

# **AFD** ASSOCIATED FOOD DEALERS OF MICHIGAN and its affiliate: PACKAGE LIQUOR DEALERS ASSOCIATION

## FOOD & BEVERAGE **REPORT**

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

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

April 1999

**Working hard for our members!**

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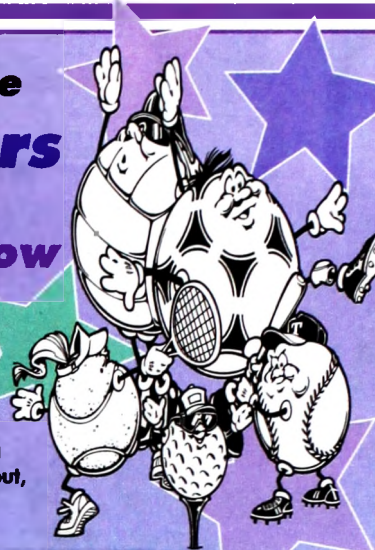
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## **Get ready for the AFD All-Stars 15th Annual Selling Trade Show**

**Tuesday, April 27  
from 4 p.m. – 10 p.m. and  
Wednesday, April 28  
from 2 p.m. – 9 p.m., at  
Burton Manor in Livonia**  
See the Trade Show Section, beginning  
on page 41 for show specials, show layout,  
Trade Talk, and exhibitor list.



## **Paul Inman to become part of Marketing Specialists**

In order to expand their presence in the North Central region, Marketing Specialists, has signed a letter of intent to acquire Paul Inman Associates Inc. Ron Fairchild, President and CEO of Inman and Associates Inc. says, "We are hopeful the merger will be consummated by the end of April."

Inman has branches in Detroit, Grand Rapids, Indianapolis, Fort Wayne, Cincinnati, Toledo, Cleveland and Columbus. The acquisition will give Marketing Specialists a significant presence throughout Michigan, Indiana and Ohio.

Marketing Specialists is a full-service brokerage providing a complete range of services to the grocery

**See Inman, page 40**

## **Young smokers to be sent to the 'doghouse'**

Let the youth buyers beware, because their cashier may be a cop and most likely the youth will wind up in the "doghouse".....literally.

A major new effort to reduce teenage smoking begins today in Wayne county. Sheriff Robert A. Ficano is setting up a pilot program that places undercover sheriff deputies in retail stores close to high schools. Students may assume the deputy sheriff is a regular store employee, however, when the youth attempts to buy tobacco or alcohol, the deputy sheriff will take the youth into custody, issue him/her a ticket and notify their parents. To avoid going to court and receiving a fine, youth offenders will be required to attend a Tobacco Cessation Program and perform community service.

In the first of its kind partnership, the Michigan Humane Society has joined

together with law enforcement to try and help put youth smokers and drinkers on the right track, but first they will have to spend a little time in the "doghouse." Youths will have to work sixteen hours at the animal shelter helping to care for animals. According to David Williams, Director of Operations for the Michigan Humane Society. "We are very excited about this joint venture with the Sheriff."

Sheriff Ficano added, "We are cracking down on merchants who sell tobacco and alcohol to minors, and I want to thank Joe Sarafa, President of the Associated Food Dealers for leading the way for responsible retailing.

Seventy-five percent of Michigan's high school students have tried alcohol, according to the 1997 Michigan Youth Risk Behavior Survey, conducted by the Michigan Department of Education.

## **AFD rewards referrals**

The Associated Food Dealers of Michigan wants to reward its members for referring peers to Blue Cross Blue Shield of Michigan (BCBSM) for healthcare needs.

For every successful referral that you submit to AFD, we will give you money! There are three categories:

- #1 for groups of 2-4 enrollees = \$75 reward;
- #2 for groups of 5-24 enrollees = \$100 reward and
- #3 for groups of 25+ enrollees = \$200 reward.

Also, the person with the largest amount of enrolled groups in each category will receive two free tickets to AFD Trade Dinner 2000!

A successful referral constitutes the completed BCBSM enrollment of group and first month's premium paid.

For more information, call Judy at AFD, (248) 557-9600.

**James Lee (right) of Miller Brewing Company presents Joe Sarafa with a check for \$15,000. The money came from Miller Distributor's successful Cents Per Case program. Proceeds benefit the AFD Scholarship Fund.**

**AFD sincerely thanks Miller distributors:  
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O&W, Inc.  
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AFD Food & Beverage Report Editor

## President's Message

# Food Stamps and Sweeps Weeks



by Joe Sarafa  
AFD President

## Food Stamp Cash Out

I recently had the opportunity to talk to some of our members about the food stamp cash-out program. Many AFD members continue to see declining sales in their food stamp business. If you can document a reduction in sales based on the cash-out program, I need to hear from you.

This issue was explored last year with the Family Independence Agency. The department responded that the information provided did not substantiate the claim that people were spending assistance dollars on items other than food.

The cash-out program is scheduled

to end in October, 1999. We don't know, however, if it will be reinstated or changed in any way. Please share any documentation you have with AFD. I can be reached at (248) 557-9600 if you would like to discuss this further.

## Supermarkets can benefit by preparing for 'Sweeps Weeks'

Next month, the second round of Sweeps Weeks will begin. Three times each year—May, November and February—all of the major broadcast networks and their affiliates are evaluated for audience share and general demographic information. Information gathered during these month-long periods is used to set advertising rates for the year.

The Sweeps Weeks ratings have become increasingly important to network affiliates in recent year, affecting all aspects of station programming—especially news. As a result, many stations budget extra dollars for attention-getting investigative reports and feature stories.

Why should you be concerned? There has been a steady increase in

news stories related to food and product safety, and a number of these reports have focused on local supermarkets. Often the coverage has been unfavorable. Once a story airs or an investigation begins, it is hard to stop.

Sweeps Weeks may provide an opportunity to attract positive exposure for your company. By sponsoring a community program or event, such as a partnership with a local school or a holiday food drive, you can be proactive in your media and community relations. You may even want to consider inviting a local station to participate as a cosponsor.

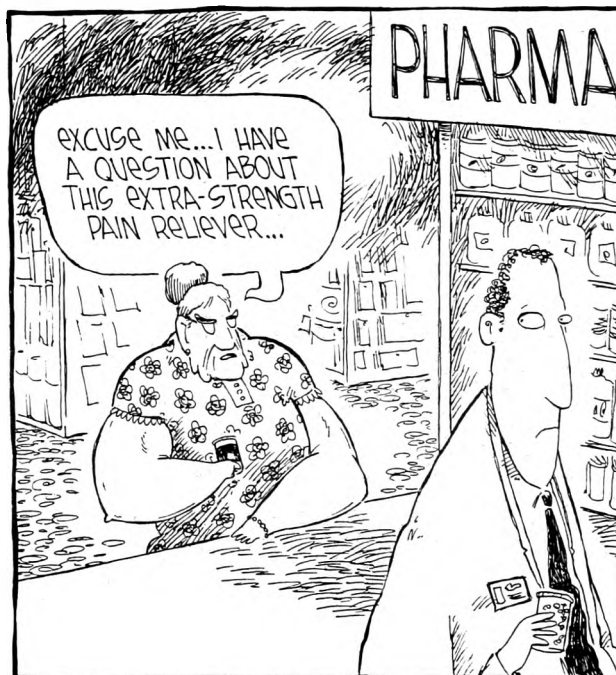
Remember, Sweeps Weeks are the entire months of May, November and February.

## See you at the Trade Show!

Our AFD Annual Selling Trade Show looks to be a real winner for everyone. It will be held Tuesday and Wednesday, April 27 and 28 at the Burton Manor in Livonia. It promises to be even bigger and better than last year. Please check out the floor plan on pages 42 and 43, then read about all our show specials on page 44. This is a show you don't want to miss!

## The Grocery Zone

By David Coverly



## AFD MEMBERS: You ought to be in this magazine!

Did your store recently celebrate an anniversary, did you remodel or open a new facility or celebrate some other milestone?

If you own or represent a wholesale or manufacturing company, do you have news that you would like to see in these pages? Perhaps you are introducing a new product, recently promoted an employee to a new position, or your facility recently completed an expansion.

Each month the *AFD Food & Beverage Report* features stories about our members. We also print new product information as space permits. The service is free to AFD members.

If you would like to see your company or product on the pages of the *AFD Food & Beverage Report*, call Tom or Ray Amyot at (248) 557-9600.



# Great Lakes, Great Wines Great Gewurztraminer!

by Michele MacWilliams

When Clarkston residents Ron and Lisa Iacobelli served Michigan wine at a dinner party two years ago, guests laughed – until their first sip. The pleasantly surprised party-goers had no idea that Michigan wine could be so good.

"We thought Michigan only made sweet, syrupy wine from concord grapes," recalls Lisa Iacobelli. "Then we took a trip through a few Michigan wineries and that really changed our minds. We found some wonderful Chardonnays and other varieties that were new to us, but really good. Now our friends are Michigan wine devotees too."

Over the past couple of decades, the Michigan wine industry has made great strides to please the palates of its increasingly discriminating customers.

Linda Jones is the program manager for the Michigan Grape and Wine Industry Council and one of her main challenges is to educate the consumer.

"Michigan's hills, soil and northern location make this area particularly suitable to the cool climate classics of Northern Europe," Jones says. Michigan is producing world class Rieslings, Pinot Gris, Chardonnay, Gewurztraminer and sparkling wines.

"Our wines are gaining recognition

by winning regional as well as national competitions," she adds.

Larry Mawby of L. Mawby Vineyards on the Leelanau Peninsula, was recently named by *Wine Enthusiast Magazine* as one of 15 Great U.S. Sparkling Wine Producers. His champagne was served at the Governor's Inaugural at the Fisher Theater in January. St. Julian's Sevyal Blanc took away a "double gold" medal at the prestigious L.A. County Fair competition in 1998.

The Michigan Grape and Wine Industry Council's main purpose is to foster development of the Michigan wine industry. It is administered by the Michigan Department of Agriculture and has been in existence



Linda Jones, Michigan Grape & Wine Industry Council Program Manager

harvesting and the long winemaking process. Some wine sits in barrels for a few years. Add all this up and it takes five to seven years or longer

from the time grapes are planted until the fruits of the vine can be enjoyed.

Jones explained that Michigan has 23 wineries. Most of them are located within four wine appellations, or recognized growing regions: Fennville, Old Mission Peninsula, Leelanau Peninsula and the Lake Michigan Shore which extends from the Indiana border to Ludington and about 30

miles inland.

"The weather is effected by Lake Michigan along the western side of our state, creating ideal growing conditions," explains Jones. "In the spring, we'll receive a few warm days before the threat of frost has passed. Near the lake, the water keeps the air



The harvest  
Photo courtesy of the  
Michigan Grape & Wine Industry Council

since 1985. Jones says it is industry driven. The council consists of private sector governor appointees including three winery representatives, one wine distributor, one retailer and one grape grower. The chair of the horticulture department at Michigan State University and an employee of the Michigan Liquor Control Commission are also on the council, which meets five times each year.

Producing wine is not a vocation for the impatient. It takes four years from the time root stock is planted until the first suitable harvest. Cost is a large consideration too. Jones says that growers invest approximately \$10,000 per acre, over a three-year-span, to install posts and wires, prepare, plant and care for the vines. Then there is

**It takes four years  
from the time root stock  
is planted until the first  
suitable harvest.**

along the shoreline cool, which prevents premature budding. In essence, it delays the onset of spring. Conversely, in the fall the warm lake temperature prevents early frosts."

Because the western part of Michigan's Lower Peninsula is Michigan's wine country, customers in the western part of the state are more familiar and more accepting of Michigan wines.

See Great Wines  
Page 28



Photo courtesy of the  
Michigan Grape & Wine Industry Council

## Calendar

April 18-20

**Supermarket Pharmacy Conference**  
Baltimore, Maryland  
(202) 429-4517

April 22

**Free Energy-Saving Seminar**  
for the grocery industry by  
Detroit Edison and AFD  
Embassy Suites Hotel, Livonia  
(313) 235-8949

April 24-26

**RBA's Marketplace '99**  
Retailer's Bakery Association  
Minneapolis Convention Center  
Minneapolis, MN  
1-800-638-0924

April 27-28

**15th Annual AFD Trade Show**  
Burton Manor, Livonia  
(248) 557-9600

May 2-4

**FMI Supermarket Convention & Educational Exposition**  
Chicago, Illinois  
(248) 557-9600

July 22

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

### Statement of Ownership

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## Milk prices to decline by summer

The U.S. Agriculture Department says that milk producers who have been enjoying record-high prices for milk, cheese, butter and other dairy products will experience a sharp drop in prices—the largest change in one month in history.

The basic milk price received by producers will drop from \$16.27 per hundred pounds of milk to \$10.27. Producers were getting about \$10.88 in May of last year, but prices jumped to \$17.34 by December. That hit consumers as the price of milk and

dairy products jumped.

Prices paid to producers usually drop in the summer when it's hotter and milk production declines. Chris Nubern, an economist with the National Milk Producers Federation, says the dip is partly due to increased production prompted by record prices: "We're in a market where a lot of milk is being produced and that's driving prices down."

Despite the size of the drop, the price will not reach the lowest level dairy farmers have seen. In February

1991, for instance, prices were at \$10.04, Nubern said.

Producers also have a cushion waiting for them. Congress included \$200 million for dairy producers in last year's emergency farm aid package. As of March, U.S. Department of Agriculture Secretary Dan Glickman was still deciding how to distribute the money.

The drop comes after a record year where—despite low prices for producers in other sectors—milk producers received extremely high prices.

## Retail food establishment license renewals are now late

In February, the Michigan Department of Agriculture Food and Dairy Division sent retail food establishment license renewal applications for the 1999-2000 licensing year. Applications were due to be returned along with fees by March 31 to the MDA Lansing office.

Late fees of \$10 per business day, up to a total of \$100, are now being assessed if the application was received after the March 31 deadline. Late fee assessment is based upon the postmark on the return envelope. A license cannot be issued until a completed application and license fee and/or any applicable late fee is paid.

Along with each renewal application is a set of instructions for completing the renewal, a map of telephone numbers for MDA regional office locations and an update on the proposed unified food code for Michigan.

License fees are based upon the total square footage of the building (exclusive of living areas) as determined by the building's external perimeter. For the new licensing year, these external dimensions have been verified by MDA regional food inspectors.

If you have any questions, please contact David Bruce, MDA Food and Dairy Division, (517) 241-2467.

## Unique jobs for 18- and 19-year olds

The "What's New" section of the Michigan Liquor Control Commission website at [www.eis.state.mi.us/lee](http://www.eis.state.mi.us/lee) now details a unique job opportunity for 18- and 19-year olds. In an effort to see if licensed retail establishments are complying with Michigan liquor laws, the MLCC hires the young adults to go into the businesses and try to buy alcoholic beverages.

The Commission looks for youthful-appearing 18-19 years-olds who use their own valid Michigan Driver's license to attempt to purchase alcohol.

The jobs, which require intermittent evening and weekend work, pay \$10 an hour, as well as compensation for meals and some travel expenses. Inquiries or resumes may be sent to the nearest MLCC enforcement office. The addresses and phone numbers for the enforcement offices are listed on the web page.



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## Coupons still rule

Although coupon distribution has been in decline over the past few years, 81 percent of American consumers report using coupons for grocery shopping, according to a study by NCH NuWorld Marketing, the largest coupon clearinghouse in the United States.

The study also showed that 62 percent of shoppers use coupons to plan their shopping lists and 64 percent use coupons to choose the brands they buy, both trends that were up in the past year.

"Although there have been experiments to discontinue their use,

marketers have discovered that consumers use coupons to choose brands and that without the coupon as an incentive to buy the brand, sales can be damaged."

The biggest complaint from manufacturers about coupons is that the low redemption rate makes the cost

of getting them to consumers a waste of money according to data provided by the New York-based Promotion Insights, which tracks coupon-distribution and redemption rates.

Last year, for example, General Mills, Kellogg's and Quaker Oats distributed almost 245 coupons in Cincinnati to promote 44 cereal brands.

The coupons represented 10 percent of all cereal coupons distributed nationally last year.

At a cost of about \$7 a thousand to distribute coupons through free-standing inserts in Sunday newspapers—by far, the most common way product coupons are distributed—the cereal makers spent about \$5.5 million just to promote cereal in Cincinnati. But consumers redeemed only about two percent of the coupons distributed. Bob Wanke, president of Promotion Insights, said part of the reason for such low coupon-redemption rates is the method by which most coupons are delivered to consumers—as inserts in newspapers or magazines.

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## Clinton attacks tobacco

The Clinton Administration is circling their wagons around tobacco with a variety of strategies to further tax or regulate the product. Clinton called for the U.S. Justice Department to file suit against the tobacco companies while also asking Congress to approve a tobacco excise tax increase of 55 cents.

Prior to Clinton's address, Justice Department attorneys were reluctant to pursue additional tobacco cases, partly because they had already lost two anti-tobacco cases—one denying the government authority to police against exposure to secondhand smoke in the workplace, and the other denying FDA the authority to regulate tobacco products. Some Justice Department attorneys are reluctant to proceed because of the untested nature of some of the legal theories upon which the Department is basing its case.

A bipartisan group of Congressional members have called Clinton's proposed attacks another effort to bankrupt the industry. Earlier, 16 tobacco-state Democrats sent a letter to Minority Leader Dick Gephardt (D-MO), Reps. John Spratt (D-SC), Martin Frost (D-TX) and Patrick Kennedy (D-RI) opposing any increase in the tobacco excise tax. In addition, two bipartisan letters have been sent to Clinton urging him to abandon his tobacco industry attack.

—NACS

## Liquor sold on the web to underage drinkers

Underage drinkers have a huge new source for obtaining alcoholic beverages: the Internet. Michigan Attorney General Jennifer Granholm and other state attorneys general will meet at the end of this month, in part to work on how to prosecute Internet beer sales sites that don't ask for proof of identification or even for a date of birth from their customers.

"Who do you put the burden on? The UPS guy who delivers the beer?" Granholm asked the Women's

Economic Club in Detroit in a speech last month. She said she favors eliminating alcohol sales from U.S. Web sites altogether, because of the lack of a good way for any site to check the age of its customers. International sites don't fall under U.S. jurisdiction.

According to Michigan law, the location of the crime of selling alcohol to someone underage is wherever the purchaser is located in the country, Granholm said. That

means the state can prosecute companies located elsewhere if they sell to minors in Michigan.

Although there is no evidence that on-line alcohol sales are a problem, there is potential. The Center for Media Education in Washington, D.C. reported in December that many of the sites it visited used marketing that seemed to be aimed at underage drinkers: games, youth-oriented slang and popular music and less than half of the sites it found had age

disclaimers discouraging underage drinking or ordering.

Some alcohol sales sites use "adult signature required" stickers offered by UPS. This leaves policing underage purchasers to the UPS driver's discretion. Malcolm Berkley, spokesman for United Parcel Service said, "UPS adheres to all applicable laws, and expects our customers to know when, where and how beer and liquor can legally be shipped," he added.

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## A smoldering issue – Tobacco billboard leases

Tobacco billboard ads must come down statewide this month as a result of a national settlement with tobacco companies, but the controversy has already begun.

The settlement, which gives \$8.1 billion to Michigan requires the billboards to be removed by April 22. If any time remains in the billboard leases, the boards are to be turned over to the state for smoking-prevention messages aimed at kids.

The state Attorney General's office and Department of Health are still trying to determine how many boards the state will get to use.

So far the state contends it will get about 100 billboards the size of those found along expressways but it is not clear if other smaller billboards will also be released. And even with the 100 large boards, there are questions.

The state health department has created four billboard ads aimed at preventing smoking among 9-through 14 year-olds. It expects to spend \$150,000 producing the ads, but right now it does not know how many to make.

The ads are aimed at kids because smoking rates among high school students have been climbing.

The numbers of ninth through 12th graders who smoked a cigarette in the past 30 days rose from 27.5 percent in 1991 to 36.4 percent in 1997 nationally. In Michigan, the rate was 38.2 percent in 1997; earlier numbers were not available.

Health advocates said that getting the billboards is important though they admit it's hard to measure how much impact less than a year's worth of free billboard space will have. What's more important, said Jim Bergman, of the Tobacco Free Michigan Action Coalition, is the symbolic message.



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# MDA recognizes Anheuser-Busch Distributors

Two metro-Detroit Anheuser-Busch distributors have been recognized by the Muscular Dystrophy Association as the best in the country for their support of the Association's programs. Central Distributors in Romulus and Petitpren, Inc. in Mt. Clemens ranked in the top ten of Anheuser-Busch distributors nationwide for 1998.

Anheuser-Busch distributors nationally have supported MDA through a variety of fund-raising programs including the hugely-successful Shamrocks program that takes place during February and March each year. Anheuser-Busch employees distributed the MDA Shamrocks kit to area bars, restaurants and off-premise accounts. In turn these accounts sold the Shamrocks to customers and displayed the Shamrocks through St. Patrick's Day.

In addition to Central and Petitpren, Anheuser-Busch distributors throughout the state participated in the Shamrocks program and various fund-raisers. These companies include:

Marchetti Distributing	Bud Distributing
H. Cox & Son	Atlas Sales
Ludington Beverage Company	Kalamazoo Beer Distributors
Mervene Beverage	Main Beverage
Tyler Sales Co.	Daniel L. Jacobs
West Side Beer Distributing	M & M Distributors
Cove Distributing	Tom Ryan Distributing Company
South End Beverage	Earl Smith Distributing Company



*Carmen Strong, MDA district director, presents award to Dean Petitpren, president of Petitpren, Inc.*



*Beth Wheland, (left) MDA District Director, with Karen Wilson, president of Central Distributors of Beer, Inc.*

## 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, Eschaki & Youngblood PC, 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.



Abbott, Nicholson, Quilter, Eschaki & Youngblood PC, 400 River Place, Suite 3000, Detroit, MI 48207-1291 (313) 566-2500, fax (313) 566-2502, e-mail [anquey@anquey.com](mailto:anquey@anquey.com)

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

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# AFO All-Stars



## Lottery enjoys steady pace at mid-year mark



By Commissioner Don Gilmer

After celebrating a record-breaking fiscal 1998 (\$1.63 billion in sales and \$616 million to the state School Aid Fund) the Lottery remains on track for yet another successful year. Many factors have helped keep the Lottery on pace during this current fiscal year.

With nearly six months of fiscal 1999 completed at press time, two Michigan Lottery products stand out as sales leaders. The Big Game leads the pack with a six-month year-to-year sales percentage increase of a whopping 61.7 percent. Recent matrix changes to The Big Game helped boost ticket sales for the popular multistate game. The Daily games are also doing well, posting a combined year-to-year sales percentage increase of 4.4 percent.

Additionally, Michigan Lottery instant tickets remain the fastest growing product segment for the Lottery, and they can play a crucial role in your success as a Michigan Lottery retailer. With a total of 50 new games to be introduced in fiscal 1999, there are sure to be enough new tickets to appeal to all of your Lottery customers.

### New \$10

#### Non-Holiday Instant!

It's been more than a year since the Lottery introduced its first \$10 holiday-themed ticket — the popular "\$1,000,000 Gift." Players enthusiastically embraced that game, and now it's time to try a non-holiday ticket in the \$10 category.

"Casino Fortune" debuted at ticket counters all across the state on March 29 offering players prizes ranging from \$10 to an instant \$1,000,000! The new ticket offers four separate games on one ticket, including roulette, dice, slots and blackjack — a little something for everyone.

The Lottery is supporting the launch of this ticket with a wide variety of point-of-sale materials. Remind your Lottery players — since Mother's Day and Father's Day are just around the corner — that instant games make the perfect year-round gift. I encourage each and every

Lottery retailer to prominently post your point-of-sale materials as this ticket is sure to be a big hit with your customers. Every "Casino Fortune" ticket you sell means another 60-cents in commissions.

In addition to this exciting new game, the Lottery is welcoming spring this month with three other fresh new instant tickets. The \$2 "Ten Times the Money," which hits ticket counters on April 5, is sure to

keep your customers' pockets lined with cash with its top prize of \$20,000. The \$1 "Highball Pool" will be a big hit when it debuts on April 12 with prizes up to \$4,000. The \$2 "Classic Bingo," which will be available on April 19, will have them yelling for more with a top prize of \$22,000. Finally, the \$2 "Lucky Mom" will bring smiles to the faces of lucky moms all over Michigan with a top prize of \$25,000.

### Prizes and Commissions.

At the halfway mark, the Lottery projects fiscal 1999 prizes awarded to players will total more than \$938 million, and commissions to retailers at roughly \$120 million. So, remember to "ask for the sale." If you sell a redeemed winning Lottery ticket with a value of up to \$100,000, you will receive a two-percent special commission on that ticket. When your customers win, you win too!

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## Potato chips continue as most popular snack

Americans' love for snacks continues as U. S. per capita consumption of snack foods rose 1.9 percent in 1997 to reach 21.6 pounds, according to the latest Snack Food Association (SFA) State of the Industry Report. Consumers in Middle America—from Montana to Wisconsin and from Colorado to Illinois—are especially fond of snacks, with per capita consumption in these states between 24.3 and 24.5 pounds per person. SFA defines snacks as potato chips, tortilla chips, corn chips, popcorn, pretzels, meat snacks, nuts and pork rinds.

While the future of the product category looks bright with consumer's desire for salty snacks holding steady, convenience store operators will have to be alert to take advantage of future opportunities. With an average price per pound of \$3.87 (up from \$3.47 in 1996), SFA reports that convenience stores continue to charge the highest price per pound for snacks of all retail outlets. With the increasing presence of immediate consumption, snack packaging in mass merchandisers and warehouse clubs, the ability of convenience stores to gain a larger share of the snack food market will be

challenged if consumers perceive too high a price for convenience.

Almost every savory snack category experienced growth in 1998, with dollar increases outpacing volume increases. The largest increase for pound volume in 1998 was in the party mix category, with an 8.4 percent increase over 1996. One category that did not experience growth but saw a major decline was unpopped popcorn, with a 10 percent decrease in pounds sold over 1996.

A significant trend in 1997 snack food sales was the leveling off of lower-fat products. Dollar sales of low-fat and no-fat potato chips in 1997 were almost identical to the previous year. In the microwaveable popcorn segment, sales of full-fat products increased 3.5 percent at the expense of the lower-fat products. Since olestra-based snacks did not go into national distribution until 1998, 1997 sales figures do not reflect their effect on the market.

Meat snacks and pork rinds both experienced healthy growth in 1997, with more consumers purchasing them in convenience stores than in any other outlets. With all other snack categories, the majority are purchased in supermarkets. But supermarkets are not experiencing growth in snack food purchases as competition from other outlets heats up, particularly mass merchandisers. —NACS

## Chips reign supreme

*Dollar sales and volume rise sharply*

Potato chips of all varieties remain the number one snack across the country, followed by tortilla chips, pretzels and snack nuts. Dollar sales of potato chips increased by 6.1 percent in 1998 over the previous year, while poundage sold increased by 3.3 percent. Regular potato chips continue to be the most popular variety, comprising 62 percent of all potato chips sold in 1997. These are averages, however, and a look at consumption patterns by region of

the country show significant variations. Tortilla chips, for example, are more popular on the Pacific Coast than potato chips. Interestingly, the Pacific region has a lower average per capita consumption level than the national average in most categories. Exceptions are tortilla chips, meat snacks and multi-grain chips.

Even after a slight dip in sales, regular-flavored potato chips continued to be the most popular

variety of potato chips, comprising 62 percent of all potato chips sold in 1997. Among potato chip flavors, hot and spicy also remained popular, and a "baked potato" flavor was tracked for the first time. Similar flavor trends were noted with tortilla chips, as sales of spicy and hot varieties continued upward to reach 5.3 percent of total category sales.

—NACS

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- 3 Your Guide to Healthier Choices is...

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**GROCERY SHOPPING GUIDE**

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#### Nutrition Facts

Serving Size

---

Amount Per Serving

Calories      Calories from Fat

---

Total Fat    0-3g

---

Saturated Fat    0-1g

---

Cholesterol

---

Sodium

---

Dietary Fiber

---

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According to a recent study, 91% of consumers say they are concerned with the nutritional content of what they eat. And the M-Fit Shelf Talker program, developed by Registered Dietitians at the University of Michigan Health System, makes healthier shopping easier by providing consumers with easy-to-use guidelines for different food categories. Shoppers simply compare the labels to products they may buy to the

M-Fit cards on display. This program will not only draw existing shoppers to new products, but will draw new customers as well. Banners, brochures and newsletters are included to promote the program at your store. So visit us at the AFD Trade Show, Booth #202, or contact Holly Noble at (734) 998-6747 for more information. It will be good for the health of your customers, and your business.

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## USDA pilots in-distribution inspections at stores

The U.S. Department of Agriculture (USDA) issued a notice that will increase federal inspection of meat and poultry products in retail stores. The Food Safety and Inspection Service (FSIS) announced the availability of FSIS inspectors to conduct inspection activities outside of federally inspected plants, including retail stores.

The program, entitled

*In-Distribution Inspection Pilot Test Project*, is intended to determine the efficacy of moving FSIS inspectors from in-plant inspections to other places along the food distribution chain, such as retail stores.

Not only will the program mean additional inspectors performing the current, and potentially expanded, E. coli 0157:H7 testing program, USDA intends to add several new and

significant inspection activities, including collecting product samples to detect other microbes, undeclared species, preservatives, binders and extenders.

In addition, FSIS intends to determine whether some adulteration and misbranding inspections that are currently conducted at processing plants might be supplemented or perhaps performed entirely at retail.

The pilot program is to be conducted in three separate areas within the states of Pennsylvania, Minnesota and Virginia.

Tom Billy, Director of FSIS, estimates that two to three thousand new inspectors, called consumer safety officers, will have the authority to conduct scientific testing and inspections on meat and poultry at any point in the distribution chain, from the farm to the table.

### Senator Enzi re-introduces SAFE Act

Sen. Mike Enzi (R-WY) has introduced the "Safety Advancement for Employees (SAFE) Act of 1999" (S.385). The bill is similar to the SAFE Act that Enzi introduced in last year's Congress. It allows business to conduct third party audits of their workplace to target and fix workplace hazards.

The convenience store industry will continue to support this legislation, since it allows employers to identify potential hazards without the fear of penalty from OSHA. During the 105th Congress, the SAFE Act garnered more support than any other OSHA reform measure proposed in years and successfully passed the Senate Labor and Human Resources Committee within a few months of introduction. Unfortunately, organized labor attacked the bill because it took away some of OSHA's punitive powers, and it died upon adjournment.

### Business gets a boost from Congress

By a vote of 274-151, the House of Representatives passed Rep. David McIntosh's (R-IN) legislation, the "Small Business Paperwork Reduction Act" (H. R. 391), which eases the penalties against small businesses for minor, first time paperwork errors.

Another bill that helps business, "The Mandates Information Act" (H.R. 350) passed the House by a vote of 274-149. The bill requires Congress to disclose information on the potential costs and burdens associated with proposed mandates on the private sector, thus giving both Congress and the public a better understanding of the actual costs businesses will incur.

In the Senate, Pete Domenici (R-NM), Fred Thompson (R-TN) and Spence Abraham (R-MI) have said they intend to introduce similar mandate information legislation.

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# Don't Get Caught In A Jam - Choose Your Alternate Route Today!

The road to Detroit's revitalization gets a major boost on **Monday, April 5th** when MDOT begins the reconstruction of I-75 between I-96 and I-375. This portion of **I-75 will close for up to seven months**, but several alternate routes are prepared to get you safely to your destination.

If you take southbound I-75 to downtown Detroit by way of the **Chrysler Freeway (I-375)** or the **Lodge (M-10)**, your downtown commute **will not change**. Also, **northbound I-75 travelers can still exit I-75 at Grand River**.



### IF YOU USUALLY TAKE:

I-75 south to Mexicantown or Downriver



### THEN CONSIDER TAKING:

I-75 to westbound Davison to southbound Lodge to reconnect with I-75 at the southbound exit. Stay in the local lanes to access southbound I-75

I-75 north to the Cultural Center, Royal Oak  
or to connect with I-94 and the east side



I-75 to westbound I-96 to eastbound I-94,  
where you can connect with the Lodge or  
reconnect with I-75

**Remember—Fort, Michigan, Woodward, Van Dyke and Gratiot  
are all excellent alternate routes to get you where you need to go.**

## Refrigeration Tips from Detroit Edison

Looking for cost-cutting measures? Look no further than your refrigerated foods section. Here are a number of tips from Detroit Edison on saving energy and reducing energy costs in the refrigerated section.

### Maintaining Refrigeration Efficiency

Maintaining refrigeration system efficiency is readily achieved through a routine cleaning, adjustment and professional tune-up program. By keeping performance at peak efficiency level, you save energy and prevent expensive repairs and breakdowns. A refrigeration service contractor can perform the more technical tune-up measures, but many of the operation and maintenance (O&M) procedures can be handled on a do-it-yourself (D-I-Y) basis.

If your equipment has not had a thorough O&M checkup for a few years, it may be possible to reduce your refrigeration costs significantly through some easy, do-it-yourself practices. For example, simply cleaning a very dirty evaporator and condenser can increase refrigeration capacity by nearly 25% and reduce energy consumption by 7-8 %.

By implementing a scheduled maintenance program, you could save 10% or more the first year. An annual savings of at least 5% is usually achievable thereafter by continuing the program. Some D-I-Y maintenance practices are listed below.

Maintain proper temperatures in coolers and freezers (see chart).

Load product into cases no higher/fuller than the level recommended by the manufacturer; many units have "fill" or "load" lines to assist you and ensure that the product does not block the circulation of refrigerated air.

Reduce air leakage from enclosed refrigeration units by maintaining the rubber gaskets on all cooler/freezer doors; test the seal by closing the door on a dollar bill...if the door cannot hold it in place, the gasket should be replaced.

Inspect insulation on refrigerant lines; repair/replace any missing or damaged ones.

Where accessible, clean/vacuum the evaporator coils, motors, pumps, fan blades, compressor & condenser coils.

Check fan belts—replace them if worn, adjust tension and alignment, if necessary.

Lubricate motors, pumps and fans according to the manufacturers' specifications.

Check compressor oil level, inspect for leaks.

Inspect refrigerant lines for leaks.

An annual, professional tune-up of your refrigeration equipment generally pays for itself in energy savings. The service should include, at a minimum, a complete inspection of all parts and controls, a check for proper head pressure, refrigerant charge and compressor suction

See Edison, page 26

### Type of Refrigeration

### Recommended Temperature °F

BEER & SOFT DRINKS	40
DAIRY	38
PRODUCE	38
MEAT (Unwrapped - Closed Display)	36
DELI (Smoked Meat)	34
MEAT (Wrapped, Open Display)	26
FROZEN FOOD	
(Open Chest-Type)	-13
(Open Multi-Deck)	-10
(Glass Door Reach-in)	-5
ICE CREAM	
(Open Chest-Type)	-24
(Glass Door Reach-in)	-12

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## Superior Dairy first with newly designed milk bottle

Superior Dairy is the first dairy in the nation to adopt a new milk bottle designed to pour easily without lifting the bottle. Called the "Rock 'n Pour," it was developed by Creative Edge.

The bottle has a front mounted spout for easier pouring; light-safe plastic that keeps light out, protecting the milk's nutrients, yet is translucent enough to see the level of milk inside; a tapered bottom that allows consumers to pour milk without lifting the bottle; and recyclable and reusable plastic.

Two

consumer packages are currently available: the single three-liter and the convenient two-pack. They come with skim (non-fat), 1%, 2% and whole milk in Rock 'n Pour. Other sizes will be available with other products in the near future. For more information call: 1-800-683-2479.



## Yoder's adds two new "It's Grandma Good" products to dairy department



Known for their delicatessen salads and desserts, Yoder's Brand introduces three retail packed puddings which are available for the dairy case.

Made with whole milk and natural ingredients, these premium quality puddings are available in tapioca, rice and chocolate flavors. The puddings are packaged in safety sealed 22 ounce, four-color containers.

I & K Distributors, under the Yoder's Brand, has introduced **Grandma Good**. A real sour cream in a "squeeze" bottle just like ketchup and cheese. Yoder's Brand Sour Cream is available in a 16 ounce size container, packed 12 units to a case, with a safety seal under the cap for consumer protection.

Squeezeable sour cream is expected to be "user friendly" for baked potatoes, nachos, tacos and baking.

For more information contact I & K Distributors. The Detroit office number is (734) 513-8282.

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A stylized illustration of a smiling man in a white milkman's cap and a red bow tie. The cap features the 'melody farms' logo. To the right of the man are two bottles of Melody Farms milk: one white bottle labeled 'VITAMIN A & D 1% REDUCED FAT MILK' and one dark brown bottle labeled 'HOMOGENIZED CHOCOLATE MILK VITAMIN D'. The background is a green field with a red trapezoidal shape behind the man and the text.

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## Edison

Continued from page 21

pressure, and a thorough cleaning of the entire system if none of the D-I-Y practices listed above will be performed by your own staff.

A qualified refrigeration serviceman should be well aware of

these maintenance procedures, but always insist upon a detailed report that includes the findings of the inspection and a description of all O&M measures implemented.

### Upgrading Open Refrigerated Cases

Open refrigerated cases provide the

most convenient access to products for shopping customers. However, these types of coolers and freezers are the most expensive to operate due to exposure to the much warmer air surrounding them.

Vertical reach-in cases are especially inefficient; the heavier, cooled air tends to spill out in front of

the case and needs to be continually replaced. The horizontal chest-type units are not prone to this problem, but are still costly to run due to the substantial heat gain promoted by the open exposure.

There are several measures that can be used to upgrade open refrigerated cases with a resulting reduction in energy consumption and operating expenses. Three are listed below, in order of the least to highest cost of installation.

#### Night insulation:

Rigid foam insulation panels can be placed over open refrigerated cases during non-business hours to contain the cooled air and help reduce the load on the system. The "night insulation" is very effective in preventing cold air spillage and containing the refrigerated air; a 20-25% energy usage reduction with a simple payback in savings of less than one year can often be achieved. This low cost measure can be utilized for the horizontal chest-type units, as well, but with less energy savings potential.

#### Plastic strip curtains:

For vertical reach-in cases, clear plastic strip curtains contain the refrigerated air and still allow the customer to view and access contents of the cooler/freezer. Savings are substantial at 30-40% with the cost of installation economical; a simple payback of one to two years can normally be expected. One drawback is that condensation can sometimes form on the curtains during humid weather, somewhat obscuring the view.

#### Glass Doors:

The measure providing the best savings for open cases is also the most expensive. Glass doors can save 50-60% on refrigeration costs for vertical reach-in coolers and freezers but the installation cost can run \$150-200 per linear foot of case length. The doors usually come equipped with anti-condensate heaters to prevent moisture from forming on the glass during times of high humidity. The premium doors have thick, insulated glass and anti-condensate heaters controlled by a humidistat, so they only operate when absolutely necessary.

The cost, savings and payback potential for these measures is summarized here. A qualified refrigeration specialist can provide additional information and help you determine the best option for your situation.

For more information, contact the energy experts at Detroit Edison, (313) 235-7744. We can refer you to a qualified list of preferred industry allies, trained and ready to analyze your unique energy needs and recommend the best electric equipment to keep you cool for summer

Energy Efficiency Measure	Typical Energy Savings	Typical Cost	Life Cycle (Years)	Typical Payback (Years)
Night Insulation	20-25%	\$2-8 (lin. ft.)	1-5	0.25-1
Plastic Strip Curtain	30-40%	\$15-20	3	1-2
Glass Doors	50-60%	\$150-200 (lin. ft.)	5	5-10



## A chip off the old blockbuster.

Introducing new DeKuyper® Watermelon Pucker™ Schnapps. Watermelon with a bite.

Pucker was hot in 1998, selling nearly 500,000 cases. 1999 promises to be even better with the introduction of Watermelon Pucker. In consumer taste tests this new flavor even out-scored DeKuyper® Sour Apple Pucker™ Schnapps, *Impact's* Hot Brand of the Year.\* With national advertising and promotions behind this blockbuster, you will want to Keep It Sweet and Sour for sensational sales.

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\*Source: Market Watch

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**Great Wines**  
Continued from page 4

Educating Metro Detroit customers is a challenge the industry is aggressively meeting.

"Our tasting rooms at the wineries play a big role in educating customers," says Jones. "Once a customer tastes our wines, they become brand loyal." Jones adds that these customers usually buy wine during their visit to the wineries. When they get home to their local wine merchant, these customers will remain loyal to Michigan wines if their favorite label is available.

A customer is not likely to pick up a bottle of Pinot Grigio or Late

Harvest Vignoles at their local wine store if they haven't heard of it before. Instead, they will stick to familiar grape varieties such as Merlot, Cabernet Sauvignon and Chardonnay.

"California varieties still drive the market," Jones adds.

Once consumers taste such wines as Pinot Gris, Chancelor, Chambourcin, Pinot Noir, or Cabernet Franc – usually in a Michigan winery – they understand the complexities of the grapes, will make a purchase at the winery and look for their favorites at their local wine retail store.

"I love a dry glass of chilled

Gewurztraminer on a summer day, out on my deck," says Virginia Bennett a Michigan wine enthusiast from Bloomfield Hills. "It's also great with Mexican dishes and other spicy foods."

For Linda Jones, a testimonial like Bennett's, as well as the party at the Iacobelli's house, are the kinds of word-of-mouth advertising that brings a smile to her face and sells wine. She knows that there is now a strong demand for Michigan wines. With over 400,000 visitors to Michigan's tasting rooms each year, our wineries sell as much as they can produce.

However, she also knows that for the industry to grow, her products

must be readily available at retail and retailers must be armed with information to sell the wines.

"The more information that retailers can provide to customers, the more they will buy," says Jones. To that end, the Michigan Grape and Wine Industry Council produces point-of-sale information and *Michigan Wine Country*, a color magazine, which is available free to retailers. The Council employs a field representative out of Ypsilanti, whose primary objective is to work with distributors and retailers to promote Michigan wines. His name is David Creighton and he welcomes calls from the industry at (734) 483-7205.

The Council also has a web site [www.michiganwines.com](http://www.michiganwines.com) which provides information about Michigan wines, maps and competition results.

Interest in Michigan wines is growing as consumers become more interested in regional cuisine, and as Michigan wines continue to grow in national recognition.

October has been declared Michigan Wine Month by Governor Engler in recognition of the importance of the wine industry to the State and special Fall POS material is available to retailers and restaurants. The declaration encourages all citizens to visit Michigan wineries and experience many of the fine wines produced here at home in our Great Lakes State. It's also a great time to try a bottle of that Gewurztraminer.

For more information on Michigan wines, Jones encourages retailers to call her office (517) 373-9789 or to call the wine makers themselves. A list of Michigan wineries appears on the following page.

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## Food Industry Management course offered

FMI is offering a management development course this summer through Western Michigan University in Kalamazoo.

FMI's Food Industry Management Development Program will hold "Managing the Total Store: Operations Course on June 13-17.

This course will give participants an edge on operations management through better understanding of the total integrated business. It combines the talent and knowledge of leading industry professionals, educators and the participants themselves.

By looking at broad industry trends, as well as specific industry practices, students create proactive solutions to typical problems faced in day-to-day operations.

For registration information, call (202) 429-4517.

## Michigan Wineries

*Here is a list of Michigan wineries and the owner, winemaker or contact for each:*

### **Del Lago Winery**

4530 S. Lakeshore Dr.

Cadiz, MI 49621

(616) 228-4800

Robert Samiak, Winemaker

### **Bakaydel Wineries**

7981 East Otto Road

Lake Leelanau, MI 49653

(616) 256-7272

Bernard Rink, Owner

### **Bowers Harbor Vineyard**

2096 Bowers Harbor Road

Traverse City, MI 49886

(616) 223-7615

Spencer Stegenga, Owner

### **Chateau Chantal**

19900 Rue de Vin

Traverse City, MI 49686

(616) 223-4110

Mark Johnson, Owner-Winery Operations

### **Chateau Grand Traverse**

12239 Center Road

Traverse City, MI 49686

(616) 223-7355

Ed O'Keefe III, President

### **Finn Valley Vineyards**

6130 122nd Avenue

Pennville, MI 49408

(616) 561-2396

James Van Der Kolk, Sales Rep

### **Good Harbor Vineyards**

34 South Manitou Trail, Box 888

Lake Leelanau, MI 49653

(616) 256-7165

Bruce Simpson, Owner

### **K. Edward Winery**

52723 Katon Drive

Macomb, MI 48042

(616) 786-1921

Kirk Rasmussen, Owner/Winemaker

### **L. Mawby Vineyards**

4519 South Elm Valley Road

Suttons Bay, MI 49682

(616) 271-3522

Larry Mawby, Owner and Winemaker

### **Leelanau Wine Cellars**

County Road 626, Box 68

Omron, MI 49674

(616) 386-5201

Bob Jacobson

### **Le Montreux Vineyards**

2365 E Mile Road NW

Grand Rapids, MI 49504

(616) 784-4554

Rodger Wolter, Owner

### **Lemon Creek Winery**

533 Lemon Creek Road

Berrien Springs, MI 49103

(616) 471-1321

Bob Lemon, Owner

### **Peninsula Cellars**

18250 Old Mission Road

Old Mission, MI 49673

(616) 223-4050

Bryan Ullrich, Winemaker

### **Peterson and Sons Winery**

9375 East P Avenue

Kalamazoo, MI 49001

(616) 676-9755

Tom Peterson, Owner/Winemaker

### **Shady Lane Cellars**

9580 Shady Lane

Suttons Bay, MI 49682

(616) 947-8865

Debra Core

### **Sharon Mills Winery**

5701 Sharon Hollow Road

Manchester, MI 48158

(734) 428-9160

Mike Hawker, Owner

### **St. Julian Wine Company**

716 S. Kalamazoo St.

Paw Paw, MI 49079

(616) 657-5568

Joe Zuiderveen, Sales (616) 260-3084

### **Tartan Hill Winery**

Bob Cameron

4937 South 52nd Ave.

New Era, MI 49446

(616) 861-4657

Bob Cameron, Owner

### **Tabor Hill Winery**

185 Mt. Tabor Road

Buchanan, MI 49107

(616) 422-1161

Paul Landeck, General Manager

### **Warner Vineyards**

706 South Kalamazoo St.

Paw Paw, MI 49079

(616) 657-3165

Pat Warner, Owner

### **Willow Vineyards**

10702 East Hilltop Road

Suttons Bay, MI 49682

(616) 929-4542

John Crampton, Owner

### **Winery at Black Star Farms**

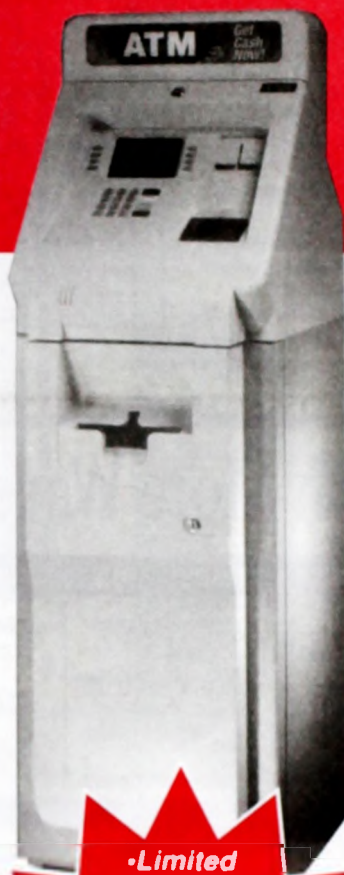
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(616) 271-4882

Lee Lutes, Winemaker



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## Sanders hot fudge syrup flavors Coffee

Sanders, the candy and confection company based in Novi, has rolled out its first flavored coffee – Sanders Original Hot Fudge Coffee.

The hot fudge flavored coffee is available in regular and decaf, in bulk whole bean and in preground packets.

Sanders is also rolling out Original Hot Fudge Cappuccinos in convenience stores in the mid-Michigan market.

Originally, Sanders approached Cadillac Coffee of Detroit about creating a flavored syrup to add to coffee "but that market was so saturated, this was the way to go," said Diane Lynch, Sanders Category Manager.

So what's next for Saunders and Cadillac? Cherry Cordial and Butter Pecan flavored coffees are on the horizon.

## M-Fit shelf talker new and easy to use

The M-Fit Shelf Talker Program developed by Registered Dietitians at the University of Michigan Health System, makes healthy shopping easier by providing nutrition guidelines for food categories. Guidelines for "best choice" and "acceptable choice" products are printed on laminated green and yellow M-Fit Shelf Talker cards. Shoppers simply compare the Nutrition Facts panel on the product they may buy to the guidelines on the M-Fit Shelf Talker cards. A banner, brochures and nutrition newsletter are also provided to promote the program in your stores.

Providing a nutrition program in your store will attract new customers and serve as a community service. According to Trends '98, published by Food Marketing Institute, 91 percent of consumers say they are concerned about the nutritional content of their food, and that the importance of nutrition is second only to taste when making food selections.

To give customers the nutrition information they need for heart healthy shopping, contact Holly K. Noble, Coordinator, M-Fit Supermarket Program at (734) 998-6747.



## Diet Coke quenches thirst for a good read

Diet Coke has just made sitting down with a good book and a refreshing beverage easier. Inside 12-packs consumers are finding the first chapter of Elmore Leonard's new novel "Be Cool" – or the first chapter of Maeve Binchy's "Tara Road" or excerpts from "Chicken Soup for the Couple's Soul" by Jack Canfield and Mark Victor Hansen. In total, depending on one's Diet Coke consumption, it will be possible to have sampled six new books thanks to the initiative.

It remains to be seen whether one chapter will win over a new reader but it is pretty exciting to publishers in league with Diet Coke. When the biggest print run is about 2.5 million for a book like John Grisham's "The Testament," printing 45 million little books of six titles is considered a big opportunity for publishers.

The idea for the promotion came about as a response to customer research. Diet Coke drinkers, according to surveys like to read in their free time. Although no one can tell if the little books will spark sales, mass market editions of these books will be offered in grocery stores—ideally positioned somewhere near the Diet Coke display.

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## "Pesticides and Food"

### Brochures available from EPA

*Help your customers learn about dangers of pesticides*

The U.S. Environmental Protection Agency (EPA) has produced a new brochure, *Pesticides and Food*.

It is the first step in providing customers with information on the risks and benefits of pesticides used on food. It includes recommendations to help consumers reduce their dietary exposure to pesticide residues in a manner consistent with maintaining a healthy diet.

Pesticides are used to protect food from pests, such as insects, rodents, weeds, mold and bacteria.

While pesticides have important uses, studies show that some pesticides cause health problems at certain levels of exposure. To protect your health, the Environmental Protection Agency (EPA) sets standards on the amount of pesticides that may remain on food, if pesticides are applied.

You can help your customer by giving them information to keep their food safe.

**Washing:** Wash and scrub all fresh fruits and vegetables thoroughly under running water. Running water has an abrasive effect that soaking does not have. This helps remove bacteria and traces of chemicals from the surface of fruits and vegetables and dirt from crevices. Not all pesticide residues can be removed by washing.

**Peeling and trimming:** Peel fruits and vegetables when possible to reduce dirt, bacteria, and pesticides. Discard outer leaves of leafy vegetables. Trim fat from meat and skin from poultry and fish because some pesticide residues collect in fat.

**Selecting a variety of foods:** Eat a variety of foods, from a variety of sources. This will give you a better mix of nutrients and reduce your likelihood of exposure to a single pesticide.

If you or your customers would like more detailed information, please see the EPA's related web site at [www.epa.gov/pesticides/food](http://www.epa.gov/pesticides/food). To receive a shipment of the free brochures, *Pesticides and Food*, call 1-800-490-9198.

## Thorn Apple Valley files Chapter 11

Southfield-based Thorn Apple Valley Inc. filed a Chapter 11 reorganization petition last month after recalling 30 million pounds of hot dogs and lunch meat due to the possibility of listeria bacterium contamination. The meatpacker had already been hit with the Russian economic crisis which ended their sales there.

"The Russian crisis and the recall really blindsided us," said Executive Vice President Louis Glazier.

He said the company tried to re-negotiate its loans but was unsuccessful. Under the Chapter 11, banks provided the company with \$7 million in financing to continue operations and overcome \$12 million in losses.

## WIC Program comments sought

WIC Program Federal Regulations require that state agencies establish procedures to ensure that the public has an opportunity to provide comment on the development of the WIC Program State Plan of Operations.

The Michigan Department of Community Health is accepting written comments regarding the operation of the WIC Program in Michigan through April 30, 1999. Comments may be related to any aspect of the operation of the WIC Program in Michigan. These

comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan.

If you wish to submit comments, mail them to:

**WIC Division  
Community Living, Children  
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Lansing, MI 48909**

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## Food Distributors International urges Congress to "Stab death tax in the heart"

"With a \$131 billion budget surplus in hand, Congress should immediately take steps to eliminate the 'death tax,' now imposed on the estates of family-owned businesses," declared John R. Block, president of Food Distributors International (FDI).

Block's comments came as FDI, which represents food distribution companies that supply and service independent grocers and foodservice

firms, endorsed the Estate and Gift Tax Rate Reduction Act of 1999 (H.R. 8), a bill sponsored by Reps. Jennifer Dunn (R-WA) and John S. Tanner (D-TN).

"President Clinton is basking in the glow of a huge budget surplus that is really the product of a robust economy built upon the hard work and creativity of businesses large and small," Block said.

Earlier, FDI endorsed the Estate

Gift Tax Reduction Act of 1999 (S. 38), sponsored by Ben Nighthorse Campbell (R-CO). His bill would phase-down the federal death tax by five percent each year until it's gone.

"Now we have complimentary bills in both the House and Senate, so there is no excuse for inaction," says Block.

Block pointed out that the death tax can be as high as 55 percent of an estate.

## Crime decreases at c-stores

The convenience store industry has accelerated the pace in reducing its volume of robberies, reports NACS. Total industry robberies dropped 5.2% from 1996 to 1997, recently-released data shows, whereas the decline from 1995 to 1996 was only 1.5%.

A report from the Federal Bureau of Investigation, 1997 *Uniform Crime Reports* was released late last year, and showed a total of 351,096 robberies across all businesses, residences and streets, and highways in 1997. The number of robberies taking place in c-stores was 19,884, a major drop from 25,000 that was reported in the late '80's. C-stores also posted an average dollar loss for 1997 robberies, coming in at \$576. The bad news is the overall trend for the industry's dollar loss stood at \$341 in 1990.

January is the most frequent month in which robberies occur, according to the monthly volume figures. February and April are the least likely month for robberies.

## Retention tip: What are you really saying

Business consultant Tom Peters tells the story of an aircraft manufacturing client with a \$750 million dollar operation. The company was having quality problems, and Peters decided to focus on the first-line manufacturing supervisors. He discovered these people were typically in charge of 25 to 35 people and had between \$1 million and \$4 million worth of equipment at their disposal. Yet, they did not have the "authority" to purchase even an \$8.95 can of paint unless the facility manager signed off on it first.

"That is so typical," says Peters. "Employers treat employees like children, and are surprised when employees act like children and ignore quality issues."

Peters urged the company's senior management to give the supervisors \$25 in unquestioned spending authority-and despite the small figure, management still balked! Peters then suggested something else: "Make it only \$10 if you want...but add a parenthetical expression to the end of the rule that reads: 'We're doing this because we don't trust you.'"

We see this practice in all kinds of industries across America. In many convenience stores the hourly, minimum wage employee may be responsible for \$1 million in assets, but doesn't have the authority to solve a customer complaint on the spot. Does this make any sense? What are your policies telling your employees?

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## Nabby Yono named to Arab American Council



AFD past chairman and current emeritus director, Nabby Yono, was appointed by Governor Engler to the Arab American Advisory Council. Yono will be representing the general public, for a term expiring on February 1, 2002.

AFD congratulates Nabby on this prestigious appointment. We are confident that Michigan will benefit from his public service.

## Don Kloplic, Jr. elected chairman of NBWA

Don Kloplic, Jr., president of West Side Beer Distributing in Grand Rapids, was recently elected Chairman of the Board of the National Beer Wholesalers Association (NBWA). West Side is an Anheuser-Busch distributor.

In addition to his service at the national level, Kloplic is an active member of the Michigan Beer and Wine Wholesalers Association and serves on the executive committee.

## Fitzgerald named head of CIS Insurance Bureau

Governor Engler has appointed former State Representative Frank M. Fitzgerald as the new Commissioner of Insurance, effective January 1. "Frank Fitzgerald has extensive knowledge and background in insurance matters and will make an excellent insurance commissioner," said Engler. Prior to his appointment, Fitzgerald served six terms in the state legislature, practiced law in Grand Ledge and was Eaton County assistant prosecuting attorney.

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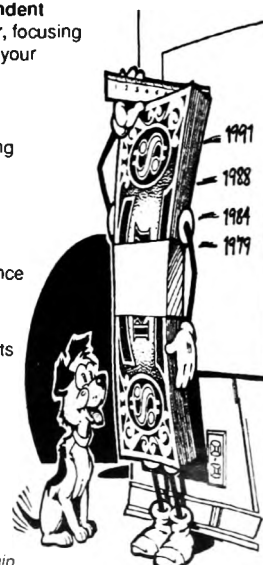
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# State Representative Derrick Hale shoots for the hoop

by Kathy Blake

State Representative Derrick Hale has invested his life in the city of Detroit and continues to put his energy to use for the good of the community. A lover of basketball, Hale has discovered how to use his favorite sport to help Detroit's youth. He coordinates Hales Hoops, (the Derrick F. Hale Foundation Annual 3-on-3 Basketball Tournament) which is open to all ages and genders in the city of Detroit. The proceeds from the tournament go to recreational programs for young people. Hale is the only elected official in Detroit to conduct a basketball tournament.

As a lifetime resident of his district, Representative Hale is active in numerous community affairs, such as the River Rouge Cleanup, 8th Precinct Community Relations, Brightmoor Concerned Citizens and Motor City Blight Busters.

Hale is in his second term representing the 14th district which is in northwest Detroit in Wayne county. In his district, a Super Kmart opened recently at 7 Mile and Meyers which Hale believes will help bring the area out of a slump. He is

**Objecting to indifference and inequities to minorities, Hale is defending those without a loud voice.**

working on supermarket development in his district as well as a food coop for low-income families. He's also working on developing a community credit union.

Representative Hale is strongly opposed to the Detroit school district takeover, which would give Detroit's Mayor Dennis Archer control over the schools. "People are not looking at the fact that government wants to eliminate the negotiating power of unions," which Hale reports would be a result. "The school district has a \$90 million surplus and is in the second phase of a bond process," he emphasized.

During his 96-98 term, Hale was able to bring road dollars to Detroit for resurfacing of Grand River Avenue. With his aid, Henry Ford Hospital received \$320,000 for African American Healthcare and



Hale also pushed for an audit of the community health department focused on what he calls misappropriations of \$19.4 million in state money. Hale says these funds were earmarked for the African-American Male Initiative.

As a previous member of the Appropriations committee, Hale instituted boiler plate language in the Department of Natural Resources-Department of Environmental Quality budget to initiate an illegal dumping task force. "Seventeen employees were hired by the department to assist municipalities in preventing illegal dumping," said Hale.

Representative Hale is the Democratic Caucus Chair and serves on the House Standing Committees on Great Lakes and Tourism, Insurance and Financial Services and Regulatory Reform.

The representative minces no words as an outspoken advocate of empowerment and civil rights and is doing his best to represent the interests of fellow African Americans. Hale is the Treasurer/Secretary of the Legislative Black Caucus and Treasurer of the Black Caucus Foundation of Michigan. He is also affiliated with the Coalition of Labor Union Women (CLUW), National Association for the Advancement of Colored People (NAACP), the League of Women Voters and is a board member of the Northwest YMCA.

Objecting to indifference and

inequities to minorities, Hale is defending those without a loud voice, such as nursing home residents. During his 96-98 term, on the House Appropriations Committee, he pushed to increase the number of nursing home inspectors for Michigan and scored by amending the budget to add eight nursing home inspectors to the Department of Consumer and Industry Services.

Recently, Hale was named to serve on the House Task Forces for Nursing Home Reform and Health Care Delivery.

The Nursing Home Reform Task Force will identify problems that led to the nearly 2,000 complaints the state received in the last year about nursing home care. The task force will then recommend legislation to improve the quality of care in state-licensed nursing homes.

"When you have nearly 2,000 complaints a year about the quality of care, it is obvious we need more random inspections performed to ensure nursing home residents are receiving proper care and treatment," Hale said. "Nursing home residents are among our most vulnerable residents, and their families deserve peace of mind that they are being taken care of properly and professionally."

The Health Care Delivery Task Force will focus on ways to expand health care delivery in Michigan. "Even though our economy is

performing strongly, access to health care is still a major hurdle for working families," says Hale. "This task force will identify problems with health care access, then propose ways to improve it."

The Representative is pushing for tax breaks for small business owners that should be coming in the next few months. He is also working on reducing rates for small business startups on the committees for Insurance and Financial Services committee.

Hale became involved in politics, many years ago, due to the encouragement of his mother. She was a precinct delegate at the time. "I joined the Young Democrats and became aware of the need for African American males in the political process. People like myself, from my neighborhood, needed a voice." His mother sent his resume to U.S. Congressman Sander Levin's office and ultimately Hale became campaign coordinator for Levin.

Representative Hale has volunteered for the campaigns of many influential politicians including President Bill Clinton, former Governor James Blanchard, former Presidential candidate Mike Dukakis, Detroit Mayor Dennis Archer, former Mayor Coleman Young and former Congressman Howard Wolpe.

In 1989, Hale joined the staff of his predecessor, Representative Michael Bennane and when Bennane chose not to run in 1996, Hale stepped up to take a shot.

Hale is a graduate of Murray Wright High School and received a Bachelor of Arts in Mass Communications from Wayne State University in 1995. He credits his mother for sending him on his career path. She sent his sister to medical school and now his sister is a pediatrician in Georgia. He realizes the importance of parental influence especially since he is a father himself, with a five-year-old son. That is why he volunteers in the schools in his district. Hale is an avid reader of history and enjoys the sport of basketball. To reach the representative, call (517) 373-1705, e-mail: dhale@house.state.mi.us or write to State Representative Derrick Hale, State Capitol, PO Box 30014, Lansing, MI 48909-7514.

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| • Amish Valley Premium Products     | • Honeysuckle/Oncor     | • Kraft/Oscar Mayer   |
| • Robbins Packing                   | • Perdue Farms          | • Beatrice Cheese     |
| • Tennessee Brand Meats             | • Hormel                | • Midwest Sausage     |
| • International Sausage/Dutch Brand | • Case Farms Poultry    | • Cooper Farms Foods  |
| • Jennie-O                          | • Smithfield Packing    | • Plumrose Bacon      |
| • Mama Rosa Pizza                   | • John Morrell & Co.    | • Townsend Poultry    |
| • Mariah                            | • Goldkist Poultry      | • Dearborn Sausage    |
| • Conagra Poultry                   | • Chungs                | • A&S Bread           |
| • Thorn Apple Valley                | • King David            | <b>AND MANY MORE!</b> |
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| • Beef International                | • Wampler-Longacre      |                       |
| • Deutsch Kase Haus Cheese          | • B. Rosen Lamb         |                       |
|                                     | • Farmland Foods        |                       |
|                                     | • National Beef Packers |                       |
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Sliced Extra Sour French	16 oz.	00009	1.555	2.29
Sliced Italian	16 oz.	10003	1.35	1.99
Sliced French	16 oz.	10009	1.555	2.29
Sliced Extra Sour French	24 oz.	00022	1.69	2.49
Garlic Sour Dough	10 oz.	03800	1.485	2.19
Unslice Sour French	16 oz.	00006	1.69	2.49
Sour Dough Steak Roll	15 oz.	10001	1.35	1.99
French Steak Roll	15 oz.	10002	1.35	1.99
KaiserRoll	18 oz.	10004	1.485	2.19
Sour Dough Dinner Roll	12 oz.	10006	1.35	1.99
Potato Dinner Roll	12 oz.	10007	1.35	1.99
French Dinner Roll	12 oz.	10005	1.35	1.99



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## Inman

Continued from Front Page

industry. They have offices in 55 cities and nearly 4,000 associates nationwide.

"By adding a strong broker organization like Paul Inman Associates to our team, we've taken a continuing step toward coast-to-coast leadership in the food broker industry," said Ron Pedersen, chairman of Marketing Specialists.

According to Fairchild, "Our customers in the marketplace will be dealing with the people with whom they are familiar and it will be business as usual."

"The combination of the two companies will generate \$8 billion in sales and over \$235 million in annual revenues," stated Fairchild.



*In a previous issue, this publication incorrectly identified the owner of Khan Merjan, a Dearborn restaurant. The correct owner is Hussain Aldiwan.*

## CLASSIFIED

**MAYFAIR MKT. FOR SALE**—Detroit location, Grand River at W. Chicago. 10,000 sq. ft. Supermarket, SDM, Lottery, WIC. Building optional. Serious, qualified inquiries only. Call Pete or Paul George at (313) 933-6151.

**HELP WANTED**—Male/female with experience. Liquor Store with Pizza. Clarkson area, good pay. Call Ann or Ronnie at (248) 625-2070.

**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 Yaloo at (248) 608-9100 (Pager).

**FOR SALE**—Troy SDD License, Call—(248) 399-4813, ask for Sami.

**10,000 SQUARE FOOT Super Market for Sale**—Store & Fixtures. Dearborn location. Call Wilson at (248) 582-9088.

**BUSINESS OPPORTUNITY**—Specialty gourmet market/delicatessen w/ bakery and catering business, SDM, prime location, outdoor dining area. Multiple coolers, freezers, ovens, stove and cooking equipment. Antique counters, Coca-Cola & Nesbitt's coolers, more, valued at \$25,000+. Building valued at \$130,000 plus. Must see! \$350,000. Call Yelap Wietzke, Century 21 Up North, (616) 582-6554.

**FOR SALE BY OWNER**—Country Party Store. Beer, Wine, Liquor, Lotto, Groceries & Movies. 20 minutes south of Lansing. \$12,000+ avg./week+ Lotto sales. Growing business—\$325,000/and & business. Call Doug at (517) 694-4558 after 2 p.m. Serious inquiries only.

**FOR SALE**—Ice cream dipping merchandise. Master Bill model #DD68 (91" w x 28" d x 37") Stainless steel top with white exterior body. Displays 16 flavors and stores 14. Excellent condition. \$1,195 or best offer. Call (517) 725-5500 and ask for Dave.

**PARTY SHOPPE**—Beer & wine, grocery, both frozen Coke, money orders, fax. Store sales \$10,000/week. Lottery sales \$3,800/week. Business \$160,000 w/ \$80,000 down. \$1,425/month lease. Call (248) 545-3500.

**DELI EQUIPMENT**—8 ft. Master Bill deli display case, like new—\$2100. 5 ft. stainless steel table on wheels w/drawer & shelf—\$225. 2 door reach in cooler—\$150. 10 inch Unvers slicer—\$275. Hobart 30 lb capacity scale—\$175. Call (248) 652-2239 or (248) 545-3500.

**FOR SALE**—Transformer 750KVA, 26 door frozen cooler, almost new w/compressor. Call Kenny at Xtra Foods, (248) 824-1144.

**WATERFORD PARTY STORE**—Beer, wine, lotto & more. Great location near lakes! All new equipment. Turnkey operation. 1976 sq. ft. Asking \$179,000 + inventory. Business only. Call Re/Max Exec. Properties, Brian Yaloo at (248) 737-6800.

**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.

**FOR SALE**—2 each, walk in coolers, 8' x 10'—\$1500. 8' x 14'—\$2500. Bernie's Country Store (517) 592-8221, 557-9600.

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

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

**SDD LICENSE FOR SALE**—City of Ann Arbor. Call Madison Natl Bank—(248) 548-2900.

**RESTAURANT & BAKERY**—Low investment! Great income. Established restaurant/bakery with modern equipment, supplies and 40 seats. Howell/Brighton area. Loyal customer base and great location. Ideal for expansion such as full-service restaurant, fast food or party store. \$95,000. Call (313) 961-3131.

**FOR SALE**—Four (4) door reach in cooler—\$500. Call Sam Sheena at (248) 288-4774.

**ESTABLISHED PARTY STORE**—Port Huron, MI. Highly populated, high traffic area. SDD, SDM and Lotto. Owner retiring. Call (810) 988-5702, leave message.

**FOR SALE**—Convenience Store and much more. Owner retiring. Excellent Northville Michigan location w/ view of Lake Charles. SDD, SDM & Groceries. \$300,000 gross annual sales. Large attached living quarters plus (4) rental units. 1.66 acres w/ large garage and 500 ft. road frontage. \$450,000. Call for more info. 1-816-582-7711.

**"CODY DRUGS" FOR SALE**—SDD, SDM and Lotto. Upscale Detroit neighborhood. Full line of Grocery, Greeting Cards, Health/Beauty. Approx. 3000 sq. ft. Very Busy well established. Mar+ SDD at (313) 272-7878 or (248) 666-7888.

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# AFD All-Star 15th Annual Selling Trade Show

Tuesday, April 27, 4 p.m. to 10 p.m. and Wednesday, April 28, 2 p.m. to 9 p.m.

Burton Manor, Livonia

## Look for these show specials and new products

**AirPage** has their own Naitonwide PrePaid Cellular Cards.

**Anheuser-Busch** will be sampling a new product called **Tequila** - a low hop base with Blue Agave Nectar and a flavoring of Lime and Tequila.

**Anthony's Pizza** is offering two new co-branding concepts: a full line of subs and Chicken on the Run. Receive up to \$4,000 off each co-branding concept, on orders placed at the show.

**Ashby's Sterling Ice Cream** will be introducing their "co-branding" concept at the AFD show. Their many unique flavors of award-winning delicious ice cream can be enjoyed by everyone through this exciting program.

**Brown-Forman** will be sampling a new drink called a "Frozen Southern Squeeze" - a juice mixture with Southern Comfort and fruit juices.

**Central Alarm Signal, Inc.** is continuing to expand its remote video and audio surveillance systems. Business owners are saving money by watching over their employees from home.

**Coffee Express Company** is now featuring a wide variety of 8 oz. vacuum sealed specialty coffee.

**Container Recovery Systems** will exhibit a new "Can Do" Bulk Load reverse vending machine.

**Detroit Edison** is offering a 10% discount to customers who sign up for a **LightWise** lighting survey of their business by May 31, 1999.



**ClearFruit**, an all natural non-carbonated water with real fruit flavor, is now available in a larger more convenient 20 oz. package - distributed by **Faygo Beverages**.

**Frito-Lay** will be sampling their new improved **Hot Line** of snacks.

**Garden Foods** will be introducing **Coffee House U.S.A.**, a unique creamy blend of ice-coffee - premium package with eight different exotic flavors.

**General Wine & Liquor Co.** is proud to introduce and sample **Jack Daniel's Apple Jack**, a crisp and refreshing taste of apple with a dab of honey and Jack Daniel's Tennessee Whiskey. Also come and sample the two newest flavors of **Arbor Mist: Tropical Fruits Chardonnay** and **Sangria Zinfandel**. Spring will not be complete without sampling the two new exciting cocktail flavors of **New Palm Beach Margarita** and **Cosmopolitan Malt Beverages**.

**Gourmet International**, your specialty foods supplier, is offering the following show only specials: **Lindt** chocolate bars for 89 cents, **Twinings Tea** 25 ct. for \$1.50, **Walker Shortbread**

5.3oz. displays for \$1.50, **Carr's Crackers** 4.2oz. displays for 99 cents, and **Haribo Gummi Candies** 5.29oz. for 75 cents, to name a few.

**I & K Distributors** has two new products. New from **Yoders** are three retail packed puddings in tapioca, rice and chocolate flavors. Also, **Yoders** is introducing sour cream in a squeeze bottle.

**Interstate Brands (Wonder Bread, Hostess Cake)** will be sampling new products: **Classic Banana Twinkies**, **Special Recipe Glazed Donuts**, and **HomePride Potato Bread**.

**The J. Lewis Cooper Co.** will be sampling the "new" **Gallo of Sonoma Cabernet Sauvignon** and **Chardonnay**. Sonoma fruit is synonymous with world class fruit. Ask about their special point of sale from **Moet Chandon** and **Korbel Champagne Cellars**.

**Jays Foods** is introducing **E-Z Dippin's** which are snack and dip combos in one package. Look for tortilla chips and salsa, curly chips and French onion dip, baked tortilla chips and salsa, mini pretzels and mustard, and tortilla chips and nacho cheese dip.

Coming in March, **Jim Beam Brands Co.** is introducing the newest **Dekuyper** flavor — **Watermelon Pucker!** The **Kowalski Company** will be sampling the new 98% Fat Free **Polish Brand Ham**. Take advantage of their show specials.

**L.J. Ross Associates** will be offering complimentary analysis to help eliminate retailers losses due to bad debt and checks.

**Melody Farms** is the sole distributor of **Nestle Ice Cream Novelties** in Michigan. They also offer a **Nestle Freezer** program, which involves placement of a freezer with full color graphics and signage.

**Metz Baking** will be sampling a new line of **Ditaliano Deli** and their **TastyKake Sweet Goods**.

Equipment orders placed during the show with **North American Interstate**, will receive **free delivery and set up**, all parts and labor, and a free evaluation every six months.

**Pepsi-Cola** will be sampling their new one-calorie beverage — **Pepsi One**.

**Quality Inventory** is raffling off two free Inventories at the show.

**Rocky Peanut** presents 15 new Sugar Free Candies, with display signage options and special introductory pricing.

**Sherwood Food Distributors** will host 40 out of 219 booths, offering outstanding show rebates and incentives to their retail and wholesale customers.

More show specials and new products on page 44

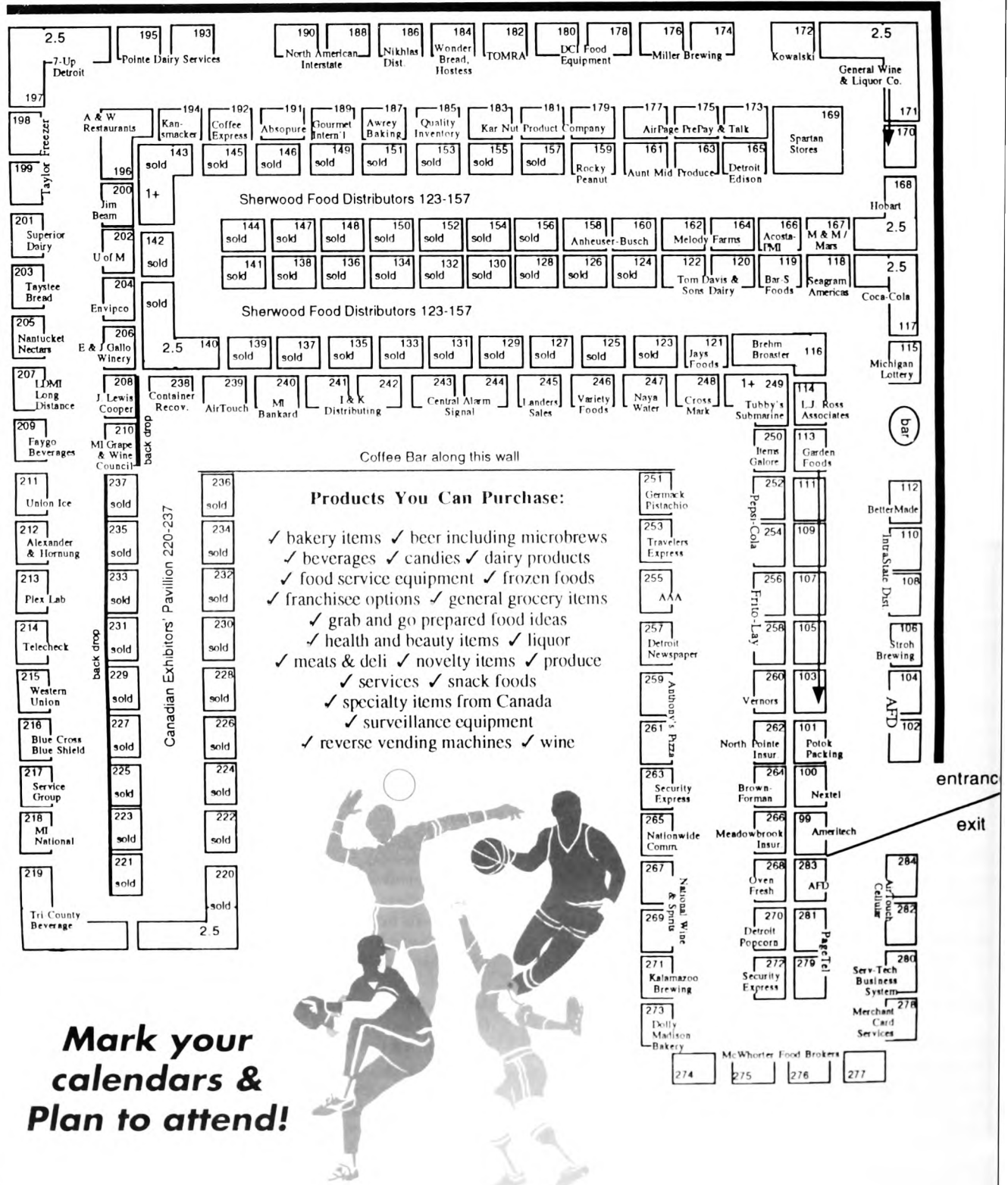


# AFD ALL STARS

## 15th Annual Selling Trade Show

Tuesday, April 27, 4 p.m. to 10 p.m. and Wednesday, April 28, 2 p.m. to 9 p.m.

**FLOOR PLAN • BURTON MANOR, Livonia, Michigan**



**The following corporate leaders will be at their booths to meet personally with retailers. Look at the times and dates they're available, and mark your calendars!**

**Acosta-PMI:** Lou Czanko, Vice President Division Manager  
April 28 from 2-4 p.m.

**AirTouch Cellular:** Jack Roettenberger, Vice President Sales & Service  
April 27 from 4-6 p.m.

**Alexander & Hornung:** Bernie Polen, President  
April 28 from 2-3 p.m.

**American Bottling Company:** Jim Miller, General Manager  
April 28 from 2-4 p.m.

**Ameritech:** Kelly Moore, General Manager  
April 28 from 4-6 p.m.

**Anheuser-Busch:** Jim Trischett, Michigan Sales Director  
April 28 from 2-4 p.m.

**Central Alarm Signal:** Robert Hakim, President  
April 27 from 7-9 p.m.

**Central Distributors of Beer (at the Anheuser-Busch booth):** Dan Johns, Vice President / General Manager and Jim Caleca, Director of Marketing  
April 28 from 3-5 p.m.

**Coca-Cola Bottling Co. of Mich.:** Don Hensen, Vice President/General Manager  
April 27 from 4-6 p.m.

**Coffee Express:** Tom Isaia, President  
April 27 from 5-8 p.m.

**CrossMark:** Larry Lemieur, Regional Vice President of East Central Region  
April 28 from 2-3 p.m.

**DCI Food Equipment:** Remo Antonioli, President  
April 27 from 6-8 p.m. and April 28 from 6-8 p.m.

**Faygo Beverages:** Al Chittaro, Vice President of Sales  
April 28 from 4-6 p.m.

**Frito-Lay:** Denise Griffith, Vice President Sales  
April 27 at 4 p.m.

**Garden Foods:** Jay Barada, Vice President / General Manager  
April 27 from 4-8 p.m. and April 28 from 4-8 p.m.

**General Wine & Liquor:** Sydney Ross, President  
April 27 from 5-7 p.m.

**Hobart Corporation:** J.T. Murphy, Branch Manager  
April 28 from 2-4 p.m.

**J. Lewis Cooper:** Ernest Almeranti, Vice President Sales-Retail Wine Div.  
April 27 from 5-7 p.m.

**Jays Foods L.L.C.:** Robert (Bob) Stoeckle, Sr. Regional Sales Manager  
April 28 from 2-5 p.m.

**Jim Beam Brands:** Frank Maniaci, Division Director-Central Control States  
April 27 from 5-8 p.m.

**Kowalski Companies:** Michael Kowalski, President  
April 28 from 3-5 p.m.

**Meadowbrook Insurance Group:** Kenn R. Allen, President  
April 27 from 4-6 p.m. and April 28 from 4-6 p.m.

**Melody Farms:** Michael George, Chairman of the Board  
April 28 from 4-6 p.m. and

**Rodney George, President and Chief Operating Officer**  
April 27 from 4-6 p.m.

**Metz Baking:** Chuck Paul, General Sales Manager  
April 28 from 3-7 p.m.

**Michigan Lottery:** Don Gilmer, Commissioner  
April 27 from 4-6 p.m.

**National Wine & Spirits:** Dennis Mock, Vice President Sales  
April 27 from 6-8 p.m. and April 28 from 2-4 p.m.

**North American Interstate:** Phillip Toth, President  
April 28 from 3-6 p.m.

**Greg Andrick, President Michigan Payphone Association**  
April 27 from 4-7 p.m.

**North Pointe Insurance:** James Petcoff, Chief Executive Officer  
April 28 from 2-5 p.m.

**Pepsi-Cola:** Dave Dempsey, Market Unit General Manager  
April 27 from 4-6 p.m.

**Seagram Americas:** Frank Bodi, State General Manager  
April 27 from 4-6 p.m.

**Sherwood Food Distributors:** Earl Ishbia, Chief Executive Officer  
April 27 from 5-9 p.m. and April 28 from 3-6 p.m.

**Spartan Stores:** Kevin Schlosser, Vice President Sales  
April 28 from 2-4 p.m.

**Tom Davis & Sons Dairy:** Gary Davis, President  
available during entire show

**Tubby's Sub Shops:** Tony Noga, Vice President of Franchise Development  
April 27 from 4-6 p.m. & 7:30-10 p.m., April 28 from 2-5 p.m. and 6:30-8 p.m.

## Exhibitors in Alphabetical Order

AAA of Michigan, #255	Container Recovery System, #238	Kowalski Companies, #172	Plex Lab, #213
A & W Restaurants, #196	CrossMark, #248	L.J. Ross Associates, #114	Pointe Dairy Services, #193, 195
Absopure Water Co., #191	DCI Food Equipment, #178, 180	LDMI Long Distance, #207	Potok Packing, #101
Acosta - PMI, #166	Detroit Edison, #165	Landers Sales, #245	Quality Inventory, #185
AirPage, #173, 175, 177	Detroit Newspaper Agency, #257	M & M / Mars, #167	Rocky Peanut, #159
AirTouch Cellular, #239	Detroit Popcorn, #270	McWhorter Food Brokers, #274, 275, 276	Seagram Americas, #118
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Ameritech Pay Phone, #99	Envipco, #204	Merchant Card Services, #278	Sherwood Food Distributors, #123-157
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Ashby's Sterling Ice Cream, #120, 122	Garden Foods, #103, 105, 107, 109, 111, 113	Michigan Grape & Wine Industry Council, #210	Stroh Brewery, #106
Associated Food Dealers of Michigan, #102, 104	General Wine & Liquor, #170, 171	Michigan Lottery, #115	Superior Dairy, #201
Aunt Mid's Produce, #161, 163	Germack Pistachio, #251	Michigan National Bank, #218	Taylor Freezer, #198, 199
Automated Collection System, #214	Gourmet International, #189	Miller Brewing Co., #174, 176	Telecheck, #214
Awrey Bakeries, #187	Hobart, #168	Nantucket Nectars, #205	Tom Davis & Sons Dairy, #120, 122
Bar-S-Foods, #119	I & K Distributors, #241, 242	Nationwide Communications, #265	TOMRA, #182
BeiterMade, #112	Items Galore, #250	Naya USA, #247	Travelers Express, #253
Blue Cross Blue Shield	IntraState Distributors, #108, 110	Nextel Communications, #100	Tubby's Submarine, #249
Blue Care Network of Michigan, #216	J. Lewis Cooper, #208	Nikhlas Distributors, #186	Union Ice, #211
Brehm Broaster, #116	Jays Foods, #121	North American Interstate, #188, 190	University of Michigan: M-Fit, #202
Brown-Forman Beverages, 264	Jim Beam Brands, #200	North Pointe Insurance, #262	Variety Foods, #246
Canadian Exhibitors' Pavilion, #219-237	Kalamazoo Brewing Co., #271	Oven Fresh / April Hill, #268	Vernors, #260
Central Alarm Signal, #243, 244	Kansmacker, #194	PageTel, #279, 281	Western Union, #215
Coca-Cola, #117	Kar Nut Products, #179, 181, 183	Pepsi-Cola, #252, 254	Wonder Bread / Hostess, #184
Coffee Express, #192			



# AFD All-Star

## 15th Annual Selling Trade Show

Tuesday, April 27, 4 p.m. to 10 p.m. and Wednesday, April 28, 2 p.m. to 9 p.m.  
Burton Manor, Livonia

### Look for these show specials and new products

**Superior Dairy** is introducing the **Rock 'N Pour** milk container which has a front-mounted spout for easy pouring, and a tapered bottom that allows consumers to pour milk without lifting the bottle.

**The Michigan Wine and Grape Industry Council** is offering a show special: order three cases of Michigan Wines and receive a free Michigan wine display rack.

Come to the **Tom Davis & Sons Dairy** booth and learn about **Odwalla**, the nation's leading brand of all-natural, fresh squeezed and nutritionally

fortified juices, created with a commitment to "Nourishing the Body Whole." Odwalla is crafted with attention to great taste, nutrition and quality assurance.

**Free installation** and delivery for orders on **Reverse Vending Machines** placed at the show with **TOMRA**.

**Tubby's Sub Shops** will be expanding their franchise stores throughout Michigan. Compete in the new millennium with grab and go prepared subs from Tubby's.

**The M-Fit Shelf Talker Program**, developed by Registered Dietitians at the University of Michigan Health System, makes healthy shopping easier by providing nutrition guidelines for food categories.

#### From The Canadian Exhibitors Pavilion

**Bee Maid Honey** is Canada's #1 honey! Located in the Prairie Provinces, Bee Maid is world famous for producing their **Mild Flavored White Canadian Honey**. They also produce a variety of **Sunflower** and **Buckwheat Honey** products.

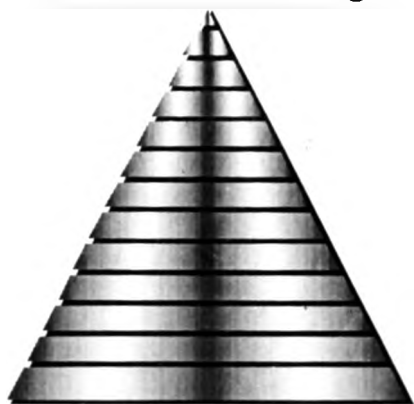
Most recent introductions include **Cinnamon Honey**, **Honey Mustard**, and a **Bar-Bee-Q Honey Sauce** mixed with natural lemon.

**Cuddy Plantation Foods** will be sampling their new line of Premium Dried Fruit Products manufactured in a peanut free environment.

**Del's Pastry** is a family-owned operation servicing Canada and the Northeastern United States for over 30 years. They produce a wide variety of fresh and frozen coffee cakes, muffins, Danish, and puff pastries.

**Need help to keep up with resets, shelf maintenance, pull-ups or sales calls?**

**Qualified help is available with hands on Field and Office Management!**



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**L & C Fisheries (Green Gable Mussels)** hails from **Prince Edward Island** and is a producer of cultured blue mussels and other shell fish products.

**Lakeside Bakery** will be sampling their famous **Canadian Cinnamon Sticks**, thaw and serve Coffee Cakes, and Fruit Breads.

**Lee Valley Foods** will be featuring **Frozen Stir Fry Kits** such as Beef, Chicken, Shrimp, Scallop and Vegetable. Additionally, they will be sampling a variety of Meal Kits that include rice and noodles.

From **Norstar Foods, Inc.:** the **Norstar Brand Tiramisu** was the proud winner of the 1997 Canadian Grand Prix Products Award for the best new product introduction, as judged by the Canadian Grocery Industry. Norstar will also be sampling their famous cheesecakes, mousse deserts, salmon mousse rings, and frozen mussels in various savory sauces.

**Pacific Western Brewing** was the first brewery in North America to be certified to ISO 9002 standards for the production of organic beer. Come and sample **Natureland Organic Lager**.

Come sample Canadian wines from the **Pelee Island Winery**, Canada's largest and Southernmost Winery.

**R.J. Enterprises** bottles **Canadian Ice Flow Water**. They are currently doing business in the United States and are looking to expand their business.

**Seabright Smokehouse** from Nova Scotia will be featuring some of the finest farm raised cold smoked Atlantic Salmon produced in a variety of retail and food service sizes.

**Shandiz, Inc.** will be sampling their **Taste of Nature Nougat-Nut Natural Snack Bars** and **Nougat Candy**.

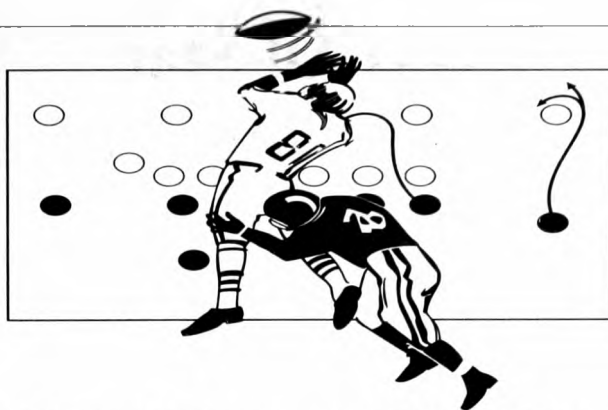
**Sunny Crunch Foods, Ltd.** will be sampling their Sports Nutrition Powder, Dietary Supplements, Meal Bars, Nutritional Bars, Granola Bars, Cereals and Dietrim/ Brunch.

**The Patty Shop** will be sampling their flaky Beef, Chicken, and Vegetable Pocket Delites.

**Transcontinental Gourmet Foods, Inc.** is a manufacturer of Fillo Dough, Puff Dough, Vegetarian Entrees, Kosher Products, Hors d'oeuvres, and Salmon Wellington. They also manufacture a full line of sweet bakery products for both their own label and private label.

**Weston Bakeries** will be sampling their Specialty Cake Products and fruit cakes.

**Wine-Art** will be displaying their home winemaking kits which include the finest grape juice and grape juice concentrate available from wineries and vineyards around the world. They will also be sampling home made wine at the show.



**GERMACK PISTACHIO COMPANY**

1416 E FISHER FWY • DETROIT, MI 48207 • (313) 393-2000 • FAX (313) 393-0636

**April, 1999 Promotion!**

***AFD Show Special!***

**GERMACK Natural Pistachios**

***1 lb. cello bags - 12 per case***

***Reg: \$3.15 per bag***

***SHOW SPECIAL!!***

***Buy seven cases-get one case FREE!!***

***Net Cost: \$2.76 per bag***

***Less than seven cases - 10% OFF!***

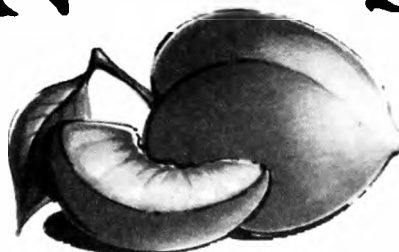
***Net Cost: \$2.84 per bag***

***Booth # 251 - AFD Trade Show***

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

**Come Visit the Juice Guys  
From Nantucket Nectars at  
Booth #205 and Try Our Juices**

**ALL NATURAL  
NANTUCKET  
NECTARS®**



**We're juice guys.®**

***We Won't Let You Down!***



# SUPPORT THESE AFD SUPPLIER MEMBERS

## AUTHORIZED LIQUOR AGENTS:

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

## BAKERIES:

Ackroyd's Scotch Bakery	
& Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 764-5516
Interstate Brands Corp.	(313) 591-4132
JC's Distributing	(810) 776-7447
Koepfing Bakeries, Inc.	(248) 545-5558
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Distributing	(313) 893-4747
Taystee Bakeries	(248) 476-0201

## BANKS:

The ATM Network	(888) 808-9ATM
The ATM Company	(352) 483-1259
Convenience Mortgage Corp.	(800) 474-3309
Cornelius Systems	(248) 545-5558
KPN Technologies (ATMs)	(800) 513-4581
Madison National Bank	(248) 548-2900
Michigan National Bank	1-800-225-5662
North American Interstate	(248) 543-1666

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
Allied Domecq Spirits USA	(248) 948-8913
Anheuser-Busch Co.	(800) 414-2283
Arcadia Brewing Co.	(616) 963-9520
Arizona Beverages	(810) 777-0036
Bacardi Imports, Inc.	(248) 489-1300
Bellino Quality Beverages, Inc.	(734) 947-0920
Brooks Beverage Mgt., Inc.	(616) 393-4900
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) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
General Wine & Liquor Corp.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 835-6400
L & I Wine World	(248) 588-9200
Metro Beverage Inc.	(810) 268-3412
Miller Brewing Company	(414) 259-9444
Nestle Beverages	(248) 380-3640
NAYA, USA	(248) 788-3253
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	1-800-935-6533
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
Tn-County Beverage	(248) 584-7100
UDV-North America	(313) 345-5250
Viviano Wine Importers, Inc.	(313) 883-1600

## BROKERS/REPRESENTATIVES:

Bob Arnold & Associates	(248) 646-0578
The Greeson Company	(248) 305-6100
Hanson & Associates, Inc.	(248) 354-5339
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
Trepcu	(248) 546-3661
"The Sell Group"	(810) 574-1100

## CANDY & TOBACCO:

A.C. Courville Inc.	(248) 863-3138
American Vending & Sales	(248) 541-5090
Brown & Williamson Tobacco	(248) 350-3391
JC's Distributing	(810) 776-7447
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Emerald Food Service	(248) 546-2700
Karen's Kaffe 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) 572-5390
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:

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

## FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Sunnyside Produce	(313) 259-9747

## 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
Gadaletto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 569-0505
IBF Insurance Group, Inc.	(810) 774-5300
Frank McBride Jr., Inc.	(810) 445-2300
Miko & Assoc.	(810) 776-0851
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 988-8888
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
Jaeger Hillside 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:

Alexander & Hornung	(313) 921-8036
Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Country Preacher	(313) 963-2200
Haring 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) 931-7000

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-WYCD	
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
WWJ-AM/WJOL-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
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germaek 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
Nikhlas Distributors (Cabana)	(313) 571-2447
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(810) 365-5555

## PRODUCE

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

JDA, Inc.	(313) 393-7835
Market Advantage	(248) 351-4296
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:

AAA Michigan	(313) 336-0536
AirPage Prepay & Talk Cellular	(248) 547-7777
AirTouch Cellular	(313) 590-1200
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-809-0878
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
Cellular One—Traverse City	(616) 922-9400
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
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Frank Smith, ReMax in the Hills	(248) 646-5000
Garmo & Co., CPA	(248) 737-9933
Goh's Inventory Service	(248) 353-5033
Great Lakes Data Systems	(248) 356-4100
Jermine Utchick CPA	(248) 357-2400, a257
Karnub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(248) 552-0500

Market Pros	(248) 349-4444
Merchant Card Services	(517) 321-1669
Metro Media Associates	(248) 625-6250
MoneyGram	(800) 642-8050, 6699
Nationwide Communications	(248) 208-3888
Nextel Communications	(248) 213-3100
Paul Meyer Real Estate	(248) 398-7280
POS Systems	(517) 321-1669
Quality Inventory Services	(810) 771-4525
Retail Accounting Service	(313) 368-4211
REA Marketing	(517) 386-9999
Frank Smith's Red Carpet Keim	(248) 645-5100
Sal S. Shimoun, CPA	(248) 593-5100
Southfield Funeral Home	(248) 569-8000
Harold T. Stulberg, R.E., Broker	

24 Hours	(248) 351-4700
Telecheck Michigan, Inc.	(248) 354-5100
Travelers Express Co.	1-800-328-5700
Western Union Financial Services	(248) 449-3000
Whitey's Concessions	(313) 278-5500

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-4559
Bollin Label Systems	1-800-882-5100
Brehm Broaster Sales	(517) 427-5000
DCI Food Equipment	(313) 369-1600
Envipco	(248) 471-4770
Great Lakes Gumball	(248) 723-5100
Hobart Corporation	(734) 697-3000
National Food Equipment	
& Supplies	(248) 960-7200
North American Interstate	(248) 543-1666
Plex-Lab Corp.	(810) 754-8000
Refrigeration Engineering, Inc.	(616) 453-2440
Taylor Freezer	(313) 525-2000
TOMRA Michigan	1-800-610-0000

## WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors	(313) 369-2131
Central Foods	(313) 933-2000
Consumer Egg Packing Co.	(313) 871-5000
Dairy Fresh Foods, Inc.	(313) 868-5511
Detroit Warehouse Co.	(313) 491-1500
EBY-Brown, Co.	1-800-532-9220
Family Packing Distributors	(248) 644-5300
Fleming Company	(330) 879-5600
Garden Foods	(313) 584-2000
Gourmet International, Inc.	1-800-875-5500
Great Lakes Wholesale	(616) 261-9300
Hamilton Quality Foods	(313) 728-1000
I & K Distributing	(313) 491-9930
JC's Distributing	(810) 776-7400
J.F. Walker	(517) 787-9000
Jerusalem Foods	(313) 538-1511
Kay Distributing	(616) 527-0100
Keebler Co.	(313) 455-2600
Kebe Food Distributors	1-800-888-4600
Lipari Foods	1-810-447-3500
McInerney-Miller Bros.	(313) 833-8600
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) 353-9000
Sam's Club—Hazel Park	(248) 588-4400
Sherwood Foods Distributors	(313) 366-3100
State Wholesale Grocers	(313) 567-7654
Spartan Stores, Inc.	(313) 455-1400
Super Food Services	(517) 777-1000
SuperValu Central Region	(937) 374-7874
Tisco's Frozen Pizza Dough	(810) 566-5700
Trepcu Imports	(248) 546-3661
Value Wholesale	(248) 967-2950
Weeks Food Corp.	(810) 727-3500
Ypsilanti Food Co-op	(313) 483-1500

## ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2300
Livermore-Davison Florist	(248) 352-1000
Minnich's Boats & Motors	(810) 748-1400
Wilden & Assoc.	(248) 588-2300
Wolverine Golf Club, Inc.	(810) 781-5544



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- \* 12 Page - F.S.I.
- \* Dropping the week of April 25th & Mon. May 3rd in all major Michigan newspapers
- \* 34 Coupons with \$20.00 in savings
- \* \$12,000 Consumer Food Gift Certificate Sweepstakes

**Coupons on CROSSMARK'S Fine Products include:**

# CPNS    COUPON AMOUNTS

1	\$1.00 on 2 - any
1	\$1.00 on 2 - any
1	\$.55 on 2 - any
1	\$.25 on 1 - any
1	\$.55 on 1 - any
1	\$.55 on 2 - any
1	\$.50 on 1 - any
1	\$.50 on 1 - any
1	Buy 2 Get 1 Free
2	\$.40 on 1 - Now
	\$.40 on 1 - Later
2	\$.50 on 1 - Now
	\$.40 on 1 - Later
1	\$.75 on 1 - any
1	\$.75 on 2 - any
1	\$.75 on 1 - any
1	\$1.00 on 1 - any
1	\$.55 on 1# - any

PRODUCTS

GROCERY:  
Arm & Hammer Powder or Liquid Detergent  
Arm & Hammer Fresh 'N Soft Dryer Sheets  
Diamond Crystal Salt Sense  
Hefty One Zip Bags  
Hefty Handle Sak Waste Bags  
Ice Mountain Water  
Irish Spring Deod. Soap - Sport  
Irish Spring Deod. Soap - Any  
Maruchan Instant Lunch Cups  
Palmolive Ultra Dishwashing Liquid (Direct)  
Palmolive Auto Dish Detergent (Direct)  
Reynolds Wrappers  
Softsoap Liquid Hand Soap  
Softsoap Hand Gel  
Sweet Baby Ray's BBQ Sauce  
PRODUCE  
Brach's Pick-A-Mix or Chocolate Selections

# CPNS    COUPON AMOUNTS

1	\$.55 on 2 - any
1	\$.55 on 1 - any
1	\$.55 on 1 - any
1	\$.55 on 1 - any
1	\$.80 on 2 - any
2	\$.55 on 1 - any
1	\$.55 on 1 - any
1	\$.55 on 1/2# - any
1	\$.55 on 1 - any
1	\$.55 on 1 - any
1	\$.80 on 1# - any
1	\$.55 on 2 - any
1	\$.80 on 1 - any
1	\$.80 on 1 - any
1	\$.55 on 2 - any

PRODUCTS

FROZEN:  
Hot, Lean, Croissant Pockets, Pizza Minis, & Toaster breaks  
Mama Bella Garlic Bread or Toast  
Morningstar Farms Products  
DAIRY / DELI:  
Better 'N Eggs Refrigerated or All Whites  
Florida's Natural & Growers Pride Juices  
Father Sam's Pocket Bread Products  
Horizon Organic Dairy Products  
Land O Lakes Deli Cheeses  
Simply Potatoes  
Smartbest Margarine or Cheese  
Turkey Store 1# Deli Meats  
MEAT:  
Lightlife Products (Smart Dogs, Tofu Pups, Gimme Lean)  
Turkey Store Fresh Turkey Products  
Turkey Store Seasoned Cuts  
Veggie Brand (Slices)

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