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

You can help address a serious problem in your neighborhood. Metro Detroit retailers, employees and customers have long been the target of auto thefts and car jackings. According to the 1995 Uniform Crime Report, compiled by the Michigan State Police, 57,895 motor vehicle thefts were reported statewide. Of those, 46,130 were reported in the five-county Metro Detroit area (Wayne, Oakland, Macomb, Monroe, Washtenaw). To reduce these alarming numbers, AFD and H.E.A.T. have formed an alliance and are working in conjunction with law enforcement to launch an ambitious campaign to combat auto theft and car jacking.

H.E.A.T. (Help Eliminate Auto Thefts) is a statewide auto theft prevention program.

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

The poster is designed with a self adhesive back, allowing you to stick them at the check-out area. We seriously urge you to display the anti-car jacking/auto theft poster in clear sight of customers. "Displaying the H.E.A.T. poster is key to building awareness in our neighborhoods," said Sarafa.

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

See H.E.A.T. page 28

Mark your calendar

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

Major effort to prevent underage tobacco sales is launched

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

“We are all joining this effort because we recognize that we can make a greater impact on the youth access to tobacco route by working together," said Larry Meyer, president of the Michigan Retailers Association. “It’s against the law to sell tobacco to anyone under the age of 18, and we are fighting this issue as a coalition to make a difference.”

A Guide to the new FDA tobacco sale regulations

Effective February 28, 1997
- Federal law prohibits retailers from selling cigarettes, cigarette tobacco, or smokeless tobacco to anyone under the age of 18.
- Customers must request to see a customer’s photo ID bearing the customer’s date of birth before selling cigarettes, cigarette tobacco or smokeless tobacco to anyone who has not yet reached his or her 27th birthday.
- Non compliance can result in a $250 fine, or higher.

Effective August 28, 1997
- All self-service displays are banned. All cigarettes must be sold from behind a counter.
- No sales of single cigarettes or packs under 20 count.
- No sales from vending machines, unless those machines are located in a place totally inaccessible to minors. (example: night club)
- Tobacco ads may be black and white only.
- No free samples.
- No free items, such as hats, T-shirts or other "gifts" with tobacco brand logos.
Chairman’s Message

Look out, bottle law may be expanded

Michigan House of Representatives
1997 Freshmen

by Mark Karmo, AFD Chairman

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

If bottle deposit is expanded, retailers and suppliers will have the burden of covering the costs, like we do for the present bottle deposit system. We should bombard our legislators with letters, especially the 23 new members of the House of Representatives. (See the list of freshmen legislators to the right and the February AFD Food & Beverage Report for a complete list of Michigan State Representatives and Senators.)

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

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

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

See Bottle Law page 37

Your opinions are important to us! Call AFD at (810) 557-6000 or (800) 666-6AFD. Or write to us at 18470 West Ten Mile Road, Southfield, MI 48075.
Calendar 1997

March 12 - 14
ECR, Putting the Pieces Together
Hyatt Regency
Atlanta, Georgia

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

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

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

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

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

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(517) 386-9666.

AFD works closely with the following
associations:

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

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

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

A recent analysis of the
category revealed that the
average grocery store stocks
approximately 600 ice cream/
 novelty items, of which 250 (40
percent) generate over 80 percent
of the category profitability.
Furthermore, a disproportionate
percentage of the space is often
allocated to the Health Claim and
Yogurt segments, which has
resulted in too little space for
regular ice cream, which delivers
the vast majority (65 percent) of
the category volume.
The good news is that you can
quickly and often dramatically
improve your category
performance by optimizing your
assortment and space allocation.
The numerous benefits derived
from efficient assortment are vital
to the continued growth of the
category and will provide added
value to the consumer: improved
selection; reduced out-of-stocks;
increased turns and ROI and
overall improved space utilization
and profitability.

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

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

The Grocery Zone

A Night with The
Scintas raises
money for Hearts
of Livonia

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

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

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

Manufacturers offered less coupons last year

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

Expensive to produce and with less than two percent redeemed by consumers, coupons may become a trendy budget cut for manufacturers. Procter & Gamble Co., eliminated coupons in Rochester, Syracuse and Buffalo, New York last year as a test. The company cut its coupon budget by 50 percent as well. Procter & Gamble’s test prompted Kimberly Clark Corp., maker of Huggies diapers, to adjust its coupon use in that market.

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

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

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

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

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

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

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

by Dan Reeves
AFD Deputy Director

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

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

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

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

Trans-Con, Co. (Encore Services, Henry Fox Sales, Fabiano Brothers, Inc.)
Give them your MLCC license number and the PIN number assigned to you. You may order anytime during your assigned ordering day 7:00 a.m. until 11:00 p.m. (16 hours).

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

It is your responsibility to check your order in when it is delivered. DO NOT just count bottles! Make sure that your invoice reflects the brands and sizes that you ordered. If you pay the driver and he leaves your premises, you will have no recourse for overcharges on missing products or wrong sizes!

If you are selling to bars and restaurants, remember that you can legally sell up to one case of liquor to each location per month IF you have a BATF license. Some of you may already possess a BATF license, however you must have a special BATF license to sell to On-Premise licensees. You can call (313) 393-6000 to receive an application. To sell to a bar or restaurant without this special license is a violation.

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

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internet: http://www.99panic.com email: sales@99panic.com
National weights and measures week

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

The week recognizes the important service to the community performed by over 3,000 state and local weights and measures officials across the nation. These men and women protect both consumers and businesses by checking to see that grocery store scales, gasoline pumps, and other commercial weighing and measuring devices are accurate.

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

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

Foodland Distributors supply more than merchandise

Foodland Distributors is a full-line, full-service wholesaler serving both supermarket chains and independent grocery retailers.

Foodland provides comprehensive, customer-oriented programs backed by extensive physical distribution capabilities and marketing and business management support services.

Founded in 1984, with headquarters in Livonia, Foodland Distributors offers its customers strong retail operation support; a comprehensive advertising, sales promotion and public relations program; accounting and financial services; retail counseling and merchandising support; store development, construction and financial assistance and training and communications services.

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

Specialty coffee products boost coffee and tea market

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

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

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

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* FREE Voice Mail
* FREE Call Waiting

Local Airtime Rates Per Minute: (Varies)

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Food retailers and wholesalers to converge on Capitol Hill

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

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

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

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

Notebook computer theft alert

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

This scam involves two or three thieves who spot an unsuspecting traveler carrying a notebook or laptop computer towards a metal detector at an airport. As the victim lays the computer and other items on the x-ray machine’s conveyor belt, the two thieves position themselves between the victim and the metal detector. The first thief passes through the metal detector with no difficulty and then proceeds to wait for the notebook computer to come through the x-ray machine. The second thief, however, sets off the metal detector and then begins the slow process of emptying pockets, taking off belts with big, metallic belt buckles, and so on, thereby delaying the victim from passing through the metal detector. The first thief, meanwhile, has taken the victim’s computer and disappeared into the crowd. Sometimes an accomplice gets a hand-over from the first thief to further confuse the victim and to get the computer out of the secured area quickly.

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

-Barrons Business Products

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*Private Label
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*Cigarettes & Tobacco
*Health & Beauty and
*General Merchandise
*Speciality Food Program

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Flint, Michigan 48501-1810

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

As of February 28, Food and Drug Administration (FDA) regulations now require tobacco retailers to check the ID of any tobacco customer 26 years of age or younger. To assist sales associates in complying with this new regulation, NACS is making available, at no charge, cash register signs and tear-sheets which explain the new federal regulations to customers.

To obtain an order form for these free materials, dial NACSfax at (800) 555-4633 and request document #164.
When you've got the great taste of an ice cold Miller Lite,

LIFE IS GOOD
MSU Nutritionist receives national recognition

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

The North American branch of the International Life Sciences Institute (ILSI) selected Shroeder from a field of nominees representing top ranked national and international institutions. He was singled out based on the strength of his application outlining his plans for research in the field of nutrition. Along with the award, he will receive a two year grant at a funding level of $15,000 per year.

The Future Leader Award is given to nutrition and food scientists proposing research in the areas of experimental nutrition, nutrition and toxicology, and nutrition and food science. The grant received must be used for the continuation of exploratory research that might not otherwise receive funding.

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

Ronald C. Paradoski

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

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

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

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

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

Stroh’s Ice Cream Company is a privately-held, Detroit-headquartered firm, with a 77-year history of producing premium ice cream. Products are distributed in Michigan, Ohio and Indiana under the Stroh’s, Nafziger’s and Mooney’s labels.
36th District’s Quarles recognizes concerns of small business owners

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

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

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

While serving as County Commissioner, Quarles was active on various committees, including Planning and Building and the Land Use Task Force. During her term, emphasis was placed on economic and community development for Southern Oakland County, public health, assistance for at-risk children, senior initiatives, and increasing citizen awareness and accessibility to county resources and services.

“Serving as County Commissioner was my training ground for serving as a State Representative.” Quarles said.

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

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

Quarles has introduced legislation that will provide statewide education on osteoporosis. “Introducing this type of legislation is beneficial to everyone because it provides education on preventive methods,” Quarles said.

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

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

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

“It can be difficult when you are...
Miller appoints Rooney as vice president of marketing

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

Rooney has extensive advertising agency experience working with major consumer products, including beer. He most recently was the managing director of Leagas Delaney, San Francisco, a start-up office of London’s Leagas Delaney Ltd., which handles advertising for Sebastiani Vineyards and Adidas.

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

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

Michigan Sugar Company

Sugar

Our top-of-the-line sugar products are proof of our commitment to quality, service and most importantly to you.

Michigan Sugar Company & its Growers

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Spartan Stores promotes George “Les” Kendall

Spartan Stores, Inc., is a full-service grocery distribution center headquartered in Grand Rapids, Michigan. It serves 500 independently owned Spartan stores throughout Michigan, Indiana and Ohio.

Michigan Sugar Company honors top brokers

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

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

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

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

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

Now in its 91st year of business, Michigan Sugar Company operates four sugar processing facilities in the state of Michigan.
THIS BUD'S FOR YOU.
AFD elects new board members

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

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

Dennis Otto is vice president of sales and marketing for Spartan Stores, Inc. He joined Spartan in 1991 after ten years with Supervalu in Albuquerque, New Mexico and Minneapolis, Minnesota serving as general manager, director of marketing and director of retail operations. Prior to that, he worked 17 years as a store director for an independent retail grocery chain. Otto is an advisor for the Caledonia High School curriculum committee and Progress for Positive Support, a group which endorses the focus of the Caledonia school board. Otto is married with two children. He was elected to fill a vacancy on the AFD board of directors, representing Region Three, which is the southwest portion of the Lower Peninsula.

AFD welcomes these two new Board members. We are confident that they will both bring a wealth of knowledge and ideas to the table.
It’s time to apply for bottle deposit refunds

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

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

When completing your form, you must:
- Report the number of empty returnable containers you handled during 1996. Containers are those returned to your place of business by the consumer for a deposit refund.
- DO NOT report the dollar value of the containers. For example, if you handled 5,000 containers during 1996, you should report the quantity (5,000), not the value of the deposits ($500).

Once you receive the form, fill it out and return it immediately! Do not wait!

Forms postmarked after the June 2, 1997 deadline will not be honored.

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

If you have questions or need Form L-2138, please call the Local Property Services Division of the Michigan Department of Treasury at (517) 373-7231.

Working With CoreSource, Our Third Party Administrator

**AFD Is Taking Workers Compensation Costs In A Different Direction**

The CoreSource Approach

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

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

Local Perspective, National Resources

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

Proven Results

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

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

For More Information, Call Toll Free: 800 482 0615.

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

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

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

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Your association recommends AirTouch Cellular because of its outstanding reputation of customer service before, during, and after the sale. Service that includes helping you select the right phone, the most convenient installation, and the most appropriate rate plan.

And every time you use your phone, AirTouch Cellular makes a contribution to the Associated Food Dealers at no additional charge to you. So call AirTouch Cellular today and get connected!

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Call our Customer Relations Department
1-800-686-6866 (Option 2)
Open Monday through Friday 7 a.m. to 6:30 p.m.

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In a New Clear Plastic Pint Container
Resealable! Convenient! Unbreakable! Increase Sales and Profits!

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Call our Customer Relations Department
1-800-686-6866 (Option 2)
Open Monday through Friday 7 a.m. to 6:30 p.m.

Please Recycle
Look for your Coca-Cola Representative at AFD's Annual Trade Show.

Auburn Hills Sales Center
800 Doris Road
Auburn Hills, MI 48057
(810) 373-2653

Madison Heights Sales Center
32500 North Avis
Madison Heights, MI 48071
(810) 585-1248

Van Buren Sales Center
100 Coca-Cola Drive
Belleville, MI 48111
(313) 397-6541
Products

New Nectar saves rain forests

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

Sales of the four mainstream tropical flavor blends: Strawberry Mango, Grape Passion, Tropical Orange and Tropical Berry will help protect rain forests. For every bottle sold, Mistic will make a donation to protect five square feet of rain forest through the Nature Conservancy’s “Adopt An Acre” program. Participation will be announced in advertising on packaging, point of sale and through public relations.

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

Looking to Create In-Store Traffic with One-Square Foot of Selling Space?

Money Orders

Become part of the fastest growing money order company, Western Union Money Orders. Since the merger of American Express Money Orders with Western Union Money Orders, over 30,000 American Express agents will be converted to the Western Union Brand, making Western Union the brand of choice!

- Associated Food Dealer members will receive special money order and equipment pricing.
- WesternUnion offers state-of-the-art, bar-coded money order dispenser allowing for quicker processing and easy payment reconciliation.
- Formerly American Express Money Orders.
- Program endorsed by AFD.

For more information on how to become a Western Union Agent, contact Judy Mansur at AFD today at (810) 557-9600, or Western Union at 1-(800) 438-7142, Ext. 3587

Surf’s Up with Busch

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

Consumers can order Busch Light Athletic Department apparel by filling out a tear pad order form available at POS displays.

Two “Natural” promotions

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

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

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

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

Natural Light and Natural Ice are products of Anheuser-Busch, Inc., the world’s largest brewer.
Two great Michigan traditions join together to make new delicious flavors:

Made with Stroh's Ice Cream and:

- Sanders Milk Chocolate Hot Fudge Sundae
- Sanders Butterscotch Caramel Sundae
- Sanders Old Fashioned Butter Pecan
- Sanders Bumpy Cake 'N Cream
- Sanders Old Fashioned Vanilla

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

Homemade Traditions Never tasted So Good!
Molson invites beer drinkers to shoot for the gold

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

Molson's second annual "Shoot for the Gold" promotion invites beer drinkers to have fun as they try to qualify for the ultimate hockey weekend in Montreal, Canada. Hosted by hockey legend Guy Lafleur, the weekend will include an afternoon shoot-out on the ice between 30 U.S. trip winners to determine one finalist who will go on to shoot for the gold. The finalist will attempt a single goal shot from center ice at the Molson Centre between periods at a Montreal Canadians game—a shot, if successful, that will net the lucky fan $1 million.

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

Consumers have three ways to win the trip and their shot at the gold. One winner will be selected through on-premise radio promotions. Beer drinkers can also win through mail-in sweepstakes entries available at retail stores and through in-pack, instant-win game cards. A total of 30 weekends in Montreal will be awarded, along with hundreds of other valuable prizes.

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

Attention wholesalers and manufacturers:

Do you have a new product, new package for an old product, a new variety of your existing product or any other product-related news? We want to feature your items in this section! The Food & Beverage Report will print new product releases as space permits. The service is free to AFD members. There is a $50 fee for non-members. For more information, call Ray Amyot at (810) 557-9600.

Stroh’s Ice Cream Company purchase canceled

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

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

Stroh’s Ice Cream Company is a privately-held, Detroit-headquartered firm, with a 77-year history of producing premium ice cream. Products are distributed in Michigan, Ohio and Indiana under the Stroh’s, Nafziger’s and Mooney’s labels.
AFD congratulates Mike Renden of Caro Central Shop-Rite in Caro for the great job he did as Michigan's entry in the National Grocers Association Best Bagger contest in Houston, Texas. Although Mike did not bring home the championship title, he was a formidable competitor and a wonderful representative of our state.

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

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

(above) Blackjack! That's what Phil Kraus hit at McK's Wine Shoppe in Garden City. Mr. Kraus had purchased his first TNC Phone Card and played the free Blackjack game attached. He won $1,000 instantly.

Pictured left to right are Kenneth Atchoo of McK's Wine Shoppe, Michael George II of Melody Farms, both AFD members, Phillip Kraus and George Denha of Premium Telecommunications.

AFD on the Scene

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Tobacco Sales
Continued from page 1

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

Joe Sarafa, AFD executive director, pointed out that the new efforts will focus on ensuring that retailers across the state are fully trained and informed about laws regulating tobacco sales to minors.

To this end, the coalition hosted retail training sessions to teach retail managers and employees how to understand and comply with state laws regarding the sale of tobacco products. Free training sessions were held in Southfield, Lansing, Flint, Traverse City and Grand Rapids.

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

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

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

Maryann Mahaffey, president of the Detroit City Council, was present to express her support for the combined efforts emphasizing the importance of a community-wide approach. “To tackle this issue, we must have the active participation of law enforcement, retailers, and others in the business community to ensure that kids Do not sell tobacco products to anyone under 18 years of age, and no one wants to sell tobacco products to minors.

Responsibility for tobacco retailing program
General talking points

- Customers in our stores should know that we will not sell tobacco products to people under the age of 18 and that we are working to responsibly manage the youth access issue.

- In order to help prevent the underage sale of tobacco products, retailers, grocers, wholesalers and manufacturers must work hand-in-hand to educate employees on the front lines.

- Training seminars and “We Card” training materials will educate our members and give them the tools they need to uphold Michigan’s minimum-age tobacco sales laws. The first five training sessions will be held in Detroit, Lansing, Flint, Traverse City and Grand Rapids.

- The training programs will educate our members about upholding Michigan’s minimum-age tobacco sales laws. They will learn: what those laws are; how to spot fake IDs; and how to handle difficult situations when minors try to purchase tobacco products.

- The “We Card” training materials are comprehensive, easy-to-understand and will greatly benefit our members. The in-store signage is eye-catching and will help increase public awareness of minimum-age tobacco sales laws. To date, over 14,000 retailer kits have been distributed to Michigan retailers.

- The CRTR is working with police officers (NAPO/PORAC), local leaders (JAYCLES), elected officials and others in the community to increase our capacity to distribute materials and information to retailers.

- Outdoor billboards throughout Michigan will raise retailer and community awareness of the minimum-age tobacco sales laws and will serve as a complement to our other efforts.

See Tobacco Sales
page 28

The best
dental plan in Michigan
is still available to you
for as low as $8.99 a month.
For the highest dental benefits and lowest out-of-pocket costs.

Golden Dental Plans
29377 Hoover Road
Warren, Michigan 48093
1-800-451-5918

Go for the profits with Spartan brand products.

Some decisions are easier to make than others. Like the decision to sell Spartan brand products. Marketed at a higher gross and lower shelf price than national brands, Spartan brand products strengthen profitability and give Spartan retailers a competitive advantage. To keep one step ahead, the Spartan brand team of top researchers and test labs in the Midwest continually adds to its current 1,750 products. Given to high-performance expectations, retailers prefer products with confidence in their advertising and promotional efforts. Knowledge and the Spartan brand is available through the Spartan Brand Cash for Labels program. In so many ways, Spartan brand products are a smart choice. 

See Tobacco Sales
page 28

Smart Choice.
Over $2.5 million in commissions.

(Great way to celebrate our 25th anniversary, don't you think?)
We’re putting our energy to work for you.

At Detroit Edison, we do more than provide electricity to our 2 million customers. We're proud to serve Southeastern Michigan in many other ways, including:

- Awarding nearly $3.9 million annually in grants to over 500 charitable organizations, through Detroit Edison and the Detroit Edison Foundation.
- Providing $172,000 annually to emergency food and shelter providers through the Detroit Edison Foundation’s Holiday Season Matching Gifts program.
- On behalf of our employees, donating more than $49,000 annually to education-related organizations through the Detroit Edison Foundation’s Walter J. McCarthy, Jr. Volunteer Service Awards.
- Caring for Michigan’s environment by planting 10 million new trees.
- Serving as Michigan’s second largest property tax payer.

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

Turning energy into solutions...

Detroit Edison

H.E.A.T. Continued from page 1


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

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

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

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

Buying Trade Show

Do you buy any of the products listed? You will be able to purchase these products at special discounted rates that will only be available at the show.

Exhibitors introduce new products and services at the show. Come see what’s new and meet the movers and shakers in the industry.

Save time and money at the AFD show; it’s your one stop shopping place.

FREE SEMINARS:

Tuesday, April 29, 1997

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

Show Hours:

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

Watch for more information!
Far out idea makes sense of spare space

by Ginny Bennett

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

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

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

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

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

Danny intends to advertise the space although seven of the 17 units are already rented. The units range in size from the smallest, a 5’ x 8’ to a 10’ x 12’ and two 12’ x 20’.

Hitting on a good idea and taking action are examples of Danny’s education at work. In addition to his innate business sense, which he learned from working in his father’s, Mike Nemer’s, grocery store, Danny is a University of Michigan graduate with a business degree. Upon graduation he worked for United Parcel Service. Although he wasn’t sure where his true career path lay, he felt like he was well prepared to take it. It finally made good sense to follow in his Dad’s footsteps and today Danny is glad he did.

Together, with his wife Jennifer, they share the work and the responsibility. Each can do the other’s job. They also share the joy of the newest member of the family, one-year-old Samantha. With child-care help from their families they can handle their strenuous work schedule with Jennifer contributing about 30 hours a week at the store.

Practically newlyweds, the couple has only been married two years. They don’t mind spending long hours together. “We’re best friends,” says Danny. “To unwind, we go together to the gym and work out.”

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

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

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

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Visit Booth H-6 For A Hands-On Demo
At The AFD Show

Call us to visit your store, determine your needs, prepare a layout and make a proposal that makes sense.
A salute to our service organizations

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

- **Health benefits**
  - Health Care coverage is an issue for all of us. Through the AFD’s Blue Cross Blue Shield of Michigan Health Plans, there is complete, quality coverage for your individual group needs. Whether you require insurance for yourself and your family, your key employees, or your entire staff, this plan is for you.

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

- **Liquor liability insurance**
  - AFD has negotiated with North Pointe Insurance Company to provide liquor liability insurance to members at a special rate.

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

- **Credit card processing**
  - See immediate savings through your AFD membership by using our Michigan Bankard Services Visa/MasterCard acceptance program. Our program offers low competitive rates and affordable equipment costs.

- **MoneyGram**
  - Create a traffic builder while increasing your profits with AFD’s money wire service available through MoneyGram. Offer your

---

Attend the 1997 FMI Supermarket Industry Convention!

May 4-7, 1997
McCormick Place ■ Chicago, Illinois

There's never been a better time to attend! The ALL NEW 1997 FMI Show will be filled with unexpected surprises.

- **New “One Building/One Floor” Design**
  - **South Section** features consumer products — grocery, perishables and nonfoods.
  - **North Section** features equipment, store fixtures, store design, technology and services.
  - “Boulevards” and “Beltways” throughout the floor mean exhibiting companies and their new products are easier to find.

- **Innovative Educational Program adds to the Action**
  - From global business issues to supermarketing trends, from partnerships to leadership and decision making, you'll benefit from valuable information on the hottest industry topics.

For more information call FMI's Fax on Demand Service at 1-800-890-SHOW (7469), ext. 815 or call FMI's Convention Services at 202-452-8444.
Savings are in the bag with an AFD membership

customers a great service whether they want to wire money across town or across the country.

Western Union money orders
AFD members can receive a savings of up to 25 percent on money order pricing and receive special savings on Western Union equipment.

Coupon processing
Let AFD specialists simplify your coupon operation. Simply bundle your coupons—send them to AFD and receive one check from us within four to six weeks.

Ameritech pay phones
AFD members can participate in a cost-free pay phone program that offers a 20 percent commission on all local calls. There is no deduction from your commission for equipment, installation, repairs, local access charges or monthly phone bills.

Long distance pay phone service
In addition to your regular pay phone commission you will receive a 20 percent commission on all long distance calls by simply choosing AMNEX as your provider.

AirTouch Cellular
Members can take advantage of 10-20 percent savings on local airtime, waiver of activation fee and no monthly charge for voice mail, call waiting, three-way conference calling and detailed billing.

Checking services
With Telecheck you will never have to worry about accepting bad checks again. AFD members are eligible for special reduced rates.

Personnel Needed to Install THEIR Fryer:

Personnel Needed to Install OUR Ventless Fryer:

The Chester Fried Ventless Fryer won't send you through the roof.

Your profits are the only thing that will go through the roof when you purchase the Chester Fried Total System Program for your food service operation. You'll have no installation costs, no costly roof modifications, no multiple vendors. And the ventless fryer's revolutionary air filtration system eliminates irritating smoke and grease laden vapors.

- Stainless Steel Construction
- Removable Hood Parts
- UL Listed and NSF Approved

Team up with Chester Fried and the only thing that will be going through the roof are profits.

Call DCI Food Equipment or Kenworth Food Equipment today for more information.

(313) 369-1666 or (800) 899-9324
The Woman, Infants and Children (WIC) program should be feeding babies not bureaucrats," declared FMI President and CEO Tim Hammonds, announcing a new Institute campaign to reform the program. While the WIC program is one of the best nutrition initiatives ever conceived, its effectiveness, he said, has been hampered by "excessive paperwork, overzealous store inspections and the micro management of licensing, product lists, food prices and reimbursement." "Over 26 percent of the federal funds allocated for WIC covers administrative costs. That amounts to nearly $1 billion. If we can find ways to streamline the WIC program, a good portion of that $1 billion could buy more food for more malnourished mothers and infants."

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

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

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

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

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

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

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

In the speech to FIAE, Hammonds cited examples of problems needing attention. "A store recently lost its license after..."
a remodeling in which the entrance was moved from the front to the side.

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

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

Potential Solutions

Hammonds noted that retailers in some states, such as Georgia, have overcome administrative problems by forming advisory boards to work with WIC officials. AFD has two seats on the WIC Advisory Board in Michigan.

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

Hammonds outlined how the industry is likely to proceed with See WIC page 37

For AFD members:

BLUE CROSS RATES REDUCED!

Now you can have the best for less.

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

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

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

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

For more information on AFD’s Blue health coverage options, call Judy Mansur at 1-800-66-66-AFD.
Community commitment builds successful business

In Danielle Macdonald

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

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

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

An agreement to be the exclusive distributor of Mr. Pure juices was signed in March 1989, and on May 15, 1989 Garden Foods was incorporated. One of their missions was to distribute products that the Arab retail community wanted to sell in their stores. Mr. Pure was an instant hit. "We ourselves were store owners so we knew what retailers wanted from a distributor and we gave it to them," explained Barada.

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

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

Aoun left his businesses in Chicago to work full-time on the Garden Foods venture in July 1989. "We both thought that Jay could handle the business for the first year by himself. We were so successful that we had to hire new staff every week for the first six months. I could not let the retail community down so I moved here to help meet the demand for Mr. Pure juices," explained Aoun.

In October 1989, only six months after incorporating, Garden Foods stopped taking on any new business. "We needed to concentrate on the customers we had and service them with 100 percent dedication before taking on new business," said Barada. During their time of reorganization, Garden Foods moved from 2,000 square feet in the Good Humor building to a 10,000 square foot warehouse in Dearborn. "Chaker was convinced that we could fill 10,000 square feet of space. To say I had doubts is a serious understatement. We only distributed one product at the time," mused Barada.

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

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

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

Aoun and Barada recognize that their hard work as store owners and community activists played an important part in the success of Garden Foods. Although, they give most of the credit to the retail community. "We would like to thank the retail community because without their support and trust, our success would not be possible. We hope to meet their expectations now and in the future."
Quarles
Continued from page 13

just starting out,” Quarles said.
“When my husband and I opened our
store we ran into difficulties in the
beginning, but our
determination got us through.”
“Quarles credits her positive
attitude and success to her
upbringing. “My parents always
told me to put my best foot
forward and stay focused,” she
said.
“I was raised to make a
difference if at all possible. So
many people helped me along the
way. I just want to give back
some of what was given to me,”
she said.
Quarles said her activism on
various boards and committees
was the beginning for her.
“People need to realize how
important their opinions are when
serving in these capacities. It is
just one of the many ways people
can begin to give back and be
heard,” she said
Quarles encourages everyone to
take an active role in their
communities. “When you voice
your opinions and have knowledge
of the decisions that are being
made by your local government,
you have the ability to make a
difference and be heard.”

Bottle Law
Continued from page 3

system. There is good reason why
only one out of 50 states have an
expanded bottle deposit system. it
doesn’t work.
Send your representative a short,
hand written letter introducing
yourself and encouraging him/her to
contact you before he/she supports
any proposals for bottle expansion.
Don’t get into details of the bottle bill
or reasons why you don’t like it, just
encourage the legislator to contact
you or visit your store. Offer to show
the legislator around to aid in their
understanding of some of the many
laws that govern your business.
Supply general information about
your business such as location, how
long you’ve been in business and the
number of people you employ. If a
legislator answers your letter and you
would like assistance with either
return phone calls and/or a store visit,
call Joseph Sarala at AFD (810) 557-
960.
Politics is not a spectator sport.
Get on the court and help our team
win!”

WIC
Continued from page 35

the reform campaign. “First, we’ll
see what steps can be taken at the
federal level with USDA, the WIC
directors association and, if
necessary, Congress. These may
include retailer advisory panels in
every state, a best practices
manual, a national product list,
improved training programs and
continuing dialogue on the critical
issues.”
At its convention next spring, the
WIC directors association is
featuring a track of workshops on
vendor issues, which will give
retailers a forum to discuss
solutions to the administrative
problems. The association has
already invited Hammonds to
speak.
He emphasized that FIAE and the
state associations can become
major players in the reform effort.
Four state association executives
are represented on the task force.
Once the FMI Board approves the
task force strategy, he said FMI
would work closely with FIAE and
its members to implement it at the
federal, state and local levels.
“Our industry,” Hammonds
concluded, “is in a strong position
to help this program reach its full
potential. We can help transform
the WIC program from a
bureaucratic nightmare into a
model of public and private
cooperation that provides millions
of infants and children the
nourishment to fulfill their
dreams.”

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“To promote the sales & consumption of Frozen Foods through education, training, research, sales planning, and by providing a forum for industry dialogue.”

“Discover The Best” is the theme of March Frozen Food Month, 1997. March promotions and help achieve the mission of the National Frozen Food Association.

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- WELCH'S ORCHARD JUICE DRINKS
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- MORNINGSTAR FARMS ANALOGS
- SCRAMBLERS EGG SUBSTITUTE
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- WHITE CASTLE SANDWICHES
- TRIX NOVELTIES
- YOPLAIT NOVELTIES
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- MOUNTAIN TOP PIES *
- NEW YORK GARLIC BREAD *
- REAMES NOODLES *
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- MCKENZIE'S SOUTHERN VEGETABLES *
- CROWLEY'S FROZEN YOGURT *
- MAMA TISH'S ITALIAN ICES *
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