



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
18470 W. 10 Mile Rd.
Southfield, MI 48075

Address Correction Requested

BULK RATE
U.S. Postage
PAID
Permit No. 36
Detroit, MI

VOL 7 NO 11

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

NOVEMBER 1996

Inside

Avoiding Grocery Store losses.
Page 8

Prepare for the holidays with these products
Page 10

Hot water, cold cash
Tips from Detroit Edison
Page 25

Meet the man who put the class in Vic's World Class Market
Page 26

Label company has sticking power
Page 28

Legislative Update

Michigan leads the nation in income growth as poverty takes a nosedive

by Dick Posthumus
A nationwide study of state job markets released recently by the New York Times ranked Michigan's job market as the strongest in the nation. The study noted that Michigan's unemployment rate of 4.6 percent (at the time of the study) was about two points below the state's natural rate, making Michigan number one. The natural rate represents a theoretical rate calculated on a state-by-state basis to be consistent with stable inflation.

According to information just released by the U.S. Bureau of the Census, the percentage of people living in poverty in

See Updates
page 12



Festive gift baskets at The Vineyards Wine Cellar in Farmington Hills.

Gourmet gift baskets are the trend during holidays

Gift baskets are going gourmet this holiday season, and they're hot with customers from the city to the 'burbs to those down on the farm. The trend has moved away from fruit, wine and cheese baskets towards specialty items.

Cindy Denha, partner at Grapevine Wine Shop in Sterling Heights says, "our customers want gourmet

items in their holiday gift baskets; they want things that they don't eat every day." Gift baskets from Grapevine include everything from high end wines, cookies, chocolates and pistachios to pastas, candles, dried flowers and gourmet coffees.

Health foods are also

See Gift basket
page 31

New program provides free money

The Associated Food Dealers of Michigan has entered into an agreement with American Network Exchange, Inc. (AMNEX) to provide members a new excellent monthly commission program on all long distance calls placed from your Ameritech or GTE public payphones. AFD has worked hard to find you a long distance carrier that will not only provide the highest commission but keep the rates to your end users down. This new program will provide a 20% commission on all long distance calls which is in addition to your current commission from Ameritech.

AMNEX Inc. is a 10 year old publicly held company that specializes in the pay phone industry. AMNEX manages all activities: by providing a quality fiber optic network, courteous bilingual operators, Ameritech and GTE relations, local customer service, commission payment and tracking and monthly report production. You can now become a part of our new no cost, money making long distance program.

For more information, call Judy Mansur at AFD (810) 557-9600 or Guy Rizzo at AMNEX (810) 559-0445

Michigan Lottery News

Retailers collect bigger redemption commissions



by Commissioner Bill Martin

There are many positive reasons to look forward to the start of fiscal year 1997, both for Michigan Lottery players and staff, but also for you, our more than 9,000 retailers statewide. A change in the redemption commission policy now

instant or on-line ticket (valued up to \$100,000) is sold at their stores.

Effective October 1, 1996, Lottery retailers can expect not only increased sales commissions but also increased redemption commissions. The Lottery will pay retailers 2% of the prize value for any redeemed winning ticket (instant or on-line) with a value up through \$100,000!

AFD has worked long and hard to get this well-deserved benefit for our members. We appreciate the Commission's cooperation and look forward to continuing our working relationship.

—Joe Sarafa

For example, a retailer would receive \$100 for selling a \$5,000 "Big Game" ticket; \$2,000 for selling a "Cash 5" ticket that matches all five numbers; or \$500 for selling a \$25,000 instant ticket winner.

A State of Michigan check

means Lottery retailers will collect much larger commissions – up to \$2,000 – when a winning

will be mailed to the retailer that sold the

See Lottery
page 12

It's Turkey Time!



Eddie Zeer and Gary Davis prepare for our annual Turkey Drive. But they can't do it alone. Volunteer help and donations are always welcome. Please call Tom Amyot (810) 557-9600 and share in the joy of giving.



OFFICERS

Mark Karmo, Chairman
Royal Food Center
Golden Valley Supermarket
Bill Viviano
Vice Chairman, Future Planning
House of Prime
Terry Farida
Vice Chairman, Membership
Value Center Market
Sam Yono
Vice Chairman, Legislation
Palace Plaza
Alan Stotsky, Treasurer
Concord Drugs, Region 6
Joe Smoliga, Secretary
Spartan Stores, Inc., Region 3

EMERITUS DIRECTORS

Nabby Yono
XTRA Foods, Orchard Food Center
Frank Arcori
V.O.S. Buying Group
Amir Al-Naimi
Joy-Thrift Scoot
Tom Simaan
Lafayette Park Supermarket

RETAIL DIRECTORS

Sam Dallo
In 'N' Out Foods
Fred Dally
Medicine Chest
Jim Garmo
Galaxy Foods, Region 2
Richard George
Wine Barrel Plus
John Gianotto
J & J Food Centers, Region 5
Ronnie J. Jamil
Mug & Jug Liquor Store
Raad Kathawa
Ryan's Foods, Region 1
Alaa Naimi
Thrifty Scoot Supermarket
Thomas Welch
Hollywood Super Markets
Brian S. Yaldao
Yaldao's Imports
Jerry Yono
D & L Market

SUPPLIER DIRECTORS

Gary Davis
Tom Davis & Sons Dairy Company
Ron Paradossi
Strohs/Mooney Ice Cream
Mike Rosch
General Wine & Liquor Co.
Cal Stein
The Pfeister Company, Region 4
Barbara Weiss-Street
The Paddington Corporation
Chris Zebari
Pepsi-Cola Company

AFD STAFF & CONSULTANTS

Joseph D. Sarata
Executive Director & Publisher
Judy Mansur
Services
Cheryl Twigg
Office Manager
Danielle MacDonald
Tom Amyot
Special Events
Elizabeth Arbus
Executive Assistant
Daniel Reeves
Membership Director
Sabah Brikho
Membership Sales
Harley Davis
Coupons
Ruel Williams
Community Relations
Karoub and Associates
Legislative Consultant
Gadaletto & Ramsby
Health Care
James Bellanca Jr.
Bellanca, Beattie & DeLisle
Legal Counsel
Jerry Urcheck
CPA
Ray Amyot
Tom Amyot
Advertising
Michele MacWilliams
Metro Media Associates, Inc.
Public Relations
AFD Food & Beverage Report Editor

Chairman's Message



by Mark Karmo

Maintaining your store is good business

you go inside? Where do you feel safest and most welcome?

I bet you chose the clean, well-lit store. I also believe you wouldn't mind paying a little more for your purchase. And if the merchandise is creatively displayed, you may just wander for a few minutes, picking up a snack, soft drink, magazine or lottery ticket in addition to your intended purchase.

Keeping a store clean, well maintained and updated can be expensive but the paybacks are certainly worth the cost and trouble.

To begin with, it is important to follow the Department of Agriculture regulations regarding store cleanliness. They are not an option; they are mandatory. But I say that our stores should do more

that meet safety and health requirements. We should always look for new ways to provide a better shopping environment for our customers. It is important to take pride in our stores. Sometimes we get so used to the way things look that we become complacent and don't see the wear and tear. We might not notice the litter in the parking lot. The liquor and tobacco signs have hung around so long that we don't even notice them anymore.

Please do this for me: walk outside your store. Close your eyes and imagine you're on the vacation I mentioned. Now open your eyes and look at your store. Is it one that you would want to enter? If the town was unfamiliar,

See Chairman's Message page 20.

Your opinions are important to us! Call AFD at (810) 557-9600 or (800) 666-6AFD.
Or write to us at 18470 West Ten Mile Road, Southfield, MI 48075.

Credit Problems? Not a Problem!

No Income Verification
Programs Available

Endorsed by
MARK
KARMO

Investment Property
Financing Available

We are
your creative
FINANCE COMPANY!

(810) 552-8282

**Mortgage Financial Corporation
Southfield**

16910 West 10 Mile Road • Southfield, Michigan 48075

Works for you.

**40 YEAR
5% DOWN
Financing Available**



**Rates available
as low as 4%
New Purchases
Cash Out & Re-Finance**

Calendar

November 21, 1996
Activity Based Costing
 Hotel Sofitel (O'Hare)
 Chicago, Illinois
 FMI Mike McCarthy
 (202) 429-4277

November 26
AFD Annual Turkey Drive
 Begins at AFD offices, Southfield
 (810) 557-9600

December 4
 Loyalty Marketing
 Seattle, Washington
 (202) 429-4517

January 17, 1997
AFD 81st Annual Trade Dinner and New Years Ball
 Penna's, Sterling Heights
 (810) 557-9600

February 7 - 9, 1997
Marketechnics '97
 Merchandising & Operations
 Technology - FMI
 George R. Brown Convention
 Center, Houston, Texas
 (202) 452-8444

April 28 - 29, 1997
AFD 13th Annual "World of Savings" Trade Show
 Burton Manor, Livonia
 (810) 557-9600

Statement of Ownership

The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within *The Food & Beverage Report* may not be reproduced without written permission from the AFD.

The opinions expressed in this magazine are not necessarily those of the AFD, its Board of Directors, staff or members. Bylined articles reflect the opinions of the writer.

POSTMASTER: Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (810) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:



We want your "We Card" stories

If you are using (and we hope you are) the "We Card" point-of-sale and training materials to prevent tobacco sales to minors, we'd like to hear from you. Tell us about the reactions from your employees, the community and law enforcement agencies. We would also welcome suggestions on making the program more effective. To comment, please complete and return the survey below. Your comments, suggestions as well as other news and views will be featured in a future edition of the *Food & Beverage Report*.

- Have you placed an order for We Card materials _____ yes _____ no
- If you HAVE NOT, ordered materials, please tell us why: _____
- Were the materials received in good condition _____ yes _____ no
- Is the We Card program effective in helping you prevent sales of tobacco products to minors?
 _____ very effective _____ somewhat effective _____ not effective
- Which We Card items have you found most useful? Please circle your 3 favorite:
- Training Video Calendar Sticker Breakroom Poster Training Audio Counter Sign
 Window/Door Decal Tear Pad Training Workbook Employee Pins Calendar
- Additional Comments: _____

Please send this completed form to: Dan Reeves, Associated Food Dealers of Michigan, 18470 West Ten Mile Road, Southfield, MI 48075.

Letter to the Editor

Editor's note: Halloween beer promotions have been recently criticized due to the assumption that they encourage minors to drink. This letter is a response to those criticisms.

Dear Editor,

It's important to remember that Halloween is not just for kids anymore. Halloween has become a national holiday, enjoyed by adults as well as children. Adults celebrate it at

costume parties and at Halloween-themed promotions in bars and taverns with family and friends – and sometimes, they enjoy a cold beer – just like they would during other recognized holidays.

Our holiday promotional materials – be they for Halloween, Independence Day or St. Patrick's Day – are designed for adults. They have no power to do anything but help adults – who

Halloween is not just for kids

have already decided to drink – choose our brands of beer over our competitors' brands.

When it comes to preventing drunk driving and underage drinking, we are as serious as anyone about these issues, and we are working hard to help develop realistic programs that promote the use of designated drivers among adults and promote the role of parents and peers in helping young people respect the law.

Efforts like these are making a real difference. Drunk driving and underage drinking are both on the decline. The U.S. Department of Transportation reports that in 1995, total fatalities decreased 35 percent since 1982. And the University of Michigan has found that the percentage of high school seniors who report occasional heavy drinking is down 26 percent since 1982. Certainly, this progress is encouraging, but there is more work to be done.

To continue these trends, our community must continue working together on educational programs that will make a real and lasting difference in the fight against drunk driving and underage drinking.

Sincerely,
 Bill Ventola,
 Special Programs Co-ordinator
 Central Distributors of Beer, Inc.

The Grocery Zone

By David Coverly



Kroger dedicated to electronic communication

A company-wide program to reform all communication electronically has been dubbed Paperless '97" by Kroger of Cincinnati, Ohio.

The code name underscores the chain's commitment to reform all business transactions through various electronic means. To eliminate paper, the company will require all business transactions—from a simple memorandum to a purchase order—to be handled electronically; internally or externally.

Kroger says the success of Paperless '97 is most evident in their electronic data interchange program. At a recent National Food Broker's Association meeting, Mike Heschel, executive vice president of information services, said that Kroger's electronic data interchange program was progressing well ahead of the grocery channel, but the chain sought to attain a "best of class" designation.

Miller Lite, Icehouse and Leinenkugel's Red Lager win competitions

Miller Lite, ICEHOUSE and Leinenkugel's Red Lager were all gold-medal winners at the inaugural World Beer Cup International Competition.

This is the first-ever worldwide competition held by the Association of Brewers, the same group that sponsors the Great American Beer Festival, which is considered the country's most prestigious festival for beers made in America. But unlike this festival, more than 600 beers from 25 countries entered the World Beer Cup, which was held in Vail, Colorado.

Beer experts from Canada, England, Germany, Japan and the United States judged the entries according to strict flavor, visual and aromatic parameters.

Apples and cherries launch into cyberspace

It's cherry good! That's the response to a new home page on the World Wide Web, sponsored by the Cherry Marketing Institute (CMI). The new Web site <http://www.cherrymkt.org> is designed for anyone interested in more information about cherries.

Information about apples will be easier to find thanks to the Michigan Apple Committee's new home page. The site is designed to

allow consumers the opportunity to gain information about the Michigan apple industry. The Committee's website address is <http://MichiganApples.com>. Though the home page was initially designed for consumers and to coincide with the arrival of this season's Michigan apple crop, in the coming months the website will be expanded to offer information to trade buyers (both

fresh and processed), educators, as well as Michigan apple growers and other apple industry members.

Recipes, menu ideas and nutrition information is available on the web sites. The site also offers information for supermarket retailers and their wholesalers as well as exporters. Materials for the media and food service are also on-line.

UNWRAP THE MAGIC!



All New, Live-Action!



at a theater near you.



This holiday season when it comes to drop-in guests and last-minute parties, no other package can deliver such universal appeal as Frito-Lay snacks! They're sure to make your party the pick of the litter!

Frito Lay, RUFFLES, CHEE-TOS, CHESTER CHEETAH, CHESTER CHEETAH DESIGN, LAY'S, LAY'S Logo and ROLD GOLD are trade marks used by Frito Lay, Inc. © Recot, Inc., 1996.

All Disney Artwork, Characters and Logos © Disney.



For information or answers to your questions:
In Northern Michigan, call 1-800-776-9021
In the Flint Area, call 1-800-776-9121
In the Greater Detroit Area, call 1-800-877-2145 or 1-800-776-6021

Family Fare opens in Hudsonville

Family Fare Supermarket opened a new store in Hudsonville October 2. Located just off Chicago Drive in the heart of Hudsonville, the new 39,662-square-foot facility is a full-service supermarket, featuring comprehensive grocery, produce, floral, frozen foods, dairy, deli, meat, seafood, bakery and general merchandise departments.

Special services such as the

Faregrounds Coffee Shop, a full-service pharmacy, a full-service meat and seafood department, bulk foods, fax and copier service, and dry cleaning are also offered. The store employs 110 people.

According to Don Koop, President of Family Fare Supermarkets, the company is excited about opening a new store in its own hometown.

"Hudsonville is 'home' to our corporate offices, so opening a

new Family Fare in the community is an extra-special milestone for our company," Koop said. "We're looking forward to serving our friends and neighbors in an exciting new facility."

The new Hudsonville Family Fare will be the company's 12th supermarket in West Michigan. The company has plans to open its 13th West Michigan location in Grand Haven in 1997.

Farmer Jack offers flu vaccinations

In an effort to help stem the flu virus this October, Farmer Jack Supermarkets helped people get their flu vaccinations by sponsoring the Visiting Nurse Association's annual vaccination drive.

All Farmer Jack Supermarkets provided vaccination schedules. In addition, each week, Farmer Jack direct-mail circulars listed the upcoming week's vaccination schedule on the front page.

During October and part of November, Visiting Nurse Association (VNA) Support Services (an affiliate of the VNA of Southeast Michigan) vaccinated about 20,000 adults at more than 200 locations. Sites included major corporations, senior centers, churches and every Farmer Jack store. The program was administered by a team of VNA registered nurses and volunteers. The vaccination costs \$10. (There was no charge to Medicare B cardholders.)



Your Best Choice for Total Payment Processing Solutions.

It pays more than ever to let Michigan Bankard Services process your credit and debit card transactions. Because we now offer small rates, designed exclusively for AFD members.

You'll also receive fast, reliable setup. Prompt, uninterrupted authorizations of credit cards, debit cards and checks. Around-the-clock merchant support. Plus all the technical consulting you need, whenever you need it. This from a company that, since 1966, has helped thousands of merchants keep their systems on-line and their customers out of lines. And has earned the endorsement of national and state trade associations across the country as their payment processor of choice.

Find out why we consistently receive VISA's® highest awards for quality service. Call us today at 1-800-848-3213 and discover the value our payment processing program delivers. You'll find that our small rates pay big dividends.



Michigan Bankard™ Services
AFD's Preferred Payment Processor

Call us for a free consultation of your current processing rates and fees.

Blanche de Chambly chosen world's best white beer

The Blanche de Chambly was recently awarded the distinguished honor of being the "Best White Beer in the World" by the Beverage Testing Institute of Chicago. The beer is produced by the Quebec brewery Unibroue, Inc.

A non-profit organization, the Beverage Testing Institute of Chicago is an associate member of the American Society for Testing and Materials as well as the Institute of Food Technologists. Its mission is to ascertain the quality, flavor and taste of beers, wines and alcoholic beverages marketed in the United States regardless of the country of origin. The tests are conducted by a committee of expert judges in blind tastings.

The beers and ales of Unibroue are presently available in the U.S., Canada, Europe and Australia. It is represented in the U.S. by Unibrew U.S.A., Inc. For more information, call (954) 784-BREW (2739).

Billions Served



Billions of aluminum can, glass and plastic beverage containers are served to
TOMRA state of the art reverse vending equipment worldwide
Only TOMRA equipment is - 100% field tested - state of the art technology - user friendly -
reliable - on line modem - up to date professional appearance - fast - high volume and ready
for immediate delivery to you


TOMRA
Michigan
1201 Rankin Street
Troy, MI 48063
Telephone: 810-589-0700
Fax: 810-589-0702

Call your TOMRA representative today and start your billion now


TOMRA
of
North America Inc.
680 Friendship Boulevard
Stratford, CT 06497
1-800-542-2569
Telephone: 203-380-5235

In the grocery business today, lawsuits are in vogue, rates are rising, and increasing regulations make it more difficult for grocers to succeed.

Here are tips to help you avoid some costly situations:

Fire The biggest claims are often from fires. Losses can total millions of dollars. Prevention is the key. Make sure your furnaces and boilers are properly cleaned and maintained. Keep combustibles away from furnaces and generators. Electrical wiring in old stores also can be a hazard, so be sure to have it inspected. Turn furnaces and appliances off overnight. Avoid using extension cords as permanent or replacement wiring. A sprinkler system is the best way to minimize your losses if a fire occurs.

Slip and fall accidents inside Grapes or other dropped fruit create a hazard in the produce department, so keep produce mats clean. Service delis and freezer cases should also have mats. Use wet floor cones and mats at store entrances on rainy or snowy days, and post a wet floor sign on the door.

Avoiding the most common grocery store losses

Checking floors regularly is not enough. You must give customers fair warning of any potential hazard. Don't leave an unmarked spill unattended. An employee who discovers a spill should have someone else get the wet floor sign.

Slip and fall accidents outside Your liability may depend upon your lease agreement with a property owner. Some agreements don't require landlords to handle maintenance. Many do. Even if the property owner is liable, you still have a responsibility to notify them of potential problem areas.

Make sure your parking lot is well lit. Paint speed bumps, curbs, islands and other raised surfaces outside your store. In icy weather, remove as much snow and ice as possible from the parking lot and

the sidewalk.

If a customer falls, be courteous, compile information from the customer and witnesses, and promptly notify your insurance company. How you handle the incident at the outset may make or break your claim.

Crime Some eight to 10 percent of grocery claims are from crime. The average claim for burglary or robbery is \$15,000 to \$20,000. Fortunately, there are a few things you can do to minimize your vulnerability to a large loss.

You are especially vulnerable on evenings and weekends, when you have a lot of money in the store. Make frequent deposits—always with two people. Keep as little money as possible in the safe and cashier tills. Separate cash from checks in the safe and place

checks in a clear plastic bag. Thieves will leave the checks behind, and you will have cut your losses substantially.

In addition, try to greet and make eye contact with all customers entering the store. Carefully monitor back room and storage areas throughout the day—especially just before closing. Immediately notify police if you encounter a suspicious person.

False arrest Your best protection against a false arrest charge is to have a "hold harmless" clause with your security company. That way the security company takes all responsibility for arrests. Also, you can establish an agreement that requires the security to repay attorney fees. If you have a security firm, don't let your employees assist in apprehending shoplifters. Leave it to the security professionals. When your employees get involved, your store takes on additional responsibility.

If you don't have a security firm, we recommend that you stop shoplifters outside. This is to

See Losses
page 31



Endorsed by:



CELLULAR ONE® IS NOW...



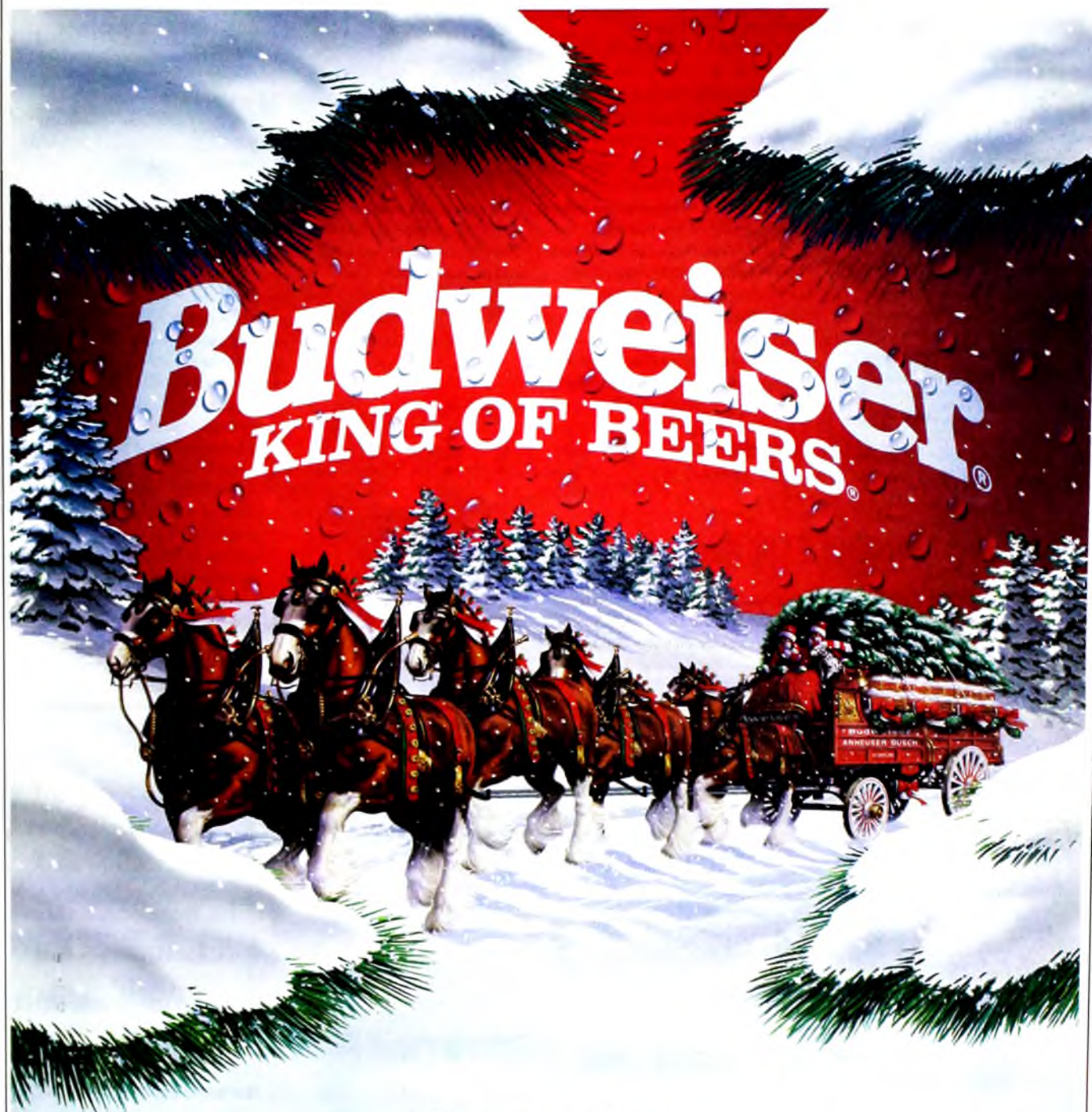
As Cellular One serving Ohio and Michigan transitions to AirTouch Cellular, you may wonder: "How will this affect me?" First of all, the change will be overwhelmingly positive. There are benefits to both new AirTouch Cellular customers and to our current subscribers. Our vision is to enrich people's lives around the world through wireless telecommunications. And our goal is to give you the means to connect anytime, anyplace, with anyone. AirTouch Cellular provides all its customers with:

- **Seamless, easy roaming in many markets across the country.**
- **Reduced fraud through sharing of technologies, methods and information.**
- **A strong focus on customer satisfaction.**

And our local focus on the regions we serve means that we will retain:

- **More locations for customers' convenience.**
- **Regional Corporate Headquarters and Customer Service Centers in Detroit, Columbus, Cleveland and Cincinnati.**
- **Continuous improvements in network capabilities.**

For more information, call: 1-800-AIRTOUCH



Season's Greetings.
It's Always Been True. This Bud's For You.[®]
This Holiday Season Budweiser Reminds You To Know When To Say When.[®]

©1996 Anheuser-Busch • Budweiser™ Beer • St. Louis, MO

Holiday Products

New tea provides a wake-up call

Extreme Tea is a product that should be particularly popular this time of year as people who celebrate the holidays must still get up the next day and go to work. Extreme Tea has a traditional brewed ice tea taste in lemon, cranberry and diet-cran flavors. It also has the caffeine content of a cup of coffee, or of an espresso-based drink. The caffeine kick comes from a Brazilian herb called Guarana which contains caffeine in its natural, raw form.

Extreme Tea attracts the iced tea market, the coffee/espresso market, and the vitamin/herb market. It is not being promoted as a replacement to a morning cup of coffee. It is an alternative beverage for someone who is looking for a "caffeine high."

Extreme Tea has piggybacked on the 'extreme' craze which signifies living on the cutting edge. It is being marketed to both corporate America and Generation X. For distribution, call Kramer Food Company at (810) 585-8141.



Miller prepares for "traditional" holiday season

With point-of-sale materials inspired by Miller Brewing Company's successful "I'll be home for Christmas" television spot, Miller encourages people to celebrate holiday traditions in this year's national promotion.

"The original holiday television ad, first shown in 1977, received such overwhelming consumer response that we are showcasing it again," said Ann Janikowsky, Miller promotions director. "This year's promotion takes the spot's traditional imagery into taverns, restaurants and retail stores."

Elements of Miller's "Home for the Holidays" promotion include a sleigh-based floor display, wreaths, stockings, ornaments, neck hangers, banners, table tents and wall decorations. Special promotional items include brass bell strips, fabric stockings and stocking caps. Brands featured include Miller Lite, Miller Genuine Draft and Miller Beer. The promotion runs throughout November and December.

In conjunction with this year's promotion, Miller is encouraging retailers and consumers to join in its support of the United Cerebral Palsy Association (UCPA), a 14-year holiday tradition. Miller offers a host of point-of-sale materials including UCPA displays, donation canisters, games and clothing items, all designed to encourage consumer donations.

Calling all 1996 Anniversary Ball Dinner Sponsors!

The ASSOCIATED FOOD DEALERS of Michigan cordially invites you to join us for:

AFD's 81st Annual

Trade Dinner and New Years Ball

January 17, 1997 at Penna's of Sterling Heights

Join your fellow industry leaders for a fun filled night of:

COCKTAILS ★ HOR D'OEUVRES ★ FRIENDS ★ ARTISTS ★ ENTERTAINMENT



Choose from 3 exciting sponsorship packages



GOLD SPONSORSHIP

- starring role in slide presentation (14 of your slides featuring your company)
- half page advertisement with spot color in the *Food & Beverage Report* (circulation over 10,000)
- two tables of ten for dinner (preferential seating)
- signage at the New Year's Ball
- use of two of your companies products at dinner (or two extra slides)
- \$600 for each additional table

SILVER SPONSORSHIP

- feature role in slide presentation (7 slides featuring your company)
- quarter page advertisement in the *Food & Beverage Report* (circulation over 10,000)
- one table of ten for dinner (preferential seating)
- signage at the New Year's Ball
- use of one of your products at dinner (or one extra slide)
- \$650 for each additional table

TABLE SPONSORSHIP

- three company photos in slide show
- one table of ten for dinner (preferential seating)
- signage at the New Year's Ball
- 1/8 page advertisement in the *Food & Beverage Report* (circulation over 10,000)



Don't miss the chance to meet and greet over 1,000 industry leaders! Many of them are your customers. Call AFD Special Events Director, Tom Amyot at (810) 557-9600 for more info.



L&L moves into premium cigars

Just in time for the holidays, L&L Wine World has entered the premium cigar business. Sales Manager Gary Cook says "sales are booming! We anticipated success with cigars and the accessories but this is really quite something. We are working with a great company in Miami and are excited about offering premium Dominican and Honduran hand-rolled cigars."

Cook adds that L&L Wine World is planning "plenty" of cigar dinners with restaurants and retailers throughout the Metro Detroit area. "If anyone is having trouble getting great premium cigars, they should call us." Cook can be reached at (800) 767-1015, extension 678.

Anheuser-Busch celebrates holidays with special winter brew

A winter tradition continues with Anheuser-Busch's November 4 introduction of Special Winter Brew, a limited edition beer that



will be available throughout the 1996 holiday season and into the winter months.

Adolphus Busch, the founder of Anheuser-Busch, first created a Christmas Brew in the 1890s. In 1995, the company rekindled the brew with success; in its first year, Christmas Brew became the top-selling holiday beer package in December. For 1996, the custom continues with Special Winter Brew.

It is a hearty, flavorful lager that uses a variety of specialty malts including Munich and chocolate malt. Special Winter Brew is available on draught and in six-packs of specially embossed 12-ounce bottles featuring a festive label. Advertising support will help merchandise the product. For more information, call your local Anheuser-Busch wholesaler.

Plank Road features festive holiday sales materials

Brightly colored, festive point-of-sale materials from Plank Road Brewery encourage adult beer drinkers nationwide to pick a Plank Road Brand for holiday celebrating this year. The promotion features a holiday tree spectacular, display cards, danglers, case cards and base wrap.

Individual on- and off-premise brand displays are available nationally for Red Dog and ICEHOUSE. The promotion runs from mid-November through the end of the year.

Holiday Products

Hawaiian bottled water makes splash in Michigan

This Christmas, Kramer Food Company wants your customers to enjoy a little bit of Hawaii right here in Michigan. Hawaii Water is unique because of the purity of the water. A virgin rain forest in Hawaii is where the water begins its 25-year journey. The water naturally filters through lava rock and settles in an ancient aquifer, where it is tapped. A five step

filtration process is used to achieve a virtually mineral-free neutral pH water. The 20-ounce and 1.5 liter bottles are eye-catching. They are diamond cut to illustrate the water's purity and P.E.T recyclable with a slip-on, glueless label that makes them very environmentally friendly. For more information call Kramer Food Company at (810) 585-8141.



Unlock The Treasure.

NEW & EXCITING!

Captain Morgan Private Stock

Fine Puerto Rican Rum with Spice and other natural flavors



SIZE	CODE #	BASE	ON-PREM	OFF PREM	SHELF
750 ML	8999-0	\$14.05	\$13.34	\$13.60	\$16.95
50 ML	8578-3	1.20	1.15	1.17	1.45



The House of Seagram

(810) 553-9933 • FAX (810) 553-9939

Those Who Appreciate Quality Enjoy It Responsibly

PUERTO RICAN RUM WITH SPICE AND OTHER NATURAL FLAVORS • 40% ALC/VOL (80 PROOF) • CAPTAIN MORGAN RUM CO. BALTIMORE, MD

Lottery

Cont. from page 1.

winning ticket, and checks will arrive about the 15th of the month after the ticket is redeemed at a Lottery office.

This increased commission structure is great news, especially combined with the launch of "The Big Game" and the variety of instant games already at ticket counters. Your Lottery customers will be winning more than ever, and you'll be collecting more commissions than ever!

Michigan Lottery players are showing just how many great prizes can be won in "The Big Game." Through the first five drawings, Michigan residents have won more than \$7 million, more than any other state. Those winnings include the game's only \$5 million jackpot winner so far, as well as five \$150,000 winners!

"Big Game" winners are coming from everywhere in Michigan, including Eastpointe,

Chesterfield Township, Trenton, Lansing and Albion.

With that kind of winning, Michigan Lottery players will look forward to even bigger winnings in the months to come, and that's good news for everyone.

November also marks the start of three new instant games from the Michigan Lottery: the \$2 "Holiday Cash" boasting a top prize of \$25,000; the \$1 "Joker's Wild" with a chance at up to

\$1,200; and a cool \$1 "Winter Doubler" ticket, with a top prize of \$5,000.

Are your instant-game players looking for a way to get more for their Lottery dollars? Why not suggest they take a trip on the new "Road to Riches," the Lottery's new weekly television game show! With more cash prizes and more bonus prizes in every round of play, contestants on "Road to Riches" have quite an adventure.

The new game premiered September 14, and through the first four weeks of the new show, more than \$140,000 in cash prizes and a bonus Caribbean cruise were given away! While the newly formatted show still offers contestants a chance at the top prize of \$50,000, what contestants will find most appealing is the chance at higher second- and third-place prizes of \$20,000 and \$10,000. Don't forget quick bonus cash prizes of \$100 and \$250, and a Caribbean cruise for two, for the lucky contestants who find them while traveling "Leisure Lane" and "Boulevard of Bucks."

Entry in the "Road to Riches" weekly drawing remains the same: contestants send three different non-winning instant game tickets, along with their name, address and daytime phone number to "Roads to Riches," P.O. Box 30077, Lansing, MI 48909.

Legislative Update

Cont. from page 1.

Michigan has declined by more than 20 percent since 1993. This represents the largest decline among the nation's largest states. The Bureau reported that in 1995, an estimated 12.2 percent of Michigan citizens were living in poverty. That level compares with 14.1 percent in 1994 and 15.4 percent in 1993. Michigan was one of only nine states in which poverty declined between 1994 and 1995.

This good news comes on the heels of an announcement made by the United States Department of Commerce showing that Michigan ranks number one in the nation in income growth from 1991 to 1995. During that period, income per person in Michigan grew 25.2 percent, while the national average rose 18.2 percent.

More updates
page 14

Hungering for a complete pizza program...

GET YOUR SHARE OF THE PIZZA MARKET!

Pizza outsells all other types of fast food. If your customers are ordering a delivery pizza to eat with the beverages they purchase at your store, why not sell them the pizza too!

Perky's offers a complete freshbaked pizza program that delivers the quality your guests are hungering for.



Perky's patented Fresh Bakery Station, shown with optional lighted canopy.

20 PIZZAS PER DAY RETURNS AN INVESTMENT IN JUST 6 MONTHS!

Perky's is designed to be like a franchise with everything included. But with Perky's there's no franchise fee or continuing royalties...just profit!

It's time to project a stronger bottom line and better serve your guests. You've heard of us, so call Perkys today!

...it's complete!

perky's.
fresh baked...pizza, etc.



FOR MORE INFORMATION, CONTACT

**DCI FOOD
EQUIPMENT
INCORPORATED**
5350 E. DAVISON - DETROIT, MI 48212 - (800) 899-9DCI

KENWORTH
food equipment co.
1200 GODFREY SW - GRAND RAPIDS, MI 49503 - (616) 243-8863

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



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

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.

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 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 pre-

mium, 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.



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

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."

"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 main-

"It's a better beer."

-Dennis Davison, beer judge

stream beer category, which is the largest segment in the

beer industry and includes a variety of full-calorie products.

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



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

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 unani-

mous 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:

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 Beer

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

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



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.

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



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

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@awcpc.com

©1996 MILLER BREWING COMPANY, MILWAUKEE, WI

MLCC moves on privatization plan

At a special meeting held Tuesday, July 16, 1996, the Michigan Liquor Control Commission (MLCC) unanimously voted to make public a new administrative rule which allows for the certification of authorized distribution agents. This decisive step will profoundly affect the distribution system for liquor in the state.

Pending certification by the

Legislative Services Bureau and Office of Regulatory Reform, as well as the approval of the Joint Committee on Administrative Rules, the addition to the "Spirits" rule clears the way to implement privatization of the state's current system of distributing liquor throughout Michigan.

"Since litigation against the Commission has been dismissed in Ingham County Circuit Court, the

Commission feels it can now move forward with a definite implementation date," said Commission Chairman, Senator Phillip Arthurs. The Commission unanimously approved a motion which set the specific date of January 12, 1997, to put the government-run distribution system into private hands.

The Commission also adopted a

motion which instructs the Commission and its staff to take all necessary and appropriate actions to ensure the effective and efficient implementation of the plan to privatize liquor distribution. These steps include, but are not limited to, the closing of existing state controlled warehouses and stores, and the termination of state employees and other various distribution agreements.



METRO

BEVERAGE INC.

IS MAKING NEWS!

Announcing Distribution Rights* to the Following Suppliers:

Mile High Brewing Co.—Timberline

William and Scott—Rhinochasers

Warsteiner Imports—Warsteiner

Frog Island Brewing—Frog Island

Friends Brewing Co.—Helenboch, Georgia Mountain

Blue Hen Brewing Co.—Blue Hen Beer

Bad Frog Brewery—Bad Frog Beer

Nigerian Brewing Co.—Star, Gulder, Legend

Slo Brewing Co.—Slo Brewing

Great North Coast—Juve Caffeinated

GOS International—Dona Consuelo (Chile)

Eat Me Foods Co.—Skeleteers

King Brewing Co.—King's Ales

Lehmann Farms, Inc.—Mixers and Condiments

*Check county assignment on beers with our account executives. Direct deliveries into 10 counties in Southeast Michigan—Monroe, Lenawee, Washtenaw, Livingston, Genesee, Lapeer, St. Clair and Wayne, Oakland and Macomb

TOLL FREE ORDER LINE: 800-337-9639

The Trade is Welcome! Visit Our New Location:

35840 Beattie • Sterling Heights, MI 48312

North of 15 Mile Between Mound & Van Dyke

JIM LEONARDI
President

LARRY LULICH
Vice President

BRIAN GREENLEE
General Manager

License fees phased out under new law

The U.S. Department of Agriculture (USDA) has proposed a rule to implement the PACA reforms signed into law by President Clinton last November. The Perishable Agricultural Commodities Act (PACA), which was enacted in 1930, establishes a code of fair trading practices for the marketing of fresh and frozen fruits and vegetables. Under the new law, there is three-year phase out of license fees paid by retailers and grocery wholesalers. Retailers and wholesale grocers are still covered by PACA, but after November 14, 1998, retailers and grocery wholesalers will not be required to pay an annual license fee.

Gambling Commission established

In August, President Clinton signed a bill to establish a commission to study the impact of gambling. This committee will explore the relationship between gambling and crime and assess gambling's impact on families and the economy with authorization to subpoena documents. The commission is required to submit a report in two years.

The President said that he believes too often, public officials view gambling as a quick and easy way to raise revenues. The study will explore gambling's hidden costs.

Deck your walls with books of tickets



♪♪♪♪ Fa-la-la-la-la, la-la-la-la ♪♪♪♪



The more instant tickets you stock and display, the more customers will buy, making this holiday season one of your strongest sales periods ever. After all, the new \$5 Surprise Package yields the highest commissions yet, and the popular \$2 Holiday Cash is back! The Michigan Lottery also offers lots of other games you can stock that all make great gifts for last minute shoppers. So take advantage of this opportunity. Make sure your walls are adorned with tickets in time for the holiday crowd.

Approximate overall odds of winning an instant game are from 1 in 2.9 to 1 in 6.0

Vegetarianism goes mainstream as Americans seek to limit dietary fat and cholesterol

The face of good-for-you food marketing is changing with the "mainstreaming" of vegetarianism, according to findings released recently by New York-based research firm FIND/SVP, Inc.

A study reports that while specialty stores still account for the bulk of overall sales of vegetarian foods, mass-marketers are introducing or expanding natural-food/health-food sections at a brisk clip. Meanwhile, supermarkets have become the largest distribution channel for meat alternatives, accounting for 52% of sales.

American consumers are attracted to a vegetarian lifestyle for a variety of reasons, ranging from the ethical (compassion to animals) to the

pragmatic (vegetarian meals are cheaper and easier to prepare).

Teens and young adults, who consider vegetarianism "in" and represent an increasingly important target market for vegetarian foods, are often influenced by vegetarian celebrities whom they admire, from Madonna to animated superstar Lisa Simpson.

However, surveys show that health is by far the most powerful factor encouraging the avoidance of meat. Vegetarian foods tend to be lower in fat and much lower in saturated fat than animal foods, and are by nature

cholesterol-free. Vegetarian diets have been linked with lower rates of heart disease, cancer, diabetes, obesity, blood pressure, and other chronic conditions and diseases.

Therefore, analysts quite reasonably conclude that vegetarian products are becoming mainstream at retail, primarily because of consumers' very mainstream fat/cholesterol concerns.

Vegetarianism may be "fashionable," but it is no fad. Rather, vegetarianism is a lasting, as well as a growing

phenomenon. Indeed, the Packaged Facts study reveals that the market for vegetarian alternatives to meat and dairy products has risen dramatically in the past five years, from \$138 million in 1989 to \$286 million in 1994. The forces propelling this growth will catapult the market to \$662 million by 1999, when sales of meatless prepared meals will reach \$29.5 million; dairy alternatives, \$286 million; and meat alternatives, \$347 million.

And with health concerns the primary motivating factor in vegetarianism, fat- and cholesterol-reduced foods that are made without animal products can expect an enthusiastic reception from consumers.



COLOR, ANYONE?

NU-AD BRIGHTENS YOUR ADVERTISING WITH A RAINBOW OF COLORFUL POSSIBILITIES!



AT YOUR
SERVICE
FOR OVER

30
YEARS!

Stephen's
NU-AD
Inc.

Creative Imaging, Design & Printing
17630 EAST TEN MILE ROAD • EASTPOINTE, MI 48021
PHONE (810) 777-6823 • FAX (810) 777-1434



Good things come in **ALL** packages.

You can always count on Awrey's made-from-scratch recipes, handed down from generation to generation since 1910, to remain unchanged.

Now we've made a good thing even better with the introduction of bold, new, reclosable packaging. New packaging, outstanding products, and a positive attitude assure you increased profits and greater customer satisfaction.



For more information on Michigan's #1
quality bakery, call Charles Parrish at
(800) 950-2253 or (313) 522-1100.

AWREY'S

America's Hometown Bakery



AWREY BAKERIES, INC. • 12301 Farmington Road • Livonia, MI 48150



BRING HOME THE BIG HOLIDAY FLAVOR OF

**melody
farms®**

*Provide your customers the big taste of Melody Farms
this holiday season and be a huge success
with the finest holiday products
on the market!*



31111 Industrial Rd., Livonia, MI 48150 • Distribution throughout Michigan & northern Ohio • Call our Sales Representatives at: 1-800-686-MILK (6455)

OBEY YOUR THIRST™



©1996 The Coca-Cola Company. "Sprite" and "Obey Your Thirst" are trademarks of The Coca-Cola Company.

Contact your Coca-Cola Account Manager today to start planning your 1996 holiday displays including Sprite and your other favorite Coca-Cola products!

A big thanks to our Best Bagger sponsors!

Without your help we couldn't hold the contest

- Blue Cross/Blue Shield of Michigan
- Bunzl - Detroit
- Cellular One
- Paul Inman Associates
- Spartan Stores, Inc.



AFD Service

American Express Money Order agents to switch to new Western Union brand

—Money order conversion set to begin

The merger between First Data Corporation and Western Union's former parent is bringing some more exciting changes—a new Western Union® Money Order available nationwide. That's right—nationwide.

Western Union soon will be one of the nation's premier money order brands. It won't happen overnight. It'll take about eight months. That's how long it will take some 30,000

American Express® Money Order agents to switch over to the new Western Union® Money Order brand.

This massive conversion is taking place as a result of American Express Company's spin-off of First Data Corporation. American Express effectively left the money order business as the spin-off took place more than four years ago.

However, by mutual agreement, money orders continued to be marketed, sold and processed under the American Express brand by FDC's payment instruments subsidiary, Integrated Payment Systems. That agreement comes to an end in April 1997, at which time money orders may no longer be sold under the American Express brand.

Now the Western Union brand is taking its place. And money order agents across the country stand to gain.

"The power of the Western Union brand

is significant," said Richard Hammond, vice president of retail payment services for Western Union North America. "Research shows that 98% of the U.S. population recognizes the Western Union name.

Between our name awareness and extensive agent network, we believe Western Union will soon become the dominant money order brand."

In preparation for the conversion, Western

Union terminated its agreement with Mid-America Money Order Company, which had been issuing and processing

Western Union Money Orders.

The new Western Union® Money Order will be marketed by Western Union and issued and processed by its FDC sister company, Integrated Payment Systems.

If you already sell Western Union® Money Orders, you still get the great brand name. Now, you'll get an even better product.

Existing agents will be going through this brand conversion over the next eight months, further expanding the scope and power of the Western Union brand. But you also have an opportunity to get in on the ground floor of the latest opportunity in money orders. If you're interested in becoming a new Western Union Money Order agent, call us today at 810-393-2428., or call Judy Mansur at AFD at 810-557-9600.

This program is endorsed by AFD.

WESTERN UNION | MONEY ORDER

Chairman's Message

Cont. from page 3.

would you want your family going in that store?

Now go inside and look with fresh eyes. Is the lighting bright and cheerful? Are the aisles clean, clear and well swept? Are the perishables fresh or are some still left past their sale date?

There is a lot of competition in our business and the store that looks the most appealing will certainly get the lion's share of the business. Don't be afraid to put money back into your store. Money spent on upgrades will come back to you in added sales.

If you don't know, don't give

The holiday season is upon us and charities come out full force, this time of year. It seems like every other call is from someone who wants money for a good cause. However, I'm warning you that the holidays are also peak season for con artists. Some unscrupulous people use this time of year to play on other's sympathy and use the name of a charity or civic organization to ask for donations that go directly into their own pockets. They say they are from your local police department, fire department or charity and they solicit money over the phone.

This is so unfortunate, since these people are ruining it for the legitimate charities that rely on donations to fund their projects.

So how can we tell a con artist from a true charity? Ask for proof in writing. Don't donate money over the phone and never give your credit card number to someone soliciting from you. If you are unsure about a charity, call the Better Business Bureau. If a police or fireman's organization calls, it's a good idea to check them out by calling your local precinct or fire station to determine if the caller is legitimate.

There are many deserving charities in need of our help. Let's make sure that our hard-earned dollars go to them and not to some con artist.

In closing, I would like to wish all AFD members and their families a very happy and safe Thanksgiving.

12:59 pm

means more

SALES
STORE TRAFFIC

COMMISSIONS

why?

The Michigan Lottery's Daily 3 & 4 Games
are adding a **NEW 12:59 pm** drawing

Mid-Day drawings start on
Monday, December 16

Now Daily Players can play
the Daily Games twice a day
12:59 pm Mid-Days and
7:28 Evenings

Sales for Mid-Day drawing begin on
Sunday, December 15

Tell Your Daily Players... and

Remember 12:59 pm

means more:

SALES, STORE TRAFFIC, and COMMISSIONS
FOR YOU

Ask your Lottery Sales Representative about the details.

Daily 3 Odds: Straight Bet: 1 in 1,000; 3-Way Box Bet: 1 in 333; 6-Way Box Bet: 1 in 167.
Daily 4 Odds: Straight Bet: 1 in 10,000; 4-Way Box Bet: 1 in 2,500; 6-Way Box Bet: 1 in 1,666; 12-Way Box Bet: 1 in 833; 24-Way Box Bet: 1 in 416.



Spartan announces organizational changes



Otto



Berg



DeWildt



Lake



Sommavilla



Lampen



Westerhof



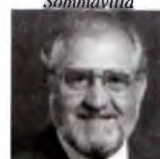
Faulkner



Evey



Straessle



Cook



Curtiss

Spartan Stores, Inc., has announced several executive changes. These changes were made in order to strengthen the executive management level of the company, to involve this level in the company's strategic planning, to facilitate succession planning, and to help carry out Spartan's current strategic plan.

Denny Otto has the new title of vice president sales and marketing, reflecting his added accountabilities of procurement. Otto joined the company in 1991 and has been vice president retail marketing and operations since 1994.

Tom Berg was promoted to director of corporate brands. He has

been with the company since 1980.

Dave DeWildt was promoted to director of printing and design. With the company since 1976 and printing and design manager since 1988, DeWildt is accountable for all in-house printing.

Sally Lake was promoted to director of marketing. Formerly sales promotions manager, Lake has been with the company since 1985.

John Sommovilla was promoted to director of perishables procurement. In this new position, all perishables purchasing departments report to Sommovilla, who joined the company in 1985.

Dick Lampen was promoted to director of budgeting and activity-

based management. Formerly director of finance, Lampen joined the company in 1981.

Dick Westerhof was promoted to director of finance. He joined the company in 1977 and most recently served as financial management manager.

Mike Faulkner was promoted to director of business development. He joined the company in 1976.

Gary Evey was promoted to communications manager. Joining the company in 1987, Evey most recently served as corporate communications manager.

Bob Straessle was named operations control center manager. Straessle has been with the company

since 1988.

Bob Cook is now accountable for the entire perishables warehouse operation. With Spartan since 1967, Cook had served as outbound perishables manager since 1995.

Chuck Curtiss is now accountable for the entire grocery warehouse operation. Curtiss had served as outbound grocery manager since 1992. He has been with the company since 1979.

Spartan Stores, Inc., is a retail-owned grocery wholesaler and distribution center serving nearly 500 stores in Michigan, Indiana and Ohio.

HOBART



15%

Savings on
Hobart Service
Charges

Present this coupon to your Hobart service technician and save 15% on all charges. One coupon per service call.

HOBART

Hobart service – the big bonus you get with every piece of Hobart equipment.

- Baking Equipment
- Meat Processing
- Food Preparation
- Cooking Equipment
- Weighing / Wrapping
- Warewashing

*Quality products
plus much,
much more!*

Hobart Corporation Detroit Sales / Service Center
43442 N I-94 Service Drive, Belleville, MI 48112-0279

BRANCH
(313) 697-3070
SERVICE
(800) 783-2601

PARTS / SUPPLIES
(313) 697-5444
FAX
(313) 697-1995

Lysczarz Foundation seeks donations to meet their \$1 million goal

Al Lysczarz says that the happiest days of his life were the 44 years he spent in the food industry. His work was a safe refuge from the debilitating disease that stole both of his sons.

Al and Dorothy Lysczarz's two sons, John and Ken, lived and died with Muscular Dystrophy (MD). The way they lived with MD was remarkable. The two brothers started the Lysczarz Foundation in 1975. Both were amateur musicians. They hosted benefit concerts to raise money for MD; their goal was to raise \$1 million.

Two decades later, the Foundation is the largest non-corporate contributor in the nation. Now run by Al and Dorothy, the Lysczarz Foundation has raised \$875,000. They only have \$125,000 left to reach their \$1 million goal.

Al is reaching out to the food and beverage industry for help because it has been his home for so long. "The finest people in the world are the people in the food industry. I will never forget my last employment with Chatham. They always gave 102 percent for my two sons and the fund-raisers," he explained.

Al Lysczarz started his career as a young boy in the meat department of Kroger on Chene and Lyman. Before retiring he worked at A&P, Big Bear Markets, National Food Stores and Chatham Supermarkets.

The Foundation is seeking donations from AFD members. For further information, please call MDA at (810) 228-0000 or Al Lysczarz at (810) 677-0222.

Paramount Coffee Company appoints vice president

Paramount Coffee Company has appointed Steve Morris as vice president of sales. Morris has been with Paramount since 1993. He has extensive experience in the hospitality industry. Paramount Coffee Company is a leading coffee supplier for the foodservice industry in Michigan, northern Indiana and northern Ohio.

Paramount Gourmet Coffee appoints assistant sales manager

Paramount Gourmet Coffee, Ltd., recently appointed Dan Kreft as assistant sales manager. Kreft will focus on Paramount's Direct Store Delivery System.

A graduate of Michigan State University, Kreft has extensive experience in developing and implementing market strategies and food service management.

Headquartered in Lansing, Paramount Gourmet Coffee is a division of the Paramount Family of Companies. Kreft has been a distributor since 1935.

A CHEAP PRICE ALONE DOES NOT MEAN YOU ARE GETTING A GOOD DEAL. BUT, A CHEAP PRICE ON GOOD EQUIPMENT DOES!

Purchase the ULTIMATE black and white (4) camera quad system featuring:

JVC Chip Cameras
JVC 24 Hour Video Recorder
Pentax Varifocal Lenses
Robot Multivision Quad Unit
Speco/CSI 15" High Resolution Video Monitor
One Year On-Site Warranty
Professionally Installed* for only \$4,362.00

ROBOT



Want a Better Deal?

Upgrade to the FULL COLOR QUAD version for only \$552.00 more!

Offer good until November 30, 1996 or while supplies last, so hurry!



central alarm signal, inc.
Professional Security Services

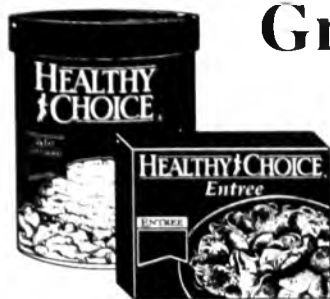
13400 WEST SEVEN MILE ROAD • DETROIT, MI 48235

1-800-551-VIEW

1-800-551-8439

* INSTALLATION INCLUDED FOR A MAXIMUM SQUARE FOOT OR LESS BUILDING SIZE. ADDITIONAL CHARGES FOR LARGER BUILDINGS AND OPTIONS TO SYSTEM. INSTALLATION SERVICE AREAS ARE LIMITED. NO PLEASE CALL FOR DETAILS. OTHER RESTRICTIONS MAY APPLY.

© 1996 CENTRAL ALARM SIGNAL, INC.



Crayola doesn't have to think about creating a new space in its lineup quite yet, but more and more marketers are using what the Market Intelligence Service

Green food packaging means "lowfat" to shoppers

(Naples, NY) has dubbed "Healthy Choice Green" to designate healthy foods, observes the *Lowfat Monitor*, a publication of FIND/SVP, Inc.

ConAgra's first Healthy Choice products debuted in 1989 in bright green boxes; an aggressive brand-extension strategy, aided by

notable joint ventures with food industry heavyweights, has realized ConAgra's mission to create a "sea of green" in grocery stores.

Ironically, however, ConAgra's marketing of Healthy Choice has been so effective that the green packaging sea that is emerging is



composed substantially of rivals' products. No longer the exclusive province of Healthy Choice, green has become the designated color for light foods, especially lowfat foods.

Over the past year, numerous and varied lowfat/low-cholesterol foods appearing in the *Lowfat Monitor's* Products Tables were wrapped in green, and they represented every aisle, refrigerator case, and freezer in the supermarket, ranging from sweet baked goods to salty snacks to dairy products to frozen desserts to meals and entrees. Among the revered brand names exemplifying this trend include Nabisco, Betty Crocker, Keebler, Frito-Lay, Pepperidge Farm, and Heinz, as well, of course, as Healthy Choice.

Why green? According to the recent issue of the *Lowfat Monitor* that analyzed this trend, the color green is an appropriate choice for light and healthy foods, as it connotes a host of positive and broadly interconnected images and ideas: freshness, youth, renewal, nature. Green is also the color of the environmental movement, which, in turn, is associated with healthy eating. For example, the growing interest in vegetarianism is prompted by both health and environmental concerns.

Label claims are an excellent marketing tool, and consumer surveys show that shoppers are examining, and understanding labels more than ever before. The exception to the rule is the venerable Entenmann's line. For while the reduced fat line is produced in green, Entenmann's fat free products persist in their bright yellow-banded packaging.

CIGARS



Wine & Liquor Corp.

*is proud to offer to its Customer's
an Extensive List of Premium Hand Rolled
Dominican and Honduran Cigar's;
Cigar Accessories and Humidors*

**Talk to your Sales Representatives
or Call us at 1-800-767-1015 Today
Ask for Gary "Cigar Man" Cook at Ext. 678**



*If you can't get Cigars - don't worry ...
We Can ! Call Today*

Practical advice on saving energy from Detroit Edison

Hot Water...Cold Cash

While water heating may not be a major expense for your business, it's still an area where you can easily conserve energy and lower overall utility costs. Consider these tips — many of them simple, do-it-yourself measures — to keep yourself in hot water for less.

Control Heat Loss

Heat escapes from your hot water tank in two ways: 1) it radiates through the tank's wall; and 2) piping at the top of the tank acts like a "wick," drawing heat and releasing it to the surrounding air. To prevent these heat losses and reduce the energy required to maintain the hot water temperature, wrap the tank with insulation and insulate the first 10 feet of both the hot and cold water pipes. This simple measure can reduce your water heating cost by 10 percent or more.

NOTE: If your hot water system is less than five years old, check with the manufacturer or read the instruction manual thoroughly before implementing these measures; installing water heater insulation may void the warranty on certain newer models.

Check Your Temperature

Experts estimate you save one to two percent of your water heating cost for every one degree that you reduce the water heater temperature. Be sure to check with local health authorities to make certain a temperature reduction will be within lawful limits.

Eliminate Hot Water Waste

Self-closing faucets help ensure hot water isn't left on unnecessarily. At a kitchen sink, for instance, where the need for water varies but may be considerable, a foot-operated faucet valve may be most useful and will leave the operators' hands free. For lavatory faucets, a lever or push button control is often used. Another simple alternative is to install a single mixing faucet to prevent the waste of both hot and cold water that occurs when separate faucets are used.

Maintain

A dripping hot water faucet is money down the drain. Eliminating hot water drips is a quick and simple maintenance task.

Remember to flush out sediment from the bottom of your hot water tank at regular intervals, as well. Any tank-type water heater loses efficiency if sediment accumulates and inhibits the transfer of heat from

the heating element to the water. Periodically open the drain valve near the bottom of the tank and draw off water until it runs clear and sediment has been removed (probably two to five gallons). In most areas, flushing the sediment twice a year is usually sufficient. If your water supply has high mineral content, flush the tank more frequently.

Tap into Additional Savings

If you're willing to make a larger investment now for long term savings on water heating, consider these three options. Replace your existing water heating system with one offering a higher EER (energy efficiency rating). Relocate your water heating system to place it closer to the major areas of hot water use. Investigate heat reclamation

systems. Reclamation systems capture heat that otherwise would be lost — from lighting, heating, air conditioning or refrigeration systems — and use that heat for another purpose, such as preheating water coming into your water heating system. Your mechanical contractor can help you determine if this is an economic alternative for your business operation.

PowerSurf

<http://www.detroitedison.com>

Explore Detroit Edison's new World Wide Web site for helpful information for your home, business or investment needs. It's all just a click away.

Your Business • Your Home
News About Us
Investments • Partnerships
Things You Wouldn't Expect

Turning energy into solutions

Detroit Edison

Vic Ventimiglia - the man who put the class into Vic's World Class Market

by Danielle MacDonald

Culture (modern, old and ancient), fabulous food, historic sites, varied and stunning scenery, rustic displays, jagged rooftops, antique windows and columns and street lights - a trip to Vic's World Class Market in Novi leaves one wondering what is behind the man who can turn a romantic idea into an attainable goal with the crisp efficiency of a theater performer.

Vic Ventimiglia, owner of Vic's World Class Market, is the product of a long line of specialty market grocers. In 1929, his grandfather Tony immigrated to Michigan from Sicily, Italy where the streets were lined with make-shift grocers touting their wares. According to Vic, "my grandfather came here to live the American dream."

The American dream has come true for the Ventimiglia family but they never forgot their Sicilian heritage. In 1943, Tony and his only son, Victor, opened their first Italian specialty market, Ventimiglia Italian Foods. It was located in the Harper and Gratiot area of Detroit. They took pride in their produce quality and they took care of their customers. By 1980, the family had opened their third Italian specialty market. The Ventimiglia family had made a name for themselves in America.

At the age of nine, Vic Jr. began his career in the specialty food business working for his father as



a bagger. "Work was always a way of life for my family." He jokes that it wasn't an option but it wasn't a chore either. By the age of 16, Vic was the produce buyer for all three Ventimiglia Italian Food stores, working under the direction of his father, Victor Sr.

Vic describes his father as a "conservative man with old-country values and an old-country work ethic." Against the advice of his father, Vic ventured out on his own in 1987 when he was only 31 and opened Vic's Quality Fruit Market in Southfield, a 7100 square foot specialty market. Victor Sr. "is a very conservative man and felt that my rent was too high to make a decent profit; in a

word, he said I was crazy."

The public's response to Vic's Quality Fruit Market was overwhelming. "I was not surprised by the success," he explains. "I had been in the specialty food business for 22 years by this point and I knew what the customers wanted and I gave it to them." Vic expanded the fruit market a year and a half later to 8300 square feet. But by 1992, he had outgrown the store in Southfield and moved across the street to his present location in Beverly Hills. With 21,000 square-feet at his disposal, Vic added the word gourmet to his menu.

It would be hard to deny Vic's success but it was not an easy road. Money was tight when he first opened the market in Southfield. "In order to make some extra money, I went down to the Eastern Market on the weekends and sold produce." The time he spent at the Eastern Market would change and challenge the way we view gourmet specialty food markets. It was the ambiance of the individual vendors at their produce terminals in the Eastern Market that helped develop the dream of Vic's World Class Market.

Opened in March 1995, all 88,000 square feet of Vic's World Class Market in Novi were designed to look like a European town square market. "If you took the roof off, it would look like a small village," explained Vic. Small? - well not really. Vic's World Class Market is the largest specialty market in the United States; 80 percent of the store is perishables.

The theatrics of the market are hard to miss with its 25-foot walls, storefront windows and the semblance of apartments and offices high above the storefronts. It is like entering a world unto itself. Despite the overwhelming size of the market, it is conveniently compartmentalized and easy to shop.

Just as in any produce terminal in the Eastern Market, each different department has its own theme with props and lighting to match. There is a prepared food section, a gourmet deli, a wine and humidor department, a full-line bakery, and a fresh meat department including a family-pack room where all beef is USDA Choice or higher. Vic also touts his open air seafood department which is the only one in Michigan. The market is exceptionally unique with its own coffee bar equipped with fresh juices to order, not to mention a '50's soda bar, an 8,000 foot greenhouse, and a floral department with a walk-in cooler.

The grocery section is composed of 90 percent gourmet products. Based on survey results, Vic recently added more staples such as toilet paper, detergent and cereal. But he cautions, "this is a gourmet market." Vic's greatest challenge is adding his unique gourmet to the gross margin. "We spend hours discussing how to package and price our products."

See World Class
Page 27



World Class

Cont. from page 26.

explained Vic. "A loaf of bread with some sun-dried tomatoes and fresh basil can add the perfect profit margin."

The upper level at Vic's is also 'World Class' with a full-service restaurant employing 60 people and seating for over 100 guests. There is a banquet facility that has regular special events such as wine tastings and cooking classes, to name a few. "We do rent out the banquet hall and we offer full catering and floral service," Vic adds that "we will also do wine tastings in your home."

Vic has an outstanding mix of competitively priced produce and high-end specialty products. If all this sounds too cold and informal, think back to the merchants at the Eastern Market. "I have 180 well-trained employees here to answer the customer's every question: the second someone enters the wine department, for example, an employee will be at that customer's side offering advice." Vic is able to keep superior employees because "I am an industry leader with employee wages." Vic's business philosophy, taken from mentor and father Victor Sr., is quality and service so it is no surprise that he places a heavy emphasis on well-trained and well-paid employees.

It is the business philosophy of Victor Sr. that guides Vic's success: "get up early and go home late because what you put into your business is what you get out of your business." Although Vic may not be as conservative as his father in business, his work ethic and his character echo the old-world family values of a proud Sicilian businessman. Just as his father did, Vic works seven days a week and his days start before 5 a.m. What is next for the man who put the class into Vic's World Class Market?

"The next 10 years will be the most fun of my life," mused Vic. That does not mean that Vic is planning to retire and enjoy the 'fruits of his labor.' He won't say what his future plans are but at the young age of 40, we can surely expect to hear from Vic Ventimiglia again very soon.

Metro Beverage makes changes

Metro beverage is making news. Since the company's opening in December of 1995, sales volume has grown rapidly, says Jim Leonardi, company president. "This growth triggered two events during September," says Leonardi, "first we moved our business into a modern 10,000 square-foot warehouse located north of 15 mile between Mound and Van Dyke. This building is over three times the footage of our original site in Fraser." Leonardi has combined the administrative offices of his successful food and beverage brokerage—J.P.L. Marketing, Inc. (810) 268-2803

into corporate office space within Metro Beverage.

The second major event occurred on the personnel roster with the addition of local industry veteran Brian Greenlee as General Manager and minority partner. "Brian's 25 years of experience, outstanding reputation, and industrywide contacts will help us continue to build our professional sales/distribution organization," says Larry Lulich, Metro Beverage's vice president. Greenlee will be responsible for sales force development, supplier contacts and relations, and chain headquarters key account calls.

"Greenlee will take our company to the next level," concludes Leonardi.

Greenlee was the general manager of the Frankenmuth Brewery until a tornado destroyed the brewery in late June. Since arriving at Metro Beverage, Greenlee has stayed busy building the brand portfolio.

Metro Beverage, Inc. now serves the 10 county area of Southeast Michigan including Wayne, Oakland, Macomb, Monroe, Lenawee, Washtenaw, Livingston, Genesee, Lapeer and St. Clair. For more information call (800) 337-9639.



The Associated Food Dealers of Michigan cordially invites you to attend

AFD's 81st Annual Trade Dinner and New Years Ball

January 17, 1997 at Penna's of Sterling Heights
formal attire suggested

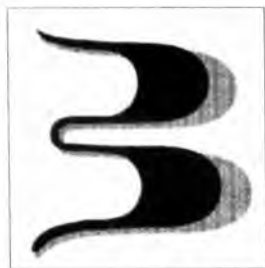
Join over 1,000 industry leaders for a fun filled night of cocktails, hor d'oeuvres, artists, friends, fabulous gourmet food and entertainment by **STEVE KING and the Dittiles**

Table sponsorships now available, call AFD for more details.

Tickets are \$700 per table of 10 or \$160 per couple. Call AFD Special Events Director, Tom Amyot at (810)577-9600 now to reserve your seat at the New Years Ball!!!



Label company has true sticking power



BOLLIN
L·A·B·E·L
SYSTEMS

by Kathy Blake

Hard work is vital to the success of most businesses, but a little fun can help too. Jerry Bollin took the time to share a laugh with grocers years ago when he made the rounds as a carpet shampooer representative. A little conversation here and there made

Bollin aware of the needs of grocers. He set out to fulfill one of those needs and in effect, developed a successful label business. Bollin Label Systems of Toledo, Ohio.

Bollin's family has been in the grocery business since 1912 when they opened a neighborhood grocery store. Jerry worked at the store until 1964 when Toledo Urban Renewal bought the building and the contents were sold to another grocery firm. That was when Jerry founded Bollin Distributing Company and began



Mark Bollin, Chris Younkman, Jerry and Jeff Bollin

distributing carpet shampooing products and vacuum bags to grocers. As grocers began using labeling guns for pricing merchandise, Bollin started distributing the guns, pricing tags and labels as Bollin Label Systems. In 1976, Bollin purchased its first press, a one-color ticko press to fill the need for grocery store bakery and deli labels.

Now the tri-state company considers themselves "experts in supermarket labels," said Ellen Emch, marketing manager. Bollin has grown to become one of the Midwest's leading manufacturers and distributors of labels for business and industry. To accommodate growth and demand, Bollin has upgraded in the past few years with a 6-color and a 4-color Roto press. The company is developing a state-of-the-art, electronic, in-house art department with capabilities to provide all pre-press needs including: creating logos, designing labels or duplicating existing labels. Having IBM and Macintosh compatibility as well as all the popular graphics software gives the art department greater flexibility in altering images to

meet press specifications. Quality control procedures are in place to ascertain that negatives will meet press specifications and the bar-code software is calibrated daily.

"Bollin produces a full-line of stock general-purpose labels and they design and manufacture custom labels that include scale labels," said Emch. The company sells labels for industrial application in bar coding and packaging as well as point-of-purchase price cards, name plates, product ingredient labels, tamper-proof labels and tire labels, to name a few.

Bollin is a master distributor of Monarch guns and labels and the company also distributes PSI paper supplies, Ready Flow sign card and pen sets, retail merchandising aids, computer ribbons, and cash register and adding machine rolls.



See Bollin
page 32



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

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

**Golden Dental Plans
29377 Hoover Road
Warren, Michigan 48093**

1-800-451-5918

Here is some important information for WIC vendors from the Michigan Department of Community Health

WIC Coupon Guidelines

General Guidelines to follow

1. Never redeem coupons before the coupon "starting date" or after the "expiration date" printed on each coupon. The "expiration date" is good through 11:59 p.m. of the date printed on the coupon.

2. Up to 100 coupons can be included with each Batch Header. Smaller batches (less than 100 coupons) can be submitted. However, do not send several small batches when up to 100 coupons can be submitted in one batch.

3. Coupons must be received by the State WIC Office within 60 days of the "starting date" printed on each coupon.

4. Coupons should be submitted to:
DCH/DMIS
3423 N. Martin L. King, Jr., Blvd.
PO Box 30195
Lansing, MI 48909

5. Denied payments must be appealed within 60 days of the receipt of the letter. When appealing a denied payment, return the original letter of denial with your explanation. Retain a copy for your records. Chain stores should continue to appeal as they do now. Refer to page 13 of the Vendor Guidebook for complete details regarding the appeal process.

When the State sends payment denial letters for coupons submitted past 60 days or redeemed before the "starting date," the denial action is determined by the date the coupons were received by the WIC State Office. This same date is reflected on the denial letter. If you have any questions regarding WIC coupons, call the WIC Operations Unit (517) 335-8899. Be prepared to provide your vendor number and the current

document number (begins with VZP) from the State of Michigan Remittance Advice form.

The WIC Program recently changed the wording on some WIC coupons to make them easier to read and understand. Because changes are ongoing, we would like to remind you that only those

products specified on the coupon may be sold on WIC and only in the container size indicated.

A major change is in the coupon message on "gallon milk."

If "gallon milk" is printed without the words "or equivalent" on the coupon, participants may only buy milk in gallon containers. When the coupon message for milk includes "or equivalent," participants may purchase milk in quart, half gallon and gallon containers for the specified quantity.

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**

Makin' the tour of trade shows

Kramer Food Show



Beverage Journal Holiday Show



Midwest Food Show



Gift baskets

Cont. from page 1.

very popular. Low-fat Michigan-made granola is a big hit, says Denha. "Consumers today are more health conscious and there are a lot of gourmet health food products that fit perfectly in gift baskets," explained Denha. She feels that different is always better in gift baskets.

Mazen Shaba, from Players Party Shop in Detroit, also offers made-to-order gift baskets for his customers. He agrees that specialty items are very popular this year. The newest fad is cigar smoking. Shaba makes a gift basket with cigars, a pipe, pipe tobacco, a lighter, cigar cutter and some liquor miniatures.

With the increased popularity of specialty items, he will shop around and purchase gourmet items for a customer. "I have gone to the Eastern Market and purchased specialty candy and preserves for a gift basket." Some customers will also bring Shaba their own personal items to put in the basket such as, framed photographs or company logo mugs.

Both Denha and Shaba agree that a gift basket should not include items that can be easily purchased on a grocery shelf.

Themed gift baskets are an easy way for retailers to be creative and they are very popular with consumers. If you're thinking about getting into the gift basket business, or if you want to improve your current gift basket sales, here are a few ideas for themes:

- **Gourmet coffee** - a variety of flavored coffees, chocolate dipped spoons, cinnamon sticks, holiday mugs, specialty cocoas and biscotti

- **Southwest** - gourmet tortilla chips, a variety of salsas, bean dips, cheese sauces and a Southwestern sofa throw

- **Celebration** - a bottle of champagne, champagne glasses, candles, candlesticks, holiday dinner place cards, holiday napkins, napkin rings and a table linen

- **Holiday** - holiday mugs, Rum (for eggnog), holiday cookies, holiday napkins, gourmet popcorn, a variety of specialty nuts and candies and chocolate mints.

- **Tea** - (very popular again), assortment of teas, scones, cookies, cakes, preserves, a pound cake, tea crackers, sugar crystals, tea pot, tea cozy, and tea cups

- **Italian** - varied gourmet sauces, olive oil, homemade pasta,

pesto sauce, romano cheese, imported bread sticks, sundried tomatoes, cutting board, an apron and a cookbook.

- **Health** - dried fruit, granola, organic chips, specialty bread mixes, natural fat substitute, ginger candy and herb blends.

Don't be shy in experimenting with different containers for your specialty holiday gifts. Try flower pots or hats or decorative boxes. Many baskets are also available in unique designs and shapes, for example, heart shaped. The most important thing to remember in making gift baskets this holiday season is to make it unique and make it gourmet.

Losses

Cont. from page 8.

reduce the danger of injury to customers. Also, always have two people whenever a stop is made.

Blood-borne pathogens This is another potential source of lawsuits. Federal OSHA has handed down strict requirements for protecting employees from AIDS and Hepatitis-B. OSHA requires that a medical professional train your staff to properly handle bodily fluids. Make sure your store's first aid kit contains two pairs of latex gloves and a protective breathing mask with a one-way valve. Also, employees who perform first aid should be immunized against Hepatitis-B.

Product liability A small percentage of claims come from product complaints. The average claim ranges from \$500 to \$3,000.

To protect yourself, deal with reputable distributors. If possible, establish "hold harmless" agreements with them. Avoid altering manufacturer-packaged goods. For meat, service bakery or deli items that are not sold in their original packaging, take reasonable steps to ensure that the food is prepared properly.

Awareness is the first step to reducing losses. Share this information with your managers and supervisors. Encourage them to educate employees about practices that will reduce risk of injuries, theft, damage and lawsuits.

Blue Cross Rates Reduced For AFD Members



AFD members want the best for themselves, their families and employees. In health coverage, the best has been Blue Cross Blue Shield of Michigan for more than 50 years.

Now, through an industry rating change, AFD members can enjoy the benefits of being Blue for much less than before. You can enjoy:

- The most widely recognized and most widely accepted health card of all
- Choice of several benefit options
- Various levels of co-pays and deductibles
- Optional dental, vision, hearing and prescription drug coverage at a nominal extra charge

If you've wanted Blue Cross coverage but hesitated because of the cost, ask now about the dramatically reduced rates.

For information about AFD's Blue health coverage options, call

Judy Mansur
1-800-66-66-AFD



Independent members of the Blue Cross Blue Shield Association

AFD on the Scene



Left - Juliette's Cuisine at the new Merchant of Vino in Rochester Hills

Above - Gary Giller (R) visits Jerry Mansour of Harbortown Market in Detroit

AFD Board Retreat



Right - Senator Dick Posthumus receives recognition.



Above - Mike Ranville gives legislative year in review.

Right - Members listen to updates.



Mark Karmo (right), AFD Chairman, thanks Joe Smoliga of Spartan Foods for chairing the 1996 Trade Dinner.



Mark also thanks Alaa Naimi of Thrifty Scot Supermarket for co-chairing the 1996 Trade Show!

CLASSIFIED

COMPLETE LINE OF Coney Island restaurant equipment for sale. Grills, slicers, ovens, vents, etc. Fairly new condition. Sold only as a unit. For more information, please contact Jerry at (313) 491-5960.

SPECIALTY FOOD & 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 hard working, 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.

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.

FOR SALE: USED BUTCHER BLOCK 30 x 30 inches—\$175.00 sacrifice. Call 810-474-0897 after 5 p.m. Honeycutt Stalla.

*Help Us
Fight Cancer
In Michigan.*

Order Holiday Greeting Cards.

BARBARA AYH
KARMANOS
CANCER INSTITUTE

For a
FREE color
brochure,
call: (810)
294-1140



A salute to single malt



Jeremy Bell of Scotland (photo on left) presented Seagram's new single malt to a grateful group of AFD retailers.



Bollin

Cont. from page 16.

Sales were \$6 million last year and the business has grown 10 percent each year. "We want to continue that growth," adds Emch. The company is always looking for ways to improve on customer service and recently installed a software program for activity-based costing. This system will help streamline the flow process and allow everyone on the production chain to have access to the status of a printing job. Video web inspection will allow press operators to actually watch on a monitor what is being printed. Bollin has a philosophy that continuous improvement is necessary to keep pace with ever-changing technology.

One way the employees keep pace is by holding regular meetings for customer service, shipping and receiving, production, quality and administration in which current challenges, possible solutions and goals are discussed.

Jerry Bollin has retired but still swings by the office to tell a joke now and then. His sons Jeff and Mark and daughter, Chris Younkman run the business. Jeff, who has been involved in the business for the last 27 years, is sales manager and president. Although Jeff does not travel store-to-store selling his wares like his dad did, he carries on the tradition of making time for a little friendly conversation with his customers.

For more information, contact Bollin at (800) 882-5104.

~~AFD~~ Delivers In More Ways Than One.



FINANCIAL

- Blue Cross/ Blue Shield Health Care
- Western Union Money Orders
- Amentech Payphone Program
- AirTouch Cellular
- MoneyGram
- AMNEX Long Distance Payphone Program
- Coupon Redemption Program
- MasterCard/Visa Acceptance
- Self Insured Workers Comp Fund

LEGISLATION

- Full Time Lobbyist
- AFD PAC Committee
- Legislative Updates
- Liaison with Governmental Agencies

EDUCATION

- Audio Visual Loan Library
- T.I.P.S. Seminars
- Legal Consultation
- Accounting Advice
- Monthly *Food & Beverage Report*
- Scholarship Awards

ACTIVITIES

- Annual Trade Show
- Annual Trade Dinner
- Annual Golf Outing
- Annual Seniors Picnic
- Annual Turkey Drive
- Reward Fund

For more information on any of these excellent programs, call:

ASSOCIATED FOOD DEALERS OF MICHIGAN
18470 West Ten Mile Road • Southfield, Michigan 48075

1-800-66-66-AFD

or (810) 557-9600

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Arway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(419) 691-3113
Interstate Brands Corp.	(313) 591-4132
Koeppinger Bakeries, Inc.	(810) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	(810) 294-9166
Sunshine Salerno	(810) 352-4343
Taystee Bakeries	(810) 476-0201

BANKS:

Comerica Bank	(810) 370-5204
First Federal of Michigan	(313) 965-1400
First of America—S.E.M.	(810) 399-5501
Greenfield Mortgage Co.	(313) 274-8555
Madison National Bank	(810) 548-2900
Michigan National Bank	1-800-225-5662
N.B.D., N.A.	(313) 225-1581
Standard Federal Bank	(810) 637-2543

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
American Brokers Association	(810) 544-1550
Anheuser-Busch Co.	(800) 414-2283
Anzora Beverages	(810) 777-0036
Bacardi Imports, Inc.	(810) 489-1300
Bellino Quality Beverages, Inc.	(313) 946-6300
The Boston Beer Company	(313) 441-0425
Brooks Beverage Mgt., Inc.	(616) 393-5800
Brown-Forman Beverage Company	(313) 453-3302
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	(313) 753-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	(313) 397-2700
Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(810) 344-6644
E & J Gallo Winery	(810) 643-0611
Easttown Distributors	(313) 867-6900
Everfresh Beverages	(810) 755-9500
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(517) 652-6183
General Wine & Liquor	(313) 867-0521
General Wine	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Marketing	(313) 527-1654
Guinness Import Company	(810) 786-9176
Heublein	(313) 594-8951
Hiram Walker & Sons, Inc.	(810) 948-8913
House of Seagram	(810) 262-1375
Hubert Distributors, Inc.	(810) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(810) 588-9200
Lifestyle Beverage Corp.	(708) 503-5433
Lotts Distributors	(313) 336-9522
Metro Beverage Inc.	(810) 415-9599
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Nestle Beverages	(810) 380-3640
O.J. Distributing	(313) 582-2152
Oak Distributing Company	(810) 674-3171
Pabst Brewing Co.	1-800-935-6533
Paddington Corp.	(313) 545-5250
Pepsi-Cola Bottling Group - Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(810) 334-3512
Petipren, Inc.	(810) 468-1402
Powers, Dist.	(810) 682-2010
R. M. Gilligan, Inc.	(810) 553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	(313) 243-1822
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Thompson Beverage Co.	(313) 439-2404
Tri-County Beverage	(313) 584-7100
Unibrew USA	(954) 784-2739
United Distillers U.S.A.	(810) 629-7779
Universal Ginseng and Beverage, Inc.	(810) 754-3800
Vintage Wine Co.	(810) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503

BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(810) 646-0578
DMAR, Inc.	(810) 553-5858
The Greeson Company	(810) 305-6100
Hanson Faso Assoc.	(810) 354-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(810) 424-8500
McMahon & McDonald, Inc.	(313) 416-7000
Ment Sales Corp.	(810) 569-3634
Paul Inman Associates	(810) 626-8300
Sales Mark	(313) 207-7900
Stark & Company	(810) 851-5700
Tempco	(810) 546-1100
UBC Marketing	(810) 574-1100
VIP Food Brokers International	(313) 885-6156

CANDY & TOBACCO:

A.C. Courville, Inc.	(313) 863-3138
Hershey Chocolate U.S.A.	(810) 380-2010
M & M Mars	(810) 887-2397

Sherm's Candies	(517) 756-3691
Wolverine Cigar Company	(313) 554-2033

CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	(810) 546-2700
Gourmet House, Inc.	(810) 771-0300
Karen's Kafé at North Valley	(810) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(810) 352-9020
St. George Cultural Center	(810) 335-8869
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(810) 949-2280

DAIRY PRODUCTS:

American Dairy Association	(517) 349-8923
Beema Food Service	1-800-688-9478
Detroit City Dairy	(313) 868-5511
Golden Valley Dairy	(810) 399-3120
Independent Dairy Inc.	(313) 246-6016
London's Farm Dairy	(810) 984-5111
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	(313) 525-4000
Milk-O-Mat	(313) 864-0550
Pointe Dairy	(810) 589-7700
Stroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(810) 656-1523
Tom Davis & Sons Dairy	(810) 399-6300

EGGS & POULTRY:

Linwood Egg Company	(810) 524-9550
Loewenstein Poultry	(313) 295-1800

FISH & SEAFOOD:

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

FRESH PRODUCE:

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

ICE PRODUCTS:

America's Ice, Inc.	(313) 491-9540
Midwest Ice	(313) 868-8800
Union Ice	(313) 537-0600

INSECT CONTROL:

Rose Extermination (Bio-Serv)	(313) 588-1005
-------------------------------	----------------

INSURANCE:

Alphamerica Insurance Agency	(810) 263-1158
America One	(517) 349-1988
American Principal Group	(810) 540-8450
Arabo & Arabo Insurance Assoc.	(810) 352-1343
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(810) 354-6110
CoreSource	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Health Alliance Plan	(810) 569-0505
Great Lakes Insurance Services	(810) 552-6000
Health Alliance Plan	(810) 354-2277
IBF Insurance Group, Inc.	(810) 357-2424
Kanter Associates	(810) 445-2300
Frank McBride Jr., Inc.	(810) 776-0851
Miko & Assoc.	(810) 489-9480
Monroe George Agency	(313) 831-6562
Murray, Benson, Recchia	(810) 358-1171
North Pointe Insurance	(810) 557-6259
Rocky Husaynu & Associates	(810) 637-5391
SelectCare	(810) 537-8916
Sinawi Insurance Group	(313) 369-3900
The Wellness Plan	(810) 641-0900
Willis Corroon Corp. of MI	(810) 641-0900

MANUFACTURERS:

Amato Foods	(313) 295-3337
Bil Mar Foods	1-800-654-3650
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	(313) 527-7240
Key West Soda Life Preserver	(305) 296-0005
Kraft General Foods	(313) 261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(810) 478-1350
Nestle Food Company	(810) 380-3670
Philip Morris U.S.A.	(313) 591-5500
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Stadium Club Foods, Inc.	(313) 832-3530
Strauss Brothers Co.	(313) 832-1600
Tony's Pizza Service	(810) 634-0606
R.J. Reynolds	(810) 398-6390

MEAT PRODUCERS/PACKERS:

General Provision, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 567-8000
Harrig Meats	(313) 832-2080
Hillshire Farms & Kahn's	(810) 778-3276
Hygrade Food Products	(313) 464-4040
Kowalski Sausage Company	(313) 873-8200
L.K.L. Packing, Inc.	(313) 833-1590

Metro Packing	(313) 894-4369
Oscar Mayer & Company	(810) 488-3000
Pelkie Meat Processing	(906) 353-7479
Ray Pleva Products	(616) 228-5000
Smith Meat Packing, Inc.	(313) 458-9530
Southern Sausage, Inc.	(313) 369-8902
Strauss Brothers Co.	(313) 832-1600
Swift-Eckrich	(313) 458-9530
Texas Brand, Inc.	(708) 526-0620
Winter Sausage Mfg., Inc.	(810) 777-9080
Wolverine Packing Company	(313) 568-1900

MEDIA:

The Beverage Journal	1-800-292-2896
Booth Newspapers	(616) 459-1567
C&G Publishing, Inc.	(810) 756-8800
Daily Tribune	(810) 541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
Outdoor Systems Advertising	(313) 556-7147
WDIV-TV4	(313) 222-0643
WJBK-TV2	(810) 557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

NON-FOOD DISTRIBUTORS:

Advanced Formula Products, Inc.	(313) 522-4488
Albion Vending	(517) 629-3204
Items Galore, Inc.	(810) 774-4800
Ludington Distributors	(313) 925-7600

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germak Pistachio Co.	(313) 393-2000
Kar Nut Products Company	(810) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Nikhlis Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(313) 365-5555

PROMOTION/ADVERTISING:

Advo System	(313) 425-8190
Intro-Marketing	(810) 540-5000
J.K. Kidd & Co.	(810) 647-6601
J.R. Marketing-Promotions	(810) 296-2246
JDA Associates	(313) 393-7835
PJM Graphics	(313) 535-6400
Safeguard Business Systems	(810) 548-0260
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(810) 777-6823

RESTAURANTS:

The Golden Mushroom	(810) 559-4230
Palace Gardens	(810) 743-6420

SERVICES:

AARMCO Security	(810) 968-0707
A Catered Affair	(313) 393-5311
AirPage	(810) 547-7777
Akram Namou, C.P.A.	(810) 557-9030
American Express	1-800-533-2222 Ext. 6362
American Mailers	(313) 842-4000
Amertech Pay Phone Services	1-800-441-1409
Bellanca, Beatrice, DeLisle	(313) 964-4200
Buiten Tamblin Steensma & Assoc.	(616) 949-0490
Cellular One	(313) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
CIGNA Financial Advisors	(810) 827-4400
C&J Parking Lot Sweeping, Inc.	(810) 759-3668
Community Commercial Realty Ltd.	(810) 569-4240
Dean Witter Reynolds, Inc.	(810) 258-1750
Detroit Edison Company	(313) 237-9225
Dialogue Marketing	(810) 827-4700
Dynasty Funding	(810) 489-5400
Eco-Rite, Inc.	(810) 683-2063
Follmer, Rudzewicz & Co., CPA	(810) 355-1040
Food Industry Professional Network	(810) 353-5600
Garmo & Co., CPA	(810) 737-9933
Goh's Inventory Service	(810) 353-5033
Great Lakes Data Systems	(810) 356-4100
Independence One	
Investment Group	1-800-622-6864
Infinity Communications Corp.	(810) 442-0067
Karoub Associates	(517) 482-5000
Law Offices-garmo & Garmo	(810) 552-0500
Market Pros	(810) 349-6438
Menczer & Urchick P.C., CPA	(810) 356-1620
Metro Media Associates	(810) 625-0700
Michigan Bell	(810) 221-7310
Midwest Autotel	(810) 960-3737
Multi-gard/Audio Alert	(313) 562-2850
Nationwide Communications	(810) 968-0412
Network Real Estate Services	(810) 539-0900
NexTel Communications	(810) 213-3100
Ohio Company, The	(810) 258-7817
Paul Meyer Real Estate	(810) 398-7285
REA Marketing	(517) 386-9666
Franki Smith's Red Carpet Krm	(810) 645-5800
Peter Ragsacs, Attorney/CPA	(313) 961-8400
Point of Sale Demo Service	(810) 887-2510
Sal S. Shumoun, DPM	(810) 424-9448
Sesi & Sesi, Attorneys	(810) 258-6060

Edward A. Shuttie, P.C., Attorney	(810) 288-2080
Southfield Funeral Home	(810) 569-8080
Statewide Financial Services	(810) 932-0600
Thomas P. Sollys, CPA	(616) 698-8855
Telecheck Michigan, Inc.	(810) 354-5000
Transactive Corporation	(404) 381-6747
Travelers Express Co.	1-800-328-5678
Ulramcom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Voice Mail Systems, Inc.	(810) 398-0707
Western Union Financial Services	(810) 740-3520
Whitey's Concessions	(313) 278-5207
Wolverine Real Estate Services	(810) 353-7800

STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration	(313) 565-2474
All-American Cash Register	(313) 561-4141
Ameri-Copy	1-800-888-1683
Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5140
Brehm Broaster Sales	(517) 427-5858
Brinkman Safe	(810) 739-1880
Cool Industries	(313) 343-5711
DCI Food Equipment	(313) 369-1666
First National Pallet Rental	(314) 469-2211

HOT PRODUCTS!

Let Kramer Food Company
Introduce you to our
NEWEST BEVERAGES:

EXTREME TEA



16 Oz. Bottles

•Lemon •Cranberry •Diet Cranberry

HAWAII Bottled Water

20 Oz. & 1.5 Liter Bottles



For more information,
call Keith Keefer at the
Kramer Food Company
1-800-227-1493 or (810) 585-8141

Kramer Food Company

1735 E. Fourteen Mile Road • P.O. Box 7033
Troy, Michigan 48007-7033

Reese
FINER FOODS
OF MICHIGAN, INC.

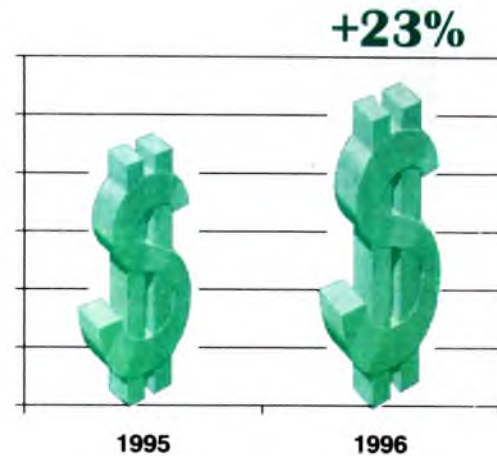


Formerly
Pfeister

and the **Muscular Dystrophy Association**
"Thanks" Our Michigan and Toledo Customers
 (and Our Participating Manufacturers)
 For Their Generous Support Of....



for **1996**



You Are All Part Of The Winning Team

Through the Combined Efforts of All
 Detroit/Saginaw/Grand Rapids and Toledo
 Participating Retailers and Our Participating
 Manufacturers We Collectively Raised

Over \$111,000

Up By 23% Over 1995

For



Formerly
Pfeister



Participating Markets



"YOUR FULL SERVICE BROKER" - Located in:

Detroit	Saginaw	Grand Rapids	Toledo
Cincinnati	Columbus	Indianapolis	Ft. Wayne