



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

NOVEMBER 1995

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Turkey Drive '95



**Help make Thanksgiving
a happy time for those
who are less fortunate.**

This is the fifteenth year that the AFD will give turkeys to the needy just before Thanksgiving. On Tuesday, November 21, we will deliver over 10,000 turkeys to organizations across Metro Detroit that, in turn, give them to those who need them most.

Giving away turkeys during Thanksgiving is one way that grocers show their thanks and help the people in their community.

Call the AFD at (810) 557-9600 to donate to this worthy cause.

Huge underground market opens for cigarettes

A major investigation into cigarette smuggling in Michigan found that the state's 200 percent rise in the tobacco tax has led to the development of numerous organized crime groups and illegal distribution networks.

In a report on the investigation, Rod Stamler, former assistant commissioner of the Royal Canadian Mounted Police and a recognized international expert on tobacco contraband, said that 19.5 percent, or about one of every five consumers are participating, often without their knowledge, in a market that has become corrupted by increasingly sophisticated criminal organizations.

"The tax increase in Michigan, which pushed the state tax to \$7.50 a carton in May 1994, has made cigarette smuggling in Michigan more profitable and less risky than narcotics trafficking," said Stamler.

**See Cigarette
page 24.**

Canadian Mist sponsors AFD scholars



Canadian Mist, the second largest Canadian Whisky in Michigan, is sponsoring a six city concert series, including a stop on November 10 at the State Theater in Detroit. The artists performing at the event are Cameo, The Ohio Players and Teena Marie, all having a great African-American following in Detroit. In addition to series branded point of sale, a comprehensive radio advertising campaign has already begun. The Canadian Mist Entertainment Series spots will be on WMXD (92.3) radio over 100 times in the next three weeks.

What does this have to do with the AFD and its members?

**See Canadian Mist
page 14.**

Michigan residents oppose sales of alcohol in gas stations

An overwhelming majority of Michigan residents strongly oppose allowing gas stations to sell alcoholic beverages, a new survey has found.

The survey of 600 voting-age residents, which has a 4.1 percent margin of error, was conducted by Lansing based Marketing Resource Group for the Associated Food Dealers of Michigan (AFD), the trade association that publishes this magazine.

Earlier this year, the Michigan Senate approved Senate Bill 201 which, if passed by the House and signed by Governor Engler, will allow gas stations to sell beer and wine.

Joe Sarafa, executive director of AFD, said this association commissioned the study to get an accurate and objective assessment of the feelings of the general public concerning the proposed bill, which will probably be considered before Michigan's House Regulatory Affairs Committee before the end of the year.

Key survey findings:

- 80 percent of Michigan residents oppose - and 73 percent strongly oppose - the sale of beer and wine in gas stations.
- 89 percent believe we have enough outlets for the sale of alcoholic beverages.
- 82 percent say the sale of beer and wine in gas stations would lead to more drinking and driving.
- 80 percent believe it would be easier for minors to purchase alcohol if it was for sale in gas stations.

Already, many influential groups have voiced opposition to the sale of beer and wine in gas stations, which include Mothers Against Drunk Driving, Detroit Urban League, New Detroit, Michigan Interfaith Council on Alcohol Problems, and Detroit City Council.

"Now we know that the people of Michigan are also against it. The only group that wants this bill to pass is the powerful petroleum industry," Sarafa added.

Holiday campaign urges safe and sober driving

Holiday party planners and guests are again the focus of a statewide campaign that seeks to encourage safe and sober driving. All materials feature a festive logo and the campaign slogan: Drive Safe This Holiday; Drive Sober. By distributing materials through on- and off-premise establishments, this public-private effort is a positive reminder to keep safe driving a priority throughout the busy season.

A variety of campaign materials, underwritten by the sponsors, are available at no

charge. Colorful buttons can be distributed for cashiers, wait staff, or bartenders to wear.



Static-cling window decals are ideal for entrance/exit doors and cooler case doors. In addition,

restaurants may want to make use of table tents to help remind patrons to celebrate safely. And, special flyers will also be available that include tips for hosting a safe party as well as non-alcoholic drink recipes. These make great grocery sack stuffers and can be

**See Safe Driving
page 25.**

Michigan Statewide Survey Alcohol Beverage Sales in Gas Stations

1. Would you support or oppose allowing the sale of beer and wine at all gas stations in Michigan?

Strongly Support	9%	Somewhat support	5%
Neither support or oppose	4%	Somewhat oppose	7%
Strongly oppose	73%	Didn't know/Refused	2%
Total Support — 14%		Total Oppose — 80%	

2. Michigan currently has enough outlets for the sale of alcoholic beverages now and we don't need anymore.

Strongly Agree	Somewhat Agree	Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Didn't Know or Refused
79%	10%	2%	5%	4%	*
Total Agree — 89%			Total Disagree — 9%		

3. Allowing all gas stations to sell beer and wine will lead to more drinking and driving.

Strongly Agree	Somewhat Agree	Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Didn't Know or Refused
69%	12%	2%	9%	7%	1%
Total Agree — 81%			Total Disagree — 16%		

4. Allowing all gas stations to sell beer and wine will make it easier for minors to purchase alcohol.

Strongly Agree	Somewhat Agree	Agree Nor Disagree	Somewhat Disagree	Strongly Disagree	Didn't Know or Refused
67%	13%	1%	8%	10%	1%
Total Agree — 80%			Total Disagree — 18%		



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Chairman's Report

AFD = all of the above!

by Nabby Yono, AFD Chairman



Why do people join the AFD? Quite often I ask myself what is it that convinces people to join our association. Is it our strong benefit package? Is it our experienced staff? Is it our progress in the area of legislation? The Food and Beverage Report? Dedicated volunteers? Networking opportunities?

The AFD has become THE trade association for operators in the food and beverage industry. Benefits of membership are among the best offered to retailers and suppliers anywhere. For example, the AFD Self Insured Worker's Comp Fund is used by members all over the state and participating members have received over \$2.5 million in dividends since 1982.

Other insurance programs offered to members are cost effective for all types of food and beverage retailers. Our low cost programs include: Blue Cross/Blue Shield health insurance, life, and liquor liability.

Additionally, programs like our American Express Money Order, Master card/Visa Acceptance, Ameritech Pay Phone Commission, Coupon Redemption and Cellular One Mobile Phone Programs save our members thousands of dollars each year. Savings on these programs more than pay for your annual dues.

The AFD staff represents a group of highly trained individuals that work for the industry on a daily basis. Many of the successful accomplishments in recent years could not have happened if it were not for these hardworking professionals.

If you have been reading this publication regularly, you know that AFD is very pro-active in working with the Michigan Legislature and governmental agencies.

AFD constantly monitors affairs relevant to our industry and makes sure

your concerns are heard.

The AFD is continually up-grading the video training library that is offered at no charge to AFD members. We will continue to run seminars on responsible alcohol sales, responsible tobacco sales and crime prevention.

And last, but certainly not least, the dedication of the volunteer members of the Board of Directors. You should certainly be proud of their work.

Never before has membership in the AFD been so valuable as it is now. Non-members don't know what they are missing. Because the answer to "Why do people join the AFD?" is "All of the above."

If you are not taking advantage of the many benefits that the AFD offers to its members, please contact us at (810) 557-9600. Many of you have been members for a long time and benefits have improved dramatically over the past several years.

Learn more about what we have to offer. You have nothing to lose and a great deal to gain.

Calendar

Nov. 12 - 15

1995

FMI Retail Store Development Conference
San Diego, California

Jan. 19

1996

AFD 80th Anniversary Ball
Penna's Sterling Heights

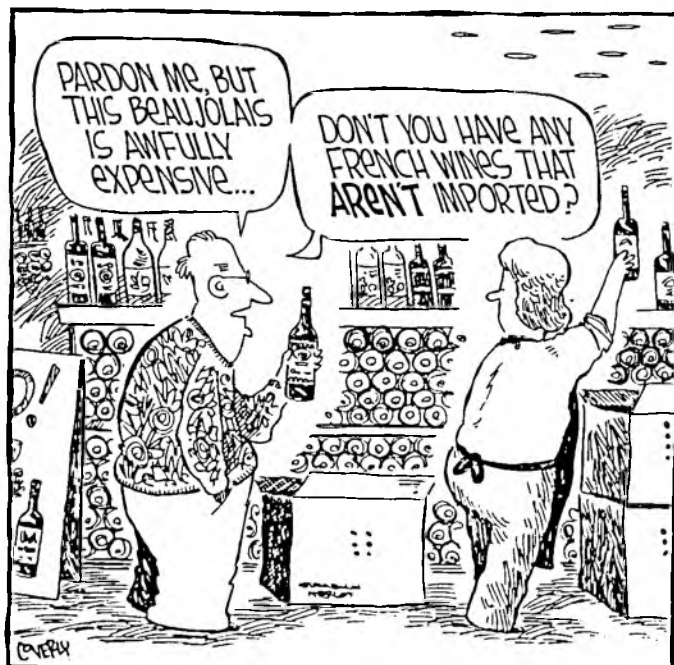
Mar. 11 - 12

FMI 1996 Public Affairs Assembly
The Willard Hotel, Washington, DC

Your suggestions and comments are always welcome. Please write Associated Food Dealers at 18470 W. 10 Mile Rd., Southfield, MI 48075 or call 810-557-9600 or 1-800-66-66-AFD.

The Grocery Zone

By David Coverly



Statement of Ownership

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AFD works closely with the following associations:



Why a Detroit Lottery makes good sense

by State Senator Joe Young, Jr.

My recently announced proposal to let the city of Detroit establish and run its own lottery should be welcome news to both supporters and critics of the city. Any way you look at it, this proposal makes good economic sense for Detroit, Detroiters and the state. I have introduced this plan in the Michigan Senate as Senate Bill 654.

In 1972 Michigan voters went to the polls and approved the creation of the Michigan Lottery. Now, 23 years later, I believe it is time to let the residents of Detroit go to the polls and approve a lottery for the city of Detroit. My bill would let Detroiters decide if the city should have its own lottery. If they said yes, the Michigan

Lottery would still operate in Detroit, but people would have the additional option of playing the Detroit Lottery.

A Detroit Lottery would give the city self-determination. The money spent would stay in the city, would be distributed by city officials, and would benefit city residents. The officials charged with accounting for and distributing Detroit Lottery funds would be directly accountable to Detroit voters. Under the terms of my proposed legislation, if Detroiters said yes to a Detroit Lottery, the mayor would appoint a commissioner to manage the lottery bureau. The city council would be directly involved in determining the type of lottery, the price of tickets, the amount of prizes and other lottery matters.

The Governor and Republican legislators frequently say that Detroit should carry more of its own weight and not rely so heavily on the state for money. If Detroit is going to be expected to pay more of its own way, it needs the tools to allow it to do that. A Detroit Lottery would be another effective mechanism for helping Detroit to help itself.



State Senator Joe Young, Jr.

funding equity that was promised with Proposal A's school finance reforms has not lived up to its advance billing. The system still

short-changes the Detroit Schools of their fair share of lottery revenue. The city of Detroit should be able to allocate its own funds (from lottery profits) to help bring Detroit students up to the per pupil allocation

I am convinced the potential exists for a Detroit Lottery to be a real boost for the city. Consumer satisfaction with the present state lottery is at an all-time low because Detroiters do not believe that the city gets its fair share of lottery revenues. A Detroit Lottery would resolve the fairness issue.

Of the total number of lottery agents in Wayne County, half operate in the city of Detroit and half operate in the county outside of the city. Yet 57 percent of the Michigan Lottery proceeds generated by the county come from inside the city of Detroit. And that 57 percent is sent out of Detroit to Lansing to be redistributed. It's time for this city to keep the revenues that Detroit citizens generate.

When voters said yes to the Michigan Lottery they approved it as a funding mechanism for our schools. Proceeds from a Detroit Lottery could also be earmarked for educational enhancement. Indeed, there is a need for that kind of assistance. The school

of some of the higher-spending school districts in the state. This is another basic issue of fairness.

It is also a matter of need. Too many school buildings in Detroit are old and not wired properly for computers. That means too many of our schools, and our students, will be left behind on the rapidly developing information superhighway of today and tomorrow. A Detroit Lottery could help put more computers in our schools and more foreign language teachers in our classrooms.

I have always worked for the enactment of legislation that helps empower individuals, and communities, to help themselves. The Detroit Lottery bill would do both. It's an idea whose time has come.

Editor's note: The opinions expressed by State Senator Joe Young, Jr. do not necessarily reflect those of the Associated Food Dealers.

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LP Automation: Does it compute?

You've got a mission. You've got to drive from point A to point B. The problem is, it's raining hard. Just when you feel like you'll make it on time, a truck splashes mud on your windshield, and you can't see a thing.

Driving a cost-effective loss prevention program may not be that rough, but sometimes it comes pretty close. It's even tougher reducing crime attempts and loss when we can't see. We have to have certain information to make critical decisions. We need to profile our future or current problems: Who's stealing from us? When are they doing it? How are they doing it? Which locations are they hitting? What are they targeting? Why are they hitting us? Which single or combined deterrent—people, procedure or technologies—work best? Who's calling my hotlines? When are they calling, and from where? How did they know to call us and why did they feel compelled to take action?

etc. . .

Every department within our organization leverages information technologies to make critical decisions. Where we put new stores and what merchandise we buy are examples of important but routine determinations which require that historical and benchmarking data be accurately collected and analyzed. As most of us know, loss prevention decisions require that equal empirical research be conducted. Crime (and the fear of crime) reduces topline revenue as well as bottomline profit, therefore the reduction of crime attempts on our properties is vitally important to overall company performance.

The good news is that computer technology allows the compilation, analysis and graphical display of crucial data which allows the loss prevention decision-maker to include all relevant information in the problem-solving process. Graphical representation of data really helps put everything in

perspective. An additional benefit of a computer-based program is in presenting recommendations to senior executives. The more they understand about a problem and the proposed solution, the more likely they are to make the requested value-added investment.

The ideal computerized decision information system would, at the minimum, include a relational database, word processing and statistical mapping capability as well as remote access ability. Twenty-four hour, long distance interface means situations can be analyzed on the run. We can literally do more with less and access relevant information when needed. Its also important to closely co-locate as many data sources as possible. For example,

reported incidents, apprehensions, accidents, audit scores, awareness contacts, shrinkage figures, cash shortage figures and hotline calls should be readily accessible so they can be quantitatively analyzed. Decisions require complete pictures. It's difficult at best to generate a complete picture of an anticipated or existing problem with a single or unreliable source of information.

Simple computers are here today and are getting better daily. There is also an abundance of expertise to take advantage of. Remember, computers "wipe the mud off your windshield," so you can see where you need to go. They provide the prioritized data you require.

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How to handle threatening calls

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Proceeding to court

Currently, 48 states and the District of Columbia have enacted statutes which permit retailers to pursue various civil remedies when they have been victimized by theft. Many of these state statutes provide a two-step process for recovering damages from the thief, which consists of delivery of a written demand letter and then filing of a lawsuit.

Although retailers generally proceed with the first step in civil recovery (i.e., the demand letter), when this mechanism is unsuccessful, many do not proceed with the final phase of recovery, which is filing of a lawsuit against the thief.

Prior to enactment of the civil recovery statutes, it generally was not economically feasible for retailers to file attorney's fees,

court costs and other issues.

However, many of the state statutes now allow retailers to recover the damages/civil penalties together when the defendant/shoplifter has been convicted in criminal court.

In conjunction with the remedies provided by the civil recovery statutes, proper pre-litigation screening and case management techniques by the attorney now make it cost effective for retailers to proceed in court against the shoplifters. By proceeding to court against shoplifters who fail to respond to the written demand letters, retailers can increase recovery dollars, enhance their other loss prevention programs and send a strong message concerning the consequences of shoplifting.

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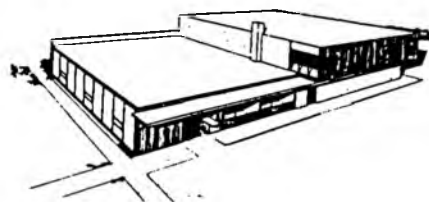
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B&M Party Store, Clinton Twp.
Biomet Great Lakes, Southfield
Blue Front, Ann Arbor
The Boston Beer Co., Boston MA
Campus Corner, Ann Arbor
Cousino's Restaurant, Morenci
Crooms Distributing, Detroit
Egeler's Viking Foods, Traverse City
Gleaners Community Food Bank,
Detroit
Grant's Grocery, Flint
Guinness Import Co., Shelby Twp.
Harbor General Store, Harbor Springs

Hershey Chocolate USA, Northville
Huron River Market, Belleville
Infinity Communication Corp.,
West Bloomfield
Jonesville Dairy Treat, Jonesville
L&M Extra Kwick, Royal Oak
Lahser-8 Party Store, Detroit
M-50 Party Store, Charlotte
Meat City, Zilwaukee
Memphis Supermarket, Memphis
Nextel Communications, Southfield
Oakwood Heights Community
Market, Detroit
Pine Hill Lake Marina, Hanover
Quality Inn, Lansing

Randy's Party Store, Linwood
Rdale Supermarket, Detroit
Saverino & Associates,
Carol Stream IL
Seawind Market, Detroit
Sinawi Insurance Group, Southfield
Stop and Shop Market, Ann Arbor
Sunshine Liquor, Inkster
TNT Corporation, Austin TX
Uncle Joe's Market, Wayne
Voice Mail Systems, Inc.,
Madison Heights
Zorn's IGA, Marlette

Friendly Feather Facts

• In 1995, about 300 million turkeys were raised in the United States. The National Turkey Federation estimates that 75 million of those turkeys were consumed at Thanksgiving, 23 million during Christmas and 19 million at Easter.

• The United States Department of Agriculture (USDA) approximates that in 1995 the average American will consumer 18.5 pounds of turkey, up from 17.8 pounds in 1993.

• In 1994 Loewenstien Poultry distributed four million pounds or 2,000 tons of Chef's Pride turkey throughout the United States. This is equivalent to:

- ° 667 large rhinos
- ° 250 African elephants
- ° 10 Mayflowers, fully loaded with Pilgrims and turkeys on the way to the New World.

• Is enough to feed Thanksgiving turkey dinner to the entire city of New York... plus leftovers!

• Eighty-one percent more teenagers consume turkey today than in 1981.

• To meet the holiday season (Thanksgiving/Christmas) demand for turkeys, suppliers "set" more eggs during April, May and June.

• When determining the size of a turkey for a meal, purchase at least one pound of uncooked turkey per person. This will also provide moderate leftovers.

• When Neil Armstrong and Edwin Aldrin sat down to eat their first meal on the moon, their foil food packets contained roasted turkey and all the trimmings.

• Only tom turkeys (males) gobble. Hen turkeys (females) make a clicking noise.

• A three-ounce cooked serving of white turkey meat equals 143 calories and has 4.4 grams of fat, compared to a three-ounce cooked portion of rib roast beef, which has 217 calories and 12.9 grams of fat.

• A single tom (male) turkey can father as many as 1,500 poults (babies) in a hen's six-month cycle.

—Reprinted with the permission of Loewenstien Poultry



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Underage buyer legislation passed

Michigan Governor John Engler has signed legislation designed to toughen penalties for underage people attempting to buy alcohol and other adults who sell or furnish alcohol to those under 21. The bill ensures retailers are not punished until the offenders are also sanctioned.

The implications for underage persons include an increase in fines for purchasing, consuming or possessing alcohol. The bill also reclassifies those violations from civil infractions to misdemeanors. An underage person convicted of a violation is also subject to a suspension of his or her driving privileges for a period of 90 to 180 days for the first offense and 180 days to one year for subsequent convictions.

The new legislation will also increase fines and imprisonment sentences for a person (non-licensee) selling or furnishing alcohol to someone not of legal age to \$1,000 and a 60-day internment for the first offense and \$2,500 and a 90-day term for subsequent convictions. The violation becomes a felony if the result of the illegal act is the death of the underage person. That carries a maximum fine of \$5,000 and up to 10 years imprisonment, or both.

Michigan's liquor licensees view the new statute as a long awaited leveling of the playing field. The new law prohibits the Michigan Liquor Control Commission (MLCC) from penalizing a licensee for a violation involving the sale, consumption or possession of alcohol unless enforcement action is also taken against the underage person, as well as any legal aged person who sells or furnishes to the underage person.

Under the new law, on-premise licensees may also conduct their own internal undercover operations with prior approval of the prosecutor's office.

The bill took effect September 1, 1995. The Food & Beverage Report reported this previously, but we feel it is important to reiterate as the holiday season begins.

USDA issues final decision on labeling poultry "fresh"

The U.S. Department of Agriculture (USDA) has defined and made a decision when poultry

products may be labeled fresh.

Poultry products that have never been chilled below 26 degrees F. may be labeled "fresh." Poultry products which have been chilled below 26 degree F., but above 0 degrees F., must be labeled "hard chilled" or "previously hard chilled." Any poultry products which have been chilled at 0 degrees F. or below must be labeled "frozen" or "previously frozen." The final rule will be effective August 25, 1996.

Welfare Reform

After months of negotiation, Senator Bob Dole was able to forge a consensus to pass welfare reform legislation by a vote of 87-12.

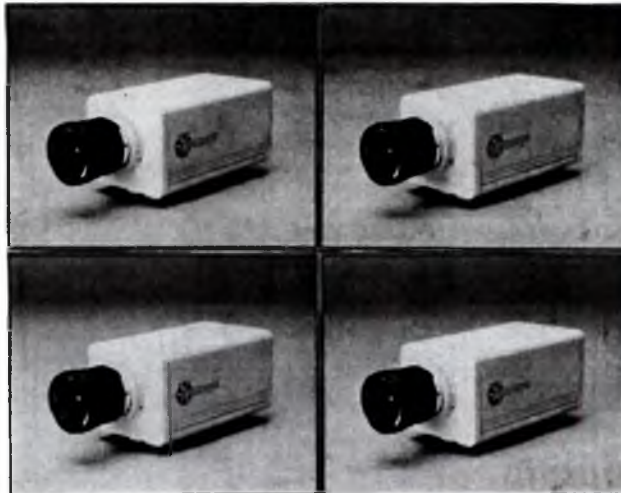
While the Senate-passed version would overhaul the welfare system by transferring broad authority over assistance in child care to the states, the measure does not go as far as the House passed version in restricting cash benefits to curtail additional pregnancies by unwed teenage mothers.

Both Democratic senators and President Clinton have promised to oppose any final legislation which would move towards the House bill as a final compromise.

An amendment by Senator Leahy (D-VT) was adopted to provide incentives for states to implement electronic benefit transfer systems. Specifically, this amendment is intended to free up the 58 cents per recipient, which would be saved by the federal government under EBT food stamp programs, so it could be transferred to states adopting EBT systems.

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L&L Jiroch to increase distribution services

News Notes

Spartan Stores recently announced that its subsidiary, L&L Jiroch, will increase its commitment to service the needs of supermarkets to include additional grocery and Specialty Foods product sales and distribution. L&L Jiroch has made the commitment to service the many supermarkets which are currently being served by Capistar, Inc. of Holt, Michigan. This Holt location, also a subsidiary of Spartan Stores, will begin closing November 20, 1995.

Brian Mulder has accepted the position of Vice President of

Supermarket/Specialty Food Sales of L&L Jiroch. He has been with the Spartan organization since 1982, joining Capistar in 1990. At that time he was responsible for the development of the Specialty Foods Group. He was promoted to President of Capistar in 1994. Glen Haut, Vice President of Marketing at Capistar, will be in charge of the Holt facility until its close.

L&L Jiroch's commitment to this increased distribution service will be made possible at the time of completion of their new facility,

located at 1180 58th Street SW, Wyoming, Mich. An increase in 80,000 square feet will support the distribution commitment to Michigan, Indiana and Ohio retailers. Currently, L&L Jiroch is located at 5075 Clay SW, Wyoming, Mich. and services convenience stores with tobacco, candy and a variety of grocery product lines. Specialty Foods and an extended line of grocery items offers a complete product inventory to service the needs of the retailer.

Spartan Stores states that the

closing of the Capistar facility in Holt and the commitment made by Grand Rapids based L&L Jiroch, coincides with their strategic plans to reduce the number of facilities in the Spartan Stores distribution plan and retail locations being offered a variety of services, quality and competitive price.

Awrey Bakeries now kosher

In response to growing consumer demand Awrey Bakeries, Inc. recently announced that all of their baked goods are now kosher, carrying the Orthodox Union's "OU" and "D" seals.

This certification is one of the highest available and was attained after a four-day shutdown to completely sanitize their facility.

Under supervision of the Union of Orthodox Jewish Congregations of America, all of the production areas of the bakery, including ovens, processing equipment, and walls, were steam-cleaned. Additionally, all of the pans were sent out and reglazed. Also, the ingredient inventory was reviewed and anything that did not conform to kosher standards was discarded.

"Although it cost us \$200,000 to kosher our bakery, we will recoup this investment through the opportunity of marketing our Long John Coffee Cakes, Almond Crunch Dunkers, Date Nut Bars, French Buttercream Dessert Cakes, and all of our other baked goods within the Jewish community. Initial response from consumers has been extremely positive, confirming our belief that there are very few kosher bakeries supplying our type of product," said Charles Parrish, Awrey Retail Division Manager.

Leinenkugel's acquires Milwaukee specialty brewery

The Jacob Leinenkugel Brewing Company recently announced that it will begin operating the former Val Blatz brewery in Milwaukee.

The Milwaukee brewery, formerly owned by G. Heileman Brewing Company, will allow Leinenkugel's to quickly expand its craft brewing capabilities and develop new specialty beers without disrupting or slowing production at its hometown brewery in Chippewa Falls.

R.M. Gilligan, Inc.



28423 Orchard Lake Road Suite 201
Farmington Hills, MI 48334-4719
810-553-9440

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page 11.

Operation Food Basket provides holiday cheer to needy families

The Detroit Association of Grocery Manufacturers' Representatives, Inc. (DAGMR) is once again asking for your help. Operation Food Basket, in its 23rd year, is accepting donations of food and household items (not just damaged or expired) to be distributed by the Salvation Army to needy families during the holiday season.

In order for this tradition to continue being a success, DAGMR is asking for extra support this year. Following is a list of what you can do:

1. Deliver your food or household goods between 8:00 a.m. and 3:30 p.m. to Detroit Warehouse Co., 12885 Eaton, Detroit, MI 48227.
2. Call Bert Cohen (313) 491-1500, Michael Falle (810) 473-0717, Mary Beth Ryan (810) 546-9600 or Tom Siedlaczek at (810) 552-8272 to arrange for a pickup.
3. Solicit your bosses, principals, friends, relatives etc. for cash donations. Make checks payable to Operation Food Basket.
4. Volunteer your time to make phone calls or pick up donations. This year's deadline is December 15. If you should have any questions, please call any of the committee members listed above.

Miller forms joint venture with largest South American brewer

Miller Brewing Company is teaming up with Companhia Cervejaria Brahma, Brazil's largest brewer. This marks Miller's fourth major international alliance in 1995.

Under the agreement, a joint venture company established between the two brewers will market and distribute Miller Genuine Draft in Brazil. Initially, the brand will be imported and rolled out to the Sao Paulo and Rio de Janeiro markets. As demand for the brand grows, it will be brewed locally and even more widely available.

Miller's other international interests in 1995 include a joint venture Asahi with in Japan, an equity interest in Cerveceria Americana in Costa Rica and the purchase of a brewing consortium in China.

USDA E. Coli Information Review

In late 1994, USDA began an annual program of testing 5000 samples of ground beef in retail grocery stores and processing plants for E. Coli. The following steps are recommended if a USDA inspector requests a sample from your store:

1. Define the lot that is being sampled.

2. Identify the product with labels or "sale by" dates.
3. Decide if you want to segregate the remaining lot and remove it from sale. A lot is a production run between the cleaning of processing equipment. Some grocers are cooking it in their delis and selling the meat in spaghetti sauce, etc. Other grocers are freezing the meat pending USDA test results. Note that freezing ground beef does not kill E. Coli.
4. Consult with local food officials

on appropriate handling if the product is determined to be contaminated.

5. Inform AFD if you have been the subject of testing.
6. Grocers may consider having a private lab analyze a sample from the same lot in order to protect against a bad result.

USDA usually informs grocers of the preliminary test results within three days. If positive results are evident, further testing will take place and final results are usually disclosed within 7 to 10 days.

More News Notes
page 12.

melody farms

A Galaxy of Flavors

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

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

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Parent alcohol education program launched

At a recent press conference, Governor Engler launched the "Ready or Not: Talking with Kids about Alcohol" program. Those present to represent the program development team included: Maxine Perry, Michigan Liquor Control Commissioner; Jack Lawn, Chairman of The Century Council; and Ray Jurczyk of the Boys & Girls Clubs of

Southeast Michigan. Also appearing was Detroit Pistons star Joe Dumars who is known throughout the United States for his commitment to youth and stressing the importance of good adult role models.

The education program is designed for parents of middle school children and other adults who work with this age group, such as coaches, teachers and counselors. It consists of a video, a participants booklet and support training materials including a facilitator's manual.

The video includes realistic scenarios designed to illustrate five

key prevention tips, as well as interviews with children ages 10 - 14 years old and child development and alcohol abuse experts. The video can be used as a stand-alone or groups can offer a facilitated training session.

The program development team also established a coalition in Michigan to offer the program. Coalition members include state departments and organizations that represent education, law enforcement, businesses, youth groups, religious institutions and parent outreach programs. Additionally,

the Michigan Cable Television Association will be promoting the program for use by its members stations and the video will be available to rent at Michigan Blockbuster video stores.

The Century Council will be launching the program nationally later this fall. The program will also be included in the NABCA Library.

Savings Club members able to ring up savings at more than just the supermarket check out



The benefits of Farmer Jack Bonus Savings Club membership just keeps on growing. What began with automatic savings each week on selected Farmer Jack items, as well as convenient check-cashing privileges, has turned into a full-fledged grocery plan savings, just by presenting a personalized Bonus Savings Club membership card at all Southeastern Michigan Farmer Jack Supermarkets and newly announced participating business.

Farmer Jack Bonus Savings Club members can now present their cards at the following businesses and events to receive exclusive discounts: Fretter Superstores, Meadow Brook Hall, Henry Ford Museum, Greenfield Village, Paisano's Dearborn, International Institute of Metro Detroit Original 69th Old World Market, Detroit Science Center, Cranbrook Institute of Science, the 11th Annual Fall Color Classic, and the 10th Annual Hot Air Balloon Race.

Ribbons and bows



The practice of gift wrapping is a fairly recent phenomenon in American life. It started at the turn of the century when people stopped giving hand-made gifts and instead began exchanging factory-made items.

To some, these new gifts seemed cold and less intimate, and so, to restore some kind of personal touch, retailers encouraged their customers to wrap their presents.



Attention AFD Members!

Shopping For Health Coverage?

You can pay less, but Blue Cross Blue Shield and Blue Care Network of Michigan are your best buys.

Here's why...

- As with any grocery product, you get what you pay for. With Blue, you're covered by the best known and longest established health benefits company in Michigan.
- All Blue choices give you the largest selection of participating doctors and hospitals in Michigan.
- Your ID card with the familiar Blue Cross and Blue Shield emblem is the most recognized health card in the world. That's important when you travel.
- We guarantee that you can renew your Blue coverage year after year.
- Your Blue coverage will never be canceled because of major illness or high use.
- If an HMO with its preventive health benefits, covered office visits, and well baby care is better for your family, Blue Care Network offers these benefits and more.
- AFD and the Blues offer several different programs, with various levels of co-pays and deductibles, so you can select one that's best for your needs and your budget.
- With AFD's toll-free telephone number, you'll get answers to your health care questions at no cost to you.
- When you go Blue, you can also buy dental, vision, hearing and prescription drug coverage at a nominal extra charge.
- AFD and the Blues have been partners in health care for 16 years. Your Association has placed its trust in us. You can too.



For information on AFD programs from Michigan's leader in health coverage, call Judy Mansur at

1-800-66-66-AFD



Pour the Boar!



Gordon's recently introduced a new theme, "Pour the Boar," and updated its packaging with cleaner and brighter label graphics.

The company also introduced the 1.75L PET bottle for both the gin and vodka product lines.

After extensive consumer testing, consumers say they prefer PET bottles over glass by more than four to one. Consumers want PET—it's light, it's unbreakable and it's recyclable.

For more information contact United Distillers Glenmore, Inc. at (810) 629-7779.

Half Guinness and Half Bass ale for Autumn eves

The essence of autumn—homecoming, football games, crisp evenings, and authentic Black & Tan's! From Indian Summer to the first frost, the ultimate drink for fall perfectly complements the season. Guinness and Bass ale combine for a unique taste experience as well as an aesthetically intriguing pint of beer. The colors of a Black & Tan are the traditional ones of the season as deep black Guinness floats gently atop brilliant amber Bass ale.

The autumn promotion will be recognizable with eerie, yet festive merchandise displays that will be seen both on- and off-premise. Full-color posters, table tents and banners will be displayed prominently on-premise while off-premise, case cards will feature tear-off information on how to properly pour a Black & Tan.



Products

Leinenkugel's introduces Autumn Gold Lager

The Jacob Leinenkugel Brewing Company is putting more than a century of hand-crafted brewing experience into a distinctive seasonal beer, Leinenkugel's Autumn Gold Lager.

Leinenkugel's Autumn Gold is brewed with three pale malts and four specialty malts—Caramel, Carapils, Chocolate and Munich which provide a rich, full body with hearty character—and unique combination of select hops, giving it a smooth, pleasurable taste that

matches its rich golden color.

Leinenkugel's autumn offering achieves its pleasurable balanced taste using two high quality hops, Cluster and Hallertau, from Washington's Yakima Valley.



Big news from Chi-Chi's

Chi-Chi's new rum-based Strawberry Daiquiri will make an impact on the growing prepared cocktails category.

Positioned to make a stir, Chi-Chi's Strawberry Daiquiri with rum is a delicious flavor addition to the successful line of Chi-Chi's flavored Margaritas.

Create "The Instant Fiesta" with all Chi-Chi's products and colorful point-of-sale!

For more information contact United Distillers Glenmore, Inc. at (810) 629-7779.

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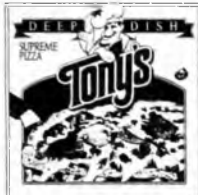
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Tony's Pizza piles it on with three new products

Three more products from Tony's Pizza Service have recently appeared in local freezer sections: Tony's Deep Dish™, Tony's™ Pizza Pockets and Red Baron Ultimate Deep Dish Pizza™

Tony's Deep Dish continues the Tony's tradition of a lot of pizza at a great family value. A crisp deep dish crust loaded with America's favorite toppings. Varieties include: Supreme, 4-Cheese, Sausage & Pepperoni, Meat Trio and Super Pepperoni.



Tony's Pizza Pockets make a convenient meal or a handy snack. They start with big chunks of pizza toppings which are then wrapped into a golden



pastry crust. Each package contains two individual sized pockets that are ready after a few minutes in the microwave or oven.

Red Baron Ultimate Deep Dish has been called "the most elegant frozen pizza in the world." And rightly so. It begins with a golden crust, brushed with olive oil. Then it's piled high with the choicest toppings until it weighs in at a hefty 29-32 oz., making it the largest frozen pizza on the market.



And don't forget to look for Tony himself appearing soon on all the pizza products bearing the Tony's name.

For more information contact Tony's Pizza at 1-800-247-1533.

There's a new bear in town

Ursus is the Latin word for "Bear" but will soon be better known as a synonym for "Quality" with the introduction of Ursus Vodka to America. The Sigurdson family of Iceland first developed the unique recipe that gives Ursus Vodka its

Products

smooth taste.

Today it is bottled in Holland following the traditional family formula.

World-renowned David Taylor Company of London was retained to fully develop a distinctive brand and package design. The bottle is made from a special, clear sand mixed in the glass balls and produced especially for the new bear in town.



Bourbon Heritage Collection



Five whiskies, all aged over 10 years, yet each with its own unique flavor and cherished history, comprise The Bourbon Heritage Collection.

Each whisky is a true representation of the master distiller's art.

The five whiskies represent an authentic heritage, aroma and character. They are: I.W. Harper, W.L. Weller, Old Charter, George Dickel and Old Fitzgerald.

For more information contact United Distillers Glenmore, Inc. at (810) 629-7779.

Liqueur of Love

The latest addition to the "Liqueurs of Love" family, Amaretto Creme di Amore, provides a unique flavor that gives consumers a premium quality taste.

As part of the "Liqueurs of Love" family, Amaretto Creme di Amore will provide impactful point-of-sale materials to attract consumer attention.

For more information contact United Distillers Glenmore, Inc. at (810) 629-7779.

Sail away with Tropical Freezes



Tropical Freezes is sponsoring the ultimate adventure—a seven day Tall Ship Adventure's Cruise aboard the Sir Francis Drake for two in the British Virgin Islands, including airfare.

This sweepstakes is tied-in to the big budget action/adventure pirate film, *Cutthroat Island*. The movie is expected to be released on December 8, 1995.

There will be four weeks of national radio advertising for beginning on November 15 and is in addition to *Cutthroat Island* advertising and promotional campaign from MGM.

The campaign will be supported by complete point-of-sale items including case cards, tear pad with entry forms and will be available beginning November 1.

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Canadian Mist

Continued from page 1.

Canadian Mist is donating a portion of the proceeds of the Concert Series to local charities. The local Detroit charities benefiting will be the National Association of Black Journalists, as well as the AFD's Scholarship Fund. For every case of Canadian Mist, any size, purchased in the month of November, the brand will make a donation to the fund. We are asking that all AFD members in the Detroit Metro area participate in the program. All stores in the District One area of Michigan are eligible.

To help you sell the product is a gift bottle containing a key chain announcing the Concert Series. This will give your customers an added bonus, without an up-charge. In addition, there is a mail in rebate

coupon good through December. The coupon is good for \$2 off a 750 ml and \$3 off a 1750 ml bottle. We are recommending that you purchase holiday displays now and keep them up through the holidays to support the Concert Series as well as the Scholarship Fund. We also recommend that you advertise Canadian Mist, reflecting the rebate as often as possible throughout the most important holiday season.

Representatives of General Wine and Liquor Company will be soliciting you for displays, new distributions and your general support of the program. They will also be bringing point of sale and rebates to your accounts in the very near future. Because the Detroit concert is rapidly approaching, we are asking that you buy now and help support Canadian Mist and the AFD Scholarship Fund.

This Bud's For You.®



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Kahn's serves Auburn for eighty years

by Ginny Bennett

Kahn's Store has been a familiar landmark on the corner in Auburn since before most of the townspeople were born. No one knows exactly how long the store has been there, but it was operating before 1916 when George Kahn bought it. Henry Kolm, the current owner, represents the third generation to own the store having married Beverly, second generation Sherman Kahn's daughter.

Auburn's different eras are represented up and down the street by the facades on the buildings. Some store fronts seemingly haven't changed in a hundred years while others are brand new. Kahn's Store, too, has undergone changes in its history. The store was expanded years ago from the original small building to its current 7,500 square feet. Located at the main intersection of the little town (pop. 1,855), Kahn's is in the heart of Michigan's bean and sugar beet farm country. Auburn is near the intersection of I-75 and U.S. 10 and just a few miles

from Midland.

According to Henry, the store was the Meijer's of its time and today curiously enough, is encroached on three sides by Meijer's stores, all within an eight mile drive; one in Saginaw, one in Midland, and one in Bay City. Now David to the Goliath nearby, Henry manages to keep his loyal customer base.

Welcome to Kahn's store



Henry Kolm welcomes customers to Kahn's store as his predecessors have for over 80 years.

Along with the farm families he serves, Dow Corning is just two miles away and Midland is only seven. The Bay City Chevrolet factory is 12 miles away and there are two major grain elevators just up

the street. The certificates that line the walls of Henry's office attest to his dedication to the small town. He is always eager to donate to charitable organizations like Special Olympics and local activities like the "Auburn Cornfest". He gives freely of his spare time as president of the Auburn Downtown Development Authority and as president of the Chamber of

Commerce. As a community supporter Khan's is always a big part of the festivities. The store is well known for "Hot Dog Days" when the hot dogs sell from an outside stand, three for a buck.

Kahn's Store has had to put up with several years of road construction that stopped traffic completely for months period a few years ago and continues to plague the store. The only remaining snapshot from the past shows the Kahn's

delivery van making a wake through the flooded road in front of the store. After all these years of bad roads Kolm is

happy that the problem may finally be solved. This past summer the road in front of the store from the East was closed to through traffic. These continual summer closures have meant that a few customers never find their way back. For the loyal ones the repairs will mean that for the first time in memory the road will be free of flooding in the Spring.

Over the years the store has maintained the flavor of a true general store. In addition to a full grocery line and butcher shop, there is a small section of plumbing supplies and electrical parts, a few clothing items and even sewing and canning supplies. Kahn's has Instant Lottery and liquor, too. Surprisingly, appliances are the steadiest part of the business. As in the past, Kahn's is a good place to buy a TV or a refrigerator.



Henry "leans" on the antique McCaskey to keep credit records at Kahn's Store.

Henry Kolm offers a service department and credit. The appliance is always the newest item on the market but the credit system is one of the oldest.

There is no computer to keep track, instead Kolm uses a McCaskey to post credit slips. The McCaskey is a 1907 patented filing system.

The antique is a real conversation piece which works just fine after all these years. The McCaskey, like Henry Kolm and Kahn's store comes from the past to be part of the future in Auburn.

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Industry outlook positive according to study

The convenience store industry is strategically positioned to profit from changing consumer trends over the next five years, according to a five-year outlook prepared by Management Horizons, a consulting division of Price Waterhouse LLP. Titled *Convenience 2000*, the future study was prepared for the National Association of Convenience Stores (NACS) and released during NACS' 1995 Leadership Assembly in Naples, Florida.

Convenience 2000 identifies a number of factors that place the convenience store industry on firm strategic footing from 1995 to 2000, the outlook period covered by the study.

"Consumer lifestyle trends will continue to place a premium on convenient shopping alternatives," notes Dr. Carl Steidtmann, director of research and chief economist for Management Horizons. "Moreover, new growth opportunities are emerging with branded fast food companies and others who are looking to convenience stores for more doors."

'90s to see new inconvenience

The traditional strength of the convenience store industry—convenient shopping—will take on new importance in the marketplace of the late 1990s. Driving this resurgence in the value of convenient shopping is the explosion of

supercenters. In *Convenience 2000*, Management Horizons projects that the U.S. supercenter industry will reach 1,500 stores by the year 2000.

"Supercenters are the Darth Vader of retailing," says Steidtmann. "With their new economic model, they will grow through market share inroads and eliminate independent grocers and small chains as they cut a swath through the U.S."

Drawing on extensive market data, Management Horizons projects that supermarket locations will number only 61,300 by the year 2000, down dramatically from 100,000 locations in 1987. Service stations are projected to

experience a similar dramatic drop, sliding from 81,700 locations in 1987 to 35,100 in 2000. Although the decline is softer for drug stores, their ranks also will thin. By 2000, Management Horizons projects a population of 43,400 drug stores, down from 54,000 in 1987.

Conversely, the number of convenience stores is projected to increase to 94,400 by the year 2000. That would be a gain of 5,000 stores from 1987 to 2000.

"Two factors are convergent to create a new inconvenience in the '90s," notes Steidtmann. "Convenience store competitors are reducing their locations and they are increasing their store size."

While the new inconvenience positions convenience stores to capture the "fill-in" shopping market, *Convenience 2000* cautions convenience store retailers not to rely on convenience alone.

"Unlike the past, profitable convenience retailing for the rest of this century will require more than good real estate," said Thomas Rubel, managing partner of Management Horizons. "To win in the new business environment, retailers will need to transition from the growth modes of the past to the customer-focused operating modes of the future."

Marketing to the middle ground

Customer expansion opportunities for convenience store retailers from 1995-2000 center on that segment of the population that shops convenience stores on a moderate basis.

In consumer research conducted for *Convenience 2000*, Management Horizons identified three distinct convenience store shopping groups: 1) frequent shoppers, who shop at least once a week at convenience stores; 2) moderate shoppers, who shop less than once a week but at least once every three months; and 3) infrequent shoppers, who shop less often or never.

"Convenience store retailers have effectively 'maxed out' with the frequent shoppers whose on-the-go-lifestyles drive them to shop on an immediate consumption or fill-in basis," Rubel said. "Conversely, infrequent shoppers are very programmed and have very few fill-in needs which leaves little opportunity for convenience store retailers to capture this shopping segment."

As convenience store retailers seek to convert the middle ground—moderate shoppers—into more frequent shoppers, they will be targeting an increasingly larger group. Significantly, the moderate shopper group has grown in recent years and these shoppers tend to have larger shopping baskets than the industry's frequent customers.

Not who they are, but what they eat

To capture a larger share of the moderate shopper's food basket, *Convenience 2000* challenges convenience store retailers to focus more on this group's pantry and less on their demographics.

The Most Delicious Disappearing Act In Michigan



Oven Fresh's Smart Choice fat free bread and buns are vanishing off store shelves faster than you can say Presto, Change-O.

Although there's very little magic involved, there is full measure of old-fashioned scrumptious goodness customers enjoy in every package.

Unlike other bakeries, Oven Fresh begins each day with a fresh supply of bakery products prepared right here in Michigan.

That means every product arrives at your store bursting with the savory flavor and freshness that has been an Oven Fresh tradition for over 60 years.

For more details on how our new line of Smart Choice fat free bakery products can magically increase your sales and profits, ask your Oven Fresh Representative or call (313) 255-4437.



Taste The Difference Old-Fashioned Quality Makes

See Industry Outlook
page 25.

Pick up some extra cash for the Holidays.



Instant tickets make great gifts...and more traffic.

The Michigan Lottery's popular Holiday Cash instant ticket is back. And you'll want to stock up for the holidays. Here's why:

- More prize money and more winners than ever—overall odds of 1 in 3.7.
- 97% of prizes—over \$19,000,000—will be redeemed at your stores.
- Heavy radio and TV support means heavy store traffic.
- Last year 12 million Holiday Cash tickets sold out in only nine weeks.
- Displaying gift cards helps last minute gift sales.
- An easy sale to customers who need last minute gift ideas.



Small product makes big business

by Rhonda Lessel

Many people dream of starting their own business. One company is helping this dream become a reality.

Sam and Dawn Barash, owners of AirPage, a pager and pager equipment wholesaler, and Sam's brother Johnny Barash, prepare potential entrepreneurs for the trials and tribulations of owning their own business. Located in Oak Park, AirPage has the largest free-standing warehouse, 5,000 sq. ft., of its kind. The backroom is used as a "showroom" for business owners to shop for their equipment needs.

According to Sam Barash, operations manager, the first step to beginning a pager business is to find a location. "Many clients already have a location," says Barash. They are store owners or operators who are looking to add pagers to their existing inventory. Once the location is secured, computers are installed and a billing program is put into place. The final step is to train the owner and

employees during a two-week program. According to Barash, "We train them in customer service and give them information about the product they are selling." AirPage continues to provide support to the business owners after the training has been provided.

"We update them with new developments and answer questions as they arise," says Barash.

In addition to pager and pager equipment, AirPage purchases pager numbers in bulk from PageNet and Ameritech and then sells them in small quantities to the business owners. The numbers are then issued to the individuals who purchase a pager.



Air Page has 12 employees, including three Motorola technicians on-site. The technicians are certified and have been trained in repairing equipment. "Repairs are handled usually within a 24 hour turn-around period," says Barash. AirPage can

also handle requests for wholesale parts and repairs from out-of-state businesses.

Barash estimates that there are 6 million PageNet users and

that only 10% of the market has been tapped. It's such a booming business that pager retail outlets are springing up all over the place. AirPage has helped start businesses in supermarkets, cigar shops, tanning salons and video stores. Referred to

as resellers, these are business owners who buy from AirPage and in turn sell to individuals. AirPage has helped start over 100 businesses including Champion Communications, Sun Paging, Rapid Page and PageOne.

The typical start up cost of a pager business is under \$10,000. According to Barash, "If the entrepreneur is adding the pager business to an existing store he can expect to make a minimum of \$3,000 a month." Barash also explained that figure can go much higher depending on store location and customer demographics.

"Barash and his wife, Dawn, were in the grocery business prior to this venture three years ago. "We started as resellers for PageNet, then we turned things around and decided to help others begin the business," say Barash. AirPage is rated first in sales and services in Michigan.

AirPage is located at 8775 W. 9 Mile Road in Oak Park. The hours are 9:00 - 6:00 p.m.

For further information, please contact (810) 547-7777.

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Fortune magazine article sees end of "supermarkets as we know them"

"Brace for the end of supermarkets as we know them," warns a feature article in *Fortune* magazine.

The article by Bill Saporito (*Fortune* May 15, 1995) sees gloom and doom for food distributors who fail to recognize that today's shoppers want meals, not ingredients. Stodgy supermarkets have been slow to recognize that dual income families don't cook, according to *Fortune*, while hip restaurateurs like Boston Market have helped push consumer spending on food away from home to 44 percent, up from 36 percent in 1980.

It's become a familiar story, and *Fortune's* spin doesn't make the industry sound like a suitable employer for your children. On one side, *Fortune* says, are the guerrillas of the restaurant trade and on the other, gorillas like Wal-Mart. Before deciding to enter food retailing, according to *Fortune's* Saporito, Wal-Mart strategists concluded, "Wait a minute. They (supermarket operators) take home a penny on every 24 cents of gross profit? They must be idiots."

Credit innovative grocers

Even *Fortune* finds some winners among supermarket operators. The article features innovative approaches to merchandising at Ukrop's Super Markets, Richmond, VA, quoting Jacquelyn G. Legg, vice president of creative food merchandising. "We have an incredible marketing opportunity; half the people who come in don't know what they want. They have open minds and empty stomachs."

However, chains like Ukrop's that are building advanced stores and trying new concepts are "few and far between," according to *Fortune*. "Right now the momentum is going the other way."

It's always nice to have a wake-up call, as if the food industry really needs one right now. The industry is fully aware of this competitive threat and is fighting back, as Food Marketing Institute's Michael Sansolo noted in this year's "Speaks" report. "Some of you are facing this very real competitive threat by putting restaurants into your stores," Sansolo told the convention audience. "Others are offering ready-to-eat, home-style meals for takeout. Still others are developing catering departments and enlarging deli selections. And many are now doing all the pre-cooking preparation."

Only one of six shoppers bought prepared food

Still, FMI reported that only one of six shoppers (17 percent) bought takeout, prepared food from a supermarket last year, compared to 41 percent who use fast-food eateries and 22 percent who use restaurants.

About the same time *Fortune* arrived, we received Willard Bishop Consulting's 1995 update on U.S. store formats. If the people at Bishop Consulting know what they're talking about, there will be a few supermarkets around in the year 2000—even a few that might be called "supermarkets as we know them." Sure, the number of conventional (23,000 square-foot) stores will drop from 15,100 this year to 12,800 in 1999, and their

market share from 25.6 percent to 19.7 percent, according to Bishop.

During the same period, the number of superstores (45,000 square feet) and food/drug combo stores (55,000 square feet) will increase from 8,900 to 11,100 and their market share from 34.5 percent to 39.4 percent, according to Bishop's analysis. Most of these stores will be operated by companies whose names are well-known in the grocery business.

The grocery market share held by what Bishop calls the "non-traditional grocery channel" (hypermarket, wholesale club, mini club, supercenter, deep discounter)

is expected to grow from 8.9 percent to 15.1 percent, a steady increase. However, a portion of the "non-traditional" includes operations of Fred Meyer in the Pacific Northwest and Meijer in the Midwest, neither guerrillas nor gorillas in our book. And only seven percent of shoppers surveyed in FMI's "Speaks" research are shopping at discount or warehouse food stores pretty much every time, only four percent at warehouse club stores. "And of those who shop clubs," says FMI's Sansolo, "two in ten are shopping there less often."

"The next five years should be an

interesting period," write the Bishop consultants in *Competitive Edge* (May 1995). "Store formats will continue to blur, and the competition will only intensify. New formats are expected to emerge, e.g., McDonald's will soon test a new format that sells gasoline, groceries, and fast food all under one roof. And, as computers continue to reach more American households, third-party warehouses could emerge, bypassing retailers all together."

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Michigan Lottery supports legislative agenda

by Bill Martin
Michigan Lottery Commissioner

This fall the Lottery will support a legislative agenda which is key to the Lottery's overall business plan. The items in the agenda will enhance the Bureau's ability to increase sales and perform in a more efficient and effective manner.

In addition to the fall legislative items, it's important to point out that two important changes have already been made. One of the most important legislative changes in the Bureau's history came this spring. The Lottery was successful in its effort to change an antiquated restriction in the Lottery's original act, removal of the 45 percent payout cap.

The new prize payout law gives the Lottery the marketing flexibility to increase prize payouts on a variety of games, namely the popular instant games.



Under this bill, 45 percent becomes the floor and can be adjusted to the marketplace.

The Michigan Lottery also changed its instant ticket distribution system at the start of the new fiscal year 1995-96. This change, which did not require legislative action, enables retailers to carry substantially more inventory, and thereby, provide players with more choices of instant games.

The following outlines the Lottery's legislative agenda for the fall:

- House Bill 4484 (sponsored by Rep. Law): This bill will allow the Michigan Lottery to participate in a multi-state lottery. Players and retailers have expressed great interest in joining or creating a multi-state lottery.

- House Bill 4950 (sponsored by Rep. Goschka): This bill will enable organizers of Lottery millionaire parties to compete more effectively with Indian casinos.

In addition, Deputy Commissioner for Charitable Gaming Mike Peterson is coordinating a working group with representatives of charitable gaming in Michigan. This cooperative group is working to identify and draft significant changes to the charitable gaming rules under separate legislation.

- House Bill 4478 (sponsored by Rep.

Jaye): This bill will change the premise for which terminal allocations are determined by the Lottery. Under this change, terminal allocations would be based on total instant game sales for the three months immediately preceding a market evaluation. The Lottery is working with retailer groups to evaluate the entire allocation process.

- Senate Bill 474 (sponsored by Sen. Steil): This bill will exempt the Michigan Lottery from the Michigan print law, which would enable the Lottery to go out for competitive bid on the printing of instant game tickets. Lottery officials estimate this change would have saved the Bureau at least \$3 million in our current fiscal year.

The Michigan Lottery will unveil new drawing equipment for the Daily 3 and Daily 4 games in a television debut on November 13.

The new drawing equipment for the Daily 3 and Daily 4 games specially designed by Beitel Lottery Products, is state-of-the-art. The new equipment is a change for the better, it gives players a full view of the drawing process. Players were not satisfied with the old equipment because it was difficult to see the numbers on the balls as they were being drawn. Clearly, there is no confusion as to what numbers are being drawn with this equipment because the entire drawing process can be viewed in one complete television screen.

The state-of-the-art drawing equipment is called the "Multipick" machine and is currently in use by several other U.S. lotteries. The Multipick machines, one for the Daily 3 game and one for the Daily 4 game, contain three and four individual chambers, respectively. Each chamber is constructed of rigid, see-through plastic to allow a full view of the drawing process.

The live television broadcast shows the entire drawing process, including a close-up view of the winning number. Each step in the drawing process is performed under the direction of the Lottery's Drawing Manager in the presence of an independent auditor.

The Michigan Lottery will introduce two new instant games, "Holiday Cash" and "Winner Wonderland," in November.

Get ready for the holiday season! The Lottery has the perfect gift idea, the "Holiday Cash" instant game with a top prize of \$25,000! The new "Holiday Cash" instant game goes on sale Monday, November 6, at nearly 9,000 retailers statewide. The new \$2 instant game, which is clad in bright holiday colors, offers players the chance to win up to ten times on each ticket.

Players simply rub off the latex covering and if any of "your symbols" match either of the "winning symbols," players win the prize shown below that symbol (s).

Remind your customers that instant games make the perfect holiday gift. The "Holiday Cash" instant game is bright and colorful, players can win up to ten times on each ticket, the game has a top prize of \$35,000, and, best of all, there are more than \$20 million in prizes in the

"Holiday Cash" game.

As part of the Lottery's holiday promotion, Michigan Lottery retailers will give away free specially designed holiday gift cards which provide a unique way to package Michigan Lottery instant tickets as gifts.

The holiday gift giving cards are designed to hold all sizes of Lottery tickets. Each card resembles a holiday package with a giant red bow. The cards will serve beautifully as tree ornaments, gift box toppers, stocking stuffers or as stand-alone gifts.

The Lottery will celebrate Michigan's "winter wonderland" with a brand new instant game called "Winner Wonderland." Players are sure to enjoy this instant game which pictures six different beautiful Michigan scenes. The "Winner Wonderland" tickets capture the beauty and bounty of the Great Lakes State with portraits of a downhill skier, an ice skater, an ice hockey goalie, a warm hearth, a deer in the woods, and a cross country skier.

Players can win up to \$5,000 in the "Winner Wonderland" instant game, which goes on sale on November 20. If players get three like amounts, they win that prize. If players get two like amounts and the "doubler" (\$\$) sign, they win double the amount.

The Michigan Lottery changed its instant ticket distribution system last month. The Lottery moved from a credit-based instant ticket distribution system to a consignment-based system. Under the new system, retailers pay for books of tickets after they have been sold. This change enables retailers to carry substantially more inventory and avoid out-of-stock situations, and also provides the Lottery and retailers with real-time sales data.

This new pro-active system, the cornerstone of our business plan, means increased sales and commissions for retailers.

This change combined with the recent change in the prize payout law will enable the Lottery and its retailers to maximize sales. Clearly, this is a "win, win, win" proposition for Michigan. Lottery retailers reap the benefits of increased sales and commissions, players win bigger and more cash prizes, and the state is able to generate additional revenues for education.

The Lottery's "Walking Around Money" (WAM) promotion wraps up this month. This successful promotion was a winner for players and retailers too! Each week for eight weeks, the Lottery gave away two \$10,000 prizes, one \$5,000 prize and twenty-five \$1,000 prizes, a total of \$400,000 in prizes! In addition, the Lottery gave retailers cash prizes for selling winning WAM sweepstakes entries.

We look forward to working with Michigan Lottery retailers as we start the new fiscal year. We're ready for a brand new year of exciting games and promotions, which mean increased sales and profits.

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High worker stress equals high blood pressure

Stress is a natural response to mental and physical challenges, but when it surfaces as job strain the result is likely to be elevated blood pressure. A recent study has shown that men who report job strain (high psychological demands combined with low decision latitude on the job) are three to five times more likely to have hypertension than men who do not report having job strain.

"The remarkable thing about job strain is that it raises your blood pressure at work, at home, even during sleep," says Peter L. Schnall, M.D., an author of the study, *The relationship between job strain workplace diastolic blood pressure and left ventricular mass*. "Job strain seems to reset the entire blood pressure mechanism; it's not just raising blood pressure temporarily during the work hours."

Age is a big determinant of whose blood pressure is affected by job

strain. The study showed that job strain had little or no effect on the blood pressure of men in their 30s. However, men in their 40s with high-strain jobs showed a nine millimeter increase in systolic pressure (the pressure of the blood flow when the heart beats). Men in their 50s showed even more of an increase. They showed a fifteen millimeter increase in systolic pressure and an almost nine millimeter increase in diastolic pressure (the pressure of the blood between heart beats).

"Maybe you have to be in a high-strain job for a while before it affects your blood pressure," says Schnall, "or maybe as you get older, you become more vulnerable to job strain."

The phenomenon of job strain is more than just a potential human resources problem, it is a potential health problem. High blood pressure is a major risk factor for cardiovascular disease (CVD), which claimed the lives of 17,118 Metro Detroit residents in 1993.

Nationwide, CVD kills one person every 34 seconds.

The study concludes that job strain appears to be an important risk factor for hypertension in healthy working men. It was further concluded that job strain may be a vulnerability factor that increases the susceptibility of other traditional CVD risk factors. Future studies are being formulated to determine if altering the level of job strain will decrease blood pressure.

—American Heart Association

The costs of unhealthy employees

- Every work day Michigan employers pay \$3 per employee in excess illness days and costs for preventable health problems. This amounts to about \$750 extra per employee per year.
- In companies of 8,000 or more employees, the savings could amount to roughly \$20 million over three years if all high-risk employees adopted low-risk lifestyles.
- A recent study of Steelcase, Inc. (Grand Rapids) employees found that ten percent of the total employee population is responsible for 80 percent of the company's annual health care costs.
- Low risk Steelcase employees who slipped into high risk behavior had average claims costs that climbed from \$655 to \$1,513 annually.
- Among every 10 workers, 8 have at least one health risk (three have one risk, three have two risks and two have three or more). Having one risk doubles a person's chances of having a heart attack. Having four raises chances sevenfold.

— American Heart Association

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Cigarettes

From page 1.

The investigation reveals that organized smuggling groups are both illegally importing cigarettes from low-tax states and tapping into many of the same suppliers on Indian reservations in upper New York state that satisfied the huge Canadian contraband market in the early 1990s. The pipeline from Indians in New York state is so strong that it has led some to refer to Interstate 90 from western New York through Ohio as "Smugglers Alley." It is estimated that at least 30 percent of all cigarettes smuggled into Michigan come from this source.

The study was commissioned by the Michigan Coalition Against Crime and Smuggling, which is composed of Michigan merchants engaged in the legal

sale of tobacco products.

Premium cigarettes are obtained by smugglers for about \$11 to \$12 a carton, Stamler said. They then sell these for \$15 to \$16 to illicit merchants who sell to consumers for either the full market price of about \$22.30 a carton or at discount. Either way, a large illegal tax-free profit is generated by the illicit trade and the criminal groups that conduct it. One result is that the state will lose approximately \$144.5 million in cigarette taxes in 1995 to smuggling. And that does not include millions more in additional lost taxes on wages, profits and sales taxes.

Other victims include the vast majority of honest Michigan retailers and wholesalers who cannot compete with the

illegal market. Joe Sarafa, executive director of the Associated Food Dealers of Michigan, estimates that as many as 10 percent of all convenience stores in the state will be out of business within a year.

"The experience of many jurisdictions is that once an organized smuggling group is established, it gains the expertise, infrastructure and financial resources to transport all kinds of illegal commodities and becomes very difficult to root out," Stamler said.

"When the tobacco tax rose by 200 percent in May 1994, it set in motion a well-documented economic phenomenon: demand creates supply," Stamler said. "Put another way, imposing high taxes on cigarettes is like trying to squeeze a

balloon. The air will bulge out somewhere else.

"The high tax generates strong demand for a lower-cost alternative. A growing number of consumers are turning to the underground economy where their needs for a cheaper substitute are met by criminal networks," Stamler said. Other consumers are unwittingly buying "cheaper" cigarettes without even knowing they are contraband.

35-cent "flashpoint" far exceeded in Michigan

Michigan has far exceeded the "flashpoint" at which smuggling is triggered. "The U.S. Congress' Advisory Commission on Intergovernmental Affairs first determined in a 1977 study that smuggling is caused by a wide disparity in the price of cigarettes in various jurisdictions," Stamler said. "A 1985 study by this group concluded that a 23-cent difference between states creates an opportunity for organized smuggling. If inflation is taken into account, we estimate that the 23-cent 'flashpoint' of 1985 translates in a current one of 35 cents a pack."

The difference between cigarette taxes in Michigan and Ohio is 51 cents a pack; with Indiana it is 59.5 cents; the disparity with North Carolina is 70 cents; in Kentucky it is 72 cents. But the largest disparity comes from cigarettes that travel the I-90 "Smugglers Alley." Cigarettes purchased on New York Indian reservations are at least 75 cents per pack less than Michigan's taxed price—and that's not counting the avoidance of state sales tax.

Other investigation findings

Cross border—In addition to highly organized smuggling, "working the border" appears to be a growing pastime for many Michiganders. Many residents are driving to Indiana and Ohio to buy low-taxed cigarettes for personal use or limited redistribution. While over the border, they also buy other items like gasoline, food and snacks. Personal smuggling is popular since 58 percent of Michigan's population lives within an hour-and-a-half of its borders with Indiana and Ohio.

Crime on the rise—Police have noticed a sharp increase in shoplifting of cigarettes, Michigan wholesalers' delivery trucks have been broken into and some retailers are reporting record number of break-ins. With illegal cigarette distribution networks in place, street thieves can quickly fence their stolen goods.

Mail order—Out-of-state cigarette mail order business is thriving, with Michigan as one of its main targets. Telephone orders are taken through toll-free 800 numbers.

Military bases—Cigarette sales on military bases, which are exempt from state taxes, have skyrocketed, at some locations by more than 100 percent.

Tax stamps—Some Michigan officials have suggested that requiring a tax stamp would stem the smuggling epidemic. "If stamping is introduced in Michigan, it will not deter cigarette smuggling," Stamler said. "But it may change the dynamics of the trade. The introduction of stamped

Cigarettes continued on page 25.



Cigarettes

Continued from page 24.

cigarettes will require a more sophisticated response by participants in the underground economy.

Unfortunately, organized crime groups have the expertise and infrastructure to do so," he said. In New York City, for example, organized smuggling groups iron counterfeit stamps onto cellophane wrappers. State officials have found everything from crude counterfeit stamps, which consumers can easily identify, to sophisticated counterfeit stamps printed in Asia that are extremely difficult to detect.

Smuggling rising nationally—A national study in mid-1994 found that six percent of the entire U.S. cigarette market was contraband and escalating rapidly.

First year drop in sales: 31 percent—The overall drop in legal sales of Michigan's cigarettes was 31 percent in the first year since the high tax went into effect. Some of this decrease was attributed to inventory stockpiling. The 19.5 percent loss of legal sales is the accurate figure representing that which has been lost to the tax-free underground.

Problem will continue—The present optimal conditions for smuggling in Michigan guarantee that the illegal cigarette trade will continue to escalate in the state.

Canada experience—The smuggling in Canada ultimately led both Ontario and the federal government to drastically lower cigarette taxes to halt the smuggling epidemic. In announcing the tax cuts, Canadian Prime Minister Jean Chretien said, "Smuggling is threatening the safety of our communities and the livelihood of law-abiding merchants. It is a threat to the very fabric of Canadian society."

Smuggling encourages youth smoking—Since the huge rollback in Canadian cigarette taxes, the government conducted four major surveys which determined that the prevalence of smoking did not rise following the tax cuts. In fact, some officials said the tax rollback would actually reduce youth smoking because dealers and suppliers of smuggled cigarettes never check for age identification.

Safe Driving

From page 1.

displayed near party supply areas to encourage customers to stock up on a variety of beverages and foods.

Further, AAA Michigan will make available additional copies of its "Great Pretenders Party Guide" that features non-alcoholic drink recipes for the organization's annual statewide competition. Drink recipes and special displays featuring the ingredients are just one way grocery stores can use these items.

Campaign sponsors include: AAA

Michigan, Michigan Beer and Wine Wholesalers Association, Michigan Licensed Beverage Association, Michigan Liquor Control Commission, Michigan Restaurant Association, Michigan Substance Abuse and Traffic Safety Information Center, Office of Highway Safety Planning and the Traffic Safety Association of Michigan.

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Items can be ordered by contacting the Michigan Substance Abuse and Traffic Safety Information Center at 1-800-626-4636. Materials will be distributed on a first-come, first-served basis.

Industry Outlook

From page 18.

"The characteristic that best distinguishes moderate shoppers from convenience stores' frequent shoppers is what they eat," Rubel said. "One of the key issues in attracting more visits and purchases from moderate convenience store shoppers is carrying more of the things that they buy."

To maximize opportunities with moderate shoppers and position for continued profitability to the year 2000, convenience store retailers must seek strategies that eliminate shopping barriers and add value to the shopping experience. While no single strategy will be right for every player in the industry Convenience

2000 outlines several approaches to consider.

About this report

Convenience 2000 is the product of original consumer research, interviews with convenience store and food distribution industry leaders, and analysis of consumer trends and issues. The report is divided into four principal sections:

- the state of retailing in the United States;
- the state of the convenience store industry;
- the convenience store industry outlook; and
- strategic planning premises for convenience store companies.

—Copies of *Convenience 2000* can be obtained by contracting NACS at (703)684-3600. —NACS

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Bill Lopo (far right) of the Frankenmuth Brewery gives AFD Board Members a tour of the plant.



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Powers, Dist.	(810) 682-2010
R.M. Gilligan, Inc.	(810) 553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	(810) 528-0694
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	(313) 439-2404
Tri-County Beverage	(313) 584-7100
United Distillers	(810) 347-2267
Universal Ginseng and Beverage, Inc.	(810) 754-3800
Vintage Wine Co.	(810) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	(810) 968-0300
Amen-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
The Greeson Company	(810) 305-6100
Hanson Faso Assoc.	(810) 354-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamkanian Company	(810) 424-8500
Marks & Goergens	(810) 354-1600
McMahon & McDonald, Inc.	(313) 416-7000
Northland Marketing	(810) 353-0222
Paul Inman Associates	(810) 626-8300
Pfeister Company	(313) 207-7900
Stark & Company	(810) 851-5700
Trepco	(810) 546-3661
UBC Huettner	(810) 296-3000
VIP Food Brokers International	(313) 885-6156

CANDY & TOBACCO:

Hershey Chocolate U.S.A.	(810) 380-2010
M & M Mars	(810) 363-9231
Sherri'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 Kafé 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

DAIRY PRODUCTS:

American Dairy Association	(517) 349-8923
Bernie Food Service	1-800-688-9478
Borden Ice Cream	(313) 871-1900
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
Loewenstein Poultry	(313) 295-1800

FISH & SEAFOOD:

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

FRESH PRODUCE:

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

ICE PRODUCTS:

Amenica'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:

Alphaforma Insurance Agency	(810) 263-1158
Amenica One	(517) 349-1988
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(810) 354-6110
CoreSource	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(810) 569-0505
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
Monroe-George Agency	(810) 489-9480
Murray, Benson, Recchia	(313) 831-6562
North Pointe Insurance	(810) 358-1171
Rocky Husaynu & Associates	(810) 557-6259
SelectCare	(810) 637-5391
Sinawi Insurance Group	(810) 357-8916
The Wellness Plan	(313) 369-3900

MANUFACTURERS:

Amato Foods	(313) 295-3357
Bill Mar Foods	1-800-654-3630
Brown & Williamson	(810) 350-3391
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeggi Hillstate Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	(313) 527-7240
Key West Soda Life Preserver	(305) 296-0005
Kraft General Foods	(313) 261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(810) 478-1350
Nestle Food Company	(810) 380-3670
Philip Morris U.S.A.	(313) 591-5500
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

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

MEDIA:

Arab & Chaldean TV-62 Show	(810) 352-1343
The Beverage Journal	1-800-292-2896
Booth Newspapers	(616) 459-1567
C&G Publishing, Inc.	(810) 756-8800
Daily Tribune	(810) 541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
WDIV-TV4	(313) 222-0643
WJBK-TV2	(810) 557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWWW-AM/FM	(313) 259-4323

NON-FOOD DISTRIBUTORS:

Advanced Formula Products, Inc.	(313) 522-4488
Albion Vending	(517) 629-3204
Gibraltar National Corporation	(313) 491-3500
Items Galore, Inc.	(810) 774-4800
Ludington News Company, Inc.	(313) 925-7600
McKesson Service Merch.	1-800-462-1908

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Charles Chips Snack Food Co.	(717) 285-7710
Frito-Lay, Inc.	1-800-24FRITO
Harbour Foods, Ltd.	(810) 333-3014
Kar Nut Products Company	(810) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Nikhlas Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(313) 365-5555

PROMOTION/ADVERTISING:

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

RESTAURANTS:

The Golden Mushroom	(810) 559-4230
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SERVICES:

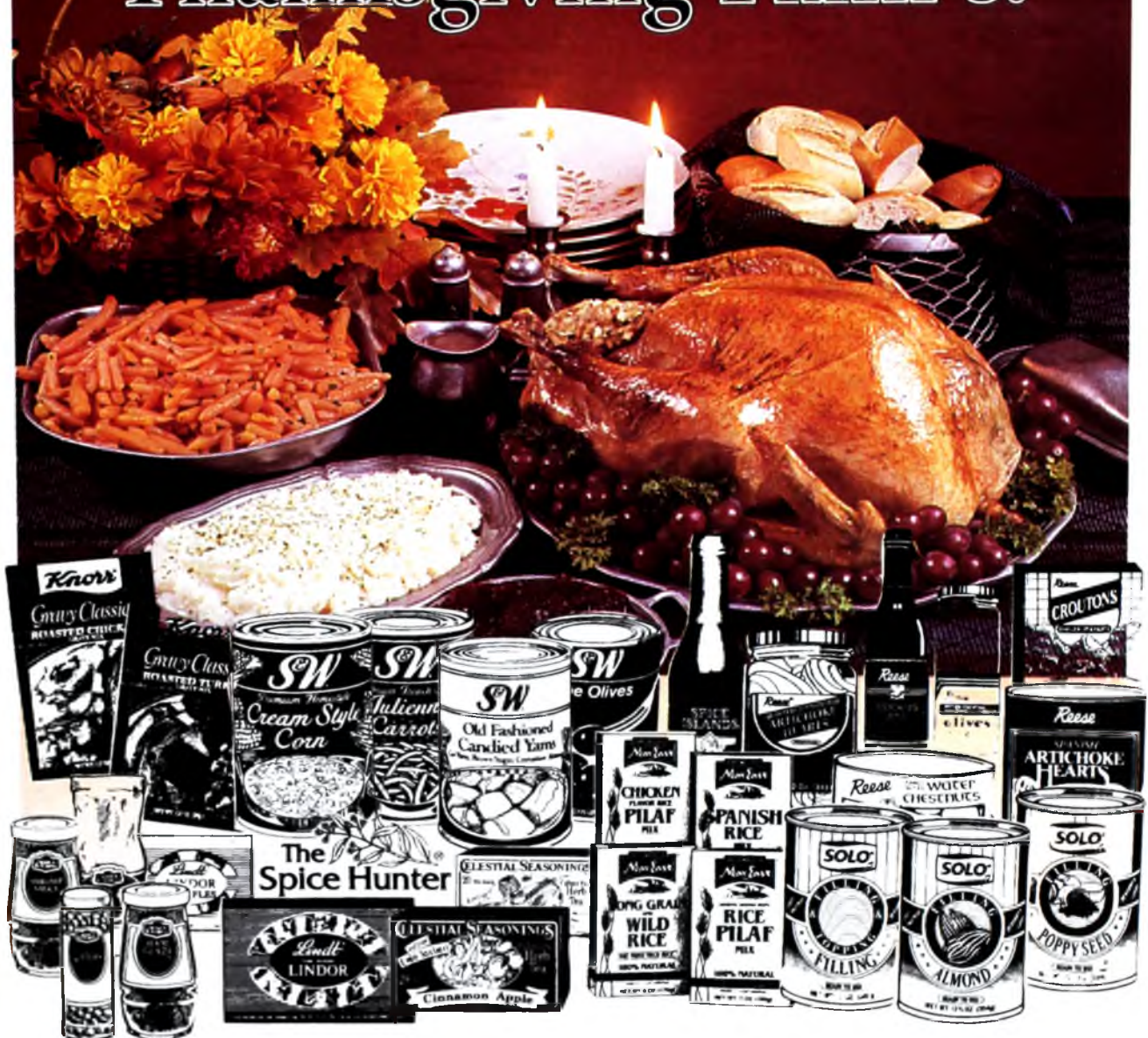
AARMCO Security	(810) 968-0707
A Catered Affair	(313) 393-5311
Akram Namou, C.P.A.	(810) 557-9030
American Express	(708) 778-9267
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-441-1409
Bellanca, Beatie, DeLisle	(313) 964-4200
Buiten Tamblin Steensma & Assoc.	(616) 949-0490
Cellular One	(313) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
Checkpoint Systems	1-800-257-5540
CIGNA Financial Advisors	(810) 827-4400
C&J Parking Lot Sweeping, Inc.	(810) 759-3668
Community bCommercial Realty Ltd.	(810) 569-4240
Detroit Edison Company	(313) 237-9225
Dialogue Marketing	(810) 827-4700
Dynasty Funding	(810) 489-5400
Eco-Rite, Inc.	(810) 683-2063
Follmer, Rudzewicz & Co., CPA	(810) 355-1040
Food Industry Professional Network	(810) 353-5600
Garmo & Co., CPA	(810) 737-9933
Goh's Inventory Service	(810) 353-5033
Great Lakes Data Systems	(810) 356-4100
Independence One	
Investment Group	1-800-622-6864
Infinity Communications Corp.	(810) 442-0067
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(810) 552-0500
Menzner & Urchuck P.C., CPA	(810) 356-1620
Metro Media Associates	(810) 625-0700
Michigan Bell	(810) 221-7310
Midwest Autolite	(810) 960-3737
Multi-gard/Audio Alert	(313) 562-2850
Nationwide Communications	(810) 968-0412
Network Real Estate Services	(810) 539-0900
NexTel Communications	(810) 213-3100
Paul Meyer Real Estate	(810) 398-7285
REA Marketing	(517) 386-9666
Franki Smith's Red Carpet Keim	(810) 645-5800
Peter Ragueas, Attorney/CPA	(313) 961-4800
Point of Sale Demo Service	(810) 887-2510
Sal S. Shimoun, CPA	(810) 424-9448
Sarafa Realty	(810) 851-5704

SDIS Inventory	(313) 526-4200
Edward A. Shuttle, P.C., Attorney	(810) 288-2080
Southfield Funeral Home	(810) 569-8080
Statewide Financial Services	(810) 932-8680
Thomas P. Solys, CPA	(616) 698-8855
Telecheck Michigan, Inc.	(810) 354-5000
Transactive Corporation	(404) 381-6747
Travelers Express Co.	1-800-328-5678
Ultracom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Voice Mail Systems, Inc.	(810) 398-0707
Western Union Financial Services	(810) 740-3520
Whitey's Concessions	(313) 2789-5207
Wolverine Real Estate Services	(810) 353-7800

STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration	(313) 565-2474
All-American Cash Register	(313) 561-4141
Amen-Con	1-800-888-1683
Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5140
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	(313) 469-2211
Hobart Corporation	(313) 6

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