



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

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Retailer Alert!

Warning: Untaxed cigarettes are illegal

AFD has received numerous calls from retailers after they have gotten sales brochures from the Four Feathers Indian Smoke Shops in Oklahoma and the Big Chief Smoke Shop in New York. These American Indian reservations are offering cigarettes for sale at highly reduced costs.

State retailers should remember that it is illegal to be in possession of untaxed cigarettes! While the prices may be attractive, buying these cigarettes from a reservation could result in civil and/or criminal penalties.

Food Safety - Leading issue for 1998

Our nation's food supply is one of the safest and most efficient in the world. Still, each time a new incident occurs that calls safety into question, it reminds us that it is not without problems and concerns. We must continually examine our practices, evaluate procedures and make changes when needed to ensure the safety of

the food we sell and eat.

In speaking at the annual Food Industry Association Executives convention in San Diego, Jack Partridge, group vice president of the Kroger Company, spoke about this issue that concerns us all. He was articulate in his



message and he clearly laid out what he felt needed to be accomplished in this critical area:

1. Eliminate E. coli testing as it is being done today. It is clearly ineffective to be testing "after the fact" at retail level.

2. It is important to promote the use of irradiation to enhance the safety of many food products.

3. As an industry, we need to take a leadership role in advocating the concept of a single federal agency to be responsible for food safety.

4. We must focus our efforts on educating the consumer about food safety - this is a priority.

To this end, our industry and our government are responding. Foodborne illness is serious, costly and deadly. Together, industry and government can work to eliminate the potential for contamination and continue to supply our nation with quality, safe food.

National consumer food safety education campaign is launched - Industry, government and consumer groups involved in the Partnership for Food Safety Education launched a national

consumer educational campaign aimed at reducing foodborne illness by confronting the invisible enemy of foodborne bacteria. A character, called "BAC" is the cornerstone of one of the most far-reaching and

See Food Safety, page 4

**It was Macarena madness in 1997.
What will it be this year?**



Find out at "A Night of Romance," the AFD Annual Ball, February 13 at Penna's of Sterling!

Cigarette stamping begins

Michigan has now become the 44th state to require tax stamps to be placed on packs of cigarettes. The new law will prohibit retailers from acquiring unstamped cigarettes after May 1, 1998. State retailers will have until August 31, 1998 to clear their unstamped cigarette inventory. Starting September 1, 1998 retailers can sell only stamped packs of cigarettes.

There will be severe penalties for violating stamping rules. Retailers found selling or in possession of unstamped cigarettes could find themselves facing charges with up to 10 years in prison and fines of up to \$50,000. Retailers could

find themselves being barred from selling cigarettes for up to six months for a first offense of selling unstamped cigarettes. Retailers charged with additional offenses could see their licenses suspended for longer periods of time.

There are two main reasons state legislators fought to require stamping. First of all, there have been record levels of cigarette smuggling after Michigan's cigarette tax was tripled in 1994. Secondly, there have been major reductions in revenue for public schools. The stamping program will help to recoup the estimated \$20 million in losses to the state due to smuggling of illegal cigarettes.

Cigarette tax stamp timeline

April 15	State provides tax stamps at no charge and wholesalers acquire stamps
May 1	Stamps must be affixed by wholesalers before resale
May 1	Retailers, secondary wholesalers and vending machine operators shall not acquire unstamped packages of cigarettes
May	Retailers must keep in their possession at their place of business a copy of their purchase records for the most recent four months. (All cigarette purchase records must be kept for four years.)
September 1	All packs offered for sale at retail or in vending machines must be stamped
September 1	Retailers, secondary wholesalers and vending machine operators shall not possess unstamped packs.



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President's Message

Top food trends for 1998



by Joseph D. Sarafa

Each year I like to take a moment to reflect on the changes in the industry and look ahead at what is in store for us as the new year progresses. Here are my predictions for 1998:

Boomers age and grocery stores accommodate - With the 76 million baby boomers beginning to turn 50, there are many changes in store. Look for the biggest in the health and beauty section. Products designed to help us look and feel younger will become more and more popular. Hair replacement creams, post cosmetic surgery products, vitamin and mineral supplements and natural herbs that promise to rejuvenate will all be hot.

Retailers continue to categorize - Consumers want variety, service and value. Based on the success of stores like Home Depot and Office Max, you'll see more category-specific operations. Some will prosper, many will die in this highly competitive market.

Co-branding will be big - Look for manufacturers to team up when introducing new products. Figuring the success rate will increase with name recognition, large manufacturers will double their odds by launching products with two famous names on the label.

Organic food sections grow - In 1997 legislation was introduced that will help determine what foods can be officially called "organic." In 1998 health-conscious consumers will demand more organic produce. Many retailers will respond with designated areas for pesticide free, organic foods.

Advertising on apples - Apples with coupons for lunch meat. Ads on bananas for peanut butter. This

cross-selling is looked at by the produce manufacturers as an additional revenue source and by the potential partners as a good way to align their products with healthy, popular fruits and vegetables.

Gourmet to go - Currently 47 percent of U.S. culinary school graduates are being grabbed up by supermarkets, which are turning toward providing prepared meals. After all, the restaurant industry took away many supermarket customers during the 1980s. Now food retailers are wooing them back with home meal replacement options and grab-and-go carry-out sections.

Kids with a conscious - As children continue to learn more about the environment in school, efforts to recycle will increase. More stores will devote space to paper and plastic bag recycling. Partnerships between stores and schools will also increase recycling efforts.

Welcome new Board Members!

I want to give my sincere thanks to Mark Karmo for the tremendous amount of time and talent he has donated to AFD as its chairman over the past two years. Mark, you have been a great asset to this organization and I speak for the entire AFD staff when I say it has been a pleasure to work with you.

I would also like to congratulate Bill Viviano on his election as AFD's new chairman of the board. Bill has been very active in AFD's functions and programs and we look forward to working with him as our new chairman.

Congratulations are also in order for the entire slate of new AFD officers: Vice Chairmen Fred Dally, Sam Dallo, and Terry Farida; Treasurer Gary Davis and Secretary Ronnie Jamil. We appreciate all of you who so generously give your time to help the industry.

The Grocery Zone

By David Coverly



Food Safety
continued from page 1

ambitious public education campaigns focused on food safety. Just as the public links "Smokey the Bear" with preventing forest fires, the goal of the "Fight BAC" campaign is to educate consumers on the problem of foodborne illness and to motivate them to take basic sanitation and food handling steps that will greatly reduce their risk of foodborne illness.

Legislation to create a single food safety administration – The "Safe Food Act of 1997" was introduced to consolidate the federal government's food safety functions. The legislation, H.R. 2801, would create a single Food Safety Administration in order to centralize food safety, labeling and inspection responsibilities presently divided among several federal agencies. Currently, food safety functions are spread throughout 12 agencies, with four having the majority of jurisdiction: the U.S. Department of Agriculture oversees meat, poultry and eggs; the Food and Drug Administration oversees other food products; the Commerce Department's National Marine Fisheries Service inspects fish; and the Environmental Protection Agency sets limits for certain chemicals in food.

President Clinton announces a safety initiative for imported and domestic produce – In a Rose Garden ceremony, President Clinton announced an initiative to allow the Food and Drug Administration greater flexibility in banning fruits and vegetables from abroad that do not meet U.S. standards, as well as to upgrade domestic standards. Clinton will ask Congress for money for the FDA to hire more inspectors to examine produce safety abroad.

FDA sets rules on dietary supplement labels – The Food and Drug Administration published final rules aimed at making supplement manufacturers put more information on labels. The rules restrict use of the terms "high potency" and "antioxidant" and require products such as vitamins, minerals, herbs or amino acids to be labeled as dietary supplements. Labels will have to say what the appropriate serving size is and must give information about 14 nutrients when present at "significant levels," including Vitamin A, sodium, Vitamin C, calcium and iron.

Food Safety tops 1997 accomplishments at Michigan Department of Agriculture



Here in Michigan, food safety has received considerable attention. According to Michigan Department of Agriculture (MDA) Director Dan Wyant, 1997 was a year of successfully-managed food safety challenges.

- MDA established a new Food and Dairy Division in mid-year as a central point from which to address all food safety concerns and streamline MDA's response to food safety emergencies. This division includes the Food Service Sanitation program, transferred to MDA from the Department of Community Health. As a result, MDA now has a broader mandate to investigate food borne illness from food source to consumer.

- In November Governor Engler announced that MDA established, with the Department of Community Health, a Food SAFE Team of trained epidemiologists, medical doctors and food scientists who will respond immediately in a

coordinated effort when food safety crises occur in the state.

- In July, MDA formed the Michigan Food Safety Alliance as a partnership between industry, government and academia to propose the best ways to keep Michigan's food safe throughout the distribution network.

- When Hepatitis A struck school children in several Michigan counties this year, MDA staff, working in partnership with other agencies, quickly traced the outbreak to frozen strawberries served in school lunch programs, then back to a San Diego processor and a farm in Mexico which were both possible sites of contamination. This extensive trace back assured that the product was seized and removed from use, thus limiting the number of children who became ill. In another case last May, over 40 people became ill after eating contaminated alfalfa sprouts. After identifying the source of the illness, MDA worked with other agencies to trace the sprouts back to a farm in Washington. The farm was not licensed to produce alfalfa sprouts for human consumption.

- During the year, MDA food safety staff initiated 1,738 seizures involving 3.4 million pounds of adulterated or contaminated food valued at \$6.4 million.

Foodborne illness increase

Public health officials believe that the incidence of foodborne infections in the United States will increase in the future. Among the causes cited is the shift by many consumers to a diet including more fruits, vegetables and grains—a so-called "heart healthy" diet. Many of these items are imported and scientists have found they bring new pathogens with them. Increased consumption of organic food fertilized by animal manure is another problem. *E. coli* can survive up to 70 days in cow manure and can then multiply in foods fertilized by it. Some epidemiologists contend that irradiation offers the best avenue to prevent foodborne outbreaks. Irradiation of red meat was approved by the Food and Drug Administration last year.

Calendar

February 13
AFD Annual Trade Dinner
A Night of Romance
Penna's of Sterling
(248) 557-9600

February 22-24
MARKETECHNICS'98
Los Angeles Convention Center,
Los Angeles, CA
FMI (202) 452-8444

March 12
1998 Lem Tucker Speaker Series
International Center,
Greektown, Detroit
(517) 774-3493

March 18-20
1998 ECR Conference
Hyatt Regency, Atlanta
1-800-611-2720 ex. 806

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

April 21-22
Racing into Profits
AFD Annual Trade Show
Burton Manor, Livonia
(248) 557-9600

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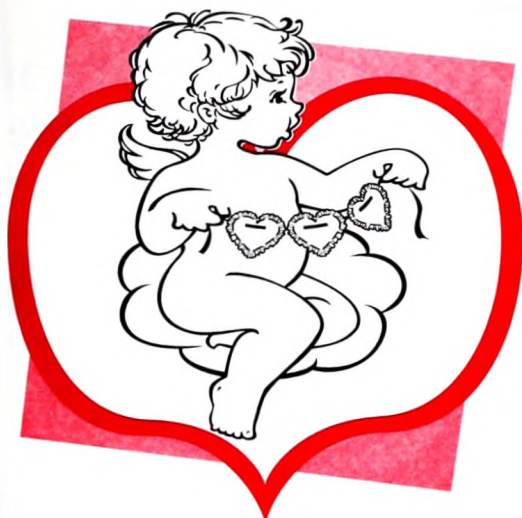
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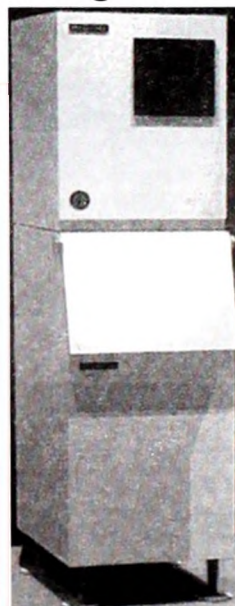
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Spartan wins PLMA "Salute to Excellence" Award

The Private Label Manufacturers Association (PLMA) has selected Spartan Stores, Inc. as the winner of its 1997 "Salute to Excellence" Award in the Co-op/Wholesaler category.

The award is given for the following

- excellence in building strong private label programs
- marketing and merchandising policies
- product innovation and packaging
- overall commitment to private label
- bringing high-quality store brands to the consumer
- contributing to the growth and success of private label in today's marketplace

PLMA members nominated Spartan for the award, and a trade press jury made the final selection.

Lem Tucker Speaker Series comes to Detroit

Al Roker of NBC's Today Show will be the Keynote Speaker at the 1998 Lem Tucker Speaker Series dinner held Thursday, March 12 at the International Center in Greektown. The purpose of the Lem Tucker Speaker Series is to have an annual event honoring the accomplishments of Lem Tucker, as a broadcaster and an alumnus of Central Michigan University. Each year, a student who wishes to pursue a career in journalism and promote the success of minorities in journalism will receive a renewable, four-year scholarship to CMU from the Lem Tucker Journalism Fund. The 1997 Honorary Committee is co-chaired by Governor John Engler and Mayor Dennis Archer.

For ticket information, call (517) 774-3493.



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Michigan vacations are up for grabs in winter apple promotion

A four-night trip for two to the Island House on Mackinac, plus \$500 in spending cash, is the grand prize in the Michigan Apple Committee's latest retail promotion. The promotion encourages retailers to advertise and display Michigan apples from January 15 through March 15, 1998. Each advertisement and display allows retailers an entry into a special drawing where a total of 20 prizes are offered. Vacation prizes also include a four-night trip for two to Boyne Highlands Resort in Harbor Springs, Michigan, plus \$300 spending cash. Other prizes include spending cash and Michigan Apple T-shirts.

Advertisements in the newspaper, on a flyer or circular, or in a radio or television commercial must use the word "Michigan" or the Michigan apple logo.

In addition to the prizes offered in the drawing, an "Outstanding Display Award" will go to the retailer who is judged as using the best execution of the "Michigan vacation" theme. The winner of the outstanding display will receive a four-night trip for two to Mission Point Resort on Mackinac Island, plus \$500 spending cash.

To participate, retailers must send proof of performance including a tearsheet, flyer or tape advertising, and photos for displays to the Michigan Apple Committee, postmarked by March 31, 1998. The drawing, and judging for the outstanding display, will be held on April 20, 1998.

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.

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Electric deregulation is coming soon in a few areas

The Michigan Public Service Commission today completed final action on rehearing orders required to introduce competition into the state's electric utility market. By a 2-1 vote, the Commission adopted a phase-in schedule that would allow 2-1/2 percent of customers of Consumers Energy Company and Detroit Edison Company to select an electricity supplier of their choice as early as March 31, 1998, if federal regulatory approvals are obtained. Customer choice would be available in four additional 2-1/2 percent blocks on June 30, 1998, and on January 1 of 1999, 2000 and 2001. In 2002, all remaining customers would be able to choose an alternative power supplier if they wish to.

"Today's action completes a two-year process designed to provide choices to Michigan customers," said Commission Chairman John Strand. "During that time, we have listened to the concerns of numerous Michigan citizens and businesses in hearings around the state and have modified the program to address those concerns. In our June order we stated the general principles that all Michigan citizens should have the opportunity to choose their electricity provider and that those who choose to stay with their current provider should not have their rates increased because of open access. Today's orders reaffirm those principles. The administrative process is now complete and I look forward to the development of a competitive electric market in Michigan."

The Commission had previously issued electric restructuring orders on June 5, 1997 and October 29, 1997. Rehearing requests on those orders were filed by Consumers Energy Company, The Detroit Edison Company, Attorney General Frank J. Kelley, the Association of Businesses Advocating Tariff Equity, Energy Michigan, the City of Detroit, Indiana Michigan Power Company, Kraft Foods, the Midland Cogeneration Venture Limited Partnership, Shell Western E & P Inc. and the Michigan Independent Power Producers Association. Today's order addresses those rehearing requests,

with Chairman John Strand and Commissioner David Svanda voting for the order and Commissioner John Shea dissenting.

In addition to establishing the schedule for customer choice, today's order resolves potential conflicts with federal tariffs, initial estimation of stranded costs, adds

clarity to the annual true-up mechanism, provides latitude in establishing the minimum bid to participate in open access, establishes a process for suspending the power supply cost recovery clauses and clarifies rates for standby service. In addition, the Commission issued orders establishing the federal/state

jurisdictional split regarding transmission and distribution facilities. The jurisdictional split and some tariff matters will also require approval by the Federal Energy Regulatory Commission.

The Michigan Public Service Commission is an agency within the Department of Consumer and Industry Services.

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Shoppers want dinner at home but who's cooking?

by Kathy Blake

Time-starved consumers are wondering what's for dinner and who's cooking it. With less time than ever, consumers look to restaurants for take out meals and are increasingly finding their way to grocery and convenience stores for already prepared meals or those that are easy to make.

Retailers are finding new ways to compete with restaurants for the food dollar with "Meal Solutions" and "Home Meal Replacements."

With **Meal Solutions**, grocers bring items from multiple departments together to provide

the essential elements for a meal-in-one location. The grocery industry has been increasing and refining the offering of products that save steps and time when preparing meals at home. In a recent Food Marketing Institute

(FMI) survey, 50 percent of shoppers buy pre-cut, and cleaned vegetable items and nearly half buy ready-to-eat bagged salads. Nearly half buy frozen side dishes and 32-33 percent purchase precooked and ready-to-cook main dishes. Convenience stores can capitalize on this trend by grouping products together that can be grabbed quickly to assemble at home. Fresh pasta sauce, pasta noodles, Parmesan cheese, garlic bread and a bagged ready-to-eat salad grouped together in a refrigerated display will encourage multiple purchases.

Home Meal Replacement enables grocers to fill customers'

Seniors: A burgeoning new employee base

You may not have noticed the trend or deduced it from the demographics, but older workers could become your most important human service resource in the coming years.

Here are those demographics: There are some 76 million baby boomers—people born between 1946 and 1964—compared to 56 million baby busters born between 1965 and 1976. It's these numbers that lead experts to predict labor shortages in the next decade because there simply won't be enough young people to fill the entry-level jobs even a relatively slow-growing economy is likely to create.

By the year 2000, about a third of the U.S. population will be over 55. By 2030, when the youngest baby boomers hit their mid-60's, close to 70 million people, or about 22 percent of the population, will be over 65.

Even if you currently don't find yourself in the midst of a labor shortage, you may want to seek out older workers anyway. What makes them so valuable is what they bring to the job. Work ethics top the list: Older employees are more reliable, loyal and punctual, have better manners and don't miss work as often as their younger counterparts.

The motive behind

hiring older workers is diversity. The more diversity you have, the more you can offer. Older workers enrich the departments they work in with knowledge they bring from previous work experience. They are great examples for other workers.

Besides being reliable and missing work less, older workers understand customer service and need less supervision.

How can you attract older workers to your company? First, it's important to let them know they are welcome.

Experts say understanding older workers ensures that they will become successful employees. Older people aren't that concerned about advancement, but they do want to enjoy themselves. They value stability and establishing a rapport with co-workers.

For information on the kinds of programs other companies have created for older workers, check out the American Association of Retired Persons (AARP) National Older Workers Business Partnerships Programs at (202) 434-2090.



According to an FMI survey, convenience stores supply only one percent of take-home meals.

needs for already prepared meals. According to FMI's *Trends in the United States—Consumer Attitudes and the Supermarket*, 22 percent of consumers surveyed said their main source for already prepared food eaten at home is supermarkets. Convenience stores supplied only one percent of the take-home meals. Fast food restaurants led the take-home meal category with 48 percent in 1996, dropping to 41 percent in 1997. Today, consumers are carrying out more meals than dining in at restaurants. Consumers spent \$38 billion on take-out food in 1996 of which pizza had the largest share with 42 percent, followed by fast food categories: hamburger (14

Continued on page 31

Grab a byte of technology at the n@cs.tech/'98

Technology for convenience stores is the topic of n@cs.tech/'98, a conference hosted by the National Association of Convenience Stores. It will take place March 23-25 at the Sheraton Chicago. For more info., call (703) 684-3600.

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Living in harmony rejuvenates a Detroit community

by Ginny Bennett

The Thrifty Scot Supermarket on Harper in Detroit has played an important role in the rejuvenation of the city of Detroit. The store has seen many changes in its 60 years and its owners have learned to adapt and aid in the growth of its changing community.

Over the years Detroit has experienced a variety of changes and the store too has changed, including going through a period when it was closed.

Today the store is bustling and prosperous, like the busy city rejuvenating around it. Alaa Naimi and his brother are the owners of Thrifty Scot Supermarket. The 15,800 square-foot store was once a Great Scott Supermarket and vacant when the building was purchased by Naimi in 1979.

Naimi credits his business success to the high level of involvement he has within his industry and in his community. Attention in these two areas has meant everything to the ability of the store to survive the tough times.

As a grocer Alaa strives to be competitive with the other chains and independents. He volunteers as part of the Wayne Metro Ad Group. This organization meets weekly to write the ads for the 45 Spartan Stores in Wayne County and Metropolitan Detroit.

"Being a success means knowing everything about the business," says Alaa. "As an AFD member I learn more and can unite with other independents to help the industry. As a board member, I can help make changes that will better the

industry. Being part of an association helps all of us," Naimi continues.

In addition to being a dedicated AFD board member, Naimi is a major supporter of the AFD Turkey Drive. Each year he gives his time, energy and money to help organize the event. An annual

Thanksgiving project for 17 years, the turkey drive gives grocers the chance to show their goodwill by sharing with the less fortunate in their neighborhoods. However, giving turkeys away is only one way to help.

Thrifty Scot Supermarket has become an integral part of the Ravendale Community, a Detroit neighborhood of 38 blocks with 1500 homes and 4100 residents. The Harmony project was designed by the Ravendale Community leaders, Wayne County and AFD to promote good relations between the Chaldean and Arab store owners and the neighborhood. The project has now been joined by many other organizations

including the city of Detroit and Wayne State University. Posted by the Thrifty Scot Supermarket door is the Harmony Project pledge

which states, "This business and this community work together!" The effort promotes buying local products and services, training and hiring from the community whenever possible and a neighborhood watch. Working with community leader Toni McIlwain, Alaa has seen many changes for the better since the project began in 1991. McIlwain is president of the Ravendale Community and directs the Harmony Project for Wayne State University. Working together since 1979, McIlwain says, "This is something I can say from the heart, Alaa Naimi is an individual that I have grown to



Alaa and Adnan (Eddie) Naimi in front of Thrifty Scot

The Harmony Project Pledge

This business and this community work together!

This business pledges to:

- Treat customers with courtesy and respect
- Hire as many people from the community as possible
- Maintain clean stores. Keep them well-lighted, inside and out
- Support community and neighborhood activities
- Work together to fight crime
- Discourage and report loiterers
- Help train young people for business careers when possible
- Help local businesses grow by hiring local service companies

This neighborhood pledges to:

- Treat business owners and employees with courtesy and respect
- Offer candidates for job opportunities
- Help keep the store clean. Report littering and graffiti
- Invite the business to take part in community activities
- Work together to fight crime
- Discourage and report loiterers
- Help train young people for business careers
- Shop in our neighborhood and support local business



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Thrifty Scot
Continued from page 10

trust and care about. If any problem occurs, pertaining to the store or any resident, we can discuss the situation together and come up with a solution." McIlwain is quick to mention how generously the store supports the Ravendale Community Christmas events, drug education program and clean-up projects. McIlwain says, "I'm proud to have Alaa Naimi in my community!"

Naimi also finds time to serve on other AFD committees. Working on these committees helps him stay on top of issues regarding regulations and other important matters.

The Naimis also own Joy Thrifty Scot on Joy Road in Detroit. Brother Adnan "Eddie" handles the meat department for both stores while brother Emad takes care of the day-to-day operations in the Joy Thrifty Scot. Another brother, Amir Al-Naimi acts as a consultant to the family enterprise. Amir also serves on the AFD board. Alaa also has a sister, Awatif who works in the office,



Alaa Naimi

and another sister. He also has a fourth brother who works in the grocery business.

Along with his wife Janan, Alaa has four daughters between the ages of six and 11. Two of the girls have expressed an interest in the store and work there when they get a chance. Alaa met Janan while she was working in the store and although she gave it up to

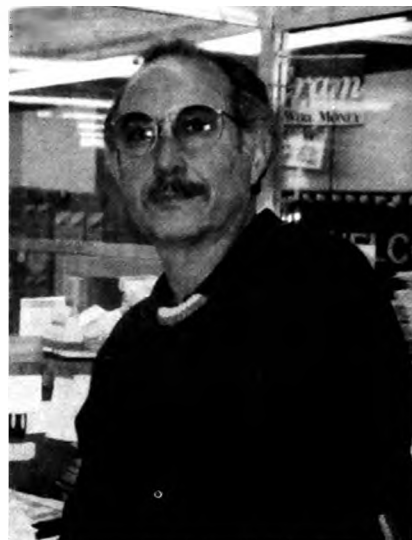
raise her young family, Alaa says she misses the store and looks forward to coming back to it someday.

Eddie was the first of the Naimi family to come from Iraq. He started working in a grocery store in 1963 and when his brother Amir arrived in 1966 they worked for three years in order to join together in 1969 to buy a small store, Jean's Market on Charlevoix, in Detroit. They sold Jean's and

bought Super Foodmarket on Dexter. Alaa came in 1971 and the brothers bought Joy Thrifty Scot in 1972. They bought a third store in 1979 which became Thrifty Scot. In 1981 they sold Super Foods.

The Ravendale Community letterhead

bears this verse: Behold, how good and how pleasant it is for brethren to dwell together in unity!— Psalm 133:1. With this philosophy in mind, Naimi, together with his family stores, their forty-plus employees and the community can build a better future for the changing city of Detroit.



Eddie Naimi in the office

GENERAL WINE & LIQUOR COMPANY

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

82 Years Young: Way To Go, AFD!



For 82 years, the Associated Food Dealers has provided inspired leadership to the retailers, manufacturers and suppliers of Metro Detroit and the State of Michigan.

As we celebrate with you at your Annual Trade Dinner, We salute your many years of dedicated service to our industry and our town.

**Best wishes from
7 Up Detroit!**



**See your 7 Up
Representative
for a complete line
of family favorites!**



Rewarding employees

Setting guidelines helps businesses reach goals

The key to a successful incentive program is having clearly defined goals. Knowing the standards and results you are expecting from the program will help you determine appropriate rewards. Here are some rewards that have been successful in the past.

- Gift certificates for all employees when a month's goals are met.
- Cash drawings at the end of a month in which goals have been met.

- An annual drawing for a major gift, such as a travel voucher, if that year's goals are met.
- Movie passes for safety committee members when they identify and correct a safety hazard.
- A small gift for any employee who submits any safety idea that is implemented.
- Gift certificates for movies and a dinner for department supervisors who have met department-level safety and claim reduction goals.
- Pizza party for the employees in any department meeting its safety goals for the month or quarter.
- Safety bingo games number for each month safety goals are met, the eventual bingo. There are various versions, one of which involves giving all employees a bingo number for each month that safety goals are met. The eventual winner generally receives a substantial prize.
- Provide prizes employees can use to promote safety at home, such as fire extinguishers, smoke alarms, or first aid kits.

The structure of your incentive program is limited only by your imagination. Just remember to keep it simple.

— Courtesy of Grocers Insurance Group

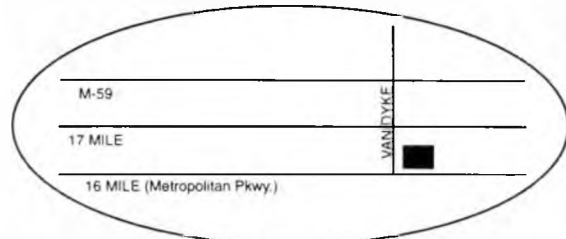


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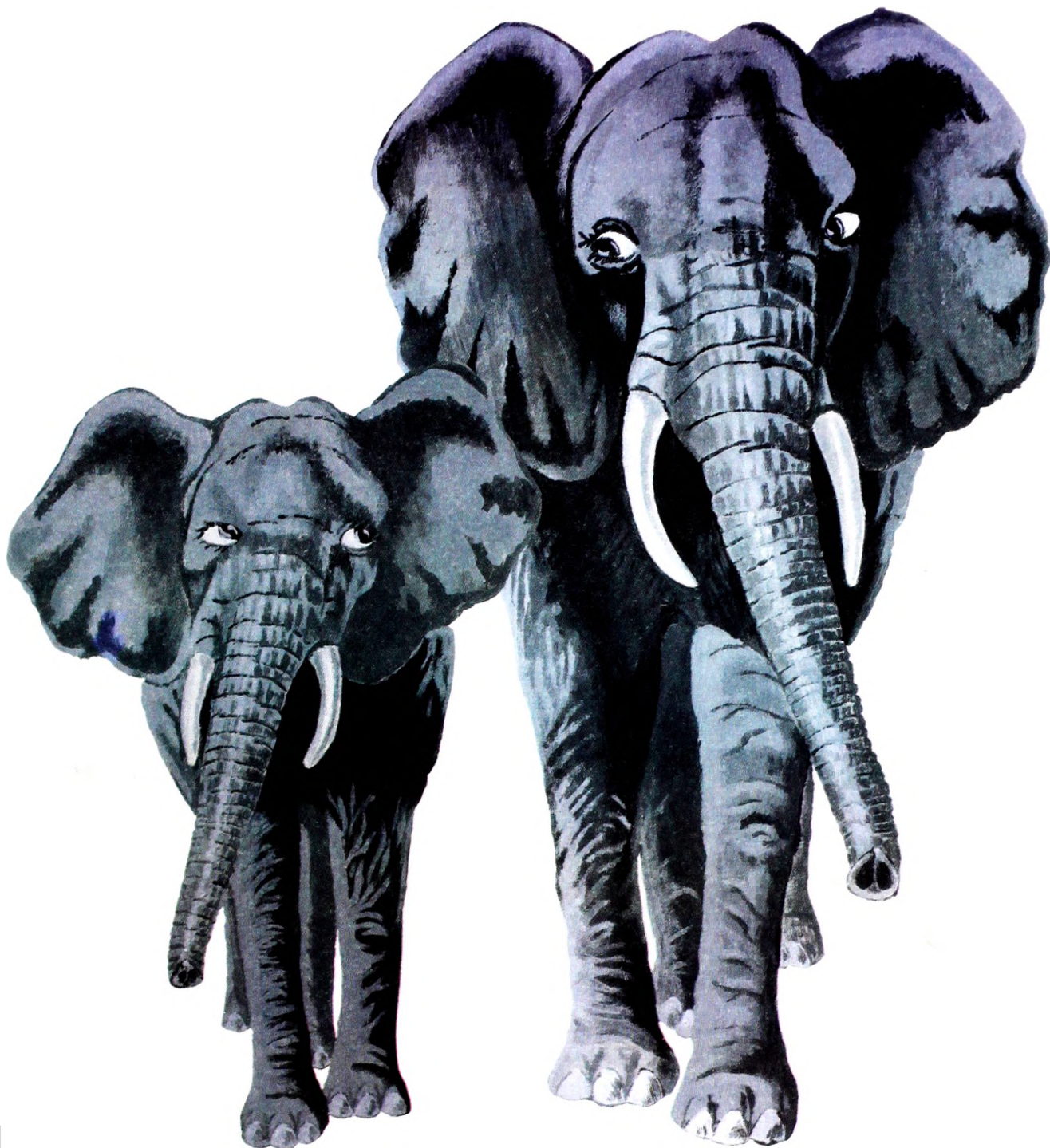
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New area code (248) 489-1300



Tuesday sales before

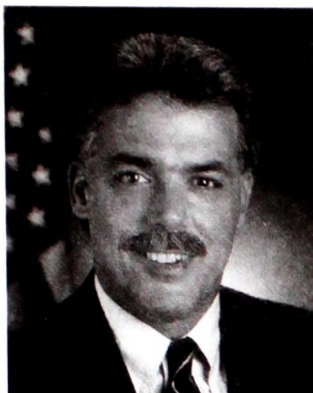
Tuesday sales now

The addition of a second draw day means another BIG sales day!

With drawings every Tuesday and Friday, The Big Game is now even BIGGER, with BIGGER jackpots and a BIGGER number of winners. That means a BIGGER amount of traffic, BIGGER sales and BIGGER commissions for you!



Odds of winning: \$1 1 in 43; \$2 1 in 71; \$5 1 in 373; \$5 1 in 223; \$100 1 in 5,350; \$150 1 in 9,809; \$5,000 1 in 235,418; \$150,000 1 in 2,207,042; Jackpot 1 in 52,969,000; Overall odds 1 in 22



Keep lottery sales strong with these tips

by Commissioner Bill Martin

During the holiday season, Michigan Lottery instant tickets made perfect gifts for almost everyone on your shopping list. But now that the holiday crunch is behind us, how do you continue to keep your sales up and your

customers interested? Well, there are many ways to make sure your Lottery customers—and you—are winners all year long!

Display

It's a simple fact: your customers can't buy what they

can't see. If you're not displaying all the great new games available to your players, they're not buying them—and you're missing out on even higher potential commissions.

It's long been proven that instant game purchases are made essentially on impulse. When you display new games as they become available, your Lottery customers have the opportunity to try the games and find their favorites.

It's also true that a solid mix of price points will increase your overall Lottery sales. In the first three months of fiscal 1998, the amount of activated tickets per price point is very well spread across the board: 36 percent to \$1 games; 32 percent to \$2 games; and 32 percent to \$3, \$5 and \$10 games.

Different games appeal to different players, and you don't want to risk missing an entire game-playing segment simply because you don't carry the games they enjoy. Mix it up a little bit, and see what happens!

Ask for the Sale!

A simple reminder to a busy customer can work wonders. Let them know about the variety of Lottery products you have to offer.

Validate

Take the time to validate your customers' tickets. Some players will reinvest ticket winnings into new ticket purchases or other merchandise right at the counter. It's all about building customer loyalty, and your Lottery customers will appreciate the extra effort.

In-store promotions

Lottery retailers throughout the state have found just how effective in-store promotions can be on their bottom line. In addition to the Lottery-sponsored second-chance sweepstakes and similar giveaways, many innovative retailers have taken the initiative to design their own in-store promotions, and always with

R.M. Gilligan, Inc.



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The operating companies of Philip Morris Companies Inc.-- Kraft Foods, Inc., Miller Brewing Company and Philip Morris U.S.A.-- employ 1,740 people in communities throughout Michigan.

That means: □ \$447 million worth of goods and services in the state, including \$36 million worth of agricultural products from Michigan farmers



□ These purchases generate more than 1,140 jobs and \$14 million in compensation □ More than \$514 million in federal and state taxes paid or generated in Michigan.*

We're proud to call Michigan home.

* Philip Morris Operating Companies Facilities
Dollar amounts based on analysis of Economic Impact
for the year ended December 31, 1994



Kraft Foods, Inc.
Miller Brewing Company
Philip Morris U.S.A.



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**Place a Coca-Cola
CCM With
Saddlebag Unit &
Gain An Annual
Incremental Profit
of \$1996.80**

Coca-Cola CCM With Saddlebag Snackcake Unit

In this competitive marketplace a retailer needs to optimize every square foot of selling space, without compromising their customers' needs. That is precisely why the Coca-Cola Bottling Company developed the Saddlebag Snackcake Unit. The Saddlebag Snackcake Unit uses pre-existing selling space and combines two of the highest impulse items to spur incremental sales.

The Saddlebag Snackcake Unit is just an example of Coca-Cola's continuing dedication of enhancing profitability for our customers with new ideas and innovative merchandising concepts. Please contact your local Coca-Cola Account Manager for more information on this unit.

Hope in Hockeytown

In August, shortly after Detroit Red Wing Vladimir Konstantinov came out of his coma, Jim Bellanca had an occasion to visit with Vladimir and his wife Irina, in a secluded garden area outside of Beaumont Hospital. Upon his return home that evening, Jim wrote an E-mail message to his daughter, Selia. Jim's message is one of love, compassion and hope. It is a message that is relevant throughout the year and throughout our lives and particularly appropriate to the Holiday season.

Vladimir continues to show improvement. The road to recovery continues to be a long, arduous and difficult process for him and his family. Your continued thoughts and prayers serve him well.

by James Bellanca Jr.,
Bellanca, Beattie & DeLisle,
legal counsel for the AFD



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LOOK FOR THE
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IT'S THE DAY THE BEER WAS PACKAGED

When you're almost 53 years old, you're not supposed to have idols. Or maybe your idols are supposed to be statesmen or philosophers. Maybe world leaders or artists or authors. Certainly not sports figures. Maybe it was the way he played the game. The way it was meant to be played. He seemed to love it so. He never complained or taunted or gloated. He just played for himself, for his team. He was so shy about his fame, so normal. He seemed in awe of the adoration...as much in awe of it as I was of him.

Eight weeks ago he lifted the Stanley Cup above his head. Today, he struggled to lift his chin above his shoulders. Yet there is hope. I saw it as he struggled to answer the command to throw the little rubber ball. There was the determination, but the glint was gone from his eye. Eight weeks ago we watched for the next crunching check. Today, strapped to a wheelchair, sitting in the evening sun, we cheered when he

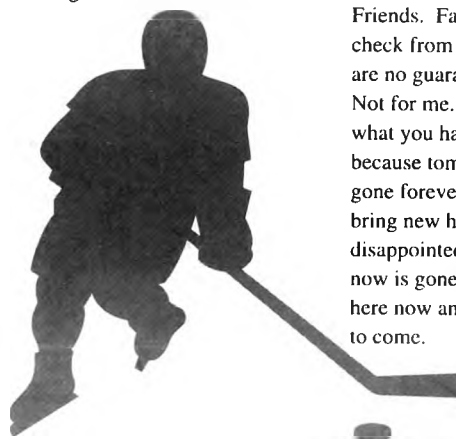
tried to place a baseball cap on his own head.

Yet, there is progress. Not like the newspapers suggest, nor like all of us would hope. He is still fed through a tube protruding from his side. He had some ice cream—just a tablespoon or two. Maybe in a week or month he will be able to eat baby food. Maybe in a month, or maybe a year, he will walk or stand.

It is still too early to tell. But, he will do it if anyone can. He will do it quietly, in his own way. And, he will still be my hero, maybe my last.

Maybe that is why at 53 we look to others as heroes. People who inspire the mind with their mind. Physical heroes are prisoners of their bodies and bodies are such fragile things. It hurts me to see him struggle. Can you just imagine how he feels?

None of this has reason. None of it makes sense. Live each day to its fullest. Appreciate the sun. A cool breeze. The sweetness of chocolate. The warmth of a hug. Friends. Family. The crunch of a check from a hockey hero. There are no guarantees. Not for him. Not for me. Not for you. Relish what you have, while you have it because tomorrow it could be gone forever. Tomorrow will bring new hope. Be not disappointed for what was and now is gone. Embrace what is here now and find joy in what is to come.







**AFD MEMBERS:
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The choice is simple, because AFD has negotiated excellent rates from LDMI for members.

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-  **\$0.09 per minute within Michigan**
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**Call AFD at (248) 557-9600 and speak with
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RACING INTO PROFITS

- Over 180 exhibitors will be marking down their prices for two full days, on essential items that you carry in your stores.
- New products and services will be introduced. Be the first to know what's new in the industry.
- Hudsons will be on the show floor awarding prizes for those retailers that purchase products or services. You will leave the show with your gift in hand.

MARK YOUR CALENDARS:

Tuesday, April 21, 1998, 5-10 p.m.

Wednesday, April 22, 1998, 1-8 p.m.

Burton Manor Livonia, Michigan

*Booth space is still available. Please call
Danielle at AFD with any questions (248) 557-9600.*



Resolution adopted to address mail order booze

The Michigan Liquor Control Commission recently adopted a resolution in support of House Resolution 1063. Resolution 1063 addresses the problem of direct shipment of alcoholic liquor to consumers via mail order, telephone 800 accounts, and the Internet in violation of state laws

to allow states to prosecute these violations through the federal court system. Michael Lashbrook, President of the Michigan Beer & Wine Wholesalers Association, appeared before the commission and urged support of this resolution.

The commission will encourage

all Michigan members of the United States House of Representatives to become co-sponsors of HR 1063 and encourage Senators Levin and Abraham to introduce and/or co-sponsor similar legislation in the Senate.

FDA approval of irradiation for red meat

Food Marketing Institute (FMI) said the Food and Drug Administration's (FDA) approval of irradiation for red meat is a courageous and constructive step toward making irradiation a viable option for the future.

"Maintaining the safety of our food supply requires a coordinated effort from farm to table using every tool at our disposal," said FMI president and CEO Tim Hammonds.

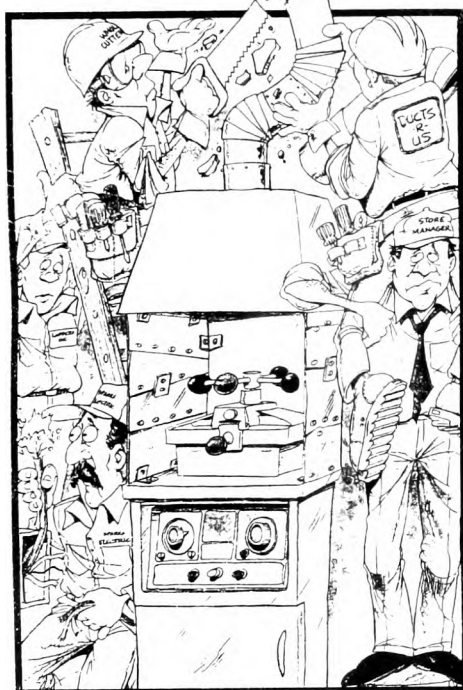
"Everyone understands that irradiation will be only one of many tools in a total system where the first priority of the food industry is to prevent contamination from ever occurring. However, because bacteria are part of our natural environment, we need comprehensive control programs to supplement our efforts aimed at preventing contamination. This technology offers important and unique new control procedures not available through any other means."

Hammonds added that additional development work remains to be done before irradiation can become a viable technology for use on a regular basis. Now that the FDA has added its approval for red meat products to the uses already approved, we believe the last barrier to mounting that development effort has been removed.

FDA allows higher age for tobacco sales in three states

The Food and Drug Administration (FDA) has issued a final rule granting exemptions from the federal minimum age requirement for the purchase and sale of cigarettes and smokeless tobacco products for Alabama, Alaska and Utah. In granting the exemptions, FDA will permit these states to continue to enforce a minimum requirement of 19 years of age for the purchase of tobacco products. Under FDA's tobacco regulations, the federal minimum requirement remains 18 years of age for all other states. The agency's rule granting the exemptions became effective December 28, 1997.

Personnel Needed to Install **THEIR** Fryer:



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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.

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AND WISHES EVERYONE
A WONDERFUL
NIGHT OF ROMANCE!



Legislative Updates

Internet taxation becomes an issue on Capitol Hill

As the Internet has increasingly become a vehicle for doing business, Congress is beginning to look at the issue of states taxing sales and services transacted over the Internet. Last March, Sen. Ron Wyden (D-OR) introduced legislation (S. 422) to provide a moratorium that would temporarily forbid states and municipalities from imposing taxes for Internet-based sales and services. The bill was approved by the Senate Commerce Committee on November 4, but opponents promised a drawn-out debate on the bill's merits should it reach the Senate floor. On the House side, Rep. Chris Cox (R-CA) proposed similar legislation (H.R. 1054), which has received subcommittee approval and is now ready for full committee consideration in both the Judiciary and Commerce committees.

USDA issues proposed rule on organic labeling

The U.S. Department of Agriculture (USDA) published the long-awaited proposed rule on organic labeling in December. The 1990 Farm Bill required USDA to develop national standards for organically produced agricultural products and regulations to assure consumers that agricultural products marketed as "organic" are consistent with these standards. Certification will be by a state or private agency that has been accredited by USDA. USDA is seeking public comment on at least three controversial areas: biotechnology, irradiation, and use of sludge. Comments on the proposed rule must be received by USDA on or before March 16, 1998. If you would like a copy of the rule or have questions, please contact the Agricultural Relations Department.

Regulations requiring folic acid in enriched grain products took effect January 1

Two years ago, the Food and Drug Administration (FDA) issued a final rule requiring that all enriched grain products be fortified with folic acid. FDA developed these regulations to ensure safe consumption of folic acid and to increase folic acid consumption for childbearing women, thus decreasing their risk of pregnancies affected by neural tubal defects. Products that are affected include: enriched bread, rolls, and buns; enriched flour; enriched self-rising flour; enriched bromated flour; enriched corn grits and corn meal; enriched farina; enriched rice; and enriched macaroni and noodle products. The ingredient statement for all of the affected products must be amended to reflect this addition and those products that have a standard of identity must indicate the addition of folate on the nutrition facts label. The effective date for fortification and labeling was January 1, 1998.

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Borden introduces milk to go

Borden has introduced round plastic bottles of milk in 16 ounce sizes for increased portability people on the go, especially motorists with car cup holders. The pint size bottles of milk are available and come in three varieties: Homogenized, Dutch chocolate and Smilk fat-free strawberry. Milk to go offers a healthy alternative to soft drinks. For ordering information, contact your Borden distributor.



One stop coffee brewing supplies, Hercules free catalog

Hercules Unlimited, supplier of coffee brewing parts and supplies, also stocks replacement parts for most major manufacturers of coffee brewing equipment. Hercules announced its free 1998 catalog, complete line of supplies for coffee equipment maintenance, brushes,auge glass, cleaners, water trainers, drip trays, inlet valves and more.

To receive a catalog contact Tomlinson Industries at 1-800-945-4589 or fax to 1-800-945-9869. Visit their website www.tomlinsonind.com.

Products

Coke markets saddlebag display unit

Coca-Cola Bottling Company developed the Saddlebag Snackcake Unit to help retailers optimize every square foot of selling space. The unit uses pre-existing selling space and combines two of the highest impulse items to spur incremental sales: soft drinks and snack cakes. The racks are adjustable to fit different sizes of coolers. The top

shelf expands from 24 to 39.5 inches and the side shelving is fully adjustable. The Saddlebag Snackcake Unit is an example of Coca-Cola's continuing dedication of enhancing profitability for retailers with new ideas and innovative merchandising concepts. Please contact your local Coca-Cola account manager for more information on this unit.



Best of Luck in 1998



Premium Profitability.
The quality and value your customers demand,
the profitability you deserve.

Seagram Americas

SEAGRAM AMERICA • NEW YORK, NY

THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY

THANKS FOR INVITING US TO YOUR CELEBRATION



Central Distributors of Beer
Since 1933



The Associated Food Dealers of
Michigan welcomes these new
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Mid Cor Stores
Ara's Party Mart
Bay Liquor & Food Store
Pied Piper Liquor
Quinns Cafe & Bakery

Spirit of Cana
Liquor Bottle
Pete's Party Store
Wally's P.S.
Amori's Party Store
Mister Convenience
Steve De Young's Big Top Mkt.
Warren-Inkster Mobil
Meat Depot
Kenny's Deli
Carl's Market
Merchant Food Center
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- Annual Seniors Picnic
- Annual Turkey Drive
- Reward Fund

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1-800-66-66-AFD

or (248) 557-9600

Lottery continued from page 16

fantastic results.

Promotions aren't just for the holidays; they're for any time you want to reward your customers with something extra. Consult with your Lottery representatives to come up with some creative in-store promotions of your own; they're just the ticket to increasing your commissions.

New Instants!

In February, there are three new games you'll want to have available at your ticket counters. A new \$5 game, "Break the Bank," goes on sale Feb. 2 and offers an on-the-spot prize of \$250,000. Bingo's back on Feb. 9, with the launch of \$2 "Lucky Number Bingo" and a top prize of \$25,000. Hockey fans will face off with the new \$2 "Power Play" ticket and a top prize of \$20,000.

Detroit Edison's ethnic marketing is an essential marketing tool for Michigan's diverse culture

by Sabah Hermez (Summa) P.L.
Principal Account Executive
Detroit Edison - Ethnic Marketing

The State of Michigan has been the settling place for many early immigrants to the United States since the invention of the automobile production line and other industries who serviced the auto industry. Subsequently thousands of immigrants arrived in Michigan every year to join their family and friends in the new land. Currently 800 to 900 thousand ethnic minorities live in Michigan. Combined with the 1.5 million African-Americans and the 50 thousand Native Americans, this creates a powerful and diverse ethnic market place. Studies by demographer and marketing consultants show that the trend of the ethnic growth shall go from minority to become the majority in the United States by the year 2030.

The ethnic groups cluster geographically throughout the current Detroit Edison service area. The tri-county area has an Arabic population of 250,000, the largest concentration of Arabs outside of the Middle East. Dearborn alone has over 100,000 Arabs. The metro area has over 85,000 Chaldeans, which is the largest population of Chaldeans outside of their native Iraq.

Each ethnic community is united by its common language and cultural habits. They also engage in a specific business. For example, the Arabs and Chaldeans build a livelihood around the retail food business with ownership of more than 3,000 establishments in the metro area while the Koreans are involved in the dry cleaning business, etc.

Detroit Edison realizes the importance of the ethnic community in today's market place. The company has developed a new marketing initiative to provide services, retain and expand its share of ethnic markets as competition grows in the energy field.

On October 11, 1996 the creation of the Ethnic Marketing Team was announced by Detroit Edison Chairman and CEO Mr. John Lobbia at the annual banquet

of American Arab Chamber of Commerce of Michigan.

The new Ethnic Marketing Organization will research the energy needs and expectations of the African-American, Asian, Arabs, Chaldeans, Hispanics and Native Americans. The organization will become more actively involved in different

ethnic groups and will help develop targeted communications to reach and better serve those communities.

As Detroit Edison becomes more customer focused, it is learning to do business with people from different ethnic and cultural backgrounds, and has become more sensitive to their

cultural values. In 1997, Detroit Edison Ethnic Marketing Team conducted meetings with several community and business leaders and completed its first ethnic marketing study of the Arab community. Similar studies for

See Edison
page 33

The advertisement features a group of eight professionals, seven men and one woman, standing in front of a brick building with a large arched doorway. The group is diverse in age and ethnicity. The text is overlaid on the image in various fonts and colors. At the top, it says 'We're putting all our energy to work for you.' in a mix of bold and script fonts. Below this, three paragraphs of text describe Detroit Edison's commitment to ethnic marketing. At the bottom, the text 'Energy Team' and 'Detroit Edison' are displayed, with the Edison logo (a stylized sunburst) positioned between them.

**We're putting
all our energy
to work for you.**

At Detroit Edison, we do more than provide electricity to our 2 million customers.

We're proud to help the Associated Food Dealers build businesses through improving their operations and promoting their products and services.

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

Ethnic Marketing, 362 WCB
Detroit Edison, 2000 Second Ave., Detroit, MI 48226
(313) 235-8919

Energy Team

Detroit Edison

Anne Mervenne joins the MPLP

Helping to improve Michigan government

by Kathy Blake

Anne Mervenne, special advisor to Governor John Engler, has established herself in Michigan politics with a good career path of high achievements while helping others at various levels on their paths. She was recently named co-director of the Michigan Political Leadership Program (MPLP). "Accepting the position is my way of contributing to the state of Michigan by using my public service experience to recruit and mentor future leaders of Michigan's communities," Mervenne explained. The MPLP is a program for training Michigan citizens who want to run for government offices.

Mervenne joins Lynn Jondahl as co-director of the MPLP. She succeeds Willis "Bill" Snow who passed away in January 1997. "Governor Engler enthusiastically encouraged me to do this, he shares the desire to have good people in government," she said.

Lynn Jondahl said, "I am happy Anne Mervenne has joined MPLP. Her enthusiasm and energy, combined with diverse political experience, make her a valuable resource in building political leadership." Jondahl is also executive director of Michigan Prospect for Renewed Citizenship, a non-profit public policy institute, and he was a democratic state representative for 22 years.

The MPLP was formed in foresight of the possibility of term limits. Since the first class in 1992, the same year the term limits referendum passed, MPLP has educated over 180 Michigan citizens who are involved in community affairs. Due to the new term limits for state legislators (restricting representatives to three terms and senators to two terms), there could be a minimum of 68 new faces in the Michigan House of Representatives a year from now. More than half of the representatives were elected to office in 1992 or before and will complete their final term this year.



Mervenne says, "It remains to be seen what the political and governmental impact of term limits will be. Regardless of any court decision on term limits, MPLP fills a critical need for civic and political education." There will certainly be new politicians entering the arena and the MPLP is providing free training to a select few interested citizens.

An annual fund-raiser, this year February 19 at Laurel Manor in Livonia, raises funds to cover all the expenses for attending the training course thus allowing access by members of all socio-economic levels. There is a very rigorous application and interview process for applying for the 10-weekend course which is held once a month from February through November.

Bob LaBrant was elected chair of the MPLP advisory board in June. He is also vice president and general counsel for the Michigan Chamber of Commerce. "My goal during my tenure as advisory board chair is to ensure that the program has a strong financial foundation and to see more graduates of the program elected to public office across Michigan," LaBrant says. "Anne and Lynn are the leadership team that can

help me meet my goals as chair. They have the public service and political experience necessary to recruit and mentor future Michigan elected officials and the bi-partisan reach to help raise money from people across the state who are invested in the strength of leadership in the state," he explained.

Anne Mervenne's responsibilities for the MPLP include developing curriculum, lining up speakers and fundraising. She has a reputable and varied political career and is pleased with her current position as special advisor to Governor John Engler, working closely with both the Governor and the First Lady. She assists Mrs. Engler with her public responsibilities and board memberships such as America's Promise and the Points of Light Foundation. Mervenne assists Governor Engler in outreach activities and travels frequently to speak on his behalf at Kiwanis, Rotary, and women's groups meetings, statewide. She is advisor on state policies for various issues as a member of the senior management team.

Prior to this, she served as the director of Governor Engler's Southeastern Michigan office

acting as liaison with elected officials, community organizations and other individuals in the Southeastern Michigan area. Before that, she was executive director for the Michigan Women's Commission where she focused on public policy issues facing women. During her three and one-half-years as director of appointments, she recommended nominees to Governor Engler to fill several hundred commission and board positions throughout the state.

Mervenne worked for former State Senator Doug Cruce for seven years and served as an Ingham County Commissioner for two terms. She graduated with a bachelor's degree from Michigan State University's James Madison College in 1982 and attended the Duke University Executive Program for State Executives. She interned in Washington for Jack Kemp R-NY, when he was in the House of Representatives. "I liked his policies especially when it came to broadening the base of the Republican party," Mervenne said. His concept that free enterprise belonged to everyone enables our party to represent the broad spectrum of Americans," she added.

Mervenne has been "politically aware" since childhood. Her mother, Rosemary Ledwidge was politically active during Anne's youth and is now a volunteer for Angel's Place, a support home for the developmentally disabled. Anne's father died when she was young and her mother remarried.

Mervenne was recently selected as one of Crain's 40 Under 40, an annual designation for high achieving young professionals. She is a member of: the Board of Visitors for James Madison College; the Advisory Committee for the Campaign for Human Development for the Archdiocese of Detroit; the Economic Club of Detroit; the Women's Economic Club and the Detroit Athletic Club. Mervenne has also served as a trainer for the International

See Mervenne
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Coupon update

A staggering 310 billion cents off coupons are distributed each year in the U.S., enough to provide every man, woman and child with 1,240 each!

The money-saving device has steadily grown in popularity since Atlanta druggist Asa Candler started it all 100 years ago by passing out handwritten coupons good for 5 cents off a soda-fountain glass of Coca Cola. Candler's customers loved the deal, and soon grocers and manufacturers began issuing their own coupons.

Here are some other facts about coupons, according to the Promotions Marketing Association of America:

- Shoppers use coupons to save more than \$54 billion annually. That's enough dough to pay for 60 million private university educations or 1-1/2 million Caribbean cruises.
- A whopping 7 out of 10 American shoppers regularly use coupons and the most popular are for cold cereal, soap, deodorant and dog food.
- More than 3,000 manufacturers offer coupons and 40 percent arrive in Sunday papers.

Food industry mergers total 300

There were 300 mergers and acquisitions among food and food-related firms during the first half of 1997—26 percent more than the same period in 1996, reports The Food Institute. "If this pace continues, the number of industry divestitures tracked by The Food Institute in 1997 could top the 600 mark for the first time since 1989," commented Brian Todd, senior vice president of the non-profit association.

Dinner at home continued from page 8

percent), chicken (10 percent) Chinese/Asian (5 percent) and Mexican (4 percent).

Still, consumers are cooking most of their meals at home. Ninety-six percent of shoppers who eat their main meal of the day at home say it is prepared at home, according to FMI. This makes grocery and convenience stores the primary source of food for consumers. Women are still the gender most likely to prepare dinner. Over 70 percent of women in two-adult households prepare at least one meal in an average day.

And with less time due to work and harried lifestyles, they are looking for easy solutions to dinner. Convenience stores could cash in on these solutions.

The main emphasis is on grouping fresh perishables together, where available, and drawing attention to ready-to-cook or ready-to-eat foods. A recent National Association of



Convenience Stores' survey shows that convenience stores are increasingly becoming a shopping destination, mostly by consumers going to and from work. By appealing to consumers on their way home from work with attractive displays of easy-to-prepare food, convenience stores are in a prime position to increase sales and profits. Generally the person heading home from work at 6 or 6:30 in the evening is hungry. By offering them some good, appetizing meal solutions, convenience stores can satisfy their customers' cravings and in turn, improve the bottom line.

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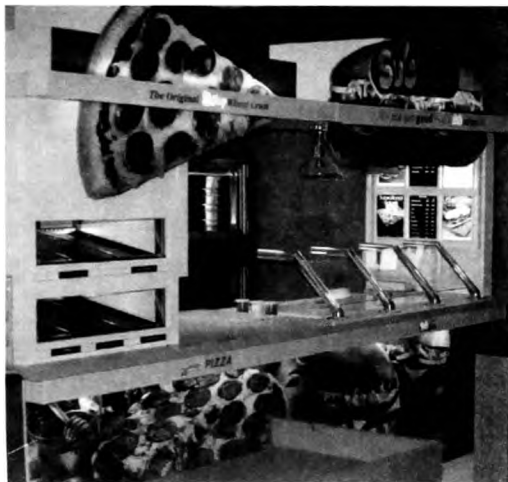
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Vision and Focus not just buzz words at S. Abraham & Sons



by Danielle MacDonald

After 70 years in business, S. Abraham & Sons, Inc. (SAS), a wholesale distributor of candy, tobacco, groceries, general merchandise, and fast foods, ranks number seven in the top 100 wholesalers nationwide because of their vision and focus. The strength of the company can be attributed to its founders whom are still active today.

In the 1920s, Sleyman Abraham left Lebanon and set out for the land of opportunity. In 1927, he founded S. Abraham & Sons out of Grand Rapids. Although Sleyman has passed on, he brought his sons into the business early enough that his vision and focus became part of their philosophies. Sleyman's son Abe joined him in the business in 1929. Soon after, Abe brought brothers Jim and Wade into the team. Eighty-five-year-old Abe is chairman of the board today, and Jim and Wade also remain active in management positions. In addition, Abe's son Alan is now president, and Jim's son Jerry is executive vice-president of SAS.

In the 1920s, Sleyman worked at satisfying his customer's sweet

tooth by specializing in confections. During the Depression years, tobacco, cigars and cigarettes were added to keep the business profitable. Sleyman's approach to acquiring new products was to get whatever his customers wanted.

By 1950, Sleyman and his sons held reign as Grand Rapids' largest tobacco and candy wholesale distributor. Not surprisingly, the growth continued, first with new product categories in the 1960s, and then with the addition of groceries for convenience stores in the 1970s. This made SAS one of the largest distributors in the Midwest with a complete service program.

During the 1980s and 1990s, SAS acquired companies and facilities in southeastern Michigan, Wisconsin and Kentucky.

In 1992, they acquired a new, larger distribution center and corporate office facility in Grand Rapids to more efficiently service the needs of their growing customer base.

Today, SAS has over 1,000 employees, including a staff of more than 200 salespeople who service customers throughout Indiana, Illinois, Kentucky,

Michigan, Ohio, Wisconsin, North and South Dakota, Kansas, Iowa, Nebraska, Minnesota, and Missouri. Although the company's track record is lined with success, SAS did have some battles to fight. The Abraham family's vision and focus kept the company both competitive and profitable.

For example in many cases, tobacco is the number one profit center for SAS and their retailers. Recent legislative restrictions and aggressive anti-smoking public relations campaigns have pinched profits for everyone in the industry. The Abraham family developed alternatives for their customers with multiple programs of food service, grocery and general merchandise.

SAS offered retailers the opportunity to supplement tobacco dollars with co-branding collaboratives. In 1996, three new programs were marketed to retailers: Beantown Coffee, SubStations, and Salubre Pizza.

Retailers can now offer their customers quality coffee, fresh subs, and pizza with an original honey wheat crust. Customer training is done in Grand Rapids with state-of-the art free standing sub and pizza units. Vision and focus led SAS to co-branding, as 9 out of 10 grocery stores now offer some form of take out food.

As well as being conscious of the industry trends, SAS has a strong vision about how technology can make retailers more profitable. One answer is VISTA, a computerized category management tool that allows retailers to research movement data, customer purchasing trends, costs, and promotional item movement, to name a few. This keeps retailers working from a point of knowledge. SAS downloads information every night so it always current. In addition, they are working on an interactive web page for their customers.

In an ever changing industry,

the only certainty is that things will continue to change. The goal at SAS is to keep ahead of the trends so that their customers remain profitable. As this innate vision and focus is passed on to the third generation of Abrahams, it seems as though not much has changed since the days when Sleyman was at the helm. The customers' profitability is still the most important ingredient for success at S. Abraham & Sons, Inc.



Edison
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other ethnic communities are in the planning stages. These studies include focus groups and surveys essential to understanding the ethnic customer energy needs and expectation from Detroit Edison. The Ethnic Marketing Team is committed to building a better partnership with the ethnic, cultural and religious organizations that serve these communities.

Detroit Edison Ethnic Marketing work will expand to address similar issues with other ethnic groups throughout the U.S. The Detroit Edison Ethnic Marketing initiative is one of the first in the utility industry. This will help us better serve these groups so that we will become their suppliers of choice as utility monopolies are dissolved. If you have any questions about how Detroit Edison can help you, please call Sabah Hermiz at (313) 235-8324.

Mervenne,
continued from page 30

Republican Institute, working in Cambodia.

Mervenne enjoys being advisor to the Englers saying "It's the best opportunity for service I've ever had. I am very grateful to the Governor and Mrs. Engler for the many opportunities for service that they've given me. It's a real privilege to work for them and be a part of this administration." Mervenne is dedicated to serving Michigan and has achieved much

in her 14-year career. Her belief that "politics is a vocation, not just a job," has driven her to succeed and her desire to make good government for the people of Michigan makes her a "valuable resource" to the MPLP. The future of this state depends on people and programs dedicated to improving the education base of potential leaders. With the potential for more than half of the state representatives leaving the end of the year, education and training will be the norm for 1999.

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Attention AFD members: We want to hear from you!

Did your store recently celebrate an important anniversary? Are you providing a service that is unique?

If you represent a manufacturer or distributor, does your company have a new product, new package for an old product, a new variety of your existing product or any other product-related news? If so, we want to feature your company or its products in this magazine!

The AFD Food & Beverage Report will print new product releases as space permits. The service is free to AFD members. Each month we also write feature stories about our members' businesses. If you would like to see your name on the pages of the AFD Food & Beverage Report, call Tom or Ray Amyot at (248) 557-9600.

A message from the Board of Directors

The Board of Directors of the Associated Food Dealers of Michigan offers its condolences to our president, Joe Sarafa and the Sarafa family on the loss of Margaret Sarafa, Joe's mother.

Margaret Sarafa will be well remembered for her charitable activities. She was a generous, caring person and will certainly be missed by the many people whose lives she touched.

Our deepest sympathies go to the Sarafa family.

We all scream for ice cream!

Scenes from the Ashby's Sterling Ice Cream tasting



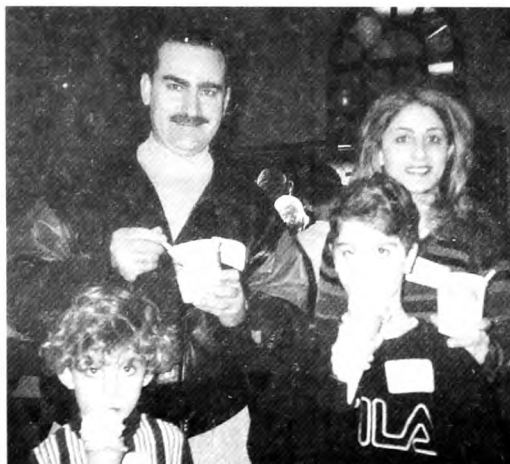
Rosca the clown is a favorite at the Ashby's Sterling Ice Cream Tasting Contest every year!



Kristen, Sharon and Gary Davis of Tom Davis & Sons Dairy



Nikki Songer enjoys some Lemon Chill.



The Jappaya family from Cork-N-Bottle



Al Wetter from AAT Sales, Joe Logan and Andrew Cirenese from Amoco Oil and Kevin Hansen from Tom Davis & Sons Dairy



Guests enjoy all the ice cream they can eat, and then get to cast ballots for their favorite creamy blend of Ashby's.

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WANTED: Associated Food Dealer members. If you or someone you know can benefit by joining the AFD, please call Dan Reeves at (248) 557-9600.

BUSINESS OPPORTUNITY—Oliver T's, a Premier Specialty Food Store located in Grand Blanc, MI, is expanding to accommodate new produce, meat & seafood departments. Experienced, salaried managers or owners/operators who may be interested in a lease arrangement are encouraged to reply. This is an exceptional opportunity in fast-growing Genesee County (in vicinity of GM's new SPO World Headquarters). Reply in confidence to: Christopher D. Capoccia, 33614 Plymouth Rd., Livonia, MI 48150, (248) 661-5051.

FOR SALE—Detroit store, SDD, SDM, Lottery. \$10,000 weekly. \$6,000 Lottery. Asking \$250,000—building & business. Terms negotiable. Ask for Wilson at (313) 868-5677.

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McSorley's toasts St. Patrick's Day

McSorley's, a regional favorite in the Northeast, will have St. Patrick's Day celebrants toasting with a pint or two through March 17 when retailers display the brand's new seasonal point-of-sale.

From now through April 30, two attractive McSorley's pint glasses are offered to consumers via mail-in offers displayed in convenience, grocery and liquor stores where McSorley's is sold.

McSorley's Ale, McSorley's Black & Tan and McSorley's Double Dark are brewed by the Stroh Brewery Company, the nation's third largest brewer. McSorley's specialty beers are available throughout the Northeastern U.S.



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There are two varieties, whipped or homestyle, and they are available in packs of four 5-pound containers for the deli hot case or 12 5-pound bulk containers for the deli hot case. For more information, call I&K Distributors at (313) 513-8282.

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Judy Mansur is AFD's expert on Blue products. For more information, please call her at 1-800-66-66-AFD.



Reference checks: Know the legal boundaries

Caught between the fear of being sued for defamation on the one hand and potential liability for negligent hiring on the other, employers have had no clear-cut guidelines on how much information they can either request or furnish during a reference check. As a result, valuable information about applicants, including whether they had a history of violence or other undesirable conduct, was often left unspoken. Developing and maintaining a stable and reliable work force is even more of a challenge during periods of low unemployment. You can no longer afford to select employees without complete and accurate information about their educational background, prior work experience and level of performance and their general conformance with the rules of society and the work place.

Recognizing the problem, 13 states in 1996 alone—Arizona, Delaware, Idaho, Illinois, Kansas, Maryland, Michigan, Ohio, Rhode Island, South Carolina, South Dakota, Wisconsin and Wyoming—extended immunity from liability to employers who disclose employment information about certain employees.

Giving references

Generally, under these "safe harbor" laws employers are presumed to be acting in good faith and without potential liability when they provide references upon the request of a current or former employee or prospective employer. To prove a lack of good faith, an employee or ex-employee must provide clear and convincing evidence that you knowingly provided false information, that the reference was made maliciously, or that you violated state or federal laws prohibiting employment discrimination in making the reference.

Notwithstanding the protections these new laws afford, you should still use caution when providing references:

1. Establish and strictly adhere to a formal written policy for handling information requests regarding former employees.
2. Channel all information requests either through your personnel department or through specifically designated employees.
3. Determine what specific

information will be given out in response to a reference request.

4. Instruct the responsible employees that responses must be carefully confined to the information authorized by company policy, or, if not predetermined:

- Must be job-related;

- Must be supported by some tangible evidence in the company's possession.

5. Consider responding only to signed mail requests made on the stationery of the inquiring employer.

6. One way to avoid legal claims is to obtain, at time of

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termination, an employee's written authorization for any reference response to be given to a prospective employer.

Reference checks and the ADA

The Americans with Disabilities Act prohibits you from requesting any information about a job applicant from a previous employer or other source until you have made a conditional job offer. Until then, you may not ask previous employers or other sources about an applicant's disability, illness or worker's compensation history.

A previous employer may be asked about:

1. Job functions and tasks performed by the applicant;
2. The quality and quantity of work performed;
3. How job functions were performed;
4. Attendance records;
5. Other job-related issues that do not relate to disability.

If an applicant has a known disability and has indicated that he or she could perform a job with a reasonable accommodation, you may ask a previous employer about accommodations made by that employer.

Negligent hiring

You can be liable for the conduct of one of your employees even outside the scope of his or her employment if you knew or should have known that the employee was unfit or incompetent for employment and has either harmed or put at risk a third party or parties. You can also be held liable if you fail to take corrective action once you become aware of an employee's incompetence or unfitness.

Your responsibility to protect your employees, customers and visitors from injuries caused by employees known to be a risk to others or unfit for the position is framed by four factors:

1. The nature of the job to which an employee is assigned;
2. The foreseeable risks;
3. The adequacy or reasonableness of your investigation; and
4. What you can and should do if an employee is unfit.

Use the following checklist to make sure you conduct an adequate investigation before

hiring an employee.

1. Be aware of state and federal discrimination laws.
2. Investigate all applications including those for temporary, part-time, on-call and occasional positions.
3. Application review:
 - Ask about employment gaps.
 - Inquire why any past employer contact is denied.
4. Investigation:
 - Verify employment dates and position held.
 - Attempt to obtain information regarding:

reliability, violent tendencies, insubordination and dishonesty.

Helpful hints

Know your objectives. What qualities are you looking for in the people you want to hire?

- What behavior traits are required to get the job done?
 - What job-related experience, education and training are required?
 - What kind of personality makes a good fit?
- Evaluate all resumes. Routinely check:
- Dates, for discrepancies

- Progression throughout the levels of jobs
- Length of employment
- Reason for leaving
- Accuracy of job description on the resume

Know what you want to know from the applicant before the interview. Record your impressions in writing as soon as possible after the interview.

Use reference checks to confirm information gained in the interview. Ask for examples of the applicant's on-the-job behavior and accomplishments (if applicable).

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Action Distributing	(810) 591-3232
American Bikes Association	(248) 544-1550
Anheuser Busch Co.	(800) 414-2283
Anzora Beverages	(810) 777-0016
Bacardi Imports, Inc.	(248) 489-1300
Barton Beers	(248) 549-4730
Belino Quality Beverages, Inc.	(313) 946-6100
The Boston Beer Company	(313) 441-0425
Brooks Beverage Mgt. Inc.	(616) 393-5800
Brown-Forman Beverage Company	(313) 453-3302
Cadillac Coffee	(313) 369-9020
Canadian Arctic Beverage	(416) 676-0201
Canadagula Wine Co.	(248) 753-5673
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	Auburn Hills (248) 724-2653
	Madison Heights (248) 585-1248
	Van Buren (248) 397-2700

Consolidated Wine & Spirits	(810) 772-9479
Coors Brewing Co.	(313) 451-1499
Decanter Imports	(248) 744-6644
F & J Gallo Winery	(248) 647-0611
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) 262-1175
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(248) 588-9200
Lifestyle Beverage Corp.	(708) 503-5433
Lotis Distributors	(313) 336-9522
Metro Beverage Inc.	(810) 268-3412
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Namuck Nectars	(617) 789-4300
Nestle Beverages	(248) 380-1640
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	1-800-935-6153
Paddington Corp.	(313) 345-5250
Pepsi-Cola Bottling Group	Detroit 1-800-368-9945
	Howell 1-800-878-8279
	Pontiac (248) 334-1512

Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
R.M. Gilligan, Inc.	(248) 553-0440
Royal Crown Cola	(616) 392-2468
San Benedetto Mineral Waters	(313) 847-0605
Serv-U-Matic Corporation	(313) 243-1822
Seven-Up of Detroit	(313) 917-3500
Stroh Brewery Company	(313) 446-7000
Thompson Beverage Co.	(313) 439-2404
Tro County Beverage	(248) 584-7100
Unibrew U.S.A.	(954) 784-2719
United Distillers U.S.A.	(810) 629-7779
Universal Gensing and Beverage, Inc.	(810) 754-3800
Vintage Wine Co.	(810) 294-9390
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165
West End Soda & Fruit Brew	(810) 231-5503
Wild Orchard/Quality Juice & Beverage	(248) 589-7700

BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(248) 646-0578
DMAAR, Inc.	(248) 553-5858
The Greenon Company	(248) 105-6100
Hanson Favo Assoc.	(248) 354-5139
J.B. Nysak & Associates	(810) 752-6453
James K. Tarnakian Company	(248) 424-8500
McMahon & McDonald, Inc.	(313) 416-7000
McNall Sales Corp.	(248) 569-3634
Paul Innate Associates	(248) 626-8300
Salsy Mark	(313) 207-7900
Stark & Company	(248) 851-5700
Treppo	(248) 546-1661
UBC Marketing	(248) 574-1100
VIP Food Brokers International	(313) 885-6156

CANDY & TOBACCO:

A.C. Courville Inc.	(248) 863-3138
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
Sherris Candies	(517) 756-3691
Wolverine Cigar Company	(313) 554-2031

CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	(248) 546-2700
Gourmet House, Inc.	(810) 771-0300
Karen's Kale at North Valley	(248) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(248) 352-9020
St. George Cultural Center	(248) 335-8869
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(810) 949-2280

DAIRY PRODUCTS:

American Dairy Association	(517) 349-8923
Bermea Food Service	1-800-688-9478
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) 572-5190
Melody Farms Dairy Company	(313) 525-4000
Milk-O-Mat	(313) 864-0550
Pontic Dairy Services, Inc./Bordens	(248) 589-7700
Siroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

EGGS & POULTRY:

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

FISH & SEAFOOD:

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

FRESH PRODUCE:

Aunt Moll Produce Co.	(313) 843-8400
Detroit Produce Terminal	(248) 841-8700
Sunnyside Produce	(313) 259-8947
Vitalite 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:

Alphamex Insurance Agency	(810) 263-1158
America One	(517) 349-1988
American Principal Group	(810) 540-8450
Arab & Arabo Insurance Assoc.	(248) 352-1341
Blue Cross Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
CareSource	(810) 792-6355
Gadalein, Ramsey & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 560-0505
Health Alliance Plan	(810) 552-6000
IBF Insurance Group, Inc.	(248) 354-2277
Kanter Associates	(248) 157-2424
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
Monroe George Agency	(248) 489-4800
Murray, Benson Recchia	(313) 831-6562
North Pointe Insurance	(248) 358-1171
Rocky Husky & Associates	(248) 557-6259
SelectCare	(248) 637-5391
Simaw Financial & Insurance Services	(248) 357-8916
The Wellness Plan	(313) 369-3900
Willis Corroon Corp. of MI	(248) 641-0900

MANUFACTURERS:

Amato Foods	(313) 295-3337
Bill Mar Foods	1-800-654-3650
Eden Foods	(517) 456-7424
Fine Manufacturing	(248) 356-1663
Gerber Products Co.	(810) 350-1313
Grech Farms	(517) 467-7609
Home Style Foods, Inc.	(313) 874-3250
Jaeger's Hillside Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	(313) 527-7240
Key West Soda Life Preserver	(305) 296-0005
Kraft General Foods	(313) 261-2800
Michigan (Pioneer) Sugar	(517) 799-7700
Monitor (Big Chief) Sugar	(517) 686-0151
Nahisco, Inc.	(248) 478-3350
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) 832-1600
Tony's Pizza Service	(248) 634-0606

MEAT PRODUCERS/PACKERS:

Country Preacher	(313) 961-7200
General Provision, Inc.	(313) 352-1900
F.W. Groblich Sons, Inc.	(313) 657-8000
Hang Meats	(313) 632-2080
Hygienic 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) 488-7000
Pelkie Meat Processing	(906) 353-7479
Pink Packing Co.	(313) 893-4228
Ray Pleva Products	(616) 228-5000
Smuh Meat Packing, Inc.	(313) 458-9530
Southern Sausage, Inc.	(313) 369-8902
Strauss Brothers Co.	(313) 833-1600
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
Bioeth 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) 551-2000
WWJ AM/WJOL-FM	(313) 222-2636
WWW AM-FM	(313) 259-4123

NON-FOOD DISTRIBUTORS:

Advanced Formula Products, Inc.	(313) 522-4488
Albion Vending	(517) 629-3704
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
Friso Lay, Inc.	1-800-24FRUIT
Germack Pistachio Co.	(313) 391-2000
Grandma Shearer's Potato Chips	(313) 522-5800
Kar Nut Products Company	(248) 541-7870
Michigan Popcorn & Fast Food Supply	(313) 861-3535
Michigan Rainbow Corp.	(810) 365-5635
Niklas Distributors (Cabanal)	(313) 571-2447
Vanety 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) 193-7815
PJM Graphics	(313) 535-6400
Promotions Unlimited, Corp.	(800) 992-9307
Promotions Unlimited 2000	(248) 557-4713
Safeguard Business Systems	(248) 548-0260
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu Ad, Inc.	(810) 777-6823

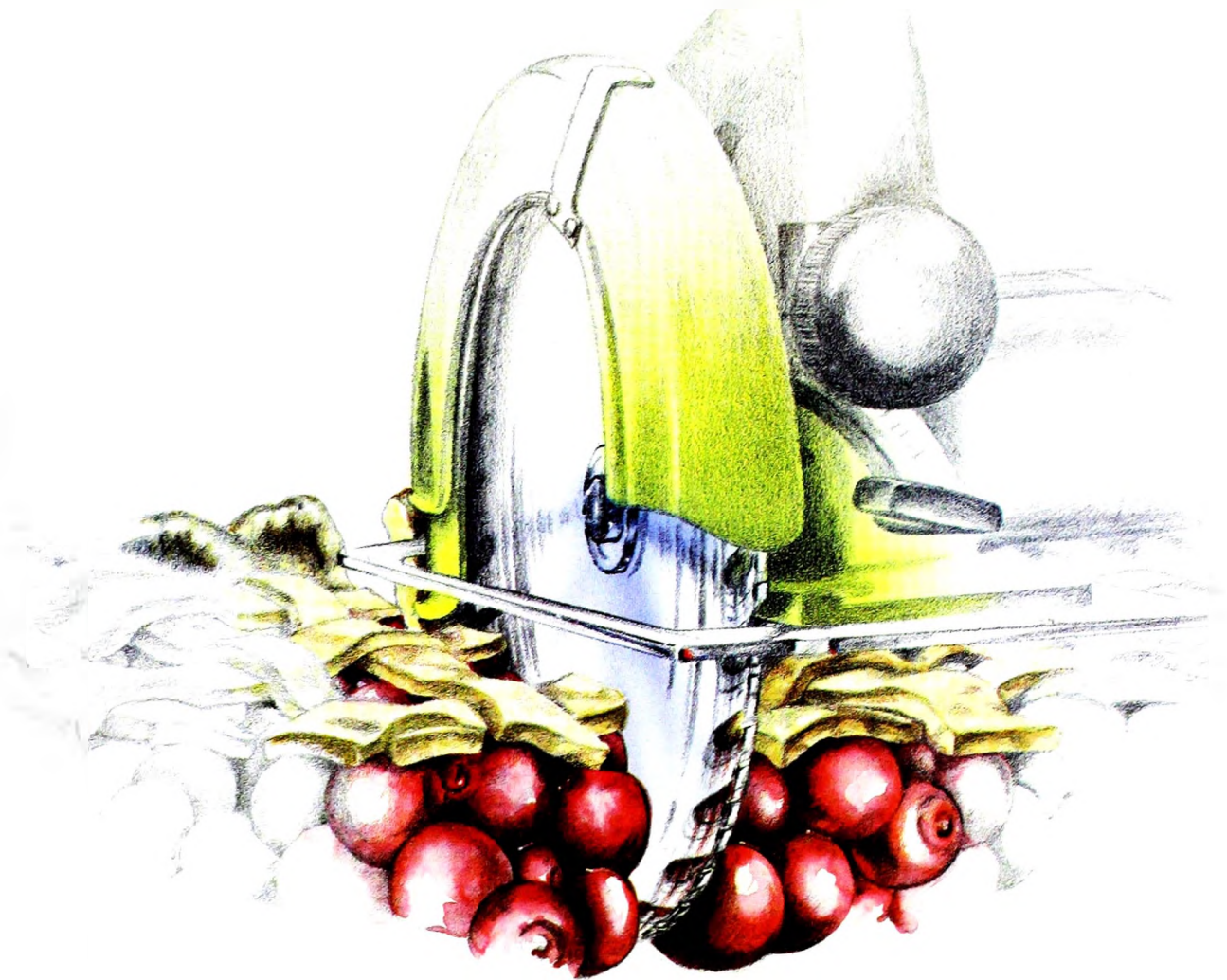
RESTAURANTS:

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

SERVICES:

AARMCO Security	(248) 968-0707
A Catered Affair	(313) 393-5111
AirPage	(248) 547-7777
Akram Namou, C.P.A.	(248) 557-9070
American Mailers	(313) 842-4000
Amenitech Pay Phone Services	1-800-441-1409
AMNEX Long Distance Service	(248) 559-0445
AMT Telecom Group	(248) 862-2000
Bellanca, Beattie, DeLisle	(313) 964-4200
Buizen Tamblin Steenstra & Assoc.	(616) 949-0490
Cellular One	(313) 590-1200
Central Alarm Signal	(313) 864-8900
Century Marketing	(419) 354-2591
Checkmate Systems	(313) 261-3556
CIGNA Financial Advisors	(248) 827-4400
C&J Parking Lot Sweeping, Inc.	(810) 759-1668
Community Commercial Realty Ltd.	(248) 569-4240
Convenience Mortgage Corp.	(800) 474-3309
Dean Witter Reynolds, Inc.	(248) 258-7510
Deini/Eldson 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) 353-1600
Garmo & Co., CPA	(248) 737-9933
Goh's Inventory Service	(248) 353-5033
Great Lakes Data Systems	(248) 156-4100
Independence One	1-800-622-6864
Infinity Communications Corp.	(248) 442-0067
Jerome Urchick, CPA	(248) 619-0955
Karush Associates	(517) 487-5000
Law Offices Garmo & Garmo	(248) 552-0500
Market Pros	(248) 149-6418
Metric Media Associates	(248) 625-0700
Michigan Bell	(810) 921-7310
Midwest Autotel	(248) 960-7337
MoneyGram	(800) 642-8050 x6953
Multi Guard Audio Alert	(313) 562-2850
Nationwide Communications	(248) 968-0412
Network Real Estate Services	(248) 539-0900
Nestel Communications Inc.	(248) 213-3100
Paul Meyer Real Estate	(248) 398-7285
PC Pro Shop	(248) 853-6680

PC Specialties	(248) 594 1291
Potol Packing Co.	(313) 891 4228
REA Marketing	(517) 196 9606
Frank Smith's Red Carpet Keim	(248) 645 1800
Peter Rages, Attorney/CPA	(313) 961 8400
Point of Sale Demo Service	(248) 887 2110
Sal S. Shumoun, CPA	(248) 424 9440
Sess & Sesi, Attorneys	(248) 258 6048
Edward A. Shutte, P.C., Attorney	(248) 288 2000
Southfield Funeral Home	(248) 560 8000
Statewide Financial Services	(248) 912 8600
Thomas P. Solyis, CPA	(616) 608 8855
Teledock Michigan Inc.	(248) 354 5000
Transitive Corporation	(404) 381 6147
Travelers Express Co.	1 800 328 5676
Ultracom Telecommunications	(248) 350 2070
Vend-A-Matic	(248) 585 7700
Voice Mail Systems, Inc.	(248) 198 0700
Western Union Financial Services	(248) 448 1860
Whitely's Concessions	(313) 278 5207
Wolverine Real Estate Services	(248) 353 7800
WSB Advisors	(248) 594 1070



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CELEBRATES FROZEN FOOD MONTH

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

"Devoted To Quality" is the theme of March Frozen Food Month, 1998.
Use the theme and penguin logo in all your March promotions and help achieve the mission of the National Frozen Food Association.



FROZEN FOODS provide quick, easy, and nutritious MEAL SOLUTIONS. Promote FROZEN FOODS to combat fast food home meal replacements. DISCOVER THE BEST FROZEN FOODS sales opportunities with these fine brands!!



BRANDS

Frozen Food Month provides the opportunity to drive short term sales through special promotional focus during March. More importantly, it helps educate and train our associates and customers about the nutrition, value, and convenience of Frozen Foods.

- PILLSBURY TOASTER STRUDEL & PANCAKES
- GREEN GIANT VEGETABLES
- TOTINO / JENO PIZZAS & SNACKS
- HUNGRY JACK WAFFLES & PANCAKES
- PILLSBURY PET RITZ PIE SHELLS
- ON-COR ENTREES
- BARBER FOODS
- MORNINGSTAR FARMS MEAT SUBSTITUTES
- SCRAMBLERS EGG SUBSTITUTE
- MRS. T'S PIEROGIES
- WHITE CASTLE SANDWICHES
- TRIX NOVELTIES
- YOPLAIT NOVELTIES
- FLEISCHMANN'S EGG BEATERS



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- HOT POCKETS PIZZA MINIS *
- TYSON CHICKEN PRODUCTS *
- ESKIMO PIE NOVELTIES *
- SNACKWELL NOVELTIES *
- MICHELINA'S ENTREES / PIZZA *
- SEAPAK / FARMRICH *
- MCKENZIE'S SOUTHERN VEGETABLES *
- CROWLEY'S FROZEN YOGURT *
- ALBIES PASTIES
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- MAMA BELLA GARLIC BREAD
- MRS. SMITH'S PIES



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