



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

FOOD & BEVERAGE REPORT

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

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VOL. 8, NO. 4

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

APRIL 1997

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Legislative Update

Repeal of special occupational tax

Representative George Radanovich (R-CA) is planning to introduce legislation which asks for total repeal of the Special Occupational Tax SOT which is currently collected from all tiers of the alcohol beverage industry.

The food and beverage industry believes the special occupational tax is without purpose and provides the industry with no specific service. It is discriminatory and merely a nuisance tax which has not been uniformly enforced.

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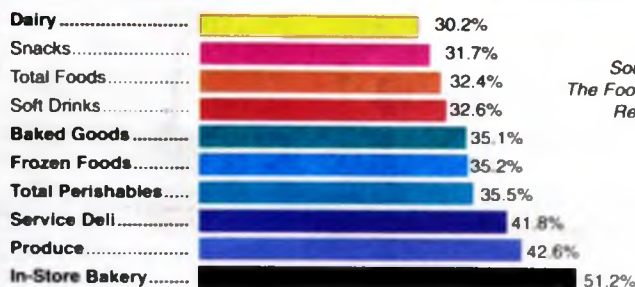
A World of Savings



AFD Buying Trade Show features specials, new products

Get ready for savings as you tour the AFD Buying Trade show on Monday, April 28 and Tuesday, April 29. Over 150 exhibitors are offering show specials and new product samples. You must be present at the trade show to purchase products at show discounts. In addition AFD is awarding cash shopping sprees for you to spend on the show floor. Plus educational seminars will be held on Tuesday. For a complete listing of show events, see page 39. To review show specials and new products, see our special section beginning on page 16.

THE TOP MARGIN CATEGORIES IN SUPERMARKETS



Source:
The Food Institute
Report

Gas station beer and wine license issue returns

On Wednesday, March 13, 1997 the House Commerce Committee held a hearing to consider HB 4396 that would allow potentially 6000 state gas stations to receive beer and wine licenses. The Commerce Committee narrowly passed it and now the bill will go to the full House for a vote.

AFD argued that the economic impact of such legislation would have a devastating impact to existing food and beverage retailers. AFD pointed out that there are already enough outlets to purchase alcohol beverages, that it would only serve to redistribute existing business, that it would lead to more drinking and driving and lead to greater access to alcohol for minors.

AFD urges all food and beverage retailers to contact their representatives to vote NO on H.B. 4396.



Ready, Set....Bag it!

The 1997 Michigan Best Bagger Contest, is coming in June. Get your baggers ready now! Watch for more details or call AFD (810)557-9600.

Miller Brewing teams with AFD to raise funds for Scholarships and AHF

For the third consecutive year, the Associated Food Dealers of Michigan (AFD) and Miller Brewing Company officials will coordinate a fund-raiser for the Alternating Hemiplegia Foundation (AHF) and the AFD Scholarship Program.

From May 5 through July 5, AHF and the AFD Scholarship Fund will receive six cents from every case sold of Miller Light and Miller Genuine Draft in 12-pack and 24-pack cans. Then from June through July 5-30, 30-pack cans will also be included. Approximately 3,400 supermarkets, liquor stores

See Miller
Page 44

This is diet?



The refreshing great taste of Diet Pepsi.

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Executive Director's Report



by Joseph D. Sarafa
Executive Director

As you know, AFD has established a very successful scholarship program for all member employees and/or their children. We have posters and application forms that we send yearly to each member location and we encourage all eligible employees to apply. But as an employer, you can go a step farther and offer an additional scholarship of your own, to benefit your employees only.

Your company can "piggyback" on our AFD application process. This is an alternative to establishing your own scholarship program and avoids the expense of producing brochures and applications.

AFD sends scholarship announcement posters to all association members in January. The posters are meant to be placed in prominent places so they can be seen by all employees. The posters describe eligibility criteria

You can create a scholarship program for your employees by piggybacking with AFD

and the process of applying. If you award "piggyback" scholarships, it means your employees and/or their children can apply for two scholarships by submitting only one application. You would encourage eligible employees to apply, because someone from your company is sure to win. Those applicants from your company who do not win an award from the AFD would compete for your scholarships.

A scholarship program promotes good public relations within your company. It shows that you are taking an active interest in your employees and their children's education. This encourages loyalty and improves employee morale. You can maximize the publicity in your company's newsletter or by posting information where your employees will read it.

This program works because:

- You establish the selection criteria
- You determine the number of awards
- You determine the amount of the awards

You determine the name of the awards

When naming an award, some companies use their corporate name, others choose to memorialize a company founder, and others name an award after a person who has made a large contribution to the endowment. Both the winners and the colleges are informed of the name of the scholarship and the source of these funds.

As long as your company has at least one applicant, you will be able to award a piggyback scholarship.

The funds you provide to support your piggyback scholarship can be a charitable contribution donated to a tax-exempt entity, or they can be a business expense. The awards are paid to the college, not to the student.

If this seems like a good idea to you, call me now, so we can plan to include your company as a piggyback sponsor next year. My number is (810) 557-9600. This is your opportunity to make a real difference in the future of your young, talented employees.

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

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- A.C. Courville
- Motor City
- United Wholesale Grocers

Come visit us at the AFD Trade Show at Booth B-7

Calendar

April 12 - 15
Annual Meat Marketing Conference
 Opryland Hotel
 Nashville, Tennessee
 (202) 429-4517

April 19 - 21
Retailer's Bakery Association Marketplace '97
 McCormick Place, South,
 Chicago, Illinois
 (800) 638-0924

April 20 - 22
FMI Supermarket Pharmacy Conference
 (202) 452-8444

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

May 4 - 7
FMI Supermarket Industry Convention and Educational Exposition
 McCormick Place, Chicago
 (202) 452-8444

August 20
Action Distributing's 20th Anniversary Ben Celani Golf Day Benefit
 (810) 591-3232

Statement of Ownership

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

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

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

AFD works closely with the following associations:



Guest Editorial

"I can't cut your hair, the computer is down."

by Robert W. Wendover

I walked into the salon of a national hair franchise. The person at the front counter said, "I'm sorry. I can't cut your hair right now. The computer is down."

I said, "You don't need a computer to cut my hair, just a pair of scissors."

He said, "You don't understand. When the computer is down, I can't log you in and take your money."

"Just stick it in the drawer and fix it later," I said. He smiled and asked me to come back later.

How are glitches handled at your establishment? How well is the staff trained to cope with little crises that occur in every business?

Every policy and practice has two audiences: the employees who implement them and the

customers that endure them. The quality of these relationships make or break the success of most businesses. Consider the following when evaluating your organization on the way it responds to common crises:

First, consider your instructions to those on the front line. When the computer goes down or the lights go out, what are

Every policy and practice has two audiences; the employees who implement them and the customers that endure them.

they supposed to do? How much latitude do they have in using their common sense? We, as owners and managers, assume that they will use their "common sense" But with the lack of trust that pervades many organizations these days, it is reasonable to assume that many front liners will take the

safest path to avoid running afoul of the rules.

To make money without logging it in may be considered a mortal sin by the franchise in question. On the other hand, the employee may be afraid to do it because of the risk of appearing dishonest. In either case, two things are lost, the customer's business and the trust of the employee.

Has everybody heard the same message? Will everybody react the same, basic way to particular situations? Is it okay if different approaches are used? Managers are forever complaining about the number of rules and regulations to be followed. It's no wonder they wing it when a crisis hits? Part of the solution to this is to reinforce the same simple instructions periodically. In this way, those serving the customer have more consistent recollection of what they are supposed to do.

Do you test the system occasionally for response? It's one thing to issue a policy. It's another to see it in practice. I am forever posing challenging questions and problems to retail clerks just to see how they respond. The results can be scary. But the only way to remedy these situations is to "test and address." Better you than your next customer.

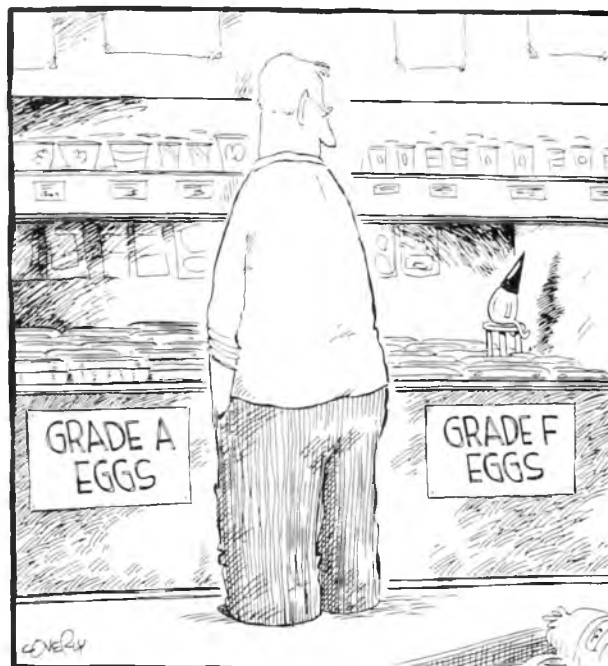
Has everyone heard the "why" and not just the "what"? Why does "it" have to be done that way? Why does it cost that much? Why is that stupid policy so awfully important? Employee investment is built on understanding. Take the time to explain why problems and crises need to be handled in a particular way. Clear explanations breed clearer reasoning.

How are deviations handled? How much latitude do your people have to provide creative solutions to difficult situations? Are they encouraged to work for the customer or simply follow the rules? Giving them a sense of

See Can't Cut Hair
 page 6

The Grocery Zone

By David Coverly



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Can't Cut Hair

Cont. from page 4

maturity along with good judgment. What a wonderful way to build loyalty!

Do employees know that they are welcome to make suggestions for improving operational response? The people who work for me are forever coming up with better solutions to the proverbial mousetrap. Your staff will do it for you too, but only if they know it is encouraged. Who better than the front line people to provide the

suggestions necessary to improve the system? Praise them. Reward them. Do everything in your power to encourage them. After all, they are the customer's window into your organization.

Is heroic action recognized and praised? There are managers who perform heroically on a regular basis due to system snafus. When was the last time you appreciated them? Blessing their actions sends a message to others that it's okay to use their judgment and common sense.

Have you "faced the music" yourself recently? The trenches

provide a marvelous opportunity for learning, even when you own the company. It's one thing to have your people tell you about a faulty policy. Its another to explain it to a customer. The best leaders I know spend more time on the floor than they do in their offices. Because that's where the action, and the customers are.

No one can be in the right place to respond to all difficult situations. But by placing more trust in your people coupled with clear explanations, you will sleep better at night. What more can you ask?

Robert W. Wendover is a nationally recognized speaker and writer on people management and leadership. The author of eight books and tape packages, he conducts seminars for retailers across the U.S., Mexico and Canada.

Farmer Jack teams with nurses

Farmer Jack Supermarkets and Visiting Nurse Association (VNA) executives recently unveiled a seven-month community service program to be implemented at ten of the company's locations.

The program is geared to reach a broad-based consumer group and will focus on today's important health issues. The program began the first week of March in Detroit, Chesterfield Township, Clarkston, Dearborn, Hamtramck, Hazel Park, Livonia and Taylor.

"The objective of the program is to facilitate and promote health in southeast Michigan," said VNA Corporate Care Manager Karen Mackay. "VNA is excited to be working with Farmer Jack Supermarkets and the public once again."

For seven months, VNA nurses will be available two hours a week at ten locations within the tri-county area to Farmer Jack patrons as a health resource. Each month will highlight a different health related topic. March will focus on heart disease and patrons can have their blood pressure taken. Literature on "low sodium foods" and "how to read a nutrition label" will be available.

In addition to highlighting different topics each month, VNA nurses will have a resource guide containing information of the following services: home health care, transportation, local hospitals, local physicians, meal services and senior events.

"Our most recent involvement with the Visiting Nurse Association's Flu Shot program was a most successful project. VNA is highly competent and afforded our customers the unique opportunity to protect their health during the flu season," said Craig Sturken, President of Farmer Jack Supermarkets. "It is with our customers well-being in mind that we have now entered into another community service project with the VNA and are offering the 'Ask the VNA Nurse' program. We feel that the service will be of great benefit to our customers."

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Updates

Continued from page 1

Tribal lands and state tax payments

Rep. Ernest Istook (R-OK) plans to introduce legislation which requires state and local governments to reach a binding agreement regarding state and local sales and excise taxes on sales to non-Indians on that new tribal trust land before any new land is transferred into tribal trust.

Repeal of beer excise tax

Rep. Phil English (R-PA) introduced H.R. 158 which would roll back federal excise taxes on beer to the pre-1991 level. The bill was referred to the Committee on Ways and Means for consideration and currently has 23 co-sponsors.

Estate tax relief

The Estate Tax Coalition sent a letter in early January 1997 to all

Members of Congress outlining the need for relief.

Since the initial letter was sent by the Coalition, bills have been introduced by Sen. William Roth (R-DE) to amend the Internal Revenue Code of 1986 to provide tax relief for American families and by Sen. Richard Lugar (R-IN) to repeal the Federal estate and gift taxes and the tax on generation-skipping transfers.

The Estate Tax Coalition has sent letters to these members and co-sponsors of these bills thanking them for their support and urging

them to seek action on the bills this session.

Business meal deduction

Rep. Neil Abercrombie (D-HI) has introduced H.R. 628, a bill which would restore the 100 percent deduction of business meals and entertainment expenses and reinstate the tax deduction for the travel expenses of spouses and others accompanying a taxpayer on a business trip.

The bill was referred to the Committee on Ways and Means and is similar to the one introduced by Abercrombie in the 104th Congress.

In the Senate, S. 114 was introduced which would restore the tax deduction for business meals and entertainment to 80 percent. The proposal has been referred to the Senate Finance Committee.

Bottle bill

Sen. James Jeffords (R-VT) has introduced S. 125, a national forced deposit bill to require a 10-cent deposit on soft drink, water and beer containers. S. 125 provides an exemption for states with a 70 percent or greater beverage container recycling rate, and provides retailers a two-cent per container handling fee. There were no original co-sponsors.

IRS announces revised standard mileage rate for 1997

The Internal Revenue Service has announced the revised standard mileage rates, which are applicable to expenses paid or incurred for travel while away from home on or after January 1, 1997. The optional mileage rate has increased from 31 cents to 31.5 cents per mile for business travel. The mileage rate for the use of an automobile to obtain medical care or as part of a move remains the same at 10 cents per mile.—

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Fatality and catastrophe reporting requirements explained

On December 18, 1996, P.A. 437 of 1996 was filed with the Secretary of State with immediate effect. This Act amends the reporting requirements for reporting fatalities and catastrophes (fat/cats) to MIOSHA. Fat/cats must be reported within eight hours and catastrophe applies when three or more people are hospitalized. The prior Michigan law had required those reports to be filed within 48 hours, and only if the accident required hospitalization of five or more employees.

Although the requirements took effect immediately and have been in place for about two years in all other OSHA jurisdictions, MIOSHA will provide for a phase-in period with respect to the application of monetary penalties. This will provide Michigan employers time to learn about the new updating of our communication equipment and procedures for responding to these reports. This policy, effective until April 16, 1997, is as follows:

All fat/cat reports received more than eight hours but within 48 hours from the occurrence or employer knowledge of the occurrence will be considered a violation but without a proposed penalty.

All program-related fat cat reports received more than 48 hours after their occurrence or employer knowledge of the occurrence will be considered violations subject to a proposed penalty. We must adhere to the 48 hour time frame.

All catastrophe reports of three or more but less than five employees will be considered violations without a proposed penalty.

Failure to report can result in a penalty of up to \$5,000.00*. The phone number to report to is (517) 322-1817 or (517) 322-0333 after hours.

Hike in minimum wage likely

The Michigan Senate and House have passed separate bills that would increase Michigan's minimum wage for the first time in 16 years. The bills differ in several respects, but both increase the current minimum wage from \$3.35 to \$5.15 an hour. Issues that remain unresolved between the two houses include date of implementation, tip credit and a training wage.

FDA changes milk standards

The FDA published a final rule eliminating the standards of identity for low fat and nonfat milk and certain other low fat milk products. This final rule is the result of a 1995 joint petition filed by the Milk Industry Foundation and the Center for Science for the Public Interest, which sought this revocation in order to establish consistency in nutrient content claims labeling with all other foods. This rule does not apply to low fat and nonfat yogurt at this time. A major change as a result of this final rule involves the renaming of "2 percent milk-low fat milk" to "2 percent milk-reduced fat." This final rule will also allow skim milk to be called "skim," "nonfat" and "fat free." While the final rule may go into effect immediately, allowing dairy processors to begin making appropriate label changes, compliance will not officially take effect until January 1, 1998. This will allow processors time to exhaust current labels and/or make appropriate label changes.—FMI



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GMA president highlights innovative partnerships to meet new consumer demands

Innovative industry partnerships "from farm to table" are the key to delivering quality, variety and value to today's consumer who is "eating at non-traditional times, in non-traditional places." That was

the message GMA President and CEO C. Manly Molpus delivered in a speech before the annual convention of the California League of Food Processors last week. "Today's consumers want healthy food but have less time to shop for it, much less time to cook it and barely time to eat it... It's not our job to judge this trend or try to change it, but to see it as an opportunity to respond with new packaging, new shelf-life technology, new displays, new ingredient combinations and co-

branding."

He emphasized the industry also must continue to invest the same "energy and vision" in the political arena as well. "We are faced with several challenges and opportunities: advocating science-based FDA reforms that encourage innovation; opposing FDA and USDA user fees and choosing a new FDA Commissioner who is a proven, effective leader... Working together, we can influence the crucial public policy that impacts our business."

New Family Fare supermarket opens in Grand Haven

Family Fare Supermarkets opened a new supermarket in Grand Haven in March.

The new Family Fare, located at U.S.-31 and Taylor Avenue, will operate as a full-service supermarket, and will specialize in fresh products such as fresh meats, seafood, deli, produce, bakery, floral and dairy selections.

The new store features unique amenities such as a sit-down cafe, a coffee shop, an in-store chef preparing foods to enjoy in the cafe or at home, and its very own greenhouse and floral center with fresh cut flowers, plants and flower arrangements.

It will also offer a complete selection of grocery, health and beauty care, general merchandise, frozen foods, and Spartan brand products, as well as a walk-in beverage cooler.

Special services available at the store will include a full-service pharmacy, grocery carryout, dry cleaning, and a Stay 'n Play area which will provide supervised activities and fun for children while their parents shop.

"We've created a very special place for our new neighbors in Grand Haven," according to Jim Nader, vice president of marketing and operations for Family Fare. "The store was designed to offer the ultimate in freshness, convenience, and quality in an atmosphere reminiscent of a Victorian village. We've got streetlamps, storefronts, our own greenhouse and all kinds of design touches that are truly special."

Family Fare Supermarkets services customers in West Michigan with store locations in Allendale, Byron Center, Cutlerville, Holland, Grand Haven, Lowell, Kentwood, Wyoming and Grand Rapids.

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TOMRA MICHIGAN PROFILE UPDATE

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Portland, OR 97209
Tel 503-226-7015
Fax 503-226-7173

ARS dba Upstate TOMRA
440 Broadway
P.O. Box 4053
Menands, NY 12204
Tel 518-436-4333
Fax 518-436-4335

TOMRA Massachusetts
Suite #306
10 Tower Office Park
Woburn, MA 01801
Tel 617-938-0541
Fax 617-938-0542

TOMRA Metro
205 Fairfield Avenue
New Haven, CT 06513
Tel 203-468-1981
Fax 203-468-0750

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Fresh**

*Thinking,
Looking,
Selling
Supermarket*



If you're looking for a fresh, new way to boost your bottom-line, look at Apple Market™

It's a new initiative from Spartan Stores, Inc.

The freshest products. Store decor and signage. Advertising. Operational guidelines. And more. It's all part of the Apple Market™ package.

Simply put, Apple Market™ is designed to help you profit by bringing the freshest foods to your neighborhood. For more details on the licensing agreement, contact Ellis Luchies at (616) 530-4563.

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5252MAF07



MANY PEOPLE ASK ME: "HOW DID YOU COME UP WITH THE GRAPHIC DESIGN IDEA FOR THE MILLER TIME LOGO?" MY ANSWER IS ALWAYS THE SAME: "I DID IT LIKE THIS," I SAY. THEN I SHOW THEM:



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"WHEN YOU SEE MY ADS IT'S MILLER TIME FOR YOU."

THIS IS WHAT THREE "CLOSE" FRIENDS SAY ABOUT MY MILLER TIME LOGO:



Tommy: "It looks great."



Jeff: "It's very good."



Mike: "I like it very much."



Dick

THIS IS HOW IT TURNED OUT (IT SURE LOOKS O.K. TO ME!!).



WATCH OUT FOR DICK AND HIS MILLER LITE CAMPAIGN.



DETROIT AREA RETAILERS:

When you display and sell Miller Lite and Miller Genuine Draft in May, you will also be supporting the AFD Scholarship Fund and the Alternating Hemiplegia Foundation. Miller Brewing Company, Action Distributing, Powers Distributing, Eastown Distributors and O & W will make a donation to these worthy charities for every Lite and MGD 12-pack or 24-pack cans sold in May.

Food Industry Information at your fingertips

The Food Institute's web page (<http://www.foodinstitute.com>) continues to grow, providing members a comprehensive food industry library right on their computer screen.

Since the launch of the site early in 1996, the Fair Lawn, New Jersey-based food trade association has added a downloadable full text/graphic version of the *Food Institute Report*, monthly updates of the Consumer Price Index and Retail Sales data for grocery stores and

eating and drinking places. All CPI and PPI data is tailored for food industry users, no need to scan through pages of data from other industries.

The Food Institute's site is the only on-line source for monthly processor price trend data for a variety of items, including frozen and canned fruits & vegetables, canned and frozen fish & shellfish, dried fruits & vegetables, juices, frozen & bulk juice concentrates, as

well as edible nuts.

Links on the site, which are tailored to the needs of Food Institute members, direct users to searchable sites for USDA's foreign trade leads and Federal Register, or they can find any federal agency's web site using the Federal Web locator. Other links will help companies find potential customers or suppliers in the food industry or search for the latest daily food related news headlines.

Pledge To Reduce Solid Waste

Food and consumer product manufacturers are dramatically reducing packaging waste, according to a new GMA report that documents the substantial progress the industry has made to reduce, reuse and recycle. "GMA members promised to deliver important packaging innovations to advance our nation's ability to manage municipal solid waste, and we continue to deliver on that promise," said GMA President and CEO C. Manly Molpus. "The impressive gains outlined in this report were, in large part, made possible through creative packaging solutions that reduce waste while protecting safety and consumer value."

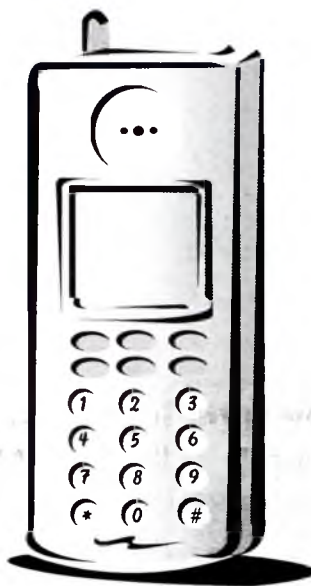
The research, conducted by Franklin and Associates, Ltd., the country's foremost solid-waste research company, found that grocery packaging discards dropped more than 14% between 1980 and 1993 even though the U.S. population grew by more than 13%. The report also found that the recovery of grocery packaging has risen six-fold from only 5.4% in 1970 to 33.1% by 1993. An anecdotal section of the report documents specific packaging initiatives by individual manufacturers to enable communities to better manage solid waste. For more information contact John Bradbury at (202) 337-9400.

More credit choices available

American Express is expanding its credit card services to include supermarkets. A recent agreement to have its cards accepted at Grand Union stores adds that chain to a list that includes Shoprite, Shaw's, Bruno's, Hughes Family Markets and Giant Foods. It is thought that by offering a choice of cards, retailers will attract new customers and increase credit transactions at the store.

—B&M Processing Co., Inc.

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The Garden Party marks 10th anniversary in grand style

The Garden Party, la fete au jardin, celebrates it's 10th anniversary with the best entertainment, finest wines from around the world and culinary delights prepared by 60 of the area's renowned chefs. This elegant summer tradition, sponsored and presented by Ford Motor Company, will be held in the gardens of the St. Vincent and Sarah Fisher Center (27400 W. 12 Mile, Farmington Hills) on Sunday, June 1, 1997 from 1-6 p.m. to benefit the Center's programs for children and families in crisis.

The 10th anniversary attractions will include a fine wine bar equipped with quality spirits. Twelve hundred guests will stroll through the Center's gardens and food tents complete with appetizers, entrees, desserts and wine tasting tables and enjoy the

music of renowned jazz musicians, *Alexander Zonjic and Friends*. An impressive collection of Ford Motor Company's classic and modern vehicles will also be on display. Dick Purtan, Oldies 104.3 WOMC, and event chair Ed Jonna, owner of The Merchant of Vino, will auction rare and collectible bottles of wine during a live auction.

Sponsors of The Garden Party '97 also include MNP Corporation. Tickets to The Garden Party are \$100.00 per person. Patron tickets are \$400.00 (include two tickets, complimentary valet parking and fine wine bar tickets). Benefactor tickets are \$600.00 (include four tickets, complimentary valet parking and fine wine bar tickets). For more information, please call the Center's Agency Relations Department at (810) 626-7527, ext. 280.

Brokers rename their associations

The National Food Brokers Association and the International Foodservice Brokers Association (NFBA/IFBA) reorganized into one umbrella organization, the Association of Sales & Marketing Companies (ASMC). IFBA will retain its Board of Governors and staff. The NFBA Education & Training Foundation will also retain its Board of Trustees and staff, although its name will change to the Association of Sales & Marketing Companies Foundation.

ASMC President Robert Schwarze said, "Our members are in more than just the food business...(they) are the most cost-effective way to sell, merchandise and market consumer packaged products, bar none."

Family Fare wins national advertising awards

Family Fare Supermarkets recently earned national recognition for its advertising efforts in the Creative Choice Awards competition sponsored by the National Grocers Association and Food Distributors International in Houston, Texas.

Family Fare earned the Creative Choice Award for the Best Private Label Ad for a direct mail piece promoting Spartan brand products, and the Creative Choice Award for Bakery for materials promoting Family Fare Paczki Days.

Entries in the annual competition were gathered from supermarket and food distribution companies from across the U.S.

Family Fare Supermarkets serve customers in West Michigan with store locations in Allendale, Byron Center, Cutlerville, Holland, Grand Haven, Lowell, Kentwood, Wyoming and Grand Rapids.

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Money Orders

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See us in Booth J-16 at the AFD Trade Show April 28 & 29!

For more information on how to become a Western Union Agent, contact Judy Mansur at AFD today at (810) 557-9600, or Western Union at 1-(800) 438-7142, Ext. 3587

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A World of Savings

AFD Buying Trade Show

features new products
and special discounts



Here is a rundown of many of the special deals and new products you'll find at the AFD Buying Trade Show, on Monday, April 28 from 5 p.m. to 9 p.m. and Tuesday, April 29 from 1:00 p.m. to 9:00 p.m. at Burton Manor in Livonia. For more information call AFD at (810) 557-9600.

All Star Foods introduces premium tortilla chips with its own bowl of salsa right in the bag. 'Harry's Just Enough' brand chips and dip is available in two varieties, regular and baked—both include salsa.



Arizona Beverages is offering a discount: buy seven cases and get one free in 24 oz. sports cans and 16 oz. bottles. The following flavors are available: Lemon Tea, Raspberry Tea, Peach Tea, Diet Tea, Kiwi Strawberry, Mucho Mango and Pink Lemonade.

The Boston Beer Company is proud to announce their 1997 summer seasonal—Samuel Adams Summer Ale.

DCI FOOD EQUIPMENT INCORPORATED



DCI Food Equipment and Chester Fried Chicken will present the new Chester Express service counter and menu system. Receive a \$6.00 per case rebate on all Chester Fried breadings ordered at the show. Choose from Special Spice, Western Style, or Hot 'N Spicy.

E & J Gallo Winery introduces the all new and 'very exotic' B & J

Coolers. Come and sample Brazilian Mist Berry, Polynesian Citrano and Oriental Dragon Fruit

Sample three new products from



Frito-Lay: Spicy Nacho Doritos, Rold Gold Crispy's Butter Pretzels and Nacho Cheese Cheetos. Pepsi-Cola is introducing new packaging. Called "The Claw," it will be available as a show special with a retailer incentive.

See Show Specials
Page 18

Personnel Needed to Install **THEIR** Fryer:



Personnel Needed to Install **OUR** Ventless Fryer:



The Chester Fried Ventless Fryer won't send you through the roof.

Your profits are the only thing that will go through the roof when you purchase the Chester Fried Total System Program for your food service operation. You'll have no installation costs, no costly roof modifications, no multiple vendors. And the ventless fryer's revolutionary air filtration system eliminates irritating smoke and grease laden vapors.

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Team up with Chester Fried and the only thing that will be going through the roof are profits. Call DCI Food Equipment or Kenworth Food Equipment today for more information.

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 - ***Sanders Bumpy Cake 'N Cream***
 - ***Sanders Old Fashioned Vanilla***

***Join us at the AFD Trade Show to sample these
delectable combinations***

Stroh's
ICE CREAM

AND

Sanders
SINCE 1875

Homemade Traditions Never tasted So Good!

Show Specials

Show Specials

Continued from page 16

Garden Foods is introducing their new "Home Juice Original" 16 oz. bottles. Show special: buy one case get one free.



They said it couldn't be done, but tasting is believing! **Golden Valley Dairy** is sampling their new Haagen-Dazs Low Fat Ice Cream.

The High Falls Brewing Co. will be sampling the newest addition to their line-up—J.W. Dundee's Honey Brown Light.

Intrastate Distributors, Inc. & Snapple Beverages are proud to introduce new Diet Cranberry Raspberry. Show special is buy any five



cases, from over 20 Snapple flavors, and get one free case of new Diet Variety Pack.

J. Lewis Cooper is introducing a new addition to the Korbel family: Korbel Chardonnay Champagne.



Kowalski Company is offering a show special on their Natural Casing Frank: buy six cases and get one case free.

Midwest Butcher & Deli Supply is showing their new line of cigar accessories—ash trays, counter top merchandisers, and neon signs. They are also showing Berkel's new line of food processors and cheese graders.

Monitor Sugar is offering a show allowance of \$1.00 per case on Big Chief Powdered and Brown Sugar—2 pounds.



Nabisco Biscuit Company is featuring all new Air Crisps Snack Packs, and Big Soft Cookies, as well as ® colorful, and impactful Perimeter Profit Display units.

Nantucket Nectars introduces their Big Juice line featuring "Not From Concentrate" pressed Apple Juice, Premium Orange Juice, and unique 100 percent juice flavors like Pineapple Orange Banana and Apple Raspberry. Buy five cases of Big Juice and get one case free.

North American Interstate is offering the following deals on coin operated equipment orders placed at the show: no deposit, parts and labor free, and free delivery and installation.

Old World Coffee Beverages will be introducing Glacial Mist



Coffee Beverages in three exciting flavors: Toasted Almond Cream, Hazel Nut and Colombian Roast. Buy ten cases and receive one case free.

PC Pro Shop is offering a 10 percent discount on the latest point-of-sale equipment and software.



Buy 12 cases of **Popa Joe's** pizza and get one case free.

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Show Specials

Promotions Unlimited will pay the print cost for 1,000 coupon books for any retailer that starts with "back to school."

Riviera Food Corp. introduces Amato Pasta, Fallone Imported San Marzano Tomato's, San Danielle and Mastro Products.



**Blue Cross
Blue Shield
Blue Care Network
of Michigan**

Rocky Husaynu & Associates introduces the new Blue Cross Blue Shield of Michigan Community Blue PPO, with over 13,000 participating doctors and 153 participating hospitals. This product is available to new and existing BC/BS businesses. No PPO Network claim forms and no preexisting conditions for groups of two or more.

Rocky Peanut introduces a new line of Brazilian Chocolates.

Show special: buy 10 cases of gift boxed chocolates and get one case free.



Taylor Freezer will be sampling Frozen Coke products. Purchase or lease a frozen carbonated beverage machine to qualify for two free five gallon syrup boxes—a \$600 net profit deal.



Variety Foods has the following show specials. Buy 10 cases of Munch-A-Roos and get one free (Cheese Curls, Cheese Balls and Jumbo Curls). Save \$9.00 on the Pic-A-Nut salted

floor display pack—60 count. Save \$10.00 a case on pumpkin seeds, pistachios and cashews.

Vitner Snacks & Sterling Shores Distributors proudly introduce new items to their existing 99 cent line. Potato chips in 7 oz. packages are available: plain, BBQ, sour cream and onion, hot, and salt and sour. Also look for cheese popcorn, butter popcorn, hot and spicy chez kurls, and hot and spicy corn chips.



Wonder Bread is introducing a line of fat free breads. The variety line will include potato, multigrain, and honey white 20 oz. loaves.

Anheuser Busch is sampling a new addition to the Michelob



family: Michelob Pale Ale, Golden Michelob Pilsner, Michelob Honey Lager, and Michelob Hefeweizen.

Barton Beer Ltd. will be sampling beers from around the world: Mexico, China, England and Germany.

Brown Foreman is sampling Finlandia Vodka.



Central Alarm Signal will premier its new line of ATM machines with a \$1,000 (show only) discount off its already low price of \$8,995. Show special \$7,995—installed.



*Get a Bigger
Slice of
The Rising
Crust Pizza
Segment.
Introducing
Tony's Super
Rise Pizza.
Frozen Pizza
you can really
cash in on.*

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FOR SALES & SERVICE CALL 1-800-247-1533

Show Specials



A fully loaded citrus soda called **SURGE** will be unleashed by Coca-Cola.

General Wine & Liquor Company samples a new addition to Jack Daniel's Country Cocktails, Hurricane Punch.



Hobart introduces home meal replacement solutions—celebrating their 100th anniversary too.



Melody Farms introduces new and innovative packaging.

Pointe Dairy introduces Wild Orchard Juices and blends—great show specials.

R.M. Gilligan, Inc. is sampling TGIF Frozen Cocktails from Heublein, Chantelle Liqueur from Hiram Walker, and Belvedere Vodka from Millennium Imports.



Seagram Americas and Captain Morgan invite you to unlock their latest treasure... Private Stock!

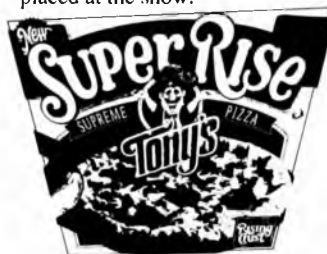
The Stroh Brewery introduces new flavors of Champale which is an alcoholic beverage between a cooler and champagne.

Can you spare 100 square feet? Stop by the **Tom Davis & Sons Dairy** booth for information on turning 100 square feet in your location, into the hottest co-branding concept in the U.S.—a

complete package without a franchise fee.



TOMRA is offering free installation and delivery for orders on reverse vending machines placed at the show.



Tony's Pizza will be sampling two new products: Tony's Super Rise Pizza and Red Baron Pouches.

Buy ten cases of **Amato's Pizza Dough** and get one case free. Try

their new 12 inch Pizza Shells; buy ten cases and get one case free.

Give your customers added value and add to your bottom line with the Buscemi's Co-Branding Concept. **Buscemi's International** has 40 years of experience offering the highest quality in Italian submarine sandwiches, square sicilian pizza and a variety of deli sandwiches. They are offering two types of co-branding concepts for the fast food market: the franchise agreement and the license agreement.



See Show Specials
Page 22



Sweet

Inspiration

...that's what Monitor Sugar Company has been providing since 1901.

Come see us at the 1997 Associated Food Dealers Trade Show at the Burton Manor, Livonia, April 28 & 29.

Stop by and visit us at Section C, Booth 2.

Monitor Sugar Company will continue to provide *Sweet Inspiration* to tomorrow's business.



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- ★ **FREE 1000 MINUTES**
IF YOU OWN THE CELLULAR PHONE
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MINUTES OF USE	PEAK	OFF-PEAK
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101-199	.25	.12
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\$120.00 OFF any Motorola Phone
Cellular Service for \$17.95 per month
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See Store for details

Come to the **AIRPAGE** booth (Sect. J 1-36, #13-14) at the upcoming **WORLD OF SAVINGS**, Associated Food Dealers of Michigan Annual Selling Trade Show, April 28 & 29, 1997 at the Burton Manor in Livonia, Michigan

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Sherwood Pavilion

Sherwood Food Distributors is featuring a pavilion with over thirty exciting lines which can fit most retailers' needs at store level. Each company will have personal representation at the show to answer questions as well as to show new trends and new products for the food industry.

Visit with the representative of **Amish Valley** and taste the new one pound all white ground turkey chubs. Ask the **Excel Corporation** representative about new trends of the meat industry. Get great pricing from **Thorn Apple Valley** fresh and processed pork. **Townsend** will be there with new poultry serving ideas. **Cumberland Gap** will let you taste their great hams. **Beatrice**

Cheese will let you learn about the benefits of cheese. **Hygrade** will be promoting many of their popular products. **Bilmar** will be there with their full turkey line. **Deutsch Kase Haus** will be slicing many of their cheeses for tasting. **Gusto Packing, Oscar Meyer, John Morrell, Beef International, Amity Pork, Excel Pork, Midwest Sausage, Mariah, Plumrose, Market Motivators, Ohse, Perdue Poultry, Goldkist, Conagra, Hudson, Seaboard Farms, Tyson, Oncor, Goldkist Ellijay, Smith smoked meats and Tyson Foods** will all be there to offer show specials. **Bearcreek Farms** will introduce a new standard in fresh salads for the deli counter as well as packaged salad for the retail counter.

A World of Savings AFD Buying Trade Show

Hours:

Monday, April 28, 1997 • 5:00 p.m. to 9:00 p.m.
Tuesday, April 29, 1997 • 1:00 p.m. to 9:00 p.m.

FREE SEMINARS

- 1:30 p.m. Food Stamps: Training, Compliance & Electronic Benefits Transfer
- 2:30 p.m. Electronic Benefits Transfer: How Will It Affect Your Business?
- 3:30 p.m. Meet Lottery Commissioner Bill Martin
- 4:30 p.m. Department of Agriculture: Food Sanitation Program
- 5:30 p.m. Electric Deregulation: Implications For Your Business



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Madison Heights Sales Center
32500 North Avis
Madison Heights, MI 48071
(810) 585-1248

Van Buren Sales Center
100 Coca-Cola Drive
Belleville, MI 48111
(313) 397-6541

Shoppers carry more than cash at night

According to a recent survey by America's Research Group (ARG), a consumer research firm in Charleston, South Carolina, adult shoppers are increasingly wary of shopping at night. A survey of 1,001 adult shoppers revealed that one in five totes a canister of mace or other spray, a handgun or some other protective device when shopping at night. Shoppers are frequenting stores less often at night than they used to because of crime concerns. Half of the survey respondents stated that walking alone in a large parking area is a bigger source of fear than any other factor. What do they want to see done? Shoppers say they want better lit parking lots with more guards and more security cameras.—

FMI

Slip, trip and falls

Slips and falls can cause some of your most serious injuries. This is the classic case where an ounce of prevention is worth a pound of cure. Here are some quick tips to help you keep these claims under control:

- Wipe up spills!
- Keep your work area neat.
- Repair, replace worn carpeting, loose flooring and stair treads.
- Make certain walkways and work areas have adequate lighting.
- Use proper equipment—stand on a ladder or footstool to reach upper shelves, not a chair on casters.

Top security cost-savers

The Food Marketing Institute's 1996 *Security & Loss Prevention Issues Survey* asked respondents to list their top cost-saving security recommendations. Here are the results.

Top cost-saving security recommendations and percent responding:

EAS/CCTV Systems	53%
Training/Awareness of associates	34%
Enforcing company policy	17%
Cashier performance monitoring	15%
Loss prevention education	11%
Security officers/Store detectives	8%
Training & inspection of security procedures	6%
Check verification	6%

- Don't carry unbalanced loads or more weight than you can safely handle. Get help with a load if you need it.
- Wear proper shoes for the job.
- Post signs at wet areas—floors that have just been mopped or slick entryways on rainy days.
- Use no-skid surfaces on coating on floorings.
- Put rubber mats in areas that are continuously wet, such as kitchens.
- Inspect your premises! Do this as often as needed for your type of business every hour if necessary.

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"Seasoned" for Success

by Danielle MacDonald

Marking its 15th anniversary in May, Midwest Butcher and Supply offers just about everything needed to spice up deli sales.

In the early 1980's, Ed Mephram was learning the butcher and deli equipment business from Michigan Butcher in the Eastern Market. An entrepreneur at heart, he spent his evenings going through recipe books and working with spice companies to develop his own unique sausage seasoning and gourmet marinade for resale. In 1982, Mephram ventured out on his own with partners Jay and Bill Welch from Hollywood Super Markets, and started Midwest Butcher and Deli Supply. They worked out of Hollywood's warehouse selling a full line of butcher and deli equipment and Mephram's original sausage seasoning and his full line of gourmet marinades. Nino Salvaggio was their first customer.

"The first few years were hell but the sausage seasoning was an immediate hit," explained Mephram. "It was difficult to sell the butcher and deli supplies because we were the new kids on the block." They did not give up, and in 1984 Mephram invented and patented the Double Deli Shelf. "The deli cases on the market at the time did not have shelving units which made it very difficult to merchandise product," said Mephram. The Double Deli Shelf proved to be a retail success.

There was also a lot going on behind the scenes at Midwest Butcher and Deli Supply. Mephram was grooming his



Pete Wuestenberg

successor. In 1989, Pete Wuestenberg was hired as a driver for Midwest Butcher. By 1990, Wuestenberg was a salesman, and soon after he was promoted to sales manager. The extensive demands of being a small business owner had taken their toll on Mephram and he was ready to hand over the reins. "I was very tired and my wife, Gwen, and I started thinking about retirement."

Wuestenberg was the natural choice. Mephram sold Midwest Butcher and Deli Supply to

Wuestenberg in 1995. "We had over 10,000 products. Our two biggest sellers are the sausage seasoning and the Berkel line of scales and slicers," said Wuestenberg.

According to Wuestenberg, the biggest change in the equipment industry has been the computerization of store operations. "Both the Merchant of Vino and Market Square of Birmingham have computerized all of their scales to increase accuracy and efficiency."

explained Wuestenberg.

With the increase in specialty markets, merchandising has also changed dramatically over the years. "Deli departments of the past used stainless steel bowls on ice to merchandise product. We offer three step risers with ceramic or acrylic trays which are very popular with the specialty markets. In fact, our specialty is merchandising deli departments to obtain optimum efficiency and beauty."

With an affinity to know what retailers' want, Midwest Butcher and Deli Supply's customer list reads like a "Who's Who in Michigan." They service: Merchant of Vino, Marketplace, Vic's World Class Market, Market Square of Birmingham, Nino Salvaggio's and Oakridge Super Markets, to name a few.

Wuestenberg personally visits his customers. "I am in the stores at least once a week to find problems before they surface." According to Wuestenberg, customer service is what drives

Midwest Butcher and Deli Supply. In January of 1997, Wuestenberg added an equipment service department, Berkel Service Equipment, to deepen his commitment to excellence.

Midwest founder, Ed Mephram, is now with MMI Distributing; he is again talking about retirement. Mephram is very pleased with the course charted by the new leadership at Midwest Butcher. Wuestenberg has been "seasoned" for success.



MIDWEST
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Berkel Programmable System Scale/Printers



Berkel Scales available from Midwest Butcher and Supply

Selling to the 'average customer' is out

"Retailers will achieve a substantial competitive advantage by moving away from traditional mass marketing (the concept of the 'average' customer) toward a more focused approach," according to *Knowing Your Customer. How Customer Information Will Revolutionize Food Retailing*, a report on loyalty marketing programs conducted by the Coca-Cola Retailing Research Council of Europe. "Retailers claim margin gains (1-2 percent, according to various sources), increased retention rates (up to 11 percent), reduced advertising costs, more visits (plus 10-20 percent), and market share gains" due to marketing loyalty programs.

"Food retailers who choose simply to follow the leaders and launch a basic loyalty program without exploiting the customer data are bound to achieve a mediocre financial return at best," notes the report.

The three stages

"For those prepared to go the distance, the ultimate stage of a loyalty marketing program is the transformation from a product-based organization to a truly customer-based organization," notes *Knowing Your Customer*. The report suggests breaking the establishment of a program into three stages.

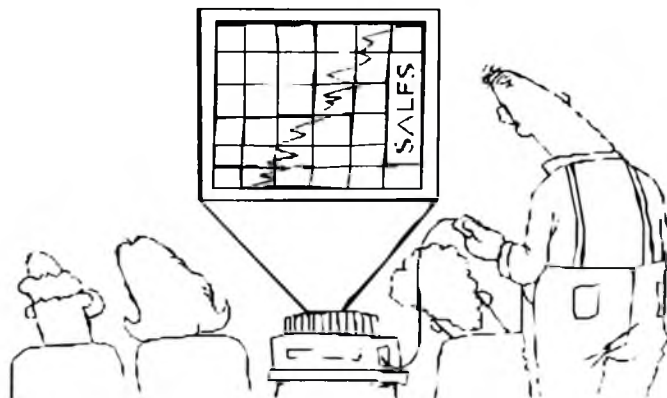
1. Advanced mass marketing.

Retailers should begin to build a customer information database and can do this most effectively through a loyalty marketing card program. The objective should be to capture at least 60 to 70 percent of sales with the cards. Incentives for customers to use the cards and rewards for loyalty should be provided.

Simultaneously, the company should begin to improve its day-to-day operations to increase the overall customer value. As the report points out, "Building an innovative loyalty program and using customer information efficiently will not compensate for poor operational performance, such as out-of-stock products."

2. Targeted marketing.

Customer segmentation—the process of dividing a customer base into shopping groups—should occur as companies start to explore and use their customer database.



Retailers can begin with analyzing a customer's market basket at the product category level. For example, in 1994 Ukrop's Super Markets, Inc., offered its best customers two to six customized coupons per mailing in addition to the monthly booklet of 60–80 vouchers. Ukrop's had analyzed its

See Average Customer
Page 40

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One Great Taste Deserves Another!

Michigan Lottery halfway through a record year!



By Commissioner Bill Martin

As the Michigan Lottery approaches the mid-way mark of fiscal 1997, there is certainly some exciting ground left to cover. Looking at the surge of new games and promotions that have made the Lottery a winning proposition for us all, I can't help but be eager to embrace the coming six months. The Number 1 reason for our success? You—the retailers—and your winning attitude. Just look at what we've accomplished as a team:

Instant games are on a pace unheard of in recent years; the Daily Game "double draws" are boosting sales daily; and swelling jackpots led to increased sales for both The Big Game and Michigan Lotto.

With our retailers' help, the Michigan Lottery has introduced an impressive number of exciting new instant games to Lottery customers. Your friendly customer suggestions to try the new games have led to phenomenal sales—a trend that we expect to continue in coming months!

For the first time in our 25-year history, the Lottery posted back-to-back weekly sales records for our instant games for the week ending March 3 (\$14.017 million) and the week ended March 10 (\$14.455 million). Those numbers

don't just happen by accident. Record weeks like these are the result of your consistent effort to educate our players on the great Lottery products that are available. Games like "25th Anniversary Cash" and "Wild Bingo" have become the instant game front-runners because the word is getting out and players are winning. That means higher sales and higher commissions.

April marks the debut of "Double Doubler" and "Red Hot Cash"—two new Lottery instant games that are sure to continue the "instant excitement!"

But instant games are just one key to our Lottery success. Since introducing "double draws" for the Daily 3 and Daily 4 games, the Lottery has enjoyed a steady increase in Daily Game sales.

Player demand for the "double draws" led to the December 16 launch of the midday drawing at 12:59 p.m., supplementing the 7:28 p.m. evening drawing Monday through Saturday. Through 12 weeks, combined sales for the Daily 3 and Daily 4 games have shown an increase of as much as 16.8 percent over 1996 levels.

A three-week advertising campaign designed to support your in-store efforts ran February 9 through March 1. The campaign proved very successful in reaching the Daily Game audience, as combined Daily Game sales showed increases over 1996 sales.

With results like that, we have every reason to be confident about the remainder of fiscal 1997. It's going to be an exciting year to finish out together!

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—Consumer's Digest, Aug. 1995 America's Best BBQ Sauces

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—Plain Dealer, Cleveland 1996

"A little known company worthy of your attention..."

—Playboy, June 1996

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In-Store Systems Applications show growth

Improving customer service is the focus of most supermarket operators in-store systems applications, according to a new report from Food Marketing Institute (FMI). Most of the survey respondents accept credit and debit cards, use price verification systems to ensure pricing accuracy and offer ATMs. At least half are also using applications to improve operating efficiencies, such as coupon scanning, scale interface, in-store sign and label production, and programs to schedule labor and track time and attendance.

Those are the highlights from FMI's *In-Store Systems Study, 1996*, which was released at FMI's MARKETECHNICS® '97.

Supermarket companies are depending more on electronic communications, according to the study. Approximately three-quarters of the survey respondents expect to have electronic mail capability by the end of 1997, and they use e-mail primarily to facilitate communications between headquarters and stores. In addition, a growing number take advantage of the Internet to perform research and communicate with vendors. Almost one-fifth of the respondents have a home page on the World Wide Web, while an additional one-third of companies plan to construct a Web site in 1997.

The FMI study has tracked the supermarket industry's use of in-store systems since 1991. The 1996 report examines point-of-sale (POS) scanning systems, in-store systems applications and electronic communications. The report is based on responses from 194 supermarket companies operating over 12,000 stores throughout the United States and Canada. More than half of the companies operate fewer than 10 stores.

- The three most prevalent applications in 1996 were credit card payments (93 percent of respondents), debit card payments (87 percent) and price verification systems (77 percent). All three will increase in usage by the end of 1997, according to the study.
- A growing number of retailers

are embracing electronic benefits transfer (EBT) programs developed by state governments to replace traditional paper-based food stamp programs. Usage increased considerably in the past year—from 19 percent in 1995 to 41 percent in 1996. Among companies accepting EBT, eight in 10 (81 percent) of their stores' checkout lanes are EBT compatible. Among those

accepting or planning to accept EBT, 47 percent are able to use existing POS equipment with slight modifications.

More than half (59 percent) of the respondents reported they have access to the Internet at work. The most common use is research (56 percent). Of the 17 percent with a home page, the most popular uses include promotional information, frequent shopper program

incentives, research, customer feedback, coupons, e-mail, company history and philosophies, home shopping, store location directories, special orders and presentation of SEC financial reports.

To purchase a copy of FMI's study, contact FMI's Publication and Video Sales Department at (202) 429-8298 or visit FMI's website at <http://www.fmi.org>.

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Supermarket net profit is just over one cent on the dollar

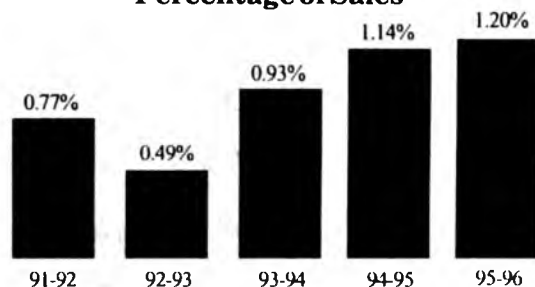
The intense competition among supermarkets for the consumer dollar is demonstrated by profit margins that continue to be about one cent on each \$1 of sales. For fiscal year 1995-1996, the industry's after-tax profit was 1.20 percent. Over the past five years—with the exception of 1992-93—industry profits have ranged from 0.77 percent to 1.20 percent profit on each dollar of sales.

The after-tax profit of 0.49 percent for fiscal year 1992-1993 resulted from charges not related to normal supermarket operations. These included accounting rule changes, debt retirement and sales of major subsidiaries.

Improved operating efficiencies helped raise profits. For example, supermarkets are carrying less inventory, thereby reducing storage costs. Inventory as a percentage of assets (22.93 percent) declined for the fifth consecutive year and is well below the rate of a decade ago, when inventories were 31.92 percent of assets.

The industry is also reducing its long-term debt and the associated interest payments. Nevertheless, competition continues to affect industry profits. Over the last 20 years, five companies have fallen from the top 10.

Five-Year Trend: Net Profit as a Percentage of Sales



FMI Annual Financial Review, 1995-96

Supermarkets rely on high volume.

How can supermarkets survive on profit that is just over one cent on a dollar?

The answer is volume. To earn a dollar, supermarkets would rather sell a \$1 item 100 items, making a penny on each sale, than 10 times with a dime markup. Low markup to stimulate high volume is the fundamental principle of mass merchandising, which the supermarket industry first brought to the marketplace in the 1930's.

Measures of profitability

In measuring profitability, three ratios provide an overall picture of the financial health of supermarket companies:

- Profit margin
- Return on total assets (ROA)
- Return on equity (ROE)

The profit margin is net income as a percentage of sales that remains after paying all expenses, including the cost of the products

the industry's ROE was 13.58 percent. This measure lies generally in the middle of the five-year trend in which the ROE ranged from 8.72 percent to 16.24 percent.

The Meat Margin

The public frequently asks why a large spread exists between the per-pound price of a live animal and the retail price of meat. Day-to-day practical experience tells supermarket operators that government beef "spread" data—the difference between farm prices

Top 10 Supermarket Companies

1975	1985	1995
Safeway	Safeway	Kroger
A&P	Kroger	Safeway
Kroger	American	American
Winn-Dixie	Winn-Dixie	Albertson's
American	Lucky	Winn-Dixie
Lucky	A&P	A&P
Jewel	Albertson's	Publix
Food Fair	Supermarkets General	Food Lion
Grand Union	Publix	Loblaws
Supermarkets General	Grand Union	Ralphs Grocery Co.

FMI Annual Financial Review, 1995-96

and the realization of any extraordinary gains or losses.

ROA is net income divided by total assets, which measures the ability of a company's combined equity and debt capital to generate profits. This reflects the profit generated from the firm's asset base, regardless of how it is financed. In 1995-96 the industry's ROA was 3.63 percent—down from 4.24 in 1995-96.

The third measure, ROE, is net income as a percentage of the owner's equity. This relates the company's earnings specifically to the resources provided by its owners. It reflects, among other things, how well the firm employs leverage, i.e., funds acquired from outsiders by issuing debt securities.

In the most recent fiscal year,

for live animals and supermarket prices for beef—are based on questionable assumptions.

USDA measurements assume beef is sold in the supermarket in a whole carcass form on the same day it is purchased from the farmer. Actually, several weeks elapse from the time the animal is processed to the day the meat is delivered to the supermarket and placed in the meat case as retail cuts. The same day that the farmer's selling price is beginning to decline may be the very day the retailer receives the shipment of beef bought several weeks ago at a higher price.

This time lag in the processing/delivery cycle of various food items sometimes creates the erroneous assumption that retailers are not reflecting declines in farm prices.—FMI

The Meat Margin



1,110 pounds live weight x \$.66 = \$733

650 pounds carcass x \$1.13 = \$733

450 pounds retail cuts x \$1.63 = \$733

FMI Annual Financial Review, 1995-96



Pillsbury Fresh Bread rises in Detroit

The Pillsbury line of Fresh Bread products will be offered in the Detroit market beginning June 12th. Produced and distributed by the Metz Baking Company, the line includes four 20 ounce varieties: White, Buttermilk, Honey White and Wheat. The launch will be supported by advertising and consumer promotion activity that communicates the products' fresh homemade taste.

New Products

'Miller Brews and BBQ' for Memorial Day

Miller Brewing Company invites adult beer drinkers to include Miller brands in their Memorial Day barbecues and celebrations, in a nationwide promotion called "Miller Brews and BBQ."

The promotion, which will be conducted in supermarkets, convenience stores, liquor stores and other off-premise retail outlets, features Miller Lite, Miller Genuine Draft, Genuine Draft Light, Lite Ice and Miller Beer. Display materials include a Mylar balloon dangler, banners, display cards, case cards and inflatable Memorial Day-themed items.

Once again, consumers can purchase Miller Lite or Miller Genuine Draft-identified "Chill and Grill" grills and coolers, as well as patio torches, via tear-off coupons appearing on in-store displays, where legal.

The promotion runs throughout May. Miller is a wholly owned subsidiary of Philip Morris Companies Inc.



Tato Skins® and Pizzarias® have new home

Former Keebler products, Tato Skins® and Pizzarias®, will now be made by The O'Boisie Corporation. All O'Boisie branded salty snacks are unlike anything on the market, according to John Udstuen, regional account manager. Tato Skins come in baked, cheese and bacon, and sour cream and onion flavors. They are like eating the outsides of the potato, made



especially good with melted cheese on them. Pizzarias bring that pizza parlor taste to your customers in cheese, pepperoni and supreme flavors. It's like eating a pizza, only in a bag. Also, other O'Boisie products including O'Boisies®, Butter Pretzel Braids® and Chachos® are available from Kramer Food Company at (800) 227-1493.

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Apple Markets



New store format focuses on freshness

"An apple a day," as the saying goes is good for one's health and "keeps the doctor away." For Spartan, opening an Apple Market a day may be a bit more than they can chew, but Apples look to be good for the company's fiscal fitness.

Apple Market is a new store format that Spartan Store, Inc. has introduced to Michigan. The concept was designed to help conventional retail grocers compete effectively with supercenters, warehouse clubs and limited assortment stores by focusing on quality perishables, superior customer service and Spartan brand products.

The first Michigan Apple Market opened last December in Allegan, near Grand Rapids. The second store celebrated its grand opening on Tuesday, February 18. It is located on Wyoming Avenue, between Six and Seven Mile Road in Detroit.

David and Marvin Najor are the owner/operators of the Detroit Apple Market. Although the store is new and it's a little early for concise financial data, they are encouraged by its start and the response by its customers. "The people are real pleased," said David Najor. "They remark about how clean and bright our store is and they come back."

The site of their new Apple Market was formerly a defunct grocery store. The building had been vacant for a couple years. Now the gleaming Apple Market is a dramatic contrast to the boarded up building the Najors began with.

The brothers are proud of the fresh, clean new store and the difference it has made in the community they service. But they are quick to note that the store is a team effort. "Spartan really helped us with this project," said



Steve Murk, vice-president of Village Market Food Center, Inc. in front of Allegan Apple Market.

David. He added that the store's milk supplier, Tom Davis & Sons Dairy, has been instrumental in getting the store stocked and open.

Although an "Apple a day" is too aggressive, the Najor brothers are joined by the opening of a second Apple this year. Along with partners Jerry, Mark and Sam Garmo, they are converting a store on Wyoming Avenue north of Schoolcraft Road to the Apple format. Formerly called Big Valley, the conversion should be complete within the next few weeks. Adding more Apple Markets to Detroit will increase consumer awareness of the format and its emphasis on fresh perishables and friendly service.

The Allegan Apple Market was formerly a store called Town and Country. Village Market Food Center, Inc. bought Town and Country on September 29, 1996, immediately closed it and

converted it to an Apple Market. This conversion took only one month, including installation of signage and renovations. As a result of the remodel, aisles were widened to enhance the deli and produce presentation as well as the meat and bakery sales area. In addition, a floral department was added to the store. The plan was to make Apple Market different from Town and Country.

Steve Murk, vice president of Village Market Food Center, Inc., a southwestern Michigan food chain, says "We're going to offer more of the Spartan and Save Rite products and a more value meat program."

Murk said that the store was converted to an Apple Market instead of another Village Market store in order to give the Allegan community a choice.

"The community appreciates that we've invested into offering an Apple Market format because

of the competition it provides," says Murk.

According to Ellis Luchies, Spartan's format operations coordinator, the Apple format is ideal for the conventional neighborhood store with about 12,000 to 25,000 square feet. For these Spartan retailers, he says, making a change like converting to the Apple format is a matter of survival for independent grocers.

"In 1994, about 6 percent of the supermarkets in the United States closed," says Luchies, "and remaining conventional supermarkets continue to lose market share to supercenters, warehouse clubs and limited assortment stores. We think that to compete effectively, smaller conventional grocery stores need a specific focus and image which the Apple Market format provides."

Stores adopting the Apple format operate as a group and reap the benefits of a multi-store operator, yet maintain the flexibility of independents operating under a licensing agreement. The Apple stores have a consistent decor package, similar sales promotion, store hours, operating standards, Apple signature items, a bakery/deli/seafood area, an emphasis on perishables and Spartan brands, and scanners at the checkout lanes. Purchasing the decor package, associate training and uniforms in larger quantities results in savings for each store in the Apple Market group compared to purchasing these start-up items one store at a time, according to Luchies.

Spartan has planted seeds for the Apple Market concept to grow statewide and is encouraging several other retailers to convert to the format. It looks like Apple Markets will be cropping up wherever independent retailers need a new competitive edge.



The Detroit Apple Market Grand Opening

FIZZIES™

"Splash from the Past"



FIZZIES™ are back! The fizzing drink tablets and candy that foams in your mouth were reformulated recently after being taken off the grocery shelves in 1968 for containing cyclamates. Now the product is sweetened with Nutra-Sweet.

In 1989, an entrepreneurial group of "Baby Boomers" who fondly remembered the FIZZIES experience began the six year quest to find FIZZIES reformulate it and bring it back to the marketplace.

The national relaunch of FIZZIES was a labor of love in bringing back an institution with "Splash from the Past". MINI-FIZZIES™ are today's answer to the urge to foam a whole FIZZIES in your mouth at once. Thirty something and "plus" adults will fondly remember the product and kids of today will "chill" over the

newest drink and candy sensation!

When added to water or just about any beverage, FIZZIES drink tablets turn it into a flavored carbonated beverage. Available flavors include: Groov'n Grape, Pop'n Punch, Ooz'n Orange, Buzz'n Berry, Chug'n Cherry and Rock'n Rootbeer. The tablets are sugar free, fat free and Vitamin C enriched.

MINI-FIZZIES are available in the same flavors excluding Rock'n Rootbeer. FIZZIES and MINI-FIZZIES are now available to retailers and distributors in a variety of high visibility and high profit display packages. For more information contact Gary Mexicott at STARK & CO. at (810) 851-5700 or visit their booth at the AFD Buying Trade Show, April 28-29.



Tony's Super Rise™ Pizza raises sales

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Tony's is also offering Red Baron Pizza Pouches™, Pastry Pouches™ and Deli Pouches™. The Pizza Pouches have meat, cheese and sauce inside a sealed, hand-held pizza crust. The Pastry Pouches' croissant crust surrounds chunks of vegetables and meat in cheesy sauces. The Deli Pouches have a homemade-style bread crust stuffed with meat, cheese and sauce. All three Red Baron pouches come two in a package, with a choice of five varieties.

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Three ales and three lagers join new Michelob family:

1/6-barrel packaging available to retailers

Anheuser-Busch is introducing a new generation of specialty beers—the Michelob Specialty Ales & Lagers.

Four new brands—Michelob Golden Pilsner, Michelob Honey Lager, Michelob Pale Ale and Michelob Porter—join existing beers Michelob Amber Bock and Michelob Hefeweizen in the Michelob Specialty Ales & Lagers family. All will be distributed nationally, except Porter which will be available in select Northwestern markets.

With its heritage from traditional English pubs, Michelob Pale Ale is a golden pale ale brewed with a variety of malts—including two-row pale malt, caramel barley malt and a touch of wheat malt—and a blend of fresh Pacific Northwest Saaz, Hallertau and Tettnang hops. Pale Ale is also dry-hopped with Pacific Northwest Saaz and Cascade hops,

adding a pronounced hop character to its malty aroma. The alcohol content for the brand is

5.2 percent by volume, and it has 166 calories per 12-ounce serving.

Hefeweizen is five percent alcohol by volume and has 167 calories per 12-ounce serving.

Michelob Porter, will be available in several select Northwestern markets. Consistent with the porter style, Michelob Porter is brewed with a distinct blend of chocolate, black, caramel and pale malts and roasted barley, producing a hearty, full-bodied and robust dark ale. Porter is five percent alcohol by volume and has 167 calories per 12-ounce serving.



Golden Pilsner is a classic European-style pilsner, made with 2-row and caramel malts and the choicest, all-natural European and Northwest Cascade hops. Full-

bodied and deep golden in color, Golden Pilsner has a rich malty flavor and a spicy aroma. It is 4.85 percent alcohol by volume and has 167 calories per 12-ounce serving.

Michelob Honey Lager is brewed with natural wild-flower honey to enhance the naturally sweet, creamy flavor of the beer. Brewmasters also use 2-row and caramel malts and a variety of imported and domestic hops to brew Honey Lager, and the result is a very drinkable specialty beer, with a balanced taste and a

uniquely soft, slightly sweet finish. Honey Lager is 4.9 percent alcohol by volume and has 175 calories per 12-ounce serving.

The Michelob Specialty Ales & Lagers will be available in 6-packs of 12-ounce, slope-shoulder bottles. In addition, all of the brands will be available to restaurants and bars in Anheuser-Busch's new 1/6 barrel canister.

To help consumers match these new brands with appropriate foods, the Michelob Specialty Ales & Lagers have partnered with *Bon Appetit* magazine to create "The Beer & Food Guide," a 23-page booklet featuring beer and food pairings and recipes.

The brands also will be supported with select regional advertising.

The Michelob Specialty Ales & Lagers are brewed by the Anheuser-Busch Specialty Brewing Group.

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Note: Data taken from a sample of 76 CoreSource Workers Compensation clients.

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Greg Gallus of Foodland speaks about Foodland's goals and future plans at a recent DAGMR dinner.



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Average Customer

Continued from page 29

customers' market baskets and developed initiatives to increase customer spending.

Also, the report does not recommend eliminating all mass marketing promotions at this stage—less-frequent shoppers should not be penalized.

3. Organization around customer segments.

Reorganizing the entire company around customer segments is recommended by the report. It will enable the retailer to design new products and services that meet the customer's specific needs.

When customer segmentation has reached a sufficient level of sophistication, companies will need to establish customer segment managers who will consider the whole shopping experience of each customer segment and by tracking customers at each stage of their life cycle.

Throughout each stage of implementation, the report offers words of caution regarding the commercial risks with respect to customer privacy. The report emphasizes that it is important not to be intrusive and to also avoid discrimination.

To receive a copy of *Knowing Your Customer, How Customer Information Will Revolutionize Food Retailing*, fax a request to the Coca-Cola Retailing Research Council at: (011) (44) (181) 237-3709.





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Home Shopping provides surprising opportunities

by Dick Bragaw, *Ad Hoc* editor

An excellent study on home shopping conducted by Gene German and his associates at Cornell University's Food Industry Management Program identifies major challenges and a surprising opportunity for this burgeoning form of non-store food retailing.

Here are some of the major challenges, according to the Cornell researchers:

- Retailers who participated in the study do not believe home shopping will ever be profitable as long as orders are picked from the supermarket. "The added expense of picking orders out of a store after the items have been shipped from the distribution center, and manually placed on the shelves, could be eliminated if a system were in place to pick directly from a central distribution center," the study suggests.

- Out-of-stocks pose a major problem for consumers and retailers. Retailers working with Peapod®, an Evanston, Illinois-based computer grocery shopping and delivery service, are learning about out-of-stocks they had not known they had. In addition, selecting substitutes for a shopper who's not there can be difficult. Peapod's order pickers will sometimes try to telephone home shoppers when they encounter out-of-stocks, adding inefficiency to a process that already adds



significant costs. Some way of maintaining stocks will have to be found, according to Cornell.

Delivery is critical

- "Customers want their delivery at convenient times and expect prompt, accurate service," Cornell says. Consumer concern about security has prompted many home shopping services to dress delivery people in uniforms. Delivery people need to be trained to handle customer complaints and answer questions. Some are authorized to make "on the spot"

refunds. Should home shoppers tip the delivery person? How much? Peapod started with a no tipping policy, but well over half its customers still tipped. Now the biggest problem is how to tell customers that \$1 or \$2 is plenty, not 15 percent on orders averaging \$110.

- Retailers have to remember that "The ordering method essentially replaces the entire information discovery process in the store," Cornell cautions. Many shoppers have no idea what size of their favorite brands of many products to order. Telephone ordering can be inefficient. Ordering by fax may be a bit more efficient. Computer ordering is probably best of all for the retailer, but it requires a home shopper with the patience to master a program and use a modem. Less than 40 percent of American

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households now have a home computer, only slightly more than half of them equipped with a modem, according to Cornell.

- Costs and margins may require new strategies. From a shopper's perspective, avoiding the temptation of making an impulse purchase could be one of the benefits of home shopping. For the retailer, many impulse items have higher margins. "It is not clear that the margin structure(s) for the market basket that constitutes the home shopping product mix will be as profitable as the current in-store basket," Cornell concludes.

These are significant challenges. On the other side of the equation, home shopping may be a much larger opportunity than many market strategists had thought. Earlier studies suggested that consumers would be unlikely to shop from home for perishables or "meal solutions." The expectation had been that home shopping would be used mostly to replenish staples.

On the contrary, the Cornell researchers found that 56 percent

of the 20 most frequently purchased items are fresh produce, "and only an astonishingly low" 6 of the top 20 items "were from the grocery aisles and not perishables of some type." Peapod says produce accounts for 13 percent of its sales.

This generation of food shoppers, we may conclude, does not consider meal planning, careful ingredient selection, and meal preparation to be among its core competencies. These home shoppers are glad to trust a professional's judgment when it comes to selecting perishables. They are looking for ideas and solutions, not just staple replenishment. In short, home shopping could become a much bigger market than we thought. It could give food retailers a golden opportunity to recapture market share lost to alternative formats and food away from home.

"The industry is just starting to realize how much demand is out there for home shopping," says John Furton, Peapod's vice president of operations. Peapod opened in 1989, first working with

Jewel Food Stores in Chicago and Safeway in San Francisco. This year, it added Stop & Shop Companies in Boston and New England and the Kroger Co. in Columbus, Ohio. In December, it added Randall's Food Markets in Houston/Dallas. Bruno's in Atlanta is scheduled to open during the first quarter of 1997.

Peapod will serve 35,000 shoppers by year-end. Its 2,589 percent increase in sales from 1991 to 1995 (sales just under \$16 million) placed Peapod 69th on *Inc.* magazine's listing of the fastest growing private companies in America.

Home shoppers glad to delegate chore

The enthusiasm of today's generation of home shoppers and their willingness to delegate this chore to someone else may have surprised Cornell's researchers. It didn't surprise me one bit. My mother's favorite grocery store in suburban Detroit, Peabody's, provided home delivery. The Cornell researchers are quick to point out that home delivery

services have been offered since the beginning of the grocery store. Dad always wished my mother might take a liking to the nearby supermarket, where prices were lower, but she considered convenience a big part of value. It was hard to beat the convenience of home delivery.

The reasons for the almost inevitable growth of home shopping are quite clear: demographics and technology. Most food shoppers are still women. They are working "outside the home" and don't have time to shop a crowded supermarket. Computer technology makes it possible to offer a supermarket's selection of products 24 hours a day.

As computer programs improve, home shoppers will be able to see



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Home Shopping

Continued from page 43



products on the screen, analyze their nutritional value, compare unit prices, and make selections with many times more information than my mother had, in much less time. To some extent, they are already doing this. Peapod's new software is pretty slick.

Competition intensifying

Competition for the home shopping dollar is intensifying. Look at the Boston market. Peapod entered it with Stop & Shop in September. Hannaford Bros. Co., Scarborough, Maine, is testing a new home shopping pilot in the Boston market called Hannaford's HomeRuns, marking the chain's first entry into a market not previously served by stores, according to Susan Pierter, a company spokesperson. Other home shopping operations in Boston include Streamline, a startup computer home delivery service company ready to expand, and Groceries To Go, which takes orders on the Internet for pickup at a drive-through warehouse, sources confirmed.

Both Hannaford and Streamline are picking orders from a distribution (or fulfillment) center instead of a supermarket. At Hannaford, delivery is free for orders over \$60; home shoppers pay straight supermarket prices. Hannaford is taking orders by phone or fax. Streamline is offering its customers a refrigerated delivery unit that can

receive orders any time, whether or not the home shopper is home.

Peapod's strategy is to start with its store-based fulfillment model, take a preemptive market share, build critical mass, and later develop a "pick and pack" fulfillment center that will replace the store, according to Furton. The company has enlisted EDS and A.T. Kearney to help develop the pick and pack model and plans to open its first one next year with one of its retail partners.

Peapod's success has inspired competitors, as might be expected. Independent Delivery Systems (IDS), East Granby, CT, now offers a package of systems (including a patented "1-Touch®" order fulfillment and driver routing system) and marketing training created to enable a food retailer to provide its own computer home shopping and delivery service.

"When a retailer uses a third party provider like Peapod, that customer belongs to Peapod," says Mitch Cain, IDS's vice president, marketing & operations. "When home delivery reaches 5-10 percent of total food store sales, no retailer is going to want to pay what a third party provider charges for the service," he adds. IDS customers now include Dorothy Lane Market, Dayton, Ohio, G & R Felpausch Co., Hastings, Michigan, and Ukrop's Super Markets, Richmond, Virginia, Mitch told us.

Miller

Continued from page 1

and convenience stores in southeast Michigan will participate this year.

"We're really pleased that Miller is involved again this year in these worthwhile causes," says AFD Executive Director Joseph Sarafa.

AHF funds research to find a cure for Alternating Hemiplegia of Childhood, a disorder found in infants at birth. The disorder causes developmental delays in varying degrees which produce abnormalities of motor movements. AHF was founded in Michigan in 1994 by its president, Richard George, who is also an AFD director.

"Miller and AFD are helping raise awareness of the AHF and

the need to find a cure for Alternating Hemiplegia. This is the kind of support we need," said George. "God bless Miller Brewing for everything they've done."

The AFD Scholarship Program provides academic scholarships for deserving youths in the food industry. This one-year renewable scholarship is awarded to Michigan High School seniors, college freshman, sophomores and juniors who excel in academics and are either employed in the food industry or have parents who are.

Miller is a wholly owned subsidiary of Philip Morris Companies Inc. Principle beer brands include Miller Beer, Miller Lite, Lite Ice, Miller Genuine Draft, Miller Genuine Draft Light, Miller High Life, Miller Reserve, Lowenbrau, Meister Brau, Milwaukee's Best and ICEHOUSE and Red Dog from the Plank Road Brewery. Miller also produces Sharp's, a non-alcohol brew.



Food for thought It's what you do — Not when you do it

Ted Williams, at age 42, hit a home run in his last official time at bat. Mickey Mantle, age 20, hit 23 home runs in his first year in the majors. Golda Meir was 71 when she became Prime Minister of Israel. William Pitt II was 24 when he became Prime Minister of Great Britain. George Bernard Shaw was 94 when one of his plays was first produced. Mozart was just seven when his first composition was published. Benjamin Franklin was a newspaper columnist at 16 and a framer of the United States Constitution when he was 81.

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FMI appoints three

The Food Marketing Institute board of directors recently announced the appointments of three men, Brian E. Tully, Lawrence G. Olsen, and Craig S. Sadick to key positions.

Brian E. Tully was named senior vice president. He is responsible for implementing the sales and marketing plan for FMI's Supermarket Industry Convention and Educational Exposition and the Institute's *MealSolutions* and *MARKETECHNICS®* conventions. He is also responsible for all production requirements for major meetings. In addition, he supervises the membership and administration divisions of FMI. He reports to FMI President and CEO Tim Hammonds.

Tully joined FMI in 1982 as exhibit sales manager. He was named director, convention operations, in 1985, and was promoted to vice president, convention services, in 1989.

Lawrence G. Olsen, CPA, has been named senior vice president of finance. He is responsible for FMI's accounting, finance, management information systems and human resource functions. He also reports to Hammonds.

Olsen came to FMI from Price Chopper Supermarkets of Schenectady, New York, where he spent six years as vice president of finance, treasurer and CFO.

Craig S. Sadick was appointed vice president of state government relations with responsibility for developing, implementing and administering programs to support FMI member companies' positions on legislative and regulatory issues in all 50 states. He also coordinates FMI's grassroots efforts with state and local retail grocer associations.

Prior to joining FMI, Sadick was senior director of government relations for the National Association of Wholesaler Distributors (NAWD).

Spartan names purchasing manager

David Daniel has been promoted to the position of Grocery Purchasing Manager. Daniel began working for Spartan Stores, Inc. in 1991 as a grocery/buyer merchandiser. He has more than 20 years experience in the grocery industry.

Spartan Stores, Inc., is a full-service grocery distribution center



headquartered in Grand Rapids, Michigan. It serves 500 independently owned Spartan stores throughout Michigan, Indiana and Ohio.

This old Indian saying could serve as a guide to dealing with customer complaints: "Listen to the whispers and you won't have to hear the screams." Or like Grandmother Willow said in Pocahontas, "Listen with your heart and you will understand."

On December 19, 1995, representatives of every major retail organization in America announced the largest effort ever to reduce youth smoking. More than 150,000 retailers nationwide have joined forces through the Coalition for Responsible Tobacco Retailing to prevent the sale of tobacco products to kids.

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Amato Foods (313) 295-3337
Bil Mar Foods 1-800-654-3650
Eden Foods (517) 456-7424
Fine Manufacturing (810) 356-1663
Groeb Farms (517) 467-7609
Home Style Foods, Inc. (313) 874-3250
Jaeggi Hillsdale Country Cheese (517) 368-5990
Kali Enterprises, Inc. (313) 527-7240
Key West Soda Life Preserver (305) 296-0005
Kraft General Foods (313) 261-2800
Michigan (Pioneer) Sugar (517) 799-7300
Monitor (Big Chief) Sugar (517) 686-0161
Nabisco, Inc. (810) 478-1350
Neule Food Company (810) 380-3670
Red Pelican Food Products (313) 921-2500
Singer Extract Laboratory (313) 345-5880
Stadium Club Foods, Inc. (810) 332-8530
Strauss Brothers Co. (313) 832-1600
Tony's Pizza Service (810) 634-0606

MEAT PRODUCERS/PACKERS:

General Provision, Inc. (313) 393-1900
E.W. Grobbel Sons, Inc. (313) 567-8000
Hartig Meats (313) 832-2080
Hillshire Farms & Kahn's (810) 778-3276
Hygrade Food Products (313) 464-2400
Kowalski Sausage Company (313) 877-8200
L.K.I. Packing, Inc. (313) 833-1590
Metro Packing (313) 894-4369
Oscar Mayer & Company (810) 488-3000
Pelkie Meat Processing (906) 353-7479
Polak Packing Co. (313) 893-4228
Ray Pleva Products (616) 228-5000

Smith Meat Packing, Inc.

Southern Sausage, Inc. (313) 458-9530
Strauss Brothers Co. (313) 369-8902
Swift-Isckrich (313) 832-1660
Texas Brand, Inc. (313) 458-9530
Wolven Meat Mfg., Inc. (708) 526-0620
Wolven Packing Company (810) 777-9080
(313) 568-1900

MEDIA:

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

NON-FOOD DISTRIBUTORS:

Advanced Formula Products, Inc. (313) 522-4488
Albion Vending (517) 629-1204
Items Galore, Inc. (810) 774-4800
Ludington Distributors (313) 925-7600

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips (313) 925-4774
Detroit Popcorn Company 1-800-642-2626
Frito-Lay, Inc. 1-800-24FRITO
Germack Pistachio Co. (313) 393-2000
Grandma Shearer's Potato Chips (313) 522-3580
Kar Nut Products Company (810) 541-7870
Michigan Popcorn & Fast Food Supply (313) 861-3535
Michigan Rainbow Corp. 313-365-5635
Nikhlas Distributors (Cubana) (313) 571-2447
Vanity Foods, Inc. (810) 268-4900
Vintner Snacks (313) 365-5555

PROMOTION/ADVERTISING:

Advo System (313) 425-8190
Intro-Marketing (810) 540-5000
J K Kidd & Co. (810) 647-6601
J R Marketing-Promotions (810) 296-2246
JDA Associates (313) 393-7835
PJM Graphics (313) 535-6400
Promotions Unlimited, Corp. (414) 554-8484
Safeguard Business Systems (810) 548-0260
Stanley's Advertising & Dist. (313) 961-7177
Stephen's Nu-Ad, Inc. (810) 777-6823

RESTAURANTS:

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

SERVICES:

AARMCO Security (810) 968-0707
A Catered Affair (313) 393-5311
AirPage (810) 547-7777
Akram Namou, C.P.A. (810) 557-9030
American Mailers (313) 842-4000
America's Phone Services 1-800-441-1409
AMNEX Long Distance Service (810) 559-0445
Bellanca, Beattie, DeLisle (313) 964-4200
Buiten Tamblin Steensma & Assoc. (616) 949-0490
Cellular One (313) 590-1200
Central Alarm Signal (313) 864-8900
Century Marketing (419) 354-2591
CIGNA Financial Advisors (810) 827-4400
C&J Parking Lot Sweeping, Inc. (801) 759-3668
Community Commercial Realty Ltd. (810) 569-4240
Dean Witter Reynolds, Inc. (810) 258-1750
Detroit Edison Company (313) 237-9225
Dialogue Marketing (810) 827-4700
Dynasty Funding (810) 489-5400
Eco-Rite, Inc. (810) 683-2063
Follmer, Rudzewicz & Co., CPA (810) 355-1040
Food Industry Professional Network (810) 353-5600
Garmo & Co., CPA (810) 737-9933
Goh's Inventory Service (810) 353-5033
Great Lakes Data Systems (810) 356-4100
Independence One 1-800-622-6864
Investment Group (810) 442-0067
Infinity Communications Corp. (517) 482-5000
Karoub Associates (810) 552-0500
Law Offices-Garmo & Garmo (810) 349-6438
Market Pros (810) 356-1620
Menczer & Urchick P.C., CPA (810) 625-0700
Metro Media Associates (810) 221-7310
Midwestern Bell (810) 960-3737
MoneyGram (810) 305-7057
Multi-gard/Audio Alert (313) 562-2850
Nanowide Communications (810) 968-0412
Network Real Estate Services (810) 539-0900
Nextel Communications (810) 213-3100
Paul Meyer Real Estate (810) 398-7285
PC Pro Shop (810) 853-6680
Potol Packing Co. (313) 893-4228
REA Marketing (517) 386-9666
Frank Smith's Red Carpet Keim (810) 645-5800
Peter Rages, Attorney/CPA (313) 961-8400
Point of Sale Demo Service (810) 887-2510
Sal S. Shimmun, CPA (810) 424-9448
Sesi & Sesi, Attorneys (810) 258-6060
Edward A. Shuttle, P.C., Attorney (810) 288-2080
Southfield Funeral Home (810) 569-8080
Statewide Financial Services (810) 932-8680
Thomas P. Soltys, CPA (616) 698-8855
Telecheck Michigan, Inc. (810) 354-5000

Transactive Corporation (404) 381-6740
Travelers Express Co. 1-800-328-5670
Ulfracom Telecommunications (810) 550-2020
Vend-A-Matic (810) 585-7700
Voice Mail Systems, Inc. (810) 198-0707
Western Union Financial Services (810) 449-3460
Whitely's Concessions (313) 278-5287
Wolverine Real Estate Services (810) 353-7000
WSB Advisors (810) 594-1020

STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration (313) 565-2474
All-American Cash Register (313) 561-4141
Ameri-Copy 1-800-888-1681
Belmont Paper & Bag Supply (313) 491-6590
Boilin Label Systems 1-800-882-5140
Brehm Broaster Sales (517) 427-5850
Brinkman Safe (810) 739-1800
Cool Industries (313) 343-5711
DCI Food Equipment (313) 369-1666
First National Pallet Rental (414) 469-2211
Hobart Corporation (313) 697-3070
International Bankard Service (810) 569-3002
MMI Distributing (313) 582-4400
Metro Equipment Inc. (313) 571-6655
Michigan Bale Tie Company (313) 925-1106
Midwest Butcher & Deli Supply (810) 588-1180
Murray Lighting Company (313) 341-0416
National Food Equipment & Supplies (810) 960-7292
North American Interstate (810) 543-1666
POS Systems Management, Inc. (810) 689-4000
Refrigeration Engineering, Inc. (616) 453-2441
The Rib House (313) 274-7000
Sales Control Systems (810) 356-0700
Saxon, Inc. (810) 398-2000
Taylor Freezer (313) 525-2535
TOMRA Michigan (810) 589-0700

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar (616) 772-0100
Capstar, Inc. (517) 699-3600
Capital Distributors (313) 369-2137
Central Foods (313) 933-2600
Consumer Egg Packing (810) 354-5180
Dan French Inc. (810) 544-1740
Detroit Warehouse Co. (313) 491-1500
EBY-Brown, Co. 1-800-532-9276
Family Packing Distributors (810) 644-5353
Foodland Distributors (313) 523-2100
Groden Foods (313) 584-2800
Gourmet International, Inc. 1-800-875-5557
Grand Gourmet Specialties, Inc. (616) 975-3400
H & O Distributors (313) 493-0011
Hamilton Quality Foods (313) 728-1000
The Happy Hive (313) 562-3707
J & K Distributing (313) 491-5930
J F Walker (517) 787-9800
Jerusalem Foods (313) 538-1511
Kay Distributing (616) 527-0120
Keebler Co. (313) 455-2600
Kche Food Distributors 1-800-888-4681
Kramer Foods Company (810) 585-8141
Lipan Foods (810) 469-0131
McInerney-Millere Bros. (313) 833-8668
Midwest Wholesale Foods (810) 744-2200
Miesel/Sysco Food Service (313) 397-7999
Mucky Duck Mustard Co. (810) 683-5750
Norquick Distributing Co. (313) 522-1000
Northwest Food Co. of Michigan (313) 368-2500
Riviera Food Corp. (313) 538-3020
Robert D. Arnold & Assoc. (810) 635-8411
S. Abraham & Sons (517) 763-5040
Sackett Ranch (810) 588-4407
Sam's Club—Hazel Park (810) 354-1100
Sandler-Stone Co. (810) 674-1100
Scot Lad Foods, Inc. (419) 228-3141
Sherwood Foods Distributors (313) 366-3100
State Fair Wholesale (313) 893-4629
State Wholesale Grocers (313) 567-7654
Spartan Stores, Inc. (313) 455-1400
Sunlight Distributors (517) 777-1891
Superior Fast Foods, Inc. (810) 296-7118
Tison's Frozen Pizza Dough (810) 566-5710
Tony's Pizza Service 1-800-247-1533
Trepco Imports (810) 546-3661
Vale Wholesale (810) 967-2910
Weeks Food Corp. (810) 727-3333
Ypsilanti Food Co-op (313) 483-1530

ASSOCIATES:

American Synergistics (313) 427-4444
Basket Case (313) 831-4438
Herman Rubin Sales Co. (810) 354-6433
Levermore Davidson Florist (810) 352-0001
Mimmi's Boats & Motors (810) 748-3400
Sigma Associates, Inc. (313) 963-9700
Wilden & Assoc. (810) 588-2358
Wolverine Golf Club, Inc. (810) 781-5544

New 20oz. Splash bottle.



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GET YOUR WHISTLE with the new SPLASH BOTTLE from 7 UP
Available in April
See your 7 Up Representative for details...

COUPON EXPLOSION

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for all Michigan Customers ...



12 Page F.S.I.
Drops the Weeks of April 27th
& May 4th, 1997 in all major newspapers
Over 30 coupons - Over \$14.00 in Value
Assorted Point-Of Sale materials
available for displays, ads & shelf
Consumer \$12,000 Food Sweepstakes

Coupons on **SALES MARK'S** Fine Products include:

COUPON EXPLOSION			COUPON EXPLOSION		
# CPNS	COUPON AMOUNTS	PRODUCTS	# CPNS	COUPON AMOUNTS	PRODUCTS
1	\$.55 on 2 any	GROCERY :	1	\$1.00 ON 3 - any	FROZEN:
1	\$.50 on 1 - any	Diamond Crystal Salt Sense	1	\$.25 on 1 - any	Mrs. T'S Pierogies
7	(3) \$.30 on 1 - any	Arm & Hammer Powder Detergent	1	\$.35 on 1 - any	Hot Pockets / Lean Pockets / Croissant
	\$.40 on 1 - any	Arm & Hammer Liquid Detergent	1	\$.55 on 2 - any	Pockets / Pizza Snacks
	\$.30 on 1 - any	Irish Spring Bar Soap	1	\$.55 on 1 - any	New York Texas Toast Garlic Bread
	\$.30 on 1 - any	Softsoap - Anti-Bacterial	2	\$.55 on 1 - any	Green Giant Pasta Accents
	\$.40 on 1 - any	Softsoap - Original/Moisturizing	1	\$.55 on 1 - any MSF	Hungry Jack Waffles
1	B1G1F - any	Palmolive Dish Deterg. Gel (Direct)	1	\$.60 on 2 any	Hungry Jack Syrup (Direct)
1	\$.10 on 1 - any	Palmolive Ultra Pot & Pans			Morningstar Farms Products
	\$.60 on 2 any	Dish Detergent (Direct)			DAIRY:
1	B1G1F - any	Glad-Lock Freezer Bags			SmartBeat Non-Fat Cheese L/F IWC
1	\$.55 on 1 - any	Glad-Lock Storage Bags	1	\$.35 on 1 - any	SmartBeat Light Margarine
1	\$.55 on 2 - any	Green Forest Bath Tissue	1	\$.40 on 1 any	SmartBeat F/F Squeeze Margarine
1	\$.55 on 2 - any	Green Forest Towel	1	\$.25 on 1 - any	Egg Beaters Refrigerated
1	Buy 1 of Each - Save \$.55	Green Forest Napkins	2	\$.40 on 1 any Fresh TS	Simply Potatoes
1	\$.25 on 1 - any	Green Forest - Facial		\$.50 on 1 - any	Win Schuler's Bar Scheeze
		SmartBeat Fat Free Mayonnaise		(No Coupon)	MEAT:
		Maruchan Ramen Noodles	1	\$.35 on 1 - any	Turkey Store Fresh Turkey Products
		Marzetti Slaw Dressings			Turkey Store Seasoned Cuts
		Ice Mountain Water			HBC:
		Progresso Soups			Tampax Advertising
		Pillsbury/Snackwell Cake Mix/ Frosting (Direct)			PRODUCE:
		Win Schuler's Snack Chips			Marzetti Refrigerated Dressings
			31 Cpn's Over \$14.00		



Midwest Division

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