Avoiding Grocery Store Losses.
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Prepare for the holidays with these products
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Hot water, cold cash
Tips from Detroit Edison
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Meet the man who put the class in Vic's World Class Market
Page 25

Label company has sticking power
Page 29

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

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page 12

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

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

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

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 will be mailed to the retailer that sold the

See Lottery
page 12

It's Turkey Time!

The Associated Food Dealers of Michigan

A State of Michigan check will be mailed to the retailer that sold the instant or on-line ticket (valued up to $100,000) is sold at their stores.

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A State of Michigan check will be mailed to the retailer that sold the
Imagine for a minute: you’re on vacation with your family in some large city - maybe New York, Las Vegas, Chicago, San Diego - it doesn’t matter where. It’s late and while driving to the hotel your wife complains of a headache. She asks you to stop for some pain reliever. You see two convenience stores ahead. One is clean and bright with a tasteful sign in the front and a debris-free, well-lit parking lot. The other is plastered with liquor and cigarette signs, has trash blowing through the parking lot and is in bad need of a coat of paint.

Which store do you choose? Which parking lot would you rather leave your family in while 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,
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
  - 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.

Halloween is not just for kids

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 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.
**Kroger dedicated to electronic communication**

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

The code name underscores the chain’s commitment to perform 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.

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**Apples and cherries launch into cyberspace**


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.

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**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.

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**Miller Lite, ICEHOUSE and Leinenkugel’s Red Lager win competitions**

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

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 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.

Call your TOMRA representative today and start your billion now.
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.

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 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. 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

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, anywhere, 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

Endorsed by:

AFD

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.
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-cranberry flavors. It also has the caffeine content of a cup of coffee, or of an expresso-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/expresso 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.

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 slides featuring your company)
- full page advertisement 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)
- $500 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.

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.

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 premium cigars, they should call us.” Cook can be reached at (800) 767-1015, extension 678.
Anheuser-Bush celebrates holidays with special winter brew

A winter tradition continues with Anheuser-Busch’s November 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.

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 PET recyclable with a slip-on, glueless label that makes them very environmentally friendly. For more information call Kramer Food Company at (810) 585-8141.

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.
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.

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.
Miller introduces brand new beer bearing family name

By Mike Gillman

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

"We take a lot of pride in creating a beer so good, we're just calling it who we are," says Miller Brewmaster David Ryder. Available nationwide this spring, Miller Beer is a premium mainstream beer with a full, rich flavor. The secret is a special brewing process using the best part of the hops – what Miller calls the "heart of the hops."

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

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

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

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

Miller Beer 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 Miller High Life – is brewed with the highest-quality ingredients and brewing traditions that have been handed down for generations.

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

Miller Beer represents a new 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 saw a native of England, one German born and one a Milwaukee native; word new Miller Beer sounds its call for the new Miller Beer to its family: Lite Ice, Miller Genuine Draft MGD Light, Miller High Life.

"It's a better beer." Dennis Davidson, beer judge

Miller Beer easily defeated the top selling beer in the American premium mainstream beer category, which is the largest segment in the beer industry and includes a variety of full-calorie products.

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

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 Miller High Life – is brewed with the highest-quality ingredients and brewing traditions that have been handed down for generations.

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

Miller Beer represents a new 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 saw a native of England, one German born and one a Milwaukee native; word new Miller Beer sounds its call for the new Miller Beer to its family: Lite Ice, Miller Genuine Draft MGD Light, Miller High Life.

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You're the Expert
Legislative Update

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 Arthurhultz. 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.

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 a 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 fatalities 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

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.
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, 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.
Good things come in ALL packages.

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• 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.

Chairman’s Message

Cont. from page 3.

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.
People

Spartan announces organizational changes

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 Sommavilla was promoted to director of perishables procurement. In this new position, all perishables purchasing departments report to Sommavilla, 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 1987, Evey most recently served as corporate communications manager.

Chuck Curtiss is now accountable for the entire perishables warehouse operation. Curtiss had served as outbound perishables manager since 1995.

Bob Cook 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.

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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 non­corporate 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.

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, distributors and distributors since 1935.

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Offer good until November 30, 1996 or while supplies last, so hurry!
Green food packaging means “lowfat” to shoppers

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 (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.
Money in your Pockets

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.
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 7,100 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 8,300 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.”
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, Monroc, Lenawee, Washtenaw, Livingston, Genesee, Lapeer and St. Clair. For more information call (800) 337-9639.
Label company has true sticking power

**BOLLIN LABEL 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 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.
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 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** - a very popular again, assortment of teas, scones, cookies, cakes, preserves, a pound cake, tea crackers, sugar crystals, teapot, 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.

Loses
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.
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 Ala 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.
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 Einch. 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 Youngman 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.

-One Source-
MANY RESOURCES

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

EDUCATION

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
## BREKERS:
- Ackerley's, North Bakery & Sausage
- Avery's Bakery
- Beiler's Baking Co.
- Beiler's Baking Co.
- Bienfaict Brothers
- Intermediate Brands Corp.
- Kepple, Inc.
- Lender's Bakery
- Oven Fire Biscuit
- S & M Biscuit Distributing
- Sacher Bakery
- Sunshine Baked Goods
- Taylor Baked Goods

## BANKS:
- First of America—S.E.M.
- Standard Federal Bank

## BEVERAGES:
- Bacardi Imports, Inc.
- Canandaigua Wine Co.
- Consolidated Wine & Spirits
- Coors Brewing Co.
- Faygo Beverages, Inc.
- General Wine
- Frankenmuth Brewery
- Great Lakes Marketing
- Lifestyles Beverage Corp.
- Pabst Brewing Co.
- Serv-U-Matic Corporation
- Tn-County Beverage
- Unibrew USA
- Universal Ginseng and Beverage, Inc.
- Viviano Wine Importers, Inc.
- Bob Arnold & Associates
- J.B. Novak & Associates
- Mentor Sales Corp.
- Stark & Company

## SUPPORT THESE AFD SUPPLIER MEMBERS:
- Hygrade Food Products
- General Provision, Inc.
- R.J. Reynolds
- Tony's Pizza Service
- Shem's Candies
- Wisconsin Cigar Company

## CATERING/HALLS:
- Tina's Catering
- Southfield Manor
- Pomic Dairy
- Melody Farms Dairy Company
- Waterfront Seafood Company

## ICE PRODUCTS:
- America One
- Capital Insurance Group
- Willis Corroon Corp. of MI
- Key West Soda Life Preserver
- Singer Extract Laboratory
- Germack Pistachio Co.

## POTATO CHIPS/NUDS/SNACKS:
- Ludington Distributors

## NON-FOOD DISTRIBUTORS:
- WDIV-TV
- Detroit Free Press
- Daily Tribune
- Z&G Publishing, Inc.
- AARM CO Security
- American Express
- Akram Namou.C.P.A.
- Detroit Edison Company
- Goh's Inventory Service
- Metro Media Associates

## MEDIA:
- Detroit Edison Company
- Goh's Inventory Service
- Metro Media Associates

## STORES/EQUIPMENT:
- A & B Refrigeration
- American Appliance
- Ameri-Cart
- Detroit Battery & Sign Supply
- Bellin Label Systems
- Breton Biscuit Sales
- Brinker Stainless
- Cool Industries
- DFI Equipment Company

## WEBSHOP/Food DIsTRIBUTORS:
- Advanced Form Products, Inc.
- General Telephone Company
- Michigan Bell
- Michigan Popcorn & Food Supply
- Michigan Wholesale (TB).CO
- Michigan Wholesale (TB).CO
- The Happy Hone
- In & Out Distributing

## STORES:
- Southfield Funeral Home
- Wolverine Real Estate Services

## ASSOCIATES:
- American Synergies
- Burston Career
- Herman Rahn Sales Co.
- Inverness Financial
- Menzies's Bank & Mortgage
- Wooten & Co.
- Wolverine Golf Club, Inc.
HOT PRODUCTS!
Let Kramer Food Company Introduce you to our NEWEST BEVERAGES:

**EXTREME TEA**

- Lemon
- Cranberry
- Diet Cranberry

**HAWAII Bottled Water**

- 16 Oz. Bottles
- 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
and the Muscular Dystrophy Association

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Cincinnati Columbus Indianapolis Ft. Wayne