



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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and its affiliate, Package Liquor Dealers Association

MARCH 1997

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Garden Foods' owners have green thumb for success: page 36

Legislative Update

GMA testifies against expanded bottle bill in Vermont

The Grocery Manufacturers of America testified before a Vermont Senate Committee, building momentum in an ongoing campaign to defeat the state's newly introduced expanded bottle-deposit legislation. Sharply criticizing the complex initiative, GMA emphasized that it will create costly administrative burdens for small retailers, and may drive consumers who live near state borders to shop across state lines. "GMA is leading a coalition of member companies, state-level industry groups and other trade associations to defeat this inefficient, costly legislation," said Judith Thorman, GMA's Senior Director, State Affairs. "Other recycling programs such as curbside pickup are far better options for consumers." All beverage containers except dairy products would be included under this expanded bottle-deposit legislation. (See related story regarding Michigan's bottle deposit law on page 3)

AFD teams with H.E.A.T. to offer auto theft reward campaign, up to \$10,000

You can help address a serious problem in your neighborhood. Metro Detroit retailers, employees and customers have long been the target

of auto thefts and carjackings. According to the 1995 Uniform Crime Report, compiled by the Michigan State Police, 57,895 motor vehicle thefts were reported statewide. Of those, 46,130 were reported in the five-county Metro Detroit area (Wayne, Oakland, Monroe, Macomb and Washtenaw). To reduce these alarming numbers, AFD and H.E.A.T. have formed an alliance and are working in conjunction with law enforcement to launch an ambitious campaign to combat auto theft and carjacking. H.E.A.T. (Help Eliminate Auto Thefts) is a statewide auto theft prevention program.

The goal of the alliance is to address the on-going concern for employee and customer safety by providing a tool to quickly report what they have seen or heard. To kick off the cooperative effort, Detroit area AFD members will receive a poster with business cards from

H.E.A.T. describing the program and the rewards. The poster is designed with a self adhesive back, allowing you to stick them at the check-out area. We

1-800-242-HEAT



H.E.A.T.
Help Eliminate Auto Thefts

seriously urge you to display the anti-carjacking/auto theft poster in clear sight of customers. "Displaying the H.E.A.T. poster is key to building awareness in our neighborhoods," said Saraifa.

Michigan has one of the highest auto theft rates in the country. H.E.A.T. was organized in 1985 in order to address this problem.

See H.E.A.T.
page 28

Mark your calendar



for AFD's Annual Buying Trade Show on April 28 & 29 at Burton Manor in Livonia. Over 150 exhibitors will be offering show specials and new products to sample. Our mission is to improve the bottom line of our members; you will save money at the AFD Trade Show! Call Danielle at (810) 557-9600 for more information.

Major effort to prevent underage tobacco sales is launched

Several major Michigan retail associations representing thousands of retailers, wholesalers and grocers statewide, including AFD, have united to prevent the underage sale of tobacco products in metro Detroit and across Michigan. Law enforcement and city government officials also joined in to outline their plans to support the coalition's efforts.



"We are all joining this effort because we recognize that we can make a greater impact on the youth access to tobacco issue by working together," said Larry Meyer, president of the Michigan Retailers Association. "It's against the law to sell tobacco. See Tobacco sales page 26

A Guide to the new FDA tobacco sale regulations

Effective February 28, 1997

- Federal law prohibits retailers from selling cigarettes, cigarette tobacco, or smokeless tobacco to anyone under the age of 18.
- Retailers must request to see a customer's photo ID bearing the customer's date of birth before selling cigarettes, cigarette tobacco or smokeless tobacco to anyone who has not yet reached his or her 27th birthday.
- Non compliance can result in a \$250 fine, or higher.

Effective August 28, 1997

- All self-service displays are banned. All cigarettes must be sold from behind a counter.
- No sales of single cigarettes or packs under 20 count.
- No sales from vending machines, unless those machines are located in a place totally inaccessible to minors (example: nightclub).
- Tobacco ads may be black and white only.
- No free samples.
- No free items, such as hats, T-shirts or other "gifts" with tobacco brand logos.



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by Mark Karmo, AFD Chairman

Michigan legislators are once again discussing expansion of the bottle deposit laws to include all drink containers (including juice and water) smaller than one gallon. This would be costly for our industry with little decrease in state-wide landfill use and would be of disadvantage to the curbside recycling programs currently in place. In view of the fact that only four percent by weight of our nation's waste stream consists of beverage containers, it seems an inappropriate candidate to be singled out for legislation.

If bottle deposit is expanded, retailers and suppliers will have the burden of covering the costs, like we do for the present bottle deposit system. We should bombard our legislators with letters, especially the 23 new members of the House of Representatives. (See the list of freshmen legislators to the right and

Chairman's Message

Look out, bottle law may be expanded

the February AFD Food & Beverage Report for a complete list of Michigan State Representatives and Senators).

Recycling through deposit is much more costly than curbside recycling. According to the National Soft Drink Association, \$700-\$800 is the average cost of processing a ton of material with a bottle-bill system compared to about \$100 per ton for curbside recycling.

Michigan Recycling Partnership (MRP) is actively involved with promoting sensible solutions for recycling and reducing landfill contents in our state. These solutions should be cost effective without undue burden on citizens and businesses. MRP believes that solutions will necessitate integration of curbside recycling and convenient community drop off locations.

After voters turned down bottle deposit expansion in Oregon late last year, maybe our state's legislators will be more willing to listen to opponents. Maine is the only state with an expanded bottle deposit

See Bottle Law
page 37

Michigan House of Representatives 1997 Freshmen

Birkholz, Patricia, District 88
Bogardus, Rose, District 47
Brown, Bob, District 16
Callahan, William, District 26
Cassis, Nancy, District 38
DeVuyst, Larry, District 93
Frank, A.T., District 96
Godechaux, Patricia, District 40
Hale, Derrick, District 14
Jansen, Mark, District 72
Jelinek, Ron, District 78
Kilpatrick, Kwame, District 9
Mans, George, District 23
Quarles, Nancy, District 36
Raczkowski, Andrew, Dist. 37
Richner, Andrew, District 1
Rison, Vera, District 48
Schauer, Mark, District 62
Schermesser, Gloria, District 25
Scranton, Judith, District 66
Stallworth, Keith, District 12
Thomas, Buzz, District 10
Wojno, Paul, District 28

Address your letters to:
The Honorable _____
State Representative
P.O. Box 30014
Lansing, Michigan 48909-7514

Your opinions are important to us! Call AFD at (810) 557-9600 or (800) 666-6AFD.
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Calendar 1997

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Atlanta, Georgia

March 17-18
**WMU 32nd Annual Food
Marketing Conference**
(616) 387-2132

March 17-18
FMI Public Affairs Assembly
Willard Inter-Continental Hotel
Washington, D.C.
(202)452-8444

March 19
**Midwest Wholesale Food Co.
Annual Food Show**
Burton Manor, Livonia
(810)744-2200

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

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

Statement of Ownership

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AFD works closely with the following associations:



Guest Comments

Improving ice cream category performance

As we celebrate Frozen Food Month, we are pleased to print an article about everyone's favorite frozen food!

by Gary Doyl
Senior Vice President of Sales,
Good Humor-Breyers Ice Cream

Efficient assortment is perhaps the most significant category management opportunity in the ice cream/novelty department. The proliferation of brands, segments, varieties and overall SKU's stocked has increasingly resulted in item duplication, out-of stocks, consumer confusion, and less than optimal utilization of valuable freezer case space.

A recent analysis of the category revealed that the average grocery store stocks approximately 600 ice cream/novelty items, of which 250 (40 percent) generate over 80 percent of the category profitability. Furthermore, a disproportionate percentage of the space is often allocated to the Health Claim and Yogurt segments, which has resulted in too little space for regular ice cream, which delivers the vast majority (65 percent) of the category volume.

The good news is that you can



quickly and often dramatically improve your category performance by optimizing your assortment and space allocation. The numerous benefits derived from efficient assortment are vital to the continued growth of the category and will provide added value to the consumer: improved selection; reduced out-of-stocks; increased turns and ROI and overall improved space utilization and profitability.

Good Humor-Breyers is committed to partnering with you in developing a category business plan that focuses the necessary attention on efficient assortment.

In 1996, we have worked closely with one of the authors of the industry endorsed Efficient Assortment Best Practice Model. This project has provided our organization with the necessary training and experience in applying the best practice model. Also, we have undergone a corporate SKU rationalization program to drive supply chain efficiencies and eliminate under performing items. Finally, we have established a Customer Development Department to lead our ECR initiatives and provide dedicated category management support and resources to our customers.—*ad hoc*

The Grocery Zone

By David Coverly



A Night with The Scintas raises money for Hearts of Livonia

Action Distributing Company will host a night with "The Scintas" on Sunday, March 23 at Burton Manor in Livonia. The Scintas (say Shin-tahs) are a popular comedy/variety/musical foursome from New York.

A night with the Scintas might run the route from a hilarious imitation of Joe Cocker, through a selection of Billy Joel numbers that would make you swear Joel is on the stage. Careen through a set of Motown tunes, then delight with some dead-on impressions of Johnny Mathis or Frank Sinatra.

All proceeds for the event go to "Hearts of Livonia." For tickets or more information, please call Action Distributing at (313) 591-3232, extension 336.

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Coupons losing their redeeming value

Manufacturers offered less coupons last year

The number of coupons issued last year fell eight percent compared with 1995, according to a survey by NCH Promotional Services. The actual number of coupons sent out – still an impressive 268.5 billion – is the lowest number since 1989.

Expensive to produce and with less than two percent redeemed by consumers, coupons may become a trendy budget cut for manufacturers. Procter & Gamble

Co. eliminated coupons in Rochester, Syracuse and Buffalo, New York last year as a test. The company cut its coupon budget by 50 percent as well. Procter & Gamble's test prompted Kimberly Clark Corp., maker of Huggies diapers, to adjust its coupon use in that market.

Cutting back on coupon production, Post cereals, a division of Philip Morris Cos.' Kraft Foods, quit offering coupons for individual cereals and instead is offering general coupons good for any of its cereals.

According to the survey, companies not only offered fewer coupons in 1996, they became more stingy with the savings and the length of time for redemption. The average face value fell 2.3 percent to 67 cents and consumers have on average, only three months to redeem coupons, down from about 100 days in 1995 and 10 months in 1980.

Lynn Liddle, a vice president at Valassis Communications, one of the largest coupon publishers in the nation, said companies are using coupons to control inventories more. When there's a surplus of a product, coupons are made with high face value and long redemption periods. For high demand products, low face value and short redemption coupons are made.

Companies are changing where the coupons can be found according to the NCH survey. Coupon distribution was down for consumer packaged-goods by 10 percent in Sunday newspapers but up 17 percent for in-store coupons.

George Rosenbaum, head of Leo J. Shapiro & Associates, a market research firm in Chicago, says coupons are important for brand advertising. "An ad that has a coupon in it will generally attract better readership," he said. "Even if the coupon isn't redeemed, the ad works." Overall, consumers saved \$3.55 billion with coupons last year. Most commonly used were coupons for health and beauty aids.

Although many companies are decreasing coupon offerings, coupons are still a valuable method of introducing a new product and gaining trial and repeat purchases.

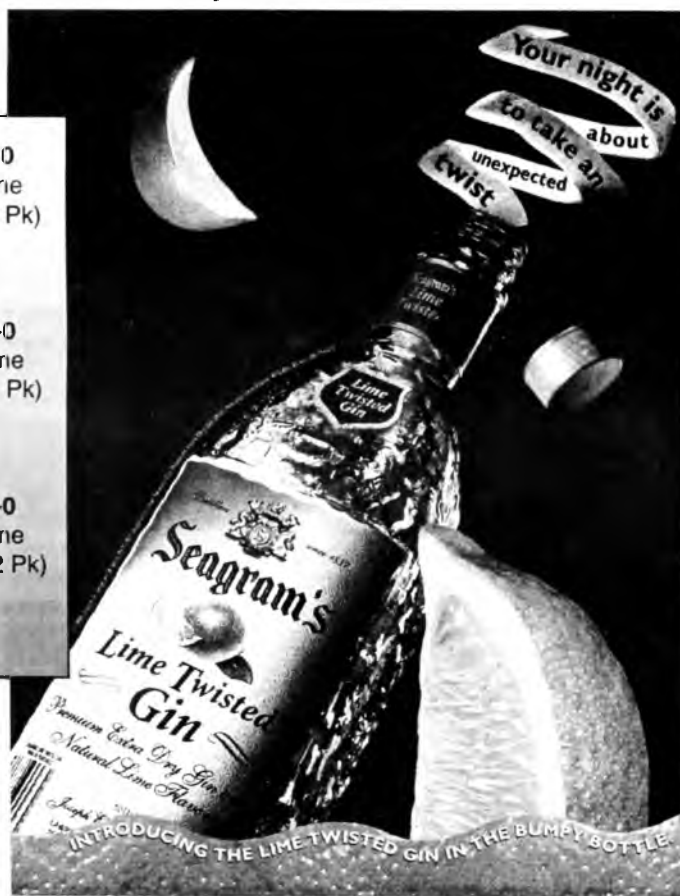
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Remember these points when ordering liquor through Michigan's new distribution system

by Dan Reeves
AFD Deputy Director

No matter how well plans are laid, with any kind of major change, there is bound to be confusion. This is certainly the case with Michigan's new liquor distribution system. To help you sort through the new order process, here are some tips to make things run smoothly and assure that you will get your order:

To insure that retailers are receiving liquor orders from the Authorized Distribution Agents (ADAs) remember that each individual ADA has their own code number for you to use when placing your order and has designated your ordering date. When placing your order use the following guidelines:

National Wine and Spirits

Give them your MLCC License number and the PIN number assigned to you. You may order anytime during your assigned ordering day 12:01 a.m. until 9:00 a.m. the following day. In other words, you have 33 hours to place your order.

General Wine & Liquor

Give them your MLCC license number and then when asked for your PIN number, repeat your MLCC license number. You may place your order from 12:01 a.m. until 5:00 p.m. on your assigned ordering day, (14 hours).

Trans-Con, Co. (Encore Services, Henry Fox Sales, Fabiano Brothers, Inc.)

Give them your MLCC license number and the PIN number assigned to you. You may order anytime during your assigned ordering day 7:00 a.m. until 11:00 p.m., (16 hours).

If you miss your assigned ordering time period, you will not receive your order until the following weeks delivery date.

It is your responsibility to check your order in when it is delivered. **DO NOT** just count bottles! Make sure that your invoice reflects the

brands and sizes that you ordered! If you pay the driver and he leaves your premises, you will have no recourse for overcharges on missing products or wrong sizes!

If you are selling to bars and restaurants, remember that you can legally sell up to one case of liquor to each location per month IF you

have a BATF license. Some of you may already possess a BATF license, however you must have a special BATF license to sell to On-Premise licensees. You can call (313) 393-6000 to receive an application. To sell to a bar or restaurant without this special license is a violation.

AFD reminds all retailers that

under the new liquor distribution plan, you are entitled to 12 emergency deliveries each year—deliveries made on days other than your scheduled delivery day. You may be charged up to \$20 additional for the emergency delivery but in many instances you may choose to pay the extra in order to have needed products.

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National weights and measures week

March 1-7 is National Weights and Measures Week, in recognition of the 198th anniversary of the signing of the first weights and measures law in the United States on March 2, 1799.

The week recognizes the important service to the community performed by over 3,000 state and local weights and measures officials across the nation. These men and women protect both consumers and

businesses by checking to see that grocery store scales, gasoline pumps, and other commercial weighing and measuring devices are accurate.

Because U.S. sales of products and services impacted by weights and measures laws total over \$3.3 trillion annually, the work of the weights and measures official has a significant impact on our communities and our nation. It is vital to maintaining consumer confidence in the market place, promoting fair competition among

businesses, and ensuring a strong national economy.

This year's Weights and Measures Week theme is "Quality Measurement, Quality Service." It symbolizes the two hallmarks of the weights and measures profession: measurement and service. It also is meant to remind businesses of the dual responsibility they have of providing not only accurate weights and measures, but also high quality service to their customers.

Foodland Distributors supply more than merchandise

Foodland Distributors is a full-line, full-service wholesaler serving both supermarket chains and independent grocery retailers. Foodland provides comprehensive, customer-oriented programs backed by extensive physical distribution capabilities and marketing and business management support services. Founded in 1984, with headquarters in Livonia, Foodland Distributors offers its customers strong retail operation support; a comprehensive advertising, sales promotion and public relations program; accounting and financial services; retail counseling and merchandising support; store development, construction and financial assistance and training and communications services.

Foodland employs approximately 980 people in its office and warehouse complex in Livonia, a facility of approximately 1 million square feet which includes new state of the art racking, and the largest frozen food freezer in Michigan.

Specialty coffee products boosts coffee and tea market

The trend for the coffee industry is specialty coffees such as Cappuccino and Cafe Latte according to a new report *The Market for Coffee and Tea* from the New York City-based consulting and research firm, FIND/SVP. Specialty coffees are providing a much needed jolt to the sleepy coffee and tea market which stood at \$8.6 billion in 1996.

The report reveals that a proliferation of new high-quality specialty products offering consumers an unprecedented variety of sophisticated tastes is the driving force behind both current and future sales. This trend, in turn, boosts consumption among users and transforms coffees and teas into affordable luxuries that are well within the reach of most American budgets.

Visit the Web site to see the table of contents for this report and thousands of others: <http://www.findsvp.com/> or call (800) 346-3787.

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Food retailers and wholesalers to converge on Capitol Hill

More than 250 supermarket retailers and wholesalers are expected to converge on Capitol Hill in March at Food Marketing Institute's (FMI) Public Affairs Assembly – the annual public affairs event that focuses on grassroots relations with U.S. lawmakers.

Scheduled for March 17-18 in Washington, D.C., the assembly will give supermarket retailers and wholesalers a chance to speak with the 105th U.S. Congress on

supermarket industry issues.

For more information on the assembly, contact FMI's Public Affairs Department at (202) 452-8444 or visit FMI's Website at <http://www.fmi.org>.

FMI is a nonprofit association conducting programs in research, education, industry relations and public affairs on behalf of its 1,500 members including their subsidiaries – food retailers and wholesalers and their customers in the United States and worldwide.

Notebook computer theft alert

The Business Equipment Industry recently learned of a scam to steal notebook computers.

This scam involves two or three thieves who spot an unsuspecting traveler carrying a notebook or laptop computer towards a metal detector at an airport. As the victim lays the computer and other items on the x-ray machine's conveyor belt, the two thieves

position themselves between the victim and the metal detector. The first thief passes through the metal detector with no difficulty and then proceeds to wait for the notebook computer to come through the x-ray machine. The second thief, however, sets off the metal detector and then begins the slow process of emptying pockets, taking off belts with big, metallic belt buckles, and so on, thereby delaying the victim from passing through the metal detector. The first thief, meanwhile, has taken the victim's computer and disappeared into the crowd. Sometimes an accomplice gets a hand-off from the first thief to further confuse the victim and to get the computer out of the secured area quickly.

When carrying a notebook computer in an airport, be sure to watch your computer as it exits the x-ray machine and make sure no one else picks it up. Try not to be distracted by others when you are separated from your computer. If possible, avoid lines when passing through a metal detector, or delay putting your computer on the conveyor belt until you can be sure you'll be the next person through the metal detector. You might also have a guard hand-check your computer instead of putting it through the x-ray machine.

—Barrons Business Products

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- **General Merchandise**
- **Speciality Food Program**



Midwest

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Materials available to help employees comply with FDA-mandated carding for tobacco sales

As of February 28, Food and Drug Administration (FDA) regulations now require tobacco retailers to check the ID of any tobacco customer 26 years of age or younger. To assist sales associates in complying with this new regulation, NACS is making available, at no charge, cash register signs and tear-sheets which explain the new federal regulations to customers. To obtain an order form for these free materials, dial NACSfax at (800) 555-4633 and request document #164.



When you've got the great taste of an ice cold Miller Lite,

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MSU Nutritionist receives national recognition

Joseph J. Shroeder, assistant professor in the Department of Food Science and Human Nutrition at Michigan State University, has been selected to receive the Future Leader Award.

The North American branch of the International Life Sciences Institute (ILSI) selected Shroeder from a field of nominees representing top ranked national and international institutions. He

was singled out based on the strength of his application outlining his plans for research in the field of nutrition. Along with the award, he will receive a two year grant at a funding level of \$15,000 per year.

The Future Leader Award is given to nutrition and food scientists proposing research in the areas of experimental nutrition, nutrition and toxicology, and

nutrition and food science. The grant received must be used for the continuation of exploratory research that might not otherwise receive funding.

ILSE is a nonprofit, worldwide foundation based in Washington D.C. to advance the understanding of scientific issues relating to nutrition, food safety, toxicology, risk assessment and the environment.

Stroh's Ice Cream promotes Ronald Paradoski and John McGlathery



Ronald C. Paradoski

Stroh's Ice Cream Company promoted Ronald C. Paradoski to outstate director of sales and John McGlathery to sales manager of the Saginaw division.

In his newly-created position, Paradoski will be responsible for developing sales in outstate areas, including Northern and Western Michigan, and the Ohio and Indiana Markets.

Paradoski joined Stroh's in 1996 as manager of the Saginaw division, following 41 years of experience in the beverage industry. A native Detroit, Paradoski is married, has three adult children, and lives in Troy. He has been a director of the AFD for eight years.

McGlathery was promoted from new account manager to his newly-created position, where he will be responsible for the sale of Mooney's Ice Cream products in outstate Michigan. From 1966 to 1990 he served with Brickley Dairy and Golden Valley Dairy in various positions, prior to joining Mooney's Ice Cream.

McGlathery is married, has two children and lives in Sugar Spring, near Gladwin, Michigan.

Stroh's Ice Cream Company is a privately-held, Detroit-headquartered firm, with a 77-year history of producing premium ice cream. Products are distributed in Michigan, Ohio and Indiana under the Stroh's, Nafziger's and Mooney's labels.



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36th District's Quarles recognizes concerns of small business owners

One of 13 freshmen Democratic State Representatives, Nancy Quarles (D-Southfield), is a new face in the Michigan House of Representatives.

Quarles, who represents the 36th District, was the Oakland County Commissioner for Southfield, Oak Park and Royal Oak townships prior to becoming a State Representative. The 36th District encompasses Southfield and Lathrup Village.

"As County Commissioner, I wanted to bring county government closer to the people it served and bring business development to Southern Oakland County," Quarles said.

While serving as County Commissioner, Quarles was active on various committees, including Planning and Building and the Land Use Task Force. During her term, emphasis was placed on



economic and community development for Southern Oakland County, public health, assistance for at-risk children, senior initiatives, and increasing citizen awareness and accessibility to county resources and services.

"Serving as County Commissioner was my training ground for serving as a State

Representative," Quarles said.

As Representative of the 36th district, Quarles serves as vice chair of the House Tax Policy Committee. Her other committee assignments include Colleges and Universities, Advanced Technology and Computer Development, Regulatory Affairs, and the Joint Committee on Administrative Rules.

"I want to actively make a difference for the citizens I represent," Quarles said. "I plan to introduce legislation that makes a difference."

Quarles has introduced legislation that will provide statewide education on osteoporosis. "Introducing this type of legislation is beneficial to

everyone because it provides education on preventive methods," Quarles said.

In addition to her legislative duties, Quarles owns a convenience store with her husband, Larry.

"Entrepreneurship is important to business development in all communities," she said. "If people want to create more jobs, ownership is the key. When you take it upon yourself to open your own business, you are not only creating jobs for yourself, but members of your community as well."

As a former market specialist in the corporate environment, Quarles said she recognizes the concerns of small business owners.

"It can be difficult when you are

See Quarles
page 37

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Miller appoints Rooney as vice president of marketing

Miller appointed advertising agency executive Jack Rooney vice president of marketing. He will report to John N. MacDonough, Miller's chairman and chief executive officer.

Rooney has extensive advertising agency experience working with major consumer products, including beer. He most recently was the managing director of Leagas Delaney, San Francisco, a start-up office of London's

Leagas Delaney Ltd., which handles advertising for Sebastiani Vineyards and Adidas.

Rooney is replacing Neil Harrison, who resigned to pursue other general management opportunities. "Neil was instrumental in accomplishing the recently announced advertising agency changes for Miller Lite and Miller Genuine Draft, and in developing new advertising campaigns for these two key

brands."

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

Spartan Stores promotes George "Les" Kendall



George "Les" Kendall has been promoted to the new position of Sanitation Manager at Spartan Stores, Inc. Kendall began working for Spartan Stores in 1989.

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.

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Michigan Sugar Company honors top brokers

Michigan Sugar Company recently honored its top sales brokers for 1996.

For the fifth consecutive year, Brian Patterson of Conrad, Patterson & Associates, Inc. of Grand Rapids was named Outstanding Industrial Salesperson.

For the third consecutive year, John Babincsak of J.T. Babincsak & Company, Crown Point, Indiana, was named Outstanding Consumer Salesperson.

Ted Conrad, Jr. of Conrad, Patterson & Associates, Inc., Grand Rapids, received the Pioneer Spirit Award.

Jack Klass of Klass Ingredients, Orchard Park, New York, received the Spirit of Cooperation Award.

Now in its 91st year of business, Michigan Sugar Company operates four sugar processing facilities in the state of Michigan.

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AFD elects new board members

The Associated Food Dealers of Michigan welcomes two new members to our board of directors: Alan Chittaro of Livonia and Dennis Otto of Caledonia. The AFD has 27 board members who meet regularly to make decisions on issues facing its members.

Alan Chittaro is vice president

of sales for Faygo Beverages, Inc. in Detroit where he has been employed 19 years including eight years in his current position. Chittaro is a 1978 graduate of Michigan State University and is enrolled in the graduate program at Madonna University. Married with three children, he was elected

to the AFD board of directors for a three-year term.

Dennis Otto is vice president of sales and marketing for Spartan Stores, Inc.. He joined Spartan in 1991 after ten years with Supervalu in Albuquerque, New Mexico and Minneapolis, Minnesota serving as general



Alan Chittaro

manager, director of marketing and director of retail operations. Prior to that, he worked 17 years as a store director for an independent retail grocery chain. Otto is an advisor for the Caledonia High School curriculum



Dennis Otto

committee and Progress for Positive Support, a group which endorses the focus of the Caledonia school board. Otto is married with two children. He was elected to fill a vacancy on the AFD board of directors, representing Region Three, which is the southwest portion of the Lower Peninsula.

AFD welcomes these two new Board members. We are confident that they will both bring a wealth of knowledge and ideas to the table.

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It's time to apply for bottle deposit refunds



Now is the time for retailers to fill out their forms to receive compensation for unclaimed bottle deposits for 1996. This form was included with your state sales booklets that were sent to you recently.

In order for you to receive a check from the state, you must complete and mail the "Request for Michigan Beverage Container Refund" form (L-2138). Payments will be drawn from a fund created by manufacturers and distributors who collect more deposits than they redeem.

When completing your form, you must:

- Report the **number** of empty returnable containers you handled during 1996. Containers are those returned to your place of business by the consumer for a deposit

refund.

• **DO NOT** report the dollar value of the containers. For example, if you handled 5,000 containers during 1996, you should report the quantity (5,000), not the value of the deposits (\$500).

Once you receive the form, fill it out and return it immediately! Do not wait! **Forms postmarked after the June 2, 1997 deadline will not be honored.**

You can expect to receive your check from the Michigan Department of Treasury after August 1.

If you have questions or need Form L-2138, please call the Local Property Services Division of the Michigan Department of Treasury at (517) 373-3231.

Working With CoreSource, Our Third Party Administrator

AFD Is Taking Workers Compensation Costs In A Different Direction

The CoreSource Approach

If you're buying your workers compensation management from the lowest bidder, then your costs are probably moving increasingly upward. In today's environment, quick fixes just don't work. At CoreSource, we focus on innovative up-front strategies to reduce total costs and increase productivity without sacrificing the quality of care for your employees. Our clients, through investments in innovative, comprehensive programs, are breaking industry trends and report that workers compensation costs as a percent of payroll are actually decreasing compared to a national increase of 12 percent annually.*

Our workers compensation programs not only pay claims, but focus on prevention and cost controls in all facets of the program. The results: fewer claims per employee, reduced lost time and lower overall program costs.

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CoreSource combines the resources of a national operation with the responsiveness of a local company. From our 25 regional offices, we manage \$2 billion in client programs covering 1.5 million lives.

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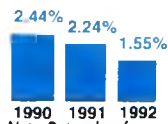
On average, CoreSource program costs, as a percent of payroll, have dropped more than 36 percent over a three-year period.

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*Social Security Administration

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

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AFD on the Scene



Mark Karmo, AFD chairman (left), and Raad Kathawa, AFD board member and Spartan store retailer (right), congratulate Spartan C.E.O. Pat Quinn, who was honored January 17, 1997 at AFD's Annual Ball.



Richard George (right) presents AFD with an award for helping to raise research funds for AHF, a rare childhood disorder. Mark Karmo accepts the award.



Senator Art Miller (top photo, third from left) discusses the impact of an expanded bottle bill with AFD members and gets a first-hand look from the retailer's perspective.

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Products

New Nectar saves rain forests

New on the market, Mystic Rain Forest Nectars are a light blend of exotic fruit flavors. All natural, with no artificial colors or preservatives, the beverages contain 15 percent fruit juice.

Sales of the four mainstream/tropical flavor blends: Strawberry Mango, Grape Passion, Tropical Orange and Tropical Berry will help protect rain forests. For every bottle sold, Mystic will make a donation to protect five



square feet of rain forest through the Nature Conservancy's "Adopt An Acre" program. Participation will be announced in advertising

on packaging, point of sale and through public relations.

In Michigan, Mystic Rain Forest Nectars will be distributed by Brooks Beverage Management, Inc. except for the five counties of Wayne, Oakland, Macomb, Washtenaw and St. Claire in which Seven-Up of Detroit will supply the Nectar.

Surf's Up with Busch



Just in time for Spring Break, Busch and Busch Light will have customers thinking about the warmer weather with the Surf's Up POS displays. The promotional package available to Anheuser-Busch retailers includes price cards and C-cards with tear pads, Styrofoam surfboard stand-ups, danglers with a Busch Light Athletic Department shirt attached, case cards and cooler stickers. Consumers can order Busch Light Athletic Department apparel by filling out a tear pad order form available at POS displays.

Two "Natural" promotions

This spring and summer, Natural Light and Natural Ice are teaming up for two promotions that are designed to create a tidal wave of sales for retailers.

The first promotion brings back the popular Natural Light Lighthouse POS, and this year, adds consumer sweepstakes that offer two Sea•Doo SP watercrafts as grand prizes. Consumers also can win one of 1,000 Natural Wave T-shirts. During the promotion, Natural Light and Natural Ice accounts will be dressed up in a full line of Lighthouse POS materials which includes display wraps, case cards, cooler stickers, banners, Jet-Ski inflatables, new 6' tall flashing beacon lighthouse displays and large price cards with sweepstakes registration tear pads.

The brands' second promotion encourages consumers to "Catch a Natural Groove" with a colorful line of POS that features beach scenes. POS materials include price cards, case cards, banners, cooler stickers and unique inflatable palm trees with danglers. The Natural Groove promotion also features take-one Natural Light and Natural Ice "Groovin'" door hangers.

Over the past five years Natural family sales are up 59 percent and Natural Ice, introduced in 1996, is already the number three ice beer in the U.S.

Natural Light and Natural Ice are products of Anheuser-Busch, Inc., the world's largest brewer.

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

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



Homemade Traditions Never tasted So Good!

Molson invites beer drinkers to shoot for the gold

You don't have to be a hockey star to make a million bucks with a puck—you just have to be a lucky Molson beer drinker with a mean slap shot.

Molson's second annual "Shoot for the Gold" promotion invites beer drinkers to have fun as they try to qualify for the ultimate hockey weekend in Montreal, Canada. Hosted by hockey legend

Guy Lafleur, the weekend will include an afternoon shoot-out on the ice between 30 U.S. trip winners to determine one finalist who will go on to shoot for the gold. The finalist will attempt a single goal shot from center ice at the Molson Centre between periods at a Montreal Canadiens game—a shot, if successful, that will net the lucky fan \$1 million.

Shamus Hanlon, assistant brand manager for the Molson franchise said "Molson's heritage of promoting and supporting hockey spans decades."

Consumers have three ways to win the trip and their shot at the gold. One winner will be selected through on-premise radio promotions. Beer drinkers can also win through mail-in

sweepstakes entries available at retail stores and through in-pack, instant-win game cards. A total of 30 weekends in Montreal will be awarded, along with hundreds of other valuable prizes.

Molson Brands are imported by Martlett Importing, a division of Molson Breweries U.S.A., Inc.

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Stroh's Ice Cream Company purchase canceled

The proposed purchase of the assets of Stroh's Ice Cream Company, Detroit, by London's Farm Dairy, Inc. of Port Huron, Michigan, announced October 28, 1996, has been canceled.

According to Gary Giller, President, Stroh's Ice Cream Company, the two companies were unable to structure an agreement that was acceptable to both parties.

Stroh's Ice Cream Company is a privately-held, Detroit-headquartered firm, with a 77-year history of producing premium ice cream. Products are distributed in Michigan, Ohio and Indiana under the Stroh's, Nafziger's and Mooney's labels.

AFD on the Scene

AFD congratulates Mike Renden of Caro Central Shop-Rite in Caro for the great job he did as Michigan's entry in the National Grocers Association Best Bagger contest in Houston, Texas. Although Mike did not bring home the championship title, he was a formidable competitor and a wonderful representative of our state.



Mark Karmo (left) presents Sam Dallo with an award for his efforts as co-chair of AFD's Scholarship Golf Outing.



What is Harley doing in the dumpster? Helping retrieve something for a member. Harley Davis goes to great lengths to serve AFD!



(above) Blackjack! That's what Phil Kraus hit at McK's Wine Shoppe in Garden City. Mr. Kraus had purchased his first TNC Phone Card and played the free Blackjack game attached. He won \$1,000 instantly. Pictured left to right are Kenneth Atchoo of McK's Wine Shoppe, Michael George II of Melody Farms, both AFD members, Phillip Kraus and George Denha of Premium Telecommunications.

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Tobacco Sales

Continued from page 1

products to anyone under 18 years of age, and no one wants to sell tobacco products to minors. Through the WE CARD program, which offers merchant training and education programs precisely where they are needed, I'm confident we can work to prevent underage tobacco sales."

Joe Sarafa, AFD executive director, pointed out that the new efforts will focus on ensuring that retailers across the state are fully trained and informed about laws regulating tobacco sales to minors. To this end, the coalition hosted retail training sessions to teach retail managers and employees how to understand and comply with state laws regarding the sale of tobacco products. Free training sessions were held in Southfield, Lansing, Flint, Traverse City and Grand Rapids.

"This training addresses the specifics on how and when to perform ID checks on customers who wish to purchase tobacco, as well as how to refuse a sale to an underage customer," Chuck Alawan of the Metro Detroit

Service Stations explained. "Minors have become creative in the ways they try to purchase tobacco products. We have to be just as creative and diligent in finding ways to address this problem."

Also joining the prominent Michigan retailers was Wayne County Sheriff Bob Ficano. "It's going to take all of us: retailers, law enforcement officers and the community. Together we can do what is necessary to educate retailers, put WE CARD materials at the counters, and prevent the underage sale of tobacco products. We are very happy to see this proactive program being put in place," Sheriff Ficano added.

Maryann Mahaffey, president of the Detroit City Council, was present to express her support for the combined efforts emphasizing the importance of a community-wide approach. "To tackle this issue, we must have the active participation of law enforcement, retailers, and others in the business community to ensure that kids

See Tobacco Sales
page 28

Responsible tobacco retailing program

General talking points

- Customers in our stores should know that we will not sell tobacco products to people under the age of 18 and that we are working to responsibly manage the youth access issue.
- In order to help prevent the underage sale of tobacco products, retailers, grocers, wholesalers and manufacturers must work hand-in-hand to educate employees on the front lines.
- Training seminars and "We Card" training materials will educate our members and give them the tools they need to uphold Michigan's minimum-age tobacco sales laws. The first five training sessions will be held in Detroit, Lansing, Flint, Traverse City and Grand Rapids.
- The training programs will educate our members about upholding Michigan's minimum-age tobacco sales laws. They will learn: what those laws are; how to spot fake IDs; and how to handle difficult situations when minors try to purchase tobacco products.
- The "We Card" training materials are comprehensive, easy-to-understand and will greatly benefit our members. The in-store signage is eye-catching and will help increase public awareness of minimum-age tobacco sales laws. To date, over 14,000 retailer kits have been distributed to Michigan retailers.
- The CRTR is working with police officers (NAPO/PORAC), local leaders (JAYCEES), elected officials and others in the community to increase our capacity to distribute materials and information to retailers.
- Outdoor billboards throughout Michigan will raise retailer and community awareness of the minimum-age tobacco sales laws and will serve as a complement to our other efforts.



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Some decisions are easier to make than others. Like the decision to sell Spartan brand products. Marketed at a higher gross and lower shelf price than national brands, Spartan brand products strengthen profits and give Spartan retailers a competitive advantage. To keep one step ahead, the Spartan brand, one of the leading private label lines in the Midwest, continuously adds to its current 1,750 products. Given its high consumer acceptance, retailers proceed with confidence in their advertising and promotional efforts, knowing they'll be rewarded with maximum profitability. The community is rewarded, too, through the Spartan Brand Cash for Labels program. In so many ways, Spartan brand products are a smart choice!



Shine with an industry giant.
Call us for more information at 816-530-4517

Tobacco Sales

Continued from page 26

don't get their hands on tobacco. The coalition assembled here today represents the best effort I've seen to combat underage tobacco sales. I applaud this combined effort," Mahaffey stated.

To further emphasize the collective effort, the coalition announced that, over the next few months, Outdoor Systems in Detroit is donating billboards to run the bright yellow and red "We Card - Under 18 - No Tobacco" signs in and around metro Detroit. "We hope the visibility of these billboards will help create a

greater awareness that retailers will be asking for ID," said Roger Playwin, with Outdoor Systems. The coalition also announced that billboard companies in Lansing, Flint, Traverse City, and Grand Rapids were donating billboards to support the "We Card - Under 18 - No Tobacco" program.

The training sessions that were held in Detroit, Lansing, Flint, Traverse City and Grand Rapids in February were only the initial series of sessions the coalition has planned. The interest and response by retailers has been impressive and the coalition expects to provide training to

hundreds of retailers.

Member organizations of the Michigan Coalition for Responsible Tobacco Retailing include: Associated Food Dealers of Michigan; Convenience Stores Association of Michigan/Michigan Truckstop Operators Association; Metro Detroit Service Stations; Michigan Distributors and Vendors Association; Michigan Grocers Association; Michigan Licensed Beverage Association; Michigan Petroleum Association/Michigan Association of Convenience Stores; Michigan Restaurant Association; Michigan Retailers Association; Service

Station Dealers Association; Spartan Stores, Inc. The Michigan efforts are coordinated with the National Coalition for Responsible Tobacco Retailing which is comprised of 14 trade associations involved in the manufacture, sale and distribution of tobacco products. The coalition has distributed over 14,000 "We Card - Under 18 - No Tobacco" training kits in Michigan since January, 1996.

Retailers interested in participating in the training efforts should call toll free 1-888-TRAIN03 (888-872-4603) for more information.

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H.E.A.T.

Continued from page 1

Funded by and administered through the Michigan Automobile Insurance Placement Facility, H.E.A.T. runs a confidential tip reward hotline (800) 242-HEAT for Michigan citizens to report auto theft related activity. Considered a trailblazer in the fight against auto theft, H.E.A.T. gives citizens a tool to report what they know about auto theft, car jackings, suspected chop shop operations and auto insurance fraud.

H.E.A.T. rewards hotline callers up to \$1,000 for information that leads to the arrest and binding over for trial of a suspected car thief and up to \$10,000 if the tip results in the arrest and binding over for trial of suspected theft ring members and/or chop shop operators. In addition, as a result of the increased incidence of the life threatening crime of car jacking, a \$2,000 reward is paid for information leading to the issuance of a warrant for a car jacking suspect.

Since its inception, H.E.A.T. has paid over \$1.5 million to citizens across the state. H.E.A.T. calls are answered by the Michigan State police who monitor the calls and pass the information on to the appropriate local law enforcement agency.

The safety of store owners, their employees and the customers that frequent their businesses is an ongoing concern for us," said Joseph Sarafa, Executive Director of the Associated Food Dealers (AFD). The H.E.A.T. program is a perfect example of how citizens can work hand in hand with law enforcement to protect their families and the communities where they live against these violent and often deadly crimes.

Any AFD member who is interested in displaying a H.E.A.T. poster should contact Kelly Fugh at (313) 832-2210.



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FREE SEMINARS:

Tuesday, April 29, 1997

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

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Monday, April 28, 1997 ◆ 5 - 9 p.m.
Tuesday, April 29, 1997 ◆ 1 - 9 p.m.
Burton Manor
Livonia, MI

Watch for more information!

Far out idea makes sense of spare space

by Ginny Bennett

Danny Nemer, owner of Woodcroft Market in Flint, has taken a proactive stance to make his store meet customers needs while maintaining the bottom line.

Woodcroft Market, on Flint's west side, has survived many changes during the life of the store. It was rundown and unoccupied when his Uncle Kal Nemer bought it in the mid-1980s. Over the past five years Danny has run the store, buying it from his uncle a year ago.

The neat, neighborhood store, is located in the Miller Road residential area and is within walking distance of Flint's exclusive Woodcroft Estates. Hospitals and the Michigan School for the Deaf are nearby.

Woodcroft Market has a typical "superette" product mix, with ample beer, wine and liquor. The deli offers sandwiches, salads and cold cuts. The 6,500 square-foot store seems pretty comparable to other mid-size convenience stores except for one big difference. Danny has added seventeen storage units.

Previously there was a full meat counter in the market, but when faced with stiff competition



Jennifer and Danny Nemer enjoy their work at Woodcroft Market

Danny took action and closed it. He could not buy his meat for less than some stores were selling it for and still maintain his standard of quality. For over a year he tried to think of how he could use the extra space. Several options came to mind before he hit on his good idea. He condensed the store, and using the leftover space he made 17 storage units in the back end of the building. The self-contained area was easily renovated without making any major structural changes. There is an outside entrance to the units which are accessible during store hours of approximately 9 a.m. to 10 p.m., and are protected by the store security system which encompasses the building. Padlocked doors open from a central hallway. And, Danny points out, since one can't insure

another's belongings, he doesn't have liability for anyone's property. Danny intends to advertise the space although seven of the 17 units are already rented. The units range in size from the smallest, a 5' x 8' to a 10' x 12' and two 12' x 20's.

Hitting on a good idea and taking action are examples of Danny's education at work. In

addition to his innate business sense, which he learned from working in his father's, Mike Nemer's, grocery store, Danny is a University of Michigan graduate with a business degree. Upon graduation he worked for United Parcel Service. Although he wasn't sure where his true career

path lay, he felt like he was well prepared to take it. It finally made good sense to follow in his Dad's footsteps and today Danny is glad he did. Together, with his wife Jennifer, they share the work and the responsibility. Each can do the other's job. They also share the joy of the newest member of the family, one-year-old Samantha. With child-care help from their families they can handle their strenuous work schedule with Jennifer contributing about 30 hours a week at the store.

Practically newlyweds, the couple has only been married two years. They don't mind spending long hours together. "We're best friends," says Danny. "To

unwind, we go together to the gym and work out."

Most recently, Danny has been trying to unwind due to stress caused by the uncertainties of the transition to liquor privatization. Stocking up several times, he has experienced delays, short cases and has not received some items that he has ordered. He is relieved that his shelves are finally filling and he realizes the problem has been frustrating to distributors as well. Danny is working on a new computer program that he hopes will speed his ordering. The order list of available liquor is so long that it takes a long time to make the order manually. He plans to put the list of regularly ordered items in the computer which



Woodcroft Market on Flint's west side

should speed the process.

One of the toughest problems he faces is the turnover of employees. I visited him on a very busy Friday afternoon and he wasn't at all surprised to get a call from a "sick" employee. Absences happen frequently, especially on the weekend, and he has learned to deal with these personnel problems and take them in stride.

All things considered, Danny thinks there are more pros than cons when he evaluates his career decision. His brother, Steve made the same choice, taking over the family store, Ridan's Party Store in Flushing. The future seems bright with Dan's ability to come up with far out ideas that end up making super business sense.

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A salute to our service organizations

This month we pay tribute to the fine organizations that service AFD members. Here is a brief rundown on services and benefits you can take advantage of as an AFD member.

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Plans, there is complete, quality coverage for your individual group needs. Whether you require insurance for yourself and your family, your key employees, or your entire staff, this plan is for you.

Workers' compensation

Lower your current worker compensation costs and obtain long-term dividends and savings through the AFD Self Insured Workers' Compensation Fund. Designed and operated for the food and beverage industry, this program will help you control workers' compensation costs.

Liquor liability insurance

AFD has negotiated with North

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Golden Dental

To avoid the high cost of today's dental services, take advantage of the Golden Dental Advantage Plus Program. Offered by the Associated Food Dealers, the Golden Dental Plan offers you a full line of dental benefits.



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WIC should feed babies not bureaucrats

Hammonds announces new FMI campaign to reform program

The Woman, Infants and Children (WIC) program should be feeding babies not bureaucrats," declared FMI President and CEO Tim Hammonds, announcing a new Institute campaign to reform the program.

While the WIC program is one of the best nutrition initiatives ever conceived, its effectiveness, he said, has been hampered by "excessive

paperwork, overzealous store inspections and the micro management of licensing, product lists, food prices and reimbursement."

"Over 26 percent of the federal funds allocated for WIC covers administrative costs. That amounts to nearly \$1 billion. If we can find ways to streamline the WIC program, a good portion of

that \$1 billion could buy more food for more malnourished mothers and infants."

The campaign strategy is being developed by a special FMI task force co-chaired by Jonathan Johnson, president and CEO of Community Pride Food Stores, and Mike Read, director of governmental affairs at Albertson's Inc.

Founded in 1972, the WIC program provides nutritious foods to pregnant women, new mothers and their infants and children who are nutritionally at risk. Nearly half (45 percent) of all newborns in the United States are served by WIC. Studies show that WIC participation promotes longer gestation periods, higher birthweights, and lower rates of infant mortality and anemia.

FMI's WIC task force is seeking reforms in five areas of the program

- **Retailer authorization**—Licensing should be opened up to more retailers to make WIC products more accessible to users. One proposal is to have all retailers licensed that are authorized to handle food stamps and use one application of both programs.

- **Retail operations**—This includes broadening the WIC product list, allowing all private label products with the required nutrients to qualify, developing a uniform national list and improving education of both retailers and users

- **Reimbursement** The objectives are to speed reimbursement and eliminate such practices as rejecting an entire order when a single item does not qualify.

- **Penalties**—Sanctions against retailers should be different for fraud and honest human errors. To correct the latter, WIC officials should adopt an educational approach, starting with oral and written warnings before imposing penalties.

- **Electronic benefits transfer (EBT)**—WIC and EBT officials must understand that current technologies will not solve the problems cited above and could make them worse. Half the scanning systems currently in use cannot be programmed to identify WIC-authorized products. In addition, only smart-card systems can readily determine whether products match an individual's WIC prescription

In the speech to FIAE, Hammonds cited examples of problems needing attention. "A store recently lost its license after

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SCHOLARSHIP PROGRAM

Scholarship Application Request Form

The Asparagus Club is pleased to announce the beginning of the competition for Asparagus Club Scholarships for the next academic year. Asparagus Club Scholarships are one-year awards that range in amounts from \$500 to \$1,500. The awards may be used at any accredited, nonprofit college or university in the United States.

The Asparagus Club will award a number of scholarships for the 1997-98 academic year to students who satisfy the following requirements:

Applicants must be high school seniors, college freshmen, sophomores or juniors who:

- ⇒ Will be full-time college students in the fall of 1997.
- ⇒ Have an interest in a career in the grocery industry
- ⇒ Have financial need
- ⇒ Can make or are making satisfactory academic progress in college.

If you feel that you are qualified for an Asparagus Club Scholarship, you should request an application and a descriptive brochure by completing and mailing the bottom part of this form by **April 15, 1997.**

(Detach here and mail)

TO: Scholarship Program Administrators, Inc.
3314 West End Avenue, Suite 102
Nashville TN 37203-0916

Please send an Asparagus Club Scholarship application and descriptive brochure to

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a remodeling in which the entrance was moved from the front to the side.

"In another case, a retailer serving low-income people in Pennsylvania pulled out of the program because he could not stock all the WIC products (as required by law). The tragedy is that this retailer had moved to a limited-assortment format selling private label products. He could offer mothers and children the lowest prices in town so that they could stretch their WIC dollars the farthest. But the full-inventory requirement locked him out."

The number of WIC participants has doubled over the last 10 years to more than seven million people. "At the same time," he said, "the WIC bureaucrats are trying to restrict the number of licensed vendors. In fact the number actually declined last year (from 45,587 in 1994 to 45,302 in 1995)."

Potential Solutions

Hammonds noted that retailers in some states, such as Georgia, have overcome administrative

problems by forming advisory boards to work with WIC officials. AFD has two seats on the WIC Advisory Board in Michigan.

The task force met in November with the national WIC program leaders at the U.S. Department of Agriculture (USDA) and National Association of State WIC Directors. At this initial meeting, they identified some potential solutions, such as developing a best practices manual for retailers and WIC officials.

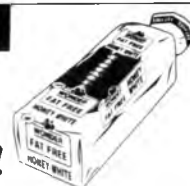
Hammonds outlined how the industry is likely to proceed with

See WIC
page 37

Products



**It's a Wonder...
and fat free too!**



Wonder Bread, the bread of choice for many Michigan kids (and parents too), is introducing a new line of fat-free breads. Varieties include Potato, Multigrain and Honey White — all in 20-ounce loaves. Wonder Bread/Hostess, the developers of the new bread, say it is so good that it's difficult to believe it is 100-percent fat free. The low-fat and no-fat food categories

continues to show dramatic growth. This new line of breads from Wonder is sure to be a winner with consumers looking to reduce their fat intake, but who still want the Wonder Bread taste and texture that they grew up loving.

For more information on the Wonder Bread line of products, call Wonder Bread/Hostess at (313) 868-5600.

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Community commitment builds successful business

by Danielle MacDonald

Just ten years ago in 1987, Jay Barada and Chaker Aoun were retailers. Barada owned some party stores and gas stations here in Michigan, and Aoun owned supermarkets in Chicago. Today Barada and Aoun are partners in a very successful distributorship, Garden Foods. Their decision to move away from retail was based on many years of friendship, the desire to slow down, and a beverage that was not available in Michigan.

"We were both sick of retail," explained Barada. "The work is hard and the hours are long. Chaker and I had been friends of many years and he suggested that we try to sell Mr. Pure juices into the Michigan market. It was a very popular beverage in Chicago. We also thought we could finally work an eight hour day. The theory was that Chaker would work four hours and I would work four hours." Barada was joking about only working four hours a day, but the reality of his new business was a shock. "We work longer hours as distributors than we ever did as retailers."

Barada and Aoun had an untapped loyal customer base long before they ever thought of incorporating Garden Foods. "We are both very active in the Arab community," said Aoun. Barada taught English to newcomers, and he also taught Arabic to the children who were born in the United States. In addition, he was president of the Arab World Festival for three terms. Barada was also a volunteer with the Arab Community Center for Economic and Social Services (ACCESS). Aoun was a board member at the Lebanese Club, and currently serves on their advisory board. Their deep commitment to the Arabic community was widely known before the idea of Garden Foods was ever born.

An agreement to be the exclusive distributor of Mr. Pure juices was signed in March 1989, and on May 15, 1989 Garden Foods was incorporated. One of their missions was to distribute products that the Arab retail community wanted to sell in their stores. Mr. Pure was an instant hit. "We ourselves were store owners



Jay Barada (left) and Chaker Aoun

so we knew what retailers wanted from a distributor and we gave it to them," explained Barada.

In the beginning, Barada was in Michigan running Garden Foods, and Aoun remained in Chicago. Both men kept ownership in their stores as they were tentative about their new venture. Their plan was to start small with limited overhead. Steve Nowotarski, from Good Humor, allowed Garden Foods to use 2,000 square feet of Good Humor storage space to test the business. Nowotarski also let Barada and Aoun use his equipment and refrigeration space.

Barada hired one salesperson, one driver, and rented a truck on a weekly basis. "One week later, we realized that the acceptance of Mr. Pure juice had exceeded our expectations," explained Barada. "One month later, we had outgrown the space in the back room at Good Humor. By August, four months after incorporating, we were stacking pallets of juice between the Good Humor trucks." Nowotarski kindly requested that Garden Foods purchase their own warehouse space in March.

Aoun left his businesses in Chicago to work full-time on the Garden Foods venture in July 1989.

"We both thought that Jay could handle the business for the first year by himself. We were so successful that we had to hire new staff every week for the first six months. I could not let the retail community down so I moved here to help meet the demand for Mr. Pure juices," explained Aoun.

In October 1989, only six months after incorporating, Garden Foods stopped taking on any new business. "We needed to concentrate on the customers we had and service them with 100 percent dedication before taking on new business," said Barada. During their time of reorganization, Garden Foods moved from 2,000 square feet in the Good Humor building to a 10,000 square foot warehouse in Dearborn. "Chaker was

convinced that we could fill 10,000 square feet of space. To say I had doubts is a serious understatement. We only distributed one product at the time," mused Barada.

By August of 1990, Garden Foods was using 20,000 square feet of warehouse space, and they had 18 trucks on the road. Today Garden Foods has 40,000 square feet of warehouse space, 2,000 square feet of office space, and 32 employees. They are also the distributor of many different beverages such as: Mr. Pure, Campbell's, Ocean Spray, Arizona Ice Tea, Gatorade, Mistic, Canfield, Clearly Canadian and Blue Falls Water, to name a few. Both Aoun and Barada attribute their success to the support of the retail community. Barada's father would give a different answer.

In 1973, Barada's father gave him a one way ticket from Beirut to Michigan so he could get a college education. Barada pumped gas on the night shift to pay for tuition and went to college during the day. On occasion, he would call his good friend Chaker Aoun, who lived in Michigan at the time, to work for him on the nights that he needed to study. Barada has a degree in chemistry and a degree in biology. He used his education to master the retail industry. Barada bought his first store in 1980, and by 1987 he owned two gas stations, a clothing store and a carpet and tile store.

Aoun moved from Lebanon to Michigan in 1976. After a few years, he moved to Chicago and purchased his first store in 1980. He kept close contact with Barada. By 1987, he had 12 supermarkets and each one was approximately 10,000 square feet.

Aoun and Barada recognize that their hard work as store owners and community activists played an important part in the success of Garden Foods. Although, they give most of the credit to the retail community. "We would like to thank the retail community because without their support and trust, our success would not be possible. We hope to meet their expectations now and in the future."



Quarles

Continued from page 13

just starting out," Quarles said. "When my husband and I opened our store we ran into difficulties in the beginning, but our determination got us through."

"Quarles credits her positive attitude and success to her upbringing. "My parents always told me to put my best foot forward and stay focused," she said.

"I was raised to make a difference if at all possible. So many people helped me along the way. I just want to give back some of what was given to me," she said.

Quarles said her activism on various boards and committees was the beginning for her. "People need to realize how important their opinions are when serving in these capacities. It is just one of the many ways people can begin to give back and be heard," she said.

Quarles encourages everyone to take an active role in their communities. "When you voice your opinions and have knowledge of the decisions that are being made by your local government, you have the ability to make a difference and be heard."

Bottle Law

Continued from page 3

system. There is good reason why only one out of 50 states have an expanded bottle deposit system. it doesn't work.

Send your representative a short, hand written letter introducing yourself and encouraging him/her to contact you before he/she supports any proposals for bottle expansion. Don't get into details of the bottle bill or reasons why you don't like it, just encourage the legislator to contact you or visit your store. Offer to show the legislator around to aid in their understanding of some of the many laws that govern your business. Supply general information about your business such as location, how long you've been in business and the number of people you employ. If a legislator answers your letter and you would like assistance with either return phone calls and/or a store visit, call Joseph Sarala at AFD (810) 557-9600.

Politics is not a spectator sport. Get on the court and help our team win!

WIC

Continued from page 35

the reform campaign. "First, we'll see what steps can be taken at the federal level with USDA, the WIC directors association and, if necessary, Congress. These may include retailer advisory panels in every state, a best practices manual, a national product list, improved training programs and continuing dialogue on the critical issues."

At its convention next spring, the WIC directors association is

featuring a track of workshops on vendor issues, which will give retailers a forum to discuss solutions to the administrative problems. The association has already invited Hammonds to speak.

He emphasized that FIAE and the state associations can become major players in the reform effort. Four state association executives are represented on the task force. Once the FMI Board approves the task force strategy, he said FMI

would work closely with FIAE and its members to implement it at the federal, state and local levels.

"Our industry," Hammonds concluded, "is in a strong position to help this program reach its full potential. We can help transform the WIC program from a bureaucratic nightmare into a model of public and private cooperation that provides millions of infants and children the nourishment to fulfill their dreams. -FMI



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Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	(810) 294-9166
Sunshine Salerno	(810) 352-4343
Taystee Bakeries	(810) 476-0201

BANKS:

Comerica Bank	(810) 370-5204
First Federal of Michigan	(313) 965-1400
First of America - S.E.M.	(810) 399-1501
Greenfield Mortgage Co.	(313) 274-8555
Madison National Bank	(810) 548-2900
Michigan National Bank	1-800-225-5662
N.B.D. N.A.	(313) 225-1581
Standard Federal Bank	(810) 673-2543

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
American Brokers Association	(810) 544-1550
Anheuser-Busch Co.	(800) 414-2283
Anzova Beverages	(810) 777-0036
Bacardi Imports, Inc.	(810) 489-1300
Bellino Quality Beverages, Inc.	(313) 946-6300
The Boston Beer Company	(313) 441-0425
Brooks Beverage Mgt., Inc.	(616) 393-5800
Brown-Forman Beverage Company	(313) 453-3302
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	(313) 753-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	(313) 397-7200
Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(810) 344-6644
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Eastown Distributors	(313) 867-6900
Everfresh Beverages	(810) 755-9500
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(517) 652-6183
General Wine	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Marketing	(313) 527-1654
Guinness Import Company	(810) 786-9176
Heublein	(313) 594-8951
Hiram Walker & Sons, Inc.	(810) 948-8919
House of Seagram	(810) 262-1375
Hubert Distributors, Inc.	(810) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(810) 588-9200
Lifestyle Beverage Corp.	(708) 503-5433
Lotts Distributors	(313) 336-9522
Metro Beverage Inc.	(810) 415-9599
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Nestle Beverages	(810) 380-3640
O.J. Distributing	(313) 582-2152
Oak Distributing Company	(810) 674-3171
Pabst Brewing Co.	1-800-935-6533
Paddington Corp.	(313) 345-5250
Pepsi-Cola Bottling Group - Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	1-800-334-3512
Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(810) 682-2010
R.M. Gilligan, Inc.	(810) 553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	(313) 243-1822
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Thompson Beverage Co.	(313) 439-2404
Tn-County Beverage	(313) 584-7100
Unibrew USA	(954) 784-2739
United Distillers U.S.A.	(810) 629-7779
Universal Gmseng and Beverage, Inc.	(810) 754-3800
Vintage Wine Co.	(810) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503

BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(810) 646-0578
DMAR, Inc.	(810) 553-5858
The Greeson Company	(810) 305-6100
Hanson Paso Assoc.	(810) 355-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamakan Company	(810) 424-8500
McMahon & McDonald, Inc.	(313) 416-7000
Ment Sales Corp.	(810) 569-3634
Paul Inman Associates	(810) 626-8300
Sales Mark	(313) 207-7900
Stark & Company	(810) 851-5700
Treppo	(810) 546-3661
UBC Marketing	(810) 574-1100
VIP Food Brokers International	(313) 885-6156

CANDY & TOBACCO:

A.C. Courville Inc.	(313) 863-3138
Brown & Williamson Tobacco	(810) 350-3391
Hershey Chocolate U.S.A.	(810) 380-2010
M & M Mars	(810) 887-2397
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(810) 475-3691
Sherrin's Candies	(517) 756-3691
Wolverine Cigar Company	(313) 554-2033

CATERING/HALLS:

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

DAIRY PRODUCTS:

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

EGGS & POULTRY:

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

FISH & SEAFOOD:

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

FRESH PRODUCE:

America's Ice, Inc.	(313) 843-0840
Auntie Produce Co.	(313) 841-8700
Detroit Produce Terminal	(313) 259-8947
Sunnyside Produce	(313) 843-4120
Vitale Terminal Sales	(313) 843-4120

ICE PRODUCTS:

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

INSECT CONTROL:

Rose Extermination (Bio-Serv)	(313) 588-1005
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INSURANCE:

Alphamena Insurance Agency	(810) 263-1158
America One	(517) 349-1988
American Principal Group	(810) 540-8450
Arabo & Arabo Insurance Assoc.	(810) 352-1343
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(810) 354-6110
CoreSource	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(810) 569-0505
Health Alliance Plan	(810) 552-6000
IBF Insurance Group, Inc.	(810) 354-2277
Kanter Associates	(810) 527-2424
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
Monroe-George Agency	(810) 489-9480
Murray, Benson, Recchia	(313) 831-6562
North Pointe Insurance	(810) 358-1171
Rocky Husaynu & Associates	(810) 557-6259
SelectCare	(810) 637-5391
Sinawi Insurance Group	(810) 357-8916
The Wellness Plan	(313) 369-3900
Willis Corroon Corp. of MI	(810) 641-0900

MANUFACTURERS:

Amato Foods	(313) 295-3337
Bil Mar Foods	1-800-654-3650
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaegeri Hillsdale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	(313) 527-7240
Key West Soda Life Preserver	(305) 296-0005
Kraft General Foods	(313) 261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(810) 478-1350
Nestle Food Company	(810) 380-3670
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Stadium Club Foods, Inc.	(810) 352-8550
Strauss Brothers Co.	(313) 832-1600
Tony's Pizza Service	(810) 634-0606

MEAT PRODUCERS/PACKERS:

General Provision, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 567-8000
Harug Meats	(313) 832-2080

Hillshire Farms & Kahn's	(810) 778-3276
Hygrade Food Products	(313) 464-2400
Kowalski Sausage Company	(313) 873-8200
L.K.I. Packing, Inc.	(313) 833-1590
Meito Packing	(313) 894-4369
Oscar Mayer & Company	(810) 488-3000
Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Ray Pleva Products	(616) 228-5000
Smith Meat Packing, Inc.	(313) 458-9530
Southern Sausage, Inc.	(313) 369-8902
Strauss Brothers Co.	(313) 832-1600
Swift-Eckrich	(313) 458-9530
Texas Brand, Inc.	(708) 526-0620
Winter Sausage Mfg., Inc.	(810) 777-9080
Wolverine Packing Company	(313) 568-1900

MEDIA:

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

NON-FOOD DISTRIBUTORS:

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

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germack Pistachio Co.	(313) 393-2000
Kar Nut Products Company	(810) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Michigan Rainbow Corp.	(313) 365-5653
Niklas Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(313) 365-5555

PROMOTION/ADVERTISING:

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

RESTAURANTS:

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

SERVICES:

AARMCO Security	(810) 968-0707
A Catered Affair	(313) 393-5311
AirPage	(810) 547-7777
Akram Namou, C.P.A.	(810) 557-9030
American Mailers	(313) 842-4000
Amentech Pay Phone Services	1-800-441-1409
AMNEX Long Distance Service	(810) 559-0445
Bellanca, Beattie, DeLisle	(313) 964-4200
Buten Tamblin Steensma & Assoc.	(616) 949-0490
Cellular One	(313) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
CIGNA Financial Advisors	(810) 827-4400
C&J Parking Lot Sweeping, Inc.	(801) 759-3668
Community Commercial Realty Ltd.	(810) 569-4240
Dean Witter Reynolds, Inc.	(810) 258-1750
Detroit Edison Company	(313) 237-9225
Dialogue Marketing	(810) 827-4700
Dynasty Funding	(810) 489-5400
Eco-Rite, Inc.	(810) 683-2063
Follmer, Rudzewicz & Co., CPA	(810) 355-1040
Food Industry Professional Network	(810) 353-5600
Garmo & Co., CPA	(810) 737-9933
Goh's Inventory Service	(810) 353-5033
Great Lakes Data Systems	(810) 356-4100
Independence One	
Investment Group	1-800-622-6864
Infinity Communications Corp.	(810) 442-0067
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(810) 552-0500
Market Pros	(810) 349-6438
Menzler & Urcheck P.C., CPA	(810) 356-1620
Metro Media Associates	(810) 625-0700
Michigan Bell	(810) 221-7310
Midwest Autotel	(810) 960-3737
MoneyGram	(810) 305-7057
Multi-gard/Audio Alert	(313) 562-2850
Nationwide Communications	(810) 968-0412
Network Real Estate Services	(810) 539-0900
NexTel Communications	(810) 213-3100
Paul Meyer Real Estate	(810) 398-7285
Potol Packing Co.	(313) 893-4228

REA Marketing	(517) 386-9600
Franki Smith's Red Carpet Keem	(810) 645-5800
Peter Ragesas, Attorney/CPA	(313) 961-8400
Point of Sale Demo Service	(810) 887-2510
Sai S. Shimoun, CPA	(810) 424-9440
Sesi & Sesi, Attorneys	(810) 258-4600
Edward A. Shuttle, P.C., Attorney	(810) 288-6000
Southfield Funeral Home	(810) 566-8000
Statewide Financial Services	(810) 932-8600
Thomas P. Solits, CPA	(616) 698-8855
Telecheck Michigan, Inc.	(810) 354-5000
Transactive Corporation	(404) 381-6747
Travelers Express Co.	1-800-328-5676
Ultracom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Voice Mail Systems, Inc.	(810) 398-0707
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Whitey's Concessions	(313) 278-5207
Wolverine Real Estate Services	(810) 353-7800
WSB Advisors	(810) 594-1020

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- WELCH'S ORCHARD JUICE DRINKS
- ON-COR ENTREES
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- MORNINGSTAR FARMS ANALOGS
- SCRAMBLERS EGG SUBSTITUTE
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- NEW YORK GARLIC BREAD *
- REAMES NOODLES *
- SEAPAK / FARMRICH *
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