



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

OL 8, NO 2

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

Associated Food Dealers  
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## What a Ball!



Dancing the night away during the AFD 81st Annual Anniversary Ball. More photos, page 28.

## Legislative Update

### Legislative victories of 1996

Looking back on 1996, here are a few of the national legislative victories that affect you and your business:

**Cardboard Baler and Compactor Bill** - Congress passed legislation to modify Labor Department regulations, to allow 16- and 17-year-olds to load cardboard balers and compactors that meet safety standards.

**Saccharin Sign Repeal** - The outdated and redundant requirement that retailers post signs warning that they sell products containing saccharin was repealed.

**PACA License Fee Repeal** - Congress enacted legislation to eliminate the requirement that retailers and grocery wholesalers pay annual Peshable Agricultural Commodities Act (PACA) license fees. The fees will be phased out over a three year period.

**Delaney Clause Repeal** - Congress repealed the

outdated Delaney Clause prohibiting even minute traces of cancer-causing chemicals in any processed food. A new risk-assessment standard to ensure food safety replaces the clause.

**Dairy Price Supports** - Legislation to phase out the current dairy price support system was passed. A market-oriented system replaces the old one.

**Welfare Reform/Food Stamps** - The welfare reform bill that was signed into law preserves Food Stamps as a federal program and encourages implementation of Electronic Benefits Transfer (EBT) systems, which are compatible among the states. The current law prohibiting the imposition of costs on retailers was maintained.

## Liquor privatization update

As of January 21, privatization of the Michigan liquor distribution system is back on track. The injunction that was filed by the Michigan State Employment Association (MSEA) against the Michigan Liquor Control Commission has been lifted. This means that, as of press time, privatization of Michigan's liquor distribution system is scheduled to go into effect immediately.



## Salute to our Wholesalers and Distributors

by Ginny Bennett

The Associated Food Dealers salute Michigan's wholesalers and distributors as a crucial link in the long food chain. The men and women who provide the world-class food and non-food products to retail grocery and convenience stores are an important part of Michigan's \$37 billion agricultural industry.

As a raw product

progresses from field to table, the average consumer probably fails to consider the importance of these unsung heroes. Children learn that farmers plant the seed, harvest the grain and feed the chickens but the leap from farm to supermarket is largely taken for granted.

Eventually we learn that the farmer's grain becomes

**See Salute**  
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## New tobacco laws explained at meeting

The Food and Drug Administration will conduct 10 regional meetings throughout the US in February to explain the new tobacco regulations. The Michigan meeting is scheduled for February 12 at 1:00 p.m. at Harper Hospital in Detroit and will be conducted by the folks from Washington - the actual people who wrote the regulations.

Effective February 28, the new government regulation will require all retailers to verify, by photo ID, the age of any person purchasing cigarettes or smokeless tobacco under the age of 27. Anyone

selling tobacco to a customer under the age of 27 without first checking the photo ID of the customer is in violation.

Other provisions of the FDA tobacco regulations - those relating to self-serve displays, signage and advertising restrictions - will not go into effect until August 28.

The February 12 meeting is designed to explain details of the new regulations and answer your questions.

For registration information call Evelyn Denike at the Detroit FDS office (313) 226-6158.



NOTHING ELSE IS A PEPSI 

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## Executive Director's Report



by Joseph D. Sarafa

Beginning in March, 50,000 people in Michigan will no longer be eligible to receive food stamps. AFD joined a coalition of non-profit, civil rights organizations, religious congregations and labor unions in December that appealed to Governor Engler to sign a waiver that would have stopped this from happening. However, the Governor has refused to sign. Here are the details and how food stamp recipients will be affected:

**New welfare law changes rules** - Recently passed federal legislation requires anyone who is 18 through 50 years of age and not responsible for the care of a child and not physically or mentally incapacitated to work 20 hours per week. In Michigan's case, they can also perform community service for 25 hours per month. If they do not comply they will be limited to three months of food

## Thousands will lose food stamp benefits this year

stamps over a 36-month period. Many, if not most, of the people that will be impacted by this law live in communities that are unable to provide sufficient jobs to enable them to meet this requirement. However, the federal law provides that states may seek a waiver of this provision in areas where unemployment exceeds 10 percent or in areas where there are insufficient jobs.

### Law not intended for areas where there are insufficient jobs

An application for a waiver of the work requirement, due to insufficient jobs in an area, may be based on the area's designation as a "labor surplus area." As defined by the U.S. Department of labor, unemployment in such areas must exceed the national average by 20 percent for the previous two calendar years. As of last October, 44 Michigan counties, 11 cities and one township qualified as labor surplus areas.

**Millions of dollars lost to local economy** - The 50,000 people affected will lose approximately \$72 million in food stamp benefits each year. In addition, because the food stamp dollar turns over in the local economy three to six times, local areas in

Michigan will lose many retail jobs and other jobs fed by the retail food industry. *If the budgets of all of the emergency food providers in Michigan were combined, they would not reach \$72 million, and these providers would have to triple their fundraising to make up for this loss.*

**No state money spent on food stamps** - All food stamp benefits are federal dollars. Michigan's return on dollars sent to the federal government is one of the lowest in the nation. It is unconscionable to allow these dollars to go back to Washington when the lives of tens of thousands of Michiganians are at stake.

**A proposed solution is no solution** - The issue of food stamps is beyond a simple cost saving or political measure. That's why the coalition joined together to urge that a waiver be sought which would ensure that food stamp recipients face security, not starvation. Although Michigan food stamp recipients have been advised they can protect their benefits by performing 25 hours of community service work for one of

See Executive Director  
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# Calendar

**February 9 - 12**  
**NGA 1997 Convention & Expo**  
 Houston, Texas  
 (703) 437-5300

**March 12 - 14**  
**ECR, Putting the Pieces Together**  
 Hyatt Regency  
 Atlanta, Georgia  
 (888) 3ECRECR (888-332-7327)

**March 17 - 18**  
**Food Marketing Conference**  
 Western Michigan University,  
 Kalamazoo  
 (616) 387-2132

**March 19**  
**Midwest Wholesale Food Show**  
 Burton Manor, Livonia  
 (800) 552-6967

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

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AFD works closely with the following associations:



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## Guest Comments

# New products, packaging bring new questions

by Mary Dechow, Spartan Stores, Inc.

*Variety is the spice of life and it seems that each day our customers demand more variety in the selections we offer. They also want food that is convenient, fast and ready to use. Venturing into new areas always brings up new questions. From labeling to weighing, supermarket operators need to be aware of the laws and how they apply to the commodities sold. The questions presented below are some I regularly hear.*

**Q.** Do fruit baskets need a label listing all the ingredients?

**A.** Baskets of assorted fruits and/or vegetables must be labeled with the total net weight of the contents. A label indicating the amount of numerical count of each type of fruit or vegetable is not necessary. The basket commodity name may be "Assorted Fruit," etc. If the commodity name includes the name of individual fruits or vegetables, they must be listed in order of predominance by weight.

Fruit/vegetable baskets, if sold at any location other than where packed, must also be labeled with the name and address (including zip code) of the packer or distributor.

**Q.** We're making specialty baskets featuring primarily gift items and an assortment of loose candy. What



needs to be on the label?

**A.** This type of basket is considered a "combination package" and as such has slightly different requirements. This basket must be labeled with an itemized manifest of the contents, including net content declarations of prepackaged commodities inside the basket. Additionally, the total net weight of the "loose" candies must be labeled. Items lacking ingredient statements must also have their ingredients noted on the label. For example, a man's "shaving" gift basket with loose candies might state the following: (1) Shaving foam 236 ml (8 fl. oz.); (1) Razor; (1) Package - 8 razor blades; (1) He-Man Cologne 118 ml (4 fl. oz.); Assorted candies 454 grams (1 lb.); Candy ingredients: Sugar, high fructose corn syrup, etc. Nutritional information would follow.

**Q.** Do we need ingredient and nutritional labels on deli trays that contain a variety of products (e.g., meat, vegetable and cheese trays)?

**A.** If the tray features just fruits or vegetables and if the product can be clearly seen, a label stating "Assorted

Fruit" or "Assorted Vegetables" will be sufficient, along with a total net weight. If you decide to be specific on the types of fruits and vegetables included, then you must list them in order of predominance by weight. Meat and cheese trays are a bit different. These require an itemized list of the contents indicating the amount or weight of each commodity. A total net weight is not required. Nutritional labels do not need to be included on the trays, but the information does need to be available for customers should they request it. A preferred method of handling this is to make a book of the labels and keep it handy for customers to review if requested.

**Q.** We're repackaging candy and nuts into our own uniform containers. What needs to be on the label?

**A.** Under the federal labeling laws, these repack items must be labeled with a list of ingredients and the nutritional information. The manufacturer/packer should be providing these in the original case or on the original package.

**Q.** We'll make hundreds of special order cakes at different times throughout the year, primarily for holidays. What needs to be on the label?

**A.** Since these cakes are special order, they do not need an ingredient label or a nutritional label. Cakes made ahead and sold from a shelf or cooler must have a label listing all the ingredients, including fillings and frostings, in descending order. Frostings can be listed separately.

**Q.** Are tare weights necessary for bulk candies and other items?

**A.** The law requires that the consumer pay only for the actual product weight, therefore when you're weighing anything you must take a tare for the non-edible portion of that sale. For instance, in the sale of wrapped candies sold from a bulk bin, you'll need a tare for the wrapper and for the bag or container used by the customer. This is no different than the salad sold from your deli case—the weight is the weight of the product excluding the weight of the deli container. Likewise, a shish kabob weight cannot include the stick since it's not edible.

**Q.** How do I determine what products are taxable and what can be purchased with food stamps?

**A.** Taxable issues are handled by the

**See Products & Packaging**  
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## The Grocery Zone

By David Coverly



THE LEGENDARY, LAST-MINUTE REPRISAL OF  
 MARIE ANTOINETTE'S COOK, BETTY CROCKER...

## Karoub Associates named leading lobbying firm

Karoub Associates, the governmental consulting firm of the Associated Food Dealers of Michigan, was recently named the number one Detroit lobbying agency in the state. The ranking, conducted annually by Crain's Detroit Business, lists lobbying firms by the number of Detroit-area business clients. Karoub Associates came out on top, with 44 clients. This is the fourth year the agency has topped Crain's list and Karoub's 30th year of service.

AFD is proud to be represented by the fine people at Karoub Associates.

## Have you been entrapped by food stamp sting?

Agents from the Food and Consumer Service (FCS) of the U.S. Department of Agriculture have been conducting sting operations nationwide, in which they approach convenience store clerks and offer to sell food stamps at \$.50 on the dollar. If the employee proceeds with the illegal transaction (either on or off company time) the employer has been fined up to \$20,000—regardless of the training the employee received. The NACS is trying to determine the extent of this FCS program. If your company has been cited within the past 12 months for the illegal laundering of food stamps by an employee, please call Marc Katz or Lyle Beckwith at NACS (703) 684-3600.

## Guinness to stop importing Moosehead

Effective March 31, 1997, Guinness Import Company will no longer have U.S. import rights for Moosehead Breweries Limited.

A new importer has been hired by Moosehead to distribute their U.S. brands beginning April 1, 1997 and will be named shortly.

## NACS lottery profitability study complete

The year-long inquiry by NACS into the profitability of the sale of lottery tickets is now complete, and the final report is drafted and in circulation for final approvals.

The research was performed to take a detailed look at the costs and benefits associated with the lottery sale. Costs and benefits were examined for shopping baskets that include lottery for comparison with costs and benefits associated with non-lottery

shopping baskets. In addition to the cost and benefit data, the report also details over 100 process improvement suggestions that can reduce costs associated with handling this product.

|                                | Non-Lottery Customer | Lottery Customer |
|--------------------------------|----------------------|------------------|
| Gross Margin Percentage        | 25 percent           | 18 percent       |
| Average Cost per Transaction   | \$0.68               | \$1.07           |
| Average Profit per Transaction | \$0.19               | \$0.06           |

Source: NACSCAN

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# Special training wages—students and youths

There has been much confusion as to payment of wages below the current minimum wage of \$4.75 per hour, which will go to \$5.15 on September 1, 1997. Here is the scoop, directly from the Human Resources Development Association:

There are two different below minimum wage programs in effect: Youth Opportunity, and Full-time Students. Here is a list of rules for each:

## Youth opportunity wage

1. No certificate is necessary.
2. Wage \$4.25 per hour. (Will remain at \$4.25 until another minimum wage bill is enacted. Stays at \$4.25 even when minimum wage goes to \$5.15 per hour)
3. May be paid to any youth under age of 20 only for the first consecutive 90 calendar days of employment.
4. No restrictions on the number of persons hired except no present employees are to be terminated to make room for employees hired under this program.
5. Any type of business.

## Full-time student

1. A certificate is required. Good for one year and then must be renewed.
2. Only applies to service or agricultural establishments.
3. Company may pay 85 percent of minimum wage for as long as the employee remains a full-time student.
4. There are three choices in which to obtain a certificate:
  - a. Employ no more than six full-time students in any one day at the 85 percent rate (currently \$4.04).
  - b. Not more than 10 percent of the total hours of all employees during any month unless you request authority for more than 10 percent of the total hours during a month.
  - c. Student shall not work more than eight hours in a day nor over 40 hours in a week when school is not in session and only 20 hours in a week when school is in session.

There are a few more minor exceptions which are listed on the application. For more information and to file forms, contact the U.S. Department of Labor-Federal Building, 525 Griffin Street, Dallas, Texas 75202, (214) 767-4039.

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## Tips for hiring and promoting

Good advice from *Fast Company* magazine: "Hire and promote first on the basis of integrity; second, motivation; third, capacity; fourth, understanding; fifth, knowledge and last and least, experience."

Without integrity, motivation is dangerous; without motivation, capacity is impotent; without capacity, understanding is limited; without understanding, knowledge is meaningless and without knowledge, experience is blind.

Experience is easy to provide and quickly put to good use by people with all the other qualities.

## Spartan names new executives

Spartan Stores, Inc. has named Jim Swoboda to the new position of director of logistics and distribution technologies, Rick Ribbens to the position of director of grocery, general merchandise/HBC purchasing and Shari Steinbach, M.S., R.D. to the new position of Meal Solutions and Consumer Affairs Manager at Spartan Stores, Inc..



Shari Steinbach, M.S., R.D.

Swoboda is accountable for recommending supply chain initiatives that will help Spartan improve its competitive position and enhance the efficiency of the logistics portion of the company. Specific areas of focus include cross-docking product flow-through, distribution center usage, order management, forecasting systems, data integrity, and working with vendors to improve their logistics processes.

Ribben's accountabilities include overseeing all grocery and general merchandise/HBC procurement, as well as the corporate strategy of category management.

Steinbach's accountabilities include creating a meal solutions team and managing these resources to enhance Spartan's meal solutions initiative.

Spartan Stores, Inc. is the 7th-largest grocery wholesaler in the United States. The Fortune 500 company distributes more than 46,000 products (including grocery, meat, seafood, produce, floral, frozen, dairy and general merchandise) and provides several marketing, operational and customer support services to 500 independently owned grocery stores in Michigan, Indiana and Ohio.

## Monitor Sugar names new VP of technical development

Christopher D. Rhoten has joined Monitor Sugar Company in Bay City as vice-president of technical development. Rhoten will facilitate the development and implementation of emerging technologies to improve the efficiencies of its processing facility.

Rhoten graduated from California State Polytechnic University in San Luis Obispo, with a BS in Biochemistry. His

career spans 25 years with Spreckels Sugar Company of California in many operations-related positions. Rhoten is also associated with the Beet Sugar Development Foundation and the Beet Sugar Institute where he has been an instructor for 17 years and is a member of its Education Committee.

Rhoten and his wife Michelle, will make their home in Saginaw Township.



Christopher D. Rhoten

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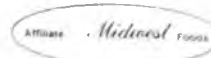
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# Sandpiper owner revives Detroit corner

by Kathy Blake

Mike Atto has faith in Detroit, so much so that he has revitalized the northeast corner of Seven Mile Road and Woodward Avenue where his store, Sandpiper Liquor Shoppe is located. He believes that by setting a good example, the

up the corner and move the store to the north of McDonald's, not counting the lost revenue for being closed for three months.

"Every penny I made in here (the old store), I put back into Sandpiper," said Atto. A good citizen of Detroit, Atto

acknowledges that he likes the city and after 17 years on the corner, he plans to stay. Customers have told him they like and appreciate what he's done. "These people like to see a good thing happen to Detroit, and so do I," said Atto.

The clean and crisp new store is rectangular

in shape. The merchandise is shelved on short rows perpendicular to the counter which runs the length of the store, providing good visibility for the clerks. The counter is encased in



Mike Atto with a bottle of Remy Martin Louis XIII Cognac, saved from Sandpiper's opening in 1979.

area will continue to progress.

He cleared old buildings and debris making way for a McDonald's restaurant right on the corner where the old store had been. It cost a great deal to clean



Mike and Jimmy Atto in front of their store at Seven Mile Road and Woodward Avenue.

the customary bulletproof glass which Atto tested personally and was reassured when it stopped a .357 magnum bullet.

Crime or the threat of crime is a part of business for convenience store operators. "Detroit should do something more to protect store owners," adds Atto. He recalls the early 60's when the crime rate was low and youngsters could walk downtown without being bothered. Woodward was thriving and drive-ins lined the avenue. Palmer Park, which is at the adjacent corner to his store, was the gathering place for his family and friends.

Atto believes Detroit can improve and although it will never be like "the good old days," it will get stronger. He is all for the development of Detroit and he likes what Mayor Dennis Archer is doing. Atto's in favor of the race track, Tiger Stadium and casinos. He is going to start developing for the future on his street.

Developers are interested in this corner. Atto said, "I had to work very hard to do this corner." He worked rather quickly too. The demolition and construction was completed in four months. During that time he kept busy going to the City of Detroit offices daily, petitioning for zoning, arranging inspections, attending council meetings, obtaining licenses for liquor, food stamps, WIC and lottery and arranging demolition and construction.

His attorney Peter Abbo helped him get started but Mike did all the filing and paperwork himself. Mike said, "Peter is the most wonderful person to have for a lawyer. I am very appreciative of what he did. He showed me the road and I took it from there."

Atto had worked at Village Party Store on Six Mile Road and wanted to open his own convenience store. Eighteen years ago Peter Atto, Mike's oldest brother, helped Mike and his other two brothers, Jimmy and Hikmat, buy property at the northeast corner of Seven Mile and Woodward and two parcels north and east of the corner. In late 1979, they opened Sandpiper Liquor Shoppe in the building right on the corner and leased the buildings surrounding the store to various businesses including bars.

After being closed for three months during construction, the new store opened recently with Mike and Jimmy welcoming back old customers who remarked with approval about the new shop. Approximately half of the business is from people in the neighborhood, while the other half is from commuters on Woodward. This summer, Atto plans to build a parking lot behind the new store.

All four brothers have families. They believe in encouraging their children to study and reward good grades for their own children and also for those at local Nolan Middle School. Pop and snacks are awarded to top performing classes. Atto hopes to be able to do more for his neighborhood and hopes his efforts will encourage others to invest in development.

Atto has come a long way since he and his family immigrated from Iraq in 1962. He is proud of his accomplishments. "I'm very proud of my people, what they did and what they're doing." He added "Happy New Year and good luck to all store owners and bless you all."



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## AFD lobbyist pens new book

Mike Ranville, senior partner at Karoub Associates, the governmental consulting agency for AFD, is also an author. His new book, *To Strike at a King*, describes the turning point in the McCarthy witch-hunts of the 1950s by telling the riveting story of Milo Radulovich's quest to clear his name.

In August, 1953, a young Air Force Reserve Lieutenant, Milo Radulovich, was informed by the military that he was being discharged from the service. Milo had done nothing that would prompt questions of his loyalty. On the contrary, his guilt was a "close and continuing association" with his father and sister.

His father, John Radulovich, was cited for receiving subversive literature, namely a publication called *Slobodna Rec* (Free Expression). In fact, the old man could barely speak English and subscribed to the paper only to



Mike Ranville

keep abreast of events in his homeland. The family laughs at the thought of their father and his life-long struggle with the English language being a rabble-rouser. UAW officials came to his defense, but the Air Force ignored their testimony.

Milo was apolitical. He was carrying a full curriculum load in Physics at the University of Michigan. With two young

children he hardly had time to plan the overthrow of the government. His wife was working nights and Milo held down two jobs. Most nights he held a book in one hand and rocked a cradle with the other.

Impossible as it may seem, the government refused to allow the defense to review the evidence against Milo. The charges, and their derivation, were never allowed to emerge from a closed envelope. Those who levied accusations against old John Radulovich were never cross examined. A tribunal of officers ruled against Milo.

Edward R. Murrow took up the case. Murrow and Fred Friendly had been searching for a "little picture" they could use to land the first telling blow against Senator Joe McCarthy. Murrow knew, however, that the issue he used to attack McCarthy had to be such an egregious violation of human rights that the public would say,

"at long last, has McCarthyism come to this?" If he was not successful, it would only strengthen McCarthy. For Murrow was keenly aware of the Ralph Waldo Emerson dictum, "When you strike at a king, you must kill him." That issue, on which Murrow hinged his success, was the case against Lt. Milo Radulovich.

"This is a hell of a story," CBS newsmen Dan Rather writes on the promotional jacket. The Observer & Eccentric newspapers add that "Ranville's book is easy to read. The author lets the people and the lives they lead tell the story without being overly dramatic. It's a good yarn told well." *To Strike at a King* is published by Momentum Books, LTD., of Troy and is available in major bookstores.

**More Books & Videos**  
page 13



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A close-up, artistic photograph of a Miller Lite beer glass tilted at an angle. The glass is filled with ice cubes and a golden beer. The Miller Lite logo, featuring a winged figure and the words "Miller Lite", is prominently displayed on the glass. The background is dark and moody, with light reflecting off the glass and ice.

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# Executive Sweet

by: Danielle MacDonald

The nameplate on the president's door at Golden Valley Dairy says it all — Executive Sweet. A sweet tooth for ice cream and a pledge to his father changed both Seymour Greenstein's life and Golden Valley Dairy.

Golden Valley Dairy was founded in the 1930's by Harry Greenstein, Seymour's father, and his partner Dave Kreisman. Seymour Greenstein was a teacher at Central High School in Detroit and had no interest in his father's dairy company. On June 3, 1965 at the age of 24, Greenstein lost his father. He had previously pledged to take his father's body to Israel and bury him in Jerusalem. The department head at Central High School would not give Greenstein the vacation time needed to travel to Israel. He quit his job in order to honor his father's last wish.

Upon returning from Israel, Kreisman offered him a job at Golden Valley Dairy. "I had never sold anything before," explained Greenstein. "At the time Golden Valley Dairy only had glass bottles and most of the competition had cartons. It was a hard sell for someone with no experience."

In 1966, Greenstein introduced cartons bearing the Golden Valley Dairy name. "I was faced with a very difficult decision at this point. First of all, introducing cartons maximized our production capabilities so we needed a new facility. Secondly, I heard over and over from our customers that they wanted name brand products. Golden Valley Dairy had no brand name recognition."

Greenstein decided he couldn't succeed as a processor. In 1968, Golden Valley Dairy became a distributor for United Dairy. The company distributed milk, cream, sour cream, and cottage cheese. In 1971, United Dairy convinced Greenstein to buy a six door freezer truck and sell Land O' Lakes butter to theaters. "This venture produced a loss of \$200 per week," mused Greenstein.

With \$200 less in his pocket each week, Greenstein began looking for his 'cash cow.' In 1971, he rented an 8' by 10' booth at the Michigan State Fair and sold hand-dipped ice cream for 20 cents



a scoop. "My wife Penny and I scooped till our hands were raw. In my six years of experience, no one had ever lined up for milk, but the line up for ice cream was never ending."

Greenstein and his wife rented a booth at the fair the following year. "I found out there was going to be some competition from a gentleman in Philadelphia. I flew out to meet him and in passing asked his opinion about the best ice cream in Philadelphia. He told me that only one store in the city sold Haagen-Dazs ice cream and it was the best he had ever tasted."

In a taxi on his way to the airport,

Greenstein indulged in two pints of Haagen-Dazs ice cream - vanilla and rum raisin. Greenstein agreed that it was by far the best ice cream he had ever tasted, but it was not

available anywhere in Michigan. Consumers in Detroit were exposed to ice cream that costs 29 cents a pint. Haagen-Dazs cost \$1.05.

In 1973, Greenstein met with Lester Gruber, owner of the London Chop House, a premier restaurant in Detroit. He brought three flavors of Haagen-Dazs for a blind taste test. "Gruber's comments clearly indicated that Haagen-Dazs was the superior choice," said Greenstein.

Two weeks later Gruber ordered

10 tubs of ice cream which he needed for the following day. Before placing the order with Greenstein, he had changed his menu at the London Chop House to include Haagen-Dazs. Greenstein panicked because he didn't have the ice cream; it was in New York. He placed the order and the ice cream was delivered the next day packed in cardboard boxes with dry ice. Greenstein picked up 10 tubs of Haagen-Dazs ice cream at the airport and hand delivered it to the London Chop House. "It cost me \$100 a week to deliver Haagen-Dazs to the London Chop House."

Over the next year, Greenstein sold Haagen-Dazs into all of the top restaurants in Detroit. In 1975, the first retail outlets displayed Haagen-Dazs, Hudson's Gourmet Shop and Shopping Center Markets. Golden Valley Dairy was finally doing well

when United Dairies went bankrupt. This negative turn of events had serious implications for Greenstein. Golden Valley distributed United Dairy products, and Golden Valley used United Dairy's freezer space to store Haagen-Dazs ice cream.

In 1976, Greenstein secured a relationship with a new dairy supplier called Sealtest which was a division of Kraft Foods. One year later, Kraft launched Breyers, a new ice cream. "I had a proven track record with ice cream so I

became the distributor for both Haagen-Dazs and Breyers."

Within a year, Greenstein had outgrown his freezer capacity. He moved from his location in Oak Park to a 4,000-square-foot freezer in Detroit. "We only took up one quarter of the freezer so I started looking for new products to fill the space."

Today Greenstein has 15,000-square-feet of freezer space and is the distributor for Haagen-Dazs, Borden, Good Humor, Edy's, and Healthy Choice to name a few. In 1971, he sold \$8,000 worth of product a week. In 1997, he sells over \$800,000 worth of product a week. "I put my trust in name brand products," explained Greenstein. "National companies have both the marketing expertise and the marketing dollars to successfully launch new products which makes my job easy."

Greenstein believes that the flip side to every problem is an opportunity. "I decided that being a dairy processor was fruitless so I became a distributor. I lost \$200 a week because of a freezer truck and some frozen butter, but I went in search of a product for my truck and found ice cream. I lost \$100 a week delivering ice cream to the London Chop House. The London Chop House was the first restaurant to feature Haagen-Dazs ice cream on their menu which gave me great leverage selling to other restaurants. United Dairies went bankrupt but I found Sealtest and got Breyers too."

Greenstein can also attribute his success to his strong value system. "You are no better than your word. Even if you lose money, you must keep your word." Greenstein deserves the bragging rights for his success but he remains quiet and humble. He does not publicize the fact that between five percent and 10 percent of the profits at Golden Valley Dairy go to charity.

In addition to a very successful business, Greenstein has a very happy family life. He and his wife Penny were married in 1965. They have three children and they became grandparents, twice, in 1996. Both granddaughters are sure to get their first 'taste' of success in the 'Executive Sweet' at Golden Valley Dairy.



Seymour Greenstein



## Newest additions to the AFD Video Library

AFD has a good selection of informational video tapes available for rental to members, including the new tapes below and *Gunsense*, the tape described to the right. Simply call AFD with your credit card number to secure the \$25 security deposit and we'll send your selections for viewing free of charge. The following are the newest additions to the AFD video library.

### Customer Service Orientation— Tape #131

This video is ideal for orienting newly hired associates to the supermarket industry and to their new job responsibilities. Topics included are personal appearance basics, greeting and thanking customers, answering customer questions, bagging with paper and plastic and taking action to ensure a safe environment for both customers and associates. Length: 10:00 min.

### Orientation for New Supermarket Associates in the Grocery Dept.—Tape #132

The basics of the grocery department are covered in this video designed to orient new hires to their job responsibilities. The video starts with a tour of the department explaining the range of products and categories included in the department. Personal appearance, stocking methods, product rotation, proper use of the case cutter, shrink control and safety are also discussed in the program. Length: 16:02 min.

### Orientation for the Produce Department—Tape #133

This video gives a department overview to the new produce clerk. Key topics include produce identification, product handling, refrigeration, rotation, food safety and sanitation. Making the right first impression to customers and the importance of personal appearance are also stressed in this program. Length: 14:22 min.

To inquire about receiving any of the training tapes or to receive a comprehensive list of the video library, call Dan Reeves at (810) 557-9600.

## Books & Videos

## Gunsense makes good-sense

WTVS Detroit Public Television, in cooperation with the Michigan State Medical Society Alliance and a consortium of Michigan medical organizations, has produced three short videos to promote public awareness of the danger guns pose for families and children and to teach elementary gun safety. The three-part series is packaged on a single video tape. The brief videos present vital gun safety in an entertaining format.

Every day, 15 American children are killed by a gunshot, and four

young people between the ages of 14 and 19 take their own lives with firearms. Guns are involved in one of four teenage fatalities in America and innumerable injuries. Health care professionals deal with this carnage daily.

The videos concentrate on providing information that will encourage people who own guns and people who live with guns to take appropriate precautions. It is hoped that the information will lead some of them to conclude that there are risks

involved when possessing a gun.

The single video tape includes: "The Ride of Your Life" - Medical professionals at Children's Hospital provide a step-by-step overview of the care given to youthful gunshot victims and express their feelings about the tragedy and suffering they have seen.

"A Little Respect" - An animated handgun speaks in a "gimme-a-little-respect" tone of voice and teaches some fundamentals of gun safety.

"First Line of Defense" - A mini drama that portrays a woman using a gun to protect herself and her subsequent effort to find other methods of self-defense.

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| 92366         | The Glenlivet 12 Year Old             | Liter     |  |                           |        |
| 89216         | The Glenlivet 12 Year Old             | 375 ml Rd |  |                           |        |
| 86563         | The Glenlivet 12 Year Old             | 50 ml     |  |                           |        |
| 91270         | The Glenlivet 18 Year Old             | 750 ml    |  |                           |        |
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| 92500         | Benriach 10 Year Old                  | 750 ml    |  |                           |        |
| 93570         | Strathisla 12 Year Old                | 750 ml    |  |                           |        |
| 93450         | Longmorn 12 Year Old                  | 750 ml    |  |                           |        |
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|               |                                       |           | 99410                                  | Martell VSOP              | 375 ml |
|               |                                       |           | 99036                                  | Martell VSOP              | 200 ml |
|               |                                       |           | 86993                                  | Martell VSOP              | 50 ml  |
|               |                                       |           | 99420                                  | Martell XO Supreme        | 750 ml |
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|               |                                       |           | 84503                                  | Seagram's Crown Royal     | 50 ml  |
|               |                                       |           | 84493                                  | Seagram's Gin             | 50 ml  |
|               |                                       |           | 85353                                  | Chivas Regal              | 50 ml  |
|               |                                       |           | 86563                                  | The Glenlivet 12 Year Old | 50 ml  |
|               |                                       |           | 86373                                  | Captain Morgan Original   | 50 ml  |



## Seagram Americas

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# Scan Data benefits independent retailers

"Retailers have to be able to collect scan data if they expect to compete in the years to come," said Marv Imus, vice president of Paw Paw Shopping Center in Paw Paw, Mich. "Scanning is really the basis of supermarket technology today. Without it, a retailer has no identity. Scan data is a reflection of a supermarket's customers. Once a retailer begins to capture scan data, it is what he or she does with it that really matters."

Approximately nine out of 10 independent operators (defined as owning fewer than 11 stores) now have scanning capabilities in their stores, according to FMI research. The most common uses of scan data are price verification and tracking daily item activity, according to FMI's In-Store Systems Study, 1995. "Smaller companies (tend to) focus on ensuring accurate prices at the shelf..."

"Although there are many ways to put scan data to use, Paw Paw is presently using it in coordination with its frequent shopper program," said Imus.

Scanning can also lead to more efficiencies when accepting coupons. According to recent FMI research, 72 percent of those surveyed scanned coupons. By scanning coupons, products can be more accurately matched with the corresponding coupon and the incidence of missed coupon redemptions is reduced.

## Partnership important to independents' success

Many independents can benefit by using the technological resources provided by their wholesaler. For example, Paw Paw uses Spartan Stores, Inc., to store the collected scan data. Paw Paw then accesses the data needed through the computer network that it shares with Spartan.

"Having the scan data stored at our wholesaler and sharing access to it, allows both of us to be more efficient: and that is the direction the entire industry is moving in," said Imus.

Independents who partner in this way with their wholesaler also benefit from the wholesaler's purchasing power. "Alone we may not matter as much to technology companies, but collectively we wield a pretty big stick," noted Imus.

Wholesalers can also be useful in providing various resources for smaller operators. Many independent operator and wholesaler partnerships can result in shared software development and employee training.

"Being an independent allows a retailer the luxury of easily making day-to-day operational changes, but using the wholesaler to the fullest extent allows an independent some of the luxuries traditionally known to chains," noted Imus.

For more information contact FMI at (202) 429-4507.

# Food stores show lowest pricing errors

Federal Trade Commission, National Institute of Standards and Technology and attorneys general of several states recently released results of a price accuracy survey. The study analyzes the results of inspections of more than 17,000 randomly selected items at 294 stores, including food, drug, home improvement, automotive department and toy stores, over a one-and-a-half year period ending in mid-1996. The stores checked were located in Florida, Massachusetts, Michigan, Missouri, Tennessee, Vermont and Wisconsin.

The report, *Price Check: A Report on the Accuracy of Checkout Scanners*, makes these key points:

- By and large, grocery stores and other retail outlets using

electronic price scanners are charging consumers the correct prices.

- Food stores, which have used checkout scanners the longest, showed the lowest overall error rate (3.47 percent). Nonfood stores had an error rate of 5.54 percent. The overall error rate for all types of outlets was 4.82 percent. Department stores had the highest error rate (9.15 percent).

- Errors are more likely to result from inattentiveness or carelessness, rather than willfulness.

- Undercharges exceeded overcharges. The total dollar amount of undercharges in this study, \$1,319.67, exceeded total overcharges, \$1,172.72, for a net consumer gain of \$146.95.

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## Bags of Michigan apples are back

The Michigan Apple Committee is kicking off its third annual "coupon-in-the-bag" promotion. Approximately two million specially-marked bags of Michigan Apples will feature inserts with coupons worth \$1.50 inside each bag.

The coupons are good for savings on Marzetti's Apple Dips, Archway Cookies, Planters Gold Measure Baking and Cooking Nuts, and County Line Cheese.

Besides the coupons, the inserts provide consumers with six recipes using fresh Michigan apples with each of the partner products.

Stores in Chicago, Grand Rapids/Kalamazoo/Battle Creek, St. Louis, Detroit, Cincinnati, Indianapolis, Louisville and several other markets will have the specially-marked bags. The promotion will be supported by a television campaign in all seven markets.

The Michigan Apple Committee is also supporting the promotion with a retail contest in all markets. Produce managers are being offered the opportunity to share \$5,000 in cash prizes. To enter, produce managers need to advertise the specially-marked bags and build displays using Michigan apples and partner products. Retailers can run their advertising and build displays anytime between



January 13 and March 14, with entries postmarked by March 28, 1997.

Free ad slicks and point-of-purchase materials are available to retailers upon request to the Michigan Apple Committee. For more information about the promotion or the contest, contact Jan Van Driessche or Ken Meyer by phone at 800-456-2753, or by e-mail at Patrick@MichiganApples.com.

## New Products

## Michelob sponsors PGA tour website

As part of its ongoing commitment to the game of golf, Michelob has joined the PGA TOUR as a founding sponsor of the organization's new website, pgatour.com. The interactive golf-themed site debuted in January on the world wide web at <http://www.pgatour.com>, and it includes the "Michelob 19th Hole," a section devoted to Michelob and the brand's golf-specific marketing programs.

As the official web site of the PGA TOUR, pgatour.com is the site for the most current news and information about golf and offers visitors instant access to the PGA TOUR's complete database. In addition to the

"Michelob 19th Hole," pgatour.com provides real-time tournament scoring from events on the PGA TOUR, the Senior PGA TOUR and the NIKE TOUR, and includes sections on tour news, tournament schedules, player statistics and biographies, PGA TOUR charities and golf tips, among others.

Along with the "Michelob 19th Hole" on pgatour.com, other Anheuser-Busch Internet sites on the world wide web include budweiser.com, budice.com and the Specialty Brewing Group's hopnotes.com.

## Wild Orchard grows in Troy

The juice market today is a billion dollar jungle that we are prepared to tame with the introduction of Wild Orchard, our own brand of fruit juice," said Anthony J. Selvaggio, president of Pointe Dairy Services and the newly formed Quality Juice & Beverage Corp. "We're proud to announce that Wild Orchard is the first generation of 'new age' fruit juice to originate from the Detroit area and be solely owned and marketed by a Southeastern Michigan company."

Eleven flavors of Wild Orchard

fruit juice are being introduced to Southeastern Michigan including "Aardvark Apple," "Alligator Orange," "Pink Flamingo Lemonade," and "Kangaroo Kiwi Berry." The initial glass containers come in 10 oz., 16 oz., and 32 oz. servings retailing for \$.80, \$1.19, and \$1.89 respectively.

Wild Orchard is the brainchild of Joe Selvaggio (youngest son of Pointe Dairy founder Joseph Selvaggio Sr.), who along with brothers Anthony and Alex make up the principle executives of Quality Juice & Beverage Corp.

The Wild Orchard brand label includes colorful animal graphics and



photos of fresh cut fruit.

Pointe Dairy Services is the sole distributor of Wild Orchard fruit juice, which is just hitting the shelves

at some of the area's finer markets and convenience stores. Another Michigan-based company, Country Fresh, is producing the juice through their subsidiary Southeastern Juice, in Chattanooga, Tennessee. For more information call Quality Juice & Beverage Corp. at Pointe Dairy Services (810) 589-7700.

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## Miller teams up with NBA for 50th anniversary promotions

Miller Brewing Company will help the National Basketball Association celebrate its 50th anniversary through a number of activities during the league's golden anniversary year.

Beginning in March, Miller will distribute a commemorative handbook in multipacks of Miller Lite, Miller Genuine Draft and Miller Beer.

The 50 Fantasy Matchups Handbook matches 50 of today's biggest NBA stars against legends of

yesterday.

Consumers will also be invited to vote on the greatest matchup by dialing 1(888)NBA-VOTE. Callers also will have the chance to enter to win an eight-day NBA fantasy road trip to travel to five NBA cities to watch a game during the 1997-98 season.

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**Our Subsidiaries.** Our total picture includes seven subsidiaries which are: J. F. Walker Company, Inc. - the nation's 9th largest convenience store distributor; L&L/Jiroch Distributing Company - also a convenience store distributor; United Wholesale Grocery Company - a cash 'n carry wholesaler; Market Development Corporation - a real estate holding company; Shield Insurance Services, Inc. - an all-line insurance agency; Shield Benefit Administrators, Inc. - a third party administrator providing services for employee benefit management and Spartan Insurance Company, Ltd. serving retail members of Spartan Stores, Inc., and retail customers of its subsidiaries.



**Bright Associates.** Our associates are the guiding light behind our company. Computer specialists. Accountants. Marketing consultants. Interior designers. Graphic artists. We all know that two heads are better than one when it comes to solving a problem or coming up with a new idea. But imagine being a Spartan retailer and having the professional know-how of over 2,000 associates at your disposal. These men and women come from all backgrounds bringing a multitude of talents and expertise. And through all the diversity, there's a clear pattern of dedication and commitment.



## Services Light the Way.

Quick reaction time. Expert assistance. Realistic solutions. It's a safe bet that no matter what retail emergency crops up or what job needs to get done, Spartan Stores offers the appropriate support service to assist our customers. We share a tremendous reservoir of information and knowledge and make it available through services ranging from advertising to training programs, computer technology to store remodeling. With 143 services, we light the way for our customers to keep current and competitive in their markets.



**Spartan Brand Products.** For 40 years, Spartan retailers have enjoyed a sharp, competitive edge by marketing quality Spartan brand products at a higher gross and lower shelf price than national brands. Today, 1,500 Spartan and Spartan Supreme products carry a 100% satisfaction guarantee. The popular Spartan label, exclusive to Spartan retailers, not only strengthens their profits but its Cash for Labels program has had glowing results in their communities.

**Sparking Community Involvement.** Reaching out to improve the quality of life and giving back to communities that support our business is a



commitment that Spartan Stores believes in strongly and works passionately to fulfill.

Our greatest rewards have been sparked by our 12-year partnership with Michigan Special Olympics. When we became exclusive sponsor of Michigan's Summer Games in 1985, a flame ignited throughout our organization. Since then, Spartan retailers have promoted this worthy cause, raised money and sponsored local athletes. Having member stores in Indiana and Ohio, we heavily support the Summer Games in those states as well. While Spartan retailers shine in their communities, Special Olympics athletes shine in competition.



Shine with an industry giant.

Call us for more information at 616 530-4517



## Legislative Line-up

Save this list of Michigan's Senators and Representatives.

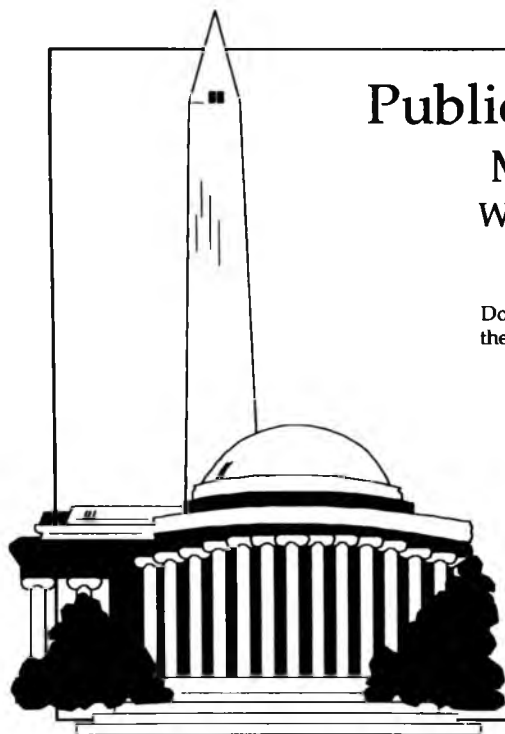
### Michigan State Senators

Bennett, Loren (R) 373-7350  
 Berryman, Jim (D) 373-3543  
 Bouchar, Michael (R) 373-2523  
 Bullard, Willis (R) 373-1758  
 Byrum, Dianne (D) 373-1734  
 Carl, Doug (R) 373-7670  
 Cherry, John, Jr. (D) 373-1636  
 Cisky, Jon (R) 373-1760  
 Conroy, Joe (D) 373-0142  
 DeBeaussart, Ken (D) 373-7315  
 DeGrow, Dan (R) 373-7708  
 Dingell, Christopher (D) 373-7800  
 Dunaskiss, Mat (R) 373-2417  
 Emmons, Joanne (R) 373-3760  
 Gast, Harry, Jr. (R) 373-6960  
 Geake, Robert (R) 373-1707  
 Gougeon, Joel (R) 373-1777  
 Hart, George (D) 373-6820  
 Hoffman, Philip (R) 373-2426  
 Koivisto, Donald (D) 373-7840  
 McManus, George (R) 373-1725  
 Miller, Arthur, Jr. (D) 373-8360  
 North, Walter (R) 373-2413  
 O'Brien, Michael (D) 373-0994  
 Peters, Gary (D) 373-7888  
 Posthumus, Dick (R) 373-0797  
 Rogers, Mike (R) 373-2420  
 Schuette, Bill (R) 373-7946  
 Schwarz, John (R) 373-3447  
 Shugars, Dale (R) 373-0793  
 Smith, Alma (D) 373-2406  
 Smith, Virgil (D) 373-7748  
 Stallings, Henry (D) 373-0990  
 Steil, Glen (R) 373-1801  
 Stille, Leon (R) 373-1635  
 VanRegenmorter, W (R) 373-6920  
 Vaughn, Jackie, III (D) 373-7918  
 Young, Joe Jr. 373-7346

### Michigan State House of Representatives

Agee, James (D) 373-2646  
 Alley, Tom (D) 373-3817  
 Anthony, David (D) 373-0156  
 Baade, Paul (D) 373-3436  
 Baird, Laura (D) 373-1786  
 Bankes, Lyn (R) 373-3920  
 Birkholz, Patricia (R) 373-0836  
 Bobier, Bill (R) 373-0825  
 Bodem, Beverly (R) 373-0833  
 Bogardus, Rose (D) 373-3944  
 Brackenridge, Robert (R) 373-1403  
 Brater, Liz (D) 373-2577  
 Brewer, Lingg (D) 373-1770  
 Brown, Bob (D) 373-0857  
 Byl, William (R) 373-2668  
 Callahan, William (D) 373-0113  
 Cassis, Nancy (R) 373-0827  
 Cherry, Deborah (D) 373-3906  
 Ciaramitaro, Nick (D) 373-0854  
 Crissman, Penny (R) 373-1773  
 Cropsey, Alan (R) 373-1778  
 Curtis, Candace (D) 373-1780  
 Dalman, Jessie (R) 373-0830  
 DeHart, Eileen (D) 373-2576  
 DeVuyst, Larry (R) 373-0834  
 Dobb, Barbara (R) 373-1799  
 Dobronski, Agnes (D) 373-0847  
 Emerson, Bob (D) 373-7515  
 Fitzgerald, Frank (R) 373-0853  
 Frank, A.T. (D) 373-1797  
 Freeman, John (D) 373-3818  
 Gagliardi, Pat (D) 373-2629  
 Galloway, David (R) 373-2616  
 Geiger, Terry (R) 373-0842

Gernaat, John (R) 373-1747  
 Gilmer, Donald (R) 373-1787  
 Gire, Sharon (D) 373-0159  
 Godchaux, Patricia (R) 373-0824  
 Goschka, Michael (R) 373-0837  
 Green, Mike (R) 373-0476  
 Griffin, Michael (D) 373-1795  
 Gubow, David (D) 373-0478  
 Gustafson, Dan (R) 373-0587  
 Hale, Derrick (D) 373-1705  
 Hammerstrom, Beverly (R) 373-0828  
 Hanley, Michael (D) 373-0152  
 Harder, Clark (D) 373-0841  
 Hertel, Curtis (D) 373-1983  
 Hood, Morris, Jr. (D) 373-3815  
 Horton, Jack (R) 373-0218  
 Jansen, Mark (R) 373-0840  
 Jaye, David (R) 373-0843  
 Jelinek, Ron (R) 373-1796  
 Jellema, Jon (R) 373-0838  
 Johnson, Shirley (R) 373-1783  
 Kaza, Greg (R) 373-0615  
 Kelly, Thomas (D) 373-0849  
 Kilpatrick, Kwame (D) 373-0844  
 Kukuk, Alvin (R) 373-0820  
 LaForge, Edward (D) 373-1785  
 Law, Gerald (R) 373-3816  
 Leland, Burton (D) 373-6990  
 LeTarte, Clyde (R) 373-1775  
 Llewellyn, John (R) 373-7317  
 London, Terry (R) 373-1790  
 Lowe, Allen (R) 373-0829  
 Mans, George (D) 373-0845  
 Martinecz, Lynne (D) 373-0826  
 Mathieu, Thomas (D) 373-0822  
 McBryde, Jim (R) 373-1789  
 McManus, Michelle (R) 373-1766  
 McNutt, James (R) 373-1791  
 Middaugh, James (R) 373-0839  
 Middleton, Thomas (R) 373-1798  
 Murphy, Raymond (D) 373-0589  
 Nye, Michael (R) 373-1794  
 Olshove, Dennis (D) 373-1772  
 Owen, Lynn (D) 373-2617  
 Oxender, Glenn (R) 373-0832  
 Palamara, Joseph (D) 373-0140  
 Parks, Mary Lou (D) 373-1776  
 Perricone, Charles (R) 373-1774  
 Pitoniak, Gregory (D) 373-0852  
 Price, Hubert (D) 373-0475  
 Profit, Kirk (D) 373-1771  
 Prusi, Michael (D) 373-0498  
 Quarles, Nancy (D) 373-1788  
 Raczowski, Andrew (R) 373-1793  
 Rhead, Kim (R) 373-0835  
 Richner, Andrew (R) 373-0154  
 Rison, Vera (D) 373-7557  
 Rocca, Sue (R) 373-7768  
 Schauer, Mark (D) 373-0555  
 Schermesser, Gloria (D) 373-0855  
 Schroer, Mary (D) 373-1792  
 Scott, Martha (D) 373-0144  
 Scranton, Judith (R) 373-1784  
 Sikkema, Ken (R) 373-0846  
 Stallworth, Keith (D) 373-2276  
 Tesanovich, Paul (D) 373-0850  
 Thomas, Buzz (D) 373-1782  
 Varga, Ilona (D) 373-0823  
 Vaughn, Ed (D) 373-1008  
 Voorhees, Harold (R) 373-2277  
 Walberg, Timothy (R) 373-1706  
 Wallace, Ted (D) 373-0106  
 Wetters, Howard (D) 373-0158  
 Whyman, Deborah (R) 373-2575  
 Willard, Karen (D) 373-1800  
 Wojno, Paul (D) 373-2275



## Public Affairs Assembly

March 17-18, 1997

Willard Inter-Continental  
 Washington, DC

Don't miss this important opportunity to meet face-to-face with the new members of the 105th Congress to discuss issues affecting our industry such as:

- competitive electric services
- tobacco sales to minors
- electronic benefits transfer (EBT)

Join fellow retailers and wholesalers in Washington, DC and **MAKE A DIFFERENCE!** Register today!

To register or for more information, call FMI's Government Relations Department at 202/452-8444. Be sure to visit FMI's Website at <http://www.fmi.org>.





## New Members

### *Associated Food Dealers of Michigan welcomes these new retail members who have joined in October through December, 1996:*

A & B Party Store, Detroit  
Beacon Pointe Pharmacy, Grosse  
Pointe Parkway  
C & J General Store, Beaverton  
Cody Drugs, Detroit  
Corunna Market, Corunna  
Daly Stop, Inkster  
Daly's Lakeside Party Store, Tipton  
Dort Liquor Shop, Flint  
Dunkin Donuts, Jackson  
Efros Drugs, Southfield

Gabe's Party Shoppe, Waterford  
Goodbody's Health Foods, Southfield  
Henry's Party Store, Taylor  
Kim's Oriental Store, East Lansing  
Kwicky Party Store, Redford  
Ladd Pharmacy, Muskegon  
LaFrontera Mexican Product, Lansing  
Linwood Liquor, Detroit  
Little Joe's II, Flint  
Little Dana's Party Store, Clarkston  
Lomanaco's Meat Market, Benton Harbor

LuParty Store, Lansing  
Meat Town, Detroit  
Parkway Plus, Bay City  
Party Palace Liquor, Shelby Twp.  
Pet Supplies Plus, Lake Orion  
Ryan's Market, Detroit  
Sal's Party Store, Flint  
Scotch Castle Party Store, Detroit  
Seven Star Market, Detroit  
Shelby Shoppers, Shelby Twp.  
Star Dust Liquor Shoppe, Sterling Hts.

Superior Kosher Meats, Oak Park  
T & M Liquor Convenience Food,  
Saginaw  
U.S. Quality Food Center, Detroit  
VIP Liquor, Detroit  
Welch Food Mart, Flint  
West Vernor Farm Market, Detroit  
Wine Baron, Inc., Redford  
Woodward Long Lake Shell,  
Bloomfield Hills

## Crime Alert

### **Robbery rates fall, making stores safer**

The convenience store industry continues to make strides in making its stores safer. Once again, convenience stores are achieving significant drops in robbery rates.

The nation's convenience stores are outpacing other businesses at a rate of two to one in reducing robbery, according to the Federal Bureau of Investigation's (FBI) Uniform Crime Reports (UCR). Recently released, the FBI report shows that convenience store robbery declined 9.9 percent from 1994 to 1995 while other businesses monitored by the FBI reported an average decline on only 5.5 percent. Published annually, the UCR is widely considered the most authoritative source on crime in the United States.

The U.S. convenience store industry's 1995 performance in reducing robbery follows an equally aggressive drop from 1993 to 1994. During that period, convenience store robbery dropped 9.7 percent.

Also among the FBI's findings is that the convenience store industry's 1995 decline in robbery marks the fourth consecutive year that convenience stores have reduced the incidence of robbery. Since 1991, convenience store robbery has dropped 33 percent – the largest decline across all business categories. In comparison, bank robberies have dropped 22 percent and street robberies only 17 percent during that time. –NACS



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by A M Best

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## Michigan Lottery 'Double Draws' are big draw for players



by Commissioner Bill Martin

The launch of "double draws" for the Michigan Lottery Daily 3 and 4 games has been a very successful move. Since debuting December 16, midday draws have bolstered overall Daily Game sales and show no signs of slowing.

Through the first four weeks, average weekly sales for both the Daily 3 and Daily 4 games have been higher than anticipated, with Daily 3 at \$8.1 million and Daily 4 at \$5.3 million. Compared to the comparable weekly average in

fiscal 1996, that amounts to increases of 11 percent for Daily 3 and 15 percent for Daily 4.

Loyal Daily Game players have really responded to the new double draws. That means more traffic through your stores, higher sales and increased sales and redemption commissions.

To continue this trend, the Lottery is providing additional marketing support for our retailers to help you increase awareness about the Daily Game double draws. Starting February 9 and running through March 1, the Lottery will begin radio and newspaper campaigns designed to introduce double draws to as wide an audience as possible. The radio campaign includes two new 60-second spots that will air during the three-week run. The newspaper campaign will be a statewide effort explaining the "double draw" format, and will identify the television stations on

which the drawings can be seen.

In addition, new point-of-sale material designed to support the newspaper and radio campaigns will arrive at regional offices the first week in February. The new POS items will relay to your Daily Game customers the drawing times, participating television stations, and other important information about the Daily Game "double draws."

These efforts are geared to bring more Daily Game enjoyment and winning to your customers, which in turn means more store traffic for our retailers and increasingly higher sales and redemption commissions.

Don't forget to remind your Lottery customers about The Big Game and Michigan Lotto "Smartplay." Through 19 weeks of Big Game play, the Michigan Lottery has awarded more than \$12.3 million in prizes to Michigan players. Growing jackpots boosted sales in January, and we expect more big jackpots during 1997.

The Smartplay promotion continues in 1997, after having made two lucky Lotto players millions of dollars richer in 1996. Twice last year, it was the Smartplay wager that matched all six numbers for the Lotto jackpot! When a \$5 five-wager ticket for the next Lotto drawing is purchased, a free \$1 "easy pick" wager—also for the next drawing—is automatically produced. Advance wagers are not part of the Smartplay promotion. Ask your customers if they'd like to play it smart for the next Lotto drawing; it might just be their ticket to Lotto's millions!

February also marks the start of two Michigan Lottery instant games. With a top prize of \$5,000, the new \$1 "Lucky Dog" will have your instant game players begging for more. "Jumpin' Jack Flash" has a top prize of \$2,500 and other prizes ranging from \$2 to \$600.

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ASSOCIATED FOOD DEALERS OF MICHIGAN

## Buying Trade Show

### Seminars we're working on for you...

MIOSHA  
Lottery Update  
WIC  
Food Stamps  
Liquor Issues  
MI Dept. of Agriculture  
Legislative Review  
Electronic Benefits Transfer  
Crime Prevention  
Financial Planning

If there is a topic that interests you, please call AFD so we can add it to the list.

Special hotel rates are secured for our out-state guests. Please watch your mail for more information.

Call Danielle with any questions at (810) 557-9600

- ◆ Do you buy products from any of the companies listed below? You will be able to purchase many products at special discounted rates that will only be available at the show.
- ◆ Exhibitors introduce new products and services at the show. Come see what's new and meet the movers and shakers in the industry.
- ◆ Save time and money at the AFD show; it's your one stop shopping place.



## A World Of Savings



Show Hours:

### 1996 Exhibitors:

|                              |                               |
|------------------------------|-------------------------------|
| 7-UP Detroit                 | Merit Sales                   |
| Absopure                     | Metro Beverages               |
| Air Page                     | Michigan Bankard              |
| Amato Foods                  | Michigan Liquor               |
| American Express             | Control Commission            |
| Anheuser-Busch               | Michigan Lottery              |
| Arizona Beverages            | Midwest Butcher & Deli Supply |
| Awrey Bakeries               | Müller Brewing                |
| Bad Frog Beer                | Nikblas Distributors          |
| Bacardi Imports              | North American Interstate     |
| Better Made Potato Chip      | North Pointe Insurance        |
| Blue Cross Blue Shield       | The Ohio Company              |
| Boston Beer Company          | Oven Fresh Baking Co.         |
| Brehm Broaster               | The Paddington Corporation    |
| Brown-Forman Beverages       | Pepsi-Cola Co.                |
| Buscemi's                    | Philip Morris U.S.A.          |
| Bunzl USA                    | Pointe Dairy                  |
| Canandaigua Wine Co.         | Point of Sale                 |
| Cellular One                 | POS Systems Management        |
| Central Alarm Signal         | Popa Joe's                    |
| Cheemo Pierogies             | R.M. Gilligan                 |
| Coca-Cola                    | The Rib House, Inc.           |
| Cool Industries              | S. Abraham & Sons             |
| CoreSource                   | Salerno Foods                 |
| Dean Witter                  | Sales Mark / Pfeister Company |
| Detroit City Dairy           | Sam's Club                    |
| Detroit Popcorn              | Sanders / J.C. Distributing   |
| E & J Gallo Winery           | Second Sight, Ltd.            |
| Equitable                    | Security Corporation          |
| Faygo Beverages              | Sherwood Foods (20 booths)    |
| Frito-Lay                    | Southern Sausage Company      |
| G & G Distributing           | Spartan Stores, Inc.          |
| Garden Foods                 | Stark & Company               |
| General Wine & Liquor Co.    | Stroh's Mooney Ice Cream Co.  |
| Germack Pistachio Company    | The Stroh Brewery Co.         |
| Great State Beverage         | Stoney Creek Brewery          |
| Hershey Chocolate USA        | Superior Dairy                |
| Hobart Corp.                 | Taustee Bread / Metz Baking   |
| House of Seagram             | Tom Davis & Sons Dairy        |
| Items Galore                 | Tomra Michigan                |
| J. Lewis Cooper              | Tony's/Red Baron Pizza        |
| Kar Nut                      | Traveler's Express            |
| Kowalski Companies           | Tri-County Beverage           |
| Kraft Foods                  | Unibev                        |
| Kramer Foods (16 Booths)     | Unibrew USA, Inc.             |
| Lifestyle Beverage Corp.     | Union Ice                     |
| London's Farm Dairy          | Universal Ginseng & Beverages |
| Ludington Distributors       | Variety Foods                 |
| M & M / Mars                 | Vitner Snacks                 |
| Marie Brizard Wine & Spirits | Wonder Bread /                |
| Maxwell House                | Hostess Cake                  |
| Melody Farms                 |                               |

Monday, April 28, 1997 ♦ 5 - 9 p.m.

Tuesday, April 29, 1997 ♦ 1 - 9 p.m.

Burton Manor  
Livonia, MI

Watch for more information!

## 'We Card' support

Dear AFD,

I work at Johnston's Bridgeport I.G.A. in Bridgeport, Michigan. I currently work as an office cashier. I have been a cashier for approximately 20 years.

For many years I have watched and tried to discourage teens and young adults from smoking. Your "We Card" program has helped greatly, because now I don't have to explain to these young people why I refuse to sell tobacco products to them.

I have found the employee pins the most helpful, mostly because they immediately discourage minors from trying to purchase. They are at eye-level which is very important. While the other materials are also useful, I think the employee pins are the most effective. I wish we had one for all of our cashiers. I wish someone would have been there to discourage me from smoking.

Thanks.

Mrs. Rita M. Strickland

## These Thank-you letters come from Turkey Drive recipients

Dear AFD,

Thank you AFD for your generous gift of a Holiday Turkey for me and my family. I appreciated having a part to share in our family dinner this year. God bless you and your family!

Betty Lee Laura

Dear AFD,

I'm writing to thank you for the nice turkey I received for Thanksgiving. That just made my day, knowing there are some people who care. Thanks again.

Helen Z.

Dear AFD,

I want to thank you very much for the turkey you gave me. It was very delicious, really moist. It was very kind of your group to give them to us. Thank you very much and God bless you.

Betty P.

Dear AFD,

Just a little thank you note to thank you for the turkey you gave to me, from the bottom of my heart. I do wish you and every one that provided for us a happy happy new year! Thanks again.

Mildred J.

Dear AFD,

Thank you for the Thanksgiving turkey. I had a nice dinner and wish you all a beautiful Christmas and new year. God bless!

Loretta

Dear AFD,

We would like to thank you for our Thanksgiving turkey. If it had not been for the organization we would not have had a turkey. Thank God for people like you. May you have a happy holiday. We truly appreciate your thoughtfulness.

Sincerely, Mr. and Mrs. F.

Dear AFD,

Thank you for your thoughtfulness in making my dinner a pleasure and enjoyable, a very pleasant surprise. When holidays are near you get a very happy feeling when you know that people really care. Thank you and God bless you.

Sincerely, Ruth D.

Dear AFD,

This is a thank you for the turkey for Thanksgiving. I was in Beaumont Hospital. My daughter, home from Minneapolis, roasted the turkey for

dinner. My three daughters and families were very pleased and appreciative. Thank you very much.

Sincerely yours, Ruth Norris

Dear AFD,

Thank you for your best gift, the nice turkey to eat in the big holiday Thanksgiving. At last, we thank you again.

Your faithful Edward S.

Dear AFD,

I would like to thank you for the turkey you provided. It helped a lot, and came really in good time. I appreciate your generosity. Thank you very much, and have a happy holiday. Happy New Year. God bless you.

Sincerely, Charlotte

Dear AFD,

Many, many thanks! Your thoughtfulness was very special. Thank you again.

Claudia P.

Dear AFD,

Thank you for the Thanksgiving turkey.

Laura S.

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SEAFOOD  
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(616) 957-1650

**TOLEDO**  
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Toledo, OH 43615  
(419) 531-9739

See your Stark & Company Sales Representative for promotional and display opportunities

## Rep. Jim Agee

### Getting back to the basics

by Michele MacWilliams

It is difficult to imagine anyone disliking Representative Jim Agee (D) Muskegon. His warm smile and caring personality come through whether meeting him face-to-face or miles apart, talking over the phone. He's the kind of guy that anyone would like as a next-door neighbor. Perhaps that's because he has moved around the state so much and has been the neighbor of many people.

Born in Detroit in 1940, young Jim Agee lived in a number of different houses with his family in the city. His father, a truck driver for J.L. Hudson, died while Jim was in elementary school, leaving his mom to raise Jim and his two sisters alone. She worked on the assembly line, taking as much overtime as she could get in order to support the family.

Although the Agees didn't have much, what they did have was a strong sense of values and a love for each other. "Mom valued education and understood the meaning of the dollar," says Representative Agee. She instilled that value in her children and encouraged them to be their best.

Jim Agee began working as a teenager, taking numerous jobs to help the family and save for college. He was a caddie, a production worker and a carry-out clerk for a grocery store, among other things.

Agee graduated from Redford High School in 1958 and in looking back, feels that his years at Redford were a very important part of his life. He was impressed by his teachers there, "coming from a background where I was trying to better myself, education became extremely important."

He decided to make education his career, and working part-time, put himself through college at Michigan State University. His first teaching job was in Pontiac Public Schools. But his education did not stop there, Agee attended Michigan State University at night, receiving his masters degree in education administration.

Jim Agee taught school in Pontiac for six years, taking a real interest in the kids by also coaching football and track and directing school plays.

A principal's position in the small town of Marion in the northern part of Michigan's Lower Peninsula drew Agee away from his familiar urban setting. Until then, he had always lived and worked in a relatively large

city. His time in Marion taught him the similarities and differences associated with rural life.

Muskegon was his next home town, as he accepted a principal's job there. He eventually moved back to Pontiac, where he stayed for 12 years as assistant principal in its larger school system and then went back to Muskegon to take the position of superintendent of schools for the Muskegon Public School system, which he held for nine years.

"Living all over the state, I believe I have a good understanding of peoples' concerns, in both rural and urban settings," Agee says.

In 1992, at the young age of 51, Jim Agee retired from education to take on a new career in Michigan's House of Representatives. Why did he choose to dive into politics? "I was able to retire early and the opportunity was perfect. I've always had an interest in politics. There are a lot of similarities between school administration and political life. Over the years I have learned the skills that I now use as a Representative - it's just that before my constituents were my students."

Needless to say, Representative Agee ranks education as one of his top priorities. He is vice chairman of the House Education Committee and takes that position very seriously. He is also chairman of the Democratic Task Force on Education Standards, is a member of the MSU College of Education - Dean's Advisory Board and the National Council of State



Legislators Committee on Education, Labor and Job Training.

"I describe myself as a very strong education supporter. Some people mistake this as being opposed to change. That is absolutely not true! I believe we should always have continuous progress if we are to work at solving the problems that face our state."

Agee sees some of Michigan's major problems as crime, under employment and unemployment, the number of people on welfare and other social services.

"We can say that our educational system is the cause of these problems or we can look to education as the system that will lead to the solutions. An educated society is a society where these problems exist to a much lesser degree."

Agee believes that the first step to improving Michigan's educational system is one very simple but vital change - demand rigorous standards of excellence from our children. Currently Michigan has "suggested" standards - our children are not required to meet specific, statewide, uniform goals.

"To get more from our students we need to demand more. If you are dealing with kids at home and you 'suggest' that they clean their room, chances are it won't get done. If you set standards, are specific about what must get cleaned and then demand that it is done before they can go out to play, the room will get cleaned. As a state we must demand that certain

standards are met before our children are allowed to graduate and go on to other things."

Agee says that Japan, Germany and France all have standards for graduation in place. The teachers, administrators and students all clearly know what is expected of them. He believes that Michigan can use these countries as examples for our own educational system.

This year Representative Agee will introduce legislation to require model core curriculum in our state schools and standards for high school graduation. "The job of our government is to institute rigorous standards, then get out of the way of the individual school systems, so they can each determine how they will reach those standards. This will work with a greater degree of equity."

Representative Agee believes that the State of Michigan owes this to its residents. "When Proposal A passed in 1994, we promised the people that education would improve. We must keep that promise."

Another priority Representative Agee has for 1997 is to work on Michigan's tired infrastructure of roads and transportation systems. "We have made Michigan more competitive with other states, but we must continue to rebuild our roads." He adds, however, that there is a delicate balance that must be adhered to when it comes to paying for these improvements. He believes - as many economists do - that we will experience an economic slowdown sometime in the near future. Michigan must be prepared for this by spending cautiously and implementing a fair tax system.

"Without measures in place, Michigan could quickly fall into a recession," he says. "Michigan is one of the prime states in the nation for a cyclical economy. Although we have made strides to expand, we still have a great dependence on autos." He believes the state must continue to encourage diversification in our industries through tax incentives for technology and related industries like fiber optics. At the same time we must balance our investments in education, infrastructure and technology against the realistic view that our economy is due for a slowdown.

It's a difficult job, but Representative Jim Agee is certainly ready for the challenge.

## Flavor Selection Day for Ashby's Sterling Ice Creammmmmmm!



*Clowns & Kids just seem to go with ice cream!*



*Matt Martin, chief operating officer of Cattleman's Farmers' Market, with friend Anna Snyder.*



*(left) Sam Loussia from Home Pride Food Center enjoys the selection process.*



*(right) Ice cream is placed on a pedestal at Ashby's!*



*Mike and Susan Jaddou, from Saveland Super Market, with their children Niebart, Athra and Riba. Bill Jaddou, also from Safeland, with his children Ivan, Valant, Lars, and Vanar*



*Sandy and Mark Garmo, from Majestic Supermarket, with their children Jacob and Maranda. May Garmo, from Food For Less, with her children Joshua and Merissa.*



*Ronnie and Wafaa Jamil, from May & Jug Liquor, with their children Brent, Brittany, and baby Sabrina*

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## Scenes from the AFD 81st Annual Anniversary Ball

It's easy to see that a great time was had by all!



# AFD



## Salute

Cont. from page 1

cereal in a factory but the distribution of product, sometimes referred to as the "middleman," is not recognized by the consumer as being part of the lifeline that brings the cereal to the table. The nation's food supply is always available and abundant.

Thinking back, we should all recognize the importance of the wholesaler and distributor, since one of our most familiar children's stories relates how "The Little Engine that Could" got the food and toys to the townspeople against great adversity. That "I think I can" attitude still prevails in an industry where the highways are crowded with the shiny trucks who make it possible for the aisles and shelves of our favorite stores to be continually loaded with the international bounty that we have come to expect.

Each year these suppliers export cherries from Traverse City and import bananas to Battle Creek. They keep store owners shelves filled in- and off-season. Each year Beaujolais Nouveau arrives exactly on the proper date and vintage wine from the best years is always available. Beer brands proliferate on store shelves, brought from obscure breweries worldwide. The wholesaler and distributor link us up with the small farmer and the sophisticated broker and still offer our markets the best available at competitive prices.

Today products reach the market from the air, land and sea. Trucks haul the pizza and produce, the ice and the ice cream, and planes fly in the highly perishable fruits, seafood and fresh flowers we see in our specialty markets. Less than fifty years ago, business depended on local products frequently delivered from small delivery carts and vans.

My how things have changed! Today manufacturers, wholesalers and distributors, make their way along many routes to bring the best to our state's consumers. Over land, rail, air or sea, our manufacturers, wholesalers and distributors help Michigan to compete in today's diverse marketplace.

When I was read to as a child, "The Little Engine That Could" was one of my favorite stories. My family's milk and butter were supplied by farmer Bade. Wholesalers and distributors have brought us a long way from the time when we could buy our milk from the farmer across the street. The future in this industry remains to be seen, but with "I think I can" as the prevailing attitude, we can be assured that these companies will lead us along the best road into the new century.

## Executive Director

Cont. from page 3

Michigan's nonprofit agencies, these agencies cannot absorb a massive influx of food stamp recipients seeking community service work. In Wayne County alone, it would take 5,200 nonprofit agencies willing to accept five volunteers each to make this program work. Screening and supervising volunteers is a labor-intensive task for most nonprofits. Moreover, most recipients have no income at all and no access to transportation. Michigan's community service requirement for food stamp recipients may be a sound approach in areas where a waiver may not be possible, but is simply

unworkable as a substitute for seeking a waiver in areas certified as having insufficient jobs.

It is unfortunate that Governor Engler has refused to take the steps needed to keep the people that rely on food stamps from going hungry. The quality of life in our neighborhoods, communities and in the State is at stake.

## Products & Packaging

Cont. from page 4

state Treasury Sales & Use Tax Division. They can be reached at (517) 373-3190. Food Stamp determination is handled through those federal offices. For Western Michigan call (616) 954-0319. For Eastern Michigan call (313) 226-4930. The following are the most frequently asked questions:

Fruit baskets without alcohol—No sales tax. Can be purchased with food stamps.  
Fruit baskets with alcohol—Charge sales tax on the alcohol and any non-food items. These cannot be purchased with food stamps.  
Gift baskets or bags with non-food and food items—If the value of the food exceeds the value of the non-food items, then the basket is non-taxable and may be purchased with food stamps. Remember that the value of the non-food must include all non-food in the basket/bag and the basket/bag itself.  
Deli trays—No sales tax. Can be purchased with food stamps.  
Cakes (including special orders)—No tax. Can be purchased with food stamps.  
Precooked dinners, with items packaged separately and sold cold (e.g., ham, potatoes, etc.)—Charge sales tax. The dinner can be purchased with food stamps. (Note: If the dinner is sold hot, it cannot be purchased with food stamps.)

**O**n 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.

R.J. Reynolds Tobacco Company is proud to support this unprecedented effort. Youth should not smoke. That is our position. And since 1992, we have provided more than 70,000 retailers a training program we developed called "Support the Law" to teach sales personnel how to avoid underage sales of tobacco products.

Providing a wide range of retail signage and teaching tools, "We Card" does even more. That's why RJR is discontinuing "Support the Law" and endorsing these outstanding materials.

America's retailers have taken a leadership position on the issue of youth access. R.J. Reynolds is proud to help them make it happen.



## COALITION FOR RESPONSIBLE TOBACCO RETAILING

National Association of Convenience Stores • National Grocers Association • American Wholesale Marketers Association • International Mass Retail Association • National American Wholesale Grocers Association • Food Marketing Institute • National Retail Federation • National Association of Chain Drug Stores • National Association of Beverage Retailers • National Association of Truckstop Operators • Tobacco Institute • Smokeless Tobacco Council

**For more information call 1-800-934-3968**

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

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

## BANKS:

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

## BEVERAGES:

|                                      |                |
|--------------------------------------|----------------|
| Absopure Water Co.                   | 1-800-334-1064 |
| Action Distributing                  | (810) 591-3232 |
| American Brokers Association         | (810) 544-1550 |
| Anheuser-Busch Co.                   | (800) 414-2283 |
| Anziona Beverages                    | (810) 777-0036 |
| Bacardi Imports, Inc.                | (810) 489-1300 |
| Bellino Quality Beverages, Inc.      | (313) 946-6300 |
| The Boston Beer Company              | (313) 441-0425 |
| Brooks Beverage Mgt., Inc.           | (616) 393-5800 |
| Brown-Forman Beverage Company        | (313) 453-3302 |
| Cadillac Coffee                      | (313) 369-9030 |
| Canadian Arctic Beverage             | (416) 676-0201 |
| Canandaigua Wine Co.                 | (313) 753-5637 |
| Central Distributors                 | (313) 946-6250 |
| Coca-Cola Bottlers of MI             | (313) 397-2700 |
| Consolidated Wine & Spirits          | (810) 772-9479 |
| Coors Brewing Co.                    | (313) 451-1499 |
| Decanter Imports                     | (810) 344-6644 |
| E & J Gallo Winery                   | (810) 643-0611 |
| Eastown Distributors                 | (313) 867-6900 |
| Everfresh Beverages                  | (810) 755-9500 |
| Faygo Beverages, Inc.                | (313) 925-1600 |
| Frankenmuth Brewery                  | (517) 652-6183 |
| General Wine & Liquor                | (313) 867-0521 |
| General Wine                         | (313) 867-0521 |
| Great Lakes Beverage                 | (313) 865-3900 |
| Great Lakes Marketing                | (313) 527-1654 |
| Guinness Import Company              | (810) 786-9176 |
| Heublein                             | (313) 594-8951 |
| Hiram Walker & Sons, Inc.            | (810) 948-8913 |
| House of Seagram                     | (810) 262-1375 |
| Hubert Distributors, Inc.            | (810) 858-2340 |
| Intrastate Distributing              | (313) 892-3000 |
| J. Lewis Cooper Co.                  | (313) 835-6400 |
| L & L Wine World                     | (810) 588-9200 |
| Lifestyle Beverage Corp.             | (708) 503-5433 |
| Lotts Distributors                   | (313) 336-9522 |
| Metro Beverage Inc.                  | (810) 415-9599 |
| Miller Brewing Company               | (414) 259-9444 |
| Mohawk Distilled Products            | 1-800-247-2982 |
| Nestle Beverages                     | (810) 380-3640 |
| O.J. Distributing                    | (313) 582-2152 |
| Oak Distributing Company             | (810) 674-3171 |
| Pabst Brewing Co.                    | 1-800-935-6533 |
| Paddington Corp.                     | (313) 343-5250 |
| Pepsi-Cola Bottling Corp. - Detroit  | 1-800-368-9945 |
| - Howell                             | 1-800-878-8239 |
| - Pontiac                            | (810) 334-3512 |
| Petipren, Inc.                       | (810) 468-1402 |
| Powers Dist.                         | (810) 682-2010 |
| R.M. Gilligan, Inc.                  | (810) 553-9440 |
| Royal Crown Cola                     | (616) 392-2468 |
| Serv-U-Matic Corporation             | (313) 243-1822 |
| Seven-Up of Detroit                  | (313) 937-3500 |
| Stroh Brewery Company                | (313) 446-2000 |
| Thompson Beverage Co.                | (313) 439-2404 |
| Tri-County Beverage                  | (313) 584-7100 |
| Unibrew USA                          | (954) 784-2739 |
| United Distillers U.S.A.             | (810) 629-7779 |
| Universal Ginseng and Beverage, Inc. | (810) 754-3800 |
| Vintage Wine Co.                     | (810) 294-9390 |
| Viviano Wine Importers, Inc.         | (313) 883-1600 |
| Werner Vineyards                     | (616) 657-3165 |
| West End Soda & Fruit Brew           | (810) 231-5503 |

## BROKERS/REPRESENTATIVES:

|                                |                |
|--------------------------------|----------------|
| Bar Arnold & Associates        | (810) 646-0578 |
| DBM, Inc.                      | (810) 553-5858 |
| The Greeson Company            | (810) 305-6100 |
| Hanson Faso Assoc.             | (810) 354-5339 |
| J.B. Novak & Associates        | (810) 752-6453 |
| James K. Tamakan Company       | (810) 424-8500 |
| McMahon & McDonald, Inc.       | (313) 416-7000 |
| Merit Sales Corp.              | (810) 669-3634 |
| Paul Inman Associates          | (810) 626-8300 |
| Sales Mark                     | (313) 207-7900 |
| Stark & Company                | (810) 851-5700 |
| Treppo                         | (810) 546-3661 |
| UBC Marketing                  | (810) 574-1100 |
| VIP Food Brokers International | (313) 885-6156 |

## CANDY & TOBACCO:

|                            |                |
|----------------------------|----------------|
| A.C. Courville Inc.        | (313) 863-3138 |
| Brown & Williamson Tobacco | (810) 350-3391 |
| Hershey Chocolate U.S.A.   | (810) 380-2010 |

|                         |                |
|-------------------------|----------------|
| M & M Mars              | (810) 887-2397 |
| Philip Morris USA       | (313) 591-5500 |
| R.J. Reynolds           | (810) 475-5600 |
| Sherm's Candies         | (517) 756-3691 |
| Wolverine Cigar Company | (313) 554-2033 |

## CATERING/HALLS:

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

## DAIRY PRODUCTS:

|                            |                |
|----------------------------|----------------|
| American Dairy Association | (517) 349-8923 |
| Bermea Food Service        | 1-800-688-9478 |
| Detroit City Dairy         | (313) 868-5511 |
| Golden Valley Dairy        | (810) 399-3120 |
| Independent Dairy Inc.     | (313) 246-6016 |
| London's Farm Dairy        | (810) 984-5111 |
| McDonald Dairy Co.         | (800) 572-5390 |
| Melody Farms Dairy Company | (313) 525-4000 |
| Milk-O-Mat                 | (313) 864-0550 |
| Pointe Dairy               | (810) 589-7700 |
| Stroh's Ice Cream          | (313) 568-5106 |
| Superior Dairy Inc.        | (810) 656-1523 |
| Tom Davis & Sons Dairy     | (810) 399-6300 |

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

|                                      |                |
|--------------------------------------|----------------|
| Seafood International/Salasnek, Inc. | (313) 368-2500 |
| Tallman Fisheries                    | (906) 341-5887 |
| Waterfront Seafood Company           | (616) 962-7622 |

## FRESH PRODUCE:

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

## ICE PRODUCTS:

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

## INSECT CONTROL:

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

## INSURANCE:

|                                |                |
|--------------------------------|----------------|
| Alphamex Insurance Agency      | (810) 263-1158 |
| America One                    | (517) 349-1988 |
| American Principal Group       | (810) 540-8450 |
| Arabo & Arabo Insurance Assoc. | (810) 352-1343 |
| Blue Cross/Blue Shield         | 1-800-486-2365 |
| Capital Insurance Group        | (810) 354-6110 |
| CoreSource                     | (810) 792-6355 |
| Gadaleto, Ramsby & Assoc.      | (517) 351-4900 |
| Golden Dental                  | (810) 573-8118 |
| Great Lakes Insurance Services | (810) 569-0505 |
| Health Alliance Plan           | (810) 552-6000 |
| IBF Insurance Group, Inc.      | (810) 354-2277 |
| Kanter Associates              | (810) 357-2424 |
| Frank McBride Jr., Inc.        | (810) 445-3200 |
| Miko & Assoc.                  | (810) 776-0851 |
| Monroe-George Agency           | (810) 489-9480 |
| Murray, Benson, Rocchia        | (313) 831-6562 |
| North Pointe Insurance         | (810) 358-1171 |
| Rocky Husayn & Associates      | (810) 557-6259 |
| SelectCare                     | (810) 637-5391 |
| Sinawi Insurance Group         | (313) 357-8916 |
| The Wellness Plan              | (313) 369-3900 |
| Willis Corroon Corp. of MI     | (810) 641-0900 |

## MANUFACTURERS:

|                                |                |
|--------------------------------|----------------|
| Amato Foods                    | (313) 295-3337 |
| Bit Mar Foods                  | 1-800-654-3650 |
| Eden Foods                     | (517) 456-7424 |
| Groeb Farms                    | (517) 467-7609 |
| Home Style Foods, Inc.         | (313) 874-3250 |
| Jaeger Hilldale Country Cheese | (517) 368-5990 |
| Kalil Enterprises, Inc.        | (313) 527-7240 |
| Key West Soda Life Preserver   | (305) 296-0005 |
| Kraft General Foods            | (313) 261-2800 |
| Michigan (Pioneer) Sugar       | (517) 799-7300 |
| Monitor (Big Chief) Sugar      | (517) 686-0161 |
| Nabisco, Inc.                  | (810) 478-1350 |
| Nestle Food Company            | (810) 380-3670 |
| 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. Grohbel Sons, Inc.  | (313) 567-8000 |
| Haring Meats             | (313) 832-2080 |
| Hillshire Farms & Kahn's | (810) 778-2276 |
| Hygrade Food Products    | (313) 464-2400 |
| Kowalski Sausage Company | (313) 873-8200 |

|                           |                |
|---------------------------|----------------|
| 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 |
| Potok Packing Co.         | (313) 893-4228 |
| Ray Playa Products        | (616) 228-5000 |
| Smith Meat Packing, Inc.  | (313) 458-9530 |
| Southern Sausage, Inc.    | (313) 369-8902 |
| Strauss Brothers Co.      | (313) 832-1600 |
| Swift-Packrich            | (313) 458-9530 |
| Texas Brand, Inc.         | (708) 526-0620 |
| Winter Sausage Mfg., Inc. | (810) 777-9080 |
| Wolverine Packing Company | (313) 568-1900 |

## MEDIA:

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

## NON-FOOD DISTRIBUTORS:

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

## POTATO CHIPS/NUTS/SNACKS:

|                                     |                |
|-------------------------------------|----------------|
| Better Made Potato Chips            | (313) 925-4774 |
| Detroit Popcorn Company             | 1-800-642-2676 |
| Frito-Lay, Inc.                     | 1-800-24FRITO  |
| Germack Pistachio Co.               | (313) 393-2000 |
| Kar Nut Products Company            | (810) 541-7870 |
| Michigan Popcorn & Fast Food Supply | (313) 861-3535 |
| Michigan Rainbow Corp.              | 313-365-5635   |
| Nikhlas Distributors (Cabana)       | (313) 571-2447 |
| Variety Foods, Inc.                 | (810) 268-4900 |
| Vitner Snacks                       | (313) 365-5555 |

## PROMOTION/ADVERTISING:

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

## RESTAURANTS:

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

## SERVICES:

|                                    |                |
|------------------------------------|----------------|
| AARMCO Security                    | (810) 968-0707 |
| A Catered Affair                   | (313) 393-5311 |
| AirPage                            | (810) 547-7777 |
| Akram Namou, C.P.A.                | (810) 557-9030 |
| American Mailers                   | (313) 842-4000 |
| Ameritech Pay Phone Services       | 1-800-441-1449 |
| AMNEX                              | (810) 559-0405 |
| Bellanca, Beattie, DeLisle         | (313) 964-0420 |
| Buiten Tamblin Steensma & Assoc.   | (616) 949-0490 |
| Cellular One                       | (313) 590-1200 |
| Central Alarm Signal               | (313) 864-8900 |
| Century Marketing                  | (419) 354-2591 |
| CIGNA Financial Advisors           | (810) 827-4400 |
| C&J Parking Lot Sweeping, Inc.     | (810) 759-3668 |
| Community Commercial Realty Ltd.   | (810) 569-4240 |
| Dean Witter Reynolds, Inc.         | (810) 258-1750 |
| Detroit Edison Company             | (313) 237-9225 |
| Dialogue Marketing                 | (810) 827-4700 |
| Dynasty Funding                    | (810) 489-5400 |
| Eco-Rite, Inc.                     | (810) 683-2063 |
| Follmer, Rudzewicz & Co., CPA      | (810) 355-1040 |
| Food Industry Professional Network | (810) 353-5600 |
| Garmo & Co., CPA                   | (810) 737-9393 |
| Goh's Inventory Service            | (810) 353-5033 |
| Great Lakes Data Systems           | (810) 356-4100 |
| Independence One                   |                |
| Investment Group                   | 1-800-622-6864 |
| Infinity Communications Corp.      | (810) 442-0067 |
| Karoub Associates                  | (517) 482-5000 |
| Law Offices-garmo & Garmo          | (810) 552-0500 |
| Market Pros                        | (810) 349-6438 |
| Menczer & Urchek P.C., CPA         | (810) 356-1620 |
| Metro Media Associates             | (810) 625-0700 |
| Michigan Bell                      | (810) 221-7310 |
| Midwest Autotel                    | (810) 960-3737 |
| MoneyGram                          | (810) 305-7057 |
| Multi-guard/Audio Alert            | (313) 562-2850 |
| Nationwide Communications          | (810) 968-0412 |
| Network Real Estate Services       | (810) 539-0900 |
| NexTel Communications              | (810) 213-3100 |
| Paul Meyer Real Estate             | (810) 398-7285 |
| Potok Packing Co.                  | (313) 893-4228 |
| REA Marketing                      | (517) 386-9666 |
| Franki Smith's Red Carpet Keem     | (810) 645-5800 |

|                                   |                |
|-----------------------------------|----------------|
| Peter Ragueas, Attorney/CPA       | (313) 961-8400 |
| Point of Sale Demo Service        | (810) 887-2510 |
| Sal S. Shimoun, CPA               | (810) 424-9440 |
| Sesi & Sesi, Attorneys            | (810) 258-6000 |
| Edward A. Shuttie, P.C., Attorney | (810) 288-2000 |
| Southfield Funeral Home           | (810) 569-4000 |
| Statewide Financial Services      | (810) 932-8600 |
| Thomas P. Solty, CPA              | (616) 698-8855 |
| Telecheck Michigan, Inc.          | (810) 354-5000 |
| Transactive Corporation           | (404) 381-6743 |
| Travelers Express Co.             | 1-800-328-5678 |
| Ultracon Telecommunications       | (810) 350-2020 |
| Vend-A-Matic                      | (810) 585-7700 |
| Voice Mail Systems, Inc.          | (810) 398-0707 |
| Western Union Financial Services  | (810) 449-1666 |
| Whitely's Concessions             | (313) 278-5207 |
| Wolverine Real Estate Services    | (810) 353-7800 |
| WSB Advisors                      | (810) 594-1020 |

## STORE SUPPLIES/EQUIPMENT:

|                               |                |
|-------------------------------|----------------|
| A & B Refrigeration           | (313) 565-2474 |
| All-american Cash Register    | (313) 561-4141 |
| Amen-Copy                     | 1-800-888-1683 |
| Belmont Paper & Bag Supply    | (313) 491-6550 |
| Bollin Label Systems          | 1-800-882-5140 |
| Brehm Broaster Sales          | (517) 427-5858 |
| Brinkman Safe                 | (810) 739-1800 |
| Cool Industries               | (313) 343-5711 |
| DCI Food Equipment            | (313) 369-1666 |
| First National Pallet Rental  | (314) 469-2211 |
| Hobart Corporation            | (313) 697-7070 |
| International Bankard Service | (313) 417-7430 |
| MMI Distributing              | (313) 582-4400 |
| Metro Equipment Inc.          | (313) 571-6655 |
| Michigan Bale Tie Company     | (313) 925-1196 |
| Midwest Butcher & Deli Supply | (810) 58       |





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