



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

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

October 1998

**Working hard for our members.**

## Inside

The four elements of service, see President's Message • page 3

Made in Michigan - Learn about the companies and products from our great state • beginning on page 12

Wether Hubbard loves Chester Fried! • page 40

## Legislative Update

### Retailers must check IDs despite court ruling against FDA on tobacco

Retailers are still expected to ask for photo identification with date of birth for all persons under 27 years of age seeking to purchase cigarettes and smokeless tobacco products even though a federal appeals court has ruled that the Food and Drug Administration (FDA) has no jurisdiction to regulate tobacco. The three-judge panel of the U.S. Fourth Circuit Court of Appeals reversed an earlier decision by a district court that had ruled FDA could regulate nicotine as a drug. The federal appeals court decision means that FDA cannot require retailers to place tobacco products under lock and key or behind the counter. In

See Legislative Updates page 32



With our Great Lakes, inland lakes and abundance of rich, fertile soil, Michigan harvests a wide variety of agricultural products. From apples to zucchini, we are fortunate to live in a state that provides a healthy variety of fruits, vegetables, meats, fish and fowl. Michigan is also a great state in which to do business. From the distributor that sells his products out of a station wagon to the food manufacturing giants, Michigan is home to them all. We dedicate this issue to the bounty our soil provides and the food and beverage-related companies that chose to make this great state their home.

## Government, Growers and Grocers team up to promote

### "5 Fast Ways to 5 a Day in Michigan."

Michigan's plentiful bounty of vegetables and fruits can be part of the solution for improving eating habits.

In an effort to promote the "Five a Day" program, the Michigan Department of Agriculture (MDA) and the state's chief medical executive launched "National 5 a Day Week" in Michigan. The state departments, along with grocers and a coalition of fruit and vegetable grower's associations, unveiled the new "5 Fast Ways to 5 A Day in Michigan" campaign.

"This new promotional campaign is as exciting for agriculture as it will be for health-conscious consumers," says Dan Wyant, MDA Director. "The 5 A Day in Michigan coalition is encouraging the public to consume more Michigan-grown and -processed fruits

and vegetables in five different ways: frozen, canned, juiced, dried and fresh."



Approximately 20 percent of Michigan grocery stores, about 450 stores, are expected to prominently display the banners, posters and other materials, according to campaign organizers.

"This is another key piece

in our effort to encourage the public to consume more fruits and vegetables," said Dr. David Johnson, chief medical executive for the Michigan Department of Community Health. "Study after study has shown the healthful benefits of a diet rich in fruits and vegetables. And many of those items are grown or processed right here in Michigan."

A 1996 study found that only 22 percent of Michigan adults ate five or more servings of fruits and vegetables daily, although nearly one-third are aware of the "five a day" recommendation.

Nationwide, children and teenagers were still below the "five a day" recommendation, with 3.4 servings daily in 1994. To participate in this program, contact Karen Streitel, Spartan Stores, Inc. at (616) 878-2558.



## Help make this a Happy Thanksgiving

AFD is involved in many charitable activities. One in particular is our annual Turkey Drive. Readers make donations so we can purchase over 1,500 turkeys for those in need in Metro Detroit. Every Thanksgiving, the turkey drive committee personally delivers turkeys and holiday greetings to the less fortunate. We always need donations and we always need volunteers to help deliver turkeys. Please call Tom Amyot at (248) 557-9600 to help!



It was a great day in the sun for the 8th Annual Senior Picnic on Belle Isle, August 20. More photos on pages 31 and 34.

Visit our Web site at: <http://www.estorecentral.com/afd.htm>



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ONE**



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## President's Message

# The Four Elements of Service



By Joe Sarafa

Great customer service isn't rocket science. "Customer" isn't a department. It is a simple philosophy that should be practiced by everyone in an organization, regardless of their position. Shep Hyken, author of *Moments of Magic* says good customer service can be broken down into four basic parts. While volumes of books have been written about great service, these four points could be considered the starting point—the basics. By understanding these very simple concepts, you will be well on your way to creating good rapport and a

better understanding of your customers.

**1. Common sense.** This means doing the obvious. It is a little more than treating your customers like you would want to be treated. But, it is not much more. It is simply treating your customers the way they want to be treated. Understand that what you would expect might be different than what your customer might expect. For example, a bellman may work at a very expensive hotel. He will probably never stay at a hotel like the one in which he works. He might never demand the same level of service and attention that the hotel's guests demand, but he still understands what they want and desire, and he delivers it to them.

**2. Flexibility.** Rules and policies are nothing more than guidelines. Don't let "company

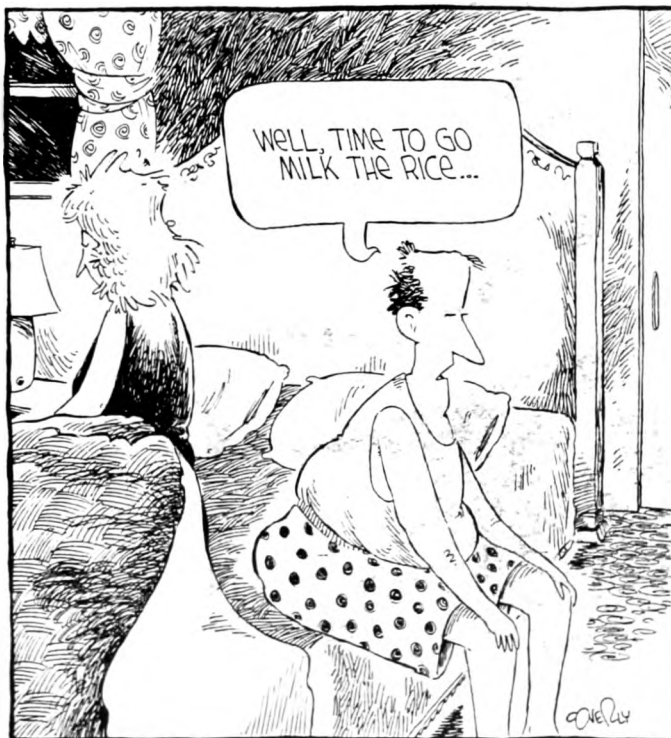
policy" stand in the way of making a customer happy. However there is eventually a point where you have to take a stand. In spite of what you may have heard, the customer is not always right. But, they are always the customer. So, if they are wrong, let them be wrong with dignity. Do what you can, within reason, to see that your customer is always happy. I am reminded of the CEO of a major company that called all of his people together and told them, "Do whatever it takes to make the customer happy." Well, they did, and almost put the company into bankruptcy. Along with empowering people to be flexible comes training. If properly trained, the employee can deliver what the customer perceives as a "whatever it takes" attitude, and the employees won't put the company out of business.

**3. Solving problems.** There are two types of problems to solve – business and non-business. Business problems include taking care of complaints and meeting a customer's needs. These customers are coming to you to either satisfy a complaint or have you help them with a problem, and you need to be there to help them. Then there are non-business problems that have nothing to do with what you and your company do on a day-to-day basis. An example of a non-business problem might be a person whose car has a flat tire across the street from your place of business. They come for help. How do you react? Do you tell them there is a pay phone down the street, or do you help them by picking up the phone and calling a tow truck? Solving a non-business problem is a potential way of generating good public relations. And, you never know, but this person could turn out to be your next customer.

**4. Recovery.** This is probably one of the most important points. I don't care how good you are. You can have a long-term satisfied customer for years. As soon as

## The Grocery Zone

By David Coverly



VEGAN FARMS

See Service, page 10



# Mommy, is this safe to eat?



by Art Shook, Training Analyst

Last fall, I had the opportunity to travel to the distant land of India for a two-week vacation. Like most Americans in a foreign country I worried about becoming sick from eating or drinking contaminated food or water—something we haven't had to worry about in the U.S. until now.

These days, it seems that all food is suspect. Ground meat may be contaminated with strains of *Escherichia coli* (E-coli) and in poultry you may find another recently publicized bacterium called *Campylobacter*. That faithful staple, the egg, is a carrier of salmonella and the vegetable bin and fruit bowl may harbor protozoans with names like toxoplasma and cryptosporidium. Outbreaks of hepatitis A have been traced to strawberries.

Just a lot of hype? No! The council for Agriculture Science and Technology, a private nonprofit organization, estimated in 1994 that as many as 9,000 deaths and 6.5 to 33 million illnesses in the United States each year are food related. The Department of Agriculture estimates that medical costs and productivity losses for seven specific food pathogens range between \$6.5 billion and \$34.9 billion annually. The current message from the Food and Drug Administration (FDA): "Treat all foods as if they are potentially contaminated," says Joe Madden,

strategic manager for microbiology at the FDA's Center for Food Safety and Applied Nutrition.

In light of public concern, the Clinton Administration has attempted to take an active role in protecting food and restoring public confidence, all the while insisting that U.S. food is "the safest in the world." In January 1997, President Clinton announced a \$43 million Food Safety Initiative. The plan calls for beefing up food safety inspections and monitoring efforts, funding new research to develop methods to control and detect foodborne pathogens and speeding up response to foodborne outbreaks. It also calls for expanded education efforts aimed at consumers, food service workers, and other segments of the "food chain."

Instead of hiring an army of inspectors, the plan sets out as its centerpiece a concept called Hazard Analysis Critical Control Point (HACCP). The idea behind this "science-based approach" is to pinpoint places in the food production process where contamination can occur and monitor them closely. FDA's Seafood HACCP regulations went into effect in December 1997 and now the Agriculture Department is developing rules for meat and poultry. The FDA will create the HACCP for fruit and vegetable juices. Rules for eggs and egg

products will be a joint effort of FDA and the Agriculture Department.

While the HACCP idea may seem to be giving industry more power to police itself, at the same time the Administration is asking Congress for more enforcement power, over U.S. producers and the increasing amounts of imported food. On October 2, Clinton announced a bill that would give the FDA the power to ban importation of fruits and vegetables from countries whose safety precautions do not meet American standards. The goal, said Clinton, is to "make sure that no fruits and vegetables cross our borders, enter our ports, or reach our tables without meeting the same strict standards as those grown here in America."

An existing law gives the Agriculture Department similar power over imported meat which meets the approval of the meat industry. This may soon change! Under present procedures, producers are required to notify the Agriculture Department of contamination; recalls are voluntary. If the Food Safety Enforcement Enhancement Act of 1997 is passed, recalls would become mandatory and stiff fines could be imposed for failure to comply. The meat industry has launched a major lobbying effort against the bill and has counted by calling on the FDA to allow them to use a process called irradiation to destroy all potentially lethal bacteria in meat. The industry argues that destroying the 1.2 million pounds of beef contaminated with E. Coli 0157:H7 that was recalled by the Hudson Foods Co. in August 1997 would have been unnecessary if food irradiation was allowed. As a result of the lobbying efforts, this technique is now allowed for poultry and red meat.

So what do we do to insure food safety? One thing for sure, new approaches will most certainly be

See Safe to eat, page 43

## Calendar

October 4-6

**FMI MealSolutions 98**  
Tampa Convention Center  
Tampa, Florida  
(202) 452-8444

October 17

**Making Strides Against Breast Cancer**

A walking event on Belle Isle  
(248) 483-4307

October 25-28

**Food Industry Productivity Convention & Exposition**

Nashville, TN  
(703) 532-9400

October 29

**Dracula Day & Harley Give-Away**  
Sponsored by Melody Farms  
for Alternating Hemiplegia Foundation  
(734) 762-0020

November 5-6

**Category Management - The Basics**

Philadelphia, PA  
(202) 452-8444

November 24

**AFD Turkey Drive**  
Metro Detroit  
(248) 557-9600

February 12

**AFD 83rd Annual Trade Dinner**  
Penna's, Sterling Heights  
(248) 557-9600

### Statement of Ownership

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AFD works closely with the following associations:



FOOD INDUSTRY ASSOCIATION EXECUTIVES



# Talk about your utility concerns with a Michigan Public Service Commissioner

*The Michigan Public Service Commission (MPSC) is sponsoring a series of Consumer Forums for state residents and businesses to discuss utility issues with MPSC Commissioners. These town hall meetings will provide consumers an opportunity to discuss problems or issues about telephone, electric or natural gas services and costs face to face with those who make decisions about Michigan's utilities.*

The meetings scheduled for October are:

**Thursday, Oct. 1 at 6 p.m.** in the Flint Municipal Center/City Hall-Council Chambers (3rd Floor) 1101 South Saginaw, Flint;

**Tuesday, October 6 at 6 p.m.**

at the William M. Costick Activities Center-Shannon Room at 28600 Eleven Mile Road in Farmington Hills;

**Thursday, October 8 at 6:30 p.m.** at the Coleman A. Young Community Center - Gymnasium (2nd floor) at 2751 Robert Bradby Drive in Detroit.

"The MPSC makes decisions on utility services and costs that impact the lives of Michigan residents and business owners every day," said Chairman John G. Strand. "My colleagues and I welcome the opportunity to meet informally with area residents, businesses, and interested groups to hear their concerns regarding telephone, electric and natural gas issues."

## Why you may want to attend one of these meetings:

The MPSC is an agency within the Department of Consumer and Industry Services.

Natural gas customers of Consumers Energy Company, Michigan Consolidated Gas Company (MichCon), and SEMCO Energy Gas Company are eligible to participate in "customer choice" programs to select their natural gas supplier. Right now, these companies both supply the natural gas and deliver it to your home or business. Under the new programs, you may choose another supplier while Consumers, MichCon and

SEMCO continue to deliver the gas.

## What does customer choice provide?

- The opportunity for other companies to sell natural gas in direct competition with Consumers Energy, MichCon, and SEMCO;
- The possibility that you could obtain natural gas at a lower price.

## What assurance do you have that service will be available when needed?

- Your natural gas will continue to be delivered by Consumers, MichCon, or SEMCO through the existing pipelines no matter which company you choose.

See Utility  
Page 6

*Paul*  
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- All gas purchased from any supplier must meet the same strict guidelines for quality.

- You can switch back to your current gas company if you are not pleased with the supplier you chose.

**When will customer choice begin?**

SEMCO began offering gas choice to business customers on October 29, 1997. Consumers Energy's three-year customer choice pilot program went into effect for residential and business

customers on April 1, 1998. Residential and business customers can take advantage of MichCon's three-year gas choice pilot program beginning April 1, 1999.

**What questions should you ask a potential new supplier?**

- Ask what the price of natural gas is.
- Ask if there is a cancellation penalty and when does it apply.
- Ask what the risks are as well as the potential benefits of the program.
- Ask where the new supplier's offices are located.

- Ask what the billing options are, i.e., will there be one or two bills, when will bills arrive, how quickly is payment due, is there a late payment fee, and is there a budget plan available?

**What do you need to do about customer choice if you want to switch?**

- Inquire if there is a charge for changing gas suppliers more than once in any 12-month period.
- Contact the supplier serving your area and obtain and read all information on gas customer choice.
- Complete the supplier's

enrollment form.

**What do you need to do about customer choice if you do not want to switch?**

- Nothing.
- Service will continue to be provided by your current gas company.

**What other information do you need to consider before making your decision?**

- Make sure you read all the material provided by the new supplier.
- Make sure you know the terms of the contract, including its length; whether the gas price will change during the contract period; where a discount, if any, applies; and if taxes are included in the total price.

**How can you get more help or information?**

For questions regarding your bill or other concerns or complaints involving gas customer choice, contact the MPSC at 1-800-292-9555.

You can also get information through the Internet at the MPSC's web site-Gas Division: <http://ermisweb.eis.state.mi.us/mpsc>

# Hunting for Big Bucks?



## The Original Hunters Sausage by Kowalski

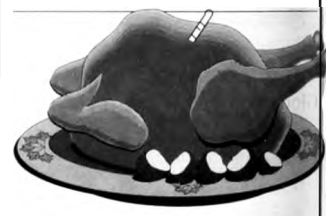
It's what you're looking for.

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## Food Safety Tip: Meat Thermometer Promotion

A pre-Thanksgiving program in Boulder, Colorado suggesting that consumers use meat thermometers to assure proper cooking was a resounding success. The Boulder County Environmental Health Coordinator set a Portable educational booth in six different Safeway stores, aimed at informing consumers about the proper use of the thermometers. Over 600 thermometers were provided free to consumers by Safeway and the Boulder health department. An estimated 1,500 to 2,000 consumers received information on the matter of proper cooking of meat products.



# AFD Political Action Committee impacts primary election

*The following list of state legislative candidates, supported by the AFD PAC, were victorious in their primary election bids. Congratulations and best of luck in the general election.*

## Michigan House of Representatives

Ed Vaughn, district 4 (D-Detroit)

Hansen Clarke, district 7  
(D-Detroit)

Kwame Kilpatrick, district 9  
(D-Detroit)

Samuel "Buzz" Thomas, district  
10 (D-Detroit)

Derrick Hale, district 14  
(D-Detroit)

Bob Brown, district 16  
(D-Dearborn Heights)

Thomas Kelly, district 17  
(D-Wayne)

Eileen DeHart, district 18  
(D-Westland)

Gerald H. Law, district 20  
(R-Plymouth)

Bruce Patterson, district 21  
(R-Canton)

George Mans, district 23  
(D-Trenton)

William J. O'Neil, district 24  
(D-Allen Park)

Gloria Schermesser, district 25  
(D-Lincoln Park)

Paul Wojno, district 28  
(D-Warren)

Chuck Busse, district 29  
(D-Warren)

Sue Rocca, district 30  
(R-Sterling Heights)

Alan Sanborn, district 32  
(R-Macomb)

Gilda Jacobs, district 35  
(D-Huntington Woods)

Nancy Quarles, district 36  
(D-Southfield)

Nancy Cassis, district 37 (R-Nov)

Marc Schulman, district 39  
(R-West Bloomfield)

Patricia Godchaux, district 40  
(R-Birmingham)

John Pappageorge, district 41  
(R-Troy)

Hubert Price, Jr., district 43  
(D-Pontiac)

Mike Bishop, district 45  
(R-Rochester)

Ruth Johnson, district 46  
(R-Clarkston)

Vera Rison, district 48  
(D-Mt. Morris)

Deborah Cherry, district 50  
(D-Burton)

Charles Perricone, district 61  
(R-Kalamazoo)

Mark Schauer, district 62

(D-Battle Creek)

Martin Bishop, district 64  
(D-Jackson)

Judith L. Scranton, district 66  
(R-Brighton)

Paul DeWeese, district 67  
(R-Williamston)

Lingg Brewer, district 68 (D-Holt)

Susan Tabor, district 71  
(R-Lansing)

William R. Byl, district 75  
(R-Grand Rapids)

Karl Holzhuetter, district 77  
(D-Grand Rapids)

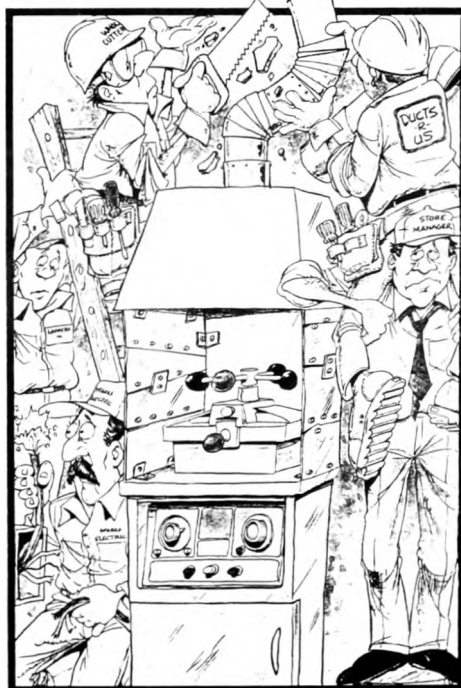
Mary Ann Middaugh, district 80  
(R-Paw Paw)

Jon Jellema, district 89  
(R-Grand Haven)

Michael Hanley, district 95  
(D-Saginaw)

See PAC, page 8

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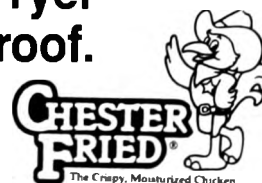
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(R-Livonia)  
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David Jaye, district 12  
(R-Washington Twp.)  
Bill Bullard, district 15  
(R-Milford)  
Harry Gast, district 20  
(R-St. Joseph)  
Dianne Byrum, district 25  
(D-Onondaga)  
John Cherry, Jr., district 28  
(D-Clio)  
Don Kovisto, district 38  
(D-Ironwood)

# AFD

## Get your 5 a day the Michigan Way!

### Did you know?

- Michigan consumers only consume 2.3 servings of fruits and vegetables per day.
- Less than 30% of Michigan adults eat five or more servings of fruits and vegetables each day.
- Seventy percent more women than men eat five or more servings of fruits and vegetables each day in Michigan.
- On the average, adults eat more servings of fruits and vegetables each day than children and teens.
- People older than 65 more frequently eat five or more servings of fruits and vegetables than younger people in Michigan.
- The risk of getting most types of cancer is cut in half if an individual consumes at least five servings of fruits and vegetables per day.
- Fruits and veggies could help prevent 37% of all heart disease and 22% of all cancer deaths.

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## Service

Continued from page 3

something bad happens, you have to recover. It is that recovery that will be the customer's final judgment on just how good you really are. Remember, studies have proven it is much less expensive to keep an existing customer than to get a new one. Do what you can not just to recover from a problem, but to give the customer a renewed confidence to continue to do business with you again. Sometimes this means going beyond just fixing a problem.

Sometimes you have to get the customer back in the door. For example, a restaurant that had a problem with a guest's meal might not just remake the dinner, but also give a complimentary appetizer the next time the guest comes back. Not only did the restaurant resolve the complaint, but also gave an incentive for the guest to come back.

So there you have the four basic components of a good customer service strategy. These simple yet powerful tools are the key to success in customer service.

## New funds for consumer-oriented food safety measures announced

Michigan Department of Agriculture (MDA) Director Dan Wyant today announced several measures that will enhance consumer protection on food safety issues throughout Michigan. The measures include new funds for improving compliance assistance and enforcement among the state's 20,000 food manufacturers and retail food establishments, and the addition of food inspectors who routinely monitor these businesses.

"Governor Engler recently

signed a bill authorizing an additional \$285,000 in fiscal year 1999 that is targeted to enhance our current food inspection programs," Wyant said.

"Consumers can rest assured that we are monitoring food safety in a timely manner from the farm to the food manufacturer and retailer."

"The U.S. has the safest, most wholesome food supply in the world," Wyant said. "And in many situations, Michigan goes several steps further to develop food safety policies that are a model for the rest of the nation."

Regulation and monitoring of fresh apple cider is one area in which Michigan leads the nation, Wyant said. MDA and the industry have spent nearly two years developing Good Manufacturing Practices. The practices specify apple harvest and pressing practices that will minimize the introduction of harmful bacteria to the product, and call for labels on cider to inform consumers whether the product is fresh or pasteurized.

Michigan is also a leader in the safe handling of fresh produce, and is one of only three state agencies invited to work with the U.S. Food & Drug Administration to develop national Produce Safety Guidelines. Those guidelines are pro-active steps that can be used across the food industry to implement HACCP (Hazard Analysis of Critical Control Points) and minimize the risk of foodborne illness.

## America Recycles Day

On November 15, Michigan Recycling Partnership and the Michigan Recycling Coalition (MRC) will lead the campaign to celebrate the second annual *America Recycles Day*. Stores are encouraged to join in the effort to promote patrons recycling and the purchase of more recycled-content products. This year's slogan is, "If you are not buying recycled, you're not really recycling."

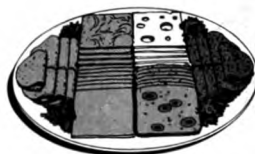
To assist you in this campaign, the MRC will provide a package of material and information to get you started. Clear instructions, ideas for a successful campaign, a list of recycled products generally available at grocery stores, pledge cards, posters and shelf talkers will be sent to you if you call Kerrin O'Brien at Michigan Recycling Coalition (517) 371-7073.



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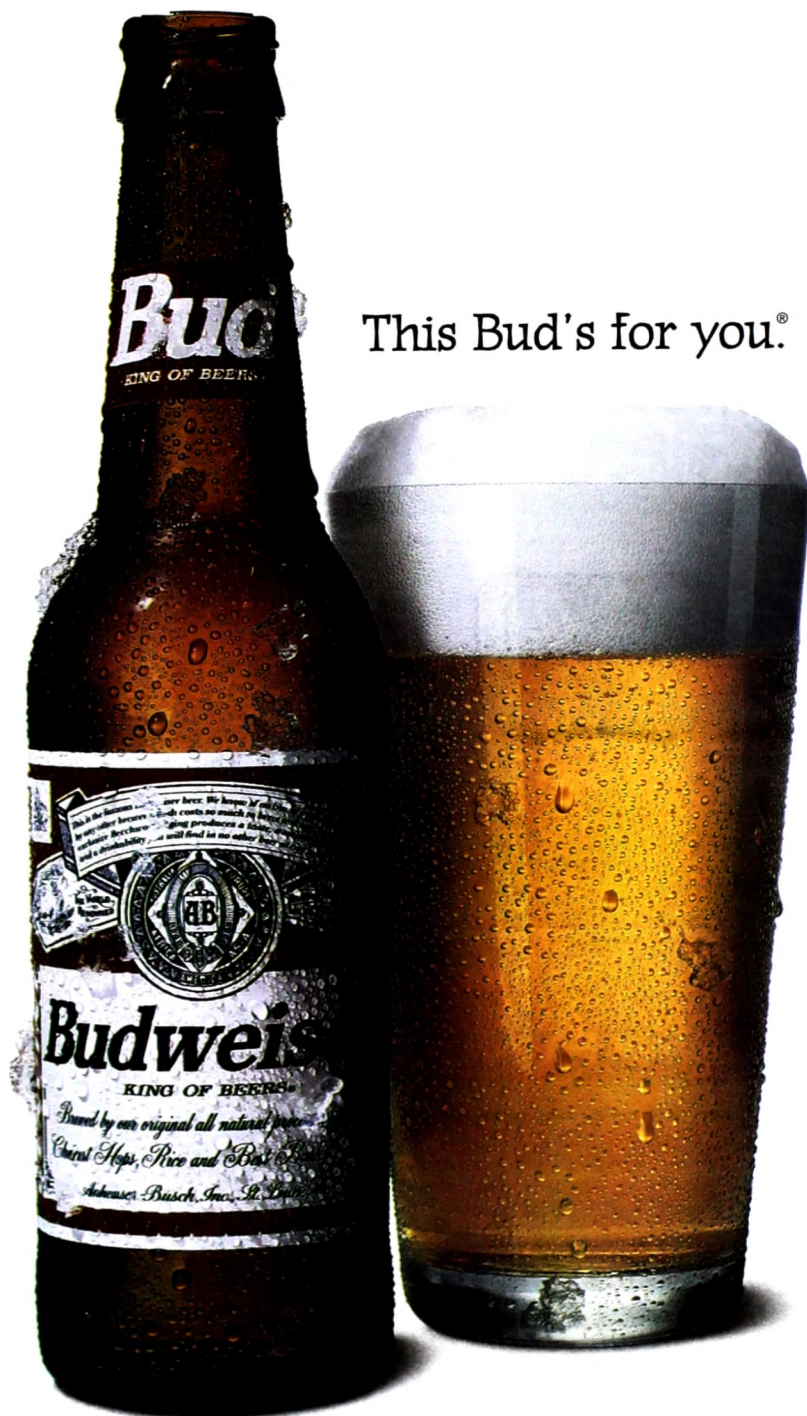
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# Made In MICHIGAN And Proud Of It!

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

## Plex Lab caters to food industry

Plex Lab Corporation was founded in 1969, originally servicing medical laboratories with a patented line of Plexiglas® tech accessories. Thus, the name Plex Lab Corporation was derived. Since the company's inception, it has been family owned and operated. G. Karin Rem is owner and president and Michael Rem is production engineer. Over Plex Lab's almost 30 years of business it has expanded its market to cover not only the medical arena but all industries. Plex Lab Corporation has become a nationally recognized custom plastic fabricator and distributor located in Michigan.

As a member of IAPD (International Association of Plastic Distributors), Plex Lab has access to all types of plastic materials for any application. Whether for food manufacturing or for retail point-of-purchase, Plex Lab has almost 30 years of experience and can create custom items.

They cater to the retail and food service markets. Some of the items Plex Lab produces include: food bins, displays, two-way mirrors, domed security mirrors, bullet resistant acrylic, food cases, deli sneeze guards, HDPE cutting boards, cutting templates and machine guards...to name a few.

## AirTouch Cellular keeps Michigan connected

AirTouch Cellular is one of the largest cellular service providers in the country. Its scope and profitability have increased dramatically since 1984, when the company inaugurated service in Los Angeles to speed communications for the Olympic Games. Today, AirTouch Cellular provides service to over 2.5 million customers (on a proportionate basis).

The company controls or shares control over cellular systems in 10 of the top 30 U.S. markets, including Los Angeles, San Francisco, San Diego, Sacramento, San Jose, Atlanta, Kansas City, Cincinnati, Cleveland, and Detroit. Nationwide, the company's cellular licenses cover over 37.8 million POPs. In 1995, AirTouch Cellular added 702,000 subscribers (including acquisitions) — a 45 percent increase over the 1994 year-end subscriber base and its best annual growth ever.

Because of its joint venture agreement, AirTouch Cellular serves its customers under different brand names in different geographical regions. The company operates as AirTouch Cellular in Atlanta, Michigan, Northern Kentucky, Ohio, Sacramento, Los Angeles and San Diego. In addition, U.S. West offers service under the AirTouch Cellular brand name in its 12 states of operation. And in the following markets, AirTouch operates as Cellular One: San Francisco Bay Area, Kansas and Missouri.

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# BIRDS OF A FEATHER HAVE FLOCKED TOGETHER.



Three great traditions are now part of the same family. Michigan-based London's Farm Dairy, Kentucky-based Southern Belle Dairy and Ohio-based Broughton Foods have joined together to form a regional dairy group along the I-75 corridor that will better and more efficiently serve our customers not only in our three headquarters' states but also in West Virginia, Tennessee and parts of Alabama, Georgia and North Carolina.

Our three companies fit well together, in part because we have a similar background and cultures. We all started out as family businesses; the Broughton family started their dairy in 1910, the London family in 1936, and the Shearer family founded Southern Belle in 1951. That's a combined 169 years of experience.

All three dairies also share a commitment to excellence. Southern Belle, for instance, won the International Dairy Association Gold Medal for Best Packaging in 1994. And just last May, Broughton won the First Place Production Excellence Award for Fluid Milk Production at the Master Dairies Quality Awards Program in Dallas.

If you have been a customer of London's Farm, Southern Belle or Broughton, you've come to expect high standards when it comes to quality and service. Those standards will not be put out to pasture. In fact, they will only improve now that we're a team. We will definitely stand out from the herd.







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# Kowalski, A Tradition of Kowality

The leadership of the Kowalski Sausage Company passed from generation to generation – with Steve Kowalski, son of the founder, leading the company beginning in the 1950's, and his son Ronald taking over in the 1970's, establishing Kowalski as

one of Michigan's finest meat processing enterprises. Today, Michael Kowalski and Linda Kowalski Jacob together continue to manage and uphold the traditions of Kowalski quality.

The distribution area is also expanding. Not only are products

found in Macomb, Oakland and Wayne county delis, grocery stores and specialty markets; they are now also available at sporting events too. Kowalski is the official Italian Sausage and Bratwurst of Tiger Stadium and can be found at Red Wing games,



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U of M and MSU games. With growing distribution points in the Greater Grand Rapids area, Northern Michigan and Indiana, now people outside the metro area will know the taste of "Kowality."

"Kowality" sets Kowalski products apart from the competition, as well as the continued use of hardwood chips to smoke the famous "old-world" recipes. In the 78 years Kowalski has been in business it has not changed its secret family recipes.

Another example of Kowalski Kowality!

As fall brings on the holidays, Kowalski brings on the sausage. Hickory Smoked Sausage and Beef Summer Sausage in the 8 ounce chub, two fine examples of Kowalski Kowality. Both products are made from the finest cuts of beef and just the right spices, then they're smoked to perfection over hardwood chips.

Fully cooked they're great for making sandwiches or just to snack on with cheese and crackers. These products make great gifts for holiday baskets or can be sliced thin for delectable party trays.

These fine products are available in floor displays or convenient counter top shippers with no refrigeration necessary.

Kowalski products are priced competitively so that they are a real value for customers, and provide a handsome mark-up this holiday season.

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## Seagram Americas, supporting Michigan retailers

Founded in 1857, Seagram Americas offers a wide range of premium and super-premium spirits for discriminating Michigan consumers. From the highly profitable Absolut Vodka, of which Seagram is the exclusive U.S. agent, to Captain Morgan, the hottest product in the industry, Seagram provides brands that turnover inventory and create

incremental sales. In Michigan, Seagram Americas has a staff of 13 representatives to provide valuable sales support in the form of merchandising and promotions to licensees.

Seagram believes in supporting the retailer all the way through the sale to the consumer and the company has used this relationship-building ideal over the

years to establish such brands as Seagram's 7, Crown Royal Canadian and Seagram's Gin as industry leaders. And with the purchase of MCA in 1995, Seagram made itself a leader in the entertainment industry as well.

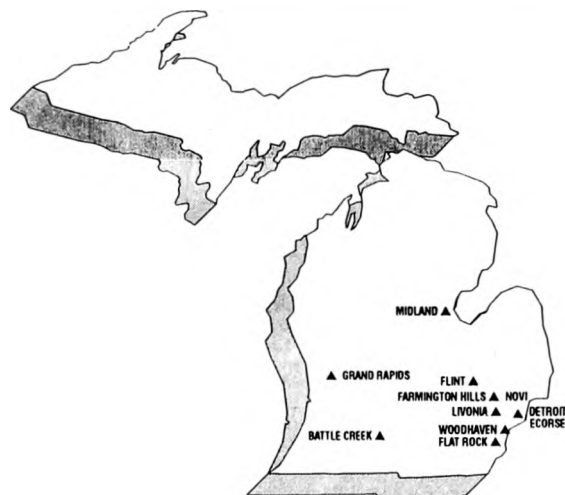
The recent success of Captain Morgan Original Spiced Rum has spawned the introduction of several other delicious rums.

Captain Morgan's Private Stock is a deeper, richer 80 proof rum for the on-the-rocks rum drinker, while Captain Morgan's Parrot Bay offers a coconut flavor for the tropical drinker. Seagram's Scotch lineup has rounded nicely with the addition of the highly unique Chivas Century, a vatted malt consisting of 100 different single malt scotches. Lastly, Seagram has become the U.S. importer of Sundsvall Vodka from Sweden. Sundsvall is a vodka made from two grains, wheat and barley, the barley being a distillate that is actually mellowed in oak. This provides a very distinctive experience with more body and length than ordinary vodka.

## Here's why the Philip Morris family of companies calls Michigan home.

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

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



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

We're proud to call Michigan home.

\* Philip Morris Operating Companies Facilities  
Dollar amounts based on analysis of corporate impact  
for the year ended December 31, 1996



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



## J.C.'s Distributing Inc. is a "sweet" supplier

J.C.'s Distributing is the leading distributor of Sander's Candies in the nation. The company provides prompt, courteous service and the satisfaction of knowing that orders will be received at the time they are needed. J.C.'s Distributing has been in business for over 10 years.

In the 10 years that the company has been in existence, they have expanded their line of goods, and now also distribute Lucy and Ethel Cheesecakes. They come in two sizes, 9" round and 9 1/2" round and seven different flavors. Also new is Wertz sugar-free candy, chocolate and hard candy and a complete line of taffy kisses; Lindt Chocolates, counter-top items and bars; and a full line of Morley fine chocolates and candy.



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## Rocky Peanut offers private label and holiday collection



Successful retailers understand the importance of building customer loyalty. While many customer loyalty programs exist, perhaps none is more effective than selling "the store as the brand" through private label merchandising.

Michigan-based Rocky Peanut Co. helps retailers harness the power of private label by offering comprehensive packaged foods solutions. The company specializes in private label nuts, snack mixes, dried fruit, candy and grains.

Rocky Peanut's CITYFARM Packaged Food Solutions program offers retailers a professional selection of container and label options, and the freshest products available.

Freshness is a distinguishing characteristic of the Rocky Peanut Co. since private label products are packed to order. The Rocky Peanut Co. has been serving local and national customers since 1971. CITYFARM products are

sold throughout the country by retailers who range from a single store produce operations to some of the largest national grocery chains. In addition to private label, the company distributes full lines of bulk nuts, dried fruits, candy, candy, grains and more.

Just in time for Christmas, the Rocky Peanut Company is proud to announce its 1998 Holiday Gift Collection. New for 1998 is a series of 4-way *Party Pacs*-round tubs that feature holiday nuts, chocolates and candies at price points that will build retailer profits and attract customers.

The collection also features gourmet quality nuts and candies in clear acrylic containers, decorator tins, decorator canisters and more. Contact the Rocky Peanut Co. at (313) 871-5100 for more information.

## "Michi-Facts"

- More than 2,000 Michigan firms engage in international trade.
- Michigan ranks in the top 10 among the 50 states in production of 26 agricultural crops.
- Some of the longest bulk freight carriers in the world operate on the Great Lakes.
- Ore carriers 1,000 feet long sail our inland seas.
- Michigan is the automotive capitol of the world.
- The Upper Peninsula Copper Country is the largest commercial deposit of native copper in the world.
- "Big Mac," arching five miles over the Straits of Mackinac, is one of the world's great bridges.

## 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, Quilter, Eshaki & Youngblood P.C. in Detroit is proud to announce that Thomas J. Giachino — a recognized Michigan liquor law expert — has joined the firm. 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 deal with Michigan's regulatory and administrative liquor law hurdles.



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# Michigan grown, Peterson Farms fruits and vegetables

Peterson Farms is a fourth generation family-owned and operated fruit grower from western Michigan. The tradition was started by LeRoy D. Peterson through hard work, honesty and commitment to quality. Peterson Farms continues to strive to surpass their goals to be the supplier of Super A fruit and vegetables.

Many of the products come from their own farms and from the farms of key grower associates. Together they meet, plan and implement strategies designed to produce the raw product that will lead to Super A fruits and vegetables.

Some great and delicious products available from Peterson Farms include a fresher alternative

to canned fruit pie filling, IQF (Instant Quick Frozen) Super A quality Fruit Filling and Topping available in the following varieties; Apple, Red Tart Cherry, Blueberry, Peach, Red Raspberry and Strawberry. Peterson Farms Fruit Fillings and Toppings can be microwaved to serve as a topping with ice cream, puddings, yogurt, granola or waffles. The toppings

can also be used as a filling for conventional oven desserts such as pies, cobblers and crisps. Other Super A quality IQF products include Cling Peaches, Dark Sweet Cherries, Cultivated Blueberries, Strawberries, Apples, Red Tart Cherries and Asparagus. For more information call Paul Inman Associates, Inc. at (248) 626-8300.

## Cherries, for your health!

The Cherry Marketing Institute (CMI) is a nonprofit, national promotion and research organization for tart cherries. Growers in the United States provide the major source of funds for the Institute. CMI also represents Michigan's sweet cherry growers, who produce more than 20 percent of the annual U.S. sweet cherry crop. Michigan is the largest producer of tart cherries, harvesting 70 to 75 percent of the U.S. crop.

CMI's primary mission is to enhance the demand for cherries through promotion and new product development. CMI's promotion programs focus on consumers, supermarket retailers, food service operations and food manufacturers. CMI provides retailers with innovative recipes, photography and new cherry information for supermarket newsletters or in-store consumer publications. CMI also offers recipe brochures, low-fat, quick-to-prepare food ideas and up-to-date nutrition data. CMI exhibits at trade shows and sponsors promotions with food manufacturers and retailers.

CMI is continuing to work closely with universities to research the health benefits of the tart cherry. Recent research has discovered that compounds in tart cherries may possess a multiplicity of health benefits. They are an excellent source of compounds with antioxidant and anti-inflammatory properties, which may be beneficial in protecting against cancer, heart disease and others. Some people find that eating cherries or drinking cherry juice reduces pain associated with arthritis and gout. As consumers and retailers are focusing on Home Meal Replacement (HMR) products, CMI is working with food manufacturers to develop shelf-to-table products.



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## Coca Cola and Better Made go together

The Coca-Cola Bottling Company and Cross & Peters Company, producer of Better Made products have been producing their premium products in Michigan for decades. Coca-Cola first opened its production doors in 1902 and Cross & Peters Company was founded in 1930 and in 1934 was incorporated as a Michigan corporation. This fall, Coca-Cola and Better Made are giving the consumers of Detroit the unique opportunity to enjoy both products together for the price of one.

Consumers will simply enter any participating retail outlet that sells Coca-Cola classic 20 ounce, and Better Made Chips. With the purchase of the Coca-Cola classic 20 ounce, the consumer will then have to surrender their bottle cap to get a free one ounce bag of Better Made Chips available in Regular, BBQ and Sour Cream flavors.

This consumer opportunity is only available in the city of Detroit throughout the end of 1998. This program will be supported by both a radio and outdoor campaign that will run from October through December.

The Coca-Cola Bottling Company of Michigan and Better Made products are proud to bring this great value to the consumers of Detroit and plans are already in the works for another great partnership between these two companies for 1999.

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## Asparagus Enterprises introduces new Guacamole

Asparagus Enterprises, Inc. is a subsidiary of the Michigan Asparagus Advisory Board. The Asparagus Advisory Board is the grower controlled and funded organization that promotes the use of Michigan-grown asparagus primarily in Michigan and surrounding Mid-Western states. The Board is also affiliated with Asparagus USA, a national asparagus promotional organization that promotes U.S. grown asparagus both nationally and internationally.

Asparagus Guacamole was developed at Michigan State University for the Asparagus Advisory Board and is now being manufactured for Asparagus Enterprises, the distributor, by Curtice-Burns Foods (an Agrilink co.) in Fennville, Michigan. This salsa-type product is made with all-Michigan asparagus and is fat-free, low-calorie, all-natural and has no artificial colors or flavors. Available in both 11.5 ounce consumer-sized jars and 7 pound foodservice-sized plastic pails. For more information, call (517) 669-4250.

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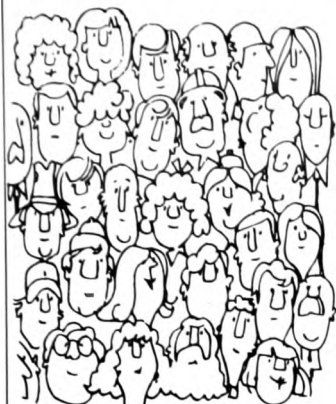
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## The Convenience store industry in 2005: *Understanding what consumers will want from you*

The National Association of Convenience Stores recently released an outlook report that centered on the industry's labor needs for the next seven years. The report found that before convenience store operators

address their labor needs, they first must look at the consumers they serve and what these customers will want in the year 2005. In this, the first of two reports, we focus on the customer. In the next issue we will look at labor.

### 1. Americans refuse to be Rodney Dangerfield

Consumers want respect and will shop at those stores that give it to them. The car company Saturn has figured this out. Instead of the time-honored practice of wheeling and dealing on prices, they offer a straight-forward price package for their autos. Simply put, part of Saturn's success is marketing the concept of respect for the consumer. How can you do this in your stores?



### 2. Give me the simple life.

A new revelation is that energy is more important than time. Increasingly, consumers find that, when the weekend rolls around, they're too worn out from the workweek to enjoy it. This phenomenon—dubbed the Friday night crash because so many Americans are too tired to go out on Friday—means that retailers who offer simple shopping solutions will find themselves the destination of harried and tired consumers. In short, consumers want downtime—not just free time.



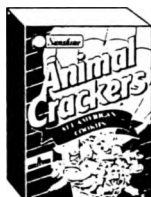
### 3. Quality is more important than price.

Evidence of this in the food industry is the fact that 90 percent of McDonald's hamburgers are custom-made. Today, quality can be translated into customization and personalization—whether it's for food or payment options such as those being launched around radio frequency systems at the gasoline island.

# Your Michigan Partner



## Celebrating 2-year Anniversary



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

# QUALITY THAT IS MADE IN MICHIGAN!



#### 4. The customer is in charge.

Aided by technology and an overload of information, the customer can now choose when, where and how he/she purchases and receives food and merchandise. However, because of this information overload, the customer is looking for a partner to help sort out the hundreds of decisions he/she must make each week. Consumers will identify this "partner" based on trust, a proven brand name and the ability to provide solutions to consumers' life problems. What information does your store provide the customer to help filter and sort through shopping decisions?

#### 5. Americans continue to focus on a healthy lifestyle.

Consumers have shifted from focusing on living longer to living well. Foods and services that speak to this objective will emerge as winners.

#### 6. Americans don't feel safe.

This trend is both physical and emotional as consumers seek to "society proof" themselves. Eighty-nine percent of American consumers feel that crime is not under control. This concern is particularly acute among older consumers—who, by the way, comprise one of the largest segments of the consumer marketplace. Does your store's lighting and design dispel safety concerns?

#### 7. It's a family affair.

Family is no longer the image of Ozzie and Harriet but one of Mom or Dad. Today, 90 percent of American children experience divorced parents, two working parents or a single parent. Retailers need to recognize that the household consists of a new kind of family—which includes non-blood-related people under one roof.

#### 8. More and more people are planting roots.

A societal fusion is at work, and it's reflected in the spiritual and cultural meldings of beliefs, faiths and cuisines. Does your store show ethnic diversity in its product line? —NACS

## Convenience store enrichment classes offered

If you are interested in furthering your education, the National Association of Convenience Stores (NACS) is offering courses designed specifically for convenience store people through Cornell University. NACS University is a college-level curriculum delivered as a paper-based, distance learning correspondence program.

Required courses are: *Convenience Store Merchandising – For the People Who Make it Work*; *The Complete Convenience Store Manager* and *Effective Communication for Today's Convenience Store Manager*.

Elective courses include: *Business Math for Convenience Store Managers*; *Managing and Training Convenience Store People*; *It's About Time – A Time Management Tool Chest for Convenience Store People*; *Convenience Store Customer Service* and *Convenience Store Food Safety Assurance*. There is a \$60 per course enrollment fee. Call Cornell University Distance Education Program at (607) 255-3028 to enroll.



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# Ryan's Foods

## The "Clean" Machine

by Michele Mac Williams

Driving up Vernor Highway, near Detroit's Ambassador Bridge – past tidy neighborhoods, Mexican restaurants and the usual line-up of fast food stops, quick oil change shops and drug stores – just before Livernois, motorists will come upon Ryan's Foods.

First impressions count, and the immediate impression Ryan's Foods gives to those entering the parking lot is that of cleanliness. From the well-swept sidewalks to the clean, white exterior, Ryan's Foods stands out as a fine example of a store that goes the extra distance to provide a spotless shopping environment for its customers.

Inside, the store is equally impressive. Clean and neat, all products are well lit and displayed beautifully.

Owned by AFD board member Raad Kathawa, Ryan's Foods is a true beacon in the community. Its customers, which come from the surrounding neighborhoods, are a multiethnic mix of Hispanics, African Americans and Caucasians. The food sold at Ryan's reflects this mix. Next to the Pepsi, you'll find "Malta Goya," an alcohol-free Mexican beverage brewed from malt, corn sugar and corn hops.



Raad Kathawa is the proud owner of Ryan's Foods.

The meat case not only houses the typical steaks, chops, chicken and hamburger but also features veal kidney, tripe, chorizo – a Mexican sausage, pork jowls and salt pork.

The produce section is the most diverse this reporter has seen in an urban store. Raad's brother, Thomas, is the store manager in charge of produce. He proudly displays 14 different types of peppers, five or six lettuce varieties, and a wide array of apples, oranges, grapes and other seasonal produce. At a recent visit a large display of mangoes took up an entire island and was surrounded by unusual root vegetables more typically found south of the border.

Chayote squash, yucca root, yautia, tamarindos, batatas, cocomakinga and cactus leaves are all popular with the Latin-American clientele.

Barrels surrounding the produce section artfully display dried beans, rice, dried peppers, corn husks and other bulk foods

that are pre-packaged into labeled plastic bags.

"Raad is a stickler for neatness," says Thomas. "He insists on packaging all bulk food," to keep things neat and tidy.

Raad Kathawa is very proud – as he should be – of his store inspections. "In the 9 1/2 years we've been here, we've never had a violation," he says. In light of recent media attention regarding Department of Agriculture store inspections, Raad is happy to explain how he keeps his store so clean and problem free.

"I believe it is very important to be a hands-on operator. Every day I arrive early in the morning to oversee quality control," says Raad. "It makes a big difference if your employees know you care, then they care more too."

Raad emphasizes some very common-sense food safety practices. "If you wouldn't eat it yourself, then don't put it out for sale," he tells his employees.

Ryan's Foods is a true grocery

store, in the sense that it doesn't try to be a restaurant too. You won't find hot, ready-to-eat foods, a salad bar or deli case here. All bulk foods are pre-packaged in the back storage area. "This eliminates a lot of sanitation problems," adds Raad.

The store has a schedule for cleaning each department that must be adhered to. The meat counters are broken down and washed regularly and the produce department floor is constantly swept and vacuumed. "It's important – for both your customers and employees – to show consistency in quality, cleanliness and service," he enthuses.

Raad quotes a 1996/1997 survey by the Food Marketing Institute that found cleanliness was the number one reason consumers choose one store over another.

"I believe that if a store spends an additional 1/2 percent of their gross to maintain a fastidious environment, they will get 1 1/2 to 2 percent back. People want to shop where they can be confident that the food they buy is fresh and wholesome," he adds.

However, Raad is quick to

See Ryan's, page 29



# Broughton Foods Company acquires London's Farm Dairy

For more than sixty years London's Farm Dairy served Michigan customers becoming one of the largest Michigan dairies.

Now London's Farm dairy has been acquired by Broughton Foods Company (NASDAQ/MILK) of Marietta, Ohio, a leading manufacturer and distributor of fresh milk and dairy products in Ohio, West Virginia,

Kentucky, Tennessee and portions of the eastern United States.

Broughton Foods' President and CEO Philip E. Cline said,

"London's Farm Dairy has the brand recognition, workforce commitment and longstanding quality reputation that Broughton looks for in acquisition targets. We feel this acquisition will strategically place Broughton to compete effectively within the rapidly consolidating dairy industry by establishing positions in new markets while still allowing the establishment of synergistic efficiencies. We anticipate this acquisition to be accretive to 1998 earnings and to be a key component of the Broughton dairy products team."

Cline said that Broughton Foods expects to continue operating the acquisition as London's Farm Dairy and to retain the current management team and employee base.

London's Farm Dairy processes milk, orange juice and cultured products in a Port Huron facility, and produces ice cream at a Burton, Michigan plant. The company was established in 1936 by the London family in Port Huron.

Together with the acquisition of Southern Belle Dairy of Somerset, Kentucky, the companies will fit well together because they share a similar background and company culture. Beginning as family businesses, all three grew to become leading companies in their regions. All three demand high standards of excellence from their products and their people.

Long time customers of London's Farm Dairy will be able to expect the same high quality and high standards of service that they have become accustomed to over the years.

## Ryan's Foods continued from page 28

defend fellow owner/operators who have had less than stellar grades from the Department of Agriculture. "It's not fair to put the blame for bad grades on the owners. Today, with our strong economy and low unemployment rate, it is difficult to keep good help. All stores suffer from the labor shortage. By the time new people are trained, they're moving on to another job," he says in exasperation. "I see the lack of labor pool as the biggest problems

facing retailers."

Raad is happy to help fellow owner/operators when it comes to raising their store inspection grades. Ryan's Foods is often used by the Department of Agriculture as a training ground for new inspectors.

Maintaining such a clean store is not an easy task, but one that requires diligence, persistence, and adherence to strict schedules. Ryan's Foods is a gleaming testament to the fact that even in the middle of the city, it is certainly possible.

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## Nutraceuticals create new health and profit opportunities

*Americans look to original foods for health benefits*

The nutraceutical marketplace is a lucrative food profit arena suddenly flourishing in the late 1990s. In 1997, sales in the newly forming market reached \$14.2 billion, 13% above 1995, according to The Market for Nutraceuticals, a report from FIND/SVP, the New York City-based consulting and research firm.

Both established and start-up companies are quickly developing products that respond to the American public interest in the possible health benefits of processed and natural foods.

### Research Suggests New Products

Science and the marketplace are working together to respond to this new area of vital health concern. The National Cancer Institute has allocated \$20.5 million for its Experimental Foods Program to research genetically engineered foods. At the same time, Kellogg opened its \$65-million Institute for Food and Nutrition to support its Function Food Division.

### Perils and Opportunities for Marketers

Medical regulatory issues are key but overcomeable obstacles for the new approach of marketing products as offering serious health benefits. The rewards are great. A nutraceutical product launch costs \$10 million, a fraction of the amount of a new drug introduction that may be making similar health claims.



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# Scenes from the AFD Senior Picnic on Belle Isle, August 20



The Chaldean Marchants in Detroit, Courtesan GI H&I and the Associated Food Dealers of Michigan extend a heartfelt Thanks to The Donors and Volunteers for helping to make the 10th Annual Senior's Picnic a Huge Success!



...more photos on page 34!

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addition, the ruling overturns the agency's proposed ban on cigarette vending machines. It is likely that the Clinton Administration will appeal the decision. There is no certainty when or if sting operations will cease. At this time, the only prudent approach is to assume

FDA enforcers are in the field and could be coming to your retail outlet.

Even if FDA stops its stings, you may not be able to tell, since states and localities will continue to run their own stings. The best advice remains to card anyone who appears 27 years of age or younger.

## Legislative Updates

### Federal "Fast Track" legislation

Congress is currently reconsidering "Fast Track" legislation that, if passed, will ensure America's continued prosperity as U.S. business continues its expansion into the global marketplace.

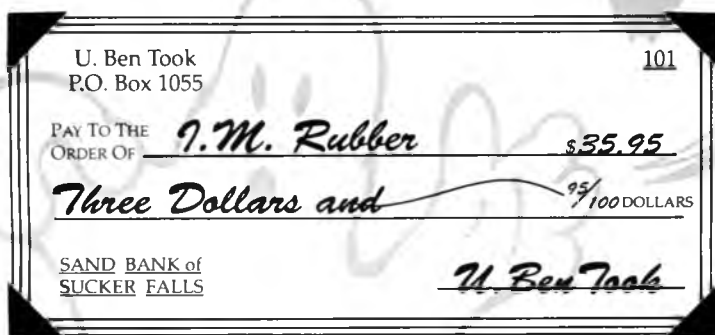
For the past four years, the

United States has conducted trade without Fast Track authority. The lack of negotiating authority puts Michigan and the nation at a competitive disadvantage by permitting other countries to gain preferential market access. U.S. companies are at a competitive disadvantage trying to sell goods and services in the world's fastest-growing economies.

Since Fast Track authority expired, more than 20 free trade agreements have been negotiated, none involving the United States.

A recently negotiated Canada-Chile trade agreement gave Canadian firms an 11-percent tariff advantage over U.S. firms in the Chilean market. This agreement and others place Michigan at a competitive disadvantage and jeopardize its favorable trade status with Canada.

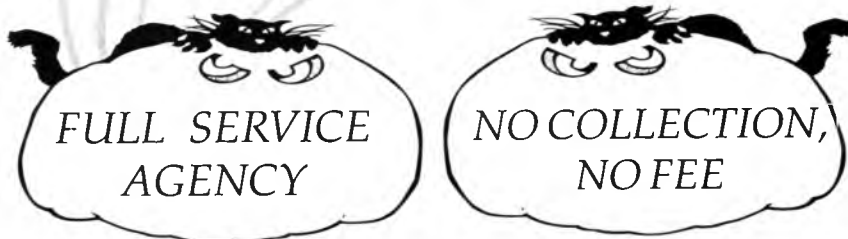
# Are Bad Checks HAUNTING You?



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### Chambers support clean Michigan initiative

The Detroit Regional Chamber and the Grand Rapids Area Chamber of Commerce announced last week their combined support for the Clean Michigan Initiative (CMI). The CMI will be before the voters of Michigan on the Nov. 3, 1998 statewide ballot.

• The initiative is a \$675-million plan with seven critical objectives:

• Brownfield redevelopment and environmental cleanup-\$335 million

• Protect and enhance Michigan's lakes, rivers and streams - \$165 million

• Reclaim and revitalize local waterfronts-\$50 million

• Make critical state park improvements-\$50 million

• Enhance local parks and recreational opportunities-\$50 million

• Pollution prevention-\$20 million

• Protect public from lead hazards-\$5 million

"Passage of the CMI is critical to the continued re-use of brownfields in Southeast Michigan," said Chamber Chairman Mike Monahan, (Comerica). "The largest portion of money spent from the CMI will directly benefit property that must be cleaned-up to be productive."

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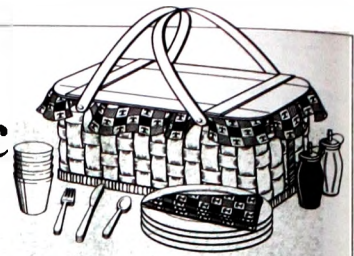
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## More photos of the AFD Senior Picnic



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# State Senator Dingell: Politics comes naturally

by Kathy Blake

State Senator Christopher D. Dingell's family is rooted with the Democratic Party and holding office is a family tradition. The senator's grandfather was elected to the U.S. House of Representatives in 1932 and his father John Dingell, joined Congress in 1955 and is still representing Michigan's 16th district in Washington D.C.

As a state senator, Chris Dingell represents District 7, Downriver, which includes Trenton, Taylor, Southgate, Lincoln Park, Melvindale, Ecorse, Wyandotte, Melvindale, Riverview, Grosse Ile, Gibraltar and part of Wayne.

Senator Dingell got his first exposure to politics by working on Hubert Humphrey's campaign for president in 1968 at the age of 11. Like most young people excited about politics, he believed in somebody and worked hard to get him elected. He also volunteered hundreds of hours for the Democratic National Committee. Over the years, he has worked for numerous Democratic candidates including Joyce Symons, Patrick McCollough and James Blanchard.

Growing up with a U.S. Representative for a father makes childhood a little different. The state of affairs is brought home everyday, often influencing the state of the household. "I met a few presidents and quite a few political figures," says Dingell. Politics became a part of everyday life and is a natural occupation for Senator Dingell.

Dingell didn't pursue a career in politics immediately upon coming of age. He graduated from the University of Michigan with a degree in Materials and Metallurgical Engineering in 1978. He then went to work at Ford Motor Company where he had co-oped while in college. His job assignments included positions in automotive and steel units of Ford, from the front office to the shop floor. In 1984, he was promoted to a position as an engineer and assistant plant superintendent and area manager in Ford's Basic Oxygen Furnace plant.

Meanwhile, Dingell was taking night classes at the Detroit College of Law, working toward a Doctorate of Law Degree. He received his degree in 1986, the same year he joined the Michigan State Senate, and he was sworn in as an attorney in 1987.

While the benefit of name recognition may have helped him get elected, Senator Dingell has done a lot of things for his own namesake. For one, he has made himself



accessible to his constituency. While many legislators have assistants field their calls, Dingell is likely to handle calls when he's in the office. In addition to volunteering on numerous Democratic campaigns, he has contributed a great deal of time toward improving the court system.

As a member of the Senate Judiciary Committee, Dingell has studied the current framework of the justice system and is making recommendations. He has been heavily involved in criminal and civil justice matters. Dingell has visited nearly all of Michigan's prisons. He believes the punishment may need to be altered to fit the criminal. "Petty criminals such as shoplifters are repeatedly turned loose until their third or fourth offense," says Dingell. The justice system should be changed to more successfully deter first-time offenders. "Alternatives to prison are often more of a deterrent than prison. Criminals will choose five years of prison versus 90 days of work, so we should use alternatives to prison that criminals don't like," says Dingell.

As a member of the Sentencing Guidelines Commission, he has looked into sentencing and parole policies to determine how they can be strengthened. The commission has reserved space in prison for people who are really dangerous and separate space for those who are just low-level incorrigibles. "I have supported tough sentencing of violent felons and voted to build the prisons necessary to securely house them," says Dingell. The sentencing guidelines will go to the courts in January of 1999.

The senator is also studying problems in the courts and how courts can save money as a member of the Trial Court Assessment Commission. He is working with individual court bureaucracies to help them run more efficiently.

On the Natural Resources and Environmental Affairs Committee, Dingell sponsored the senate-approved bill that set the new formula for air emissions fees for businesses. The fees are required by the federal government which will be putting much tighter clean air standards on businesses in the future, Dingell said. He comes from the most heavily industrialized district in the state, but says pollution legislation deals not only with steel mills but small businesses as well. Bakeries are a heavy emitter of ozone precursors in the form of hydrocarbons, which are created from the bread yeast converting sugars into alcohol vapor. Dry cleaners are another significant emitter of ozone precursors, Dingell explains.

Dingell also serves on the Joint Committee on Administrative Rules and the Hunting, Fishing and Forestry committees. He is one of only three Michigan legislators to the National Conference of Commissioners on Uniform State Laws for a Uniform Commercial Code. Dingell says changes will be forthcoming on the uniform commercial code which will effect how business owners buy, sell and finance their operations.

Organizations in which Senator Dingell is active include the Economic Club of Detroit, the Board of Directors of the Engineering Society of Detroit, the Board of Directors of the Downriver YMCA, Downriver Italian American Club, Downriver Irish American Club, Hungarian Cultural Club, Polish American Club, Knights of Columbus, Trenton Sportsmen's Club, Michigan United Conversation Clubs, the Michigan Democratic Party Century Club and Democratic Clubs within the 7th Senatorial District. He is a member of Our Lady of Mount Carmel Catholic Church.

Senator Dingell is married with a 9 year-old daughter. His interests include camping, hiking, beer-making, classical music and reading.

Dingell has been a senator for three terms and will have only one left if reelected this November. Perhaps after that, he'll follow in his father's and grandfather's footsteps and seek office in the U.S. Congress.

To reach the senator at his district office in Southgate, call (313) 281-0700, ext. 213, or call Lansing at (517) 373-7800. His mailing address is P.O. Box 30036, Lansing, MI 48909-7536 or e-mail: SenCDingell@senate.state.mi.us



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## A look back at fiscal 1998



by Commissioner Bill Martin

As we approach the new millennium, it's heartening to note the success the Michigan Lottery has achieved thus far and consider where we're headed. When lottery tickets first were introduced to the public in 1972, ticket sales reached more than \$137 million and commissions returned to retailers on those tickets totaled over \$8 million.

By comparison, with just three weeks left in fiscal year 1998 at press time, unaudited ticket sales are approaching \$1.639 billion and retailer commissions are slated to be well over \$116 million.

As one of the more mature lotteries in the country, Michigan enjoys a history of familiarity with the public and a solid association with the retailers who sell our products. It's a mutually beneficial relationship for all of us, and I encourage each of you to bring your good ideas to the table. With a focused eye on the future, there are many good things—and more record years—to come!

It truly is a great time to be a Michigan Lottery retailer. The success the Lottery has enjoyed to date is due, in large part, to the work that retailers do every day. Your dedication to informing customers about each and every new product the Lottery puts out is what keeps customers coming back time and time again. Your continued efforts will ensure that Lottery ticket sales continue to grow well into the 21st century. If you are not yet a Michigan Lottery retailer but are interested to learn more, call (517) 335-4521 today.

**Education funding at record high.**

I am proud to report that at press time the Lottery's expected State School Aid Fund contribution for fiscal 1998 sits at \$603 million (unaudited). These all-important dollars transferred by the Lottery help to support Michigan's public school system, and that's a cause

we can all support! This year's record offering brings to nearly \$8.6 billion in total funding the Lottery has generated for education in Michigan since 1972.

**Michigan retailers earn bonus commissions.**

Earlier this summer, the Lottery introduced a special bonus commission period for retailers

that sold jackpot-winning Michigan Lotto tickets. By mid-September, four lucky retailers had each collected \$10,000 bonuses within the August 1-September 30 time frame:

Alpena Oil Self Serve, 1017 W. Chisholm St., in Alpena  
Boardwalk Party Shoppe, 27310 Ford Road, in Dearborn Heights

Toms Food Markets Inc., 1201 S. Division St., Traverse City  
Val U Variety, 10698 Michigan Ave., in Posen

Bonus commissions earned through this promotion will be paid to retailers regardless of

**See Lottery page 45**

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# It's no cover up The secret is in the breading!



Sam Karadsheh (l) with Bob Leavenworth

by Ginny Bennett

Busy retailers like Sam Karadsheh rarely take the time to pick up the phone and share the secret of their success. So we were happy that Sam called AFD to tell his story.

Karadsheh owns Mother Hubbard #1 in the Grand Rapids suburb of Kentwood. At 3151 Breton, the store is located on a road that feeds into the extremely congested 28th Street. The store is always busy but around 11:30 a.m. customers start lining up in front of the hot food counter where DCI's Chester Fried Chicken is displayed. The hot food is so popular that Sam has decided to open a separate Chester Fried Chicken sit-down diner in the vacant pizza parlor next door.

Sam says, "The secret isn't in the sauce—it is in the Chester Fried program! Since May of 1997 when we changed from a typical deli to a DCI Chester Fried Chicken hot-food counter, we increased our sales by 20 percent. Fifteen percent is from hot food and the other five percent is from increased sales on other items. It is hard to make a profit on beer and wine today."

"Success depends on the operator," says DCI's Bob Leavenworth. "But the secret is in the breading and spices," he adds, speaking about the hot food program he supplies under the Chester Fried Chicken brand. The breading comes

in Special Spice, Western and Hot n' Spicy.

Karadsheh saw advertisements about Chester Fried Chicken in a DCI ad in the AFD Food & Beverage Report and then investigated the product at a trade show. Actually DCI provides nearly everything needed to make the hot food program work through their Chester Fried division. From the very first consultation the complete program includes training; equipment either leased or purchased; the packaging;

P.O.P. materials; the marinade; the batter dip; the breading and the frying oil. In fact they provide everything except the food.

Karadsheh buys his chicken, fish, mushrooms, poppers and onion rings from Gordon Food Service. The chicken is Tyson brand eight-piece-cut fresh-chill-packed, not frozen, and vacuum packed. GFS also provides perch and catfish. Marvin Proctor manages the program for

Karadsheh along with assistance from day manager Linda Thornton and another employee, Kathleen Proctor. "Grand Rapids is a tough market," says Marvin. "This is an educated consumer who watches his money." As the only local outlet that advertises the product as the Chester Fried Brand, Mother Hubbard #1 thinks brand name recognition is a real plus. We sell a good product and consumers are happy with it. Leavenworth agrees, "The Chester Fried name is well recognized in the eastern side of the state and although we sell a lot of our product in the

Grand Rapids area for supermarkets,

Mother Hubbard #1 is the first to use the brand name and advertise it as Chester Fried. Sam Karadsheh's support of the brand name has worked well for both of us. We are happy they are having such good results."

Karadsheh says the program has met all his expectations. Additional training is available to DCI customers at Chester Fried University in Montgomery, Alabama.

Karadsheh has extensive experience in foodservice too. His training included a stint at McDonald's Hamburger University in Elk Grove, Illinois. Besides managing a McDonald's, he has owned the Monroe, Michigan Big Boy; Bel Mar Coney Island on



(l to r) Marvin, Sam and Bob are enthusiastic about the success of Chester Fried.

Woodward Avenue in Detroit; and a Middle Eastern grocery in Buckingham Plaza, at Schoolcraft and Inkster in Livonia. Actually Karadsheh has worked as an independent restaurant owner or

manager since coming to the United States from Jordan at 16 years of age. An excellent student, Karadsheh was offered a scholarship to go to Russia and train to serve in the Soviet Air Force. Instead, his parents sent him to live with his uncles in Los Angeles. Fluent in Arabic and French, he went to school at Hollywood High and learned English by immersion. Within three years he was entirely on his own. He has lived all over but likes Michigan.

Opportunity brought him, along

with his wife and four children, to Grand Rapids four years ago when the Mother Hubbard Chain filed for bankruptcy. Sam rescued the 4,200-square-foot Mother Hubbard #1 and his brother Ramsey bought Mother Hubbard #2.

Sam's friend, Louie Rizkallah, foodservice manager for K-Mart until his recent retirement, says, "I call Sam 'The Action Man,' because if he thinks of it, he acts on it, and within a month it happens." Sam says he likes to do things spontaneously, both for business and for pleasure. He expects the new 2,100-square-foot diner he is installing next door will be a success. Based on the track record of Mother Hubbard #1, which went from being a bankrupt dead location to having a 60 percent increase in less than four years, success is a solid bet.

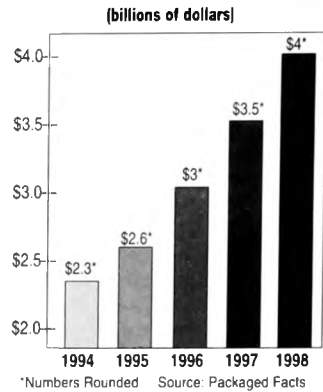
Karadsheh says he knows his clientele and the product and he's willing to take a chance. He adheres to the philosophy of the four P's: product, place, promotion and price. With his experience and the support he gets from DCI's Chester Fried program, he is certain he can't lose. Sam Karadsheh says he is happy to share these secrets of his success. "I really have to thank the people of Grand Rapids for making us welcome here, my employees for their hard work and Bob Leavenworth for his support." Perhaps the most important secret of all is this: "If I wouldn't eat it and take it home to feed to my children, then I won't sell it."



Sam in front of Mother Hubbards #1 in Grand Rapids



**THE CORE KOSHER FOODS MARKET:  
U.S. RETAIL SALES 1994-98**  
(billions of dollars)



# Kosher products develop a large audience

## Mainstream companies seek kosher certification for many products

Nabisco's Oreo Cookies became one of the more than 41,000 kosher-certified products in the U.S. retail food market in 1998. Indeed, thirty percent of the products in a typical grocery store or supermarket have now come under some form of kosher supervision.

Furthermore, there are now about 200 independent grocery stores in the United States that cater strictly to the kosher market.

### Two Kinds of Kosher: "Overall" and "Core"

The "overall" kosher market has grown to \$35 billion in 1997, reflecting an increase of 41% in five years. "Overall" kosher customers are all mainstream customers who see Kosher as an assurance of health and quality.

The "core" kosher customer is a dedicated observer of a Kosher

diet. Muslims and Seventh Day Adventists comprise the second largest groups of consumers consciously seeking out kosher products, accounting for 19% of total sales. This group is expected to grow into the largest segment by the year 2007, accounting for 44% of customers.

### Certification Business Growing

There are 304 kosher certification symbols in the United States, representing the agencies and rabbis that oversee kosher standards. One hundred certification symbols have been added between July 1996 and December 1997.



## Turkey Reminder

Each November AFD hosts its annual Turkey Drive. This year we are striving to provide over 1,500 needy families in the Metro Detroit area with a turkey. Join in this worthy cause. We need volunteers to help raise funds and distribute turkeys. Donating your time and talents for events like this has its rewards. Knowing that you've made a family's Thanksgiving dinner a little brighter gives you a great deal of satisfaction. It also helps to make the city a little better place to live. Come help with this worthy cause. Please call Tom Amyot at (248) 557-9600. Thank you.

# 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

# Preparing your business for the new millennium

Y2K. Four or five years ago, those three letters didn't mean much. Today, they signify a problem of global proportions. Y2K is the term that refers to the Year 2000 problem, also called the

Millennium Bug.

The problem, according to David Peterson, Detroit Edison Y2K Program Manager, originated with an innovative solution to save computer memory.

"Forty to 50 years ago, when business people first began working with computers, electronic memory space was very expensive," he said. "To save memory, all dates were defined

with a series of two digit numbers." That means, Dec. 11, 1997 would be read as 12/11/97.

The problem arises with the approach of the year 2000 that will be incorrectly interpreted as 1900, or 00, by any device not "Y2K ready" or "Y2K compliant."

Our dependence on technology multiplies the seriousness of this dilemma.

"Today, nearly all of business and industry is fueled by computers," Peterson said.

"Correcting this problem means inventorying and accessing every piece of computer equipment, hardware and software. It's an immense job."

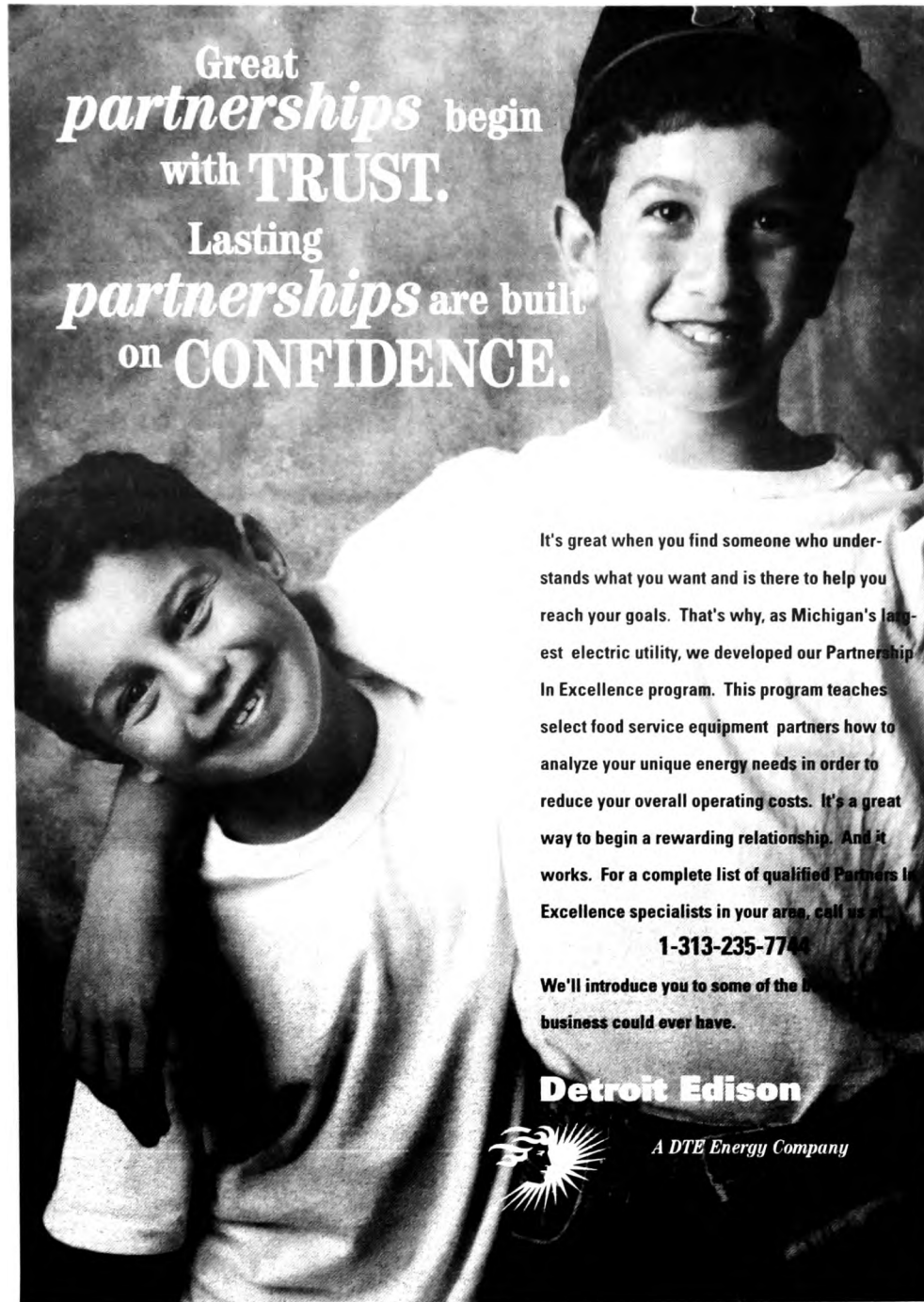
Detroit Edison began working on the Y2K issue in 1996 and has established a special team to deal with Y2K concerns. We have completed inventory of all computer systems and other devices and have contacted our critical vendors and suppliers to determine their Y2K progress. We also are working with electric industry organizations to share solutions.

What can you do to help your business become Y2K ready? First, understand the scope of the problem. Y2K will impact answering machines, pagers, cash registers, credit card scanners, emergency lighting, thermostats, telephones, computers, security systems and many other devices. Identify all Y2K ready or compliant equipment.

"At Detroit Edison, all Y2K ready devices are stickered for quick identification. This helped us as we continued to check and inventory equipment," Peterson said.

Also, check with your vendors to make sure they're addressing the Y2K issue and they'll be able to provide you with the goods and services you need to continue doing business.

Because we all know that banking mistakes have the potential to ruin anyone's day, make sure your books and records are up to date. Be able to locate



**Great partnerships begin with TRUST.**


**Lasting partnerships are built on CONFIDENCE.**

It's great when you find someone who understands what you want and is there to help you reach your goals. That's why, as Michigan's largest electric utility, we developed our Partnership In Excellence program. This program teaches select food service equipment partners how to analyze your unique energy needs in order to reduce your overall operating costs. It's a great way to begin a rewarding relationship. And it works. For a complete list of qualified Partners In Excellence specialists in your area, call us at

**1-313-235-7744**

We'll introduce you to some of the business could ever have.

**Detroit Edison**

 **A DTE Energy Company**

See Edison, page 45



# 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 Rick 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.

**FOR SALE—**Downriver area. SDD, SDM, Lotto Building, Land & Business with high visibility and traffic. Terms negotiable. Ask for Bob Eldredge, BBA Associates (313) 389-3700.

**COUPONS GOT YOU DOWN?—**Call AFD coupon redemption specialist Harley Davis at (248) 557-9600 to save yourself time and money.

**NEWBURGH RD. STORE FOR SALE—**Liquor, Lotto, Deli. Business for sale. Lease only. 3550 sq. ft. building. Terms negotiable. Call BBA Associates at (313) 389-3700.

**FOR SALE: ECORSE SUPERMARKET—**SDD, SDM and Lotto 9650 sq. ft. Great location great visibility Business, Building & Land Terms negotiable. Call BBA Associates at (313) 389-3700.

**PARTY SHOPPE/DELI—**Great Royal Oak location. Lotto, Frozen Coke, SDM/Store sales—\$9,000/week. Lotto sales—\$3,800/week. Business—\$165,000 w/ \$80,000 down. Call Rick at (248) 655-1923 or (248) 545-3500.

**FOR SALE BY OWNER—**Country Party Store. Beer, Wine, Liquor, Lotto & Movies. 20 minutes south of Lansing. \$11,000+ avg/week. Lotto sales. Growing business—\$325,000/land & business. Call Doug at (517) 694-4558 after 2 p.m. SERIOUS INQUIRIES ONLY.

**DETROIT STORE FOR SALE—**SDD, SDM, Lottery 3,000 sq. ft., \$20,000 average weekly sales. Asking \$400,000 for business/\$175,000 for building. Terms negotiable. Ask for Steve at (313) 896-8030.

**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, ask for Bill.

**GAYLORD BUILDING FOR SALE—**3,800 sq. ft. across from new Post Office. Ideal for Party Store or Convenience Store. \$198,000. Ask for Don Mitzzyk at (517) 732-9422.

**LIQUOR STORE & PHARMACY w/ LOTTERY FOR SALE—**5,000 sq. ft. Between Chalmers & Conners. Ask for Mike at (313) 331-0777.

**BOD LICENSE FOR SALE—**Commerce Township. Call Madison National Bank at (248) 548-2900 ext 2244.

**BOD LICENSE FOR SALE—**City of Allen Park. Call Madison National Bank at (248) 548-2900, ext 2244.

**EQUIPMENT FOR SALE—**Taylor, 3-head soft serve ice cream machine—\$1300. 2-compartment bagel merchandiser—\$50. (248) 656-1923 or (248) 545-3500. Leave message for Rick.

**FOR SALE—**Four (4) door, reach-in cooler, holding \$500. One (1) door, upright freezer, holding \$500. Call Sam Sheena at (248) 558-4774.

**ESTABLISHED PARTY STORE—**Port Huron, MI. Highly populated, high traffic area. SDD, SDM and Lotto. Owner retiring. Call (810) 985-5702. Leave message.

## Safe to Eat continued from page 4

required to assure a safe food supply in the future. Both the food industry and the government are up against a determined and cunning opponent, the microbes themselves. Bacteria are increasingly developing resistance to antibiotics and sanitizers and as a result, new and more virulent strains, such as E. coli O157:H7 are emerging at an alarming rate.

Food handlers beware: it is an

undisputed fact the time-honored inspection methods of sight, smell, and touch simply do not work on the new generation of food pathogens. Faster, cheaper and more sensitive microbial tests are being developed, both to detect pathogens during processing and to quickly identify the infectious agent and its point of origin in those who become sick. Other interesting, yet questionable approaches are immunizing

livestock against food pathogens such as salmonella.

The U.S. food supply may still be the safest in the world—and light years better than the conditions I witnessed in India—but it will take consumer education, some good science, diligent training and retraining, and proper food handling procedures, before consumers will feel totally honest when they answer "Yes" to a child who asks, "Mommy, is this safe to eat?"

## Fresh ideas in health care for AFD members

When you visit a salad bar, you make your own choices. You build your salad with ingredients to suit your taste and nutritional needs.

When it comes to health care coverage and the Blues, just as at a salad bar, you can make your own choices too...if you belong to AFD. You can choose from Managed Traditional, Blue Preferred PPO, and Blue Care Network HMO. Each has advantages that might better suit you at different stages in your life.

You can also select from side dishes like prescription drugs, dental and vision coverage—all from the leading provider of health care benefits in Michigan. No other health care company has a larger network or better selection of doctors and hospitals.

With AFD-endorsed Blue coverage, you get the best coverage available at the best possible price and value. Contact AFD's health care/salad bar expert Judy Mansur and let her "toss" around a few ideas for you. Her number is 1-800-66-66-AFD.

For you. For life.



Independent member of the Blue Cross and Blue Shield Association

# Thank you notes from our scholars



On behalf of my family and myself, I would like to thank both you and your association for my academic scholarship. I appreciate the time that Associated Food Dealers devotes to making these scholarships possible.

*Sincerely, Angela Frost*

I would like to thank 7-UP and AFD for presenting the opportunity for me to receive this scholarship. I hope that you will continue to do this for college students in the future.

*Sincerely, Chris Allen*

I would like to thank Metz Baking Company for sponsoring my AFD Scholarship. The scholarship has made it possible for me to attend Michigan State University, my first choice college.

*Sincerely, Abigail Sommers*

Thank you very much for sponsoring my scholarship. Your generosity is greatly appreciated. I will be a sophomore at Western Michigan University this fall. I hope to continue my education in medicine or another biological field. Thank you once again.

*Sincerely, Laura Ackerman*

I would like to thank you for making me a recipient of your scholarship program.

*Yours Truly, Sabrina Mignon Crawford*

I would like to thank AFD for sponsoring me and contributing to my education. Your contribution will allow me to attend the fall semester at the University of Michigan-Dearborn where I will be majoring in computer science. Your contribution will help me to pursue my dream of going to college and graduating with a degree.

*Sincerely, Anthony Shamoun*

Thank you for the contribution to the enhancement of my education. I plan to keep a 3.0 grade point average at Wilberforce University in Ohio. Thank you for the blessing, I will make you proud with no regrets.

*Thank you, Carmen Womack*

The Wilberforce University family is most appreciative of your gift representing an AFD Scholarship for Carmen Womack.

*John Henderson, President, Wilberforce University*

I am very grateful to you for sponsoring me as one of the recipients of the AFD Scholarship. This award means very much to me because the rising cost of education is very hard to afford.

*Sincerely, Miriam Asadi*

Thank you very much for the scholarship. It is greatly appreciated.

*Sincerely, Kenya Brock*

## FREE PHONE CARD PROGRAM.

**Are You Ready for the Year 2000?**

**14 million POS terminals will be obsolete for the Year 2000.**

***Is Yours One Of Them?***

**EBT(Electronic Benefits Transfer) is required by federal law by 1999.**

**If you accept any of the following: Food Stamps, WIC, Medicare, Medicaid, Social Security, Unemployment, or Government Pensions**

***You Must Be Prepared***

**Do You Accept Credit Cards, or ATM/Debit Cards?**

**ATM/Debit is the Fastest-Growing Method of Payment in the U.S. Today!**

***Let Us Show You How Much You Can Save With Our Debit And Credit Rates!***

**\*CALL US FOR DETAILS!**

**NO UP-FRONT INVENTORY COST!**

**NO RISK!**

**100% CREDIT!**







CALL

**1-800-909-5599**

Merchant Card Services, LLC

4515-B W. Saginaw, #201, Lansing, MI 48917 Ph: 517-321-1649 Fax: 517-321-1659

## Lottery

continued from page 39

redemption status of the jackpot-winning tickets. Each eligible retailer will receive the \$10,000 commission through special warrant by mail following the drawing. Congratulations to all of our lucky retailers!

### New instant tickets

Instant tickets continue to be the fastest growing product segment for the Michigan Lottery, and they have played a significant role in the Lottery's success so far this year. With just a few weeks to go, the Lottery projected fiscal-year instant ticket sales of at least \$610 million. You can take part in this instant success story by stocking up on October's newest games.

Your customers will have a howling good time with "Monster Cash" a \$2 game available October 5 with a not-so-spooky top prize of \$31,000! Another \$2 game, "\$25,000 Club," hits ticket counters on October 19 with a top prize of \$25,000.

Back by popular demand this year is the "1,000,000 Gift" instant game. This \$10 ticket is a great stocking-stuffer for anyone on your gift list, with a top prize of \$1,000,000 paid instantly. Rounding out the month is a new \$1 game called "Fortune Cookie," available October 12 with a \$5,000 top prize.

## Edison

Continued from page 42

Hard copies of banking statements, personal and social security records, tax returns and other important information.

Need help? Most computer manufacturers, including Microsoft, Hewlett Packard, Novell, Dell, and IBM have Y2K help sites on the World Wide Web. For more general information simply type in [www.year2000.com](http://www.year2000.com). There are also a number of web sites that provide a Y2K checklist of recommended steps and resource for small businesses to get you started. One such site is [www.sba.gov/y2k/edc2.html](http://www.sba.gov/y2k/edc2.html). And don't forget to consider professional organizations, trade associations and business magazines. They are often able to provide you with advice and support.

If you have questions relating to how Detroit Edison is handling the Y2K issue, call the Year 2000 Program at 1-888-464-3376.

## Bringing FMI Services to members

*A retailer wants to develop a marketing plan for meal solutions. A state food retail association needs a strategic plan for the future. Banks want to increase fees for electronic benefit transfer (EBT) transactions.*

Where to turn for help?

Often, the best place to start is with a call to one of Food Marketing Institute's regional directors. They know the resources, programs and experts that FMI can bring to meet just about any member need. Just as importantly, they know the members and industry associations in their

regions.

A major part of their role is to facilitate member access to all of FMI's resources in research, education, information, government relations, media relations, food safety, technology, human resources and many other areas.

They also make sure that the headquarters staff in Washington, DC, is aware of regional trends that may become national in scope. Working with state associations, FMI's government relations staff can help address issues that involve

the federal government, such as EBT; electricity deregulation; tobacco sales to minors; food stamps; and the Women, Infants and Children program.

Since its first regional office opened in 1982, the directors have grown into a network that facilitates strategic planning and coordinates industry action on the industry's most pressing issues. The FMI regional office for this area is located in Chicago. Our regional contact, Jeff Rumachik, is a great resource and can be contacted at (847) 816-4999.



## You've gotta be nuts not to be a member of AFD!

Your competition is and they are making money lots of money saving on AFD services and benefits.

## Why aren't you?

Retailers have found that through the savings and commissions they receive by using just one or two of AFD's wide range of services that they can actually pay for their membership dues and have a lot of money left over.

What a bargain!

## AFD is working hard for you—why not help us to help you!

- ☐ Ameritech Payphone Services
- ☐ Blue Cross Blue Shield Health Care Options
- ☐ Coupon Redemption Service
- ☐ Mastercard/Visa Discounts
- ☐ Telecheck/ACS Checking Services
- ☐ AirTouch Cellular Service
- ☐ North Pointe Liquor Liability Insurance
- ☐ AFD Workers Compensation Fund

To find out more about these services and how AFD members are saving on other programs like these, please call Dan Reeves at AFD,

**(248) 557-9600.**

***Belonging to the AFD Doesn't Cost It Pays!***



# SUPPORT THESE AFD SUPPLIER MEMBERS

## AUTHORIZED LIQUOR AGENTS:

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

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Anchor Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 764-5516
Interstate Brands Corp.	(313) 591-4132
Koeppinger Bakeries, Inc.	(248) 967-2000
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Taystee Bakeries	(248) 476-0201

## BANKS:

The ATM Network	(410) 821-1600
The ATM Company	(352) 483-1259
Convenience Mortgage Corp.	(800) 474-3309
Cornelius Systems	(248) 545-5558
Madison National Bank	(248) 548-2900
Michigan National Bank	1-800-225-5662

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
Anheuser-Busch Co.	(800) 414-2283
Arizona Beverages	(810) 777-0036
Bacardi Imports, Inc.	(248) 489-1300
Bellino Quality Beverages, Inc.	(313) 946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Brown-Forman Beverage Co.	(313) 453-3302
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	

Auburn Hills	(248) 373-2653
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501

Coffee Express	(734) 459-4900
E & J Gallo Winery	(248) 447-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
General Wine & Liquor Corp.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hiram Walker & Sons, Inc.	(248) 948-8913
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & L Wine World	(248) 588-9200
Metro Beverage Inc.	(810) 268-3412
Miller Brewing Company	(414) 259-9444
Mohawk Distilled Products	1-800-247-2982
Nestle Beverages	(248) 380-3640
NAYA, USA	(248) 788-3253
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	1-800-935-6533
Paddington Corp.	(313) 345-5250
Pepsi-Cola Bottling Group	

Detroit	1-800-368-9945
Howell	1-800-878-8239
Pontiac	(248) 334-3512

Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
Red Hook Beverage Co.	(248) 366-0295
R.M. Gilligan, Inc.	(248) 553-9440
Royal Crown Cola	(616) 392-2468
Seagram Americas	(248) 553-9933
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Tri-County Beverage	(248) 584-7100
Viviano Wine Importers, Inc.	(313) 883-1600
Warner Vineyards	(616) 657-3165

## BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(248) 646-0578
The Greenon Company	(248) 305-6100
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(248) 424-8500
Paul Inman Associates	(248) 626-8300
PMI-Eisenhart	(248) 737-7100
Sales Mark	(313) 207-7900
Treppo	(248) 546-3661
"The Sell Group"	(810) 574-1100

## CANDY & TOBACCO:

A.C. Courville Inc.	(248) 863-3138
Brown & Williamson Tobacco	(248) 350-3391
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Emerald Food Service	(248) 546-2700
Karen's Kale at North Valley	(248) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(248) 352-9020
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(810) 949-2280

## DAIRY PRODUCTS:

Dairy Fresh Foods, Inc.	(313) 868-5511
Golden Valley Dairy	(248) 399-3120
London's Farm Dairy	(810) 984-5111
McDonald Dairy Co.	(800) 572-5300
Melody Farms Dairy Company	(313) 525-4000
Pointe Dairy Services, Inc.	(248) 589-7700
Stroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

## EGGS & POULTRY:

Linwood Egg Company	(248) 524-9550
Montgomery Egg	(517) 296-4411

## 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
Sunnyside Produce	(313) 259-8947

## ICE PRODUCTS:

Union Ice	(313) 537-0600
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## INSECT CONTROL:

Rose Extermination (Bio-Serv)	(248) 588-1005
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## INSURANCE:

Alphamerica Insurance Agency	(810) 263-1158
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
CoreSource / Presidium	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 569-0505
IBF Insurance Group, Inc.	(248) 354-2277
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 557-6259
Willis Corroon Corp. of MI	(248) 641-0900

## MANUFACTURERS:

Anthony's Pizza	(810) 731-7541
Ecco D'oro Food Corp.	(810) 772-0900
Eden Foods	(517) 456-7424
Fine Manufacturing	(248) 356-1663
Gerber Products Co.	(810) 350-1313
Home Style Foods, Inc.	(313) 874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kraft General Foods	(313) 261-2800
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(248) 478-1350
Nestle Food Company	(248) 380-3670
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

## MEAT PRODUCERS/PACKERS:

Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Country Preacher	(313) 963-2200
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100

Kowalski Sausage Company	(313) 873-8200
Metro Packing	(313) 894-4369
Nagel Meat Processing Co.	(517) 568-5035
Pack "Em Enterprises	(313) 84303600
Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Strauss Brothers Co.	(313) 832-1600
Swift-Eckrich	(313) 458-9530
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
CBS Young Country Radio	(248) 799-0624
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
OK Communications, Inc.	(301) 657-9323
Outdoor Systems Advertising	(313) 556-7147
WDIV-TV4	(313) 222-0643
WJBK-TV2	(810) 557-2000
WJL-AM/WJOI-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Advanced Formula Products	(313) 522-4488
Items Galore, Inc.	(810) 774-4800
Scott Pet	(765) 569-4636
Toffler Marketing	(810) 263-9110

## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Country Preacher	(313) 963-2200
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Michigan Rainbow Corp.	(810) 365-5635
Nikhlas Distributors (Cabana)	(313) 571-2447
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(810) 365-5555

## PRODUCE

Ciaramitaro Bros. Inc.	(313) 567-9065
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## PROMOTION/ADVERTISING:

PJM Graphics	(313) 535-6400
Promotions Unlimited 2000	(248) 557-4713
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(810) 777-6823

## RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
The Golden Mushroom	(248) 559-4230
Palace Gardens	(810) 743-6420

## SERVICES:

AirPage Prepay & Talk Cellular	(248) 547-7777
AirTouch Cellular	(313) 590-1200
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-441-1409
AMNEX Long Distance Service	(248) 559-0445
AMT Telecom Group	(248) 862-2000
Automated Collection Systems	(248) 354-5012
Bellanca, Beattie, DeLisle	(313) 964-4200
Central Alarm Signal	(313) 864-8900
Check Alert	(616) 775-3473
Checkcare Systems	(313) 263-3556
CIGNA Financial Advisors	(248) 827-4400
Community Commercial Realty Ltd.	(248) 569-4240
Dean Witter Reynolds, Inc.	(248) 258-1750
Detroit Edison Company	(313) 237-9225
Foillmer, Rudzewicz & Co., CPA	(248) 355-1040
Garmo & Co., CPA	(248) 737-9933

Goh's Inventory Service	(248) 353-9033
Great Lakes Data Systems	(248) 356-4100
Jerome Urcheck, CPA	(248) 619-0955
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6430
Merchant Card Services	(517) 321-1649
Metro Media Associates	(248) 625-0700
MoneyGram	(800) 642-8050, 16951
Nationwide Communications	(248) 208-3200
NexTel Communications	(248) 213-3100
Paul Meyer Real Estate	(248) 398-7285
PC Specialties	(248) 594-3255
POS Systems	(517) 321-1649
Quality Inventory Services	(810) 771-9526
REA Marketing	(517) 386-9666
Frank Smith's Red Carpet Keim	(248) 645-5800
Sal S. Shimoun, CPA	(248) 424-9440
Southfield Funeral Home	(248) 569-8080
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express Co.	1-800-328-5678
Western Union Financial Services	(248) 449-3860
Whitely's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Great Lakes Gumball	(248) 723-5113
Hobart Corporation	(313) 697-3070
National Food Equipment & Supplies	(248) 960-7292
North American Interstate	(248) 543-1666
POS Systems Management, Inc.	(248) 689-4608
Refrigeration Engineering, Inc.	(616) 453-2441
Taylor Freezer	(313) 525-2335
TOMRA Michigan	1-800-610-4066

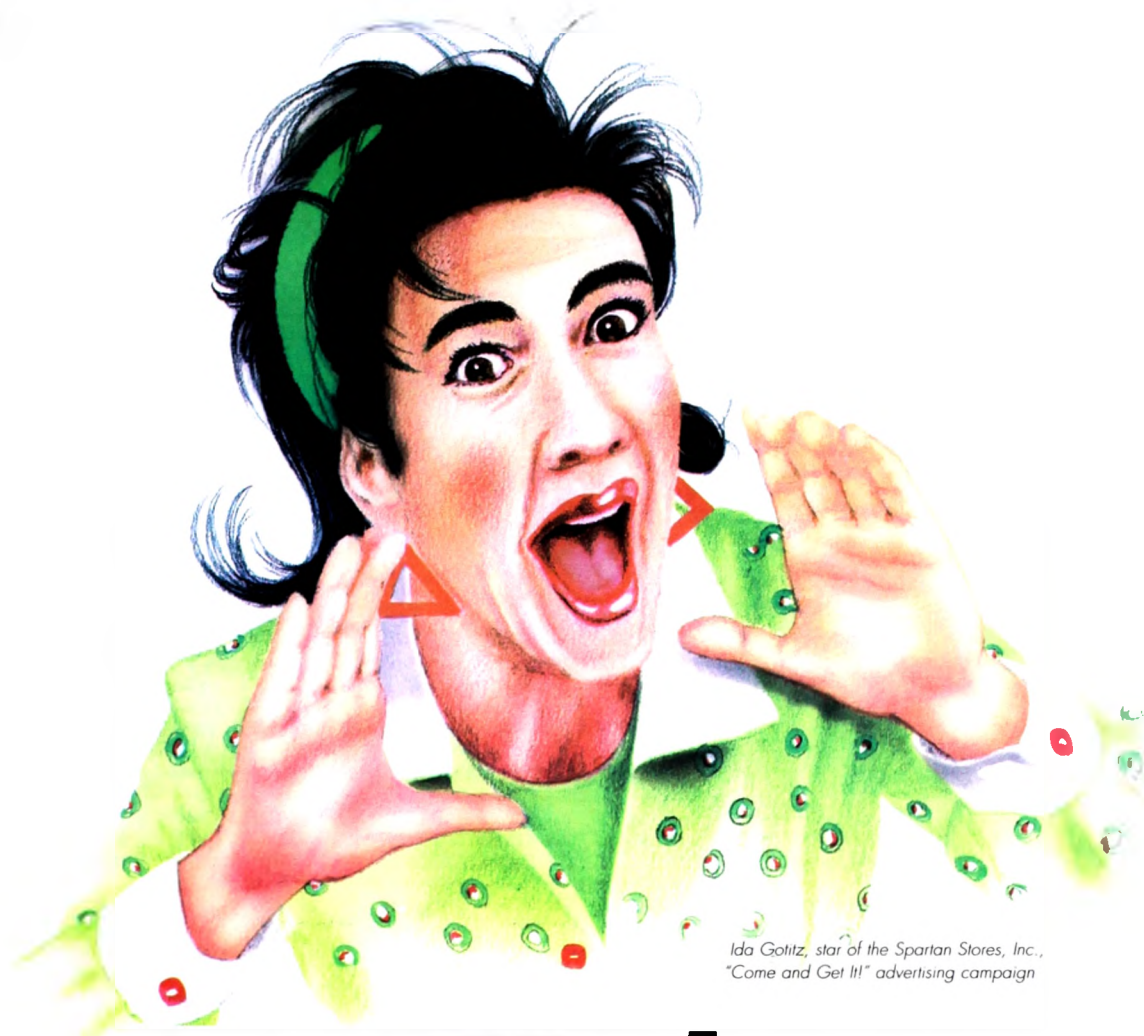
## WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Consumer Egg Packing	(248) 354-5388
Dairy Fresh Foods, Inc.	(313) 868-5511
Detroit Warehouse Co.	(313) 491-1500
EBY-Brown Co.	1-800-532-9276
Family Packing Distributors	(248) 644-5351
Foodland Distributors	(313) 523-2100
Garden Foods	(313) 584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Wholesale	(616) 261-9393
Habfus Trading Company, Ltd.	(810) 754-2250
Hamilton Quality Foods	(313) 728-1900
I & K Distributing	(313) 491-5930
JC's Distributing	(810) 776-7447
J.F. Walker	(517) 787-9880
Jerusalem Foods	(313) 538-1511
Kay Distributing	(616) 527-0120
Kebleer Co.	(313) 455-2640
Kehe Food Distributors	1-800-888-4681
Lipari Foods	1-810-447-3500
McInerney-Millere Bros.	(313) 833-8660
Midwest Wholesale Foods	(810) 744-2200
Norquick Distributing Co.	(313) 522-1000

Pointe Dairy Services, Inc./	
Vie De France	(248) 589-7700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sam's Club-Hazel Park	(248) 588-4407
Sherwood Foods Distributors	(313) 366-3100
State Wholesale Grocers	(313) 567-7654
Spartan Stores, Inc.	(313) 455-1400
Super Food Services	(517) 777-1891
Tiseo's Frozen Pizza Dough	(810) 566-5710
Treppo Imports	(248) 546-3661
Value Wholesale	(248) 967-2910
Weeks Food Corp.	(810) 727-3535
Ypsilanti Food Co-op	(313) 483-1520

## ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2008
Livorno-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wileden & Assoc.	(248) 588-2358
Wolverine Golf Club, Inc.	(810) 781-5544



Ida Golitz, star of the Spartan Stores, Inc.,  
"Come and Get It!" advertising campaign

# POWER • house

Driving sales means making yourself heard! That's why Spartan Stores, Inc., offers high-impact, cost-efficient tools that will help you outshout the competition to increase your market share and average transaction size.

Our customizable programs and services deliver both immediate results and future dividends. Choose from...

- Promotional opportunities—grab attention and add in-store excitement.
- Marketing research—understand your customer... and your competition!
- In-store design and merchandising services—optimize traffic flow and product appeal.
- Meal solutions consulting services—put consumer trends to work for you!
- Marketing, advertising/printing and public relations services—build the image that will build your sales.
- Associate training programs—reap the competitive benefits of outstanding customer service.



*Spartan Stores recently helped our store introduce many exciting new products and a fresh new look. The changeover, by nature chaotic and stressful, was softened by a Spartan-led effort that focused on both immediate and long-term concerns of our customers. This was a remarkable transformation—hard, yet well designed and smoothly implemented.*

Hal and Jean Neiman  
Owners  
Neiman's Family Market

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## Sales & Marketing

& the Muscular Dystrophy Association

### “Thanks You”

our Michigan and Toledo customers  
and our participating manufacturers for their  
generous support of “Aisles Of Smiles” for 1998.



You Are All Part  
Of The Winning Team!

### Thank You !!

Through the combined efforts of all  
Detroit / Saginaw / Grand Rapids and Toledo  
participating retailers and manufacturers,  
we collectively raised over

\$120,000

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GREATER RESULTS IN 1999 ...

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Cincinnati    Columbus    Indianapolis    Ft. Wayne

