

AFD ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
18470 W. 10 Mile Rd.
Southfield, MI 48075

Address Correction Requested

BULK RATE
U.S. Postage
PAID
Permit No. 36
Detroit, MI

VOL. 9, NO. 5

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

MAY 1998

Inside

New Land Market blends tradition with creativity • page 6

Attracting quality part-time employees • page 16

Meet Rep. Kilpatrick - Youngest representative becomes a leader • page 19

Paper or plastic - this article can help you decide • page



Crowds were large and the deals great at the AFD "Racing Into Profits" 14th Annual Buying Trade Show!

Held April 21 and 22 at Burton Manor in Livonia, attendees also received wonderful raffle prizes from Dayton Hudson's.

Legislative Update

Cigarette stamping began May 1

We are reminding you that Michigan now requires tax stamps to be placed on packs of cigarettes. The new law prohibits retailers from acquiring unstamped cigarettes after May 1, 1998. Starting on April 15, retailers were required to begin keeping a copy of purchase records on site for the most recent four months. Retailers can file a request for alternative record keeping, such as keeping purchase records on computer disc. Retailers may request Form 3382, "Request for Alternative Tobacco Purchase Records," from Lyle Mather of the Department of Treasury by mail at 430 W. Allegan, Lansing, MI 48922.

See Stamping, page 4

AFD teams with Coke to raise funds for scholarships

You can help too!

The Associated Food Dealers of Michigan (AFD) and Coca-Cola have coordinated a fundraiser to aid the AFD Scholarship Program.

From May 11 through November 29, the AFD Scholarship Fund will receive a donation from every case of non-carbonated Coca-Cola product and 20-ounce and 1-liter carbonated Coca-Cola products that you purchase from the Coca-Cola Bottling Company of Michigan. For all cases that exceed last year's purchases, Coca-Cola will increase their donation to this worthwhile cause.

But wait, there's more! There are benefits for retailers. If you place and maintain a Contour ice barrel, or a piece of electric single-serve equipment, in first position

for the period of May 11 through November 29, you will receive a Coca-Cola golf shirt and the right to



keep the Contour ice barrel. The three stores that raise the most money for the scholarships will win 100 cases of free 12 pack product. The next seven top sellers will receive 50 cases of free 12 pack product.

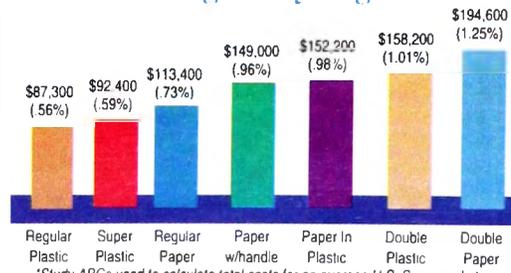
"We're really pleased that Coca-Cola has once See Coke, page 41

Gas station bill defeated again

Just prior to the legislative spring break, on Thursday, April 2, House Bill 4396 was brought before the State House. This bill is designed to allow all gas stations across the state to sell beer and wine. The big petroleum interests were trying to use this as a vehicle bill to move it to the Senate where it would stand a better chance of passing. Many of the legislators recognized this maneuver for what it was and the bill was defeated.

The Associated Food Dealers has been and continues to be strongly opposed to this bill. The bill has been considered, and defeated, a number of times by the legislature over the past ten years—and for good reason; it is not in the best interest of the State of Michigan and the food and beverage industry.

Annualized activity-based costs for grocery bags



Grocery bags cost an average supermarket between \$87,000 and \$195,000 annually, or .6 percent to 1.3 percent of sales. See related story on page 36 for details.

PLAY



PEPSI

POP CULTURE

THE GAME

**drink
match
win**

**over
2 million
prizes!**



YEAH. We're talking to you!
This game requires little or no brain activity. Drink Pepsi, Diet Pepsi and Mountain Dew products and save your gamepieces from specially marked packages. Match the words found under bottle caps, inside can cartons and on fountain cups, complete a Pop Culture phrase and you win cash or any number of cool Pop Culture prizes. There are also instant-winning gamepieces. So drink up and get in the game.

No purchase necessary.

OFFICERS

Bill Viviano, Chairman
House of Prime
Fred Dally, Vice Chairman
Future Planning
Medicine Chest
Sam Dallo, 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
Raad Kathawa
Ryan's Foods, Region 1
Alaa Naimi
Thrifty Scot Supermarket
Alan Stolsky
Concord Drugs, Region 6
Thomas Welch
Hollywood Super Markets
Brian Yaldeo
Woodward Long Lake Shell
Jerry Yono
Cheers Party Store
Chris Zebari
New Hudson Food Market

SUPPLIER DIRECTORS

Al Chittaro
Faygo Corp.
William B. Jones
Anheuser-Busch, Inc.
Ron Paradoski
Strohs/Mooney Ice Cream
Mike Rosch
General Wine & Liquor Co.
Cal Stein
Sales Mark, Region 5
Barbara Weiss-Street
The Paddington Corporation

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
Gadaletto & 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

Looking down the road



By Bill Viviano

To avoid a wreck when we are driving, the best advice is to keep your eyes on the cars way down the road and not just fixed on the car ahead of us. Theoretically this will give us time to plan. If we could look down the road into our business future, we could better plan what we will be doing in just a few short years.

What does the future hold for the grocery industry? It depends on who you ask, but some trends seem disturbingly evident. A recent article from the Youngstown Grocers Association mentions these trends: Food, as a percentage of

Americans' total expenditures continues to decline. This trend is expected to continue, as putting food on the table is not the top priority for American families.

Secondly, supermarkets are losing the battle for share of stomach. A shift in eating habits indicates that Americans spend around 50 percent of their food dollars in the supermarket (down from 70 percent 30 years ago) and spend an average of 15 minutes to prepare a meal, compared to 30 minutes in 1990. Finally, the total number of stores is declining as superstores increasingly take the place of smaller stores. At the same time, the number of restaurants has increased dramatically.

The trend towards Home Meal Replacement (HMR) is a fact of life as 40 to 60 percent of Americans have no idea what they are planning for dinner on any given night. Today's consumer is spending less time in the kitchen and less time in the grocery store. To compete, stores can provide

their own brand of HMR.

Recognizing that shoppers are in a hurry, offer them prepared or easy-to-prepare dishes and more importantly, don't make your customer spend any extra time searching for something to buy, or worse, waiting in a line to pay for it.

Howard Solganik, of Solganik and Associates offers these tips for success: HMR should be

Today, it is said, there are as many people eating off the dashboard of their car as are putting their feet under the dining room table.

convenient, fast and focused. Tell the customer where to stand, where to order and don't make them wait. Place your HMR center near the entrance or at a separate entrance during peak times. This could be a mobile cart with a fresh salad bar or a hot food bar.

Choose your niche, offering several varieties, without offering one of everything. Just make sure it is of the best quality. Solganik sees some of the hottest food trends as appropriate for this service. They include the panini (a kind of toasted cheese sandwich prepared on a special grill), sub sandwiches (freshly prepared to order) and wraps, which can be prepared all day long with different fillings. Starting with a breakfast wrap made with eggs, these can be made to order with chicken or tuna and vegetables. They are versatile, easy to eat and easy to carry. Today, it is said, there are as many people eating off the dashboard of their car as are putting their feet under the dining room table.

You have the ability to look down the road and avoid a potential wreck. The planning you do today will ensure that in the future you will get your fair share of the market. As consumer's needs change you will be ready to meet them.

The Grocery Zone

By David Coverly



*Redhook Ale Brewery.
Brewers of quality
hand-crafted ales
since 1982.*



REDHOOK ALE BREWERY - SEATTLE, WA
(206) 548-8000 www.redhook.com
Available from your local Anheuser-Busch distributor.



**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**

Stamps, continued from page 1

Retailers can call the department with questions or to request the form at (517) 373-3180.

State retailers will have until August 31, 1998 to clear their unstamped cigarette inventory. Starting September 1, 1998 retailers can sell only stamped packs of cigarettes.

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

Retailers could be barred from selling cigarettes for up to six months for a first offense of selling unstamped cigarettes. Retailers charged with additional offenses could lose cigarette sales for longer periods of time.

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

Cigarette tax stamp timeline

April - Treasury Department began providing tax stamps at no charge to wholesalers.

April 15 - Retailers were required to begin keeping in their possession at their place of business a copy of their purchase records for the most recent four months. (All cigarette purchase records must be kept for four years).

May 1 - Stamps must be affixed by wholesalers before resale. Retailers, secondary wholesalers and vending machine operators shall not acquire unstamped packages of cigarettes.

September 1 - All packs offered for sale at retail or in vending machines must be stamped. Retailers, secondary wholesalers and vending machine operators shall not possess unstamped packs.

Calendar

May 3-6

*The 1998 FMI Show
Supermarket Industry Convention
& Educational Exposition*
McCormick Place, Chicago, Ill.
(202) 452-8444

June 6-9

**FMI Annual Produce
Conference**
Palm Springs, CA
(202) 452-8444

June 7

**Garden Party for St. Vincent
and Sarah Fisher Center**
Farmington Hills, MI
(248) 626-7527

June 7-11

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

June 23-25

**International Category
Management Conference**
Sao Paulo, Brazil
(202) 452-8444

July 23

AFD Annual Golf Outing
Wolverine Golf Course
Macomb, MI
(248) 557-9600

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:



NAWGA



FIAE

FOOD INDUSTRY ASSOCIATION - EXECUTIVES

New!

Welcome To
Captain Morgan's
**PARROT
BAY**

PUERTO RICAN RUM
WITH NATURAL
COCONUT FLAVOR



| <u>SIZE</u> | <u>CODE #</u> | <u>ON PREMISE PRICE</u> | <u>OFF PREMISE PRICE</u> | <u>SHELF PRICE</u> |
|-------------|---------------|---------------------------------|----------------------------------|------------------------|
| 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 1-888-NWS-MICH
CALL: 697-6424 OR 1-888-MICH-NWS
642-4697**

Traditional background inspires creativity in new land

By Ginny Bennett

New Land Market, located on Plymouth Road between Schafer and Southfield Road, is open for business and thriving. It can't be easy to have a store in western Detroit where there are twelve similar stores, some open and some closed, in that one-mile area. Harry Gumma and his younger brother Saad own New Land Market. The brothers came to this "new land" in the mid-seventies and Harry has been an AFD member for twenty years.

Before the Gummas bought New Land Market, Harry and Sam Sheena were partners at nearby Lion's Market. Sam was increasingly busy with real estate so Harry and his sister Sahera ran Lion's as partners. Young Saad worked in the store. In 1980 the Gummas bought New Land Market when Saad was 16.

He remembers going to school while working full time. Eventually "the store won out," says Saad, "and I dropped out to take care of business." The brothers divide the responsibilities at the market. Saad speaks about his brother Harry with great respect. "My father, Zia, died when I was five years-old and so my brother has been like a father to me." They also are equal partners in business but Saad says that he gives the authority to Harry. Saad also has respect for



(l to r) Saad and Harry Gumma show off the wine selection at New Land Market.

his mother. Of her he says, "She has been my mother, father and friend. She has spoiled me and means everything to our family."

Harry is responsible for managing and stocking the store. Saad keeps it organized. He works hard to make sure that it is clean and neat. Aisles are free of clutter, the products are dust-free and the signs and advertising stand out since they are kept to a minimum. They have several employees but Harry is enthusiastic with praise for Nagham. A cousin from Iraq, she has worked there for six years. "The day she came to America I brought her to the store," says Harry. She is my best employee." Like Saad, when he was sixteen, Harry's children have started to pitch in, too.

The Gummas enjoy a traditional lifestyle in keeping with their Iraqi background. Harry and his wife Miad and their four children live in West Bloomfield with Saad and his wife Suzan and eight-month-old Cezar. The elder Mrs. Gumma also shares their home. Harry is happy they can share their lives under one roof.

With respect for his family's traditional values, four years ago Saad went to Baghdad to meet Suzan, an Iraqi chosen by his family to be his bride. Saad explains that unlike the arranged marriage of his mother's era, his arrangement was similar to our custom of a blind date, where friends arrange for two people to meet and they have a choice to meet again or not. It was Saad and Suzan's choice to marry.

Bowing to tradition in so many ways doesn't tell the whole story. Saad works eight and nine hour shifts at the store, six days a week, takes time for his family and somehow finds time to pursue his dream. Saad is a furniture designer. This high school dropout, who has never attended art school, designs and builds fine furniture. Like Saad himself, the designs look modern but draw their substance from antiquity. The furniture line is called Furnitura and the web site where Saad shows his work, says it is a collection of historically inspired designs. Called Oasis: 2000, the line features an Aztec lamp, Milan bed, Ziggurat humidior, Eiffel Tower chair, Eiffel Tower storage piece and Athens mirror frame. Visit www.furnitura.com to see these pieces.

Occasionally Saad's furniture is

available at Italmoda, in Royal Oak, but since most pieces are commissioned and made to order, little is available to see at any given time. When Saad sees a piece of scrap steel or a chunk of acrylic, his imagination takes off and ideas begin to form. Currently a piece of acrylic and a piece of steel have inspired a chair, which Saad is now working on.

When the traffic in the store is slow, and while Saad is taking a coffee break, he sits at the desk in the office and sketches. He isn't sure where this ability and desire to create came from since no one in his family is an artist or builder. He enjoys his life immensely and he doesn't resent working in the store even if it keeps him from his avocation. Instead, he appreciates the security that allows him the privilege to follow his dream.

The store provides a good business for the family, the brothers agree. To show his thanks, Saad used his gift to design and build a magnificent throne-like chair for the bishop of his church. Saad says, "Business is good. It has been like a ladder and business has always gone up. For that we thank God."



Saad Gumma chats with Nate Grier (l) a retired Faygo area man for 35 years and Willie Jordan, the current Faygo area man who dropped in to pick up an order. Grier has known Saad since he was a baby.



Harry Gumma has been an AFD member for 20 years

National Kid Care Day announced

Last May, FMI announced a special partnership with the National Center for Missing & Exploited Children (NCMEC), which introduced several programs aimed at helping to protect children and promote child safety in communities. NCMEC representatives will be at FMI's May convention in Chicago.

This May, in conjunction with National Missing Children's Week, FMI will sponsor a National Kid Care Day. Stores can participate by hosting KidCare events on Saturday, May 23, 1998, or anytime during the month of May. Project KidCare is a child photo identification and safety education program jointly sponsored by NCMEC and the

Polaroid Corporation. By hosting KidCare events, stores can help to increase awareness of the issue of missing children, educate both parents and children about child safety education, and most importantly, provide customers with current photos of their children. Photos work...in fact, one in seven children are recovered as a direct result of the photos.

Call Mary Ann House of FMI at (202) 429-4534 for a KidCare booklet complimentary store posters to help announce the event and buttons for associates to wear to promote the event. Members who have previously hosted KidCare events report improved community relations and goodwill, increased store traffic and positive publicity.

Sales pick up in prepared frozen foods industry

The prepared frozen food market has posted strong gains over the past few years, despite a continuance of market saturation and fierce competition from fresh prepared and take-out food. Sales climbed 5 percent and 6 percent respectively in 1996 and 1997 after nearly flat growth in 1995, according to *The Market for Prepared Frozen Foods*, a new report from FIND/SVP.

Improving product quality is helping to fuel the resurgence. Marketers are reformulating, repositioning, and repackaging existing products—rather than relying heavily on new introductions, as they traditionally have.

Nestlé—the number-one player in frozen dinners and entrees—has tweaked the recipes of 50 of its frozen food items. ConAgra has reorganized its Healthy Choice line to make it easier for consumers to find what they're looking for.

The frozen food industry is feeling the impact of the major acquisitions and divestitures of the 1990s. Among the notable ones in the past year:

- In June 1997, Heinz sold Orleida's food service business to McCain Foods.
- In summer 1997, Campbell announced plans to spin-off seven noncore businesses—including Swanson—into a new company.
- In September 1997, Sara Lee unveiled a three-year, \$3-billion plan to sell some of its manufacturing plants and concentrate on marketing its well-known name brands.

AFD Members... Take the Confusion out of Selecting a Long Distance Company

Choose LDMI Long
Distance, the only long
distance carrier that
the
AFD endorses.



Start taking advantage of
the
LDMI/AFD Long Distance
Program Today!

Calls within Michigan are \$0.09 per minute
Calls outside of Michigan are \$0.1050 per minute*

*Within the contiguous United States

- ☛ No Term Agreements!
- ☛ No LDMI Monthly Fees!
- ☛ No Minimum Usage Commitment!

For further information call AFD directly at
248-557-9600
and ask to speak with Judy.



**Bring it home again,
boys! Go Wings!**

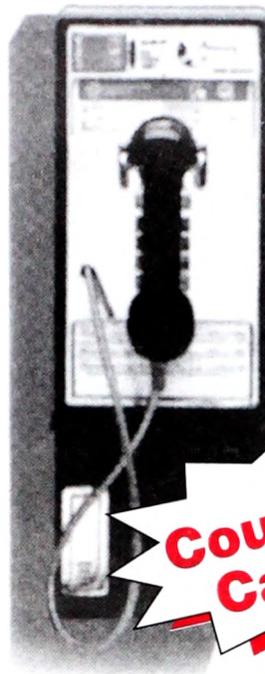
If you want...

- More new customers
- Happy Customers
- To Increase Sales
- To Boost Profit Margins
- To Reduce Check Losses
- To Beat the Competition
- Business Builders
- Outstanding Service

Then your want...

**NORTH AMERICAN
INTERSTATE!**

Payphones



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

ATM

Michigan's Largest
Selection Featuring
Diebold & Tidel

**Coupons
Capable**



**Ice
Programs**



**FIRST
1,000
BAGS
FREE!**

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

Serving
Michigan • Ohio • Indiana
* Call for Details

MDA invites food exporters to apply for promotion funds

Applications are being accepted for the 1998 federal Market Access Program (MAP), that provides matching funds for Michigan food exporters' promotional activities, says Michigan Department of Agriculture Director Dan Wyant.

MAP funds are reimbursed to exporters for expenses related to promoting their products overseas. Trade show booth space, retail and trade advertising (print or broadcast), in-store sampling, point-of-purchase materials, billboards and other promotional costs may qualify for reimbursement.

"We are pleased at a number of changes the Foreign Agriculture Service has made in MAP, particularly restricting its availability to small-and medium-size companies," Wyant said.

MAP is a key funding source Congress makes available to U.S. food exporters to increase awareness and sales of U.S. food products overseas. In 1998, over \$5.5 million in MAP monies will be available via the USDA's Foreign Agriculture Service to midwest companies exporting brand-name food products. Nine Michigan food exporters were allocated more than \$520,000 collectively in MAP funds in 1997.

MAP reimbursements will cover export activities between October 1, 1998, and September 30, 1999. Michigan companies are encouraged to apply early for MAP funds, as all funds were exhausted early in 1997 and many companies' activities were not funded. The deadline is July 17.

For more information about MAP or to receive an application packet, contact MDA's International Marketing Manager at (517) 373-9710.

Two metro-area companies exhibit at North America's largest food show

Two food companies from the Metropolitan Detroit area will exhibit in the Michigan Pavilion at the U.S. Food Export Showcase (USFES) in Chicago May 3-5: Rocky Peanut Company, of Detroit, and Pioneer Snacks, Inc., of Farmington Hills.

USFES is a division of the Food Merchandising Institute's (FMI) Supermarket Show, held May 3-5

at McCormick Place in Chicago. Rocky Peanut will feature snack foods and Pioneer will represent meat snacks to the 27,000 international and U.S. food buyers expected to attend. Buyers representing supermarkets, hotel, restaurant, institutional and retail stores flock to FMI each spring to see new products and make purchasing decisions.

Rocky Peanut and Pioneer Snacks are part of the 20-booth Michigan Pavilion, which also represents fresh fruits, vegetables, dry beans, snack foods, bird food, baked goods, healthy grains and other Michigan food products. The Michigan Pavilion is coordinated by the Michigan Department of Agriculture.

LIPARI

OFFERS BRANDS WANTED THROUGHOUT MICHIGAN



Check out Lipari Foods for the **WANTED** Brands and Services that can grow your business.

LIPARI
DELI FOODS

14253 Frazho Road, Warren MI 48089
(810) 447-3500

Wheaties box features Michigan Special Olympics Athlete

Kalamazoo resident and Michigan Special Olympic Inspirational Athlete of the Year Karen Sheridan is featured on a special edition Wheaties box. This is the sixth consecutive year that Spartan Stores, Inc. has partnered with General Mills to feature a Michigan Special Olympics athlete on a Wheaties box.

Active in Special Olympics for 8 years, Karen trains and competes in softball, swimming, soccer and cross-country skiing. She also plays on Unified softball and basketball teams. Unified sports bring together players with and without mental retardation on the same team.

In addition to being a great athlete with a big heart, Karen is a responsible, highly respected member of the Kalamazoo community. Her warm smile and positive attitude have won her many friends. She's also a hard-working employee of Harding's Friendly Markets, a Spartan store on Riverview in Parchment.

During the 1998 Michigan Special Olympics Summer Games, Karen Sheridan will have the honor of lighting the torch at Opening Ceremonies. This three-day competition will take place June 4, 5 and 6 at Central Michigan University in Mt. Pleasant. Over 3,400 athletes will compete, all of them winners at heart.

Through sports training and competition, Special Olympics develops the physical fitness and self-confidence of children and adults with mental retardation and related developmental disabilities. Michigan's program offers 21 sports and serves 20,000 athletes with the help of more than 18,000 volunteers.

Spartan Stores, Inc. has been the exclusive sponsor of the Michigan Special Olympics Games since 1985, contributing more than \$3.9 million during that time. The company also supports the Summer Games in Indiana and Ohio.

In-store bakeries are more vital than ever to supermarket success

About 15 years ago, the supermarket bakery began to pop up in grocery stores across America. Now in-store bakeries (ISBs) have become big business, with sales expected to top \$10 billion in 1998, according to *The U.S. Market for In-Store Bakeries*, a new report from Packaged Facts.

Through them, Americans have rediscovered the joys of fresh-baked goods, which has, in turn, helped revitalize the entire baking industry.

With demand for fresh-baked goods soaring, specialty bread shops, bakery cafes, and other competitors are racing to cash in.

"Calculating the true profitability of an ISB can be a tricky business," explains Deborah Alessandro of FIND/SVP's Strategic Consulting and Research Group. By opening an ISB, the supermarket has moved beyond the retailing sector and into manufacturing. Thus, supermarkets find themselves faced with deceptively simple questions: how much does it cost to make a pie? ...a cake? ...a cookie?

To get a true idea of the real cost and thus real profit realized from each product manufactured and sold in an ISB, supermarkets must forego standard retailing equations and move towards a manufacturing approach to calculating profitability.

ISBs must not only consider the costs of ingredients, they must also calculate the costs of labor and packaging. This can often be a complex process because of the many different items being manufactured simultaneously. How long does it take to make a muffin from scratch? How long does it take to thaw and package a pie while simultaneously baking those muffins? These are the kinds of questions that must be answered in order for ISBs to estimate true costs.

Making it possible for people to receive good news.



As the delivery agent for The Detroit News and the Detroit Free Press, Detroit Newspapers currently delivers the freshest news daily to more than 7,300 retail outlets

Find out how you can sell The Detroit News and Detroit Free Press at your business, call (313) 222-5123.



CABANA
FOODS, INC.



We offer our friends and member retailers of the Associated Food Dealers of Michigan

QUALITY, VARIETY and SERVICE that is **MADE IN MICHIGAN!**



Nikhlas
DISTRIBUTORS, INC.

Please call us at 571-CHIP (2447)



It's Gonna Be One HOT

Budweiser
CLASSIC SUMMER

*Kick off the Summer
with Budweiser's
Classic Summer
Sweepstakes*

Coming Soon . . . 5/18 - 5/30

Bud Family 18-pack



12 oz.
cans!



Contact your local Budweiser wholesaler for details

Expect a Full House.



Order High Roller and customers will be rolling in!

Stock up on High Roller, the newest \$5 instant ticket, and you could be rolling in the money! Because with top prizes of \$250,000 and over \$17 million in total cash prizes, it'll definitely draw a crowd. And that means you can expect high sales, high profits and high commissions — over \$1.8 million in all! **Shall we deal you in?**

On sale May 4. Order now!



An Important Message To Manufacturers:

The Ideal Way To Deliver Coupons Has Just Arrived.



Guaranteed Distribution - We've Bottled It.

Discover the newest and most cost-effective way to coupon ever. TOMRA®. Virtually every shopper already uses our machines to return bottles and cans for refund. Now, the deposit receipt they receive can also be printed with your coupon. Best of all, it's delivered to them *before they shop the store*.

A Redeeming Combination of High Reach and Low Cost.

As the pioneer and worldwide market leader in reverse vending, we're taking couponing to a new level. Our couponing program has an *average redemption rate of nearly 10%, and has boosted unit movement by as much as 113%.** So effective, it can be used to build volume and market share, raise consumer awareness, stimulate trial and brand switching, reward repeat purchases, launch new products and line extensions, or achieve almost any marketing objective.

The Message: Couponing With Tomra Pays Off.

TOMRA isn't just another couponing opportunity; it's the only way to coupon with guaranteed distribution, at the store. *before shopping begins*. It all adds up to better sales and profits. For complete details about all the advantages Tomra has in store for you, contact us today.

*Source: Audits and Surveys Worldwide

**For Information On Couponing With Tomra
Call Cynthia Cobb at 800-890-2226 X215.**



It's Couponing with a Better Return.

FAYGO'S NEXT DELIVERY OF NEW OHANA FLAVORS COULD MAKE YOU \$10,000 RICHER.



FAYGO'S NEW OHANA FLAVORS, NEW PROMOTIONS AND STORE DISPLAY CONTEST WILL MAKE YOU WANT TO DANCE!

INTRODUCING **NEW** KIWI-STRAWBERRY AND **NEW** LEMON ICED TEA, ALONG WITH ALREADY GREAT FAVORITES PUNCH, LEMONADE AND ORANGE PUNCH. ALL ARE NON-CARBONATED WITH NO DEPOSIT.

SEE YOUR FAYGO SALES REPRESENTATIVE ABOUT:

- ▶ **RETAILER DISPLAY CONTEST** WITH \$21,000 IN PRIZES INCLUDING A \$10,000 GRAND PRIZE.
- ◀ **CONSUMERS' "WIN A FAMILY TRIP TO PARADISE"** CONTEST FIVE-MILLION PLUS DISTRIBUTION FSI, WITH A GRAND PRIZE EIGHT-DAY FAMILY VACATION FOR FOUR TO HAWAII, ALONG WITH MANY OTHER GREAT PRIZES.
- ▶ **"SURPRISE MYSTERY SHOPPER"** WHERE FAYGO PAYS FOR YOUR CUSTOMERS' GROCERIES RIGHT AT YOUR CASH REGISTER.

©1998, FAYGO BEVERAGES, INC.

PHOTO: NASH / ART & DESIGN; SHANDUN, NEW CENTURY PRODUCTIONS

RAMADA-SOUTHFIELD

International Hotel & Convention Center

17017 West Nine Mile Road • Southfield, Michigan 48075-4566

Offers the business traveler or family newly renovated rooms and suites; a perfect base for starting or concluding your business and entertainment in the Oakland and Wayne County areas.

You are special and important to us!

We have invested millions to make
RAMADA-SOUTHFIELD special!

We want you to stay with us!

Use our facilities. Special rates for AFD members and associates. Call and ask for:

"The Enchanted Pack" and "The AFD Special Rate"



*We know we have to earn your business.
Give us an opportunity to serve you.
You will be pleased with what
RAMADA-SOUTHFIELD now represents.*

International Hotel & Convention Center

- The Largest Ballroom in Oakland County
- 25,000 sq. ft. of Functions Space
- Meeting Rooms accommodating 5-200 persons
 - The Grand Ballroom can hold 1500 for a reception and 1000 persons in a table seating arrangement.

OUR MISSION

*To provide comfort, convenience and pleasure efficiently,
professionally and with a smile.*

FOR RESERVATIONS:

Tel.: **(248) 552-7777**

Fax: (248) 552-7778 • Sales Fax: (248) 569-4609
or call KAM KEWSON—Extension 2244

Attracting quality part-time employees

By Joe Sarafa

We are fortunate, right now in America, to have a booming economy. Jobless rates are low, consumers have money to spend and they're spending it. But their buying power allows them to be choosy. They want to spend their money where they feel they get the most value. In other words, today's customers want the most service and highest quality products for their dollar. To remain competitive, convenience stores must offer the types of products that their customers demand and also must provide exceptional service.

One of the most difficult aspects of a strong economy is attracting quality part-time help. The people you hire have a direct effect on the way your customers perceive your store. Generally, convenience stores want employees who will be responsible, trustworthy, and who work well as a team member.

It is important to choose carefully and work to retain good employees. According to the Food Marketing Institute, it costs



\$1,000 or more to train each new hire. With this in mind, it is better to spend more to keep good part-time help than to have a constant turnover.

So how do you find and retain good, trustworthy, loyal part-time employees? First you must identify the type of employee you need and then after finding that person, work to meet their needs. Today the number one thing that part-time workers are looking for is flexible hours. Security and some benefits such as some tuition or other

educational perks are often on the want list for college students.

Who are these workers?

There are two main age groups of people who are attracted to part-time work: seniors and teens.

Senior Citizens: As baby boomers age, this is becoming the fastest growing population group in the United States, and this trend will continue for many years to come. We are fortunate that today's seniors are the healthiest ever. Many wish to reenter the workforce because they miss the social aspects of their former jobs. Others realize that Social Security benefits don't meet their financial needs and they want extra income for travel, recreation or unexpected expenses. For the most part, senior citizens were instilled with strong work ethics and value systems. They understand the value of the dollar, the benefits of doing a good job and how to work under a management system.

Teens: This group has not yet learned the value system that senior citizens have acquired

Ameritech.

In a world of technology,
People make the difference.™

Your
Single
Source
for
pay phone services



Endorsed by AFD

To Learn More Call
1-800-809-0878



Dairy Fresh Foods, Inc.

We're NOT just a **DAIRY** supplier
We also offer
a complete line of ...

- ★ **DELI**
- ★ **BAKERY**
- ★ **SEAFOOD**
- ★ **GROCERY**

Let us demonstrate new ways to increase
Sales and Profits!

For more information please contact Scott Kosikowski at:
(313) 868-5511 • Fax (313) 868-0134
15004 Third Avenue, Highland Park, MI 48203-3718

over the years. On the down side, teens today can be cynical and resentful of authority. They want to experience life and have fun. Many teens are materialistically motivated.

On the plus side, teens are self-oriented and at home with technology. They also learn quickly and appreciate the opportunity to have responsibilities and authority. Our teenagers are America's future and can help bring new technology to the convenience store industry.

What do they want from a job?

All people want to feel like they matter. They also want to be able to contribute. It is the responsibility of store management to make employees feel like they belong.

Recruiting ideas for attracting teens

Work with the local schools. Send ads to a teacher of marketing at your local high school. Youth ministries in local churches are also good sources. Try the internet! Post your ad on the world-wide web with the aid of the local school or library.

Your customer base is also a good source. Ask the teens that frequent your store if they are interested in a job.

Recruiting ideas for attracting senior citizens

Post an ad at your local senior center and visit the center during busy times. You may want to bring donuts or some other small treat. Seniors like to know what they are getting involved with so a hand-out describing the position is helpful. Make recruiting a social visit.

Keep in mind that many seniors could risk losing Social Security benefits if they earn too much money. It is important to watch this carefully.

No matter how you recruit your employees, retaining them is important. In the next

Convenience Store Corner we will discuss management skills for keeping good employees.



Frozen Food Committee Parties in Livonia

The Greater Detroit Frozen Food Committee held its 2nd Annual March Frozen Food Month Dinner Celebration on Thursday, April 16 at Laurel Manor in Livonia.

Wouldn't It Be Great...

If only I could view my business from my home computer...

If only I could hear what's going on inside my business from my home phone...



...If Your Business Wasn't Your Second Home!

www.99panic.com

central alarm signal, inc
Professional Security Services

sales@99panic.com

Providing Peace of Mind Since 1969

1.800.99.PANIC

13400 West Seven Mile Road - Detroit, MI 48235-1331

© 1998 CENTRAL ALARM SIGNAL, INC.

FDA approves first low-calorie sweetener made from sugar

McNeil Specialty Products Company (MSPC), a wholly-owned subsidiary of Johnson & Johnson, has received approval from the U.S. Food and Drug Administration (FDA) to market sucralose, the only low-calorie sweetener that is made from sugar,

tastes like sugar, and can be used virtually anywhere sugar is used, including cooking and baking.

The FDA granted approval for the use of sucralose in 15 food and beverage categories, including baked goods and baking mixes, beverages, dairy products,

processed fruits and fruit juices. Twenty-nine leading food safety regulatory agencies worldwide have now approved sucralose, including the U.S. FDA and the Joint FAO/WHO Expert Committee on Food Additives (JECFA). Globally, millions of

consumers have been using sucralose since 1991 in reduced-calorie and reduced-sugar products such as soft drinks, shelf-stable fruit drinks, jams, processed fruit products (e.g. apple sauce), yogurt and baked goods.

"Sucralose, which is made from sugar, actually tastes like sugar. It has no unpleasant aftertaste and keeps its sweet taste over time and when exposed to high temperatures," says MSPC general manager Neil Polo. "Unlike sugar, sucralose has no calories and doesn't promote tooth decay. Sucralose allows food and beverage companies to create a broader range of great-tasting products without the calories of sugar."

Sucralose keeps its sugar-like taste in beverages, such as carbonated soft drinks, longer than other low-calorie sweeteners, greatly extending the shelf life of many products. The stability of sucralose also makes it ideally suited for baked products, canned goods and other foods subjected to high temperatures in processing.

Sucralose was subjected to one of the most extensive and thorough safety testing programs ever conducted on a new food additive. More than 100 scientific studies and 40 separate environmental studies conducted over a 20-year period clearly demonstrate the safety of sucralose for everyone. Products containing sucralose do not require warning labels or information statements.

Sucralose was discovered in London in 1976 through a collaborative research project between scientists at Tate & Lyle PLC, a world leader in sweeteners and starches, and researchers in carbohydrate chemistry at Queen Elizabeth College, University of London.

McNeil Specialty Products Company has a license agreement with Tate & Lyle to manufacture and market sucralose in the United States and selected countries. Sucralose has provided a consumer hotline, 1-800-777-5363.

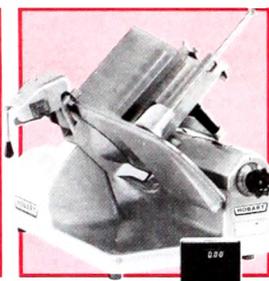


Detroit Sales/Service Center
43442 N. I-94 Service Drive
Belleville, MI 48111

New and Used Equipment Sales

Equipment Sales:
(734) 697-7060

Service:
(800) 783-2601



Parts/Supplies:
(734) 697-5444

Film:
(800) 822-6236
X ped x Company

Baking Equipment
Meat Processing
Food Preparation



Warewashing
Cooking Equipment
Weigh/Wrap

HMR Solutions

Authorized Repair Center for All Vulcan Products.

15% SAVINGS
ON HOBART SERVICE CHARGES

Present this coupon to your Hobart service technician and save 15% on all charges. Valid at Hobart Detroit Branch only. One coupon per service call.



Kilpatrick: Youngest representative is fast becoming a leader

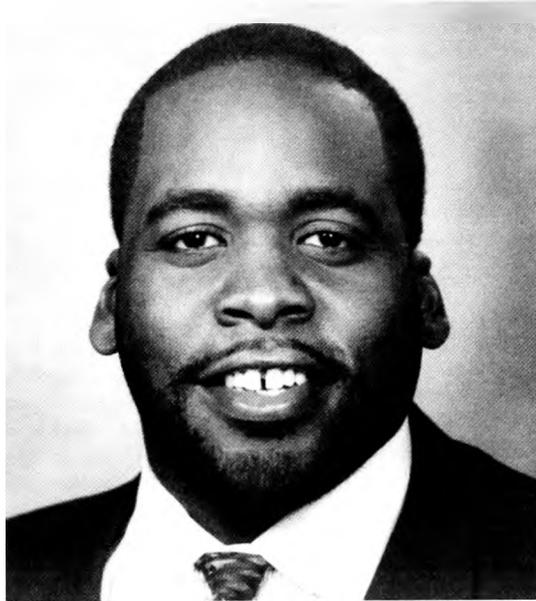
Born June 8, 1970, State Representative Kwame M. Kilpatrick, at age 27, is the youngest member of the 89th Legislature of the Michigan House of Representatives. Elected in November 1996 to represent Detroit's ninth district, Rep. Kilpatrick, a Democrat, is dedicated to his community and has a strong commitment to young people. His district encompasses Detroit's old west side; now the middle of Detroit. The borders are: Linwood Avenue on the east, Livernois Road on the west, Michigan Avenue on the south and Davison Freeway on the north. His district of 85,000 people is mostly residential and 96 percent African American.

Kilpatrick attributes his political profundity to his parents, U.S. Congresswoman Carolyn Cheeks-Kilpatrick and Assistant Wayne County Executive Bernard Kilpatrick, both of whom are responsible for getting him involved in political and community activities at an early age.

Before entering the political arena, Representative Kilpatrick was a teacher for the Detroit Public School System at Marcus Garvey Academy. While teaching, he also served as a mentor to young African-American males in his capacity as basketball coach and Boy Scout troop leader.

Teaching for four years has given Kilpatrick insight and the desire to make improvements in education. As a member of the Education Committee, he is introducing "safe haven" legislation to allow schools to stay open three extra hours and provide non-athletic curriculum, such as computer classes, during that time. Kilpatrick explains, "Most juvenile crime (83 percent) occurs between the hours of 3 to 7 p.m. If our children have something constructive to do after school, then we can curb some of this crime." This bill will be considered during May budget hearings.

At the time of this writing, Kilpatrick is voting on allocating funds to the state to build colleges and prisons. Kilpatrick voted yes to the colleges and no to the prisons. His reasoning is that it's better to educate instead of incarcerate individuals. "We need to spend more on



educating people so they don't become a threat to our society." Kilpatrick believes there is something inherently wrong with the government's per capita spending for schools and prisons. "The state spends \$5,800 per pupil in the schools of his district; a poor district with an annual per capita income of \$13,000. In contrast, the state spends \$33,000 per inmate at state prisons," says Kilpatrick. "We are spending much more per prisoner than per student."

Representative Kilpatrick is committed to improving the quality of life of those who have given him the opportunity to represent them. He has been successful in introducing some very important legislation into the House of Representatives; two of his bills have been signed into law by Governor John Engler: HB 5092, an environmental audit bill that assures protection against disclosure and use by governmental agencies of a company's voluntary environmental audit findings; and HB 5235, which allows for revisions and provisions for certain special assistance for pupils with unsatisfactory Michigan Education Assessment Program (MEAP) results.

Also as a member of the Conservation, Environment and Recreation Committee, Kilpatrick is writing a bond proposal for brownfield cleanups in Detroit. Of the \$550,000,000 bond proposal, \$325,000,000 would go toward cleaning up abandoned factories in Kilpatrick's district. He said he wants to make sure the bond money goes to clean up the places intended, the same places that children of his district play.

Representative Kilpatrick chairs the House Marine Affairs and Port Development Committee, the only freshman of the 89th Legislature appointed to chair a House committee. "The committee has been working on legislation to reorganize Detroit's Wayne County Port, to attract international business as well as become more self

sufficient," says Kilpatrick. Since there are no grain elevators at the Wayne port, grain shipments go to Toledo, causing Detroit to lose that business. Kilpatrick is also a member of the Judiciary and the Oversight and Ethics Committees.

Ebony Magazine's December 1997 issue recognized Kilpatrick as one of "30 Young Leaders of the Future." In addition, he was selected, along with 54 other individuals from around the world, to participate in the John F. Kennedy Leadership for the 21st Century Program at Harvard University.

He established the Generations Political Action Committee (PAC) and a civic fund for financial contributions which help support various community activities in his district and throughout the state.

The PAC will help the Democrats maintain the House majority and aid Kilpatrick in achieving a leadership position in his prospective next term. In light of term limits, Kilpatrick is preparing to take on a strong leadership role and believes it is very important for him to meet candidates across the state to establish rapport with them. "It is pertinent that I meet these people. Most political issues that come up have come around before. It's important to have people you can count on and rely upon to come together on an issue in order to build a coalition on a particular issue, he says.

As a lifetime resident of the city of Detroit, Rep. Kilpatrick attended Pelham Middle School, and Cass Technical High School. He graduated from Florida A & M University with honors and received a Bachelor of Science degree in Political Science, as well as teacher certification. He currently attends Detroit College of Law at Michigan State University. His affiliations include membership in Mount Pavan Lodge #2 (PHA), NAACP, Wolverine Student Bar Association and Alpha Phi Alpha Fraternity, Inc.

Representative Kilpatrick is married to Carlita Kilpatrick and is the father of twin two-year-old sons, Jalil and Jelani.

His Lansing phone number is (517) 373-0844 and his email address is kkilpat@house.state.mi.us.

AFD appoints Bill Jones of Anheuser-Busch to the board

The Associated Food Dealers of Michigan recently welcomed William B. Jones to its board of directors. As a boardmember, he will represent the interests of suppliers.

An employee of Anheuser-Busch, Inc. since 1980.

Jones currently holds the title of regional vice president. His region covers the states of Michigan, Wisconsin, Minnesota, and North and South Dakota.

Jones started his career with Anheuser-Busch in the capacity of district manager in northern California upon graduation from Washington University in St. Louis, Missouri. He has held several other positions through the years including national field sales manager from 1991-1994 before coming to the Detroit area where he holds his current position at the Bingham Farms office.



From one Detroit winner to another

The Stroh Brewery Company, maker of gold-medal-winning Stroh's beer, presented a check to members of the Stanley Cup Champion Detroit Red Wings who represented the Sergei Mnatsakanov Family Trust. Pictured (left to right) are: Stroh President & CEO William L. Henry; Igor Larionov; Red Wings Associate Coach Dave Lewis; Slava Fetisov; Slava Kozlov; and Stroh's Brand Manager Pierre Stroh.

Stroh's contribution of \$3,000 was generated at the "Stroh's Victory Party" held last fall. The party commemorated the gold medal Stroh's beer won in the American-Style Premium Lager category at the 1997 Great American Beer Festival, the nation's premier beer festival. All proceeds from the event were donated to the Trust Fund to aid the families of injured Red Wings team masseur Sergei Mnatsakanov and player Vladimir Konstantinov. *Photo credit: Paul Erickson 1998.*



Superior
SAYS,
STOP CRYING
OVER...

Spoiled Milk



Only One Milk Manufacturer Can Protect You With
LONGER FRESHNESS DATES
KEEP THE DATES!

YUK!
If you've ever experienced the frustration of purchasing milk, only to have its freshness date expire shortly after, we know your pain. Not only is it economically frustrating, it also goes against our philosophy of giving the customer the highest value and quality available.

Superior Dairy can offer longer freshness dates because of our state-of-the-art production facility which includes the most sophisticated pasteurization equipment available in the industry today. This facility, combined with our modern distribution center, enable us to produce and distribute milk at its peak of freshness. When stores stock their dairy case with Superior Milk, they can be assured of longer freshness dates.

Thank you SUPERIOR,
You've saved our family
from the wastefulness of
spoiled milk!

For your money, why shop where
the value of your dollars is
taken lightly!



Superior
For more information, contact
our sales representative at:
1-800-652-2479 ext. 585
Ask for Jim Avery.



A SIGN OF GOOD TASTE.

What's in a name? When it's Jays, just about everything. Like quality since 1938, delicious snacking from the first munch to the last, and most of all, variety.

Guess that's why people just can't stop eating 'em. So whether it's Jays O-ke-Doke, Popcorn, Pretzels, Tortilla Chips or Jays Potato Chips, it's always a good sign when you bring out the Jays.

CALL TOLL-FREE
800-752-5309
10711 NORTHEND • FERNDAL, MI 48220

It's Miller ★ ★

HIGH LIFE TIME



New packaging,
New promotions
New Advertising . . .

Soaring sales & profits.

Contact your local Miller Brewing Co.
Distributor for more information.

Fruit-A-Go-Go!

Six Sunny New Fruit Drink Flavors From

- Fruit Punch
- Ruby Red Grapefruit
- Kiwi Strawberry



- Pink Lemonade
- Orange Drink
- Cranberry Cocktail Drink



Clear 20 Oz.
Plastic Bottles
for Summer
on-the-go!

Distributed by



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



"Grab a Coke, a Card and a Deal"

Retailers: place and maintain a Contour Ice Barrel or piece of electric single-serve equipment in the first position near the register for the period of May 11 through November 29, 1998, and you will receive valuable products while helping educate our children.



Last year YOU helped raise over \$25,000 for this worthy cause.

See your Coke Dealer for details.

Welcome new members!

The Associated Food Dealers of Michigan welcomes these
new retail members
who have joined in the first quarter of 1998:

A & L Market
Beecher Supermarket
Board Street Market
B's Shop & Fly
City Limit Inc.
Five Brothers Market
G & M White Market, Inc.
Grover's Pharmacy
Hyde Park Liquor
Johnny's Market
Memphis Supermarket
Mr. C's Deli #9
Mug & Jug
Party Stop Market
Pay Low Food Center
Ray's Market
Ringler Market
Safway Supermarket
Showerman's Fine Wine & Liquor
Spuds Party Store
Sunoco (VSA)
Village Liquor & Deli
Village Take-Out
Vitacology (Health Food Store)
Voights Party Store
Your Liquor Store
Ziggy's Specialty Beverage

YES!

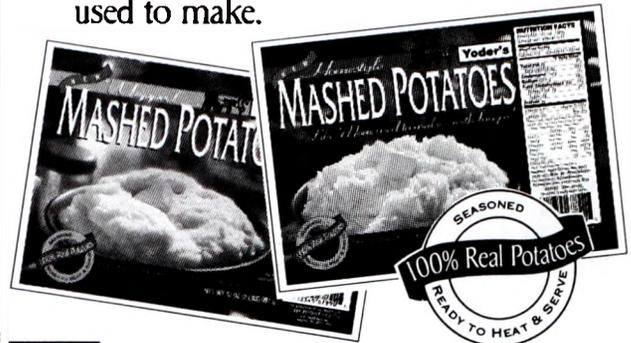


NEW from I&K Distributors:

Just like
mom's mom's mom
used to make.



Yoder's



Yoder's brand mashed potatoes, whipped or homestyle (with lumps) is available for retail displays in a 2-lb. pillow bag, or ready for the hot case in 5-lb. bulk packaging. (We also have REAL gravy.)

*This product is made from 100% real
Russett Potatoes, butter and milk.*

For more information or to place an order,
call (734) 513-8282 and ask for Kevin Larsen.

I & K DISTRIBUTORS, INC.

—DETROIT OFFICE—

12158 Merriman • Livonia, Michigan 48150

Phone (734) 513-8282 • Fax (734) 513-8291

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.*

Ecco D'oro buys Borden pasta facility in Warren

Company to serve Midwest and East Coast

Ecco D'oro Food Corp. recently completed the acquisition of the Borden Foods Corp.'s Warren, Michigan pasta facility.

The closing follows three months in which Ecco D'oro, a newly formed pasta company, leased the 250,000-square-foot facility with a co-packing agreement to produce Borden branded products. The deal was made possible by Borden's decision last year to exit the private label pasta business and focus on branded label products.

"This gave us the opportunity to acquire a highly efficient and technologically superior pasta production facility," said Craig M. Smith, president and chief executive officer.

Ecco D'oro will sell its private label pasta products through independent food brokers to supermarkets, food service distributors, warehouse clubs, military and catering commissaries and other government food outlets and other large retail and institutional outlets. According to Smith, distribution includes Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee and Wisconsin.

"The location of our facilities enables us to bring finished goods to our Midwest and East coast market quickly and cost-effectively," said Smith. "Our production capacity allows us to be flexible and customize orders to meet individual requirements. Further, our state-of-the-art technology makes it possible for us to produce almost any pasta cut, including the sometimes hard-to-get bow tie, lasagna and tri-color pastas. This means we can provide a much higher level of service than is typical in the pasta industry."

Key to Ecco D'oro's growth strategy is a team of seasoned executives with experience in various facets of the U.S. food industry and significant depth in pasta production, marketing and sales. Among them are six former

Warren managers who are equity partners along with Smith, and Bob Bagno, executive vice president and general manager. The chairman is Bill Viviano, whose family built the Warren facility. The management team in total brings nearly 200 years of

pasta experience to Ecco D'oro. "Instead of some multi-national company, our customers will be doing business with Craig and Bob and Bill and we're available any hour of the day," said Smith. Further, the company has hired many former Borden hourly

workers and expects to add more as production grows.

The name Ecco D'oro, which translates to "Here's Gold," refers to the golden color of high quality pasta. Ecco D'oro is an Illinois corporation, with headquarters in the Chicago suburb of Barrington.

Get UP for Summer!
WITH REFRESHING TASTE TREATS FROM 7 UP DETROIT!

CONTACT YOUR 7 UP REPRESENTATIVE FOR DETAILS ON THESE SUPER SUMMER SPECIALS!

Silver anniversary for a "Golden" restaurant

Golden Mushroom celebrates 25 years

by Michele Mac Williams

Restaurants seldom reach the quarter-century mark and it is even rarer for one to remain so highly regarded for so long. But then, the Golden Mushroom is not a typical restaurant. Normally, this publication profiles companies directly involved in retail food sales. However we make this exception, since the Golden Mushroom has been a friend to the retail food industry for many years.

A landmark at the corner of Southfield and Ten Mile Roads in Southfield, the Golden Mushroom is best known for its continental cuisine, wild game dishes and innovative use of wild mushrooms.

The Golden Mushroom's reputation for excellence was built under owner Reid Ashton and legendary former chef Milos Cihelka, who came there in 1976



Owner Reid Ashton with Executive Chef Derin Moore

from the now-closed London Chop House. In 1981 Chef Milos became the first master chef certified in the United States. He has won culinary competitions around the globe, coached the Michigan Culinary Teams since 1984 and received the American Culinary Federation "Central Region Chef of the Year" award in

1992. Under his direction, an apprenticeship program was created at the Golden Mushroom which continually produces some of this country's top young chefs.

Chef Steve Allen, who trained under Chef Milos, assumed control of the kitchen in 1992 when Chef Milos stepped back from the day-to-day operation. In

1997 Chef Steve purchased his own restaurant and Chef Derin Moore took charge.

Changing with the times

The architectural firm Victor Saroki & Associates was hired last year to renovate the restaurant with contractor Joseph M. Adamy and Associates, both of Birmingham. In the foyer, guests are now greeted at a circular host station on a rose and cream marble floor. Inside the main dining room the color scheme is now warm shades of brown, cranberry and cream. The booth dividers made of wood with mushroom cut-outs have been removed to make way for spacious oval booths. A pair of huge chandeliers hang from the ceiling. The look is elegant and reserved.

Executive Chef Derin, a member of the U.S. Culinary Olympic

See Golden Mushroom, page 29

CF 1500

The ultimate reverse vending system from

To learn more about the CF1500 and how Envipco can help you turn container recovery into trouble-free profit, simply call 1 800 598-8404.



Recommended by four out of five businesses for the treatment of high blood pressure.

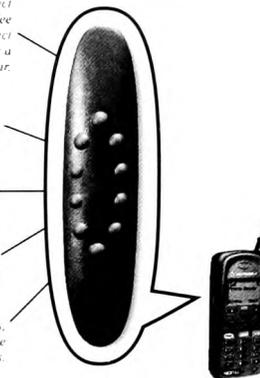
With Unlimited Direct Connect Private Calling, one low monthly fee means you can use Nextel Direct Connect™ as much as you want for a fraction of the cost of cellular.

Nextel Direct Connect lets you make contact with people instantly. No voice mail. No waiting.

Use Nextel Direct Connect anywhere within your expansive home market area.

Because Nextel is digital, you get built-in call security and clone protection.

Only Nextel phones, manufactured by Motorola, have all these powerful features.

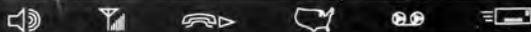


All our digital cellular phones come with a feature that reduces stress – our exclusive Nextel Direct Connect™ button. This allows our phones to work like digital two-way radios, so you can talk to your co-workers with the push of a button. No voice mail. No waiting. So, call now and feel good later.

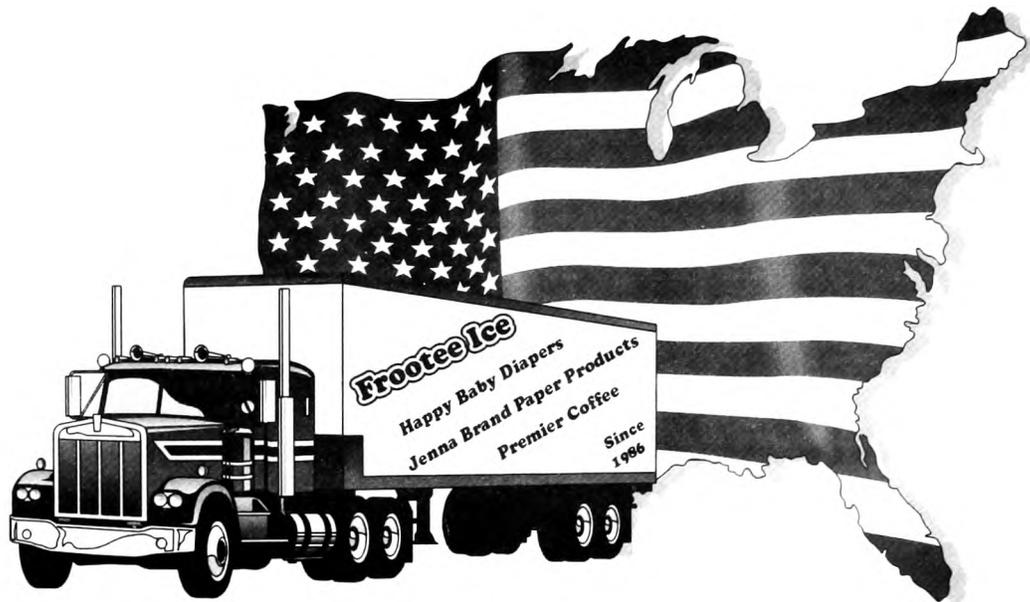
YOU'VE NEVER USED A PHONE LIKE THIS BEFORE.™

NEXTEL

CALL 1-800-NEXTEL9.
www.nextel.com



©1998 Nextel Communications. All rights reserved. Nextel, the Nextel logo, Nextel Direct Connect, Nextel Business Networks and You're Never Alone® Phone Like This Before are trademarks and/or service marks of Nextel Communications, Inc. ® Motorola is a registered trademark of Motorola, Inc.



PACK'EM ENTERPRISES, INC.

*Manufacturer,
Importer, Exporter
and Private Label Contractor*



800-237-6364

Tel. (313) 843-3600 • Fax (313) 843-9028

6740 Bostwick • Detroit, MI 48209

E-mail: packement@aol.com

Who's who at the Golden Mushroom

Sommelier Marlène Vendramelli

Ms. Vendramelli, born and raised in France, started studying wine at an early age and by 21 had earned her sommelier diploma from Lycee Hotelier in 1988. She worked for Hotel Restaurant Francis Derroze (one Michelin star) in Villeneuve de Marsan in the Armagnac region and at Le Pre Catejan Restaurant (one Michelin star) in Paris whose cellar boasted 900 selections and 90,000 bottles. In just a few years, she won numerous awards including "Best Young Sommelier of France" and wrote a monthly column for *Cuisine et Vins de France*, a French food and wine magazine. She has been published repeatedly and has appeared on television throughout France. In 1994 she moved to the United States with her husband who was transferred by his company. Ms. Vendramelli is fluent in English, Spanish and French.

Executive Chef Derin Moore

Derin Moore began his culinary career at the prestigious Culinary Institute of America in New York, where he graduated in 1986.

His first position was sous chef at the Bloomfield Hills Country Club in Bloomfield Hills, Michigan. He then moved on to the Pike Street Restaurant in Pontiac, Michigan where he worked his way through the ranks under the guidance of Chef Brian Polcyn. Over five years he held nearly every position in the kitchen, eventually taking over as executive chef. He then relocated to the Petoskey area in order to participate in the grand opening of the world class resort, Bay Harbor.

In July, 1997 the Golden Mushroom celebrated its 25th anniversary and he took over as executive chef.

Derin has won numerous awards in hot and cold food competitions, including three first place finishes and three gold medals in a 1997 four-month span and a first place finish in January 1998 in mystery basket hot food competitions. He was also a member of the 1996 United States Culinary Olympic Team. He serves as a substitute chef instructor at Oakland Community College and Schoolcraft College.

Reid L. Ashton, F.M.P.

Owner and President
Golden Mushroom

In 1972 Reid Ashton opened the Golden Mushroom as a full-service restaurant and over the years has worked to maintain the high standards that the Golden Mushroom is noted for. He is on the board of directors of the National Restaurant Association and the Michigan Restaurant Association, where he served as its chairman for two years. He is also an active member of the Chaine des Rotisseurs and the Ordre Mondial des Gourmets Degustateurs.

In 1990 Mr. Ashton received the highest honor awarded by his peers, the Michigan Restaurant Association "Distinguished Service Award." He is an honorary certified Michigan State University faculty professor, was a finalist for the 1995 Michigan Entrepreneur of the Year Award, and he achieved the prestigious Foodservice Management Professional designation from the National Restaurant Association.

In addition to operating the Golden Mushroom, Mr. Ashton manages the foodservice at the 700-seat St. John's Banquet and Conference Center, also in Southfield, and the Huntsman Hunt Club, a private hunting club in Dryden, Michigan.

THE CLOROX COMPANY GERBER

JEL SERT
M&M MARS, INC.
DURAFILAME

ENERGIZER

MOTT'S USA

AKZO SALT CO

DANNON CO.

N.T.C. FOODS

Just a

MINUTE MAID CO.

BAKELINE

few....

*of
the...*

JOY CONE

KEEBLER

brands...

CHICKEN OF THE SEA

KAL KAN FOODS

SOLO CUP CO.

STINSON CANNING

....we proudly represent.

J.M.SUCKER CO. KIWI BRANDS

BORDEN ITALIAN FOODS



PMI-Eisenhart

DETROIT OFFICE:
30301 NORTHWESTERN HIGHWAY
FARMINGTON HILLS, MI 48334

(248) 737-7100 FAX (248) 737-3307

VERYFINE, INC.

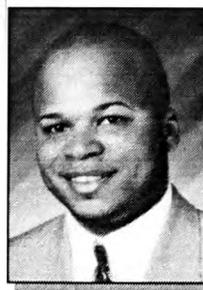
FOULDS, INC.

KEN'S FOODS



L J Ross Associates

Member of the National Check Network



Maynard Neal

L J Ross Associates Executive



AMERICAN
COLLECTORS
association member

- Check Guarantee
- Check Recovery
- Check Verification

We have the ability and experience to tailor a check program to the merchants' specific needs. We recognize that every merchant is unique and may have specific needs.

L J Ross Associates does recovery, not collection. High pressure tactics are not used. We simply want to recover your funds, plus a service fee.

"We treat all individuals with fairness and courtesy while keeping in mind the need to collect your money in such a way that your valued customers will return to your business."

Lowest Transaction Rates—Guaranteed!!

L J Ross Associates, Inc.

6360 Jackson Road, Suite G • Ann Arbor, MI 48106-0000

1-800-446-9206

Unpredictable electric bills giving you a short fuse?

Detroit Edison's Free BudgetWise Billing program provides a predictable, fixed monthly payment for 11 months of the year, based on your previous year's usage. The twelfth month becomes a settlement month, to clear any remaining balance based on actual electricity usage throughout the year.

Small and medium businesses have to watch their expenses

It may be one of the smartest ways to control your monthly expenses

carefully," said Debra Galik, Program Manager for Bill Payment Options. "With BudgetWise Billing, they don't

have to worry about a floating expense or seasonal ups and downs."

Your account is reviewed after six months and, if necessary, your budget payment is adjusted. That guarantees no surprises when the 12th month rolls around.

BudgetWise Billing allows you to:

- Take more control over monthly budget expenditures.

• Balance the peaks and valleys of fluctuating electric bills.

• Eliminate those higher, less-manageable, seasonal bills.

And while BudgetWise Billing produces an equal charge each month, actual energy usage is reported on the bill, "so customers can track how much electricity they're using," Galik said.

For your application or more information about BudgetWise Billing, call 1-800-477-4747.

Golden Mushroom
Continued from
page 26



Team and a gold medal winner in national professional competitions, has been busy bringing new, fresh ideas to the menu. Since coming to the Golden Mushroom last summer, Chef Derin has added his own creations into the fold of the Golden Mushroom cuisine. "But I'm careful to keep the items that have helped develop what the Golden Mushroom is all about," says Moore.

In addition to its noted cuisine and famous chefs, the Golden Mushroom also has developed one of the most extensive wine lists in the U.S., with over 800 selections. This vast wine collection has also received new attention recently. French sommelier, Marlène Vendramelli, has been hired to oversee wine stocks and purchasing, and to advise dinner patrons.

Reid Ashton frequently teams with retail stores to offer special wine dinners and theme dinners. These popular affairs offer patrons the opportunity to sample a variety of unique wines, paired with dishes chosen to complement the wine selections.

The Golden Mushroom has been featured in many publications and is continually rated among the nation's top restaurants. For more than 25 years, the restaurant, its owner, chefs and staff have received more culinary awards and acclaim than any other Michigan restaurant. With the recent changes that Ashton has implemented, the Golden Mushroom is poised to welcome guests for another 25, until their golden anniversary.

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.

"Safe Michigan"

Your Michigan Blues card saves!

A new program designed to reduce injuries

We're proud to announce "Safe Michigan," an exciting new program to reduce preventable injuries and make the Blues ID card even more valuable.

Michigan Blues members get a 20 percent discount on these important safety products when they show their Blues ID cards at any of the 65 MC SPORTS and Dunham's Sports stores in Michigan:

- Protective helmets (biking, rollerblading, skate boarding)
- Safety sport glasses
- Protective padding (rollerblading and other)
- Athletic braces and supports
- Life jackets and vests

And there's more: All Michigan Blues members can get free brochures and order discounted safety equipment by calling the Safe Michigan 24-hour, toll-free hotline at 1-888-SAFET22 (1-888-723-3822). Here's what's available:

- Brochures with tips about preventing injuries, including bike helmet safety, car seat safety, home fire safety, and other topics
- Bell protective sports helmets
- Evenflo car seats
- Kidde smoke and carbon monoxide detectors

The icing on the cake: While offering discounts to members, Safe Michigan is likely to save money for customers. On a national average, personal injuries cost 12 percent of benefit payouts, as we expect Safe Michigan to help control the cost of health care benefits.

This is just the beginning of Safe Michigan. As it expands, members will get more discounts at more stores, and more free brochures will be available. The hotline — 1-888-SAFET22 (1-888-723-3822) — will always have the most current information on what's available.

If you'd like more information on Safe Michigan, just call your sales representative or independent agent.

AFD

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

AFD

Ice Never had it So Good!

E&J

Cask & Cream

Available in the following sizes:

50ml
200ml
375ml
750ml
1.0L



Trans-Con Co.

The Award Winning Taste of Delicious Cream Swirled into Smooth E&J Brandy

ATTENTION ALL GOLFERS:

Get in the Swing and Get on the Right "Course" for Education at the 1998 AFD Scholarship Golf Outing!

Thursday, July 23, 1998

at Wolverine Golf Course

10 a.m. Shotgun Start



Last year, your sponsorship dollars helped to provide 25 scholarships for students from the food & beverage industry.

This year, AFD has pledged even more money to help develop these deserving young minds.

Complete Eagle, Birdie and Par Sponsorship Packages and General Foursome are now available.

Call Tom Amyot at (248) 557-9600

for details.



New for 1998--Visit the Taylor Made Demo Van and "Find Your Game."

Reserve Your Sponsorship Today!



Shots from the Midwest Wholesale Food Show



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

AFD on the Scene



AFD members met with the Lottery, LCC, Department of Agriculture and Inkster city officials about the future of Inkster.



Food Marketing Institute



AFD members meet with the Food Marketing Institute to discuss the benefits of membership in a national food association.

Stroh's AND *Sanders*
SINCE 1875

PROUDLY INTRODUCE

Stroh's
HOMEMADE
ICE CREAM



HOT FUDGE CREAM PUFF
HOT FUDGE CREAM PUFF

8 UNIQUE FLAVORS

NOW IN PINTS!



- Hot Fudge Cream Puff
- Old Fashioned Vanilla
- Old Fashioned Butter Pecan
- Hot Fudge Sundae
- Bumpy Cake N' Cream
- Raspberry Bumpy Cake N' Cream
- Coffee N' Donuts
- Milk Chocolate Mashmallow

Contact your local Stroh's Ice Cream Representative for details.

Big Game pays off for Michigan Lottery retailers & players



by Commissioner Bill Martin

Just two months after The Big Game launched its second weekly draw, Michigan has reported its highest weekly sales figures since the August 1996 introduction of the multistate lotto game. Big Game sales totaled \$11.19 million for the week ended April 6, 1998,

spurred in large part by a \$60 million jackpot! In addition that week, sales for all on-line games jumped to \$33.5 million, the highest mark this fiscal year. These impressive numbers are a direct result of the outstanding efforts of Michigan Lottery

retailers.

Big Game jackpots still start at the guaranteed \$5 million, but they have skyrocketed to near-record levels with the addition of a second draw. That's good news for Michigan Lottery retailers and their customers.

Michigan continues to lead all Big Game states in weekly sales, and we have the winners to prove it! To date, Michigan has produced four jackpot winners ranging from \$5 million all the way up to \$45.6 million. Second-tier prize winners have fared very well too: Since the game's inception through the April 7 drawing, 86 Michigan Lottery players have won The Big Game's \$150,000 prize for matching the first five numbers.

Ask for the Sale! With sales and winner results like that, it's clear that Lottery retailers "ask for the sale." Player interest is high when jackpots are rolling and climbing by the millions, but it's important to keep your customers apprised of all the latest Lottery games available.

It only takes a minute to remind players about the variety of Lottery products you have to offer. So remember to "ask for the sale." Your customers will appreciate your friendly reminder and you will appreciate the increase in sales and commissions.

Fly Away Cash and Dash! Chances are, your customers have caught a little touch of "spring fever" already. What better way to help them welcome the warmer weather than with a chance to win some terrific prizes in the Lottery's Daily 3 "Fly Away Cash and Dash" second-chance sweepstakes.

Players love second-chance contests and this one will really put their "heads in the clouds." Each week during this six-week promotion, the Lottery will award five prizes of two first class airline tickets and \$5,000 cash; 25 prizes of \$1,500; and 100 travel bags.

To enter, players must send one non-winning Daily 3 mid-day ticket and one non-winning Daily 3 evening ticket from drawings between **May 4, 1998 and June**

Winner of the
1997 Wireless Carrier
Excellence Award.

Membership Do's

Endorsed by:



Do call AirTouch Cellular today and ask about our low rate plans available to members only. Act now—sign a two-year service agreement with AirTouch and, for 3 months, you'll get:

- **1/2 Off your per-minute rate**
- **Free Weekends**



For more information about this Associated Food Dealers Program, call:

1-800-AIRTOUCH

Every time you use your phone in your home market, AirTouch Cellular makes a contribution to your Association at no additional charge to you. New activations only. Credits for promotional discounts begin on 2nd bill; regular charges for rate plan chosen will begin on 5th bill. Free weekend calling feature includes off-peak hours from Saturday a.m. through Sunday p.m., and continues after 4th bill as a \$9.99 monthly charge until canceled. Free airtime and 1/2 off per-minute rate in home calling area only. After 3 months, regular per-minute charges apply. Roaming, toll, long distance and taxes extra. Other restrictions apply. Offer ends 6/27/98.

AF-GLZ-20

13, 1998, to take part in one of the six weekly drawings. Entries may also be dropped off at any Lottery regional office or at the nearest participating newspaper or radio station drop boxes. All cash prize winners will be announced during the telecast of the Lottery's "Road to Riches" game show on May 16, May 23, May 30, June 6, June 13 and June 27.

If your store is identified as the selling retailer of a grand-prize entry, you receive a special \$100 bonus! Be sure to tell your Daily 3 customers about the Lottery's newest promotion; it may be just the ticket for a quick spring getaway and some bonus cash.

New Instants! In May, there are three new games you'll want to have available at your ticket counters. A new \$5 game, "High Roller," goes on sale May 4 and offers three games on each ticket and an on-the-spot prize of \$250,000. Get in on the "Titanic" craze with the new \$2 "Titanic Treasures." On sale May 18, it offers a top prize of \$25,000. The newest \$1 game, "Summer Fun," goes on sale May 26 and offers players six fun scenes and a top prize of \$5,000.

Food for thought

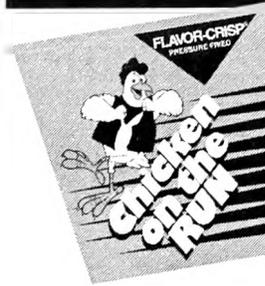
Microsoft executive Bill Gates has been called "a visionary with the clout to make his vision come true." At a recent conference for CEO's, Mr. Gates said he feels too many people **overestimate** how much things will change in the next two years and **underestimate** how much they will change over the next ten years.

Mark your calendars!

JULY 23, 1998
WOLVERINE GOLF CLUB
AFD ANNUAL GOLF OUTING



OUR CONCEPT FITS INTO YOUR LIMITED SPACE!



- State of the Art Equipment
- Professional Set-up
- Complete Training
- No Franchise Fees
- No Royalties



THE BEST IN TOWN!

WE MARKET— YOU PROFIT!

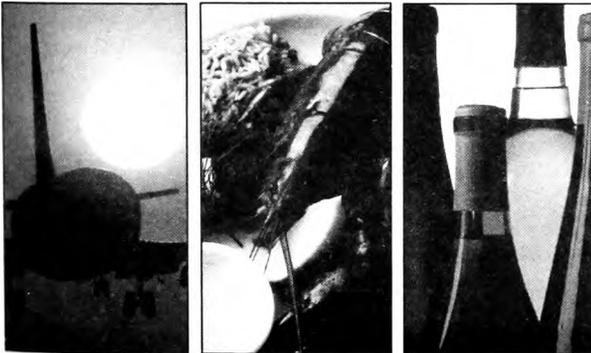
- PIZZA
- SUBS
- CHICKEN

810-731-0444

CHICKEN ON THE RUN ANTHONY'S PIZZA

NINOCO, LLC.—CORPORATE OFFICES
48562 Van Dyke • Shelby Twp., MI 48317

Regardless of the nature of your business...



...Liquor law hassles can be a sobering experience.



When it comes to liquor law regulation, Michigan is one of the toughest states in the country. Bars and restaurants represent only a small fraction of the businesses affected. Airlines, retail department stores, hotels, non-profit organizations, political committees and a broad spectrum of other entities can be shut down for non-compliance.

The law firm of Abbott, Nicholson, Eshaki & Youngblood PC, in Detroit is proud to announce that Thomas J. Giachino — a nationally recognized liquor law expert — has joined the firm as Of Counsel. A former Michigan assistant attorney general, Giachino represented the Michigan Liquor Control Commission for 23 years. He is qualified to help companies in Metro Detroit overcome Michigan's regulatory and administrative liquor law hurdles.



Abbott, Nicholson, Quilter, Eshaki & Youngblood, PC, 300 River Place, Suite 3000, Detroit, MI 48207-4291
 (313) 566-2500, fax (313) 566-2502, e-mail anqey@anqey.com

Member Commercial Law Alliance With Independent Firms In Principal Cities Worldwide



Whether your business is a small shop or a large company in the making, our wide range of business banking services is geared to help your business succeed. Our Small Business Administration (SBA) preferred lenders will work with you to generate capital for your specific business needs, including lines of credit and accounts receivable and equipment financing. You'll find our small business expertise, service and flexibility are second to none. And we're just a phone call away. Dial 1-800-CALL-MNB.

Michigan National Bank





Paper or plastic—Enhancing consumer satisfaction while controlling costs

The supermarket checkout is a busy place for consumers today. Consumers are not finished making decisions when they arrive at the checkout. They have to decide if they are going to use their frequent shopper card. They have to decide if they are going to pay by cash, check, debit card or by credit card. And, they often have to decide on paper versus plastic.

These decisions have an impact on front-end efficiencies and are a cost of doing business. How retailers respond to these decisions is ultimately the difference between having an efficient front-end system versus an inefficient one. How retailers respond also impacts the consumers' image of the store. The checkout experience is the last image a consumer has when leaving the store.

Some supermarkets do not have access to both consumers and operating cost information to effectively manage the front-end. This is particularly true when it comes to grocery bags. There are more bags available today than ever before. Some supermarkets offer consumers a choice, while others only offer one bag type. Some supermarkets select bag type(s) based on consumer demand and some strictly on the purchase cost of the bag. However, few companies have all the information necessary to make fully informed decisions. Total supply-chain costs of handling bags from the warehouse to the store, bag capacity utilization rates and secondary bag usage are often never considered when making bag purchasing decisions. Yet, these influences significantly impact front-end costs as well as

consumer satisfaction levels.

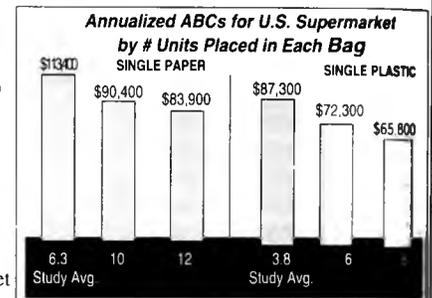
The topline findings presented here are from an industry study completed during June and July 1996. The study was conducted in cooperation with Wakefern Food Corporation and 10 independent Shop Rite stores.

An Activity-Based Costing study was conducted on over 5,000 bag transactions. In addition, four focus groups and 600 in-store intercepts were completed.

Grocery bags cost an average U.S. supermarket between \$87,000 and \$195,000 annually, or .6 to 1.3 percent of sales. (See graph on page 1.) The variation in activity-based costs are directly related to the purchase cost of the bag, labor and storage, transportation costs,

as well as the capacity of the bag.

When the purchase cost of the bag, labor, storage, and transportation is included, a single bag will cost a supermarket between 4¢ and 13¢. On a per-unit basis, there is less variation.



This is due primarily to the number of items placed in grocery bags. Some of the grocery bags are larger, heavier and therefore, hold more items.

Nearly all of the Activity Based



Great Lakes Telephone

Your Payphone as a Profit Center

Payphones provide a cost-free source of revenue for you. Competitively attractive compensation is based on gross revenues, NOT net revenues.

This means that no expenses are subtracted from your compensation check for equipment, installation, repair, local access charges or fraud. Great Lakes Telephone assumes all of the costs associated with these items, not you!

Often, other vendors charge for these services.

Additional Benefits

Additional savings can add to even greater profit with Great Lakes Telephone payphones. We assume all of the costs associated with the following items:

- No charge for the payphone
- No charge for the installation
- No charge for maintenance and repairs
- No charge for standard shelves or enclosures
- No charge for signs
- No charge for coin collection and counting
- Our rates are at or below Ameritech's

We want to put the power and resources of a Great Lakes "smart phone" to work for you. We can show you how to maximize usage of your payphone and help this to be part of your business's success formula.

Great Lakes Telephone

21769 Melrose Avenue
Southfield, Michigan 48075
(800) 746-9930 • Fax (248) 746-9934

CORNELIUS SYSTEMS, INC.

Phone (248) 545-5558 • Fax (248) 545-5557

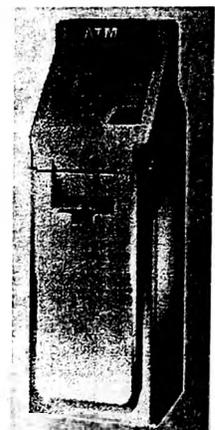
C-STORE DIVISION

- ATM MACHINES • COIN/CURRENCY SCALE
- CURRENCY COUNTER • AUDIT MASTER CASH MANAGEMENT SYSTEM
- TIDEL TIME DELAY SAFES

Statewide Sales and Service for over 25 years!

Services available with Cornelius Systems:

- Michigan distributor for ACCESS CASH and Triton ATMs.
- A service base of over 8,000 machines throughout the state.
- ONE NUMBER to call for service supplies and sales.
- ACCESS CASH is the #1 Master Dealer for Triton ATMs.
- Monitoring Service
- Maintenance Agreements.
- Ad Screens and Couponing.



If you don't display MAGIC LINE, you're losing money!

3384 12 Mile Road • Berkley, MI 48072
Phone (248) 545-5558 • Fax (248) 545-5557

Costing for bags (97 percent for paper and 99 percent for plastic) represent bag costs and store labor costs.

Front-end training and discipline can significantly reduce bag costs. If a store increased paper capacity from 6.3 units per bag to 12.0, they would reduce their annual total bag costs by \$29,500. Similarly, if a store increased plastic bag capacity from the current average of 3.8 to 8.0, plastic bag costs could be reduced by \$21,500.

An average supermarket will save approximately 4.4¢ per paper bag (labor and bag cost) returned to the store by the consumer. A 100-store chain that offers a 2¢ per bag refund and experiences a 10 percent re-use rate can save approximately \$337,500 per year. Any refunds over 4.4¢ are more expensive than the cost of a new bag. However, offering 5-10¢ refunds provides a customer incentive to shop there.

Stores doubling regular plastic bags may want to purchase super plastic bags. Super plastic improves strength but costs the retailer approximately \$66,000 less in labor and materials. Similarly, stores that want the stability of paper and ease of carrying by placing paper inside plastic may want to consider using paper bags with handles.

Fifty-eight percent of the consumers interviewed in the stores prefer paper over plastic, while only 36 percent prefer plastic. And, paper bags have a strong appeal with consumers, irrespective of their spending level.

The main benefit of the plastic grocery bag is that it has a handle and is therefore easy to carry. For many consumers, the plastic grocery bag is also a free garbage can liner for the home.

Overall however, consumers said paper has more of the attributes they are looking for in a grocery bag including, strength, size, stability, and can be re-used.

More than 80 percent of the consumers re-using grocery bags at home cite garbage liners as the main in-home use. Many consumers said they are also using paper bags as an alternative curbside recycling bin.

The cost of grocery bags varies dramatically by bag type and supermarket front-end handling practices. The total cost for supermarkets to warehouse, transport, and handle grocery bags

A SMART Category Manager knows how to IMPACT profits!

THE HIGH-FREEZER is a fixture that is part of United Magazine Company's IMPACT merchandising program. Participating retailers experienced a 20 - 95% sales increase with this program.

IMPACT...another innovative solution to maintaining the profitability of the magazine category.



At United Magazine Company, we've developed the periodicals industry's only Demographic / Psychographic computer based distribution system. We analyze consumer data and store-specific information to target the product most likely to sell in each store.

We call it **SMARTS**, you'll call it the answers you've been looking for!



United Magazine Company

For more information, call today!
800-292-0852

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 related entities. © The Blue Cross and Blue Shield Association

at the store range from .6 to 1.3 percent of sales. This means that for an average supermarket in the U.S., total bag costs range between \$87,000 and \$195,000 annually.

The results of the Activity Based Costing study shows that the primary drivers of total bag costs are:

- Purchase cost of the bag.
- Bag capacity utilization rates.
- Front-end labor practices.

Managing these three areas alone can help supermarkets minimize the cost of their bag program.

One of the most important steps retailers can take to reduce costs is to ensure baggers have the necessary training and discipline to maximize front-end handling efficiencies.

However, bag decisions are not based solely on costs. Supermarkets need to strike a balance between managing costs and maintaining or exceeding customer service levels. In today's competitive environment, customer service is often the deciding factor for consumers in their choice of a store.

Research from this study clearly shows that consumers prefer paper bags (58 percent) over plastic (36 percent). The study shows that consumers like the following attributes in their grocery bags:

- Handle
- Strength
- Size/Capacity
- Stability (stands up in car)
- Re-usable (garbage and recycling container)

Retailers need to ensure their bags meet these criteria.

The paper versus plastic debate won't end here. The debate really shouldn't be about paper versus plastic at all. The debate should be about what is the most effective way to meet consumer satisfaction levels while minimizing front-end costs.

Consumers have strong opinions on the attributes they want in a bag. The decision now should be what is the best way to meet these demands in the most efficient way possible.



How To Get A Handle On Customer Satisfaction!

Growing numbers of supermarket operators are enthusiastic about the new paper handle bag because they recognize these distinct benefits for customer satisfaction:

- *The handle bag is easy to carry*
- *Is equal in capacity to four plastic bags*
- *Has great stability*
- *Can be reused and recovered for recycling*

Join other smart operators in building customer satisfaction! For names of paper handle bag manufacturers, contact:

Paper Bag Council / American Forest & Paper Association

1111 19th Street, NW • Washington, DC 20036

Phone: 202/463-2595 Fax: 202/463-5171

Contact: David Stuck

Website: <http://www.afandpa.org>

AUTOMATED COLLECTION SYSTEMS INC.

"The only AFD Endorsed Collection Source"

ACS Offers:

- Customized AFD collection programs
- Check verification
- Automatic check delivery by bank - optional
- Full service collection agency
- Access to TeleCheck's database

Automated Collection Systems, Inc.
23800 West Ten Mile Rd.
Southfield, MI 48037
1-800-227-5493

AFD members can combine ACS collections with TeleCheck Michigan verification
Serving Southeastern Michigan together for over 15 years

POTOK PACKING CO.

Manufacturers of Quality Sausage

Kennedy's
Brand
Sausages



**VIRGINIA DAVIS
BRAND
SAUSAGE**

ALCAMO'S SAUSAGE



2415 East McNichols
Detroit, Michigan 48212

Office: 313 **893-4600** • Fax: 313 **893-6010**

Senator Byrum drafts legislation regarding beer by the keg

Senator Dianne Byrum, (D-Onondaga, District 25) recently drafted legislation regarding retail sales of keg beer. Many of the provisions are still under negotiation, including how long retailers need to keep keg receipts. AFD will keep you posted.

As the draft currently reads, retailers selling beer in a keg of 6 gallons or more must:

- A. Attach an identification tag on the keg before it is sold.
- B. Require purchaser to sign a receipt with their name, address, and driver's license number, if they possess a license; otherwise another form of identification. The Michigan Liquor Control Commission (MLCC) must supply the receipts.
- C. Refuse to return a deposit on a keg that has no identification tag attached.

The MLCC must make the keg tags available to the retailers. The tags must be easily removable for cleaning by the owner.

Retailers must retain the receipts for at least six months; and make them available to the commission and law enforcement officials. The intent is not to hold retailers liable for adults who are providing alcohol to minors. The intent is to increase tracking of where the kegs are going.

A person is guilty of a misdemeanor if they violate this law under the following conditions:

- If the retailer fails to apply an identification tag on the keg and/or fails to obtain a receipt.
- If a person (other than a retailer) possesses a keg which does not have an identification tag attached and/or provides false information on the receipt.

Legislative information on the web

Analysis of House and Senate legislation now is available on the Internet. The site can be accessed at <http://MichiganLegislature.org>. Disciplinary reports on medical professionals also is available from the Michigan Department of Consumer and Industry Services by accessing <http://www.cis.state.mi.us/ohs>.



(Top) Denny Otto (r) is thanked by AFD Chairman Bill Viviano and (Bottom) Bill Jones (l) is thanked by AFD President Joe Sarafa for their involvement as co-chairmen of the very successful 1998 Trade Dinner.

Liquor Liability



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

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

- ✓ 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

Music licensing legislation passes in house

Music licensing coalition scores victory for small business

The U.S. House of Representatives recently passed legislation regarding music licensing. On the heels of a four-year process, the legislation was passed in the House by a wide margin of 297-112. The amendment also provides important new measures to protect the rights of retail music users when dealing with ASCAP, BMI and other societies.

James Sensenbrenner (R-WI) founded the core principles of the Fairness in Music Licensing Act (H.R. 789). In summary, the amendment provides:

- an exemption from licensing fees for radio and television broadcasts in restaurants, bars, and other small businesses with less than 3,500 square feet of space where music is intended to be heard by the public.
- an exemption for larger establishments if they have less than six speakers and two or fewer televisions less than 55 inches in diameter.
- fairness and equity for small businesses by establishing local binding arbitration.

Copyright term extension legislation is expected to be considered by the Senate following the Spring recess. Rep. Sensenbrenner said, "The overwhelming, veto-proof margin of the House vote sends the message to the United States Senate that Fairness in Music Licensing must be considered in order for the copyright term extension legislation to pass."

Electric utility deregulation

It does not appear that the legislature will act on electric utility deregulation this session. No definitive action is likely by the legislature, regulatory agencies or the utilities as discussions among key stakeholders have been less than productive. Some options are to codify the Public Service Commission orders issued January 14, in state law to at least begin the deregulation process or postpone action until after the November elections. However, sooner or later the legislature will need to act on key issues related to deregulation including a provision for reciprocity, stranded costs and a possible bond issue.

CCP – Who's on the list

If you haven't received a letter from OSHA by now, you're not on their target list for the Cooperative Compliance Program (CCP). Letters were sent late last year to 12,250 employers who reported to OSHA that their 1996 lost-workday injury illness rate averaged 7.0 or more cases per 100 full-time workers. That's almost twice the national average for 1996 of 3.6 cases. If you're one of these employers and didn't sign on with OSHA, there's a 100 percent chance you'll get an inspection in the next two years!

Electronic Funds Transfer '99

As the deadline for Electronic Funds Transfer (EFT) '99 – the federal mandate that all direct federal benefits be electronically deposited in a federally insured bank account by 1999 – fast approaches, it is clear that the ten million federal check recipients who do not have bank accounts will be exempted, at least temporarily. In fact, Treasury Under Secretary, John D. Hawke, Jr., recently told the Financial Institutions and Consumer Credit Subcommittee of the U.S. House of Representatives that the deadline for the unbanked would not be met, and unbanked recipients would be granted an automatic waiver until January 1, 2000. The delay – which could, in fact, go beyond 2000 — will allow Treasury additional time to design and select financial institutions that will set up low cost Electronic Transfer Accounts (ETA's) for the unbanked.

Repeal of special occupational tax

Representative George Radanovich (R-CA) has announced his plans to re-introduce a bill seeking a total repeal of the Special Occupational Tax (SOT) on retailers, wholesalers and suppliers and other businesses that serve or sell alcohol beverages. The bill has positive momentum behind it with the reported surplus in the federal budget and with public sentiment to restrain intrusive and onerous regulation and interaction of federal agencies such as the Internal Revenue Service.

Under NABR's leadership, the Coalition to Eliminate the Special Occupational Tax is working closely with Rep. Radanovich's office to elevate congressional support with additional co-sponsors and language which ensures balanced treatment of all industry tiers and segments. NABR will work to ensure passage of legislation in the 105th Congress. CESOT is comprised of representatives from all segments and tiers of the industry and related organizations with a stake in the SOT issue.

NABR, the Coalition and Representative Radanovich believe that the Special Occupational Tax is without purpose and provides the industry with no specific service. It is discriminatory and merely a nuisance tax which has not been uniformly enforced. Thousands of small "mom and pop" retail businesses are saddled with paying an additional \$250.00 per year which is regressive and a piggyback tax on top of countless federal, state and local taxes. The name of this tax makes it clear that this is a tax on a "special" segment of American business that, in essence, are penalized for providing a legal, highly regulated, highly taxed consumer product.

Congress is spending more to collect less and, as Congress looks to streamline the nation's revenue collection system, attention must be paid to the cost of enforcing the SOT payment compliance. The Bureau of Alcohol, Tobacco & Firearms (ATF), which is charged with collecting SOT payments, has made public its frustration with trying to collect this unpopular tax from the hundreds of thousands of retailers who are confused and resentful of the process used by ATF to collect the tax. Retailers report that they feel the SOT is imposed upon them without any particular logic by an agency they do not normally deal with and which provides no particular services to the retailer. Further, ATF fails to collect payments from a large percentage of retailers, making the SOT expensive to collect and unevenly administered.

Senate commerce committee clears tobacco settlement legislation

The Senate Commerce Committee on April 1, by a vote of 19 to 1, favorably reported the Universal Tobacco Settlement Act (S. 1415). The legislation, authored by Commerce Committee Chairman John McCain (R-AZ), would grant broad authority to the Food and Drug Administration to regulate the advertising and marketing of tobacco products and would further impose a fee of \$1.10 per pack to be phased in over a five-year period. In terms of the retail provisions, S. 1415 would require photo identification with date of birth for persons under 27 years of age. All tobacco purchases would have to be face-to-face transactions, and self-service displays and vending machine sales (except in adult-only facilities) would be banned. The legislation also calls for the licensing of retailers that sell tobacco products. States that have retail licensing programs in place along with laws that hold minors responsible for possessing or attempting to purchase tobacco products would be eligible to receive block grant money. Language that would have adversely affected consumer loyalty card programs and supermarket frequent shopper programs is no longer in the bill. S. 1415 will now go to the full Senate for consideration.

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.

FOR SALE BY OWNER— Party store. Beer, Wine & Liquor 4,000 sq. ft. in Garden City Call Roxi at (313) 833-1191.

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 Re/Max Exec. Prop. Brian Yaldeo 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.

MARKET DELI FOR SALE—3,300 sq. ft. Ann Arbor, central University of Michigan campus location, student clientele. Owner is retiring. All newly remodeled including new equipment. Call (734) 741-8303.

GAYLORD BUILDING FOR SALE—3,600 sq. ft. across from new Post Office. Ideal for Party Store or Convenience Store. \$198,000. Ask for Don Mitzryk at (517) 732-9422.

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.

EQUIPMENT FOR SALE—Taylor, 3-head, soft serve ice cream machine—\$2600. Drink Spinner—\$150. Triple Dip Cabinet—\$75. Hot Fudge warmer—\$50. Furry Blender—\$250. Pizza Warmer—\$200. Bagel merchandiser, 2-compartment—\$50. All equipment in excellent condition. Call Rick at (248) 545-3500 or (248) 652-2239.

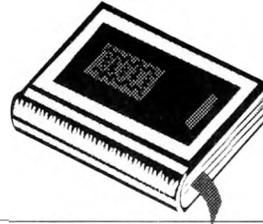
Coke
continued from page 1

again committed to this worthy effort," says AFD Executive Director Joseph Sarafa. This is the third year that AFD and Coca-Cola have teamed up to provide scholarships. Over \$29,000 in scholarship money was raised in the last two years.

We need your help to reach our 1998 goal of \$25,000. If you are contacted by an AFD member or a representative of Coca-Cola please give them every consideration.

The AFD Scholarship Program provides academic scholarships for

deserving youths in the food industry. This one-year renewable scholarship is awarded to Michigan high school seniors, college freshman, sophomores and juniors who excel in academics and are either employed in the food industry or have parents who are.



Store management course set for June

Food Marketing Institute (FMI) is offering the course, Managing the Total Store: Operations Course, in partnership with Western Michigan University, June 7-11.

The course is designed to give managers an edge on operations management. While studying different aspects of store operations, the participants work in teams to create proactive solutions to typical problems faced in day-to-day operations.

4 QUESTIONS

1 Do you want to triple your Phone Card Sales?

100 % credit
No Cash Outlay

POS Activated
Prepaid Phone Cards

Rechargeable
at your store

Eliminate:

- Employee and customer theft
- Initial inventory cost
- Inventory liability
- Loss of time reconciling stock or taking inventory



2. Are you ready for the year 2000?

3. Will your present POS equipment accept EBT?

4. Do you need to upgrade to accept ATM/Debit?

1 ANSWER

One POS terminal does it all!

Credit Cards, Checks, ATM/Debit Cards, EBT, Prepaid Phone Cards, Prepaid Cellular

Merchant Card Services, LLC dba

POS Systems Management

4515-B West Saginaw, Suite #201 / Lansing / MI / 48917 / Ph: 517-321-1649 / Fax: 517-321-1659

1-800-909-5599

SUPPORT THESE AFD SUPPLIER MEMBERS

AUTHORIZED LIQUOR AGENTS:

| | |
|-----------------------------|----------------|
| General Wine & Liquor | (248) 852-3918 |
| National Wine & Spirits | (888) 697-6124 |
| Incore Group/Trans-Cor, Co. | (888) 440-0200 |

BAKERIES:

| | |
|----------------------------------|----------------|
| Akroyd's Scotch Bakery & Sausage | (313) 532-1181 |
| Archway Cookies | (616) 962-6205 |
| Awey Bakeries, Inc. | (313) 522-1100 |
| Daily Madison Bakery | (517) 764-5516 |
| Intersite Brands Corp. | (313) 591-4132 |
| Kneppinger Bakeries, Inc. | (248) 967-2020 |
| Oven Fresh Bakery | (313) 255-4437 |
| S & M Biscuit Distributing | (313) 803-4747 |
| Schafer Bakery | (810) 294-9166 |
| Sunshine Salseros | (248) 352-4343 |
| Taystee Bakeries | (248) 476-0201 |

BANKS:

| | |
|---------------------------|----------------|
| Comerica 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 | 1-800-225-5662 |
| N.B.D., N.A. | (313) 225-1581 |
| Standard Federal Bank | (248) 637-2543 |

BEVERAGES:

| | |
|---------------------------------------|----------------|
| Absolut Water Co. | 1-800-334-1064 |
| Action Distributing | (810) 591-3332 |
| American Brokers Association | (248) 544-1250 |
| 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) 393-5800 |
| Brown-Norman Beverage Company | (313) 443-3302 |
| Cadillac Coffee | (313) 369-9020 |
| Canadian Arctic Beverage | (416) 676-0201 |
| Carandjuga 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 | (734) 397-2700 |
| —Ron Hanton | (810) 882-8501 |
| Consolidated Wine & Spirits | (810) 772-9479 |
| Cosco Brewing Co. | (313) 451-4499 |
| Decanter Imports | (248) 344-6644 |
| E & J Gallo Winery | (248) 643-0611 |
| Eastown Distributors | (313) 867-6900 |
| Everfresh Beverages | (810) 755-9500 |
| Fajgo Beverages, Inc. | (313) 252-1600 |
| Frankenmuth Brewery | (517) 652-6183 |
| General Wine & Liquor Corp. | (313) 865-0521 |
| Great Lakes Beverage | (313) 527-1654 |
| Great Lakes Marketing | (313) 533-9991 |
| Great State Beverage | (810) 786-0176 |
| Guinness Import Company | (248) 594-8951 |
| Heublein | (248) 948-8913 |
| Hiram Walker & Sons, Inc. | (248) 263-1375 |
| House of Seagram | (248) 858-2340 |
| Hubert Distributors, Inc. | (313) 927-3000 |
| Intrastate Distributing | (313) 835-6400 |
| J. Lewis Cooper Co. | (248) 588-9200 |
| L & L Wine World | (708) 503-5433 |
| Lifestyle Beverage Corp. | (313) 336-9522 |
| Mazo Beverage Inc. | (414) 259-0444 |
| Miller Brewing Company | 1-800-247-2982 |
| Mohawk Distilled Products | (617) 789-4300 |
| Namacker Nectars | (248) 380-3640 |
| Nestle Beverages | (248) 674-3171 |
| Oak Distributing Company | (248) 935-6533 |
| Pabst Brewing Co. | (313) 345-5250 |
| Paddington Corp. | 1-800-878-9245 |
| Pepsi-Cola Bottling Group—Detroit | 1-800-368-9945 |
| —Howell | 1-800-878-9239 |
| —Pontiac | (248) 334-3512 |
| Petipren, 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) 584-1700 |
| Unibrew USA | (954) 784-2739 |
| United Distillers U.S.A. | (810) 629-7779 |
| Universal Ginseng and Beverage, Inc. | (810) 754-3800 |
| Vintage Wine Co. | (810) 294-9390 |
| 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 |

BEVERAGES:

| | |
|---------------------------------------|----------------|
| Absolut Water Co. | 1-800-334-1064 |
| Action Distributing | (810) 591-3332 |
| American Brokers Association | (248) 544-1250 |
| 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) 393-5800 |
| Brown-Norman Beverage Company | (313) 443-3302 |
| Cadillac Coffee | (313) 369-9020 |
| Canadian Arctic Beverage | (416) 676-0201 |
| Carandjuga 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 | (734) 397-2700 |
| —Ron Hanton | (810) 882-8501 |
| Consolidated Wine & Spirits | (810) 772-9479 |
| Cosco Brewing Co. | (313) 451-4499 |
| Decanter Imports | (248) 344-6644 |
| E & J Gallo Winery | (248) 643-0611 |
| Eastown Distributors | (313) 867-6900 |
| Everfresh Beverages | (810) 755-9500 |
| Fajgo Beverages, Inc. | (313) 252-1600 |
| Frankenmuth Brewery | (517) 652-6183 |
| General Wine & Liquor Corp. | (313) 865-0521 |
| Great Lakes Beverage | (313) 527-1654 |
| Great Lakes Marketing | (313) 533-9991 |
| Great State Beverage | (810) 786-0176 |
| Guinness Import Company | (248) 594-8951 |
| Heublein | (248) 948-8913 |
| Hiram Walker & Sons, Inc. | (248) 263-1375 |
| House of Seagram | (248) 858-2340 |
| Hubert Distributors, Inc. | (313) 927-3000 |
| Intrastate Distributing | (313) 835-6400 |
| J. Lewis Cooper Co. | (248) 588-9200 |
| L & L Wine World | (708) 503-5433 |
| Lifestyle Beverage Corp. | (313) 336-9522 |
| Mazo Beverage Inc. | (414) 259-0444 |
| Miller Brewing Company | 1-800-247-2982 |
| Mohawk Distilled Products | (617) 789-4300 |
| Namacker Nectars | (248) 380-3640 |
| Nestle Beverages | (248) 674-3171 |
| Oak Distributing Company | (248) 935-6533 |
| Pabst Brewing Co. | (313) 345-5250 |
| Paddington Corp. | 1-800-878-9245 |
| Pepsi-Cola Bottling Group—Detroit | 1-800-368-9945 |
| —Howell | 1-800-878-9239 |
| —Pontiac | (248) 334-3512 |
| Petipren, 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) 584-1700 |
| Unibrew USA | (954) 784-2739 |
| United Distillers U.S.A. | (810) 629-7779 |
| Universal Ginseng and Beverage, Inc. | (810) 754-3800 |
| Vintage Wine Co. | (810) 294-9390 |
| 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 Green Company | (248) 395-6100 |
| Hanson Fast Assoc. | (248) 354-5339 |
| J.B. Novak & Associates | (810) 752-6453 |
| James K. Tamarkin Company | (248) 424-8500 |
| Ment Sales Corp. | (248) 569-3634 |
| Paul Inman Associates | (248) 626-8300 |
| PVI-Eisenhart | (248) 737-7100 |
| Sales Mark | (313) 207-7900 |
| Treppo | (248) 546-3661 |
| "The Sell Group" | (810) 574-1100 |
| VIP Food Brokers International | (313) 885-6156 |

CANDY & TOBACCO:

| | |
|----------------------------|----------------|
| A.C. Courville Inc. | (248) 863-3138 |
| Brown & Williamson Tobacco | (248) 350-3391 |
| Hershey Chocolate U.S.A. | (248) 380-2010 |
| M & M Mars | (248) 887-2397 |
| Philip Morris USA | (313) 591-5500 |
| R.J. Reynolds | (248) 475-5600 |
| Sherm's Candies | (517) 756-3691 |
| Wolverine Cigar Company | (313) 554-2033 |

CATERING/HALLS:

| | |
|------------------------------|----------------|
| Country House Catering | (517) 627-2244 |
| Emerald Food Service | (248) 546-2700 |
| Gourmet House, Inc. | (810) 771-0300 |
| Karen's Cafe at North Valley | (248) 855-8777 |
| Nation Services | (517) 782-7244 |
| Penna's of Sterling | (810) 978-3880 |
| Southfield Manor | (248) 523-9020 |
| 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 |
| Bernea Food Service | 1-800-688-9478 |
| Dairy Fresh Foods, Inc. | (313) 868-5511 |
| Golden Valley Dairy | (248) 399-3120 |
| Independent Dairy Inc. | (313) 246-6016 |
| London's Farm Dairy | (810) 984-5111 |
| McDonald Dairy Co. | (800) 572-5390 |
| Melody Farms Dairy Company | (313) 525-4000 |
| Milk O'Mat | (313) 864-0550 |
| Pointe Dairy 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:

| | |
|---------------------|----------------|
| Lamwood Egg Company | (248) 524-9550 |
| Lacwester Poultry | (313) 295-1800 |

FISH & SEAFOOD:

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

FRESH PRODUCE:

| | |
|--------------------------|----------------|
| Aunt Mid Produce Co. | (313) 843-0840 |
| Detroit Produce Terminal | (248) 841-8700 |
| Sunyside Produce | (313) 259-8947 |
| Vitale Terminal Sales | (313) 843-4120 |

ICE PRODUCTS:

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

INSECT CONTROL:

| | |
|-------------------------------|----------------|
| Rose Extermination (Bio-Serv) | (313) 588-1005 |
|-------------------------------|----------------|

INSURANCE:

| | |
|---------------------------------------|----------------|
| Alphamena Insurance Agency | (810) 263-1158 |
| America One | (517) 349-1988 |
| American Principal Group | (810) 540-8450 |
| Arabo & Arabo Insurance Assoc | (248) 352-1343 |
| Blue Cross Blue Shield | 1-800-486-2365 |
| Capital Insurance Group | (248) 354-6110 |
| CoreSource | (810) 792-6355 |
| Gadaleto, Ramsby & Assoc. | (517) 351-4900 |
| Golden Dental | (810) 573-8118 |
| Great Lakes Insurance Services | (248) 569-0505 |
| Health Alliance Plan | (810) 552-6000 |
| IBF Insurance Group, Inc. | (248) 354-2277 |
| Kanter Associates | (248) 357-2424 |
| Frank McBride Jr., Inc. | (810) 445-2300 |
| Miko & Assoc. | (810) 776-0851 |
| Monroe-George Agency | (248) 489-9480 |
| Murray, Benson, Recchia | (313) 831-6562 |
| North Pointe Insurance | (248) 358-1171 |
| Rocky Husayn & Associates | (248) 557-6259 |
| SelectCare | (248) 637-5391 |
| Sinawi Financial & Insurance Services | (248) 357-8916 |
| The Wellness Plan | (313) 369-3900 |
| Willis Corroon Corp. of MI | (248) 641-0900 |

MANUFACTURERS:

| | |
|---------------------------------|----------------|
| Amato Foods | (313) 295-3337 |
| Bill Mar Foods | 1-800-654-3650 |
| Eden Foods | (517) 456-7424 |
| Fine Manufacturing | (248) 256-1663 |
| Gerber Products Co. | (810) 350-1313 |
| Groeb Farms | (517) 467-7609 |
| Home Style Foods, Inc. | (313) 874-3250 |
| Jaeggi Hillsdale Country Cheese | (517) 268-5990 |
| Kaif 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 |
| Monior (Big Chef) Sugar | (517) 686-0161 |
| Nabisco, Inc. | (248) 478-1350 |
| Nestle Food Company | (248) 380-3670 |
| Red Pelican Food Products | (313) 921-2500 |
| Singer Extract Laboratory | (313) 345-5880 |
| Stadium Club Foods, Inc. | (248) 332-8530 |
| Strauss Brothers Co. | (313) 832-1600 |
| 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 |
| Hygrad's 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 Meyer & Company | (248) 488-3000 |
| Pelkie Meat Processing | (906) 353-7479 |
| Potok Packing Co. | (313) 893-4228 |
| Ray Peva Products | (616) 228-5000 |
| Smith Meat Packing, Inc. | (313) 458-9530 |
| Southern Sausage, Inc. | (313) 369-8900 |
| Strauss Brothers Co. | (313) 832-1600 |
| Swift-Eckenh | (313) 458-9530 |
| Texas Brand, Inc. | (708) 526-0620 |
| Winter Sausage Mfg., Inc. | (810) 777-9080 |
| Wolverine Packing Company | (313) 568-1900 |

MEDIA:

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

STARTING
May 4th to June 13th 1998



Daily 3
Fly Away
Cash & Dash
second chance sweepstakes

**YOUR CUSTOMERS CAN
WIN
TWO TICKETS
FIRST CLASS
PLUS \$5,000 CASH
TO ANYWHERE IN THE USA AND CANADA***

**600 STYLISH
CARRYING BAGS
(\$60 VALUE)**

**150 PRIZES OF
\$1,500 CASH**

780 TOTAL PRIZES!

130 PRIZES EACH WEEK!

THIS IS WHY IT'S GOOD FOR YOU!

- More Daily 3 Mid-Day and Evening ticket sales!
- Increase your commissions!
- More traffic in your store!
- \$100 Cash BONUSSES to YOU for each winning Grand Prize Sweepstakes ticket you sell!
- Exciting "Fly Away Cash & Dash" point-of-sale materials for your store!

Enticing Radio, Outdoor and Newspaper advertising!

Get ready for the Daily 3 "Fly Away Cash & Dash" Second Chance Sweepstakes. And don't forget to ask your customers, "DID YOU PLAY?"



DAILY 3 ODDS: STRAIGHT BET: 1 IN 1,000
3-WAY BOX BET: 1 IN 333; 6-WAY BOX BET: 1 IN 167; 5/98
FOR TRAVEL IN THE CONTIGUOUS USA AND CANADA ONLY



**Proudly Announces a
new partnership with**



Neutraceuticals



**Bringing exciting new
products for promoting
healthier lifestyles to the
Michigan and Toledo
Ohio marketing areas.**



**is proud to represent an exciting
new product launch from**



See your SALES MARK representative for details



Midwest Region

Your Full Service Broker

With Offices In:

**DETROIT
SAGINAW**

**GRAND RAPIDS
TOLEDO**

**CINCINNATI
COLUMBUS**

**FT. WAYNE
INDIANAPOLIS**

LOUISVILLE