Building Together for Profits

There will be over 100 industry leaders exhibiting in AFD's Trade Show at Burton Manor in Livonia. Come see their new products and take advantage of their show specials. Trade show buying hours will be from 5 p.m. - 9 p.m. on April 29 and from 1 p.m. - 9 p.m. on April 30.

Seminar will be: Visions of the Future - a panel discussion (breakfast meeting). April 30 and 9:30 a.m. Topics include: Category Management, Efficient Consumer Response, Capitalizing on Your Private Label, Food Away From Home and Frequent Buyer Cards. Speakers include: Vic Ventumiglia from Vic's Quality Fruit Market, Tom George from Harbortown Market; Frank Arcori from Vegas, Ortonville and Shoppers Buying Group and Ron Kohler from Oakridge Super Market.

Understanding Liquor Privatization - learn how new regulations will affect your business.

Call AFD for more information at (810) 557-9600.

Retailers will soon receive beverage container payments

Due to intense lobbying and legal efforts on the part of AFD, all Michigan retailers who sell beverages in returnable containers will soon be able to receive compensation to offset their handling costs. The money comes from the unclaimed deposits that have for years been held by the beverage manufacturers and distributors.

The best news is that these payments, governed by Public Act 148 of 1989, are retroactive to 1990. This means that retailers who apply for the payments will get money back in 1996 for deposits they handled from 1990 through 1995! Each year thereafter you will fill out a form to receive compensation for the previous year.

The payment is based on the number of empty returnable containers handled during a calendar year.

Payment amounts will be known after Treasury determines how much money is available.

To apply for compensation, you must complete and mail the “Request for Michigan Beverage Container Refund”.

See Bottle Refund page 34.

Private label foods and beverages gain respectability

Private-label products have gained new respectability, packaging and clout. According to a new report, The Market for Private Label Foods and Beverages, by New York-based research firm Packaged Facts, private-label edibles made up 15.4 percent of the total food market in 1995. Although this represents a tiny slip from private label's 15.5 percent share in 1995, the fact that sales remained strong despite an improving economy demonstrates that private-label foods have gained a permanent niche in the marketplace. In other words, they're not just for recessions anymore.

In fact, the market for private-label foods and beverages has become quite competitive, with virtually every grocery retailer offering one or more store-brand or private-label lines, including premium lines. Moreover, mass merchandisers and drugstore chains are also getting into the act. Although supermarkets continue to constitute the bulk of the

See Private labels page 40.
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Executive Director’s Report

Higher lottery commission needed

by Joe Sarafa, AFD Executive Director

The Bureau of State Lottery, under the direction of Commissioner Bill Martin, has made tremendous strides over the past year to become retailer friendly. With leadership from the top, it is clear that the Bureau now considers retailers their partners.

The Bureau has succeeded in passing through the legislature several important bills that will have a positive impact on the lottery industry in Michigan. They include, changing the previous last three game sales for allocation of a lottery terminal to the last three months sales; passing a bill allowing Michigan to enter into a multi-state lottery (like Power Ball);

Statement of Ownership

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AFD works closely with the following associations:

The Grocery Zone By David Coverly
Small company ready for rivalry with the competition

by Shannon Swanson Taylor

It covers two-thirds of our planet and 97 percent of our bodies are made of it. Basically, water is vital to our survival. Somehow it has also become one of the hottest beverages in Metro Detroit. Jumping on the bandwagon is Metro Beverage with its product, bottled water labeled with the University of Michigan and Michigan State University logos.

Just as the universities have competed vigorously against each other for many years, Metro Beverage, Inc. is looking to be a competitive powerhouse in the beverage distributor industry in Metro Detroit.

The Fraser-based company was started in January by Jim Leonardi, a long-time food broker and owner of JPL Marketing in Eastpointe, and Larry Lulich, who was a manufacturer’s representative for the automotive industry. The two have been friends for many years before becoming business partners in this new venture.

“We never expected our product line to take off like this and we are thrilled with the success,” said Larry Lulich, vice president. (Leonardi is the president of the company.) Lulich attributes the company’s fast growing success to its most popular line, spring water featuring the University of Michigan and Michigan State University logos. Metro Beverage is the only licensed distributor for this product.

“You know the water must be of high quality or the universities would not associate their name with the product,” he said.

Lulich credits the water’s popularity to the large amount of U of M and MSU alumni and fans who live in Metro Detroit as well as both schools’ future students.

“These two universities have the largest amount of alumni and fans living in the four county area than any other university in the nation,” Lulich said, “and the water is also very popular in high schools where the logos are very much a motivational and promotional piece.”

A royalty fee from the water goes back to the universities for academic scholarships.

The (University of) Michigan Natural Spring Water comes in 16.9 oz, 20 oz. (which is the most popular size because the bottle is designed to fit in a bicycle’s water bottle rack), 1 liter, 1.5 liter and 1 gallon sizes. With the exception of the gallon, they come with a sports cap (a push-pull cap).

The Spartan Natural Spring Water is available in two sizes: 20 oz. and 1.5 liter, and both have the sports cap. Wolverine Natural Spring Water comes in four sizes: 16.9 oz, 20 oz., 1 liter and 1.5 liter and all are available with the sports cap.

Metro Beverage also distributes other spring water products.

One of the other waters is Renaissance spring water. It bears an easily recognizable Raphael angel as its logo and is being marketed to tie-in with those searching for new hope in their lives. It is available with a screw cap and in 16.9 oz. and 1.5 liter sizes.

Also popular in Metro Detroit’s high schools is the Wild Water line of spring water. The high quality, See Metro Beverage page 6.

To take advantage of the booming bottled water market, Metro Beverage and its competitors have also tapped into the higher end of the market with such names as Michigan City, Traverse City, and Michigan’s Choice.

In addition to Michigan’s Choice, other waters distributed by Metro Beverages include the Renaissance spring water. It bears an easily recognizable Raphael angel as its logo and is being marketed to tie-in with those searching for new hope in their lives. It is available with a screw cap and in 16.9 oz. and 1.5 liter sizes.

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flavored, non-carbonated waters are available in 16 oz., brightly colored, sports bottle with sports cap. It has five flavors: Positively Peachy Peach; Cool Cherry; Sensational Strawberry; Radical Raspberry; and Luscious Lemon-Lime.

This product line is so new that Metro Beverage hasn’t even started promoting it yet.

Not only does Metro Beverage distribute spring waters, it also distributes bottled teas and sodas.

The company has found quite a following with its Mad River line of teas and sodas which was recently featured on the cover of *Beverage Industry* magazine.

“Mad River has been making their products for over five years and this is the first time it’s been in Detroit,” Lulich said. “It started on the East Coast and is making its way west.”

Mad River has also won recognition at the Fancy Food Show in 1995.

The teas, flavored teas and punches, available in the 20 oz. size, are not in plastic bottles, but rather in glass bottles that have a “grip.”

Lulich points out that what makes these teas different is that they are brewed, not flavored.

The Mad River sodas also are not flavored, but each bottle contains up to 12 percent natural juice. The sodas are available in a variety of flavors: Revelation Root Beer, Orange Chill, Black Cherry Explosion, Radical Raspberry Lemon and Blackberry Guava.

Along with the waters, sodas and teas, Metro Beverage also distributes micro beers from around the world and fine wines from California and throughout Canada.

Metro Beverage will also specialize in specialty and fine wines, i.e., organic wines from California.

They are the area distributor of Minnesota Brew and the popular micro-beer Pig’s Eye from the Minnesota Brewing Company.

Pig’s Eye beer has risen to popularity after it was repeatedly featured by the popular “Micro Beer of the Month” club and Lulich predicts it will be the most popular beer for 1996.

Lulich explained the legend behind the name. “Back in 1838, just northeast of Fort Snelling on the banks of the Mississippi, sat Fountain Cave. Early explorers stopped to fill their canteens with the artesian water that ran from the mouth of the cave. Inside, lived Pierre Parrant... an omery old character with a pig-like squinty eye, who openly traded as a bootlegger. As legend has it, he did a thriving business and built the area’s first log cabin.

One day, Edmund Brisette was seated at a table in Parrant’s hovel ready to write a letter. Geography puzzled the writer. Where should he date a letter from a place without a name? He looked up inquiringly to Parrant and was met by the dead, cold stare of that eye fixed upon him. In jest, he dated the letter from Pig’s Eye and that was the first name of the city that later became St. Paul.”

Metro Beverage also distributes a line of beer from our neighbors to the North.

The first hand-crafted Canadian micro-brew distributed in the United States, The Canadian Brewing Company is Canada’s oldest brewery and its products are exclusively available through Metro Beverage.

Maple Leaf Lager, Autumn Amber Lager, Black & Tan and Beavertail Ale will all be available. All the products distributed through Metro Beverages have point of sale material available.

Both Leonardi and Lulich are looking forward to meeting everyone at the upcoming Associated Food Dealers of Michigan Trade Show.

For more information about Metro Beverage, Inc. or any of the products that they distribute, please call the company at (810) 415-9599.
New currency makes counterfeiting more difficult

New U.S. currency that started into circulation at the beginning of this year includes many new security features. These enhancements make our money easier to recognize as genuine and more secure against advancing technologies that could be used for counterfeiting. The redesigned notes incorporate both familiar and new features.

Beginning with the $100 Federal Reserve note, the U.S. is issuing the newly redesigned currency one denomination at a time. Following the $100 bill, lower denominations ($50, $20, $10, etc.) are being introduced at the rate of about one denomination per year. There will be no recall or devaluation of any U.S. currency.

The new currency series of bank notes represents an ongoing commitment to protect the U.S. currency. In fact, U.S. currency has seen important changes throughout the years, beginning with the first series of U.S. bank notes issued in 1861. These early notes featured a distinctive cotton/linen paper, green ink, and a fine-line design. In 1928, each denomination was standardized with easily recognizable single portraits and illustrations. In 1990, U.S. currency was enhanced with an important new feature, the security thread that runs vertically through the left side of the note, but the currency’s appearance remained largely unchanged.

Now after nearly four generations, U.S. currency is undergoing a more noticeable change in appearance. And in the future, as new, dependable technology becomes available, the next generation of currency enhancements will be incorporated into the currency. The new security features incorporated in the new $100 bill include the following:

- Portrait: The portrait of Benjamin Franklin is enlarged, which makes it easier to recognize, and detail is added to make it harder to duplicate. The portrait is now off-center, providing room for a watermark and reducing wear and tear on the portrait.
- Concentric Fine Lines: Fine lines are printed behind both Benjamin Franklin’s portrait and Independence Hall, making it difficult to replicate.
- Watermark: A watermark depicting Benjamin Franklin is visible from both sides when held up to a bright light.
- Microprinting: Because they’re so small, microprinted words are hard to replicate. On the front of the note, “USA 100” is within the number in the lower left corner and “United States of America” is on Benjamin Franklin’s coat.
- Security Thread: A polymer thread is embedded vertically in the paper and indicates, by its unique position, the note’s denomination. The words “USA 100” on the thread can be seen from both sides of the note when held up to a bright light. Additionally, the thread glows red when held under an ultraviolet light.
- Federal Reserve Indicators: A new universal seal represents the entire Federal Reserve System. A number beneath the left serial number identifies the issuing Federal Reserve Bank.
- Serial Numbers: An additional letter is added to the serial number. The unique combination of eleven numbers and letters appears twice on the front of the note.

While nothing can stop a counterfeiter from trying to duplicate a bill, this new currency series makes it much more difficult to succeed. The greatest strength of the new note series is the accumulation of several different security features that have demonstrated their effectiveness.

—FMI

POINT OF SALE cover Michigan like a blanket, standing ready for your calls for demo activity with eleven zone managers to schedule for you. Our commitment is to continue to invest in our business to serve you (brokers, manufacturers and retailers) better and better.

Have you met KEN MERKLE, our Sales and Customer Development Manager? With over twenty-five years in the food industry, Ken understands your business. Look for us at booth 308 at the AFD Trade Show April 29 & 30.
Tobacco Stamp
From page 1.
Carolina, is a popular source for Michigan smugglers because their per-pack tax is much lower.

A Michigan stamp - meant to make it easier for tax enforcement officials to spot smuggled smokes - was proposed in two separate bills by state Rep. Terry London, R-Marysville, and state Sen. Doug Carl, R-Macomb Township.

The bills also carry severe penalties to anyone caught in possession of smuggled cigarettes.

“This legislation will give law enforcement, for the first time, a useful weapon in their arsenal against the explosion of illegal profits gained through smuggling,” Carl said. “Currently there is no way to distinguish the difference between smuggled cigarettes and legitimate ones,” he added.

However Rod Stanler, former assistant commissioner of the Royal Canadian Mounted Police who headed an investigation into cigarette smuggling in Michigan, says a stamp will not extinguish smuggling. “But it may change the dynamics of the trade. The introduction of stamped cigarettes will require a more sophisticated response by the underground. Unfortunately they have the infrastructure to counterfeit stamps,” Stanler says.

FLSA hearing in Senate Labor Committee
In the wake of new requirements that Congress must now comply with the Fair Labor Standards Act (FLSA), the Senate Labor and Human Resources Committee held an oversight hearing on the law to promote a better understanding of its provisions. The hearing focused on the many inadequacies of the current law with particular attention paid to the overtime and exemption requirements.

Sen. Ashcroft (R-MO) has introduced a comprehensive reform bill, S.B. 1129, that addresses many of the concerns raised during the hearing. No further action is scheduled on this legislation.

—FMI

OSHA reform bill mark up in Senate committee

On February 28, the Senate Labor and Human Resources Committee began consideration of Republican-sponsored OSHA reform legislation, S.B. 1423. The committee approved three amendments to the original bill including one that removed proposed language that would bar non-employees from filing OSHA complaints.

The legislation introduced by Labor and Human Resources Committee Chairwoman Nancy Kassebaum (R-KS) and Sen. Judd Gregg (R-NH), would revamp OSHA by encouraging employers to improve safety and health through an increased focus on its cooperative programs.

It also includes several measures to limit the scope of OSHA inspections in response to employer complaints, to provide employers with an opportunity to abate hazards before receiving a citation, to limit the scope of OSHA investigations to the specific alleged violation, and to establish an exemption from general scheduled inspections for employers that are certified under consultation programs.

—FMI

More Updates
page 9.
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Win for Life's introduction is supported by a fun, energetic TV and radio campaign.

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Remember, your customers love variety! Stock plenty of different games and rack up more sales!
It's the key to survival. That's why Spartan Stores is committed to putting our retailers in the fast lane with state-of-the-art, point-of-sale technology and on-line ordering abilities. Just as our company must remain on the forefront of distribution technology, Spartan retail customers must keep competitive and incorporate the latest in retail technology. Scanning is the future and just one of many technological advances that will strengthen today's independent retailers and keep them on the leading edge.

Shine with an industry giant.
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Posthumus works to reform Michigan

by Shannon Swanson Taylor

Dick Posthumus (R) began his career in politics when he ran fellow classmate John Engler’s successful race for the House of Representatives while they were in college. Posthumus has since been representing the 31st District in Michigan’s Senate commencing in 1982.

Michigan’s 31st District includes the towns of Alto, Lowell, Caledonia and Kentwood.

After serving eight years in the Senate, Posthumus was first elected Senate Majority Leader in 1990. During that time he has tackled many issues, all of which will have a significant impact on our state for many years to come. As a respected member of the Legislature, his work has led to tax cuts, education reform and welfare reform in Michigan.

“I want to be the best Senate Majority Leader that I can be,” Posthumus said. “Working with Speaker of the House Paul Hillegonds and Governor John Engler is very rewarding.”

In 1994, Senator Posthumus was the author of the largest tax cut in Michigan history. His efforts led to the passage of Proposal A on March 15 of that year, by Michigan voters. This proposal cut property taxes and capped assessments while guaranteeing school funding and reducing spending inequities among school districts.

Not only is the senator concerned with personal taxes, he is also concerned with the amount of taxes that businesses have to pay. With this in mind, Posthumus said the Single Business Tax (SBT) reform does two things. First, it reduced taxes on smaller businesses to enable them to grow. Second, it encourages larger business to locate and do business in Michigan.

“The Senate enacted a bill to reform the Single Business Tax in order to encourage job creation and growth,” he said.

“It changes how the SBT is calculated, moving it to a tax based on sales. It also puts in place an apportioned Michigan-based Capital Acquisition Deduction to provide significant tax cuts for Michigan-based multi-state firms. We also increased the threshold to qualify for the Alternative Tax by raising the $95,000 executive compensation ceiling to $115,000. (The Alternative Tax is a different way of paying the SBT. If qualified for the Alternative Tax, then SBT is not paid.) In taking these steps, the Senate is encouraging job providers to continue to hire and expand in our state.”

Knowing that the children are the future of the state, Posthumus has also strived toward educational reform and juvenile justice.

“One of the final legislative actions in 1995 was to enact some of the most significant education reforms in the country to better prepare our children for the challenges of the global economy,” the Senator said. “I have heard from many citizens that we need to make our schools more responsive to the desires of parents and needs of employers. Many of the changes we made will do that by expanding charter schools and reducing bureaucratic red tape.”

Senator Posthumus felt it important to introduce legislation regarding youths who do violent crimes in our state because the state has two responsibilities. First to educate children; second to protect families and their children. He feels we haven’t done a good job regarding the second.

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♦ Liquor privatization is soon to be a reality. Be prepared and have your questions answered by attending an informational seminar on how liquor privatization will affect your business.

♦ Attend AFD’s Round Table Discussion, Visions of the Future. Successful retailers, Vic Ventimiglia (Vic’s Quality Fruit Market), Tom George (Harbortown Market), Frank Arcori (VOS Buying Group) and Ron Kohler (Oakridge Super Market), will share their visions on the future of the food and beverage industry.

♦ All members will receive two free admission tickets into the show.

♦ Call Danielle at AFD for more information at (810) 557-9600.

Trade Show Buying Hours:

Monday, April 29, 1996 ♦ 5 p.m. 9 p.m.
Tuesday, April 30, 1996 ♦ 1 p.m. 9 p.m.
Burton Manor, Livonia, Michigan
Is the supermarket industry's next great innovation keeping shoppers away from supermarkets?

It just might be. Home shopping is becoming a hot issue once again. Though the idea has been tried in the past with little success, today's lifestyle with two-career families and the improved technology available may just make it the future of grocery shopping. Already, 27 percent of the grocers surveyed by St. Joseph's University in Philadelphia offer home shopping in some form. Of those who aren't offering such a service, 13 percent are planning on introducing it within two years and another 30 percent are at least considering it.

While home shopping today accounts for only about one percent of sales, recent surveys indicate that shoppers are receptive to the idea. According to a study done by Andersen Consulting, 47 percent of those surveyed say they would like the convenience of having groceries delivered to their home and would be willing to pay an average purchase fee of $9.60. Another 42 percent said that they would like to be able to place grocery orders electronically (i.e., fax or computer modem). Fully 25 percent of those surveyed said they probably would sign up for a computerized shopping and delivery service, if offered, and those most likely to sign up fall into the 25-44 age bracket.

Over the past few years, several companies have come forward to fill the needs created by home shopping. These companies generally handle most of the work necessitated by the service but leave the actual order picking to be done by specially trained store personnel. Two such companies, Shoppers Express and Shopping Alternatives, offer on-line service. Generally, the cost to the shopper involves a small monthly fee (as low as five dollars in some cases) and a small percentage of the total cost of the order. Another service, Shopper Vision, is experimenting with offering home shopping via interactive television. Working with Time Warner and Winn Dixie in Orlando, Florida, they plan for 4,000 homes to be hooked up this year so that shoppers can actually see three-dimensional images of over 20,000 available items.

While the jury obviously remains out on the viability of home shopping, the St. Joseph's University survey of grocers indicates that over half believe that the current one-percent rate will grow from two to five percent over the next five years. Added to the 2.5 percent of sales resulting from electronically-received-orders that are picked up, that would amount to $18 billion in sales by the turn of the century.

And that certainly makes home shopping something to think about.

—B&M Processing Co., Inc.

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Please stop by booth #106 during the AFD show for a tasting of these very special cognacs.

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<thead>
<tr>
<th>Code</th>
<th>Base</th>
<th>Retail</th>
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<tr>
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<td>GAUTIER V.S.</td>
<td>9094-0 $4.70 $5.08</td>
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<td>12/375ml</td>
<td>GAUTIER V.S.</td>
<td>8480-6 $8.25 $9.95</td>
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<td>6/750ml</td>
<td>GAUTIER V.S.</td>
<td>8503-6 $15.70 $18.95</td>
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<td>3/750ml</td>
<td>GAUTIER V.S.O.P. w/ gift box</td>
<td>8552-6 $28.95 $34.95</td>
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<tr>
<td>3/750ml</td>
<td>GAUTIER NAPOLEON w/ gift box</td>
<td>9950-0 $66.25 $79.96</td>
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<tr>
<td>3/750ml</td>
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<td>8660-6 $99.40 $119.97</td>
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<tr>
<td>3/750ml</td>
<td>GAUTIER V.S.O.P &quot;LANERN&quot; Decanter w/ gift box</td>
<td>8647-6 $145.00 $174.98</td>
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<tr>
<td>3/750ml</td>
<td>GAUTIER &quot;FISHERMAN'S FLOAT&quot; Decanter w/ gift box</td>
<td>9084-0 $53.85 $64.98</td>
</tr>
<tr>
<td>3/750ml</td>
<td>GAUTIER &quot;TRADITION RARE&quot; w/ wood box</td>
<td>9090-0 $182.45 $220.19</td>
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ASSOCIATED FOOD DEALERSHIP SHOW BOOTH #106. MARIE BRIZARD WINES & SPIRITS, U.S.A.

*1996
Don’t be a victim!

You are working alone at night and a gun wielding stranger comes into your store and demands your hard-earned money. This all-too-often occurrence is every store owner’s nightmare. Did you do everything that you could do to protect yourself, your employees, your customers and your business? Recent events in Metropolitan Detroit have tragically brought these sobering questions to light. Two owners were shot and killed in their convenience stores within a few days of each other.

Every store owner must develop a robbery deterrence and personal safety policy to make sure that you, or your employees do not become a statistic. These policies must be reviewed on a yearly basis to make sure that all employees are familiar with them and any changes you may have made as your company grows and changes.

No set of policies are more important than those you have written down to address your safety and that of your employees and customers. AFD has a Company Safety Policy Guideline Checklist available so store owners may develop a procedure manual for their operations. The AFD Video Library has the following training tapes available to review for yourself and to show to your employees.

**Keys to Robbery Deterrence**

Tape: #127 This video teaches retailers how to deter robbery, how to avoid violence in case of a robbery, and how to practice personal safety. Length: 31 minutes

**Robbery: The Other Side of the Gun**

Tape: #115 Who is better qualified to discuss deterrents to robbery than robbers? The video on preventing supermarket robberies was partially produced in Rahway Prison using interviews with convicts doing time for robbing food stores. The unique approach to solving this serious problem leaves no doubt about the importance of consistently following robbery deterrent procedures. Examples of effective and ineffective robbery prevention techniques in supermarkets are shown. Length: 10 minutes

To inquire about receiving the training tapes or to receive a Company Safety Policy Guideline Checklist, please contact Dan Reeves at AFD (810) 557-9600.

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**Calendar 1996**

- **April 14 - 16** 1996 GMA/FMI Environmental Affairs Conference
  - Mark Hopkins Inter-Continental Hotel
  - San Francisco, California (202) 429-4548 or (202) 337-9400
- **April 17 - 19** Annual WIC Conference
  - Hyatt Regency, Dearborn (517) 335-8937
- **April 21 - 23** FMI 9th Annual Supermarket Pharmacy Conference
  - San Diego, California (202) 452-8444
- **April 21 - 27** National Organ & Tissue Donor Awareness Week
  - (313) 971-2800
- **April 29 - 30** AFD 12th Annual Trade Show
  - Burton Manor, Livonia, Michigan (810) 557-9600
- **May 18 - 22** National Restaurant Association Restaurant, Hotel-Motel Show
  - Chicago, Illinois (312) 853-2525
- **June 2** The Garden Party for St. Vincent & Sarah Fisher Center
  - St. Vincent & Sarah Fisher Center Grounds
  - Farmington Hills, Michigan (313) 626-7527 ext, 280
- **June 8 - 11** 1996 Annual Produce Conference
  - Monterey, California (202) 429-4517
- **Sep 8 - 10** FMI MealSolutions
  - Phoenix, Arizona (202) 452-8444
- **Oct 6 - 9** 1996 National Frozen Food Convention
  - Sheraton Washington, Washington DC (717) 657-8601

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FOR MORE INFORMATION, CONTACT YOUR LOCAL ELECTRO-FREEZE DISTRIBUTOR.

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The Michigan Lottery Play It Again, WAM Second Chance Sweepstakes Will Reward the Daily 3 and Daily 4 Game Players

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- 25 Third Place Winners
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  For Selling a Winning Ticket You Receive $50 or $100.
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Summer’s coming... and with it a season of warm weather snackin’! Be prepared with Melody Farms’ complete line of frozen novelty items. There’s a rainbow of colors and tastes to choose from, with many lowfat varieties included!

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Michigan seeks exhibitors for Michigan pavilion at SIAL food show in Paris

The Michigan Department of Agriculture (MDA), in conjunction with the Michigan Jobs Commission, is seeking exhibitors for the Michigan pavilion at the Salon International De L’Alimentation (SIAL) food show in Paris, France, this October 20-24.

"SIAL is the best food show in Europe in 1996, which makes it the best market for many of Michigan’s high-value food exports,” said Dr. Gordon Guyer, MDA Director. To help defray the expense of attending a trade show abroad, qualified Michigan food companies may receive a discount of up to $2,000 on the SIAL booth space. The discount is made available through the Michigan Jobs Commission’s trade expansion fund.

SIAL is considered an excellent market for food ingredients, dairy products, processed fruits and vegetables, dried fruits, wines, baked goods and frozen desserts, among other things. SIAL’s 4,000 exhibitors attract 107,000 food buyers from 155 countries. U.S. companies are always a major attraction, according to past attendees.

Cost of a full booth ranges from $7,500 to $10,000. Where possible, MDA will attempt to match Michigan companies in half-booth spaces. SIAL booth spaces sell out very quickly, so companies are urged to make their commitment by April 15.

For more information, contact Denise Yockey, International Marketing Manager, MDA at (517) 373-9710.

Pierre Frozen Foods announces name change

Pierre Frozen Foods, a division of Hudson Foods, Inc., has announced that their new division name has changed to Hudson Specialty Foods. Along with the new name will come additional responsibilities. The new Hudson Specialty Foods Division will manufacture and market all of the Hudson Foods Inc. non-broiler products into foodservice, warehouse club, retail, supermarket deli, vending, convenience store and other channels of trade.

This will include all of the products formerly managed by Hudson’s Pierre Frozen Foods, Lunchmeat, Turkey and Beef Divisions. The new arrangement will not affect the broiler or international divisions of Hudson Foods Inc., which will continue to be based in Rogers, Arkansas.

COMING THIS SPRING FROM

CONTACT YOUR FRITO-LAY REPRESENTATIVE FOR MORE INFORMATION

Paramount Coffee completes service department expansion

Paramount Coffee Co., headquartered in Lansing, Michigan has completed a 5,000-square-foot expansion of its service department. The new building includes state-of-the-art testing and repair facilities for coffee brewers, grinders and espresso equipment.

More News Notes page 30.
MDA invites food exporters to apply for promotion funds

Michigan Department of Agriculture (MDA) Director Dr. Gordon Guyer has announced availability of application packages for the 1996 federal Market Promotion Program (MPP), that provides funds to Michigan food exporters.

MPP funds are available to reimburse exporters for expenses related to promoting their products overseas. Trade show booth space, retail and trade advertising (print or broadcast), in-store sampling, point-of-purchase materials, billboards and other promotional costs may qualify for reimbursement.

MPP is the main funding source Congress makes available to assist U.S. food companies in exporting. In 1996, an estimated $5.5 million in MPP money will be available via the Mid-America International Agri-Trade Council (MIATCO) to Midwest companies exporting brand-name food products. Nine Michigan food exporters were allocated $382,450 in MPP funds in 1995.

The deadline for first-quarter MPP funding was March 10, 1996. Activities eligible for MPP reimbursement must occur between July 1, 1996, and June 30, 1997. Michigan companies may also apply for MPP funds in the next three quarters of the year, although the time period for spending it will be reduced.

MPP was recently modified by Congress to be more favorable to small companies, defined as those with fewer than 500 employees. MPP is administered for Michigan by the nonprofit Mid-America International Agri-Trade Council in Chicago. MIATCO also provides a broad variety of export services to Michigan and the other eleven Midwestern states that have formed the regional export alliance.

For more information about MPP or to receive an application packet, contact Denise Yockey, International Marketing Manager at the Michigan Department of Agriculture at (517) 373-9710.

Head and feathers above the rest!

Mucky Duck

Michigan’s own Mucky Duck Mustard is the 1996 Grand Champion of the International Mustard Celebration, held annually in Napa Valley, California.

The Mustard Celebration is a series of events glorifying food, wine and the visual arts. For five days, the Valley plays host to the international mustard industry. This year there were 500 entries, from the U.S., Canada, Australia, England, Japan, Denmark, Norway and France. Mucky Duck not only won the gold medal in the sweet/hot category, but is the overall Grand Champion.

965 points of “light”

Record-shattering number of fat- and cholesterol-reduced products introduced in 1995

Jack Sprat’s grocery shopping just got easier: the number of new fat- and cholesterol-reduced foods reached an all-time high in 1995, according to The Lowfat Monitor, a monthly newsletter published by the New York City-based research firm FIND/SVP.

The Lowfat Monitor, which tracks news and trends related to reduced-fat and reduced-cholesterol foods, selected 965 new retail items for inclusion in its monthly Products Tables during 1995. This figure is more than 2.5 times the number of introductions reviewed in 1991, and is nearly 40 percent higher than the number of product launches recorded in 1994. This phenomenal increase reflects a synergy of consumer demand and marketer response, supported by increased government clarification over product labeling issues.

Each of the seven food categories showed substantial growth in product introductions, with snack foods demonstrating a leading 60 percent increase over 1994, and baked goods and prepared foods each exhibiting growth of about 44 percent.
Miller Beer—new taste, new trend, new opportunity in 1996

Miller executives are betting that consumer appeal of Miller Beer, which was recently introduced, will turn that taste into terrific sales opportunities for retailers on- and off-premise.

The company feels Miller Beer could help retailers take advantage of the tide toward premium brands, tide expected to swell during the next five years, brewing industry experts predict.

"Miller Beer is our newest entry in a growing, highly profitable segment of the beer business," says Jeff Schouten, Miller’s category management director. "All trends point to continued growth, and we want to help retailers become major players in that growth."

Introducing a new product as part of a category management strategy is one which Miller officials believe will only enhance sales, Schouten says. "This approach fits into our overall plan to manage beer trademarks as separate business units, to market and merchandise products according to consumer demand. All indications point out that beers in the premium category are growth beers. Historically they have represented not only volume but profitability.

Miller Beer is only one of a series of introductions the brewery will initiate this year, according to Schouten. "We have introduced Southpaw Light from the Plank Road Brewery into four markets. Southpaw Light is a premium light beer which delivers a one-of-a-kind taste."

"And we created and brought to market a new corporate identity, which communicates our heritage and unifies all our brands and packaging."

M•DOT changes truck route designations

The increased investment in preserving Michigan’s transportation system coupled with the need to enforce truck weight limits led the Michigan Department of Transportation (M•DOT) to team with Michigan’s State Police Motor Carrier Division. The result is M•DOT’s announcement of new truck route designations supporting Michigan’s growing economy while improving Michigan’s ability to enforce truck restrictions and preserve the transportation system.

After completing a statewide review of Michigan’s designated truck routes, over 1,500 miles of state trunklines (I, US, and M routes) are newly designated to allow slightly larger commercial vehicles. These routes can now carry longer vehicles and those up to eight feet six inches in width, expanding transportation opportunities for agriculture, industry and commerce.

Further, these new designations will allow the State Police the ability to refocus enforcement activities on other serious size and weight problems.

The Build Michigan Program allowed for significant headway to be made toward preserving Michigan’s roads. "With funds in short supply, we will continue to explore all financing and engineering options to keep up the momentum," said State Transportation Director Bob Welke. "To keep our progress moving forward requires both engineering and enforcement."

The new route designations improve truck access to Michigan’s diversifying economy while improving the ability of the State Police’s Motor Carrier Division to enforce restrictions.
Efficient, fair EBT system is top priority for industry

With 20 million Americans receiving food stamps, retail grocers have a vested interest in any significant changes that are made in the program. The program cost the federal government approximately $25-$27 billion in actual food stamp benefits in 1995. The federal cost of implementing the program, including printing, redemption, banking and accounting, was $400 million.

The potential to save large sums of money in food stamp operations launched a cooperative effort to develop a national electronic benefits transfer (EBT) system accepting food stamps and other government entitlement programs. Members of the retail and wholesale community, under the leadership of the National Grocers Association (NGA) and the Food Marketing Institute (FMI), are working with state and federal officials to develop an efficient and equitable multi-state EBT system. Caution is required in this effort, however. With the new fervor for decentralization of government programs there still exists a very real need for a level of standardization or uniformity, particularly in the area of EBT.

The grocery industry stands to benefit, as well as the American public at large, from the impressive anti-fraud elements of the new computerized EBT system. NGA has endorsed the concept of a nationwide EBT program, but there are several major retailer concerns which have yet to be resolved. Those concerns have been detailed, both in face-to-face meetings and in written form, with the Southern Alliance of States EBT Project representatives. (SAS is a multiple state EBT partnership program which currently includes Alabama, Arkansas, Florida, Georgia, Kentucky, Missouri, North Carolina and Tennessee.) Those concerns include:

- Retailers should be paid the same transaction fee as banks for ATM cash transactions when cash only transactions occur at retail.
- Equipment and telecommunications costs should be covered, as required by federal law, for retailers who elect to participate only in the EBT food stamp program.
- A reasonable timetable of at least 10 months for implementation and training should be established after state contract is signed.
- Retail operations that border state lines should be permitted to operate in multiple state programs.
- State EBT systems should be compatible so as to allow universal acceptance of EBT food stamps and other benefits.

One of the problems to emerge as states begin to implement their own EBT program is the use of these cards in retail stores that border the state line. Last October, Texas joined the growing list of states that are using the plastic debit card to deliver food stamp benefits. While Texas retailers seem to be generally happy with the results of the EBT program, a problem has arisen amongst border retailers. Kelley R. Kenyan of Kenyan Enterprises, Inc., which operates stores in the border city of Texarkana, Arkansas, is unhappy with the Texas policy which does not allow border states to accept the Lone Star Card System.

Kenyan has written to congressional representatives in both Texas and Arkansas in an appeal for help. “Food stamp dollars are federal monies,” argues Kenyan. “I support the decentralization of power from the federal level to the state level, as do many in private business. However, if states abuse that power in infringing on the competitive market system, a value so prominent in our national identity, the federal government must step in.”

It now appears, however, that some relief may be in sight for Kenyan Enterprises. Transactive, the primary EBT contractor for the Lone Star program, has entered into an agreement with Kenyan which would allow the retailer to accept Texas food stamps. At press time, Kenyan is awaiting notification from the Texas Department of Human Services that they concur with the operating rules that would permit Kenyan Enterprises to participate in the Lone Star program.

—NGA

Getting Back to the Country
Roger Wood Foods and Southern Sausage Company are proud to present a sampling of our product line. Annual sales for Roger Wood Foods have experienced consistent growth due largely to our customers’ appreciation for our quality smoked sausage and smoked meat products. Our motto “Getting Back to the Country” reminds us of our family heritage and commitment to quality and service.
are based on that methodology, a state will be required to prove that any other methodology that it uses results in compliance that is comparable to the compliance that sting operations generate. Rather than attempt to develop their own methodology, most states are likely to rely extensively on sting operations.

Other ways of performing inspections, while not required by the final rules, are likely to be considered by the states in developing effective methods of enforcement. Those include targeted inspections, which the preamble specifically identifies as a measure that the Secretary of HHS will consider in determining whether a state adequately enforces its law. Also, the preamble recognizes as “helpful” alternate strategies for conducting inspections such as random inspections for scientific measurements, routine inspections for compliance checks, targeted inspections for previous violators, routine pre-announced inspections, and inspections of outlet-sponsored give-away programs. Again, while not required, states may use these methods to enhance their enforcement efforts.

Similarly, the final rule did not include a requirement that was included in HHS’s original proposal that states adopt “other well-designed procedures” for reducing youth access to tobacco. Such measures include (1) licensing; (2) graduated penalties; (3) vending machine bans; (4) vending machine bans where youth access occurs; and (5) adoption of the Model Law.

HHS’s original proposal included the publication of the Model Law and the HHS Inspector General’s (IG) Report on Youth Access to Tobacco, both of which included such measures. Neither the IG’s report nor the Model Law was published with the final rules. Despite the exclusion from the final rules, the preamble to the rules makes clear that HHS considers the measures contained in the IG’s report and the Model Law valid and useful methods of reducing the sale of tobacco to minors.

...those outlets at which random unannounced inspections will be conducted. The sampling method must be developed over the first two years of the program (for most jurisdictions, this is FY 1994 and FY 1995) and used during the third fiscal year of the program (FY 1996). Each state must develop a scientifically sound sampling method that reflects the distribution of retail outlets at which tobacco may be accessible to minors throughout the state. The preamble to the regulations emphasizes that states are not permitted to focus their efforts on areas that are unlikely to have substantial populations of underage persons.

Finally, a state will be required to negotiate a time frame with HHS under which it will reduce the rate of violations to not more than 20 percent. The baseline for determining whether a state is in compliance with its negotiated time frame will be the third fiscal year, i.e., the year in which inspections must reflect its sampling method (in most cases FY 1996). The final rule abandoned the requirement that all states reach the 20 percent level within four years and adopted instead the ultimate goal of 20 percent within “several years” to be negotiated state-by-state. The final rules do not suggest the method by which HHS will determine the period in which a state must comply.
Private labels

From page 1.

market, with 97 percent of all sales, private-label food and beverage sales at mass merchants nearly doubled between 1993 and 1995, while sales through drug chains posted double-digit growth.

According to Packaged Facts' report, premium private-label is undoubtedly the trend most responsible for changing consumers' perception of private-label products. Retailers often use premium private-label as a core element in branding the entire shopping experience, a strategy that is gaining currency among U.S. retailers. The goal of this strategy is to transfer the confidence that shoppers have in brands to the retailer itself. Healthy private-label products—reduced fat, salt or sugar, added fiber, or otherwise enriched foods—are another strategy private-label marketers are using to build consumer confidence in their products and gain market share. Indeed, in the chapter of the report that profiles consumer behaviors and attitudes, Packaged Facts presents a decidedly middle-to-upscale profile of private-label users. Although virtually all consumers are likely to buy private-label foods at least on occasion, their use rises along with household income. In fact, households in the top income brackets ($60,000 or more) are 20 percent more likely than low-income households to buy store brands and are 15 percent more likely to buy any type of unbranded product.

Nevertheless, store brands still have a way to go before they gain the full trust of shoppers. Some 61 percent of swing shoppers (shoppers who alternate between national and store brand purchases, depending on the category and price) agreed with the statement, "There is a wide range of quality in store brands, even in the same store." Still 70 percent of shoppers overall agreed that the quality of private-label goods is improving.

According to the report, shoppers are most likely to purchase private-label foods from the supermarket dairycase. These items account for three of the five top-selling private-label categories in supermarkets. Milk is by far the largest category, with 1995 sales nearly $5.8 billion. Cheese and eggs are also among the top five, which is rounded out by ice cream and fresh bread/rolls.

Beverages make up the top three private-label food and beverage items at mass merchants, while candy and liquor account for the bulk of sales at drugstore chains.

New for 1996!!

"Focus on the Independent Operator"

The 1996 Supermarket Industry Convention & Educational Exposition

MAY 5-8, 1996
McCORMICK PLACE
CHICAGO, ILLINOIS

"This special program gives smaller operators and store managers a chance to learn about a broad range of topics in a very compact and focused format. We think it is an exciting addition to the May show and a great opportunity to network with your peers."

Bob Bartels
FMI Chairman of the Board
President, Martin’s Super Markets, Inc.

This year’s convention will feature a special program designed to allow you — the independent operator — to hear and learn about more issues than ever in a compact, dynamic program. Session highlights will include:

- improving foodservice
- hiring good people
- cutting your losses
- finding your niche
- applying technologies
- competing effectively
- Murray Raphel on merchandising!

Canadian Mist

From page 1.

April, the brand will make a donation to AFD’s Scholarship fund.

“We are asking that all SDD retailers in Michigan participate. This is a very exciting program that will help a very worthy cause,” says Joe Sarafa, AFD executive director.

To help you sell the product, there is a mail-in rebate coupon good through May. The coupon is good for $2 off a 750 ml and $3 off a 1750 ml bottle. Sarafa asks that you purchase displays in early April and keep them up through the month to support the Scholarship Fund. He also recommends advertising Canadian Mist, reflecting the rebate, as often as possible throughout this important selling season.

Your Canadian Mist representative has more information on this important program. Here is an opportunity to become part of a great promotional program, help a worthy cause and increase your sales, all at the same time!
SHERWOOD FOOD DISTRIBUTORS OFFERS A FULL LINE OF FRESH QUALITY

BEEF
PORK
POULTRY
PROCESSED MEATS
DELI

SHERWOOD FOOD DISTRIBUTORS is proud to participate in the 12th Annual AFD Trade Show.

Come and see a variety of our product lines including poultry, beef, pork, deli and more.

Join us at our educational booths and explore new concepts in the food industry.

Arrive hungry and sample many of our delicious products.

Join us and experience the FUN! Come and see us at booths 909-911 and 1001-1015.
Changes at Lottery mean progress

by Bill Martin, Michigan Lottery Commissioner

The coming months are sure to be filled with positive changes, a flood of new games and more fun for all Michigan Lottery retailers, players and staff.

Perhaps the most exciting change of all came with the passage of House Bill 4484 on February 15, 1996, which allows Michigan to enter into a multistate lottery. HB 4484 was signed into law by Governor John Engler on February 28, 1996 (Public Act 95). The Lottery Bureau and its supporters have worked diligently to get this legislation passed. The creation of a new multistate lottery would be beneficial to a tremendous number of Michigan residents.

While plans are very much in the early stages and we don’t yet know with which states Michigan will align, we do know this is great news for Lottery retailers. A multistate game will create larger jackpots because the prize money is pooled from all participating states. With this added flow of revenue dollars, multistate jackpots have the potential to climb quickly and more often.

These higher jackpots will mean more tickets purchased, increased store traffic for our retailers, an even higher return to the state School Aid Fund, and certainly more prize payouts to our loyal Lottery players. The Lottery Bureau will keep you posted as new developments arise. Our goal is to have a multistate game in place by year’s end!

$1,000 A Week for Life!

Here’s a deal your customers will really find “grand”—the Lottery’s newest game gives players a chance at $1,000 a week for life—instantly. “Win for Life” is the first $3 instant game ever offered by the Michigan Lottery, and it went on sale at retailers statewide April 1, 1996.

With Blue, you can also buy 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 new, dramatically reduced rates.

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

Do you want the best for less?

AFD members want the best for themselves and their families. In health coverage, the best has been Blue Cross and Blue Shield of Michigan for more than a half-century.

Now, through an industry rating change, AFD members can enjoy the benefits of being Blue for much less than before. You’ll have the advantage of the most widely recognized and most widely accepted health card of all.

Even with the new, lower rates, you can choose from several benefit options with various levels of co-pays and deductibles. Select what best meets your needs and your budget.

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

Better yet, retailers will earn 18 cents for every ticket sale and 99 percent of winning tickets are redeemable at any Michigan Lottery retailer. With an estimated printing of 24 million tickets, we project more than $43 million in cash prizes to players. That will certainly keep your ticket counters busy this spring.
Dean Witter measures success one investor at a time

by Shannon Swanson Taylor

Since 1924, Dean Witter has been an industry leader offering investors solid financial advice. A full service, national investment firm, Dean Witter is known for its sound business principles and long-standing investment philosophy of helping its clients build, manage and preserve financial assets through comprehensive investment planning tailored to the client’s specific needs.

Dean Witter Investment Consulting Services Department (ICS), currently the fastest growing division of the firm, was established in 1986 to provide independent objective and professional consulting services to pension and profit sharing plans, foundations, endowments, high net-worth individuals, municipalities, 401-K plans, and Taft-Hartley funds needing assistance in selecting and monitoring investment managers.

ICS currently consults to over $9.5 billion in assets and created what they believe to be a premier investment consulting services operation.

So, how will all this information help members of AFD? Dean Witter enables you to overcome two major barriers to establishing a relationship with a professional money manager—the requirement of a high minimum initial investment and the difficulty of selecting an appropriate manager from the vast number that exist.

The typical $1 million or more minimum portfolio size that has kept professional money management out of reach of most individuals and small pension

See Dean Witter page 44.

Meet the stars of Dean Witter

Harold Rossen has been in the securities business since 1960 and specializes in pension consulting, with particular emphasis on municipal retirement funds, Taft-Hartley funds and medical groups. Belonging to many investment organizations, Rossen was a co-founder of the Investment Management Services Department of Prudential Securities in 1972. He is a Senior Consultant and Certified Investment Analyst.

Since starting as a broker trainee at Paine Webber over twelve years ago, Kathleen Bertoncin has served in various capacities in the investment business, including

William Messner specializes in financial planning using mutual funds and investment managers. In addition, he performs due diligence on investment managers and maintains a regional database of money managers, as well as assists in other consulting capacities. He also assists in servicing a number of the retirement plans handled by the Birmingham office. In 1992, Messner became a partner of the Rossen Group.
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
If we had a few more dedicated, responsible citizens like Saad Yono we would be all set," says Dumas. "He is always willing to work hard and we can always count on Wine Dock and Ship & Shore to show community spirit and support our activities." Dumas is harbormaster of the Jefferson Beach Marina in addition to his mayoral duties. Saad doesn't believe that he should be singled out for awards or special praise. "This city has been good to me and my brothers," he says. In fact, Saad believes everyone has a responsibility to get involved.

In his nine years serving on the Metro East Chamber of Commerce, Saad has learned that seemingly unrelated issues have increased his exposure to influential state representatives and senators. "Being on the Board has given him an avenue in which to voice his opinion. It has also allowed him to rub shoulders with governors and presidents. At a recent lunch meeting convened to discuss local cable access, he had the opportunity to discuss liquor privatization with state representatives and senators."

Saad’s dedication to city government has taken him on some wild rides. Perhaps the wildest was with son Stephen on the back of an elephant during the annual Memorial Day Parade. The parade is one of the biggest in the Midwest. Perched atop the pachyderm, Saad and eight-year-old Stephen video taped the cheering crowd which usually includes a 40-50 strong congency of delighted customers. Truth be known, no one is more excited than Saad.

He is honored to serve as a judge for the Boat Parade of Lights at the annual August Venetian Festival. St. Clair Shores to America with his family at age 14. He treasures the right to vote, and the ability to better oneself through hard work. Father Nissan, a barber for many years; Ghazala, his mother; his sister, Faika; and his brothers have passed on their respect for education and hard work to the next generation. They proudly speak of Imad’s son Robin who will enter law school in the fall and Fred’s sons Sheldon, who excels in basketball and Shawn who works at Ship & Shore. In addition to Stephen, Saad’s family includes wife Thana and his two daughters, Kristen, 12 and Vanessa, nearly 14.

They bought the Wine Dock in 1975 from the Mastromatteo family. The building dates from 1938 when Jefferson Avenue was a dirt road. The store has been built onto several times. They still share the northern property line with the Matteo family ice cream stand. The brothers bought Ship & Shore in 1977.

The brothers own the property adjoining Ship & Shore and the Wine Dock is sitting on a large piece of property, too. Saad says that eventually they may update the stores. He is quick to add, though, that he isn’t sure about when that might take place. Knowing Saad Yono’s sense of commitment to God, family, and civic duty, the job may have to wait.

A state representative told Saad that one time when he didn’t know how he was going to vote on an issue, he took into consideration just two letters that had been written to him and voted in support of their cause. Yono makes the point that everyone should be making their opinion known. Yono is a very patriotic man. He truly believes that he is living in the greatest country in the world. "We have a democracy that is working because we are participating," he says.

This was proven recently when Yono, along with his fellow members of the board of Metro East Chamber of Commerce, took a trip to Lansing which was sponsored by AmericoTech. The group traveled together in a motor home and were given a preview of new technology by their hosts. Lunch followed with a group of senators and state representatives and then the board was able to present issues to them during the afternoon meeting. Yono spoke to the group on privatization of the Liquor Control Commission. Yono has been working on this issue for years. "Even (former Governor) Blanchard wanted to privatize liquor. I wrote to him and explained that if something isn’t broken, don’t try to fix it," he said.

At this time Yono is actively working against SB 201. This bill would allow gas stations to sell beer and wine. Yono encourages other retailers to write and call their state representative to oppose this bill.

Mayor Curt Dumas recently presented Saad with a key to the city as testimony to his good works. "If we had a few more dedicated, responsible citizens like Saad Yono we would be all set," says Dumas. "He is always willing to work hard and we can always count on Wine Dock and Ship & Shore to show community
The Kramer Food Company
Has the Tools to Build
Your Future Profits!

So come see us at
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DEALS! DEALS! DEALS!
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</tr>
<tr>
<td>ARM &amp; HAMMER CAT LITTER DEODORIZER</td>
<td>$.55 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>ARM &amp; HAMMER LIQUID DETERGENT</td>
<td>$.55 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>ARM &amp; HAMMER BAKING SODA</td>
<td>$.60 OFF ON 3 (ANY)</td>
</tr>
<tr>
<td>MINUTE MAID ORCHARDIAN'S BEST</td>
<td>$.25 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>SOFT SOAP</td>
<td>$.40 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>IRISH SPRING - GREEN OR BLUE</td>
<td>$.40 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>PALMOLIVE GEL DISH DETERGENT</td>
<td>$.30 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>PALMOLIVE ULTRA DISH DETERGENT</td>
<td>$.20 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>GLAD LOCK STORAGE OR FREEZER</td>
<td>$.10 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>GREEN FOREST</td>
<td>$.10 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>LAND O LAKES ORIG MAC &amp; CHS DINNER</td>
<td>BUY 2 GET ONE FREE</td>
</tr>
<tr>
<td>LAND O LAKES DELUXE CREAMY MAC &amp; CHS</td>
<td>$.55 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>MARZETTI SLAW DRESSINGS</td>
<td>$.55 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>JUICY JUICE</td>
<td>$.55 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>PROGRESSO WHITE MEAT CHICKEN SOUPS</td>
<td>BUY 2 + 1 PILLSBURY BREAD</td>
</tr>
<tr>
<td>PROGRESSO BREAD CRUMBS</td>
<td>$.25 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>RAGU SPAGHETTI SAUCE</td>
<td>$.10 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>WELCH SPREADS</td>
<td>$.20 OFF ON 22 OZ OR SMLR</td>
</tr>
<tr>
<td>WELCH WHITE GRAPE CLASSICS</td>
<td>$.35 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>MRS T'S PIEROGIES</td>
<td>$.10 OFF ON 3 (ANY)</td>
</tr>
<tr>
<td>HOT, LEAN OR Croissant pockets</td>
<td>$.25 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>MOUNTAIN TOP HOME STYLE PIES</td>
<td>$.55 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>DRUMSTICK CONES</td>
<td>$.35 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>DOLE NOVELTIES</td>
<td>$.35 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>PILLSBURY MICROWAVE PANCAKES</td>
<td>$.55 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>DOWNY LAKE WAFFLES</td>
<td>$.55 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>GREEN GIANT PASTA ACCENT</td>
<td>$.30 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>MORNINGSSTAR FARMS PRODUCTS OR SCRAMBLERS</td>
<td>$1.00 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>LAND O LAKES SWEET CREAM SPREAD</td>
<td>$.55 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>LAND O LAKES SOUR CREAM</td>
<td>$.20 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>SIMPLY FRESH POTATOES</td>
<td>$.40 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>BARBER FROZEN ITEMS - 12 OZ</td>
<td>$.10 OFF ON 2 (ANY)</td>
</tr>
<tr>
<td>MARZETTI PRODUCE DRESSINGS</td>
<td>$.35 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>NO NONSENSE LEGWEAR</td>
<td>$.55 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>TAVIST-D</td>
<td>$.75 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>TAVIST-1</td>
<td>$.75 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>SLIM FAST RTD SINGLE CANS</td>
<td>$.10 OFF ON 6 (ANY)</td>
</tr>
<tr>
<td>ULTRA SLIM FAST CRUNCH/BRKFST BARS</td>
<td>$.55 OFF ON 1 (ANY)</td>
</tr>
<tr>
<td>TAMPAX TAMpons - 32 CT OR LARGER</td>
<td>$.75 OFF ON 1 (ANY)</td>
</tr>
</tbody>
</table>

* Look for participating items & promotions in your wholesalers' merchandiser. See your representative for details.