



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

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

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Detroit, MI

VOL. 8, NO. 7

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

JULY 1997

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solid ground**

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## Legislative Update

### FDA user fees eliminated in Federal Budget Agreement

Months of intense efforts by an industry coalition resulted in the rejection of FDA user fees by Congress and the Clinton Administration in the Bipartisan Budget Agreement. Grocery Manufacturers of America sent Congress two strongly-worded letters, signed by 20 major food associations, denouncing user fees as hidden taxes passed on to consumers. "This is a fine example of a combined and tactical industry effort that was instrumental in defeating an anti-consumer initiative," said Mary Sophos, GMA Senior VP, Government Affairs.

**More Legislative Updates**  
page 34

**AFD sends  
best wishes to  
Pat Quinn,  
chief executive  
officer of  
Spartan  
Stores, on his  
retirement!**



## Supermarkets Step Up to Consumers' Plates with Meal Solutions

by Michele MacWilliams

Over the past few months I've noticed a growing trend. Small companies are popping up offering fresh, home-cooked meals delivered to your door each evening. It's not a new concept, but one that seems to be gaining in popularity as time-pressed families yearn for wholesome, home-made meals but can't (or don't want to) take the time to prepare them. Although "Kathy's Home Cookin'" is hardly a competitor for a 50,000 square-foot supermarket, these small companies are filling a need that



many grocers are now taking seriously. "Meal solutions," or "home replacement meals," are here to stay and the retail food industry is changing with this concept.

Supermarkets have gained significantly in the take-home meal market, according to the latest consumer trends study by Food Marketing Institute (FMI). This year, one in five consumers (22 percent) said supermarkets are their main source for food consumed.

**See Meal Solutions**  
page 22

**Also see related story**  
page 23



## See you at Wolverine Golf Course!

Get ready to "par tee" at the AFD 1997 Scholarship Golf Outing on Thursday, July 24 at the Wolverine Golf Course. We're planning a great day of golf for a great cause - AFD's scholarship fund. For ticket information see page 15 or call Tom Amyot at AFD (248) 557-9600.

## Senior Picnic scheduled for August 21



Here's a great way to say thanks to your many loyal customers and have a great time too! Volunteer to help at our 7th Annual Senior Picnic on Belle Isle. Once again AFD, along with the Chaldean Merchants of Detroit and Councilman Gil Hill, will host a free picnic lunch for Detroit-area senior citizens. We always welcome extra helping hands. Call John Loussia (248) 967-2900 for more information.

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## Chairman's Message

# The Anheuser-Busch "Safe Driving Platform"



By Mark Karmo  
AFD Chairman

With kids out of school, summer in full swing, the limo accident involving our beloved Red Wings, and many of us looking forward to vacations, I thought this was an opportune time to remind all AFD members and their families about the importance of safe driving.

A few months back Anheuser-Busch introduced a "Safe Driving Platform" that I think is commendable and something we should all support. The Safe Driving Platform urges legislators, judiciary and community leaders to join the effort. Its objective: further reducing traffic fatalities by targeting "hard core" drunk drivers and young, inexperienced drivers. The platform has two planks: a call for increased attention to "hard core" drunk drivers; and graduated licensing systems for teens.

According to a study by the Traffic Injury Research Foundation, about 80 percent of all drunk drivers killed on the nation's

highways in 1995 had a Blood Alcohol Content (BAC) of .15 and higher. Half of all fatally injured drunk drivers had BACs of .20 and higher—twice the legal limit in most states.

The study also shows that the hard core drunk drivers tend to have a history of drunk driving convictions and drivers' license suspensions and high incidence of alcohol abuse. The study indicates that these individuals are difficult to affect through traditional education and awareness approaches.

Anheuser-Busch's platform supports new and aggressive measures to target the repeat offender and high-BAC driver, including calling for tougher sanctions such as increased pre-sentencing investigations and various tactics to keep those with suspended licenses from getting behind the wheel, including the employment of certain technological approaches like alcohol ignition interlock devices.

The second prong of the platform calls for "graduated licensing," a program to address the disproportionate number of deaths and injuries among

inexperienced teenage drivers, and the deaths of inexperienced teens who drink and drive on U.S. highways.

The company points to U.S. government statistics showing that drivers between 15-and 20 years old make up about seven percent of the population but account for almost 14 percent of motor vehicle deaths. Research has clearly shown that most of these deaths can be attributed to inexperience and immaturity.

The platform advocates "graduated licensing systems" to address the problem. These programs are like an "apprenticeship" for young drivers—they grant increased driving privileges in stages that allow experience to accumulate in lower-risk settings. Michigan has recently taken solid steps in advancing graduated licensing.

Anheuser-Busch is communicating the platform ideas to legislators, judges, community leaders, traffic safety experts and other interested parties from across the country. AFD applauds their efforts and encourages all members to support these common-sense ideas.

## See you at Wolverine

I'm looking forward to seeing AFD members on Tuesday, July 24, for the Associated Food Dealers of Michigan 1997 Scholarship Golf Outing. As usual, it will be a great day in the sunshine and will benefit a great cause, our scholarship program. Come join the fun with your fellow food industry representatives!

## Senior Picnic slated for August 21

Our annual senior picnic—AFD's way to say thanks to the many Detroit area senior citizens for their years of support—is scheduled for August 21 on Belle Isle. Come join the fun! We always welcome volunteers. Believe me, you'll enjoy it just as much as the seniors! For more information, call John Loussia at (248) 967-2900.

Your opinions are important to us! Call AFD at (248) 557-9600 or (800) 666-6AFD.

Or write to us at  
18470 West Ten Mile Road  
Southfield, MI 48075.

## The Grocery Zone

By David Coverly



# Calendar

July 24

**AFD's Annual Scholarship Golf Outing**  
Wolverine Golf Course, Macomb  
(248) 557-9600

August 20

**Action Distributing's 20th Anniversary Ben Celani Golf Day Benefit**  
(313) 591-3232

August 21

**AFD Senior Picnic**  
Belle Isle, Detroit  
(248) 557-9600

September 7-8

**Kramer Food Show**  
Novi Expo Center, Novi  
(810) 585-8141

September 14-16

**FMI's MealSolutions 97**  
Los Angeles Convention Center, Los Angeles  
(202) 452-8444

October 5-7

**NACS Annual Convention**  
Orlando, Florida  
(703) 684-3600

October 19-23

**National Frozen Food Convention**  
Las Vegas  
(717) 657-8601

## Statement of Ownership

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

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

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

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

AFD works closely with the following associations:



## Guest Editorial

# Hiring teens and the new minimum wage



by Kathleen Wilbur  
Director Department of Consumer & Industry Services

Now that summer is here, it's a given that retailers are hiring seasonal employment. As the state agency, the Department of Consumer & Industry Services, that houses the Wage and Hour Division, I want to share with you some tips on hiring teenagers and information on the new minimum wage law.

Recently, Governor John Engler signed into effect the new minimum wage law which applies to employees and employers not covered by the federal minimum wage law, except for certain employees in federally covered businesses for whom the state rate is higher than the federal rate.

As of March 12, 1997, the minimum wage law covers individuals 16 years of age or older. Effective May 1, 1997, these individuals must be paid a minimum of \$4.75 an hour and **effective September 1, 1997, \$5.15 an hour if the business has at least two employees age 16 or older.** A training wage of \$4.25 may be paid to newly hired employees 16 to 19 years of age for the first 90 calendar days of employment.

The minimum wage covers tipped employees age 16 and over. Because the federal minimum wage law preempts itself from application where a higher state minimum rate exists, employers in federally covered businesses must pay tipped employees at least \$2.65 an hour. This rate is higher than the

federal rate of \$2.13 an hour set by the Fair Labor Standards Act. To qualify, employees must report tips that added to \$2.65 equal or exceed the minimum hourly rate.

Employees that produce goods for sale outside Michigan (for interstate commerce) and all employees except tipped employees, of businesses with annual revenue more than \$500,000 are covered by the federal minimum wage law.

The law requires teens to get work permits from their school system. The minimum age for employment is 14 years old. Young teens are limited to working six days a week, not more than 10 hours a day, and total hours cannot exceed 48 school and work hours combined. Those under age 16 cannot work before 7 a.m. or after 9:00 p.m. (teens working in federally covered businesses cannot work past 7:00 p.m. before June 1, 1997). Teens 16 and 17 years of age cannot work before 6:00 a.m. or after 10:30 p.m. and cannot work past

11:30 p.m. during the summer. Every five hours, a minor must receive a meal or rest period of 30 minutes. Minors may not be employed in a hazardous occupation and the employer or another employee 18 years of age or older must provide supervision.

As an employer, you should also make sure the teen knows what to do if an injury occurs and that he or she is instructed on how to report unsafe working conditions. The teen must be prepared to handle emergencies such as fire, violent customers and power outages. If required by the working environment, the teen must know where protective gear is located and must know how to use it. And it's important to make sure first aid equipment is accessible.

I believe this information will be helpful as you firm up your hiring plans for the summer months. If you have additional questions, please call our Wage and Hour Division at (517) 322-1825.

### Federal limits on 14 and 15 year olds prohibits youths to:

- Hold jobs where they do repair or maintenance work on the restaurant or any equipment.
- Cook and bake (except at soda fountains, lunch counters, snack bars, or cafeteria service counters). However, the Department of Labor (DOL) has said cooking is allowed if it is done in an area in view of the customer and not separated by a partition.
- Work in freezers or meat coolers; prepare meats for sale (except wrapping, sealing, labeling, weighing and stocking when performed in areas other than where meat is prepared.)
- Load/unload items from trucks or conveyors; or work in or around boiler engine rooms.
- Operate, set up, adjust, clean, or repair any power-driven food slicers or grinders, food choppers and cutter and bakery-type mixers.
- Use ladders, scaffolds, or their substitutes, or wash windows if it involves working from a window sill.

### Federal limits on 16 and 17 year olds prohibits youths to:

- Operating, setting up, adjusting, cleaning, or repairing power-driven food slicers or grinders, food choppers and cutters.
- Driving motor vehicles on the job. Incidental or occasional driving of cars or trucks weighing 6,000 pounds or less is permitted during daylight hours only, with some restrictions.
- Using or cleaning most power-driven bakery machines or dough mixers. (Certain pizza dough rollers with specific safety features are permitted.)



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# Aisles of Smiles helps fight Muscular Dystrophy

Sales Mark is partnering with manufacturers and retailers in the fight against Muscular Dystrophy with the "Aisles of Smiles for Jerry's kids." Aisles of Smiles is a six week fundraising program in which participating manufacturers and retailers donate money to the Muscular Dystrophy Association.

From July 28 to September 5, 1997, 17 manufacturers will contribute a "cents per case"



Sherry Margolis, WJBK Fox 2 reporter, speaks at kick-off program

contribution to MDA on total shipments during the program period and promotion allowances for each participating brand. Last year, Aisles of Smiles delivered \$111,000 to help Jerry's kids. Their goal this year is \$125,000.

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point-of-sale materials promoting the "Aisles of Smiles" program, which include display cards for participating brands, scanable \$1-\$3 tear-off donation cards and a six-foot free standing Jerry Lewis display piece. By promoting these participating products, you'll be helping MDA provide important services to people with neuromuscular disorders in Michigan (such as its clinic programs and funding for university research.) Also MDA holds a summer camp program for 6-21 year-old victims of neuromuscular disorders.

"Aisles of Smiles" allows participating brands and retailers to increase sales and build trade relations, while aiding in the fight against muscular dystrophy.

Before merging with Sales Mark, the Pfeister Company sponsored the program for the past seven years. Sales Mark is a food brokerage firm headquartered in Dallas, Texas. For more information on Aisles of Smiles, contact Ron Schuler at (313) 207-9436.



Maria Cebreco speaks during the Aisles of Smiles Kick-off.



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*Patrick M. Quinn*

A Tribute to  
**Patrick M. Quinn**

Retiring Chief Executive Officer



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Spartan Stores, Inc. and the entire grocery industry,  
for your integrity, vision and guiding values,  
for your commitment to civic and community service,  
for your deep sense of humanity  
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## GMA links growth in spice market to changing food marketplace

Speaking to nearly 300 international senior executives from the spice and ingredient industries at the 91st annual meeting of the American Spice Trade Association in Scottsdale, Arizona, Stephen Sibert, GMA Vice President, Organizational Development, linked growth in the spice market to emerging trends in the overall food industry. In his keynote speech, Sibert cited the

changing consumer landscape of aging baby boomers, time-starved families and "cooking challenged" consumers which gave rise to Home Meal Replacement (HMRs), and the emergence of Good-For-You Foods (nutraceuticals). "GMA is continuing to reach out to association partners to expand and better focus the work we are all doing on behalf of our industry," said Sibert.

## Kellogg petitions FDA on wheat bran fiber reducing colon cancer risk

Kellogg Company has filed a petition with the Food and Drug Administration (FDA) to allow a new health claim about the role of a diet low in fat and high in wheat bran fiber and the relationship to reduced cancer risk, particularly colon cancer—the number two cancer killer in the U.S.

Kellogg's petition examined the scientific evidence and recommendations of public health

authorities concerning the role dietary modifications can play in reducing the risk of colon cancer.

The American Cancer Society (ACS) reports that over 135,000 people will be diagnosed with colon cancer this year, resulting in 55,000 lives lost annually. Its medical costs are estimated at \$8.8 billion a year.

Under Kellogg's petition, a breakfast cereal or other food product should contain at least three grams of dietary fiber from wheat bran or whole wheat per serving to use the claim. Depending on the type of food, this translates to approximately three tablespoons of Kellogg's All Bran®, a half cup of Kellogg's® Raisin Bran, three-quarters cup of Kellogg's® Complete® Bran Flakes, two slices of whole wheat bread, one whole wheat bagel or two wheat bran waffles.

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To:

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SALESPERSON	P.O. NUMBER	INSTALL DATE	INSTALL TIME	F.O.B. POINT	TERMS
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## Spartan sponsors Old Kent River Bank Run

Spartan Brand Products ran a unique and successful promotion in May as nine Spartan associates competed in the 5-kilometer run at the Old Kent River Bank Run in Grand Rapids outfitted as giant containers of Spartan Brand Frozen Orange Juice.

The volunteer runners, wearing the 4 1/2 foot by 3-foot full-color costumes, were greeted with an overwhelming reception by the thousands of runners and spectators on hand for the event.

The "Spartan Orange Juice Run" was an effort to capitalize on Spartan Brand Products' title for the Michigan Special Olympics Summer Games. Entrants were asked to make a \$10 donation to support the Michigan Special Olympics when they registered for the race. Spartan Brand Products matched all donations, and a total of over \$10,000 was raised through the program.

Spartan Brand Products also donated all the post-race refreshments for all runners participating in the 5K race and the 25K run. The Spartan Orange Juice Runners finished 4th place in the Corporate Open Team Competition.



## Market House wins ad contest

When Brett Boyd of Market House stores in Hillsdale and Hudson, Michigan, first heard about the customer sweepstakes and retail advertising contest co-sponsored by Spartan Brand Products and the Cherry Marketing Institute, he was ready to try for a win. The 27-year-old sales, marketing and customer service manager of the Hillsdale store saw plenty of incentive in the grand prize package: \$500 for the best ad plus a weekend package to Traverse City during the National Cherry Festival.

Boyd's "Pick of the Crop Sale" theme won. The colorful, prize-winning insert had many cherry products throughout, with attention-getting white-gloved cherry characters pointing to products. Boyd has an experienced advertising team with Spartan's layout artist Ron Overholt and graphics artist Aron Arocho. Together they crank out the weekly ads.

Store contest runners-up were Denny's Valu Land in Big Rapids and Leppink's Food Center in Belding. Each won a Traverse City package (but not the cash prizes). Twenty customers of Spartan's trade area (Michigan, Indiana and Ohio) who submitted sweepstakes ballots at stores also won packages for trips to Traverse City during the festival.

## Michigan Liquor Control Commission holds Public Hearing

The Michigan Liquor Control Commission will hold a Public Hearing at 2:30 p.m., Wednesday, July 9, 1997, in the Century Room at Weber's Inn, 3050 Jackson Road, Ann Arbor, Michigan.

All government and enforcement officials, licensees, and any other persons interested in the operation of the Liquor Control Commission are welcome to attend.

Members of the Commission will conduct the hearing and a discussion of the Liquor Control Act and its administration will be followed by a question and answer period in which the public will be invited to participate.

## News Notes

## National Frozen Food Association Awards Gold & Silver Penguins

The National Frozen Food Association (NFFA) has announced the winners in the 1997 Golden Penguin Awards competition. The competition annually recognizes outstanding frozen food merchandising and promotion in support of the March National Frozen Food Month promotion.

Thirty-four Golden Penguin winners and 60 Silver Penguin winners were selected during the two-day judging.

Award winners from Michigan are:

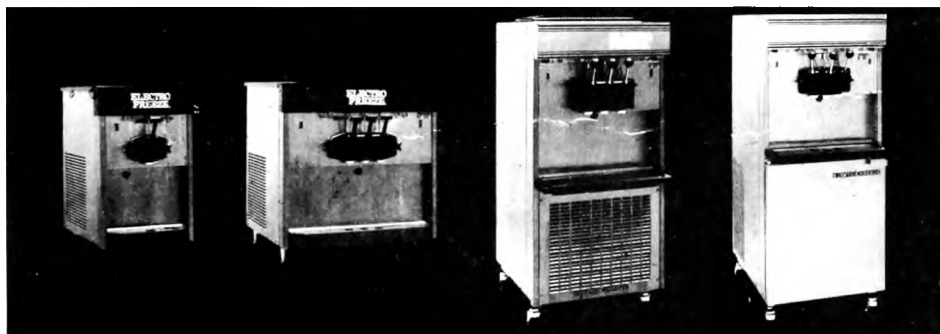


**Golden Penguin**  
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# Niche marketing Pinconning Cheese since 1915

by Ginny Bennett

Niche marketing is a trendy term, a marketing concept, a '90s solution. However, Wilson's Cheese Shoppe in Pinconning, Michigan has been niche marketing since 1915 when Virginia Wilson Peacock's grandfather, Dan Horn, opened a store to serve the milk customers from his cheese factory.

In the ensuing years the store has moved, burned, rebuilt and expanded and at various times cheese was made on the premises and off, but cheese has always been for sale in Pinconning. Cheese has always been the product that has brought customers to the town and to the store. Although the popular Pinconning cheese, a colby variety, is the mainstay of the company, Wilson's Cheese Shoppe has built its reputation on providing an enormous inventory of many varieties of cheese. In addition, the shop carries several other gourmet food items, and features many Michigan-made specialties like honey and mustards.

Wilson's Cheese Shoppe is a destination for travelers. Located on M-13, the store was once right on the main road leading from Ohio and southeastern Michigan to



From I-75 north to the Pinconning exit, #181, turn right on Pinconning road and left at the light. Look for the mouse on the right.

Michigan's "up north." In those days, business was booming and the store kept long hours to serve the traveling public. Then in 1972, I-75 was built bypassing the little town of Pinconning, and the family store experienced devastation that was more threatening than even the fire of years before. Looking back, Virginia says that one good thing came from the change. "The family was accustomed to working until 1:00 a.m. on Friday night because Ohio travelers would still be on their way up north and stopping in until that hour. After I-75 went through the store closed at a more reasonable 9:00 p.m." For a couple of years business fell off considerably until travelers got their bearings and found their way back. Virginia says that customers would stop in West Branch, going north, and call to ask how they had missed the store. Business has never returned to the way it was before I-75 went in, although it has picked up considerably in the last couple of years. Today the store not only sells to cheese lovers heading to Northern Michigan, they also sell to many customers they have never met from a four-color catalog which is sent to over 1500 mail order fans. Wilson's Cheese Shoppe has been selling by mail-order for over thirty years and that part of the business continues to grow.

Just as the store has been owned

by several generations, today's customer is frequently the children of "old customers" who are finding their way back. The store served as a diversion to squirmy passengers in the past and these grown up "kids" are eager to share the fun with their offspring. Whether it is filling a bag with "penny" candy, nibbling little cheese samples or standing in line to order a special cut of cheese, everyone in the store slows down and enjoys themselves at a now unaccustomed pace.

On the roof, a giant mouse perches on a big wedge of cheese, a landmark that everyone recognizes. A replica, on a trailer parked out back, is a favorite photo backdrop and is used frequently in parades.

Dan Horn brought his cheese making skills with him when he migrated from Russia to Pound, Wisconsin. He worked as a cheese maker there until 1915 when he brought his craft to Michigan, opened a factory and started to make the now famous Pinconning Brand Cheese. In 1939 Dan's daughter Inez and her husband, Lawrence Wilson, moved from Detroit and bought the store. Lawrence, too, was a cheese maker. This was the beginning of Wilson's Cheese Shoppe and it was their idea to add other varieties of cheese. They also originated the idea of giving the customers a sample to help them

select the cheese they wanted. The concept wasn't an instant success. Some days only a few cars would stop. For many years they advertised on WJR, but mostly the little business grew by word of mouth.

In 1958, Merton Peacock, the Wilson's son-in-law joined the business. Merton is semi-retired but Virginia still works with their daughter, Marilyn, in the store.

Virginia is satisfied with the contribution her family has made in Pinconning. The Chamber of Commerce has recognized three family members with their "Citizen of the Year" designation. Inez, Virginia and Merton have all earned that honor. Virginia also serves as president of the local school board, is on the arts council and has been active in Girl Scouts for over thirty years.

The family may not run Wilson's Cheese Shoppe forever. Eventually, Virginia and Merton plan to retire to Midland and Marilyn has other interests she wants to pursue. However, Virginia is eager to see that the store will be run by someone with fresh ideas like generations of her family have brought to the store before. Certainly she will see that Wilson's is in good hands and will continue to fill this unique niche, now and in the future.



Virginia Peacock is the third generation in her family to own the cheese store.





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# Meet Representative Dan Gustafson

## *Public service is Job One*

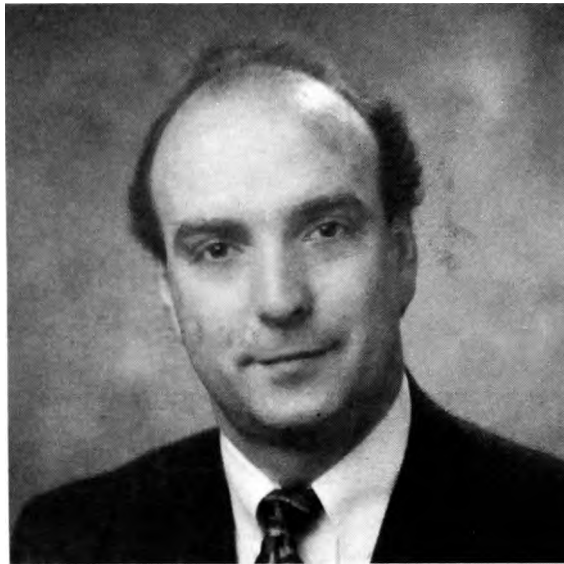
by Kathy Blake

Representative Dan Gustafson of the 67th district is dedicated to helping people. He became involved in public service through membership with the Jaycees. Participating in community service such as hosting a midnight golf tournament with glow-in-the-dark golf balls to raise money for the Michigan Cancer Society and borrowing pets from the pet store to take to the senior citizen center for the day gave him an appreciation for helping people.

Representative Gustafson lives in Williamston where the new Department of Agriculture, E.C. Heffron Lab was built. Dedicated to the late food director, the lab is set up for checking scales and setting state standards for weights and measures. Development in his district, which covers part of Livingston and Ingham counties, has been good, he reports. "My district has been helped immensely by the Michigan Jobs Commission bringing in foreign manufacturers. With the addition of hundreds of millions of dollars and hundreds of jobs, the economic development couldn't be better."

Gustafson received his bachelors degree in Public Administration and Policy at Oakland University in 1981 and after graduating from George Washington University with an M.B.A., in Business Administration, Economics and Public Policy, he went to work for General Motors. As a systems administrator, he worked on a computer system for quality checking.

Gustafson started his career in politics in 1986 as a legislative aid



when Mat Dunaskiss was a State Representative. He was Dunaskiss's campaign manager during his successful run for State Senator in 1990 and then filled the position of Director of Legislation and Policy for the senator. During that time Gustafson also held the part-time position of Ingham County Commissioner. In 1992, Dan Gustafson was elected to the Michigan House of Representatives.

While still in college, Dan Gustafson met his wife, Lori. They have four children, ages 10, 8, 4 and 11 months. Their free time is spent going up north to Kalkaska to fish and swim in the summer and ski in the winter. They enjoy playing soccer too. Dan plays on an over-30 soccer league near Lansing and the older children play on soccer teams as well.

Concern for his growing children may be why he is particularly proud that the driver's licensing legislation, that he played a key role in writing, went into effect this spring. This

"graduated licensing system" has redesigned how drivers education is taught in Michigan. Rather than receiving all driving privileges automatically upon completion of a high school driver's education class and test, the new system grants new drivers privileges in a series of steps, as they gain experience.

As the Republican Minority Floor Leader, Rep. Gustafson is responsible for being aware of what issues will come up during each day of the legislative session and keeping the rest of the Republican members informed. He said this summer session they are focusing on legislation for Michigan road repair. "We need a long-term solution to fixing Michigan roads. We must make sure the money we collect on gas taxes is spent on roads. Those reforms need to be in place before we look at raising more money," he says. Possible reforms include reappropriating funds from license fees to road repair and construction, instead of the Secretary of State which could be

funded by the state general fund. Finding ways to reduce the cost of maintenance and construction is another option.

Another issue that's hot this summer is casino regulation. As vice-chair for the House Oversight and Ethics Committee, Gustafson presents the Republican position which calls for strong state oversight, making Michigan's regulations the strictest in the nation.

Representative Gustafson adds that another priority this summer is to complete Michigan's budget on time.

For the fall session, he believes the electric deregulation issue will be prominent. He says the Republican focus is to insure that Michigan companies are able to compete. "In order to go from a monopoly system to a competitive system, we need to do it in such a way that it doesn't hurt the Michigan companies." Gustafson believes electric deregulation will benefit residential consumers and businesses alike.

Gustafson has had experience with writing legislation for deregulation when as Director of Legislation and Policy for Senator Dunaskiss, he helped rewrite the Michigan Telecommunications Act. Working for Dunaskiss, "I got to specialize in taxation, regulatory issues and public service type issues."

Public service is the heart of the matter for Dan Gustafson. Helping people and protecting their interests is what motivates him. He will continue to serve his district through the end of his third term in 1998. In the future, he plans to continue to play a part in government, serving the public.

New ideas from Detroit Edison

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Forward-looking businesses balance their dual responsibilities to the bottom line and our bountiful earth. DTE Energy and its subsidiaries, including Detroit Edison, have made a priority of protecting Michigan's natural resources through environmental initiatives including:

- Pioneering the use of cleaner, low sulfur coal in power plants and in the process, becoming a world leader in fuel blending technologies.

- Planting 10 million trees in Michigan by 2000 as part of its voluntary participation in the U.S. Department of Energy's (DOE) Climate Challenge program.

- Operating waste-to-energy facilities from Massachusetts to California which recover methane gas from landfills and convert it into steam or electricity.

"Environmental stewardship is the key to sustainable development," said John E. Lobb, chairman of the board and chief executive officer of Detroit Edison and DTE Energy. "We are committed to finding innovative solutions to the environmental concerns associated with energy production and its use."

The company recognizes that long-term economic growth is achieved through responsible use of resources and environmental stewardship which does not compromise the needs of future generations. Detroit Edison employees become environmental stewards through the company's strong environmental compliance programs and its many voluntary efforts such as: Clean Cities, In Concert with the Environment, Environmental Awareness Mini-Grants, Solar Currents and St. Clair River project.

#### Detroit-Toronto Clean Air Pact

People from Detroit to Toronto can breathe easier because they reside in a "Clean Cities Corridor." Detroit Edison has worked with the two cities, U.S. Department of Energy (DOE), the Southeast Michigan Council of Governments and other businesses to achieve this commitment to alternative energy use.

Created by the DOE, Clean

Cities develops a market for alternative fuel vehicles which reduces vehicle emissions and U.S. dependence on foreign oil. The Big Three auto makers and alternative fuel vehicle conversion companies provide vehicles for use in the corridor, while alternative fuel providers staff more than 400 alternative fuel

stations along the way which dispense electricity, ethanol, methanol, natural gas and propane.

#### In Concert with the environment

A Detroit-Edison-sponsored program is helping more than 11,000 Southeastern Michigan students get "In Concert With the Environment." Company representatives will visit two

dozen schools presenting ways to convert wise energy use ideas into practical environmental habits. Students will learn about energy efficiency, recycling and environmental concepts through a video and classroom demonstrations. Students also will

See Edison, page 36

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- Supporting education through the Detroit Compact and our Partnership Schools Program.
- Providing \$172,000 annually to emergency food and shelter providers through the Detroit Edison Foundation's Holiday Season Matching Gifts program.

- On behalf of our employees, donating more than \$48,000 annually to education-related organizations through the Detroit Edison Foundation's Walter J. McCarthy, Jr. Volunteer Service Awards.
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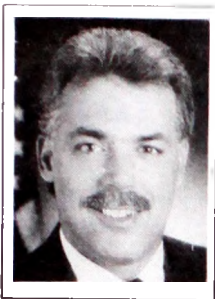


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*Because providing a brighter future for  
Southeastern Michigan is worth all our energy.*



by Commissioner Bill Martin

Your Michigan Lotto customers will now have the option to choose between a lump-sum payment and the traditional installment

## Lump-sum option for lotto, website launch, and more!

payments for Michigan Lotto jackpot winnings! Beginning July 13, 1997, several changes go into effect for the Michigan Lotto game:

- Players can select either a lump-sum option (based on the present cash value of the Lotto jackpot) or installment option for payment.
- The installment (annuity) option will be paid out over 25

years.

- Smartplay becomes a permanent Michigan Lotto feature. Other features of Michigan Lotto remain the same. Drawings will be held Wednesday and Saturday evenings, and the minimum jackpot is \$2 million. At the time of purchase, players will be able to choose either "cash option" or "annuity" for prize payment. If no selection is made,

the Lotto terminal will automatically choose the annuity option, which will now be changed from 20 to 25 years.

The move to a lump-sum option for Michigan Lotto will generate more excitement and attention for the game, attracting new and lapsed players who like to get their winnings immediately. Look for larger jackpots and more rollover opportunities to increase the retail traffic through your stores – that means bigger Lottery sales and commissions!

The play style and structure of Michigan Lotto will remain the same. However, the popular "Smartplay" promotion now becomes a permanent feature of the game. When a player purchases a \$5 five-wager ticket, the terminal automatically produces a free \$1 "easy pick" Michigan Lotto ticket for the next Lotto drawing.

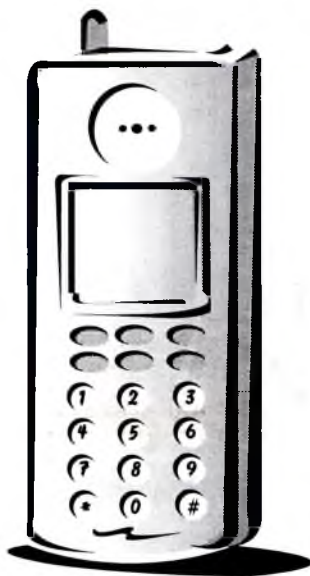
The new Lotto offerings are great news, but there's another development here at the Lottery I'm very excited to announce: The scheduled launch date for the official Michigan Lottery site on the World Wide Web was in late June (as of this printing). The Web is one more resource for retailers, players and lottery enthusiasts to turn to for the latest news from the Lottery. Look for us at [www.milottery.com](http://www.milottery.com)!

The site is a comprehensive offering of Lottery information including an archive of winning numbers, "how to play" instructions, current news releases and promotions, the latest instant games, the 1996 annual report, and many other pages of interest.

The launch of the Michigan Lottery website is just one more step to being as user-friendly as possible to our players and retailers—I welcome your comments and/or suggestions about the site.

New instant games include "Cash for Life," a new \$3 game with a top prize of \$1,000 a week for life; "Blackout Bingo," a \$2 game with a \$30,000 top prize; "Classic Cash," a \$1 game with a top prize of \$4,000; and "Bonus 7's Doubler," another new \$1 game with the chance to win up to \$7,000.

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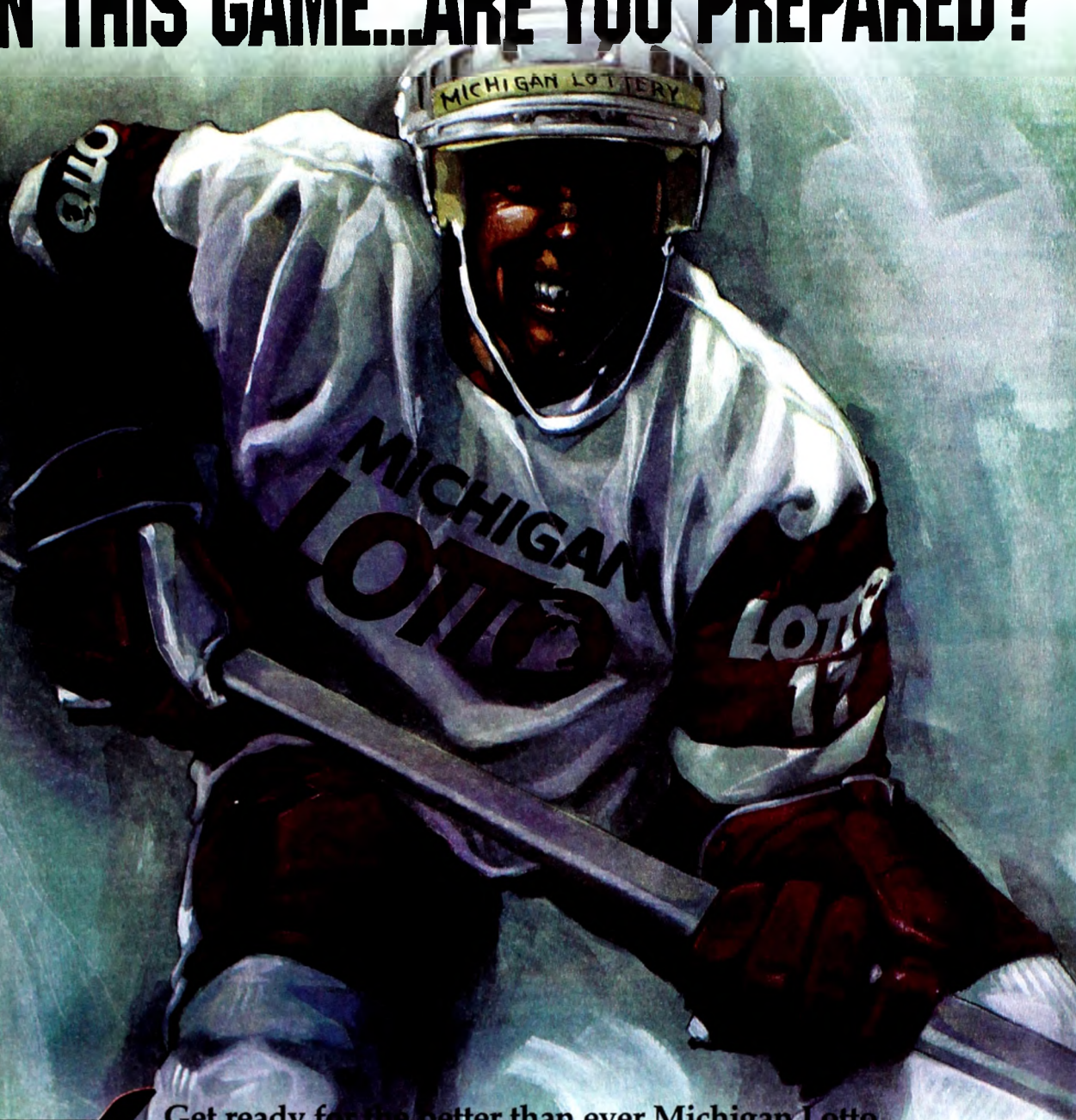
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With Michigan Lotto's new "Cash Option," there's sure to be a lot of checking going on! Tell your customers all they have to do is check the "Cash Option" box and they could become instant millionaires! Or if they prefer, they can still take the money in equal annual installments. Either way, prepare yourself for the big rush, because Michigan Lotto is better than ever, and that means better than ever traffic, sales and commissions for you! Plus, since Smartplay is the smart way to sell Michigan Lotto, it's now a permanent feature! For more details, just ask your Lottery representative.

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# Department of Agriculture reorganizes for the 21st Century

Citing the state's early retirement as a "great opportunity" to help government work in new ways, Michigan Department of Agriculture (MDA) Director Dan Wyant announced a reorganization plan that will restructure the agency around its major priorities.

Wyant said the plan will be implemented as retirements take place over the next 3 months. Out of a workforce of 512, forty-one (41) employees are expected to retire, or 8 percent of the total

workforce. The plan involves linking and streamlining programs that share similar responsibilities, refocusing efforts to address current and future issues in agriculture and related industries, and enhancing frontline efforts to serve those industries and consumers.

"This is an exciting time to work in government, because there is an openness and willingness to try new ways of serving the citizens of our state," said Wyant.

"Thinking beyond the boundaries of old government and embracing new technology are helping us fuel that change."

Included in the anticipated reorganization will be the creation of a new Office of Agriculture Development, bringing together a variety of programs now scattered throughout the department. The office will aggressively pursue new opportunities for the food and agriculture industry by strengthening partnerships with

farmers, industry representatives, government, academia and communities. The office will focus on: enhancing production agricultural, rural development, rural health issues, the expansion of food and agriculture value-added processing, sustainable agriculture, and promoting the use of composting on farms and in communities.

A new Environmental Stewardship Division will strengthen MDA's role as a leader in environmental protection efforts. Michigan's nationally-renowned Groundwater Stewardship Program, which protects the state's water resources through cooperative and proactive measures, will be one component of the division.

The Dairy and Food Divisions will be merged though each will retain its unique relationship to the industries they serve. Combined, they will have the resources to maintain a strong frontline presence inspecting the state's grocery stores, dairies and restaurants. According to Wyant, the merger enhances MDA's role as primary guardian of food safety in Michigan.

MDA is also moving forward technologically. An electronic network is being developed that will, among other things, link inspectors in the field to the information they need to provide immediate solutions to problems facing the agriculture industry and consumers. Development of common computerized databases will replace outmoded, paper-based information systems, allowing employees to serve citizens more accurately and efficiently. Expansion of MDA's World Wide Web site and the development of an internal intranet will move the department even further into the information age.

"While these changes are exciting, we cannot forget to thank the retirees who are leaving us this spring," said Wyant. "Their service, and the thousands of public servants before them, built the foundation of a state government system that has worked remarkably well in providing critical services to our citizens.

"In an age when it isn't particularly fashionable to think well of government, I want our MDA retirees to know how grateful we are for their hard work and service."

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# The Pioneer of Gourmet Specialty Stores and Bulk Candy Bins

by Danielle MacDonald

Rocky Russo, president of Rocky Peanut Co., Inc., has been a merchant in the Eastern Market for over 40 years. In 1957, Rocky and his brother Dominic opened Rocky Produce on Russell Street. "Our specialty was fruits and vegetables, but right from the beginning we handled raw peanuts," explained Russo. "We sold our peanuts to the vendors outside Tiger Stadium."

Russo did not have any plans to expand his peanut business, but in 1971 he discovered a merchant with a failing peanut roasting company. "He offered me two peanut roasters for \$850 so I bought them and started Rocky Peanut." Dominic and Rocky continued to run the produce company as well as the peanut company. "We made about \$100 a day selling nuts." By 1985 the business was so successful that Rocky focused solely on Rocky

Peanut, and Dominic continued to handle Rocky Produce.

Russo moved from Michigan Avenue to Russell Street and turned an \$850 investment into a booming business with sales of \$16 million annually. The accolades under the Rocky Peanut umbrella are numerous. Rocky Peanut was the first gourmet specialty store in Detroit. In addition, Russo pioneered selling candy in bulk bins, and he is the only nut roaster in Detroit. Born from his success came the catch phrase "Don't Knock The Rock."

The retail store on Russell Street in the Eastern Market carries an unlimited array of products. In a nutshell there is: a wide variety of the freshest roasted



nuts, 500 bulk candies, 4,000 unique gourmet foods, and a cappuccino bar. They have a total of 1,200 unique specialty items. "Customers can sample whatever they want before they buy," said Russo. "Our retail philosophy is to keep an old style market, with a lot of employees to help customers, low prices, and high quality."

The retail side of the business is the most visible, but the 'nuts and bolts' of the operation is in wholesale distribution and a private label program. Ninety to 95 percent of the business is in wholesale. "We consider our retail store to be a test market for our wholesale side of the business," explained Russo. Products and ideas that work well in the Rocky Peanut retail store are then marketed and sold to other retailers.

"As a wholesaler, we are a value added ingredient supplier of nuts, dried fruits and vegetables, and spices to name a few," said Russo. For example, customers purchase nuts to make gourmet breads and dried cherries to make delicious salads. "We offer ingredient solutions in a time where menus and tastes are becoming more ethnic." The spice line at Rocky

See Rocky Peanut  
Page 37

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# Shoplifting, employee theft and worthless checks top supermarket losses



Shoplifting and employee theft are still the most common causes of theft, costing the supermarket industry more money each year, according to the *Seventh Annual Security and Loss Prevention Issues Survey*.

Conducted by Food Marketing Institute (FMI) and sponsored by Checkpoint Systems, the national survey questioned 74 FMI member companies, operating more than 11,000 supermarkets. Supermarket companies apprehended approximately 252,264 shoplifters in 1996, which

averages about 41 incidents per store. The average value of the recovered merchandise exceeded \$8.6 million, and the items included cigarettes (41 percent) and health and beauty care items (36 percent).

FMI members in the survey reported an average of 2.8 incidents of detected employee theft per store, resulting in a total of 18,054 detected incidents. The average value of cash and merchandise recovered per incident was \$175.14. Forty-four percent of the detected incidents occurred at the checkout, and approximately 23 percent occurred in the sales and service areas.

"Our seventh annual *Security and Loss Prevention Issues Survey*

provides retailers the opportunity to compare their losses, and expenditures for security and loss prevention equipment and services, with the data in the survey. Clearly, high-tech security measures such as electronic article surveillance (EAS) systems and closed-circuit television (CCTV) systems are being used effectively to combat internal and external thefts in the supermarket industry," said Charles I. Miller, vice president of loss prevention services for FMI.

In addition, the survey reports that worthless checks, robberies and burglaries are serious loss prevention concerns. In 1996, worthless checks were responsible for a total net loss of more than \$111 million, with an average of \$70.30 per check and an average loss of \$1.7 million per company.

This total net loss is up from the \$70 million lost in 1995.

Companies that experienced robberies—approximately 73 percent of the respondents—lost an average of \$2,547.12 per robbery. About 50 percent of the robberies in 1996 occurred between Friday and Sunday, 6:00 p.m. and 12:00 a.m. Handguns were used 88.9 percent of the time.

This survey also contains information on how drug testing, theft hotlines and pre-employment testing or integrity testing can help prevent company theft. The report also summarizes the impact of targeted loss prevention programs on shrinkage rates.

For more information on the survey, contact the FMI Publications and Video Sales Department at (202) 429-8298.

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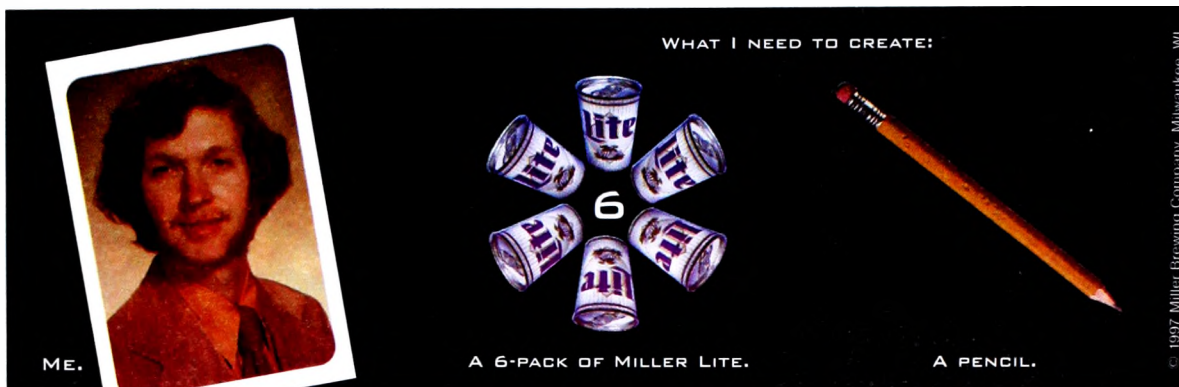
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STEP 3. BACKGROUND COLOR WAS THE HARDEST PART. FIRST I WANTED THE BACKGROUND TO BE RED. THEN KIND OF YELLOW. BUT LATER I FOUND THAT A MIX OF RED AND YELLOW WOULD BE O.K. WHY? BECAUSE THAT LOOKS LIKE THE COLOR OF A GOOD-TASTING BEER!

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*Dick*

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## Meal Solutions

Continued from Front Page

but not prepared at home – a significant increase over recent years and double the level of a decade ago. Supermarkets have become as popular as restaurants for take-home food (21 percent), and while fast-food restaurants still lead, their share slipped significantly (48 percent in 1996 to 41 percent in 1997). The findings come from FMI's report *Trends in the United States: Consumer Attitudes & the Supermarket*, 1997, conducted by ABI Associates Inc.

The industry has come a long way with meal solutions in a short

amount of time. Almost half the supermarkets that responded to a recent survey reported that they have started meal solution departments as an answer to "what's for dinner?" Meal solution centers bring value-added perishables from multiple departments together to provide the essential elements for a meal-in-one location.

Providing a Meal Solution department is certainly one way that retailers are making their stores stand out from the crowd. Also popular are adding more perishables, launching or expanding prepared foods options

and targeting efforts on specific customer groups.

Competition for the food dollar continues to get keener as food retailers compete not only with each other, but with restaurants, caterers and delivery services. In another recent FMI report titled *Food Marketing Industry Speaks*, over two-thirds of supermarket executives cited new or existing supermarkets as their number one competitor. Now that the industry is looking at the importance of "meals" as opposed to "food," almost five percent consider restaurants and foodservice as their number one competitor and

15 percent considered them in second place.

Providing meal solutions means entering new territory for many supermarkets. However, reports show that many operators recognize the need for special skills: Almost 80 percent of executives recruit employees with restaurant or foodservice backgrounds and 45 percent are hiring foodservice professionals. Proper training for foodservice associates is especially important to ensuring high-quality as well as safe products.

Marketing meal solutions takes creativity. Many food retailers have taken their cue from restaurants and rotate menus in combinations of different ways including: by season (60 percent), by week (55 percent), by time of day (32 percent) and by themes (32 percent). The key is to know your customer and the type of food they are comfortable purchasing. In most cases some experimenting is necessary in order for each retailer to find their store's meal solutions niche. One thing that rings true regardless of store location or customer demographic profile: customers are increasingly demanding fresh, tasty, wholesome products that require little preparation. They also want fast, friendly service in a clean, pleasing environment.

### Groundbreaking study explodes myths about new product introductions

Another panel highlight was the release of a groundbreaking study that explodes the myths about new product introductions. The study, sponsored by Ernst & Young LLP, Progressive Grocer magazine, and GMA, dispels the belief that 20,000 new items are annually introduced into supermarkets, and that 95 percent of those products fail. Instead, there are between 1,100 and 1,200 "truly new products" introduced every year, 22 percent of which are new brands or segments and 78 percent of which are line extensions.

Overall, this new research finds that 33 percent of all new products are successful, 28 percent of line extensions succeed, and 47 percent of new brands succeed. Eastman Kodak Company, Frito-Lay, Inc., The Gillette Company, and Warner-Lambert Company contributed case studies, each of which profiled a successful new product offering.

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# Home Meal Replacement opportunity looms large as issue for grocers

by Ginny Bennett

Jeff Rumachik, FMI regional director, kicked off the 1997 Associated Food Dealers of Michigan, World of Savings, Buying Trade Show at a breakfast meeting attended by over 160 members of the industry including store owners and operators, suppliers, wholesalers and manufacturers. Rumachik spoke to the group and moderated the panel of industry leaders which included: Thom Welch of Hollywood Markets, Eddie Jonna, Merchant of Vino Food and Wine Shops, Alaa Naimi of Thrifty Scot and Tom Violante of Holiday Food Stores.

The dominant theme of discussion that pervaded the session was HMR or home meal replacement. "How can we continue to be the preferred



Rumachik

provider of dinner?" said Rumachik. "No longer can you adopt the 'build it and they will come' attitude."

The panelists concurred that today store owners don't just compete with each other, instead they are competing against all the other types of stores that are taking the opportunity to provide food for everyone who was once exclusively a grocery store customer.

High on the list were prepared-food take-out facilities. In addition, other stores that did not go after dinner dollars before, are jumping into the market by adding food products to their shelves or mini-restaurants within their walls. K-Mart with its new pantry concept, has dedicated numerous shelves to grocery products and increased space for take-out fast-food restaurants in the store. At the checkout counter are "grab and go" family-size pizza boxes. Then



there are the category killers; the pet food stores, the road-side stands, food specialty catalogs and cigarette stores. One can even buy their wine on the internet.

According to the panel, it is important to "think outside the box." Grocery stores have to be the place where shoppers find the freshest product whether it is in the raw or the prepared state. Customers want to be assured that the food has not been around too long and has been prepared with the finest, freshest ingredients says Jonna. Tom Violante agreed.

In order to find these customers there is a constant redefining of the marketplace. To survive, store owners must find out who their customers are and what they need.

The ability to do "data mining" will be increasingly more valuable.

Would a downturn in the economy force people back into grocery stores? The panel agreed that an economic downturn won't mean that families will start cooking from scratch again because many households simply don't have the time. They must find ways to stretch food dollars too. Our job is to get them into a store and quickly get them out again with a fresh, healthy dinner.

The panel agreed that successful home meal replacement departments center on these elements:

1. Foods prepared with fresh ingredients
2. Foods that are easy to grab and go—convenient for the shopper
3. Variety that changes often enough to keep customers interested
4. Foods that appeal to the specific customers in the store's geographic area

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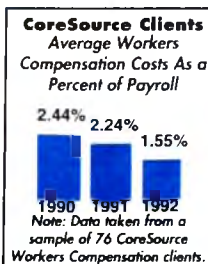
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# Ben Celani Golf Day drives to raise \$2 million

On Wednesday, August 20, the Hearts of Livonia will tee off the 20th Annual Ben Celani Golf Day Benefit at Fox Creek, Whispering Willows and Idyl Wyld golf courses in Livonia with Governor John Engler as the Honorary Chairman. Over the last 19 years, the Hearts of Livonia has donated \$1,846,360 to the St. Mary Hospital - Trauma Room, various scholarships, and numerous Livonia charities. It's goal this year is to reach the \$2 million mark.

"It is important to 'hit' this goal in our 20th year so that we may donate even more back to the community. Our success every year, is due to the many participants who generously support our golf outing, says Tom Celani, Hearts of Livonia president and CEO/owner of Action Distributing Company. "This year, as every other year, it is extremely important to seek your help, once again. We are also encouraging newcomers to the

Hearts of Livonia to participate in this fine event." Celani, an AFD member, says the Ben Celani Golf Day must raise revenues by 30 percent to achieve its goal.


Golf will be a 'best ball scramble' with flights of six. Hot dogs and Miller Beer will be available throughout the courses. The Bocci tournament, noted for its host of champions, has become as much a tradition as the golf outing itself. Trophies will be awarded for the winners. The Las Vegas tent, for

low-stakes blackjack and craps, will be open from 2:00 p.m. until 7:00 p.m.

Corporate sponsorships and individual tickets are available. Sponsorships are \$1,500 and include four golf day tickets, four Bocci tournament tickets, a random drawing for a 1997 Dodge Neon, dinner and a host of other festivities. Individual tickets are \$250.

For more information, call Patti Nutting at (313) 591-3232.

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9838-6	24	375 ml	6.60	6.26	6.38	7.95	7.50
8512-3	60	50 ml	0.85	0.80	0.82	1.02	0.96

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## Employees who work together work smarter

Supermarket employees who rank as having a high level of teamwork are less likely to practice unsafe work behavior, miss work without an excuse or call in sick, according to the Seventh Annual Report of Supermarket Employees.

Conducted by McGraw-Hill/London House and the Food Marketing Institute, the survey questioned 874 supermarket employees, each representing a separate store, about their job, company and work-related attitudes and behaviors. Based on their responses to team-oriented questions, 72 percent of respondents received average to above average teamwork orientation for:

- going out of their way to help co-workers and customers
- making suggestions to improve work processes
- helping to make decisions on the job
- developing relationships with co-workers

The report indicates a strong relationship between teamwork orientation and other desirable work-related behavior. Employers can reduce counter productivity by implementing a selection process that screens in positive work-related attitudes.



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## Detroit market is a frozen food leader

The Greater Detroit Frozen Food Association recently sponsored a frozen food celebration dinner at the Laurel Manor Banquet Hall in Livonia, Michigan. The event was attended by senior management of all Detroit based food chains and wholesalers, executives from Flint/Saginaw and Grand Rapids markets, independent store owners, distributors, direct and broker representatives, as well as



Joe Yurasek, Jr., Chairman Greater Detroit Frozen Food Association; Nevin Montgomery, NFFA; Todd Mobley, Paul Inman Associates; Dorothea Paulin, Frozen Food Catering Manager; Bruce Lucia, President Kroger Michigan; Skip Shaw, Jr., NFFA



Greater Detroit Frozen Food Association - group photo



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**Tom Celani, CEO**



numerous local and national manufacturers' representatives. Special guests included Nevin Montgomery and Skip Shaw, Jr. from the National Frozen Food Association (NFFA); Dr. Frank Gambino, Western Michigan University and NFFA Regional Representative; John Somavilla, Spartan Stores and Ron Suchecki, Ateco Inc.

Association Chairman Joe Yurasek, Jr., was master of ceremonies. In his introductory remarks, Yurasek mentioned that the mission of the Detroit Association, to increase the promotion and sales of frozen foods, is a process that is producing remarkable results in Detroit. He cited Nielsen Reports for March of 1995 and 1996, which indicated that Detroit was the leading market in the country in frozen food tonnage growth in 1995, with a 19.1 percent increase over the prior year. On a high base, Detroit turned in a 6.3 percent plus growth rate in 1996.

Kroger Frozen Food Category Manager, Dorothea Paulin, asked "If you were walking along the beach and found a magic lantern and the green giant genie appeared and offered to fulfill your one wish for frozen foods, what would that wish be?" After a bit of laughter, the NFFA President remarked that he wished there was another word that could be used instead of "frozen" to describe frozen foods. Mentioning that frozen foods does not have the right connotation to consumers, Montgomery asked that "If anyone has better word for describing frozen foods as often fresher than fresh foods, please offer it up."

Music was provided by Jazz Hall of Famers, Al Martin and Johnny Allen. Allen won a Grammy for his arrangement of the music for the movie *Shaft*, an early 1970's hit. All guests received Frozen Food Association tie tacks or pins.



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## AFD on the Scene



Bruce Lucia, President of Michigan KMA announces Kroger's Best Bagger Finalists at their Academy Awards "Best Bagger" contest June 20.



Rayna Marcuse, Kroger Zone #2, advances to AFD/MGA State Best Bagger Finals, June 30, Tel-Twelve Mall in Southfield. More photos next month.



Gary Davis stands by his "World of Savings" booth at the AFD's Trade Show. The booth gets our vote for "Most Creative!"

## Michigan Lottery introduces Fat Pockets



(l to r) John Miutz, Bob Reynolds, Terry Bunning and Tom Egan at the introduction of Fat Pockets.



Larry Stamos receives a plaque from AFD for his work as the 1996 golf committee co-chairman



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## News and information for WIC retailers

### Infant formula —improved Similac with Iron

By now, you should have been contacted by Ross Laboratories regarding their reformulated Similac with Iron. This formula provides a special combination of ingredients which includes compounds found in breast milk, a new protein system and a new fat blend. The improved Similac with Iron became available in April. However, only by attrition will the current Similac with Iron be removed from store shelves. Both the new improved Similac with Iron and the old Similac with Iron are WIC approved.

If you have not been contacted by Ross Laboratories, or if you have questions regarding the

improved Similac with Iron infant formula, call the Ross Pediatric product help line at 1-800-227-5767. Vendors must never require WIC participants to purchase all the food items listed on their coupon. Participants are allowed to purchase less, but not more, than the items listed. Participants should be charged only for those items they actually purchase.

WIC participants must be allowed to take advantage of all

in-store specials, manufacturers' coupons, and other sales promotions even if it exceeds the quantity specified on the coupon.

All WIC authorized peanut butter must be in 18 ounce jars only. For example, Smuckers which comes in a 16 ounce jar is not authorized.



### Electronic benefits transfer (EBT)

The Michigan Department of Community Health and the Family Independence Agency (formerly the Department of Social Services) are currently reviewing bids for a pilot Electronic Benefits Transfer (EBT) project in Jackson County.

EBT is the electronic distribution of public assistance, food stamp benefits and WIC benefits to clients. Clients will use plastic EBT cards (rather than WIC coupons or food stamps) to buy groceries at point-of-sale terminals at authorized WIC and Food Stamp Program retailers.

The WIC Program portion of this EBT pilot is expected to begin in early 1998 and will run for up to 18 months. After evaluation, a decision will then be made as to whether WIC EBT will be expanded statewide.

Please note that this EBT pilot project will only include Jackson County WIC authorized vendors.



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## Southern Michigan vendor contracts

The application period for WIC contracts for southern Michigan vendors ended on March 31, 1997. Applications for WIC authorization are currently being processed.

Vendors in the southern part of the state **MUST NOT** accept WIC coupons after June 30, 1997 unless they have been granted a new WIC vendor contract.

WIC coupons accepted after June 30, 1997 by a southern vendor **without a new executed WIC contract for the period beginning July 1, 1997 will not be paid.**

Coupons accepted through June 30, 1997 by vendors who have not been granted a new contract must be received by the department no later than July 15, 1997.

## Cash refunds/exchanges

The WIC office has received several complaints that some vendors are allowing cash refunds for products purchased with WIC coupons, particularly infant formula. **Vendors must inform their employees that under no circumstances should cash refunds be allowed for products purchased with WIC coupons.** Providing cash refunds for WIC purchases undermines WIC program objectives.

You may exchange spoiled or outdated WIC food items for the same product and quantity.

## WIC vendor training sessions

All WIC vendors are required to attend a WIC group vendor training session at the beginning of each contract period. Authorized WIC vendors will be notified of the scheduled training session in their area.

At least one representative from each store must attend the training session. For chain stores, attendance by representatives of the individual outlets is not required. However, each chain headquarter's office must have a representative attend a training session in their area. It will be the responsibility of the chain headquarter's office to provide training for all the WIC authorized outlets in the chain. If you are unable to attend your scheduled training session, you should immediately contact the WIC Vendor Relations Unit at (517) 335-8937.

## "Good Faith" references for former employees can be tricky

One of the biggest challenges confronting employers today is developing and maintaining a stable and reliable work force. In order to do so, employers seek complete and accurate information about a potential employee's background, including prior work experience. Reference checks are an important means of verifying information concerning potential employees. However, employers are reluctant to exchange candid information due to increasing liability concerns regarding reference checks of former employees.

If a response to an inquiry regarding a former employee's performance adversely affects that employee's chances for a new job, a business could be sued for defamation. Defamation is the publication of false and malicious information which injures a person's character or reputation. A former employer must confine responses to a reference request to truthful information about an applicant's previous job performance. Such information can be critical or complimentary, but should be based upon some tangible record of the former employee's performance. For example, the assertion that an individual was fired for "unsatisfactory performance," if untrue, has been held to be the basis for a defamation action. Employers are further restricted to providing only job-related information to a specific inquiry made by a proper party, that is, someone with a legitimate reason for seeking such information.



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by Thomas K. Zaucha  
President and CEO  
National Grocers Association

## Why electricity deregulation is important to the independent retail and wholesale grocery industry

Electricity deregulation promises to be a hot political issue for the 105th Congress and before many state legislatures and there is little wonder why. The \$250 billion a year electric power industry is the last of the

government sanctioned monopolies to come under the deregulation microscope.

Over the last 30 years, the federal government has recognized the value of consumer choice by deregulating the airline, natural

gas, railroad, trucking, telephone and cable industries—all successful with real savings to consumers. Granted the electricity industry is larger, but based on previous deregulation efforts, family-households, commercial businesses—especially supermarkets—and factories should all share in the benefits.

Stated simply, we all benefit from a marketplace that is more competitive and diversified. With more choices, we are able to make better decisions where to shop for clothes, gasoline and groceries. For example, the U.S. food distribution system is the most diversified and competitive in the world and American consumers are assured of the highest quality of products and services and best price value when they visit their community supermarkets.

Why is electricity deregulation important to our customers and the grocery industry? Just as every penny and dollar counts when supermarket customers choose between product A and B in our stores, so too every penny and dollar counts when retail and wholesale grocers select suppliers of products and services. As an industry that operates on the narrowest of profit margins—only about 1 percent—our desire to control or even cut electricity costs is just like every homeowner and businessperson. The long-term growth—and competitiveness—of supermarket companies depends on reducing overhead costs and operating as efficiently as possible. One of the largest expenses for retailers and wholesalers is electric power. Supermarkets and food distribution centers operate heating, air conditioning, freezer, chiller and ventilating systems 24 hours a day. Add to that list, lighting, front-end systems, computers and food preparation equipment, it is understandable that next to labor, electricity is the second highest operating expense. Any reduction in electricity costs

During a six week period, July 28-September 5, 1997, the grocery industry will be supporting the fight against neuromuscular disorders, including ALS (Lou Gehrig's disease), through MDA'S AISLES OF SMILES program.



Please refer to the back page of this issue for the list of participating manufacturers whose products will raise funds to support the Muscular Dystrophy Association. By promoting these products as part of AISLES OF SMILES, you'll be helping MDA provide important ser-



vices to people with Muscular Dystrophy in Michigan. MD provides help and hope to individuals and families through its clinic programs located in Detroit, East Lansing, Farmington Hills, Flint, Grand Rapids, Kalamazoo, Marquette and Midland. MDA also funds research programs at the University of Michigan, Michigan State University and Wayne State

University. The highlight of the year for young people 6-21 years old is MDA's summer camp program, with fine week-long sessions held throughout the state, at no cost to the children attending. Help now, and hope for the future. That's what you are providing to families with Muscular Dystrophy when you support Aisles of Smiles.

**aisles of smiles**  
**for Jerry's Kids.**  
**MDA**® MUSCULAR  
DYSTROPHY  
ASSOCIATION

## Michigan Sugar Company announces promotions

Michigan Sugar Company Vice President of Sales and Marketing Barry L. Brown announced the following promotions:

**Anthony D. Moeggenberg** was named Manager of Customer Service and Quality Assurance for Michigan Sugar Company. In this position he is responsible for all aspects of customer service and quality assurance for industrial and grocery accounts. Moeggenberg joined the company in 1990 as a logistics analyst. He was promoted to assistant manager of transportation and logistics in 1993, assistant sales manager in 1994 and Manager of Sales and Logistics Customer Service in 1996. Moeggenberg holds a bachelor's degree in business administration from Central Michigan University, Mount Pleasant, Michigan.

**Rhonda Mohowitsch** was promoted to Manager of Logistics Services for Michigan Sugar Company. In this position she is responsible for monitoring plant inventories, coordinating rail shipments of sugar, beet pulp and molasses, monitoring production at the processing plants, and coordinating grocery shipments to customers.

Michigan Sugar Company's products are marketed under the Pioneer, Peninsular and Great Lakes labels, as well as numerous private labels. Michigan Sugar Company is based in Saginaw, Michigan, and is a subsidiary of Savannah Foods & Industries, Savannah, Georgia.

## FMI announces election of board members

Food Marketing Institute (FMI) recently announced the election of its new directors, among them is Ulysses Adams, Jr., president and CEO, Ferndale Foods, Inc., of Ferndale, Michigan and Jeffrey A. Gietzen, president and chief executive officer, D&W Food Centers, Inc., Grand Rapids, Michigan.

## People



The 1997 Asparagus Club Officers are: J.H. Campbell, Jr. of Associated Grocers, Inc., sergeant-at-arms; Gary Lamb of Lamb's Thriftway, chorister; William Farmer of Fairway Foods, Inc., 1st vice president; Tom Jackson of Ohio Grocers Association, past president; Ken Macey of Macey's Inc., president; Patrick Hicks of Kentucky Grocers Association, 2nd vice president; Jack Carney of SC Johnson Wax, chaplain; Cecil Bragg of Nabisco Biscuit Company, secretary-treasurer. Not pictured is Stuart Brannon of James River Corporation, chairperson scholarship committee.

More People Page 35

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**our Fritos®**, BRAND CORN CHIPS

**our Tostitos®**, BRAND TORTILLA CHIPS

**our Doritos®**, BRAND TORTILLA CHIPS

**our Ruffles®**, BRAND POTATO CHIPS

**our Rold Gold®**, BRAND PRETZELS

**our SunChips®**, BRAND ORIGINAL FLAVOR MULTIGRAIN SNACKS

**& our Chee•tos®**, BRAND CHEESE FLAVORED SNACKS

**One Great Taste Deserves Another!**



# New cigarette stamping program begins November 1

The Michigan Department of Treasury will administratively address the issue of cigarette smuggling in Michigan by putting into place a cigarette stamping program. According to State Treasurer Douglas B. Roberts the new program will bring an additional \$18 million into the state's School Aid Fund.

"I believe that we can significantly reduce cigarette smuggling in Michigan by using a stamping program," Roberts said. "This is good news for taxpayers and those concerned about funding for schools. This solution is fair and can be implemented beginning on November 1 of this year and we will see significant increases to the School Aid Fund immediately."

The decision on stamping was reached by the department after consultation with staff in the Attorney General's Office. The new stamping program is authorized by the Tobacco Products Tax Act (P.A. 327 of 1993). There will be three new implementation aspects to the

current tax collection process.

- **Wholesalers will be required to place a tobacco stamp on each pack of cigarettes sold to retailers on or after November 1, 1997 [(Sec. 6 (6))]. All cigarette packs on store shelves will require the stamp as of January 1, 1998.**

- Tobacco wholesalers will continue to receive the current one percent collection fee and continue to keep the maximum 51 day float on the \$544.4 million tobacco tax they collect. Since implementation of the new Tobacco Products Tax Act in 1994, revenue to wholesalers has increased 150 percent because the tax base that the one percent fee and the float are based on increased from 25 cents to 75 cents.

- Beginning July 1, 1998, the wholesaler will be required to remit the 75 cent per pack cigarette tax to the state no more than 51 days after the pack of cigarettes is imported into the state (effective July 1, 1998) instead of

the current 51 days after the pack is sold, [(Sec. 7 (5))].

- Wholesalers will be required to also place a stamp on each carton of cigarettes sold on or after November 1, 1998, [(Sec. 6 (6))].

The Department of Treasury will issue Revenue Administrative Bulletins within 30 days describing the process in detail.

The cost of the stamping program will be partially paid by the state which will purchase and provide the stamps. Wholesalers will supply the equipment to affix the stamps to the packs and cartons. The cost to the state is estimated to be approximately \$1 million. This includes the cost of stamps and staff.

"I am comfortable that these requirements do not place an undue burden on those who import cigarettes," Roberts said. "The industry greatly benefited financially from the 1994 increase in the cigarette tax through the one percent collection fee and through the use of interest dollars from the 51 day float. These funds will more than cover the cost of equipment to place stamps on packs and cartons."

Additionally, Roberts noted that the tobacco industry benefits from efforts to eliminate smuggling. "By eliminating smuggling tobacco wholesalers and retailers will have a more level playing field on which to compete for cigarette sales," he said.

## Positive state revenue impact when fully implemented

Smuggling Reduction.....	\$17.1 million
Moving collection of tax to importation.....	<u>+\$ 1.9 million</u>
Additional revenue.....	\$19 million
6 percent health fund.....	\$ 1 million
School Aid Fund.....	\$18 million

## Bill to protect legal tobacco sales picks up more cosponsors

Bipartisan legislation (H.R. 768) that would prohibit the Food and Drug Administration (FDA) from issuing fines against retailers for the sale of cigarettes and smokeless tobacco products that are purchased by adults in accordance with state law continues to gain support. The latest cosponsors of H.R. 768 are Reps. Joe Knollenberg (R-MI), Nancy Johnson (R-CT) and Brian Bilbray (R-CA), bringing the total number to 30 members of Congress. H.R. 768 would prevent FDA from issuing fines against a retailer for failure to ask for photo identification with date of birth when the sale of a tobacco product is to an adult of legal age. Please contact your representatives and ask them to cosponsor this important legislation.

## U.S. District Court blocks temporarily FDA ban on tobacco self-service and vending

The U.S. District Court in North Carolina has declared that the Food and Drug Administration (FDA) cannot restrict tobacco advertising and promotion. But the agency does have the authority to restrict access and impose labeling requirements on tobacco products. Under the federal judge's ruling, FDA's regulations

remain in effect requiring retailers to check photo identification with date-of-birth of every individual under 27 years of age seeking to purchase either cigarettes or smokeless tobacco products. However, the court's ruling stays FDA's regulations scheduled to go into effect August 28, which would have banned self-service

displays and vending machine sales among other things. Although the judge said FDA has the authority to impose these restrictions, he barred this portion of the regulations from going into effect pending appeals and an hearing on the factual underpinnings of the regulations.

## National bottle bill introduced in house

Legislation to create a national mandatory deposit system for beverage containers has been introduced in the House by Rep. Lynn Rivers (D-MI). The "National Beverage Container Reuse and Recycling Act of 1997," H.R. 1586, is the same as its Senate companion, S. 215,

introduced by Sen. Jim Jeffords (R-VT). H.R. 1586 would establish a ten cent deposit on all soft drink, beer, soda, water, mineral water and wine cooler containers up to a gallon in size and made of metal, glass or plastic. Retailers would be responsible for the redemption process unless a third party system is established. All unclaimed deposits would revert to the state

and would pay for environmental programs. Rep. Rivers' and Sen. Jeffords' states are two of the nine states with bottle bills and their recycling rates are 25 percent and 29 percent respectively. Seven non-bottle bill states have recycling rates higher than Vermont's. Minnesota at 44 percent has the highest, and North Carolina is at 30 percent.

## Spartan announces management changes

Janice Proctor joined Spartan Stores, Inc. as organizational development & diversity affairs manager. One of Proctor's primary responsibilities will be developing and coordinating the implementation of Spartan's ongoing diversity efforts.

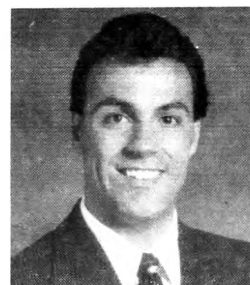
Proctor has 20 years of experience in manufacturing supervision and administration, distribution management and labor/management relations. She has a bachelor of science degree from Iowa State and a master's of management from Aquinas College.

Spartan promoted Stephen M.



Proctor

Biondo to the position of Vice President Human Resources Department, including Spartan Stores University, Communications, Employment, Organizational Development, Compensation & Benefits, ProActive Consulting, and Diversity Affairs. He will also continue to be accountable for facilitating the development and deployment of Spartan Stores, Inc.'s strategic objectives. Biondo joined the company in 1981 as a selector in



Biondo

the Perishables Warehouse.

Spartan Stores, Inc., is a full-service grocery distribution center headquartered in Grand Rapids, Michigan. It serves 500

independently owned Spartan stores throughout Michigan, Indiana and Ohio. Spartan is the 9th-largest grocery wholesaler in the United States, distributing more than 40,000 products.

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**PARTY STORE**—Northern Monroe County. Owner retiring. Liquor, lottery, meat/deli, beer and wine. Seller financing available. Real estate included. Contact Jim Enright at Treadwell Real Estate Company, (313) 287-2060.

**RETAIL MEMBERS:** Coming soon—watch this space for a new way to turn your clutter into CASH. Starting in 1997, retail members can receive FREE classified ad space. Contact Tom Amyot at AFD for details. (810) 557-9600.

**WANTED:** Associated Food Dealer members. If you or someone you know can benefit by joining the AFD, please call Dan Reeves at (810) 557-9600.



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complete a household energy which is used to estimate their annual household energy expenditures and suggest saving methods.

**Environmental awareness mini-grants**

Educators earned more than \$33,000 for innovative environmental teaching. The Detroit Edison Foundation awarded grants to 137 public and private school teachers in Huron, Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair,

Sanilac, Tuscola, Washtenaw and Wayne counties. More than 800 educators have received more than \$150,000 over the past seven years of the program.

**SolarCurrents®**

Detroit Edison's nationally acclaimed SolarCurrents® program is broadening its horizon. Approving the company's request, the Michigan Public Service Commission (MPSC) removed the 28.4 kilowatt limit placed on the amount of solar electric service

which Detroit Edison can provide. The company can now spread the sunshine to more customers by taking advantage of approximately \$400,000 of federal cost-sharing offered by the U.S. Department of Energy. Solar Currents is working to make solar power an affordable energy option by offering residential customers solar electric service in 100-watt increments. Contracts last for two years and can be extended up to 10 years.

Detroit Edison also invites business customers to sponsor

Solar Currents service at area schools. The Solar Schools program will include a classroom educational package for upper elementary grades. To enroll in SolarCurrents or find out more information, please call 1-800-435-5132.

**St. Clair River Project wins award**

Detroit Edison's work to improve the St. Clair River region received honors from the St. Clair Region Conservation Authority of Ontario. The "Waterways for Wildlife" project, sponsored by the Wildlife Habitat Council, involves companies, communities and private land owners taking actions to improve wildlife habitat on both sides of the river. Detroit Edison leads the "Waterways for Wildlife" project and sponsored tree planting in a St. Clair River floodway. Company "green team" volunteers installed nest boxes and released pheasants on the grounds of the utility's Belle River Power Plant as part of the program. Employees also will plant a butterfly garden at the plant.

For a free booklet describing Detroit Edison's environmental philosophy, please call Bert Urbani at (313)235-8624.

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## Electricity deregulation

Continued from page 32

will generate savings for grocers and their customers.

To do it right, electricity deregulation must be fair and equitable. It should not only lower rates in general through competition, but also end the rate discrimination that commercial users—such as supermarkets and all other retail outlets—face under the current system. Currently, commercial users of electricity pay more for their power than do either of the other classes—a cost which ultimately is reflected in the price of consumer goods. Competitive pricing should establish a level playing field and all of us as consumers will benefit.

Under an ideal deregulation scenario, the electricity industry would “unbundle” its services and the generation, transmission, and distribution would be offered by separate entities. All consumers would then have direct access to the power producer of their choice on a competitive basis. Consumers would also be able to combine their power needs with other buyers. These co-operative buying arrangements may offer the most significant form of cost-savings to all electricity users.

Are there concerns? Of course, and with any change these should be fully debated, carefully considered and fairly resolved. One issue, as always, is how to dismantle the government bureaucracy that has had the responsibility to regulate this utility and allow for the smooth transition to a no-regulated, free-market environment. Congress has addressed this issue before, and other industries have been able to adapt to the change.

As the debate begins we should all remember the time-true economic principle that as consumers we benefit from a more competitive and diversified marketplace that maximizes our freedom to choose. As Americans, it is an issue where our involvement can help impact the outcome. Take the time to let members of Congress know that you support deregulation of the last government-protected monopoly.



## Rocky Peanut

Continued from Page 17

Peanut includes over 160 different varieties.

Rocky Peanut products are distributed nationally. In Michigan alone, they service 300 stores. In 1993, Russo opened a 65,000-square-foot warehouse on Clay Street to handle all roasting, packaging, shipping, receiving, deliveries, and cash and carry. Russo received the Spirit of Detroit award for his contribution to the city by hiring Detroit residents.

Russo is successful at both retail and wholesale because of quality

control. All products are inspected and tasted in their raw form before they are roasted or dried. “If you don’t start with a good product, no amount of roasting can make it taste good.”

Russo’s attention to detail and quality launched a very lucrative private brand label program called CITYFARM™. Retailers receive private label products in finished form, including a label with the store name, and ingredient and nutritional information. The high quality products that have made Rocky Peanut famous are now available in numerous independent and chain stores nationwide.

Russo’s plans for the future include: increasing packaged product lines such as dried fruit and nut mixes, expanding the private label program, and offering added value to food service operators by providing ingredient solutions. He can not lose with a quality product that is well marketed and much in demand. Russo hit a home run when he agreed to sell peanuts to the vendors outside Tiger Stadium in 1957. From salty to spicy jalapeno, at Rocky Peanut you will find “nuts to your taste that win first place.”

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Taystee Bakeries  
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First of America—S.E.M.  
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Madison National Bank  
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Michigan National Bank  
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Barton Beers  
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J. Lewis Cooper Co.  
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Nestle Beverages  
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United Distillers U.S.A.  
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Ment Sales Corp.  
(810) 560-3634  
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Sales Mark  
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Stark & Company  
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Trepco  
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UBC Marketing  
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VIP Food Brokers International  
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LKL Packing, Inc.  
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Detroit Free Press  
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Detroit News  
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Detroit Newspaper Agency  
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Gannett National Newspapers  
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Macomb Daily  
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Michigan Chronicle  
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Outdoor Systems Advertising  
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Ludington Distributors  
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1-800-24FRITO  
Germack Prostatech Co.  
(313) 393-2000  
Grandma Shearer's Potato Chips  
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Kar Nut Products Company  
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Michigan Popcorn & Fast Food Supply  
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Michigan Rainbow Corp.  
313-365-5635  
Nikhlas Distributors (Cahana)  
(313) 571-2000  
Vintner Snacks  
(810) 268-4900  
(313) 365-5555

## PROMOTION/ADVERTISING:

Advo System  
(313) 425-8190  
Intro-Marketing  
(810) 540-5000  
J.K. Kidd & Co.  
(810) 647-6601  
J.R. Marketing-Promotions  
(810) 296-2246  
JDA Associates  
(313) 393-7835  
PJM Graphics  
(313) 535-6400  
Promotions Unlimited, Corp.  
(800) 992-9307  
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:

AARMC 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  
1-800-441-1409  
AMNEX Long Distance Service  
(810) 559-0445  
Bellanca, Beatrice, DeLisle  
(313) 964-4290  
Butten Tamblin Steensma & Assoc.  
(616) 949-0490  
Cellular One  
(313) 590-1200  
Central Alarm Signaling  
(313) 864-8900  
Century Marketing  
(419) 354-2591  
Checkmate Systems  
(313) 263-3556  
CIGNA Financial Advisors  
(810) 827-4400  
C&J Parking Lot Sweeping, Inc.  
(810) 759-3668  
Community Commercial Realty Ltd.  
(810) 569-4240  
Dean Witter Reynolds, Inc.  
(810) 258-1750  
Detroit Edison Company  
(313) 237-9225  
Dialogue Marketing  
(810) 827-4700  
Dynasty Funding  
(810) 489-5400  
Eco-Rite, Inc.  
(810) 683-2063  
Follmer, Rudzewicz & Co., CPA  
(810) 355-1040  
Food Industry Professional Network  
(810) 353-5600  
Garmo & Co., CPA  
(810) 737-9933  
Goh's Inventory Service  
(810) 353-5033  
Great Lakes Data Systems  
(810) 356-4100  
Independence One  
1-800-622-6864  
Investment Group  
(810) 442-0067  
Infinity Communications Corp.  
(810) 442-0067  
Karoub Associates  
(517) 483-5000  
Law Offices-garmo & Garmo  
(810) 552-0500  
Market Pros  
(810) 349-6438  
Menez & Urrech P.C., CPA  
(810) 356-1620  
Metro Media Associates  
(810) 625-0700  
Michigan Bell  
(810) 221-7310  
Midwest Antel  
(810) 960-3737  
MoneyGram  
(810) 305-7057  
Multi-gard/Audio Alert  
(313) 562-2850  
National Communications  
(810) 968-0414  
Network Real Estate Services  
(810) 539-0900  
Nestel Communications  
(810) 213-3100  
Paul Meyer Real Estate  
(810) 398-7285  
PC Pro Shop  
(810) 853-6680  
PC Specialties  
(248) 594-3255  
Potok Packing Co.  
(313) 893-4228  
REA Marketing  
(517) 386-9666  
Frank Smith's R.C. Carpet Keim  
(810) 645-5800  
Peter Ragueas, Attorney/CPA  
(313) 961-8400  
Point of Sale Demo Service  
(810) 887-2510

Sal S. Shumoun, CPA  
(810) 424-9444  
Sevi & Sevi, Attorneys  
(810) 318-0000  
Edward A. Shuttig, P.C., Attorney  
(810) 288-2000  
Southfield Funeral Home  
(810) 460-0000  
Statewide Financial Services  
(810) 932-0000  
Thomas P. Solits, CPA  
(616) 498-0005  
Telecheck Michigan, Inc.  
(810) 354-2800  
Transactive Corporation  
(404) 381-6747  
Travelers Express Co.  
1-800-328-5676  
Ultracom Telecommunications  
(810) 350-2502  
Vend-A-Matic  
(810) 585-7700  
Voice Mail Systems, Inc.  
(810) 449-0707  
Western Union Financial Services  
(810) 449-0707  
White's Concessions  
(313) 278-5207  
Wolverine Real Estate Services  
(810) 153-7000  
WSB Advisors  
(810) 594-1000

## STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration  
(313) 565-2470  
All-American Cash Register  
(313) 561-4141  
Ameri-Copy  
1-800-888-1001  
Belmont Paper & Bag Supply  
(313) 491-6200  
Bollin Label Systems  
1-800-882-5140  
Brehm Broaster Sales  
(517) 427-2000  
Brinkman Safe  
(810) 739-1000  
Cool Industries  
(313) 343-5711  
DCI Food Equipment  
(313) 569-1666  
ENVIPCO  
(810) 615-9366  
First National Pallet Rental  
(314) 469-2211  
Hobart Corporation  
(313) 697-3070  
International Bankard Service  
(810) 569-3002  
MMI Distributing  
(313) 582-4400  
Metro Equipment Inc.  
(313) 571-6605  
Michigan Bale Tie Company  
(313) 925-1106  
Midwest Butcher & Deli Supply  
(810) 588-1000  
Murray Lighting Company  
(313) 341-0416  
National Food Equipment & Supplies  
(810) 960-7202  
North American Interstate  
(810) 543-1666  
POS Systems Management, Inc.  
(810) 689-4000  
Refrigeration Engineering, Inc.  
(616) 453-2441  
The Rib House  
(313) 274-7000  
Sales Control Systems  
(810) 156-0700  
Saxon, Inc.  
(810) 198-2000  
Taylor Freezer  
(313) 525-2335  
TOMRA Michigan  
(810) 589-0700

## WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar  
(616) 772-9000  
Capistar, Inc.  
(313) 699-3000  
Capital Distributors  
(313) 369-2337  
Central Foods  
(313) 933-2000  
Consumer Egg Packing  
(810) 154-5300  
Dairy Fresh Foods, Inc.  
(313) 868-5511  
Dan French Inc.  
(810) 544-1700  
Detroit Warehouse Co.  
(313) 491-1500  
EBY-Brown, Co.  
1-800-532-9776  
Family Packing Distributors  
(810) 644-5300  
Foodland Distributors  
(313) 523-2100  
Garden Foods  
(313) 584-2000  
Gourmet International, Inc.  
1-800-875-5555  
Grand Gourmet Specialties, Inc.  
(616) 975-3400  
H & O Distributors  
(313) 493-0011  
Hamilton Quality Foods  
(313) 728-1900  
The Happy Hive  
(313) 562-3000  
I & K Distributing  
(313) 491-9000  
J.F. Walker  
(517) 87-9000  
Jerusalem Foods  
(313) 518-1511  
Kay Distributing  
(616) 527-0120  
Keebler Co.  
(313) 455-2600  
Kehe Food Distributors  
1-800-888-4000  
Kramer Foods Company  
(810) 585-8141  
Lipari Foods  
(810) 469-0131  
McIntyre-Millere Bros.  
(313) 833-8000  
Midwest Wholesale Foods  
(810) 744-2200  
Mitsel/Sysco Food Service  
(313) 197-7000  
Mucky Duck Mustard Co.  
(810) 683-5750  
Norquick Distributing Co.  
(313) 522-1000  
Northwest Food Co. of Michigan  
(313) 368-2200  
Riviera Food Corp.  
(313) 538-3000  
Robert D. Arnold & Assoc.  
(810) 635-8411  
S. Abraham & Sons  
(810) 754-0220  
Sackett Ranch  
(517) 762-5000  
Sam's Club—Hazel Park  
(810) 588-4000  
Sam's Club—Southfield  
(810) 354-1100  
Sandler Stone Co.  
(419) 228-3141  
Scot Lad Foods, Inc.  
(313) 366-3100  
Sherwood Foods Distributors  
(313) 691-4000  
State Fair Wholesale  
(313) 567-7654  
State Wholesale Grocers  
(313) 455-1100  
Spartan Stores, Inc.  
(810) 742-3000  
Sunlight Distributors  
(517) 777-1211  
Super Food Services  
(810) 296-7110  
Superior Fast Foods, Inc.  
(810) 546-3601  
Tosco's Frozen Pizza Dough  
1-800-247-1570  
Tony's Pizza Service  
(810) 967-2000  
Trepo Imports  
(810) 727-3335  
Value Wholesale  
(810) 967-2000  
Weeks Food Corp.  
(810) 727-3335  
Ypsilanti Food Co-op  
(313) 481-1520

## ASSOCIATES:

American Synergistics  
(313) 427-4444  
Basket Case  
(313) 831-4438  
Herman Rubin Sales Co.  
(810) 354-6433  
Livermore-Davison Florist  
(810) 152-0001  
Munich's Breads & Motors  
(810) 748-3400  
Siska Associates, Inc.  
(313) 963-9700  
Wilden & Assoc.  
(810) 588-2350  
Wolverine Golf Club, Inc.  
(810) 781-5544



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## 7 Up Detroit: Your Summer Refreshment Center!

- MISTIC FLAVORED BEVERAGES • MEGA-MISTIC FLAVORED BEVERAGES
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- ARIZONA ICED TEAS • AND A HOST OF YOUR STANDARD FAVORITES

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Help WIN the fight  
against Muscular Dystrophy!  
Please join SALES MARK  
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"AISLES OF SMILES" promotion

Each participating manufacturer will contribute to  
**MDA** a "CENTS PER CASE" amount on total  
shipments during the program:



July 28, 1997 through September 5, 1997



Please support **Muscular Dystrophy & "Jerry's Kids"**  
by participating with ads & displays, identifying  
with "**Aisles of Smiles**" point-of-sale, the following  
promoted products.

### PLEASE DISPLAY THESE PRODUCTS ... HELP JERRY'S KIDS

- |                                                    |                                               |
|----------------------------------------------------|-----------------------------------------------|
| ✓ Bush's' Baked Beans 28 oz                        | ✓ Pet Stain Remover or Carpet Wizard 22 oz    |
| ✓ Dole Fresh Salads                                | ✓ Snackwell's Yogurts 6 oz                    |
| ✓ Florida's Natural Premium Grapefruit Juice 64 oz | ✓ Star-Kist Chunk Light Tuna - Oil/Water 9 oz |
| ✓ Florida's Natural Premium Orange Juice 64 oz     | ✓ Star-Kist Solid White Tuna - Water 6 oz     |
| ✓ Glad Handle-Tie Trash & Tall Kitchen Bags 10 ct  | ✓ Stain Devils 1.7 oz                         |
| ✓ Hawaiian Punch Frozen Drink 12 oz                | ✓ Tampax Flushable Tampons 30 or 46 ct        |
| ✓ Heinz Squeeze Ketchup 28 oz                      | ✓ Totino's Party Pizzas 9.8 10.9 oz           |
| ✓ Hungry Jack Frozen Waffles 12.5 oz               | ✓ Totino's Pizza Rolls 7.5 oz or Nachos 7 oz  |
| ✓ Ice Mountain Spring Water 1.5 Ltr 128 oz         | ✓ Turkey Store Lean Ground Turkey 1.25 lb     |
| 24 oz Sport Bottle                                 | or Extra Lean Ground 1lb                      |
| ✓ Land O Lakes American Cheese Singles 12 oz       | ✓ Turkey Store Breast Roasts or Breast        |
| ✓ Land O Lakes Chunk & Cheddar Cheeses 8 oz        | Tenderloins                                   |
| ✓ Mardi Gras Towels Single Roll                    | ✓ Turkey Store Seasoned Cuts .8125 lb         |
| ✓ Mrs Butterworth's Syrups 24 oz                   | ✓ Welch's Frozen Grape Juices - Purple or     |
| ✓ Old El Paso Salsa 20 oz                          | White 12 oz                                   |

See your **SALES MARK** representative  
for all details & appropriate materials.



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