



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
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Legislative Update

Air quality standards alert

In a grassroots "Call-to-Action" delivered to member companies last week, GMA asked manufacturers and their employees to help put a stop to the Environmental Protection Agency's (EPA) misguided changes to current air quality standards. In July, EPA finalized stricter rules for National Ambient Air Quality Standards (NAAQS) for particulate matter and ozone. The new rules are based on questionable science and could have serious economic consequences within large sectors of the industry. These might include limiting fleet deliveries, greater

See Legislative Updates,
page 40

Mark your calendars for
the AFD Turkey Drive—
November 25! Please help
us help those in need. Call
Tom Amyot at
(248) 557-9600.



Even Santa has Michigan roots!

by Michele MacWilliams

This month we celebrate the great bounty of products and services that our state provides.

Surrounded by Great Lakes, dotted with inland lakes and ingrained with rich, fertile soil, Michigan produces a plethora of agricultural products. Ours is a leading state in the production of apples, black beans, celery, cranberries, mushrooms, navy beans, blueberries, tart cherries, pickling cucumbers, plums, geraniums, hanging flower baskets and Easter lilies.

Leisure activities are abundant too. Behind manufacturing and the food industry, the travel and tourism industry ranks number three as a revenue source. Sailing on Lake Charlevoix, exploring the Taquaman Falls, antiqueing in Chelsea, skiing in Boyne Country, and salmon fishing on Lake Huron are just a few of the many recreational opportunities that make our state a great place to work and live.

Then there are cars. Where would we be without them? We are proud to be the Motor Capitol of the World; a fact



that children from every nation learn as they study geography.

But this great mitten-of-a-state holds a distinction that many of us are unaware of. Michigan is the birthplace of our modern-day Santa Claus. The figure of Santa that we are all familiar with was created by Haddon Hubbard Sunblom, born June 22, 1899 in Muskegon. Sunblom created Santa for a Coca-Cola ad campaign in 1931 and thanks to the continuity of Coca-Cola's packaging, Santa Claus comes to live for all of us, young and old.

Before Sunblom, Santa Claus was perceived as a pixie, gnome or a jolly old elf. Then through the creative mind of Sunblom came the Coca-Cola Santa Claus, a bear of a man, cheery and robust, fitted with a heavy red coat and matching cap—the Santa we all know and love today.

We invite you to browse the pages of this special "Made in Michigan" issue, and learn a little about the variety of products and services our state offers. Then, please remember to support those fine companies that have worked hard to make our state such a wonderful place to work and live.

Michigan firsts

- The Michigan State Fair was the first state fair in the United States.
- The first auto traffic tunnel built between two nations was the mile-long Detroit-Windsor tunnel under the Detroit River.
- The world's first international submarine railway tunnel was opened between Port Huron, Michigan, and Sarnia, Ontario, Canada in 1891.
- The nation's first regularly scheduled air passage service began operation between Grand Rapids and Detroit in 1926.
- In 1879 Detroit telephone customers were first in the nation to be assigned phone numbers to facilitate handling calls.
- In 1929 the Michigan State Police established the first state police radio system in the world.

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President's Report

Consumers don't know their buying habits as well as they may think



by Joseph D. Sarafa, AFD president

As we all begin to look at the opportunities and challenges in the Home Meal Replacement category, fresh food deli as well as ready-to-eat takeout foods should be an integral part of the investigation. Retailers investing in these services may be interested to learn that consumers do not seem to know their shopping preferences as well as they think, according to a recent FMI study. For example, consumers underestimate their actual use of fresh-food delis. Over 75 percent of shoppers use delis at least once a month, but only 69 percent say they would use this service if their primary store offered it.

Conversely, ready-to-eat takeout foods, such as chicken, sandwiches and pizza, are purchased less frequently than consumers anticipate: 83 percent of shoppers' primary supermarkets provide them;

57 percent of shoppers say they would purchase them; but only 46 percent actually do so at least once a month.

Consumers underestimate their use of:

- **Private label products** – over 85 percent of shoppers use them at least once a month, while nearly two-thirds (66 percent) of shoppers whose stores do not carry these products say they would use them if they were available.

- **Frequent shopper programs** – used by 81 percent of shoppers who have the opportunity, only 76 percent said they would use them if available.

Consumers overestimate their use of:

- **Nutrition and health information** – such information is available at 62 percent of consumers' primary supermarkets. Over 65 percent of shoppers say they would use such information, however, only 58 percent of those who can use it, actually take advantage of it.

- **Drop-off or return points for recycling** – 56 percent of shoppers say they would use it once a month, only 50 percent of those who can use it, actually take advantage of it.

- **Video-for-rent** – 50 percent of shoppers want it, only 32 percent use it.

- **In-store banks** – 40 percent say they would use one, only 33 percent do so.

Such findings underscore the need for continuing analysis of consumer trends – both nationally and locally. Although sometimes difficult, it pays to know your customer. In many cases, I believe that the retailer actually knows his customers and their shopping habits better than they know themselves!

Life's constants: Death, taxes and the steady price of groceries

It seems that consumers also don't have a real grip on their food expenses either, which they believe are on the rise. There are few things that people can really count on these days. Everyone knows about death and taxes but another constant that many may not realize is the relatively steady price of groceries.

Unfortunately, many American consumers believe that food prices are "on a tear," according to "Why Shoppers Think Food is a Rip-off," *Wall Street Journal*, March 6, 1997. "But checking out at a supermarket isn't as costly as most people think."

Over the past five years, family grocery spending has risen at a rate lower than inflation, according to an FMI report. That finding is consistent with the average annual increase in the consumer price index (CPI) for food-at-home. Since 1990, food inflation has averaged 2.45 percent a year, compared with 3.1 percent for the CPI overall.

Prices for the top 100 packaged-goods categories (excluding meats, fresh vegetables and fruits), rose just two percent a year for the four years that ended in September, reports an A.C. Nielsen study. That's well under the 2.8 percent annual average rise in the CPI during that time. Consumers may think they are spending more on groceries. But in reality, they are spending less, since food prices are rising at a pace considerably slower than inflation.

The Grocery Zone

By David Coverly



Your opinions are important to us! Call AFD at (248) 557-9600 or (800) 66-66AFD. Or write to us at 18470 West Ten Mile Road Southfield, MI 48075.

Electronic deregulation is a concern for all retailers



By Mary Dechow
Government Relations Manager
Spartan Stores, Inc.

Electricity. How it's generated. How it travels. Who sets the rates. How much do I pay? Am I paying too much? Should I be able to shop around? Where could I buy it and why would the price be different? Should utilities be reimbursed for all their old investments? Who pays for that and how?

It's a discussion that could make one's eyes glass over. But it's a topic that every independent supermarket and convenience store owner should take very seriously. Because you're paying too much for the electricity you use.

Ever since the first power poles were strung and lights were turned on, the generation and transmission of electricity has been regulated by the government. Regulation assured users that they would receive service, and assured the utility companies a customer base and return on investment. Deregulation removes the government controls: Users are allowed to shop for electricity the same as they can every other commodity they use in their home and business, and utility companies are allowed to sell to any willing customer.

The Michigan Public Service Commission has already approved a staff plan that releases users and utilities of the present regulations. It's a step in the right direction, but unfortunately, there are some twists and turns that will result in too many people paying too much. And it's the little guys — residential customers and small

users like independent food and beverage retailers — that will bare the brunt.

That's why it's important that you take the time to familiarize yourself with the issue, review your utility costs, and get involved in the discussion regarding electricity deregulation. Now is the time to act.

Why the urgency? For the independents, the issue isn't just the price of electricity but the overall cost of doing business. A deregulated environment should save you 10%, 20%, maybe even 30%, on your electric bill. If your bill is \$5,000 a month, that's an annual savings of \$6,000 for each 10% reduction. If you have three stores and save 20% at each, you've added \$36,000 to your

Independent food and beverage retailers are paying too much for electricity.

bottom line.

The big discount chain operators are already realizing these savings, thanks to special contracts being offered by the utility companies to major customers. They're already paying less than you for electricity. Under the deregulation plan passed by the Michigan Public Service Commission, the big guys will continue to have a price advantage over you. If fact, you'll be subsidizing their savings. Under the MPSC plan, your rates might be frozen if you stay with your present electricity provider and your rate will go up if you leave.

We at Spartan Stores, Inc. believe that the independent operator should have the same opportunity for savings as the big guys. Buying electricity should be no different than buying any other commodity that you use or sell: You should have the opportunity to shop around for the right product at the right prices. We've been actively involved in the

discussion of electricity deregulation and will continue to push for a program that gives the independent owner the same advantage offered others.

We've crunched the figures for Spartan Stores, Inc. and the 475 stores we supply in Michigan. By combining our utility loads (aggregating) and negotiating an electricity rate from a variety of potential providers, we estimate that Spartan Stores, Inc. and our retail customers will save as much as \$12 million annually. Adding more stores, other businesses, and even consumers to our aggregated group could mean even greater savings for everyone.

Unfortunately, the electricity deregulation plan passed by the Michigan Public Service Commission has some flaws that immediately close these doors of opportunity for us and the independent retailers.

The primary faults are in three areas: Stranded Costs, Securitization, and Open Access Schedule.

Stranded Costs: These are the costs that Michigan's major utilities have incurred under the regulated environment, which they fear they will be unable to recoup should too many customers switch to alternative energy providers. Michigan's two big utilities, Consumers Energy Co. and Detroit Edison, have pegged this cost at \$7 billion. We believe this figure is totally out of line.

Under the MPSC plan, anyone who leaves the system would be required to pay a portion of this \$7 billion cost back to their present supplier for that right to leave. The portion, while only pennies per kilowatt hour, is high enough to stop customers from switching to an out-of-state power generator. The cost of leaving exceeds the cost of staying. Electricity would be deregulated, but the only affordable providers would be the same monopolies that presently operate in this state.

Calendar

October 5-7
NACS Annual Convention
Orlando, Florida
(703) 684-3600

October 19-23
National Frozen Food Convention
Las Vegas
(717) 657-8601

October 25
Make a Difference Day
Forgotten Harvest presents
Comedy Night VI for Action
Against Hunger
Music Hall, Detroit
(810) 350-FOOD

October 30
Safety Symposium (MIOSHA)
Canterbury Village, Lake Orion
(517) 322-1809

November 25
AFD Annual Thanksgiving Turkey Drive
Metro Detroit
(248) 557-9600

February 27, 1997
AFD Annual Trade Dinner
Sterling Heights
(248) 557-9600

Statement of Ownership

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FOOD INDUSTRY ASSOCIATION EXECUTIVES

Securitization: This is a refinancing proposal in the MSPC plan. Under securitization, the electric utilities would be allowed to issue 15-year bonds, primarily to cover their costs associated with non-profitable plants. (In Detroit Edison's case, Fermi 2 Nuclear Plant and in Consumers' case, the Midland Cogeneration Venture.) Every rate payer would pay a portion of this securitization cost. Securitization is one part of the MSPC plan that must have legislative action to become reality, since the bonds would be backed by the state.

Consumers Energy provided us with figures for our Grand Rapids distribution facility. Because of the nature of refinancing, our actual electricity costs would go down for the first couple years under the securitization plan. However, since securitization is really a long-term refinancing of present debt (similar to refinancing your business for 15 years, even if you have only 5 years left on your mortgage), amortization schedules show that costs will go up rather rapidly. Everyone will be paying

more, for a longer period of time.

The Mackinac Center, a strongly conservative think-tank based in Midland, reviewed the MSPC plan and concluded that securitization "is just another form of corporate

2002. This slow roll-out schedule means that for the next five years the vast majority of electricity users will be bound to their present Michigan monopoly.

These are just a few of the

Electricity deregulation is going to happen. It's up to all of us to make sure that everyone has an equal opportunity to save money through this process.

welfare." While the initial price tag is \$6.8 billion, interest charges over the 15 years will mean that Michigan rate payers will shell out over \$18 billion. The only ones benefiting will be the utilities - which receive their cash up front when the bonds are sold - and the Wall Street investors who will make a profit off the whole process.

Roll Out Schedule: The MPSC plan allows 2.5% of each customer base to purchase their power from outside suppliers for each year, until full deregulation happens in

problems we see with the MPSC plan. Spartan Stores, Inc. has taken a leadership role in a group known as The Customer Coalition, which has drafted alternative legislation to correct the flaws of the MPSC plan. Your association, the Associated Food Dealers, is a member of this coalition. Other members include associations representing small users (Michigan Retailers Association, Small Business Association of Michigan, etc.) organizations of middle size to larger users (Association of Business Advocating Tariff Equity, Michigan Coalition for

Consumer Choice in Electricity, Competitive Utilities Tariffs, Inc.), plus The Consumer Federation and Michigan Attorney General Frank Kelley.

The Coalition proposal assures all rate payers an opportunity to purchase electricity as they would any other commodity, while at the same time assuring the long-term viability of the Michigan based utilities.

As a small business owner in Michigan, we at Spartan hope you'll take an active role in the discussions. Voice your opinion. Electricity deregulation is going to happen in Michigan. It's up to all of us to make sure that everyone has an equal opportunity to save money through this process.

Call me at (616) 878-2469 for more specific information on the alternative plan. We can also provide you with educational material to share with your employees, business acquaintances and customers. You're paying too much for your electricity at your store. It's time to stop the trend.

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Editor's note:
Beginning on
this page and
scattered throughout this
issue we provide information
about many Michigan
companies and their products
and services. We hope you
enjoy reading our tribute to
our state and the many fine
companies that help to make
Michigan a great place to
work and live.



MADE IN MICHIGAN AED SPECIAL REPORT

Gerber introduces new line of baby food



In late October Gerber will introduce Tender Harvest, a new line of organic baby food that

offers consumers a unique choice of products with creative, great-tasting recipes. The introduction

of Tender Harvest extends the Fremont, Michigan-based company's vast line of baby food even further, helping to strengthen their position as a world-wide industry leader.

Tender Harvest was developed after extensive consumer research at Gerber revealed there was a growing interest in organic baby food. Since Gerber has always believed in offering the highest quality baby food for its customers, it made sense to add an organic line to meet this emerging consumer demand. Now consumers can select the Gerber products that best suit their needs.

Like all Gerber products, Tender Harvest was developed with a baby's special dietary and nutritional needs in mind. Additionally, all Tender Harvest ingredients must meet strict Gerber standards for quality, including safety, nutrition and taste. While there is currently no national standard regulating organic products, Tender Harvest has been certified organic by Oregon TILTH, a highly respected non-profit research and education organization founded in 1973 which is widely accepted by the organic community.

Already available in several West Coast areas including California, Oregon, Washington, Hawaii and Alaska, Tender Harvest is currently being shipped nationally and should be on store shelves across the country before the end of the year. Initially, 10 jarred products will be offered on the West Coast including unique recipes like Apple Mango Kiwi, Chicken & Wild Rice and Spring Garden Vegetable. A full line of 20 items, consisting of jars, juices and cereals will complete the Tender Harvest line.

The Tender Harvest line also incorporates a new, proprietary wide-mouth jar with resealable cap and attractive shrink labels. The introduction of Tender Harvest will be supported by national television advertising, ACTMEDIA and Catalina in-store couponing and direct mail programs and excellent trade programs.

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Coupons are here to stay

Despite numerous reports to the contrary, coupons will continue to be with us for the foreseeable future. In fact, five of the top ten coupon issuing manufacturers actually increased their coupon distribution last year and consumers saved an estimated \$3.55 billion. Over time couponing will move toward a more targeted approach. However, few marketers will be able to abandon them completely.

Coupons were never intended to be the primary element of any marketing plan, but one aspect of a total plan. George Rosenbaum of Leo J. Shapiro & Associates, a Chicago market research firm, was quoted in a recent Wall Street Journal article as saying, "An ad with a coupon in it will generally attract better readership. Even if the coupon is not redeemed, the ad works."

A 1996 Consumer Behavior Study produced by NCH Promotional Services, a Nu-World company, located in Lincolnshire, Illinois provides proof of the continued effectiveness of coupons. The study broke down the percentage of coupon using shoppers in every geographical region of the country. In virtually all areas of the country, more than 80 percent of the shoppers were found to redeem coupons. In fact, the study indicates, 73 percent of all shopping trips are planned around the use of coupons.

Something you can count on

Forecasting is a very inexact science. But, here are a few predictions you can count on.

Customers will continue to go where they are invited and remain where they are appreciated.

Reputations will continue to be made by many acts and lost by just one.

The extra mile of effort will continue to have very little traffic on it.

A recent survey by Supermarket News provides more evidence consumers are still responding to coupons. The figures show 35 percent of those responding to the poll regularly use manufacturer distributed coupons and 40 percent use them at least occasionally. Only three percent of the shoppers polled say they never use a

coupon. Store coupons rate even higher in the poll as 42 percent of the polled shoppers say they use them regularly while 35 percent say they use them occasionally.

Other studies have shown, the popular notion of coupon users as little old ladies with low incomes is far from the truth. In fact, coupon users represent a broad

cross section of the buying public. The largest segment of coupon users are under 60 and nearly one-third come from households with an average income of \$50,000. Those are precisely the households most manufacturers strive so hard to reach and is probably the best reason coupons celebrated their 100th birthday a year ago.



Gimme Hell

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DETROIT MICHIGAN

313-393-BEER

Central Alarm Signal goes wireless

Central Alarm Signal, Inc. has been offering security solutions for homes and businesses since 1969. The largest alarm company with a central station located in Detroit, Central Alarm Signal offers custom designed security and monitoring systems. Security

networks are created providing an integrated package of supportive systems and subsystems that best serves the customer's needs. "Central Alarm Signal takes great pride in its management and security services to commercial establishments, industries and



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homes for over 28 years," says Derrick Hakim, assistant vice president of Central Alarm Signal.

Central Alarm Signal offers even more with high rise fire alarm evacuation systems, video entry systems, video cash register systems, temperature control monitoring, sump pump monitoring, Scan-Alert phone line supervision, medical alarms, intercom-music systems, fire extinguisher sales, driveway entry detection, closed circuit television and carbon monoxide gas detection.

The company recently introduced wireless security

systems from ITI. Instead of countless wires that are rammed through holes drilled into your walls, floors and ceilings, wireless security systems are reliable, easily upgraded and can be moved to a new location. The system is easily operated by a touchpad on the wall, a handheld touchpad to carry anywhere and a keychain touchpad to carry with you. Some systems can be operated from a touch-tone phone (cellular phones included) to change the temperature or turn a light on.

For more information, please call Central Alarm Signal at 1-800-99-PANIC.



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Dishes that go "pop"

Faygo unveils new cookbook, also has success with new Ohana line

In celebration of its 90th anniversary, Faygo Beverages of Detroit invited customers to bake it, blend it, mix it and pour it on. Whatever it takes to turn one of the company's 43 famous flavors into a snack, soup, salad, main course, beverage or dessert.

The recipe contest was the company's first in nearly 25 years, and helps celebrate the 90th birthday of the family business that introduced the world to Redpop.

Winning recipes were compiled in a commemorative cookbook. A 1972 booklet featured dishes made with diet Faygo. The first Faygo recipe book was published back in 1951.

"For the past 50 years, people have been calling with new and unusual dishes made with Faygo," said Stan Sheridan, Faygo Beverages, Inc. president. "It only made sense to compile them into a book."

This year recipe contestants had more Faygo beverages to choose from than they had for the past contests. Faygo recently introduced a line of non-carbonated products that was very well received. Consumers purchased so much of Faygo Ohana Punch, Ohana Orange Punch and Ohana Lemonade that the line will be extended next year. It has been the most successful product introduction in the history of Faygo.

For the recipe book, the Detroit-

based pop producer also invited top chefs at fine restaurants around the region to come up with their own Faygo specialties. The chefs' recipes are also included in the cookbook, and were featured at full-course Faygo dinners held at participating restaurants during the spring and summer.

"I loved Faygo as a kid," said Phil Murray, owner and chef of Traverse City's Windows Restaurant. "What could be more fun than cooking with Redpop?" The 48-page commemorative cookbook is available free to consumers.



BILLY KNOWS HIS BONES.



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THE CRITICS ARE RAVING!

"Billy Bones, a spicy sauce with a deep hickory flavor born in the North Woods of Michigan..."

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

"After 13 years, Rib King at last! William E. 'Billy Bones' Wall yesterday cried tears of joy in his spicy BBQ sauce...winner of 1996 Greatest Ribs in America."

—Plain Dealer, Cleveland 1996

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

—Playboy, June 1996

Billy Bones B.B.Q.
751 Saginaw Rd.
Sanford, MI 48657
517-687-7880
Fax 517-687-2712



Retailers from across the Midwest participated in the First Annual Faygo Display Contest. The winning display was built by Schwark & Schmidt IGA in Richmond, who won \$10,000.

Coca-Cola brings back the "Jolly Old Elf" for the holidays

Caravan Tour comes to Michigan

We can credit Coca-Cola for introducing us to one of the world's most popular personas – Santa Claus. Created by Haddon Hubbard Sunblom in Muskegon for a 1931 Christmas Coca-Cola ad campaign, Santa – with his round stature, heavy red coat and matching cap – was an instant success.

Santa returns to Coca-Cola packages this holiday season. Not only will Coca-Cola bring back its commemorative eight-ounce glass bottle set, but there will be new Santa Claus graphics on all 12-pack cans; 24-pack cans; one liter, two liter and 20 ounce bottles. All packages will be available in early November.

Besides the holiday Santa packaging, Coca-Cola is going to embark on a unique 90-day promotional tour. Called the Coca-Cola classic Holiday Caravan Tour, the traveling



caravan invites consumers to drink Coca-Cola classic during their celebration of the holidays while enjoying performances by local talent and art exhibits from local Boys and Girls Clubs. The Holiday Caravan stops in Michigan for three days right after Thanksgiving. This new traveling caravan was developed as a means for Coca-Cola customers to experience the holiday caravan that is depicted in Coke's popular television ads.

Coca-Cola has also teamed up with Mattel Toys to give consumers Christmas toy offers on 12-packs and 24-packs of Coca-Cola classic. Consumers can save up to \$29 on their children's favorite holiday toys. In addition, all 12-pack Santa wraps will include a 25-cents-off coupon good on Sprite two liter.

Coca-Cola classic has become part of the holiday season for consumers because of the connection they feel to the brand. Over the past two years, Coca-Cola has enjoyed a ten percent growth per year during the holiday season. These promotional programs produce a great springboard for creating thematic holiday displays. Coca-Cola classic has become an integral part of the holiday season for consumers who want to share the spirit and joy of the "Jolly Old Elf" with family and friends.



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Tart cherries – good for you and good for Michigan

Consumers now have even more reasons to enjoy the ruby-red color and tangy taste of tart cherries. According to research at Michigan State University, tart cherries are an excellent source of compounds with antioxidant and anti-inflammatory properties. Antioxidants are generally

recognized as useful in preventing cancer and other diseases.

The research, which is still ongoing, substantiates what some consumers have believed for years—that tart cherries have important health benefits. There are numerous references in consumer publications, such as

newspapers, magazines, books and even web sites, that link cherries to beneficial health effects.

This is the first time that compounds with antioxidant properties have been found in tart cherries. The antioxidant activity of the tart cherry compounds,

under the MSU evaluation systems, is superior when compared to vitamin E, vitamin C and some synthetic antioxidants.

In addition, according to preliminary studies, the tart cherry compounds also have anti-inflammatory properties. This supports the anecdotal information that tart cherries may relieve the pain of gout and arthritis.

Part of the funding for the research was provided by the Cherry Marketing Institute (CMI), a national, grower-supported organization. During the coming year, the MSU researchers will continue to investigate the health benefits of tart cherries.

Michigan is the largest producer of tart cherries, harvesting 70 to 75 percent of the U.S. crop each year. Other states with commercial crops of tart cherries include Utah, Wisconsin, New York, Pennsylvania, Oregon and Washington.

Traditionally, tart cherries are the key ingredient in pies and other desserts. Today, tart cherries are used in a wide range of products including hamburgers, sausages, salsas, chutneys, breads and pastas as well as desserts. Consumers can find cherries in frozen, canned, dried and juice products at local supermarkets. CMI has developed a logo to identify products made with U.S. tart cherries, which is available to all food manufacturers.

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

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Michigan industries

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- Ore carriers 1,000 feet long sail our inland seas.
- Michigan is the automotive capital of the world.
- The Upper Peninsula Copper Country is the largest commercial deposit of native copper in the world.
- Big Mac arching five miles over the Straits of Mackinac, is one of the world's great bridges.

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Prominent Michigan grocer passes away

Frank A. Arcori, a prominent grocer in the metro Detroit area for many years, died on Tuesday September 9 after a long battle with cancer. He was 70 years old.

Arcori is survived by his wife of 48 years, Antoinette; three sons, Frank, Joseph and John; three daughter-in-laws, Lamia, Cathleen and Tammy and seven grandchildren. Mr. Arcori's son, Frank, is a member of the AFD board of directors and a former chairman.

Services were held Saturday, September 13 at Wujek-Calcaterra Funeral Home. A Mass of Resurrection was held at St. Martin Deporres Church in Warren with interment at Resurrection Cemetery in Clinton Township. Donations can be made to Rose Hill Center, 5130 Rose Hill Blvd., Holly, Michigan 48442.

The Associated Food Dealers of Michigan sends its sincere condolences to the Arcori family.

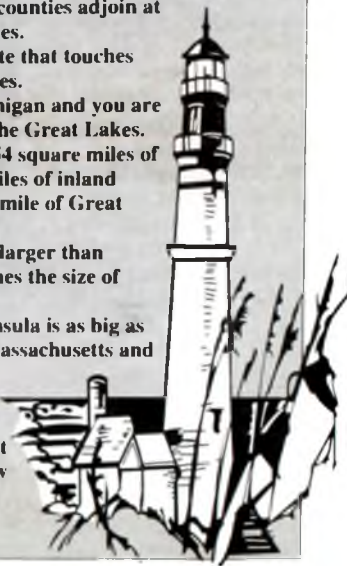
Autumn is here and it's time for AFD's Annual Turkey Drive

Plans are underway now for our Annual Turkey Drive. We'll give away over 1,500 turkeys this year to needy families across the Metro Detroit area. This is a wonderful way to add a little cheer to those in need. But we can't do it without you! Those AFD members who participate, donate their time and come along with us as we hand out the turkeys get so much in return. The cheer that we spread comes back to us tenfold. Please reserve November 25 on your calendar now to help with our Turkey Drive. Then call Tom Amyot (248) 557-9600 for volunteer and donation information.

Michigan Facts

Water and land

- Michigan has the longest freshwater shoreline in the world.
- Michigan has more shoreline than any other state except Alaska.
- Michigan has more than 10,000 inland lakes of over five acres in size and more than 36,000 miles of streams.
- Michigan has 104 lighthouses.
- Forty of Michigan's 83 counties adjoin at least one of the Great Lakes.
- Michigan is the only state that touches four of the five Great Lakes.
- Stand anywhere in Michigan and you are within 85 miles of one of the Great Lakes.
- Michigan includes 56,954 square miles of land area, 1,194 square miles of inland waters and 38,575 square mile of Great Lakes water area.
- Michigan's land area is larger than Greece and nearly five times the size of Belgium.
- Michigan's Upper Peninsula is as big as Connecticut, Delaware, Massachusetts and Rhode Island combined.
- It is nearly as far from Ironwood in Michigan's Upper Peninsula to Detroit as it is from Detroit to New York City.



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Don's IGA is the draw on the north side of the drawbridge

by Ginny Bennett

Don's IGA of Charlevoix celebrates a big birthday this year. The store had a 50th birthday in August and appears poised to "cross the bridge to the 21st century." In Don Haney's case there is a real bridge that concerns the viability of his business everyday. Don's IGA is the only grocery store on US 31 on the north side of the drawbridge which goes over the channel between Lake Charlevoix, Round Lake and Lake Michigan. This bridge has made a big impact on Haney's business and if you ask shoppers why they shop at Don's they are sure to mention that it is because it is on the north side of the bridge, as if you had asked a dumb question. Everyone who shops at Haney's can easily explain why.

The bridge is part of the charm of Charlevoix. If you are a tourist you may be happy to watch the drawbridge rise and gaze longingly at the big boats that come and go, causing the bridge to rise and fall many times an hour. However, if you are a local, and someone who tries to keep on schedule—who lives, works and



Key employee Mary creates specialty deli items that customers love.

drives through town daily—the bridge becomes a frustration to cope with many days during the year. Especially in the summer, when the population of Charlevoix climbs, the locals really appreciate Don's IGA. The summer population expands Charlevoix by 40 percent, overall, while during the three weeks in July that include the Venetian Festival and the Art Fair, it jumps to 60



Don Haney (left) and son Craig work as a team at Don's IGA in Charlevoix

percent.

The bridge plays an important part in the store's location, but it's Don's friendly way with the customers that has built a loyal customer base. The day I interviewed Don, I felt like I was part of a class reunion. While Don was adding cans to the shelves, he introduced me to Armand Peters and Liz Meadows, who told me what the store was like when it was new, 50 years ago.

Charlevoix had two major downtown grocery stores then, an A&P and a Kroger. It was right after World War II and the beginning of suburbia. Young families with little boomer babies bought cars and moved out of town. Limited parking was a big issue for the grocery stores in town and when Edward's IGA (as the store was called then) opened on the north side of the town it was a novelty to drive to the store and fill up the trunk of the new car with groceries that would last a week or two. It was the beginning of a new way to shop. Armand's mother, now in her nineties, was happy that she no longer had to shop daily, carrying her groceries up the street, rain or shine.

Don Haney has built his

reputation on service. He has always been in the grocery business, working from age 15 to 29 at Hall's Spartan Store in Big Rapids. During this time he married, had two children and worked his way through Ferris State. To make ends meet he worked 12 hours a week cleaning the pool at Ferris and arose before dawn to deliver milk three days a week. The Haney family moved to St. Joseph to manage a Meijer Store before buying the IGA in Charlevoix ten years ago. Don Haney is only the second owner.

Haney attributes his business philosophy to the lessons he learned when he went to work for Fred Meijer, founder of Meijer's. Meijer taught him, in Haney's words, "If you can get the customer to feel like they are in their own store, not your store, then you've accomplished what you set out to do." This has worked well for Haney and will be the business philosophy he hopes to pass on to his son Craig.

Don and Rebecca Haney have been married 32 years and have a daughter, Dana and two sons, Mark and Craig. All the children have worked at the store but it is 31-year-old Craig that has plans to

buy out the store when his Dad retires in a few years. Don Haney is proud of the way the two work hard together. While he says he has always been tough on his kids, he allows that sometimes Craig has had to keep him in line, too.

Other long-time employees feel like they are part of the Haney family. Mary is known for the hot lunches, made from scratch. Most of the deli products are made on-site, with the exception of Kay's salads, a small family-owned salad maker based in Ionia. According to Mary, "It's the best, next to home." Cindy is the sausage maker. Haney's butcher counter has the best reputation in town for its meats. The butcher shop is called on regularly to fill large orders for events and its ground beef is served in many area restaurants.



Don Haney takes a special interest in his wine selection. He has developed a good business by offering fine wines, using his expertise and *Wine Spectator* to help him make good choices. He has a good selection of imports and is happy to bring in specialty wines by request.

There is every indication that the 6,000-square-foot store will flourish at least 50 more years. An unprecedented number of new homes are being built on the north side of town and the cities of Charlevoix and Petoskey sprawl closer and closer together. Haney's reputation for friendly service will assure the store's transition into the next century. As for the inevitable retirement of key employees and Don Haney himself, Don says, "We'll cross that bridge when we come to it."



Charlevoix the beautiful



Moir's Steak Salt & Seasonings . . . Michigan masterpieces

The story of Moir's Steak Salt and seasonings begins over forty years ago as a behind-the-scenes special blend of Bill Moyer, owner & operator of Farm's Market of Gross Pointe, Michigan. There, the carriage trade of the area would purchase their select cuts of beef and homemade sausage, and request the house blend of salt, herbs & spices to accompany their purchases. This blend became so popular that Mr. Moyer began to manufacture, bag and sell the product known as Moir's Steak Salt, a butchers combination of "just the right amounts" of salts, peppers and other seasonings which enhanced the taste of grilled foods. Word spread quickly and a mail order business soon developed.

When Mr. Moyer's manufacturing and sale of Moir's Steak Salt got to be too time consuming a venture, he sold the rights to manufacture and sell his recipe to Advance Food Brokers, who continue to do its retail and mail order sales and marketing to this day.

The Moir's family line of uniquely created products has grown to include a variety of often-used spices, condiments, and soup mixes . . . like garlic powder, Seasoned Salt, Epicurean Seasoning, Gravy Mixes, Sauce Mixes and Soup Bases. The original Steak Salt and the additions to the line are frequently requested by local residents and mail order customers throughout the United States.

For more information on this unique line of Moir's products, contact Advance Food Brokers of Troy, Michigan at (248) 585-5423



Contest promotes Michigan apples

The Michigan Apple Committee kicked off the new crop season with a special contest aimed at helping retailers boost Michigan apple sales. The promotion encourages retailers to advertise and display Michigan apples through October by offering a special drawing where a total of \$25,000 is up for grabs. Cash prizes ranging from \$10,000 to \$675 will be offered. Everyone who enters will get a

special prize.

To qualify for the drawing, retailers must advertise Michigan apples in the newspaper, on a flyer or circular, or in a radio or television commercial, or set up a special in-store display. Any promotional activity must use the word "Michigan" or the Michigan apple logo. Contact the Michigan Apple Committee at (517) 669-8353, for

entry forms, a free Michigan apple shipper's directory, and point-of-purchase promotional materials, including display wraps, usage charts, price cards, and more.

To participate, retailers must send in proof of performance including a tearsheet, flyer or tape for advertising, and photos for displays.

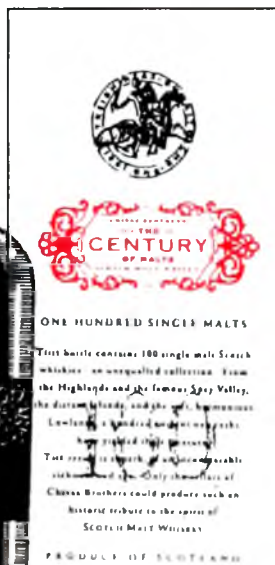
The drawing will be held on December 1, 1997.

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Well, perhaps not yet. But Billy Bones is looking to change that.

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obviously loves his profession and his cooking, Billy Bones has elevated barbecue to an art form.

Consumers flock to his barbecue stands all summer long to savor a slab of his slow-cooked ribs, basted in Billy Bones B.B.Q. Sauce.

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Available by the case in Original flavor "kinda hot" or Mild "not hot," Billy Bones B.B.Q. Sauces can be ordered by calling Billy himself at (517) 687-7880.

MADE IN MICHIGAN
AFD SPECIAL REPORT

A little bit of Germany in Detroit's Rivertown

Atwater Block Brewery is located in the heart of Detroit's Rivertown district one block from the Detroit River and brews many unique styles of beer guaranteed to satisfy any beer drinker. Atwater beer is brewed by a trained German brewmaster Tom Majorosi, who only uses the finest German malt and hops.

Atwater beer is made using the German Kräusening process.

Kräusening is the addition of fresh unfermented beer to the finished beer just before bottling or kegging. This process gives the beer a fresh flavor and a natural carbonation. There are currently three beers available in bottles: Kräusen Hell, Kräusen Rost and Kräusen Dunkel.

Kräusen Hell, is a rich, golden lager that is an excellent everyday beer. The Kräusen Rost is amber lager that contains a variety of

malts and hops to develop its complex taste, and is perfect for the loyal ale drinker. The rich, dark flavor and color of Kräusen Dunkel creates a malty lager that will please any beer drinker.

These three beers and the Atwater Pilsner are available on draft. The Atwater Block Brewery has taken the world's most popular style, and has made it unique. The Atwater Pilsner is a crisp, well balanced golden lager.

Atwater Block Brewery is housed in a 1916 reconditioned factory building. The brewery features a taproom that highlights a wide selection of beer inspired cuisine and has seven Atwater beers on tap. Brewmaster Tom also brews seasonal and specialty beers for the tap room. For more information regarding Atwater Block Brewery, please call (313) 393-BEER.

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Are you ready for Electronic Benefits Transfer?

by Michigan Bankard Services

Did you know that the State of Michigan is currently reviewing proposals from Electronic Benefits Transfer contractors in anticipation of selecting a state-wide service provider? A pilot program is scheduled to begin in Jackson County in 1998 covering 7,200 families and the program will eventually cover over half a million households receiving more than \$138 million per month in benefits.

Across the country, states are rushing to implement Electronic Benefits Transfer (EBT) programs designed to cut costs and improve service to those receiving transfer payments from the government. The states are being led to the dance primarily by Federal Government issued guidelines that suggest all states be prepared with their EBT programs in anticipation of all federal benefits being electronically transferred and integrated into the states' systems very early in the next century.

If you have customers that pay with any form of public assistance now, you will be affected by this legislation and you will need to be ready. Associated Food Dealers (AFD) and Michigan Bankard Services (MBS) have been actively involved with the State of Michigan and support efforts to implement an EBT program.

AFD chose Michigan Bankard Services' credit card processing program several years ago because of our commitment to quality, service and expertise in the grocery and convenience store industry. Together we will ensure you are given the most cost-effective options for integrating these programs into your existing

point-of-sale systems. As information becomes available, Michigan Bankard Services and AFD will keep you informed. Look to the *AFD Food & Beverage Report* updates.

Michigan Facts Our culture

- Sault Ste. Marie, established in 1668, is the oldest town between the Alleghenies and the Rockies.
- Michigan was the first state to provide in its Constitution for the establishment of public libraries.
- Michigan was the first state to guarantee every child the right to tax-paid high school education.
- Michigan State University at East Lansing was the first land grant college in the nation.
- The University of Michigan at Ann Arbor is the oldest state university in the United States.
- Interlochen Center for the Arts is one of the world's outstanding facilities for developing youth talent in the creative arts.
- Four flags have flown over Michigan: French, English, Spanish and United States.



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First cash option winner claims Michigan Lotto jackpot



by Commissioner Bill Martin

The Michigan Lottery's first lump-sum cash option winner claimed his prize from the Sept. 10 Michigan Lotto drawing—a prize worth \$5,196,211 before taxes! The winner, who requested anonymity, purchased his ticket at Wright's Corner Market in Lakeville. He's just one of many Michigan Lotto players excited about the new cash option.

When the Michigan Lotto cash

option was introduced July 13, nearly half of the wagers placed for the July 16 jackpot were for the lump-sum cash option. In the months since, the number of cash option wagers has steadily increased, with now more than 62 percent of Michigan Lotto players opting to take their jackpot winnings in one lump sum. Clearly, there are a lot of Lotto players out there who want their millions up front!

However, when implementing a game enhancement such as the lump-sum cash option, it's natural that your Lottery customers will have questions. It is my job to be certain that the correct information is available to everyone—especially our retailers—so your customers can get the answers they need in order to make informed decisions.

Here are a few facts about the lump-sum cash option that bear repeating:

1. Lotto players must choose annuity or cash option at the time of ticket purchase—it is an IRS requirement.

2. If a player selects the cash option and matches all six Lotto numbers to win the jackpot, the player receives the present cash value of the jackpot in one lump sum. The actual amount will vary, but will be approximately one-half of the advertised jackpot. This is a one-time payment with no future annual installments. Just as with the annuity payments, a lump sum payment is subject to federal and state taxes.

3. The new lump-sum cash option does not affect annuity winners in any way. The Lottery has always paid out the full jackpot to an annuity prize winner. Even if the winner should die before the full 25 years of the prize has been paid, the Lottery will pay out any remaining years on the annuity to the winner's beneficiaries.

If you or your customers have further questions about the cash option or any other Lottery issues, please contact your Lottery representative for information. We're here to help!

UPC Codes: Another move designed to assist Lottery retailers is the introduction of UPC bar codes on Lottery instant tickets. Beginning with the new "Monster Cash" instant ticket (on sale Sept. 29), all Michigan Lottery instant tickets will carry a UPC bar code specific to each individual game. The bar code will enable retailers that use UPC scanning equipment to inventory Michigan Lottery instant tickets on their systems.

New Instant Games: This month there are four new games for your instant ticket customers: the \$2 "Monster Cash" with a top prize of \$20,000; two new \$1 games, "Buck Fever" and "Tripling Dollars;" and a player favorite, the \$5 "Surprise Package" makes a comeback with a top cash prize of \$250,000.



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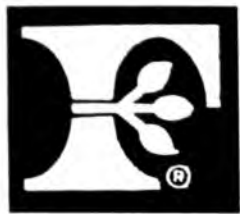
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Foodland Distributors: A lesson in efficiency



by: Danielle MacDonald

Greg Gallus, president and chairman of the board of Livonia, Michigan based Foodland Distributors, has completely revamped, updated, and computerized the company's operations over the last 10 years. And he is not finished yet.

Foodland Distributors was born out of a retailer and a distributor's desire to gain buying power. In September 1984, Kroger Cincinnati and Wetterau of St. Louis joined forces and created a separate company called Foodland Distributors. Kroger's expertise was in retail and merchandising. Wetterau's expertise was in distributing.

Together they formed a successful buying partnership centered around a philosophy still evident at Foodland today -- buying power equals low cost of goods which can be passed on to customers.

Foodland Distributors is a voluntary wholesaler serving Michigan and Ohio, with a full line of products and services offered to both supermarket chains and independent grocery retailers. Foodland also offers its customers strong retail operation support, a comprehensive advertising, sales promotion, and public relations program, accounting and financial service, retail counseling and merchandising support, store development, construction and financial assistance, and training and communications services.

Gallus was recruited from the Associated Grocers in Colorado in March 1987 to take

the helm as president at Foodland Distributors. The previous president, Rae Lewis, accepted a job with Wetterau. Gallus brought over 27 years of both wholesale and retail experience to Foodland. In fact, immediately after he graduated from the University of Minnesota in 1969 with a bachelors degree in business, Gallus began working in the food and beverage industry.

The first order of business for Foodland's new president was to analyze the efficiency of all operations. In short, he took a magnifying glass to the entire company and made the appropriate changes. It is Gallus' attention to detail that has brought Foodland from \$590 million in annual sales in 1987 to \$1 billion in 1996.

Gallus made six major changes when he started at Foodland. The overriding theme for each change was better

customer service and more customer savings. Nearly the first day on the job, Gallus reviewed Foodland's fees and mark-ups to ensure that there was complete integrity in the cost-plus system. "We have a responsibility to the retail customers we serve and that responsibility is heightened with cooperating customers," explained Gallus.

With that responsibility in mind, Gallus also took a very close look at the efficiency of the staff which included 1200 employees. After reviewing the organization he concluded that, "we have a strong group of people here." Although he was happy with the staff, the majority of the employees were from Kroger or Wetterau. "I thought we needed some outsiders from other cooperatives or other voluntary wholesalers who could bring different opinions to our

See Foodland, Page 27

THE POWER OF PARTNERSHIPS



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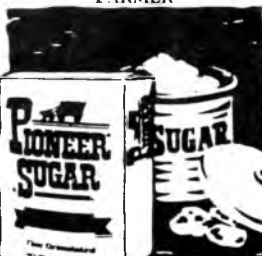
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Foodland

Continued from page 22

operation," explained Gallus.

In addition to adding new and diverse employees to the Foodland team, Gallus reorganized the corporate structure.

"We reorganized and flattened out the staff in order to bring more decision making power closer to our customers," said Gallus. He felt it was inefficient for customers to deal with personnel that could not make on the spot decisions.

Industry trends also impacted the changes that Gallus directed at Foodland. In 1986, just months before Gallus took over as president, a new private label program called Nature's Best was introduced. Customers were glad to feature high quality and low cost alternatives to name brand products.



In early 1990, Gallus was instrumental during the transition when Wetterau was purchased by SUPERVALU of Eden Prairie, Minnesota. SUPERVALU gained 50% ownership of Foodland Distributors. "The transition to SUPERVALU was very beneficial for our customers," explained Gallus. "SUPERVALU has a heightened understanding of independent retailers, private label programs and educational resources which are all available to Foodland customers." The purchase of Wetterau changed the board of directors at Foodland to its current structure: three board members from both SUPERVALU and Kroger, and Gallus serving as chairman of the board.

The final change Gallus directed was in 1990 with the acquisition of another wholesale company called Abner Wolf. "This acquisition brought Foodland a new level of customers and additional retail outlets," said Gallus. He notes that the future of



the food and beverage industry lies in acquisitions. "With the recent activity in mergers and acquisitions, the smaller companies are losing buying power." Foodland does \$1 billion in business annually and according to Gallus, "that size is required to get the best prices."

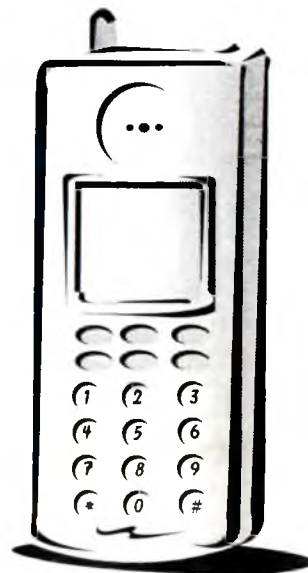
Gallus' goal at Foodland is to "be more efficient and drive costs out of the system." These are not just words. Gallus began making changes at Foodland Distributors his first day on the job

and he continues to do so today.

Foodland's one million square-foot warehouse is being reracked to allow space for an extra \$7 million in inventory. The date for completion on the warehouse is February 1998. The entire operation has undergone many significant changes recently. Catch weight scanning programs were installed that print product weights directly from scans. And new material handling equipment was introduced. These changes

See Foodland, page 29

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Monitor Sugar Company has deep Michigan roots

Monitor Sugar Company, in Bay City, is the largest beet sugar processing facility east of the Mississippi River. Monitor Sugar is the exclusive processor of Big Chief Sugar products for the retail, industrial and food service markets.

The Monitor Sugar plant, built in 1901, was known originally as the "German American Farmers Cooperative Beet Sugar Company."

The name was changed to "Columbia Sugar Company" in 1917, and was acquired by the Robert Gage Coal Company in 1931. It continued under that banner until 1966, when Monitor Sugar Corporation became a corporation in its own right.

The dynamics of the industry, as well as a need to update processing technology, led Monitor Sugar to embark upon a major expansion and modernization of its production facility in 1983. The expansion

project, which doubled the factory's capacity, spanned three years and positively affected every aspect of the business. A few of the improvements included a reduction in energy consumption, the installation of advanced computer-assisted operational controls and an investment in environmentally friendly manufacturing technology.

Big Chief Sugar is placed in a variety of bag sizes and grades, including 2 lb., 4 lb., 5 lb. and 10 lb. bags for home use and 25 lb., 50 lb., 100 lb., 2000 lb. tote bags and bulk truck loads for industrial use. Monitor can produce more than 300 million pounds of Big Chief sugar in a normal year. The company will celebrate 100 years as a dependable supplier of quality sugar products, that include granulated, powdered and brown, in 2001.

The Big Chief 4 lb. granulated

sugar package has been updated to more closely mirror the company logo. The new bag is highlighted by a bright yellow stripe along with the company's web site information.

The American Institute of Baking (AIB), recently presented Monitor Sugar company with a "Superior" rating, the highest designation given by AIB. AIB has exacting standards for the baking industry that reflect quality, cleanliness and controls. Monitor Sugar Company is very proud to have received this designation.



(l to r) Jerry Coleman, vice president-marketing; Carol Kunitzer, director marketing & sales; Robert Hetzler, president and CEO



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Stoney Creek Brewing Company wins awards and acclaim, despite tornado destruction

Now in its second year, Stoney Creek Brewing Company originally introduced its first brand, Stoney Creek Michigan Lager in May of 1996. Shortly after the introduction, the company experienced a slight setback when Frankenmuth Brewing, Stoney Creek's brewing site, was destroyed by a tornado. A search for a new brewery began.

After relocating the brewing operations to an award-winning brewery, Minnesota Brewing Company, Stoney Creek re-introduced Michigan Lager with a new name and new bolder graphics. The beer is now called Stoney Creek Lager. The Lager is an all-malt pilsner, which is well balanced with the aromatic hops that are used. This emphasis on malt flavor has resulted in an easy drinking beer which has attracted consumers who are looking for an alternative to mass produced beers

and those that are overpowering.

Stoney Creek also introduced its second beer this year called Vanilla Porter, the first beer in the country to be brewed with natural vanilla. This traditional English style porter is brewed with Madagascar Vanilla beans to give it a subtle vanilla aroma and finish. Vanilla Porter won its first award

at the World Expo of Beer held in Frankenmuth, Michigan earlier this summer. The award, "Best of Show," singled it out from almost 120 beers.

Both beers are available throughout the state of Michigan and will soon be available in Ohio, Kentucky, Wisconsin and Indiana. Later this fall, Stoney

Creek will launch its web site which will offer consumers access to brewing information,

Stoney Creek products for sale, locations offering Stoney Creek Lager and Vanilla Porter as well as beer and food recipes. For more information contact the Stoney Creek Brewing Company at (248) 347-1199.



Foodland, continued from page 27

will enable Foodland to be more efficient in their customer service. To cite a tangible example, Foodland was the first company in the market to use plastic pallets which are lighter, take up less room, and cause less injury. "We will continue to upgrade the facility so we can get maximum utilization," explained Gallus.

It is not surprising that Gallus also has aggressive plans for the future. "One focus we have is to make sure that our customers purchase all of their products from Foodland," said Gallus. "It may be tempting to purchase a low cost item from another company, but the customers that buy solely from Foodland will save money."

The overall focus at Foodland seems to be the search for efficiency for the benefit of the customer. "We are fortunate to have such a great group of retail customers to work with," explained Gallus. "From Shopping Center Markets, to Kessel, Oakridge, Family Foodland, and Kroger, I view them all as friends." Gallus has strong ties to his customers, but he still believes Foodland must "earn the business of the retail customer every day."

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Rep. Bogardus is well suited to new career

by Kathy Blake

State Representative Rose Bogardus became a politician after searching for a place to build a new jail in Genesee county. As president of the League of Women Voters, she was on a county-wide committee assembled to find a new prison location. Her search not only found a site for the prison, it also found her a new career. On the prison committee she met Genesee County commissioners who influenced her to run for a position on the board.

She closed her day care business, began campaigning and was elected to the Genesee County Board of Commissioners in 1987, serving for four terms. During those years, she held positions of vice chairperson of the board and chairperson for the Community and Economic Development Committee; the Public Works Committee; and

Governmental Operations Committee. She also served on numerous boards including the Genesee County Parks and Recreation Board; Community Mental Health Board; Genesee

County Metropolitan Planning Commission; 911 Consortium Executive Board; 4C's Child Care Board; Priority '90s and the Local Emergency Planning Committee.

In addition to her work with the county, Rose Bogardus was also involved with the Davison School Steering Committee, Davison Area



Environmental Team, Taxpayers for a Safer Community and the Genesee County Citizens Advisory Committee.

Bogardus, a Democrat, gave up her commissioner's seat in 1994 to

run for State Representative in the 47th district and lost by 58 votes. Never idle, Bogardus obtained a real estate licence and sold properties for two years until the next election, when she ran again and won the state representative office by 1,260 votes.

Her district is north and east of

Flint. Her constituents live in the Genesee county townships of Flushing, Montrose, Vienna, Thetford, Forest, Richfield, Davison and Atlas.

Bogardus grew up nearby on a small farm close to Frankenmuth with 11 brothers and sisters and parents Austin and Violet Isham. Her father was a telephone lineman.

Rose went to a one-room country school through seventh grade and in eighth grade went to Millington High School where she became an honor student. Additionally she played softball and Violet Isham. Her father was a telephone lineman. Rose went to a one-room country school through seventh grade and in eighth grade went to Millington High School where she became an honor student. Additionally she played softball and

played bassoon and tenor saxophone in the band. She achieved a Bachelor of Arts degree in Music Education at Central Michigan University where she performed with the Symphonic

See Rep. Bogardus, page 32

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Rep. Bogardus,
Continued from page 30

Wind Ensemble. It was during this time that she met her future husband, Tom. They married in 1965 and moved to Burton where they both taught music in the Kearsley School District. In 1968, the couple moved to Kalamazoo while Tom earned a Master of Arts degree at West Michigan University and Rose taught music in the Gull Lake School District. In 1970, they moved to Davison where they live now.

Soon to follow this move, came the rest of the family: Holly, who

is now 26 and a teacher in Flint schools and Jay, 21, a student at Kendall College of Art and Design in Grand Rapids. And for eight years, Rose and Tom were guardians of twin boys.

While bringing up her children, Rose Bogardus worked as a substitute teacher and then ran a home day-care business. She was also a very active community volunteer, working extensively with the Flint Area League of Women Voters in which she served as president for two terms; the Girl Scouts, serving eight years as troop leader and then on the

executive board; and the Davison Business and Professional Women, serving as president for one term. Through the years she was also active in several other community organizations.

Now a representative, she is also chairperson of the Freshman Democratic Caucus. Her duties are to organize and hold meetings for all freshmen representatives, whether Democrat or Republican. The caucus was designed to "get the freshmen up to speed," in light of the new term limits.

With her education background, Bogardus is very concerned about

how the state is moving towards a two-tier system with charter school vouchers. "I am very opposed to the voucher program. I believe it will drain public schools," she said. She believes public schools should be improved rather than provide alternatives. "I was given a good public education and I believe every child should have the same opportunity I had," she said adding that the public school system has been the backbone of our country.

Another issue Representative Bogardus is focused on is managed health care. She is concerned about maintaining quality while insurance companies continue to look for ways to cut costs. One method is "capitated care," which is setting dollar limits for patient care. "If they exceed that cost, it's their loss." She adds that patients are inclined to limit health care. "When patients don't seek necessary health care because they can't afford to be responsible for the payment, there is a problem, she said.

Another cost-cutting method that Bogardus says is used frequently is to send hospitalized patients home quickly. Bogardus has introduced several health care delivery bills, one of which requires doctors to keep women with mastectomies for 48 hours instead of sending them home the same day. Another bill would require Medicaid to pay for diabetic supplies including blood strips. She believes that carefully monitoring this disease will make patients less apt to contract expensive and catastrophic problems such as blindness.

Bogardus is off to a good start as state representative and will certainly keep busily involved in policy making and attending the needs of her constituents.

Although leisure activities are not a priority in her life, Representative Bogardus and her husband enjoy operas and musicals as well as meals at home and walks with their Collic. Her husband is retired from teaching music but is still a jazz musician and plays clarinet and banjo with several Detroit area bands.

Representative Bogardus will most likely fit a few of her husband's gigs into her busy schedule as state representative. But for the most part, she will keep busy representing the people in her district. Her constituents can be sure that Rose Bogardus

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

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Filippo Berio commemorates Italian origin

Although Filippo Berio Olive Oil is definitely not made in Michigan, its broker UBC Marketing is. Located in Warren, Michigan, the company has been representing Filippo Berio statewide since the 1930s. John Huetteman Co. was originally owned by John Huetteman, Sr. and John Huetteman, Jr. and in 1994, John Huetteman III merged his business into UBC Marketing. UBC Marketing represents many products such as Stouffer's, Nestle, Coffeemate, Hefty and Sweet N' Low as well as Filippo Berio Olive Oil, which has a rich and unique history.

It began in the 1850s, when one man's passion for creating blends of fine olive oils became the foundation of a leading exporter of Italian olive oils. Filippo Berio of Lucca, Italy personally tasted and selected only the finest oils sold under his name, Filippo Berio Olive Oil.

The superior taste and quality of Filippo Berio Olive Oil made Sig. Berio a great success. By the end of the 19th century, Filippo Berio became one of the leading exporters of Italian olive oils to North America and other countries around the world.

Before his death in 1894, Sig. Berio formed a partnership with Giovanni Silvestrini to ensure that his commitment to producing only the finest olive oils bearing his name would be carried on for many generations.

With hopes of further global expansion of Filippo Berio brand distribution, Silvestrini merged with Dino Fontana in 1910 to form Società per Azioni Lucchese Oli e Vini (S.A.L.O.V.), the company which still owns the Filippo Berio brand. Today, the business is run in Lucca, Italy by the grandchildren and great-grandchildren of Dino Fontana. The art of olive oil tasting and blending has now been passed down through six generations.

This fall, Filippo Berio will feature collectible tins with "Artists' Views of Italy" on the 3 liter size tins of pure and extra virgin olive oil and the gallon size of pure olive oil. Special pricing, an image building insert in Sunday papers, and an aggressive public relations and promotion program are all aimed at supporting retailer efforts to merchandise these tins.



Filippo Berio presents "Artists' Views of Italy" Collector's Tins in three full-color lithographs, featuring the Torre Guinigi in Lucca, a traditional 17th century Italian olive harvest and the Santa Maria Del Fiore bell tower in Florence.

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World Food Day helps feed Michigan's hungry

On Thursday, October 9, participating restaurants throughout Michigan will donate seven percent of their receipts to the Food Bank Council of Michigan and Hunger Action Coalition of Michigan. The Michigan Committee for World Food Day sponsors this one-day event to help feed the hungry in our state. Diners can become part

of the "7% Solution" by patronizing one of the over 70 participating restaurants.

This is the twelfth year of the "7% Solution" as a community effort to help the hungry in Michigan. For the third consecutive year, WNIC-FM will join with the Michigan Committee for World Food Day and host a 12-hour radiothon to help publicize

the event. In 1996, the event raised \$42,000 with WNIC listeners pledging more than \$25,000.

In Michigan, despite public and private assistance, 1.8 million people miss an average of four and a half meals every week. One quarter of these are children and the percentage of elderly in need of discounted meals is growing.

The Food Bank Council of Michigan collects food and funds to help Michigan's 12 food banks and 2,000 local soup kitchens, shelters, church pantries and senior programs provide emergency meals throughout the state.

The Michigan Committee for World Food Day consists of representatives of religious groups, individuals and organizations dedicated to eliminating hunger in Michigan. Bill Winkler, owner of Mr. Bill's Family Dining, and Kim Graziosi, community volunteer, are co-chairpersons of the state-wide committee. Florine Mark, president and CEO of Weight Watchers serves as Honorary Chairperson. For more information, contact Micki Grossman at the Jewish Community Council at (248) 642-5393.

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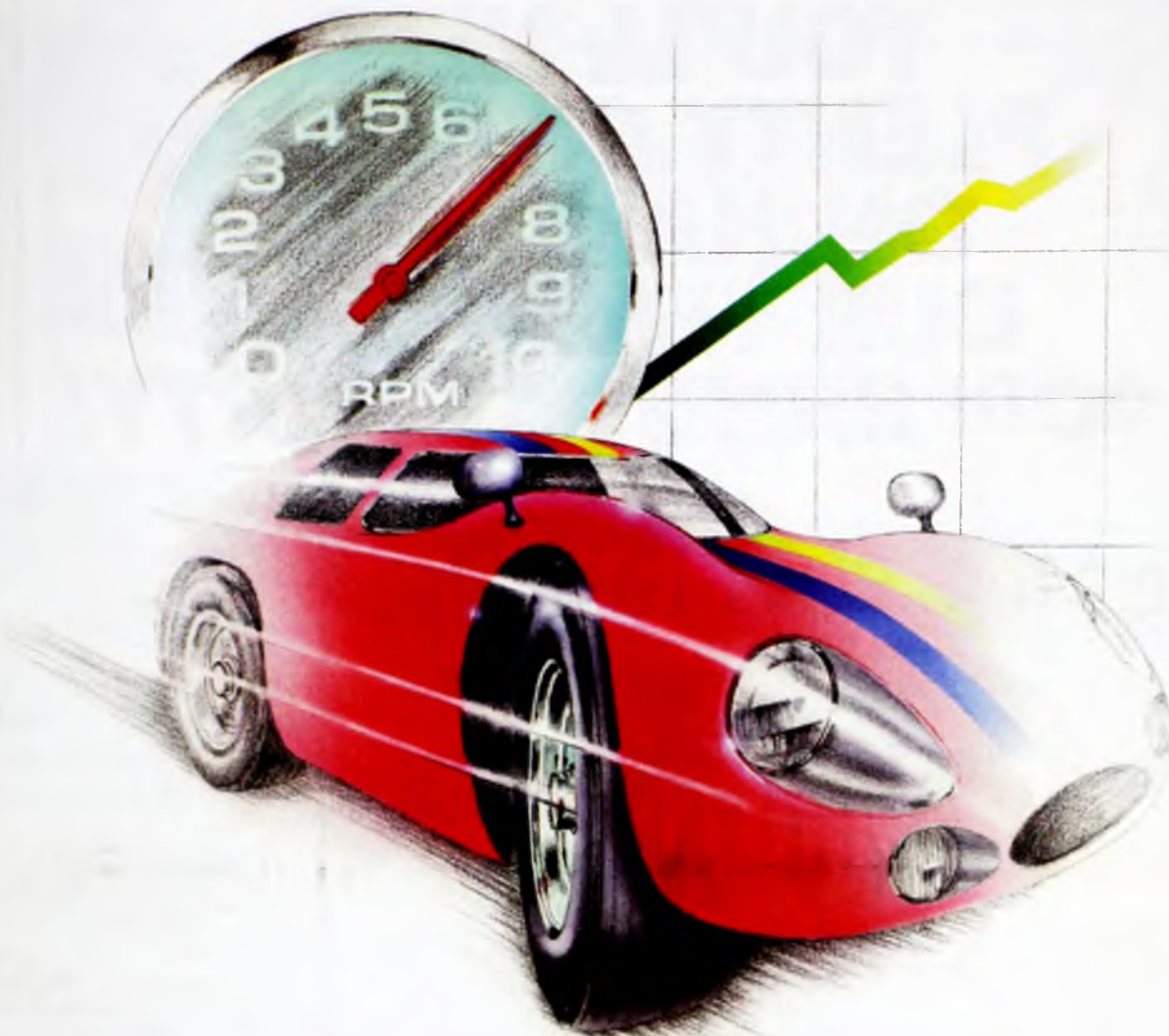
Sale of new dried fruit products booming

Sales of new dried fruit products such as cranberries, blueberries and cherries were booming in 1996. Supermarket sales of dried cranberries totaled \$13.9 million, up over 200 percent from the prior year. Ocean Spray Cranberries, Inc. became a major marketer of dried fruits due to its dried cranberry sales which tripled from 1995. The company now has an 80 percent market share within that category with sales of \$12 million.

Dried blueberry sales were up 54.9 percent at \$403,978 while dried cherry sales increased 60.57 percent to \$1.2 million last year.

Supermarket dollar sales in the dried fruit category totaled \$448.4 million in 1996, 0.5 percent lower than the year before. Sales volume dropped more significantly to 184.4 million pounds, a 3.5 percent decrease, according to Food Institute analysis of IRI InfoScan data.

Raisins remained the fastest selling category in the supermarkets totaling \$211 million followed by prunes with sales of \$99.2 million and apricots with sales of \$31.3 million. Traditional dried fruits such as apples, peaches, pears and dates had moderate sales declines.



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To have customers pouring into your store, contact your Filippo Berio broker or your Regional Sales Manager. If you do not currently stock any of our tins, call Bill Stewart, National Sales Manager, at 201-525-2900 for more information today. Place your order now! Supplies are limited.

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Wild Orchard grows fast in Detroit

Wild Orchard is less than a year old yet it's gaining popularity fast in Detroit. "We've been pretty successful to this point," says Tony Selvaggio, president of Troy, Michigan based Quality Juice & Beverage, maker of Wild Orchard. "And naturally, we're looking to grow it even more." But southeastern Michigan will be the fertile ground on which it grows. "We're going real slow," advises Selvaggio, "not rushing into anything. We want to get a good base going, tweak it and get everything in order before going outside the area. We've had inquiries from other states, but



we're just not ready."

Locally, Wild Orchard became the official fruit juice of the Palace of Auburn Hills. The tasty fruit beverages come in 11 flavors and have a higher-than-usual juice content and names associated with animals such as Aardvark Apple, Alligator Orange and Wild Cat Cranberry.

The Wild Orchard juices were created by Joe Selvaggio who, along with his brothers, owns Pointe Dairy Services in Troy, a 29-year-old dairy distributor. They can be reached at (248) 589-7700.

Here's a customer service idea

Canada Safeway stores provide a questionnaire that their customers can fill out and either send back, postage paid, or drop off at the store. If you would like to do the same, we have provided a sample questionnaire below. Just cut it out and make copies for your own customer service card!

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2) Employees make checkout as fast and efficient as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) The store provides good overall value that meets your budget needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) The store has the items you typically purchase when you need them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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- Londons Milk & Ice Cream
- Haagen Dazs • Dannon Yogurt
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- Dove Bars • Klondike
- Popsicle • Good Humor
- Breyers Ice Cream
- Nestle's Chocolate Milk
- Nestle's Ice Cream Products
- Cool Whip • Reddie Whip
- Frosty Yogurt • Savino's Sorbet
- Eskimo Pie • Country Fresh
- Breakstone • Vie de France
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constraints on construction (i.e. plant expansion and new plant construction), mandated corporate carpools, restricting manufacturing operations, and requiring additional emissions control equipment.

Member companies are urged to write, call, or meet with their elected Member of Congress and Senators and ask them to support legislation in the House (H.R.

1984) and Senate (S. 1084) to halt implementation of the new standards, pending further review of available scientific data.

Environmentalists claim that there are enough proponents of the new standards in the House to sustain a presidential veto of the legislation, which would effectively allow the new standards to remain in place. For further information call (202) 337-9400.

Money Services Businesses owners may be required to register with IRS

FinCEN proposes registration of money services businesses

Earlier this year, the Financial Crimes Enforcement Network (FinCEN) published a Notice of Proposed Rulemaking in the Federal Register (62 Fed. Reg. 27890 (May 21, 1997)). If adopted, the proposed regulations would require that anyone who owns or controls a "money

services business" (MSB) register with the Department of Treasury and, as a part of that registration, maintain a list of its agents.

FinCEN's proposed regulations represent a dramatic expansion of the class of entities which will be required to register with, and provide information to, the Treasury regarding monetary transactions. Congress and the Treasury believe such action is necessary to aid in the enforcement of a host of laws relating to activities involving the laundering of large amounts of cash.

In a FinCen meeting Sept. 3, in Virginia, discussion centered on these proposed requirements and "Suspicious Activity Report" forms identifying customers requesting money services over certain dollar thresholds.

Attendees expressed concern that the forms were too complicated for convenience store clerks to complete easily while waiting on other customers. Others discussed problems with the requirement that clerks obtain Social Security numbers for customers requesting money services.

The definitions set forth in the proposed regulations, if adopted, are likely to require many small businesses (such as convenience stores) to register with the Department of Treasury and submit information to the Department. Many of these businesses sell money orders in sufficient volume to require their registering themselves as an MSB, even though they are only agents for money order companies. Moreover, businesses which engage in check cashing services or in money transmittal services (such as Western Union) also will have to register with the Department and fulfill the other requirements of the regulations.

The Department appears determined to enact these regulations. Law enforcement agencies continually emphasize the importance of their ability to trace criminals' financial activities. Thus, while comments may alter these proposed regulations at the margin, it is likely that the regulations will be adopted in substance, as proposed. For a detailed memo on the proposed FinCEN regulations, dial NACSFax at (800) 555-4633 and request document #118.

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



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Peter W. Stroh announces retirement

Peter W. Stroh announces his retirement as Chairman of the Board of The Stroh Companies, Inc., and its subsidiary The Stroh Brewery Company, effective December 31, 1997. Mr. Stroh, who will be 70 years old in December, believes that it is critically important to ensure a smooth leadership from the fourth generation of the Stroh Family to the fifth generation. To accomplish this goal, Mr. Stroh is immediately transferring management responsibilities of The Stroh Companies, Inc. to John W. Stroh, III, who has been named president and chief executive officer. William L. Henry will remain President and Chief executive officer of The Stroh Brewery Company. Peter W. Stroh will be available to provide advice and guidance during the transition. After the transition period, and beginning on January 1, 1998, Mr. Peter Stroh will continue as a director of the company and its principal subsidiaries, and as a consultant to the Company.

Liquor Control Commissioner named

Governor John Engler recently appointed Ena Weathers to the Michigan Liquor Control Commission. Weathers term as a hearings commissioner began July 28 and will end June 12, 2001. She has a juris doctorate from The University of Michigan Law School and was director of legal affairs for the Service Employees International Union, Local 79 for eight years.

An agency within Consumer & Industry Services, the Liquor Control Commission enforces Michigan's liquor laws and licenses all liquor vendors.

The Associated Food Dealers congratulates Ena Weathers and looks forward to working with her.

Spartan promotes two

Kit Dietz has been promoted to the new position of Convenience Store Division President at Spartan Stores, Inc.

In his new position, Dietz is accountable for directing the convenience store division of Spartan. This includes ensuring plans for the growth of Spartan subsidiaries L&L/Jiroch Distributing Company, J.F. Walker Company, Inc. and ultimately, United Wholesale Grocery Company.

John Piotrowicz has been promoted to the position of Director of Retail Operations at Spartan. In his new position, Piotrowicz is accountable for all activities relating to daily retail operations. He will also direct Spartan's Eastern Michigan marketing initiatives.

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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.

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FULL LINE GROCERY STORE—17000 sq. ft. building and ample parking with liquor, beer, wine, lotto and deli—open 7 days a week in nice community—8000 sq. ft. additional space on 2nd floor. Raul Perdomo 994-9225. RE/MAX Community Associates, Inc. (313) 741-1000, ext. 30.

USED STORE EQUIPMENT, FIXTURES FOR SALE—1—8 ft., 4-dr. cooler (\$1000), 1—4 ft. 2-dr. cooler asking \$500, 1—8 ft. frozen food case, \$800. Quantity of used drop-in light fixtures, can fixtures, service doors, steel conduit, other stuff and even the kitchen sink. Call for complete info. All sales are final and sold as is. Cash or credit cards accepted. Contact George C. Panches, Panches Pharmacy Plus, CLare, MI, 517-386-7761.



QUALITY ASSURANCE MANAGER:

Qualified applicants will possess a bachelors degree in food science or related field. Laboratory experience, USDA liaison experience, food quality assurance experience and excellent communication and organizational skills.

QUALITY ASSURANCE ASSISTANT:

Qualified applicant will possess a bachelor degree in food science, chemistry or microbiology. Some knowledge of quality control testing.

SALES ASSOCIATE: Seeking a dynamic and flexible individual to join our Sales Department. 1 year professional field sales service preferred. Duties to include growth and maintenance of established accounts, development of new business relationships and merchandising. Paid training and company vehicle.

ROUTE SALES REP: Personable, articulate individual to work with Route Sales Dept. Development of new business relationships, continuing service to existing customers to meet and identify service need, merchandising and route relief as needed.

Interested applicants should mail or fax their resume with cover letter and salary requirements to:
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 Human Resource Manager
 2270 Holbrook
 Hamtramck, MI 48212
 (313) 873-4220



Salsa shoppers prefer new flavors over heat

Supermarket sales of salsa combined with cheese, roasted garlic, onions as well as other flavors increased 58 percent to \$70.3 million in 1996, according to the Food Institute's Supermarket Analysis Series: *Tomato Products*. Meanwhile, consumers' taste for hot salsa cooled off, as sales dropped almost 9 percent to \$43.8 million. Food Institute analysis of IRI InfoScan data showed that medium and mild continue to be the most popular type of salsa for shoppers, ringing up \$197.6 million and \$192.4 million in sales, respectively.

While sales increased by less than one percent in the medium category and by 1.9 percent in the mild category, sales of Frito Lay's *Tostitos* brand increased 23.2 percent in the medium category and 26.5 percent in the mild category. — *The Food Institute*



Neil Abro, King Saver Foodland

"We do it better than our competition."

On a busy block of Davidson in northwest Detroit, Neil and Andy Abro, along with 15 employees (two are cousins), through King Saver Foodland, provide a vital service to the community. The store, a family affair with two brothers at the helm, is successful due to family help and support. In fact, the Abros — all three of them — are in the grocery business and have been for quite some time.

Neil and Andy started their career as stock boys at Chene Community Market, also in Detroit. They learned the business so well they eventually bought the store. Today, their brother Jason runs the Chene store, leaving Neil and Andy to focus on King Saver Foodland.

Neil and Andy purchased the 15,000-square-foot King Saver store in 1995 and work hard to keep it stocked and stocked for business. "We do it better than our competition," explains the brothers, referring to a competitor store located just across the street. They note, "King Saver Foodland's customers are treated with respect, receive fair prices and quality products."



Customers also have access to essential services such as Western Union, a pharmacy, video rentals and bill-payment center. As a result, they keep coming back.

To ensure this continues, the brothers make regular quality improvements, updating as necessary. They've added a hot food counter, freezer case and dairy area, as well as restructured the produce area. And when help or advice is needed, the brothers turn to Foodland. "Foodland is ready to help whenever we need it," explains Andy, "providing us with everything from training programs to advertising. They really contribute to our growth."

Neil and Andy show their gratitude by sharing what they can with the neighboring community. "We make donations to special causes as requests come in — one-on-one," says Neil.

Overall, both brothers enjoy the grocery business because it allows them to be their own boss. It also gives Neil, the proud father of a son, Navin and daughter, Natalia, a business he and his family can grow with. They see the fruits of their labor.

If you're ready to join the winning Foodland team, call 800.589.2332 ext. 151.



Foodland makes the Team.

North American Interstate provides service solutions for retailers

Since opening its doors in 1972, the focus of North American Interstate has been on providing automated merchandising equipment and support services to Michigan's business community.

Providing Michigan entrepreneurs with the most innovative, reliable and profitable refreshment, amusement, ice, ATM and pay phone programs, North American Interstate, Inc. has helped Michigan business grow, prosper and prepare for the challenges of the next century.

The company's founders have instilled into their staff a philosophy of treating clients as family. They always put the customer's interests first.

This philosophy has been the cornerstone of North American Interstate's phenomenal growth and success.

Today, it is the largest privately held company of its kind in America. As a sign of its ongoing commitment to fulfilling the automated merchandising needs of Michigan, North American Interstate has embarked on a multi million-dollar expansion of its headquarters and warehousing complex in Berkley.

New ATM line adds convenience for customers

North American Interstate is now offering a full line of innovative, new Automated Teller Machines (ATMs). Beginning this month, the company will roll out its new Tidel® and Interhold® ATM machines. The company says these new machines allow access to any checking, savings or credit card account in the world.

Whether it's an indoor or outdoor ATM, North American has models to fit all needs. Providing access to a cash machine gives existing and new customers a reason to come into the store. ATMs put cash in customer's pockets, which can increase sales. In addition, ATMs save customers time; they can take care of their banking and shopping needs with one trip to your store. According to North American

Interstate, ATM customers spend an average of 20 to 25 percent more than non-ATM customers. For more information, call North American Interstate, Inc. at (800) 333-8645.



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As a leading snack food company in Michigan we would like to thank Michigan retailers for their support. And for not only being our business partners but being our friends. We look forward to helping you Build Your Business

QUALITY THAT IS MADE IN MICHIGAN!

General Wine, Cigar & Liquor Company brings fine cigars to Michigan

What do Columbia Crest, Skoal and Don Tomas cigars have in common? United States Tobacco Company owns all three.

In 1974, the company started a tobacco plantation and cigar manufacturing plant in Honduras. In 1979, through a newly formed subsidiary U.S. Cigar Sales, Inc., the company started marketing Don Tomas cigars from that plantation and plant. In 1994, the special edition brand extension



was added to the Don Tomas line.

In 1995, the Astral brand was launched to cater to a different market segment within the cigar category.

A believer in vertical integration, UST wants control of each step of the cigar business, from growing tobacco on its 1400-acre farm in Honduras to distributing cigars.

UST owns \$109 million wine divisions, which makes Chateau Ste. Michelle, Columbia Crest and Villa Mt. Eden wines. UST is

using that units network of wine and spirits wholesalers to bring its cigars to cigar stores, wine and liquor shops, hotels, restaurants and golf shops.

General Wine & Liquor Company is the Michigan distributor for U.S. Tobacco's cigars and wine. General employs a sales force of 75 people along with a working agreement with six other wine distributors to cover the state of Michigan. General Wine has built the largest Humidor in the state of Michigan, measuring



1700 square feet. The humidor employs state-of-the-art humidification that is computer controlled to maintain both humidity and temperature. It utilizes a roll up door that enables a hi-low to bring products in and out in a timely manner to minimize temperature and humidity fluctuations and an alarm system that will signal when either a high or low temperature or humidity is reached. The entire humidor is state of the art and shows that General Wine is in the cigar business for the long term.



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MADE IN MICHIGAN AFD SPECIAL REPORT

General Wine has hired a devoted cigar manager to run the division. Jeff Morgan was hired from the cigar industry as director of cigar sales. Morgan is responsible for purchasing, sales staff training, and cigar shop sales along with the six other wine distributors in the state of Michigan.

General Wine has a complete cigar program to suit all store needs from the smallest counter top humidor to large free-standing display cases. All cigars can be ordered from the wine sales representative and will be delivered by Federal Express or the sales representative within two days. "General Wine & Liquor Co. has a 99 percent in stock condition at all times," says Morgan. "You will get what you order."

General Wine & Liquor Co. stocks 115 SKUs of cigars along with five different humidors. They are the distributor in Michigan for the following cigars,

Astral, Don Tomas Special Edition, Don Tomas, Don Tomas Maduro, Don Tomas International, La Tradicion Cabinet series, Tobacco's San Jose, Tamboril Connecticut Collection, Tamboril Sumatra Collection, Cordova, El Sublimado, El Incomparable, Bolivar, Hamilton and Hamilton Reserve. General also sells La Diva, Leon Jimenes and La Aurora. General Wine & Liquor Co. has picked only high quality, nationally advertised cigars to carry in its portfolio. With the exception of the La Diva, Leon Jimenes and La Aurora, General Wine is the exclusive distributor for the state of Michigan. This translates into correct pricing for all of the retail and restaurant accounts that General Wine & Liquor Co. sells.

If you would like to find out more about the General Wine & Liquor Co. Cigar program, please call (313) 852-3815.

The Pioneer Sugar collector tin debuts

The first Pioneer Sugar collector tin is now available, just in time for the holidays. This tin resembles the classic red, white and blue Pioneer Sugar bag and can hold a five-pound bag of Pioneer Sugar. Only 12,000 of these collector tins will be available at \$10.95 each; shipping and handling are included.

To ensure quality and customer satisfaction, Michigan Sugar Company selected the same manufacturer that produces collectible tins for Disney, Hallmark and Nabisco. This is the first in a series of Pioneer commemorative, holiday and anniversary tins.

Your customers will find a collector tin order form on the

back of specially marked five-pound bags of Pioneer Sugar. Each tin is \$10.95

Now in its 92nd year of business, Michigan Sugar Company operates four processing facilities in the state of Michigan, located in Caro, Carrollton, Croswell and Sebawaing. At the

peak of the sugar beet processing campaign, the company employs nearly 3,000 people. The company's sugar products are marketed under the Pioneer and Peninsular brands, as well as numerous private labels. The products are distributed throughout an expanding midwest market. Michigan Sugar Company is based in Saginaw and is a subsidiary of Savannah Foods & Industries, Savannah, Georgia.



GENERAL WINE & LIQUOR COMPANY

IS PROUD TO PRESENT THE FOLLOWING FINE CIGARS



FOR MORE INFORMATION PLEASE CONTACT YOUR SALES REPRESENTATIVE OR CALL (313) 852-3815

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AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor	(248) 852-3918
National Wine & Spirits	(888) 697-6424
Enclave Group/Trans-Con, Co.	(888) 642-4697
	(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	(517) 764-5516
Interstate Brands Corp.	(313) 591-4132
Koeppinger Bakesies, Inc.	(248) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Schafer Bakery	(810) 294-9166
Sunshine/Salerno	(248) 352-4343
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First of America—S.E.M.	(248) 399-5501
Greenfield Mortgage Co.	(313) 274-8555
Madison National Bank	(248) 548-2900
Michigan National Bank	1-800-225-5662
N.B.D., N.A.	(313) 225-1581
Standard Federal Bank	(248) 637-2543

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Acton Distributing	(810) 591-3232
American Brokers Association	(248) 544-1550
Anheuser-Busch Co.	(800) 414-2283
Arizona Beverages	(810) 777-0036
Bacardi Imports, Inc.	(248) 489-1300
Barton Beers	(248) 549-4730
Bellino Quality Beverages, Inc.	(313) 946-6300
The Boston Beer Company	(313) 441-0425
Brooks Beverage Mgt., Inc.	(616) 393-8800
Brown-Forman Beverage Company	(313) 453-3302
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	(248) 753-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	(248) 397-2700
Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(248) 344-6644
E & J Gallo Winery	(248) 643-0611
Eastown Distributors	(313) 867-6900
Everfresh Beverages	(810) 755-9500
Faygo Beverages, Inc.	(313) 925-1600
Frankenmuth Brewery	(517) 652-6183
General Wine & Liquor Corp.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Marketing	(313) 527-1654
Great State Beverage	(313) 533-9991
Guinness Import Company	(810) 786-9176
Heublein	(248) 594-8951
Hiram Walker & Sons, Inc.	(248) 948-8913
House of Seagram	(248) 262-1375
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
I. & L. Wine World	(248) 588-9200
Lifestyle Beverage Corp.	(708) 503-5433
Lots 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	(248) 380-3640
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Pabst Brewing Co.	1-800-925-6533
Paddington Corp.	(313) 345-5250
Peppi-Cola Bottling Group—Detroit	1-800-368-9945
—Howell	1-800-878-8239
—Pontiac	(248) 334-3512
Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
R.M. Gilligan, Inc.	(248) 553-9440
Royal Crown Cola	(616) 392-2468
San Benedicto 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	(248) 584-7100
Unibrew USA	(954) 784-2739
United Distillers U.S.A.	(810) 629-7779
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Vintage Wine Co.	(810) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
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BROKERS/REPRESENTATIVES:

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The Greeson Company	(248) 305-6100
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J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(248) 424-8500
McMahon & McDonald, Inc.	(313) 416-7000
Ment Sales Corp.	(248) 569-3634
Paul Inman Associates	(248) 626-8300
Sales Mark	(313) 207-7700
Stark & Company	(248) 855-5700
Treppo	(248) 546-3661
UBC Marketing	(248) 574-1100
VIP Food Brokers International	(313) 885-6156

CANDY & TOBACCO:

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Brown & Williamson Tobacco	(248) 350-3391
Hershey Chocolate U.S.A.	(248) 380-2010
M & M Mars	(248) 887-2397
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 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	(248) 546-2700
Gourmet House, Inc.	(810) 771-0300
Karen's Cafe at North Valley	(248) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(248) 552-9020
St. George Cultural Center	(248) 335-8869
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(810) 949-2280

DAIRY PRODUCTS:

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Bernie Food Service	1-800-688-9478
Dairy Fresh Foods, Inc.	(313) 868-5511
Golden Valley Dairy	(248) 399-3120
Independent Dairy Inc.	(313) 246-6016
London's Farm Dairy	(810) 984-5111
McDonald Dairy Co.	(800) 572-5390
Melody Farms Dairy Company	(313) 525-4000
Milk-O-Mat	(313) 864-0550
Pointe Dairy	(248) 589-7700
Stroh's Ice Cream	(313) 568-5106
Supenor Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

EGGS & POULTRY:

Linnwood Egg Company	(248) 524-9550
Loewenstein Poultry	(313) 295-1800

FISH & SEAFOOD:

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

FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Detroit Produce Terminal	(248) 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.	(248) 352-1343
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
CoreSource	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 569-0505
Health Alliance Plan	(810) 552-6000
IBF Insurance Group, Inc.	(248) 354-2277
Kanter Associates	(248) 357-2424
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
Monroe-George Agency	(248) 489-9480
Murray, Benson, Recchia	(313) 831-6562
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 557-6259
SelectCare	(248) 637-5391
Sinawi Insurance Group	(248) 357-8916
The Wellness Plan	(313) 369-3900
Willis Corroon Corp. of MI	(248) 641-0900

MANUFACTURERS:

Amato Foods	(313) 295-3337
Bit Mar Foods	1-800-654-3650
Eden Foods	(517) 456-7424
Fine Manufacturing	(248) 356-1663
Gerber Products Co.	(810) 350-1313
Groch Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeger 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.	(248) 478-1350
Nestle Food Company	(248) 380-3670
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Stadium Club Foods, Inc.	(248) 332-8530
Strauss Brothers Co.	(313) 832-1800
Tony's Pizza Service	(248) 634-0606

MEAT PRODUCERS/PACKERS:

Country Preacher	(313) 963-2200
General Provision, Inc.	(313) 393-1900
E.W. Grobel Sons, Inc.	(313) 567-8000
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100
Kowalski Sausage Company	(313) 873-8200
L.K.I. Packing, Inc.	(313) 833-1590
Metro Packing	(313) 894-4369

Oscar Mayer & Company	(248) 488-3000
Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Ray Pleva Products	(616) 228-5000
Smith Meat Packing, Inc.	(313) 458-9530
Southern Sausage, Inc.	(313) 369-8902
Strauss Brothers Co.	(313) 832-1600
Swift-Eckrich	(313) 458-9530
Texas Brand, Inc.	(708) 526-0620
Winter Sausage Mfg., Inc.	(810) 777-9080
Wolverine Packing Company	(313) 568-1900

MEDIA:

The Beverage Journal	1-800-292-2896
Booth Newspapers	(616) 459-1567
C&G Publishing, Inc.	(810) 756-8800
Daily Tribune	(248) 541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
Outdoor Systems Advertising	(313) 556-7147
WDIV-TV4	(313) 222-0643
WJBK-TV2	(810) 557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWWW-AM/FM	(313) 259-4323

NON-FOOD DISTRIBUTORS:

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

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Country Preacher	(313) 963-2200
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
Kar Nut Products Company	(248) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Michigan Rainbow Corp.	(810) 365-3555
Nikolas Distributors (Cabana)	(313) 571-2447
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(810) 365-5555

PROMOTION/ADVERTISING:

Advo System	(313) 425-8190
Intro-Marketing	(810) 540-5000
J.K. Kidd & Co.	(248) 647-6601
J.R. Marketing Promotions	(810) 296-2246
JDA Associates	(810) 393-7835
PJM Graphics	(313) 535-6400
Promotions Unlimited, Corp.	(800) 992-9307
Safeguard Business Systems	(248) 548-0260
Stanley's Advertising & Dist.	(313) 961-7171
Stephen's No-Ad, Inc.	(810) 777-6823

RESTAURANTS:

The Golden Mushroom	(248) 559-4230
Palace Gardens	(810) 743-6420

SERVICES:

AARMCO Security	(248) 968-0707
A Catered Affair	(313) 393-5311
AirPage	(248) 547-7777
Akram Namou, C.P.A.	(248) 557-9030
American Mailers	(313) 842-4000
Amentech Pay Phone Services	1-800-441-1409
AMNEX Long Distance Service	(248) 559-0445
Bellanca, Beatrice, DeLisle	(313) 964-4200
Buten Tamlin Stencils & Assoc.	(616) 949-0490
Cellular One	(313) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
Checkmate Systems	(313) 263-3556
CIGNA Financial Advisors	(248) 827-4400
C&J Parking Lot Sweeping, Inc.	(810) 759-3668
Community Commercial Realty Ltd.	(248) 569-4240
Convenience Mortgage Corp.	(800) 474-3309
Dean Witter Reynolds, Inc.	(248) 258-1750
Detroit Edison Company	(313) 237-9225
Dialogue Marketing	(248) 827-4700
Dynasty Funding	(248) 489-5400
Eco-Rite, Inc.	(248) 683-2063
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Food Industry Professional Network	(248) 353-5600
Garmo & Co., CPA	(248) 737-9933
Goh's Inventory Service	(248) 353-5033
Great Lakes Data Systems	(248) 356-4100
Independence One	
Investment Group	1-800-622-6864
Infinity Communications Corp.	(248) 442-0067
Jerome Urchick, CPA	(248) 619-0955
Karoub Associates	(517) 482-5000
Law Offices-garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Metro Media Associates	(810) 625-0710
Michigan Bell	(810) 221-7300
Midwest Autolite	(248) 960-3737
MoneyGram	(800) 642-8050 x.6953
Multi-gard/Audio Alert	(313) 562-2850
Nationwide Communications	(248) 968-0412
Network Real Estate Services	(248) 539-0900
NexTel Communications	(248) 213-1100
Paul Meyer Real Estate	(248) 398-7285
PC Pro Shop	(248) 853-6680
PC Specialties	(248) 594-3255
Potol Packing Co.	(313) 893-4228
REA Marketing	(517) 386-9666
Frank's Smith's Red Carpet Keim	(248) 645-5800
Peter Rague, Attorney/CPA	(313) 961-8400

Point of Sale Demo Service	(248) 887-2510
Sal S. Shumoun, CPA	(248) 424-9448
Sesi & Sesi, Attorneys	(248) 258-6060
Edward A. Shutte, P.C., Attorney	(248) 288-2080
Southfield Funeral Home	(248) 569-8080
Statewide Financial Services	(248) 932-8680
Thomas P. Solty, CPA	(616) 698-8855
Telechek Michigan, Inc.	(248) 354-5000
Transactive Corporation	(404) 381-6747
Travelers Express Co.	1 800-128-5678
Ultracom Telecommunications	(248) 350-2020
Vend-A-Matic	(248) 585-7700
Voice Mail Systems, Inc.	(248) 398-0707
Western Union Financial Services	(414) 449-3860
Whitley's Concessions	(313) 278-5207
Wolverine Real Estate Services	(248) 353-7800
WSB Advisors	(248) 594-1020

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Of The Winning Team!**

Thank You !!

**Through the Combined Efforts of All Detroit/Saginaw/
Grand Rapids and Toledo Participating Retailers and Our
Participating Manufacturers We Collectively Raised**

\$120,000 Up By 10% Over 1996.

A short THANK YOU letter from MDA follows . . .

MDA

40600 Van Dyke, #B, Sterling Heights, MI 48313
Telephone (810) 274-9090, Fax (810) 274-9059

September 5, 1997

SALES MARK
47584 Halyard Drive
Plymouth, MI 48170

To Our Partners

As we come to the conclusion of the 8th Annual Aisles of Smiles program we want to take this opportunity to thank SALES MARK for their leadership and dedication to MDA in the coordination of the Aisles of Smiles program. Additionally we extend our appreciation to the manufacturers, retailers and customers who supported the program and helped SALES MARK generate \$120,000 to benefit MDA.

Through your efforts and the generosity of all participants, MDA's patient services and research programs will continue to provide help now, and hope for the future to individuals with any of the 40 disorders covered by MDA. These funds will provide clinics, support groups, summer camps, orthopedic equipment and more while research develops treatments for Muscular Dystrophy and related disorders like ALS (Lou Gehrig's Disease).

Again our deepest thanks for your continued support of MDA. Through your efforts to involve manufacturers and retailers, a brighter future awaits those served by MDA.

Sincerely,

John F. O'Rourke
Regional Director

Stephen J. Bates
Regional Director



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GREATER RESULTS IN 1998 . . .**

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