

Inside

Membership is many things to our new Chairman • page 3

Lipari Foods drives into the future • page 4

Meet Rep. DeVuyst
• *page 24*

**Southfield Liquor owner
Hani Yono is lucky in life**
• page 26

**Product and Industry
News • page 28**

Legislative Update

Cart caddy usage permitted by 16-year-olds

In response to an inquiry by a manufacturer, the Labor Department's wage and hour division concluded that anyone 16 or older is permitted to operate the power-driven cart caddy. The Fair Labor Standard Act (FLSA), sets 16 as the basic minimum age for nonagricultural employment. The wage and hour division has determined that cart caddies are not motor vehicles since they are not used "as a means of transportation," but they do fall into the category of power-driven machinery.

Although the FLSA permits the employment of 14 and 15-year-olds outside of school hours in retail establishments, the Act explicitly prohibits the operation of power-driven machinery by anyone under the age of 16.



With over 1,000 attendees, "A Night of Romance," AFD's annual trade dinner was the best attended in AFD's 82-year history!

Fallout expected from irradiated red meat legislation

by Ginny Bennett
In January, the *Food and Beverage Report* announced the December 2, 1997 Food and Drug Administration (FDA) approval for irradiated meat. Currently the procedure awaits United States Department of Agriculture (USDA) approval.

The USDA is likely to approve the regulations governing the processing,



*Irradiated food must be labeled
with this logo.*

packaging and labeling of irradiated red meat. USDA must first develop regulations to go along with the dosage levels set by the FDA. The Food

Safety and Inspection Service (FSIS) must draft a proposed rule for plant procedures. An FSIS spokesman said the agency's goal is to have a proposal in 60 to 90 days. After that, a public

comment period could take up to 90 days more.

By mid 1998, customers may have the choice of buying irradiated red meat at a cost of just a few cents

See Irradiation, page 32

Governor Engler's State of the State Address explained

Governor John Engler, in his eighth State of the State Address announced his most ambitious legislative agenda yet. Unveiling 15 proposals ranging from major tax cuts to health insurance for children, he called on lawmakers to prepare families, workers and students for the 21st century.

"The state of our state is outstanding—better than at any time since Michigan was converting the Arsenal of Democracy into the automobile capital of the world," said the governor.

- During his address, Engler unveiled proposals to:
- Cut the income tax for families and workers, saving them \$3 billion
 - Make Michigan cleaner through a \$500 million

See Engler, page 10

Countries with approved commercial irradiation

[illegible]



OFFICERS

Bill Viviano, Chairman
House of Prime
Fred Dally, Vice Chairman
Future Planning
Medicine Chest
Sam Dello, Vice Chairman
Legislation
In 'N' Out Foods, Region 4
Terry Farida, Vice Chairman
Membership
Value Center Markets
Gary Davis, Treasurer
Tom Davis & Sons Dairy Co.
Ronnie Jamil, Secretary
Mug & Jug Liquor Store

EMERITUS DIRECTORS

Mark Karmo
Royal Food Center
Nabby Yono
XTRA Foods, Orchard Food Center
Frank Arcori
V.O.S. Buying Group
Amir Al-Naimi
Joy-Thrifty Scot
Sam Yono
Palace Plaza

RETAIL DIRECTORS

Jim Garmo
Galaxy Foods, Region 2
Richard George
Wine Barrel Plus
Reed Kathawa
Ryan's Foods, Region 1
Alaa Naimi
Thrifty Scot Supermarket
Alan Stotsky
Concord Drugs, Region 6
Thomas Welch
Hollywood Super Markets
Brian Yaldeo
Woodward Long Lake Shell
Jerry Yono
Cheers Party Store

SUPPLIER DIRECTORS

Al Chittaro
Faygo Corp.
Denny Otto
Spartan Stores, Region 3
Ron Paradossi
Strohs/Mooney Ice Cream
Mike Rosch
General Wine & Liquor Co.
Cal Stein
Sales Mark, Region 5
Barbara Weiss-Street
The Paddington Corporation
Chris Zebari
Pepsi-Cola Company

AFD STAFF & CONSULTANTS

Joseph D. Sarafa
President and Publisher
Judy Shaba
Services
Daniel Reeves
Deputy Director
Cheryl Twigg
Office Manager
Elizabeth Arbus
Executive Assistant
Sylvia Youhana
Receptionist
Danielle MacDonald
Trade Show
Sabah Brikho
Membership Sales
Harley Davis
Coupons
Ruel Williams
Community Relations
Ray Amyot
Advertising
Tom Amyot
Special Events and Advertising
Karoub Associates
Legislative Consultant
Gadeleto & Ramsby
Health Care
James Bellanca Jr.
Bellanca, Beattie & DeLisle
Legal Counsel
Jerry Urchek
CPA
Michele MacWilliams
Metro Media Associates, Inc.
Public Relations,
AFD Food & Beverage Report Editor

Chairman's Message

Membership is rewarding



by Bill Viviano
AFD Chairman

In my first column, I want to begin by saying that I am honored to serve my industry as the recently elected AFD chairman. I am looking forward to working with the AFD board, staff and membership.

This is one of the strongest trade associations of its kind in the country and its members are what keep it healthy, vital and powerful.

I was very proud to receive the gavel from past chairman Mark Karmo at the recent AFD trade dinner, "A Night of Romance." And what a night it was! I can honestly say it was one of the best dinners and certainly the best

attended ball in AFD's history, with over 1,000 guests. It was wonderful to see all of you there, enjoying the great food, fabulous music and the camaraderie. A Night of Romance was a great beginning to my term as your chairman and I look forward to serving you throughout the year.

Although we all enjoy events, like the trade dinner and AFD's popular golf outing, AFD is much more than a social club. It is the backbone of your industry in this state. AFD is here to support you with services—such as cellular and pay phone programs, health and liability insurance, coupon redemption, our library and educational seminars—that all help to make doing business easier and more profitable.

AFD represents you politically—constantly monitoring legislation that affects the retail food industry and going to bat for you when bills are proposed that could be harmful. Each year the petroleum industry introduces legislation that, if adopted, would make it legal for gas stations to sell beer

and wine. AFD has successfully killed these bills for four years and will continue to lobby against them. Without the support of AFD this legislation could put many of our members out of business.

Through this publication AFD keeps you informed with industry news and entertained with photos and profiles of members, cartoons and interesting feature articles.

This association also works to help those who are less fortunate through our annual Turkey Drive, Senior Citizen Picnic and other donations. We also help to educate our young and talented through our scholarship program.

As you can see, AFD does a lot of work for its members. But the board and staff can't do it alone. There are plenty of AFD committees that could use your help. AFD does many, many things for you. It's now time to step up to the plate and take your turn on one of our volunteer committees: the Turkey Drive, Scholarship Committee, Golf Outing, Annual Trade Dinner, Political Action, Membership....the list goes on and on.

Our committee members work hard but the good they do and the satisfaction they feel make them come back again and again. There are many opportunities to use your talents. Call AFD at (248) 557-9600 and volunteer just a little of your time. Together we can make AFD even better and stronger than ever.

On a sad note, the Board of Directors of the Associated Food Dealers of Michigan sends its deepest condolences to the Bellanca family on the loss of Peter Bellanca. A partner in the law firm that guides AFD in legal matters, Bellanca, Beattie & DeLisle, Peter was a very dear friend and close associate to our industry. In 1959 he was diagnosed with cancer and given six months to live. Through the grace of God, he defied the odds and was here to touch our lives for almost 40 years more. For this we are grateful.

The Grocery Zone

By David Coverly



The Station Wagon & The Meat Cutter



The first Lipari's Market, a conventional store of the times, with products stacked high behind the counter

By: Danielle MacDonald

Jim Lipari, founder of Lipari Foods, survived many lean years in the food and beverage industry because of his station wagon, and because he had a trade as a meat cutter. Jim learned the grocery business from his father, Thomas, who owned Lipari's Market and Maria's Market both in Detroit. In 1944, Thomas Lipari sold his markets because his oldest son Charles was drafted, leaving the family short handed in the stores. Jim was a 16 year-old Eastern High School student at the time.

Jim left high school in 1946,

and the Lipari family opened a self-serve store on Mack Avenue in 1947. The entire family worked in the store, from his father Thomas and mother Maria, to his siblings Vita, Angela, Charles, Rose and Sam. Jim worked as a meat cutter. "In those days, supermarkets were not self-serve," explained Jim. "The grocery clerk would get every customers' products." As you can see from the picture of Lipari's Market, grocery products used to be stacked high behind the counters before the introduction of self-serve. The customer would stand at the

counter to place an order. "The customers needed something to hold their products while they shopped. We bought buggy's that looked like baby carriages but they sure worked great." mused Jim.

With a new innovative store, the Lipari's took a chance on some new items. "We started selling frozen vegetables which was completely foreign to our customers," explained Jim. "Only the younger people bought frozen products. The old-timers would not even give the products a try." Their concern was product

freshness which was why the older generation was not completely happy with self-serve grocery stores either. With self-serve came packaging and merchandising. "We used to merchandise fresh picked vegetables in the summer by displaying them outside the store and watering them on a regular basis," said Jim.

In 1950, Jim married his High School sweetheart, Rose, and they had



Inside the Lipari & Sons "new" self-serve market, opened in 1947

Calendar

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

May 3-6

The 1998 FMI Show
Supermarket Industry Convention & Educational Exposition
McCormick Place, Chicago, Ill.
(202) 452-8444
<http://www.fmi.org>

June 7-11

Store Operations, an FMI Course
Western Michigan University, Kalamazoo, MI
(202) 452-8444

Statement of Ownership

The AFD Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers of Michigan at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within *The AFD Food & Beverage Report* may not be reproduced without written permission from the AFD.

The opinions expressed in this magazine are not necessarily those of the AFD, its Board of Directors, staff or members. Bylined articles reflect the opinions of the writer.

POSTMASTER: Send address changes to *AFD Food & Beverage Report*, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (248) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:



FOOD INDUSTRY ASSOCIATION EXECUTIVES

See Lipari, page 6



You're Going To Love Us In '98!

Payphones



**We Pay
\$\$\$
on all
"800"
Calls**

ATM

Michigan's Largest
Selection Featuring
Diebold & Tidel

**Couponing
Capable**



Ice Programs



**FIRST
1,000
BAGS
FREE!**

If you want...

- More new customers
- Happy Customers
- Greater Sales Volume
- Higher Profit Margins
- Reduced Check Losses
- Enormous Competitive Advantages
- Superior Marketing Ability
- Stupendous Service & Support

Then your want...

**NORTH AMERICAN
INTERSTATE!**

**For the Best Deals
On the Finest
Equipment, Call Today!
(800) 333-8645
North American
Interstate, Inc.**

Serving
Michigan • Ohio • Indiana
• Call for Details

two children, Thom in 1952 and Lori in 1956. The war again impacted the Lipari family. Jim was a foot soldier in Germany from 1950 to 1952 and his brother Sam was drafted in 1952. Jim returned from the war and worked in the store, but the family sold their self-serve market in 1953. Now 25 years-old, Jim hit the streets as a mini-distributor out of his Buick station wagon selling a unique product to grocery stores and restaurants. Plastic was new in 1953 and Jim was distributing plastic cake covers for Palmer Plastics. He also began adding



other products to his product line. "One of the biggest selling items was Miracle Cloth which was a reusable cloth like a Handi-Wipe," Jim recalls.

During the Spring of 1955, "I was on my route and just happened to notice a new meat market on Jefferson Avenue so I stopped in to look around," explained Jim. It was Tuesday and Hershey's Meat Market was scheduled to open on Thursday. The owner, Julius Hersh, ran a full

One of the biggest selling items was Miracle Cloth, a reusable cloth like a Handi-Wipe.

Midwest Wholesale Foods

- Convenient Mid-Michigan Distribution Center
- A full-time supplier
- Experienced Buying, Merchandising and Support Staff

Product Line

- Dry Grocery
Extensive variety of national & regional brands
- Frozen
One of the most extensive varieties in the mid-west
- Dairy
Complete line including juice, cheese, margarine, baking and pasta mixes
- Store Supplies
Complete variety
- Private Label
Retail sensitive, private/packer label program
- Cigarettes & Tobacco
- Health & Beauty Aids
- General Merchandise
- Specialty Foods

Coming, Thurs., MARCH 19, 1998

All are welcome to attend

MIDWEST WHOLESALE FOODS' SPRING FOOD SHOW

Thurs., MARCH 19, 1998 • 12 Noon-8 pm

BURTON MANOR

27777 Schockcraft • Livonia, MI 48150

*Great Items—Even Greater Deals!
Lunch & Dinner Served!*

SERVICES:

- Cost-Plus Program
- One Simple Basic Fee
- Electronic Ordering
- Expert Sales Consultation
- Special Promotional Bulletin
- Financing Available
- Data Services
- Reclamation Center
- Corporate Ad Program



MIDWEST WHOLESALE FOODS, INC.

3301 South Dort Highway • P.O. Box 1810 • Flint, Michigan 48501-1810
(800) 552-6967 • (810) 774-2200

page ad touting his new meat market, but he hadn't yet hired a meat cutter. "Julius asked me to help him get through the opening weekend and I was glad to do it. I went to get my paycheck on Saturday night and Julius handed me the keys and the books. He wanted me to be the new manager." Although he never intended to stay at Hershey's, Jim worked at the meat market for five years.

In 1958, Jim hired John Bazzo to work at Hershey's. The two became good friends and in 1960 they left the meat market and opened a full-line grocery store called Lil' Giant on Mack Avenue. Lil' Giant was one of the pilot stores in Detroit for Food Stamps. "Our claim to fame was our B-B-Que chicken," explained Jim. "We made our own barbecue sauce called Bazzo's. Our customers loved the sauce so we started selling it for \$.59 a bottle. We didn't even have a label and it sold." Jim went to Lansing to register Bazzo's Barbecue Sauce and then started selling it to grocery stores and restaurants. "We even got a good product review in the Detroit Free Press in 1962." In May 1963, the store was also profiled in AFD's monthly publication which was then called The Food Dealer. On Jim's day off from the store, he would pack up his station wagon with Bazzo's and work a sales route.

Unfortunately, three years after its grand opening, Lil' Giant closed its doors. Jim formed Lipari Food Distributors in 1963 in order

to continue distributing Bazzo's. John went into real estate. Lipari Food Distributors was headquartered on Harper Avenue in St. Clair Shores. The picture at right shows the small manufacturing space that was used to make Bazzo's. Jim's retired father Thomas, shown in the picture, helped make the sauce. "I wanted to specialize in sauces so I soon picked up Martell's Sloppy Joe Sauce which tasted great and was packaged very innovatively." Not surprisingly, Jim was one of the first distributors to sell products in the new foil dry packaging. He also added Bravo Spaghetti Sauce to his product line. "I sold products out of my station wagon and did a different

distributor. "Their foil-pack gravy mixes were a very profitable item," explained Jim. "It was at this point that I became known as the spice man on the street." Lipari's niche was the independent supermarkets. "Spice's were very service oriented and



Thomas Lipari, Sr.

customer service was a skill that I had mastered." Jim still worked out of his station wagon, but he needed to purchase additional trucks to keep up with the growing amount of customer deliveries. The first salesman was hired in 1967. Les Wilkinson, who is now deceased, went on to become vice president of Lipari Food Distributors. Although Jim was finally making a profit distributing spices, he still worked at his meat cutting trade on the weekends.

In 1971, Jim's son Thom started

See Lipari, page 8

Jim's big break came in 1967 when Frank's Tea & Spice appointed Lipari as their distributor.

route every day," explained Jim. One day on his route, Jim came across a friend that was closing his restaurant. "I met with him and asked if he would manufacture a spaghetti sauce called Bella Mia for Lipari Food Distributors. We had to buy extra cooking equipment, but soon we were making Bella Mia along with Bazzo's."

Three years later in 1966, Lipari Food Distributors moved to Nine Mile Road which was four times larger than the space on Harper. Jim continued to add products to his route, growing the distribution side of the business.

"The manufacturing side of the business was not growing as fast as the distributing side so we stopped production of Bazzo's," said Jim. The chef continued to make Bella Mia and Jim sold it for him. In 1966, Jim became the first distributor to represent Don's Chuck Wagon Onion Ring Mix. In May 1967, Jim received print media coverage for selling a 75-case island display of Don's Chuck Wagon Onion Ring Mix to Johnny's Market on Grand River in Redford. Needless to say, the product was very popular.

Jim's big break came in 1967 when Frank's Tea & Spice appointed Lipari as their



RETAILERS . . .

Start Your Engines— Join us in the Winner's Circle for a 7Up!

Visit us at
—Booth 161—
 at the
AFD Trade Show
April 21 & 22, 1998
 at Burton Manor






RACE INTO PROFITS

with 7 Up Detroit!

working at Lipari Food Distributors. They still focused primarily on spices at this time but were continuing to expand. Soon they purchased their third building, all of which were in a row on Nine Mile. The last store that was purchased had two walk-in coolers. A friend in the brokerage business, Chuck Mascari, asked Jim if he could help sell 20 cases of Alps Swiss Cheese. He agreed and put the cheese in one of the two walk-ins. "I went out on my

sales route selling cheese," explained Jim. "I sold out almost immediately."

This favor for a friend is how Lipari Food Distributors started in the deli business. In 1972, Jim called Chuck Mascari and asked for more cheese along with some ham and salami. Today, Lipari Food Distributors is known by the slogan "the deli people." This new expanded product line quickly outgrew the two walk-in coolers. In 1977, Lipari moved to Production

Drive in Mount Clemens with 21,000-square-foot of space, 20 employees and six trucks. They continued to master the deli business over the next six years.

**Today,
Lipari Food
Distributors is
known by the slogan,
"the deli people."**

"We have grown dramatically over the last two years," said Thom. "In fact, Lipari Food Distributors has doubled in size." Currently, Thom is president of Lipari and Jim is chairman of the board. Jim's daughter Lori is senior vice president, and her husband Mike is vice president of finance.

According to Thom, "we are looking at packaging and supplies as a growth opportunity for the future. I also feel that the food industry is becoming more regional and Lipari will respond to that trend." Jim is now semi-retired but his business philosophy remains as the driving force of the company: take care of the customer. These are not just words



16291 West 14 Mile Road
Beverly Hills
Michigan
48025
248 594 3255

*Serving the grocery industry
for over 10 years*

Computer Specialists for Small Business

- Specialty Software
- Commercial Grade Equipment
 - computers •networks
 - modems •printers
- Complete Repair Service
 - Troubleshooting
 - Time Clock Systems



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

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

In 1983, Thom went to his father with a new idea. "My son wanted to sell frozen dough to the bakeries," explained Jim. "I thought the idea was crazy; bakeries needed fresh ingredients, but I told him to give it a try." Lipari was host to the first deli and specialty food show in Michigan, and they decided to showcase their frozen dough. "The first order of frozen dough at the show was for 200 cases," said Thom. Lipari was the first company in Southeastern Michigan to market in-store frozen dough to the independent grocer. This program continued to grow steadily through the 1980s. In fact, two new freezers were built to accommodate the bakery line.

In March 1995, Lipari moved to their present location in Warren with 90,000 square feet. In 1996, Lipari partnered with Spartan Stores to become their deli and bakery supplier. In order to accommodate the Spartan stores, another 35,000-square-foot of

**In order to
accommodate the
Spartan stores, another
35,000-square-foot of
space was added.**

space was added. This deal expanded Lipari's distribution network statewide. In the early 1980s, Lipari began distributing in Ohio, increasing their strength in that market. In 1997, Lipari acquired S & S Distributors in Cleveland, Ohio and set up a sales office staffed by 12 employees to service the market.

Today, Lipari Food Distributors has 250 employees, 54 trucks and one Buick station wagon. They carry 6,000 items in the deli, bakery, grocery food service, packaging and supplies categories.



John Bazzo (l) and Jim Lipari

at Lipari. "Instead of using computers to handle some store level demands, we hire additional salespeople as we expand the business. Technology is not used to eliminate salespeople; it is used to help our salespeople so we can maintain a high level of customer service," said Thom.

Jim Lipari's biography is scattered with many lucky breaks like buying a building with walk-in coolers just months before a friend asked him to sell 20 cases of cheese. But the secret of his success lies in the fact that he mastered the trade of meat cutting, and that he always had a station wagon to service his customers. "It was my meat cutting profession that kept my family eating for many years." And it was the station wagon that helped launch each new business venture. Jim Lipari still drives a Buick station wagon today.

BUDWEISER

GET IN THE
GAME

WITH

Budweiser

KING OF BEERS

and College Basketball's

MARCH TO
CHAMPIONSHIP THE

Coming Soon . . .

3/23 - 4/4

Bud Family

12-pack

Flagship Bottles

Contact your
local
wholesaler
for details.



BUDWEISER

Engler
continued from page 1

environmental bond

- Help all children read by fourth grade
- Expand Michigan's nationally acclaimed welfare reforms
- Expand health insurance to virtually 100 percent of Michigan children
- Amend the constitution to protect taxpayers
- Get tougher on deadbeat fathers and drunk drivers

Income tax cuts

The highlight of the Governor's 1998 legislative agenda is cutting

the state income tax from 4.4 percent to 3.9 percent. The cuts begin in the year 2000, and when fully phased in, Michigan's income tax will be the lowest since 1971, and will save taxpayers \$3 billion.

"These tax cuts are not targeted at special interests. These tax cuts are across-the-board. They ease the 'middle-class squeeze' for everyone-enabling families to buy a house, pay off bills, pay for day care, plan for college or save for retirement," Engler said.

Engler also called for a constitutional amendment to make it harder for the Legislature to

raise taxes on the people of the state. This amendment would require a three-fifths vote of both the House and Senate to raise the income tax, sales tax, use tax or the single business tax.

Environmental bond

To make Michigan's environment cleaner, the Governor proposed a \$500 million bond. These new "Clean Michigan" bonds will benefit both peninsulas in three critically important ways—\$400 million for restoring polluted and abandoned sites; \$50 million for protecting drinking water and \$50 million for upgrading our 96

state parks and their facilities.

All fourth graders reading

The Governor also unveiled an ambitious "Reading Plan for Michigan." His "RPM" strategy calls for the end of social promotions and insists that all Michigan children be able to read by the beginning of fourth grade.

"I've often told our families that our strategy for success comes down to one thing: The state with the best schools wins. I set this challenge before the Legislature: Children who start kindergarten this fall must be able to read by the time they reach the fourth grade.

The Governor is directing the Michigan Department of Education to assure that every child is assessed from the first day of school with the best diagnostic tools to determine reading readiness; to see that every child is monitored on an ongoing basis to insure reading progress and finally, to design a model summer reading program to reinforce reading year around.

Engler also praised the many volunteer groups that can be enlisted to help make sure that all children are becoming good readers.

In addition, the Governor renewed his call for safer public schools and "Touch a Teacher" legislation—to protect teachers and school staff and to promote learning.

Welfare and health care for families

To strengthen Michigan families, the Governor is launching an initiative called MICHild to expand insurance coverage to more than 150,000 children. MICHild, combined with the Governor's previous "Healthy Kids" initiative, means that virtually 100 percent of all Michigan children will have access to health insurance.

Engler also unveiled his "Parental Responsibility Initiative" to crack-down on deadbeats. The \$15 million "no excuses" strategy will target 30,000 non-custodial parents currently in arrears.

In addition, the Governor launched "Operation Zero Tolerance" to end drug abuse among welfare recipients. Beginning with a pilot program, welfare applicants will be tested before receiving benefits. If they test positive, they will be referred to treatment.

See Engler, page 17



Make a Pit Stop at
BOOTH 140 & 141
at the **AFD Trade Show**
and watch your profits soar! Featuring:



Fresh Fruit Tester
Smoothies
The newest taste sensation!



Frozen Carbonated Beverages
80% Profit
Lessing Available!
Frozen Cokes / Pepps



Home Replacement Meals
Potatoes Chicken
Hot Oak BBQ, Ribs,
Fried Chicken
& More



Before you race off,
Check out the
Instaburger
Cooks a fresh Hamburger
in 25 Seconds! No hood
or vent required



Complete Training and Merchandising Support!
See us at the show or call today:

1-800-292-0031



Taylor Freezer of Michigan, Inc.

13341 Stark Road • Livonia, MI 48150

Toll Free (800) 292-0031 • Fax (313) 525-1360



**Associated Food Dealers
of Michigan**

Serving the Food and Beverage Industry for 82 Years

**14th Annual
Buying Trade Show**

**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.*



AFD on the Scene

"A Night of Romance"

AFD's annual trade dinner • February 13, 1998



*You won't find better service or
more competitive pricing for
your insert advertising.*

Anywhere.

STEPHEN'S
NU-AD INC.

Electronic Design, Imaging & Printing

17630 East Ten Mile Road • Eastpointe, Michigan 48021

Phone (810) **777-6823** • Fax (810) **777-1434**



**WE'RE HERE
TO SERVE
YOU!**

- Full Service Printing
- Full Service Design Team
- Insert Advertising a Specialty
- State-of-the-Art Electronic Desktop Publishing System

*The Stephen's Nu-Ad Printing Family offers
World-Class Printing at a Down To Earth Price.*

Thank you sponsors for a wonderful night of romance

Gold Sponsors

7 Up Detroit
AirTouch Cellular
Anheuser Busch
Coca-Cola Bottling Company of Michigan
Frito Lay
Melody Farms/
Midwest Wholesale Foods
Miller Brewing Company
North Pointe Insurance Company
Pepsi-Cola
Philip Morris U.S.A.
R.M. Gilligan, Inc./Heublein/
Hiram Walker & Sons/IDV
North America

Silver Sponsors

Bacardi Martini U.S.A.
Blue Cross Blue Shield-Blue Care Network of Michigan
Faygo Beverages
General Wine & Liquor Company
J. Lewis Cooper Company
Michigan Lottery
Michigan National Bank
Paul Inman Associates
PMI-Eisenhart
R.J. Reynolds Tobacco Company
Sales Mark
Seagram Americas
Sell Group-Detroit
Spartan Stores

Bronze Sponsors

Central Distributors of Beer
Detroit Edison Company
Food Marketing Institute
Great Lakes Beverage
Hubert Distributors
Kar Nut Products
LDMI Long Distance
Michigan Bankard Services
Petitpren, Inc.
Presidium, Inc.
Stephen's Nu-Ad, Inc.
Tom Davis & Sons Dairy Company

Thank You Sponsors!



STOP CASHIER THEFT!



If you lose *as little as* \$10.00 per day, you can pay for an entire system in a matter of months. Contact us for details.

central Professional
Security
Services
alarm
signal, inc

13400 WEST SEVEN MILE ROAD • DETROIT, MI 48235

1-800-551-VIEW

Internet: <http://www.99panic.com>

email: sales@99panic.com

* ABOVE PAY OFF TIME FRAME IS FOR A BASIC SYSTEM ONLY. SYSTEMS NOT COMPATIBLE WITH ALL REGISTER MAKES AND MODELS. REGISTER CONNECTORS MAY REQUIRE INSTALLATION BY AUTHORIZED REGISTER DEALER SO AS TO NOT VOID ANY REGISTER WARRANTIES. INSTALLATION SERVICE AREAS ARE LIMITED. SO PLEASE CALL FOR DETAILS. OTHER RESTRICTIONS MAY APPLY.

© 1996 CENTRAL ALARM SIGNAL, INC.

More shots from AFD's annual trade dinner, "A Night of Romance"



BETTER MADE POTATO CHIPS



CROSS AND PETERS CO.
DETROIT 48213 • (313) 925-4774



©1997 Miller Brewing Company, Milwaukee, WI www.miller.com

My new idea: The One-Pak.



Dancin' the night away at the AFD annual trade dinner



*Our partners in workers' compensation
have changed their name . . .
but the results are the same.*

CORESOURCE is now



Presidium, Inc.
THE DISABILITY MANAGEMENT COMPANY

*Providing the members of AFD with the best
value in workers' compensation since 1982.*

- Supermarkets
- Convenience Stores
- Meat / Fish / Poultry Markets
- Delis
- Restaurants
- Meat Products Manufacturing
- Wholesale Meat, Fish, Poultry Dealers
- Wholesale Stores
- Butchering and Preparation of Fresh Meats
- Food Sundries Manufacturing
- Bakeries
- Canneries

*Presidium, Inc.: Where the world of
disability management is integrated.*

For more information, call Toll Free:
800-482-0615

When it comes to electricity deregulation:

Detroit Edison has gone to bat for its customers

Detroit Edison has been at the forefront of protecting the interests of its customers during the prolonged debate about deregulation of the utility industry. Legislation to enact a reasonable deregulation framework has stalled in Lansing. Many say the lack of action is because the average customer just doesn't care about the issue. We don't believe that is true. Of course, our customers care about their utility rates...even more about the reliability of electric service. If you turn on the switch, the light should go on. We believe that, too...and have for the last 95 years.

Let's take a look at what Detroit Edison has been calling for:

1. **The issuance of rate reduction bonds** to refinance the "stranded cost" debt of the utilities for a shorter term and at lower interest rates, with the savings being passed on to all electric customers.

Big Industry, the Small Business Association of Michigan, and the Michigan Retail Federation have said "no" to rate reduction bonds, as has Attorney General Frank Kelley.

2. **If a power supply firm in another state sells power in Michigan, it only seems fair that Michigan power producers should be able to sell in the other state as well.** It's called reciprocity and it will help ensure that Michigan utilities can continue to be competitive, that jobs can be saved and that community taxes can continue to be paid. Additionally, reciprocity reduces the need to build expensive new transmission lines because power imports would offset power exports.

The same parties who opposed "stranded cost" recovery and rate reduction bonds also have opposed reciprocity.

3. **It is important to keep our power plants locally owned and operated,** to assure job continuation,

ongoing property tax support and increased economic activity for Michigan.

Selling off power plants to recover "stranded costs," as has been called for by those who oppose the utilities, would in fact cripple the utilities' ability to serve those who choose to stay with their "home utility" and would eliminate the ability of the utilities to act as the "back up" in case of outside supplier non-performance.

4. We need action now to put the force of law behind reasonable deregulation efforts, in order to give

private investors the confidence to invest their money in new electric generating facilities. It is imperative that new power generating facilities get on the drawing board and under construction in order to avoid a future filled with brown-outs and other interruptions to electrical service.

Since deregulation was proposed, **Detroit Edison has pursued policies which would benefit its customers.** We believe that all customer groups—residential, commercial and industrial—are interested in reliability of electric supply, the protection of the environment, and the protection of

vulnerable and low-income customers. Detroit Edison will continue to pursue these objectives. After all, we have served our customers loyally and reliably for over 95 years. As we enter the new millennium, the prospects for even greater service to our customers lie just ahead. Deregulation can be beneficial....it can mean lower costs....but above all, it must mean safe and reliable electricity to the homes and businesses of our valued customers.

We will continue to represent your best interests.

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

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

- Awarding nearly \$3.9 million annually in grants to over 500 charitable organizations, through Detroit Edison and the Detroit Edison Foundation.
- Sponsorship of National Night Out, Kids Voting Michigan, Detroit Edison/McDonald's "Play It Safe Around Electricity" program, Michigan Envirothon, Detroit Festival of the Arts, and the Detroit Thanksgiving Day Parade.



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

- On behalf of our employees, donating more than \$49,000 annually to education-related organizations through the Detroit Edison Foundation's Walter J. McCarthy, Jr. Volunteer Service Awards.
- Caring for Michigan's environment by planting 10 million new trees.
- Serving as Michigan's second largest property tax payer.



Turning energy into solutions...

Detroit Edison



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

Engler

continued from page 10

Fighting Crime

The Governor announced or vigorously renewed his call for:

Getting tougher on drunk drivers—especially repeat offenders, who are responsible for a disproportionate share of highway carnage

- Sentencing guidelines—to keep the most violent prisoners behind bars longer
- New prisons—to construct 5,400 new beds over the next four years
- Making prisoners work—because they owe that much to society
- Scrapping prisoner appeal of parole denial—to get rid of a law that gives prisoners the right to challenge denial of parole

Operation Night Hawk—to step up the war against youth gangs. Teams of police officers and specially-trained probation and parole agents will be deployed on nights and weekends, when gangs are most active.

MELODY FARMS NO-FAT, LOWFAT PRODUCTS:
THE SHAPE OF THINGS TO COME
 FOR YOUR GOOD HEALTH, FROM

**THAT NEW
 SHAPE COULD
 BE YOU!**

The fitness craze of the 90's has everyone counting calories, calculating fat grams and cutting corners to better health. From this frenzy, a few simple principles emerge:

- exercise regularly;
- eliminate fat from the diet;
- leave the nutrients and minerals.

Which is exactly what Melody Farms has accomplished in our line of Lowfat and No-Fat, Low Cholesterol products. These products are wholesome, nutrient-dense foods that offer a

**melody
 farms®**

significant amount of vitamins and minerals... ingredients essential to keeping your spirits up as your shape goes down.

**WHAT
 ABOUT TASTE?**

Melody's Xtra Skim Milk and No-Fat products are made with richer, creamier taste in mind. We've removed the butterfat and replaced it with natural milk protein for more body and flavor. So try the complete line of Melody Farms Lowfat and No-Fat products...

**THE TASTE
 WILL MAKE
 YOU SMILE**



31111 Industrial Rd., Livonia, Michigan 48150 • Distribution throughout Michigan and northern Ohio
 Call our sales representatives at 1-800-686-MILK (6455)

OBEY YOUR THIRST™



©1996 The Coca-Cola Company. "Sprite" and "Obey Your Thirst" are trademarks of The Coca-Cola Company.



TOMRA®



Easy Terms With No Downpayment And Immediate Payback



TOMRA MICHIGAN PROFILE UPDATE


TOMRA®
Michigan
1044 Durant
Howell, MI 48843-9536
Tel. 517-552-9915
Fax 517-552-0746

- Over 470 stores installed including 190+ independents
- Full support with 32+ customer service and technical reps supporting 2,310 machines
- Distributor cooperation in upper & lower Michigan
- Sales or leasing programs available for any size retailer
- American Disabilities Act Compliant And UL Approved
- Market dominance protects your investment for years to come

**Call us to visit
your store,
determine
your needs,
prepare a
layout and
present a
proposal that
makes sense.**

TOMRA New York
Atlantic Industrial Park
410 Atlantic Industrial
Park
Rochester, NY 14607
Tel. 315-797-4138
Fax: 315-797-4138

TOMRA Oregon
1610 N.W. Couch St.
Portland, OR 97209
Rochester, NY 14607
Tel. 503-226-7015
Fax: 503-226-7173

**ARS dba Upstate
TOMRA**
440 Broadway
P.O. Box 4053
Menands, NY 12204
Tel. 518-436-4333
Fax: 518-436-4335

TOMRA Massachusetts
Suite #306
10 Tower Office Park
Woburn, MA 01801
Tel. 617-938-0541
Fax: 617-938-0542

TOMRA Metro
205 Fairfield Avenue
New Haven, CT
Tel. 203-468-1981
Fax: 203-468-0750

**TOMRA of
North America Inc.**
400 Long Beach Blvd.
Stratford, CT 06497
Tel. 203-380-5230
Fax: 203-380-5235

Answers to your customers' Big Game questions



by Commissioner Bill Martin

Just a month after the launch of Tuesday draws for The Big Game, there are bound to be questions surrounding the Lottery's multistate game. Your customers have probably asked you many of the following questions, and it's important to have accurate information at your fingertips.

Multi-draw tickets. The question we're hearing the most at Lottery headquarters is, "How can I buy tickets in advance for The Big Game?" There may be some confusion over multi-draw tickets now that The Big Game has gone from one draw to two draws per week. It's good to note that game play and ticket purchase operate much the same way as the Michigan Lotto game, which also has two draws per week.

Multi-draw tickets for The Big Game may be purchased up to 15 draws in advance, or 7 1/2 weeks. It's important to make that distinction to your customers since there are now two drawings per week. Michigan Lotto may be purchased up to 20 draws in advance, or 10 weeks.

Payout Options. Since the start of The Big Game, payment for jackpot winnings has remained the same: equal installments over 20 years. There is no lump sum cash option payment for The Big Game.

However, since July 1997, Michigan Lotto has offered players a choice on payment of jackpot winnings. At the time of ticket purchase, Lotto players must choose between annuity or cash option payment. Annuity winners will be paid equal installments over 25 years. Cash option winners receive the present cash value of their jackpot share in one lump sum payment; no future annual payments are made.

Anonymity. Since 1988,

Michigan Lottery players who have won more than \$10,000 have been given the right to remain anonymous. This applies to all Michigan Lottery games except for The Big Game, because the multistate lottery legislation states that the identity of winners is considered public record.

The name and city of residence for all Big Game winners is available to the public regardless

of prize amount.

For more information on The Big Game or other Michigan Lottery games, contact your Lottery representative.

New Instants! March marks the start of some new games and the return of an old favorite to Lottery ticket counters. On March 2, players can try their luck with "Lucky Times Ten," a new \$2 game with a top prize of \$30,000.

Give your customers a break with the new \$1 "Coffee Break Cash." Prizes range from \$1 all the way to \$3,000.

The popular "Cash For Life" returns on March 23. The \$3 game boasts overall odds of less than 1 in 4 to win a cash prize, with a top prize of \$1,000 a week for life. Other "Cash For Life" prizes range from \$3 to \$1,000 instantly.

New!

Welcome To Captain Morgan's PARROT • BAY •

PUERTO RICAN RUM
WITH NATURAL
COCONUT FLAVOR



SIZE	CODE #	ON PREMISE PRICE	OFF PREMISE PRICE	SHELF PRICE
1.75L	9834-6		\$21.15	\$24.86
LITER	9832-6	\$14.17	\$14.45	\$16.98
750ML	9831-6	\$10.84	\$11.05	\$12.99
375ML	9830-6		\$6.78	\$7.97
200ML	9829-6		\$4.20	\$4.94
50ML	8497-3		\$0.82	\$0.96

Seagram Americas

SEAGRAM AMERICAS • NEW YORK, NY THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY

TO ORDER CALL: 1-888-NWS-MICH OR 1-888-MICH-NWS
697-6424 OR 642-4697

State Department Directory

Keep these pages! Here is a handy reference of Michigan governmental departments.

Agriculture

Dan Wyant, Director
611 W Ottawa St.
PO Box 30017
Lansing MI 48909
(517) 373-1052

Attorney General

Frank J. Kelley
525 W Ottawa
PO Box 30212
Lansing MI 48909
(517) 373-1110

Civil Rights

Nanette Reynolds, Director
201 N Washington Square
Lansing, MI 48913
(517) 335-3165

Civil Service

John Lopez, State Personnel Director
400 S Pine-Suite 201
PO Box 30002
Lansing MI 48909
(517) 373-3020

Consumer Industry & Services

Kathy Wilbur, Director
525 W Ottawa
PO Box 30004
Lansing MI 48909
(517) 373-7230

Corrections

Kenneth McGinnis, Director
206 E Michigan Ave.
PO Box 30003
Lansing MI 48909
(517) 373-0720

Education

Arthur Ellis, Superintendent of
Public Instruction
608 Allegan St.
PO Box 30008
Lansing MI 48909
(517) 373-3354

Management/Budget

Janet Phipps, Director
320 S Walnut
PO Box 30026
Lansing MI 48909
(517) 373-1004

Office of Services to the Aging

Lynn Alexander, Acting Director
611 West Ottawa St. - 3rd floor
PO Box 30026
Lansing MI 48909
(517) 373-8230

State Employer

Janine Winters, Director
300 S Washington
PO Box 30026
Lansing MI 48909
(517) 373-7400

Community Health

James K. Haveman Jr., Director
320 S. Walnut
Lansing MI 48913
(517) 335-0267

Michigan Jobs Commission

Doug Rothwell,
CEO/Department Director
201 N Washington Square
Lansing MI 48913
(517) 335-5883

Office of the Michigan Ombudsman

Margaret O'Riley
Michigan Ombudsman
201 N Washington Square
PO Box 30107
Lansing MI 48913
(517) 335-1847

Military Affairs

Major General, E. Gordon Stump
Director/Adjutant General
2500 S Washington Ave
Lansing MI 48913-5101
(517) 483-5507

Natural Resources

Mr. K. L. Cool/Director
530 Allegan
PO Box 30028
Lansing MI 48909
(517) 373-2329

Office of the Great Lakes/Dept. of Environmental Quality

Mr. G. Tracy Mehan, Director
106 West Allegan
PO Box 30473
Lansing MI 48909-7973
(517) 335-4056



Scott Pet Products is proud to provide the cleanest Wild Bird Mixes in the industry. We mix the seed ourselves in state of the art facilities and have developed Superior no dust blends. Because our Wild Bird Seed is the cleanest available, you get more seed for your dollar, which means a better value for your customer.

Show Special Free case of suet cakes for each pallet purchased of Bird Seed. Stop by **Booth 163-65** to see more of our extensive Pet Products line. To receive a full listing and a current price list of our high quality, competitively priced bird seed and the 4,000 other SKU's we have to offer, call **800-989-4178**.



New courses for convenience stores

Cornell University is introducing eight new courses designed specifically for convenience store managers and associates at a fee of just \$60 per course, due to funding from the Educational Foundation of the National Association of Convenience Stores (NACS).

These new Cornell NACS courses form the basis of NACS University, a new education and training initiative of NACS. Persons completing three required courses and two elective courses in the convenience store series will meet the NACS University requirements and receive a special certificate from NACS in recognition of this accomplishment.

The three courses required for the NACS University certificate are Convenience Store Merchandising: For the People Who Make It Work, The Complete Convenience Store Manager, and Effective Communication for Today's Convenience Store Manager. The two electives can be chosen from other courses being offered. Please note that it is not necessary to join the NACS University Program to enroll in these courses. Anyone can take any (or all) of these convenience store courses, in any order. If you have questions, please call NACS at (703) 684-3600.

Continued from page 22

Family Independents Agency

Marva Livingston Hammons,
Director
235 S Grand Ave.
PO Box 30037
Lansing MI 48909
(517) 373-2000

Secretary of State

Candace Miller
430 W Allegan St.
Lansing MI 48918-9900
(517) 373-2510

State Police

Col. Michael Robinson
714 S Harrison Rd.
East Lansing MI 48823
(517) 336-6157

Transportation

James R. DeSana, Director
425 W Ottawa
PO Box 30050
Lansing MI 48909
(517) 373-2114

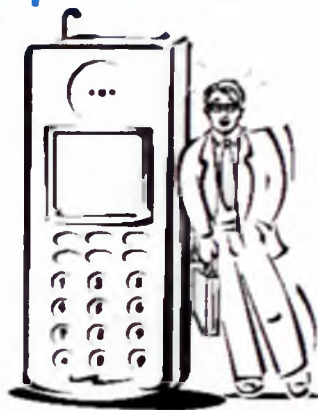
Treasury

Douglas Roberts, State Treasurer
430 W Allegan St.
PO Box 30050
Lansing MI 48922
(517) 373-3223

Grab a byte of technology at NACS conference

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 Hotel & Towers. For more information, call (703) 684-3600.

Support Staff



Running a small business is hard work, and when you're on the go, you need an AirTouch Cellular package to back you up. As a member of the Associated Food Dealers, you get high-quality equipment and professional service, all at a price that can fit your budget. Visit an AirTouch Cellular Sales & Service Center for more information on this special offer. AirTouch Cellular can make buying, owning and using cellular easy.

Endorsed by:



"Every time you use your cellular phone in your home market, Airtouch Cellular makes a contribution to your Association at no additional charge to you."

**For more information call
1-800-AIRTUUCH**

AirTouch and the AirTouch logo are trademarks of AirTouch Communications, Inc.
An easy call to make is a service mark of AirTouch Communications, Inc.

Representative Larry DeVuyst balances environmental and economic issues

by Kathy Blake

Larry DeVuyst is a freshman state representative for the 93rd district, serving most of Gratiot county and all of Montcalm county. DeVuyst, a republican, serves on four standing committees: agriculture; conservation, environment and recreation; forestry and mineral rights and house oversight and ethics committees. He is also an assistant minority whip. "As minority whip, it's our job to poll members of the caucus to find out where they stand on issues and to try and mold the Republican party together, by supporting the issue," said DeVuyst.

DeVuyst has a great deal of background for serving on the agriculture committee, having been a farmer for many years. His hunting interests make him a

knowledgeable member of the conservation, environment and recreation committee.

His district has several areas designated as renaissance zones which are designed to entice manufacturers to come and establish manufacturing and processing plants. Renaissance zones provide exemption from local and state taxes for 12 years and diminishing exemption for an additional three years. In Montcalm county, renaissance zones have enabled the construction of several new



businesses. A shoe manufacturing facility is near completion and will employ 140 workers. The Fiber Corporation, an existing paper recycler, is expanding. A foreign auto company may

come to Gratiot county to produce auto parts. It would employ 150 workers.

DeVuyst, 58, graduated from Ithaca High School and attended Michigan State University.

He was a farmer and equipment business owner prior to being elected to the House of

Representatives in 1996. In 1991, he was appointed to the Natural Resources Commission (NRC) and he chaired the commission from 1992 until becoming a state representative. "The NRC oversees the Department of Natural Resources: making decisions on fish and game rules and contested case hearings and making changes to wetlands and mitigation guidelines," says DeVuyst. Michigan became a world-class fisherie for Walleye, a popular sport fish, during his time on the commission.

As a member of the conservation committee, DeVuyst started the task force last spring to introduce legislation to allow deer hunters to use elevated stands during firearms deer season. There is a good chance it will pass this year. DeVuyst says this



Redeem your manufacturers' coupons with us . . .

1-2-3

It's That Simple! You can count on us!

Over 250 AFD grocers use our coupon redemption service . . . this is proof we do it the way grocers like it.

- 1

 Put your coupons in a box or strong envelope. (No need to count or sort).
- 2

 Bring your coupons to AFD.
- 3

 Cash your check.

THAT'S IT! . . THE REST IS OUR JOB!

- Quick, efficient and accurate processing of your coupons is started immediately.
- We will send you a check for full face value of all acceptable coupons.

YOU CAN COUNT ON US—WE'RE





Your store name here!

Because private label is the future...

Rocky Peanut Co.

1545 Clay St. • Detroit, MI 48211
Ph. 313-871-5100 • Fax 313-871-5106

NUTS • DRIED FRUIT • SNACK MIXES • CANDY & MORE!

DeVuyst, continued from previous page

would enable hunters to see their target better, with more likelihood that stray bullets would go into the ground rather than traveling horizontally.

Representative DeVuyst also introduced a bill to allow woodchuck hunting during spring turkey hunting season. Woodchuck are very destructive to crops, DeVuyst believes, and farmers need help controlling the woodchuck population. The Michigan United Conservation Club supported the bill and it passed in the House.

As a member of the forestry and mineral rights committee, DeVuyst introduced a bill requiring oil and gas companies to make an accounting of the prices of gas and oil sold and post production costs charged to the leaseholder. HB5261 and 5262 now await action in the Senate.

The biggest bill that DeVuyst worked on last session was the 300-page drain code. "This bill was written on the recommendations of drain commissioners who worked three and one half years looking at old drain code to come up with revisions. We've been holding hearings to determine proper wording. Hundreds of people have testified on this bill. Currently it is stalled in the agriculture committee and has undergone several amendments," DeVuyst commented. "Eighty-four amendments will stifle just about any bill. This bill can still make it with a good substitute."

Some people are opposed to drains because the use of drains has diminished wetlands. DeVuyst explains that without drainage ditches, Michigan would still be a swamp. The first governor of Michigan decided to have the first drain code. There are now provisions to protect existing wetlands, yet more and more building results in the need for more and more drains.

The drain code bill recommends forming a watershed authority to oversee the drain code decisions. It only takes a few people to request a hearing for the cleaning of a drain, but 25 percent of the people petitioned must approve it. DeVuyst says this is too many people when the drain is close to urban development. Another recommendation would require

county drain commissioners to inspect drains once every three years.

Having been a farmer up until three years ago, DeVuyst is greatly concerned with legislation affecting farmers. "I took 6,000 hogs a year to market and grew cash crops: sugar beets, dry beans, corn and soybeans," he said. His district has many farms. He says, "There is getting to be a good deal of integration in the food business. Farmers are setting up processing plants on the farm and handling wholesale and retail distribution. I don't see that as bad, it's just

different." The trend towards fewer and larger farms has been ongoing for numerous years.

"They look more like corporations, people with the wherewithall can do the most efficient job," DeVuyst believes the future of the food industry depends on the profitability of the farmer.

DeVuyst is concerned with this and other issues affecting use of Michigan's natural resources and land and he takes a common-sense approach to legislation that maintains everyone's best interests.

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? 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) 557-4444.

Tomorrow's Profit Programs from Hobart...Today!



With Hobart working with you, you get more knowledge to help your business grow.

Hobart has everything you need, and need to know. Our new Planning Guides are packed with facts and tips... menu planning, food preparation, equipment, space needs, suppliers, packaging, merchandising and financial projections.

Choose from Chicken, Pizza, Hot Foods, Cold Foods, Bagels...More Equipment! More Expertise! More Profits for you!

Get the Guide and get in on the programs of your choice. These programs start up easily, grow fast and pay back quickly. We can help show you how. Call your Hobart representative today.

HOBART

Systems Solutions For Retailer Profits.

Detroit Sales/Service Center
43442 N. I-94 Service Drive
Belleville, MI 48111

Equipment Sales:
(734) 697-7060

“Life is luck,” says Southfield Liquor store owner

by Ginny Bennett

Hani Yono met his wife Sana when they were attendants in his sister's wedding. “Life is luck,” says Hani. They were married in 1986 and Hani Yono says it was “good” luck, too.

His good luck reaches from his personal to his business life, as the owner/manager of the highly successful Southfield Liquor, Inc. on Southfield Road in Allen Park.

Yono's fortune is measure for measure in direct proportion to his hard work and his determination.

In 1979, Hani Yono left his native country of Iraq and went to Toronto, Canada with a 15-day visa and a degree in agriculture from Basrah University in southern Iraq. Eventually he extended his stay. He worked there in the restaurant business learning everything at a restaurant which specialized in Italian and



Hani and Sana Yono are known as “Joe” and “Sue” to their customers at Southfield Liquor, Inc.

Middle-eastern cuisine. Gaining the respect and trust of an immigration officer, he became the first Iraqi he is aware of to change his status from a visitor's visa to a

permanent resident without the support of a sponsor and without hiring a lawyer. Through this contact, his family, cousins and two friends all were allowed to join him there.

In 1984, Hani Yono came to the United States as a new citizen. It wasn't his dream to come here, even after he had visited for three months in 1977. Still, he willingly followed his family here and never has had any regrets.

Once a resident, Hani was searching for work in a restaurant setting when he became aware of an opportunity he was uniquely qualified to do. Applying to the Detroit Board of Education, he was hired to be a special instructor of food management at Golightly Vocational Center, located at Dickerson and Jefferson. Later he went into the video rental business, and in 1987, along with his family, bought Easy Pick Market, a Woodhaven liquor store.

May 12, 1988, Hani Yono bought Southfield Liquor and on the same day his

daughter, Angela, was born. In the ensuing years he has tripled the business. “In my eyes,” says Hani, “working in the restaurant business will prepare one well for any kind of business. It is the hardest.”

Buoyed by the success of his liquor store, Hani may open another storefront in the building that adjoins Southfield Liquor. He is looking forward to this opportunity to grow his business in an area which is experiencing substantial renewal and development.

The new Lions training camp will be located in Allen Park and on Southfield Road just south of I-94 is Ford Motor's Danou Tech Center. Across the street from Southfield Liquor, Oakwood Hospital just opened with a 24-hour emergency clinic and a rehabilitation center. Sixty-five new employees will come into the neighborhood. A new Sunoco Oil is next door, RiteAid and Arbor are within sight and Kroger is close by. “Competition is healthy,” says Yono. Yet he is not afraid of the competition since he is confident that people will come



Hani Yono, owner of Southfield Liquor, Inc. in Allen Park



**Providing Easy Ways
To Increase Profits!**

Travelers Express now brings you two products proving to be the perfect addition to any merchandising mix -- our money orders and BuyPay utility bill payment service. Both build traffic, move more merchandise, and generate even greater profits. When you become a Travelers Express agent, customers will be directed to you for their money order and electronic utility bill payment needs. Call 1-800-328-5678, ext. 3300 to find out more about how Travelers Express can build greater profits by giving customers yet another reason to travel to your store!



to his store. Hani and Sana, known as Joe and Sue to their customers, give people reliable, honest and friendly service. They also have good prices, running specials on items for certain time periods. He cautions, however, that he doesn't believe in advertising lower prices on a continuous basis, but instead advertises sales on popular items, like money orders, for only a part of each month.

Sana says that Hani is a unique father. He is unusually devoted to his two daughters, Angela, nine



Hani Yono sells a full range of beverages at Southfield Liquor — everything from Perrier Jouet to beer, pop and water.

and Anita, seven. At the time of this interview, Hani was trying to plan a week-long ski vacation in northern Michigan. "Trying to plan to be away from the store for a week is difficult this year," Hani says, "it is hard to find someone to tend the store." The difficulty in finding good employees makes him appreciate Sana even more. She works many hours as a part-time "boss" in the store while being a good mother and somehow finding time for baking, keeping house and sewing for her daughters.

The Yonos know that the secret to their success is working hard and being on-site and open long hours so that customers will always want to shop there for the friendly attention of "Joe" and "Sue."

Another way of ensuring good business, Hani insists, is his long-time association with the Associated Food Dealers of Michigan. He has been familiar with the AFD since he came to America and has been a member since he bought the store. Yono encourages all retailers, business owners and wholesalers to get involved with AFD. "They are working hard to achieve our goals," says Yono.

"America is truly the land of opportunity," says Hani, feeling proud to have accomplished so much in such a short time. "And truly, life is luck."

Anheuser-Busch celebrates "Know When to Say When"

Anheuser-Busch celebrates "Know When to Say When" 15th anniversary with a web site to help prevent alcohol abuse, drunk driving and teen drinking.

Providing 15 years of efforts to prevent alcohol abuse under the banner of its "Know When To Say When" responsible drinking campaign, Anheuser-Busch's Department of Consumer Awareness and Education has launched a new site on the world wide web www.beeresponsible.com. This site is intended to increase awareness about personal responsibility among adults who choose to drink, drunk driving and illegal teen drinking.

**Softest,
Freshest
in Michigan**

**LUMBER JACK
WHITE**

Even-fresh

Even-fresh Bakery

**210 28th St. S.E.
Grand Rapids, MI 49548
Tel. (616) 245-9127
Fax. (616) 245-3507**

Workplace injury and illness rates at record low

Industry progress in improving worker safety and health is evidenced by the recent Bureau of Labor Statistics (BLS) data which reveal a record low for on-the-job injuries and illness in 1996. This is the fourth consecutive year in which BLS injury and illness rates have declined, and the lowest rate reported since BLS started collecting data in the early 1970s. In 1996, for wholesale trade in grocery and related products, injury and illness rates fell 9.48% and injury rates were down 8.85% from 1995. However, the 1996 data for grocery stores show a 2% increase in injury and illness rates (from 9.9 in 1995 to 10.1 in 1996 per 100 full-time workers), with a one percent increase in injuries.



National Wine and Spirits Brownstown Grand Opening

On January 23, 1997, after Judge Gidding's temporary restraining order against the Michigan Liquor Control Commission was lifted, National Wine & Spirits Corporation of Michigan made its first liquor delivery. Since that day NWS has delivered 2,500,000 cases, picked 20.5 million bottles for split cases, and made 275,000 more deliveries.



Hostess has new frosted donuts

Hostess introduces new special recipe frosted donuts. Available in 8 count, 18-ounce packages, the chocolate frosted donuts are available through Interstate Brands. Call Paul Nutt for ordering information and your rack display fixture, (313) 591-1616.



Beefsteak offers rye bagels

Beefsteak introduces new Hearty Rye Bagels in 6-count bags. The bagels are low in fat with no cholesterol and are individually wrapped for freshness and convenience. The premium bagels are available from Interstate Brands. Call Paul Nutt at (313) 591-1616 for ordering information.



"Simply Amazing!" FROM 1 PC



OPERATE MANY CASH REGISTERS
FAST • POWERFUL • EASY • REAL-TIME INFO

AFFORDABLE
LEASE PLANS!

WE SPECIALIZE
IN SMALLER
STORES

BEV-POS
The Store Controller

OUT-OF-THE-BOX PLUG & SCANNING FEATURES:
(No prior computer experience needed)

- Pre-loaded with over 18,000 Beverage & Food Items
- EZ step-by-step instructions; on-line help; 24 hour support
- Free set-up strategy and custom store configurations
- Friendly user-defined software and hardware
- Save thousands over other retail systems that give less
- Choice of upgradeable options to meet any stores budget
- Designed and guaranteed by a veteran beverage retailer

MORE INFO? CALL 248-689-4608
POS SYSTEMS MANAGEMENT



"Remember the Wonder"

and add profits to your bakery sections!!!

America's favorite bread builds category profits

High impact TV advertising!

Place an additional display for Wonder Bread and watch your sales and profits grow!



Thanks for your support!

Bigger Cakes and more cream filling!!!

High impact TV advertising!

Hostess display fixtures sell more cake. ask your sales rep to see the latest!

QUALITY-FRESHNESS-TASTE



Interstate Brands Corporation
1100 Oakman Blvd. Detroit, MI 48238 (313)868.5600



CLASSIFIED

RETAIL MEMBERS: Turn your clutter into CASH. Retail members can receive FREE classified ad space. Suppliers and Non-Members pay \$50/col. inch. Contact Tom Amyot at AFD for details. (248) 557-9600.

PARTY STORE— w/ Deli, Beer & Wine. Lotto—\$8-9K weekly. Corner location with parking. West Detroit. Business—\$100K, building and equipment—\$100K. (248) 557-5402.

FOR SALE—Liquor Store w/Lottery, Beer & Wine. 2400 sq. ft. Completely renovated 3 years ago. New Equipment. South of Schoolcraft, east of Southfield Road. \$249,000+ inventory. Very motivated seller. Call ReMax Exec. Prop. Brian Yaladoo at (810) 518-4600 (Pager).

SUPPLIERS: Looking for ways to increase your market visibility? Let the AFD show you how. Promotional opportunities through membership limitless. Call Dan Reeves at (248) 557-9600.

SUCCESSFUL GROCERY STORE FOR SALE—Full line grocery store on main highway in Thumb area of Michigan, 5,000 sq. ft. sales floor, full basement and paved parking. Groceries, Meat, Produce, Frozen Food, Dairy, Beer, Wine, Liquor, Lottery, Dry Cleaning Pickup, Greeting Cards and Video. New roof, heating, A/C. All equipment in excellent condition. \$1.2 million in store sales. Potential gas station site—EPA inspected. \$500,000. Terms available. Contact Tom Amyot at AFD by mail or phone (248) 557-9600.

ESTABLISHED BUSINESS FOR SALE—Must sell health reasons. Wine Chateau. Beer, Wine, Liquor, Lotto, Deli. 3750 sq. ft. in Troy. Call Sam Razook, (248) 689-9940.

PARTY SHOPPE & DELI— Great Royal Oak location. Lotto, Frozen Coke, Soft Ice Cream, .SDM. Store sales—\$11,000/week. Lotto sales—\$3,800/week. Business—\$165,000. Building also available with two rental units—\$255,000. Call Rick at (248) 652-2239 Or (248) 545-3500.

FOR SALE—Hobart mixer, 40 qt., like new (attachments included)—\$3999. Hobart meat saw—\$1799. (2) tier Electric Pizza Oven—\$999. Hobart Meat Grinder—best offer. Call Jim, (313) 963-9000.

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.

PARTY STORE— 2,235 sq. ft. w/deli. Includes 4 bdrm./2 bath 3,159 sq. ft. home w/ 20x40 inground pool & 1,902 sq. ft. office building w/garage. 250 foot frontage on U.S. 12. Gateway to 18 campgrounds, 52 lakes and M.I.S. \$569,000. Century 21-Brookshire—(313) 930-6150. Tom Racine (734) 669-6610, (800) 312-0752. Dee DuCap-Drouillard (734) 669-6604, (800) 312-7934.

GREAT LAKES PAYPHONES CAN BE YOUR PROFIT CENTER!—

- We assume all costs for equipment, signs, enclosures or installation.
 - Compensation paid on gross revenues (not net revenues)
 - Our "Smart Phones" know when repair is necessary, and there's no charge for maintenance repairs.
 - \$100 special sign-up bonus.
- Call Great Lakes Telephone at 800-746-9930 today for a free site survey and sales consultation with our staff.



RACING INTO PROFITS

AFD TRADE SHOW
April 21, 22, 1998
Burton Manor

Product & Industry News

The season for Red Hook Nut Brown Ale

Red Hook Nut Brown Ale is the seasonal rotator to Winterhook and Blonde Ale. Nut Brown Ale pays homage to the brewing traditions of Ireland. This tawny colored ale features mellow barley malts and a soft hop signature. The result is a malty brew with a hint of sweetness in the finish. The beer's pleasant aroma is the product of two hop varieties: Northern Brewer and the rare U.S. grown Hersbrucker.

The brewers' careful blend of six barley malts and two hop varieties results in a surprisingly smooth dark beer. An ale for all seasons, Redhook's Nut Brown is the transition brew from the chilly nights of winter to the breezy days of spring.

Redhook Nut Brown Ale is priced in line with other Redhook products and is available in 416 NR bottles and 1/4 and 1/2 barrels. The brand is supported by a



complete line of promotional materials available February through May.

The full line of hand-crafted ales from the Redhook Brewery are distributed by your local Budweiser wholesaler. You can also contact Redhook representative Dave Morgan at (248) 366-0295.



Don't let the size of your business stop you from receiving low credit card processing rates like the big chains.

Every day you wait is money lost! It pays to let Michigan Bankard™ Services process your credit and debit card transactions.

You'll also receive fast, reliable setup. Prompt, uninterrupted authorizations of credit cards and checks. Around-the-clock merchant support. Plus all the technical consulting you need, whenever you need it. This from a company that, since 1966, has helped thousands of merchants keep their systems on-line and their customers out of lines. And has earned the endorsement of national and state trade associations across the country as their payment processor of choice.

Find out why we consistently receive VISA's® highest awards for quality service. Call us today at 1-800-848-3213 and discover the value our payment processing program delivers. You'll find that our small rates pay big dividends.



Michigan Bankard™ Services
AFD's Endorsed Payment Processor

Stop by and see us
at the AFD Convention
at Booth 109!

House subcommittee approves OSHA reform legislation

In February the house subcommittee on workforce protections approved two bills to improve enforcement procedures by the Occupational Safety and Health Administration. The OSHA Compliance Assistance Act (H.R. 2864) would expand an existing OSHA program that provides consultation assistance to small business owners. Free on-site consultations would be provided to those who request them and allow businesses to correct violations without penalty. The bill would also authorize increased spending on this program. Rep. Cass Ballenger (R-NC), the bill's sponsor and subcommittee chairman, said the consultation program would allow employers to "work with the state OSHA to find and fix problems without the adversarial, threatening relationship that usually comes with federal OSHA

enforcement inspection." H.R. 2877, also approved by the Subcommittee, prohibits OSHA from setting quotas for its inspectors including numbers of inspections, citations issued, or numbers of penalties assessed. Both bills must now be considered by the full House Committee on Education and the Workforce. Still pending before the Committee is the "Safety Advancement for Employees Act," a broader OSHA reform bill sponsored by Rep. Jim Talent (R-MO).

Pointe Dairy and Premiere Desserts merge

Pointe Dairy Services, Inc. merged with Premiere Desserts Inc., January 5.

Pointe Dairy will be handling warehousing and distribution of Premiere Dessert's product line and Premiere Desserts will be handling the customer service sales.

The Premiere Desserts product line is different from the Vie de France Bakery items that Pointe Dairy carries.

Pointe Dairy and Premiere Desserts want to ensure their customers that the businesses will provide them with a vast array of dairy, dessert, juice and ice cream products and continue to hold customer service as the highest priority. To place an order with Premiere Desserts, contact Chuck Dill or Steve Rooker at (248) 583-9060. For Pointe Dairy products, call (248) 589-7700.

Miller Lite revs up Rusty Wallace stockcar promotion

A new Miller Lite Racing off-premise promotion featuring NASCAR star Rusty Wallace is revving up for retail. The promotion uses a straight sweepstakes drawing with winners selected randomly. Beer drinkers enter through tearpad entry forms available at Miller displays in off-premise accounts, where legal. All winners will be selected after the end of the promotion.



REMEMBER WHEN CHICKEN WAS REAL CHICKEN...

WITH ITS TENDER, JUICY, MARINATED FLAVOR DEEP DOWN TO THE BONE?

WE DO, TOO.

Visit us at
BOOTH 181
at the
AFD TRADE SHOW

BREHM BROASTER SALES, INC.
P.O. Box 557 • 1350 Industrial Pk.
EDMORE, MICHIGAN 48829
(517) 427-5858
1-800-627-1172

AFD Delivers In More Ways Than One.



MANY RESOURCES

FINANCIAL	LEGISLATION	EDUCATION	ACTIVITIES
<ul style="list-style-type: none"> • Blue Cross/Blue Shield Health Care • Western Union Money Orders • Amintech Payphone Program • AirTouch Cellular • LDM: Long Distance • AMNEX Long Distance Payphone Program • Coupon Redemption Program • MasterCard/Visa Acceptance • Self Insured Workers Comp Fund 	<ul style="list-style-type: none"> • Full Time Lobbyist • AFD PAC Committee • Legislative Updates • Liaison with Governmental Agencies 	<ul style="list-style-type: none"> • Audio Visual Loan Library • T.I.P.S. Seminars • Legal Consultation • Accounting Advice • Monthly Food & Beverage Report • Scholarship Awards 	<ul style="list-style-type: none"> • Annual Trade Show • Annual Trade Dinner • Annual Golf Outing • Annual Seniors Picnic • Annual Turkey Drive • Reward Fund

For more information on any of these excellent programs, call:

ASSOCIATED FOOD DEALERS OF MICHIGAN
18470 West Ten Mile Road • Southfield, Michigan 48075

1-800-66-66-AFD

or (248) 557-9600

Liquor official to resign post

State liquor control commissioner Phil Arthurbultz will resign April 3 to pursue a full-time career in radio. Arthurbultz recently had to repay the state \$5,000 for improper expenses.

Liquor control commission announces new travel expense policy

Liquor Control Chair Jackie Stewart released the Commission's new travel and expense policy saying, "This new policy is fair, flexible and addresses head-on recent concerns about Liquor Control Commission expenses," said Stewart. "As public servants it is imperative that we be good stewards of the public trust and taxpayer dollars, both in action and appearance. This new policy will help us do just that." The new policy states:

"Commissioners will only be reimbursed for travel and meals while they are on official Commission business, i.e. attending violation hearings, meetings away from their work stations or in the case of Administrative Commissioners, attending Commission business at the Commission office, other than what has been designated as their work station."

Michigan liquor revenues looking good

A recent audit shows Michigan's liquor revenues slightly exceed pre-privatization levels. Treasury reports liquor revenues increased 1.56 percent or \$8,558 in fiscal '97 over the previous year. "This news is very good. These numbers clearly indicate from a revenue standpoint, the new distribution system is working with revenues this year of slightly better than pre-privatization levels of more than \$200 million," said Liquor Chair Jackie Stewart. Michigan changed from a state run liquor warehousing and distribution system to a system run by Authorized Distribution Agents last year. For more information call the Liquor Control Commission at (517) 322-1353.

Celentano adds new entrees

Celentano has announced it is extending the Vegetarian Selects line beyond its hallmark Italian fare. In fact, Celentano expects to introduce four to ten new vegetarian entrees in 1998. Two of the dishes they are considering are Penne with Roasted Vegetables and Oriental Stir Fry and Basmati Rice. Both items are made with all-natural, organic



ingredients and without additives or preservatives. However, these entrees represent a departure from Celentano's traditional Italian food and the company's move into a broader range of culinary tastes.

Mrs. Paul's and VDK have new fish fillets

VDK Frozen Foods brings two top restaurant menu items to the supermarket freezer case—premium Grilled Salmon and Tuna Fillets, both under the Mrs. Paul's® and Van de Kamp's® brands.

The new items utilize the most popular restaurant fish preparation method—grilling—and feature sauces with upscale flavor profiles: salmon features honey mustard and cream dill; tuna features sesame teriyaki and barbecue.

Liquor Liability



Rated B++ (Very Good)
by A.M. Best

North Pointe -
Michigan's Leader
in Liquor Liability
for 10 years running!

- ✓ Competitive Rates
- ✓ Endorsed by AFD for 9 consecutive years
- ✓ Never assessable, no deductibles, policy fees or surplus lines tax
- ✓ Available through the Independent Agent network with over 1,000 agencies to serve you

Our outstanding service has made North Pointe #1!

1-800-229-NPIC

1-248-357-3895 Fax

Admitted, Approved and Domiciled in Michigan

or call AFD at

1-248-557-9600 or 1-800-66-66AFD

**Irradiation,
continued from page 1**

more per pound. Although experts say the product will be safer and taste no different, media reports have continued to raise the issue of safety with consumers who may then be cautious about trying the newly processed red meat.

Although articles in mainstream publications like USA Weekend (Jan. 23, 1998) tend to be fairly and objectively written, the internet has several sites that use the words warning! or alert! in their information summaries. From these websites readers are encouraged to contact their congressman and the USDA registering their opposition to "soulless" corporations selling "nuclear" food. Form letters are available that can be printed from the computer so that naysayers can write to their grocer's parent company office threatening a boycott or "awareness" rally.

In food irradiation, short wave lengths of radiant energy are used to rid food of harmful microorganisms, insects, fungi and other pests, and to retard spoilage.

The process also can inhibit sprout growth on potatoes and onions. It does not make food radioactive.

Irradiation was patented for food preservation by a French scientist in 1930. In the U.S.

research began in the 1940s and has gathered momentum in recent years. Thirty-nine nations have approved irradiation for about 40 food products.

Very little irradiated food is actually available to the general public. A single facility in Mulberry, Florida, called Food Technology Service, Inc. (formerly called Vindicator, Inc.), supplies all the irradiated products carried by retailers and several hospitals that supply irradiated

chicken to immuno-suppressed patients. American astronauts have been using irradiated food since 1972.

Proponents say irradiation will make food safer and more

plentiful. It destroys microorganisms that cause foodborne illness, such as Salmonella, E.coli 0157:H7, Campylobacter and Listeria; reduces post-harvest losses due to insects and spoilage;

and extends the shelf life of foods. It could provide an alternative to some hazardous pesticides, fumigants and preservatives.

Opponents argue that research has not proven the safety of irradiation. They argue that in some foods irradiation reduces nutrients, particularly vitamins,

and produces by-products such as benzene, formaldehyde and possibly other compounds that have not been identified.

Opponents also say that the transportation and use of radioactive materials pose an unnecessary risk to the public and workers.

In an Associated Press interview Nebraska Governor Ben Nelson

**"We've got a major undertaking here to make the public more aware and acceptable of radiation."
— Nebraska Governor Ben Nelson**

said that "We've got a major undertaking here to make the public more aware and acceptable of radiation." He said that the beef-safety task force would need to initiate a public awareness campaign to make consumers





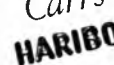

See Irradiation, page 33



GOURMET INTERNATIONAL, INC.:

- YOUR SPECIALTY FOODS SUPPLIER
- WEEKLY SERVICE • FREE DELIVERY

AFD TRADE SHOW DEALS:

	Lindt Chocolate Bars.....	\$0.89
	Bahlsen Hit.....	.59
	Twining's Tea—25 Ct.....	1.50
	Walker Shortbread—5.3 Oz.....	1.45
	Carr's Crackers—4.2 Oz.....	.98
	Haribo Gummi Candies—5.29 Oz...	.75
	Knorr Cup Soups.....	.53

COME VISIT US IN
BOOTH NO. 168



GOURMET INTERNATIONAL, INC.:

6605 Broadmoor S.E. • Caledonia, MI 49316
Tel. 1-800-875-5557 • FAX 1-800-684-0725

GERMACK

GERMACK PISTACHIO COMPANY

1416 E. Fisher Fwy. • Detroit, MI 48207
(313) 393-2000 • Fax (313) 393-0636

**GERMACK NUT CO.
WINTER SPECIAL!!**

Select Fancy Whole

CASHEWS

8 Oz. Bag—Packed 12 to a case

Unit Cost—\$1.99

Case Cost—\$23.88

*Available with a lean-back
displayer that holds eight cases*

*America's Oldest Processor of Pistachio Nuts
Over 70 Years of Excellence!*

Irradiation,
continued from page 32

more comfortable with the idea of buying irradiated beef. According to the Associated Press the group should have plenty of time to launch a campaign. Adding the technology necessary in existing plants will be a costly project and how long it will take is unclear. "Irradiation's not something that can be done in a couple of weeks," says Chuck Schroeder, chairman of the National Cattleman's Beef Association.

The fact is, Americans have been eating some irradiation-treated foods for over five years. Poultry, pork, fresh fruits, white potatoes and spices have all been approved for irradiation. Although poultry irradiation was sanctioned over five years ago, the practice has not been embraced. National Broiler Council spokesman, Richard Lobb, says "It's something the industry continues to evaluate. When we see an interest, we'll keep our options open."

Irradiated products in restaurants and hospitals may be served and eaten without the customers' knowledge.

While these foods have been so marked, irradiated products in restaurants and hospitals may be served and eaten without the customers' knowledge. After several outbreaks of e-coli, which caused foodborne illness and death, Americans may reluctantly be willing to try irradiated meat. In a 1996 poll, 92 percent said they would want to know if they were served irradiated food and in another poll from CBS, 77 percent said they wouldn't eat radiation-treated food. However, when the question is posed in a slightly different manner, the outcome is dramatically different. In an FMI study which asked people specifically if they would buy food irradiated to kill bacteria-about 70 percent said yes.

The irradiation of beef is just one step in the process to make beef safer, says Schroeder. "We've said from the start that irradiation or no single tool would be a silver bullet," he said. "But we want as many tools as possible."

FMI President and CEO Tim Hammonds is sensitive to public

opinion. "As this technology moves forward, we need to be sure we listen carefully to consumers' ideas and concerns. We need to understand how shoppers perceive the public health benefits of irradiating food products and we need to be sensitive to their needs for proper labeling and packaging. FMI looks forward to working with consumers, food processors, the scientific and medical community, and the government on the development of this important new tool for improving food safety."

The American people should benefit from a budget surplus

With the possibility of a federal budget surplus looming in the 1998 fiscal year, Food Distributors International (FDI) has restated its support for the "Taxpayer Dividend Act," introduced in the House by Rep. John Boehner (R-OH) and in the Senate by Sen. Spencer Abraham (R-MI).

The bill would establish a fund for excess revenues which could only be used for deficit reduction or debt repayment, but is off limits for new government spending programs. FDI President John R. Block said "The Taxpayer Dividend Act is a guarantee that any surplus will not be used as an excuse for more government spending."

Attention AFD members

Your health care options from BCBSM are designed...

**For every stage of your life.
For every company size.
And for every budget.**

The AFD health care purchasing coalition allows even the smallest business to choose from a wider variety of Blue health plans and options than are otherwise available. You can add dental, vision, hearing and prescription drug coverage at a nominal extra charge.

With AFD-endorsed Blue coverage, you can be certain that you're getting the best coverage available at the best possible price and value.

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



Blue Cross Blue Shield of Michigan and Blue Care Network (BCN) are members of the AFD purchasing coalition.

SUPPORT THESE AFD SUPPLIER MEMBERS

AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor (248) 852-3918
National Wine & Spirits (888) 697-6424
(888) 642-4697
Encore Group/Trans-Con. Co. (888) 440-0200

BAKERIES:

Ackroyd's Scotch Bakery & Sausage (313) 532-1181
Archway Cookies (616) 962-6205
Awrey Bakes, Inc. (313) 522-1100
Dolly Madison Bakery (517) 764-5516
Interstate Brands Corp. (313) 591-4132
Kocplinger Bakes, Inc. (248) 967-2020
Oven Fresh Bakery (313) 255-4437
S & M Biscuit Distributing (313) 893-4747
Schaefer Bakery (810) 294-9166
Sunshine/Salerno (248) 352-4343
Taystee Bakes (248) 476-0201

BANKS:

Comenica Bank (248) 370-5204
First Federal of Michigan (313) 965-1400
First of America—S.E.M. (248) 399-5501
Greenfield Mortgage Co. (313) 274-8555
Madison National Bank (248) 548-2900
Michigan National Bank (800) 225-6662
N.B.D. N.A. (313) 225-1581
Standard Federal Bank (248) 637-2543

BEVERAGES:

Absolut Water Co. (800) 334-1064
Action Distributing (810) 591-3332
American Brokers Association (248) 544-1525
Anheuser-Busch Co. (800) 414-2283
Arizona Beverages (810) 777-0036
Bacardi Imports, Inc. (248) 489-1300
Barton Beers (248) 549-4730
Bellino Quality Beverages, Inc. (313) 946-6300
The Boston Beer Company (313) 441-0425
Brooks Beverage Mgt. Inc. (616) 393-8800
Brown-Forman Beverage Company (313) 453-3302
Cadillac Coffee (313) 676-9020
Canadian Arctic Beverage (416) 676-0201
Canadagua Wine Co. (248) 753-5673
Central Distributors (313) 946-6250
Coca-Cola Bottlers of MI (248) 373-2653
Madison Heights (248) 585-1248
Van Buren (248) 397-2700
Port Huron (810) 982-8501
Consolidated Wine & Spirits (810) 772-9479
Coors Brewing Co. (313) 451-1499
Decanter Imports (248) 344-6644
E & J Gallo Winery (248) 643-0611
Eastown Distributors (313) 867-9900
Everfresh Beverages (810) 755-9500
Faygo Beverages, Inc. (313) 925-1600
Frankenmuth Brewery (517) 652-6183
General Wine & Liquor Corp. (313) 867-0521
Great Lakes Beverage (313) 865-3900
Great Lakes Marketing (313) 527-1654
Great State Beverage (313) 533-9991
Guinness Import Company (810) 786-9176
Heublein (248) 594-8951
Hiram Walker & Sons, Inc. (248) 948-8913
House of Seagram (248) 262-1375
Hubert Distributors, Inc. (248) 858-2340
Intrastate Distributing (313) 892-3000
J. Lewis Cooper Co. (313) 835-6400
L & L Wine World (248) 588-9200
Lifestyle Beverage Corp. (708) 503-5433
Lott Distributors (313) 336-0522
Metro Beverage Inc. (810) 268-3412
Miller Brewing Company (414) 259-0444
Muhlebach Distilled Products (800) 247-2984
Nantucket Nectars (617) 789-4300
Nestle Beverages (248) 380-3640
Oak Distributing Company (248) 674-3171
Pabst Brewing Corp. (800) 935-6533
Paddington Corp. (313) 345-5250
Pepsi-Cola Bottling Group—Detroit (800) 368-9945
—Howell (800) 878-8239
—Pontiac (248) 334-3512
Petitpre, Inc. (810) 468-1402
Powers, Dist. (248) 682-2010
R.M. Gilligan, Inc. (248) 553-9440
Royal Crown Cola (616) 392-2468
San Benedetto Mineral Waters (313) 847-0605
Serv-U-Matic Corporation (313) 243-1822
Seven-Up of Detroit (313) 937-3500
Stroh Brewery Company (313) 446-2000
Thompson Beverage Co. (313) 439-2404
Tri-County Beverage (248) 584-7100
Unibrew USA (954) 784-2739
United Distillers U.S.A. (810) 769-7779
Universal Ginseng 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
DMAR, Inc. (248) 553-5858
The Greeson Company (248) 305-6100
Hanson Faso Assoc. (248) 354-5339
J.B. Novak & Associates (810) 752-6453
James K. Tamakan Company (248) 424-8500
McMahon & McDonald, Inc. (313) 416-7000
Merit Sales Corp. (248) 569-3634
Paul Inman Associates (248) 626-8300
Sales Mark (313) 207-7900
Stark & Company (248) 851-5700
Trepco (248) 546-3661
UBC Marketing (248) 574-1100
VIP Food Brokers International (313) 885-6156

CANDY & TOBACCO:

A.C. Courville Inc. (248) 863-1138
Brown & Williamson Tobacco (248) 350-3391
Hershey Chocolate U.S.A. (248) 380-2010
M & M Mars (248) 887-2397
Philip Morris USA (313) 591-5500
R.J. Reynolds (248) 475-5600
Sherm's Candies (517) 756-3691
Wolverine Cigar Company (313) 554-2033

CATERING/HALLS:

Country House Catering (517) 627-2244
Emerald Food Service (248) 546-2700
Gourmet House, Inc. (810) 771-0300
Karen's Kale at North Valley (248) 855-8777
Nutrition Services (517) 782-7244
Penn'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
Bernes Food Service (800) 688-9478
Dairy Fresh Foods, Inc. (313) 868-5511
Golden Valley Dairy (248) 399-3131
Independent Dairy Inc. (313) 246-6016
London's Farm Dairy (810) 984-5111
McDonald Dairy Co. (800) 572-5390
Melody Farms Dairy Company (313) 525-4000
Milk-O-Mat (313) 864-0550
Pointe Dairy Services, Inc./Bordens (248) 589-7700
Stroh'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:

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

FRESH PRODUCE:

Aunt Mid Produce Co. (313) 843-0840
Detroit Produce Terminal (248) 841-8700
Sunnyside Produce (313) 259-8947
Vital 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

INSURANCE:

Alphamex Insurance Agency (810) 263-1158
America One (517) 349-1988
American Principal Group (810) 540-8450
Arabo & Arabo Insurance Assoc. (248) 352-1343
Blue Cross/Blue Shield (800) 486-2365
Capital Insurance Group (248) 354-6110
CoreSource (810) 792-6355
Gadaleto, Ramsey & Assoc. (517) 351-4900
Golden Dental (810) 573-8118
Great Lakes Insurance Services (248) 569-0505
Health Alliance Plan (810) 552-6000
IBF Insurance Group, Inc. (248) 354-2277
Kanter Associates (248) 357-2424
Frank McBride Jr., Inc. (810) 445-2300
Miko & Assoc. (810) 776-0851
Monroe-George Agency (248) 489-9480
Murray, Benson, Rechia (313) 831-6562
North Pointe Insurance (248) 358-1171
Rocky Husaynu & Associates (248) 557-6259
SelectCare (248) 637-5391
Sinawi Financial & Insurance Services (248) 557-8916
The Wellness Plan (313) 369-3900
Willis Corroon Corp. of MI (248) 641-0900

MANUFACTURERS:

Amato Foods (313) 295-3337
Bil Mar Foods (800) 654-3650
Eden Foods (517) 456-7424
Fine Manufacturing (248) 356-1663
Gerber Products Co. (810) 350-1313
Groeb Farms (517) 467-7669
Home Style Foods, Inc. (313) 874-3250
Jaggy Hillsdale Country Cheese (517) 368-5990
Kali Enterprises, Inc. (313) 527-7240
Key West Soda Life Preserver (305) 296-0005
Kraft General Foods (313) 261-2800
Michigan (Pioneer) Sugar (517) 799-7300
Monitor (Big Chief) Sugar (517) 686-0161
Nabisco, Inc. (248) 478-1350
Nestle Food Company (248) 380-3670
Red Pelican Food Products (313) 921-2500
Singer Extract Laboratory (313) 345-5880
Stadium Club Foods (248) 332-8530
Strauss Brothers Co. (313) 832-1600
Tony's Pizza Service (248) 634-0606

MEAT PRODUCERS/PACKERS:

Country Preacher (313) 963-2200
General Provision, Inc. (313) 393-1900
E.W. Grobbel Sons, Inc. (313) 567-8000
Hartig Meats (313) 832-2080
Hygrade Food Products (248) 355-1100
Kowalski Sausage Company (313) 873-8200

L.K.I. Packing, Inc. (313) 833-1590
Metro Packing (313) 894-4369
Oscar Mayer & Company (248) 488-3000
Pellic Meat Processing (906) 353-7479
Potok Packing Co. (313) 893-4228
Ray Pleva Products (616) 228-5000
Smith Meat Packing, Inc. (313) 458-9530
Southern Sausage, Inc. (313) 369-8902
Strauss Brothers Co. (313) 832-1600
Swift-Eckrich (313) 458-9530
Texas Brand, Inc. (708) 526-0620
Winter Sausage Mfg., Inc. (810) 777-9080
Wolverine Packing Company (313) 568-1900

MEDIA:

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

NON-FOOD DISTRIBUTORS:

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

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips (313) 925-4774
Country Preacher (313) 963-2200
Detroit Popcorn Company (800) 642-2676
Frito-Lay, Inc. (313) 248-2470
Germack Pistachio Co. (313) 393-2000
Grandma Shearer's Potato Chips (313) 522-3580
Kar Nut Products Company (248) 541-7870
Michigan Popcorn & Fast Food Supply (313) 861-3535
Michigan Rainbow Corp. (810) 365-5635
Nikhlas Distributors (Cabana) (313) 571-2447
Vanety Foods, Inc. (810) 268-4900
Vinter Snacks (810) 365-5555

PROMOTION/ADVERTISING:

Advo System (313) 425-8190
Intro-Marketing (810) 540-5000
J.K. Kidd & Co. (248) 647-6601
J.R. Marketing-Promotions (810) 296-2246
JDA Associates (810) 393-7835
PJM Graphics (313) 535-6400
Promotions Unlimited, Corp. (800) 992-9307
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:

AARMC Security (248) 968-0707
A Catered Affair (313) 393-5311
AirPage (248) 547-7777
AirTouch Cellular (313) 590-1200
Akram Namou, C.P.A. (248) 557-9030
American Mailers (313) 842-4000
Amneth Path Phone Services (800) 441-1409
AMNEX Long Distance Service (248) 862-2000
AMT Telecom Group (313) 964-4200
Bellanca, Beatrice, DeLisle (616) 949-0490
Butter Tamblin Steensma & Assoc. (313) 864-8900
Century Marketing (419) 354-2591
Checkmate Systems (313) 263-3556
CIGNA Financial Advisors (248) 827-4040
C&J Parking Lot Sweeping, Inc. (810) 759-3668
Community Commercial Realty Ltd. (248) 569-4240
Convenience Mortgage Corp. (800) 474-3309
Dean Witter Reynolds, Inc. (248) 258-1750
Detroit Edison Company (313) 237-9225
Dialogue Marketing (248) 827-4700
Dynasty Funding (248) 489-5400
Eco-Rite, Inc. (248) 683-2063
Follmer, Rudzewicz & Co., CPA (248) 355-1040
Food Industry Professional Network (248) 353-5600
Garmo & Co., CPA (248) 737-9933
Goh's Inventory Service (248) 353-5033
Great Lakes Data Systems (248) 356-4100
Independence One (800) 622-6864
Investment Group (248) 442-0067
Infinity Communications Corp. (248) 619-0955
Jerome Urchec, CPA (517) 482-5000
Karous Associates (248) 552-0500
Law Offices-Garmo & Garmo (313) 995-5360
L.J. Ross Associates (248) 349-6438
Market Pros (248) 625-0700
Metro Media Associates (810) 221-7310
Midwest Autolite (248) 960-3737
MoneyGram (800) 642-8050, x6953
Multi-gard/Audio Alert (313) 562-2850
Nationwide Communications (248) 968-0412
Network Real Estate Services (248) 539-0900
Nextel Communications (248) 213-3100
Paul Meyer Real Estate (248) 398-7285
PC Pro Shop (248) 853-6680
PC Specialists (248) 594-3255

Potol Packing Co. (313) 893-4228
REA Marketing (517) 966-9666
Franki Smith's Red Carpet Keim (248) 645-5800
Peter Rages, Attorney/CPA (313) 961-8400
Point of Sale Demo Service (248) 887-2510
Sal S. Shimoun, CPA (248) 424-9448
Sesi & Sesi, Attorneys (248) 558-6060
Edward A. Shutte, P.C., Attorney (248) 388-2080
Southfield Funeral Home (248) 569-8080
Statewide Financial Services (248) 932-8680
Thomas P. Solty, CPA (616) 698-8855
Telecheck Michigan, Inc. (248) 354-5000
Transactive Corporation (404) 381-6747
Travelers Express Co. (800) 328-5678
Ultracom Telecommunications (248) 550-2020
Vend-A-Matic (248) 585-7700
Voice Mail Systems, Inc. (248) 398-0707
Western Union Financial Services (248) 449-1860
Whitley's Concessions (313) 278-5207
Wolverine Real Estate Services (248) 353-7800
WSB Advisors (248) 594-1020

STORE SUPPLIES/EQUIPMENT:

A & B Refrigeration (313) 565-2474
All-American Cash Register (313) 511-1141
Amen-Copy (800) 511-1683
Belmont Paper & Bag Supply (313) 491-6550
Bollin Label Systems (800) 882-5104
Brehm Broaster Sales (517) 427-5858
Brinkman Safe (810) 740-1800
Cool Industries (313) 341-5711
DCI Food Equipment (313) 369-1666
ENVIPO (248) 615-9366
First National Pallet Rental (313) 469-2211
Hobart Corporation (313) 697-3070
International Bankard Service (248) 569-1082
MMI Distributing (313) 582-4400
Metro Equipment Inc. (313) 571-6655
Michigan Bale Tie Company (313) 925-1196
Midwest Butcher & Deli Supply (248) 588-1810
Murray Lighting Company (313) 341-0416
National Food Equipment & Supplies (248) 960-7292
North American Interstate (248) 541-1666
POS Systems Management, Inc. (248) 680-4008
Refrigeration Engineering, Inc. (616) 451-2441
The Rib House (248) 274-7800
Sales Control Systems (248) 356-0700
Saxon, Inc. (248) 398-2000
Taylor Freezer (313) 525-2535
TOMRA Michigan (800) 610-4866

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar (616) 772-9100
Capstar, Inc. (517) 699-3605
Capital Distributors (313) 369-2137
Central Foods (313) 911-2600
Consumer Egg Packing (248) 354-5188
Dairy Fresh Foods, Inc. (313) 868-5511
Dan French Inc. (248) 544-1740
Detroit Warehouse Co. (313) 491-1500
EBY-Brown, Co. (800) 512-9276
Family Packing Distributors (248) 644-5153
Foodland Distributors (313) 521-2100
Garden Foods (313) 584-2800
Gourmet International, Inc. (800) 575-5557
Grand Gourmet Specialties, Inc. (616) 975-3400
H & O Distributors (313) 493-0011
Hamilton Quality Foods (313) 788-1900
The Happy Hive (313) 562-1707
J & K Distributing (313) 491-5900
J.F. Walker (517) 787-9800
Jerusalem Foods (313) 538-1511
Kay Distributing (616) 357-0120
Keychler Co. (313) 455-2640
Keehe Food Distributors (800) 888-3681
Kramer Foods Company (248) 585-8141
Lipari Foods (810) 247-3500
McInerney-Millere Bros. (313) 831-8660
Midwest Wholesale Foods (810) 744-2200
Miele/Sysco Food Service (313) 497-7990
Mucky Duck Mustard Co. (248) 683-5750
Norquick Distributing Co. (313) 522-1000
Northwest Food Co. of Michigan (313) 368-2500
Pointe Dairy Services, Inc./Vie De France (248) 589-7700
Riviera Food Corp. (313) 588-4020
Robert D. Arnold & Assoc. (810) 635-8411
S. Abraham & Sons (810) 754-0230
Sackett Ranch (517) 762-0049
Sam's Club—Hazel Park (248) 588-4407
Sam's Club—Southfield (248) 354-1108
Sandler-Stone Co. (248) 674-1100
Scot Lad Foods, Inc. (419) 328-8141
Sherwood Foods Distributors (313) 366-3100
State Fair Wholesale (313) 893-4629
State Wholesale Grocers (313) 567-7654
Spartan Stores, Inc. (313) 455-1400
Sunlight Distributors (810) 742-5829
Super Food Services (517) 777-1891
Superior Fast Foods, Inc. (517) 966-7118
Tiseo's Frozen Pizza Dough (810) 566-5710
Tony's Pizza Service (800) 247-1533
Trepco Imports (248) 546-3661
Value Wholesale (248) 967-2930
Weeks Food Corp. (810) 727-3535
Ypsilanti Food Co-op (313) 483-1520

ASSOCIATES:

American Synergistics (313) 427-4444
Basket Case (313) 811-4418
Herman Rubin Sales Co. (248) 354-6433
Livorno-Davison Florist (313) 562-0081
Minnich's Boats & Motors (810) 748-4300
Sigma Associates, Inc. (313) 963-4700
Wilden & Assoc. (248) 588-2558
Wolverine Golf Club, Inc. (810) 781-5144



POWER DRIVE.

Spartan brand is one of the hottest private labels in the Midwest. Because Spartan Stores, Inc., has the corporate brands muscle it takes to...

- Keep pace with consumer trends
- Negotiate high-performance partnerships with leading manufacturers
- Rev up sales through carefully coordinated marketing, advertising and merchandising programs

And if you're interested in developing your own private label, Spartan Stores, Inc., offers the expertise and technical assistance you need to get high-endurance results.

Spartan is the brand consumers know and trust. Carrying Spartan products is one important way we distinguish ourselves from our competition.

Lisa VanGilder,
President & CEO,
Vg's Food Center

**See Us at the
AFD Show!
Booth 185**



Visit our website at www.spartanstores.com

For CD-ROM information, e-mail mike_costello@spartanstores.com or call 1-800-843-4422 ext. 8659

6471MK10298



Proudly Announces,
effective Mar. 1, 1998, our
Consolidated Partners" ...

UNILEVER HPC

Unilever Home & Personal Care USA

**in the Michigan and Toledo Ohio
Marketing Areas.**



Three powerhouse companies were
combined: Chesebrough-Pond's USA,
Helene Curtis, and Lever Brothers, to
form "The Power Of One".



is proud to service all these respected **UNILEVER HPC**
leading brands and categories:

SKIN CARE

- Dermalil
- Pond's
- Suave Baby Care
- Sauve Facial Care
- Suave Skin Therapy
- Vaseline Intensive Care
- Vaseline Petroleum Jelly

ANTI-PERSPERANT/DEOD.

- Brut
- Degree
- Impulse
- Powerstick
- Suave

FABRIC CONDITIONERS

- Final Touch
- Snuggle

PERSONAL WASH

- Caress
- Dove
- Lever 2000
- Lifeboy
- Lux
- Pears Soap
- Shield
- Suave
- Vaseline Intensive Care

LAUNDRY DETERGENTS

- "all"
- Surf
- Wisk
- Wisk Away

PERSONAL CARE

- Q-Tips

HAIR CARE

- Aqua Net
- Finesse
- Rave
- Salon Selectives
- Suave
- Thermasilk
- Vibrance

ORAL CARE

- Aim
- Close-Up
- Mentadent
- Pepsodent
- Signal

HOME CARE

- "all"
- Dove
- Sunlight



Midwest Division

See Your SALES MARK Representative Today ...

Located In:

DETROIT
SAGINAW

GRAND RAPIDS
TOLEDO

CINCINNATI
COLUMBUS

FT. WAYNE
INDIANAPOLIS

LOUISVILLE