Inside

Taking control of Worker's Compensation. Page 3

Wholesaler Profile—Kramer Food Company of Troy. Page 8

Lil' Havana Tobacconist has something for everyone. Page 12

Legislative Update

Latest revisions to price checking procedure released
The National Conference on Weights and Measures (NCWM) recently released the fourth draft of Examination Procedure for Price Verification.

The document is being developed by the NCWM Laws and Regulations Committee's Price Verification Working Group, which includes state and local weights and measures officials and the food industry. The latest draft includes more than 200 amendments, revisions, deletions and other changes suggested by interested parties. New terms were added to aid in understanding the procedure, and graphics were added to clarify the recommended sample collection procedures.

Significantly, the draft was amended to include all classes of trade, not just retail grocery stores, and a revised sample size for small stores/convenience stores was added. Other changes offer increased flexibility in both “randomized” and “stratified” sample collection procedures.

—FMI

More Updates page 10.

Happy New Year!

Turkey Trotting

Volunteers pose for a photo during the 1994 Turkey Drive. Thanks to our generous members and volunteers, 1,380 turkeys graced the tables of needy Metro Detroit families. See pages 6 and 7 for details.

AFD wins major legislative victory

Bill comes down hard on underage drinkers

It has been known by many names and numbers through the years, but its purpose has remained constant — to provide a strong deterrent for the purchase and consumption of alcoholic beverages by underage would-be drinkers.

After years of effort by AFD, the Michigan Legislature, in the waning hours of 1994, approved legislation (SB 482) addressing the purchase of alcoholic beverages by minors.

Legislative approval of the bill is particularly significant to AFD members. Nearly five years ago a similar measure, SB 119, sponsored by then State Senator, now Congressman, Jim Barcia (D-Day City) was vetoed by Governor James Blanchard. AFD and others aggressively pursued introduction of another bill that addressed concerns registered by the Blanchard administration.

The "minor monitor" committee was formed by AFD. Comprised of representatives from the educational community (including students), municipalities, retailers, legislators, judges, and law enforcement, a new bill was crafted that addressed the concerns of all. SB 482 is the result of that effort.

The bill is an outgrowth of beliefs long held by Michigan's retail community that current law involving the sale of alcohol to minors is woefully inadequate. Sale of alcohol to minors can result in retailers being fined or their licenses being suspended or revoked.

The Associated Food Dealers of Michigan sincerely thank the 1995 Trade Dinner Sponsors:

Gold Sponsors:
Anheuser-Busch, Inc.
Coca-Cola Bottling Company of Michigan
Heublein Inc. & Hiram Walker & Sons
Pepsi-Cola
Philip Morris USA

Silver Sponsors:
7-UP of Detroit
Bacardi Imports
Faygo Beverages
Frito-Lay
General Wine & Liquor Co.
Golden Valley Dairy
House of Seagram
Midwest Wholesale/Melody Farms
North Pointe Insurance
Paul Irman Associates
The Pfeister Company
Spartan Stores, Inc.
Stephen's NU-AD

AFD's 79th Annual Trade Dinner takes place at Penna's of Sterling Heights on Friday, January 20, 1995. Tickets are $160 per couple or $700 per table of 10; please join us! There will be 1,000 industry leaders at our formal gala. Call Danielle at (810) 557-9600 to reserve your tickets.

See Underage Drinking page 33.

The Pfeister Company
Paul Inman Associates
North Pointe Insurance
Spartan Stores, Inc.
Stephen's NU-AD

See Underage Drinking page 33.

Paper and paperboard account for more than 60% of all materials diverted from the municipal solid waste stream for recycling and composting.

<table>
<thead>
<tr>
<th>Material</th>
<th>Millions Tons Diverted</th>
<th>Share of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper &amp; Paperboard</td>
<td>20.9</td>
<td>62.6%</td>
</tr>
<tr>
<td>Metal</td>
<td>3.7</td>
<td>11.1%</td>
</tr>
<tr>
<td>Glass</td>
<td>2.6</td>
<td>7.8%</td>
</tr>
<tr>
<td>Plastic</td>
<td>0.4</td>
<td>1.2%</td>
</tr>
<tr>
<td>Other</td>
<td>5.8</td>
<td>17.3%</td>
</tr>
<tr>
<td>Total</td>
<td>33.4</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Franklin Associates, Ltd. (1990 data)

Happy New Year!
you got the right one Baby
Worker’s Compensation: Control your own destiny!

by Nabby Yono
AFD Chairman

As you know, the AFD has sponsored a self-insured Workers’ Compensation Fund since 1982. In addition to returning over a million-and-a-half dollars to our participating members, the AFD Fund has had a major impact on competitive rates in the food industry. At the same time, the direct involvement of a self-insurance fund allows a member, who wishes to keep his insurance costs down, to take advantage of the safety engineering and reserve requirements of the Fund. Your Fund, BECAUSE IT CARES ABOUT YOU, handles legitimate claims PROMPTLY, investigates questionable claims THOROUGHLY, and puts reserves on claims which are REASONABLE.

Unfortunately, due to the competitive nature of the food industry in Michigan, many store owners only look at price when they make their decision in insurance. Private insurance companies have the ability to offer discounts up-front, we do not. The State will not let us. Our rebates are paid after the fund year matures. Many of the members, who have been with us since the beginning of the Fund, have received in excess of 50% of their premium back in certain fund years. No one can guarantee what the future will be, but the future looks even better than the past has been for the AFD Fund.

Our loss ratios are running at approximately 50% of premium paid. Our ability to close claims quickly and promptly not only keeps those costs down, but keeps your store’s EXPERIENCE MODIFICATION low. Some in the private insurance industry have a practice of offering you discount premiums up-front and then reserving your claims at a high amount. This actually drives the cost of insurance up to an effective rate, which is, in fact, more than you would be paying if you are a member of the AFD Fund and you work together with the Fund to keep premiums down.

Joining the AFD Fund is not a temporary solution to driving insurance costs down. IT IS A PERMANENT SOLUTION. Many of you are loyal to your insurance agents. That is as it should be. We recognize the rights of agents to earn a living and to be paid a commission. The commission rates we pay your agents are consistent with the industry practice.

Take the time TODAY to contact your insurance agent. Tell him to contact us or contact us yourself, if you like. Ask for Lori Bentley at CoreSource, our risk management firm, at (313) 792-6555.

It is time to control your own destiny. It is time to become involved in one of the most valuable services AFD sponsors. The potential for growth and even a more profitable fund is endless. But every journey takes a first step. Participate in your own destiny by becoming an AFD Fund member. Spend a few moments today, learn how the system works, and in the end, we believe it will drive your total insurance costs down. Do not be fooled by price alone.

On behalf of the AFD Board of Directors, I would like to take this opportunity to wish everyone involved in our industry a happy, healthy and prosperous 1995.
Congratulations to Mike Kouza of E.M.U. Party Store in Ypsilanti on Joining the AFD.

Mario Seman of Mid-Joy Market in Livonia will take advantage of the AFD coupon program.

Bob's Party Store in Harrison, owned by Dick Irvine and his wife, Nancy (pictured), is a full-service convenience store.

L to R: John Daumeyer, Kurt Baumkel and Bill Herbert show off the new Arizona brand chocolate flavored drink.

Bill Bica of Tri-County and Phil Grennan of VOS Buying Group talk a little business.

Paul Grzelewski and Bill Pappas of Tri-County with Graham Firkett of Razor Edge Australian Lager and Beer Drinking Shark.

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

You can count on us for:
- Immediate FREE estimates
- Personal service
- Fully insured
- Serving SE Michigan
- One sweeper truck
- One-time cleanups
- Monthly Contracts
- Hourly rates

Sweep with an Attitude

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

A complimentary 200 page guide to "Buying, Selling, and Owning Your Home!"
A $9.95 Value! Absolutely Free!
Call SALLY DENHA
Anything to receive your copy!
1-(810)-647-1199 EXT 233
OR CALL
1-800-374-9433 EXT 233
Marty Fox and Tim Kelly pass out samples of Stroh's Non-Alcoholic beverage.

Walter Wolpin and son, Howard, are the proud owners of Tri-County Beverage.

Garry Sutton of Sapporo Draft (Japan's oldest beer) with Brian Greenlee, Director of Marketing for Tri-County.

Mike Mansour welcomes retailers to the Tri-County Holiday Show.

Everyone at the Tri-County Beverage Show had a wonderful time including Faris Naimi, Alan Naimi, Kevin Alchoo, Alan Gabbara and Ronnie Jamil.

Congratulations on your 79th Annual Trade Dinner!

...from your friends at Paul Inman and our many fine Principals

Paul Inman Associates, Inc.

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

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

FOOD & BEVERAGE REPORT, JANUARY 1995.
Thank You

The Associated Food Dealers of Michigan, The Chaldean Federation and the Chaldean Youth Club hosted their 14th Annual Turkey Drive. The group donated 1,380 turkeys to needy organizations in Detroit, Pontiac, Southfield and Inkster. The money raised for each city's local businesses was used to purchase turkeys for the needy in the corresponding area. A special thank you to all the companies who helped to bring holiday cheer to those in need this past Thanksgiving.

Detroit Donors:

Pontiac Donors:

Inkster Donors:

Southfield Donors:

Special Thanks To:
America’s Ice, Spartan Stores, and Value Center Market.

Blue Care Network

Letters

Dear AFD:
We would like to thank you for the turkey for Thanksgiving. It made our holiday a little more enjoyable. Thank you for caring about us during this holiday.
We are hoping one day we can help make the holiday more enjoyable for someone else.
We just want you to know that you gave us hope for tomorrow and for the holiday to come.
Thank you once again.
The Roger Phillips Family

Dear AFD:
To all of the merchants that donated the turkeys to the needy, I enjoyed mine on Thanksgiving Day.
Thank you very much.
Flora Hill

Dear AFD:
Thank you for selecting me to be one of the recipients of a Thanksgiving turkey. It has brightened my holiday outlook to have a traditional American turkey at my table.
Sincerely,
Ruth Crockett
Turkeys fly the coop!
Here are some photos from the 1994 Turkey Drive.

The following dedicated individuals volunteered on the 1994 Turkey Drive Committee. We are grateful for their support!

Ron Paradoksi, Turkey Drive Chairman, Coca-Cola Bottling Co. of Michigan,
Nabbi Yono, Orchard Food Center,
Mark Karmo, Royal Food Center,
Ronnie Jamil, Mug & Jug Liquor,
Chris Zehari, Pepsi-Cola,
Brian Yaldo, Majestic Market,
Harley Davis, Associated Food Dealers of Michigan,
John Lounis, Value Wholesale,
Ed Zair, Security Express,
Rocky Husaynu, Independent Insurance Planners,
Rita Roumia, Chaldean Federation of America,
Sami Arafat, Fast Franks Party Store,
Art Yaldoo, America's Ice,
Alan Mansour, Chaldean American Youth Club,
Amir Garmo, Chaldean American Youth Club, and
Amir Denha, Chaldean Detroit Times.

Call 1-800-441-1409.
And while you stock the shelves, we'll work the phones.

You've got enough to think about. So let us handle your public telephone. Choose Ameritech and you'll get more than a public telephone. You see, all of our public phones come with a team of experts who will provide reliable service, regularly scheduled testing, maintenance and prompt repair. All at no cost to you. We'll take care of set replacement and guarantee lost coin refunds. From attracting business to increasing customer traffic, we want to help you choose the right location for your phone. And, when you're ready to expand, we'll be there every step of the way.

For generations we've been building our business by helping people like you build yours. Just call the Associated Food Dealers at 313-557-9600 or Ameritech at 1-800-441-1409.

©1994 Ameritech Corporation
Kramer Food Company has long relationship with Michigan

by Shannon Swanson Taylor

Kramer Food Company, a distribution powerhouse in Michigan, had very humble beginnings. Started as a German food distributor after World War II by then owner Oscar Moss, Kramer Food Company catered to the sizable German-American population in Michigan.

In 1965, Michael (Mickey) Shanker, a grocery buyer from Farmer Jack was hired. It was Shanker and his partner, Jim Gell, who later decided they couldn’t continue to cater to just the ethnic markets and looked for a larger selection of items to introduce to a variety of markets including larger supermarket chains.

Shanker is now president and Gell is chief operating officer of Kramer Food Company.

Today, Kramer Food Company represents 10,000 specialty items in 4,500 stores which range from the smallest convenience stores to the largest supermarkets.

“We distribute everywhere in Michigan,” said Jeff David, vice president of sales. They also distribute into Northern Indiana and as far south as Mid-Ohio.

Kramer owns 54 trucks of various sizes to distribute their products to retailers.

Operating out of three warehouses in Troy, Kramer is an importer and distributor of gourmet foods, specialty foods, confections, natural foods, imported waters, frozen food, dairy products, delicatessen items, and Kosher foods.

In 1989, Kramer Food Company purchased a Kosher food distributor, Raskin Foods Inc., which made Kramer the largest Kosher distributor in Michigan.

This year they recently began to distribute Cabana Potato Chips outside of the Metro Detroit area.

They also have a cookie division which primarily handles the Delicious label, and a new age beverage division as well.

Kramer sees approximately 200 new items a month in their Troy offices and attends six to seven food shows a year looking for new and trendy items to show the marketplace.

“Retailers are constantly seeing new items from us,” says David.

He continued with “We are always looking for those unique items. We distribute fat-free, ethnic, new age, trendy, healthy, natural and diet foods. We try to find those items that are on the cutting edge of business. We distribute ‘top shelf’ items as well as value priced cookies.”

David also feels that Kramer has a very important strength—that they are a full service organization which helps to distinguish them from their competition.

“We are happy to be a distributor in the state of Michigan where competition is fierce. We always have an open door policy for our customers and are willing to listen to any suggestions and ideas on how to be a better distributor for them. Anybody reading this with any ideas should not hesitate to call,” said David.

In 1995, Kramer Food Company hopes to grow in Michigan and to continue to provide quality goods and the best service to all retailers, big and small, in their marketing area.

For more information on Kramer Food Company, please call them at (810) 585-8141.
Display and Advertising Opportunities will deliver increased sales and profits! Watch for the 1995 Stark & Company Coupon Spectacular!

F.S.I. coming weeks of February 13, and 20, 1995

A MAJOR PROMOTIONAL EVENT

See your Stark & Company Sales Representative for promotional and display opportunities
The “Contract with America”

The new Speaker of the House, Newt Gingrich (R-GA) has boldly called for sweeping legislative changes, starting with the “Contract with America.” The “Contract” is essentially 10 pieces of legislation that Republicans promise to bring to a vote in the first 100 days of the 104th Congress. It is likely that the “Contract” will dominate the legislative agenda until summer. Leaders have already tentatively canceled the spring recess to work on this legislation. The debates, compromises and votes that occur during this time period will dictate the tone and effectiveness of Congress for the next two years. The Contract includes:

1. Balanced Budget Amendment
2. Crime-Close so-called loopholes and limit appeals in death penalty cases. Increase appropriations for incarcerating repeat violent criminals.
3. Welfare-Cut off benefits under the main federal-state welfare program after two years and require recipients to report the identity of a child’s father before collecting benefits.
4. Children-Set up a nationwide tracking system to find parents who fail to make child support payments.
5. Middle-Class Tax Cut-A $500 per child tax credit, repeal of the marriage tax penalty and restructuring of the Individual Retirement Account rules.
6. National Security-Restrict the United Nation’s ability to command US troops and restore discretionary budget “firewalls” that separate defense, domestic and international spending.
7. Senior Citizens-Raise the Social Security earnings limit which currently forces seniors out of the workforce.
9. Legal Reform-Enact “Loser Pays” laws, limit punitive damages, and reform product liability laws to stem the endless tide of litigation.
10. Term limits-Limit House members to six or 12 years and Senators to 12 years.

Our position, word by word.

Minors

No one should be allowed to sell cigarettes to minors. Minors should not smoke. Period. That is our position. That’s why Philip Morris developed a comprehensive national program to prevent sales of cigarettes to minors.

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

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

At Philip Morris, we will continue to work with our retailers on this important issue. For a free copy of our booklet, Smoking Issues, which contains more information about the “It’s The Law” program, as well as information on other issues relating to smoking, please call us at 1-800-852-3443, Ext. 219.

We want you to know where we stand.

Injunction requested against illegal USDA ground beef sampling

The National Grocers Association (NGA) and six supermarket and meat industry organizations requested a permanent injunction against the United States Department of Agriculture’s (USDA) new micro biological sampling program of ground beef products. On October 17, USDA illegally initiated a new enforcement policy to test ground beef in processing plants and retail supermarkets to determine the presence of E. coli 0157:H7 contamination.

NGA believes that the new USDA Food Safety and Inspection Service (FSIS) sampling program is ineffective in providing meaningful consumer protection from E. coli 0157:H7 contamination and that the FSIS action is illegal because it violates the Administrative Procedure Act (APA). The action fails to provide legal opportunity for public notice and comment when implementing new enforcement policies. In addition, NGA believes that the action is arbitrary, capricious and discriminates against the ground beef and retail food industries.

By charging meat contaminated with E. coli 0157:H7 to be “adulterated,” USDA has also violated the Federal Meat Inspection Act by changing a long-standing policy that has consistently considered products containing pathogens that can be eliminated through cooking, not to be adulterated.

—NGA

MLCC adopts NABCA Standard Quotation Form

The Michigan Liquor Control Commission will be converting to the NABCA-approved standard quotation form. The change will be phased in, effective with the April 30, 1994, price book.

MLCC has advised that any vendor who will be requeoting for that price book must use the new form. Vendors who are not changing existing quotations for that price book will need to refile a new quotation.

The MLCC will advise vendors of this form change with the announcement of the quotation filing deadline.

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

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

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

or

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

Philip Morris has taken legal action more than 1,800 times in cases where our tobacco brand logos were used illegally, often on products intended for use by minors.
CONGRATULATIONS
ON YOUR
79th ANNUAL
TRADE DINNER!

From DETROIT 7UP
DISTRIBUTORS FOR:
Canada Dry Ginger Ale & Mixers
R.C. Cola
Sunkist
Hires Root Beer
Hawaiian Punch
Clearly Canadian
Evian Spring Water
Gatorade Vending Equipment
Mistic Natural Sparkling Juices
Lil' Havana Tobacconist has something for everyone

by Shannon Swanson Taylor

Open for three months, the Lil' Havana Tobacconist has one of the most extensive tobacco product collections in the Detroit area. They have over 50 different brands of cigars in stock and each brand comes in an assortment of sizes, shapes and vintages. They also come from all over the world including Honduras, Nicaragua, Jamaica, Dominican Republic, Canary Islands and more.

Included among the brands of cigars they have available are Zino, Temple Hall, Thomas Hinds, Royal Jamaican, Diana, León Jimene's Credo, La Gloria Cubana, Griffins, Onyx and Macanudo.

The Lil' Havana Tobacconist also carries a selection of various pipes, some of which date back as far as the 1600s. A sterling silver cigar case with a real ruby button and a gold inlaid coin exemplifies the fine art and craftsmanship noticeable throughout the shop. The store, owned by the father and son duo of Ghalib and Sam Mona, displays collectibles and curios. It is no ordinary tobacco shop.

"Sam has a knowledge of fine art and blended it with great cigars, both of which he has a certain appreciation for," said Randy Bell, associate.

Greeting you as you walk through the front doors are two authentic cigar store Indians carved especially for the Lil' Havana Tobacconist.

According to Sam, "The store is different from other tobacco shops because it is more modern."

Unlike most stores these days, this shop allows smoking inside.

"If you want to light a cigarette or cigar, we'll light it for you," Sam said.

The shop is also planning "Cigar Nights." These special nights will be held at upscale restaurants to promote cigars. It will be a time when people can enjoy a good drink, a fine cigar and the company of other cigar enthusiasts.

"We want the evening to be memorable," said Sam.

The parties are scheduled to begin in February.

Located near the intersection of Orchard Lake and Maple Roads in West Bloomfield, the Monas find it to be a perfect location.

"We picked this particular location because a store like this couldn't be done just anywhere," said Sam. "We did a great deal of research and found this to be an ideal area."

Orchard Lake Road is home to other upscale stores and beautiful big homes fill the surrounding neighborhoods.

Although the store appears to be "a man's store," Ghalib said a lot of women come in as well, mainly for the unique collection of gifts.

Along with its collection of cigars, Lil' Havana Tobacconist has "gifts for the people who have everything and you don't know what else you can get for them," says Sam.

Humidors, briefcases, briefcases with mini pool tables and casino games inside, casino-style chips, jewelry boxes, Mont Blanc pens, Vodka shooters, various pipes including corn cob pipes, tobacco, cigarettes, lighters, beer steins, cigar holders and cutters, and match boxes are just a few of the unique items available. All of these were selected by Sam and Ghalib.

"It has always been my dream to own a store like this," said Sam. And shoppers can look forward to another dream coming true when the second location opens soon. (Time and place to be announced.)

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

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

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

Team up with Chester Fried and the only thing that will be going through the roof are profits.

Call DCI Food Equipment or Kenworth Food Equipment today for more information:

(313) 369-1666 or (800) 899-9324

FAMILY RESTAURANT EQUIPMENT
5350 E. Davison - Detroit, MI 48212

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

Ghalib Mona, owner, shows off some of the wares available in the shop.
Premium Brands from The House of Seagram

Mean Premium Profits!

MARTELL COGNAC

Crown Royal

THE LEGENDARY IMPORT

Captain Morgan

ORIGINAL SPICED RUM

GODIVA

Liqueur

The House of Seagram

For Sales and Information, Call (810) 553-9933
**News Notes**

**Miller Brewing sponsors Carolina Panthers**

Miller’s support to extend through 2005

Miller Brewing Company and the Carolina Panthers announced that Miller will be the team’s malt beverage sponsor for its first decade as an NFL franchise.

Beginning with the Panthers’ inaugural season at Clemson’s Memorial Stadium, Miller’s 10-year commitment to the Panthers includes advertising on the Panther television and radio networks, in-stadium signage and video commercials, print advertising in Panther publications and a variety of promotional opportunities.

**Michigan ice cream company receives top honors two years in a row**

Ashby’s Sterling Ice Cream of Oak Park, Michigan, was awarded “Best New Flavor” for the second year in a row for their Raspberry Chip Cheesecake Ice Cream on October 25, 1994, at the National Ice Cream & Yogurt Retailers in Oklahoma City. (At the 1993 annual convention, Ashby’s Amaretto Cherry received this honor.)

Ashby’s Vanilla Bean, French Vanilla and Chocolate ice cream’s took first place in their respective categories.

**“We Make U Bake”**

More than 1,700 pies were made during the third annual “We Make U Bake” pie sale to benefit youth in the “Thumb” area.

Sweetening the pie are (l-r): Michigan Sugar Company Agricultural Manager Richard Jacoby; Factory Manager Lewis Zemanek; Great Lakes Sugar Beet Growers Assoc. President Stanley Gettel; Bluewater Thumb Youth for Christ Campus Life Director for the Akron, Fairgrove and Reese region, Todd Cramer; and Campus Life Director for the Laker and U.S.A. region, Steve Fletcher.

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

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

Golden Dental Plans
29377 Hoover Road
Warren, Michigan 48093

1-800-451-5918

**CATCH SUPER SAVINGS**

Starts January 10th through January 30th, 1995

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

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

TONY'S PIZZA SERVICE
The Driving Force In Frozen Profits

FOR SALES & SERVICE CALL 1-800-247-1533
Monitor Sugar promotes three

Monitor Sugar Company, in Bay City, Michigan, recently announced the promotions of three of its employees.

Carol Kunitzer was promoted to sales manager. She will oversee the company’s grocery and food service activity.

Chuck Homung was named Assistant Distribution and Warehouse Manager. In his position, Homung will monitor the daily quality control of the warehouse facility and its equipment.

Beverly Erickson was appointed to the position of buyer. As buyer, Erickson will work with the vice president of procurement to secure daily supplies and operational materials.

Long time AFD member dies

Next to his loved ones, the most important thing in Frank J. Chiarelli’s life was the family business.

Chiarelli was the former president of Chiarelli Enterprises, a family-owned business that included a bakery, grocery store and meat market that developed from Chiarelli’s Market, started in 1925 by Ercole Chiarelli, Frank’s father.

Chiarelli stepped down as president of the company in July because of a lengthy battle with leukemia.

He died of leukemia on Dec. 3, 1994, in Henry Ford Hospital of Detroit. He was 65.

Born and raised in Lincoln Park, Chiarelli obtained a journalism degree from the University of Detroit and served with the U.S. Army in Korea from 1951-53.

Chiarelli was a member of the Lincoln Park Chamber of Commerce, Knights of Columbus, Exchange Club, Lincoln Park Building Commission, Lincoln Park Historical Society, Lincoln Park Hockey Association and the Lions Club. He served as a Lincoln Park police commissioner.

For his civic involvement, which included donating food baskets for the needy at Thanksgiving, Christmas and Easter, Chiarelli’s name was inscribed in the Exchange Club’s Book of Golden Deeds; and in 1993 he was honored by the Lincoln Park Historical Society as Italian-American of the Year.

Danna joins McMahon & McDonald

Larry Danna has joined McMahon & McDonald, Inc. as Vice President of Perishable Sales.

Danna’s previous food brokerage experience include Senior Vice President Perishable Sales, The Pfeister Company; General Manager Retail Division, C. Mascari & Associates, Inc.; and Senior Vice President Eastern Michigan Division Manager, D-Mar Food Brokers, Inc.

Danna will be headquartered in Detroit and will be responsible for sales and marketing of McMahon & McDonald’s dairy, frozen and ice cream products in Southeastern Michigan.

Two leave Spartan

Vice President of Procurement and Inbound Logistics Ken Wagar and Vice President Grand Rapids Distribution George Williams have recently resigned from Spartan Stores and will pursue other opportunities.

There are no plans to fill either of these positions. All managers and directors who previously reported to Ken Wagar or George Williams will now report directly to Bill May, senior vice president distribution/information services.

Snowflake Ball

The Associated Food Dealers of Michigan cordially invites you to attend our 79th Annual Trade Dinner January 20, 1995 at Penna’s of Sterling Heights.

Join Over 1,000 Industry Leaders:

- cocktails & hors d’oeuvres
- professional pianist
- sumptuous five course gourmet meal
- The Contours “Shaking ‘em Down”
- free caricatures & free photographs
- free valet parking (optional)
- formal attire preferred

Tickets are $700 per table of 10 or $160 per couple; please call Danielle MacDonald, AFD Special Events Director, to reserve your seat at the Snowflake Ball at (810) 991-9600.
Application period for southern vendors begins

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

The counties included in the contract cycle for the southern part of the state are: Allegan, Monroe, Ingham, Berrien, Muskegon, Jackson, Calhoun, Ottawa, Kent, Clinton, Van Buren, Livingston, Gratiot, Wayne, Hillsdale, Barry, Montcalm, Ionia, Branch, Oakland, Kalamazoo, Cass, St. Joseph, Eaton, Washtenaw and Macomb.

The application period for WIC vendors in the southern part of the state is from January 1, 1995 through March 31, 1995.

During this period all currently contracted vendors in the southern part of the state interested in WIC authorization must submit a new “WIC Vendor Application” for a new contract. An application along with instructions will be mailed to each contracted vendor during January, 1995.

Vendors who had been placed on the “waiting list” will be notified of the application period and those who wish to seek WIC authorization must submit a written request for a new application.

Other vendors in the southern part of the state who wish to be considered for WIC authorization may also apply during this period by sending a written request for an application.

Approved vendors will receive two year contracts valid from July 1, 1995 through June 30, 1997.

---

**Calendar**

- **January 20**: AFD Trade Dinner, Pennas, Sterling Heights
- **February 1 - 4**: NGA Annual Convention, Las Vegas, Nevada
- **March 5 - 8**: NAWGA/IFDA Convention, Dallas, Texas
- **March 11 - 14**: Annual Produce Conference, Fort Myers, Florida
- **March 13 - 14**: 1995 FMI Public Affairs Assembly, Rochester, NY
- **March 22**: Category Management: The Merchandising Tool of the Future, Adams Mark Hotel, Memphis, Tennessee
- **April 23 - 25**: Supermarket Pharmacy Conference, San Antonio, TX
- **April 25 - 26**: AFD Trade Show

---

**Happy Anniversary, AFD!**

The food industry applauds your 79 years of dedicated service and commitment.

Congratulations from all your friends at

**FAYGO**

3579 Gratiot Avenue
Detroit, Michigan 48207
(313) 925-1600
Fax (313) 571-7611

---

**BUSINESS OWNERS—**

INCREASE YOUR PAYPHONE PROFITS!!!

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

Now Earn Profits from Long Distance, too!!!

**BUY YOUR PAY PHONES FROM**

**MIDWEST AUTOTEL SERVICES, INC.**

Ed Betel, Owner
(810) 960-3737
3160 Haggerty Road, Suite M
West Bloomfield, Michigan 48323

---

**79 Years Young: Way To Go, AFD!**

**THE TASTE OF THE NIGHT**

BACARDI® BLACK RUM

Best Wishes from

**BACARDI IMPORTS, INC.**

34705 West 12 Mile Road
Farmington Hills, Michigan 48331

For Sales Information, call Bacardi Imports, New Area Code (810) 489-1300

**BRAD KEYES**
This could happen to you!

A big bump in the night: Thieves rumble through

"THE FOGGER"

ANTI THEFT, CRIME DETERRENT

"THE FOGGER"

FILLS ROOM WITH THICK FOG IN LESS THAN 30 SECONDS!

SPACE AGE TECHNOLOGY STOPS THIEVES FAST!

- Stops "Smash and Grab" Crime!
- Bewilders thieves!
- Installs in minutes!
- Easy to use!
- Harmless fogger smoke!
- 100% safe and effective!

THIS SYSTEM AVAILABLE FOR APPROX. $30.00 PER MONTH!

Call our office and let us tell you all about the most amazing security system ever offered for protecting your properties

STEVE CONN & ASSOCIATES
3077 Northwestern Highway
Suite 107
Farmington Hills, Michigan 48334
Phone (810) 932-0111;
Fax (810) 932-6389

Multi Gard Security Systems
P.O. Box 906
Dearborn Heights, Michigan 48127-0906
Phone (313) 562-2850;
or 1-800-544-4273

FOOD & BEVERAGE REPORT, JANUARY 1995.............17
Second stint gives Gerald Law unique perspective

by Virginia Bennett

Newly elected representative Gerald Law hit the ground running when he took office January 1. Law, a Republican from the 20th District, is reentering the legislature after a three-year hiatus. He looks forward to possibly serving on the committees he has had experience with including the state affairs (lottery), judiciary, insurance and public health committees.

Law’s most recent position was as an administrative assistant to the lottery commissioner. Thus he has formed solid opinions about what will keep the lottery a money maker for retailers, schools and the state. Of the 33 states that have lotteries, 27 are approved to join multi-state lottery associations such as Power Ball. Michigan is one of the few that can’t join this multi-state lottery and Law feels that we are missing out on a good opportunity. He is convinced that the lottery is a business and it will prosper only if it is given the latitude to operate as a business in its own best interest.

Law will encourage the legislature to resist any temptations to enact further legislation to restrict the lottery. He feels that previous pieces of legislation have limited the potential to maximize sales. One example cited by Law, was the legislation making it illegal to publish the lottery winner’s name. This hurts the lottery because it makes the public skeptical and causes the lottery to lose out on publicity.

Regardless of the committees Law eventually is chosen to sit on he looks forward to the changes that may be possible in a Republican majority legislature. "Realistically, change takes time, but the world is changing and we have to keep asking if there is a better way of doing things." Law believes that two-year budgets will lead to better planning thus lowering, not just shifting taxes.

The annual budget now takes precious time—from January to July—to be formulated. This is time taken every year that could be spent reevaluating old programs and thinking of better ways to use limited revenue. Some programs no longer have a useful life, but without having time to reconsider them, they continue on indefinitely. A two-year budget could be exquisitely fine tuned in the second year. This would allow more time for study and evaluation of ongoing programs.

Law sees opportunities for significant change in other areas as the federal government passes responsibility for entitlements to individual states. "States are better equipped to use their imagination to come up with programs that better suit their needs," he says, "as an added bonus, dollars spent will be spent in state."

Clinton’s health care reform was just one example of a government mandated program that was unpopular with small business owners. Although Law agrees that health reform is necessary, he feels the states can provide basic health coverage or at least catastrophic illness coverage without further burdening small businesses. He also believes the Single Business Tax is complicated, unfair and overdue to be fine tuned.

"It is a tax on employment instead of on a profit," says Law, "it doesn’t make any sense." He supports unemployment tax reform, as well. Minimally, a one-week waiting period would save a few dollars for those who pay.

Other taxes which he would like to see changed include intangible taxes which penalize savers and investors while the government is trying to encourage saving.

With the experience gained during his former term, Law realizes that all these changes will take time. Still, as a Republican he’s committed to tax reduction and less government. Knowing the ropes in Lansing will get Law off to a fast start.

You can contact Representative Law at (313) 455-6950.
Working With CoreSource, Our Third Party Administrator

AFD Is Taking Workers Compensation Costs In A Different Direction

The CoreSource Approach

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

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

Local Perspective, National Resources

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

Proven Results

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

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

For More Information, Call Toll Free: 800 482 0615.

*Social Security Administration

CoreSource
Healthcare & Workers Compensation Solutions

Printing at its Best!

Stephen's NU-AD
CREATIVE ADVERTISING & PRINTING
17630 EAST TEN MILE ROAD
EASTPOINTE, MICHIGAN 48021
(810) 777-6823 • Fax (810) 777-1434
The Smart Way
To Greater Sales, Profits
And Commissions From
Michigan Lotto!

SMARTPLAY!

+ A new value-added game feature your Michigan Lotto player will love!
+ Offers your player a free Michigan Lotto $1 Easy Pick automatically when they buy a $5/5 wager Michigan Lotto ticket!
+ Six chances to win millions for the price of five!
+ A limited offer which runs January 6-March 4, 1995!

Join the thousands of lottery retailers statewide who've enjoyed record sales and greater profits. Simply call one of our regional offices:

- Bridgeport: 517-777-7140
- Marquette: 906-288-6200
- Detroit: 313-256-1580
- Southgate: 313-282-6045
- Grayling: 517-348-7601
- Sterling Heights: 810-938-2300
- Lansing: 517-335-5785
- Wyoming: 517-539-9688

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

Try new Prestige Frozen Yogurt and Ice Cream, the flavors will bring in the customers, the tastes will make them smile!

Contact your Melody Farms sales representative for a sampling of these new products and additional details.

Delightfully New, Indulgently Delicious!

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

**TAKE A BITE OUT OF CRIME**

AFD increases reward for robbery convictions

This publication, AFD Food & Beverage Report, will pay a $2,000 reward to anyone who provides information that leads to the apprehension and conviction of anyone who commits an armed robbery against one of the association's members or member facilities. The previous reward ante was $1,000. Called "Take a Bite out of Crime," the program is intended to thwart food store and vendor truck robberies throughout the state. AFD worked in coalition with law-enforcement officials to develop this program, which runs through December 31, 1995.

AFD Food & Beverage Report is supplying its members with new "Take a Bite out of Crime" stickers, which reflect the increased reward ante. The stickers are intended for posting on delivery trucks and store windows. Anyone, except the victim, who provides information about an armed robbery against a business displaying this sticker is eligible for the reward, provided the information leads to a conviction.

In order to collect the reward, the person who has the information about an armed robbery must first contact the local police department. After the conviction, they should contact AFD at (810) 557-9600. Once the facts are verified, AFD will issue the $2,000 reward.

---

**Employees who quit may take more than last check**

Supermarket employees who intend to quit their jobs admitted stealing an annual average of $245.89 in cash and merchandise from employers, according to a recent survey conducted by FMI and London House, a leading developer of human resource assessment systems for business. That figure is more than seven times greater than the average theft of $34.27 reported by employees content to stay with their current employers.

The fourth annual survey questioned 850 supermarket retail clerks and cashiers, each from separate stores, about their attitudes regarding on-the-job theft. Twenty-four percent of those planning to leave their jobs provided dollar estimates of the amount they stole from employers. When factored, those amounts could cost more than $1.8 million in theft per year.

---

**Acme on the Move in '95**

Proudly Announces New Family Members...

---

**SALES & MARKETING**

"Our staff. We feel this is the greatest resource of any corporation." For sales & marketing information call (810) 968-0300

21850 Greenfield Road, Oak Park, Michigan 48126

GRAND RAPIDS, MI

(616) 538-4040

TOLEDO, OHIO

(419) 891-1034
Michigan Lottery kicks off New Year with exciting new games and promotions

by Jim Kipp
Acting Lottery Commissioner

The Michigan Lottery will kick off the New Year with lots of new games and promotions, a great way to build Lottery excitement and increase sales.

"Park Place," "Pennsylvania Avenue," and "Boardwalk" are coming to Michigan! For the first time ever, the Michigan Lottery will introduce a "Monopoly" instant game with a top prize of $10,000. Everyone has fond memories of playing the Monopoly board game. Now Michigan Lottery players can have just as much fun, with a chance to win great cash prizes. The new $2 instant game, which will go on sale at Lottery retailers on January 2, offers players the chance to win up to three times on each ticket. Here's how to play Michigan's new "Monopoly" instant game:

- Scratch roll #1 to reveal the number of spaces to move. Start at "GO" and count the spaces, then scratch the space you land on.
- Scratch roll #2 to reveal the next move. Count from where you landed, scratching the next space you land on.
- Keep rolling the "dice" and scratching.
- Land on "Community Chest" or "Chance" for a chance to win the Bonus Prize.
- After completing play, scratch all remaining spaces to double check your ticket.
- Match your symbols to the prize list and win the prize shown. The new "Monopoly" instant game is fun and easy to play! It's a popular game in other states and we expect it to do well here too. The Lottery will provide television, radio and point-of-sale support for this new and exciting game. Remember, this $2 ticket means double the sales commission!

The Michigan Lottery will also introduce two $1 instant games in January, "Ace in the Hole" and "Fortune Cookie." Players can win up to $3,000 in the "Ace in the Hole" instant game, which goes on sale on January 2 at Michigan Lottery retailers statewide. If "Your Card" beats the "Dealer's Card" in any game, players win the prize shown for that game. Players can win up to three times on each "Ace in the Hole" instant game ticket. If a player's "Bonus Card" is an Ace (A), the player wins all three prizes.

Michigan Lottery players can try their luck playing the new instant game called "Fortune Cookie," which goes on sale January 30.

If players match any of "Your Numbers" to the "Lucky Number," they win the prize shown below that number. Players can win up to three times on this "delicious" instant game! Thinking about how to pay off all those holiday shopping spree bills? Michigan Lottery players can get an extra chance to win millions by playing the Michigan Lotto game from January to March. Beginning January 6 and running through March 4, Lotto customers can "Ask for the Sale" and get an extra Lotto wager free! When a $5 five-wager Lotto ticket for a single drawing is purchased, players automatically get a Lotto easy pick ticket free.

In addition to colorful point-of-sale materials, the Lottery is providing newspaper and radio advertising to support this promotion. It's the "smart" way to play Lotto! Make the most of this promotion by displaying colorful point-of-sale materials and "Ask for the Sale." That's the smart way to increase awareness and sales!

Lastly, the Michigan Lottery unveils new drawing equipment for the Daily 3 and Daily 4 games in December. Michigan's new daily drawing equipment is state-of-the-art. The new equipment is a change for the better, it offers a new look but uses a tried and true selection process. Our players were not satisfied with the old electrically driven wheel modules. Players complained primarily about the rocking motion between numbers that occurred with the wheel modules. Clearly, there is no confusion as to what number is drawn with the ping-pong ball equipment. Most other states also use a similar type of equipment because players understand the concept of the ping-pong ball blowers machines.

The new drawing equipment is called a "Paragon" machine. The Paragon machines, one for the Daily 3 game and one for the Daily 4 game, are columnar in design and 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 machines use standard ping-pong balls. One set of balls is used in each chamber. A set of balls consists of ten balls numbered from zero (0) through nine (9).

See Lottery page 33.

NEW PRODUCT

Cecil Fielder's Stadium Chili

with Michigan grown black beans. 71/2 oz. single serving microwavable-disposable bowls.

Mildly spiced, contains no cayenne red pepper.
- All natural, no preservatives added.
- Easy to heat, microwave for approximately 60 seconds.
- Excellent quick lunch or snack for kids and adults.
- Serve on hot dogs or by itself.


For additional information, call 1-800-822-6971

Bankwell Mortgage Company
2800 Middlebelt Road, Suite 120
Farmington Hills, MI 48334
810-851-3100 • Fax (810) 851-0069
Pager (313) 302-3684
LARRY SABRI GARMO

• New Mortgages
• Refinance Loans
• Pre-approval Programs
• New Home Buyer program
• Reduced Documentation Mortgage
• No Income Verification Mortgage
• No Doc—No Documentation
• 30-Year Fixed Rates
• 15-Year Fixed Rates
• Adjustable Rates
• Balloon Mortgage
• Bruised Credit
• 3% Down
• Self-Employed, No-Income Verification
• Construction, Home Equity Loans

24......FOOD & BEVERAGE REPORT, JANUARY 1995
Miller’s St. Patrick Day promotion wishes luck in colors of Ireland’s flag

“The luck of the Irish” is the theme for Miller Brewing Company’s St. Patrick’s Day promotion this year, and most of the point-of-sale and merchandise items feature the green, white and orange of Ireland’s flag.

While Miller Lite and Lite Ice are featured in this traditional St. Pat’s Day promotion, Miller Genuine Draft gets special billing as “Ireland’s #1 imported beer.”

This fact is highlighted on a 6-foot-by-3 foot imprint banner featuring the traditional Irish colors, shamrocks and brand identification and also on a 6-foot-high cutout of an MGD bottle surrounded by shamrocks. A banner behind the bottle reads: “The luck of the Irish. Happy St. Patrick’s Day from Ireland’s #1 imported beer!”

Other banners feature Lite with Lite Ice and all four brands together, including Miller Genuine Draft Light, and each brand has its own bottle cutout.

A special offering this year is the St. Patrick’s Day souvenir stadium cup. Where legal, these take-home cups can be personalized with the retailer’s name on one side and “Luck of the Irish” graphics on the other. Companion pieces to the cups are disposable 32-ounce pitchers.

Shamrocks always say it’s St. Patrick’s Day, and this year Miller offers shamrocks on string pennants, stickers, banners, balloons, wall decorations and table tents.

For bartenders and waitstaff, Miller offers a wide array of brand-identified merchandise including derbies, T-shirts, glow buttons, garters, vests and clip-on shamrock earrings, where legal. Another great attention-getter is white boxer shorts with green shamrocks.

Genuine Coca-Cola bottle comes to Detroit

A consumer favorite best known package design unleashed in new form

The Coca-Cola Bottling Company of Michigan unleashes the power of the single most recognized trademarked package on earth as the 20-ounce Contour Bottle hits store shelves at retailers throughout the Metro area.

Michigan’s Leader in Liquor Liability for 7 years running!

North Pointe Insurance Co.

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

Our outstanding service has made us #1

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

1-800-229-NPIC
1-810-357-3895 FAX
Admitted, Approved and Domiciled in Michigan

or call AFD at 313-557-9600 or 800-66-66-AFD

“Nothing communicates the essence of Coca-Cola like the Genuine Coca-Cola Bottle,” said Bill Holl, division vice president for Coca-Cola Bottling Company of Michigan. “It is the best known package since the egg.”

Coca-Cola classic, Diet Coke, caffeine free Diet Coke and cherry Coke will be sold in this proprietary package.

Research confirms that the Genuine Coca-Cola Bottle has many intrinsic qualities. Consumers in 20-ounce PET Contour Bottle test markets—especially young people—have demonstrated a decided preference for the look and feel of the plastic Contour Bottle.

Until now, it had not been possible to distribute a commercially viable contour plastic package. Experimental efforts by Coca-Cola and its packaging suppliers, along with advances in plastics technology, have made the introduction of the new contour possible.

To legions of loyal fans, the bottle represents the essence of form and function. In May, 1950, Coca-Cola in the Contour Bottle became the first consumer product to be featured on the cover of Time magazine. The bottle’s birthplace, Terre Haute, Indiana, site of the Root Glass Company, was recently honored with a historical marker memorializing the birthplace of this famous package.
Catch “THE ENTREPRENEURIAL SPIRIT,”
at your National Grocers Association’s Annual Convention
featuring America’s Supermarket Showcase ’95.
• Plug into a dynamic, four-day experience of motivation and information
to build your sales, cut your costs and sharpen your competitive edge.
• Join with thousands of your fellow retail and wholesale grocers.
• Learn about the most competitive strategies, merchandising, products, services and technology.

Five Major General Session and Luncheon Presentations
- Beating the Competition! The 104th Congress and the Clinton Administration: What Can We Expect?
- Serving the Customer! Clinton Administration: What Can We Expect?
- Winning Merchandising! Preserving Free Enterprise
- Former U.S. Senator Phil Gramm
- Former U.S. Senator Warren Rudman
- CNN’s “Crossfire” co-host Michael Kinsley
- N.G.A. President Tim Hammond
- Marketing Expert Harold Uoyd
- Grocer/Motivator Peter Gregersen

Five-Star Entertainment, Banquets and Dessert Party
- Ronnie Milsap • Chubby Checker and more
- Marvin Hamlich

30 Hands-On, Operational Workshops
- Former Secretary of Defense Dick Cheney
- Attorney F. Lee Bailey
- N.G.A. President Tom Zaucha
- Kroger Chairman Joseph Pickler
- N.G.A. Chairman Chuck Butson

300 Exhibits at America’s Supermarket Showcase '95 at Sands Expo Center
- 390 Displays of the 1994 Excellence in Advertising and Merchandising Winners
- New Product Panorama Pavilion
- Special Retailer/Wholesaler/Manufacturer Strategic Dialogues
- Prominent, National Figures
- N.G.A. Discount Airfare Program
- Exciting Las Vegas, Bally’s Hotel and Casino

YES! Rush me more information today on “THE ENTREPRENEURIAL SPIRIT!”

National Grocers Association
ANNUAL CONVENTION
February 1-4, 1995 — Las Vegas, Nevada

Cellular One®, the leader in cellular communications, specializes in service—before, during, and after the sale. Service that includes helping you select the right phone, the most convenient installation, and the most affordable rate plan.

And right now, through a special offer, Cellular One can make working smarter simple and affordable. Just call us at 1-800-45-CELL-1 or Associated Food Dealers at 1-800-66-66AFD to find out just how simple cellular service can be.
Mike’s Original™ Cheesecake Ice Cream introduced

An authentic all natural cheesecake ice cream, Mike’s Original™ Cheesecake Ice Cream was recently introduced to Michigan.

Superpremium ice cream is the fastest growing segment in the ice cream category and Mike’s Original™ offers a different product that is made with only all-natural ingredients, which is a plus with today’s health-conscious consumer.

It is available in pints, novelty sticks, bulk packs, 1.5 scoopable bulk cans for foodservice and the new Gramwich™ ice cream sandwich. The Gramwich™ ice cream sandwich is made with cheesecake ice cream and is sandwiched between two graham cracker wafers.

In Michigan, Mike’s Original™ is available in over 28 chains (or wherever Country Fresh Dairy products are available).

For more information on distribution, contact Tom Davis & Son’s (810) 399-6970.

Miller High Life franchise grows with addition of new ice beer

Miller Brewing Company recently announced an extension of its Miller High Life franchise with the addition of Miller High Life Ice in select markets.

The new near-premium beer contains 5.5 percent alcohol by volume and 146 calories per 12-ounce serving. It will be packaged in 12-ounce cans in six-packs, 12-packs and 24-loose-can cases. The cans will feature striking black graphics on a white background.

New point-of-sale materials have been created for the brand that take advantage of the dynamic new black-and-white graphics and emphasize the franchise’s traditional tag line: “It’s Miller Time.”

Miller High Life Ice is available in select markets throughout the country.

Continental Baking distributes new products

Hostess Cake is happy to introduce a new look and flavor for their Cupcakes. Just in time for Valentine’s Day, they will have the new Hostess Valentines—cupcakes with a rich yellow cake and a creamy vanilla frosting.

Hostess Powdered and Chocolate Donettes will also be available in festive Valentine’s packaging beginning Monday, January 23 through Sunday, February 12, 1995.

Continental Baking is also happy to announce a new look and flavor for their Cupcakes. Just in time for Valentine’s Day, they will have the new Hostess Valentines—cupcakes with a rich yellow cake and a creamy vanilla frosting.

See Continental Baking page 29

WANTED

Independent Driver for Snack Distribution. Call a.m. 365-5555

Dry Storage Available Approx. 4000 sq. ft. Call a.m. 365-5555

Secured Outdoor Vehicle Storage Available. Perfect for cars, cube vans, etc. Call a.m. 365-5555

See Continental Baking page 29.
Continental Baking
from page 28

to announce the introduction of Braun's Bagels. The new Bagels will be available beginning Monday, January 16, 1995.

The bagels come in four varieties: plain, cinnamon raisin, onion and wheat.

Wonder Bread introduced their latest Bread du Jour variety, Bread Du Jour Country Biscuits, which will be available beginning Monday, February 13, 1995.

Country Biscuits will be available in an eight-count package.

Low-fat snacking with a south of the border taste

Guiltless Gourmet, Inc., pioneer of the Original Baked Not Fried Tortilla Chip, continues to turn the heat up on low-fat snacking with the introduction of Baked Chili & Lime Tortilla Chips.

The new Baked Chili & Lime chips are a blend of spicy chili pepper and a hint of lime on a baked yellow corn chip. Chili is the lead taste in this combination of opposites that meld together to offer a distinctly flavorful chip. And, like all Guiltless Gourmet chips, Baked Chili & Lime have only one-seventh the fat of traditional fried tortilla chips per one-ounce serving.

Chili & Lime won't be hard to find on store shelves. Its dramatic packaging features a red hot chili and a tropical lime framed in black.

House of Seagram to distribute Patrón Tequila

The House of Seagram of Farmington Hills, Michigan, will distribute Patrón Añejo and Patrón Silver Tequilas.

As consumers continue to realize that there is a very distinct difference in what bulk tequila producers have been offering and real 100% pure Blue Agave distillation, the ultra premium category has seen amazing growth.

Patrón Añejo and Patrón Silver tequila continue to set the standard for ultra premium tequila. Patrón Silver is called young or "joven" tequila. A similarity may be made to a young or nouvelle wine. It is known for its lite, fresh, crystal-clear look and an elegant smoothness not found in other silver tequilas. The House of Seagram says it is perfect for blending with any high quality mixer or may be easily sipped as is recommended with Patrón Añejo. Patrón Añejo is a delicate blend of three uniquely aged tequilas. As in many premium red wines, the blends must be adjusted for each vintage. The same care and attention is paid when blending Patrón Añejo.

Each bottle is a "one of a kind" numbered and hand-blown creation. It is important to note that slight variations in apparent fill volumes are due to the uniqueness of each bottle. Each bottle contains 750ml of tequila. Both tequilas are 80 proof/40% alcohol by volume.

For more information, please contact Steven Walkerwicz at The House of Seagram (810) 553-9939.

We just put our
payment processing
in the express lane.

From setup to technical follow-up, Michigan Bankard® Services makes quick work of payment processing.

Think about what you need from your payment processor. Fast, reliable setup. Prompt, uninterrupted authorizations of credit cards, debit cards and checks. Plus all the technical consulting you want, whenever you want it.

In short, you need Michigan Bankard Services. We're endorsed by trade associations across the country as their payment processor of choice. With good reason.

Since 1966, we've helped thousands of merchants keep their systems on-line and their customers out of line. You'll also benefit from our 24-hour merchant services phone line. And our expertise in helping you select the hardware and software that best fits your business.

Find out why we consistently receive VISA® highest awards for quality service. Call us today at 1-800-848-3213, and we'll help you design a payment processing system that's expressly yours.

Michigan National Bank

Michigan Bankard® Services

Visa American Express
Produce, cleanliness and courtesy attract customers to stores

by Judy Kozacik, Vice President Research and Member Relations, Food Marketing Institute

Food Marketing Institute’s 23rd survey of consumer attitudes toward food stores shows that the factors that have traditionally been the chief drawing cards for stores continue to dominate. The study of 2,018 male and female shoppers, conducted nationwide by Opinion Research Corporation, again confirms that quality produce, clean, neat stores; and courteous, friendly employees are the most important criteria in store selection.

Not far behind are low prices, product variety, and inclusion of “use by” or “best used by” dates on perishable products. Other factors rated at the top of the list are quality meat, convenient store location, and readable and accurate shelf tags.

The study found that, using a scale of 10 (excellent) to 1 (poor), consumers gave their favorite supermarket a 7.9 rating. Women tended to rank stores higher (8.0) than men, and non-working women higher (8.2) than working women.

Those expressing dissatisfaction with their supermarket listed the reasons in descending order as 1) poor variety/selection, out of stock; 2) prices too high, not enough sales/coupons; 3) poor employee attitude; 4) store not clean/neat; and 5) slow/long lines at checkout.

Consumers are not switching in large numbers to alternative-format stores. Five percent reported significant amount of food shopping at discount/warehouse food stores and three percent at warehouse club stores. Shopping at warehouse club stores is continuing to decline.

The new study shows that family weekly grocery expenditures average $79. Average per-person expenditures are $30. Shoppers continue to search for ways to economize. On nearly every shopping trip, almost half report shopping at only one store; two in five look in the newspaper for specials or use price-off coupons. Three out of 10 shoppers economize regularly by stocking up on bargains (30 percent). One out of five, or fewer, shoppers say they make unplanned purchases, substitute store brands for national brands and go to other supermarkets for advertised specials.

One in four shoppers reported that they had switched to a different store for their major shopping during the past year. Working women were more likely to have switched than other shoppers. Younger, single and better educated people were also more likely to switch. Reasons given for changing stores were better/lower prices (40 percent), and more conveniently located store (26 percent).

Other reasons cited were more variety/selection (17 percent), consumer moved (17 percent), and new store is cleaner (9 percent).

Consumers were asked for suggestions as to ways in which their principal supermarket could improve. Factors most often mentioned were faster checkouts/more cashiers (15 percent); better store layout/easier to shop/more space/wider aisles (7 percent); wider variety of products/services, such as deli, bagging service, bakery, pharmacy, bank, seafood section or video/film department (9 percent); and wider variety of foods—specialty items (gourmet, imported, diet foods), private label/store brands, produce, meat or seafood (8 percent). A total of 7 percent of shoppers expressed a desire for better customer service, more help in the store, courteous and knowledgeable employees and more attention to special requests. Improvements in store facilities, grounds or parking were also mentioned by 7 percent. Better quality products, including produce, meats and seafood were mentioned by 6 percent.

Shoppers continue to be concerned about the healthfulness of their diet. Two out of three believe that their diet could be at last somewhat healthier and, only 11 percent believe it is as healthy as it can possibly be. More than nine out of 10 shoppers are changing their eating habits to insure a healthier diet. Six out of 10 report eating more fruits and vegetables and about one-third say they are consuming less fats and oils and less red meat.

In regard to consumer concerns about national issues, crime, including guns and youth violence, is now the single most important issue facing our country today, mentioned by one out of four shoppers participating in the study. Social issues (48 percent) have replaced economic issues in the forefront of shoppers’ minds.

Concern about the breakdown of the family, lack of morals, religious faith, or work ethics, is the second most frequently mentioned social issue. In regard to economic issues, cited by 32 percent as being the most pressing, primary concern included health care costs (13 percent); unemployment/lack of a good job (9 percent); and other concerns (national budget, trade deficits, inflation, etc.) fewer than 5 percent.

The 1994 FMI study “Trends in the United States—Consumer Attitudes and the Supermarket” is available to non-members of FMI as well as members.

For further information and costs, please contact FMI’s Publication Sales Department, phone (202) 452-8444.

—FMI

Compliments of:

GENERAL WINE & LIQUOR COMPANY

373 Victor Avenue
Highland Park, Michigan 48203
Phone (313) 867-0521
Fax (313) 867-4039

DISTRIBUTORS OF FINE WET GOODS
Small Business: Leading source of jobs in 2005

By Raymond L. Harshman
Michigan District Director
U.S. Small Business Administration

There's really nothing small about the contribution small business makes to America's economy. Small businesses provide 100 percent of the net new jobs in the last five years and that trend is expected to continue.

The U.S. economy is expected to add 25 million new jobs by 2005, and the U.S. Small Business Administration (SBA) estimates that small businesses will contribute 68 percent of these new jobs.

Total employment in the U.S. is projected to increase by 24.3 percent by 2005. About 60 percent of this employment increase, about 13.3 million jobs, is expected to come from small-business-dominated service industries.

With government and corporate downsizing continuing, and many more younger workers preparing to enter the job market, it makes sense to examine industry growth trends into the 21st Century. What are the fastest growing industries and where will the jobs be? Nine of the fastest growing small-business-dominated industries are projected to increase by more than 50 percent, only three of the top ten large business-dominated industries are projected to increase employment by that large a percentage. In addition, while over 88 percent of the new jobs in large business-dominated sectors will be in service industries, only slightly more than half (53 percent) of small firm-dominated jobs will be in services, as retail and wholesale trade, finance and construction will also add a significant number of new jobs. Large firm-dominated sectors will also add jobs in these sectors, but the increases are much smaller proportionally.

This same broad-based small business growth is evident in the industries adding the most jobs as well. Three of the ten small business-dominated industries adding the most jobs will add over 1 million jobs each, while only one large business-dominated industry is expected to add more than 1 million jobs. In addition, the tenth ranked large business-dominated industry adding the most new jobs is projected to add only 92,000 jobs by 2005 (banking) while the tenth ranked small business-dominated industry in job creation is projected to increase by 413,000 jobs (public warehousing and self-storage). Small business has long been involved in building America's future, and it's clear that small business will continue to be the engine that provides the jobs and drives the American economy well into the 21st Century.

Do you have questions about small business? Call the SBA at (313) 226-6065.

Ready to serve you in 1995!
Midwest Wholesale Foods, Inc.

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

- Convenient Mid-Michigan Distribution Center
- A full-line supplier
- Experienced Buying, Merchandising and Support Staff
- Cost-Plus Program
- One Simple Basic Fee
- Electronic Ordering
- Expert Sales Consultation
- Special Promotional Bulletin
- Financing Available
- Data Services
- Reclamation Center

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

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

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

FOOD & BEVERAGE REPORT, JANUARY 1995....31
Food stamp cash-out projects limit food purchases

In September, President Clinton signed into law the FY 1995 Agriculture Appropriations legislation, which contains a provision that limits cash-out projects to 25 locations nationwide and restricts the number of households that receive cash instead of coupons to 3% of the 11.1 million families in the program. Seventeen varied cash-out experiments are either running or have been approved to begin. Ten are:

- California—San Diego Cash-Out, scheduled to end 10/95
- Colorado—Personal Responsibility and Employment Program, operates in five counties for five years
- Vermont—Expedited Service Cash-Out, operates statewide
- Minnesota—Expedited Service Cash-Out, operates statewide
- Minnesota—Family Investment Plan, operates in seven counties for five years
- Missouri—21st Century Communities Demonstration - demo will be tested for 12 years
- New York—Child Assistance Program, operates in 14 counties for five years
- Oregon—JOBS Plus, will operate in six counties for five years
- Utah—Single Parent Employment Demonstration Program, operates in three counties for five years
- Wisconsin—Work Not Welfare, operates in two counties for 11 years

The other seven are Supplemental Security Income/Elderly cash-out programs, which were authorized by the 1981 Food Stamp Act: Minnesota, one county; New York, one county; Ohio, one county; Oregon, four counties; Utah, statewide; Vermont, statewide; and Virginia, one county. This now allows the U.S. Department of Agriculture to approve eight more cash-out experiments under the compromise reached in the Appropriations bill. Currently, nine other states have applied and are under review: Arizona, Empower Program, submitted 7/29/94; Maryland, Welfare Reform Project, submitted 2/25/94; Michigan, To Strengthen Michigan Families, submitted 3/4/94; Mississippi, Work First Demonstration, submitted 9/26/94; Nebraska, Welfare Reform Proposal, submitted 9/26/94; Montana, Achieving Independence for Montanans, submitted 4/25/94; North Dakota, Training, Employment, Education & Management, submitted 9/6/94; Ohio, A State of Opportunity, submitted 7/26/94; and Pennsylvania, Pathways to Independence, submitted 2/10/94.

Although states' interest in cash-out of the food stamp program is understandable, our industry fears further expansion in the states threatens to undermine the food stamp program as a nutrition program. More than 27 million Americans collect food stamps at an annual cost of $24 billion. Retail grocers have been participating in the food stamp program for over 25 years. Experience has proven this $24 billion program to be extremely effective at reducing hunger and improving nutrition of our nation's poor. Food stamp cash-out has been studied extensively and research findings indicate that cash-out reduces food purchases among low-income households. It also increases the proportion of those low-income households seeking emergency food assistance. During a cash-out pilot project in Alabama, spending on food dropped almost 20% when recipients received cash instead of food stamps. Studies also show food stamp recipients buy twice as much food with a dollar than the low-income households who are not eligible for food stamps buy with the same dollar. While information now available from carefully evaluated demonstration projects describes the short-term effect of cash-out on household expenditures, food use, nutrient availability and preferences, there is only limited information on administrative costs and retailer preferences.

In addition, retailers are working with States and the federal government of the implementation of electronic benefits transfer (EBT) systems. Food stamp cash-out programs could conflict with and be detrimental to the national EBT objectives. With EBT, the federal government is trying to create a system that is all-inclusive while cash-out would make narrow exceptions for small groups of recipients. There is no role for cash-out programs in the future EBT framework.

—FMI

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

A MESSAGE TO MICHIGAN'S SMALL BUSINESSES:
PARCIPATING DOCTORS AND HOSPITALS ACCEPT OUR REIMBURSEMENT AS FULL PAYMENT FOR COVERED SERVICES.
In most cases, all you or your employees have to pay are deductibles and co-payments. And no matter how small your company, that means you get the same good deal we give our largest group customers.

When you and your employees go to Blue Cross Blue Shield participating doctors and hospitals, we pay them directly for covered services. They've signed agreements to accept our allowed amounts as full payment for covered services. Why? Because almost four and a half million Michiganders are Blues members. Most physicians have a lot of our members as patients, and join the Blues to better serve them.

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

Plus, as a Blues group, you gain the clout of the largest corporations because you're in partnership with them—and with us—to purchase health care economically.

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

AMERICA'S HEALTH SECURITY CARD.
Call your independent insurance agent or Judy Mansur at Associated Food Dealers: 557-9600

32.....FOOD & BEVERAGE REPORT, JANUARY 1995
Underage Drinking
from page 1.

revoked, action tantamount to a loss of livelihood. Minors, conversely, if they are punished at all, pay only a nominal fine at best. In essence, little, if any fairness prevails: licensees are being punished, minors aren't.

While the issue was debated between both houses for these many years, the Anal bill kept intact two critical components.

First, with the exception of legally sanctioned sting operations, the legislation specifies that a retailer can be punished only if action is taken against the minor as well. For too long courts placed the entire burden of enforcing the law against selling to minors only on the retailer.

Second, in addition to stepped-up fines and mandatory community service, violation of the law by a minor will now result in suspension of driving privileges. While exemptions were crafted to enable driving to and from work and court-ordered substance abuse treatment, minors who now purchase, or attempt to purchase, alcohol do so at the peril of losing their drivers' licenses.

The bill does not relax current penalty sanctions against retailers who sell or furnish alcoholic beverages to minors. Those will remain intact. It only injects a sorely needed disincentive for minors.

Gratitude is extended to Senator Gil DiNello (R-East Pointe) Representative and Senator-elect Diane Byrum (D-Lansing) as well as longtime AFD supporter Senator Mike O'Brian (D-Detroit). Without their efforts the bill would likely have languished into the next legislative session. Also a special thanks to the Michigan Grocers Association and all those who worked closely with our Lansing lobbyist, Karoub Associates, in securing final passage of SB 482.

Lottery
from page 24.

The drawing begins by dropping a set of balls into each chamber. A blower fan is then activated to thoroughly mix the balls. Lastly, a button is pushed to release a ball into a clear tube extending from each mixing chamber.

Upon completion of the drawing process, the Drawing Host announces the winning Daily 3 and Daily 4 numbers. Each step in the drawing process is performed by the Lottery's Drawing Manager from a remote control panel in the presence of an independent auditor.

The drawing machines and balls are kept under tight security at all times and are thoroughly tested before each drawing to ensure that they conform to all required specifications.

Wishing everyone a happy, healthy and successful New Year!

TEN REASONS WHY YOU SHOULD DO BUSINESS WITH TELECHECK MICHIGAN!

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

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

23800 W. Ten Mile Road
Southfield, MI 48037
New liquor ordering system eliminates telephone hassles

A new liquor ordering system now being marketed by The Beverage Journal magazine takes the hassles out of placing weekly liquor orders to the Liquor Control Commission's audio-response order entry computers. The new system, called the Sabre™ liquor wand, uses a hand-held scanner and telephone modem to place orders directly to the LCC's AUDREY or MARS computer systems, eliminating the need to punch code numbers and quantities on the keypad of a touch-tone telephone.

The hand-held scanner, developed by Direct Data, Inc. of Hartland, Wisconsin, works in conjunction with a new liquor order catalog developed by The Beverage Journal. "The catalog contains a listing of all the liquor products available through the state, including codes and prices and a bar-coded version of each item's LCC code number. Rather than punching the code number on the telephone pad, the user simply runs the wand across the bar-code of the item to be ordered, followed by a bar-code of the quantity desired. The scanner unit contains a speaker which enables the user to hear the audio responses from the computer, just as they do now when using the telephone."

"Our research indicates that this system will greatly reduce the amount of time licensees spend placing their liquor orders," explained Beverage Journal publisher Larry Stotz. "The unit is very simple to use and eliminates the possibility of entering incorrect code numbers by hitting the wrong keys."

Because the unit works exactly in the same manner as licensees are currently accustomed to, users will not have to learn a new operating system. The user simply unplugs the telephone line from the telephone and plugs it into the back of the Sabre unit. Every function once performed by entering numbers on the phone can now be handled by the scanner. The AUDREY telephone number as well as the licensee's license and PIN numbers are also converted to bar-codes, as are all the computer commands licences are already familiar with.

"The only difference licensees will encounter is that they will no longer have to punch keys on the phone," Stotz explained. "Everything else works exactly the same. There are no new commands to learn or procedures to follow. The whole system is so simple that licensees should be able to use it right away without any training or instructions."

The liquor bar-code catalog also makes it easier for licensees to prepare and track their weekly orders. The catalog includes a grid system that allows the licensees to write in the order amount for each item for each week or 14 weeks. Licensees receive a new catalog each quarter with the LCC's new codes and prices.

"We found that most licensees were trying to write their orders in the margins of the LCC price book, erasing them each week to do the next order," Stotz said. "This system will allow them to become better organized and keep track of what they order each week."

In addition, licensees can also receive an optional sales report that shows how many bottles they've ordered of each item every month for the past year. That sales data is obtained directly from the Liquor Control Commission's computer database and provides licensees with an accurate look at their ordering trends, enabling them to better predict future inventory needs.

For more information, contact The Beverage Journal at (313) 397-9100.
Liquor Control Commission notice of Public Hearing

The Michigan Liquor Control Commission will hold a public hearing on Tuesday, January 24, 1995, at 10 a.m., at the Lansing Office of the Commission, 7150 Harris Drive, Lansing.

The purpose is to consider proposed amendments to the Commission's "General" rules by adding R 436.1034 which would require beer and wine wholesalers to service all retailers in their market area.

All interested persons are invited to attend the hearing to present data and views orally or in writing. Copies of the proposed rules may be obtained at the Liquor Control Commission's Lansing Office during regular business hours or by writing the Commission, Attention, Kenneth Wozniak, Commission Aide, Executive Services, 7150 Harris Drive, P.O. Box 30005, Lansing, Michigan 48909.

Any person who wishes to submit data or views by mail may do so by addressing same to Mr. Wozniak at the above address.

Meet The Stars

In The Food & Beverage Industry

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

Call to preregister @ (810) 557-9600

FOOD & BEVERAGE REPORT, JANUARY 1995...35

Changes announced at Food & Nutrition Service

The name of the Food & Nutrition Service was changed in December to the Food & Consumer Service. The agency mission, regarding food assistance programs, has not changed.

J.W. Younce, the Officer-in-Charge of the Detroit Field Office, has retired. AFD has had a good relationship with Mr. Younce and will look forward to continuing that relationship with Activity Officer-in-Charge Polly Wolff.

Along with Mr. Young's retirement, there have been changes, including other decreases in staffing, that have impacted the operations of the Detroit Field Office. Given the current political climate of reducing the federal workforce, there appears little likelihood that additional staff will be allocated.

Therefore, in order to maximize the efficiency of the Detroit Food & Consumer Service Field Office, a number of changes are being implemented.

Retailer authorization meetings will be held only at 9 a.m. on Thursdays in the Detroit Field Office. All retailers in Wayne County desiring a new authorization (for a new business or existing business under new ownership) must attend a meeting prior to the granting of an authorization. The retailer attending must have an ownership interest in the business.

Retailers outside Wayne County desiring a new authorization may wish to attend a retailer meeting to expedite the processing of their application.

All retailers desiring a new authorization should call the Field Office to request an application.

Retailers outside Wayne County should mail their application, with required documents, to the field office. Applications in advance of the ownership change and should either mail or submit, during an authorization meeting, their application prior to the change of ownership, in order to minimize any time the store would be without an authorization.

Meet The Stars

In The Food & Beverage Industry

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

Call to preregister @ (810) 557-9600

FOOD & BEVERAGE REPORT, JANUARY 1995...35

Liquor Control Commission notice of Public Hearing

The Michigan Liquor Control Commission will hold a public hearing on Tuesday, January 24, 1995, at 10 a.m., at the Lansing Office of the Commission, 7150 Harris Drive, Lansing.

The purpose is to consider proposed amendments to the Commission's "General" rules by adding R 436.1034 which would require beer and wine wholesalers to service all retailers in their market area.

All interested persons are invited to attend the hearing to present data and views orally or in writing. Copies of the proposed rules may be obtained at the Liquor Control Commission's Lansing Office during regular business hours or by writing the Commission, Attention, Kenneth Wozniak, Commission Aide, Executive Services, 7150 Harris Drive, P.O. Box 30005, Lansing, Michigan 48909.

Any person who wishes to submit data or views by mail may do so by addressing same to Mr. Wozniak at the above address.

Meet The Stars

In The Food & Beverage Industry

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

Call to preregister @ (810) 557-9600

FOOD & BEVERAGE REPORT, JANUARY 1995...35
Jack Grifo dies at 74

A successful son of immigrants, Jack Grifo felt social involvement was one of his most important callings.

Mr. Grifo died of pneumonia on December 9, 1994 in Bon Secours Hospital, Grosse Pointe. The Grosse Pointe resident was born in Easton, PA, where he graduated from Lafayette College. Mr. Grifo then served in the U.S. Army during World War II and received the Purple Heart.

He came to Detroit in 1971 and was best known within the food industry as president of the Superior Potato Chip Co. in Detroit. After retiring in 1980, he managed the Food the Hungry Program at the Metro Detroit Gleaners Food Bank and remained with the organization until his death.

Mr. Grifo served on the board and was a past-president of the Italian American Cultural Society and was a member of St. Paul on the Lake Catholic Church in Grosse Pointe Farms.

Memorial tributes may be sent to the Gleaner Food Bank, 2131 Beaupre, Detroit, MI, 48207 or the Association for Retarded Citizens Grosse Pointe/Harper Woods Chapter.

Produce Q & A

Q: What is HACCP, and how does it relate to the fresh produce industry?

A: HACCP means Hazard Analysis Critical Control Points. Established in the early 1970's, HACCP provides a framework for food manufacturers to ensure they produce foods safely and to prove that the foods they produce are indeed safe.

HACCP identifies critical control points concerning biological, chemical, and physical hazards in the manufacturing process and establishes a means to control these hazards.

Most fresh produce processors have a HACCP program in place. The concept is also spreading to the grower-shipper community, distributors, and operators because all segments of the foodservice industry are responsible for ensuring safe, high-quality foods for their customers.

—PMA

More... USDA increases penalties for food stamp fraud

The USDA has implemented a new rule which is retroactive to October 1, 1993. This rule increases the penalties for trafficking in benefit redemption instruments (Food Stamps). Civil penalties can now reach up to $40,000 for all violations occurring during a single investigation. The previous law was that no individual or organization could be fined more than $40,000 over a two-year period.

—NDGA

One in ten Americans use food stamps

As the number of Americans below the poverty line grows, the food stamp program has become an increasingly important source of hunger and nutrition assistance.

The cost of the program has expanded from $10.0 billion in 1982 to approximately $24.5 billion in 1994. About one in ten Americans receive food stamp assistance. The average food stamp household has 2.5 members and receives a monthly benefit of $169.00. A family of 3.4 persons receives an average monthly benefit of $225.00.

—NDGA

The baseball strike

Someone wrote, “Only in America could a guy making $17,000 an hour go on strike for higher pay!”
INTRODUCING THE MICHIGAN LOTTERY'S

Daily 3

BIG PayBack

SECOND CHANCE SWEEPSTAKES

$280,000 in PRIZES

(1) $10,000 Winner
(1) $5,000 Winner
(20) $1,000 Winners

Media support for the DAILY 3 “BIG PAY BACK” Second Chance Sweepstakes will include radio, newspaper, outdoor and the Megabucks TV Show.
SUPPORT THESE AFD SUPPLIER MEMBERS

BAKARIES:
Aelio S & M Biscuit Distributing ....................(313) 893-4747
Michigan National Bank ........................ 1-800-225-5662
Standard Federal Bank ........................................637-2543
Bcllino Quality Beverages, Inc ..............(313) 946-6300
Coors Brewing Co ....................................(313) 451-1499
Decanter Imports,  344-6644
Great Lakes Marketing ...........................(313) 527-1654
Great Lakes Beverage .............................(313) 865-3900
General Wine .................................".......(313) 867-0521
Mr. Pure Juices____________________(312) 379-3000
Miller Brewing Company _______..___(414) 259:9444
L & L Wine World .............................................588-9200
Nestle Beverages ______________________380-3640
Sunlike Juice Ltd .....................................(416) 297-1140
Viviano Wine Importers, Inc. _______(313) 883-1600
Wolpin Company _________________(313) 933-7150
Acme Food Brokerage™ ___________.......... 968-0300
BROKERS/REPRESENTAT1VES:
Dcnha General Brokers...... ___ 776-1610
McMahon & McDonald, Inc.______________477-7182
Pftistcr Company.................. ________(313)591-1900
UBC Hueueman ________________________296-3000
Wolverine Cigar Company — __...... (313) 554-2033
CANDY & TOBACCO:
38.........FOOD & BEVERAGE REPORT, JANUARY 1995
SUPPORT THESE AFD SUPPLIER MEMBERS

Taste Buds................................................(517) 546-8522
Borden Ice Cream....................................(313) 871-1900
McDonald Dairy Co..................................(517) 652-9347
Vitale Terminal Sales ..............................(313) 843-4120
Sunnysidc Produce ..................................(313) 259-8947
Detroit Produce Terminal........................(313) 841-8700
Midwest Ice .....(313)868-8800
America's Ice, Inc......................................(313) 491-9540
ICE PRODUCTS:
INSECT CONTROL
Gadaleto, Ramsby A Assoc. — ™ ---------------------(517) 351-7375
CoreSource ___________________________  792-6355
K.A.Tappan A Assoc., Ltd. ™ ----------------....473-0011
Rocky Husaynu & Associates __________557-6259
Monroe-George Agency — ----------------------489-9480
Brown A Williamson _________________ 350-3391
Groeb Farms ............................... (517)467-7609
Joel Weingarden —™..™..™™™™—.™.. (313) 453-3636
Monitor (Big Chief) Sugar __________(517) 686-0161
Nestle Food Company ______________....... 380-3670
Tony's Pi
Strauss Brothers Co. ________________________(313) 832-1600
za Service ________________ 634-0606
EW. Grobbcl Sons, Inc...........................(313) 567-8000
Winter Sausage Mfg., Inc ...................................777-9080
PEC Packing Co (517)845-3021
Pclkie Meat Processing ..........................(906) 353-7479
Hartig Meats ............................................(313) 832-2080
WWW-AM/FM .......................
WDIV-TV4 .....
J.K. Kidd & Co. _________________________647-6601
J.F. Walker________________________(517) 787-9880
Cherry Service ________________ 634-0606
J.A Building MainL Services, Inc. ________  647-4630
SERVICES:
Stephen's Nu-Ad, Inc.... .......... 777*6823
Stanley's Advertising & Dist .................(313) 961-7177
PJM Graphics ____________________(313) 535-6400
CIGNA Financial Advisors .............................827-4400
American Express.................................... 312-587-0701
Law Offices-Garmo A Garmo........™ ..... 552-0500
Indcpcndancc One
Dynasty Funding...... ........................  489-5400

Brooke M. Cash ............................................558-9000

38 FOOD & BEVERAGE REPORT, JANUARY 1995
IT IS:

LARGE OUT

THE GOODNESS OF REAL FRUITS. SPICE TEA

SLOW-BREWED IN LARGE KETTLES TO BRING OUT TRUE FRUIT FLAVORS.

■ NO FAT
■ NO CAFFEINE
■ NO ALCOHOL
■ VERY LOW SODIUM
■ NO PRESERVATIVES

DELIVERED TO YOU WITH NO ARTIFICIAL STUFF.
IS PLEASED TO ANNOUNCE THE REPRESENTATION OF

T. MARZETTI®

IN THE
DETROIT MICHIGAN MARKET

MARZETTI’S FINE BRANDS
INCLUDE:

* MARZETTI SALAD DRESSINGS
* PFEIFFER SALAD DRESSINGS
* MARZETTI VEGETABLE DIPS
* MARZETTI CROUTONS
* MARZETTI GLAZE & FRUIT DIPS
* MOUNTAIN TOP PIES
* NEW YORK GARLIC BREAD
* REAMES FROZEN NOODLES

"THE MIX FOR SUCCESS" !!