



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

MAY 1997

## Inside

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Education is priority of Rep. Gire - Page 10

Paygo celebrates 90 years "And that's why we love Paygo" - Page 26

## Legislative Update

### Bill to protect retailers in legal tobacco sales

Rep. Ray LaHood (R-IL.) was joined by Rep. Robert H. Rich (R-MD), Rep. Matthew Martinez (D-CA) and Rep. William Goodling (R-PA) introducing H.R. 768, a bill which would "...stop the FDA from penalizing retailers for legal sales of tobacco." In a recent "Dear Colleague" letter, the congressmen explained that, "Under the current FDA's rule, a retail store is required to verify a person's age by requesting photographic identification, which must include date of birth, for every customer under 27 years of age...It doesn't matter to the FDA if the sale is to an adult, for example a 25-year-old...If the retailer does not ask for a photo identification, the FDA can take enforcement action against the store."

Under H.R. 768, a legal sale of tobacco products that is a face-to-face transaction to an adult will not be subjected to fines and penalties by the FDA.

See Legislative Updates page 12

## "Moove" that milk... get ready now for



For nearly sixty years, June has been designated as the time to celebrate America's great bounty of dairy products and to pay tribute to America's dairy farmers. Officially christened June Dairy Month in 1939, the annual tribute has blossomed into a national affair. Just take a look at some interesting and somewhat historic dairy trivia.

### Take it from the top

- In 1884, the milk bottle was invented.

Forty-eight years later, in 1932, plastic-coated paper milk cartons began appearing in the dairy case. Today, consumers can choose from a wide variety of milk containers—even six packs for people on the go.

- We're a milk-producing nation! Every state from Alaska to

Hawaii, from Maine to Florida, produces milk.

- Who's really "got milk?" Des Moines, Iowa, ranks the highest among 50 metropolitan areas in per capita supermarket milk sales.

- Milk continues to be the number one commodity produced in Michigan in terms of cash receipts.

- Every day the nation's 9.3 million dairy cows produce the equivalent of nearly 50 million gallons of milk.

- Michigan ranks seventh nationally in annual milk production.

- Think that milk and cookies before bedtime is just for kids? Not true! Milk is a natural sleeping aid for all ages because it contains an amino acid protein that sends a signal to the brain to relax.

See "Udder Facts" Page 14

### AFD teams with Coke to raise funds for Scholarships and AHF

You can help too! The Associated Food Dealers of Michigan (AFD) and Coca-Cola have coordinated a fund-raiser to aid the Alternating Hemiplegia Foundation (AHF) and the AFD Scholarship Program.

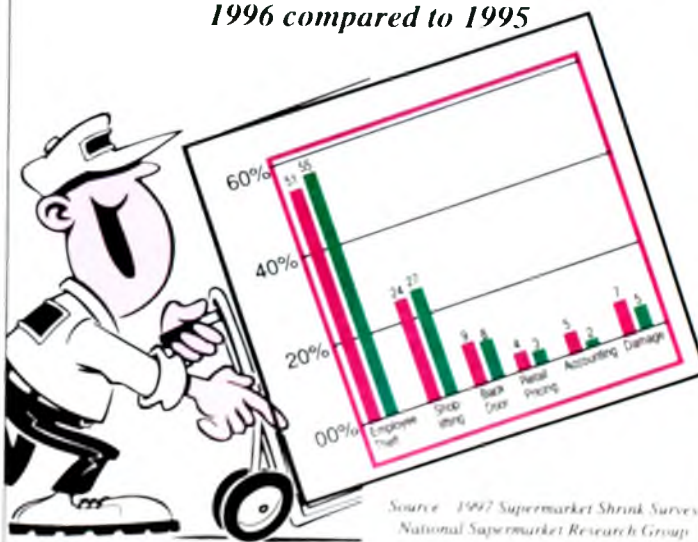
From May 12 through September 7, AHF and the AFD Scholarship Fund will receive a donation from every case of non-carbonated product and 20-ounce and 1-liter carbonated Coca-Cola products that you purchase from the Coca-Cola Bottling Company of Michigan. For all cases that exceed last year's purchases, Coca-Cola will increase their donation to these worthwhile causes.

But wait, there's more! There are

See Coke page 24

## Where's the Shrink?

1996 compared to 1995



**DRINK PEPSI GET STUFF** **DRINK DEW GET STUFF**

COLLECT THE POINTS  
GET THE STUFF  
LIVE THE FANTASY



*It's back and it's definitely in action. This Stuff is even cooler than before, with new, active sports gear you can use all year long. And this time, there's a new twist that takes Stuff over the top.*

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**So get ready to Collect the Points.  
Get the Stuff. Live the Fantasy.**



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## Chairman's Message



by Mark Karmo,  
AFD Chairman

# Records of retail stores to be released through food stamp program

and a video which has been endorsed by the Department of Agriculture for use not only in Michigan, but as a model elsewhere.

If the recent notice received by all of our members regarding information sharing is a further attempt to "get their attention" or if the purpose of the new program is to assist in the department's efforts to further monitor illegal or fraudulent contact by licensees, it has done neither.

The announcement is offensive in its tone. It is condescending. It is, in our opinion, a very good example of what is bad about big government. We do not believe that it is part of the philosophy of either the Democratic or Republican parties. The impression that it gives to the good, hard working, honest, business community, is not that a partnership exists between government and our industry, but rather, we serve this government and should be grateful for the opportunity.

In addition, we do not believe that it was the intent of congress to provide in the food stamp program, a vehicle for the sharing of private, personal, financial information among a myriad of federal and state organizations. If history teaches us nothing else, we have learned that even the most well intentioned and legitimate dissemination of information can have disastrous effects on simple citizens.

Certainly, there is a relationship between the Food Stamp Program, as it is administered by the federal government, and the WIC

program, as it is administered by the states. Neither program, however, has any relationship to the Internal Revenue Service or the FBI. We know from experience that a simple request for information by your organization from either agency will create a file in that agency, where a file never existed. What benefit is derived by the Department of Agriculture in sharing its records with state regulatory agencies such as the Liquor Control Commission or Lottery Bureau or vice versa.

We are told that public hearings were scheduled before the implementation of this program. We have learned that no one from our industry attended those hearings. As you know, the industry is unanimously opposed. How did that happen? Is it possible that the public hearings did not give the notice they were intended to? Does the program, as it was implemented, accomplish what was intended by Congress? We think not.

We think our industry deserves at least an opportunity to receive a better explanation. We think our industry deserves an opportunity to express its concern. We think the program should at least be put on hold until those parties most affected can have their concerns addressed. We are in partnership with the government in the food stamp program. Allow us to be part of the solution, not a part of the problem.

Very truly yours,

Mark Karmo,  
AFD Chairman

*Michigan retailers who participate in the food stamp program recently received a letter from the department of Agriculture. This disturbing letter informed retailers that if they wished to remain in the Food Stamp program, their records would be shared with other federal and state agencies.*

*In response, I sent the following letter:*

Dear Secretary Glickman,  
U.S. Department of Agriculture:

The undersigned is Chairman of the Associated Food Dealers of Michigan, the largest trade association of its kind in the State. We represent thousands of independent grocery retailers, as well as manufacturers, distributors and brokers in the food industry. A recent analysis indicates that our industry is one of the largest employers in Michigan and contributes and/or collects state and federal taxes of every conceivable type and kind. Most of our retail members are licensed by the U.S. Department of Agriculture.

We recognize the management of the food stamp program, particularly as it relates to fraud and unauthorized delivery or sale of food stamps, is a priority for your department. We have cooperated with the local USDA representatives and have developed educational information

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

## Calendar

May 4 - 7

**FMI Supermarket Industry Convention and Educational Exposition**

McCormick Place, Chicago  
(202) 452-8444

June 5-6

**Category Management for Perishables Seminar**

Holiday Inn O'Hare, Chicago  
(202) 429-4552

June 30

**AFD/Michigan Grocers Best Bagger Contest**

1:00 p.m., Tel 12 Mall,  
Southfield  
(810) 557-9600

July 24

**AFD's Annual Scholarship Golf Outing**

Wolverine Golf Course, Macomb  
(810) 557-9600

August 20

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

September 7-8

**Kramer Food Show**

Novi Expo Center, Novi  
(810) 585-8141

### Statement of Ownership

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AFD works closely with the following associations:



## Guest Editorial

# Increased funding at the top of MDOT priority list



by Robert A. Welke  
Director, Michigan Department of Transportation

The goal of the Michigan Department of Transportation (MDOT) is to develop and maintain a high quality transportation infrastructure for both economic benefit and improved quality of life for Michigan's citizens, motorists, tourists and businesses.

Faced with stagnant financial resources and demands for greater fiscal accountability, reaching this goal has become increasingly difficult in recent years. Costs for maintenance and repair on our roads have

been on the rise because we have a mature highway system that is, on average, seven years older than our neighboring states. Also, a number of the state's many bridges are now more than thirty years old and in need of work. Our harsh winters and frequent freeze-thaw cycles create cracks and potholes that do additional

**Michigan has historically received back far less than we send to Washington in the form of federal highway funds.**

damage to our roads.

Job creation and robust economic expansion coupled with healthy travel and tourism activity have led to more people and businesses using our road system than ever before. This increased

traffic, while adding to wear and tear on our roads, is welcome news in Michigan. At the same time, while traffic on our state's roads has never been greater, revenues from gas taxes have been fairly stable due to continued increases in the fuel efficiency of today's cars.

The plain facts are that Michigan's roads and bridges require a great deal of work year in and year out, and 1997 is no exception. MDOT's highest current priority is to concentrate on preserving our existing system, but unfortunately our needs for maintenance and repair continue to exceed current resources.

Michigan has historically received back far less than we send to Washington D.C. in the form of federal highway funds. In fact, Michigan ranks 46th in the United States based on our rate of return, as we get back only 78 percent of what the average state receives from the federal government. This is what we mean when we refer to Michigan as a "donor state"—and this inequity simply must end.

It is through our efforts in Washington, D.C. that the greatest opportunity to significantly increase funding for our transportation system exists. This opportunity comes from the expiration in September of this year of the Intermodal Surface Transportation Efficiency Act (ISTEA), which is the federal legislation that has set funding levels and distribution formulas for the Federal Highway Trust Fund the past six years. The current debate over reauthorization of this bill will determine funding levels and distribution formulas are gaining momentum, as the 21 "donor" states control more than 60 percent of the votes in the U.S. House of Representatives. Third, greater flexibility from the federal government as to how transportation funds can be spent would both streamline the process and allow Michigan to qualify for

**See MDOT**  
page 32

## The Grocery Zone

By David Coverly



# **WHY ARE WE #1?**

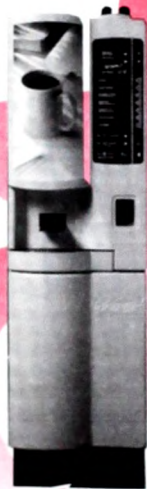
**Because for over 22 years,  
NORTH AMERICAN INTERSTATE, INC.**

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**than anyone else!**

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## Michigan Special Olympics Athlete featured on Wheaties box

For the fifth consecutive year, Spartan Stores, Inc., has partnered with General Mills, in conjunction with Michigan Special Olympics, to feature a Michigan Special Olympics athlete on a special edition Wheaties box. This year's box features Special Olympics athlete Jennifer Finzel of Midland, Michigan—a young woman who possesses a special passion for sports and love of competition.

Active with Michigan Special Olympics for 20 years, Jennifer, 28, trains and competes in all



sports offered through Midland County's Special Olympics program and represented Team Special Olympics USA-Michigan as a swimmer at the 1995 Special Olympics World Summer Games in New Haven, Connecticut, where she won two gold and two silver medals.

Having graduated from Midland High School with honors, Jennifer works two jobs, bowls on a city league and has an apartment. She's an outstanding example of a mentally impaired person living

independently.

Special Olympics brings courage and confidence into the lives of children and adults with mental retardation and other closely related disabilities through athletic training and competition. Michigan's program offers 22 sports and involves 20,000 athletes and more than 18,000 volunteers. This year's annual State Summer Games will be June 5, 6, and 7. Over 3,400 athletes will compete at Central Michigan University in Mt. Pleasant, hoping to realize their "Dreams of Gold."

Spartan Stores, Inc. has been the exclusive sponsor of the Michigan Special Olympics Games for 13 years. The company also supports the Summer Games in Indiana and Ohio.

**For AFD members:  
BLUE CROSS  
RATES REDUCED!**

# Now you can have the best for less.



AFD members want the best for themselves and their families. In health coverage, the best has been Blue Cross and Blue Shield of Michigan for more than a half-century.

Now, through an industry rating change, AFD members can enjoy the benefits of being Blue for much less than before. You'll have the advantage of the most widely recognized and most widely accepted health card of all.

Even with the new, lower rates, you can choose from several benefit options with various levels of co-pays and deductibles. Select what best meets your needs and your budget.

With Blue, you can also buy dental, vision, hearing and prescription drug coverage at a nominal extra charge.

If you've wanted Blue Cross coverage but hesitated because of the cost, ask now about the new, dramatically reduced rates.

For information on AFD's Blue health coverage options, call **Judy Mansur at 1-800-66-66-AFD**.



## Farmer Jack opens in Flint

Farmer Jack Supermarkets opened its largest store to date in Flint, March 19th. The newly constructed Flint store marks the company's first development in the Flint area and is a significant milestone in this Michigan-based company's progress and expansion into communities outside metro Detroit. Farmer Jack has planned 1997 store construction in Northville, Fenton, Troy, Taylor, Highland Park and east Dearborn, plus a second Flint location. These new stores will range in size from 45,000 to 73,000 square feet and will employ a total of 600 full time and 2,400 part time employees.

In the past three years, Farmer Jack has expended more than \$100 million to build and update its stores.

The new 73,000-square-foot store in Flint is located in the East Ridge Commons Shopping Plaza on Lapeer at Center Road and I-69.

Farmer Jack is a subsidiary of A&P, one of the largest supermarket operators in North America. The chain operates 1,000 stores in 20 states, the District of Columbia and Ontario, Canada under the names Farmer Jack, A&P, Waldbaum's, Food Emporium, Super Fresh, Kohl's, Dominion and Miracle Food Mart.



# Michigan Week May 17-26

Governor John Engler has declared May 17 through May 26 as Michigan Week, an annual celebration of the Great Lakes State now in its 44th year. Michigan native and internationally known magician, Harry Blackstone, Jr., will serve as honorary event chair along with Governor Engler throughout the week. This year's theme is "Celebrate the Magic of Michigan: It's No Illusion."

"I encourage residents to take part in Michigan Week," Engler said. "There is so much to celebrate about our state and this is a great way to do it."

Michigan Week is a unique annual celebration that began in 1954 and quickly became the largest mobilization of grassroots boosters trumpeting Michigan as a wondrous place in which to live and work. It celebrates Michigan's heritage and promotes state pride among its citizens.

Michigan Week kicks off with a parade in Sturgis and the "Michigan Parades Into the 21st Century" parade in Lansing.

Each day of the ten-day "week" has events scheduled reflecting a different focus.

Michigan Week officially ends on Memorial Day weekend with the Alma Highland Festival on Saturday, May 24; the St. Clair Shores parade on Sunday, May 25 and the Sterling Heights parade on Monday, May 26.

To obtain further information about Michigan Week and its activities, call the Secretary of State office at (517) 373-7610, or write 430 West Allegan, Lansing, Michigan 48918-1195.

Information is also available on the Internet at <http://www.sos.state.mi.us/miweek/>

May 17—Community Pride Day  
May 18—Family Day  
May 19—Government Day (Mayor's exchange)  
May 20—Michigan History Day  
May 21—Industry and Business Day  
May 22—Culture and Education Day  
May 23—Agriculture and Natural Resources Day  
May 24—Tourism Day  
May 25—Volunteer Day  
May 26—Veterans and Senior Citizens Day

## News Notes

### America's love affair with Italian food now worth more than \$8 billion retail

Italian food has long been America's favorite ethnic cuisine. Yet, despite the maturity and size of the market, sales keep on climbing, according to *The U.S. Italian Foods Market*, a new report by Packaged Facts. Since 1992, retail sales of four categories of Italian foods—pasta, pizza, sauces and frozen prepared foods—have grown 14 percent, to \$8.1 billion in 1996. Even more surprising,

the market is gaining momentum.

Pasta is by far the leader in the Italian foods market, accounting for 40 percent of sales in 1996. Pizza is second, with 25 percent, followed by sauces with 21 percent and frozen prepared foods with 14 percent.

Sales of frozen prepared Italian dishes have grown at a compound annual rate of 4 percent since 1992.

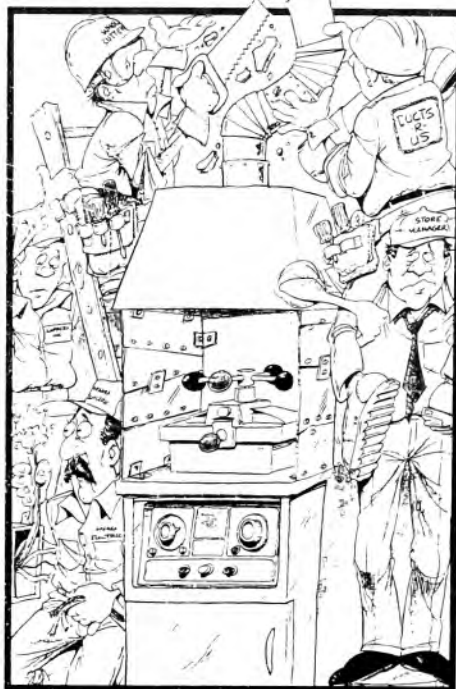
### Total pizza sales estimated at \$22.2 billion

A new study projects pizza to reach sales of \$27.3 billion in the year 2000.

Total pizza sales climbed to \$22.2 billion in 1995, posting a 5.7 percent increase from 1994 according to *The Pizza Market*, a study by Packaged Facts.

Also, according to the study from 1991-1995, there was a 25.4 percent increase in the market amounting to \$4.5 billion dollars.

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food equipment co.

1200 Godfrey S.W. - Grand Rapids, MI 49503

## Wisconsin store owner uses innovative promotions

Mark Skogen, owner/manager of Festival Foods in Green Bay, Wisconsin has some creative promotional ideas. He shares them with his Michigan neighbors:

### Jeans Day

All associates can participate by wearing jeans and a Jeans Day sticker on the fourth Friday of every month. Associates pay \$1.00 which is payroll deducted. All of the proceeds go to different charities each month. We work in cooperation with the local newspaper. 75-100 area businesses

are involved.

### Employee appreciation party

This party is held in the fall each year in lieu of a Christmas Party. We put emphasis on family (No alcohol: games and clowns for the kids). There is a large smorgasbord of food. Many door prizes are given away. We hold an employee bag off. There is a variety of entertainment.

### NEO

This is our New Employee Orientation. It is held once a month and parents of our younger employees

are requested to attend. We talk about employee theft, scheduling, time off requests and shopping loyalty.

### Graduation

All graduating associates turn in a senior picture of their choice. The pictures are blown up to 16 x 20 and hung up in the front of the store for the customers to see. (Black and white). All associates get to keep their pictures. Our cost is \$10 per picture.



### Eagle of the Moment stickers

These stickers are given to an associate who exceeded our customers expectations. They are also given to associates who have exceeded company expectations. Our cost is three cents per sticker.

### Pumpkin blowout

We hold this promotion the second week in October. We sold 4,000 pumpkins at a 20 percent gross. We have Halloween characters walking around out-side. We had a pumpkin patch in the parking lot with a hay wagon for display of pumpkins.



### Unit priced hams

We advertise and sell 16 lb. hams at \$29 each. These hams each serve 40 people which turns out to be 72 cents a serving. Upper weight hams are cut and sold at a half-ham price.

### Taste of festival

We hold this holiday event the first Wednesday and Thursday of December. The store is decorated and there are large displays of holiday foods and party platters. It consists of 35-40 food stations. Santa also makes an appearance. We normally run the food stations from noon until 7:30 p.m. Donations go to the High School for helping serve food.



### Hot ham and free rolls

We run this promotion every Sunday from 9 a.m. until 6 p.m. selling our retail \$4.39 lb. ham with six free hard rolls. We average 25-30 hams a week. We use boneless pit hams which run 13-15 lbs. This has

See Promotions

Page 31



With Payment Processing Rates As Little As This,\*  
It Really Pays To Process With Us.

Associated Food Dealers required the most progressive, innovative, and forward-thinking credit card processor for its members and only Michigan Bankard™ Services (MBS) met it.

AFD required:

- o a level of **service** that is the **best in the industry**--only MBS could meet it.
- o a processor who could position its members for the **future** by offering **Cybercash Internet processing**--only MBS could meet it.
- o **low Visa® and MasterCard® processing rates** for its members--only MBS could meet it.
- o a processor who could offer **award-winning chargeback and retrieval** services to its members--only MBS could meet it.
- o a processor who could provide a **wide array of products and services** to its members, i.e., credit, point-of-sale debit, check products and reporting--only MBS could meet it.

What is **your** requirement? **5 minutes!** Stop by and see us at **Booth #24** or call MBS at 1-800-848-3213, it will be the most profitable 5 minutes you will spend!



Michigan Bankard™ Services  
AFD's Preferred Payment Processor

\*Rate may be lower or higher depending upon annual credit card sales volume. The 1.14% rate applies only to certified supermarket stores which meet volume requirements.



## Welcome New Members

### The Associated Food Dealers of Michigan welcomes these new retail members who joined in January, February and March 1997:

A-1 Party Store, Detroit  
Barones Food Market, Saginaw  
Beard's Party Store, Byron  
Benny's Donuts, Owosso  
Bill's Food Center, Durand  
Bowen Pharmacy, Muskegon  
Candy's Party Store, Flint  
Christy's Country Store, Almont  
College Liquor Shoppe, Detroit  
D & C Supermarket, Detroit  
D & L Market, Detroit

DerWeinhaendler UndSpezialitaeten, Inc.,  
Frankenmuth  
Dolly Madison Bakeries, Livonia  
E.J.'s Party Store, Monroe  
Families Market, Detroit  
Family Fare Supermarket, Hudsonville  
Finesse Food Store, Warren  
Foster's Super Market, Lake City  
Fraser Deli Market, Fraser  
Goddard Family Market, Wyandotte  
Jack's Family IGA, Union City  
Jarbou Market, Detroit

Jorgenson's, Stanton  
King's Liquor Shop, Riverview  
Liquor Basket, Detroit  
Mark's Party Store, Detroit  
McDonald's Food/Family Center,  
Bad Axe  
Miller's Party Store, Warren  
Mother Hubbard #1, Kentwood  
Norm's Market, Taylor  
Orchard Market Place, Farmington Hills  
Ortonville Food Center, Ortonville  
Palace Liquor & Deli Shoppe, Clawson

Rainbow Party Store, Lansing  
Sam's Quick Mart, Westland  
Sand Piper Liquor Shoppe, Detroit  
Schoenherr Express, Warren  
Shopper's Valley Market, Wyandotte  
Stadium Deli, Ann Arbor  
Sundance Market, Southfield  
Suzette Market, Clawson  
Vic's Market, Reed City  
Village House of Wines, Roseville  
Village Party Store, Lansing

## Check list for redeeming WIC coupons

Here is a quick list to go through each time you redeem WIC coupons. Cut this out and keep it as a handy reference.

- Compare the ID/VOC card or proxy card signature to the signature on the coupon at the beginning of every WIC purchase.
- Check starting and expiration dates on the coupon.
- Make sure the food being purchased is WIC approved and is not more than what is listed on the coupon, except for manufacturers' coupons or other sales promotions.
- Record in ink the total dollar amount of what was actually purchased in the designated space on the coupon.
- Have the authorized person countersign the coupon AFTER the total dollar amount is entered.
- Verify that the signature and countersignature match.



## The Great Taste We Put In Our Lay's® ...

BRAND POTATO CHIPS

## Is equaled only by our

## Fritos®,

BRAND CORN CHIPS



our

## Tostitos®,

BRAND TORTILLA CHIPS



our

## Doritos®,

BRAND TORTILLA CHIPS



our

## Ruffles®,

BRAND POTATO CHIPS

## Rold Gold®,

BRAND PRETZELS



our

## SunChips®,

BRAND ORIGINAL FLAVOR  
MULTIGRAIN SNACKS



## & our Chee•tos®

BRAND CHEESE FLAVORED SNACKS



## One Great Taste Deserves Another!

## Children and education are always on the agenda of Representative Sharon Gire

by Michele MacWilliams

Growing up in Columbus, Ohio, Sharon Gire was always an education advocate. "I was the one who missed going to school during summer vacation. I enjoyed learning and besides, that's where my friends were," she says. "There was never a question in my mind about continuing my education by going on to college. I knew I would." She also knew that she wanted a career in education. "I enjoyed science and math, and set out to become a science teacher," she adds.

What she didn't know at the time was that upon graduating from Ohio State University in 1966, there would be no openings for science teachers. Sharon Gire met her husband, Dana, while attending school and the two moved to Michigan for Dana's career.

The Gires immediately fell in love

with the state, and all its natural beauty.

Although Sharon couldn't find a teaching job, working with kids was important. She took a job at the YWCA, where she stayed for eight years.

Her fervent desire to work in education took Sharon back to school. This time for her masters degree in social work at Wayne State University.

She began her political career when, at the urging of friends, she entered (and won) a race for a seat on the Mount Clemens city commission. "I had worked on a few local campaigns and found politics interesting and exciting. With the city commission seat, I could really make a difference in the community I lived in." It also whet her appetite for more.



With the encouragement of Dana, who works for the Macomb County office of Substance Abuse, Sharon Gire ran and won a position on the Macomb County board of commissioners. Three years later, in 1987, she successfully campaigned for her current position as a member of the Michigan House of Representatives.

Representing the 31st district (Clinton Township, Fraser and Mount Clemens), Representative Gire was quick to gain a seat on the House Education Committee, which she now chairs. She also sits on and is past chair of the Human Services and Children Committee and is past chair of the Social Services & Youth Committee and the Constitution & Women's Issues Committee.

Other committees she is currently a member of include: Conservation, Environment & Recreation; Consumer Protection; and Health Policy.

Representative Gire is proud of a

recent bill passed by the House regarding statewide model core curriculum. This bill, which was sent to the Senate, will set core academic standards for all schools in our state. "We need to make sure all students who graduate from high school have certain basic skills," she says that this bill will take a huge step in the right direction.

Tobacco sales to minors has been a hot topic in Lansing and Representative Gire made a point to say she thanks all retailers for cooperating with the recent legislation requiring ID checks for anyone under 27. "This law adds another responsibility for the retailer but we know that smoking is clearly a health hazard — especially for youth." She was happy to hear that AFD is working to help retailers comply with the new law and adds that working together to stem underage smoking will ultimately help everyone in our state.

Regarding the proposed legislation that would allow gas stations to sell beer and wine, Representative Gire sides with AFD in opposing this legislation. "Youth fail to understand the seriousness of drinking and driving. Selling alcoholic beverages at gas stations sends the wrong message." Representative Gire said she would do everything she can to oppose this bill. "Anything we do to encourage substance abuse is to our detriment. I know that other legislators have viewed my position on this as stifling economic growth, but I don't see it that way." She adds, "all this bill would do is shift where beer and wine is sold and make it easier to 'gas up and go.' It does little for economic growth."

In her spare time, Representative Gire enjoys the great outdoors. She and her husband travel often to Northern Michigan, where they hike along nature trails, discovering the wildlife and the natural beauty our state offers.

She is also involved in genealogy. "Two years ago I got a family tree program for my computer and I've found that discovering my ancestors can be fascinating." She says that her great grandfather was named Abraham Lincoln Shipley and that her family may be related, though very distantly, to our President Lincoln.

Reflecting on her career path, Representative Gire sometimes wonders what would have happened if there had been a teaching position open when she graduated from Ohio State.



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See Rep. Gire  
Page 27





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## The fairness in musical licensing act Bill continues to gain strength

Rep. James Sensenbrenner (R-WI) introduced H.R. 789 in the House in February and now it has 100 co-sponsors. In the Senate, S. 28 was introduced by Sen. Strom Thurmond (R-SC) and currently has 10 co-sponsors. Both bills provide much-needed legislative solutions to amend federal copyright law to provide fair protection against arbitrary pricing, discriminatory enforcement and abusive collection practices of

music licensing organizations including ASCAP (the American Society of Composers, Authors and Publishers), BMI (Broadcast Music, Inc.) and SESAC.

There are serious issues related to music licensing fee assessment and collection which are not addressed by simple fee contracts that cover select groups. Rep. Sensenbrenner and Sen. Thurmond are committed to protecting all business owners and operators and the crucial matter of local arbitration of disputes.

## Repeal of Special Occupational Tax

Rep. George Radanovich (R-CA) is planning to introduce legislation seeking total repeal of the Special Occupational Tax (SOT) for all industry tiers.

The food and beverage industries are continuing to work closely with Rep. Radanovich's office in an industry effort to pass legislation to eliminate the SOT. The industries believe the special occupational tax is without

purpose and provides the industry with no specific service. It is discriminatory and merely a nuisance tax which has not been uniformly enforced.

## Tax fairness on tribal lands

*States lose millions each year in untaxed sales of alcohol beverages and other products to non-Indian customers.*

Rep. Ernest Istook (R-OK) introduced H.R. 1168 in March which requires state and local governments to reach a binding agreement regarding state and local sales and excise taxes on sales to non-Indians before any new land is transferred into tribal trust by the Bureau of Indian Affairs.

The legislation promotes fairness by giving States the authority to address specific problems related to tax collection and remittance. The legislation does not affect any lands currently held in trust or any Indian reservation lands. Only future discretionary transfers of land may be placed in trust.

According to Rep. Istook "The Supreme Court has ruled that tribes must pay taxes on transactions with non-Indians. However, due to a jurisdictional void, states cannot enforce the collection of these taxes. Passing this legislation is crucial to your state and local governments."

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## Mail-order of alcohol beverages

Rep. Robert Ehrlich, Jr. (R-MD) has introduced H.R. 1063 which would amend the Webb-Kenyon Act to allow any State, territory, or possession of the United States to bring an action in Federal court for the purpose of enforcing a State's laws regarding such illegal shipments of alcohol beverages.

According to Rep. Ehrlich's "Dear Colleague" letter sent to Members of Congress, "The bill does not create new federal enforcement of authority. It simply gives State alcohol beverage authorities the option of enforcement action against illegal interstate shipping activity."





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# The "Udder" Facts

## The latest scoop

• Whodunit? Controversy surrounds the "discovery" of the ice-cream cone. Some believe the first ice cream cone was produced in New York in 1896 by Italo Marchiony, an Italian immigrant. Others give credit to a waffle

vendor at the 1904 St. Louis Fair.

• Michigan ranks 6th nationally for ice cream, producing 28 million gallons annually.

• Is ice cream a presidential favorite? Of course! In fact, George Washington ran up a \$200 bill eating ice cream in a New York City ice cream store. And,

Dolly Madison, wife of U.S. President James Madison, served ice cream at her husband's Inaugural Ball in 1813. Ronald Reagan declared July National Ice Cream Month, and the second Sunday in July National Ice Cream Day.

• More ice cream is produced and eaten in the U.S. than any other country. Ice cream consumption is still highest in June

and July. Vanilla is America's favorite flavor, followed by chocolate.

• The big dipper. According to the Guinness Book of World Records, the largest ice cream sundae weighed just over 54,914 pounds.

## The squeeze on the cheese

• Today almost one-third of all milk produced each year in the U.S. is used to manufacture cheese.

• More than 200 U.S.-produced cheeses are available in your grocer's dairy section. From mild Baby Swiss to tangy Colby, there's a cheesy flavor for everyone!

• The United States is the world's largest producer of cheese.

• Cheddar is the number one selling cheese. Supermarkets alone sold more than 350 million pounds of cheddar last year.

• American's love cheese! Per capita, they eat more than 26 pounds of cheese a year.

• Presently, cheese snacking fanatics account for a billion dollars in cheese sales per year. Initial projections estimate that catering to the cravings of cheese snacking fanatics could mean an additional 100 million dollars in sales for the dairy industry.

## Dairy data

• The first commercial yogurt dairy in the U.S. was the Colombo Dairy in Methuen, Massachusetts. In 1929 it produced a product called Madzoon, the Armenian name for yogurt.

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# Merchandising "outside the box"

by Ginny Bennett

In today's business climate a grocer has to be "outside of the box" in his thinking says Chris Zebari, oldest son of Aziz "Zeke" Zebari. Chris knows a lot about the grocery business. His experience comes from working for both sides, as a retailer and as a supplier. Chris works at New Hudson Food Market, the family store, and he also has a full-time position as a manager at Pepsi. This gives him a unique perspective. He serves on the board at AFD as a supplier director and is able to share his views with the board.

Giving of his time is just one of the characteristics Chris learned from his Dad. Zeke is liked throughout the Chaldean community and well known at his club, Southfield Manor. He passed this desire to serve along to Chris and another son, Anthony "Tony" Zebari. Tony is the owner-operator of New Hudson Food Market.

New Hudson Food Market is in the far western suburbs of Metro Detroit. It is located just east of New Hudson in a strip mall at 56320 Grand River.

Tony knows that service to the community is important for altruistic reasons and also it is good for business. More than anyone at New Hudson, he is aware of the challenges facing grocers today. "We have to evolve," says Tony. The population has grown around the area and Meijer came in just three miles away. "It was scary," admits Tony. "I look on the new competition as a 'boost.' It has forced him to change for the better. He is aware that a big store can't offer the personal approach to customer service that he can.

When the Zebaris purchased the store in 1987 it was in "complete disarray." Surrounded by farmer's fields, it was hard to see the potential. Then the store underwent a major renovation. New signs went up



The Zebaris along with employees Martin (center) and Chris (far right)

everywhere announcing the new owners. Business got better right away. Now it is attractive and well kempt. Tony is the general manager. Zeke is responsible for the liquor and produce and Chris is responsible for the wine section. In addition to package liquor, the store features Western Union, Notary Public, check cashing, fax service and Lotto. Tony is particularly proud to have been the first on the block with an ATM machine. It was a hard sell to his Dad, but he has gotten a good response. It has generated traffic and people appreciate the convenience.

Customers look upon the store as a town center or gathering place. Oakland County Sheriff deputies stop in frequently. In the ten years since the store opened, 50 to 60 kids have gotten their careers started at New Hudson. Many are good customers today. A current employee, Chris Chappel, graduates in June and has worked at New Hudson all through school. He is president of Student Council at South Lyon High School and plans to study business administration at college. The Zebari family treats him like a brother.

Tony manages with a "goodwill ambassador" philosophy. He believes that good public relations make business better and he belongs to the

local Chamber of Commerce.

Besides the sheriff, customers make a point to say "Hi." During this interview a senior citizen stopped by to chat with Tony. Had she underpaid for her lottery tickets? She was sure she had. She felt so bad. Charming Tony said, don't worry, we'll be partners on the next one. Fifty-fifty. He has the same easy rapport with his employees.

"Charles 'Stubbie' Ruggles, beverage manager, is a retired beer truck driver and was our original employee here," says Tony. "Stubbie is 78 and pulls his own weight." Sharon, the deli department manager,

school and there is a sparkle in his eye when he speaks of a certain blonde that he met and fell in love with while working in the grocery store. They married and Zeke and Georgia have six "lovely children" – five boys and a girl. Besides Chris and Tony, there are: John, a Hillsdale College graduate who works for Universal Sign, Adam, a graduate of James Madison University in Virginia who is working for Daystar and daughter, Roxanne who is a Wayne State University graduate social worker. A fifth son, Jeffrey, died tragically. The couple have five grandchildren and another on the way. If grandpa says "do it! they do it," says Chris, "but grandma is ultimately in charge."

Zeke's first job was at Trumbull and Selden Market and he spent seven years there before he decided to have his own store at 14210 Essex on Detroit's eastside. Later he moved to Warren Avenue on the west side. He spent 15 years there before moving to New Hudson. This was a beautiful neighborhood to bring his family to. Like his family, the neighborhood has grown. At 62, Zeke feels like a successful businessman. He still works seven days a week and is



(l to r) Tony, Zeke and Chris Zebari

says she has worked at the store four years and hopes to continue working at least until she is 62. "That will be a long while," Tony adds diplomatically.

His sons say Zeke is not easy to work for; if he likes you, he'll be hard on you. Chris Zebari says, affectionately, that it has taken him thirty years to get used to it. He also loves his dad's analogies, great stories of the old country and his generational stories. Chris feels great pride in the journey the family has taken to get where they are now.

Zeke came from Iraq as a student in 1953. He spent seven years in

happy to do so. He is happy to be in California two months of the year, too, knowing that the business will run smoothly in the children's hands. They all work in the store as needed.

At one time Chris was an AFD employee, in charge of membership. This, plus his board experience have influenced his ability to "think outside the box." He adds, "if you stay in a shell you won't meet other retailers. AFD allows for incredible opportunities to network. It is always good for business to exchange new ideas."





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# Michigan Lottery will have "Fat Pockets"



by Commissioner Bill Martin

Lottery sales for The Big Game continue to heat up right along with the weather as we move into spring! April 4 marked the largest Big Game jackpot to date – 77 million – and Michigan Lottery players lined up in record numbers for a chance at the stuff dreams are made of.

In the week before the \$77 million Big Game drawing Michigan Lottery players wagered \$10.1 million, the first time since the game's inception that ticket sales have exceeded the \$10 million mark. In addition, Michigan Lottery retailers continue to lead all Big Game states in ticket sales. Your enthusiasm over the

growing jackpot, coupled with players' excitement about the many ways to win with The Big Game, have made The Big Game a big hit here at home.

Through the April 4 Big Game drawing, the Lottery has given away more than \$66 million in prizes, including a still-unclaimed \$5 million jackpot and a \$45.6 million jackpot split by the "Friends Forever" lottery club of Jackson. Thirty lucky Big Game players have matched the first five winning numbers to win the game's \$150,000 prize.

If promotion is the name of the game, Lottery retailers are firsthand proof that enthusiastic retailers attract enthusiastic players.

Get ready for another special promotion at the end of May: The "Fat Pockets" second-chance sweepstakes will line the pockets of your Daily Game customers with prizes totaling \$160,000! The four-week promotion runs May 24

through June 21.

This is a great opportunity for Lottery retailers to increase Daily Game sales for both the midday and evening drawings. Each week for four weeks, 18 cash prizes will be awarded (one \$15,000 prize, two \$5,000 prizes and 15 \$1,000 prizes), for a total of 72 cash prizes amounting to \$160,000. In addition, 100 "Fat Pockets" T-shirts will be awarded each week as consolation prizes.

If your store sells one of the Daily Game tickets in a winning entry, you receive \$100 for a \$15,000 or \$5,000 winning entry, and \$50 for a \$1,000 winning entry.

When your Daily Game customers ask how they can get in on the "Fat Pockets" sweepstakes, tell them to send two non-winning Daily 3 and/or Daily 4 tickets (one for MIDDAY and one for EVENING, with draw dates between May 24 and June 21, 1997) along with a piece of paper

including their name, address and daytime phone number to:

FAT POCKETS  
P.O. Box 5197  
Southfield, MI 48086

Players may enter as often as they like, but each entry must be mailed separately. Draw dates for winning entries are June 4, June 11, June 18 and July 2.

For instant game players who like a casino-style challenge, May marks the start of two new instant Lottery games, "Blackjack Doubler" and "Lucky Dice." With 10 "hands" on a ticket, "Blackjack Doubler" offers prizes ranging from \$2 up to the top prize of \$21,000. For those who like the stakes a little lower, "Lucky Dice" has a top prize of \$2,100. Players roll the dice looking for a lucky 7 or 11 to win a cash prize. "Blackjack Doubler" goes on sale May 19; "Lucky Dice" hits ticket counters May 5.



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The benefits to becoming T.I.P.S. certified are numerous. The Liquor Control Commission looks favorably upon stores with T.I.P.S. trained employees. Trained employees can reduce or eliminate your liability. And you can reduce your liquor liability insurance rates if at least 75% of your employees are certified.

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Beginning on May 24 and running to June 21 the Michigan Lottery's Daily 3 and Daily 4 Mid-day and Evening Drawings will be offering the FAT POCKETS Second Chance Sweepstakes.

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In addition to the consumer prizes offered retailers like yourself will be able to also win cash prizes for selling winning entries:

**\$100** will be rewarded for a **\$15,000** and **\$5,000** entry sold  
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*Scouting the trade shows.....*

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### Coke

Continued from page 1

benefits for retailers. If you place and maintain a Contour ice barrel, or Electric CCD 108, in first position for the period of May 12 through September 7, you will receive a Coca-Cola golf shirt and the right to keep the Contour ice barrel. The three stores that raise the most money for these charities will win 100 cases of free 12 pack product. The next seven top sellers will receive 50 cases of free



12 pack product.

"We're really pleased that Coca-Cola has joined in these worthwhile causes," says AFD Executive Director Joseph Sarafa.

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

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



Scouting the trade shows.....  
**The Lipari Food Show, Novi Expo Center**



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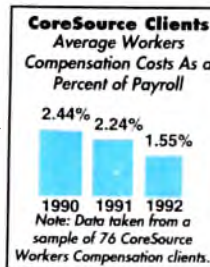
CoreSource combines the resources of a national operation with the responsiveness of a local company. From our 25 regional offices, we manage \$2 billion in client programs covering 1.5 million lives.

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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.

The United States' workers compensation system is in crisis but we continue to find solutions. We're CoreSource. Let us build a solution for you.

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# **CORESOURCE**

*Healthcare & Workers Compensation Solutions*

\*Social Security Administration

# Sweet, fizzy and full of flavor Faygo celebrates 90 years

Ben and Perry Feigenson couldn't have imagined how the world would respond to Redpop. Or Twist, or Moon Mist, or the hundred other flavors Faygo Beverages has created during the last 90 years.

Begun in 1907 by the two Russian immigrant brothers in Detroit in a Hastings Street storefront, Faygo has grown into a multimillion dollar company, producing millions of cases of soft drinks, mixers and sparkling water annually for sale in Michigan and throughout the United States.

When they started out, the brothers could hardly afford a bag of sugar. Since pop was only sold in the summer in those days, they would spend the winter as fish and bread peddlers, loading up a wagon with bread bound for Windsor, and returning to Detroit at midday with a wagon load of fish.

Around World War I, business began to boom. The Feigensons and their families finally moved into individual homes, a vast improvement from their flats upstairs from the



That was then...

plant's clanging machinery, and built a brand-new plant. The Beaubien Street facility served the company well for over 15 years, and was eventually replaced by the current plant.

Today, Faygo's Gratiot Avenue headquarters in the heart of Detroit is abuzz with the sounds of pop being mixed, tested and bottled. Conveyor belts carrying hundreds of bottles of Moon Mist, Rock & Rye and Faygo's newest entry, Ohana Punch, run day and night.

Though the Gratiot facility has

been Faygo's home since 1935, the business has changed significantly since the Feigensons arrived from their native Russia with a few dollars in their pockets and secret family formulas for sweet, fizzy soft drinks.

Pop then retailed for three cents a bottle or two for a nickel and, due to the lack of modern refrigeration, was almost always consumed at the point



This is now

of sale. Since their product was so perishable, the brothers would spend one day bottling, then close down the plant the following day and sell the pop from a horse-drawn wagon to stores, auto plants and businesses throughout the city of Detroit.

By the end of their first year in Detroit, the fledgling venture was producing and peddling upwards of \$100 worth of product a week, and competing with more than 100 other pop businesses in the immediate area.

Faygo's desire to innovate has allowed it to branch out around the United States and Canada.

An unheard-of TV advertising blitz in the late 1950s and '60s brought the

"Faygo Kid" into homes throughout Michigan and Ohio. People who had never heard of the Detroit-based beverage company wanted to know where they could get their own bottle of RedPop. But the product was not yet available outside Detroit.

"The farther you got from Gratiot, the harder Faygo was to get," said Stan Sheridan, Faygo Beverages Inc. president. The company made distribution a priority and by 1971, Faygo's business leaped \$75 million in annual sales. That same year, 70,000 customers, enamored of the Faygo Boat Song television commercial, "Remember When You Were a Kid," sent in 25 cents each for their own 45 rpm recording.

The Gratiot Avenue plant, only the fourth in the company's long history, was expanded and upgraded. Today, Faygo continues to upgrade as innovations in soft drink technology are available. Its state-of-the-art bottling and warehouse distribution systems make Faygo one of the most efficient plants in the country.

In celebration of the company's 90th anniversary, the Detroit institution is bringing back its famous TV ads, sponsoring a Faygo recipe contest, unveiling all-new packaging and purchasing an entire new fleet of trucks.

In 1987, Faygo was purchased by Ft. Lauderdale-based National Beverage Corp. This company was founded by Nick Caporella in 1985. His first acquisition was Shasta Beverages, a nationally distributed soft drink based in Hayward,

## AFD is proud to have Faygo's Al Chittaro serve as a new board member

Alan Chittaro, vice president of sales for Faygo Beverages, Inc., was elected to the board of directors for the Associated Food Dealers of Michigan earlier this year. A Faygo employee for 19 years, Al is a welcome addition to the AFD team.



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California. In 1996, National Beverage Corp. purchased Everfresh Beverages, a full line juice company, and then purchased LaCROIX Water Company, bottlers of flavored sparkling waters and natural spring waters.

National Beverage serves as a holding company for various operating subsidiaries and 14 strategically located manufacturing facilities that manufacture, market and distribute its full line of cola and multi-flavored branded soft drinks, juices and bottled water: Faygo, Shasta, Everfresh, LaCROIX, Body Works, aSanté, Spree, Big Shot, nuAnee, Creepy Coolers, St. Nick's and Kid Cans.



Remember the Red Pop commercials?

## Faygo flavors fun facts

- Originally Faygo's flavors were derived from cake flavorings and spoiled after a few days. As a result, early Faygo products could only be distributed within a small radius, and had quick turnover.
- Strawberry, Orange, Lemon and Root Beer were the popular flavors in 1908.
- One of the original flavors, Lithiated Lemon Ginger Beer, contained lithium salts and was a commercial flop.
- Chocolate and Chocolate Cream were originally introduced in 1944.
- Diet flavors were huge sellers in the 1960s and '70s. In the 1960s, diet pop accounted for 55 percent of Faygo's business.
- Redpop was known as Strawberry Soda until it was officially renamed in 1970.
- Vanilla, Chocolate and Pizza pop never met with mass appeal.
- Faygo introduces four or five new flavors every year and 75-80 percent meet with commercial success. That is approximately four times the industry average.
- Moon Mist was one of the most successful new beverages in Faygo's history. Over one million two-liter bottles of Moon Mist were sold in the first six weeks of its introduction in fall 1992.
- Flavors are named by Faygo's staff.
- Sensation, a sweet ginger ale that competes with Vernor's, is mostly sold in Michigan. Easterners prefer dry ginger ale.
- Gini, a bitter lemon flavor of the late 1960s, included a whole orange and a whole lemon, seeds, peel and juice.
- Chateaux Faygeaux, a wine-flavored pop, never made it, but Faugo Brau, a beer-flavored beverage, was a brief hit in the late 1960s.
- Ohana, Faygo's first non-carbonated flavor, was introduced in 1996. The non-carbonated line will be expanded through 1997 and will include lemon tea, lemonade and orange punch.
- In 1993, Faygo introduced a line of kid-sized eight-ounce sodas named after characters in the Super Mario Brothers video game—Mario Punch, Yoshi Apple, Luigi Berry and Princess Toadstool Cherry—to coincide with the opening of Super Mario Brothers, a Disney action movie.

## Rep. Gire

Continued from page 10

Would she have continued her own education? Would she and her husband have moved to Michigan, the state she now calls home? Most importantly, would she have been able to affect the lives of as many children?

In the classroom she would have made a difference in the lives of the students in her class. As a state representative and chair of Michigan's Education Committee, she has the opportunity and responsibility to better the lives of everyone in our state, from the toddlers in preschool to the graduate student or the adult going back for a G.E.D., all the way to the senior citizen taking community education classes.

Sharon Gire is happy with the career path she has chosen and thankful that it led her to Michigan. She is proud to be a part of our state's democratic process and encourages everyone to become politically involved.

"Democracy is only as good as the willingness of the people to participate," she says, encouraging all Michigan residents to vote and, for those so inclined, to run for office. "Term limits have created the need for more good, honest people to step forward and run for office. I have certainly enjoyed my career and feel that through our democratic process we can all make positive contributions to our society."

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## Spartan Stores promotes from within



Chuck Curtiss has been promoted to the new position of director of warehouse operations at Spartan Stores,

Inc. Curtiss began working for Spartan Stores in 1979. His former position, grocery warehouse manager was filled by



Perry Slagter, who was formerly grocery warehouse shift supervisor. Slagter has been with Spartan since 1982.

Bill Rohr was promoted to the new position of director of organizational development. In this position, Rohr is accountable



Rohr

Rich VanDyken has been promoted to the position of director of operations for United Wholesale

for labor relations, employment, organizational development, and safety and occupational health. Rohr has worked for Spartan since 1987.



VanDyken

United Wholesale Charles Losey.

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. United Wholesale Grocery Company is a self-serve cash and carry outlet for more than 5,000 convenience stores and gas stations.

Grocery Company, a subsidiary of Spartan Stores, Inc. Van Dyken began working for Spartan Stores in 1960. He replaces retiring President of



### Who is Michigan's Best Bagger?

*There's only one way to find out—enter the 1997 Michigan Best Bagger Contest.*  
*You'll make your store (and your mother) proud!*

**Monday, June 30, 1997**  
**Tel/Twelve Mall • Southfield**

**Who Can Enter?**

The competition is limited to the first 36 entries received; only one contestant per company. Your company must be a member of the Associated Food Dealers of Michigan or the Michigan Grocers Association to be eligible. You can enter if you are a regular full- or part-time employee whose normal job duties include bagging (i.e. cashier or service clerk).

**How Are Contestants Judged?**

On the following criteria: speed, proper "bag building" technique, number of bags used, distribution of weight between bags and style, attitude and appearance.

**How Do I Enter?**

See your store manager for details. Additional information can be obtained by calling MGA at 1-800-947-6237 or AFD at 1-800-666-6233.

**Win A Trip to Las Vegas, Nevada**

to compete in The National Best Bagger Contest next February  
**and \$800**

(\$500 Scholarship + a \$300 shopping spree at the Tel/Twelve Mall)

**Sponsored by:**  
 Blue Cross Blue Shield of Michigan  
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 Spartan Stores, Inc.

**Hosted by:**  
 Michigan Grocers Association  
 Associated Food Dealers of Michigan




## Kroger's Jack Partridge receives FMI award

Jack Partridge, group vice president for corporate affairs, The Kroger Co., has received the 1997 Glen P. Woodard, Jr., Award for excellence in public affairs from Food Marketing Institute (FMI). The award was presented during FMI's Public Affairs Assembly banquet.

The annual Woodard award recognizes and encourages individuals who have made outstanding contributions in their work with government on behalf of the food industry. The award, instituted in 1996, is named for the late Glen P. Woodard, Jr., a pioneer in public affairs.

Partridge has been a member of the FMI government relations committee for more than a decade, and now nearly another decade on the FMI Public Affairs Committee. "Jack has always forcefully advocated the idea that companies be proactive in the public affairs arena," says FMI's MacAloney. "Over his 22-year career with Kroger, Jack has built and maintained a solid relationship of trust with state legislators, governors, members of congress and other elected officials."



## Nafziger's introduces new ice cream flavors

Just in time for Spring, a new line of Nafziger's Extra Premium and Lowfat ice cream products is now available to consumers living in Michigan, Indiana and northwest Ohio from Stroh's Ice Cream Company.

Making the announcement, Ron Paradoski, Nafziger's general manager,

said, "When producing these 20 flavors of ice cream, which include eight new Extra Premium choices and five brand new Lowfat flavors, we were able to retain the

very special taste and quality that has made Nafziger's a leading brand.



Introduction of the new ice cream will be supported by heavy promotional activity, including newspaper advertising, cents-off-coupons, in-store couponing, and special introductory offers.

The eight new flavors are: Vanilla Bean; Chocolate Chip Chunk; Raspberry

Chocolate; Triple Chocolate; Cherry Cordial; Chocolate Almond Fudge; Strawberry Shortcake and Old Fashion Butter Pecan.

## A honey of a beer!

Paul Van Gamper, president; Scott Forbes, vice president-marketing; Scott King, brewmeister King Brewing and Jeff Gibbs, vice president King Brewing toast the latest batch of King Brewery's new brews "Big Red" and "Honey Bee," introduced in September 1996. "Big Red" has a mild maltiness and scarlet hue derived from Munich and Carastan Malt. "Honey Bee" is brewed using barley malts from England. A touch of hops, and hive fresh Michigan honey, give the light bodied ale its' distinctive flavor. For information, contact Paul Van Gamper at 1-800-870-6632.



Newly-introduced lowfat flavors include: Philadelphia Vanilla; Cherry Cordial; Chocolate Mousse; Praline Supreme and Butter Pecan.

New low-profile, half-gallon containers, featuring the well-known Nafziger's logo, were chosen in answer to consumer requests for "a package that was

easier to dip from, handle and store."

Since acquiring Nafziger's last year, Stroh's Ice Cream Company has revitalized the product line and updated all equipment and facilities. Their products are distributed in Michigan, Ohio and Indiana under the Stroh's, Nafziger's and Mooney's labels.

### Industry Workshop On Package Inspections for Net Content

Presented by the Michigan Weights & Measures Association  
Tuesday, May 13  
9 am - 4 pm  
McCamly Plaza Hotel  
Battle Creek

This seminar is designed to help retail associates better understand how to determine package tares and proper net weights for products sold in the supermarket.

Presented in conjunction with the annual  
Michigan Weights & Measures Conference

Best attendees — Bakery, deli, meat or produce staff involved in packaging and weighing product sold in your supermarket.

#### Registration Costs

(does not include lunch)  
\$25 — MWMA Members  
\$35 — Non-Members

#### Come Early, Stay Late

Other conference events include a golf outing on Monday afternoon and a banquet on Tuesday. (Add \$30 to your registration fee if you wish to attend the banquet.) Rooms are available at the hotel by calling (616) 963-7050. Make sure you mention that you're with the Michigan Weights & Measures Conference.

To register for the seminar, complete the attached conference registration and return by April 25.

(If you have questions, feel free to contact Mary Dechow at Spartan Stores, Inc. at (616) 878-2469. Mary is co-chairperson for the MWMA industry membership committee.)

## HERSHEY CHOCOLATE U.S.A. Announces new "Reese Crunchy Cookie Cup"

24 COUNT  
1.44 Oz  
Standard Bars

6 PACK  
1.44 Oz  
Standard Bars



### The Cup with the "COOKIE CRUNCH!"

Available at these fine distributors  
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- Spartan Stores
- Capital Distributors
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- International Wholesale
- State Fair
- Midwest Wholesale
- Heartland Dist.
- Farmer Jack
- L&L / Jirich
- A.C. Courville
- Motor City
- United Wholesale Grocers

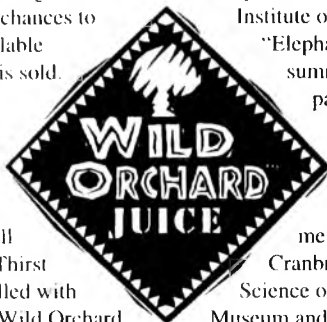
## New Products

### Wild Orchard juice launches promotion

Quality Juice & Beverage Corp. is launching a slogan for Wild Orchard fruit juices: "Wanna Have Some Fun in Your Mouth?" Company president, Anthony Selvaggio said billboards will feature a bottle of Wild Orchard and the slogan along with a toll-free phone number 1-888-To-B-WILD to call for a chance to win a grand prize trip for two to the

world class San Diego Zoo. Entry forms for chances to win will be available where the juice is sold. The trip will be provided by Creative Travel of Rochester Hills.

All callers will receive a free "Thirst Survival Kit" filled with information on Wild Orchard wearables, a lapel button and a buy one adult/get one child free



coupon to the the Cranbrook Institute of Science "Elephants" exhibit this summer. Two first prize packages will be given away. "Winners will have the choice of a family membership to Cranbrook Institute of Science or Cranbrook Art Museum and The Detroit Zoological Society," said Selvaggio. Three second prize

packages including Wild Orchard T-shirts, caps and juice will be awarded.

Wild Orchard Juice comes in 11 flavors including "Aardvark Apple," "Alligator Orange" and "Wild Cat Cranberry," to name a few. More flavors will follow in mid-summer. The juices were created by Joe Selvaggio who along with his brothers owns Pointe Dairy Services in Troy. Quality Juice & Beverage Corp. can be reached by calling Pointe Dairy Services at (810) 589-7700.

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1 Liter Bottles  
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### Foster's gives popular 'How to speak Australian' campaign a new twist



Capitalizing on its immensely popular "How to speak Australian" advertising campaign and 1996 sales increases of more than 17 percent, Foster's Lager now offers special merchandising items carrying uniquely Australian expressions in a nationwide on-and-off-premise promotion.

"This award-winning advertising campaign has helped make Foster's Lager one of the hottest import brands in the United States," said Jim Mullahy, senior brand manager for Foster's.

Retailers can capitalize on the popular campaign by merchandising shelf sets with displays featuring banners, rack headers, static stickers and "take one" cards carrying unique Australian phrases and sayings.

Foster's Lager is imported by Century Importers Inc., Reston, Virginia.



## Acronyms of the retail food industry

In this age where everyone is striving to achieve maximum efficiency, acronyms have become a popular way of saying more in less time. Unfortunately, this means we are faced with a steady stream of new acronyms which nobody ever bothers to explain to the rest of us. So, to help clear things up, we bring you this brief glossary of some acronyms that have come into common usage in our industry and some interesting ones from other industries, as well.

Associated Food Dealers of Michigan  
Association of Coupon Processors  
Efficient Consumer Response  
Electronic Data Interchange  
Electronic Funds Transfer  
Electronic Benefit Transfer  
National Grocers Association  
Food Marketing Institute  
Grocery Manufacturers of America  
Coupon Information Center  
Common Reference Number

AFD  
ACP  
ECR  
EDI  
EFT  
EBT  
NGA  
FMI  
GMA  
CIC  
CRN

Quick Replenishment  
Every Day Low Price  
Consumer Goods Manufacturer  
Package Goods Manufacturer  
Uniform Code Council  
All Commodity Volume  
Double Incomes, No Kids  
Well Off Older Folks  
Older People With Active Lifestyles  
Light Amplification by Stimulated Emission of Radiation  
National Association of Convenience Stores  
National Alcohol Beverage Control Association, Inc.

QR  
EDLP  
CGM  
PGM  
UCC  
ACV  
DINKS  
WOOFS  
OPALS  
LASER  
NACS  
NABCA

### Promotions

Continued from page 8

become one of our signature items over the last two years.

#### Trucker appreciation

We hang a large ad honoring 8-10 drivers. Breakfast is furnished for all delivery drivers Monday-Friday. There is a prize drawing.

#### Sharp deal

We hold this promotion in early November before Thanksgiving and deer hunting. We sharpen three knives free, and after that they are \$.75 each. We sharpened 3,000 to 5,000 knives. After sharpening, we put them in a Festival sleeve.

#### Unlock car doors

We average 12 cars a month. There is no charge to the customer, resulting in tremendous word-of-mouth advertising. The company we go through charges us \$13 for each service call. Each customer receives a spare key with this 15 minute service.



#### Farmer's Market

This event is held every Sunday from July 15 through October 15, it runs from 8 am until 1 p.m.. We have 15-20 vendors, and they pay nothing. This enhances our image within the farming community.

#### CHANT

This stands for "Customers Have a Name Too." Clerks use CHANT when customers pay by check, charge, or debit, or if they personally know the customer. Our customers love it. This is an old Sam Walton trick.

#### Uncle Sam

We have Uncle Sam visit our stores during the weeks of Memorial Day, July 4th, Veteran's Day and Labor Day. Sam on Stilts cost us \$20 per hour. We use Sam 20 hours on any of these given weeks and he hands out candy to kids.

## Business Investment Loan

### Big Advantages for Members of the Associated Food Dealers

Michigan National is ready to help build your business. Michigan National is driving business growth by committing \$1 billion in loans to Michigan businesses. With Michigan National's Business Investment Loan rate so low, the sooner you borrow, the more you save!

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- Low Rate of 1/2% below prime (\*8.00%)
- Offer good on almost any new investment
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- Expertise in meeting the needs of any size business
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For further details, phone

Cindy Jensen at  
**1-810-615-5863** or  
George Caracostas at  
**1-810-473-2785**

\*The discounted rate of 8.00% APR is based on the Wall Street Journal prime minus 1/2% which was 8.50% on 3/26/97. The discounted rate will stay in effect until 6/30/98, after which time the normal negotiated rate would apply. Your APR may rise or fall if prime rate changes. Offer excludes small business lines of credit, construction loans, SBA loans, and/or refinances of any existing loans. Loan requires 3/4% commitment fee plus any applicable third-party cost (such as recording fee, appraisal fees or title search fee).

**Michigan National is Michigan's SBA Lender of the Year**



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#### MDOT Continued from page 4

more federal funding programs, especially with transit dollars where our rate of return is even lower.

We simply can no longer afford to send our money to build roads and mass transit in northeast states, where they receive more than two dollars back for every dollar they contribute to the Federal Highway Trust Fund. It's time that Michigan funds were used to maintain Michigan roads, and we must win this fight in Washington. We all need to contact our representatives in

Washington D.C. and make sure they know how much increased funding means for Michigan's infrastructure, now and in the future.

Some argue that what we need is an increase in Michigan's 15 cent per gallon gas tax, which hasn't been raised since 1984. We must be sure we are efficiently pumping back into our roads everything we're already paying at the pump before we ask the citizens of Michigan to pay even more in taxes. Michigan's citizens know that this administration will not ask them to pay even more in

taxes. Michigan's citizens know that this administration will not ask them to pay an increased gas tax unless and until all other possibilities have been aggressively pursued.

When you examine the significant challenges facing us in Michigan, you realize we have our work cut out for us. Building a world-class infrastructure system means more than just building and maintaining good roads. Quality infrastructure will enhance the quality of life for our citizens, promote economic development, create good-paying jobs and boost

travel and tourism in our state.

No single issue means more to the future of MDOT and our mission than to develop stable, adequate, equitable, long-term funding for our transportation programs. With this type of funding in place, MDOT will succeed in delivering Michigan the transportation system it needs to move competitively into the next millennium.

### Customer Service Creed

A customer is the most important person in our company.

A customer deserves our most courteous and attentive treatment.

A customer does not interrupt our work; he is the purpose of it.

A customer brings us his needs; it is our job to fulfill them.

A customer is part of our company; he is not an outsider.

A customer does not depend on us; we depend on him.

A customer is our business.

# SF

## SHERWOOD FOOD DISTRIBUTORS

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Goldkist  
Goldkist Ellijay  
Gusto Packing  
Hygrade

John Morrell  
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Loewenstein Poultry  
Market Motivators  
Midwest Sausage  
Packerland  
Perdue Farms  
Plumrose

Sales Mark  
Seaboard Farms  
Smith Smoked Meats  
Thornapple Brokerage  
Thorn Apple Valley  
Thorn Apple Valley Fresh Pork  
Townsend



## CLASSIFIED

**SUPPLIERS:** Looking for ways to increase your market visibility? Let the AFD show you how. Promotional opportunities through membership limitless. Call Dan Reeves at (810) 557-9600.

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

**WARREN CORNER STRIP PLAZA—**Dequindre and thirteen Mile Corner. Prime location, net 144,000 a year. 95% occupancy. 17,000 sq. ft. Asking 2.2 million. Ask for Wayne at (810) 997-3515.

**SUPERMARKET FOR SALE—**Newly upgraded, 8 aisles (15,000 sq. ft.). Reasonable priced—located in Highland Park. Serious offers only. (313) 868-4433, ask for Joey.

**NW OAKLAND COUNTY store w/** SDD, SDM, Lotto for sale. Property and business available price: 105K/130K, plus inventory. Terms negotiable. Call 810-887-3887.

**SPECIAL—**Baling wires, 14' x 14g and 13' x 14g. \$30.00 per bundle. Junction Paper & Metal Company. 5650 McGregor, Detroit, (313) 554-3705 or (313) 356-4499 ask for Harvey

**FOR SALE.** 16' x 5' open case Cheese island. Self contained. For more information call (313) 834-2200



# London's Farm Dairy modernizes image

The uncompromising quality and taste of London's Farm Dairy products didn't change, but the company recently introduced a "new look" in the marketplace. Beginning in April, consumers found the tradition of London's in a more contemporary package design.

"London's is a company with a lot of history and a lot of tradition to offer customers, but it's also a company which is not afraid of changing for the better," said Earle Holsapple, chief executive officer of London's. "We felt like the company is really young at heart and wanted to find a way to convey this to the public. The new packaging for our products does just that."

London's new packaging design incorporates attractive line illustrations of dairy related symbols and colors to appeal to the consumer. The illustrative style is used consistently throughout several lines of London's products, including the fluid and dip lines. Additionally, the new designs create a "billboard" effect in the dairy case, enabling consumers to easily see and recognize the product from a distance.

"I think London's success in Michigan for over 60 years can be attributed to the fact that we never forget the needs or wants of our customers," said Holsapple. "Redesigning our packaging is just one way we've responded to the changing needs of the consumer and marketplace."

Package redesign for London's fluid and dip lines has been completed. The company is in the process of redesigning the packaging of its ice cream line as well as the bottled milk and premium juice lines. The same type of illustrative style will be used in those package designs.

Brothers Glen and Clyde

London and their brother-in-law, Dewey Blizzard, founded London's Farm Dairy in 1936. The company offers a full line of dairy products, including milk, ice cream, sour cream, frozen yogurt, cottage cheese, yogurts, juices and many others. One of the largest dairies in Michigan, the London's Farm Dairy is headquartered in Port Huron.



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General Wine & Liquor	(313) 852-3918
National Wine & Spirits	(888) 697-6424
	(888) 642-4697
Encore Group/Trans-Con, Co.	(888) 440-0200

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakesies, Inc.	(313) 522-1100
Dolly Madison Bakery	(419) 691-3113
Intervale Brands Corp.	(313) 591-4132
Koeppelinger Bakesies, Inc.	(810) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	(810) 294-0166
Sunshine/Salemo	(810) 252-4343
Taystee Bakesies	(810) 476-0201

## BANKS:

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

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
American Brokers Association	(810) 544-1550
Anheuser-Busch Co.	(800) 414-2283
Anzova Beverages	(810) 777-0036
Bacardi Imports, Inc.	(810) 489-1300
Barton Beers	(810) 549-4730
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
Candagunda Wine Co.	(313) 575-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	(313) 397-2700
Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(810) 344-6644
E & J Gallo Winery	(810) 643-0611
Eastown Distributors	(313) 867-6900
Everfresh Beverages	(810) 755-9500
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(616) 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) 948-8913
House of Seagram	(810) 262-1375
Hubert Distributors, Inc.	(810) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(810) 588-9200
Lifestyle Beverage Corp.	(708) 503-5233
Lotus Distributors	(313) 336-9522
Metro Beverage Inc.	(810) 268-3412
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Nantucket Nectars	(617) 789-4300
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.	(810) 354-5250
Pepsi-Cola Bottling Group - Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(810) 334-3512
Petitpre, Inc.	(810) 682-1402
Powers, Dist.	(810) 682-2010
R.M. Gilligan, Inc.	(810) 553-5858
Royal Crown Cola	(616) 392-2468
San Benedetto Mineral Waters	(313) 847-0605
Serv-U-Matic Corporation	(313) 243-1822
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Thompson Beverage Co.	(313) 439-2404
Tri-County Beverage	(313) 584-7100
Unibrew USA	(954) 784-2739
United Distillers U.S.A.	(810) 629-7779
Universal Ginseng and Beverage, Inc.	(810) 754-3800
Vintage Wine Co.	(810) 294-3930
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 Faso Assoc.	(810) 354-5339
J.B. Novak & Associates	(810) 752-6453
James K. Tamakan Company	(810) 424-8580
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
Trepcio	(810) 546-3661
UBC Marketing	(810) 574-1100
VIP Food Brokers International	(313) 885-6156

## CANDY & TOBACCO:

A.C. Courville Inc.	(313) 863-3138
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Brown & Williamson Tobacco	(810) 350-3391
Hershey Chocolate U.S.A.	(810) 380-2010
M & M Mars	(810) 887-2397
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(810) 475-5600
Sherm's Candies	(517) 756-3691
Wolverine Cigar Company	(313) 554-2033

## CATERING/HALLS:

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

## DAIRY PRODUCTS:

American Dairy Association	(517) 349-8923
Bernice Food Service	1-800-688-9478
Dairy Fresh Foods, Inc.	(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
Pontic 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/Salsanek, Inc.	(313) 368-2500
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

## FRESH PRODUCE:

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

## ICE PRODUCTS:

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

## INSECT CONTROL:

Rose Extermination (Bio-Serv)	(313) 588-1005
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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) 357-2424
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) 557-8916
The Wellness Plan	(313) 369-3900
Willis Coroon Corp. of MI	(810) 641-0900

## MANUFACTURERS:

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

## MEAT PRODUCERS/PACKERS:

General Provision, Inc.	(313) 393-1900
E.W. Grobbel Sons, Inc.	(313) 567-8000
Hartig Meats	(313) 832-2080
Hillshire Farms & Kahn's	(810) 778-3276
Hyperade Food Products	(313) 464-2400
Kowalski Sausage Company	(313) 873-8200
L.K.L. Packing, Inc.	(313) 833-1590
Metro Packing	(313) 894-4369
Oscar Mayer & Company	(810) 488-3000

Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Ray Pleva Products	(616) 228-5000
Smith Meat Packing, Inc.	(616) 428-9530
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
WWJ-AM/WJOL-FM	(313) 222-2636
WWWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Advanced Formula Products, Inc.	(313) 522-4448
Albion Vending	(517) 629-3208
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
Grandma's Shear's Potato Chips	(313) 522-3580
Kar Nut Products Company	(810) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Michigan Rainbow Corp.	(313) 365-5635
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
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) 743-6220

## SERVICES:

AARMCO Security	(810) 968-0707
A Catered Affair	(313) 393-5311
AirPage	(810) 547-7777
Akram Namou, C.P.A.	(810) 557-9030
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-441-1409
AMNEX Long Distance Service	(810) 559-0445
Bellanca, Beatrice, DeLisle	(313) 964-4200
Buiten Tamblin Steensma & Assoc.	(616) 949-0490
Cellular One	(313) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
CIGNA Financial Advisors	(810) 827-4400
C&J Parking Lot Sweeping, Inc.	(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) 489-4000
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
Menczer & Urbeck P.C., CPA	(810) 356-1620
Metro Media Associates	(810) 625-0700
Michigan Bell	(810) 221-7310
Midwest Autotel	(810) 960-3737
MoneyGram	(313) 365-7057
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
PC Pro Shop	(810) 853-6680
Pool Packing Co.	(313) 893-4228
REA Marketing	(517) 386-9666
Frank Smith's Red Carpet Keim	(810) 645-5800
Peter Ragueas, Attorney/CPA	(313) 961-8400
Point of Sale Demo Service	(810) 887-2510
Sai S. Shimou, CPA	(810) 424-9448
Sesi & Sesi, Attorneys	(810) 258-6060
Edward A. Shuttig, P.C. Attorney	(810) 288-2080
Southfield Funeral Home	(810) 569-8080

Statewide Financial Services	(810) 932-8600
Thomas P. Sollys, CPA	(616) 698-8855
Telecheck Michigan, Inc.	(810) 354-5600
Transactive Corporation	(404) 381-6747
Travelers Express Co.	1-800-328-5678
Ultracom Telecommunications	(810) 350-2020
Vend-A-Matic	(810) 585-7700
Voice Mail Systems, Inc.	(810) 398-0707
Western Union Financial Services	(810) 449-3860
Whitley's Concessions	(313) 278-5207
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WSB Advisors	(810) 594-1020





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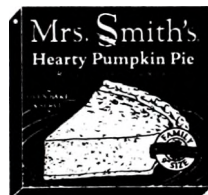
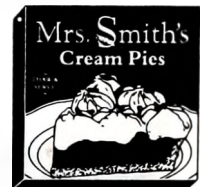
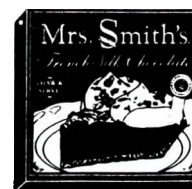
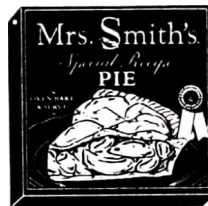
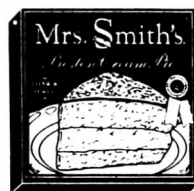
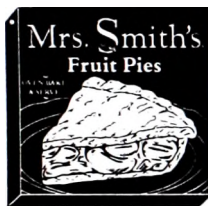
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