Fallout expected from irradiated red meat legislation

by Cinny Bennett

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

The USDA is likely to approve the regulations governing the processing, packaging and labeling of irradiated red meat. USDA must first develop regulations to go along with the dosage levels set by the FDA. The Food Safety and Inspection Service (FSIS) must draft a proposed rule for plant procedures. An FSIS spokesman said the agency’s goal is to have a proposal in 60 to 90 days. After that, a public comment period could take up to 90 days more.

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

See Irradiation, page 32

Governor Engler’s State of the State Address explained

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

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

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

See Engler, page 10

Countries with approved commercial irradiation

- Argentina
- Bangladesh
- Belgium
- Brazil
- Canada
- Chile
- China
- Cuba
- Denmark
- Finland
- France
- Hungary
- India
- Indonesia
- Israel
- Italy
- Japan
- Mexico
- Netherlands
- Pakistan
- Russia
- South Africa
- South Korea
- Spain
- Syria
- Thailand
- United Kingdom
- United States
Chairman’s Message

Membership is rewarding

by Bill Viviano
AFD Chairman

In my first column, I want to begin by saying that I am honored to serve my industry as the recently elected AFD chairman. I am looking forward to working with the AFD board, staff and membership. This is one of the strongest trade associations of its kind in the country and its members are what keep it healthy, vital and powerful.

I was very proud to receive the gavel from past chairman Mark Karmo at the recent AFD trade dinner, “A Night of Romance.” And what a night it was! I can honestly say it was one of the best dinners and certainly the best attended ball in AFD’s history, with over 1,000 guests. It was wonderful to see all of you there, enjoying the great food, fabulous music and the camaraderie. A Night of Romance was a great beginning to my term as your chairman and I look forward to serving you throughout the year.

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

AFD represents you politically—constantly monitoring legislation that affects the retail food industry and going to bat for you when bills are proposed that could be harmful. Each year the petroleum industry introduces legislation that, if adopted, would make it illegal for gas stations to sell beer and wine. AFD has successfully killed these bills for four years and will continue to lobby against them. Without the support of AFD this legislation could put many of our members out of business.

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

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

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

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

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

By Danielle MacDonald

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

Jim left high school in 1946, and the Lipari family opened a self-serve store on Mack Avenue in 1947. The entire family worked in the store, from his father Thomas and mother Maria, to his siblings Vita, Angela, Charles, Rose and Sam. Jim worked as a meat cutter. “In those days, supermarkets were not self-serve,” explained Jim. “The grocery clerk would get every customers’ products.” As you can see from the picture of Lipari’s Market, grocery products used to be stacked high behind the counter before the introduction of self-serve. The customer would stand at the counter to place an order. “The customers needed something to hold their products while they shopped. We bought buggy’s that looked like baby carriages but they sure worked great.” mused Jim.

With a new innovative store, the Lipari’s took a chance on some new items. “We started selling frozen vegetables which was completely foreign to our customers,” explained Jim. “Only the younger people bought frozen products. The old-timers would not even give the products a try.” Their concern was product freshness which was why the older generation was not completely happy with self-serve grocery stores either. With self-serve came packaging and merchandising. “We used to merchandise fresh picked vegetables in the summer by displaying them outside the store and watering them on a regular basis,” said Jim.

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

See Lipari, page 6
You're Going To Love Us In '98!

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

Then your want...
NORTH AMERICAN INTERSTATE!

For the Best Deals On the Finest Equipment, Call Today!
(800) 333-8645
North American Interstate, Inc.
Serving Michigan • Ohio • Indiana
* Call for Details
two children, Thom in 1952 and Lori in 1956. The war again impacted the Lipari family. Jim was a foot soldier in Germany from 1950 to 1952 and his brother Sam was drafted in 1952. Jim returned from the war and worked in the store, but the family sold their self-serve market in 1953. Now 25 years-old, Jim hit the streets as a mini-distributor out of his Buick station wagon selling a unique product to grocery stores and restaurants. Plastic was new in 1953 and Jim was distributing plastic cake covers for Palmer Plastics. He also began adding other products to his product line. “One of the biggest selling items was Miracle Cloth which was a reusable cloth like a Handi-Wipe,” Jim recalls.

During the Spring of 1955, “I was on my route and just happened to notice a new meat market on Jefferson Avenue so I stopped in to look around,” explained Jim. It was Tuesday and Hershey’s Meat Market was scheduled to open on Thursday. The owner, Julius Hersh, ran a full page ad touting his new meat market, but he hadn’t yet hired a meat cutter. “Julius asked me to help him get through the opening weekend and I was glad to do it. I went to get my paycheck on Saturday night and Julius handed me the keys and the books. He wanted me to be the new manager.” Although he never intended to stay at Hershey’s, Jim worked at the meat market for five years.

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

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

One of the biggest selling items was Miracle Cloth, a reusable cloth like a Handi-Wipe.
to continue distributing Bazzo’s. John went into real estate. Lipari Food Distributors was headquartered on Harper Avenue in St. Clair Shores. The picture at right shows the small manufacturing space that was used to make Bazzo’s. Jim’s retired father Thomas, shown in the picture, helped make the sauce. “I wanted to specialize in sauces so I soon picked up Martell’s Sloppy Joe Sauce which tasted great and was packaged very innovatively.” Not surprisingly, Jim was one of the first distributors to sell products in the new foil dry packaging. He also added Bravo Spaghetti Sauce to his product line.

“Told products out of my station wagon and did a different route every day,” explained Jim. One day on his route, Jim came across a friend that was closing his restaurant. “I met with him and asked if he would manufacture a spaghetti sauce called Bella Mia for Lipari Food Distributors. We had to buy extra cooking equipment, but soon we were making Bella Mia along with Bazzo’s.”

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

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

Jim’s big break came in 1967 when Frank’s Tea & Spice appointed Lipari as their distributor. “Their foil-pack gravy mixes were a very profitable item,” explained Jim. “It was at this point that I became known as the spice man on the street.” Lipari’s niche was the independent supermarkets. “Spice’s were very service oriented and customer service was a skill that I had mastered.” Jim still worked out of his station wagon, but he needed to purchase additional trucks to keep up with the growing amount of customer deliveries.

The first salesman was hired in 1967. Les Wilkinson, who is now deceased, went on to become vice president of Lipari Food Distributors. Although Jim was finally making a profit distributing spices, he still worked at his meat cutting trade on the weekends.

In 1971, Jim’s son Thom started See Lipari, page 8
working at Lipari Food Distributors. They still focused primarily on spices at this time but were continuing to expand. Soon they purchased their third building, all of which were in a row on Nine Mile. The last store that was purchased had two walk-in coolers. A friend in the brokerage business, Chuck Mascari, asked Jim if he could help sell 20 cases of Alps Swiss Cheese. He agreed and put the cheese in one of the two walk-ins. “I went out on my sales route selling cheese,” explained Jim. “I sold out almost immediately.”

This favor for a friend is how Lipari Food Distributors started in the deli business. In 1972, Jim called Chuck Mascari and asked for more cheese along with some ham and salami. Today, Lipari Food Distributors is known by the slogan “the deli people.” This new expanded product line quickly outgrew the two walk-in coolers. In 1977, Lipari moved to Production Drive in Mount Clemens with 21,000-square-feet of space, 20 employees and six trucks. They continued to master the deli business over the next six years.

Today, Lipari Food Distributors is known by the slogan, “the deli people.”

In 1983, Thom went to his father with a new idea. “My son wanted to sell frozen dough to the bakeries,” explained Jim. “I thought the idea was crazy; bakeries needed fresh ingredients, but I told him to give it a try.”

Lipari was host to the first deli and specialty food show in Michigan, and they decided to showcase their frozen dough. “The first order of frozen dough at the show was for 200 cases,” said Thom. Lipari was the first company in Southeastern Michigan to market in-store frozen dough to the independent grocer. This program continued to grow steadily through the 1980s. In fact, two new freezers were built to accommodate the bakery line.

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

In order to accommodate the Spartan stores, another 35,000-square-feet of space was added. This deal expanded Lipari’s distribution network statewide. In the early 1980s, Lipari began distributing in Ohio, increasing their strength in that market. In 1997, Lipari acquired S & S Distributors in Cleveland, Ohio and set up a sales office staffed by 12 employees to service the market.

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

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

According to Thom, “we are looking at packaging and supplies as a growth opportunity for the future. I also feel that the food industry is becoming more regional and Lipari will respond to that trend.” Jim is now semi-retired but his business philosophy remains as the driving force of the company: take care of the customer. These are not just words at Lipari. “Instead of using computers to handle some store level demands, we hire additional salespeople as we expand the business. Technology is not used to eliminate salespeople; it is used to help our salespeople so we can maintain a high level of customer service,” said Thom.

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

GET IN THE GAME

WITH

Budweiser

KING OF BEERS

and College Basketball's

MARCH TO THE CHAMPIONSHIP

Coming Soon . . .
3/23 - 4/4
Bud Family
12-pack
Flagship Bottles

Contact your local wholesaler for details.
Engler continued from page 1

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

Income tax cuts
The highlight of the Governor's 1998 legislative agenda is cutting the state income tax from 4.4 percent to 3.9 percent. The cuts begin in the year 2000, and when fully phased in, Michigan's income tax will be the lowest since 1971, and will save taxpayers $3 billion.

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

Engler also called for a constitutional amendment to make it harder for the Legislature to raise taxes on the people of the state. This amendment would require a three-fifths vote of both the House and Senate to raise the income tax, sales tax, use tax or the single business tax.

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

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

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

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

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

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

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

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

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

See Engler, page 17
Serving the Food and Beverage Industry for 82 Years

14th Annual Buying Trade Show

RACING INTO PROFITS

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

MARK YOUR CALENDARS:
Tuesday, April 21, 1998, 5-10 p.m.
Wednesday, April 22, 1998, 1-8 p.m.

Burton Manor Livonia, Michigan

Booth space is still available. Please call Danielle at AFD with any questions (248) 557-9600.
"A Night of Romance"
AFD's annual trade dinner • February 13, 1998

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

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

The Stephen's Nu-Ad Printing Family offers World-Class Printing at a Down To Earth Price.
Thank you sponsors for a wonderful night of romance

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

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

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

Thank You Sponsors!

STOP CASHIER THEFT!

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

AFD FOOD & BEVERAGE REPORT, MARCH 1998
More shots from AFD’s annual trade dinner, "A Night of Romance"

BETTER MADE POTATO CHIPS

CROSS AND PETERS CO.
DETROIT 48213 • (313) 925-4774
My new idea: The One-Pack.
Dancin’ the night away at the AFD annual trade dinner

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

CORESOURCE is now

Presidium, Inc.
The Disability Management Company

Providing the members of AFD with the best value in workers’ compensation since 1982.
- Supermarkets
- Convenience Stores
- Meat / Fish / Poultry Markets
- Delis
- Restaurants
- Meat Products Manufacturing
- Wholesale Meat, Fish, Poultry Dealers
- Wholesale Stores
- Butchering and Preparation of Fresh Meats
- Food Sundries Manufacturing
- Bakeries
- Canneries

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

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

16 AFD FOOD & BEVERAGE REPORT, MARCH 1998
When it comes to electricity deregulation:
Detroit Edison has gone to bat for its customers

Detroit Edison has been at the forefront of protecting the interests of its customers during the prolonged debate about deregulation of the utility industry. Legislation to enact a reasonable deregulation framework has stalled in Lansing. Many say the lack of action is because the average customer just doesn’t care about the issue. We don’t believe that is true. Of course, our customers care about their utility rates—especially repeat offenders, who are responsible for a disproportionate share of highway carnage. We believe that, too...and have for the last 95 years.

Let’s take a look at what Detroit Edison has been calling for:
1. The issuance of rate reduction bonds to refinance the “stranded cost” debt of the utilities for a shorter term and at lower interest rates, with the savings being passed on to all electric customers.
2. Scrapping prisoner appeal of parole denial—to get rid of a law that gives prisoners the right to challenge their “home utility” and would eliminate the ability of the utilities to act as the “back up” in case of outside supplier non-performance.
3. Awarding nearly $3.9 million annually in grants to over 500 charitable organizations, through Detroit Edison and the Detroit Edison Foundation.
4. Supporting education through the Detroit Compact and our Partnership Schools Program.

Engler
continued from page 10

Fighting Crime
The Governor announced or vigorously renewed his call for:
• Getting tougher on drunk drivers—especially repeat offenders, who are responsible for a disproportionate share of highway carnage
• New prisons—to construct 5,400 new beds over the next four years
• Making prisoners work—because they owe that much to society
• Scrapping prisoner appeal of parole denial—to get rid of a law that gives prisoners the right to challenge denial of parole.

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

We’re putting our energy to work for you.

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

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

Because providing a brighter future for Southeastern Michigan is worth all our energy.
MELODY FARMS NO-FAT, LOWFAT PRODUCTS:

THE SHAPE OF THINGS TO COME
FOR YOUR GOOD HEALTH, FROM

melody farms®

THAT NEW SHAPE COULD BE YOU!
The fitness craze of the 90's has everyone counting calories, calculating fat grams and cutting corners to better health. From this frenzy, a few simple principles emerge:
— exercise regularly;
— eliminate fat from the diet;
— leave the nutrients and minerals.
Which is exactly what Melody Farms has accomplished in our line of Lowfat and No-Fat, Low Cholesterol products. These products are wholesome, nutrient-dense foods that offer a significant amount of vitamins and minerals, ingredients essential to keeping your spirits up as your shaping up.

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

THE TASTE WILL MAKE YOU SMILE

31111 Industrial Rd., Livonia, Michigan 48150 • Distribution throughout Michigan and northern Ohio
Call our sales representatives at 1-800-686-MILK (6455)
TOMRA®
Easy Terms With No Downpayment
And Immediate Payback

TOMRA MICHIGAN PROFILE UPDATE

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

Call us to visit your store, determine your needs, prepare a layout and present a proposal that makes sense.
Answers to your customers’ Big Game questions

by Commissioner Bill Martin

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

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

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

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

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

Anonymity. Since 1988,
State Department Directory
Keep these pages! Here is a handy reference of Michigan governmental departments.

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

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

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

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

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

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

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

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

Office of Services to the Aging
Lynn Alexander, Acting Director
611 West Ottawa St. – 3rd floor
PO Box 30026
Lansing MI 48909
(517) 373-8230

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

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

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

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

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

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

Office of the Great Lakes/Dept. of Environmental Quality
Mr. G. Tracy Mehan, Director
106 West Allegan
PO Box 30473
Lansing MI 48913-7973
(517) 335-4056

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

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

Cornell University is introducing eight new courses designed specifically for convenience store managers and associates at a fee of just $60 per course, due to funding from the Educational Foundation of the National Association of Convenience Stores (NACS). These new Cornell NACS courses form the basis of NACS University, a new education and training initiative of NACS. Persons completing three required courses and two elective courses in the convenience store series will meet the NACS University requirements and receive a special certificate from NACS in recognition of this accomplishment.

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

by Kathy Blake

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

DeVuyst has a great deal of background for serving on the agriculture committee, having been a farmer for many years. His hunting interests make him a knowledgeable member of the conservation, environment and recreation committee. His district has several areas designated as renaissance zones which are designed to entice manufacturers to come and establish manufacturing and processing plants. Renaissance zones provide exemption from local and state taxes for 12 years and diminishing exemption for an additional three years. In Montcalm county, renaissance zones have enabled the construction of several new businesses. A shoe manufacturing facility is near completion and will employ 140 workers. The Fiber Corporation, an existing paper recycler, is expanding. A foreign auto company may come to Gratiot county to produce auto parts. It would employ 150 workers.

DeVuyst, 58, graduated from Ithaca High School and attended Michigan State University. He was a farmer and equipment business owner prior to being elected to the House of Representatives in 1996. In 1991, he was appointed to the Natural Resources Commission (NRC) and he chaired the commission from 1992 until becoming a state representative. “The NRC oversees the Department of Natural Resources: making decisions on fish and game rules and contested case hearings and making changes to wetlands and mitigation guidelines,” says DeVuyst. Michigan became a world-class fisherie for Walleye, a popular sport fish, during his time on the commission.

As a member of the conservation committee, DeVuyst started the task force last spring to introduce legislation to allow deer hunters to use elevated stands during firearms deer season. There is a good chance it will pass this year. DeVuyst says this...
DeVuyst introduced a bill requiring oil and gas companies to make an accounting of the prices of gas and oil sold and post production costs charged to the leaseholder. HB5261 and 5262 now await action in the Senate.

DeVuyst commented, "Eighty-four amendments will stifle just about any bill. This bill can still make it with a good substitute."

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

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

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

With Hobart working with you, you get more knowledge to help your business grow. Hobart has everything you need, and need to know. Our New Planning Guides are packed with facts and tips on menu planning, food preparation, equipment, space needs, suppliers, packaging, merchandising and financial projections. Choose from Chicken, Pizza, Hot Foods, Cold Foods, Bagels...More Equipment! More Expertise! More Profits for you!

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

We want to hear from you!

Did your store recently celebrate an important anniversary? Are you providing a service that is unique? If you represent a manufacturer or distributor, does your company have a new product? If so, we want to feature your company or its products in this magazine!

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

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

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

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

In 1979, Hani Yono left his native country of Iraq and went to Toronto, Canada with a 15-day visa and a degree in agriculture from Basrah University in southern Iraq. Eventually he extended his stay. He worked there in the restaurant business learning everything at a restaurant which specialized in Italian and Middle-eastern cuisine. Gaining the respect and trust of an immigration officer, he became the first Iraqi he is aware of to change his status from a visitor’s visa to a permanent resident without the support of a sponsor and without hiring a lawyer. Through this contact, his family, cousins and two friends all were allowed to join him there.

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

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

May 12, 1988, Hani Yono bought Southfield Liquor and on the same day his daughter, Angela, was born. In the ensuing years he has tripled the business. “In my eyes,” says Hani, “working in the restaurant business will prepare one well for any kind of business. It is the hardest.”

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

The new Lions training camp will be located in Allen Park and on Southfield Road just south of I-94 is Ford Motor’s Danou Tech Center. Across the street from Southfield Liquor, Oakwood Hospital just opened with a 24-hour emergency clinic and a rehabilitation center. Sixty-five new employees will come into the neighborhood. A new Sunoco Oil is next door, RiteAid and Arbor are within sight and Kroger is close by. “Competition is healthy,” says Yono. Yet he is not afraid of the competition since he is confident that people will come...
to his store. Hani and Sana, known as Joe and Sue to their customers, give people reliable, honest and friendly service. They also have good prices, running specials on items for certain time periods. He cautions, however, that he doesn’t believe in advertising lower prices on a continuous basis, but instead advertises sales on popular items, like money orders, for only a part of each month.

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

The Yonos know that the secret to their success is working hard and being on-site and open long hours so that customers will always want to shop there for the friendly attention of "Joe" and "Sue." Another way of ensuring good business, Hani insists, is his long-time association with the Associated Food Dealers of Michigan. He has been familiar with the AFD since he came to America and has been a member since he bought the store. Yono encourages all retailers, business owners and wholesalers to get involved with AFD. "They are working hard to achieve our goals," says Yono. "America is the land of opportunity," says Hani, feeling proud to have accomplished so much in such a short time. "And truly, life is luck."

Anheuser-Busch celebrates "Know When to Say When"

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

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

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

Hostess has new frosted donuts

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

Beefsteak offers rye bagels

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

"Remember the Wonder" and add profits to your bakery sections!!!

America's favorite bread builds category profits
High impact TV advertising!
Place an additional display for Wonder Bread and watch your sales and profits grow!

Hostess
Thanks for your support!

Bigger Cakes and more cream filling!!!
High impact TV advertising!
Hostess display fixtures sell more cake. Ask your sales rep to see the latest!
QUALITY-FRESHNESS-TASTE
The season for Red Hook Nut Brown Ale

Red Hook Nut Brown Ale is the seasonal rotator to Winterhook and Blonde Ale. Nut Brown Ale pays homage to the brewing traditions of Ireland. This tawny colored ale features melllow barley malts and a soft hop signature. The result is a malty brew with a hint of sweetness in the finish. The beer’s pleasant aroma is the product of two hop varieties: Northern Brewer and the rare U.S. grown Hersbrucker. The brewers’ careful blend of six barley malts and two hop varieties results in a surprisingly smooth dark beer. An ale for all seasons, Redhook’s Nut Brown is the transition brew from the chilly nights of winter to the breezy days of spring. Redhook Nut Brown Ale is priced in line with other Redhook products and is available in 416 NR bottles and 1/4 and 1/2 barrels. The brand is supported by a complete line of promotional materials available February through May.

The beer’s pleasant aroma is the product of two hop varieties: Northern Brewer and the rare U.S. grown Hersbrucker.
House subcommittee approves OSHA reform legislation

In February the House subcommittee on workforce protections approved two bills to improve enforcement procedures by the Occupational Safety and Health Administration. The OSHA Compliance Assistance Act (H.R. 2864) would expand an existing OSHA program that provides consultation assistance to small business owners. Free on-site consultations would be provided to those who request them and allow businesses to correct violations without penalty. The bill would also authorize increased spending on this program. Rep. Cass Ballenger (R-NC), the bill’s sponsor and subcommittee chairman, said the consultation program would allow employers to “work with the state OSHA to find and fix problems without the adversarial, threatening relationship that usually comes with federal OSHA enforcement inspection.” H.R. 2877, also approved by the Subcommittee, prohibits OSHA from setting quotas for its inspectors including numbers of inspections, citations issued, or numbers of penalties assessed. Both bills must now be considered by the full House Committee on Education and the Workforce. Still pending before the Committee is the “Safety Advancement for Employees Act,” a broader OSHA reform bill sponsored by Rep. Jim Talent (R-MO).

Pointe Dairy and Premiere Desserts merge

Pointe Dairy Services, Inc. merged with Premiere Desserts Inc., January 5.
Pointe Dairy will be handling warehousing and distribution of Premiere Dessert’s product line and Premiere Desserts will be handling the customer service sales.
The Premiere Desserts product line is different from the Vie de France Bakery items that Pointe Dairy carries.
Pointe Dairy and Premiere Desserts want to ensure their customers that the businesses will provide them with a vast array of dairy, dessert, juice and ice cream products and continue to hold customer service as the highest priority. To place an order with Premiere Desserts, contact Chuck Dill or Steve Roeker at (248) 583-9060. For Pointe Dairy products, call (248) 589-7700.

Miller Lite revs up Rusty Wallace stockcar promotion

A new Miller Lite Racing off-premise promotion featuring NASCAR star Rusty Wallace is revving up for retail. The promotion uses a straight sweepstakes drawing with winners selected randomly. Beer drinkers enter through tearpad entry forms available at Miller displays in off-premise accounts, where legal. All winners will be selected after the end of the promotion.
Liquor official to resign post
State liquor control commissioner Phil Arthurhultz will resign April 3 to pursue a full-time career in radio. Arthurhultz recently had to repay the state $5,000 for improper expenses.

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

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

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

Celentano adds new entrees
Celentano has announced it is extending the Vegetarian Selects line beyond its hallmark Italian fare. In fact, Celentano expects to introduce four to ten new vegetarian entrees in 1998. Two of the dishes they are considering are Penne with Roasted Vegetables and Oriental Stir Fry and Basmati Rice. Both items are made with all-natural, organic ingredients and without additives or preservatives. However, these entrees represent a departure from Celentano’s traditional Italian food and the company’s move into a broader range of culinary tastes.

Mrs. Paul’s and VDK have new fish fillets
VDK Frozen Foods brings two top restaurant menu items to the supermarket freezer case-premium Grilled Salmon and Tuna Fillets—both under the Mrs. Paul’s and Van de Kamp’s brands.

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

North Pointe Insurance Co.
Rated B++ (Very Good)
by A.M. Best

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

Our outstanding service has made North Pointe #1!

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

1-800-229-NPIC
1-248-357-3895 Fax
Admitted, Approved and domiciled in Michigan or call AFD at
1-248-557-9600 or 1-800-66-66AFD
Irradiation, continued from page 1

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

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

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

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

Irradiation was patented for food preservation by a French scientist in 1930. In the U.S. research began in the 1940s and has gathered momentum in recent years. Thirty-nine nations have approved irradiation for about 40 food products.

Very little irradiated food is actually available to the general public. A single facility in Mulberry, Florida, called Food Technology Service, Inc. (formerly called Vindicator, Inc.), supplies all the irradiated products carried by retailers and several hospitals that supply irradiated chicken to immuno-suppressed patients. American astronauts have been using irradiated food since 1972.

Proponents say irradiation will make food safer and more plentiful. It destroys microorganisms that cause foodborne illness, such as Salmonella, E.coli 0157:H7, Campylobacter and Listeria; reduces post-harvest losses due to insects and spoilage; and extends the shelf life of foods. It could provide an alternative to some hazardous pesticides, fumigants and preservatives.

Opponents argue that research has not proven the safety of irradiation. They argue that in some foods irradiation reduces nutrients, particularly vitamins, and produces by-products such as benzene, formaldehyde and possibly other compounds that have not been identified. Opponents also say that the transportation and use of radioactive materials pose an unnecessary risk to the public and workers.

In an Associated Press interview Nebraska Governor Ben Nelson said that "We've got a major undertaking here to make the public more aware and acceptable of radiation." - Nebraska Governor Ben Nelson

See Irradiation, page 33
more comfortable with the idea of buying irradiated beef. According to the Associated Press the group should have plenty of time to launch a campaign. Adding the technology necessary in existing plants will be a costly project and how long it will take is unclear. "Irradiation's not something that can be done in a couple of weeks," says Chuck Schroeder, chairman of the National Cattlemen's Beef Association.

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

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

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

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

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

The American people should benefit from a budget surplus

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

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

Your health care options from BCBSM are designed...

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

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

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

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

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

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

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

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

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

See Us at the AFD Show!
Booth 185

Visit our website at www.spartanstores.com
For CD-ROM information, e-mail mike_costello@spartanstores.com or call 1-800-843-4422 ext. 8659
Proudly Announces, effective Mar. 1, 1998, our Consolidated Partners’ …

UNILEVER HPC
Unilever Home & Personal Care USA
in the Michigan and Toledo Ohio Marketing Areas.

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

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

SKIN CARE
- Dermasil
- Pond’s
- Suave Baby Care
- Suave Facial Care
- Suave Skin Therapy
- Vaseline Intensive Care
- Vaseline Petroleum Jelly

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

HAIR CARE
- Aqua Net
- Finesse
- Rave
- Salon Selectives
- Suave
- ThermaSilk
- Vibrance

ANTI-PERSPERANT/DEOD.
- Brut
- Degree
- Impulse
- Powerstick
- Suave

LAUNDRY DETERGENTS
- “all”
- Surf
- Wisk
- Wisk Away

ORAL CARE
- Aim
- Close-Up
- Mentadent
- Pepsodent
- Signal

FABRIC CONDITIONERS
- Final Touch
- Snuggle

PERSONAL CARE
- Q-Tips

HOME CARE
- “all”
- Dove
- Sunlight

See Your SALES MARK Representative Today …

Located In:
DETROIT GRAND RAPIDS CINCINNATI FT. WAYNE SAGINAW TOLEDO COLUMBUS INDIANAPOLIS LOUISVILLE