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

FEBRUARY 1996

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Dancing the night away!





Guests at the AFD's 80th Annual Anniversary Ball were treated to fabulous food, a chance to socialize with others in the food industry and the rockin' sounds of the Platters. A great time was had by all! The Ball took place on January 19 at Penna's in Sterling Heights. Look for more nhotos in the March issue.

AFD's Blue Cross premium lowered

Blue Cross Blue Shield recently received approval to eliminate separate rating for food industry groups, effective April 1, 1996. What does this mean to you? Your health care premium rates will be more competitive than ever! Current AFD Blue Cross Blue Shield of Michigan subscribers will experience an approximate rate reduction of 30 percent on their renewal date, and new subscribers can receive great rates too.

With several plans to choose from, you get the maximum coverage for your individual group needs. Choose from Blue Cross Blue Shield of Michigan Traditional, PPO and HMO programs. In addition to these programs, you can add benefits such as dental, vision or prescription drug coverage. AFD can service groups of all sizes. The billing and administration is even handled by AFD. We have a dedicated phone number for billing and administrative questions, plus on-line computer processing which allows for quick and accurate changes in employee and dependent BCBSM records.

If you aren't already in the AFD program, there is no better time than now to call for a quote. We will be happy to tailor a program for your individual group's needs. Call Judy Mansur at AFD (810) 557-9600.

Michigan's liquor distribution system becomes private

In January, Senator Phil Arthurhultz, Michigan Liquor Control Commission (MLCC) Chairman, presented a sweeping plan to reorganize the liquor distribution system, which Governor Engler selected from several options. The plan, if adopted on Rebruary 7, is scheduled to take effect May 1 but could be delayed.

"Chairman Arthurhultz has spent a lot of time and energy on this project and I commend him for his work," said Governor Engler. He also noted that they have reached an agreement on the core components of the privatization plan and will now work on approving the details.

Under the new plan, the state will get out of the liquor distribution business. The new plan also allows SDDs to sell to bars and restaurants and requires TIPS or TAM training for all new licensees.

Joe Sarafa, executive director of the Associated Food Dealers of Michigan, said that AFD endoraes the plan. "It is well thought out and generally in the best interest of all parties conterned. We are prepared to work with the MLCC toward its

implementation," said Sarafa.

Currently, all liquor products available for sale in Michigan are shipped from the manufacturer to one of two state-owned warehouses in Lansing and Lincoln Park. Using State employees, liquor is then shipped from the warehouses to 63 state-operated regional stores. Each of Michigan's 4,128 SDD retailers and 8,971 on-premise operators (hotels, restaurants and bars) is responsible for obtaining their liquor from a regional store. The distiller establishes the price for each product sold in Michigan. The State then marks up the product 65 percent, of which 17 percent becomes the fixed profit for all state retail licensees.

Under the new plan the MLCC will close its two Stateowned warehouses, terminate its hauling contract and close the regional stores. It will then be up to Michigan's licensed distillers to design and implement a warehouse and distribution alternative.

Because the Michigan Liquor Control Act requires the State to purchase and control the wholesale and distribution of liquor products, a purchasing system will be established that requires the wholesaler/distributor to transmit licensee orders to the State. The State, in turn, will purchase the beverage from the manufacturer and pay for the product, after collecting sale proceeds from the wholesaler/distributor.

Additionally, the new plan requires manufacturer designees for warehousing and distribution to receive designation as an authorized agent of the Michigan Liquor Control Commission.

In a report, titled *The privatization of liquor distribution in Michigan*, the MLCC says "It is envisioned that the distillers will select a product distribution network not unlike the systems they have created in the 32 'open' states, which parallel the beer and wine wholesale program in Michigan."

Other changes of the new MLCC plan:

Abolish bailment and delivery charges

The 83 cents-per-case bailment fee and 25 cents per case delivery charge will be removed in order to provide resources necessary for distillers to create their own system.

Reduce markup

MLCC will decrease its markup from 65 percent to 58 percent, but keep the 17 percent retail profit. Distillers will also retain their per-case charges. The lower mark-up will make Michigan more competitive with retail prices in neighboring states.

Eliminate sales tax from shelf prices

An important measure that the plan includes is to change the method of collecting sales tax. To keep consistent with other non-food purchases, the MLCC will remove the sales tax from the shelf price and add it at the cash register. While the consumer pays the same, it makes liquor prices comparable with the prices on other competing alcohol products.

Require restaurants, bars and hotels to purchase liquor through an SDD

This is currently prohibited.
"AFD applauds the MLCC's
decision to allow SDD licensees

to sell liquor to on-premise licensees. This action reduces the number of deliveries dramatically and further guarantees that the distillers can finance a replacement system," said Sarafa.

TIP or TAM

All new licensees must complete employee liquor management training through an approved TIP or TAM educational program. Violators of the Michigan Liquor Control Act will also be required to take the course.

Product promotional approval

Although the MLCC will abolish its current procedures for determining which products will be sold through its warehouses, the State will establish a new program that requires approval by the MLCC which will maintain tight control of products offered for sale within Michigan.

Price controls

Keeping in mind that small retailers would be the big losers if price controls were terminated, the new plan will continue to maintain uniform retail prices throughout the State.



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Executive Director's Report

Wholesalers must treat retail industry fairly

by Joseph D. Sarafa AFD Executive Director

I want to talk today about fairness. We learn about it at a very young age. It is disturbing to us all when we feel



cheated. We all remember instances throughout our lives where we were treated unfairly - an older sibling always got to go first, the coach showed favoritism, a classmate cheated on tests.

These early transgressions hurt our feelings but they also helped us learn right from wrong. They taught us how to be fair throughout our lives, both socially and in business. Today when we are cheated in our business dealings it

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AFD works closely with the following associations:













hurts not only our feelings but our livelihood.

Some soft drink distributors, I believe, are guilty of treating their customers unfairly. These wholesalers charge convenience stores more than they charge supermarkets for the same product. I have no problem with quantity discounts or advertising allowances. I certainly understand that customers with large orders can demand lower prices. My complaint is that these wholesalers charge all convenience stores, regardless of their order size, a higher price than they charge grocery stores and supermarkets. By doing this they are attempting to dictate retail prices.

This practice may not be illegal but in my opinion it is certainly bad business and unfair to the retailers who must survive in a very competitive market. Ultimately it is also unfair to the consumer, who therefore cannot get a reasonably priced product at their local convenience store.

Certainly not all beverage companies support this practice. I appreciate those who treat retailers fairly, giving all the opportunity to sell products at reasonable prices.

While I am speaking of fairness, I also want to admonish the tobacco

industry for their failure to offer equal programs to all retailers. Some tobacco companies are offering the "tobacco only" stores special deals that other retailers are not getting. I believe that equal treatment is paramount to good business practices. When the rules are bent, problems are bound to surface and in these cases the ultimate losers are the manufacturers who create animosity, resentment and mistrust.

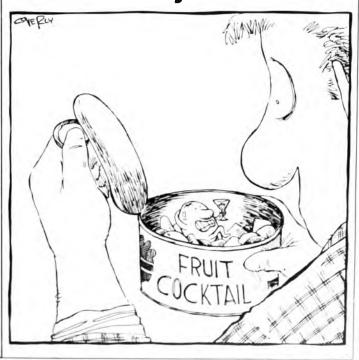
Thanks to Nabby, welcome to Mark

On a lighter note, I want to give my sincere thanks to Nabby Yono for the tremendous amount of time and talent he has donated to AFD as its chairman over the past two years. Nabby, you are a model leader and an asset to this organization. It has been a pleasure to work with you and I look forward to your continued input and support.

I also want to congratulate Mark Karmo on his election as AFD's new chairman of the board. Mark is already a very familiar face in the AFD offices, chairing the Turkey Drive and generously providing his time and talents on many other AFD activities and programs. I speak for the entire AFD staff when I say welcome!

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

The Grocery Zone By David Coverly



New product and new identity mean sweeping changes at Miller

Miller Brewing Company recently unveiled a new company identity featuring an enhanced Miller Brewing trademark which will be reflected on all company communications. The new trademark will provide the beers with a family look.

"The consistent use of the new trademark will reinforce the single, high stan-

dard of quality for all Miller Brewing beers,' said Jack MacDonough, chairman and CEO of Miller Brewing Company.

The identity will be phased into all of the company's communications, from business cards to signage to uniforms, and Miller-branded beer market-

ing support including advertising and promotions. The trademark has four very important elements that represent what Miller stands for as a brewer.

"The phrase 'Since 1855' communicates our long-standing heritage; a more prominent eagle signifies our tradition as a pre-eminent brewer and is used as a symbol of our American traditions; the rendering of barley and hops represents our standards for fine-quality ingredients and attention to detail; and the enlarged, familiar "Miller" logo serves as a symbol of pride in our name and makes it easier

for our beer drinkers to identify their favorite beers," said MacDonough.

The new trademark is currently available on Miller Genuine Draft packaging. New packaging for Miller Lite will be on shelves and in bars beginning in early February; and the the enhanced versions of High Life and Miller Genuine Draft

Light will be available in April.

Miller Brewing Company officials also announced that the company will introduce a new beer called "Miller Beer" in early 1996.

"Today's beer drinkers are demonstrating a desire for fuller-flavored beers,

and along with the fuller flavor, they want a beer which is easy-to-drink and not bitter or filling," said David Ryder, master brewer for Miller Brewing Company. "Our proprietary brewing expertise has allowed us to brew a very unique beer to fulfill these needs."

Neil Harrison, vice president of marketing for Miller Brewing, believes the time is right for new Miller Beer. "The premium beer category is the largest segment in the industry and is again growing. This resurgence, along with the full-flavored yet drinkable taste characteristics of Miller Beer, provides significant opportunity for us in the heart of the beer category," said Harrison. The premium beer category represents more than one-third of the beer market and has been growing steadily in the last two years.

Miller Brewing Company promotes Hughes to marketing manager

Miller Brewing Company recently announced the promotion of Douglas E. Hughes to marketing manager. In his new position Hughes oversees all marketing activities for Miller Brewing company and Molson trademark brands in Michigan. He is responsible for business plan development, strategic/tactical planning, market

area profit and loss, managing marketing staff and agency representatives. Hughes moved to Michigan from Colorado in 1994 to become manager of sales and merchandising for Miller.

"Miller Brewing Company has a long history of brewing great beers," says Hughes. "At the same time, we have consistently dem-

onstrated the ability to assess and anticipate changing consumer needs and desires and respond with innovative, high quality new brands and packages, while providing the impactful marketing support needed to generate long-term winners."

Hughes is excited about Miller's newest product announcement, "Miller" beer. The new premium beer will be introduced early in 1996. He adds, "But great beer is just the beginning. The Miller Brewing Company and its wholesalers are experts in helping retail establish-

ments sell beer. We understand that maximizing the retailer's beer sales and profits will help us achieve the same results— greater sales and profits. Our team of beer professionals provides the industry's most complete array of marketing services and data analysis to do just that."

The announcement for the new "Miller" beer will

be supported with P.O.S. materials and full advertising support. Hughes resides in Brighton with his wife Kelli, a Jazzercize franchise owner and their two children Kymberli and Scott.



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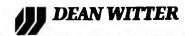
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New Members

The Associated Food Dealers of Michigan welcomes these new members who have joined in October through December, 1995.

AirPage, Oak Park
American Principal Group,
Bloomfield Hills
Barcin Gourmet Gifts, Rochester
Bill's Market, Ann Arbor
Brown-Forman Corp., Louisville KY

WIC News

Taking advantage of sales promotions

The Michigan Department of Public Health WIC policy allows WIC participants to take advantage of manufacturer's sales promotions.

The policy states: "In keeping with Food and Nutrition Service program regulations that WIC vendors treat program participants the same as other customers with respect to both prices and services. WIC participants will be allowed to take advantage of sales promotions offers made by food manufacturers. This will be true even when such promotions allow the participant to exceed the food quantity indicated on the food coupon."

This applies to manufacturer's and other sales promotions available to all consumers.

Examples of sales promotions:

- 1. Special Packaging: The sales promotion allows the purchase of a WIC eligible food with free extra ounces or quality at a price of the regular package or allows a "free" premium or non-WIC eligible food in the same package. This is allowable and the vendor should charge the regular price of the original size item.
- 2. Buy One. Get One Free: The sales promotion allows the purchase of two WIC eligible foods for the price of one, or allows a different WIC eligible or non-eligible product free with the purchase of a WIC eligible food. The vendor must not charge for the "free" item and must provide the "free" item to the WIC participant.
- Instant Rebates: The manufacturer allows a cash rebate with submission of "proof of purchase" product seals. The vendor must credit these instant rebates and record the reduced amount on the coupon.
- 4. Cents-off Coupons. The manufacturer allows use of "cents-off" coupons for purchase of WIC eligible products. The vendor must credit these "cents-off" savings, recording the reduced price on the coupon. Failure to do this is the same as an overcharge, which is a serious violation.

Sales promotions should not be limited to these examples. However, sales promotions available only to WIC participants must be reviewed and approved by the Michigan Department of Public Health.

Remember, no money exchange between the vendor and the WIC participant is ever allowed during any transaction involving WIC coupons.

- WIC Vendor News

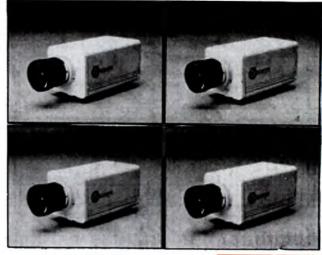
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Crescent Food Center, Berkley
Cy's Food Center, Warren
D & B Market, Lincoln Park
Dairy Mart, Royal Oak
Dairy Mart, Ypsilanti
Danny's Food Market, Bay City
Dean Witter Reynolds Inc., Birmingham
Deane's Party Store, Detroit
Erica's Delicatessen, Grand Rapids
Fastway Food Shopper, Saginaw
Forino's, Grand Haven
Gary's Market, Hazel Park
George's Market, Allenton

Grapevine Party Shoppe,
Farmington Hills
Great Lakes Insurance Services,
Lathrup Village
Hamady Supermarket, Flint
Hamilton Quality Foods, Romulus
Jerry's Party Store, Saginaw
K & K Grocery, Irons
KC's Crossroads Inn, Durand
Kelly's Beverages & Deli, Eastpointe
Liquor Castle, Detroit
Lucky Star Market, Pontiac
Maple View Liquor, Detroit
Melody Market, Detroit
Omtrom, Inc., Rochester

Orchard 10 IGA, Farmington
Parkway Party Store, Detroit
Players Party Stop, Detroit
Saginaw IGA, Saginaw
Save-A-Lot, Warren
Sesi & Sesi, Bingham Farms
Southfield Liquor, Allen Park
Sunshine Liquor, Detroit
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-1995 A legislative review

by Karoub Associates Legislative Consultants for AFD

At a press conference following the December 14th conclusion of the 1995 session, the House Republican leadership listed the top accomplishments of the year. These included: 1. welfare reform; 2. revised mental health code; 3. single business tax apportionment changes; 4. environmental recodifications; 5. unemployment reform; and, 6. tort reform.

While the Democrats claimed that the magnitude and complexity of the issues deserved more discussion and debate than

was allowed, the Republicans countered that the issues have been studied by special task forces and extensively debated in recent years.

Looking ahead to 1996, the Republicans have indicated their priorities include: 1, court restructuring; 2, juvenile justice reforms; 3, revenue sharing; 4, renaissance zones; 5, workers compensation; and, 6, prison privatization. Other issues that will undoubtedly surface are the gas tax, and more on schools of choice.

Chatter around the Capitol continues speculation as to the political futures of

the Governor, Senator Posthumus and House Speaker Hillegonds.

In August at the Republican National Convention, we will learn whether Governor Engler will be chosen to serve as the Vice Presidential candidate. Conjecture continues that if that does not occur chances are good Engler would be offered a cabinet position if the Republicans win the White House. If the Governor were to go to Washington in January 1997, there would be two years left of his current term. Lt. Gov. Connie Binsfeld would then become Governor.

Waiting in the wings and doing all the right things (building statewide political base, etc.) in preparation to run for Governor, is Senate Majority Leader Senator Posthumus. The Governor's uncertain future is the only thing that has kept Posthumus from declaring his candidacy.

On the House side, political speculation centers on the Speaker, Paul Hillegonds. He has stated that he has the obligation to let his caucus know as early as possible whether or not he will run for one more term. Hillegonds completes his 9th two-year term at the end of 1996.

Welfare Reform: Michigan became the first state in the nation to enact innovative welfare reform when Governor Engler signed the welfare reform legislation Dec. 6th. The new law dovetails with the congressional legislation designed to reform the federal welfare system principally by shifting the responsibility to the states. The federal bill, yet to be approved by the President, is retroactive to last Oct. 1.

Under the new Michigan law, welfare recipients would be required to either find a job, go into a work preparation program, or perform public service or face losing all their welfare benefits, including food stamps.

Revised Mental Health Code: Counties will be able to create new organizations that provide mental health services with less state intrusion under the recently passed major rewrite of the Mental Health Code. The centerpiece of the new code is the provision that allows community mental health boards to create their own "authorities" that would have the freedom to, among other things, acquire property and generate income through investments. One of the major areas of debate dealt with accountability and the governmental immunity granted to the new "authorities" under the revised code.

Single Business Tax: On the last day of the 1995 session, the House and Senate settled their differences over changing the way the state SBT is apportioned and sent the package to the Governor. As a result of the shift of the burden to more of a sales-based formula, the legislation provides a tax cut for companies based in Michigan, and a tax increase for companies based outside of Michigan, but with sales within the state's borders.

Because of the possibility that the Michigan site-based capital acquisition deduction (CAD) could be ruled unconstitutional, a fall back position was added. If a court overturns the Michigan-based CAD, the apportionment formula will return to its current form for 1997 (50 percent sales, 25 percent payroll formula, 25 percent property) and move to a 70-15-15 formula in 1999, and thereafter.

The legislation sets a formula of 80-10-10 for 1997 and 1998, and moves to a 90-5-5 sales factor beginning in 1999. The fall back provision would also have the Michigan site-based CAD return to a nationwide apportioned CAD, allowing firms to take advantage of the way the CAD stands currently.

See Year in Review

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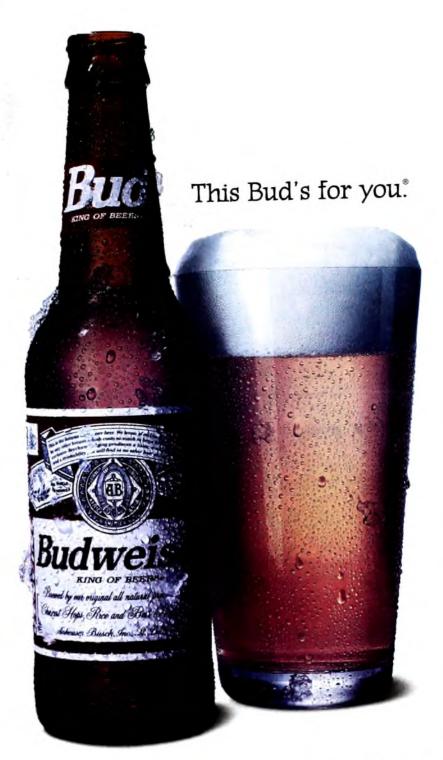
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- 97.9% of all prizes are redeemable at your retail stores which means more customers with cash in their hands.
- Bonus Bingo gives Bingo lovers four bonus numbers - that's four extra chances to make a Bingo!
- · Bonus Bingo's jackpot is a whopping \$20,000 - double the original Bingo jackpot.



Sown Savys adds of warring \$2 1 in 417,54 1 in 31,55 1 in 42,57 1 in 42,510 1 in 125,525 1 in 250,530 1 in 1,000 535 1 in 2,000 550 1 in 2,000 535 1 in 1,250 530 1 in 1,250 5310 1 in 12,500 5312 1 in 25,000 532 1 in 25,000

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What's Happening At The Michigan Lottery?

New instant ticket distribution system is good business for retailers

by Bill Martin Michigan Lottery Commissioner

Michigan Lottery retailers are already reaping the rewards of the Bureau's move from a credit-based consignmentbased



system of instant ticket distribution. While we expected a significant increase in ticket sales as a result of this change, I am happy to say that the Lottery has seen tremendous support from retailers and players alike. In fact, our standing orders for instant tickets have essentially doubled since the improved ticket distribution began.

You can help break the cycle of homelessness

If you care about children and their families and have some time to give, Oakland Family Services and the Lighthouse of Oakland County need you.

The H.O.P.E. Program (Homelessness Prevention Through Empowerment) has volunteer opportunities including: Children's Group Facilitators, Child Mentors and Parent Aides. Training and supervision will be provided as you participate in this innovative program to prevent homelessness.

Provide hope to children and their families, volunteer with H.O.P.E. Program. For more information, contact Rosellen Loye at 810-858-7766.

The Food and Beverage Report regrets the inconvenience of an error made in the January 1996 issue. It incorrectly gave the contact name and phone number for the Bacardi Imports, Inc. advertisement. The correct name and phone number should read: Mark Reevers at 1-800-841-4786 ext. 592.

The consignment-based instant ticket distribution system allows retailers to carry substantially more inventory because they no longer pay for tickets in advance; they now pay for books of tickets after they've been sold to players, allowing them to have an unlimited variety of instant tickets on hand. Also, the Lottery now provides next-business-day delivery, ensuring that retailers can display a full array of instant games every day.

With a larger inventory, retailers can offer a greater selection of instant

games. This freedom of choice means retailers can respond to players' requests for specific gamesand there's no limit to the number of games retailers can carry. Wider selection means increased instant ticket sales, and increased Lottery sales means increased store traffic and bigger profits for more than 9,000 retailers that sell Lottery tickets. That's definitely a winning formula for Michigan Lottery retailers, schoolchildren, and players.

This new distribution system,

along with the recent change in the prize payout law (removal of the 45 percent cap), will allow the Lottery and its retailers to maximize sales. With the prize payout cap removed, we now have the flexibility to adjust our prize payouts to the marketplace and have even more winners.

These two very positive stepsconsignment-based instant ticket distribution and the payout cap removal-will be instrumental in helping the Lottery to surpass last year's sales record of \$1.38 billion.

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Retailer Profile

Stevens' career spans the decades, looks to the future

by Michele MacWilliams

If you are in the grocery business in Metro Detroit, chances are you know Gus Stevens. In his 58 years in the food industry, Stevens has seen grocery chains come and go. He has been a part of Chatham, Kroger and Great Scott! He has worked in just about every position a store offers, from stock boy to manager.

Now, at 75, Stevens is still going strong. As vice president of marketing and advertising for Oak Ridge Markets, he shows no signs of slowing down.

Gus Stevens has worked for the five-store chain for the past 11 years, writing the ads, working

with vendors and making sure everything runs smoothly.

"I enjoy the grocery business because it's a people business," says Stevens from behind his desk in the modest office he shares with Ron Kohler, Oak Ridge co-owner and president. The office is in the back of the Fraser store, on Groesbeck at

13 Mile Road and serves as the headquarters for the company. Two other stores are in Royal Oak, one is in Madison Heights and the fifth, called Riverside, is in St. Clair.

"Every day is different here," he says. "I like this business because the work is so varied and there is always something new."



Gus Stevens came from a food industry background. Originally from Detroit, his family moved to California when he was a young child. His father was in the produce business. They came back to Detroit in Gus' early teens

See Gus Stevens page 11.





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Gus Stevens

From page 10.

so that his father and uncle could go into the candy store business. Eventually Stevens' family owned seven candy stores and, being of Greek heritage, (Gus Stevens' given name is Constantine Stavropoulos) a couple of Greek restaurants too.

But Gus never worked in his father's businesses. Instead he took a job as a clerk with Kroger and through his 25-year career there, moved up the ladder to eventually become a store manager and then a supervisor.

His Kroger tenure was uninterrupted, save for a call from the Army which led to active duty from 1943 through 1946.

In 1962 he moved to Great Scott! where he began as a buyer and moved up to director of operations over 14 years. Then came a seven-year stint at Chatham, which lead to his current position at Oak Ridge.

Gus Stevens is married to Helen, who understands the long hours and is accustomed to the six-day work weeks that her husband adheres to. They have two daughters and four grandchildren. None of which, so far, works in the food industry.

Over his career, Stevens says that there have been many, many changes. He has seen the advent of the frozen food section, in-store bakeries and delis. He has witnessed the selection increase 100-fold in some categories and he has seen totally new categories appear.

"The number of products you have on the shelves has grown dramatically," he adds. Stevens cites the cereal aisle as a good example. "When I began, customers chose either com flakes or Wheaties. Now most stores dedicate an entire aisle to breakfast foods."

Another area where categories have expanded dramatically is the pet food section.

"Fifty years ago we had a couple of cat foods to choose from. Today, Nine Lives alone carries 20 different varieties," Stevens adds

Store square footage has increased with the expanded product selections and competition for coveted shelf space continues to become more and more fierce.

However, perhaps the most dramatic change Stevens has seen isn't in new products or increased selections, but in the way that these products are purchased.
"Everything is done with computers and scanners now," says Stevens. He maintains that many of his purchasing decisions are still done "by gut" but he gets a plethora of information from his computergenerated inventory sheets.

"Someday computers will do all the buying for us," predicts Stevens. "They will run inventory from the registers and automatically create the purchase orders." Until then, though, Stevens is happy to provide that service for Oak Ridge Markets. "I love this job because it is a challenge.

Vital Statistics Gus Stevens

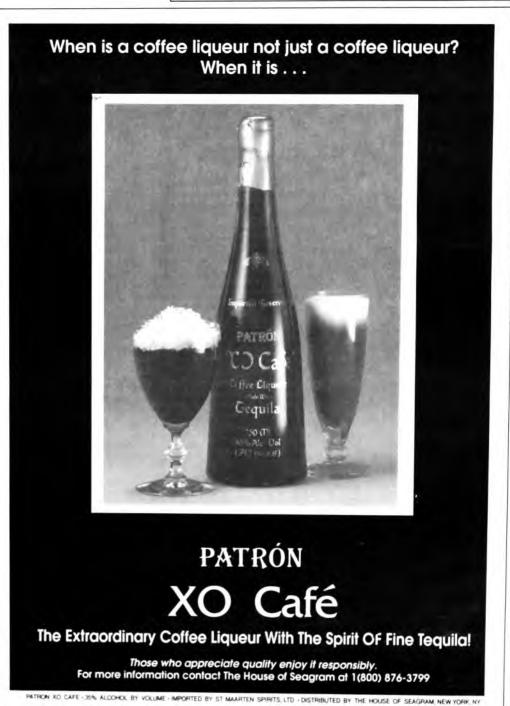
Occupation: Vice President of Marketing & Advertising for Oak Ridge Markets

Age: 75

Years in grocery business: 58

Family life: Married to Helen, two daughters, four grandchildren

Special recognition: Gus Stevens was recently honored by the Associated Food Dealers of Michigan for his outstanding service, dedication and loyalty to the grocery industry. Stevens accepted the award at the AFD's 80th Anniversary Ball.



Year in Review

From page 6.

Product Liability: Product liability legislation passed the House and was sent to the Governor only after extended debate over a key section in the bill. The new language states that manufacturers must have "actual knowledge" of having manufactured a defective product before being exposed to higher damage awards than provided in the limits set in the bill for product liability cases.

Horse Racing: Legislation designed to help boost the horse racing industry has passed the

Legislature and awaits the Governor's signature. Along with permitting simulcasting of races from other tracks, the bill replaces the current tax on racing with a new tax that would cover simulcasting. For 1996, the tracks will pay a tax of 2.5 percent of wagers made on simulcast wagers. Beginning in 1997, the tax would increase to 3.5 percent.

Tax Rebate: A \$113 million one-time tax cut to meet requirements of the Headlee Amendment to the State Constitution has been enacted

effective for 1995. Under the bill, taxpayers will be able to take a two percent tax credit on their 1995. Michigan taxes. The credit was the administration's solution to deal with revenues collected in excess of the Headlee revenue limit.

Concealed Weapons: The long wait for the House's verdict on concealed weapons legislation came to a conclusion on December 7th when the majority voted against discharging the committee from further consideration of the package. The primary sponsor of the legislation, who was

unsuccessful after months of attempting to obtain approval by the Judiciary Committee, sought to bypass that step in the process by the discharge vote. The discussion on the discharge measure clearly reflected the extensive deliberations given to the legislation by the committee.

Financial Institution Legislation:

Public Act 202 of 1995 effective November 29, gives Michigan an advantage over other states by "opting-in" early to the federal Riegle-Neal Interstate Banking Branching Efficiency Act, which allows interstate branch banking. The new state law allows any bank outside the state to branch into Michigan by purchasing or merging with a Michigan headquartered bank. A Michigan bank will be allowed to establish such branches in other states.

More Updates page 17.

Guest Comments

Underage smokers must be held responsible for their actions

by Peter Kuhnmuench vice president of governmental affairs Michigan Retailers Association

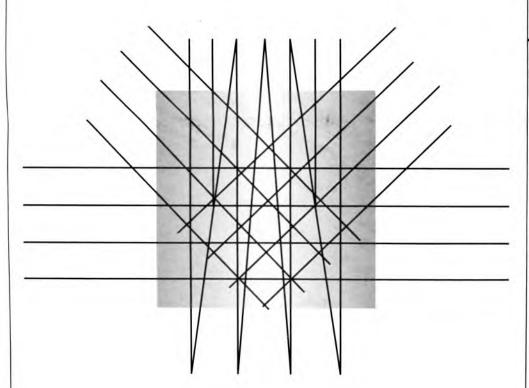
The sale of tobacco products contribute significantly to the bottom line of many retailers across our state. The Michigan Retailers Association recognizes, however, the important public health concern of preventing tobacco sales to minors.

We have worked closely with Senator Shugars in developing legislation to deal with this (Senate Bill 730). We have also engaged in spirited negotiations in order to strike a balance between an appropriate and effective regulatory structure with our desire to operate our businesses unencumbered by expensive and excessive government regulation.

Foremost in our concerns is the ability to operate on a statewide basis within consistent and rationale parameters. While this legislation extends farther than we would prefer with respect to the proposed fine levels and in dictating product

See Senate Bill 730 page 23.

Fast Lane.

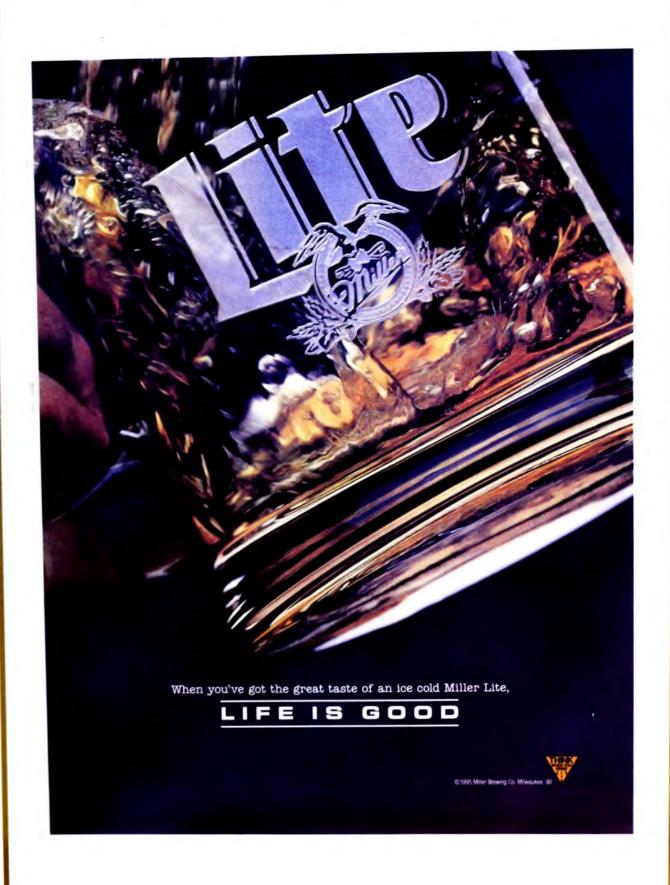


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MILK MYTHS SHATTERED!

Rumors abound regarding which beverages provide the best refreshment for exercise. But when it comes to overall nutrition, milk is rising to the top. For building better, more durable bodies and maintaining good health, milk is an integral part of any diet. It's time to welcome back milk and not stray from your three-a-day because of the following myths.

"Commercial sports drinks are the best beverage choice for an active life-style."

Milk offers more nutrition per ounce than the leading sports drink. Economical and widely available, milk scores as nature's own sports drink. In one glass, milk provides you with energy, potassium and high-quality protein for muscle development, plus it helps replenish fluids.

MYTH #2:

"Milk causes muscle cramping."

Muscle cramping is generally associated with dehydration. Three glasses of milk a day can help contribute to your daily fluid intake to replace lost fluids. The calcium in milk also promotes normal muscle contractions.

MYTH #3:

"Milk causes cotton mouth."

That dryness in your mouth that sometimes happens before a competitive event is usually caused by nervousness and anxiety, not milk.

MYTH #4:

"Milk is a poor choice before exercising."

Milk as a part of your pre-exercise snack can offer a satisfying and sustained energy boost. For example, milk with cereal or crackers provides an easy-to-digest snack that won't weigh you down before your workout.

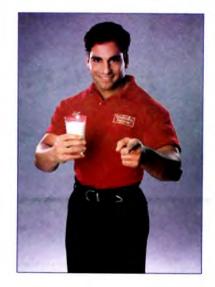
MYTH #5:

"I can get all the calcium I need through other foods."

REALITY:

Milk and milk products provide 75 percent of the calcium available in the food supply. Without milk on your menu, it's unlikely that you'll get enough of this bone-building mineral. And an occasional bowl of cereal and a little milk in your coffee doesn't cut it. Three glasses of milk every day are needed to round out your balanced diet





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Charitable access bill introduced

Rep. Peter Hoekstra (R-MI) has introduced legislation, (H.R. 2497) to make it clear that an employer is not required to allow union organizers on their private property even if charitable, civic and religious organizations are allowed to solicit on the employer's property

This legislation is necessary because the National Labor Relations Board (NLRB) has held that it is a discriminatory practice to allow these community organizations to solicit, but not union pickets or handbillers.

Rather than face unfair labor practice charges, many employers have reluctantly concluded that they have no choice but to ban all outside organizations from their property. As a result, groups such as the Salvation Army, the Girl Scouts and other volunteer organizations are suffering the consequences. This bill has been referred to the Economic and Educational Opportunities Committee

-FMI

OSHA requirements and NFPA's life safety code

Here is a review of what retailers should be doing to comply with OSHA's standards on means of caress. emergency action plans and fire protection: A means of



continuous and unobstructed way of exit travel from any point in a building or structure and distinct parts: the way of exit access, the exit, and the way of exit discharge

Exit access is that portion of a means of egress which leads to an entrance to an

Exit is that portion of a means of egress which is separated from all other spaces of the building, or structure by construction or equipment to provide a protected way of travel to the exit discharge.

Exit discharge is that portion of a means of egress between the termination of an exit and a public way.

Listed below are several guidelines you should follow for maintaining aisles, passageways and exits

Each workplace building must have at least two means of escape remote from each other to be used in a fire emergency

Fire doors must not be blocked or locked to prevent emergency use when employees are within the buildings. Delayed opening of fire doors is

Legislative Update

permitted when an approved alarm system is integrated into the fire door

Where mechanical handling equipment is used, sufficient safe clearance should be allowed for aisles. at loading docks, through doorways and wherever turns or passage must be made

Aisles and passageways used by mechanical equipment should be kept clear and in good repair with no obstruction across or in aisles that could create hazards.

Permanent aisles and passageways should be appropriately marked. Hangings, draperies or decorations shall not be placed over exit doors.

Mirrors shall not be placed on exit doors or placed in or adjacent to any exit in such a manner as to confuse the direction of an exit.

Exits and the way of approach and travel from exits should be maintained so that they are unobstructed and accessible at all times.

All exits should discharge directly to the street or other open space that gives safe access to a public way.

Exit doors serving more than 50 people or at high hazard areas should swing in the direction of exit travel.

Exits should be marked by readily visible, suitable illuminated exit signs.

Any door, passage or stairway which is neither an exit nor a way of exit

access, which could be mistaken for an exit, should be identified by a sign reading, "Not an Exit," or similar designation.

The employee fire alarm system should be capable of being heard above ambient noise or light levels by all employees. The alarm must be distinctive and recognizable as a signal to evacuate the work area or to perform actions designated under the emergency action plan. Steam whistles, air horns, strobe lights or similar lighting devices, or tactile devices will meet OSHA's requirements.

More Updates page 18.

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Comments on FDA rule to regulate tobacco

The new year started off with a bang as January 2 marked the last day that comments could be received on the Federal Food and Drug Administration's (FDA) effort to regulate tobacco products. This rulemaking process, which began in August when the Agency issued the proposed regulations, has generated more than 570,000 letters.

Comments covered various topics including the economic impact on the industry, advertising restrictions, and First Amendment rights.

Summary of comments by the National Association of Convenience Stores on regulating tobacco follows:

Legislative Update

The FDA proposal would eliminate all promotional allowances for tobacco.

 NACS argued that, if tobacco manufacturers reduced promotional displays by only 50 percent, pretax profits at the average convenience store would drop over 12 percent.

The FDA proposal states that the average cost to retailers to remove tobacco products from the floor to comply with the ban on self-serve displays would cost an average of \$15.35 per store.

 NACS countered that many NACS members would have to undertake costly remodeling efforts to accommodate all tobacco sales from behind the counter because many retailers have large floor displays. One NACS member estimated that the cost of remodeling an older store would run around \$10,000.

The FDA proposal would restrict pointof-sale advertisements to a black-on-white, text only format.

 NACS commented that this proposal would lead to the elimination of tobacco advertisements in convenience stores because such ads would go unnoticed among the other colorful advertisements and products in stores. The result being that customers will not be exposed to the Surgeon General's warning and tar and nicotine disclosures at the point of purchase.

The FDA proposal violates the First

 NACS commented that the Supreme Court has stated that restrictions on commercial speech must directly advance a substantial government interest and must not be broader than necessary. The proposed regulations will not directly advance the substantial government interest in reducing the underage use of tobacco products because the important influences affecting a minor's decision to use tobacco products are parents and peers which were not addressed in the FDA's proposal.

In mid-October, NACS filed a complaint in the Federal District Court in Greensboro, North Carolina, charging that the FDA's proposed regulation of tobacco products unlawfully interferes with convenience stores' marketing of tobacco products to adults.

-NACS

Budget bills include food stamp provisions

The budget bills under consideration include provisions that may affect participation by retailers in the Food Stamp Program.

Specifically, the bills would:

- encourage the states to implement an electronic benefits transfer (EBT) system;
- require, if practicable, a Department of Agriculture (Department) official to visit a retail food store prior to authorization;
- establish limitations on the period of store eligibility;
- prohibit the reallocation of a store denied authorization for a period of at least six months;
- authorize the Department to require the submission of income and sales tax information from applicants;
- authorize the disqualification of stores disqualifed from the WIC program;
- disqualify stores for the knowing submission of false information; and
- suspend authorization of stores pending administrative review of charges of trafficking or knowingly submitting false information.

These provisions are designed to reduce fraud in the program by providing the Department with new enforcement tools. Previously, the Department generally did not limit authorization periods, require a visit prior to authorization, or disqualify stores on the basis of disqualification from the WIC program. In some cases, the Department has required income and sales tax information from new applicants. However, the practice has not been widespread.

The most problematic provisions for store operators are likely to be the prohibition on reapplication for six months and the suspension pending review of trafficking charges. The current applications are sufficiently confusing so that many stores already fail to receive authorization of the first application.

In the case of suspension pending review of trafficking, these provisions will be burdensome because store management cannot always prevent its clerks from trafficking. Thus, the store will be suspended because of the acts of the clerk even though the store may be reinstated at a later time if it has a program to prevent trafficking.

-NACS

More Updates page 19.



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Legislative Update

New Dietary Guidelines reflect strongest science yet

On January 2, Agriculture Secretary Dan Glickman and Health and Human Services Secretary Donna Shalala announced the 1995 edition of Nutrition and Your Health: Dietary Guidelines for Americans.

The two Secretaries said the revised Guidelines, last published in 1990, are based on the strongest scientific evidence yet concerning diet and health and are more user-friendly, including specific examples of good food sources for key nutrients.

"The 1995 Dietary Guidelines provide sound, no-nonsense advice to help American consumers build healthy diets for themselves and their families," Secretary Glickman said. "Consumers should look to the bounty of American agriculture, seen in grocery stores and markets across the country, for help planning nutritious, economical, and good tasting meals."

Guidelines emphasize variety in the diet, physical fitness, weight control

The new Guidelines build on previous editions, focusing on ways to improve one's overall diet. They also provide examples of foods rich in key nutrients, including foods used in diets from a variety of cultures, as well as vegetarian diets.

For the first time, the Guidelines emphasize physical activity. They recommend adults maintain their weight in a healthy range and caution against crash weight-loss diets.

In addition, they include instructions for consumers on how to use the Food Guide Pyramid and the Nutrition Facts label to put the Guidelines into practice. An update for federal nutrition policy

First published in 1980 and revised every five years, the Dietary Guidelines for Americans are not only a critical consumer health tool-they also form the basis for federal nutrition policy and **Drograms**

Secretary Glickman explained that "the Clinton Administration is committed to implementing the Dietary Guidelines—the cornerstone of our national nutrition policy-into Federal nutrition programs."

Under Secretary for Food, Nutrition, and Consumer Services Ellen Haas pointed to the School Meals Initiative for Healthy Children as the first implementation of the Dietary Guidelines in a Federal nutrition program, "Our historic policy change is ensuring healthy school meals for 25 million children. We will continue the effort to implement the Guidelines in all nutrition programs.

Changes rooted in the latest **science**

Revisions to the dietary guidelines

are based on the recommendations of an 11-member Dietary Guidelines Advisory Committee, a group of widely recognized nutrition and medical experts. In 1995, the advisory committee was chaired by Dr. Doris Howes Calloway of the University of California at Berkeley. The 1995 edition of the Dietary Guidelines recommends:

- · Eat a variety of foods.
- · Balance the food you eat with physical activity; maintain or

improve your weight.

- · Choose a diet with plenty of grain products, vegetables, and fruits.
- · Choose a diet low in fat, saturated fat, and cholesterol.
- · Choose a diet moderate in sugars.
- · Choose a diet moderate in salt and
- · If you drink alcoholic beverages, do so in moderation.

To learn how to get copies of the Dietary Guidelines, contact the Food and Consumer Service at 703-305-2039.

Requirements for travel and entertainment expenses changed

The IRS has announced plans to increase from \$25 to \$75 the threshold for which receipts are required in order to deduct business travel and entertainment expenses.

-FMI



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Michigan Bankard "Services

"Rate may be lower or higher depending upon annual credit card sales volume. The 1.14% rate applies only to certified supermarket stores which meet volume requirements. The 1.29% rate is available for convenience stores which meet volume requirements

News Notes

Michigan Apple

Committee puts savings in the bag

The Michigan Apple Committee is repeating its very successful couponin-the-bag program, which was launched for the first time last season. Two and one-half million specially-marked 3- and 5-lb. bags of Michigan Red Delicious and Empire apples will feature coupons and special offers worth \$2.74.

The coupons are good for savings on Pet-Ritz Pie Crusts, T. Marzetti's Apple Dips and Archway Cookies. In addition, consumers will also have an opportunity to order a Quaker Oats cookbook for only \$1.25 (valued at \$2.99) that has \$6 worth of coupons for Quaker products.

Stores in Chicago, Grand Rapids/
Kalamazoo/Battle Creek, St. Louis,
Detroit, Cincinnati, Indianapolis,
Louisville and several
other markets will have
the specially marked
bags. The promotion
will be supported by a
television campaign in
all seven markets. A
new 30-second com-

mercial will air over a five-week period which began in late January.

Also supporting the promotion will be a retail contest which will offer produce managers the opportunity to win exciting prizes, including trips to the 1996 PMA convention, when they

> advertise and build displays using Michigan apples. Bonus entries can be gained by displaying the partners' products.

> Point-of-purchase materials designed specially for this promo

tion will be available to all retailers, along with display wrap materials, recipe cards, usage charts and more.

The promotion will run throughout the first quarter of 1996.

For more information about the contest, contact Jan Van Driessche or Ken Meyer at 800-456-2753.

Family Fare Supermarket to open and reopen stores

Family Fare Supermarkets has announced plans to reopen its Hudsonville store as well as to open a Grand Haven-area supermarket at the site formerly occupied by Kmart on US 31.

On January 9, Family Fare reopened its Hudsonville store. Located at 6480 28th Avenue in Hudsonville, the store temporarily closed on December 5 to complete repairs to a wall that was wind damaged during recent construction.

Remodeling continues and the store will soon include a children's "Stay & Play" area, in-store banking and pharmacy services, and a new floral, deli and service meat departments.

Family Fare plans to completely renovate the building and open for business in the summer of 1996.

The Grand Haven store, according to Family Fare officials, will feature comprehensive grocery, produce, floral, frozen foods, dairy, deli, meat, seafood, bakery and general merchandise departments.

Special services such as an instore cafe, an in-store bank with an ATM machine, a full-service pharmacy, a full-service meat/seafood department, a Stay 'n Play area for children, fax and copier service, and dry cleaning will also be featured.

The Grand Haven Family Fare will be the company's 13th supermarket located in West Michigan.

Guinness awards the key to an Irish country cottage

As winner of the Guinness Country Cottage contest, Bob Wittig of Carnegie, Pennsylvania has a new home! Wittig's entry, an imaginary postcard from Ireland, has earned him the keys to an authentic thatched roof cottage nestled in the River Lee Valley in Southwest Ireland. In addition to winning the Guinness Country Cottage,

See Guinness page 21.

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FOR MORE INFORMATION CALL THE CONFERENCE HOT LINE AT 616-387-2132

Guinness

From page 20.

Wittig has also won two round-trips per year to visit the cottage on Aer Lingus for the next ten years.

To enter the contest, consumers 21 and older were asked to imagine themselves as the new owner of the Guinness cottage and complete a postcard greeting in 50 words or less. Chosen from nearly 15,000 entries, Wittig's response was exceptional:

"It's the end of my first day in the cottage. As I watch my Pub Draught Guinness settle, I begin to think about quality. It comes quietly into our lives. It runs deep. And when it's right, it lasts forever."

Veterinarian appointed Pork Alliance Coordinator

Dr. Larry Granger, Michigan Department of Agriculture's (MDA) Swine Veterinarian, has been appointed Networking Coordinator for the Michigan Pork Alliance to help pork producers compete in a changing swine industry, announced MDA Director Dr. Gordon Guyer.

Granger, who has worked at MDA since 1990, will work with pork producers in redesigning their businesses to access the new technologies available to the pork industry. He will also strengthen the producers' ties to academia and government, and will assist them in getting the information they need to take advantage of the growing global demand for pork products.

Granger, who received his Doctor of Veterinary Medicine degree from Michigan State University in 1979 was in private practice for several years, then worked for the USDA before joining MDA. He will continue to work in the pseudorables eradication program at MDA.

The Michigan Pork Alliance was formed in January 1995 as a public-private partnership to enhance economic opportunity for the industry. Members include representatives from Michigan Farm Bureau, Thorn Apple Valley, Michigan Livestock Exchange, Michigan Pork Producers Association, Michigan State University and the MDA.

Pork producers may contact Granger at the office of the Michigan Pork Producers Association in Lansing at 517-699-2145 or at the MDA at 517-373-8203.

News Notes

Bumble Bee offers support to video release of Free Willy 2

Bumble Bee Seafoods, Inc. is offering \$25 million in rebates through a promotional tie-in with Warner Home Video for the video release of Free Willy 2: The Adventure Home.

Consumers will receive a \$5 rebate by mail when they submit six proofs of purchase from Bumble Bee® products along with a

along with a rebate form packaged inside of 5 million Free Willy 2

videos. Bumble Bee is also offering a free special edition Free Willy 2 children's activity book, featuring thrilling scenes from the movie, and Crayola® crayons—consumers simply send in three UPC codes from any three cans of Bumble Bee tuna and/or salmon, the completed request form

and \$1.50 for shipping and handling. Bumble Bee is merchandising and promoting the rebate offer, which expires May 31, 1996, at grocery stores across the U.S. through consumer print campaigns including *People*, *Entertainment Weekly*, and *Sports Illustrated for Kids*, and an FSI that will run in newspapers nationwide on February 4, 1996. In addition, trailers will be seen on *Batman Forever* and *A Little Princess*.

With the first Free Willy video tie-in, a donation was made to Earth Island Institute through Bumble Bee consumer rebates from the video release. The 1994 summer box office hit that told the story of an orphaned boy who freed a friendly whale from a rundown aquarium, captured the attention and hearts of both adults and children.





Attention AFD Members! Shopping For Health Coverage?

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

Here's why...

- As with any grocery product, you get what you
 pay for. With Blue, you're covered by the best
 known and longest established health benefits
 company in Michigan.
- All Blue choices give you the largest selection of participating doctors and hospitals in Michigan.
- Your ID card with the familiar Blue Cross and Blue Shield emblem is the most recognized health card in the world. That's important when you travel.

- AFD and the Blues offer several different programs, with various levels of co-pays and deductibles, so you can select one that's best for your needs and your budget.
- With AFD's toll-free telephone number, you'll get answers to your health care questions at no cost to you.

health care for 16 years.

Your Association has

•When you go Blue, you can also buy dental, vision, hearing and prescription drug coverage at a nominal extra charge.

AFD and the Blues have been partners in

We guarantee that you can renew your Blue coverage year after year.

- Your Blue coverage will never be canceled because of major illness or high use.
- If an HMO with its preventive health benefits, covered office visits, and well baby care is better for your family, Blue Care Network offers these benefits and more

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

1-800-66-66-AFD





AFD on the Scene

A warm thank you to all the retailers who supported the Miller promotion last December to raise funds for AFI) scholarships and research for the childhood disease AHC.

Below are photos from the Trenton area route of Tony Chandler, sales representative from Action Distributing Company, Inc.





















ROUTE SALES POSITION: We are seeking an aggressive Route Sales person to join our company. We are a snack food manufacturer offering a full time Route Sales Position - Experience counts, Good Driving Record required, Good Benefits. Send Resume to: Sales Department, P.O. Box 339, Hazel Park, MI 48030.

SPECIALTY FOOD AND BEVERAGE SALESPEOPLE. How would you like to be part of the fastest growing Specialty Food and Beverage Distributor in the Midwest? If you are a hardworking, selfmotivated, aggressive individual willing to be a part of this rapidly growing organization, please apply now. Positions are available today throughout Michigan and Ohio for goal oriented people. This full service outfit pays excellent wages based on both salary and commission. A complete benefit package is also included. If you would like to join this exciting team, please reply quickly to: Sales Manager, c/o Kramer Foods Company, P.O. Box 7033, Troy, MI 48007-7033

SUPERMARKET FOR SALE-12,000 sq. ft. brick bldg. + 40-car blacktop parking lot. Corner of two main streets near downtown Toledo. 1-hour drive from downtown Detroit, Includes all supermarket equip-ment, ready to open. Cash registers, scales, shelving, meat equipment, safe, modern office, security alarm system, freezers, coolers, carport, bailer and shopping carts. All for \$98,000 includes the building. Ready to go. For information call Jeff Urbanski, Toledo Ohio (419) 243-1221

SUPPLIERS: Looking for ways to increase your market visibility? Let the AFD show you how. Promotional opportunities through membership limitless. Call Dan Reeves at (810) 557-

WANTED: Associated Food Dealer members. If you or someone you know can benefit by joining the AFD, please call Dan Reeves at (810) 557-9600.

AFD On The Scene

Scenes from the DAGMR Annual Christmas Dinner held at St. George's Cultural Center in West Bloomfield



New DAGMR President Mike Falle and his wife at the DAGMR Annual Christmas Dinner.



Having a good time at the DAGMR Annual Christmas dinner are Ed Frost and Larry Pierce who are flanked by each other's wife.



Mr. and Mrs. Jeff David (L) and Mr. and Mrs. Larry Pierce enjoy the DAGMR Annual Christmas Dinner.

Senate Bill 730

From page 12.

placement within the store, they are acceptable concessions to retaining a consistent statewide standard governing a prohibition on the sale of tobacco products to those under the age of eighteen.

Retailers must assume the responsibility of preventing the sales of tobacco products to minors. This responsibility extends to both the business owner and the retail sales clerk. Senate Bill 730 holds both parties accountable and establishes appropriate sanctions for violators and reasonable protections for those who make a good faith effort to comply with the law.

It will also compliment a national voluntary effort undertaken this past year to prevent tobacco sales to minors: the We Card program. This program, sponsored by the Coalition for Responsible Tobacco Retailing, has been endorsed by nearly every major national retail association.

The program is designed to help retailers and their employees identify and reject attempted purchases of tobacco product by underage customers. The program offers training on state youth and tobacco laws, tips on how to handle carding situations, and point-of-sale signage indicating "We Card."

Finally, the proposed legislation acknowledges that a purchasing minor must also be held accountable for their actions. By tying enforcement action against a retailer and/or clerk to similar action against the purchasing minor, both responsible parties are deterred from repeating the offense.



Our publication, THE FOOD & BEVERAGE REPORT, has the largest circulation of any trade publication in Michigan. It is distributed monthly to all retail food stores, members and non-members, providing advertisers with virtual total market coverage. Current monthly mailing distribution stands at 10,600+ with a readership of over 26,000.*

AFD stands ready to be of service to you. I look forward to talking with you about your product promotions.

The rate card, with monthly editorial theme listed, is available upon request. Advertising in *The Food & Beverage Report* is **EASY, EFFECTIVE, EFFICIENT and ECONOMICAL**.

Free Layout Consultation. Finished Art Available at Nominal Charge

26,000* readership of your advertising message could make a big difference to your bottom line!

1-810-557-9600 and talk to Ray Amyot, AFD Advertising Sales

*2-1/2 readers per copy (10.600+ circulation monthly)

Michigan Sugar Company staff transition

Michigan Sugar Company Director of Procurement Charles Woodington, Freeland, is retiring after more than 30 years in the purchasing field. He has served Michigan Sugar Company nearly 16 years, managing corporate procurement for the company's facilities.

Succeeding Woodington as Director of Procurement is



Charles Woodington



Steven Jolliffe

Steven F. Jolliffe. Jolliffe recently joined Michigan Sugar Company after nearly 20 years with National Steel Corporation in Mishawaka, Ind. and Pittsburgh, Penn. Jolliffe and his wife Talle will be relocating to the Saginaw area in June.

Paramount Coffee names vice president

Robert Morgan has been named vice president and treasurer of the Paramount Coffee Companies. Prior to being named vice president and treasurer, Morgan was controller for the company.

A graduate of Central Michigan University, Morgan has been with Paramount Coffee Company since 1992.

New addition at Monitor Sugar



Yasemin Ersun-Hallsby

Yasemin Ersun-Hallsby recently joined Monitor Sugar Company of Bay City as Project and Development Manager in the Packaging and Warehousing Department.

Ersun-Hallsby earned a Master of Science degree in Chemical Engineering from Cornell University and has held positions with Dow Chemical Company and BF Goodrich.

The family will reside in Midland.

12TH ANNUAL SELLING TRADE SHOW

Attention Retailers!

- Do you buy products from any of the companies listed below? You will be able to purchase their products at special discounted rates that will only be available at the trade show.
- All exhibitors' show specials and premium offers will be featured in a voucher booklet.
- AFD will give you money towards your trade show purchases if you win one of our shopping sprees which will be awarded every hour. You must be present at the show to win!

Join These Industry Leaders Building Together For Profits

7-Up Detroit Absopure Advanced Formula Products AirPage Amato Foods American Express Ameritech Pay Phone Services Anheuser-Busch, Inc. Arizona Beverages Awrey Baking Beverage Journal Beverage Systems Management Blue Cross Blue Shield of MI Bollin Label Brehm Broaste Canandaigua Wine Company Cellular One Central Alarm Signal Coca-Cola Continental Baking CoreSource Comelius Systems Detroit Popcom Dialogue Marketing E & J Gallo Winery Fairlee Fruit Juice

Faygo Beverages Frankenmuth Brewery Frito-Lay Food Industry Professional Network Garden Foods General Wine & Liquor Germack Nuts Golden Valley Dairy Happy Hive Hobart House of Seagram Imperium Marketing Group Independent Dairy IntraState Distributors Items Galore J. Lewis Cooper Jays Snack Foods Kar Nut Products Kehe Foods Kowalski Sausage Kraft Foods Kramer Food Company L & L Wine World Lotto Hotline

Ludington News

Marie Brizard Wine & Spirits Melody Farms Metro Food Equipment Michigan Bankard Michigan Fast Foods Michigan Sugar Midwest Ice Miller Brewing Nikhlas Distributors Nationwide Communications North American Interstate North Pointe Insurance Oven Fresh Pabst Brewing Paddington Corporation Pepsi-Cola Pfeister Company Papa Joe's POG Wild Pointe Dairy Services Riviera Food Corp. R.M. Gilligan Rose Exterminator Russo's Italian Specialty S. Abraham & Sons Saxon Inc.

Seagram Beverage Sherwood Foods Spartan Stores Stark & Company Stroh Brewery Sunshine/Salemo Taystee Bread Texas Brand Meat Snacks Tom Davis & Sons Dairy Tony's Red Baron Pizza Travelers Express Unibev Ltd. Union Ice USA Paper & Ribbon Co. Upper Deck Sports Drink Variety Foods / Pic A Nut West End Products

You could be here in 1996 if you would like to exhibit!

Monday, April 29, 1996 • 5 P.M. - 9 P.M.
Tuesday, April 30, 1996 • 1 P.M. - 9 P.M.
Burton Manor • 27777 Schoolcraft Road • Livonia, MI
(south side of I-96 freeway between Inkster and Middlebelt)

If you are interested in becoming an exhibitor, please call Jill Roote, Special Events Director, at 810-557-9600. Call today as space is running out!

If you are interested in attending, please mark your calendars for April 29th & 30th...look for more exciting details in the mail and in the coming issues of the *Food and Beverage Report*.

Turkey Drive Thank You

To the AFD:

We the Inner City Sub-Center, Inc. would like to extend to your organization our heartfelt "Thank You" for your generous contribution during the Holiday Season.

Our organization has endeavored to serve the diverse and consistent needs of this community for the past 25 years through a variety of programs that cater to Seniors, Adults and our most prized possession the Youth i.e. Food Co-op, Recreational, Cultural, G.E.D. preparation and Emergency needs programs. The Center serves over 3,000 persons annually. We are constantly expanding our scope of services to try and meet the ever increasing needs of our target community.

We look forward to your continued support and productiving working relationship. Again, we say "Thank You" for allowing us to be able to once gain bring some hope and joy into the lives of those we serve.

Paul Taylor, Jr.,
Executive Director
and
Rev. Cheryl Myhand,
Administrative Assistant
Inner City Sub-Center, Inc.

To the AFD:

Thank you so much for your generous donation of turkeys during this holiday season. It is greatly appreciated.

Activity Department of the Hilton Conv.

Report reveals 30 percent growth in grocery packaging recovered for recycling

The total amount of grocery packaging recovered for recycling doubled between 1980 and 1990s, and grew and additional 30 percent between 1900 and 1993, according to the 1995 update to Grocery Marketing Association's (GMA) "Grocery Packaging in Municipal Solid Waste."

The report also shows that the

amount of grocery packaging disposed of in landfills and incinerators decreased 34 percent on a per capita basis since 1980, and that total grocery packaging is 10.5 percent of all discarded municipal sold waste.

"This report will be instrumental in our advocacy efforts at the state level," said Elizabeth Seiler, GMA Director, Environmental Affairs. The report, which tracks the amount of grocery packaging generated, recovered and discarded from 1970, and makes projections to the year 2000, was unveiled at the recent New York Department of Environmental Conservation's 7th Annual Recycling Conference.

Made In Michigan A 60 Year Tradition



For over 60 years, Oven Fresh has been proud to call Michigan home. Every Oven Fresh product is developed and delivered straight to your shelves from our Michigan bakery so your customers can enjoy the maximum freshness and taste.

Now that's a tradition worth carrying on!

And the Oven Fresh family keeps growing! Make sure you try all of our fine Oven Fresh products.

For product information, please call Tom Cartmell at (313) 255-4437

210 28th Street S.E. • Grand Rapids, MI 49548

BAKERIES		Penna's of Sterling	(810) 978-3880	MEDIA:		A & B Refrigeration
Ackroyd's Scotch Bakery & Sausage Archway Cookies		St. George Cultural Center		Arab & Chaldean TV-62 Show	(810) 352-1343	Ameri-Copy
Awrey Bakeries, Inc.		St. Mary's Cultural Center		The Beverage Journal	I-800-292-2896	Belmont Paper & Bag Supply
Dolly Madison Bakery	(419) 691-3113	Tima's Catering	(810) 949-2280	Booth Newspapers	(810) 756-8800	Bollin Label Systems Brehm Broaster Sales
Interstate Brands Corp		DAIRY PRODUCTS:		Daily Tribune	(810) 541-3000	Brinkman Safe
Oven Fresh Bakery		American Dairy Association	(517) 349-8923	Detroit Free Press	(313) 222-6400	Cornelius Systems Inc DCI Food Equipment
S & M Biscuit Distributing		Bemea Food Service	1-800-688-9478	Detroit News		First National Pallet Rental
Schafer Bakery Sunshine/Salerno		Independent Dairy Inc.	(810) 399-3120	Gannett National Newspapers		Hobart Corporation
Taystee Bakenes		London's Farm Dairy	(810) 984-5111	Macomb Daily		MMI Distributing
16.000.000	, -	McDonald Dairy Co	(517) 652-9347	Michigan Chronicle WDIV-TV4		Metro Equipment Inc Michigan Bale Tie Company
BANKS:	(810) 270 5204	Melody Farms Dairy Company Milk-O-Mat		WJBK-TV2		Midwest Butcher & Deli Sup
Comerica Bank		Pointe Dairy		WWJ-AM/WJOI-FM		Murray Lighting Company
First of America—S.E.M.	(810) 399-5501	Stroh's Ice Cream	(313) 568-5106	WWWW AM FM	(313) 259-4323	North American Interstate Refrigeration Engineering, Inc
Greenfield Mortgage Co.	(313) 274-8555	Superior Dairy Inc		NON-FOOD DISTRIBUTORS:		Sales Control Systems
Madison National Bank		Tom Davis & Sous Daily	(610) 377-0300	Advanced Formula Products, Inc		Saxon, Inc.
N.B.D., N.A.	(313) 225-1581	EGGS & POULTRY:		Albion Vending		WHOLESALERS/FOOD DIS
Standard Federal Bank	(810) 637-2543	Linwood Egg Company		Items Galore, Inc Ludington News Company, Inc		Bremer Sugar
BEVERAGES:		Loewenstein Poultry	(313) 293-1800			Capistar, Inc.
Absopure Water Co		FISH & SEAFOOD:		POTATO CHIPS/NUTS/SNACK		Capital Distributors
Action Distributing	(810) 591-3232	Salasnek Fisheries		Better Made Potato Chips Frito-Lay, Inc.		Dan French Inc.
American Brokers Association Anheuser-Busch Co.		Tallman Fisheries		Kar Nut Products Company		Detroit Warehouse Co
Arizona Beverages	(810) 777-0036	waternour Scarood Company	(010) 702-7022	Michigan Popcorn & Fast Food Supp	ly (313) 861-3535	EBY-Brown, Co
Bacardi Imports, Inc	(810) 489-1300	FRESH PRODUCE:		Nikhlas Distributors (Cabana)		Foodland Distributors
Bellino Quality Beverages, Inc The Boston Beer Company		Aunt Mid Produce Co.		Variety Foods. Inc.		Garden Foods
Brooks Beverage Mgt., Inc.	(616) 393-5800	Detroit Produce Terminal Sunnyside Produce			(3.2) 505-5555	Gourmet International, Inc H & O Distributors
Brown-Forman Beverage Company	(313) 453-3302	Vitale Terminal Sales		PROMOTION/ADVERTISING:	10.10	Hamilton Quality Foods
Cadillac Coffee		ICE DDODUCTO.		Advo System		The Happy Hive
Canandaigua Wine Co	(313) 753-5673	America's Ice, Inc	(313) 491-9540	J.K. Kidd & Co.		I & K Distributing
Central Distributors		Midwest Ice	(313) 868-8800	J.R. Marketing-Promotions	(810) 296-2246	Jerusalem Foods
Coca-Cola Bottlers of Mich		Union Ice	(313) 537-0600	JDA Associates		Kehe Food Distributors
Coors Brewing Co	(313) 451-1499	INSECT CONTROL:		Safeguard Business Systems		Kramer Foods Company Lipari Foods
Decanter Imports	(810) 344-6644	Rose Extermination (Bio-Serv)	(313) 588-1005	Stanley's Advertising & Dist	(313) 961-7177	McInemey-Millere Bros
E & J Gallo Winery		Hose Baterinian (Dio Gerr)	(515) 500 1000	Stephen's Nu-Ad, Inc.	(810) 777-6823	Midwest Wholesale Foods
Everfresh Beverages		INSURANCE:		RESTAURANTS:		Miesel/Sysco Food Service Mucky Duck Mustard Co
Faygo Beverages, Inc.	(313) 925-1600	Alphamerica Insurance Agency		The Golden Mushroom	(810) 559-4230	Norquick Distributing Co
Frankenmuth Brewery		America One				Northwest Food Co. of Michig
General Wine & Liquor	(313) 867-0521	Blue Cross/Blue Shield	1-800-486-2365	SERVICES: AARMCO Security	(910) 969 0202	Rich Plan of Michigan
Great Lakes Beverage	(313) 865-3900	Capital Insurance Group	(810) 354-6110	A Catered Affair		Riviera Food Corp Robert D. Arnold & Assoc
Great Lakes Marketing		CoreSource		AirPage	(810) 547-7770	S. Abraham & Sons
Guinness Import Company		Golden Dental	(810) 573-8118	Akram Namou, C.P.A.		Sackett Ranch Sandler-Stone Co
Hiram Walker & Sons, Inc.	(810) 948-8913	Great Lakes Insurance Services Health Alliance Plan	(810) 569-0505	American Mailers		Scot Lad Foods, Inc.
House of Seagram Huben Distributors, Inc.		IBF Insurance Group, Inc.	(810) 354-2277	Ameritech Pay Phone Services	1-800-441-1409	Sherwood Foods Distributors
J. Lewis Cooper Co.		Kanter Associates	(810) 357-2424	Bellanca, Beattie, DeLisle		State Fair Wholesale
L & L Wine World	(810) 588-9200	Frank McBride Jr., Inc.	(810) 445-2300	Cellular One		State Wholesale Grocers Spartan Stores, Inc
Lotts Distributors		Miko & Assoc. Monroe-George Agency	(810) 489-9480	Central Alarm Signal	(313) 864-8900	Super Food Services
Miller Brewing Company Mohawk Distilled Products		Murray, Benson, Recchia	(313) 831-6562	Century Marketing	(419) 354-2591	Superior Fast Foods, Inc Tony's Pizza Service
Nestle Beverages	(810) 380-3640	North Pointe Insurance		CIGNA Financial Advisors	(810) 827-4400	Trepco Imports
Oak Distributing Company	(810) 674-3171	Rocky Husaynu & Associates SelectCare		C&J Parking Lot Sweeping, Inc	(801) 759-3668	Value Wholesale
Pabsi Brewing Co		Sinawi Insurance Group		Community Commercial Realty Ltd.		Weeks Food Corp
Pepsi-Cola Bottling Group	(810) 619-3000	The Wellness Plan		Dean Witter Reynolds, Inc Detroit Edison Company		Ypsilanti Food Co-op
Petitpren, Inc.		Willis Corroon Corp. of M1	(810) 641-0900	Dialogue Marketing	(810) 827-4700	
R.M. Gilligan, Inc.		MANUFACTURERS:		Dynasty Funding	(810) 489-5400	
Royal Crown Cola	(616) 392-2468	Amato Foods		Follmer, Rudzewicz & Co., CPA	(810) 355-1040	ASSOCIATES:
Serv-U-Matic Corporation		Bil Mar Foods		Food Industry Professional Network		American Synergistics
Seven-Up of Detroit		Brown & Williamson Eden Foods		Garmo & Co., CPA		Herman Rubin Sales Co
Thompson Beverage Co	(313) 439-2404	Groeb Farms	(517) 467-7609	Great Lakes Data Systems		Livemois-Davison Florist
Tri-County Beverage United Distillers		Home Style Foods, Inc		Independance One		Minnich's Boats & Motors
Universal Ginseng and Beverage, Inc		Kalil Enterprises, Inc.		Investment Group		Sigma Associates, Inc. Wileden & Assoc.
Vintage Wine Co	(810) 294-9390	Key West Soda Life Preserver	(305) 296-0005	Karoub Associates	(517) 482-5000	Wolverine Golf Club, Inc
Viviano Wine Importers, Inc	(616) 657 3165	Kraft General Foods Michigan (Pioneer) Sugar		Law Offices-garmo & Garmo	(810) 552-0500	
West End Soda & Fruit Brew		Monitor (Big Chief) Sugar		Menczer & Urcheck P.C., CPA Metro Media Associates		
		Nabisco, Inc.	(810) 478-1350	Michigan Bell		
BROKERS/REPRESENTATIVE		Nestle Food Company Philip Morris U.S.A.		Midwest Autotel	(810) 960-3737	
Acme Food Brokerage		Red Pelican Food Products		Multi-gard/Audio Alen Nationwide Communications		
DMAR, Inc.	(810) 553-5858	Singer Extract Laboratory	(313) 345-5880	Network Real Estate Services	(810) 539-0900	
The Greeson Company		Stadium Club Foods, Inc Strauss Brothers Co	(313) 832-8530	Nextel Communications	(810) 213-3100	
Hanson Faso Assoc		Tony's Pizza Service		paul Meyer Real Estate REA Marketing		
James K. Tamakian Company	(810) 424-8500	R.J. Reynolds		Franki Smith's Red Carpet Keim	(810) 645-5800	
McMahon & McDonald, Inc		MEAT PRODUCERS/PACKER	as:	Peter Rageas, Attorney/CPA	(313) 961-8400	
Pfeister Company		General Provision, Inc.		Point of Sale Demo Service Sal S. Shimoun, CPA		
Stark & Company	(810) 851-5700	E.W. Grobbel Sons, Inc	(313) 567-8000	Sesi & Sesi, Attorneys	(810) 258-6060	
TrepcoUBC Marketing	(810) 546-3661	Hartig Meats		Edward A. Shuttie, P.C., Attorney	(810) 288-2080	
VIP Food Brokers International		Hygrade Food Products		Statewide Financial Services		
	. ,	Kowalski Sausage Company	(313) 873-8200	Thomas P. Soltys, CPA	(616) 698-8855	
CANDY & TOBACCO:	(910) 390 3010	LKL Packing, Inc		Telecheck Michigan, Inc.	(810) 354-5000	
M & M Mars		Oscar Mayer & Company	(810) 488-3000	Transactive Corporation		
Shemi's Candies	(517) 756-3691	Pelkie Meat Processing	(906) 353-7479	Ultracom Telecommunications	(810) 350-2020	
		Ray Pleva Products Smith Meat Packing, Inc.		Vend-A-Matic	(810) 585-7700	
Wolverine Cigar Company				VOICE MAIL AVSIERS, IRC	(810) 398-0707	
		Strauss Brothers Co	(313) 832-1600	Western Union Financial Services	(810) 740-3520	
Wolverine Cigar Company CATERING/HALLS: Country House Catering	(517) 627-2244	Strauss Brothers Co	(313) 458-9530	Western Union Financial Serivces Whitey's Concessions	(810) 740-3520 (313) 2789-5207	
CATERING/HALLS:	(810) 546-2700	Strauss Brothers Co	(708) 526-0620	Western Union Financial Serivces	(810) 740-3520 (313) 2789-5207	

ISTRIBUTORS:

MUNITER STERS/LOOP DISTRIBUT	
Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Dan French Inc.	(810) 544-1740
Detroit Warehouse Co	(313) 491-1500
EBY-Brown, Co	1-800-532-9276
Family Packing Distributors	(810) 644-5353
Foodland Distributors	(313) 523-2100
Garden Foods	(313) 584-2800
Gourmet International, Inc.	. 1-800-875-5557
H & O Distributors	(313) 493-0011
Hamilton Quality Foods	(313) 728-1900
The Happy Hive	(313) 562-3707
1 & K Distributing	(313) 491-5930
J.F. Walker	(517) 787-9880
Jerusalem Foods	(313) 538-1511
Kehe Food Distributors	. 1-800-888-4681
Kramer Foods Company	(810) 585-8141
Lipari Foods	(810) 469-0131
McInemey-Millere Bros.	(313) 833-8660
Midwest Wholesale Foods	(810) 744-2200
Miesel/Sysco Food Service	
Mucky Duck Mustard Co	(810) 683-5750
Norquick Distributing Co.	(313) 522-1000
Northwest Food Co. of Michigan	(313) 368-2500
Rich Plan of Michigan	(810) 293-0900
Riviera Food Corp	(313) 538-3020
Robert D. Arnold & Assoc	(810) 635-8411
S. Abraham & Sons	
Sackett Ranch	
Sandler-Stone Co	
Scot Lad Foods, Inc	
Sherwood Foods Distributors	
State Fair Wholesale	(313) 893-4629
State Wholesale Grocers	
Spartan Stores, Inc.	
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc	
Tony's Pizza Service	
Trepco Imports	. (810) 546-3661
Value Wholesale	. (313) 862-6900
Weeks Food Corp	. (810) 727-3535
Ypsilanti Food Co-op	. (313) 483-1520

American Synergistics	(313) 427-4444
Basket Case	(313) 831-4438
Herman Rubin Sales Co	(810) 354-6433
ivernois-Davison Florist	
Minnich's Boats & Motors	(810) 748-3400
Sigma Associates, Inc.	(313) 963-9700
Wileden & Assoc	(810) 588-2358
Wolverine Golf Club, Inc	(810) 781-5544





IS PLEASED TO ANNOUNCE THE APPOINTMENT OF



PFEISTER - GRAND RAPIDS

BY

BARBER FOODS

THESE FINE BARBER PRODUCTS AVAILABLE FOR FROZEN, DELI AND MEAT DEPARTMENTS:



BARBER STUFFED CHICKEN BREASTS

CORDON BLEU BROCCOLI & CHEESE ITALIAN STYLE APPLE RAISIN ALMOND

BARBER STUFFED CHICKEN BREASTS

ASPARAGUS & CHEESE SCALLOP & LOBSTER KIEV MEXICAN STYLE WILD RICE

FOR FURTHER INFORMATION IN THE **GRAND RAPIDS AREA CONTACT**

PFEISTER'S MEAT DEPARTMENT: **JOHN WADE KEELY HOLST GARY WESRATE**



FOR FURTHER INFORMATION IN THE **DETROIT/SAGINAW AREA CONTACT**

PFEISTER'S MEAT/DEL!

DEPARTMENT: PAT CHAPS JOHN KIMBALL **JOHN WEARING**

KATHY MEUNIER

NOW MAKING PFEISTER MICHIGAN'S STATE WIDE BROKER!!





YOUR FULL SERVICE BROKER

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GRAND RAPIDS

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