ASSOCIATED FOOD DEALERS OF MICHIGAN
and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
18470 W. 10 Mile Rd.
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JULY 1996

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A Barrel full of Coca-Cola will help AHF and AFD Scholarship Fund

by Ginny Bennett

"Roll out the barrel" and join with AFD and Coca-Cola Enterprises of Michigan as they raise funds for the Alternating Hemiplegia Foundation (AHF) and the AFD Scholarship Fund.

It's easy to participate in this worthy cause. Just place a Coca-Cola Bottling Co. Contour Ice Barrel near your check-out area and fill it with Coca-Cola products. That's it! Through September 7, 1996, Coca-Cola will make a donation to the AFD Scholarship Fund and to AHF for every case purchased of 20 oz. singles, 1 liter carbonated beverages and all non-carbonated products handled by the Coca-Cola Bottling Company.

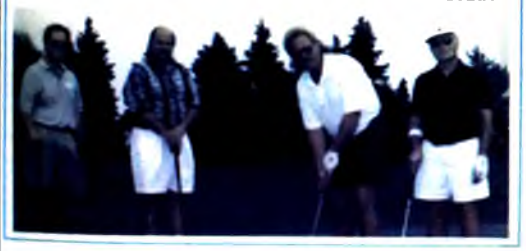
In addition, once your store equals last years' sales during this summer period, Coca-Cola will increase the amount donated per case.

See Coca-Cola
page 25.

6th Annual Senior Picnic slated for August 15

Once again, AFD, Councilman Gil Hill and the Chaldean Merchants of Detroit will host a free picnic lunch on Belle Isle for Detroit's senior citizens. This is an excellent opportunity to give a little back to the people who have made our stores a success. We always need volunteers! Call John Loussia at (810) 967-2900.

AFD Annual Scholarship Golf Outing will be a real "Par-tee"! Don't miss the fun on July 25 as we take over all 36 holes at Wolverine Golf Club!



AFD invites you to attend a free Rock 'N' Blues Festival at Greenmead Park in Livonia (8 Mile at Newberg) on July 27, from noon to 11 p.m. There will be live music all day long, as well as fun activities for the kids! Call Danielle at (810) 557-9600.

Awaiting "The Big Game"

The New Mega-Jackpot Multistate Lottery Game

by Mandy French

Lottery players in Michigan will be anxiously awaiting "The Big Game," a brand new mega-jackpot multistate lotto game. Michigan will be joined by Illinois, Maryland, Massachusetts and Virginia in the weekly lotto game, which was announced at a news conference on June 11 in Chicago .

"The Big Game" will not only add excitement for lotto players, but also provide business opportunities for retailers. Increased store traffic is expected with the game's weekly drawings being held on a different day (Friday) than Michigan's current lotto lineup.

"Your customers–our players–have been calling for a new game and we believe 'The Big Game' is packed with the excitement they're looking for," said Bill Martin, Michigan Lottery Commissioner. "Here in Michigan, "The Big Game" is great news for everyone. "The Big Game" brings business opportunity to our retailers, excitement to our players, and additional revenue for Michigan Public

See Lottery
page 29.

"The Big Game" Prize Structure

Match Pool 1 (5 of 50)	Match Pool 2 (1 of 25)	Prize	Odds
5	1	Jackpot	1: 52,969,000
5	0	$150,000	1: 2,207,042
4	1	$5,000	1: 235,418
4	0	$150	1:9,809
3	1	$100	1:5,350
3	0	$5	1: 223
2	1	$5	1: 373
1	1	$2	1: 71
0	1	$1	1: 43

Food stamp inspections begin

All retailers who are authorized to accept food stamps take note!

The Michigan Food and Consumer Service (FCS) is conducting random inspections to confirm that stores throughout our state are complying with food stamp eligibility guidelines.

Calling it a "demonstration project" field offices in Detroit and Grand Rapids have contracted with an outside source to conduct the inspections.

The people conducting the inspections are not prepared to answer any questions. Instead, all questions will be referred to the appropriate FCS office.

The inspectors are checking stores for ample variety of staple foods for home preparation and consumption. They will visually inspect stores and take pictures. All retailers authorized to accept food stamps should have received notice of these inspections.

The inspector will ask the store personnel in charge (store manager or owner that is present at the time that the inspector arrives) to sign a consent form allowing the inspector to view the store's stock and take photographs. **Refusal to cooperate and sign the form will result in the withdrawal of your Food Stamp program authorization. Please make sure all your store management personnel know about these inspections and are prepared.**

If you have questions, contact your Food & Consumer Service Field Office: Grand Rapids, (616) 954-0319 or Detroit (313) 226-4930.

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Message from the Chairman

Catch bogus check writers before you're stuck with the tab

By Mark Karmo
AFD Chairman

Have you had problems with customers who cash or write checks that bounce? Of course you have–all retailers do. Many of us just view it as an unfortunate cost of doing business. We all try to check identification and provide as many safeguards as possible when accepting checks. Still, we all get checks that bounce.

Being cognizant of this ongoing problem, AFD has developed the Bad Check Alert system that warns retailers of check bouncers before they hit your store. If you have a fax, you can take advantage of this unique and successful program.

Here's how it works: All retailers who are enrolled in the program are asked to fax information on bounced checks to AFD. All you need to do is fax us the bounced check, along with your store name and address.

That same day, AFD faxes the information to all the other stores that are enrolled in the Bad Check Alert system. The stores are warned about the bad check writer and then posts this information for cashiers.

By pulling together and creating a network of informed stores, we all know who is writing bogus checks and can protect our interests.

Best of all, this service costs only $50 per year. The enrollment costs don't even cover AFD's fax phone bills and expenses, but they help defray the costs a bit. Even if you are spared the expense of cashing one bogus check, you will probably save more than it costs to enroll in this program.

This is a service AFD provides to its members and it is one that every store owner should use. The more stores on the fax program, the more information we will get and the more informed each store will be. It's fast, easy, inexpensive and it works!

All AFD retailers are encouraged to call Judy Mansur at AFD (810) 557-9600 and enroll in the Bad Check Alert program today.

Your opinions are important to us! Call AFD at (810) 557-9600 or (800) 6666-AFD. Or write to us at 18470 West Ten Mile Road, Southfield, MI 48075.

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AFD's Annual Scholarship Golf Outing
Wolverine Golf Club
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July 27
Free Rock 'N'Blues Festival
Sponsored by Coca-Cola Enterprises for AHF and AFD Scholars
Greenmead Park, Livonia
(810) 557-9600

August 15
AFD Annual Senior Citizens' Picnic
Belle Isle, Detroit
(810) 557-9600

Sept. 8 - 10
FMI MealSolutions
Phoenix, Arizona
(202) 452-8444

September 26 - 28
Innovation Showcase - AMI Annual Convention
Westin Harbour Castle, Toronto, Canada
703-841-2400

Oct. 6 - 9
1996 National Frozen Food Convention
Sheraton Washington, Washington, DC (717) 657-8601

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FMI Food Marketing Institute
NACS National Association of Convenience Stores
National Grocers Association
NAWGA
fiae Food Industry Association Executives

The Pfeister Company merges with Sales Mark

by Michele MacWilliams

Effective July 1, the Pfeister Company has partnered with Sales Mark, a food brokerage firm headquartered in Dallas, Texas. Sales Mark is a new company, formed in 1995, when three major brokers joined forces. Sales Mark covers Texas, Alabama, Arkansas, Tennessee, Louisiana, Oklahoma, and with the addition of the Pfeister Company, Michigan, Ohio and Indiana.

Earlier this year a fourth firm, Food Marketing Services, covering Tennessee joined the Sales Mark team.

Don Gundle, president of the Pfeister Company, will serve as a board member of Sales Mark, as will one other Pfeister executive. Gundle will also hold the position of president of the Sales Mark Midwest division.

The management structure of the Pfeister Company will remain in place. Each Pfeister market manager will be retitled to president of their respective market areas.

"We chose to join forces with Sales Mark for many compelling reasons. We found our organizations to be culturally compatible and recognized that Sales Mark, more than any other organization, shared our passionate belief that only with the best people, advanced technology and specific customer focus, will we be able to continue to provide superior service to our principals and customers," says Gundle.

"With the food industry evolving at an ever-increasing pace, those companies who strive to be the leaders can only accomplish this goal by a planned process of continued evolution, " Gundle added.

Pfeister promotes annual "Aisles of Smiles"

by Mandy French

Once again The Pfeister Company is teaming up with Jerry Lewis to promote "Aisles of Smiles," an annual fundraising program benefiting the Muscular Dystrophy Association. Pfeister is the lone wholesaler in the area who sponsors the six-week program each year, with the assistance of 15 participating manufacturers as well as cooperative retailers.

In the past six years, "Aisles of Smiles" has contributed $450,000 to the Muscular Dystrophy Association, of which $92,000 was delivered in 1995. Pfeister's 1996 goal is a sum totaling $125,000 to benefit the MDA.

Pfeister's contribution to the program is based on a cents-per-case donation on all participating manufacturers' product shipments for the duration of the six weeks and promotion allowances for each participating brand.

Retailers are asked to participate by utilizing point-of-sale materials promoting the "Aisles of Smiles" program, which include display cards for participating brands, scanable $1-$3 tear-off donation cards and a six-foot free standing Jerry Lewis display piece.

"Aisles of Smiles" allows participating brands and retailers to increase sales and build trade relations, while aiding in the fight against muscular dystrophy. For more information, contact Ron Schuler at (313) 207-9436.

The Grocery Zone

By David Coverly

MLCC holds public hearing

The Michigan Liquor Control Commission (MLCC) will hold a Public Hearing at 2:30 p.m., Wednesday, July 10, 1996, at the University Park Conference Center, Comfort Inn, 2424 S. Mission Street, Mt. Pleasant, Michigan.

This hearing will be held in order to hear complaints and receive views of the public concerning the administration of Section 7 of the Liquor Control Commission Act.

Members of MLCC will conduct the semi-annual meeting which will be open to the public in a question and answer period. This is your opportunity to discuss your views with members of the MLCC. If you have questions, please call (517) 322-1359.

Store assessment is critical

A conversation with Dr. David Rogers

Dr. David Rogers believes that the greatest challenge to supermarket operators in the years ahead will be consolidation. He sees opportunities for retailers who are geared to meeting the needs of the growing number of American families living on declining incomes, and advises that store owners must find their niche and deliver quantity or risk going out of business. In the following interview, he explains how store assessment research can help operators remain competitive through the 1990s and beyond.

Q How can effective uses of store assessment research help supermarket operators survive in this tough competitive climate?

A You cannot be operating one store or chain of stores below their optimum. You can't afford to carry losers. Costs are still going up–real estate, taxes, labor, benefits–and they will keep going up. There's less fat to insulate a loser. You just can't carry stores at below par performance. Store assessment analyzes the performance characteristics of existing stores to improve their sales and profits. The analysis typically includes size of trade areas and market share for the whole store and for individual departments and product categories.

Q But won't your P & Ls tell you when you have a loser? Why do you need store assessment research?

A P& Ls don't tell you if it's worth investing in a location to improve a performance. Say you have a 20,000-30,000 square foot store that's not doing very well, making a marginal profit. Or let's say you have three of them, and perhaps Wal-Mart is coming to town. You know you've got to expand to 50,000 or 60,000 square feet, which will require a very significant budget. You can't expand all three, so you have to be able to make an assessment to determine which is going to be my winner and survivor, and which do I close. The capital requirements of the game are going up and forcing supermarket retailers to do more store assessment research. Until you do a store assessment analysis, you don't know whether it's worth plowing money into that location to build it into a long-term survivor, or whether you should give up on it and walk away.

Q Remind me, David, what are your three imperatives on store assessment research?

A They are really simple and straightforward: one, know the actual trade areas served by your stores. Two, know the true store and product market potential and how they vary with local geo-demography. And three, know how your stores are perceived by consumers. The absolute fundamental starting point is to identify the individual trade areas at each store. That means the area that gives you 75 percent of your customers and sales on a continuing basis. You can't have a store manager guess.

The store manager tends to remember a check from ten miles away, so he says, "I'm pulling ten miles." He's not. He's pulling two miles. You can't take zip codes, because they're usually too big. You can't only look at the people in your frequent shopper club, because they tend to be shoppers who live closest to the store.

Conversely, if you only take the addresses of people who use checks or credit cards, that typically overstates the size of the trade area, because you're missing the cash customer who lives around the corner and comes in five days a week. You've got to do an actual in-store customer survey, which can be incredibly brief, to identify where people are coming from. This is not rocket science. This is a very

See Store Research page 8.

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Gas Tax passes house

The House of Representatives voted 301-108 on May 21 to repeal, through the end of the year, the 1993 gas tax increase of 4.3 cents-per-gallon. This legislation was considered by the Senate in June. As reported last week, the House legislation contains no floorstocks refund of the 4.3 cents on gasoline in inventory at retail outlets. However, NACS has been told that before the Senate passes this legislation, it will be amended to provide a credit against the floorstocks tax in an amount equal to the volume held by a retailer in inventory when the tax is reimposed on January 1, 1997. Thus, while no refund will be available when the Federal tax is lowered by 4.3 cents, retailers will not be required on January 1, 1997, (when the tax is reimposed) to pay a floor stocks tax on the gasoline which they have in inventory up to the volume which they held when the tax was removed. *–NACS*

Tobacco companies win big court victory

A federal court in New Orleans on May 23 decertified a class action lawsuit brought on behalf of millions of smokers against the nation's leading tobacco companies. The class action suit argues that tobacco companies fraudulently failed to tell consumers nicotine was addictive and threatened the tobacco companies with millions of dollars in potential claims.

However, a three-judge panel of the 5th U.S. Circuit Court of Appeals ruled that the lawsuits presented issues "too novel and diverse to be tried under the umbrella of a single class action case." However, lawyers who filed the class action suit were not deterred–saying that they would continue to press their case in all 50 states. *–NACS*

21-year drinking age policy

The 21-year drinking age policy could face strong opposition in upcoming years. The current age floor, which essentially went nationwide in the mid-1980's, was a result of the tie Congress affixed between a state's highway funding and its minimum drinking age.

Rep. Scott Klug (R-WI) may introduce a bill proposing to eliminate any federal ties affixed to states' funding of federal highway construction and maintenance, including the mandatory 21-year drinking age. Klug's proposal could likely be considered in 1997 if the GOP upholds control over both houses.

Meanwhile, the Louisiana Supreme Court recently concluded that the 21-year drinking age is a violation of its state constitution, ruling that it cannot stand. However, the court may maintain the 21-year drinking age, as a re-hearing has been scheduled.

More updates
page 8.

Computer enhanced posterized graphic
by Nu-Ad Staff Artist Terry Whalen

At Nu-Ad, we try to see things a little differently.

In our 30+ years in the graphics industry, we've discovered several simple truths: a) There is no such thing as a free lunch; b) If it seems too good to be true, it most likely is; c) Everybody's taste is different; d) While the shortest distance between two points is a straight line, sometimes sending the line on a road trip makes for better advertising.

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—LOUIS J. STEPHEN
President and CEO

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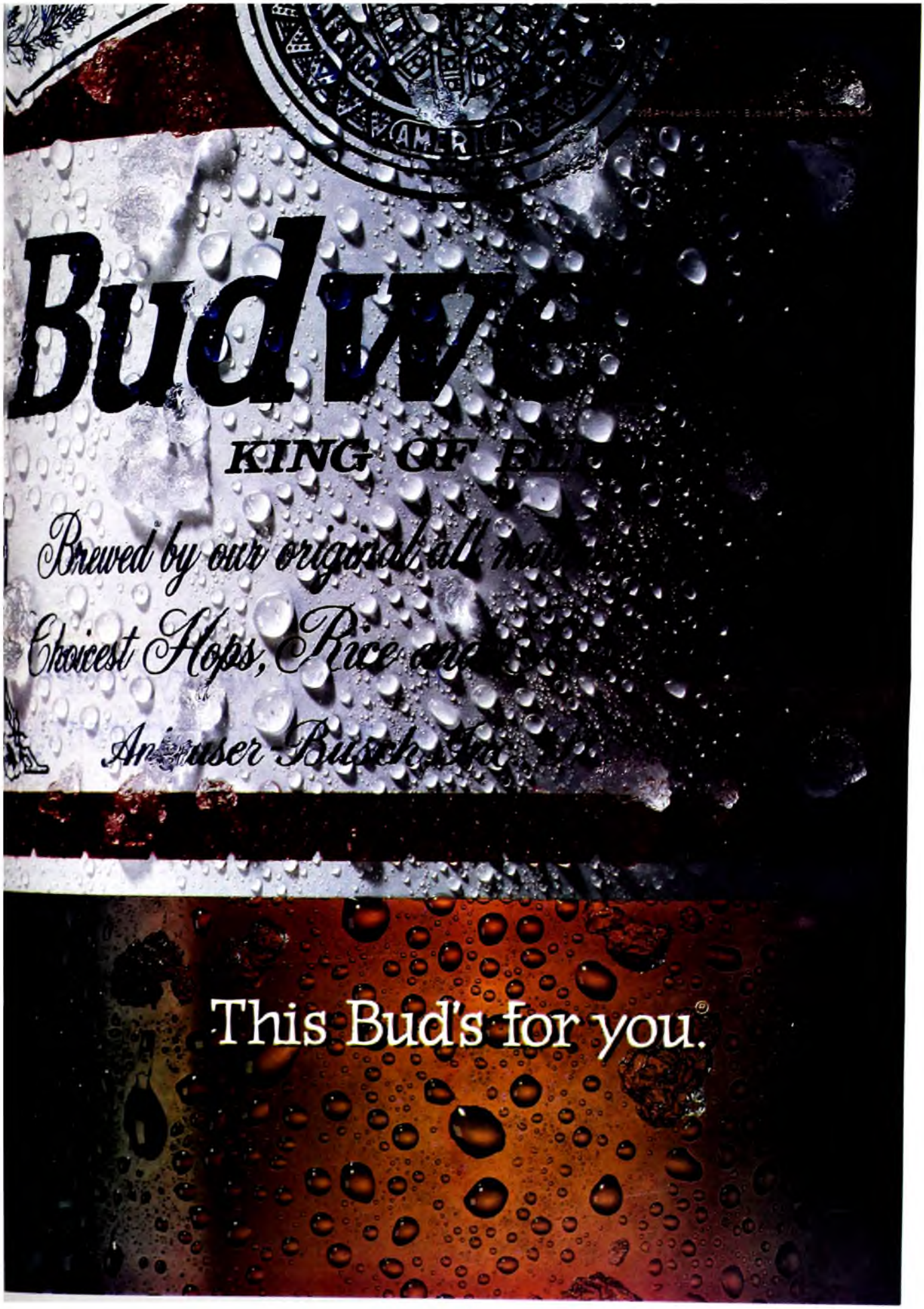
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Store Research

Cont. from page 5.

simple piece of research that can be done for hundreds of dollars, not thousands.

Q You don't really have to bother your customers–just get a little basic information from them.

A Street and cross street. You can plot it manually for a few hundred dollars. Or you could use geo-coding, which would cost you more like $2,000.

Q Can you give an example of effective use of this research?

A We did a survey with an independent very close to here. He is carrying all these Mexican food lines, because he thought his trade area included an ethnic Hispanic community, but it doesn't. And the customers in this store are irritated by all the Mexican food lines and all the Spanish-speaking help, because they are middle America or Anglo-America, whatever you want to call it. It's a classic case of a retailer not knowing his trade area and actually providing too much selection of the wrong things.

Q What other research techniques would you suggest as a part of store assessment research?

A Next would be a full-blown customer survey, where you not only ask their home address. It can address a variety of objectives, including identification of customer profiles (who is and, by deduction, is not your customer), analysis of product purchasing patterns (what products you're not carrying that they want), identification of what your customers like and dislike about your store (what additional departments they would like to see if you expanded the store), and determine which competitors your customers cross-shop and the reasons for their patronage.

Q Don't a lot of shoppers respond to such a survey by saying everything seems all right to them?

A Some people will say, "I'm too busy to talk to you," but many others will be impressed that this business really cares about their opinions. That's unusual these days. Fifty to sixty percent will typically say, "No, there's nothing I want changed." The important comments come from the other 40 percent, and they can be 60 percent, where the people are really unhappy. The obvious limitations of the in-store customer survey are that they do not include non-shoppers, and they give only limited information on the images, strengths, and weaknesses of competitors.

In the same survey I cited earlier, we found that customers don't like the chain supermarket across the street, because they think it's dirty. That gives our client a hook line for his advertising. Store assessment research is not just for making decisions about $10 million investments. It's for making very fine-tuned decisions that will help improve your sales next month.

Q How often would you need to do store assessment research?

A Never more than once a year. Once every couple of years is probably sensible.

Q From your experience, why do many supermarket operators hesitate to do store assessment research?

A First, they don't want to spend the money. Second, they're worried that when they've done the research, they won't understand it. And if they don't understand it, they can't act upon it, so why do it in the first place? If you don't have somebody in-house who's capable of doing the research right and interpreting it correctly, then go outside. But if you use a consulting firm, be careful about which firm you use, because many of them don't have expertise in the industry. They seem to believe the function of a market research study is to generate tons of tables that no one interprets.

You won't get the answers or solutions you need by throwing money at a problem. Store assessment research must be analyzed with a "real world" understanding of retailing. This is a component usually not available from large generic consultants or market research firms.

David S. Rogers, Ph.D., president of DSR Marketing Systems, Deerfield, IL, is a widely traveled research consultant and former head of site potential statistics for J. Sainsbury PLC in the United Kingdom. He is co-editor of *Store Location* and *Store Assessment Research*, a textbook. DSR Marketing Systems specializes in retail site selection and market research.

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Senate cracks down on fraud

Curbing illegitimate worker's compensation claims

by Dick Posthumus, Senate Majority Leader

Recently, the Senate passed a bill to crack down on fraudulent worker's compensation claims. The bill was passed out of the Senate Committee on Human Resources and Veterans Affairs with substitute and was presented to the full Senate. S.B. 895 is designed to spare employees and employers the outstanding and unnecessary cost of illegitimate worker's compensation claims which hinder the effectiveness of the system.

False claims have been estimated at anywhere between $75 million and $300 million. These are wasted dollars which substantially add to the cost of doing business in Michigan and take away jobs for Michigan workers. By monitoring and regulating the worker's compensation system, the state is decreasing the possibilities of fraudulent claims. Curbing these false claims will enable Michigan to attract and maintain business from across the country as well as provide reasonable costs for employees and employers.

S.B. 895, introduced by Senator Mike Rogers, will establish criminal and civil penalties for those who have sought to cheat the system. Imposed sentences may include up to four years in jail and a fine of $500,000 for those convicted of worker's compensation fraud. In addition, the bill prohibits the collection of worker's compensation by those who injure themselves due to intoxication or the use of an illegal substance. Those who intentionally fail to cooperate with the production of medical and other factual information will also be subjected to certain penalties outlined by S.B. 895.

The legislation purposefully seeks to promote a fair standard of accountability by equally targeting employees, employers, doctors and lawyers who seek to defraud the system. The legislation is structured to return an efficiency to the system which will benefit those with legitimate worker's compensation claims. The bill was sent to the House of Representatives for review.

False claims have been estimated at anywhere between $75 million and $300 million.

—Senator Dick Posthumus

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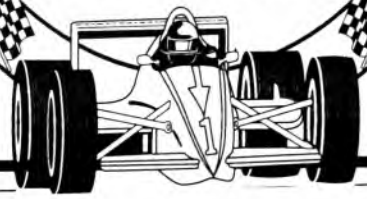

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3:00 p.m. Cocktails
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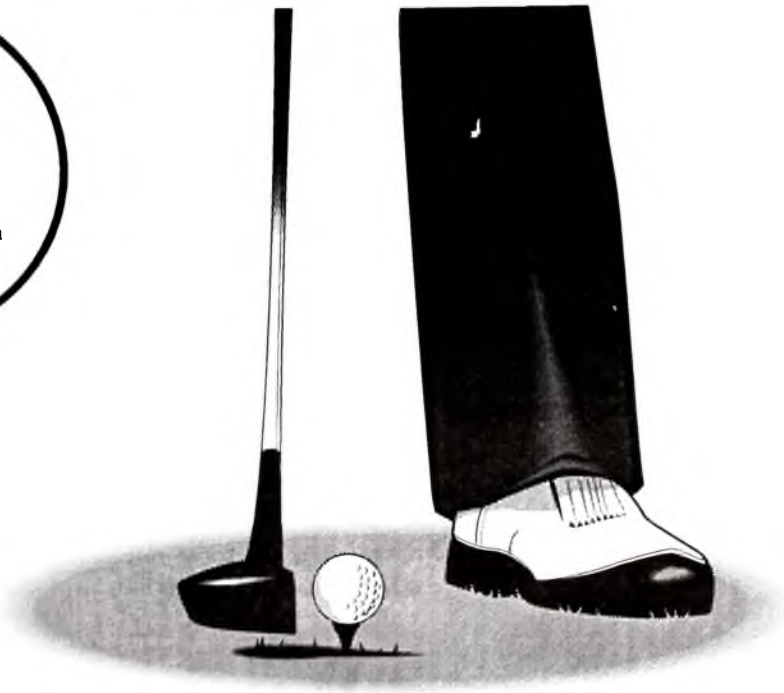


Call Danielle, AFD Special Events Director, To Reserve Your Foursome at (810) 557-9600. Call Today!

Nabisco leads the way with 23 new products

by Mandy French

Nabisco is making big waves this year in the snacking industry. Already number one in the cookie and cracker snacking category, Nabisco is taking huge, innovative strides to not only expand its product lines, but to reshape the entire cookie and cracker category.

Nabisco is introducing 23 new products this year in an attempt to broaden customer appeal, with a strong focus on category management.

Although the cookie and cracker snacking category has already proven to be profitable, Nabisco is using the "mall" concept to transform cookie and cracker aisles into productive shopping centers inside stores. Only 42 percent of shoppers walk down the cookie and cracker aisle, but 54 percent of those who do–make a purchase, showing that the category still has room for growth and increased profitability.

"Our traditional cookies and crackers will still be our mall anchors," explained Ruth Disrude, vice president of Nabisco's Detroit region.

Among its new products, Nabisco will offer traditional favorites such as Ritz crackers and Oreo cookies with 50 percent less fat, while still maintaining the flavor and texture of the original products.

In addition, Nabisco is introducing many new products that will actually create new segments within the cookie and cracker category. These "straddle" products bridge gaps between the cookie and cracker category and other snack categories such as salty snacks and snack cakes, in an attempt to fit a consumer niche.

Air Crisps, a "cracker chip," straddles the cracker and salty snack categories by offering the "snackability" of chips and the healthier benefits of cracker snacks.

"These products offer the qualities of chips, but are much healthier," said Jim Yankosky, regional manager of retail development.

Oreo, Chips Ahoy! and Snackwell's, Nabisco's top three brands, also create a new segment of "cookie cakes," bridging the gap between traditional snack cakes and cookies.

Nabisco is also aiming to expand the specialty cookie and cracker segment with an upscale line of Healthy Choice and Stella D'oro snacks. Disrude is confident Nabisco will be successful against private label competitors in this segment such as Pepperidge Farm, largely because Healthy Choice's low-fat content will appeal to "wellness" shoppers.

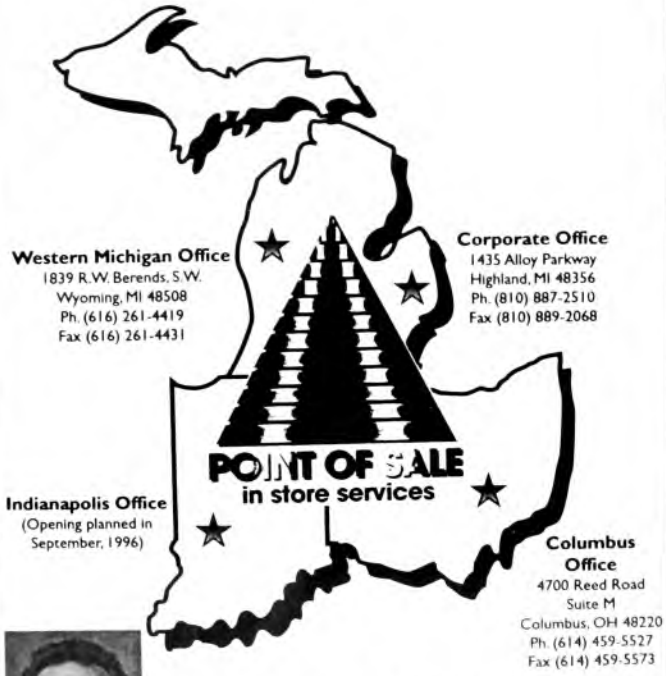
"Nabisco is also currently committed to growing our convenience line," said Disrude.

Targeting snack convenience, the company will offer individually wrapped snacks. The company hopes these products will offer greater profitability for convenience stores.

Besides reshaping the cookie and cracker snacking category, the Nabisco Biscuit Company has restructured itself this year. In January, the company expanded from

See Nabisco page 27.

Expanding to better serve our clients, POINT OF SALE In-Store Service has two totally separate divisions. We offer exclusive total Michigan coverage in both our Demo Division and our Merchandising Division.



Have you met Tim eilers, our Field Operations Manager? Like all management people at Point of Sale, Tim comes from a background in the industry that we serve, having spent three years with a major drug chain before joining Point of Sale, Inc. in the fall of 1993.

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MPORTANT NEWS ABOUT BEER FROM MILLER BREWING COMPANY

BREWS & VIEWS

New Miller Beer joins America's popular beer family

For more than 140 years, Miller Brewing Company has created a variety of beers to satisfy beer drinkers' tastes. Each beer – Miller Lite, Lite Ice, Miller Genuine Draft, Miller Genuine Draft Light, High Life, and now Miller Beer – is brewed with the highest-quality ingredients and brewing traditions that have been handed down for generations.

New Miller Beer is brewed from the "heart of the hops" for a fuller flavor with little bitterness; Miller Lite is a great-tasting, low-calorie premium beer; Miller Genuine Draft is a premium beer brewed using a patented cold-filtered process; and High Life is a traditional American full-flavored lager.

Miller Brewing adds new Miller Beer to its family: Lite Ice, Miller Lite, Miller Beer, Miller Genuine Draft, MGD Light, High Life.

Beer drinkers call for Miller Beer – the one with the red label

As new Miller Beer becomes available in bars and restaurants across the country, the brand is quickly becoming known as "Miller with the red label."

Paul Roller, president of Miller Brands, a Miller wholesaler in Milwaukee, Wis., says that referring to the brand's distinctive red packaging graphics is an easy way for beer drinkers to order the beer.

"This helps cut through the clutter in many busy bars," says Roller.

MILLER BREWING REMINDS YOU TO: THINK WHEN YOU DRINK

Miller introduces brand new beer bearing family name

Brewmaster: "Miller Beer makes thirst worthwhile"

By Mike Gilman

When you craft a beer that stands out from the crowd, picking a name is easy – you name it after yourself. That's what Miller Brewing Company has done with its new creation – Miller Beer.

"We take a lot of pride in creating a beer so good, we're just calling it who we are," says Miller Brewmaster David Ryder.

Available nationwide this spring, Miller Beer is a premium, mainstream beer with a full, rich flavor. The secret is a special brewing process using the best part of the hops — what Miller calls the "heart of the hops."

"Hops are what give beers their individual, distinct taste," says Ryder. "Using the heart of the hop results in a beer that's big in flavor, short on bitterness and a taste that goes down easy."

Tastes and preferences in beers are evolving, adds Ryder, who points out that the popularity of light beers indicates some people want beers that are easy to drink and not bitter or filling. At the same time, other people want fuller-flavored beers – witness the interest in micro-brews and specialty beers.

"The special brewing method used in new Miller Beer lets us strike a perfect balance between taste and drinkability that meets the changing tastes of today's beer drinkers," says Ryder.

Miller Beer is brewed to satisfy that wide array of tastes and preferences.

"Miller Beer is truly a new, distinctive beer that stands out from the crowd," says Ryder. "One taste and you'll know the difference."

Miller Beer's distinct red label makes big impact with beer drinkers.

"For a beer that's full of flavor with less bitterness, and remarkably easy to drink."

New Miller Beer stands out on the shelf, too. A striking red, blue and white logo in a traditional brown bottle makes it easy to identify.

Miller Brewing Company expresses confidence that Miller Beer represents a new standard for premium, mainstream beers.

Experts agree: New Miller Beer dethrones the competition

By Peter Marino

Throughout time, the ultimate test for an up-and-comer has been to challenge the champion. In the beer industry, where taste is king, the most direct challenge is a taste test.

In an independent, blind taste test conducted by a major metropolitan daily newspaper with three well-known beer experts, new Miller Beer soundly defeated the top-selling beer in the American premium mainstream beer category, which is the largest segment in the beer industry and includes a variety of full-calorie products.

"It's a better beer."

-Dennis Davison, beer judge

Following the conventional rules for a taste test, the three experts, all of whom have judged numerous professional beer competitions in the past, scrutinized their beers for nearly half an hour and then all three – one a native of England, one German-born and one a Milwaukee native, scored new Miller Beer the taste champion.

With comments such as "...good malt balance," "...fuller flavor, nice finish," "...nice follow-through with hop flavors," "...it's a better beer," the experts were unanimous in their assessment of new Miller Beer.

We found out how you can conduct your own taste test. Try it with Miller Beer and the leading American-style lager. Here's how:

The smell, the look, the taste: Professional beer tasters judged new Miller Beer (from left to right) Dennis Davison, Jerry Uthemann and Brian North.

YOU BE THE EXPERT

Gather some friends or "tasters," two pilsner-style glasses per taster. Miller Beer and the challenging beer of your choice in the American-style premium lager category. Use the score card below. Each beer should be scored on color, aroma, flavor, smoothness/easy to drink and less bitter aftertaste.

Chill both beers to approximately 38 degrees Fahrenheit. Ask a non-taster to pour both beers behind a shield to ensure an objective, "blind" tasting. Ask each participant to taste the beer and record their rating in each category, using 1 (poor) to 5 (great) for each characteristic. Repeat this process with the second beer, gather all score cards and compare. The beer with the higher score is your taste-test winner.

	Miller Beer	Other
1. Golden Color	☐	☐
2. Aroma	☐	☐
3. Full-Bodied Flavor	☐	☐
4. Smoothness, Easy To Drink	☐	☐
5. Less Bitter Taste	☐	☐

The heart of the matter

Quality hops mean big flavor, smooth taste

In a proprietary brewing method, Miller Brewing Company is using "the heart of the hops" to brew a beer with full flavor but very little bitterness – new Miller Beer.

Hops are the spice of beer adding flavor, texture and aroma.

With 140 years of brewing under its belt, Miller spent more than two years crafting this new beer, brewed with only the best part of select hops.

"Hops are the spice of beer adding their own special taste, aroma, texture but also bitterness," explains David Ryder, brewmaster for Miller.

"When brewing new Miller Beer, we use only the heart of the hop to produce a rich flavor that diminishes the bitter characteristics typically associated with full-flavored beers," says Ryder. "This gives Miller Beer its smooth taste and rich texture."

The new brewing process also gives Miller Beer richer flavor by allowing the use of four times more hops than are typically used in premium, mainstream beers.

"More hops means more flavor, richer texture, but in the case of new Miller Beer, less bitterness," says Ryder.

We think Miller Beer makes thirst worthwhile. So, try it and let us know what you think. You can reach our brewmaster David Ryder via e-mail at miller@execpc.com.

©1996 MILLER BREWING COMPANY, MILWAUKEE, WI

Michigan Sugar promotes two

Glenn E. Augustine was promoted to director of quality assurance and environmental compliance. He joined Michigan Sugar Company in 1990 as chief chemist for the Croswell sugar processing facility. Augustine has more than 15 years of experience in the sugar industry. He holds a bachelor's degree in chemistry from Aurora University, Aurora, IL. Augustine and his wife Connie reside in Saginaw Township.

Christine A. Schmidt, Bay City, was promoted to systems analyst for Michigan Sugar Company's management information systems department. She joined the company in 1991 as an applications programmer. In her new position, Christine analyzes, maintains and designs hardware and software systems; as well as providing software training and end-user support. She holds a bachelor of science degree in business administration specializing in management information systems from Central Michigan University, Mt. Pleasant.

For AFD members: BLUE CROSS RATES REDUCED!

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For information on AFD's Blue health coverage options, call Judy Mansur at 1-800-66-66-AFD.

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"Partner of the Year"

"Partner of the Year" was presented to Farmer Jack Vice President Craig Sturken for their corporate alliance with The Salvation Army at the 1996 "Army of Stars" Annual Civic Dinner, May 13. The dinner was co-hosted by WOMC's Dick Purtan and Beth Konrad of Konrad & Moore Inc. at the Westin Hotel in Detroit.

Over the years, Farmer Jack has donated tons of food to The Salvation Army's food pantries and this past Christmas contributed $50,000 via a promotion with the chain's "Bonus Savings Club." Farmer Jack has been a long-standing supporter of The Salvation Army, helping the hungry and homeless in metropolitan Detroit communities.

Partners, The Salvation Army and You is a program that brings together churches, corporations, civic groups and schools to assist our community through Salvation Army programs. These organizations and groups provide volunteer hours, monetary resources or in-kind donations. The goal of the program is to raise the awareness of the significance of these contributions and attract more partners.

Najor's Dream Team

Andy and Vincent Najor run Superland Market

by Ginny Bennett

If Andy Najor wasn't a grocer he'd be a sportscaster or a sports journalist. He loves all sports, both as a loyal fan and as a player. He especially enjoys football, baseball and boxing.

But instead of choosing a life in the sporting arena, Andy is the "coach" at Superland Market. The "team" roster consists of five of his brothers and sisters. There were nine altogether, but sister Linda has moved to Arizona and misses the others very much. Sadly, two other sisters have passed away, Debbie from multiple sclerosis and Delilah from kidney disease. As many as fifteen to eighteen employees are regular "pinch hitters."

The Najor family has been store owners in the U.S. since 1909. They opened a store on West Grand Boulevard which is still in business today. Thomas Najor, Andy's father, came directly from Iraq to work in his uncle's store. When he retired he had worked in the grocery business for over fifty years and had never taken a vacation. Andy tells how his father would return home late at night and eat his dinner standing up because he always ate standing at work and never was able to relax enough in the evening to enjoy a meal sitting down.

Twenty years ago Thomas bought the Superland Market on Schoolcraft between Southfield Road and Greenfield. The store is in the Grandmont- Rosedale area of west-side Detroit. All the children grew up working in the store. Tom, is the eldest sibling and he would drive the younger ones to the store after school. Mother Rosemary didn't work in the store on a regular basis since she was busy with her nine "players."

Superland Market is undergoing some major changes. There is a new frozen food fixture and customers especially appreciate the new meat counter. It is one of the few existing full service fresh butcher counters in the city of Detroit. It is the backbone of the store.

The biggest Farmer Jack store in the state recently opened just one-half mile away from Superland. Inexplicably business has been measurably better. Andy can't explain it except to acknowledge that it is pleasing to him since many customers have tried the new store but come back to tell him that the service is not like what they are accustomed to. The Najors know all their customers by their first names. They are not unused to stiff competition anyway. When Thomas Najor bought Superland he struggled initially with a Kroger, two Great Scotts and an A&P nearby. They all went out of business over the years.

Andy is very appreciative of the opportunity that has been afforded to him and his siblings because of their parents' hard work and dedication. "On a team," he said, "my mom and dad would win the MVP (Most Valuable Player) Award. We have good lives and they are able to enjoy their grandchildren. Although we work long hours, it is nothing like my father worked. And, we have each other to take over and help the other."

The store is a full-service supermarket but it is only 5,000 square feet and very labor intensive. Lacking shelf space for large quanities of popular items means that someone must constantly restock.

Everyone in the family pitches in like players on a team. Tom is in charge of stock – He is the "point guard" always pitching in wherever needed. Darlene is the "captain," She is responsible for produce and bookkeeping. According to her brothers, Darlene is the reason customers keep coming back to Superland. Then there is Steven who is the youngest. Known as "Rebe," he is the "6th Man" on the team. He helps everywhere and does everything. Vincent is the store manager. He is like the "team owner." He works quietly behind the scenes to get the job done. He does get excited, however, when he tells how he hit the report button on the lottery terminal one morning and it said that a 53-year-old Ford retiree had won $16,000,000 playing the Lotto at Superland Market.

Jennifer is the team "cheerleader." She is the front-end manager and responsible for check cashing. Keenly aware of the importance of public relations, she let everyone know when Andy was awarded a special Community Service award from the Area C Community Organization (ASCO). The well deserved recognition comes from years of support to church groups, block clubs and schools. The families generosity over the years has included food, cash donations and jobs for kids.

Andy feels that one can't just be a "good" grocer today. "You can't just open your door." You have to give something to your community and he believes that somewhere down the line it will come back to you.

Although Andy may have aspired to a sports career, now it is second nature to him to work in the store. He is always mindful that when working with his family he will always be on the winning team.

Tom, Darlene and Vincent Najor (l to r)

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Your local Coca-Cola bottler wants you to have a chance at winning valuable prizes while supporting the AFD Scholarship Fund and the Alternating Hemiplegia Foundation. Just place a Coca-Cola Contour Ice Barrel near your check out area now through September 7, 1996. For every case of Coca-Cola products purchased in 20 oz. and 1 liter carbonated and all non-carbonated packages, Coca-Cola will make a donation to the AFD Scholarship Fund and the Alternating Hemiplegia Foundation. Ask your Coca-Cola Sales Rep. for more information.

Introducing Cheryl Twigg

AFD recently hired Cheryl Twigg as our office manager. She replaces Mary Cooper, who left AFD when she and her family recently moved to Lafayette, Indiana.

A resident of Taylor, Cheryl handles AFD's accounting, personnel records, membership tracking and other computer-related responsibilities. Cheryl has loads of experience handling these duties. She did the same type of work for Walt Industries, which is a company that manufactures parts and accessories for Harley-Davidson motorcycles. But you won't find her roaring into work on her Hog. Cheryl and her husband sold their bike awhile back and instead enjoy riding four-wheel, all-terrain vehicles with their two teenage sons!

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MINNEAPOLIS, MINNESOTA
July 25 ▪ Crowne Plaza Northstar Hotel

Management Development Institute (MDI) is a new NACS program designed to help your store managers become more effective leaders. In just one day out of the store, your store managers will learn the skills necessary to train, motivate and discipline their employees.

Send Your Store Managers to MDI for:

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NACS Member Registration Fee: $95
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Group Discounts!
Register 5-10 individuals – $85 each
Register 11 or more – $75 each

SCHEDULE

8:00 – 8:30 am	Registration
8:30 – 12:00 pm	Morning session
12:00 – 12:45 pm	Working lunch
12:45 – 4:15 pm	Afternoon session

Responsible Tobacco Retailing Training Program

LANSING, MICHIGAN
July 24 ▪ Marriott at University Place

MINNEAPOLIS, MINNESOTA
July 26 ▪ Crowne Plaza Northstar Hotel

These interactive, skill-building sessions are designed specifically for store-level employees. Participants will learn how to prevent the underage sale of tobacco products. Created as a "train the trainer" program, participants will receive a free video and free training materials, including I.D. Checking Guides, on this important subject to take back to the store for use in training other store-level employees. Small group discussions and role playing combined with lecture and video will provide realistic and appropriate responses to real life issues surrounding tobacco retailing.

Available at no charge to participants

SCHEDULE
Registration 8:30 – 9:00 am
Program 9:00 am – 12:00 noon

NACS
NATIONAL ASSOCIATION OF CONVENIENCE STORES

These programs may be offered again in your area later this year.
Call NACS Education assistance at (703) 684-3600 for more details.

Supervalu links value to technology, rewards efficient behavior

At the GMA Information Systems and Logistics/Distribution Conference, more than 270 I.S. and Logistics executives from across the industry worked to "define the supply chain of the future." Greg Heying, Senior BP, Distribution, Supervalu, Inc., outlined his vision of supply chain efficiencies achievable through partnering with suppliers. "Because manufacturers are directing money towards benefiting the consumer through lower prices and more value-added products, Supervalu's ability to generate revenue through replenishment practices such as 'forward buying' and 'diverting' has diminished. Our 'Advantage' program rewards retailers who practice Electronic Data Interchange, Continuous Replenishment and other efficient behavior by allowing them to pay based only on the specific services they need, as opposed to paying a standard fee-per-case. We believe this is going to be the way to do business in the future."

Andrei Mikhalevsky, vice president, customer service, Campbell Soup Company, emphasized, "CRP has brought us increased sales, closer partnerships with our customers, and fresher products for the consumer. Also, customers have benefited from reduced inventory, higher turns, and improved service level." He predicted that in the future, manufacturers and distributors will work in a close partnership in the replenishment process. "Manufacturers will be responsible for day-to-day replenishment forecasting. Retailers will focus on promotional products."

The conference featured hands-on-case studies to illustrate how long-range thinking and real-world implementation strategies are a matter of competitive necessity in today's rapidly evolving technological environment.

Welfare caseload reaches new low in Michigan

The number of welfare recipients in Michigan dropped for the 25th consecutive month, reaching the lowest level since 1972. Since October of 1992, the percentage of public assistance recipients earning income increased by 83 percent - from 15.7 percent to 28.8 percent. The national average is about 8 percent.

Helping people off welfare and into work is good news for everyone. The continued decline of welfare cases, our low unemployment rates, and continued economic growth are proof-positive that Michigan is heading in the right direction.

–Leader's Digest

Food-at-home dollar share shrinking

Food-at-home expenditures rose an estimated 2.7 percent last year, accounting for nearly 53 percent of total consumer food expenditures, while away-from-home food spending advanced an estimated 5 percent, accounting for 47 percent of food expenditures. In total, consumer food spending reached more than $671 billion last year, yet it still accounts for only 11.3 percent of disposable personal income. For more information, contact The Food Institute, (201) 791-5570.

Michigan Sugar awards college cash

Michigan Sugar Company announced the 1996 winner of the Albert Flegenheimer Memorial Scholarship. Kyle Justin Fiebig, Sebewaing, will receive $2,500 for tuition at the college of his choice, Michigan State University. He plans to study agricultural science and education, pursuing a career as co-owner of his family's 1,000 acre farm.

The son of Donald and Kathy Fiebig, Kyle has been extremely active in Future Farmers of America (FFA). He earned many awards in state level competition, including designation as a Star State Farmer and region III state FFA vice president. In addition, his dedication to the FFA sugarbeet project earned him the Prestige Grower Award for two consecutive years, while maintaining a 3.74 grade point average.

Since 1979, Michigan Sugar Company has awarded the Albert Flegenheimer Memorial Scholarship to graduating high school seniors in the state's sugarbeet growing region who have excelled academically and have participated in the 4-H or FFA sugarbeet projects. The scholarship seeks to honor hard work and dedication through educational assistance as an incentive for our area's top students.

Kyle Justin Fiebig

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Pucker up for One-Eyed Jack

by Ginny Bennett

L & L Wine & Liquor Corporation is the exclusive Metro Detroit and Ann Arbor distributor and the master distributor statewide for a new five-percent alcohol alternative to beer targeted to the young adult market. The beverage is a malt-based lemon brew called One-Eyed Jack.

Marketed as a beverage with an "attitude," the marketing collateral has an "in your face" directness. Called a "badge brand," the term refers to a products effort to appeal to a specific demographic, in this case 21 to 30 year olds. Badge brands are products that express the consumers desire to make a statement about themselves and their view of the world.

Steven Lewis, executive vice president of L&L states, "We are very excited about this category. Last year, in the United Kingdom and Australia the category sold over 10 million cases. The product is refreshing, fun, and most important, it tastes absolutely fabulous."

The company hopes the product will fill the niche that coolers did in the mid '80s to '90s, that effervescent, fruity Italian wines did in the mid '70s to '80s and that domestic fruit wines did in the mid '60s to '70s.

POS materials include "In Your Face" Collector's Series posters, table tent cards, shelf talkers and temporary tattoos with a tag line of "Pucker Up Baby."

One-Eyed Jack is available in 12 ounce long neck bottles packed 4-6 packs per case and in Bomber 22 ounce bottles packed loose, 12 per case (coming soon as they can only squeeze so many lemons in a day). For more information call L & L Wine & Liquor Corporation at (810) 588-9200.

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Events and activities to provide you with a multitude of chances to make valuable contacts.

AND MUCH MORE!
Store tours, smaller company CEO programs, special food service sessions–three of the most informative, inspiring and insightful days you'll experience all year!

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Miller promotes the high life

Miller Brewing Company invites consumers to 'Taste the High Life' this summer in a national off-premise promotion.

"The smooth taste of High Life has been a part of adult beer drinkers' summer fun for nearly a century," said Chris Mahoney, assistant brand manager. "This summer, we're reminding consumers to make High Life and High Life Light part of their summertime parties and events."

The promotion will run in liquor stores, supermarkets, convenience stores and other off-premise locations, where legal. Materials include a brand-identified inflatable kayak and dangler card, cut outs, case cards, display cards, static stickers and basewraps.

The promotion runs through July.

Miller Brewing is a wholly owned subsidiary of Philip Morris Companies Inc.

Healthy Choice Bread is introduced

Con Agra, owner of the Healthy Choice name, has teamed up with Metz Bakery to introduce new Healthy Choice Bread. The product line includes six varieties of bread, as well as hot dog buns and hamburger buns.

Con Agra believes that the strength of the Healthy Choice name will stimulate category growth and vitality by bringing established Healthy Choice consumers to the bread aisle.

A major advertising campaign is in place, and includes Prime Time TV, free standing inserts, and in-store merchandising.

Studies show consumers want healthier products. According to a Gallop Survey, 77 percent of adults are eating a healthier diet than they did three years ago. Almost 60 percent of reduced-fat users want additional reduced-fat products and 90 percent of adults now eat low-fat/non-fat products regularly. Healthy Choice Bread reinforces the Healthy Choice invitation to "Eat what you like!" For more information, contact Metz Baking Company at (313) 946-4865.

John Rice shows Healthy Choice Bread display

Renaissance Cafe Frozen Filled Pastas offer "homemade" pasta , pronto!

It was Shakespeare who said: "The world is too much with us." Fast forward 400 years and Will didn't know the half of it. Consumers today seem positively suffocated by the relentless demands of modern life. Little time is available for food preparation in the midst of hectic schedules, even for common favorites such as gourmet pasta dishes.

From this culinary problem stemmed the "Speed Scratch" cooking trend, which satisfies the craving for gourmet foods while complying to today's demanding schedules. On the leading edge of this cooking-from-Scratch renaissance, are new Renaissance Cafe Frozen Filled Pastas.

Renaissance Cafe Frozen Filled Pastas need no boiling. They are microwaveable and short-cut the time from freezer to table to 5 minutes (10 minutes for stuffed shells).

Renaissance Cafe Frozen Filled Pastas offer gourmet appeal to a wide range of palates, with flavors that include: Cheese Ravioli, Beef Ravioli, Cheese Tortellini, Beef Tortellini, Chicken Tortellini (Low Fat!), and Stuffed Shells.

Now even the most frenetic modern lifestles can make time for the finer things in life, because the Renaissance is back: Renaissance Cafe Frozen Filled Pastas. For ordering information, call your Pfeister representative.

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Two year Cellular One service contract required. Offer for activations at participating locations in Bay City, Detroit (and Metropolitan area), Flint, Grand Rapids, Lansing, Midland, Monroe, Muskegon, Port Huron and Saginaw. To be eligible for this rate plan you must call 1-800-45-CELL-1 prior to activation. Airtime is additional for features. Roaming charges not included. May not be used with any other Cellular One offer. If during the term of your service contract you are no longer an AFD member, regular rates will apply. Every time you use your cellular phone, you make a contribution to the Cellular One/ Associated Food Dealers of Michigan program. Other restrictions apply.

Berry Beery

Usually, when you want to enjoy the juicy goodness of fresh berries, you begin by trudging through fields, battling mosquitoes, pricker bushes and cumbersome baskets, and you end with berry juice all over your fingers. With the new Leinenkugel's Berry Weiss, Leinenkugel's does all the prep work for you and the flavor journeys smoothly from the bottle to your mouth, with no mess.

"After a long, cold winter, people are excited about summer and all the fun activities that they can do when the weather's agreeable," said T.J. "Jake" Leinenkugel, president of the 129-year old brewery. "We wanted to add to our successful line of seasonal beers," he said.

The Leinie's brewers carefully blended three native Wisconsin berries, blackberries, elderberries and Loganberries. Loganberries, which are not as well known as the others, are a hybrid of black dewberries and red raspberries. The berries are combined with Pale malt, Wheat malt and Cluster hops to create a light, crisp, sweet taste. As a primary ingredient, the berries also contribute a unique fruity aroma and add pink color tones. The beer is available through August.

Land O' Lakes launches flavored butters

Land O' Lakes continues to lead the way in the butter category with the introduction of Flavored Butter. The new line will consist of Honey Butter and Roasted Garlic Butter with Olive Oil. Test marketed in Chicago and Pittsburgh, Land O' Lakes Flavored Butters achieved 100 percent distribution and scored a high purchase intent. Seventy-four percent of consumers tested would definitely/probably buy Land O' Lakes Flavored Butters. The respondents cited convenience, taste, usage, and the Land O' Lakes name as the key reasons.

Land O' Lakes Flavored Butter will satisfy the consumer's growing taste preference for honey and garlic flavored foods. The convenience of using Land O' Lakes Flavored Butter for everything from toast in the morning to sautéed shrimp at night will appeal to consumers with today's hectic schedules. The trade will be pleased with the flavored butter as it brings excitement to the category with added profitable volume.

Land O' Lakes Butter is the #1 branded butter in the U.S. with a 97 percent brand awareness. Over 50 percent of American households have a Land O' Lakes product in their kitchens and rate Land O' Lakes products as excellent with a rating of 4.6 out of 5, according to Jim Aarsvold, National Sales, Land O' Lakes, Inc..

North Pointe Insurance Co.

Michigan's Leader in Liquor Liability for 8 years running!

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

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

Ready To Say Goodbye To Your Old Car?

Put Some "Good" In the Goodbye!

Donate your used car to the National Kidney Foundation Kidney Cars Program. The funds can help save lives. We'll arrange a pickup and you might qualify for a tax deduction.*

Call 1-800-488-CARS

National Kidney Foundation

*Consult your tax advisor for details.

Practical advice on saving energy from Detroit Edison

Cut your refrigeration costs

Refrigeration counts for nearly 40 percent of the annual energy use in the average grocery or supermarket. You can reduce the amount you spend on refrigeration by taking advantage of these energy-saving tips.

Maintenance means savings

Routine cleaning and regular, professional tune-ups keep your equipment performing at peak efficiency. You save energy and prevent expensive repairs and breakdowns. While a refrigeration contractor is needed to perform technical tune-up measures, there are several maintenance activities you can easily do yourself.

- Clean/vacuum evaporator coils, motors, pumps, fan blades, compressor and condenser coils regularly.
- Set controls only as low as necessary to preserve the food and make it appealing to shoppers.
- Avoid overloading. Overstocking causes units to work harder and longer and may result in product deterioration.
- Reduce air leakage from enclosed refrigeration units by maintaining the rubber gaskets on all cooler/freezer doors. Test the seal by closing the door on a dollar bill. If the door cannot hold it in place, the gasket should be replaced.
- Adjust tension and alignment of fan belts as needed and replace worn belts.
- Lubricate motors, pumps and fans according to manufacturers' specifications.
- Check compressor oil level, and regularly inspect both the compressor and refrigerant lines for leaks.

By simply cleaning a dirty evaporator and condensor, you can increase refrigeration capacity by nearly 23 percent and reduce energy use by up to eight percent. Combine an annual, professional equipment tune-up with your own do-it-yourself maintenance to realize even greater savings.

Upgrade open cases

Open refrigerated cases provide the most convenient access to products for shoppers but are the most expensive to operate. Verticle reach-in cases are especially inefficient. To reduce energy use and operating costs, consider adding night insulation, plastic strip curtains or glass doors.

- Place rigid foam panels over open cases during non-business hours to contain cooled air and reduce the load on the system. Night insulation offers a 20 to 25 percent reduction in energy use and a savings payback of less than one year.
- Clear plastic strip curtains contain refrigerated air yet allow shoppers to view and access the contents of the cooler/freezer. You can reduce energy use 30 to 40 percent; a simple payback of one to two years can normally be expected.
- For optimal energy savings (50 to 60 percent), glass doors are most effective. With installation costs running $150 to $200 per linear foot, however, they're also a more expensive energy-saving method. Typical payback averages five to 10 years.

To determine the best upgrade option for your system, be sure to consult a refrigeration contractor.

Manage your refrigeration costs

When it's time to replace your refrigeration equipment, shop carefully, purchase the right size equipment for your needs and look for high EER (energy efficiency ratings). Maintain, upgrade, replace —they're all part of managing your energy expenditures most effectively and reducing your overall energy bill.

Detroit Edison

Go ahead and pop the question.

Questline has the answers to your tough questions on lighting, HVAC, refrigeration, waste management, and recycling. Everything you need to know to help your store increase productivity, reduce overhead costs and stay competitive.

Call them. It's quick, easy and **free for Detroit Edison business customers.** Just think of it as your direct link to the top experts in energy technology. And one more way we're providing energy solutions for you.

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(8am - 5pm EST, Mon. - Fri.)

FAX: 1-614-848-8990
E-MAIL: 75430.531@compuserve.com
OR questerl@ix.netcom.com
(24 hours a day/7 days a week)

Beer and wine by mail

Practice not fair to Michigan's licensed businesses

By Dennis Hybarger,
Vice President,
Michigan Beer and Wine Wholesalers Association

Doesn't it upset you when someone you are competing with doesn't follow the "rules" of the game? That's how most people who are "licensed" to sell beer, wine and spirits in Michigan feel when they hear about some company selling these products through the mail. We get inspected, get licensed, pay our taxes, follow the law and end up having to compete with persons who do none of those things. It just isn't fair!

Currently, it seems that the number of out-of -state businesses who are getting into "beer and wine by mail" are doubling each day (whether the orders are placed through an 800 number or through the Internet). Most of these companies don't know if they are selling to someone under 21 years of age or if their beer, wine and spirits are being delivered to someone under 21 years of age. They do know they are not licensed in most of the states in which they do business and they know that they are not paying excise and sales taxes.

We don't have a firm number on the tax losses, but it has been reported that mail order shipments for fine wine may run as high as 35-40 percent of their volume and that beer by mail sales run in the $10's of millions. While the loss of taxes is significant, it is the loss of "control" that is staggering. The question the licensed industry has is: What can be done to bring these businesses into compliance with the law?

"While the loss of taxes is significant, it is the loss of 'control' that is staggering."

Unfortunately, the question is easier to ask than to answer. Under the 21st Amendment to the United States Constitution, the individual states were given authority to control the alcoholic beverage traffic within their borders. The second paragraph reads: "The transportation or importation into any state, territory, or possession of the United States for delivery or use therein of intoxicating liquors, in violation thereof, is hereby prohibited."

The federal government, by passing the Webb-Kenyon Act, clearly acknowledged the authority the states have under the 21st Amendment. The Webb-Kenyon Act prohibits a person from shipping or transporting an intoxicating liquor into a state in violation of a law of that state. However, the problem with the Webb-Kenyon Act is it does not have any penalties.

The Commonwealth of Kentucky recently passed a law making it a felony to ship beer, wine or spirits directly to a consumer. In response to this new law, a number of California wineries are boycotting shipments into Kentucky.

Here in Michigan, the Enforcement Division of the Michigan Liquor Control Commission has been attempting, with varying degrees of success, to get these mail order firms to comply with Michigan law. The MB&WWA has been sending every flyer and advertisement we find regarding beer and wine by mail schemes to the Enforcement Division and asking that they investigate.

Maybe it's time for Michigan-based organizations representing licensed businesses to get together, educate our elected state Legislature on this issue and attempt to get a law passed similar to the one which passed in Kentucky.

Enough is enough!

Illegally imported product confiscated

A four-month investigation by the Michigan Liquor Control Commission (MLCC) Enforcement Division led to the confiscation of 700 cases of various illegally imported micro-brewed beers. The violating organization used a Specially Designated Merchants (SDM) license and operated as a Beer of the Month type club to illegally import beer into Michigan from around the nation.

The MLCC Enforcement Division is conducting an assessment of the evidence in order to submit the appropiate liquor law violations, as well as an audit of the company's sales records to determine if the SDM still qualifies.

5 Great Reasons Why Membership in the Associated Food Dealers Makes "CENT$":

- **BLUE CROSS BLUE SHIELD/BLUE CARE NETWORK OF MICHIGAN**
With the recent 30% premium reduction, there's no better time than now to call AFD to receive a quote on the various Blue Cross Blue Shield/Blue Care Network of Michigan programs. Choose from Blue Cross Blue Shield Traditional, PPO or HMO plans.
- **AMERICAN EXPRESS MONEY ORDERS**
AFD members can receive up to 25% savings on money order pricing and receive special savings on American Express equipment.
- **CELLULAR ONE MOBILE PHONE SERVICE—**
AFD members receive substantial discounts for both new subscribers and existing customers.
- **MONEY GRAM**
Create a traffic builder while increasing your profits with AFD's money wire service available through Money Gram. Offer your customers a great service whether they want to wire money across town or across the country.
- **AMERITECH PAY PHONE PROGRAM**
AFD members can take advantage of a 20% commission through Ameritech's cost-free program. Commissions are based on your pay phone's gross revenue.

For more information on these and other AFD benefits, please call Judy Mansur at the AFD office at (810) 557-9600.

AFD ASSOCIATED FOOD DEALERS OF MICHIGAN
and its affiliate: PACKAGE LIQUOR DEALERS ASSOCIATION

Coca-Cola

Cont. from page 1.

Your participation in this program will qualify you for Coca-Cola Olympic wearables and an exciting sales contest. The three stores which generate the largest donations under this program will win the following prizes: first prize wins 50 cases of free product, second wins 30 cases and third wins 15 cases.

With Coca-Cola's sponsorship of the Summer Olympics and their Red Hot Olympic Summer under the cap instant prize program, there's sure to be increased consumer demand for these products. So, "fill the barrel" and improve profitability while helping two very worthy causes.

Alternating Hemiplegia is a little known, debilitating disease that affects its victims from early childhood throughout life. Symptoms include developmental delay, episodes of paralysis, epilepsy, and varying degrees of mental retardation. The Alternating Hemiplegia Foundation was established to raise funds for research into the causes and possible treatment of this disease. With the help of generous donors the first AH research project in the world was established in 1995 here in Michigan.

The AFD Scholarship Fund aids members, employees, and their families in pursuit of their educational goals.

AFD and Coca-Cola Bottling Company, in addition to Budweiser and WRIF - FM, will also be sponsors of the "Rock 'n' Blues Festival" which will take place Saturday, July 27 at Greenmead Park in Livonia. The free event is called the 1st Annual Budweiser and WRIF - FM Rock 'n' Blues Festival. It will benefit AHF by providing funds for education and research as well as making as many people as possible aware of the disease.

The "Rock 'n' Blues Festival" will feature modern, classic rock, and traditional blues artists performing together in a celebration of this truly American art form. The event will raise funds through sponsorship commitment and money raised from parking concessions and beverage sales.

If you can contribute to this worthy cause please call Mike Watts at (313) 459-6969.

Smugglers "haul" in contraband cigarette profits

Since Michigan's tax on cigarettes rose to $7.50 per carton in May 1994, the doors opened wide to a $145 million smuggling market that's still growing.

✔ Each truck like this, filled with contraband cigarettes, crossing into Michigan "earns" $100,000 in illegal profits for smugglers.

✔ Each truckload like this means Michigan loses $265,000 in cigarette and sales taxes while honest store owners lose customers, income and jobs.

✔ Michigan's high tax sends a message that "crime pays." While the growing underground market provides easy access to kids.

Don't let Michigan be taken over by criminals. Help us do something about it!

Call the Michigan Coalition Against Crime and Smuggling at (810) 625-0098

Farmer Jack brings *Soap Opera Fun Fair* to Detroit

Today's hottest soap opera stars will be packing their bags and heading to Detroit to meet loyal fans from Michigan, Canada and across the United States during this fall's *Soap Opera Fun Fair*, scheduled for September 20-22 at Cobo Arena, in downtown Detroit.

Presented by Farmer Jack Supermarkets, *Soap Opera Fun Fair*, the largest public gathering of soap opera stars in the country, is scheduled for Saturday and Sunday, September 21-22, with the newly-created *Fun Fair Dinner Showcase With the Stars* on Friday, September 20.

The soap star-studded weekend is a fan's delight, with over 40 of daytime's hottest stars coming together for a weekend of autograph signing, photographs, conversation and a host of special events.

In addition to purchasing tickets at Farmer Jack Supermarkets, fans may telephone the Fun Fair Hotline at (800) 431-7002 for tickets and information.

Farmer Jack is a division of A & P, one of the largest supermarket operators in North America with 1,014 stores in 23 states, the District of Columbia and Ontario, Canada, under the A & P, Waldbaum's, Food Emporium, Super Fresh, Farmer Jack, Kohl's Dominion, and Miracle Food Mart trade names.

During a six week period, July 29 - September 16, 1996, the grocery industry will be supporting the fight against neuromuscular disorders, including ALS (Lou Gehrig's disease), through MDA'S AISLES OF SMILES program.

Aisles of Smiles for Jerry's Kids

Please refer to the back page of this issue for the list of participating manufacturers whose products will raise funds to support the Muscular Dystrophy Association. By promoting these products as part of AISLES OF SMILES, you'll be helping MDA provide important services to people with Muscular Dystrophy in Michigan. MD provides help and hope to individuals and families through its clinic programs located in Detroit, East Lansing, Farmington Hills, Flint, Grand Rapids, Kalamazoo, Marquette and Midland. MDA also funds research programs at the University of Michigan, Michigan State University and Wayne State University. The highlight of the year for young people 6-21 years old is MDA's summer camp program, with fine week-long sessions held throughout the state, at no cost to the children attending. Help now, and hope for the future. That's what you are providing to families with Muscular Dystrophy when you support Aisles of Smiles.

aisles of Smiles® for Jerry's Kids®

MDA® MUSCULAR DYSTROPHY ASSOCIATION

Americans want tort reform

A recent survey by a major insurance concern indicates that the vast majority of Americans feel that liability tort reform is long overdue and that the courts, lawyers and juries are out of control.

The survey indicates that 86 percent of Americans polled favored putting an end to large awards and 70 percent support punishing attorneys who file frivolous lawsuits.

The survey also found: 97.2 percent opposed the decision for the plaintiff in a case in which the consumer received an electric shock from a wet hair dryer; 92.6 percent disapproved of the decision in the now notorious "hot coffee" McDonalds case; 80.9 percent disapproved of individuals who sue homeowners after they fall on icy sidewalks that have already been shoveled; and 79.7 percent were against suits alleging eye strain from computer screens at work.

More than 90 percent interviewed felt that attempts to reform the laws will fail and that the awards will increase. All agreed that their premiums will increase as a result. In spite of this and other public opinion polls indicating overwhelming public support for change, the White House has twice this year vetoed minimalist attempts at reform, stating that they were anti-consumer. The president indicated that he will sign legislation "when Congress gets it right."

Food for thought

Q: How many managers does it take to change a light bulb?

A: We've formed a joint task force to study the ongoing problem of why light bulbs burn out. We feel it is very important, that we determine what we, as supervisors, can do to improve efficiency by finding ways for the bulbs to work smarter, not harder.

Q: How many programmers does it take to change a light bulb?

A: None, that's hardware.

Nabisco

Cont. from page 12.

four to 17 regions.

"This enables us to be closer to our markets and more reactive to customer and retailer needs," said Disrude.

The new Detroit region encompasses the entire state of Michigan with the exception of the Upper Peninsula, the majority of Indiana and the northern tip of Ohio. With 120 sales representatives and nearly 400 merchandisers in the region, Nabisco hopes to develop closer contact with retailers, including small-volume stores.

Nabisco has a strong customer service network and continues to be a Direct Store Deliverer, which the company will rely on to ensure all of its new products make it onto store shelves this year.

"It takes people to get our presence there. Our presence is there with our customer service network. And we have a great DSD which will execute our innovation at the store level," said Dave Augustine, regional manager of customer service and operations.

Nabisco expects to see growth in the cookie and cracker category through its innovative new products, as well as increased profitability for retailers.

"There hasn't been any new news in the cookie and cracker business. This is a big innovation for the category, and I don't see anything else like it happening for a long time," said Disrude.

Nabisco's new products have already been launched in the New England states, and will be available in Michigan and Indiana on August 26. Your Nabisco representative will be seeing you soon.

CLASSIFIEDS

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, self-motivated, 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

FOR SALE—Party store, Central Michigan location. Liquor, Lotto, pizza franchise—$395,000. Possible land contract. Call Larry Jacobs at (810) 646-7701.

CONVENIENCE STORE EQUIPMENT FOR SALE—Entire contents of 3,000-square-foot full-line convenience store. 11-door reach in/walk in cooler, 5-door display freezer, deli case, gas range with grill and 2-door oven, shelving, etc. Like new. Must sell. Call Mike at 810-626-9099

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) 557-9600

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.

Michigan legislature approves new drivers' licenses with magnetic strip

Both the Michigan Senate and House approved H.B. 4541 and 4285 allowing the Secretary of State to imprint each individual's state driver's license and ID card with a magnetic strip to record a person's name, birthday and state number. The front of the card will contain a digitized signature and photograph. The system may help make check cashing and ID checking for age-restricted products easier for retailers. The legislation was delayed in the Senate due to privacy concerns. Efforts to amend the bill failed, and lawmakers indicated they will address privacy issues in future legislation. Implementation of the new cards is scheduled to begin in 1997.

MARIE BRIZARD
WINES & SPIRITS, U.S.A.

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IS PROUD TO BELONG TO THE

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DEALERSHIPS
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CONGRATULATIONS ON THE SCHOLARSHIP FUND!

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MIOSHA safety standards discussed at meeting

AFD members learn how to prepare for a MIOSHA inspection

Ten most common MIOSHA problem areas

1. Part 6. Fire exits
2. Part 39. Design safety standards for electrical systems
3. Part 1. General rules
4. Part 85. Lockout/Tagout
5. 1910.1200 Hazard communication/right-to-know
6. Part 2. Floor & wall openings, stairways & skylights
7. Part 11. Recordkeeping
8. Part 33. Personal protective equipment
9. Part 21. Powered industrial trucks.
10. Part 7. Guards for power transmission

by Michele MacWilliams

On June 17, AFD hosted a seminar conducted by the Michigan Department of Labor concerning MIOSHA safety standards. The seminar was held as an educational program, to inform retailers of MIOSHA regulations and give them suggestions on how to alleviate potential safety hazards and avoid penalties.

Seminar presenters were Michigan Department of Labor Supervisor Michael Everett and Occupational Safety Consultant Karen Odell.

They encouraged AFD attendees to implement a program that provides adequate policies, procedures and practices that protect their employees from, and allows them to recognize, food-related safety and health hazards.

Effective the beginning of this year, MIOSHA changed some of the safety enforcement procedures in order to enhance employer good faith efforts and resources. Everett and Odell outlined these changes, which came about as an effort to address concerns raised by employers wishing to come into compliance in a less adversarial environment.

Jim Garmo, owner of Galaxy Foods in Ypsilanti, was pleased to hear this and said all the information he gained from the two-hour seminar was useful. In fact, he believes that it will save him thousands of dollars.

Handouts at the seminar included a sample safety program and important information on avoiding slips and falls, power lock-outs, hand protection and safe-lifting techniques. The packet also included order forms for written material that will aid with MIOSHA compliance.

Everett said the seminar is designed to reach out to businesses so that they can be proactive in their safety standards.

"We want to make sure that food retailers are aware of their health and safety responsibilities and acquaint them to common hazards," Everett added.

For more information on MIOSHA's revised standards, Michael Everett welcomes your call. He can be reached at (517) 332-1809.

MIOSHA safety and health checklist

The following is a list of items that should be included in your safety and health training. It is not meant to be all inclusive. It merely illustrates some of the subject material that can and should be incorporated into an employee safety and health training program at your company.

Proper Lifting Technique: Teach employees the proper way to lift objects. Improper lifting, twisting, ar bending cause numerous back injurie This training should also include bacl injury prevention. Employees should be aware of the stresses imposed to th lower back by improper sitting and standing. They should also be aware of the benefits of back exercises.

Personal Protective Equipment: Teach affected employees about the hazards they encounter and the prope use of the personal protective equipment they are required to use. Tell and show them how they acquire it in the workplace. Eye protection, hearing protection, head protection, foot protection, chemical protection and hand protection are some areas that should be included.

Chemical Hazards: Teach employees the basics of chemical hazards (Hazard Communication) an the proper method of handling and using chemicals. Explain how the chemicals are to be used safely and what to do to minimize the hazards tc themselves.

Proper Use of Tools and Equipment: Teach the employees th safe and proper use of all tools and equipment they are expected to use o operate.

Safe Vehicle Operation: Teach affected employees the proper operation of all vehicles that they are

See MIOSHA page 29.

MIOSHA Telephone Directory

Department of Labor
General Industry Safety Division
Lansing office.....(517) 322-1831
Enforcement of occupational safety standards
Construction Safety Division
Lansing office.....(517) 322-1856
Enforcement of construction safety standards
Safety Education & Training Division
Lansing office.....(517) 322-1809
Safety training program, safety literature
Standards Division
Lansing office.....(517) 322-1845
Distribution, promulgations and amendments to standards
Appeals Division
Lansing office.....(517) 322-1297
Presenting department's position on contested MIOSHA citations
Employee Discrimination Division
Detroit office.....(313) 256-3620
Investigates complaints on denied rights as granted by MIOSHA
MIOSHA Information Division
Lansing office.....(517) 322-1851
MIOSHA data and recordkeeping forms
Fatality Hotline
8 a.m.–5 p.m. Mon.-Fri.....(517) 322-1817
After 5 p.m./Holidays/Weekends.....(517) 322-0333
All worker fatalities and catastrophes must be reported within 48 hours.
Wage & Hour Division
Lansing office.....(517) 322-1825
Enforcement of Employment Standards

MIOSHA

Cont. from page 28.

authorized and expected to operate. Training should also include defensive driving techniques.

Emergency Procedures and Safety Rules: Teach employees the general principles of portable fire extinguishers use and the hazards involved with incipient stage fire fighting. Make sure all employees understand ALL emergency procedures (fire drills, exit locations, etc.)

Teach employees how to report all accidents and injuries and how to obtain medical or first aid treatment.

Teach employees all applicable safety rules and regulations.

Slips, Trips, and Falls: Teach employees to recognize slip, trip, and fall hazards and methods to avoid them.

Proper Use of Ladders and Other Climbing Devices: Teach employees the safe and proper use of ladders and other climbing devices including safe and proper use of attachments on Powered Industrial Trucks (if used).

Electrical Hazards: Teach employees basic electrical safety and how to identify and avoid basic electrical hazards.

Pinch Points: Teach employees the hazards of pinch points and how to recognize and avoid them.

Power Lock Out/Control of Hazardous Energy Sources: Teach employees to lock out powered equipment prior to repairing or servicing any equipment.

Lottery

Cont. from page 1.

Schools.

"The Big Game" is expected to generate more than half-a-billion dollars in annual lottery sales for the five participating states combined. All net revenues generated by the game in Michigan will go directly to the state School Aid Fund, which benefits Michigan public schools.

Jackpots for the new game will begin at a guaranteed $4 million. Lottery directors predict jackpots could exceed $50 million once the game gets under way.

"The Big Game" provides nine different ways to win cash prizes, with approximate overall odds of 1 in 22 of winning a cash prize. Odds of winning the jackpot are about 1 in 53 million.

The cost of the game is $1 per play, in which players will choose five numbers from 1 to 50, and one number from 1 to 25. An "easy pick" feature will also be available, in which the computer chooses the numbers for players.

Drawings will be held on Friday evenings, tentatively scheduled at 11:30 p.m. EST. The broadcast will originate from Chicago's Superstation WGN-TV, and will appear on a network of stations still to be determined.

Sam Dallo, owner of In' N' Out in Pontiac is optimistic about the new multi-state game. "I think it should do fine, especially when the Lotto jackpot is large, says Dallo. "Other multi-state jackpots have drawn big numbers of players and I think ours will too," he adds. Ticket sales for "The Big Game" are planned to begin August 31, with the first drawing scheduled for September 6.

As long as customer demand persists, the new game will not affect the current lineup of Michigan Lottery games, including the Michigan Lotto.

"Michigan Lottery retailers have expressed support of Michigan's foray into a new territory of bigger jackpots, more ways to win and more cash prizes. With such interest already generated for the debut of "The Big Game" this fall, retailers can expect increased store traffic, higher sales, and increased commissions," Martin adds.

He believes "The Big Game" is both the Michigan Lottery's response to players' requests for a new, exciting game, and a realization of the benefits a mega-jackpot, multistate game could provide for Michigan.

Who is Michigan's Best Bagger?

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You'll make your store *(and your mother)* proud!

Wednesday

August 7, 1996

Lansing Mall • Lansing, Michigan

WHO CAN ENTER?

The competition is limited to the first 36 entries received; only one contestant per company. Your company must be a member of the Associated Food Dealers of Michigan or the Michigan Grocers Association to be eligible.

You can enter if you are a regular full- or part-time employee whose normal job duties include bagging (i.e. cashier or service clerk).

HOW ARE CONTESTANTS JUDGED?

On the following criteria: speed, proper "bag building" technique, number of bags used, distribution of weight between bags, and style, attitude and appearance.

HOW DO I ENTER?

See your store manager for details. Additional information can be obtained by calling MGA at 1-800-947-6237 or AFD at 1-800-666-6233.

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