players can win up to four times on each ticket.

Michigan Lottery players will sing all the way to the bank when they play the Lottery's "Baby Grand" instant game. Players can win up to \$1,000 in the new instant game, which goes on sale on August 28. If players match three like amounts, they win that amount. Players also scratch off the bonus note for an extra chance to match three.

The "Daily 3 Big Pay Back" promotion was a success! Total entries for this special second-chance sweepstakes ran up to 3.1 million by the end of the promotion. The Michigan Lottery gave away 22 prizes (ranging from \$1,000 to \$10,000) each week for eight weeks-a total of 176 prizes worth \$280,000 in the "Daily 3 Big Pay Back" sweepstakes. Best of all, the promotion gave retailers the opportunity to increase sales and introduce new customers to the Daily 3 game.

If you liked the Daily 3 Big Pay Back promotion, you'll like our new Daily Game promotion to be launched in September. "Walking Around Money" (WAM) second chance sweepstakes gives retailers an additional opportunity to increase Daily Game sales and commissions. It can also pay you if your store sold one of the tickets in a winning WAM sweepstakes entry, \$50 for each \$1,000 winner and \$100 for every \$5,000 or \$10,000 winner.

Non-winning Daily 3 and/or Daily 4 tickets for drawings from September 2 through October 28, 1995, are eligible for this big money promotion. Each week for eight weeks 28 prizes will be awarded. A total of 224 prizes worth \$400,000 will make this the biggest and best Daily 3 and Daily 4 Games second chances sweepstakes ever!

Players just send in the three non-winning Daily Game tickets to the sweepstakes address or drop them off at a participating newspaper, radio station, or any Lottery office.

We're looking forward to a profitable new fiscal year with exciting new games and promotions, and the implementation of the new instant ticket distribution system and the new payout changes. Have a great summer and sell, sell, sell!



**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

A good start . . . California cigarette smuggling ring broken

The growing illegal trade in contraband cigarettes took a hit in March, when California officials broke one of the nation's largest smuggling rings. Investigators report that the syndicate was bringing up to 5.2 million packs of cigarettes into the U.S. from Mexico at a street value of over \$6 million.

In 1994, California's revenue department said that smuggling was costing the state about \$50 million a year, meaning that about 7 percent of the cigarette market was contraband. According to the National Coalition Against Crime and Tobacco

Contraband, it now appears that the tax loss to California may actually be closer to \$200 million a year. Under this estimate, as many as one in four cigarettes in the state may be illegally obtained.

Cigarette smuggling rings are not new. When its cigarette taxes were at an all-time high, Canada reached a point where the underground market for cigarettes actually outpaced-in terms of volume-the entire Canadian convenience store industry's retail sale of cigarettes. What is new, however, is the growth of smuggling rings in the U.S., fostered by state tax

increases.

Ten months after increasing its cigarette tax by \$5 a carton, Michigan is experiencing what the Detroit Free Press calls "rampant smuggling" costing the state millions of dollars. Arizona, also, is taking a treasury hit since raising its cigarette tax by \$4 a carton in December. That state's revenue department now reports that cigarette sales at the full taxable rate are down 40 percent.

Washington State soon moves to the "watch list." When its new tax kicks in, Washington will have the highest cigarette taxes in the country.

State officials say that the treasury loss to contraband cigarettes already stands at \$50 million.

—NACS

CLASSIFIED

STORE FOR SALE

Bill Moyer—313-882-5100

Farms Market—Grosse Pointe
Location. Gourmet Family Market,
established trade, 56 years. SDM
License, grocery, produce and meat.
Ample parking, 5600 sq. ft. Grosse
Pointe Trading Area, P.O. Box DWT
Enterprises, P.O. Box 46303, Mt.
Clemens, MI 48038

Is there an increase in violence?

by Read Hayes

Is there an actual increase in violence? Many retailers are reporting an anecdotal increase in violent incidents on their premises. These incidents take many forms, but include:

- Shoplifters resisting apprehensions by running from or attacking associates;
- Shoplifters incapacitating floor associates with mace prior to theft;
- Ram-raid theft attacks with vehicles against glass or roll-up door surfaces; and
- Robbery of cashiers, cash rooms and in-progress deposits.

An important component of sound crime/loss control (CLC) is the empirical analyses of all crime attempts for trends and specifics. This data can also be compared with previous similar data in order to identify if the perception of an increase in a certain area or type of incident is accurate. Too often we operate in the blind or with little in the way of statistical information. Store sites and merchandise selections are based on compiled data from reliable source. Loss prevention efforts should also be primarily based on empirical observations, not solely on conjecture or "gut" feelings. Crime against our businesses is evolving and our data collection/analysis capabilities must be set up to accommodate this phenomenon. Who's stealing, how they're stealing and what they're stealing will remain in flux. The most profitable companies will create the ability to anticipate and react to this change.

— Read Hayes, CPP is the author of *Retail Security and Loss Prevention, Shoplifting Control, Employee Theft Control* and over 50 articles. He consults and speaks to retail companies and associations worldwide, and is co-sponsor of the *National Retail Security Survey and the Retail Theft Trends Report*.

Our position, word by word.

Minors



No one should be allowed to sell cigarettes to minors. Minors should not smoke. Period.

That is our position.

That's why Philip Morris developed a comprehensive national program to prevent sales of cigarettes to minors.

The program, called "It's The Law," reiterates to retailers and to their employees that it is illegal to sell cigarettes to minors.

We all have a role to play in this effort: Educators. Lawmakers. Parents. Communities. And, of course, the tobacco industry.

At Philip Morris, we will continue to work with our retailers on this important issue.

For a free copy of our booklet, *Smoking Issues*, which contains more information about the "It's The Law" program, as well as information on other issues relating to smoking, please call us at 1-800-852-3445, Ext. 219.



**We want you to know
where we stand.**

Facts Matter

Philip Morris has taken legal action more than 1,800 times in cases where our tobacco brand logos were used illegally, often on products intended for use by minors.

© 1994 Philip Morris Inc.

Exporting help available for agriculture producers/processors

An exporting seminar, co-hosted by the Michigan Department of Agriculture (MDA) and the Mid-America International Agri-Trade Council, will be held on September 14 in Madison Heights, Michigan.

The topic for the seminar is "International Sales Procedures." Speaker Beverly Nichols of World Trade Consultants will discuss arranging financing and letters of credit, pricing the product, preparing

quotes and needed documents and responding to international inquiries.

The seminar runs from 9 a.m. to 3 p.m. The \$40 cost includes lunch and workshop manuals. For more information or to receive a brochure on seminars, call the MDA at (517) 373-1058.

Two women beat the heat with cool cash in shopping spree

Two lucky shoppers from affiliated Foodland Supermarkets won the \$5,000 grand prizes in Super

Shopping Spree, a promotion sponsored by

Foodland Distributors of Livonia and its affiliated supermarkets.

Flordeliza Cruz of Clarkston made her winning entry at Liberty Food Center in Waterford, while Theresa Patricca of Warren made hers at Steiner's Foodland in Warren.

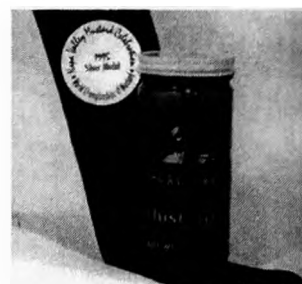
"Home Improvement" star featured in Miller Lite commercial

Richard Karn, who plays the sidekick Al Borland on ABC's "Home Improvement," shows off his

handyman tricks to create a summer dream home for beer drinkers in a new Miller Lite commercial.

In the spot, a group of summer vacationers arrive at their weekend cabin to find it falling apart. With one quick wham of a Miller Lite bottle, a pickup truck driven by Karn falls out of the sky, and the handyman proceeds to transform the run-down shack into a dream cabin, equipped with an outdoor beer tap filled with Miller Lite.

Michigan entry takes Silver Medal in World Championships of Mustard



The competition was fierce, but one mustard stood head and feather above the rest: Michigan's own Mucky Duck Mustard took a Silver Medal in the World Championships of Mustard in Napa Valley recently.

Judges in the competition sampled each mustard in one of eight categories based on such criteria as Bouquet/Aroma, Mustard Identity, Category Fidelity, Texture, Balance, Finish, and Overall Impression.

So what is "Identity" and "Fidelity?" According to the event judging form, a "good mustard is not a mayonnaise or a salsa but should exhibit the classic characteristics of mustard, even if other flavors are present." And as for fidelity, a garlic mustard should be "garlicky," a fruit mustard must echo the fruit it contains, and a grained mustard must be appropriately grained.

For more information call (810) 683-5750.

Glowing Results.



Private labels strengthen profits.

When it comes to quality and consumer acceptance, most private labels can't hold a candle to Spartan brand products. For over 40 years, Spartan retailers have enjoyed a sharp competitive edge by marketing Spartan brand products at a higher gross and lower shelf price than national brands. Today, 1,300 Spartan and Spartan Supreme products carry a 100% satisfaction guarantee. The popular Spartan label, exclusive to Spartan retailers, not only strengthens retail profits but its Cash for Labels program has had glowing results in their communities. Spartan Stores backs each private label with promotional support timed and planned for maximum retail profitability.



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

Unredeemed coupons affect sales

Unredeemed coupons also affect sales, according to a recent study. By analyzing A.C. Nielsen scan data between 1990 and 1991 it was found that merely seeing a coupon in a newspaper insert boosts sales in some cases.

—"Reprinted by permission of THE FOOD INSTITUTE REPORT, the weekly publication of The Food Institute, Fair Lawn, NJ."

More News Notes
page 27.

Checkout lanes without employee assistance

Kroger Company, Cincinnati, will add a sixth self-checkout lane to its Columbus store, but this one will feature an automated payment option via credit and debit cards. Unlike the five existing self-service lanes, which require shoppers to proceed to a cashier to pay for their purchases, the new lane needs no employee assistance.

Kroger will also start testing another system-Optimal 8870 ExpressPlus Checkout-at a Middletown, KY store. It accommodates automated cash payments, dispenses change and can process debit and credit transactions. —"Reprinted by permission of THE FOOD INSTITUTE REPORT, the weekly publication of The Food Institute, Fair Lawn, NJ."

Foodland makes donation to Detroit Zoo

Foodland Distributors recently hosted the Second Annual Foodland Day at the Zoo. The day's events celebrated Foodland Distributors' successful Frozen Food Month promotion for 1995. In cooperation with Foodland affiliated supermarkets, and their national manufacturers, Foodland presented a check for \$25,000 to the Detroit Zoological Society.

Additionally, Foodland Distributors has been recognized by the National Frozen Food Association with a Silver Penguin award for excellence in frozen food sales and education. The award was based on Foodland's efforts to promote National Frozen Food Month during March, 1995.

Ag companies wanted for export directory

Agricultural producers and food processors who are currently exporting or want to begin marketing their products and services internationally can get a helping hand by entering their company into the *Michigan Food and Agriculture Products Export Directory* according to Dr. Gordon Guyer, Director of the Michigan Department of Agriculture (MDA).

The booklet is being updated by MDA and the Michigan International Trade Authority (MITA), part of the Michigan Jobs Commission.

Dr. Gordon Guyer, Director of the Michigan Department of Agriculture (MDA) said being part of the directory can help increase exporting opportunities by:

- Placing a company's name, through the directory, into every Michigan government

office worldwide, in U.S. and foreign embassies, and international trade shows.

- Being contacted about attending important trade shows and perhaps receiving discounted booth rates.
- Being recognized by MITA which has offices or representatives in Europe, Hong Kong, Japan, China, Mexico and South Africa. MITA's staff provides translation and distributor/end user searches and other assistance.

To be included in the 1996 Directory, contact the MDA for a survey form by calling (517) 373-1058. Forms must be received by September 30, 1995, to be included in the next issue.

Environmental Assistance Center available for service

Anyone with a question about environmental protection programs or laws can now call the Department of Natural Resource's (DNR) Environmental Assistance Center (EAC) for responsive service.

The EAC grew out of discussions with DNR stakeholders during development of the new Environmental Assistance Division (EAD). EAD is a division designed to make environmental programs more accessible and user friendly to

the customer.

Providing direct access to all environmental protection programs for Michigan businesses, municipalities, institutions and the general public is the EAC's main objective. Center services include all environmental protection programs, but are not designed to handle issues related to the fisheries, forest management, parks and wildlife programs of the DNR.

The Center is staffed from 8:00 a.m. to 5:00 p.m., Monday through Friday. Calls are directed to a dedicated Center voicemail box during evenings and weekends for response the next working day. For any environmental questions, call the EAC at (517) 373-9400.

Did You Bring Recycling Home?



Thank you for collecting materials for recycling. The next step in recycling is to purchase products with the highest possible recycled content. Check the labels. To receive a **free Shoppers' Guide to Buying Recycled**

Products, call:

1-800-NRC-RECYCLE
(672-7239)



Six Michigan wines earn Gold status at first annual "Culinary Classic" competition

A Michigan wine competition, conducted as part of Oakland Community College's first "Culinary Classic" wine and food celebration, bestowed honors on 43 Michigan wines, six who earned gold medals.

The Gold Medal winners in the wine competition were:

St. Julian Raspberry Champagne
94 Good Harbor Johannisberg Riesling
94 St. Julian LMS Vidal Blanc

(Best of Show White)

93 St. Julian LMS Chancellor

(Best of Show Red)

St. Julian Simply Red

St. Julian Solera Cream Sherry

(Best of Show Dessert)

Silver Medal winners were:

Tabor Hill Grand Mark Brut

93 Tabor Hill LMS Chardonnay

93 Good Harbor Pinot Gris

93 Fenn Valley LMS Seyval

94 Chateau Chantal Semi Dry

Riesling

L. Mawby Sparkling Cremant Brut

94 Good Harbor Chardonnay

94 Fenn Valley LMS Chardonnay

93 Tabor Hill Riesling

St. Julian Great White

Good Harbor Northern Lights

News Notes

Fenn Valley LMS
Classic Reserve

St. Julian Village White

93 St. Julian Chambourcin

93 Good Harbor Coastal Red

Fenn Valley Raspberry

Fenn Valley Cherry

Good Harbor Trillium

Tabor Hill Classic Demi-Sec

Fenn Valley Lakeshore Sunset

St. Julian Village Red

Chateau Chantal Cherry

Fenn Valley Peach

St. Julian Port

Bronze Medal Winners were:

L. Mawby Blanc de Blanc Brut

94 L. Mawby Pinot Gris

94 St. Julian LMS Seyval

94 Chateau Chantal Old Mission

Peninsula Reisling
93 Fenn Valley LMS Chancellor
Fenn Valley LMS Ruby Red
92 Chateau Chantal Chardonnay
93 St. Julian Vignoles
94 L. Mawby Sandpiper
Fenn Valley LMS Lakeshore White
93 Good Harbor Bay Blush
Good Harbor Coastal Red Lot 9192
Good Harbor Cherry

New guidelines on international antitrust issued by FTC and Justice

A new set of guidelines for the enforcement of U.S. antitrust laws in the international arena was issued jointly by the Federal Trade Commission and Justice Department last week. These new rules could impact the U.S. food industry which has seen an increasing amount of acquisitions by foreign firms in recent years. Indeed, The Food Institute tracked 44 such transactions in 1994—the largest amount since 1990's total of 48 and well above 1993's tally of 31.

This marks the second time these two agencies have joined to adopt similar regulations. The first time was in April, 1992, when they adopted corporate merger guidelines.

The new regulations, according to an FTC release, "reiterate the importance, in an increasingly global economy, of antitrust enforcement with respect to international operations. They also make clear that the same substantive antitrust rules apply to domestic and international cases, except that the involvement of foreign governments may affect antitrust liability in some situations."

The guidelines explain that anti-competitive conduct that affects U.S. commerce may violate antitrust laws regardless of where the conduct occurs or the nationality of those involved.

—"Reprinted by permission of THE FOOD INSTITUTE REPORT, the weekly publication of The Food Institute, Fair Lawn, NJ."

THE NACS SHOW IN CHICAGO

McCormick Place October 15-17, 1995

See the latest trendsetting products & services for the convenience store industry from over 600 leading companies.

THE EXPOSITION

The hottest, newest products and services will be on display for you to see.

IN-DEPTH WORKSHOPS

Multi-tracked and up-to-minute, these workshops will give you vital information to take back to the job.

SHARPLY-FOCUSED GENERAL SESSIONS

Rev up your thinking with sessions such as NACS' "Ideas to Go".

NETWORKING OPPORTUNITIES

A whirlwind of events and activities provide you a multitude of chances to make valuable contacts.

AND MUCH MORE!

From the sights and sounds of Chicago to store tours to programs designed for the smaller company CEO, the 1995 National Association of Convenience Stores (NACS) Annual Meeting & Exposition will be three of the most informative, inspiring and insightful days you will experience this year.



YES! I'm interested in the NACS Annual Meeting & Exposition. Please send me:

- ☐ Program Brochure which contains a schedule of events, registration & housing information. (Note: brochure will be available in early-June)
- ☐ Information on NACS, including membership information. I am a: ☐ Retailer ☐ Supplier.
- ☐ Information on how my company can exhibit at next year's NACS Show. (The 1995 NACS Show is sold out)

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY, STATE, ZIP CODE _____
() ()
TELEPHONE _____ FAX _____

NACS

NATIONAL
ASSOCIATION OF
CONVENIENCE
STORES

1605 KING STREET

ALEXANDRIA

- VIRGINIA

22314-2792

(703) 684-3600

FAX (703) 836-4564

INTERNET: nacs1@aol.com

Aluminum recycling rose

U.S. aluminum can recycling rose to 64.7 billion cans last year, or 65.4 percent of the 99 billion cans shipped by manufacturers, from 59.5 billion cans in 1993, revealed the Aluminum Association.

Some 2.149 billion pounds of aluminum were recycled in 1994, compared with 2.015 billion pounds in 1993, when 63.1 percent of cans shipped were recycled.

—"Reprinted by permission of THE FOOD INSTITUTE REPORT, the weekly publication of The Food Institute, Fair Lawn, NJ."

Help Us Add The Missing Piece.



©1995 R.J. REYNOLDS TOBACCO CO.

Three years ago, R. J. Reynolds Tobacco Company introduced a program called "Support the Law...It Works." The program is designed to help keep cigarettes out of the hands of kids by teaching retailers how to support tobacco age-restriction laws. Recent research has shown that community support and retailer participation with the "Support The Law" program can help reduce sales to underage persons by over 50%. And reducing sales to minors is a major step forward in helping stop underage smoking. Remember, when we all support the law...it works!

RJ Reynolds
Tobacco Company

Yes! I'd like to know more about how my retail store can help support age-restriction laws. Please send information to:

NAME _____ (Please Print)
POSITION _____
ORGANIZATION _____
MAILING ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____
TELEPHONE (_____) _____

Complete and mail to:
"Support The Law" Training Program
P.O. Box 2959
Winston-Salem, NC 27102-2959



17th Annual Centsible Super Saver Sweepstakes

In 1979 Paul Inman Associates introduced the first Broker coupon event in the state. This year will mark the 17th annual Centsible Super Saver Sweepstakes program that delivers coupon savings to consumers throughout the Michigan, Toledo and Ft. Wayne marketing areas via a full color insert.

The inserts will go into ten Michigan newspapers including: The Detroit News and Detroit Free Press (pending the end of the newspaper strike), Oakland Press,

Ann Arbor News, Port Huron Times Herald, Lapeer County Press, Macomb Daily, Royal Oak Tribune, Hillsdale News and Jackson City-Patriot.

"The basic idea seventeen years ago was to develop an event that everyone could benefit from by providing increased sales and profits to the retailer and value to the consumer," said Phil Fischioni, executive vice president, director of marketing at Paul Inman Associates. "Though coupons had been offering consumers savings

for years, there was not an organized event that tied all the elements of a successful promotion under one umbrella."

These elements included promotional allowances, media support, sweepstakes offers, and cents-off savings. Paul Inman Associates put all these elements together to produce the most successful coupon promotion in the area under the banner of Centsible Super Saver.

The appeal and awareness of this program has grown from year

to year. Thousands of consumers look forward to September when they can save on their favorite national brands and have an opportunity to win one of 222 prizes for groceries. The retailers look forward to increased sales and profits during this period and have supported Centsible Super Saver with tie-in ads and displays. With everyone a winner it's no wonder Centsible Super Saver is celebrating its 17th successful year.

Pics from the Paul Inman Associates Dinner



Above: Jerry Inman, CEO of Paul Inman Associates hosting the Centsible Super Saver presentation.



Above: These people are having a great time at the recent Plumb Hollow Centsible Super Saver Sweepstakes kickoff!



Right: These men are all smiles at the Centsible Super Saver Kickoff dinner.



Above: Frank Arcori and Ron Fairchild, President of Paul Inman Associates at Plumb Hollow for the Centsible Super Saver Kickoff Dinner.



Above: Retailers Frank Arcori and Bill Conner talking about the Centsible Super Saver Sweepstakes.

Calendar

1995

- Aug. 22 - 24 *FMI Category Management Seminar*
Seattle, Washington
- Sep. 10 - 11 *Kramer Holiday Food Show*
Novi Expo Center, Novi, Michigan
- Sep. 10 - 13 *NAWGAI/FDA Midyear Executive Conference*
White Sulphur Springs, West Virginia
- Sep. 10 - 13 *FMI 16th Annual Energy & Technical Services Conference*
Red Lion's LaPosada Resort, Scottsdale, Arizona
- Sep. 10 - 13 *FMI 22nd Annual Information Systems Conference*
Omni Hotel, Charleston, South Carolina
- Sep. 14 - 15 *FMI Category Management Seminar*
Chicago, Illinois
- Sep. 16 - 19 *FMI/NAWGA Supermarket Foodservice Conference*
Hotel Nikko, Atlanta, Georgia
- Oct. 1 - 3 *FMI Food Protection Conference*
Hyatt Regency Hotel, Reston, 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. 15 - 17 *1995 NACS Annual Meeting and Exposition*
McCormick Place, Chicago, Illinois
- Oct. 15 - 18 *FMI Human Resources Training & Development Conference*
Mills House Hotel, Charleston, South Carolina
- Oct. 22 - 25 *NAWGAI/FDA Food Industry Productivity Conference*
Phoenix, Arizona
- Nov. 12 - 15 *FMI Retail Store Development Conference*
San Diego, California

1996

- Mar. 11 - 12 *FMI 1996 Public Affairs Assembly*
The Willard Hotel, Washington, DC

Ask AFD

Q. Please explain the law regarding the sale of cigarettes separately from its package.

A. Under normal circumstances, the sale of separate cigarettes is illegal in Michigan. According to the Youth Tobacco Act (P.A. 1915 No. 31) Amendment P.A. 1992 No. 272, "A person who sells tobacco products at retail should not sell a cigarette separately from its package."

The only exception is a retail tobacco specialty store or other retail store that deals exclusively in the sale of tobacco products and smoking paraphernalia.

Violating this law is a misdemeanor, punishable by a fine of not more than \$500 for each offense.

Question submitted by Ebony's Market, Detroit

GOOD FOR MEMBERS ONLY

Save Time and Money With AFD's Coupon Redemption Program

Retailer: it's easy as this. Send any number of coupons you receive from your customers and get a check in 50 days. For information, call Harley Davis at (810) 557-9600 or 1-800-66-66-AFD and receive a no-obligation starter kit.



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

CELLULARONE®

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.

Thank You

The Associated Food Dealers of Michigan sincerely thanks the following companies for supporting our Scholarship Golf Outing:

Goodie Bag Donors:

American Express Money Orders/MoneyGram
Anheuser-Busch
Blue Cross Blue Shield Blue Care Network
Cellular One
Coca-Cola Bottling Co. of Michigan
CoreSource
General Wine & Liquor Company
J.N. Bech Ltd.
Kar Nut Product Co.
London's Farm Dairy
Ludington News Company
M&M/Mars
Nabisco Biscuit Company
Pepsi-Cola
Smirnoff Sales Company
Spartan Stores
Stadium Club Foods, Inc.
Stark & Company
Tony's/Red Baron Pizza
Union Ice



Prize Donors:

Blue Cross Blue Shield Blue Care Network
Coca-Cola Bottling Co. of Michigan
Detroit Edison
Faygo Beverages
Gadaleta Ramsby & Associates
Independence One
J.N. Bech Ltd.
L&L Wine World
London's Farm Dairy
Ludington News
Michigan Sugar
Monitor Sugar
Mucky Duck Mustard
Pepsi-Cola
The Greeson Company
The Pfeister Company
The Stroh Brewery Company
Tony's/Red Baron Pizza
Tri-County Beverage
Union Ice



Hole Sponsors:

Gold Sponsors:

7-UP Detroit
American Express Money Orders/MoneyGram
Ameritech Pay Phone Services
Cellular One
Coca-Cola Bottling Co.
Faygo Beverages
Frito-Lay, Inc.
General Wine & Liquor Company
House of Seagram
Hubert Distributors
J. Lewis Cooper Co., Wines & Spirits
Kar Nut Product Co.
Kraft Foods
Kramer Food Company
Lotto Hotline
Ludington News Company
Marie Brizard Wine & Spirits
Melody Farms/Midwest Wholesale
Paul Inman Associates
Pepsi-Cola
Petitpren Inc.
Philip Morris Companies
R.M. Gilligan, Inc.
Spartan Stores, Inc.

Silver Sponsors:

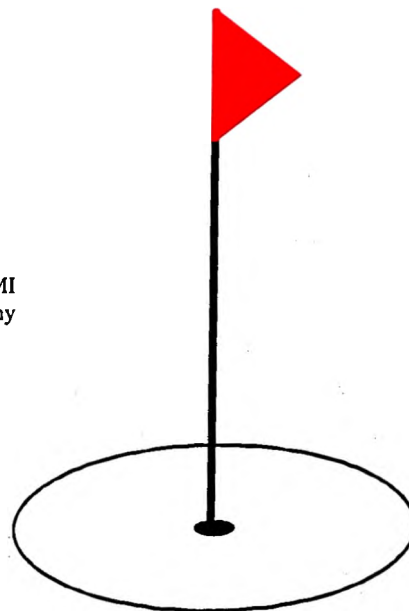
Blue Cross Blue Shield Blue Care Network of MI
Campbell Sales Company/The Greeson Company
CoreSource
Miller Brewing Company
The Pfeister Company
Powers Distributing
The Stroh Brewery Company

Bronze Sponsors:

Central Distributors of Beer, Inc.
Kowalski Companies
North Pointe Insurance
Remy Amerique
S. Abraham & Sons
Unibev, Ltd.

Food and Beverage Donors:

7-UP Detroit
Archway Cookies
Awrey Bakery
Better Made Potato Chips
Coca-Cola Bottling Co.
Continental Baking
Faygo Beverages
Frito-Lay
I&K Distributors
Jays Snack Foods
Kar Nut Product Co.
Kramer Food Company
M&M/Mars
Melody Farms
Metz Baking
Oven Fresh
Paul Inman Associates
Pepsi-Cola
Stark & Company
The Pfeister Company
Tony's/Red Baron Pizza
Union Ice



Products

Products

From page 10.

Lawry's helps revolutionize meat-buying trends



Lawry's Foods, Inc. introduces Weekday Gourmet, a new answer to the consumer's question, "What's for dinner?" and the meat department's question, "How do I sell more premium cuts of meat?"

Weekday Gourmet is a new line of 10 ready-to-use liquid sauces and marinades for select cuts of meat and poultry. Packaged in foil pouches, they are designed to be merchandised and sold in supermarket meat departments. This provides the perfect opportunity to trade consumers up to premium cuts of meat and poultry, as all Weekday Gourmet varieties call for such cuts as sirloin steak, flank steak, London broil, veal cutlets, pork loin and chicken breasts. Not one of the products utilizes ground beef or chicken hind quarters.

The line includes Peppercorn Steak, Veal Marsala, Chicken Dijon, Teriyaki Steak, Sweet and Sour Pork, Chicken Teriyaki, Beef Stroganoff, Chicken Fajitas, London Broil and Oriental Chicken Salad.

With Weekday Gourmet, consumers can now prepare quality meals any day of the week in 30 minutes or less. Each package offers easy-to-follow directions, plus tasteful alternatives, while eliminating the need for measuring and mixing ingredients. The single-use pouches serve two large or four average-sized servings and contain no MSG.

Reel in extra sales with labels

Reel in extra sales in your fish section with Bollin Label System's new recipe labels.

Recipes are available for Salmon, Cod, Freshwater Catfish, Ocean Perch, Orange Roughy and Shrimp.

The labels come in rolls of 250.

For more information contact Bollin Label Systems in the Toledo area at (419) 693-6573 or (800) 882-5104.

Cover Story

From page 1.

Treasury Department has already begun that process. The actual amount of unredeemed deposits is unknown and appears to have varied considerably since the inception of the Deposit Bottle Bill. One company, Public Sector Consultants, has estimated the annual income from unclaimed deposits is between \$26,000,000 and \$121,000,000 per year. If these figures are accurate, retailers would be entitled to between 6.5 million and 30.25 million

annually, retroactive to 1990.

Your Association was the only Defendant allowed to intervene in the Ingham County lawsuit. Both the Court of Appeals and Judge Brown adopted arguments originally offered by AFD legal counsel James C. Zeman, one of the partners of Bellanca, Beattie & DeLisle, in rendering their respective decisions. No other trade association or individual retailer even attempted to intervene in the pending litigation.

In the end, AFD stood behind all retailers in the State to fight for their

rights according to the 1989 amendment of the Bill which AFD originally endorsed. Soon we expect to be able to report to you on the claim system which is being developed by the Department of Treasury in order to make disbursements of the funds when they are collected. AFD continues to work with the State of Michigan in implementing the refund procedure in a reasonable and fair manner. We will report our progress as soon as the procedure is further finalized.



You can tell they're blue.

Being Blue is a great way to feel. Blue Cross Blue Shield of Michigan, that is. You can choose from our many plans to find the one that's just right for you. And whether you have Blue Managed Traditional, the most accepted coverage around; Blue Care Network, the HMO; Blue Preferred, the Preferred Provider Organization, or Blue Choice Point of Service coverage, you get the backing of Blue Cross Blue Shield of Michigan. And that makes Blue people very happy. To find out more about becoming Blue, contact a Blue Cross Blue Shield and Blue Care Network authorized independent insurance agent.



Blue Cross
Blue Shield
of Michigan

You Feel Better If You're Blue.

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

Blue Cross Blue Shield of Michigan is an independent licensee of the Blue Cross Blue Shield Association

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
Koeplinger Bakeries, Inc.	(810) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schaefer Bakery	(810) 299-9166
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) 548-2900
Michigan National Bank	1-800-225-5662
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
Belino Quality Beverages, Inc.	(313) 946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(616) 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	(313) 867-6900
Everfresh Beverages	(810) 755-9500
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	(810) 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
Lotts Distributors	(313) 336-9522
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	(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
Universal Ginseng and Beverage, Inc.	(810) 754-3800
Vintage Wine Co.	(313) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	(810) 968-0300
Ameri-Con, Inc.	(810) 478-8840
Bob Arnold & Associates	(810) 646-0578
Denna General Brokers	(810) 776-1610
DMAR, Inc.	(810) 553-5858
ELC Associates	(810) 624-5133
The Greeson Company	(810) 305-6100
Hanson Paso Assoc.	(810) 354-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamakan Company	(810) 424-8500
Marks & Goergens	(810) 354-1600
McMahon & McDonald, Inc.	(313) 416-7000
Northland Marketing	(810) 553-0222
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
Sherm'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
Bermea 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:

Salsanek 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:

Alphamerica Insurance Agency	(810) 263-1158
America One	(517) 349-1988
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(810) 354-6110
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) 367-5391
Joel Weingarden	(313) 453-3636
The Wellness Plan	(313) 369-3900

MANUFACTURERS:

Amato Foods	(313) 295-3337
Bill 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
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kalil 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) 478-1350
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 Provision, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 367-8000
Hartig Meats	(313) 832-2080
Hillshire Farms & Kahl's	(810) 778-3276
Hygrade Food Products	(313) 464-2400

Kowalski Sausage Company	(313) 873-8200
L.K.L. Packing, Inc.	(313) 833-1590
Metro Packing	(313) 894-4369
Oscar Mayer & Company	(810) 488-3000
Pelkie Meat Processing	(906) 353-7479
Ray Pleva 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 & Chaldeen 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) 222-2325
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
WDIV-TV4	(313) 222-0646
WJBK-TV2	(810) 557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

NON-FOOD DISTRIBUTORS:

Advanced Formula Products, Inc.	(313) 522-4488
Albion Vending	(517) 629-3204
Gibraltar National Corporation	(313) 491-3500
Items Galore, Inc.	(810) 774-4800
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
Charles Chips Snack Food Co.	(717) 285-7710
Frito-Lay, Inc.	1-800-24FRITO
Goin' Nuts	(810) 437-9831
Harbour Foods, Ltd.	(810) 333-3014
Kar Nut Products Company	(810) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Niklas 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	1-800-874-4648
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
PJM 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-1 Building Maint. Services, Inc.	(810) 647-4630
AARMCO Security	(810) 968-0707
A Catered Affair	(313) 393-5311
Akram 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, Beattie, DeLisle	(313) 964-4200
Buitem Tamblin Steensma & Assoc.	(616) 949-0490
Cellular One	(313) 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
Dynalog Marketing	(810) 827-4700
Dialogue 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
Nationwide Communications	(810) 968-0412
Network Real Estate Services	(810) 539-0900
Paul Meyer Real Estate	(810) 398-7285
REA Marketing	(517) 386-9666

Frank Smith's Red Carpet Keim	(810) 645-5800
Peter Rages, Attorney/CPA	(313) 961-8400
Point of Sale Demo Service	(810) 887-2510
Sai S. Shimoun, CPA	(810) 424-9448
Sarafa Realty	(810) 851-5704
SDIS Inventory	(313) 526-4200
Edward A. Shuttle, P.C., Attorney	(810) 288-4200
Southfield Funeral Home	(810) 569-8080
Stowbridge Financial Services	(810) 932-8680
Thomas P. Soltys, CPA	(616) 698-8853
Telecheck Michigan, Inc.	(810) 354-5000
Travelers Express Co.	1-800-328-5678
Ultracom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Western Union Financial Services	(810) 740-3520
Whitey's Concessions	(313) 278-2027
Wolverine Real Estate Services	(810) 353-7800

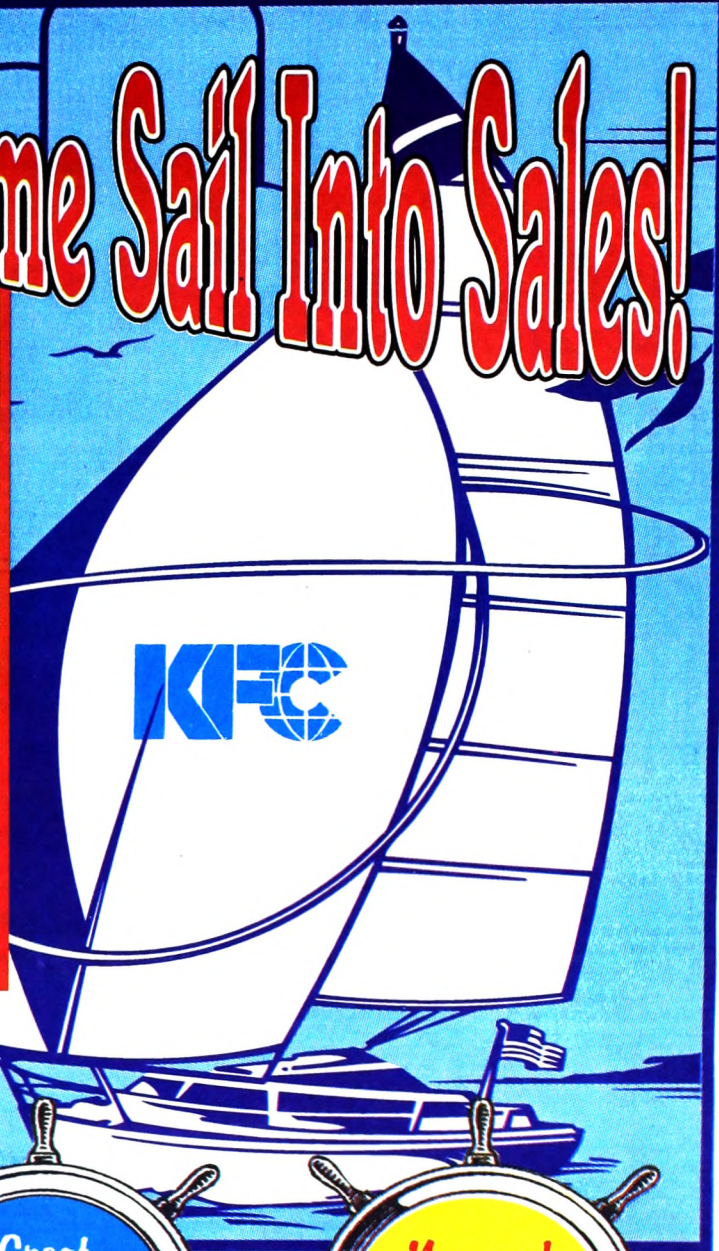
STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration	(313) 565-2474
All-American Cash Register	(313) 561-4141
Ameri-Copy	1-800-888-1683
Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5880
Brinkman Safe	(810) 739-1880
Cornelius Systems Inc.	(810) 545-5558
DCI Food Equipment	(313) 369-1666
First National Pallet Rental	(314) 469-2211
Hobart Corporation	(313) 697-7000
Imperial Marketing	(313) 882-2805
MMI Distributing	(313) 582-4400
Metro Equipment Inc.	(313) 571-6635
Michigan Bale Tie Company	(313) 925-1196
Midwest Butcher & Deli Supply	(313) 689-2255
Murray Lighting Company	(313) 341-1046
Northern American Interstate	(810) 543-1666
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control Systems	(810) 356-0700
Saxon, Inc.	(810) 398-2000
TRM Copy Centers	(503) 231-0230

All Aboard! Come Sail Into Sales!

on the
"Spirit of Specialties"
at the
15th Annual
Kramer-Raskin
Food Show

September 10th & 11th, 1995
11:00 a.m. 6:00 p.m.
Cruises Depart from the
NOVI EXPO CENTER



Over
200
Exhibitors!



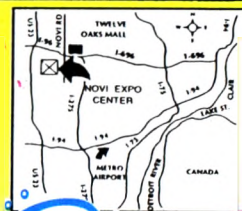
Great
Show
Deals!!



New and
Exciting
Products!!

The Kramer Crew
Will Sail You Into
Profitable Waters!

Point of Departure:
**The Novi
Expo Center!**



The Novi Expo Center is located off Novi Road, just south of I-96, a few blocks south of the Twelve Oaks Mall.

Please call us to R.S.V.P. or for additional information:
(810) 585-8141; 1-800-227-1493

Help WIN the fight against Muscular Dystrophy !

PLEASE JOIN WITH US
AND OUR PRINCIPAL
MANUFACTURERS IN THE
6th ANNUAL
"AISLES OF SMILES"
PROMOTION



HERE'S HOW:

EACH PARTICIPATING MANUFACTURER WILL DONATE A "CENTS PER CASE" CONTRIBUTION TO MDA BASED ON TOTAL SHIPMENTS DURING THE PROGRAM PERIOD

JULY 31, 1995 THROUGH SEPT. 8, 1995.

PLEASE PARTICIPATE BY ADVERTISING, DISPLAYING, & IDENTIFYING THESE PROMOTED BRANDS WITH "AISLES OF SMILES" POINT-OF-PURCHASE MATERIALS....

INCLUDING DISPLAY & SHELF SIGNS, CHANNEL STRIPS, SHELF DANGLERS, & WINDOW BANNERS.

(SEE YOUR PFEISTER REPRESENTATIVE FOR ADDED DETAILS)

PLEASE DISPLAY THESE PRODUCTS ... HELP JERRY'S KIDS !



THE
Pfeister
COMPANY

**YOUR FULL
SERVICE BROKER**



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 49512
(616) 554-5399

TOLEDO
1718 INDIAN WOOD CIRCLE
SUITE A
MAUMEE, OH 43537-4005
(419) 897-9211