



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

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

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VOL 6, NO. 3

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

MARCH 1995

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## Legislative Update

### Nutrition Labeling

The Department of Agriculture has released its final rule on Nutrition Labeling of Meat and Poultry Products. The final rule brings Department of Agriculture regulations in line with Food and Drug Administration rules on nutrition labeling.

Voluntary guidelines on labeling single ingredient and raw products were also clarified.

Grocers may post nutrition signs at the point-of-purchase unless they make a nutrition claim for the product, in which case nutrition labels in compliance with the regulations become mandatory.

—NGA

**More Updates**  
pages 5 and 8.

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



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

Burton Manor  
Livonia, Michigan  
April 25 & 26, 1995

### Free Trade Show Events:

**Tuesday, April 25, 1995**

4:30-5:45 p.m.

Crime Prevention Seminar—stop the store violence

6:00-10:00 p.m.

Trade Show Buying Hours—show specials will only be available during the show hours

**Wednesday, April 26, 1995**

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

T.I.P.S. Seminar—don't wait for a liquor violation to become T.I.P.S. certified

12:30-1:00 p.m.

Tobacco Youth Act Training—get educated, there is a fine for selling tobacco to a minor

1:00-9:00 p.m.

Trade Show Buying Hours—this is your last opportunity to purchase products at show specials

2:00-4:00 p.m.

Best Bagger Contest—retailers wage the paper bag war to see who has the fastest bagger

You must preregister for all of the events. You will then receive the show specials in the mail. There is a \$5 admission fee for those retailers who do not preregister.

Please call Danielle to preregister for AFD's Buying Trade Show at (810) 577-9600.

## Buyers aiming at food companies as merger and acquisitions targets

Food industry companies with annual revenues from \$1 million to \$50 million are emerging as favorite acquisition candidates of both U.S. and offshore buyers.

Food industry merger and acquisition specialist Gordon P. Stiegler, vice president of The Montgomery Group, Rolling Hills Estates, California, said, "We are seeing unprecedented buyer interest in acquiring smaller to mid-size, privately held food and beverage processing businesses in all areas of the globe."

Among the hottest acquisition targets are food processing businesses involved in value-added fresh refrigerated

foods, low-fat foods, salsas, flavored liquid and powdered creamers, instant flavored gourmet coffees, new age beverages and microbreweries, according to Stiegler.

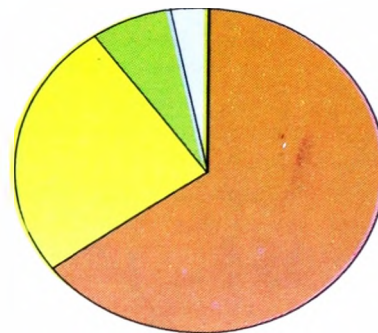
"It's a sellers market with plenty of buyers with available funds. The most active buyers range from large global food companies seeking to expand through acquisition to well-funded private investment groups who view food processing businesses as less cyclical," Stiegler advised.

"Selling prices currently are from six to eight times an-

**See Buyers**  
page 27.

## Confidence in Michigan's 1995 economic prospects

Confidence in Michigan's economic prospects for the new year is at an all-time high 94 percent, up more than 12 percent from the previous high 82 percent in the Michigan 100 Business Confidence Index in the fall of 1984. Nine in 10 Michigan CEOs and CFOs approach 1995 with great optimism for the state's prospects, a majority of which are positive, as opposed to only slightly positive. The 24 percent jump in optimism, from last year's 70 percent, continues the upward trend that began in 1992.



Positive	67%
Slightly Positive	27
Neutral/not sure	3
Slightly Cautious	1
Very Cautious	0

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## Chairman's Report

# AFD helps you keep informed, speaks on your behalf

By Nabby Yono  
AFD Chairman



As state government and public issues continue to grow in number and complexity, so have the number of bills introduced each session to our legislature.

On occasion, AFD members inquire as to the number of bills proposed and how many become law. Here is a brief wrap up of the final statistics from last year's session:

3,407 bills were introduced, 2,042 in the House and 1,365 in the Senate.  
6,842 bills were drafted by the Legislative Service Bureau, though more than half were never introduced.

813 bills were signed into law by Governor Engler and 23 were vetoed.

Already the Legislative Service Bureau has received close to 5,000 requests from legislators to draft bills for the new session.

Reviewing legislation is an increasing responsibility for the Associated Food Dealers of Michigan. Our members could not possibly do this on their own. It is the job of your association, AFD, to watch out for your interests in Lansing. Without this constant monitoring, the food and beverage industry would suffer substantially.

The job that AFD does for you in Lansing is only one of the valuable reasons to belong. Others include our many services, such as health and workers com-

pensation insurance; our coupon redemption program; a business center that includes a video library, informative monthly publication and educational seminars; a scholarship program and many other resources.

AFD has recently mailed its 1995 Membership Renewal forms. Please pay your dues on a timely basis and keep your membership current and active. By doing so, AFD can continue to be your guardian in Lansing, and provide many quality services and programs that benefit you and your business.

If you are not already a member, why not? Call Dan Reeves at 1-800-66-66-AFD. By joining, and becoming involved, you will be doing a great favor for yourself and your industry.

## Calendar

March 5 - 8	NAWGA/IFDA Convention, Sheraton Harbor Place, Dallas, Texas
March 11 - 14	Annual Produce Conference, Fort Myers, Florida
March 13 - 14	1995 FMI Public Affairs Assembly, Washington, D.C.
March 20 - 21	NABCA National Symposium on Alcohol Beverage Legal Issues, Marriott Crystal Gateway, Arlington, VA
March 22	Category Management: The Merchandising Tool of the Future, Adams Mark Hotel, Memphis, Tennessee
April 23 - 25	Supermarket Pharmacy Conference, Marriott Rivercenter Hotel, San Antonio, Texas
April 25 - 26	AFD Trade Show, Burton Manor, Livonia, Michigan
Sep. 10 - 13	NAWGA/IFDA Midyear Executive Conference, White Sulphur Springs, West Virginia
Oct. 22 - 25	NAWGA/IFDA Food Industry Productivity Conference, Phoenix, Arizona

## 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**



## The Grocery Zone

By David Coverly



## Tips on how to avoid robbery

Too often retailers are robbed of their valuables yet little is done to prevent the crime. Video monitoring cameras aren't enough to deter thieves from striking a business. It's the combined effort of a well-conceived security system and consistent personnel training that "arm" a business against crime.

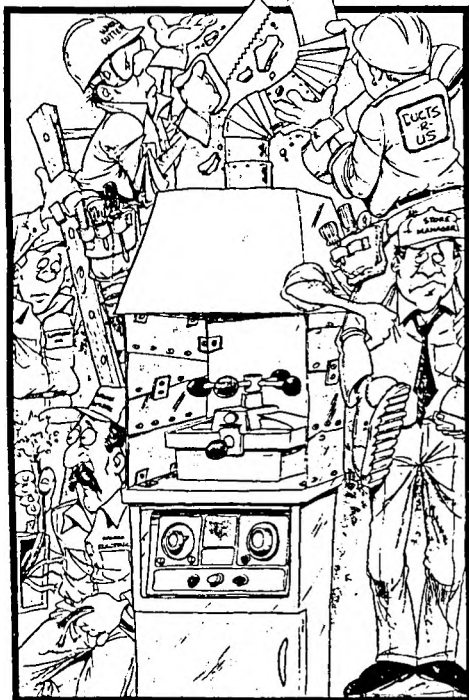
Retailers need to evaluate their risks and take action to minimize it. Consider taking these steps in order to avoid robbery:

1. Have a time delay cash drop located near the cash register.
2. Control and limit cash in the register, dropping all large bills into the safe. Be sure to keep cash low especially after dark.
3. Post signs stating that cash is locked in a time delay safe.
4. Make sure clerks frequently ask for smaller bills, stating that they don't have much money for giving change.
5. When someone is loitering or acting suspiciously around a store, outside, or even across the street, call the local police and request a security check.
6. Greet customers with good eye contact, and observe their actions. Robbers don't want you identifying them later.
7. Keep the store clean and orderly inside and out, robbers presume sloppy stores have sloppy cash procedures.
8. Reposition window signs or

displays that block the view of the register area.

9. Offer law enforcement personnel free coffee and use of the washroom.
10. Keep the register locked, opening it only for the shortest possible time.
11. Check security equipment daily and fix any that is not working.
12. Do not discuss company business with customers, relatives or friends.

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### Reward stickers available

As previously reported in this publication, *AFD Food & Beverage Report*, will now pay a \$2,000 reward to anyone who provides information that leads to the apprehension and conviction of a person who commits an armed robbery against an AFD member or member facility. The previous reward ante was \$1,000. Called, "Take a Bite out of Crime," the program is intended to thwart food store and vendor truck robberies throughout the state.

AFD worked in coalition with law-enforcement officials to develop this program, which runs through the end of this year.

AFD Food & Beverage Report has created new stickers which reflect the increased reward ante.

The stickers are intended for posting on delivery trucks and store windows. Anyone, except the victim, who provides information about an armed robbery against a business displaying the sticker is eligible for the reward, provided the information leads to a conviction.

Stickers are for sale through the AFD office. They are priced at \$5 each for a quantity of 10 or less, \$4 each for 11 to 50 and \$3 each for any order over 50. Please call AFD at (810) 557-9600 to place your sticker order.

### Bad check warning

John Hanna, of Parkside Market in Detroit, reports receiving a bogus check from a Southfield company called Appearance Lawn Care. The checks are drawn from an account at First Independence National Bank in Detroit, number 072001079, which has been closed.

## Welfare Reform heats up

Welfare is a top issue in Congress now. Expect much debate over welfare and a great deal of political bickering. One main concern is the future of food stamps and WIC, two programs which will become the most efficient and least subject to fraud and government waste once the nationwide Electronic Benefits Transfer Program is in place. There are some in Congress who want to abandon the Food Stamp and WIC programs in favor of state-run cash-out programs. Watch for the Senate Majority welfare reform bill (S. 140) and the House GOP "Personal Responsibility Act" (HR 4).

It is important that our legislators know your opinion. This is the time to speak out, or we may lose these efficient, beneficial government programs. To voice your opinion on welfare reform, call or write the members of the Michigan congressional delegation. All numbers are in the 202 area code.

- Sen. Carl Levin, D-Mich., 224-6221, 459 Russell, Washington, D.C. 20510.
- Sen. Spencer Abraham, R-Mich., 224-4822, B40 Dirksen (temporary), Washington, D.C., 20510.
- Rep. Bart Stupak, D-Menominee, 225-4735, 317 Cannon, Washington, D.C. 20515.
- Rep. Peter Hoekstra, R-Holland, 225-4401, 1122 Longworth, Washington, D.C. 20515.
- Rep. Vernon Ehlers, R-Grand Rapids, 225-3831, 1717 Longworth, Washington, D.C. 20515.
- Rep. Dave Camp, R-Midland, 225-3561, 137 Cannon, Washington, D.C. 20515.
- Rep. James Barcia, D-Bay City, 225-8171, 1410 Longworth, Washington, D.C. 20515.
- Rep. Fred Upton, R-St. Joseph, 225-3761, 2333 Rayburn, Washington, D.C. 20515.
- Rep. Nick Smith, R-Addison, 225-6276, 1530 Longworth, Washington, D.C. 20515.
- Rep. Dick Chrysler, R-Brighton, 225-4872, 327 Cannon, Washington, D.C. 20515.
- Rep. Dale Kildee, D-Flint, 225-3611, 2187 Rayburn, Washington, D.C. 20515.
- Rep. David Bonior, D-Mt. Clem-

ens, 225-2106, 2207 Rayburn, Washington, D.C. 20515.

- Rep. Joe Knollenberg, R-Bloomfield Hills, 225-5802, 1429 Longworth, Washington, D.C. 20515.
- Rep. Sander Levin, D-Royal Oak, 225-4961, 2230 Rayburn, Washington, D.C. 20515.
- Rep. Lynn Rivers, D-Ann Arbor, 225-6261, 1116 Longworth, Washington, D.C. 20515.

• Rep. John Conyers, D-Detroit, 225-5126, 2426 Rayburn, Washington, D.C. 20515.

• Rep. Barbara Rose-Collins, D-Detroit, 225-2261, 401 Cannon, Washington, D.C. 20515.

• Rep. John Dingell, D-Trenton, 225-4071, 2328 Rayburn, Washington, D.C. 20515.

• Contact the White House at 456-

1414 or leave your comments on a taped line at 456-1111. Write the White House, 1600 Pennsylvania Ave., Washington, D.C. 20500.

- To register your comments by Internet, message Congress members at: CONGRESS@WHITEHOUSE.GOV or VICE.PRESIDENT@WHITEHOUSE.GOV.

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## Capistar announces new company president

Brian Mulder has been named president of Capistar, Inc., a grocery wholesale company serving over 200 grocery stores in Michigan and Ohio. The company is a subsidiary of Spartan Stores, Inc.



Mulder joined Spartan Stores in 1982 as a grocery buyer and has held a variety of positions in the procurement area. In 1990, he was named director of specialty foods at Capistar.

Mulder succeeds Tom Beckett, who accepted a position as vice president of operations with the U.S. Food Service in Scranton, Pennsylvania.

Capistar, Inc. is a full-service warehouse offering grocery products, specialty foods, Shurfine private label products, Piggly Wiggly franchise, and licensed Budget Pantry Limited assortment store (LAS) formats.

## Spartan announces management change

Spartan Stores, Inc. recently announced that Joseph Smoliga, Jr., previously vice president, Plymouth Operations, has been named vice president, distribution, for both Spartan Stores' Grand Rapids & Plymouth warehouses.

Additional accountabilities for Smoliga now include overseeing the Grand Rapids perishables warehouse, grocery warehouse, general merchandise warehouse and transportation area. He also assumes his prior responsibilities for the Plymouth warehouse.



## People

## Foodland Distributors names vice president



Larry Savage has been recently named vice president of distribution of Foodland Distributors.

Savage is responsible for managing warehousing activities, transportation, buildings and inventory control at the Livonia-based wholesaler. He also will oversee the activities of more than 600 Teamsters union workers at the company.

Previously, Savage served as vice president of distribution for Super-Valu in Andover, Mass. He was also director of warehousing for Twin Cities Grocers in Edison, New Jersey.

## Michigan Sugar Co. announces sales awards

During the annual sales meeting, Michigan Sugar Vice President of Marketing Barry Brown announced the winners of the 1994 sales awards.

William Nesselth of Conrad, Patterson & Associates, Inc. received the Pioneer Award, recognizing the "Pioneer Spirit" in building new business territories for various Pioneer Sugar products.

Jim Morrison of Morrison & Associates, Chesapeake, OH, won the 1994 Teamwork Award, presented to the broker representative who personifies the positive "spirit of cooperation" in building exceptional relationships with customers and suppliers.

The Outstanding Industrial Salesperson Award was presented to Brian Patterson, executive vice president of Conrad, Patterson & Associates of Grand Rapids. This award recognizes high achievement in sales and service to the company's industrial customers.

John Babincsak of J.T. Babincsak & Company, Crown Point, Ind., earned the 1994 Outstanding Consumer Salesperson Award in recognition of his achievements in sugar sales and service to the grocery business.

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## Task Force recommendations for tobacco sales

Minors' access to tobacco will rank high on the 1995 issue agenda of many states. A Working Group of 12 attorneys general recently released a report titled *NO SALE: Youth Tobacco and Responsible Retailing*. The report recommends 12 measures that retailers should voluntarily adopt to prevent minors from obtaining tobacco products. An additional fifteen

attorneys general have endorsed the report.

In May of 1994, twelve state attorneys general formed a Working Group to study illegal tobacco sales to minors. Representatives of the retail industry, met with representatives of the Working Group last summer to answer questions and comment on various recommendations being considered.

After considering the comments, the Working Group adopted every recommendation that they were considering.

The following is an overview of

their recommendations

1. Use "secret shoppers" to monitor employee compliance with the law and reward employees who comply.
2. Program existing electronic price scanners with tobacco "locks" to help control tobacco sales.
3. Expedite the use of price scanner systems with tobacco "locks."
4. Develop effective training on avoiding illegal tobacco sales to minors, and give this training equal emphasis with that given training on avoiding illegal alcohol sales.
5. Hold store managers accountable for their stores' compliance with

the law.

6. Keep tobacco products behind the sales counter or in locked cases.

7. Do not sell single cigarettes either in open displays or from behind the counter.

8. Post prominent signs to reinforce the law.

9. Remove cigarette vending machines from retail stores.

10. Require proof of age, in the form of a reliable photographic identification for anyone who appears to be twenty-five or younger.

11. Remove advertisements, in-store displays and promotional items that encourage minors to buy tobacco.

12. In the alternative, retailers who prefer not to take proactive steps to prevent illegal sales should consider simply eliminating tobacco from their stores.

—NACS

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## E coli sampling program to continue

The judge hearing the challenge to USDA's new E coli sampling program for ground beef has denied a motion for a preliminary and permanent injunction halting the program. This means that USDA will continue sampling ground beef from retail stores for E coli 0157:H7.

The food industry had asked the court to halt the program because the program was implemented without proper rulemaking and because it is irrational to sample products at retail when it takes six days for test results to be confirmed.

USDA in the lawsuit has indicated that it will soon begin looking toward a new regulatory approach to pathogen reduction.

For now, the testing program goes on and retailer store managers should be prepared to follow appropriate procedures if a product is sampled. Contact the AFD for more information.

—FMI

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

Call the Capital 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



## Reuse, reclaim, recycle

by Tom Violante, Owner  
Holiday Food Center, Royal Oak

The whole world is running out of landfill space. We're a people brought up on planned obsolescence and throwaways. Our packaging, our equipment, our cars, it's cheaper to buy new than to replace any of it. So now we're running out of space to throw things away. But a new era is beginning; that of the three Rs: Reuse, reclaim and recycle. Every community, every country is trying to devise ways to do the three Rs.

This is just my idea, my daydream, one that may have great potential. I'm hoping someone will take this idea and run with it and put it into law.

The bottle bill did what it was supposed to do, and the grocers are doing a magnificent job, as we always do. My problem is the major manufacturers. Not only are they recapturing the escheat money for the bottles, but they are raking in additional profit from the resale of aluminum.

My suggestion to solve this situation of inequity is to require all manu-

facturers of bottled pop, beer, wine and liquor to pay a 50-cent fee per case (this amount could be negotiable) which would be paid to Michigan's environmental protection fund. The money could also be used in those communities which do not have curb-side refuse pickup to buy the trucks necessary for curbside pickup.

I envision that on our pickup day we put on our front lawn our garbage in one container or plastic bag, all our recyclable paper in another, then in an especially designated container, all our aluminum cans, and in another our bottles. And then on a specified pickup day all other refuse from which metal could be reclaimed.

Eventually all the recyclable material will be collected by a community reclamation agency. In its yard would be a trailer in which to dump all the

cans. ALCOA would be paying cash for that to the agency, and the agency also would collect the funds on all the other recyclable goods.

These dollars would go to improve the environment and the quality of water and life in every community throughout the state of Michigan. In

the Royal Oak area, SOCRA could be put in charge of this program. The money col-

lected could go toward repairs and upgrade of the 12-town drain.

Across the board, you would no longer need landfills. And the benefits to other natural resources would be improved. The methods of collection are endless. More important than that, each individual would be

responsible to his or her community, and at no cost to any taxpayer. Current price on recycled aluminum is \$1 a pound.

The current manufacturers of bottled beer and pop, are not only reaping the profits from the escheat money but also gaining profit from the total sale of the scrap aluminum. That's my bottling can, it belongs to me and whatever money from the scrap metal belongs to the state. Let's use it for improvement in the quality of life, water, air and land.



*Publisher's Note: The AFD is a strong supporter of curbside recycling and will be working with the Michigan Recycling Partnership to study possible legislation in this area.*

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improvement in  
the quality of life,  
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GIANT KITE OFFER**



DETAILS IN STORE

**All stores will be participating. Look for all Tony's Pizza Products in your local supermarkets.**

Since 1984 we've introduced over 26 new products . . . all backed by the most powerful merchandising machine in frozen foods today!

**TONY'S PIZZA SERVICE**  
The Driving Force In Frozen Profits



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



# MIGHTY MORPHIN POWER RANGERS

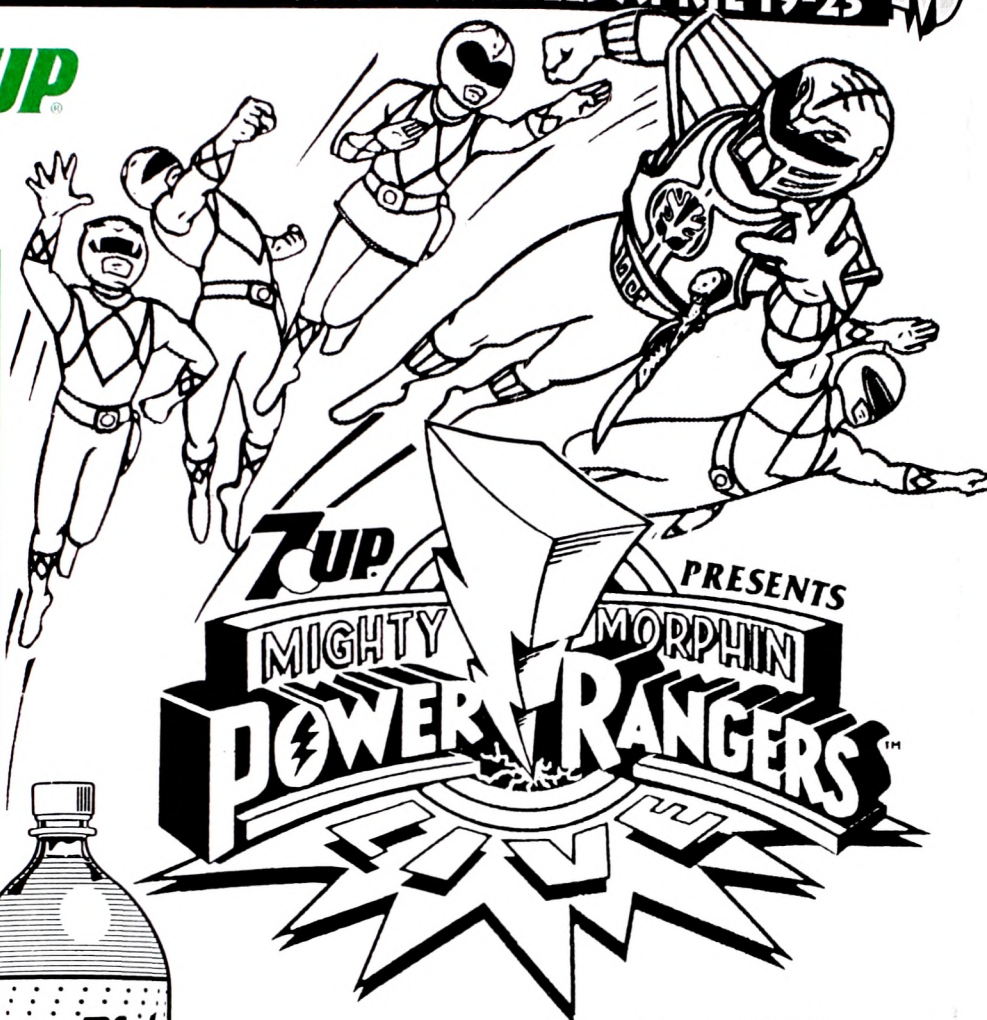
TOUR THE PALACE OF AUBURN HILLS APRIL 19-23



**7UP**

## COLOR THIS AD!

Color the Power Rangers on this ad and mail your entry to the address below for a chance to win four tickets to the Power Rangers Tour at the Palace of Auburn Hills!



Check 7 Up displays for information on how to get preferred seating at the Palace of Auburn Hills for the Power Ranger Tour.

## DETROIT 7UP DISTRIBUTORS FOR:

Canada Dry Ginger Ale & Mixers  
Clearly Canadian  
R.C. Cola  
Evian Spring Water  
Sunkist  
Gatorade Vending Equipment  
Hires Root Beer  
Mistic Natural Sparkling Juices  
Hawaiian Punch



All entries must be postmarked by March 31, 1995

Send all entries to:  
**POWER RANGER TICKET HEADQUARTERS**  
12201 Beech Daly Road  
Detroit, MI 48239

## Coca-Cola contour crowns Ginza

Tokyo's world-famous Ginza shopping district, renowned for its colorful eye-popping neon signs, just got much brighter.

The added illumination comes from a spectacular new neon Coca-Cola sign—the largest three-dimensional neon Coca-Cola sign in the world. The centerpiece of Ginza's new \$1.6 million landmark is a Coca-Cola contour bottle, the trademark package of the world's most popular soft drink.

The sign, measuring 93 feet wide and 49 feet tall, is a sensational 220-degree circular crown of the San-Ai building in the heart of Ginza, one of the world's busiest and most famous shopping and entertainment districts. The neon landmark will be visible to more than 350,000 people every day.

"Coca-Cola neon signs are landmarks lighting the sky in some of the world's most exciting intersections, such as London's Piccadilly Circus and Moscow's Pushkin Square," said Michael W. Hall, president of Coca-Cola Japan. "Tokyo's Ginza is a natural for us."

## WIC comments sought

WIC Program Federal Regulations require that state agencies establish procedures to ensure that the public has an opportunity to provide comments on the development of the WIC Program State Plan of Operations. The Michigan Department of Public Health will accept written comments regarding the operation of the WIC Program in Michigan between March 1, 1995 and April 30, 1995. Comments may be related to any aspect of the operation of the WIC Program in Michigan. These comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan. Comments should be mailed to:

WIC Division  
Bureau of Child and Family Services  
Michigan Department of Public Health  
2150 Apollo Drive  
P.O. Box 30195  
Lansing, MI 48909

This is an Equal Opportunity Program. If you believe you have been discriminated against because of race, color, national origin, age, sex or handicap, write immediately to: Administrator, Food and Nutrition Service, 3101 Park Center Drive, Alexandria, VA 22302.

## Miller presented with award

Mariano Diaz, president of the National Supermarkets Association (left), presents a Corporate Recognition Award to Miller Brewing Company's president and chief operating officer, John Bowlin. Also taking part in the presentation are Jose Milan, director of national accounts for Miller, and Pablo Espinal, vice president of the National Supermarkets Association. The award was presented at the National Supermarkets Association's recent Fifth Annual Gala Banquet held in New York City.



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

### Trade Show Activities:

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

You must preregister for all of the events.

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



## Meet The Stars

In The Food &  
Beverage Industry



SHOW HOURS:

### 1994 Exhibitors:

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

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

Call to preregister @ (810) 557-9600





## New commissioner introduces new Michigan lottery games

by Bill Martin  
Michigan Lottery Commissioner

The Lottery's record year could not have been accomplished without the tremendous support of its retailers and the dedication of its



Lottery staff.

My goal is to keep the momentum churning with exciting new games and promotions this year. I can't over emphasize the importance of your role in the Lottery's success. I want to strengthen the communication between the Lottery and its retailers so we can build a

better relationship and meet the demands of the market.

In March, the Michigan Lottery will launch a second chance sweepstakes promotion for Daily 3 game players.

The "Daily 3 Big Pay Back" sweepstakes is a promotion designed to provide Daily 3 players with the opportunity to use their non-winning tickets during the program period as entries into a second chance sweepstakes for cash prizes.

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

Michigan's "Daily 3 Big Pay Back" sweepstakes gives retailers the opportunity to increase sales and introduce new customers to the

Daily 3 game. The promotion will be supported by radio and newspaper advertising, outdoor billboards and point-of-sale materials.

The Michigan Lottery also will introduce two new instant games, "Solid Gold" and "Banko" in March.

Players can win up to \$5,000 in the new "Solid Gold" instant game which goes on sale on March 13. The "Solid Gold" instant ticket is covered with five bars for the player (called "your bars") and one "lucky bar." If any of the numbers revealed under "your bars" matches the number under the "lucky bar," then the player wins the prize shown below that number. If players get a gold bar play symbol, they win that prize automatically. Players can win up to five times on this exciting new ticket.

In addition, the Michigan Lottery will introduce a brand new \$2 instant game called "Banko," which goes on sale on March 27.

Lottery players can win up to \$15,000 on this new game which is unlike any other instant game ever before sold in Michigan.

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

The Michigan Lottery kicked off the New Year with an American favorite, Monopoly! Everyone has fond memories of playing the Monopoly board game. Now Michigan Lottery players can have just as much fun, with a chance to win great cash prizes. The new \$2 instant game, which went on sale at Lottery retailers in January, offers players the chance to win up to three times on each ticket.

The new Monopoly instant game

has struck a cord with Lottery players and is an instant success! Already more than \$14 million in tickets have been sold. Best of all, the Lottery's other \$2 instant games (Bingo and Wild Time II) are also selling real well.

Remember, this \$2 ticket means double the sales commission!

Lottery players, your customers, are responding positively to all of the new games offered by the Michigan Lottery.

All you have to do is look at our record year! Players like having more choices and more chances to win cash prizes. This presents a great opportunity for retailers. New Lottery games bring customers into your stores which increases commissions on Lottery products and increases the sales of other merchandise.

On top of that, retailers who make a practice of redeeming Lottery prizes will find even greater profits and improve their customers relations.

Our most successful Lot-

tery agents utilize the practice of redeeming lower tier prizes for customers on site. It creates buying power for the customer, who often spends the extra cash in the store, and creates customer loyalty. Best of all, retailers earn 2 percent commission on the redemption of all Lottery prizes under \$600.

The next time a customer wants to redeem a Lottery prize at your store, think of it as an opportunity to create another sale. Encourage your sales staff to honor the customer's request. Our most successful retailers have found they'll come back to your store again and again.

We launched into the Lottery's 23rd year of operation with fun games and promotions for our players, and we plan to keep the excitement alive! You, the Michigan Lottery retailers, are key to building that excitement. You are our ambassadors to the players. We hope to continue to make the Michigan Lottery profitable for you, the players and, most importantly, Michigan's school children.

*"My goal is to keep the momentum churning with exciting new games and promotions."*



**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**



# The produce training payback



In tight economic times, training can be one of the first budget items to be cut, and often is the last to be added back. Have you ever heard yourself or your supervisor say, "I know training is important, but I can't spare my employees' time or the expense?" Retailers, wholesalers, and grower-shippers must ask themselves, "Can I afford *not* to train my workforce?"

Training provides many short-run benefits including knowledgeable, motivated employees and uniformity of operations. Yet many of the more measurable benefits of training can be determined only over time.

This causes problems for short-range strategists, who see only the initial costs involved in training with little immediate financial payback. Managers who subscribe to this line of thinking believe that it is more cost-effective to keep employees on the job rather than in the training room. Although this is the easiest, and in the short-term, most cost-effective alternative, it may cost their companies more than they think.

The long-term benefits of training are:

- Employees who really know their company and its products. Employees who know about their department's products handle and merchandise produce better, which reduces shrink, extends shelf life, improves produce appearance and maximizes optimal quality.
- Improved merchandising skills that result in a better product presentation, which has a direct impact on increasing customer satisfaction and customers' produce purchasing decisions.
- Better merchandising decisions. A trained employee will make merchandising decisions based on optimal produce handling and storage conditions. For example, they keep tomatoes out of refrigeration, value-added salad packages away from misters, and onions away from bananas.
- Improved sanitation skills. Properly trained employees also know how to keep refrigeration and storage equipment clean and in

proper working condition, which helps optimize shelf life. Properly trained employees provide improved customer service. Well-trained employees are confident in their skills and knowledge of their departments. They communicate better with their customers. Happy, satisfied customers turn into repeat customers that increase sales and profits.

Finally, training helps build employee morale and increases employee retention. A common complaint in the produce department is the high turnover and the decline in employees who view produce as a career. Well-trained employees feel better about their job performance and feel more comfortable in their job responsibilities. Teaching em-

ployees about their department, creating a positive work environment, and making produce fun provides a solid foundation for a career in produce.

When you consider the training payback, can you really afford *not* to train your workforce?

—PMA Retail News

## FAYGO®

Please come and see our hot selling  
**NEW PRODUCTS**  
at the AFD Trade Show  
April 25 & 26, 1995  
at the Burton Manor, Livonia

## The breed that defines the pack

Anheuser-Busch is hoping to attract an admiring crowd with its new red beer, Red Wolf Lager.

It is a domestic beer for customers who want to stand out from the pack. It's a true red lager brewed with roasted malts for a smoothness and drinkability that stands alone. It attracts the drinker who follows his instincts.



Red Wolf will be priced alongside premium beers. Red Wolf retail

packaging includes: 24/12 -oz. bottles, 6-pack of 12-oz. bottles and half barrels.

The campaign goes wild with significant TV, radio, outdoor and print advertising. Merchandising and point-of-purchase support includes, counter cards, cooler stickers, neck riders, table tents, paper banners, t-shirts, hats and more.

Friendly but sly, that's Red Wolf.

## The secret of the Adirondacks

Over the last two years Saranac, from the F.X. Matt Brewing Co. of Utica, NY, has experienced tremendous growth, making it one of the fastest growing specialty beers in the United States.

Currently, there are four flavors of Saranac available: Saranac Adirondack Amber, a naturally

krausened German-style amber; Saranac Black-Tan, a combination of a classic Irish stout and a



German-style Amber; Saranac Pale Ale, a true top fermented English Ale; and Saranac Golden, a dry hopped pilsner.

It is available in six-packs, 12-packs, 22-ounce and draft.

Saranac also offers a six-pack and 12-pack trail mix which offers the consumer the chance to sample the fall line.

For more information contact Rusty Welch at Tri County Distributors at (810) 757-4900.

unhybridized wheat that has a nutritional content superior to modern wheat hybrids. Kamut adds delicious taste and distinctive golden color.

Eden Organic Pasta uses carefully selected golden amber durum and kamut wheats organically grown in the clean air and water of Montana and the Dakotas. The climate of this area produces in each kernel the perfect balance of nutrients essential to forming the pasta.

Since 1923 the Eden Organic Pasta Company has been producing the finest pasta available. Simple time-honored process and the finest grain can produce the best performing, best tasting, naturally nutritious and nurturing pasta available today. It is certified organic by OCIA (Organic Crop Improvement Association). There are four types of Eden Organic Spaghetti available in 14 oz. and 10 lb. sizes, along with 14 flavorful ribbons and shapes.

## Celebrate with the Luck of the Irish!

Celebrate this St. Patrick's Day with Killian's Irish Red, the official beer of St. Pat!

Killian's St. Pat's point-of-sale themes your store for all the festivities and turns your store into an official St. Pat's party headquarters.

Available are six-foot tall stand-ups, a counter card/cut case, an imprint banner, a price card and a cooler door decal.

Drive incremental store profits with sales of corned beef and Killian's Irish Red in your store with a unique offer, Killian's sends your customers a \$2 refund check with purchase of corned beef (only where legal).

For more information contact Rusty Welch at Tri County Distributors at (810) 757-4900.



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

## Eden Foods introduces three spaghettis to Organic Pasta line



New Sifted Durum Wheat Spaghetti is made with organic durum semolina, the best pasta wheat. The semolina is never bleached or enriched.

Sifted Parsley Garlic Spaghetti combines the unique flavor of the company's most popular ribbons with the traditional spaghetti shape.

Whole Grain Kamut Wheat Spaghetti is made from ancient



# Pleasing the Customer...



Purchasing



Delivering



Receiving



Serving

## The Ultimate Reward.

Together with our subsidiaries, we serve over 14,985 customer locations.

Capistar, Inc.    L&L/Jiroch Distributing Company    J.F. Walker Company, Inc.

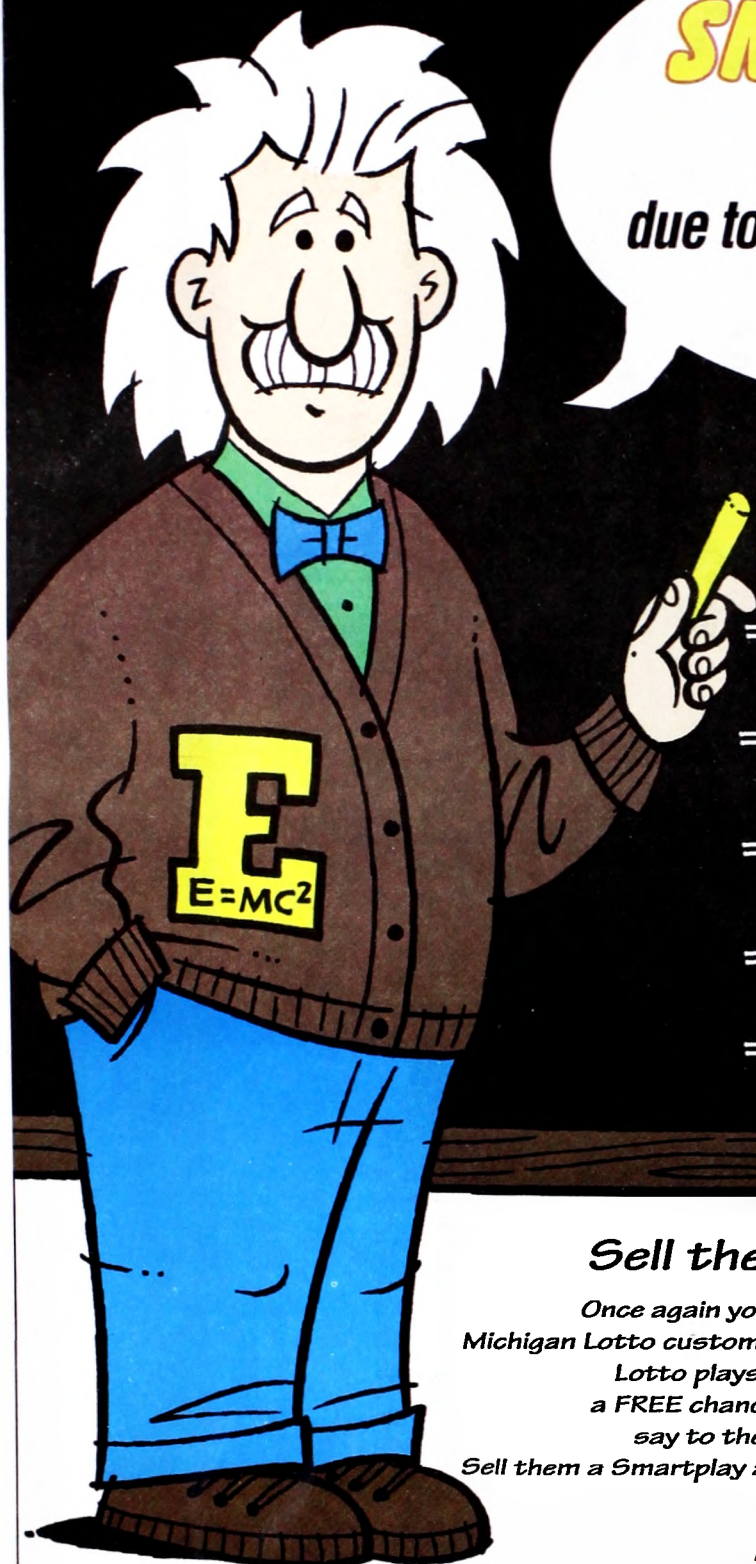
United Wholesale Grocery Company    Shield Insurance Services, Inc.



Interested retailers are encouraged to call Spartan Stores New Business Development at 616-530-4517.



## URGENT INFORMATION FOR LOTTERY RETAILERS:



MICHIGAN LOTTO  
**SMARTPLAY!**

*has been extended  
due to its tremendous success!  
And it affects you!*

*Smartplay's  
success equals:*

- = Increased traffic at your store
- = Increased sales at your store
- = Increased commissions for you
- = Increased Michigan Lotto sales
- = Bigger Michigan Lotto jackpots

### ***Sell them up to Smartplay!***

*Once again you have the opportunity to sell all your Michigan Lotto customers Smartplay. When they ask for their regular Lotto plays, simply ask them if they would like a FREE chance at millions. When they reply "YES!" say to them, "Then you want a Smartplay!"*

*Sell them a Smartplay and your Lotto sales and profits will skyrocket!*

**MICHIGAN  
LOTTO**



DOMestic

A true **Red** LAGER that  
STANDS  
ALONE.

NO

DOMesticated

REALLY **Red**, REALLY **SMOOTH**

it CAN'T BE  
COPIED.

it  
CAN'T BE  
TAMED.

rich AND **red**.



RED WOLF LAGER.

FOLLOW YOUR INSTINCTS.



**melody  
farms®**

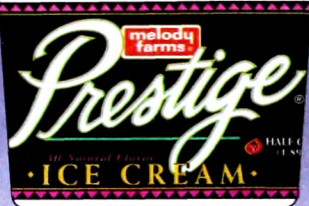
*"The Taste will Make you Smile!"*



WHITE CHOCO RASPBERRY FUDGE

VANILLA BEAN • VANILLA BEAN

Savor the heavenly tastes of Melody Farms' new Prestige Frozen Yogurt and Ice Cream flavors. Delightfully new and indulgently delicious, choose from a spectrum of flavors including Vanilla Bean, White Chocolate Raspberry Fudge, Espresso Fudge Pie and Vanilla Cherry Chunk... just a sampling of the glorious new Prestige tastes that are simply out of this world!



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

***Delightfully New, Indulgently Delicious!***

**melody  
farms®**  
*Prestige*

**melody  
farms®**

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





# FULL SERVICE

## SELECTION

## QUALITY

## VALUE

### OUR PRODUCT LINE IS A TRADEMARK OF GOOD BUSINESS

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

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

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

It has become a trademark of good business.

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



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

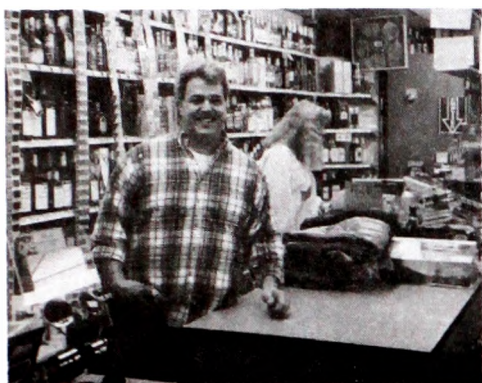


## AFD On The Scene



*Sami Somo, owner of Spirits Plus in Dearborn.*

*Right: Emily Tartal, owner of Sam's Beer Store in Lincoln Park.*

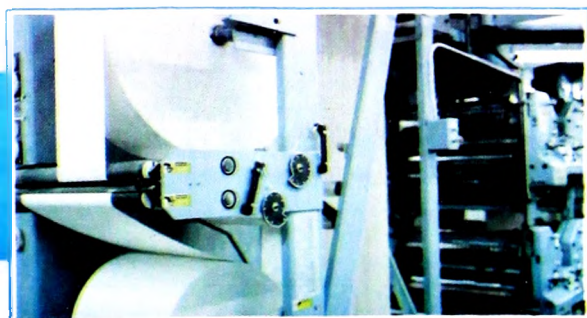
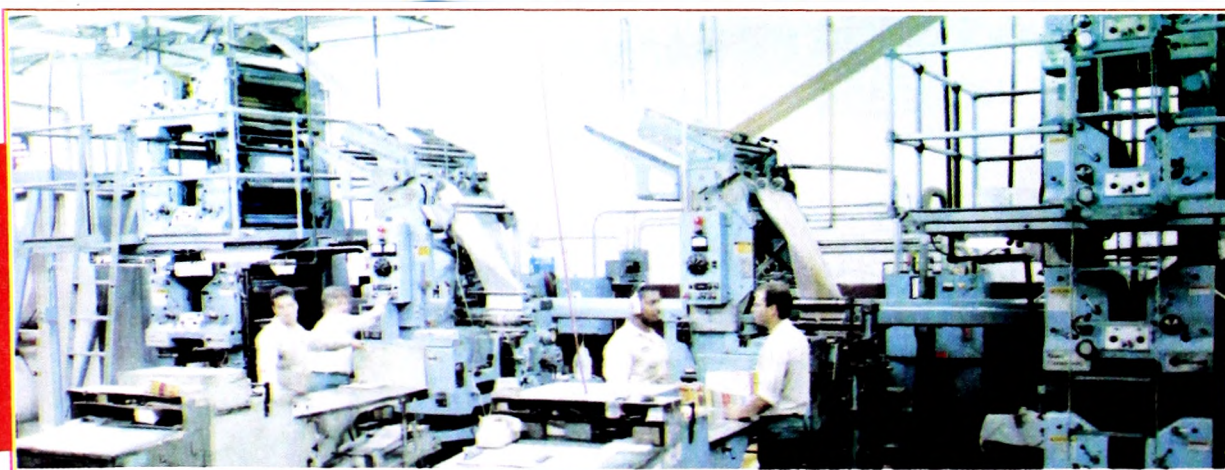


*Ken Atchoo, owner of MCK's Wine Shoppe of Garden City.*



*Wine World's Gary Cook and Brian Yaldoo of Majestic Market in Southfield show off a big display of the latest entry into the red hot category of craft and micro-brewed beers.*

# Printing at its Best!



Stephen's

# NU-AD

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



*It May Not Be Our*

# MAIN SQUEEZE...



## London's 100% Pure Orange Juice.

At London's Farm Dairy we've been producing great tasting milk, ice cream and other high-quality dairy products for more than 58 years. So what does that have to do with orange juice? Great taste. After all, what goes better with breakfast than a big, cold glass of 100% pure Florida-quality orange juice. So it only makes sense that London's would make best tasting orange juice possible. And it's produced

locally from pure concentrate by London's so you know it's fresh. Plus, London's new premium packaging is attractive and easy for you...and your customers to store.

So when it comes to stocking fresh-chilled orange juice, go with a company that loves great taste. Just call London's Farm Dairy toll-free at 1-800-284-5111.



*Your Natural Choice*

## Point of Sale hits the merchandising mark

From one-day assistance to permanent sales representatives and merchandisers, Point of Sale can provide in-store services for just about every situation.

Founded in 1989 by Ed Shaw, who has extensive experience in the food industry, the company has experienced rapid growth and prominence in Michigan and Ohio. The company's home base is in Highland, a Detroit suburb, with Michigan offices in Jackson, Grand Rapids, Auburn and Toledo, Ohio.

When the Kroger Company purchased Great Scot Supermarkets in 1990, Point of Sale provided trained merchandisers to assist in the store conversions. That initial assignment

served as a springboard, launching the company's sales and bringing it notoriety within the food industry.

Today, many Midwest brokers and manufacturers rely on Point of Sale to handle resets, build displays, augment new item cut-ins and other in-store tasks.

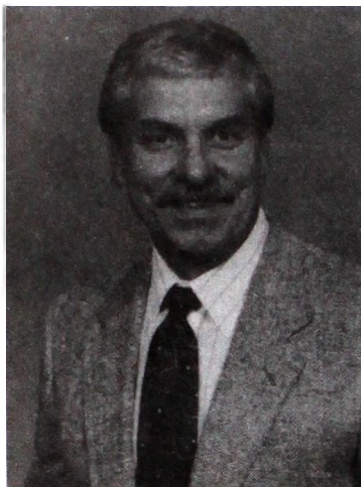
In recent years, with major food

and non-food companies restructuring or downsizing, Point of Sale has initiated a program to provide services to

retailers as well as brokers and manufacturers. The company is able to assist retailers with everything from simple display building to total store resets.

For more informa-

tion, call Point of Sale at (810) 887-2510.



Ed Shaw

### Fast Facts

**Founder and CEO:**  
Mr. Ed Shaw

**Corporate office:**  
1435 Alloy Parkway,  
Highland, MI 48356,  
(810) 887-2510

**Years in business:**  
Seven

**Number of employees:**  
40 full time, with hundreds  
of additional merchandis-  
ers throughout the state.

*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

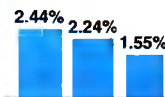
On average, CoreSource program costs, as a percent of payroll, have dropped more than 36 percent over a three-year period.

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



Note: Data taken from a sample of 76 CoreSource Workers Compensation clients.

## CORESOURCE

*Healthcare & Workers Compensation Solutions*

## Jamal Shallal, past AFD Chairman, brings energy and compassion to Oakland Family Services

It is no secret that the community matters to Jamal Shallal. A perfect example is the fact that, along with his many other professional and charitable activities, he has become one of the most highly regarded leaders at Oakland Family Services (OFS), a private organization offering a variety of counseling and treatment programs for children and adults. Since becoming a

member in 1986, he has served on the Finance Committee, the committee on Corporate Structures, the committee on Data Processing, and the Planning Committee.

Shallal's long involvement with OFS demonstrates his boundless enthusiasm for the well-being of his fellow residents of Oakland County. The organization provides an immense range of services, including various kinds of counseling, alcohol treatment, medical assistance for those who fall through the cracks of state programs, shelter and assistance for battered and abused women, child-care counseling, and much more. It is an organization with many volunteers like Shallal, and founded on the idea of helping people by building strong families. In other words, it is just the sort of organization that would attract the compassion and energy of a person like Shallal who has been involved in more charitable organizations and projects than even he can remember.

He has been treasurer of the

Chaldean Iraqi Association of Michigan, and is currently chairman of its finance committee. He just finished seven years as treasurer of the Mercy High School Dad's Club. He is a director of Pearl's Kitchens, Inc. He has been president of the Chaldean Youth Club. And in his spare time he has been a director of the Spartan Stores Advisory

Board, founded Lincorp Research, Inc., and for many years ran a chain of grocery stores throughout the tri-county area under his family's Midwest Food Holding company.

All of that would be

enough to exhaust anyone else. But Shallal has been keeping it up for many years. His work has been recognized with many awards, including the Secretary of Labor Recognition Award, and the Michigan State Senate Tribute Award. He was also named the Independent Retailer of the Year by the Associated Food Dealers of Michigan.

When his term of office expires in the spring of 1995, it's a better than even bet that Shallal will find more things to do for OFS and all his other community interests.

In the meantime, he encourages anyone in need of help to call OFS at (810) 858-7766 and ask for an appointment. All counseling, he is quick to add, is strictly confidential.



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# Analyzing the supermarket customer

What do supermarket customers look for when they shop? How do their attitudes and perceptions on nutrition and food safety affect the choices they make when buying fruits and vegetables? The 1994 Food Marketing Institute study, *Trends in the United States: Consumer Attitudes and the Supermarket*, helps answer some of these questions. The following highlights can be found in the *Trends* study.

Shoppers in 1994 were pleased with the overall job their supermarkets were doing, as they were in 1993. Nearly nine out of 10 shoppers rated their supermarket as excellent or good with respect to quality produce; that's 89% of shoppers. Other supermarket qualities that consumers desire are:

- convenient location (91%),
- a clean, neat store (91%), and
- fresh food sections, like a deli or bakery (86%).

## Nutrition

Shoppers continue to be less than fully satisfied with the healthfulness of their diet. Two out of three believe that their diet could be at least somewhat more healthful, and only 11% say it is as healthful as it could possibly be.

More than nine out of 10 shoppers (94%) are changing their eating habits to ensure a healthful diet, and 63% report eating more fruits and vegetables. For at least the last five years, eating more fruits and vegetables has been the primary approach to keeping a diet healthful. About half as many say they consume less fats and oils (32%) and less red meat (31%).

The following demographic groups are more likely to say that their diet could be more healthful: working women, shoppers from

households with children, shoppers under age 65.

Among four nutritional attributes, fats (60%) and cholesterol (50%) are regarded as the most serious health hazards. Dietary sources of cholesterol continue to be a primary concern to consumers. In 1994, shoppers were eating less fats and oil (up six points to 32%), less dairy, butter, cheese, and whole milk (6%), and consuming less cholesterol (down three points to 3%). Salt and sugar in foods are considered to be less serious hazards.

Although 76% of shoppers say nutrition is very important in purchasing food products, only 62% are very concerned about the nutritional content of the food they eat. This percentage increased eight points in 1994.

Nearly all shoppers (95%) remain at least somewhat concerned about nutritional content. The shopping group that is very concerned about nutritional content includes the following demographic subgroups:

- women, and especially those who do not work outside the home;
- households with no children under 18;
- shoppers with a physical disability or who live with someone on a restricted diet;
- shoppers who have at least some college education; and
- shoppers who are satisfied with the

healthfulness of their diet.

Taste remains the most important factor when selecting food, followed by nutrition, price, and food safety. All these factors are very important to at least seven out of 10 shoppers.

Shoppers continue to assume primary responsibility themselves for ensuring that the products they buy are nutritious (40%). Continuing a trend first noted in 1990, shoppers are placing less responsibility on the public sector and more on private industry.

Twice as many now feel that manufacturers (26%), rather than government agencies or institutions (13%), should take responsibility.

Fewer than one in 10 shoppers feels that

product nutrition is the responsibility of food stores, everyone equally, consumer organizations, or farmers.

## Food Safety

Product safety continues to be an important consideration when shopping for food. Almost nine in 10 shoppers rate safety as at least somewhat important, and nearly seven in 10 regard it as very important.

Consumers continue to view spoilage as the predominant threat when asked about food safety concerns.

Other food safety concerns include pesticides, residues, insecticides, and

herbicides (14%); chemicals (12%); and preparation and processing of foods (11%). Unsanitary handling by supermarket employees is perceived as a threat to food safety by 8%.

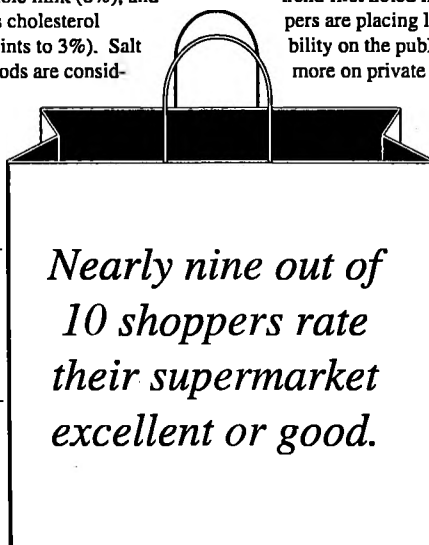
With the possible growth in availability of irradiated foods in U.S. supermarkets, the *Trends* study asked shoppers about their willingness to purchase fruits, vegetables, meat, poultry, or seafood that was treated by irradiation. More than one-third of shoppers (36%) is willing to purchase irradiated foods, with 11% saying "very likely to purchase." Men are the most likely group with 48% saying they would buy irradiated foods.

Several groups are relatively negative about purchasing irradiated food. They are:

- 65 or older (47%);
- households with incomes of \$15,000 or less (46%);
- shoppers who are physically disabled (43%);
- women who do not work outside the home (43%);
- households with someone on a medically restricted diet (41%);
- those living in the East (41%); and
- unmarried shoppers (40%).

Shoppers continue to assume responsibility themselves for food safety. They remain nearly twice as likely to feel that they should take this responsibility rather than rely on any other source. Consumers now rely equally on manufacturers (21%) and government (21%); a continuation of the dramatic change from 1988 when three times as many consumers relied on the government as on industry. Seven percent of shoppers place responsibility with their food store. Reliance on consumer organizations increased slightly to 6%, remaining far lower than the high of 15% in 1987 and 1988.

—PMA



## OSHA Fines: Facts and Figures

OSHA Inspections and Penalties hit record levels in fiscal 1994.

Inspections by Federal OSHA agents rose from 39,536 in 1993 to 42,377 inspections in 1994. The result was a corresponding rise in the total penalties assessed.

In 1993, OSHA levied \$96.6 million in fines. In 1994, \$119.9 million dollars in fines were assessed.

State OSHAs imposed \$63 million in fines in 1994, down slightly

from the \$63.5 million imposed in 1993.

The sum, \$183 million in fines, is ample proof that regulatory enforcement is running unchecked by federal legislators.

Grocers should keep apprised of what their congresspeople are doing to alleviate the burdens of overregulation.

—NGA

## CFC blackmarket could get you into trouble

The Russian Mafia has recently been linked to illegal imports of CFC refrigerants. The black market for refrigerants has sprouted up as a result of recent EPA regulations intended to phase out the production and use of CFCs. Grocers are warned that the possession of illegal CFCs could subject them (personally) to criminal penalties.

NGA warns grocers to beware of deals that are too good to be true.

When searching for CFCs, buyers should be aware of the correct price, the dealer's reputation and the condition of the packaging.

Usually cheap CFC prices are the first tip off that you could be dealing with black market CFCs. A 30-pound cylinder of CFC-12, for example, should include \$130.50 in federal taxes alone.

—NGA



# "Michigan Renaissance" Governor's message

*Prepared by Karoub Associates*

In his fifth and clearly the most upbeat State of the State message since his election as Governor, John Engler outlined a very aggressive and ambitious program for the 1995 session of the state Legislature. With frequent reference to the "Michigan Renaissance" Governor Engler cited his basic theme of less government, less bureaucracy in the lives of Michigan citizens and its businesses.

His message focused on six principal areas: taxes, schools, jobs/economy, crime, welfare and the City of Detroit.

**Taxes**—calling for action by the Legislature within 30 days, Governor Engler outlined three tax cut proposals:

1. Raise the current personal exemption from \$2,100 to \$2,400 per person. In 1997 it would be increased again to \$2,500.
2. The intangibles tax on investments would be eliminated in steps by 1999. The present tax rate would be cut by 25% in 1995; cut to 50% of its current level in 1997; 75% in 1997 and abolished in 1999. The administration is also proposing an increase in the exemption level effective 1995.
3. The Single Business Tax would be amended to eliminate the so-called double taxation by removing unemployment, workers compensation and social security from the tax base.

**Schools**—the Governor proposes repealing the state school code stating that it was time for local control rather than mandates and regulations from Lansing. Currently the code controls length of the school year, teacher accreditation, core curriculum, and sets forth extensive reporting requirements. The proposal also will downsize the Department of Education and its functions. Schools of choice is also part of the education package along with establishing three skilled trade academies.

**Jobs/Economy**—The administration's pro-business program includes the establishment of an Office of Regulatory Reform to reduce red tape and enhance the business environment in Michigan. Also outlined is the introduction of an incentive program (Michigan Economic Growth Authority) that will counter efforts by competing states attempting to attract Michigan's expanding companies. With the state's unemployment rate at an all time low of 4.5%, these proposals should have little opposition.

**Crime**—Governor Engler's crime program proposes spending \$200 million on prison construction which will

be used for conversion of the Newberry Hospital into a prison, expansion of some existing facilities and construction of a new juvenile prison. The new \$200 million would be spent over several years.

**Welfare**—The Governor will continue with state reforms requiring more welfare recipients to find jobs, go to school or do volunteer work. Also his administration will be pushing the federal government to turn control of the welfare system over to the states.

**City of Detroit**—Governor Engler gave notice of his intent to give support to Mayor Archer as he proceeds with new programs afforded by the recent Federal empowerment designation. He also indicated his plans to convene a spring meeting with Detroit area clergy to formulate a plan to help revive the state's largest city "neighborhood by neighborhood."

Key issues noticeably absent in the address were: a new gas tax to assist with repair of Michigan's deteriorating highways; construction of the new

Tiger Stadium; and, the growing issue of statewide gaming (casinos, video gambling in bars, racetracks, etc.).

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## Your security system is only as good as the telephone line to which it is connected

by Derrick D. Hakim  
Assistant Vice President,  
Central Alarm Signal, Inc.

As security systems become more sophisticated, so do the criminals that try to beat them. Not only do we protect our customer's premises and its contents, we must equally protect the telephone line that is connected to our customer's location. Why protect the telephone line? Well, the more "professional" criminals know how security systems work, and can find out quite a bit of information about a security system (or lack of) simply from cutting the telephone line connected to the premises.

A criminal may cut the telephone line connected to a business or home to see if there is any reaction from the police department. If there is no reaction after waiting a fair amount of time for police response, then the criminal may assume the following:

- Phone line protection is not part of the security system
- The security system is not monitored by a 24-hour central station
- The business or home does not have a security system

With the criminal assuming that any of the above scenarios are true (which may or may not be the case), their odds of a successful break-in or hold-up may have been significantly improved.

### How does Central Alarm Signal protect your telephone line?

There are many ways to provide cut-phone line protection, but specifically, there are four ways that are most common:

- Scan-Alert (Derived Channel)
- One-Way Long Range Radio
- Two-Way Long Range Radio
- Cellular Back-Up

When evaluating your cut phone-

line options, you should keep in mind three of the most common factors considered by purchasers of this type of protection:

- Availability of Service
- Supervision of the System
- Cost of the Service

### Availability of Service

When evaluating your security needs the availability of service of each of the cut-phone line supervision options is key. Not all of these services are available in all areas. For the most part, when dealing with the Metro-Detroit service area, system availability is relatively equal. Outside of this service area is another story, and must be evaluated by a competent security dealer (this does not have to be the company that services and monitors your existing se-

curity system).

### Supervision of the System

From a security standpoint, this is one of the most important factors.

The purpose of telephone line supervision is to verify that the alarm signal will have a clear path to the 24-

hour central monitoring station.

Scan-Alert (Derived Channel)

This system the communication path (telephone line) every 30 seconds, even when the telephone is in use. The control

panel at the customer's location, scanners at Ameritech's offices, and the ATU's at the alarm company's central station continually communicate every 30 seconds to be sure that there is a good communication link to and from the customer's location.

### One-Way Long Range Radio

This is not a supervised system. This means that when a signal is sent from the customer's location, there is no verification that the signal ever reached the central station. Although a "test signal" can be programmed into the system, this does not make it a supervised back-up system. If you decide to use a long range radio system, be sure that it is a Two-Way

Long Range Radio system.

### Two-Way Long Range Radio

Two-Way Long Range Radio is a supervised back-up system. When a signal is received from the customer's location by the central monitoring station, the central station's receiving equipment sends a signal back to the customer's alarm control panel to tell it that the signal has been received. This system will continue to transmit signals until it receives an "OK" from the central station.

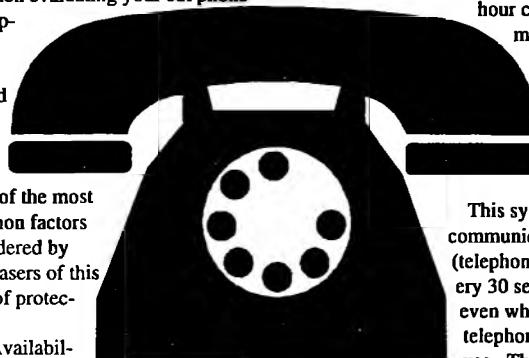
### Cellular Back-Up

Cellular Back-Up systems are similar to One-Way Long Range Radio systems in that these systems are not supervised back-up systems. Again, this means that when a signal is sent from the cellular transmitter at the customer's location, there is no verification that the central station had ever received the signal.

### Costs of Telephone Line Supervision

When comparing the costs of the above mentioned systems, you will most likely find that Two-Way Long Range Radio is the most expensive choice. The second most expensive system would then be Cellular Back-Up, with One-Way Long Range Radio and Scan-Alert (Derived Channel) being the two most economical choices.

When shopping for phone-line supervision systems, first find out which services are available in your service area. Then, choose the most effective service that you can afford.



## More Tobacco Regulation Sought

On January 11th, the "Coalition on Smoking OR Health" delivered to congressional leaders a petition calling for Food and Drug Administration (FDA) jurisdiction over tobacco products. More than 250,000 people from all 50 states signed the petition saying, "Without banning them, tobacco prod-



ucts should be regulated to protect the public health as much as possible. Children should not be encouraged to smoke or given access to tobacco products."

The food industry supports current laws to prohibit minors from obtaining and using tobacco products and is actively engaged in tobacco training sessions for retailers nationwide. The petition, however, goes on to propose addi-

tional regulations, including:

- Enforcement of laws forbidding sale of tobacco products to individuals under 21 years of age (current state laws almost universally set legal age at 18).
- Banning of all tobacco advertising, or at least advertising that could affect children, and restricting deceptive or misleading images.

While the 104th Congress is not expected to pursue these recommendations, state and local governments continue to propose and pass restrictions on the responsible sale of tobacco products.

—NACS





# Food industry consolidation continues to climb

Fueled by industry-wide moves toward consolidation and particularly increased activity in the retail and wholesale grocery sectors, the Food Institute tracked 519 food-business related mergers and acquisitions during 1994—a 7 percent increase from 1993 and the largest number since 1989 when 556 transactions were tallied. Over the past five years, the Fair Lawn, NJ-based trade association reports the food industry has undergone nearly 2,300 mergers and acquisitions.

According to preliminary statistics, there were some 40 mergers and/or acquisitions in the supermarket industry alone last year—more than double 1993's total. These included Yucaipa Cos.' purchase of

Ralph's Supermarkets in California and Penn Traffic's acquisition of 45 Acme Markets from American Stores in the Mid-Atlantic.

On the wholesale side, some 27 transactions were tracked, including Fleming Cos. purchase of its competitor Scrivner, both of Minneapolis and Smart & Final Corp.'s purchase of

Henry Lee in Florida where the chain plans to expand its cash and carry chain.

In the processing end, total activity actually fell to 106 transactions from 114 in 1993. Some big names were involved however, including Campbell Soup which recently purchased Pace Foods, the nation's leading salsa

maker; Heinz's purchase of All American Gourmet from Philip Morris' Kraft General Foods, and ConAgra's purchases of Universal Foods' frozen food business and MC (Marie Callendar) Retail Foods. Quaker Oats' purchase of Snapple drinks in late 1994 was also among the year's biggest moves.

## Buyers

from page 1.

nual revenues and often much higher, depending on deal structure," he added. "The giant global corporations understand that they can grow more rapidly through acquisition or strategic alliances. It's cheaper, faster and smarter to buy assets rather than grow," said Stiegler.

"As the traditional domestic markets for growth have matured, the most successful organizations now are required to look globally for growth opportunities. Globe-watching has become one of senior management's top priorities," advised Stiegler.

"We're getting increased inquiries about opportunities for expansion in areas like Argentina, Brazil, Chile, Hong Kong, India, Korea, Taiwan, Malaysia, Singapore, Thailand and Indonesia, as well as Australia and New Zealand," Stiegler revealed.

"Somebody once said that you can't be international enough and that's more valid than ever in 1995 as merger and acquisition activities in the global food processing industry promise to approach the record levels of the mid 1980s," he predicted.

Headquartered in Knoxville, Tennessee, and founded in 1964, The Montgomery Group specializes in global agribusiness merger and acquisition services, as well as management and marketing counsel.

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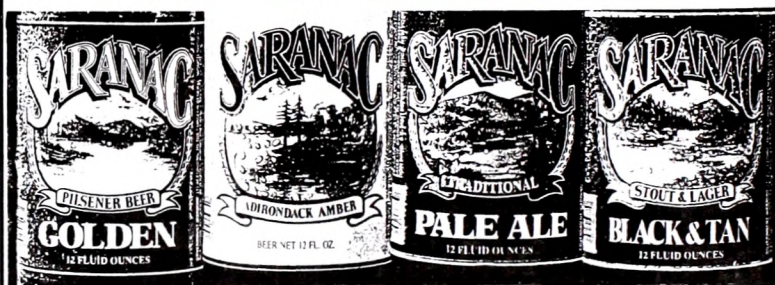


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## AFD On The Scene



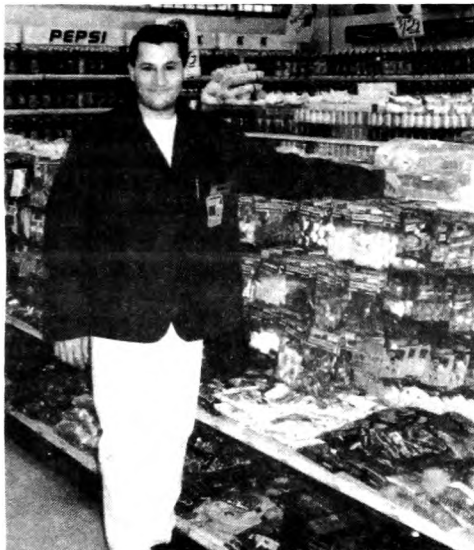
*Laith Bally of Bally's in Detroit.*



*Sam Jirjis of Chapoton Woods Market in St. Clair Shores.*

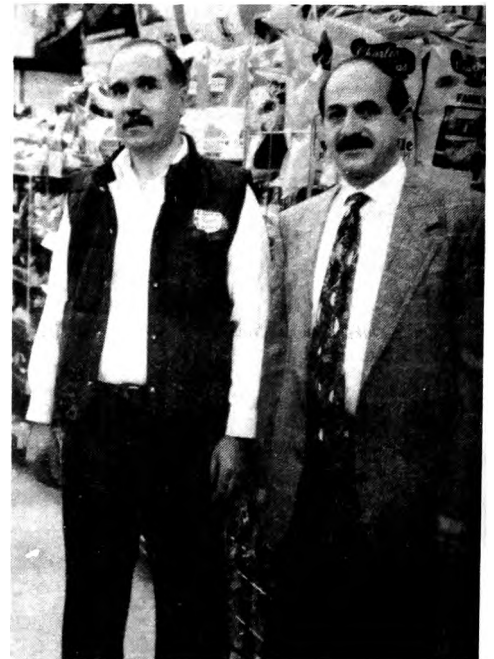


*Ramzi Dallou of Boulevard Food Center in Detroit.*



*Left: Mike McKay of Regal Food Center in Detroit.*

*Right: Mike and George Mansur of Livernois Food Center in Detroit.*



*Joe Sarafa of AFD (right) with George Denha of Food Lanes Market in Detroit.*



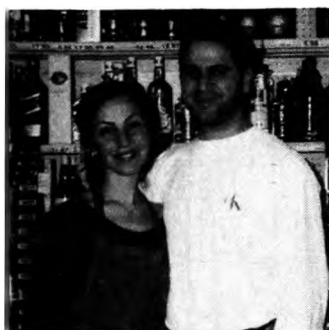
*Eddie Catcho of Abbott Pharmacy in St. Clair Shores.*

## AFD On The Scene



*Emily Hakim and son Sam of Emily's in St. Clair Shores.*

*Right: Dr. Adamany, President, WSU (4th from left) with AFD members at a luncheon in observance of the birthday of Martin Luther King, Jr.*



*Linda and Sal Jeberaef of Golden Oaks Liquor in Novi.*



*Anne Najor of Najor's Market in Ferndale.*

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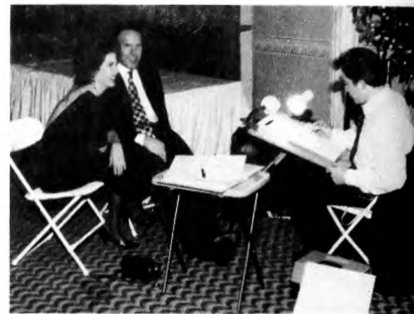
## AFD On The Scene



### Scenes from the Snowflake Ball



*The Contours rocked Penna's Hall with favorites like "Do You Love Me."*



*Frank and Dawn Bodi from House of Seagram pose for the caricaturist.*



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*Bill and Cathy Holl from Coca-Cola had a terrific time.*



*AFD Chairman Nabby Yono and his wife Mary Ann take a break from dancing to watch The Contours in action.*



*Reverend Wendell Anthony from Fellowship Chapel and President of the Detroit NAACP gave the invocation. Thank you Reverend Anthony.*





## AFD On The Scene



*Imagine over 1,000 people doing the hustle.*



*(Above) Amir and Sandy Al-Naimi (right) could show The Contours some dance moves.*



*From left to right: Cal Stein, AFD Trade Dinner Chairman from The Pfeister Company was joined by Joe and Maggie Smoliga from Spartan Stores and Mike Rosch from General Wine and Liquor. Congratulations on a great Trade Dinner, Cal!*



*Brad and Lisa Keyes from Bacardi take a much needed break from the dance floor.*



*Matt and Carol Rosenthal from Faygo Beverages danced all night!*

# About our Snowflake Ball sponsors

**Hubert Distributors** has serviced Oakland County with Anheuser-Busch products since 1947. Over the years, Hubert has grown along with Oakland County and is a community industry leader.

**Central Distributors of Beer, Inc.**, is the largest An-

heuser-Busch wholesaler in Michigan. This family business owned by Karen Wilson, CEO, is recognized as one of the most modern and progressive distributors in the nation.

**Great Lakes Beverage Company** is the full service distribution network for Anheuser-

Busch and Guinness Import Company brands in the Detroit area.

Since 1933, **Petitpren Inc.** has delivered quality products throughout Macomb County and in the Hamtramck area. In 1944, the company achieved record sales of over 4 million cases of Anheuser-Busch, Molson, Beck and

Guinness beer. At **Petitpren Inc.**, good customer service is their number one concern.

**Coca-Cola Enterprises of Metro Detroit** is a division of the largest Coca-Cola Bottling Company in the world, Coca-Cola Enterprises. Coca-Cola Enterprises Metro Division services the Southeast Michigan area. In addition to the family of Coca-Cola branded products, Coca-Cola Enterprises distributed Dr. Pepper, Squirt, Fruitopia, Powerade, Nestea, Minute Maid 100% juices and Naya Water.

Juan Grau, past CEO of **Bacardi Imports** sums up the company best: "I have concluded that the number one brand can never be the biggest seller. The number one brand must lead the market in every single aspect, with the distributor, at the point of sale and most especially in the consumers' mind."

**The House of Seagram** produces and markets Seagram's North American Spirits and markets Seagram brand products worldwide, including Chivas Regal, Seagram's 7 Crown, Crown Royal, Seagram's Gin, Martell Cognacs, and Captain Morgan. Seagram is the exclusive marketer of Absolut Vodka.

**The Pfeister Company**, established in 1918 has been servicing Michigan retailers for over 76 years. Providing sales and service for their many fine principal manufacturers, they are pleased to offer specialized service in the grocery, frozen foods, HBC/GM, confection, produce, meat and deli departments. Today Pfeister is one of the Midwest's most prominent food brokers with major offices in Detroit and Grand Rapids, Mich., as well as key Ohio operations in Toledo, Cincinnati and Columbus.

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

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

#### **THE NUMBERS WORK FOR YOU.**

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

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

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

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

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## Was Your Store's Bagger On TV Last Year?

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

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

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

### What Is A Best Bagger Contest?

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

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

### Who Can Enter?

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

### What Will Your Best Bagger Win?

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

### Where Is The Contest?

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

## ENTRY FORM

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

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

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

# 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
Koepfing Bakeries, Inc.	(810) 967-2020
Ovenfresh	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	(810) 294-9166
Sunshine/Salemo	(810) 352-4343
Tayisce 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
Bacardi Imports, Inc.	(810) 489-1300
Bellini Quality Beverages, Inc.	(313) 946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	(313) 753-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of Mich.	(810) 478-2212
Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(810) 344-6644
Don Lee Distributing, Inc.	(313) 584-7100
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	(313) 868-5100
General Wine	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Marketing	(313) 527-1654
Heublein	(313) 594-8951
Hiram Walker & Sons, Inc.	(810) 626-0575
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	(313) 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) 528-6694
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Sunkline Juice Ltd.	(416) 297-1140
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	(313) 439-2404
United Distillers	(810) 347-2267
Vintage Wine Co.	(810) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503
Wolpin Company	(313) 933-7150

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	(810) 968-0300
Ameri-Con, Inc.	(810) 478-8840
Bob Arnold & Associates	(810) 646-0578
Denha General Brokers	(810) 776-1610
DMAR, Inc.	(810) 553-5858
ELC Associates	(810) 624-5133
Hanson Paso Assoc.	(810) 354-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(810) 424-8500
Marks & Georgens	(810) 354-1600
McMahon & McDonald, Inc.	(810) 477-7182
Northland Marketing	(810) 353-0222
Paul Inman Associates	(810) 626-8300
Pfeister Company	(313) 591-1900
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
Bernca 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) 246-6016
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
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## FISH & SEAFOOD:

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

## FRESH PRODUCE:

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

## ICE PRODUCTS:

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

## INSECT CONTROL:

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

## INSURANCE:

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
Crabrook 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
Mittel Agency	(810) 773-8600
Monroe-George Agency	(810) 489-9480
Murray, Benson, Recchia	(313) 831-6562
North Pointe Insurance	(810) 358-1171
Rocky Husayou & Associates	(810) 557-6259
Security First Insurance	1-800-330-9225
SelectCare	(810) 637-5391
Simmerer & Company	(810) 776-4036
Joel Weingarden	(313) 453-3636

## 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) 478-1400
Nestle Food Company	(810) 380-3670
Philip Morris U.S.A.	(810) 489-9494
Prince Macaroni of Michigan	(810) 772-0900
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Stadium Club Foods, Inc.	(810) 332-8530
Strauss Brothers Co.	(313) 832-1600
Tony's Pizza Service	(810) 634-0606
R.J. Reynolds	(810) 398-6390

## MEAT PRODUCERS/PACKERS:

General Provision, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 567-8000
Hartig Meats	(313) 832-2080
Hillshire Farms & Kahn's	(810) 778-3276
Hygrade Food Products	(313) 464-2400
Kowalski Sausage Company	(313) 873-8200
LKL Packing, Inc.	(313) 833-1590
Meiro 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
Thorn Apple Valley	(810) 552-0700
Winter Sausage Mfg., Inc.	(810) 777-9080
Wolverine Packing Company	(313) 568-1900

## MEDIA:

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

## NON-FOOD DISTRIBUTORS:

Altion 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/SHACKS:

Better Made Potato Chips	(313) 925-4774
Frito-Lay, Inc.	1-800-24FRITO
Goin' Nuts	(810) 437-9831
Harbour Foods, Ltd.	(810) 333-3014
Kar Nut Products Company	(810) 541-7870
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	(612) 930-8200
Inbo-Marketing	(810) 540-5000
J.R. 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
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## 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
Cellular One	(810) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
Checkpoint Systems	1-800-257-5540
CIGNA Financial Advisors	(810) 827-4400
C&J Parking Lot Sweeping, Inc.	(810) 759-3668
Community Commercial Realty Ltd.	(810) 569-4240
Detroit Edison Company	(313) 237-9225
Dynasty Funding	(810) 489-5400
Eco-Rite, Inc.	(810) 683-2063
Follmer, Rudzewicz & Co., CPA	(810) 355-1040
Food Industry Professional Network	(810) 353-5600
Gamo & Co., CPA	(810) 737-9933
Goh's Inventory Service	(810) 353-5033
Great Lakes Data Systems	(810) 356-4100
Independence One	1-800-622-6864
Investment Group	(517) 482-5000
Karoub Associates	(810) 552-0500
Law Offices-Gamo & Gamo	(313) 459-1323
Michael McKernan CPA	(810) 356-1620
Menczer & Uncheck P.C., CPA	(810) 625-0070
Metro Media Associates	(810) 221-7310
Michigan Bell	(810) 960-3737
Midwest Autotel	(313) 562-2850
Multi-Gard/Audio Alert	(810) 539-0900
Network Real Estate Services	(313) 341-4522
Paul Meyer Real Estate	(517) 386-9666
REA Marketing	(810) 645-5800
Frank Smith's Red Carpet Keim	(313) 961-8400
Peter Ragueas, Attorney/CPA	(810) 424-9448
Sal S. Shimoun, CPA	(810) 851-5704
Sarafa Realty	(313) 526-4200
SDIS Inventory	(810) 288-2080
Edward A. Shuttie, P.C., Attorney	(810) 569-8080
Southfield Funeral Home	(810) 932-8680
Statewide Financial Services	(616) 698-8855
Thomas P. Soltry, CPA	

Telecheck Michigan, Inc.	(810) 354-5000
Travelers Express Co.	1-800-328-5678
Ultracom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Whitely's Concessions	(313) 278-5207
Wolverine Real Estate Services	(810) 353-7800

## STORE SUPPLIES/EQUIPMENT:

All-American Cash Register	(313) 561-4141
Amert-Copy	1-800-888-1683
Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5858
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) 697-7080
MMI Distributing	(313) 582-4400
Metro Equipment Inc.	(313) 571-6655
Michigan Bale Tie Company	(313) 925-1196
Midwest Butcher & Deli Supply	(810) 689-2255
Murray Lighting Company	(313) 341-0416
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control Systems	(810) 356-0700
TRM Copy Centers	(503) 231-0230

## WHOLESALE/FOOD DISTRIBUTORS:

All-Star Foods	(810) 669-0240
Bremer Sugar	(616) 772-9100
Cabana Foods	(313) 834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	(313) 269-2137
Central Foods	(313) 923-2600
Dean French Inc.	(810) 5



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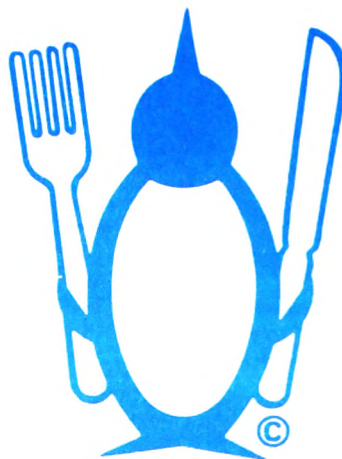
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