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Legislative Update

Nutrition Labeling

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

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

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

—NGA

More Updates pages 5 and 8.

FOOD & BEVERAGE REPORT

MARCH 1995

AFD’s 1995 “Meet the Stars” Buying Trade Show

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

Burton Manor
Livonia, Michigan
April 25 & 26, 1995

Free Trade Show Events:
Tuesday, April 25, 1995
4:30-5:45 p.m.
Crime Prevention Seminar — stop the store violence
6:00-10:00 p.m.
Trade Show Buying Hours — show specials will only be available during the show hours

Wednesday, April 26, 1995
10:30 a.m.-12:30 p.m.
T.I.P.S. Seminar — don’t wait for a liquor violation to become T.I.P.S. certified
12:30-1:00 p.m.
Tobacco Youth Act Training — get educated, there is a fine for selling tobacco to a minor
1:00-4:00 p.m.
Trade Show Buying Hours — this is your last opportunity to purchase products at show specials

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

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

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

 Buyers aiming at food companies as merger and acquisitions targets

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

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

Among the hottest acquisition targets are food processing businesses involved in value-added fresh refrigerated foods, low-fat foods, salsas, flavored liquid and powdered creamers, instant flavored gourmet coffees, new age beverages and microbreweries, according to Stiegler.

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

Selling prices currently are from six to eight times annual earnings.

See Buyers page 27.

Confidence in Michigan’s 1995 economic prospects

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

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

FOOD & BEVERAGE REPORT, MARCH 1995
THOSE WHO DARE, DEW.
AFD helps you keep informed, speaks on your behalf

By Nabby Yono
AFD Chairman

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

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

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

Statement of Ownership

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AFD works closely with the following associations:

NACCS
NATIONAL COMMODITY TRADES CENTER

NACG
NATIONAL ASSOCIATION OF CONSUMER GROCERS

NAWGA
NAZARU...
Crime Alert

Tips on how to avoid robbery

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

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

1. Have a time delay cash drop located near the cash register.
2. Control and limit cash in the register, dropping all large bills into the safe. Be sure to keep cash low especially after dark.
3. Post signs stating that cash is locked in a time delay safe.
4. Make sure clerks frequently ask for smaller bills, stating that they don’t have much money for giving change.
5. When someone is loitering or acting suspiciously around a store, outside, or even across the street, call the local police and request a security check.
6. Greet customers with good eye contact, and observe their actions. Robbers don’t want you identifying them later.
7. Keep the store clean and orderly inside and out, robbers presume sloppy stores have sloppy cash procedures.
8. Reposition window signs or displays that block the view of the register area.
9. Offer law enforcement personnel free coffee and use of the washroom.
10. Keep the register locked, opening it only for the shortest possible time.
11. Check security equipment daily and fix any that is not working.
12. Do not discuss company business with customers, relatives or friends.

Reward stickers available

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

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

AFD Food & Beverage Report has created new stickers which reflect the increased reward ante. The stickers are intended for posting on delivery trucks and store windows. Anyone, except the victim, who provides information about an armed robbery against a business displaying the sticker is eligible for the reward, provided the information leads to a conviction.

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

Bad check warning

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

Welfare Reform heats up

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

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

• Contact the White House at 456-1414 or leave your comments on a taped line at 456-1111. Write the White House, 1600 Pennsylvania Ave., Washington, D.C. 20500.
• To register your comments by Internet, message Congress members at: CONGRESS@WHITEHOUSE.GOV or VICE-PRESIDENT@WHITEHOUSE.GOV.

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Food & Beverage Report, March 1995...5
Capistar announces new company president

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

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

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

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

Spartan announces management change

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

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

Foodland Distributors names vice president

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

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

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

Michigan Sugar Co. announces sales awards

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

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

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

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

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

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Legislative Update

Task Force recommendations for tobacco sales

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

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

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

The following is an overview of their recommendations:

1. Use "secret shoppers" to monitor employee compliance with the law and reward employees who comply.
2. Program existing electronic price scanners with tobacco "locks" to help control tobacco sales.
3. Expedite the use of price scanner systems with tobacco "locks."
4. Develop effective training on avoiding illegal tobacco sales to minors, and give this training equal emphasis with that given training on avoiding illegal alcohol sales.
5. Hold store managers accountable for their stores’ compliance with the law.
6. Keep tobacco products behind the sales counter or in locked cases.
7. Do not sell single cigarettes either in open displays or from behind the counter.
8. Post prominent signs to reinforce the law.
9. Remove cigarette vending machines from retail stores.
10. Require proof of age, in the form of a reliable photographic identification for anyone who appears to be twenty-five or younger.
11. Remove advertisements, in-store displays and promotional items that encourage minors to buy tobacco.
12. In the alternative, retailers who prefer not to take proactive steps to prevent illegal sales should consider simply eliminating tobacco from their stores.

—NACS

E coli sampling program to continue

The judge hearing the challenge to USDA’s new E coli sampling program for ground beef has denied a motion for a preliminary and permanent injunction halting the program. This means that USDA will continue sampling ground beef from retail stores for E coli O157:H7.

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

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

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

—FM1

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

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Guest Editorial

Reuse, reclaim, recycle

by Tom Violante, Owner
Holiday Food Center, Royal Oak

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

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

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

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

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

Eventually all the recyclable material will be collected by a community reclamation agency. In its yard would be a trailer in which to dump all the cans. ALCOA would be paying cash for that to the agency, and the agency also would collect the funds on all the other recyclable goods.

These dollars would go to improve the environment and the quality of water and life in every community throughout the state of Michigan. In the Royal Oak area, SOCRA could be put in charge of this program. The money collected could go toward repairs and upgrade of the 12-town drain.

Across the board, you would no longer need landfills. And the benefits to other natural resources would be improved. The methods of collection are endless. More important than that, each individual would be responsible to his or her community, and at no cost to any taxpayer. Current price on recycled aluminum is $1 a pound.

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

Publisher’s Note: The AFD is a strong supporter of curbside recycling and will be working with the Michigan Recycling Partnership to study possible legislation in this area.
COLOR THIS AD!
Color the Power Rangers on this ad and mail your entry to the address below for a chance to win four tickets to the Power Rangers Tour at the Palace of Auburn Hills!

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

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

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

The sign, measuring 93 feet wide and 49 feet tall, is a sensational 220-degree circular crown of the San-Ai Company's president and chief operating officer, John Bowlin. Also taking part in the presentation are Jose Milan, director of national accounts for Miller, and Pablo Espinal, vice president of the National Supermarkets Association. The award was presented at the National Supermarkets Association's recent Fifth Annual Gala Banquet held in New York City.

WIC comments sought

WIC Program Federal Regulations require that state agencies establish procedures to ensure that the public has an opportunity to provide comments on the development of the WIC Program State Plan of Operations.

The Michigan Department of Public Health will accept written comments regarding the operation of the WIC Program in Michigan between March 1, 1995 and April 30, 1995. Comments may be related to any aspect of the operation of the WIC Program in Michigan. These comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan. Comments should be mailed to:

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

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

Meet The Stars

In The Food & Beverage Industry

Tuesday, April 25, 1995 ♦ 6 - 10 p.m.
Wednesday, April 26, 1995 ♦ 1 - 9 p.m.
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FOOD & BEVERAGE REPORT, MARCH 1995.....11
New commissioner introduces new Michigan lottery games

by Bill Marlin
Michigan Lottery Commissioner

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

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

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

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

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

Michigan's "Daily 3 Big Pay Back" sweepstakes gives retailers the opportunity to increase sales and introduce new customers to the Daily 3 game. The promotion will be supported by radio and newspaper advertising, outdoor billboards and point-of-sale materials.

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

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

Players can win up to five times on this exciting new ticket.

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

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

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

Players win the prize shown for the numbers matched in each of the five games.

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

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

Remember, this $2 ticket means double the sales commission! Lottery players, your customers, are responding positively to all of the new games offered by the Michigan Lottery.

All you have to do is look at our record year! Players like having more choices and more chances to win cash prizes. This presents a great opportunity for retailers. New Lottery games bring customers into your stores which increases commissions on Lottery products and increases the sales of other merchandise. On top of that, retailers who make a practice of redeeming Lottery prizes will find even greater profits and improve their customers relations.

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

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

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

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"My goal is to keep the momentum churning with exciting new games and promotions."
The produce training payback

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

Training provides many short-run benefits including knowledgeable, motivated employees and uniformity of operations. Yet many of the more measurable benefits of training can be determined only over time. This causes problems for short-range strategists, who see only the initial costs involved in training with little immediate financial payback. Managers who subscribe to this line of thinking believe that it is more cost-effective to keep employees on the job rather than in the training room. Although this is the easiest, and in the short-term, most cost-effective alternative, it may cost their companies more than they think.

The long-term benefits of training are:

- Employees who really know their company and its products. Employees who know about their department’s products handle and merchandise produce better, which reduces shrink, extends shelf life, improves produce appearance and maximizes optimal quality.

- Improved merchandising skills that result in a better product presentation, which has a direct impact on increasing customer satisfaction and customers’ produce purchasing decisions.

- Better merchandising decisions. A trained employee will make merchandising decisions based on optimal produce handling and storage conditions. For example, they keep tomatoes out of refrigeration, value-added salad packages away from misters, and onions away from bananas.

- Improved sanitation skills. Properly trained employees also know how to keep refrigeration and storage equipment clean and in proper working condition, which helps optimize shelf life. Properly trained employees provide improved customer service. Well-trained employees are confident in their skills and knowledge of their departments. They communicate better with their customers. Happy, satisfied customers turn into repeat customers that increase sales and profits.

- Finally, training helps build employee morale and increases employee retention. A common complaint in the produce department is the high turnover and the decline in employees who view produce as a career. Well-trained employees feel better about their job performance and feel more comfortable in their job responsibilities. Teaching employees about their department, creating a positive work environment, and making produce fun provides a solid foundation for a career in produce.

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

—PMA Retail News

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at the Burton Manor, Livonia
**The breed that defines the pack**

Anheuser-Busch is hoping to attract an admiring crowd with its new red beer, Red Wolf Lager. It is a domestic beer for customers who want to stand out from the pack. It’s a true red lager brewed with roasted malts for a smoothness and drinkability that stands alone. It attracts the drinker who follows his instincts.

Red Wolf will be priced alongside premium beers. Red Wolf retail packaging includes: 24/12-oz. bottles, 6-pack of 12-oz. bottles and half barrels.

The campaign goes wild with significant TV, radio, outdoor and print advertising. Merchandising and point-of-purchase support includes, counter cards, cooler stickers, neck riders, table tents, paper banners, t-shirts, hats and more. Friendly but sly, that’s Red Wolf.

---

**Eden Foods introduces three spaghetti to Organic Pasta line**

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

It is available in six-packs, 12-packs, 22-ounce and draft. Saranac also offers a six-pack and 12-pack trail mix which offers the consumer the chance to sample the fall line.

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

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

Since 1923 the Eden Organic Pasta Company has been producing the finest pasta available. Simple time-honored process and the finest grain can produce the best performing, best tasting, naturally nutritious and nurturing pasta available today. It is certified organic by OCIA (Organic Crop Improvement Association).

There are four types of Eden Organic Spaghetti available in 14 oz. and 10 lb. sizes, along with 14 flavorful ribbons and shapes.

---

**Celebrate with the Luck of the Irish!**

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

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

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

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

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

---

**BUSINESS OWNERS—**

**INCREASE YOUR PAYPHONE PROFITS!!!**

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

Now Earn Profits from Long Distance, too!!!

BUY YOUR PAY PHONES FROM

**MIDWEST AUTOTEL SERVICES, INC.**

Ed Betel, Owner

(810) 960-3737

3160 Haggerty Road, Suite M
West Bloomfield, Michigan 48323

---

**Eden Foods**

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

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

Whole Grain Kamut Wheat Spaghetti is made from ancient unhybridized wheat that has a nutritional content superior to modern wheat hybrids. Kamut adds delicious taste and distinctive golden color.

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

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

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

United Wholesale Grocery Company  Shield Insurance Services, Inc.

Interested retailers are encouraged to call Spartan Stores New Business Development at 616-530-4517.
URGENT INFORMATION FOR LOTTERY RETAILERS:

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

Smartplay's success equals:

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

Sell them up to Smartplay!

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

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

NOT

DOMESTICATED

A true Red Lager that stands alone.

REALLY RED, REALLY SMOOTH

it CAN'T Be COPIED.

it CAN'T BE TAMED.

RED WOLF LAGER.

FOLLOW YOUR INSTINCTS.

FOOD & BEVERAGE REPORT, MARCH 1995
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, Expresso 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
The only company that can give you America's best selling family of soft drinks and non-carbonated beverages also brings you the world's best-known, most respected trademark.

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

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

It has become a trademark of good business.

For information, contact your local Coca-Cola Bottler at:
Metro North/Auburn Hills Branch 810-373-2653
Metro East/Side/Madison Heights Branch 810-585-1248
Metro West Side/Van Buren Branch 313-397-2700
Port Huron Area/Port Huron Branch 810-982-8291

Sami Sonto, owner of Spirits Plus in Dearborn.

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

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

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

Printed at its Best!

Stephen's NU-AD
CREATIVE ADVERTISING & PRINTING
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EASTPOINTE, MICHIGAN 48021
(810) 777-6823 • Fax (810) 777-1434
At London's Farm Dairy we've been producing great tasting milk, ice cream and other high-quality dairy products for more than 58 years. So what does that have to do with orange juice? Great taste. After all, what goes better with breakfast than a big, cold glass of 100% pure Florida-quality orange juice. So it only makes sense that London's would make best tasting orange juice possible. And it's produced locally from pure concentrate by London's so you know it's fresh. Plus, London's new premium packaging is attractive and easy for you...and your customers to store. So when it comes to stocking fresh-chilled orange juice, go with a company that loves great taste. Just call London's Farm Dairy toll-free at 1-800-284-5111.

London's 100% Pure Orange Juice.
Point of Sale hits the merchandising mark

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

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

When the Kroger Company purchased Great Scot Supermarkets in 1990, Point of Sale provided trained merchandisers to assist in the store conversions. That initial assignment served as a springboard, launching the company's sales and bringing it notoriety within the food industry.

Today, many Midwest brokers and manufacturers rely on Point of Sale to handle resets, build displays, augment new item cut-ins and other in-store tasks. In recent years, with major food and non-food companies restructuring or downsizing, Point of Sale has initiated a program to provide services to retailers as well as brokers and manufacturers. The company is able to assist retailers with everything from simple display building to total store resets.

For more information, call Point of Sale at (810) 887-2510.

Fast Facts

Founder and CEO:
Mr. Ed Shaw

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

Years in business:
Seven

Number of employees:
40 full time, with hundreds of additional merchandisers throughout the state.

Working With CoreSource, Our Third Party Administrator

AFD Is Taking Workers Compensation Costs In A Different Direction

The CoreSource Approach

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

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

Local Perspective, National Resources

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

Proven Results

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

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

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

CoreSource Clients
Average Workers Compensation Costs As a Percent of Payroll

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Cost</th>
</tr>
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<tbody>
<tr>
<td>1990</td>
<td>4.74%</td>
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<tr>
<td>1991</td>
<td>4.74%</td>
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<tr>
<td>1992</td>
<td>4.74%</td>
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</tbody>
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*Social Security Administration

Healthcare & Workers Compensation Solutions
It is no secret that the community matters to Jamal Shallal. A perfect example is the fact that, along with his many other professional and charitable activities, he has become one of the most highly regarded leaders at Oakland Family Services (OFS), a private organization offering a variety of counseling and treatment programs for children and adults. Since becoming a member in 1986, he has served on the Finance Committee, the committee on Corporate Structures, the committee on Data Processing, and the Planning Committee.

Shallal’s long involvement with OFS demonstrates his boundless enthusiasm for the well-being of his fellow residents. Chaldean Iraqi Association of Michigan, and is currently chairman of its finance committee. He just finished seven years as treasurer of the Mercy High School Dad’s Club. He is a director of Pearl’s Kitchens, Inc. He has been president of the Chaldean Youth Club. And in his spare time he has been a director of the Spartan Stores Advisory Board.

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

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

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

Shallal’s long involvement with OFS demonstrates his boundless enthusiasm for the well-being of his fellow residents.
Analyzing the supermarket customer

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

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

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

Nutrition

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

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

The following demographic subgroups are more likely to say that their diet could be more healthful: working women, shoppers from households with children, shoppers under age 65.

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

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

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• households with no children under 18;
• shoppers with a physical disability or who live with someone on a restricted diet;
• shoppers who have at least some college education; and
• shoppers who are satisfied with the healthfulness of their diet.

Oversight

Trends in oversight also have been important. The following information is based on the 1994 Food Marketing Institute study.

OSHA Fines: Facts and Figures

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

In 1993, OSHA levied $96.6 million in fines. In 1994, $119.9 million dollars in fines were assessed. State OSHA’s imposed $63 million in fines in 1994, down slightly from the $63.5 million imposed in 1993.

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

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

—NGA

CFC blackmarket could get you into trouble

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

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

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

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

—NGA

24.. FOOD & BEVERAGE REPORT, MARCH 1995
\textbf{“Michigan Renaissance” Governor’s message}

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

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

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

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

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

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

\textbf{Crime}—Governor Engler’s crime program proposes spending $200 million on prison construction which will be used for conversion of the Newberry Hospital into a prison, expansion of some existing facilities and construction of a new juvenile prison. The new $200 million would be spent over several years.

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

\textbf{City of Detroit}—Governor Engler gave notice of his intent to give support to Mayor Archer as he proceeds with new programs afforded by the recent Federal empowerment designation. He also indicated his plans to convene a spring meeting with Detroit area clergy to formulate a plan to help revitalize the state’s largest city “neighborhood by neighborhood.”

Key issues noticeably absent in the address were: a new gas tax to assist with repair of Michigan’s deteriorating highways; construction of the new Tiger Stadium; and, the growing issue of statewide gaming (casinos, video gambling in bars, racetracks, etc.).

\textbf{THE 30TH ANNUAL FOOD MARKETING CONFERENCE AT WESTERN MICHIGAN UNIVERSITY March 27 & 28, 1995}

\textbf{FEATURED SPEAKERS}

\begin{center}
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\end{center}

\textbf{PLUS...HARD HITTING ROUND TABLE DISCUSSION FEATURING}

\begin{itemize}
  \item Jerry Inman, Co-Chairman, CEO Paul Inman Associates
  \item Ron Plato, President, Super K Division Kmart Corporation
  \item Tim Smucker, Chairman J.M. Smucker Co.
  \item Sharon Fordham, V.P. & General Mgr. Lifesavers Company
  \end{itemize}

\textbf{PLUS...WORKSHOPS WHICH ADDRESS TODAY’S INDUSTRY ISSUES}

\begin{itemize}
  \item **COMPETING WITH ALTERNATIVE FORMATS**
  \item **COMPUTER BASED TRAINING**
  \item **TRADE PROMOTION EFFECTIVENESS**
  \item **CORPORATE RE-ENGINEERING**
  \item **ECR FOR SMALLER FIRMS**
  \item **CATEGORY MANAGEMENT**
  \item **MICRO-MARKETING**
\end{itemize}

\textbf{FOR MORE INFORMATION CALL The Associated Food Dealers of Michigan at 1-800-66-66-AFD.}
Your security system is only as good as the telephone line to which it is connected

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

As security systems become more sophisticated, so do the criminals that try to beat them. Not only do we protect our customer’s premises and its contents, we must equally protect the telephone line that is connected to our customer’s location. Why protect the contents, we must equally protect the tect our customer’s premises and its sophisticated, so do the criminals that cutting the telephone line connected security system (or lack of) simply from quite a bit of information about a se­
fessional” criminals know how secu­
telephone line? Well, the more “pro­
telphone line that is connected to our

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

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

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

How does Central Alarm Signal protect your telephone line?

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

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

When evaluating your cut-phone line options, you should keep in mind three of the most common factors considered by purchasers of this type of protec­tion:

• Availability of Service
• Supervision of the System
• Cost of the Service

Availability of Service

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

Supervision of the System

From a security standpoint, this is one of the most important factors. The purpose of telephone line supervision is to verify that the alarm sig­nal will have a clear path to the 24-hour central monitoring station.

Scan-Alert (Derived Channel)

This system uses the communication path (telephone line) every 30 seconds, even when the telephone is in use. The control equipment sends a signal back to the central station continually communicating the status of the ATU’s at the alarm company’s central station and verifying that the alarm signal has been received. Again, this means that when a signal is sent from the cellular transmitter at the customer’s location, there is no verification that the central station had ever received the signal.

Costs of Telephone Line Supervision

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

When shopping for phone-line su­

More Tobacco Regulation Sought

On January 11th, the “Coalition on Smoking OR Health” delivered to congressional leaders a petition calling for Food and Drug Administration (FDA) jurisdiction over tobacco prod­ucts. More than 250,000 people from all 50 states signed the petition saying, “Without banning them, tobacco produc­tions should be regulated to protect the public health as much as possible. Children should not be encouraged to smoke or given access to tobacco products.”

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

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

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

—NACS
Food industry consolidation continues to climb

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

According to preliminary statistics, there were some 40 mergers and/or acquisitions in the supermarket industry alone last year—more than double 1993’s total. These included Yucaipa Cos.’ purchase of Ralph’s Supermarkets in California and Penn Traffic’s acquisition of 45 Acme Markets from American Stores in the Mid-Atlantic.

On the wholesale side, some 27 transactions were tracked, including Fleming Cos. purchase of its competitor Scrivner, both of Minneapolis and Smart & Final Corp.’s purchase of Henry Lee in Florida where the chain plans to expand its cash and carry chain.

In the processing end, total activity actually fell to 106 transactions from 114 in 1993. Some big names were involved however, including Campbell Soup which recently purchased Pace Foods, the nation’s leading salsa maker; Heinz’s purchase of All American Gourmet from Philip Morris’ Kraft General Foods, and ConAgra’s purchases of Universal Foods’ frozen food business and MC (Marie Callendar) Retail Foods. Quaker Oats’ purchase of Snapple drinks in late 1994 was also among the year’s biggest moves.

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

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

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

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

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

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

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

Laith Bally of Bally's in Detroit.

Ramzi Dallou of Boulevard Food Center in Detroit.

Left: Mike McKay of Regal Food Center in Detroit.

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

Eddie Catcho of Abbott Pharmacy in St. Clair Shores.
Call the Associated Food Dealers at 1-800-66-66-AFD to find out how to...

BUILD A
FINANCIAL
DISTRICT
ON ONE SQUARE
FOOT.

If you’ve got a square foot, you’ve got plenty of room for a family of profitable, non-food revenue-builders that can be easily handled at your service counter. Like American Express® Money Orders, recognized for their reliability. Moneygram the world’s fastest growing money transfer service. And MCI PhoneCash, a new consumer long distance calling card. It all adds up to a unique way of maximizing that non-food square footage. To build your financial district, call AFD at 1-800-66-66-AFD.
Michigan’s Leader in Liquor Liability for 7 years running!

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• Competitive Rates
• Endorsed by AFD for 6 consecutive years
• Never Assessable, no deductibles, policy fees or surplus lines tax
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1-810-357-3895 FAX
Admitted, Approved and Domiciled in Michigan

or call AFD at 810-557-9600 or 800-66-66-AFD

AFD On The Scene
Scenes from the Snowflake Ball

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

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

Reverend Wendell Anthony from Fellowship Chapel and President of the Detroit NAACP gave the invocation. Thank you Reverend Anthony.
Brad and Lisa Keyes from Bacardi take a much needed break from the dance floor.

Imagine over 1,000 people doing the hustle.

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

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

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

Matt and Carol Rosenthal from Faygo Beverages danced all night!
Hubert Distributors has serviced Oakland County with Anheuser-Busch products since 1947. Over the years, Hubert has grown along with Oakland County and is a community industry leader.

Central Distributors of Beer, Inc., is the largest Anheuser-Busch wholesaler in Michigan. This family business owned by Karen Wilson, CEO, is recognized as one of the most modern and progressive distributors in the nation.

Great Lakes Beverage Company is the full service distribution network for Anheuser-Busch and Guiness Import Company brands in the Detroit area.

Since 1933, Petitpren Inc. has delivered quality products throughout Macomb County and in the Hamtramck area. In 1944, the company achieved record sales of over 4 million cases of Anheuser-Busch, Molson, Beck and Guiness beer. At Petitpren Inc., good customer service is their number one concern.

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

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

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

The Pfeister Company, established in 1918 has been servicing Michigan retailers for over 76 years. Providing sales and service for their many fine principal manufacturers, they are pleased to offer specialized service in the grocery, frozen foods, HBC/GM, confection, produce, meat and deli departments. Today Pfeister is one of the Midwest’s most prominent food brokers with major offices in Detroit and Grand Rapids, Mich., as well as key Ohio operations in Toledo, Cincinnati and Columbus.
The Associated Food Dealers is hosting its 2nd Annual Best Bagger Contest and we want your store to be involved. We received national news coverage in 1994. We have it all on video tape so please call if you would like a copy. The only thing you need in order to participate is a great grocery bagger.

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

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

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

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

What Will Your Best Bagger Win?
Three winners will be selected. First prize consists of a trophy, a $500 award for educational purposes, a $300 shopping spree.

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

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

Store name___________________________________________________________
Mailing Address______________________________________________________
City/State/Zip_______________________________________________________
Telephone ( )________________________________________________________
Contact Person_______________________________________________________
Best Bagger's Name______________________________________ Phone Number

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

WEST END
NO ARTIFICIAL STUFF
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• MANGO MANGO
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• KIWI STRAWBERRY

• 20 OZ. WIDE-MOUTH BOTTLE
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• NO DEPOSIT

COME AND VISIT US AT THE
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at the BURTON MANOR
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For more information
call Keith Keefer, Kramer Food Company,
1-800-227-1493 or (810) 585-8141
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SEAPAK
TYSON/LOUIS KEMP
UPPER PENINSULA PASTIES

ALL OF MICHIGAN
DOLE JUICES
GREEN GIANT
MORNINGSTAR FARMS
MRS. T'S PIEROGIES
NESTLE NOVELTIES
ON-COR ENTREES
PILLSBURY/TOTINO/JENO
SCRAMBLERS
TRIX NOVELTIES
WELCH'S

GRAND RAPIDS MARKET
MINUTE MAID
MAMA BELLA

YOUR FROZEN FOODS SPECIALISTS!!!