ASSOCIATED FOOD DEALERS OF MICHIGAN

PACKAGE LIQUOR DEALERS ASSOCIATION

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

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

/OL. 6. NO.5

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

MAY 1995

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Page 13

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### **AFD** wins Michigan **Supreme Court victory**

The AFD has won an important victory for its members. The Michigan Supreme Court has turned down an appeal by the Michigan Soft Drink Association to keep unclaimed bottle deposits.

The AFD successfully argued that a portion of the unclaimed deposits be returned to retailers as a handling fee.

The victory means that 75 percent of the money will go toward environmental clean up and 25 percent goes back to retailers to help defray the cost of collecting, sorting and storing

cans and bottles.

AFD was the only organization in the state that stood up for the retailers. AFD has spent many years and thousands of dollars to get retailers this victory which is only one ex-

ample of how members can count on AFD to fight for them

In 1989, the legislature passed a bill requiring bottlers, manufacturers and distributors to turn over unclaimed deposit money to the state and retailers. The Michigan Soft Drink Association tried to stop this payment by filing suit. A lower court agreed with the bottlers, but the higher courts have not. Those courts have unanimously found that the statute is constitutional and that the bottlers must report

See Bottle Deposit page 28.

deposits.

and pay over the unclaimed

#### **Seven Day Lottery** Hotline established for AFD members

The Associated Food Dealers | by giving each store a private of Michigan proudly announced the formation of a 7 Day Lottery Hotline, designed exclusively for its members. This is an opportunity for every AFD member re-

tailer to offer a toll-free lottery number to its

customers. The 7 Day Lottery Hotline is a special program designed to give telephone callers winning numbers for any day during the past week. In addition, it is designed to allow the callers to hear a brief introduction to your store and weekly or monthly specials. This is a great marketing opportunity for you. It saves time and also keeps your customers happy

Busy store owners know that repeating winning numbers to customers over the phone takes time and costs money

The 7 Day Lottery Hotline is designed to solve that problem,

local call telephone number that can be accessed 24 hours a day. With the use of a touch tone phone, callers can hear winning numbers for any day during the past week.

After dialing the number, the caller is greeted with a brief, professionally recorded Thanks for calling the 7 Day Lottery Hotline, brought to you by (name of

store) a member

of the Associated Food Dealers of Michigan. When you visit our store this week, you will find (product) on sale for just (price) (or something of this nature). The current numbers are then given to the caller, and then he is told that by pressing "one" on the telephone dial, winning numbers for any other day for the past

See Hotline

#### Legislative Update

#### USDA to continue unannounced inspections

The U.S. Department of Agriculture will be conducting unannounced inspections of retail grocery stores during the latter part of May to check for visible postings of nutrition information for the top 45 fresh meat and poultry items consumed around the United States

If a sufficient number of retailers have posted this information, the guidelines will continue to be voluntary. However, if they find that an insufficient nount of retailers are offering this information, mandatory regulations will be enacted.

Please note that meat and altry data from the 1992 Nu tri-Facts program is no longer valid and needs to be replaced with new information.

If you do not already have the valid signs, they are available through AFD for a nominal fee by calling (810) 557-9600.

#### Liquor privatization back to square one

After years of planning, the Liquor Control Commission is scrapping its previous plans and starting over with liquor privatization including distribution, wholesaling and pricing.

The Engler administration's plan to divide the state into four regions in which private companies would warehouse and deliver liquor no longer applies And the bidding for those contracts has been negated, said the new Liquor Control Commission chairman, Phil Arthurhultz.

Arthurhultz advised that he is in the process of reviewing the various studies and staff analysis. He stated that the issue is not whether privatization will occur, but when and what form it will take. He anticipates forwarding options to the Governor and the Liquor Control Commission for

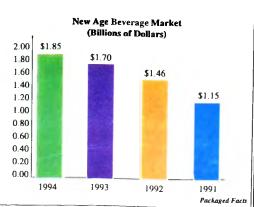
See Privatization page 29.

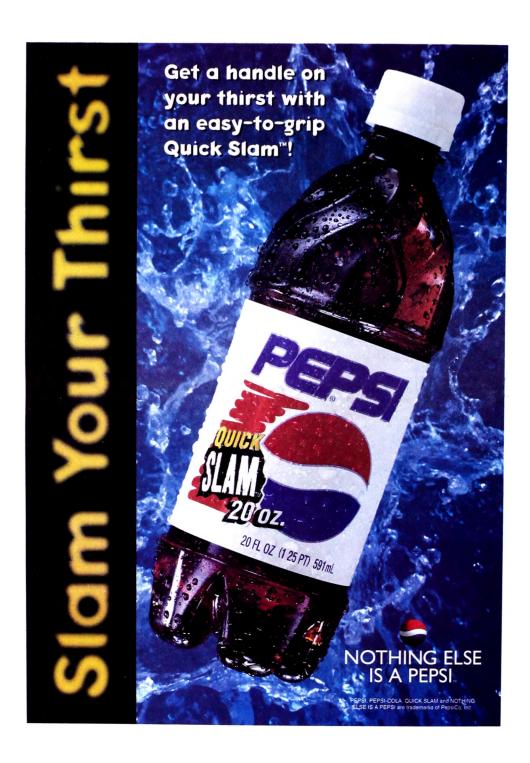
#### Sales of new age beverages grew 8.9 percent in 1994 to reach \$1.85 billion

Growth in the overall market is driven by a combination of factors such as improved distribution systems, consumer desires for an alternative to soft drinks and the products' appeal to Generation Xers. The most important of these factors is new age beverages appeal to Generation X.

Packaged Facts' president David A. Weiss says, "New age beverages are exotic, healthy, affordable and fun. At the present moment, it is hard to imagine a product that could be more appealing to Generation X.

Yet, he questions the longevity of this appeal noting, eventually, even Generation Xers will get tired of the constant frenzy of new flavors. At the same time, it is unlikely they will settle on one flavor as their favorite as a previous generation did with cola!





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#### Chairman's Report

### Promotional ideas create excitement and build customer loyalty

By Nabby Yono AFD Chairman

It was nice to see many of you at the AFD Trade Show. We appreciate the participation of our exhibitors and attendees I hope you stocked your shelves with great deals



and your minds with good ideas.

The Trade Show got me thinking about store promotions and different ways we can generate some excitement in our stores. Now and then we may find ourselves in a rut, doing the same job over and over. Are your sales flat? Has a competitor moved in to your neighborhood? Are employees becoming dissatis-

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, South-field, MI 48075, (810) 557-9600 or (517) 386-9666.

AFD works closely with the following







nawga





fied? Maybe it is time to shake things

Here are a few ideas we've culled throughout the years. Maybe one or two will work for you.

Mothers' Day cake decorating - Set up a stand the Saturday before Mothers' Day and sell frosted, undecorated cakes. Provide a table and cake decorating supplies. Kids decorate the cakes for Mom.

Sorry coupons - When your store makes a mistake, give a specially developed coupon to the customer. Coupon says sorry, and is valid for a free homemade pie (or other goodie). Management only can give out the coupons.

Birthday cards - Instead of giving out the same old birthday cards to your employees, add something extra, a \$1 lottery ticket.

Free fruit club - Provide a punch card, customer gets one punch with \$20 purchase. Four punches and the customer receives free fruit. (You determine amount or type.)

Bag Refunds - Promote this in your circular. Provide 5 cents (or a price you pick) for each bag the customer re-uses. Great for environment and good for store lovalty too.

Charity Jeans - Choose one day each month where employees can wear jeans. Each employee pays \$1 for the privilege. Store matches dollar-fordollar and donates the money to a local

Marvelous memos - Build team chemistry and employee satisfaction by sending a "Marvelous Memo" to recognize a job well done. Also post memos on a bulletin board.

Ham it up - During the week before Christmas and Easter, set up a ham stand, where an employee cuts hams in half or thirds using a hand saw. He/she also provides free cloves or glaze to customers purchasing hams.

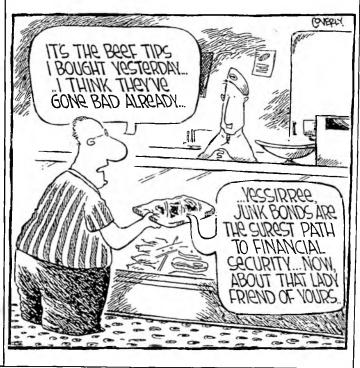
Lucky cart - Give a prize for the person who uses the lucky shopping cart of the

Discount stamps - Before Christmas, offer customers the opportunity to buy postage stamps at a discount, with a minimum purchase in your store.

Some of these ideas are old, some new, some are adaptations of promotions you've held before. The concept here is to get you thinking about ways you can promote your store, increase goodwill, create happy employees and increase

### The Grocery Zone

By David Coverly



# Alternative format stores will capture an increasingly larger share of this market

The market for grocery and related products is estimated to have totaled \$457.6 billion in 1994, according to a new research study titled Food Retailing: Supermarkets Versus Alternative Formats, published by the New York City consulting and research firm FIND/ SVP.

In 1994, formats operating in the traditional grocery channel (conventional supermarkets, superstores, food/drug combo stores, warehouse and super warehouse stores, limited assortment stores, convenience stores, and mom-and-pop groceries) are estimated to have captured 90.7% of total grocery and related product sales. Alternative format stores (including hypermarkets, wholesale clubs, mini clubs, super centers, and deep discounter) captured the remaining 9.3% of total all commodity volume (ACV).

FIND/SVP estimates that alternative format stores will capture an increasingly larger share of total ACV from 1995 to 1998. By the end of 1998, alternative format stores will have captured 13.5 percent of total ACV, while formats operating in the traditional grocery channel will have

held onto 86.5 percent of all grocery and related product sales.

Overall, rates of growth among larger store formats operating in the traditional grocery channel will outpace those of smaller stores. Sales made by superstores, food/drug combo stores, and super warehouse stores are expected to outpace those made by the remaining formats in this channel, with the exception of limited assortment stores. Limited assortment stores—small, convenient, and competitively priced outlets—are expected to show above-average growth for the remainder of the decade.

FIND/SVP expects supercenters (huge stores that in addition to carrying grocery related products, also carry a wide variety of soft goods, clothing, and other consumer goods) to fuel almost all of the growth enjoyed by alternative format stores throughout the remainder of the decade.

Supercenters will pose a threat to formats operating within the traditional grocery channel. Sales of grocery and related items at was estimated at \$9.8 billion in 1994 and will grow to \$34.6 billion in 1998.

"Supercenters," says Lynn
Christie, Vice President of Publishing
for FIND/SVP, "are picking up where
hypermarkets and retail clubs left off.
Lots of them are going to start
opening up. And as that happens,
share of grocery sales will increase
dramatically. The future success of
appears to hinge on how comfortable
consumers are with the concept of
buying food and mass merchandise at
the same time."

#### **Forecasts**

Food sales among formats operating within the traditional grocery channel will remain relatively flat from 1994 to 1998, increasing only 2.4 percent from \$372.7 billion in 1994 to \$381.6 billion in 1998.

Food sales made within the non-traditional grocery channel are expected to increase more that 80 percent from 1994 to 1998, from \$17.7 billion in 1994 to \$43.1 billion in 1998. This growth will be fueled almost entirely by food sales increases through supercenters.

Sept. 14 - 15

Oct. 8 - 10

Oct. 8 - 11

Oct. 22 - 25

Sales of all grocery and related products sold through conventional supermarkets are expected to decrease from \$117.2 billion in 1994 to \$115.5 billion in 1998.

Sales of all grocery and related products sold through superstores are expected to increase from \$106 billion in 1995 to \$125 billion in 1998.

Total sales among all food/drug combo stores are expected to increase from \$48.8 billion in 1994 to \$60.8 billion in 1998. Sales of all grocery and related products sold through super warehouse stores are expected to increase from \$16.5 billion in 1994 to \$20.8 billion in 1998.

Hypermarkets, once thought to pose a major challenge to supermarkets, are expected to all but disappear by 1998. Wholesale clubs, another once formidable threat to supermarkets, will find it hard to maintain consistent same-store annual sales, as average annual sales per club location continue to decrease.

# WHAT'S HOT?



rough supercenters.					
Calendar					
May 21 - 24	Annual Financial Executives Conference Plaza San Antonio Hotel, San Antonio, Texas				
June 11 - 14	National Grocers Assoc. 20th Anniversary Celebration and Washington Conference 1995 Stouffer Mayflower, Washington, D.C.				
June 11 - 15	FMI Performance Skills for Effective Store Management San Diego, California				
June 18 - 20	I.D.D.A's 31st Annual Seminar & Expo; San Jose, California				
June 29 - 30	FMI Category Management Seminar Newark, New Jersey				
July 16 - 20	FMI Performance Skills for Effective Store Management Dallas, Texas				
July 18 - 21	1995 Exhibit Industry Conference & Exposition Moscone Center, San Fransico, California				
July 22 - 24	NFDA's 68th Annual Convention and Trade Show New Orleans, Louisiana				
July 23 - 27	FMI Performance Skills for Effective Store Management Philadelphia, Pennsylvania				
Aug. 24 - 25	FMI Category Management Seminar Seattle, Washington				
Sep. 10 - 11	Kramer Holiday Food Show, Novi Expo Center Novi, Michigan				
Sep. 10 - 13	NAWGA/IFDA Midyear Executive Conference White Sulpher Springs, West Virginia				

FMI Category Mangement Seminar

National Frozen Food Convention

San Francisco, California

General Merchandisel Health & Beauty Care Conference

Pennsylvania Convention Center, Philadelphia, Penn.

NAWGA/IFDA Food Industry Productivity Conference

Chicago, Illinois

Phoenix, Arizona

# The Associated Food Dealers of Michigan welcomes these new members who have joined in January through March 1995:

A&A Specialty Foods, Rochester A&B Refrigeration,

Dearborn Heights A&D Market, Flint A&W Party Store, Hazel Park Ace Party Store, Highland Adrian Discount Drugs, Adrian Advanced Formula Products, Livonia Alam Enterprises, Birch Run Arby's, Livonia Arizona Beverages, St. Clair Shores Atlas Market, Detroit Atlas Supermarket, Pontiac Atlas Supermarket, Waterford Bauman Party Store, Detroit Beijing Express, Fraser Billy Jo's Fruit Market, Allen Park Blue Knight Food Store, Bay City Capitol Market, Warren Champs of Battle Creek,

Battle Creek Chan's Garden, Saginaw Dalton Drugs, Muskegon David's Party Store, Flint Design Fabrications, Troy Dialogue Marketing, Southfield Emie's Refrigeration, Ashley Family Food & Liquor, Detroit G.M. Paris Bakery, Livonia G.O.S.T. Distributing, Troy Gangplank, Battle Creek Grand House of Liquor, Detroit Healthy Lifestyles, Clawson Heating Plus Cooling, Redford Henckel's Market, Athens Herrington's IGA, Redford Hoffman's Produce, Allegan House of Liquor, Detroit Independent Dairy Inc., Monroe Jewel Investment Co..

West Bloomfield
Joe Joe's Cafe & Raw Juices,
Ann Arbor
Liquor Basket Party Store, Saginaw
Livernois Foods, Detroit
Livonia Party Mart, Livonia

Loewenstein Poultry, Taylor Manor Party Store, Detroit Mason Depot Diner, Mason

Metry's Crews Inn,

Harrison Township
Mike's Red Apple, Belleville
New Center Supermarket, Detroit
Nicky's Mini Market, Roseville
North American Interstate, Berkley
Northland Party Store, Detroit
Page Tec, Garden City
Park & Sibley Market, Detroit
Parkstone Market, Detroit
Plaza Liquor, Detroit
Randazzo's Fruit Market #2, Warren
Regal Liquor & Food Market,

Richie's Custom Wheels & More,
Detroit

Westland

Sand Piper Liquor Shoppe, Detroit Saturn Super Foods, Detroit Save-A-Lot, Pontiac Savon Foods, Detroit Shaw's IGA, Carson City Shoppers Palace Supermarket, Detroit

Smart Capital Resources Ltd., Windsor

Smart Sales Ltd., Windsor

Speedy Mart, Detroit Standard Fish, Detroit Sunshine Food Store, Detroit Sussex Drug Store, Warren Taco Management, Brighton Tecumseh Country Market, Tecumseh

Texas Brand Inc., Wauconda, IL
The Happy Hive, Dearborn Heights
Tom Maceri & Sons, Detroit

Tower 14 Deli, Southfield Trolley Stop Lounge, Taylor Urban Exchange, Detroit Village Food Center, Detroit Vorrath Enterprises, Monroe West Market, Woodhaven Westborn Fruit Market, Dearborn Westland Food Store, Westland Wishing Well, Pentwater Wolpin Company, Dearborn

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#### WIC News

#### Contract expiration reminder for southern vendors

The current contracts with WIC Authorized vendors in the southern part of the state will expire on June 30, 1995.

Applications were mailed to all currently contracted southern vendors and interested waiting list applicants via certified mail early in January 1995. Completed applications should have been received in the department by 5:00 p.m., March 31, 1995.

Vendors in the southern part of the state MUST NOT accept WIC coupons after June 30, 1995, unless they have been granted a new WIC vendor contract.

WIC coupons accepted after June 30, 1995, by a southern vendor without a new executed WIC contract for the period beginning July 1, 1995, will not be paid. Coupons accepted through June 30, 1995, by vendors who have not been granted a new WIC vendor contract must be submitted to the department before July 15, 1995, for payment.

# Northern vendor contracts to be extended for six months

The current contract with northern vendors will expire on December 31, 1995.

The Department intends to extend the contracts with vendors in the northern part of the state for a period of six months through June 30, 1996.

The contract extensions will be processed after obtaining updated information and conducting a review of the qualifications of all authorized vendors in the northern part of the state.

Authorized WIC vendors in the northern part of the state must watch for a mailing in the near future regarding the process for extension of their contracts. The contract extension processing is planned for completion by December, 1995.

# Appealing denied payment

Occasionally an authorized WIC vendor will receive a payment check for an amount less than the amount submitted for a batch.

This occurs because the computer

system has rejected one or more coupons

for payment. These rejected coupons are reviewed manually. Within two to three weeks after the first check for the batch was received, the vendor may receive a payment check for the coupon(s) reviewed manually or will receive notification of non-payment. You have the right to appeal non-payment of the rejected coupon. (See your Vendor Guidehook)

Some vendors have been submitting appeal letters after receiving the first check.

The WIC vendor should not submit an appeal letter until he has received payment denial notification.

# Advance disposal fee proposed in Michigan

The food industry is currently working with member companies and in-state industry groups in Michigan to oppose any state ADF legislation, in response to a bill (S.B. 131) introduced by Michigan State Sen. John Cherry (D) requir-

ing wholesalers to affix one cent Advance Disposal Fee stamps to products, containers or packages that do not meet specified recycling rates or recycled-materialcontent rates.



### Confidence and optimism build promising future in Pontiac

by Virginia Bennett

Romel Kejbou is enthusiastic about the future. His newly renovated Sav Plus Super Store on the northwest corner of Baldwin Road and Montcalm in Pontiac is just the beginning.

Along with his four brothers, Romet Kejbou, converted a rundown mall with a dilanidated A&P into a sparkling new shopping center with a Sav Plus Super Store as the anchor.



Romel Kejbou and nephew Kevin Kejbou offer hot, fresh bread daily.

The store's glittery interior of aluminum and neon is a shiny new backdrop for the extensive array of products. The old 24,000-square-foot store was completely gutted and totally renovated. The store exterior was refaced along with the rest of the center. Also included in the mall are Perry Drugs and Auto Works stores. The brothers plan to eventually expand into the 4-acre property they own west of the center.

The oldest brother of the Kejbou family, Romel, bought his first store from an uncle. The store, called Alpha, was located on Hamilton Road in Highland Park. Since then, he and his brothers have purchased Bi-Lo, also in Highland

Park, and Sav-Mart in Detroit. At the present time Albert and Steve manage Sav-Mart on Gratiot Issam runs Alpha and Adan runs Bi-Lo. The fifth brother, Emad is a butcher at Sav Plus. The next generation is already on board in the

new store. Romel's son Lance and Albert's sons Mark and Kevin work there. Sav-Plus is the first store they have opened in Oakland County. The family has plans to open in other locations.

Kevin's range of experience belies his young age of 20. Saying that he got his start by sorting bottles, he now is an important component of the management team at Sav Plus. Quick to learn, Kevin is confident like his uncle, Romel, "We

know what we are doing," he says.

Romel adds, "As in any business, location is the secret of our success. The population in this area is really dense, plus we draw from as far as West Bloomfield and Auburn Hills." Kejbou adds

that the beautiful new center
has caught the
eye of the
Pontiac city
government,
which publicly
praised the
brothers'
project at their
city council
meeting.

In the beginning it was hard to change shopper's perceptions. The

old store was "poorly maintained," says Kejbou. "At first people thought we were still using the same old equipment." Now the customers have learned that they can depend on Sav Plus. In the two years the store has operated, they have earned the trust of the shoppers.

The Sav Plus Super Store logo promises shoppers service, quality, variety and price. This philosophy is the cornerstone on which the business is built. Service is

of utmost importance and customers come first. Kevin said he keeps a close watch and willingly opens a cash register if a line forms. Free, fresh coffee is available all day with complimentary doughnuts offered in the morning. The aroma

of fresh, hot bread fills the store daily. Kejbou is responsive to the wishes of his Hispanic customers and receives a fresh tortilla delivery daily He has a large Mexican product section. "I am careful to buy for each cus-



The new SAV PLUS facade has brightened the corner of Baldwin and Montcalm in Pontiac.

tomer that comes here," he adds.

In addition to their grocery stores, the brothers also own Powerhouse Gym in Troy. Romel Kejbou is optimistic about the future. He enthusiastically envisions the expansion project at the Sav Plus location, other shopping center developments and real estate ventures. Kejbou and his growing family are confident that they will be part of the revitalization of Pontiac

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#### Products

#### Open Pit adds two sassy but sweet varieties

"Sassy" and "sweet" flavors merge in two new Open Pit® barbecue sauce varieties.

Open Pit's traditional (blue label)



line now boasts a unique Sweet 'N Sour variety, while the "Thick & Tangy" line, with ine, with irch texture, features a new Honey and

Spice variety.

New Honey and Spice barbecue sauce blends honey with a rich, smoky-tasting barbecue sauce. It is also recommended to be served as a dipping sauce.

New Sweet 'N Sour barbecue sauce blends the sweet taste of pine-apple with a touch of Oriental flavor for a robust barbecue sauce.

#### T.Q. Hot heats up tequila category

. Imported from Mexico, T.Q. Hot's 70-proof blend of gold tequila, citrus flavor and fiery Mexican spice fulfills the American consumer's current craze for hot and spicy tastes.

T.Q. Hot bridges the gap between premium, gold tequilas and contemporary shooter products and creates a new way to enjoy the tequila experience.

T.Q. Hot is being supported by on-premise promotions which include special T.Q. Hot bar kits. Kits consist of high quality t-shirts, hats, bandannas, table tents, wait staff buttons, tattoos, shot glasses and poppers all highlighting the brand's fire-breathing bull logo.

T.Q. Hot is supporting the offpremise market with cold box decals, floor displays, floor bin displays and danglers.

It is available in 750ml, 375 ml, 200 ml, and 50 ml sizes.

For more information about this product call R.M. Gilligan, Inc. at (810) 553-9440.



#### Mrs. Paul's "reels in" taste and convenience with new sandwich

Mrs. Paul's® recently announced the introduction of a new product: Crispy Crunchy Fish Fillet Sandwich with Cheese. The sandwich offers consumers a quick and convenient way to enjoy Mrs. Paul's seafood. Mrs. Paul's is the only national seafood brand to offer a frozen fish



sandwich at retail.

Sure to create a wave of excitement at any meal, Mrs. Paul's Crispy Crunchy Fish Sandwich is made from fillets. Mrs. Paul's specially formulated sandwich bun is designed for the microwave, so fish lovers can "reel in" a perfect catch in just three minutes.

#### and Shnookums & Meat. This partnership marks the first Disney licensed shapes in the Canned Pasta Category. Gargoyles and Shnookums &

Gargoyles and Shnookums & Meat are two new additions to the highly-successful Disney Afternoon—a two-hour, nationally syndicated programming service for children.



Franco-American has a strong advertising and promotion program planned to support the new pasta products which includes national television advertising, print advertising in popular kid magazines, consumer couponing and trade support.

Franco-American Gargoyles Shaped Pasta and Shnookums & Meat Shaped Pasta will be available in two varieties, plain and with meatballs.

Since its introduction in 1965, SpaghettiOs pasta has risen to the number one selling brand in the kids' canned pasta category.

# Two "Supremes" join Prego line

For consumers who crave chunks and lots of them, Prego Extra Chunky® has introduced new Mushroom Supreme and Vegetable Supreme pasta sauces.

According to the company, new Prego Extra Chunky Mushroom Supreme contains more mushrooms than any other Prego pasta sauce, and more mushroom slices than the leading mushroom variety pasta sauce. In addition to mushroom slices, this new variety is blended with garlic flavor for full-bodied, "homemade taste."

New Prego Extra Chunky Vegetable Supreme combines a tomato sauce base with choice Italian-combination vegetables for distinctive flavor. Its medley of vegetable shapes and colors includes cut Italian green beans, celery, yellow squash, zucchini coins, green peppers and julienned carrots.



#### StarKist launches Pasta Sensations

StarKist is expanding beyond the canned tuna market. It is introducing a line of four tuna-and-pasta meals. Called Pasta Sensations, the boxed meal kits include cans of StarKist Select tuna, packets of premium pasta and seasonings.

The line includes one cold entree (ranch pasta salad) and three hot main dishes (creamy country bow ties, white cheddar spirals and linguine with white wine sauce).

None of the kits contains artificial flavors or MSG.

#### Campbell Soup and Disney announce licensing agreement for new Pasta line

Now kids can watch what they eat, and eat what they watch!

Campbell Soup Company, makers of SpaghettiOs canned pasta, recently announced a licensing agreement with The Walt Disney Company for the national introduction of two new canned pasta varieties: Gargoyles

#### THE POWER OF PARTNERSHIPS



At Michigan Sugar Company, We Live By Partnerships.



#### News Notes

# Paramount Gourmet Coffee brochure receives "Citation of Excellence Award"

The cover of a brochure designed for Paramount Gourmet Coffee was awarded a "Citation of Excellence" by the American Advertising Federation. In order to determine recipients of the prestigious Addy Awards, judges from around the country review excellence and creativity in all forms of media. The award was presented at a local award dinner.

Paramount Gourmet is a division of the Paramount Family of Companies of Lansing, Michigan, and have been importers and roasters of fine coffees since 1935.



# Brands will serve consumers "wherever they eat"

"In the next five years, national brand manufacturers will deliver outstanding value to consumers everywhere—in quick service and casual dining restaurants, airports, shopping malls and employee cafeterias," says GMA President and Chief Executive Officer C. Manly Molpus.

Molpus added that branded foods will continue to grow and expand in foodservice. Citing recent market research, he said, "Brands draw new customers, increase the frequency among regular customers and increase the amount paid for the meal. Today's value-conscious shoppers demand the very best, and that demand is instantly cemented by displaying and using nationally branded products. Recent research demonstrates that when this new partnership is working, initial sales increase 20 percent to 40 percent, and over the long term, increase nearly 10 percent."

-GMA

#### NBA legend Larry Bird teams up with Miller Brewing

Miller Brewing Company and basketball legend Larry Bird have teamed up to promote Miller's responsible drinking program with a new 30-second television advertisement, which began airing nationally in March.

The spot features Bird shooting his famous jumper followed by the words "Did the Jumper" and patented babyhook shot ("Did the Hook") before meeting up with friends who have been at a local tavern ("Did the Town"). Bird, a native of French Lick, Ind., is then shown driving friends home as the designated driver ("Did the Right Thing" in a pick-up truck with the words "French Lick Limo" written on the rear tailgate. The spot closes with the words "Please Think When You Drink."

Bird began his association with Miller Brewing to promote Miller's responsible drinking program and participate in other Miller-sponsored promotional activities in 1992. Since that time, he has been featured in Millers "Think When You Drink" print and broadcast advertisements and point-of-sale material.

#### Miller helps consumers "Cheat the Heat" in Memorial Day promotion

Ice-cold images and outdoor fun are the featured attractions in Miller Brewing Company's Memorial Day "Cheat the Heat" promotion.

This year's off-premise promotion features Miller Lite, Miller Lite Ice, Miller Genuine Draft and Miller Genuine Draft Light. Where legal, consumers will be offered a 10-3-A-Que portable charcoal grill via a 10-forms appearing on Memorial Day diplays and case cards. Where legal, grills can be purchased at a discount with proof-of-purchase identification from Miller products.

Other point-of-sale display items include summer activity-themed display cards, case cards, cut-outs, danglers, banners, stickers, imprint cards and erase boards. The promotion runs May 1 through 31.



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



For information or answers to your questions:
In Northern Michigan, call 1-800-776-9021
In the Flint area, call 1-800-776-9121
In the Greater Detroit area, call 1-800-877-2145 or 1-800-776-6021

#### AFD recognized by the National Grocers Association's 50 Year Club

Associated Food Dealers of Michigan was recognized by the National Grocers Association's (NGA) 50 Year Club recently. In February, at the NGA Annual Convention in Las Vegas, over 291 members of the grocery community were recognized for 50 or more years of service to the industry. The list of the 50 Year Club members was displayed in the NGA "Hall of Fame" at the convention. Additionally, the complete list of 50 Year Club names will be entered into the Congressional Record.



Joseph Sarafa and Jim Garmo accept award on behalf of Associated Food Dealers of Michigan.

#### Family Foodland and Lincoln Park HS help each other

Recently, Lincoln Park High School staff and students along with Life Directions staff showed their appreciation of the support they get from their Peer Leader Program sponsors by hosting an Appreciation Day at Family Foodland, an AFD member and Lincoln Park High School "Foster-A-School" Corporate Sponsor through Life Directions—Detroit.

Students and staff bagged groceries, helped customers, retrieved carts, packaged cookies, stocked shelves and even mopped floors. Family Foodland and their customers got some helping hands, students got some real work experience, staff got the pleasure of seeing their students help others on their own time outside of school and Life Directions had the opportunity to inform the customers about their organization and collected a few donations.

#### Sherry Galloway, Michigan Special Olympics athlete, featured on special edition Wheaties Box

For the third year, Spartan Stores and General Mills have partnered with Michigan Special Olympics to feature a Michigan Special Olympics athlete on a special edition Wheaties box.

The cereal will be on the shelves of participating Spartan stores throughout

#### News Notes

the state during April and May. This year's box features Special Olympics athlete, Sherry Galloway, the 1994 Inspirational Athlete of the Year.

## Asparagus Club offers scholarships

The gentlemen in the photo don't actually work on asparagus farms. They are food industry leaders that are devoted to helping food industry students.

The asparagus club is a light-hearted name for a group of big-hearted people. Each year club members raise funds to

provide scholarships for students who are planning to make food their career.

AFD Scholarship applicants can also apply for Asparagus Club scholarships if they are pursuing a career and/or education in the food industry. For more infor-

mation, call Danielle at the AFD (810) 557-9600

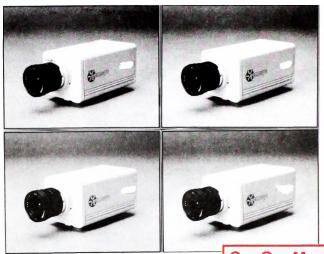
1995 Asparagus Club Officers Pictured Left: President Jack Hollrah, Mid Florida Mining; 1st Vice President Tom Jackson, Ohio Grocers Assocation; 2nd Vice President Ken Macey, Macey's Inc.; Past President Daniel Coborn, Coborn's Inc.; Chaplain William E. Farmer, Fareway Foods, Inc.; Chorister Dean Skadberg, Procter & Gamble Company; Sergeant-at-Arms Patrick Hicks, Kentucky Grocers

Association; Secretary-Treasurer Rick Munos, Nabisco Biscuit Company; Chairperson Scholarship Committee David McMahon, General Mills, Inc.



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#### New director of marketing appointed at London's Farm **Dairy**

The appointment of Dawn LaDuke to the new nosition of director of marketing, was recently announced.





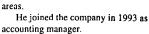
as Assistant Controller for the Dairy. In her new position, LaDuke will be responsible for all marketing, advertising and promotional campaigns as well as all packaging and new product introduc-

#### Michigan Sugar announces promotion

Stephen A. McPherson was named assistant controller and director of financial reporting for Michigan Sugar Company. He is responsible for most of the

company's general accounting and corporate financial reporting activities. McPherson is also responsible for staff supervision in these

People



#### Redmond continues in "Leaders" position at CML

Randy T. Redmond, president of the Food Industry Professional Network, has once again been recognized as a "Leader" in his field with Connecticut Mutual Life Insurance Company. "Leaders" qualification is a designation which places Redmond as one of the top agents with Connecticut Mutual in sales and service.



Redmond has attained Leaders status for the past five years. He specializes in the areas of corporate fringe benefits, estate planning, business continuation plans and accumulation planning for the food



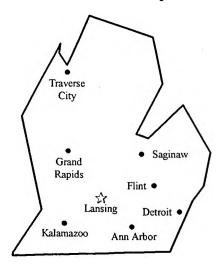
Above: Rachel Robinson (left), chairperson of The Jackie Robinson Foundation, greets M. Douglas Ivester, president and COO of The Coca-Cola Co., and his wife Kay, at the Foundation's annual awards

Below: The Foundation presented its 1995 "Robie" Award to Michael R. Quinlan (left), chairman and CEO of McDonald's Corporation. The award was presented to Quinlan by Patrick Ewing, New York Knicks All-Star Ivester (right) served as a dinner vice chairman. The "Robie" award was given to Quinlan for outstanding achievement in business and a commitment to helping young people.



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#### **Food Industry Professional Network**



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#### **FIPN Statewide Savings**

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- Reduction in Retirement Plan Costs
- Savings on Legal & Accounting Costs

# Are you prepared for the Family Medical Leave Act?

The final regulations for the Family Medical Leave Act (FMLA) took effect April 6. In January the Department of Labor, Wage & Hour Division published the final rules, which were an attempt to make clear provisions contained in the FMLA that were confusing to employers.

The Family and Medical Leave Act requires employers of 50 or more employees to permit eligible workers to take unpaid leave with continued medical coverage of up to 12 weeks in any 12-month period in connection with qualifying circumstances.

Unpaid leave must be granted for any of the following reasons:

- to care for the employee's child after birth or placement for adoption or foster care.
- to care for the employee's spouse, son or daughter, or parent, who has a serious health condition.
- for a serious health condition that makes the employee unable to perform the employee's job.

According to the final regulations, a "serious health condition" is stated to mean: "an illness, injury, impairment or physical or mental condition" that involves one of the following:

- Inpatient care in a hospital, hospice, or residential medical facility.
- A period of incapacity of more than three consecutive calendar days that also involves continuing treatment by a health care provider.
- Any period of incapacity because of pregnancy or for prenatal care.
- Any period of incapacity or treatment for such incapacity because of a chronic, serious health condition.
- A period of incapacity that is permanent or long term because of a condition for which treatment might not be effective.
- Any period of absence to receive multiple treatments for a condition that would likely result in a period of incapacity of more than three consecutive days without such treatment

In addition, it is made clear that employers must within two business days after learning that leave is being taken for an FMLA-required reason, notify the employee that the leave will be counted as FMLA leave. The employer cannot retroactively designate the leave as FMLA leave "unless the true reason for the leave was not discovered until sometime later."

See FMLA page 22.

#### **Detroit enacts Banner Law**

On December 9, 1994, the Detroit City Council passed an ordinance that made provisions that define, address, and regulate temporary signs and banners within the City of Detroit. These provisions are made in an additional section added to the Administrative and Enforcement Provisions of the Official Building Code.

This ordinance will become effective July 8, 1995.

Beginning July 8, 1995, the display of all temporary signs and banners will require a permit obtained from the Buildings and Safety Engineering Department and a filing fee. The permit will cost \$75.

Details of the ordinance are:

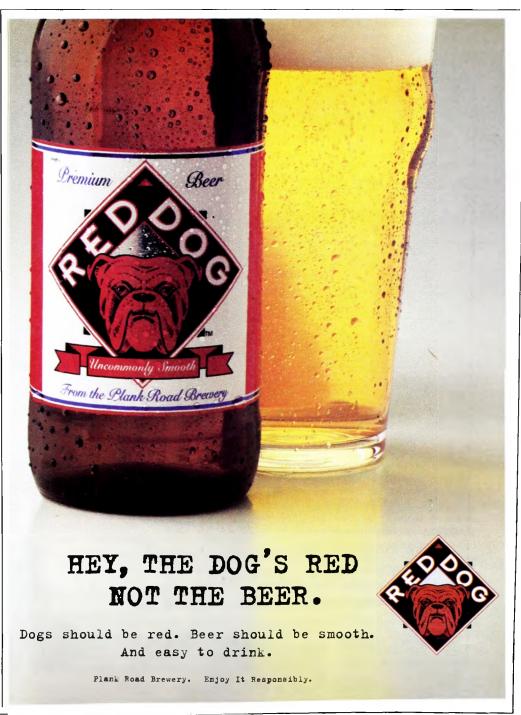
Definition of Temporary Signs: "A display, graphic, banner, or other advertising device, intended for a limited period of time and constructed or fabricated of a lightweight material, either enclosed or not enclosed in a rigid frame."

Administration: The Buildings and Safety Engineering Department will administer and maintain a record of all permits issued for temporary signs and banners.

Prohibition: Temporary signs and banners will be prohibited on the exterior of any building or any other structure, but may be displayed on a facade(s) of a building not more than two times during a calendar year and not more than 15 days each time.

Area of Signage: Temporary signs will be limited in area to an amount not exceeding ten percent of the area of the building facade(s) which abut(s) any public street.

Other Regulations: Temporary signs cannot be suspended from or attached to a canopy, marquee, fence, free-standing wall or other structure. Any banner constructed of cloth or any combustible material will have to be removed as soon as it is torn or damaged. Temporary signs and banners will have to be removed not later than fifteen days after erection.



### Pizza is primo at Amato Foods

#### By Teresa Siavrakas

Joseph Amato remembers a time when his father, also named Joseph, had to give pizza away because people didn't know what it was. "They caught on real quick though," says Amato. Amato and the Amato family have been in the pizza business ever since.

In 1946, Amato's Restaurant and Pizza opened. Pizza wasn't served until 1947 however, because the war made pizza ovens unavailable.

The Amato family did their own research and believe they were the first pizza oven operators in the Detroit area. According to Amato, his father said they started in April of 1947 and Buddy's started later in the same year. Amato believes there was also a company on the east side of Detroit that started at about the same time as well.

Throughout high school, Amato worked with his sister Carmen at their parent's restaurant. He was drafted and when he came back

from service he went back to the restaurant.

In 1967 their father passed away, leaving his wife, son, daughter and son-in-law to continue running the restaurant.

They changed locations in 1975. This second location was more of a convenience store/pizzeria combined. At



this time, the Amatos joined AFD. They have been members ever since.

In 1979, they began selling frozen pizza dough in Lexington, Michigan, to fill a restaurant customer's request. Producing the frozen dough balls from the back of the restaurant, they were the first

company to sell the product in such a fashion.

The Amatos sold the restaurant in 1992. Amato then created Amato Foods and set up shop at Papa Joe's

> food processing plant in Detroit. This gave us the opportunity to expand

tremendously," says Amato. The expansion was due to the fact that there is tremendous freezer space available for storage at the Detroit

Amato Foods manufactures frozen pizza dough balls and supplies them to food service companies and distributors, who in turn supply restaurants, bars and convenience stores. Their products are available from Northern Michigan to Tennessee and Alabama. Amato says he is looking forward to more distribution nationwide.

Amato Foods is developing many new products and services. Amato says everything he is working on has been asked for by customers. The frozen pizza crust he is currently working on is basically a stretched dough ball. This will save the customers from having to stretch it themselves.

Fat free pizza dough is another market demand Amato is in the process of developing.

Spice mix kits, which when added to tomatoes makes pizza and spaghetti sauce, are other new products he is in the process of making. "I've exhibited at every one of

See Amato Foods page 29.

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.\*

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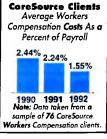
The United States' workers compensation system is in crisis but we continue to find solutions. We're CoreSource. Let us build a solution for you.

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\*Social Security Administration

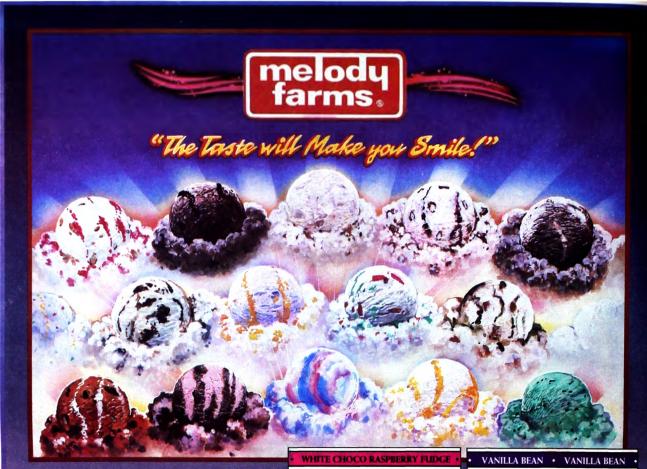
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# Campaign targets underage smokers



R.J. Reynolds Tobacco Company and AFD are asking retailers across the country to participate in a program aimed at helping reduce sales of tobacco products to those under the legal age. They are proclaiming June as "Awareness Month", highlighting the importance of retailers' adherence to minimum-age laws on the sales of tobacco.

This issue has become critical for all those involved with the sales of tobacco as more and more attention has been focused on underage smoking. Recent retail surveys conducted across the country have shown that many stores do sell to those under the

legal age. AFD and R.J. Reynolds feel it is important that retailers show sensitivity and willingness to address this issue, before our government does it with stricter enforcement of the law.

To help spread the word about supporting the law, R.J. Reynolds and AFD will send colorful decals, posters, employee buttons and tear pads bearing the "We Check IDs" message to all Michigan retailers. These materials are free of charge, compliments of AFD and R.J. Reynolds. To order additional copies, contact Carolyn G. Brinkley at R.J. Reynolds Tobacco Company (800) 333-3625.

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



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

Stephen's





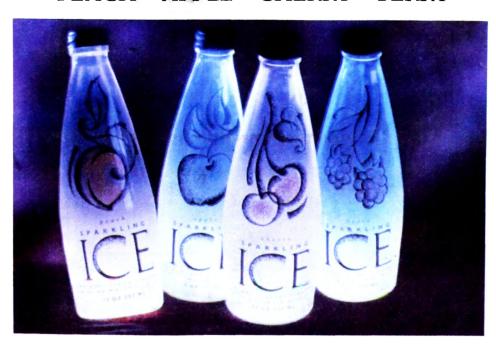
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## A deferred compensation plan is it for you?

by Thomas A. Michels Food Industry Professional Network

A deferred compensation plan may be an important part of a complete compensation package for you as a business owner or for a key employee. These plans allow you to set aside income to help meet

retirement needs while reducing your current income tax liability.

Retirement planning and taxes are among the greatest concerns of small business owners.

If you're earning a high income today relative to monies available at retirement, deferred compensation plans may be for you. High

incomes wouldn't be so terrible a problem if it were not for the federal marginal income tax brackets. As your income increases, so does your tax bracket. Even if you take advantage of shelter opportunities, you may still be faced with paying a large share of your income in federal income

taxes. Since your remaining disposable income is likely needed to maintain or improve your lifestyle or for the education of your children, it becomes increasingly difficult to set aside a sufficient portion of present earnings to provide for future retirement needs. Deferred compensation is the an-

Income deferred under this type of plan is usually received after retirement. The participant's income tax is deferred until funds are received. Put simply, this plan maximizes the value of your chief asset, your earning power, and lessens the need to personally accumulate retirement funds.

This plan can be offered to employees on a discriminatory basis. Unlike a qualified retirement plan, you may offer the benefit on a selective basis. While the corporation must forego a curren deduction for the amounts deferred, it will be able to deduct amounts paid out later as compensation under the plan.

To meet its obligation under a deferred compensation plan, an employer may invest in a wide variety of vehicles including annuities, mutual funds and life insurance, or it may choose to fund benefits wholly or partially out of corporate earnings at time of payout. When life insurance is used, the employer can use the policy to provide benefits to the family of an employee who dies prior to retirement.

These plans don't suit every situation. An employee who participates in a deferred compensation plan stands only as a general creditor to the corporation.

Amounts of income deferred belong to the business and are general assets of the corporation available to its creditors. Additionally this type of plan anticipates that the business will have substantial longevity, that is, it will be around long enough to pay out the full benefits. As a general rule of thumb, deferred compensation plans are typically unsuitable for personal service corporations which will be liquidated at retirement or death. Despite these drawbacks, deferred compensation plans are increasing in popularity as their flexibility and ability to be used on a selective basis becomes more widely recognized.







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

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

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

#### What's Happening At The Michigan Lottery?

### Michigan Lottery makes positive change for retailers

by Bill Martin Michigan Lottery Commissioner

The Lottery recently made some positive changes for Michigan Lottery retailers.

The Lottery is now offering more instant games than ever before. Our players—your customers—like having more choices and more



chances to win great prizes. It shows in increased instant ticket sales. Naturally, the goal is to make as many different kinds of instant games available to players as possible. I'm pleased to announce that this spring we increased the number of instant games that you can offer to your customers, up to 20 different games.

Good news for retailers who are in the "standing order" program. The Lottery will now ship standing orders on Fridays and retailers should receive their orders on Mondays or Tuesdays. This means retailers in the standing order program will actually have an extra day to sell instant games. We encourage Lottery instant game retailers to get in on the action with the standing order program. It could mean extra profits and customer loyalty for you.

The Michigan Lottery will introduce two new instant games, "Putt For Dough" and "Double Joker" in May.

Players can win up to \$2,000 in the new "Putt For Dough" instant game, which goes on sale on May 8. If players match "Par" on any hole, they win the prize shown in the prize box. If players get a "1" symbol, indicating a "Hole In One," they automatically win double the prize for that hole. Players can win up to six times on each ticket.

Players can win up to \$12,000 in the new "Double Joker" instant game, which goes on sale on May 22. There are two "Games" on each "Double Joker" instant ticket. If any of "Your Cards" match the "Winning Card" in that game, players win the prize shown below that card. If players get a "Joker," they automatically win double the prize shown below the "Joker." Players can win up to 10 times on this \$2 instant game.

Michigan Lottery players will "scratch" their way to the bank with the new instant game—"BANKO." Lottery players can win up to \$15,000

on this new \$2 game, which is unlike any other instant game ever before sold in Michigan.

There are five different games on each "BANKO" 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's successful "SMARTPLAY!" promotion, which started in January, has been extended for an indefinite period of time. "SMARTPLAY!" gives players a free chance to play Michigan Lotto for purchasing a \$5 five-wager Lotto ticket.

This promotion has helped to increase Lotto sales overall. Players who typically purchase one, two,

three of four Lotto wagers are now buying five-wager panel Lotto tickets. We've seen an increase in our \$5 wager tickets. In addition, the promotion is having a positive effect on Lotto jackpots. The size of the Lotto jackpots are now increasing at a greater rate when Lotto rolls because players are buying more wagers.

See Lottery page 28.



#### **FMLA**

from page 13.

These Final Regulations also state that employers must provide employees information, in writing, as to the employee's obligation under the FMLA and explain any consequence of the failure to meet those obligations. Such written information must be provided to an employee no less than the first time in each six-month period the employee requests FMLA leave.

Also important is the requirement that clarifies continued health coverage, in stating that "an employer must continue health coverage for an employee on FMLA leave for a grace period of at least 30 days following the due date of the employee's premium payment." This section imposes a new requirement for canceling the group health coverage of an employee on FMLA leave who has failed to pay his/her premium by the last day of the grace period.

It states that before coverage can

Legislative Update

be terminated for such an employee, the employer must mail notice of the prospective termination to the employee at least 15 days before cancellation of coverage can be put into effect. In addition, the notice must give the employee until the specified cancellation date to pay the late premium in order to avert cancellation of the coverage.

If you are confused about compliance with this act, contact your attorney or Department of Labor for clarification.

#### **House Committee** says "No" to food stamp purchase restrictions

The Food Industry was once again successful in defeating an amendment to the food stamps provision of the "Personal Responsibilities Act" that would restrict the types of foods that can be purchased with food stamps.

The amendment, sponsored by Rep. Nick Smith (R-MI), was ruled "out of order" before the House Rules Committee. The food industry was successful in defeating a similar Rep. Smith amendment before the House Agriculture Committee on March 7.

According to Joanna Kille, Grocery Manufacturers of America manager, federal affairs, "This amendment targeted non-dairy, nonjuice and non-vegetable beverages, as well as coffee, tea and candy. We are concerned about 'the camel's nose under the tent'-that food stamps could eventually be limited to generic brand foods-and will continue to monitor this issue closely."

**—**GMA

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#### Tobacco tax increase—again

In a continuation of the constant attack on the tobacco category, Senators Bradley and Lautenberg (both D-NJ) and Harkin (D-IA), held a press conference to announce the introduction of three anti-tobacco bills.

Among the suggestions:

- Impose a \$1 per pack cigarette
- Require tobacco manufacturers to pay \$20 billion annually for Medicare and Medicaid costs associated with tobacco use.
- · Deny income tax deduction for tobacco advertising and promotion expenses.

In theory, the 104th Congress would be less likely to pursue this type of legislation than previous Congresses. In its quest to find increased revenue to offset budget deficits and middle-class tax cuts, however, the 104th may seriously consider these

Bradley claimed that his proposed increase in tax (from 24 cents to \$1.24 per pack) would raise \$61 billion over 5 years and help decrease tobacco consumption. He said a 10 percent increase in the price of cigarettes will reduce overall smoking by about four percent.

-NACS

#### Paper balers

Congressman Tom Ewing of Illinois introduced and is sponsoring a bill that will allow minors to throw cardboard boxes into paper balers.

This bill would end the Department of Labor's practice of imposing heavy fines on grocers who allow minors to toss cardboard into paper balers.

Such practice began in 1950 when paper balers were huge machines with no safety devices. Forty-five years later, it is certain that this rule needs to be changed. -NGA

#### **Democrats continue** to abandon Senate

Senator Howell Heflin (D-AL) became the fourth Senate Democrat to announce he will not seek re-election next year. Heflin did not detail the reasons for his decision, although he faced a tough battle for re-election in a state that has increasingly trended toward the GOP. Heflin's Senate colleague from Alabama, Richard Shelby, switched to the Republican Party after last year's GOP election sweep. Previously this year, Democratic Senators Paul Simon (IL), J. Bennett (LA) and James Exon (NE) announced their retirement. Additionally, Senator Clairborne Pell (D-RI) is considered likely to retire, and the future of two other Democrats-Senators David Pryor (AR) and Sam Nunn (GA)-remains a question. Although one Republican, Senator Hank Brown of Colorado, will also retire, the Republicans current 54-46 advantage in the Senate appears to be solidifying.

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

–NACS

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

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

ог

The Honorable (full name), United States House of Representatives Washington, D.C. 20510

#### Legislative Update

#### Strict new interviewing guidelines from **EEOC**

The Equal Employment Opportu nities Commission (EEOC), under the authority of the Americans with Disabilities Act (ADA), has issued definitions for "improper questions about disabilities" during job interviews. The ADA was enacted to protect disabled workers and job applicants from discrimination in employment so long as their disability can be reasonably accommodated.

Under the guidelines, employers

are not permitted to ask whether the applicant needs an accommodation for the job. The EEOC believes that specific questions regarding the type of accommodation needed would permit employers to discriminate against disabled job applicants under the guise of rejecting them as unqualified.

The following questions are the EEOC's own examples of what is legal and illegal:

#### Legal

- 1. How well can you handle stress?
- 2. Can you lift 50 pound bags with or without reasonable accommodations?
- 3. How many days were you absent from work last year?

- 4. Are you currently using illegal
- 5. How did you break your arm?
- 6. Can you perform this job function with or without reasonable accommodation?

#### Illegal

- 1. Have you sought treatment for an inability to handle stress?
- 2. Are you able to lift things?
- 3. How many days were you sick last year?
- 4. What physician-prescribed medica tions are you currently taking?
- 5. When do you expect to recover completely from your broken arm?
- What kind of reasonable accommodation would you need to perform this job?

-NGA

When retailers wanted a handling fee for bottles and cans, who was there to defend the retailers' rights in court against the Soft Drink Association?



AFD works hard for its members to help them make money and save money. Support us so we can

support you: which our incliners needed help, ArD was dicie						
When the WIC department tried to throw nearly two hundred retailers out of the program, who was there to fight and win the case?	AFD					
When Inkster retailers were unfairly charged with selling to a minor in a sting operation, who was there to defend them and win the case?	AFD					
What trade association offers you the most health care options from providers such as Blue Cross Blue Shield, Health Alliance Plan and SelectCare?	AFD					
When the legislature wants to pass bills that will cut your business profits, who is there to represent you in Lansing?	AFD					
If you want to double your pay phone commissions who you should call?	AFD					
If you want to save 25% on American Express Money Orders what association must you belong to?	AFD					
When you need questions answered about the Liquor Control Commission, the Michigan Lottery or the Department of Agriculture who can answer them?	AFD					
When you want a low rate on Visa/Mastercard Transactions who should you call?	AFD					
With crime becoming a major issue, who offers the only reward program designed to protect your family, your employees and your business?	AFD					
If you want to save money and make money what should you do? Join	AFD Today!					
Join AFD today. Membership dues are \$150 for retailers and \$300 for suppliers. Fill out the membership application below send it to AFD with your check and let AFD work for you so you can start saving money and making money!						
Membership Application						

Join The Largest Food & Beverage Industry Trade Association In Michigan Please Print:

omuers Name	Na	iwe of Raziuez	5———		
Address	City	State	ZIp	County	
		Associa	ted Food D	ealers of Michigan	7

Phone Number. 18470 West 18 Mile Rd. Southfield, MI 48075 (810) 557-9600 or (880) 66-66-RFD Fax Number -

# AFD supports NGA position regarding striker replacement law

The following letter, from National Grocers Association president Thomas Zaucha, urges Senator James Jeffords to support language that restricts funding for enforcement of the striker replacement Executive Order. AFD supports NGA's position and urges our members do likewise.

The Honorable James M. Jeffords United States Senate 513 Dirksen Washington, DC 20510-4503

Dear Senator Jeffords:

Within the next few days, the members of the United States Senate will be asked to vote on the conference bill on the recisions package. On behalf of the National Grocers Association (NGA), I would like to urge you to support the language, passed by the House, restricting the fiscal year 1995 funding to enforce the striker replacement Executive Order, E.O. 12954. This language would prohibit the expenditure of funds to enforce Executive Order 12954 pertaining to companies that have federal contracts.

The National Grocers Association is the national trade association representing the retail and wholesale grocers who comprise the independent sector of the food distribution industry. Operating more than 50,000 stores, and employing over two million people, this industry segment accounts for nearly one-half of all food store sales in the United States.

The President's order ignores that this bill has been rejected by the last two Democratic Congresses and that the Supreme Court has upheld management's right to stay in business by hiring replacements for striking workers in economic strikes. Clearly, the President's executive order to ban federal contractors from hiring permanent replacement workers during an economic strike usurps Congress' role in determining labor policy. Executive orders are usually intended to clarify or refine statutory authority. Statutory authority appears to be lacking in this case. NGA believes that the President has exceeded his executive authority by taking this action.

The executive order artificially inflates the costs of federal contracts. This poses an unnecessary economic cost on every American taxpayer and every American business. Businesses that are engaged in the performance of federal contracts will undoubtedly suffer as they are forced to accept unreasonable economic demands or risk losing federal contracts.

Again, on behalf of the nation's retail and wholesale grocers, I urge you to support H.R. 1158 which will restrict funding for the executive order.

Sincerely,

Thomas K. Zaucha
President and CEO
National Grocers Association



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# New study finds middle-aged households account for one-half of food spending

Households headed by middleagers account for about one-half of all food expenditures, according to a new report from The Food Institute. The Fair Lawn, New Jersey-based information and research association estimates that households headed by persons aged 35-54 account for some 46% of all spending for food at home, and 50% of all away-from-home food spending.

Among major food commodity categories, middle-aged households account for a relatively large portion of all spending for cereal products, poultry, and non-alcoholic beverages, but are sub-par on expenditures for eggs, and processed fruits and vegetables.

Households in the under age 25 category account for a rather substantial portion of all expenditures, compared to total at-home spending, in such categories as cereals, eggs, fresh milk and cream, and non-alcoholic beverages. On the other end of the age scale, households in the over age 74 group account for a relatively healthy portion of expenditures for bakery products, eggs, and both fresh and processed fruits and vegetables.

The Food Institute's new study, "The Demographics of Consumer Food Spending," also shows that households in the 35-44 age group spend more for food at home—\$3,336 annually,—than other

B.U.O.Y. Luncheon



Paul Yatooma (center), owner of Scotch Plus Party Store, is also President of B.U.O.Y 10 (Business United with Officers and Youth).

He is surrounded by Detroit Chief of Police, Isaiah McKinnon (left) and Commander Ronald Vasiloff (right) of the Tenth Precinct at B.U.O.Y 10's Annual Luncheon. households, and about 22% above the average for all U.S. households. Away from home, the 45-54 age segment spends the most, \$2,273 or 37% above the national norm. The data are based on the 1993 Consumer Expenditure Survey conducted by the Bureau of Labor Statistics.

The 70-page report reviews household food expenditures in 27 commodity categories by five major

variables (income, age, household size, household composition and region). Detailed tables show expenditures for six age groups in seven income ranges, and by region in nine income ranges. Additionally, spending by single men and women is segmented by age and by income. The study also includes food spending highlights for 23 metropolitan areas.

In addition, "The Demographics

of Food Spending" points out changes in age distribution and racial/ethnic distribution projections through the year 2020.

The new report is available from The Food Institute, P.O. Box 972, Fair Lawn, NJ 07410-0972, and is priced at \$50 for Food Institute members, and \$100 for nonmembers. The Food Institute's telephone number is (201) 791-5570; fax number (201) 791-5222.

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



#### A MESSAGE TO MICHIGAN'S SMALL BUSINESSES:

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

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#### 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.

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

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

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

> Frank I McDevrtt, D.O., Vice President and



#### AMERICA'S HEALTH SECURITY CARD.

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Left to right: Sam Awdish, Chuck Smith and Bill Corbett of Remy Amerique Inc. did a wonderful job explaining cognac at a recent tasting.

#### Snaps from the March Midwest Food Show at Burton Manor







The DCI Food Equipment Show







#### AFD On The Scene





Pics from the AFD Blue Cross appreciation dinner at St. Mary's Cultural Center. AFD has hosted the dinner for 16 years as a way to say thank you to Blue Cross for their services.



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All Proceeds Support AFD's Scholarship Program!

22 Academic Scholarships worth \$750 each will be awarded thanks to your generous support.

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Call Danielle, AFD Special Events Director, To Reserve Your Foursome at (810) 557-9600. Call Today!

#### Lottery

from page 21.

This promotion is a winner for players, retailers and the Lottery.

#### CLASSIFIED

STORE FOR SALE—Toledo area— Supermarket, building, equipment. 11,000 sq. ft., 50-car black-topped parking lot. \$140,000. Downtown Toledo. Call Billy, (419) 242-3833.

STORE FOR SALE—Supermarket for sale. Detroit suburbs for 20 years. Proven. 2-family living market. Contact Thomas Realty (Ton Denha) (810) 978-8181.

Last month the Michigan Lottery focused on a second chance sweep-stakes promotion for Daily 3 game players—and it was a great success! The Michigan Lottery gave away 22 prizes (ranging from \$1,000 to \$10,000) each week for eight weeks for a total of 176 prizes worth \$280,000. At the time this publication went to print, the Lottery expected entries for this special second-chance sweepstakes to total between 1.5 and 2 million.

The "Daily 3 Big Pay Back" sweepstakes was designed to provide Daily 3 players with the opportunity to use their non-winning tickets dur-

ing the program period as entries into a second chance sweepstakes for cash prizes. The "Daily 3 Big Pay Back" gave retailers the opportunity to increase sales and introduce new customers to the Daily 3 game.

The Michigan Lottery kicked off a retailer incentive program, which runs from April 4 through July 24, is a "win, win, win" proposition for retailers:

- Win cash prizes from \$100 to \$1,000;
- Increase sales now that the Lottery is offering more \$2 instant games; and

 Boost sales commissions by beating last year's sales.

Your Lottery sales rep has complete details on the incentive program for you. Good Luck—and sell, sell, sell!

#### Hotline

from page 1.

week may be selected.

In addition to the winning Lottery numbers, callers will be allowed to play a fast telephone push button game for a weekly winning prize of \$100 cash given by the VFC Network who developed the program in conjunction with AFD.

Cost for this exciting program to the store owner is just 99 cents per day, or \$30 per month, and since the VFC Network is an Ameritech authorized telephone service provider, the monthly charges will be added to the store's monthly telephone bill.

In addition, at no extra charge, VFC Network prints and distributes wallet sized business cards with the store's personal Lottery Hotline Number, and the store name and telephone number as well. These cards are intended for distribution to all customers at the terminals.

AFD members may hear an actual demonstration of the 7 Day Lottery Hotline by calling (810) 691-7222, any time day or night.

To save time, increase lottery sales and business and give your customers quality service, call AFD today at (810) 557-9600 to find out how you can take advantage of this exciting new program.

#### **Bottle Deposit**

from page 1.

The amount of unredeemed deposits is unknown. However, Public Sector Consultants, Inc. has estimated that the annual income from unclaimed deposits is over \$26,000,000 per year. Based on these figures, retailers would be entitled to more than \$6,500,000 annually.

The way is now paved for the AFD, which intervened in this litigation, and the State of Michigan to force bottlers to comply with the law by filing reports and disbursing several years of unclaimed deposits they have held since the passage of the law. The MSDA could appeal the Michigan Supreme Court decision to the United States Supreme Court, though it has not disclosed its plans. Ultimately, AFD expects to prevail and that 25 percent of past, present and future unclaimed deposits will be turned over to retailers.



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#### mato Foods

om page 14.

2 AFD Food Shows except for ie," Amato proudly states.

Amato is also working on a comter bulletin board system to put istomers in touch with equipment cople to help them start up busisses. The system will enable cople to leave messages asking jestions 24 hours a day.

The production crew at Amato oods is a three person team. The mployees rotate daily as the mixlogist, the crew chief and the ackager. According to Amato, this revents them from becoming bored com the tediousness of producing ough daily.

When bigger orders necessitate are production, Amato Foods is ble to borrow employees from apa Joe's. On average, Amato 'oods runs one shift five times a veek, but they have the capabilities o run three shifts daily when accessary.

Amato, his wife and his daughter nanage the business.

Amato Foods is licensed under he Michigan Department of Agriculture, however, the plant is USDA approved and inspected on a regular basis. This is because they are in the same building as Papa Joe's, which is licensed by the USDA, and are therefore asked to follow the same guidelines.

You can reach Amato at (313) 295-3337 with any questions or comments.

#### OSHA developing guidelines on workplace violence

The Occupational Safety and Health Administration (OSHA) has been drafting guidelines on reducing the incidence of workplace violence. The guidelines will primarily target night retail and health care sectors, and will draw heavily from measures that employers have developed on their own to combat the problem of workplace violence.

OSHA has not released the details about the guidelines other than the fact that the guidelines will not carry enforcement authority.

-NGA

#### **Privatization**

from page 1.

consideration within the next few months.

Those proposals may or may not resemble the administration's previous liquor-privatization plan. That plan was in place until January, when the commission elected Arthurhultz to succeed chairwoman Maxine Perry. A week before, Engler had named Arthurhultz, a Republican and former state senator from Whitehall, to the commission. Arthurhultz was given a clean slate

and began looking at all options.

Private companies with regulated distribution territories, similar to the system now used for beer and wine sales, is one of the alternatives under consideration to replace the state's exclusive role in purchasing and distributing liquor. But a conclusive decision has not yet been reached.

Prior guidelines—such as dividing the state into four regions and prohibiting liquor manufacturers and state liquor licensees from holding contracts or subcontracts are no longer the rule.

Under the previous privatization plan, only 18 bidders responded to

the nearly 70 requests for proposals that the State sent out. The finalist's bids came in only three percent cheaper than a new plan submitted by the LCC employees. The State requires at least a five percent savings.

Cognizant of the impact privatization will have on retailers, AFD met recently with Commissioner Arthurhultz to present the views of SDD licensees. Arthurhultz understands concerns of retailers, vendors and consumers. He is committed to taking all viewpoints into consideration before making his final recommendations to the Governor.



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Awrey Bakeries, Inc(313) 522-1100	Penna's of Sterling(810) 978-3880	Ray Pleva Products	Southfield Funeral Home(810) 569 8080 Statewide Financial Services(810) 932 8680
Continental Baking(313) 591-4132 Dolly Madison Bakery(419) 691-3113	Southfield Manor(810) 352-9020 St. George Cultural Center(810) 335-8869	Strauss Brothers Co(313) 832-1600	Thomas P. Soltys, CPA(610) 932-6600
Koepplinger Bakeries, Inc (810) 967-2020	St. Mary's Cultural Center(313) 421-9220	Peet Packing Co(517) 845-3021	Telecheck Michigan, Inc(810) 354-5000
Ovenfresh Bakery	Taste Buds(517) 546-8522 Tina's Catering(810) 949-2280	Swift-Eckrich	Travelers Express Co
Schafer Bakery(810) 294-9166	Vassel's Banquet Hall & Catering (810) 354-0121	Thorn Apple Valley(810) 552-0700	Vend-A-Matic(810), 585-77(0
Sunshine/Salerno	DAIDY DOODLOTS.	Winter Sausage Mfg., Inc	Whitey's Concessions
Taystee Bakeries(810) 476-0201	DAIRY PRODUCTS: American Dairy Association(517) 349-8923		Wolverine Real Estate Services
BANKS:	Bernea Food Service1-800-688-9478	Mrnin.	STORE SUPPLIES/EQUIPMENT:
Comerica Bank	Borden Ice Cream(313) 871-1900 Dairy Products of Michigan(810) 552-9666	Arab & Chaldean TV-62 Show	A & B Refrigeration(313) 565-2474 All-American Cash Register(313) 561-414
First of America—S.E.M(810) 399-5501	Golden Valley Dairy(810) 399-3120	Booth Newspapers(616) 459-1567	Ameri-Copy1-800-888-168)
Greenfield Mortgage Co(313) 274-8555	Independent Dairy Inc(313) 246-6016	C&G Publishing, Inc(810) 756-8800 Daily Tribune(810) 541-3000	Belmont Paper & Bag Supply
Madison National Bank	London's Farm Dairy(810) 984-5111 McDonald Dairy Co(517) 652-9347	Detroit Free Press(313) 222-6400	Brehm Broaster Sales (517) 427-5858
N.B.D., N.A(313) 225-1581	Mclody Farms Dairy Company (313) 525-4000	Detroit News	Brinkman Safe(810) 739-1880
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Anheuser-Busch Co(810) 354-1860	EGGS & POULTRY:	WJBK-TV2(810) 557-2000 WWJ-AM/WJOI-FM(313) 222-2636	Michigan Bale Tie Company(313) 925-11% Midwest Butcher & Deli Supply(810) 689-2255
Arizona Beverages(810) 777-0036 Bacardi Imports, Inc(810) 489-1300	Linwood Egg Company(810) 524-9550 Loewenstein Poultry(313) 295-1800	WWW-AM/FM(313) 259-4323	Murray Lighting Company(313) 341-446
Bellino Quality Beverages, Inc (313) 946-6300	Locwensiem routing(313) 233-1800	HOW FROM DICTRIBUTORS.	North American Interstate(810) 543-166
Brooks Beverage Mgt., Inc	FISH & SEAFOOD:	NON-FOOD DISTRIBUTORS: Advanced Formula Products, Inc (313) 522-4488	Refrigeration Engineering, Inc
Cadillac Coffee	Salasnek Fisheries	Albion Vending(517) 629-3204	TRM Copy Centers(503) 231-0290
Canandaigua Wine Co(313) 753-5673	Waterfront Seafood Company(616) 962-7622	Gibralter National Corporation(313) 491-3500	WHOLESALERS/FOOD DISTRIBUTORS:
Central Distributors(313) 946-6250 Coca-Cola Bottlers of Mich(810) 478-2212	• • • • • • • • • • • • • • • • • • • •	Items Galore, Inc	All-Star Foods
Consolidated Wine & Spirits(810) 772-9479	FRESH PRODUCE: Aunt Mid Produce Co(313) 843-0840	McKesson Service Merch 1-800-462-1908	Bremer Sugar(616) 772-9100
Coors Brewing Co(313) 451-1499	Detroit Produce Terminal(313) 841-8700	POTATO CHIPS/NUTS/SNACKS:	Cabana Foods
Decanter Imports	Sunnyside Produce	Better Made Potato Chips(313) 925-4774	Capital Distributors(313) 369-2137
Eastown Distributors (313) 867-6900	Vitale Terminal Sales(313) 843-4120	Charles Chips Snack Food Co (717) 285-7710	Central Foods(313) 933-2600
Everfresh Beverages	ICE PRODUCTS:	Frito-Lay, Inc	Dean French Inc
Frankenmuth Brewery	America's Ice, Inc	Harbour Foods, Ltd(810) 437-9831	EBY-Brown, Co1-800-532-92%
General Liquor(313) 868-5100	Midwest Ice	Kar Nut Products Company (810) 541-7870	Epco Foods, Inc
General Wine	Union Ice(313) 537-0600	Nikhlas Distributors (Cabana)	Foodland Distributors(313) 523-2100
Great Lakes Marketing (313) 527-1654	INSECT CONTROL:	Vitner Snacks(313) 365-5555	Garden Foods
Heublein(313) 594-8951 Hiram Walker & Sons, Inc(810) 948-8913	Pest Elimination Products(810) 296-2427		Gourmet International, Inc
House of Seagram(810) 262-1375	Rose Extermination (Bio-Serv)(313) 588-1005	PROMOTION/ADVERTISING: Advo System(313) 425-8190	H & O Distributors(313) 493-0011
Hubert Distributors, Inc(810) 858-2340	INSURANCE:	Insignia Systems 1-800-874-4648	The Happy Hive(313) 562-3701  I & K Distributing
J. Lcwis Cooper Co	Alphamerica Insurance Agency(810) 263-1158	Intro-Marketing(810) 540-5000	J.F. Walker(517) 787-980
Lotts Distributors(313) 336-9522	America One	J.K. Kidd & Co(810) 647-6601 J.R. Marketing-Promotions(810) 296-2246	Jerusalem Foods
Miller Brewing Company(414) 259-9444 Mohawk Distilled Products1-800-247-2982	Capital Insurance Group(810) 354-6110	JDA Associates(313) 393-7835	Kramer Food Company(810) 585-8141
Mr. Pure Juices(312) 379-3000	Cranbrook Group, Inc	News Printing(810) 349-6130 PJM Graphics(313) 535-6400	Lipari Foods(810) 469-0131 McInerney-Miller Bros(313) 833-860
Nestle Beverages(810) 380-3640 Oak Distributing Company(810) 674-3171	Gadaleto, Ramsby & Assoc(517) 351-7375	Safeguard Business Systems (810) 548-0260	Midwest Wholesale Foods(810) 744-220
Pabst Brewing Co(810) 887-2087	Golden Dental(810) 573-8118	Stanley's Advertising & Dist	Miesel/Sysco Food Service(313) 397-799
Paddington Corp (313) 345-5250	Health Alliance Plan(810) 552-6000  Jardine Insurance Agency(810) 641-0900	T.J. Graphics(810) 547-7474	Mucky Duck Mustard Co
Pepsi-Cola Bottling Group(810) 641-7888 Petitpren, Inc(810) 468-1402	Kanter Associates(810) 357-2424	RESTAURANTS:	Northwest Food Co. of Michigan (313) 368-2500
Powers, Dist(810) 682-2010	K.A. Tappan & Assoc., Ltd(810) 473-0011 Frank McBride Jr., Inc(810) 445-2300	The Golden Mushroom(810) 559-4230	Rich Plan of Michigan(810) 293-0900 Riviera Food Corp(313) 538-3020
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Royal Crown Cola(616) 392-2468 Serv-U-Matic Corporation(810) 528-0694	Mitzel Agency(810) 773-8600	SERVICES:	S. Abraham & Sons
Seven-Up of Detroit(313) 937-3500 Stroh Brewery Company(313) 446-2000	Monroe-George Agency(810) 489-9480 Murray, Benson, Recchia(313) 831-6562	A-1 Building Maint. Services, Inc (810) 647-4630 AARMCO Security(810) 968-0707	Sandler-Stone Co(810) 674-1100
Sunlike Juice Ltd(416) 297-1140	North Pointe Insurance(810) 358-1171	A Catered Affair(313) 393-5311	Scot Lad Foods, Inc(419) 228-3141
Telley Tea Co(216) 331-4062	Rocky Husaynu & Associates(810) 557-6259 Security First Insurance1-800-530-9225	Akram Namou, C.P.A(810) 557-9030 American Express(708) 778-9267	Sherwood Foods Distributors (313) 366-3100 State Fair Wholesale
Thompson Beverage Co(313) 439-2404 Tri-County Beverage(313) 584-7100	SelectCare(810) 637-5391	American Mailers (313) 842-4000	State Wholesale Grocers(313) 567-7654
United Distillers(810) 347-2267	Simmerer & Company(810) 776-4036 Joel Weingarder(313) 453-3636	Ameritech Pay Phone Services	Stephenson & Stephenson
Vintage Wine Co	·	Buiten Tamblin Steensma & Assoc (616) 949-0490	Super Food Services(517) 777-1891
Warner Vineyards(616) 657-3165 West End Soda & Fruit Brew(810) 231-5503	MANUFACTURERS: Amato Foods(313) 295-3337	Cellular One	Superior Fast Foods, Inc(810) 296-7118 Tony's Pizza Service1-800-247-1533
west End Soda & Fruit Brew(810) 231-5503	Amaio Foods	Century Marketing(419) 354-2591	Trepco Imports(810) 546-366
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