



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
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Southfield, MI 48075

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

June 1999

Working hard for our members.

Inside

USDA cracks down on WIC violations....

Retailers evaluate importance of WIC versus the burden of compliance.

• See page 3

Free "We Card" training seminar offered.

• See page 14

You can't take it with you, but why leave it to Uncle Sam?

Many small, independent business people are apt to face estate battles without being prepared

• See page 16

Reminder: July 1 is the deadline...

for beverage alcohol special occupational taxes.

• See page 22

EBT scam exposed...

At least one company has approached Michigan stores as an EBT contractor of scanning equipment, although Michigan has no EBT vendors

• See page 24

New orders clear way for Electric Choice.

• See page 35

Some retailers bypass local licensed tobacco wholesalers....

to import cigars directly. This can be illegal.

• See page 36

It's time to think
Holidays! Mark
your calendar for
the Beverage Journal
Holiday Trade Show,
September 21 and 22 at
Burton Manor in
Livonia. See page 29.



Swing into summer at the 1999 AFD Scholarship Golf Outing, Thursday, July 22 at Wolverine Golf Course. Foursomes are filling fast! See page 25 for details.

Snacking: An American pastime

There is no doubt – America loves to snack. Snacks have evolved throughout this century into a more than \$15 billion-a-year industry. Interestingly, about one-third of the U.S. population qualifies as "heavy users" of snacks, consuming two-thirds of the total snack volume and heavy users exist in every age, sex, and life cycle group.

You could say that snacks form part of our national identity because the relatively low cost of most snacks, coupled with their universal availability, transcends economic and social boundaries.

Snacks are not just for snacking...only four out of every 10 eatings occur at home as a snack. Almost 35

percent of snacks are consumed as part of an in-home meal, and 14 percent are carried from home. Another 6 percent of snacks are consumed in restaurants or other food service environments, at convenience stores, or from vending machines.

Heavy snack users pay attention to nutrition labels as often as non-users, yet they are somewhat less concerned about dieting, health, and nutrition issues.

Inside you will find information on America's favorite snacks, from apples to tortilla chips and everything in-between. So, open up a bag of your favorite treat, grab a can of pop and read on!

Danny's sale in the works

As of press time, this publication has learned that an agreement in principal has been signed to sell seven Danny's supermarkets to a group of corporations headed by George Yono.

Yono purchased one

Danny's store last year.

The seven stores will be supplied by Nash Finch/Super Foods. No word yet on whether the Danny's name will be retained.

AFD and Coke team up for scholarships

The Associated Food Dealers of Michigan (AFD) and Coca-Cola have partnered again to raise money for the AFD Scholarship Program.

From May 10 through November 28, the AFD Scholarship Fund will receive a donation for each placement of a Coca-Cola electric single-serve cooler near your checkout area. For each case of 20 ounce, 1 liter and non-carbonated product that exceed prior year's purchases, Coca-Cola will increase their donation to this worthwhile cause.

There are additional benefits for the retailer; the three stores that raise the most

money for the Scholarship Fund will win 100 cases of free 12 pack cans, the next seven stores will receive 50 cases of free 12 pack cans.

"Last year over \$39,000 was raised. We need your help to surpass 1998's contribution," says Joe Sarafa, AFD President.

The AFD Scholarship Program provides academic scholarships for deserving youths in the food industry. This one-year renewable scholarship is awarded to Michigan High School Seniors, College Freshman, Sophomores, and Juniors who excel in academics and are either employed in the food industry or have parents who are.

Ink dry on merger of National Wine & Spirits and R.M. Gilligan

It's final, National Wine & Spirits, purchased R.M. Gilligan in early May. "We have combined to form a preeminent sales force for the spirits division in Michigan," said Smoke Wallin, National Wine & Spirits corporate executive vice president.

This merger only affects Michigan. National Wine & Spirits will continue to distribute beer, wine and liquor in Illinois, Indiana and Kentucky.

R.M. Gilligan is currently the broker for Hiram Walker, which is owned by Allied Domecq. Starting on June 3, R.M. Gilligan will be the broker for all Allied Domecq products. Thirty days later, National Wine & Spirits will become the Authorized Distribution Agent for Allied Domecq.

In short, R.M. Gilligan will be the sales arm, and National Wine & Spirits will be the

distribution center. Orders will be placed through National.

The sales office will be located at R.M. Gilligan's current headquarters in Farmington Hills. National's distribution center in Brownstown will also continue to be utilized. According to Jay Donaldson, executive vice president of sales for R.M. Gilligan, "this merger will affect retailers in a very positive way. Retailers will receive increased sales and delivery service."

Beginning July 1st, orders will be placed through National Wine & Spirits for the following products: Arrow Cordials, Canadian Club Whiskey, Carolans Irish Cream, Grand McNish Scotch, Hiram Walker Cordials, Jameson Irish Whiskey, Jose Cuervo Tequila, Kahlua, Makers Mark, Nikolai Vodka, Royal Canadian, Smirnoff Vodka and Tequila Rose, to name a few.

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Milan	(734) 439-2451
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Petoskey	(616) 347-6663
Pontiac	(248) 334-3512
Port Huron	(810) 987-2181
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President's Message

USDA issues WIC vendor sanctions



by Joe Sarafa
AFD President

On March 18, the U.S. Department of Agriculture (USDA) issued final regulations to mandate uniform sanctions for the most serious vendor violations of the WIC program. Here are the key provisions of the new regulations:

- In most cases, disqualification from the Food Stamp Program will now trigger mandatory disqualification from the WIC program. No appeals will be permitted.
- Vendors convicted of trafficking in food instruments or selling firearms, ammunition, explosives or controlled substance in exchange for food instruments are subject to permanent disqualification, unless participant

access would be inadequate or the vendor had "an effective policy and program in effect to prevent trafficking and the ownership of the vendor was not aware of, did not approve of, and was not involved in the conduct of the violation."

- A single incidence of the sale of alcohol or tobacco for food instruments will result in a 3-year disqualification.

In response to vendors' comments, the new rules now require a pattern of certain types of activities before the mandatory disqualification sanctions will be imposed. Violations of this type include: (1) charging participants more than the current shelf or contract price; (2) claiming reimbursement for an amount greater than a store's documented inventory; (3) charging for food not received by the participant; or (4) providing credit or non-food items in exchange for food instruments. However, once a pattern of any of these activities has been established, the vendor will be subject to a mandatory 3-year disqualification.

In addition, USDA created a separate offense for a pattern of providing unauthorized food items in

exchange for food instruments. (For an example, substituting a non-WIC cereal for a WIC-approved cereal.) Violations of this provision will be subject to a mandatory 1-year disqualification.

The vendor disqualification provisions took effect on May 17 and must be implemented by the State agencies no later than May 17, 2000.

If food stamps are a critical part of your business and WIC is not, you may wish to reevaluate your participation with WIC!

Let's play golf!

Foursomes are filling fast for the AFD Annual Golf Outing, Thursday, July 22 at the Wolverine Golf Course. To reserve yours, call Tom Amyot at (248) 557-9600. Then I'll see you on the links!

FNS issues new regulations for food stamps

On April 30, the Food and Nutrition Service (FNS) issued final rules that broaden federal discretion in authorizing food stores to participate in the Food Stamp Program.

Among the most significant changes to the law were those related to FNS' authority to base authorization on a retail outlet's business integrity and reputation:

- FNS now may withhold authorization for more types of misconduct by owners, officers, or managers, including activities not related to the food stamp program, such as theft, bribery, or falsification or destruction of property. This provision was narrowed from the FNS' original proposal, which would have extended to non-managerial personnel misconduct as well.

• FNS may now hold all stores in a chain accountable for food stamp violations personally committed by owners or officers of a multi-store firm. Again, this provision was narrowed from the original proposal, which extended to non-managerial personnel violations of the food stamp program.

In addition, some new rules were written directly into law by Congress, without FNS input. This includes pre-authorization visits by FNS to selected retail outlets, as well as the establishment of a minimum six-month waiting period before stores that initially fail to get authorization can reapply to participate in the food stamp program.

The Grocery Zone

By David Coverly



IF FLIES BOUGHT AIR FRESHENER

Jays makes aggressive Michigan moves

by Michele MacWilliams

As a kid, I remember enjoying Jays Potato Chips. They came in a can and their taste was distinctive – deliciously salty and crisp. Jays slogan, "Can't stop eating 'em!" certainly rang true with me.

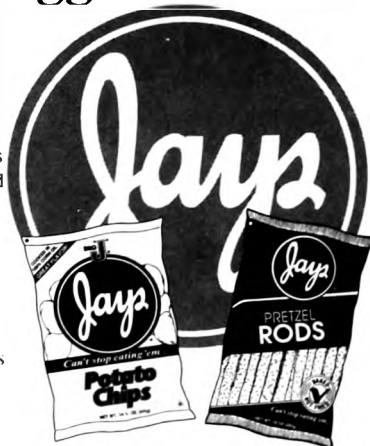
This year, to celebrate the company's 70th anniversary, Jays is reintroducing the can that I enjoyed as a child. My, how time flies!

Jays Foods is a Chicago-based company that has a long and colorful Midwest history. Started in 1929 by German-born Len Japp as Japp's Potato Chips, the company was compelled to change its name during World War II, for obvious reasons.

Jays was a privately owned corporation, operated by the Japp family, until Borden purchased it in the early 1990s. Jays was sold again and became one of the Eagle Snack lines.

In a move that is uncommon in this day of mergers and acquisitions – when large companies have an insatiable appetite for smaller, family-owned businesses – the Japp family bought back their company.

According to Jim O'Shea, senior district sales and branch manager, sales had slipped under the direction of the larger companies. The Jays brand was built on the type of customer service that privately held companies can offer. A Jays



employee for less than two years, O'Shea's job is to raise the level of service that Jays provides to its customers, so that both product and service are superior. "We have a great product line," says O'Shea. "Once service matches the quality of our chips, we'll have it made in the shade."

To that end he is committed. Already Jays has purchased seven new trucks to service the Metro Detroit and Southeast Michigan area. The Jays distribution center for Eastern Michigan is located in Ferndale. Currently Jays drivers service the Metro Detroit suburbs, while independent drivers cover the city.

From its Ferndale office, Jays is in the midst of an aggressive hiring and training program. Since O'Shea started with the company, he has hired 21 new employees. He looks

for those people who view their jobs as sales associates, not route drivers.

In addition to quality potato chips made with 100 percent corn oil, Jays also produces Tortilla Chips, meat snacks, dips, pretzels, peanuts, pickles and cotton candy – something for everyone.

Sales is in his blood

Jim O'Shea has held a long and illustrious career in the sales business. Working for Brown & Williamson Tobacco, he called on the same stores for cigarette sales that he now courts for potato chips. Selling snacks was a career move that he made out of the desire to do the right thing for his family.

As new laws governing tobacco came into effect, O'Shea saw the writing on the wall. He retired early from Brown & Williamson and joined the Jays team.

"Jays is a great challenge. Sales is in my blood. Now I'm teaching great customer service to Jays staff and drivers," O'Shea enthuses.

For Jim O'Shea, the challenge is exciting. With a fine product line and a staff that is learning fast, O'Shea believes he can take the company's slogan "Can't stop eating 'em!" and change it slightly for his purposes. When dealing with the retail trade, "Can't stop buying 'em!" will be more appropriate.

Calendar

June 13-17

Managing the Total Store: Operations Course, an FMI presentation
Western Michigan University
Kalamazoo
(202) 452-8444

June 20-24

Electric Foodservice Council Overview of the Foodservice Industry
OGE Foodservice Technology Center
Oklahoma City, OK
(919) 553-5800

July 22

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

September 21-22

Beverage Journal Holiday Trade Show, Sponsored by AFD
Burton Manor, Livonia
(248) 557-9600

October 2-6

National Frozen Food Convention
Boston, Massachusetts
(703) 821-1350

Statement of Ownership

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AFD works closely with the following associations:



Governor appoints Storey to Liquor Control Commission

Governor John Engler today appointed James M. Storey of Holland to the Liquor Control Commission, which is responsible for the licensing of the manufacture, distribution, and retail sale of all beer, wine, distilled spirits and mixed spirits in Michigan. The commission is also responsible for the enforcement of the state's liquor laws and the collection of excise and specific taxes on liquor products in Michigan.

Storey most recently was manager of community affairs for SEMCO Energy Gas Company. Previously, he served as president of the Michigan Strategic Fund, executive director of the Wurtsmith Base Conversion Authority, community services manager for Consumers Power Company, press secretary for the Michigan House of Representatives Republican Caucus, and circulation director of the *Sault Ste. Marie Evening News*. Storey was

People

educated at the University of Michigan and finished his studies in 1972. He is appointed as a Republican hearing commissioner to replace Phillip Arthurhultz, of Lansing, for a term expiring June 12, 2002.

New Director for AIR PAGE

Dean Aye is the new director of operations at AIR PAGE Pre Pay & Talk Cellular located in Oak Park. Aye was formerly the dealer channel director at Amentech and has 15 years experience in the retail marketing field.

In his new position, as of May 24, Aye will handle the day-to-day operations, overseeing employees and helping to expand AIR PAGE's prepaid cellular.

Together with Sam Barash, the CEO of AIR PAGE Cellular, they plan to take the company's success story to new and exciting levels of achievement.

Campbell leaves DAGMAR

Mark Campbell, DAGMAR president, accepted a new position within his company, Hormel. He will be calling on Sam's Club (Wal Mart) in Bentonville, Arkansas.

Tim Siedlaczek, DAGMAR vice-president, will be replacing Campbell. AFD congratulates Siedlaczek on his new position and also on the new addition to his family. He and his wife, Rita have a new baby girl. AFD wishes Mark Campbell well in his new position in Arkansas. Mark can be reached at (501) 464-9449.

Gietzen named to FMI committee

Jeff Gietzen, president and CEO of D & W Food Centers Inc. in Grand Rapids, was recently appointed to the position of chairman of the public affairs committee for the Food Marketing Institute. AFD congratulates Mr. Gietzen on his new role.

Snacks and our industry

by Michele MacWilliams
Editor

This issue of the *AED Food & Beverage Report* is dedicated to the snack food industry. And who among us doesn't love to snack? Much of the information that we are using for this issue comes from the Snack Food Association. Their studies of consumer snacking behavior reveal a paradox. In an era of heightened health consciousness, consumption of snack foods is at record levels and rising.

This phenomenon is explained, in part, by the growth in reduced-fat, low-fat, and no-fat snacks. However, these items still only represent approximately 5 to 6 percent of the snack category sales. Although Americans are constantly striving to lose weight, they won't give up their snacks!

The growth in the snack category is coming both from new low-fat and no-fat products and from traditional favorites. However, the former have not cannibalized the latter. Rather, "better for you" snacks are bringing incremental growth to the category because they're being purchased largely by consumers who may not have previously bought snacks. Traditional snackers still want their chips.

Challenges for the future

Pricing and competition are the two issues that the Snack Food Industry holds as the most significant in affecting the snack industry in the next five years. Manufacturers feel

that pricing and competition will have the greatest impact on their future. Next is understanding a rapidly-changing marketplace that has new dieting habits. Adapting to these changes can be costly, particularly since the marketplace is so unpredictable to begin with. What was popular and acceptable one day, can change instantly.

Consolidation in the marketplace is

another growth obstacle.

Consolidation is becoming more frequent and not just between snack manufacturers, but between retailers as well. This presents an increasingly competitive marketplace, where more and more snack products vie for shrinking shelf space.

Government regulations and labeling laws will also provide snack manufacturers with added obligations.

However, the future of the snack industry remains bright, particularly with consumers' consistent desire for snacks. As the population continues to grow, there will always be a demand to satisfy. And, with the increasing demand from the international market, opportunities to grow the snack industry are immeasurable.



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Noelle's Crispy Treats win AWMA taste test

Noelle's Sweet Treats is proud to announce that Noelle's Crispy Treats, made exclusively with Kellogg's Rice Krispies' Cereal, was the winner of the Taste Test contest for the snack division at the AWMA Show in Orlando!

The AWMA Show was held February 25-27th at the Orange County Convention Center.

Available in 24 or 48 count, individually wrapped, shelf packs or 96 count shippers, Noelle's Crispy Treats are decorated with chocolates and other toppings.

Assortment includes: Chocolate with caramel, chocolate with nuts, chocolate with caramel and pecans, chocolate with caramel and nuts, and chocolate with sprinkles. Contact your Lipari representative for more information.

Potato chips top snack list

Children six to 12 and men 18 to 34 are the heaviest users of potato chips. Among heavy users, however, potato chips are the number-four snack of choice when consumed at home – usually in the afternoon or evening – falling behind ice cream and frozen yogurt, fruit, cookies and brownies. Sweet baked goods also compete as an in-home snack alternative to potato chips.

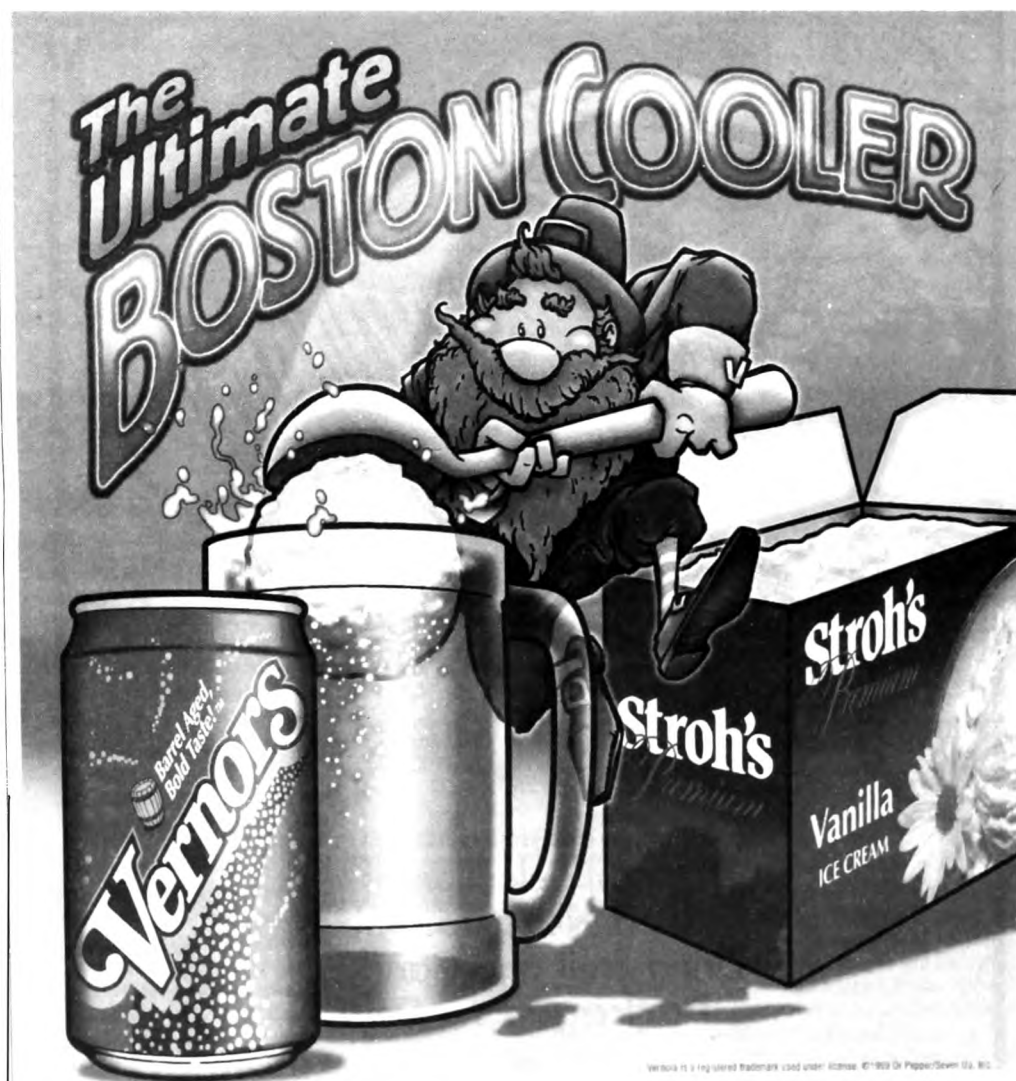
Potato chips are particularly well developed as a meal component, playing a significant role as a side

dish in daily meals. For example, when potato chips are consumed, they are eaten as part of an in-home meal 50 percent of the time. Of in-home meals, potato chips accompany lunch 32 percent of the time and dinner 18 percent of the time. When eaten with a meal, the menu most often includes some type of sandwich and beverage. Fruit and soup, salad, or vegetable are also common. Proof that convenience plays a strong role in America's eating habits, potato chips are carried from home 18 percent of the time.

Potato chip snacking behavior

Consumption
Frequency
Heavy user profile
Preferred eating occasion
Also on the menu
Share of eatings
Competing snacks
Healthfulness ratings
Trends

Eaten most often, of all snack foods
three or more times in two weeks
children 6-12, men 18-34
In-home lunch
Sandwich and beverage
4 in 10
Ice cream/yogurt, fruit, cookies/brownies
"Bad for you"
Potato chips play important role as side dish



Detroit's Hometown Favorite!

Ma Keebler breaks out secret recipe



A new, bigger, chewier Keebler cookie was introduced by Ma Keebler, head recipe developer for Keebler Company, at a special elf assembly.

Homestyle Soft Batch® Cookies are a variety of the existing Soft Batch cookie line. With a soft, right-from-the-oven taste and texture, these cookies are chock full of high-quality ingredients like chunks of semi-sweet chocolate, oatmeal and plump raisins. The big, soft cookies are packaged in red, upright cartons created especially for the new line.

The new line comes at a time when snacking habits are changing. According to a recent Business Wire report, Americans are turning from the "better-for-you" products and embracing more indulgent foods.

With 12 big cookies per package, new Keebler Homestyle Soft Batch Cookies deliver 50 percent more cookies per package than the leading high-end brand, at a retail price of \$2.99. Homestyle Soft Batch Cookies are available nationally in three varieties: Chocolate Chunk, Double Chocolate Chunk and Oatmeal Raisin.



Tortilla chips: Not just for snacking

Unlike potato chips, which are most popular with lunch, when consumed as part of a meal, tortilla chips are as likely to be served with lunch as with dinner.

Tortilla chips are preferred by households headed by younger women and professionals, making heavy users adults under age 45. In fact, heavy usage of tortilla chips diminishes as the age of eater

rises. Tortilla chip consumption appears disproportionately high among "DINKs" (Double Income, No Kids), under age 45 with no gender skew.

Despite the strength of tortilla chips as a meal component, they are not a high ranking choice among heavy users as a snack item. Tortilla chips were the number-five snack of choice behind ice cream and frozen yogurt, fruit, cookies and brownies, and chips.

Tortilla chip snacking behavior

Consumption	Growing
Frequency	Two or more times in two weeks
Heavy eater profile	Adults under 45, no gender skew
Preferred eating occasion	In-home meals
Also on the menu	Beverage, sandwich, fruit
Share of eatings:	1.3 in 10
Competing snacks:	Ice cream/yogurt, fruit, cookies/brownies, potato chips
Healthfulness rating	"Not too bad" or "better"
Trends	Tortilla chips fit well in a range of eating occasions

Petit Béret cookies debut



Peek Freans has new deliciously decadent cookies, Petit Béret, available in stores this spring. Petit Béret, (French for "Little Hat"—the shape of the cookie) will complement the existing line of Peek Freans premium cookies and biscuits by offering a richer, sumptuous, fudge-coated cookie in three distinct varieties.

The Petit Béret line features Fudge Truffle, Crème Caramel and Black Forest, filled with naturally flavored chocolate, caramel, and cherry filling, respectively.

The cookies are packaged in a new, distinctive white box, each with an original illustration of Tara, a young woman in Paris whose memories are recounted in a series of romantic vignettes printed on the back.

The suggested supermarket retail price is \$2.49 per 5.6 ounce package. For further information, retailers should contact their specialty food broker or distributor, or call (973) 503-4000. Peek Freans premium imported cookies are made by Christie Brown & Co. of East Hanover, N.J., a division of Nabisco, Inc.



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Pretzels are viewed as a healthy alternative

Not only are pretzels continuing to benefit from their reputation as a low-fat snack, but they have very broad appeal among all age, sex and life cycle groups.

Like popcorn, pretzels have a very high rating as a healthy product, and the labeling requirements under the Nutrition Labeling and Education Act have further increased the number of heavy user homemakers who rate pretzels as "good for you."

Although the evolution of pretzels to a mainstream snack coincides with increased consumer health consciousness, heavy users of pretzels are quite loyal to the segment when choosing a snack. Pretzels are the number-one in-home snack choice among heavy users. Fruit, however, is a strong competitor for pretzels.

Pretzel snacking behavior

Consumption Frequency	Growth continuing over time
Heavy eater profile	Three or more times in two weeks
Preferred eating occasion	Children under 12; Adults 18-44
Also on the menu	In-home snack
Share of eatings	Beverages
Competing snacks	1.1 in 10
Healthfulness rating	Fruit
Trends	"Okay" or "Good for you"
	Heavy users are very loyal



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The two and half hour training seminar is taught by a certified instructor and includes an audio visual presentation, a question and answer session and take home material. Call AFD today to register at (800) 66-66-AFD; seating is limited.

Here are the details

Monday, June 28, 1999 at 9:00 a.m.
AFD Office
18470 West Ten Mile Rd
Southfield, MI 48075
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AFD Members	\$30.00
Non-Members	\$40.00

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Snack Nuts: A traditional favorite

Snack nuts are clearly skewed to smaller, older households, but with a strong contingent of "affluent singles," and to a lesser degree, "DINKs." Of note, adults 55 and older – particularly males – are the heavy users of snack nuts. Unlike most savory snack segments, children are least likely to eat snack nuts.

Like microwavable popcorn,

snack nuts are almost exclusively an in-home snack item. Evenings are best for snack nut consumption, but eatings also occur regularly in the afternoon and morning.

Heavy users of snack nuts are fairly loyal to the segment, with fruit chosen almost as often as snack nuts at snack occasions.

Snack nuts snacking behavior

Consumption Frequency	Flat
Heavy eater profile	Three or more times in two weeks
Preferred eating occasion	Adults 45+
Also on the menu	In-home snack
Share of eatings	Beverage
Competing snacks	0.8 in 10
Healthfulness Rating	Fruit
Trends	N/A
	Clearly an in-home snack

Mistic brings out summer chillers

Mistic recently introduced Italian Ice Smoothies™ and Sun-Valley Squeeze® drinks in four flavors each. Italian Ice Smoothies are a little bit sweet and a little bit tart. They come in 12-ounce glass bottles. The flavors are Lemon Ice, Tutti-Frutti, Cherry Ice and Blue Raspberry.

The varieties of Sun Valley Squeeze are Orange Bliss, Mango Dream, Strawberry Sizzle and Fruit Rage. These beverages are vitamin-fortified with fresh fruit flavors and come in 20-ounce PET plastic bottles.

Contact your 7-UP representative or call American Bottling Company at (313) 937-3500 for more information.



Nikhlas moves in order to expand product lines

Nikhlas Distributors, Inc. has moved their warehouse to 1776 East 9 Mile Road. They are expanding their line to include wholesale vending.

Nikhlas continues to be the supplier of Cabana and other fine snacks and will soon carry other new products. For more information, please call Nikhlas Distributors, at (248) 582-8830.

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Ready-to-eat Popcorn is popular with women

Ready-to-eat popcorn differs greatly from other savory snacks in that it appeals mostly to women under 45 who head large families, is usually consumed outside the home by itself, and is rated by 75 percent of heavy user homemakers as "okay" or even better, "good for you."

Consumption of ready-to-eat popcorn, which is also

disproportionately high among "younger singles" and "DINKs" occurs mostly in the evening when eaten as an in-home snack. Only 7 percent of ready-to-eat popcorn eatings are with an in-home meal, likely because little else is consumed with ready-to-eat popcorn — it's eaten alone 40 percent of the time.

Ready-to-eat Popcorn snacking behavior

Consumption	Flat to weak
Frequency	Two or more times in two weeks
Heavy Eater Profile	Females 18-44; males 18-34
Heavy Eater Life Cycle Segment	Younger singles; DINKs
Preferred Eating Occasion:	Away from home
Also on the menu	Beverage, but mostly consumed alone
Share of eatings	0.5 in 10
Competing Snacks	Fruit
Healthfulness Rating	"Okay" or "Good for you"
Trends	High volume occurs outside the home

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, Eschaka & 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.



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Microwavable popcorn: A home movie favorite

Almost without exception, microwavable popcorn is strictly an in-home snack item. Eighty-six percent of eatings occur as an in-home snack, with a surprising 20 percent as a snack in the morning. Still, 50 percent of microwavable popcorn eatings occur in the evening.

Of all savory snack segments, microwavable popcorn has the highest rating as a healthy product. What's more, low-fat versions of microwavable popcorn are well-

developed in terms of consumer awareness versus other savory snacks.

Perhaps most important, heavy users of microwavable popcorn are extremely loyal to the segment — as the second choice for a snack, fruit lags behind. Similarly, microwavable popcorn is consumed by itself 45 percent of the time and is rarely consumed with other food items. A beverage is by far the preferred accompaniment.

Microwavable popcorn snacking behavior

Consumption Frequency
Heavy eater profile:
Heavy Eater Life Cycle Segment
Preferred Eating Occasion
Also on the menu
Share of eatings
Competing Snacks
Healthfulness Rating
Trends

Peaking
Two or more times in two weeks
All except 65+
Traditional Families; DINKs
In-home snack
Beverages
1.4 in 10
Fruit, ice cream/yogurt
"Okay" or "Good for you"
Heavy users are very loyal to segment

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Rocky Peanut has new candies and trail mixes

The Rocky Peanut Company is proud to introduce new bulk and packaged trail mixes and candies. Eleven new and exciting trail mixes, and 15 sugar-free candies are now available in bulk and in best-selling deli trays.

The products are the latest addition to the company's complete line of nuts, dried fruit, candy and more. Ask your local Rocky Peanut sales representative about riding the wave of private label success with these new products.

Jeff's Sodas comes to Detroit



Jeff's Sodas are making a splash in Detroit, thanks to O.J. Distributors. Jeff's Sodas pack soda fountain taste into a glass bottle. The sodas are made with real milk and cream, plus controlled carbonation and amazingly are 97 percent fat-free.

The sodas are available in six flavors — Lemon Dream, Orange Dream, Berry Dream, Vanilla, Chocolate and Diet Chocolate. The sodas come in 9.5 ounce easy grip bottles with resealable caps to preserve freshness. For more information, contact Ed Koch of O.J. Distributors at (313) 533-9991.

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Visit our web site at www.spartanstores.com

Free "We Card" training sessions offered to retailers

The Michigan Coalition for Responsible Tobacco Retailing will hold free "We Card" program training seminars this month.

Each seminar is two hours in length and designed to provide front-line retail employees with information about Michigan laws and the FDA regulations. It also covers training information and techniques on how to stop youth access to tobacco products.

The "We Card" program provides classroom training that is beneficial for those in the retail community involved in sales of age-restricted products like tobacco and alcohol.

Session dates are as follows:

Southfield

Tuesday, June 15
Holiday Inn Southfield
26555 Telegraph Road
(248) 353-7700 (for directions)
Session: 10:00 a.m. to Noon

Flint

Wednesday, June 16
Holiday Inn
5353 Gateway Centre
(810) 232-5300 (for directions)
Session: 10:00 a.m. to Noon

Lansing

Thursday, June 17
Best Western Midway Hotel
7711 W. Saginaw Highway
(517) 627-8471 (for directions)
Session: 10:00 a.m. to Noon

All business owners, managers and store employees are invited to participate in this valuable, interactive, skill-building session. Participants will receive free "We Card" display and training materials. Refreshments are provided.

For reservations, please call 1-888-872-4603.

Special Report: Snacks

Kellogg's offers new snack alternatives

Kellogg Company introduces SNACK-a-longs™, pre-assembled snacking kits containing one strawberry Kellogg's® Nutri-Grain® bar, one 6.75 ounce Minute Maid® Calcium Enriched Fruit Punch drink box, a Kellogg's character toy, a napkin and a Kellogg's Corn Pops or Froot Loops Cereal Snack Bag—all packed in a reusable see-through plastic carrying case.

The SNACK-a-longs can be enjoyed anytime and anywhere since they do not require refrigeration. The SNACK-a-longs will be sold in retail delis and meal-solution centers, a first for Kellogg.



Kellogg Company has two new flavors of its Rice Krispies Treats™: Peanut Butter Chocolate and Cocoa. The new flavors of these snacks are the latest equity extension of the Kellogg's Rice Krispies Treats Squares line which is currently more than a \$300 million brand globally. "These flavors were chosen because they are the most frequently requested variations of the original Rice Krispies Treats recipe," says Karen Kafer, director of communications, Kellogg USA.

The new products will be sold in four sizes: single, 8-count, 16-count and 30-count bags, and will be available nationwide beginning this month.

Pop-Tarts Pastry Swirls™, a flaky pastry, are experiencing tremendous success in its first few months, already exceeding brand expectations and selling out in approximately one third of supermarkets. As a result, Kellogg introduces new Wild Magicburst Pop-Tarts™, which are topped with "magic" sprinkles that change colors when toasted to reveal a variety of red, yellow, blue and green color. The color-changing sprinkles are a food innovation that is not currently out in the market. Inside the new Pop-Tarts is blue and white striped filling and blue-raspberry flavor. Wild Magicburst joins Wild Tropical Blast, Wild Watermelon and Wild Berry which were introduced late last year.



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CONTACT YOUR 7 UP REPRESENTATIVE!**

Death Should Not Be A Taxable Event

You Can't Take it With you....

But why not leave it to them?



Settling your bill

Estates. Gated residences, chauffeurs, private country clubs, private schools for the kids. Media stories flourish about estates such as these and the legal battles over them.

From prenuptial agreements, to divorce, to death, families struggle to keep what they believe is rightfully theirs. Remember the highly publicized estate battles of television producer Mark Goodson, and Miami Dolphins owner Joe Robbie? Each of their families faced astronomical tax burdens when they died.

According to the Madison Business Journal the Robbie family apparently owed \$47 million to the IRS. That required selling the Miami Dolphins to pay for it. In the Robbie's case, that still leaves his heirs with slightly less than that. Hardly starving orphans by any stretch of the imagination.

Blood, sweat and years

Still, a less newsworthy, yet similar version of this scenario could happen to your family. Many small, independent business people are apt to face estate battles without being prepared.

You, like many, started the business some thirty years ago, and nurtured it putting in 12-hour days, and 7-day weeks. You put your heart in it. Worked side by side with your children since they were old enough to bag groceries, and stock shelves, teaching them every nuance of this complicated business from the ground up.

You grew together as a family and as a business from one store to several. Employees have been family friends since you can remember.

But the reality is that your heirs may never be able to offer this great family heritage to their children. They may have to face liquidation once they inherit the business.

The top estate tax rate is 55% (for over \$3 million in assets). Remember, this will be levied on all your assets: all real estate including your home, your business, any stock and bond portfolio, your 401K plan (which heirs will also have to pay federal income tax on) and everything else that you've already paid income tax

on excluding any insurance products. This is what the N.G.A. means when it calls this tax "unfair."

The Millionaire Next Door

Even if you don't own a family business, but are a salaried executive for any number of businesses serving the food industry, you could be at risk. Let's assume you have been with the company for 30 years.

All through those years the company matched your maxed 401K contributions. The stock market soared. In the last four years alone, the Standard and Poors Stock Index has more than tripled.

You have accumulated a healthy retirement nest egg. According to your last brokerage statement, your 401K has \$350,000. The home you bought in 1970 for \$70,000, a modest family house, is now assessed at \$425,000.

The cabin up north, you bought for \$20,000 in 1979, is now worth \$125,000. Remember the Merck stock you bought in 1960 for \$8,500? It could have a current valuation (appreciation and splits) of \$650,000. Forget it, Uncle Sam likes your balance sheet.

You may not consider yourself wealthy, but Uncle Sam does. Currently the federal government allows estates of \$650,000 or less to

pass from one generation to the next without taxing them (from 37% to 55%). True, an exception to the \$650,000 limit occurs when passing assets from husband to wife or vice versa. Because if both are U.S. citizens, the survivor can inherit an unlimited amount free of federal estate taxes. But then what?

Taxing Death: a grave history

The current federal estate has been in effect since 1916. The original legislation provided a \$50,000 exemption with marginal tax rates ranging from 1% to 10%, for estates over \$10 million. In 1924, concerned about the erosion of the base for estate taxes through lifetime gifts, Congress enacted the first - gift tax with rates from 1% to 25%.

This gift tax was repealed two years later, but was reinstated in 1932. Donors were allowed a \$50,000 exemption and a \$5,000 annual exclusion per donee. During the years 1943-1976 the basic provisions of the federal estate and gift tax laws remained substantially unchanged. The law allowed a \$60,000 estate tax exemption with tax rates ranging from 3% to 77%.

The gift tax exemption was fixed at \$30,000 with an annual exclusion

of \$3,000 per donee. During this period the gift tax rates were lower than the estate tax rates, making gifts more attractive.

With the Tax Reform Act of 1975 (TRA) the structure of the federal estate and gift tax changed.

This Act unified estate and gift taxes with a single rate structure. TRA provided for a maximum tax rate of 70%.

With the Economic Recovery Tax Act of 1981 (ETRA), the estate and gift tax was substantially changed with a graduated increase in the equivalent exemption to \$600,000 in 1987.

The marginal tax rate was decreased from 70% to 55%, all limits on the marital deduction were removed, and the annual gift tax exclusion was raised to \$10,000.

With the Deficit Reduction of 1984, the Tax Reform Act of 1986, and the Omnibus Budget Reconciliation Acts of 1987, 1990, and 1993, various changes were made in Estate and Gift tax laws.

The 1986 Tax Act also instituted the generation-skipping tax on transfer to grandchildren and more remote descendants.

With the Taxpayer Relief Act of 1997, Congress provided for an increase in uneven increments in the unified credit to an equivalent of a \$1 million exemption by the year 2006. It also allowed for a special exclusion for qualified family owned business and other provisions.

Currently the top Estate and Gift tax rate is 55% with a rate of 37% on assets in excess of \$625,000 (the current equivalent exemption).

A marital deduction is allowed on all assets passed from one spouse to another. There is also an unlimited charitable deduction.

There is a \$10,000 per year, per donee annual exclusion from gift taxes and a \$1 million generation skipping lifetime exemption allowed with an effective rate assessed of 80% on money transfers to grandchildren after use of the \$1 million exemption.

**See Killing the Death Tax
page 18**



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But enough talk. Who's ready for seconds?

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Killing the Death Tax in 106th Congress

There are two "Death Tax" bills coming to the 106th introduced Congress. The Campbell bill, Estate and Gift Tax Reduction Act, (S 38) has already been introduced into the Senate in 1999.

A companion bill, the Dunn/Tanner bill, was scheduled to drop in February. This would phase out the estate tax over ten years by reducing the estate tax rates by five percentage points each year.

This bill obviously spreads out the pain of the loss of this revenue to the Federal Government over ten years.

The second bill is the Kyle/Cox bill or the Family Heritage Preservation Act. (HR86, S56) which calls for immediate elimination of the death tax has also been introduced.

In order to pass tax cuts, congress has to be able to find the lost revenues to the budget in other areas.

With the first budget surplus in 30 years, \$66 billion, it appears at first glance this may be possible.

Democrats are committed to setting aside 100 percent of the surplus to fix Social Security. While Republicans still have not reached a

consensus on what to do with the surplus, the party faces the same budgetary and tax cut hurdles this year as last year.

However, passage of any tax measure funded by the surplus would violate budget rules. Therefore, it will be very difficult for the 106th congress to pass a large tax relief package until the Social Security issue is resolved.

What to do?

For most of us, no matter what the size of the estate, the goal is to have

as much go to the intended heirs as possible.

With estate taxes running as high as 55% they are among the highest of all federal taxes. A simple will won't do.

Estate planning is a must to help control how much of your estate goes to Uncle Sam and how much goes to your family.

The plan you decide on will be as individual as your circumstances, there is no one size fits all.

Software abounds which promises you both an easy "do it yourself" will or estate planning, quick and easy. You can also get plenty of free advice from those whose motivation is to sell you product.

For the maximum peace of mind, check with a certified financial planner, an attorney who specializes in estate law, or your accountant. If this sounds expensive, it could be, but not nearly as expensive as not being properly prepared.

Absurd economics

Aside from the personal financial and time costs incurred in a feeble attempt to save your family's inheritance, there are many other economic absurdities, according to the National Grocers Association.

- The lowest estate tax rate (37%) is almost as high as the highest income tax rate (39.6%). Moreover, it's being imposed on earnings and assets that have already been subject to income, social security and other taxes at the state and federal level.

- It is currently cheaper to sell the family owned business rather than pass it to one's heirs. What business can stay competitive being taxed at 55%? Over 70% of family businesses and farms do not survive through the first generation, and 87% do not make it to the third.

- Small business employs almost 60% of the workforce, creating about two-thirds of the new jobs in the U.S. since 1970. Tax laws should encourage the perpetuation of these businesses.

- If the estate and gift taxes had been eliminated in 1971, 262,000 jobs would have been created by 1991

- With Americans living longer, we need to encourage saving and investing. Instead the estate tax discourages this, as the more one has at death, the more he/she has to pay to the government

- Reducing the tax burden on businesses and individuals will spur economic growth, increase

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investment through a reduction in the cost of capital and create new jobs through business growth.

- The estate tax amounts to only 1% of total federal revenues while costing the government and taxpayers 65 cents per dollar collected for compliance and enforcement.
- (Source: Payne, *Unhappy Returns*, 1991)

Don't suffer silently

With all the personal absurdities, and all the economic absurdities it is no wonder the N.G.A. has fought to repeal the estate tax for several years.

Whether or not the 106th congress will repeal it as advocated in the Family Heritage Preservation Act, or phase it out as proposed in the Estate and Gift Tax Reduction Act, or do nothing, remains to be seen.

While the support for the reduction or appeal is gathering strength, your U.S. congressional representatives and senators need to hear from you. The N.G.A. has put together the list, Estate Tax Action Plan, of actions you can take to boost chances for estate tax repeal in the 106th Congress.



National Grocers Association Estate Tax Action Plan

1. If your members of Congress co-sponsored estate tax elimination, write and thank them and ask them for continued support. (N.G.A. provides a sample letter and list of co-sponsors)

2. If your district has sent a new Representative to congress write a letter and tell them that estate tax repeal is a top priority of yours.

3. Contact other individuals/companies/organizations and ask them to join the campaign. (Forms are available from N.G.A.)

4. N.G.A. wants testimonials from grocers. If you have any anecdotes regarding the impact of the federal estate tax on your business operation, let them know your story.

5. Forward copies of everything to:

N.G.A.
Government Affairs Department
1825 Samuel Morse Drive
Reston, VA 20190-5317

Remember the estate tax:

- Threatens family-owned businesses
- Penalized families
- Re-taxes the already taxed income
- Destroys the American dream
- Imposes the highest marginal tax rates
- Stifles employment opportunities
- Punishes success
- Discourages capital formation

Eliminating the federal estate tax remains the number one priority for the N.G.A. The success and strength of N.G.A.'s political efforts are directly attributable to grocers like yourself providing grassroots support on the local level. Don't forget...Death should not be a taxable event!

—Reprinted with permission of the Wisconsin Grocers Association

Food prices should remain a bargain

Barring unforeseen weather disasters, consumers can expect food prices to remain at or near their current levels. Experts say oil and commodity prices should continue to drop, which will likely ensure that food continues to be a solid value for consumers.

Thanks to improved productivity in the food industry, consumers are spending a record low 6.6 percent of their disposable household income on food. Competition will continue to flourish and raising prices will not be a viable option for most manufacturers.

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Michigan Liquor Control Commission hearings slated this month

The Michigan Liquor Control Commission will hold public hearings at 10:00 am, Tuesday, June 22 and 10:30, Wednesday, June 23, 1999 at the Park Place Hotel, 300 East State Street, Traverse City. The hearings will be held in the Leelanau/Torch Room.

The Tuesday public hearing is to consider proposed amendments to the Commission's administrative rules which would eliminate repetitious, outdated or unneeded existing rules,

simplify the administrative processes or reduce administrative burdens affecting applicant or licensees.

Copies may be obtained by contacting the Lansing Office at: MLCC, Attention Kenneth Wozniak, Commission Aide, 7150 Harris Drive, Lansing, MI, 48909, telephone: (517) 322-1359 or fax: (517) 322-5188. The proposed amendments would become effective 15 days after filing with the Secretary of State.

Written comments must be received by June 24, 1999. Persons needing accommodations for effective participation in the meeting should contact Wozniak a week in advance to request mobility, visual, hearing, or other assistance.

The Wednesday hearing is the semi-annual public hearing as provided by the Michigan Liquor Control Code for the purpose of hearing complaints and receiving the views of the public.

Members of the Commission will conduct the hearing and a discussion of the Liquor Control Act and its administration will be followed by a question and answer period in which the public will be invited to participate.

All interested persons are invited to attend the hearings to present data and views orally or in writing. Anyone unable to attend may submit comments in writing to Wozniak at the above address.

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July 1 is the deadline for beverage alcohol special occupational taxes

The Bureau of Alcohol, Tobacco and Firearms (ATF) reminds retailers of the due date for special occupational tax payments.

Special taxes are due July 1 each year from retailers and wholesalers of liquor, wine and beer products (including 3.2 beer, wine coolers, beer coolers and mixed drinks).

The tax applies to all types of sales such as: retail, wholesale, package sales, by-the-drink sales, or site consumption and off-site consumption sales.

Businesses are subject to this tax even if there is no direct fee for beverage alcohol, such as when drinks are provided only to customers who pay a general fee for other services.

This situation often applies to limousine services, florists, airport lounges, clubs and similar types of businesses.

Annually, retailers must pay \$250, and wholesalers must pay \$500 for each place of business. ATF reminds taxpayers that it is the taxpayer's interest to pay the taxes on time. Interest and penalties are added to delinquent payments.

Renewal registration and return forms will be in the mail beginning in May. If a business liable for the tax does not receive the forms by mid-June, call the nearest ATF Field Division office.

Taxpayers should complete the forms and mail them, along with a check or money order, by July 1 to the ATF address listed on the instruction sheet accompanying the forms.

For further information, contact ATF's office of Public Information at (202) 927-8500, or visit ATF's web site at www.atf.treas.gov.



With \$1.5 million in commissions,
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We've really got your number... with Lucky 7's. It's the latest \$5 instant game from the Michigan Lottery, giving your customers the chance to win up to \$250,000 instantly. ~~Sell with 30c~~ commission on every ticket you sell, "7" could definitely be your lucky number, too.

Get ready to sell it actively, and display it prominently. Because Lucky 7's "rolls your way" on May 24.



Food stamps will continue to be honored

The state is not in contract with an EBT vendor

The State of Michigan Family Independence Agency, (FNS), has become aware of at least one company that has been approaching stores in Michigan suggesting that they represent Michigan or the Michigan Electronic Benefits Transfer contractor. While we do not have all the details at this time, a situation potentially comparable also occurred recently in Wisconsin, with a company pressuring the stores to immediately purchase POS equipment

or be left out of the EBT system. In addition, this company told stores that paper coupons should no longer be accepted.

The State of Michigan is not currently under contract with an EBT vendor and has not yet begun implementing an electronic food stamp system. Therefore, at this time no company has been specifically designated by the State to provide EBT services. You should contact the nearest FNS Field office if you are

approached by any company claiming to represent the State or the State's EBT vendor. In addition, no date has, or will be, set for stores to stop accepting paper coupons properly presented by food stamp customers.

The Detroit FNS Field Office may be contacted at (313) 226-4930; the Grand Rapids Field Office is at (616) 954-0319.

The Retailer Advisory Committee will be kept completely informed of activities within EBT. We ask that

you alert your members or store managers as appropriate so that no preventable misunderstandings come retailers or their customers concern. While we certainly encourage the availability of choice for retailers who wish to consider suppliers of POS services, it is important that retailers have the correct information to make sound business decisions.

If you have any questions, please contact David Mork at (517) 335-6015.

EBT Council discusses pilot interoperability program

The Electronic Benefits Transfer (EBT) Council discussed the pilot EBT interoperability program in Quest® states and recommended changes to the Quest® Operating Rules. The program began in March 1999 and is scheduled to run through August 31, 1999. The pilot program may be extended one month due to technical difficulties within some states delaying their interoperability until mid-March 1999.

The EBT Council voted to create a Strategic Expansion Workgroup to look at new technologies and additional programs where EBT can expand. The EBT Council's Rules Committee offered several amendments to the Quest® Operating Rules.

NACS supported amendments to strengthen the requirements for use of dual marked cards—cards with both a Quest® mark and another network

icon—by adding training requirements for benefit recipients. NACS also supported an amendment to have faster adjustments made to benefit accounts.

NACS, along with FMI and other retailers on the EBT Council, opposed an amendment to allow states to place the Quest mark on a card one year prior to that state offering benefits under Quest® Operating Rule. The amendment passed by a 13-5 vote. States supported this amendment because of the cost savings associated with not reissuing cards.

Retail organizations opposed the measure because of the confusion it would cause both recipients and retailers if a benefit recipient tried to use their card for a Quest transaction prior to having those transactions approved by the state, therefore having the transaction denied.

NACHA's Payments conference

At the Payments '99 Conference sponsored by the National Automated Clearing House Association (NACHA) and the National Council for Uniform Interest Compensation, new technologies and Food Stamp fraud were discussed in relation to EBT programs. Smart card technology advances and biometrics were discussed in relation to delivering and deterring fraudulent activities associated with electronic payments of federal and state benefits to recipients.

Gerald Cannaday of the Texas Department of Health discussed the preparation of a pilot program of joint procurement for EBT using hybrid card technology in Texas and New Mexico. The magnetic strip will deliver traditional benefits, while smart card technology will deliver benefits under the Women, Infant and

Children program. During the pilot, Texas will track retailer costs associated with updating and installing systems to read the new technologies in an effort to determine cost sharing algorithms.

EBT has also decreased Food Stamp fraud, allowing investigators to obtain a list of transactions by store and amount. In addition, the use of a PIN has cut back on the fraudulent activities. The Baltimore City Food Stamp Trafficking Unit estimated their savings to be over \$4 million between June 1995 and January 1999 by disqualifying almost 7,000 recipients found guilty of fraudulent food stamp activities. Possible future EBT card applications in other areas was also discussed. For example, in Ohio, a case study exists on a potential EBT/transit partnership.

Foodservice product information database available on internet

International Food Distributors Association (IFDA) and Sales Partner Systems (SPS) have announced that the PROFILE Data warehouse is open to all foodservice channels and the public via the Internet as of April 15th. Previously, this information was made available only to foodservice distributors and brokers who would then provide the information to their foodservice customers.

The PROFILE data warehouse contains information on foodservice products from over 200 manufacturers. This data includes nutrition, ingredients,

sales and marketing, and packaging information.

The information is available by clicking on the button titled PROFILE ShowCase located on the foodprofile.com web site. Information can be searched and retrieved by manufacturer, category, UPC and SCC product codes. The service is free of charge. Users must register however to access item level detail information. Registration is performed on line and is instantaneous. Registration is a one-time event. For more information refer to the foodprofile.com web site or call (800) 672-8434.

Retailers busted for EBT fraud...

11 store owners face 20 years

EBT—the paperless method of processing government entitlements at store level is designed to limit fraud. But beware—the system can still be abused.

Federal and state investigators in Connecticut have ended a 13-month investigation of food retailers (mostly independents) and shoppers who collaborated in submitting bogus food stamp purchases on the shoppers' EBT cards. The merchants then shared the credited revenue with the customers in cash.

Undercover agents exchanged over \$150,000 with store owners in a sting operation. The charge is first degree larceny and conspiracy...with up to 20 years in jail. Many of the customers were also indicted.

CALLING ALL GOLFERS (AND HACKERS):

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for Education at the
1999 AFD
Scholarship Golf Outing!**



**Thursday, July 22, 1999
at Wolverine
Golf Course**

10 a.m. Shotgun Start

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Manufacturers of Excellent Food Products Since 1928

Stroh's officially exits beer business

As reported in the AFD Food & Beverage Report in December, Stroh Brewery Company, the nation's fourth largest brewer, is selling out of the beer business. The agreement became final April 30 for Stroh to sell its Henry Weinhard's and Mickeys brands to Miller Brewing Company, and the balance of its beer brands and its Lehigh Valley (PA) brewery to Pabst Brewing Company. Miller, the nation's second largest brewer, will acquire Pabst's Tumwater, Washington brewery. This transaction is being financed by a \$185,000,000 Senior Credit Facility arranged by Lehman Brothers, Inc. In addition, Lehman Brothers acted as financial advisor on the transaction.

Pabst, the nation's fifth largest brewer will obtain the brand families of Stroh's, Old Milwaukee, Schlitz, Schaefer, Old Style, Schmidt's, Lone Star, Special Export, McSorley's, Schlitz Malt Liquor, and Rainier.

"Although it is sad to end Stroh's 149-year brewing tradition, given the highly competitive nature of the U.S. beer industry and the efficiency and productivity gains that will be realized as a result of this transaction, we believe these agreements make

sense for all companies involved," said William L. Henry, President and Chief Executive Officer of Stroh.

Stroh will continue to operate its five breweries under a transition services agreement until production can be shifted to a Pabst or Miller brewery. Stroh will initially retain all of its hourly employees. More than 75 percent of its salaried employees will also be retained to provide services in support of the production and distribution of the former Stroh brands through the end of 1999.

After production is shifted from the Stroh-owned breweries, Stroh will seek to sell these facilities, either as operating breweries or for alternative use. Stroh will continue to operate the breweries in Pennsylvania, Washington, Oregon, Texas, North Carolina and Wisconsin until production is shifted.

The Stroh Companies, Inc. will continue to be headquartered in the River Place complex in Detroit. The company will continue to own and manage its 300 River Place building, pursue its real estate interests in Detroit and throughout the U.S., and will continue to oversee its portfolio of financial assets.



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SOUND EXPLOSION SWEEPSTAKES

JUNE 21-JULY 31, 1999

60

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COMPLETE WITH A
HUGE 61" TV!**

Tell your customers to enter the Daily 3 & 4 Sound Explosion Sweepstakes with their non-winning Mid-Day and Evening tickets. Top prizes are **SONY** Home Entertainment Systems with a huge 61" TV, DVD, 200 disc changer and full surround sound stereo. Plus there are plenty more high-powered sound prizes.



60

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AND A 7 SPEAKER SYSTEM**



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WITH DIGITAL BASS-BASS**



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Complete Sweepstakes Can Be Found At: If You Or Someone You Know Has A Gambling Problem, Call The Toll Free Michigan Problem Gambling Helpline At 1-800-278-7117. Daily 3 Odds: Straight: 1 in 1,000, 3-Way Race: 1 in 333, 6-Way Race: 1 in 167. Daily 4 Odds: Straight: 1 in 10,000, 4-Way Race: 1 in 2,500, 6-Way Race: 1 in 1,666, 12-Way Race: 1 in 833, 24-Way Race: 1 in 416.

6/91

Business breezes blow favorably for Tradewinds

by Ginny Bennett

As customers leave Tradewinds Liquor and Wine they receive one final thank you, a sign on the door says, "Our business realizes that... without you there is no me."

Tradewinds owner Majid (Mike) Rayis insists that customers receive the kind of service that will make "them" want to return to see him. He also insists that customers are able to shop in nice surroundings and are able to find and buy everything they need. He is doing something right, obviously, as the store begins its sixth year under his ownership.

The 7,000 square-foot building is located between Six and Seven Mile Roads on Livernois in Detroit's 12th precinct. Going south on Livernois from Eight Mile one passes tiny storefronts reminiscent of charming shops in a small city. There are also several



Lucy and Mike Rayis

Tradewinds just five years ago. New paint and bright graphic art are topped off with a bright, new red awning. The pride Rayis shows in his store is reflected in the faces of customers that are proud to shop there. Everyone gets in and out quickly, but for the few minutes they spend at Tradewinds, they are made to

the Tradewinds reputation. There is an amazing display of items on the selling floor and a 3,000 square foot second story filled with cases of liquor and wine ready to bring down on a conveyor belt at a moment's notice.

Rayis' knowledge of fine wine and his upscale selection is partly responsible for his success. His customers rely on him to keep them abreast of the latest find or of a hot new best seller. He is able to pass on information about harvests and vintages and the wine business in general. Even his supplier's reps like to hear what Mike Rayis knows about the latest trends and what is selling.

The Rayis' have two children, Helen, 19 and Allen, 17. They help out in the store when needed. Allen likes basketball and Helen likes the "mall." Mike doesn't have too much time for hobbies. If anything, he likes to do a lot of his own repairs and finds that he has his limits but he is pretty handy around the house and in the store.

Tradewinds is Rayis' sixth store. He previously owned Nugget Party Shoppe, Mike's Party Place,

Mike's Pizza and Deli, L&M Market and Mike's Mini Mart. Unique in its design, Tradewinds has an unusual ceiling architecturally, with huge illuminated circles and a lit and mirrored center square. Within the store are a Chinese carryout, pharmacy, clothing shop, and deli. All these spaces are leased from Tradewinds.

Fitting all these departments into a 7,000 square-foot building is tight, but makes for a full, bustling atmosphere.

Using the space wisely has enabled Rayis to offer his customers a one-stop shopping experience. He knows that if Tradewinds can provide the products and services his customers need, he won't lose sales to other stores down Livernois or in the suburbs.

Keeping up the product lines, and giving great customer service is what Tradewinds is all about. Mike Rayis eagerly shows his appreciation to customers which keeps bringing in gusts of customers, and blowing away the competition.



Majid (Mike) Rayis just celebrated his 5th anniversary as the owner of Tradewinds

new, attractive strip malls that have just been built or are nearing completion. Mike says this is a good place to do business. The police are responsive and other shopkeepers in the area are friendly and good to work with. Everyone works hard to keep up appearances.

Mike knows that reliable good customer service brings his clients back. Recently he completed a refreshing of the store and its entrance, the third time he has renovated since he bought

feel at home and among friends. Approximately 13 employees, part- and full-time, work there and Mike or his wife Lucy are usually on hand to make customers feel welcome. The manager/bookkeeper has been with the store since Rayis bought it five years ago.

Immaculate throughout, the store is well organized, efficient and filled to the brim with products.

Alcoholic beverages are the biggest sellers and wine has built



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557-9600

A "Sound" idea for Michigan Lottery Players!



By Commissioner Don Gilmer

Michigan Lottery players throughout the state could soon have an ear for winning. The Lottery kicks off summer with "Sound Explosion," our latest Daily 3 & 4 second-chance promotion! June 21 marks the start of this six-week second-chance sweepstakes, during which the Lottery will award hundreds of exciting Sony audio and video merchandise prizes.

Each week for six weeks, there will be 10 grand-prize winners of

home entertainment centers; 10 second-prize winners of rack stereo systems; 30 third-prize winners of shelf stereo systems; and 100 fourth prize winners of portable compact disc players.

Players enter by sending in two non-winning midday wagers and two non-winning evening wagers for either Daily 3 or Daily 4 drawings conducted between June 21 and July 31, 1999. Grand-prize winners will be announced during the telecast of

the "Road to Riches" game show on July 3, 10, 17, 24, 31 and August 14, 1999.

Watch for "Sound Explosion" point-of-sale promotional items in the coming weeks!

New Central System

The activation of the Lottery's new central computer system brings many worthwhile changes in wagering, reporting and GVT equipment. Following are just a few of the exciting improvements:

Wagering Changes

- Up to 10 panels per ticket, except Daily 3 & 4 ("Smartplays" up to 12 panels).
- The Big Game and Daily 3 & 4 available up to 20 multi-draws.
- Lotto multi-draw tickets with a minimum of five panels generate "Smartplays."
- Instant and on-line tickets with prize \$25 or less validate automatically without the Yes/No cashing option.
- Wheel key will be activated.

New GVT

- * An improved scanning device.
- * Larger viewing screen — up to eight lines of information.
- * Improved instant ticket inventory reporting.

Better Reporting

- * One combined weekly settlement; one Tuesday EFT settlement per week.
- * Bonus commission reported on weekly invoice.
- * Reprint of last instant ticket order placed through terminal available.
- * Printout of all instant games available for ordering on a single ticket.
- * Daily sales reports show instant game cashes and settled book information for that day and on-line information.

Million-Dollar Retailers

I recently had the opportunity to present commemorative plaques to several Michigan Lottery retailers who achieved the \$1,000,000 mark in fiscal 1998 sales. It was a pleasure to see these Lottery retailers in action, and I extend my gratitude to all of you!

The following Michigan Lottery retailers met or exceeded \$1,000,000 in Lottery sales in fiscal 1998:

Angelos Food Specialties, Benton Harbor
Barrel & Bottle Party Store, Detroit
Boulevard Food Center, Detroit
Calumet Tobacco & Gift, Detroit
Cherry Belt Party Store, Inkster
Cox Beer Store, Temperance
Food Farm Market, Detroit
Glass Bottle Shoppe, Detroit
Headquarters Party Store, Detroit
Hugos Tobacco & Gifts, Warren
Light House Liquor, Oak Park

See Lottery, Page 32

77% of traceable foodborne illnesses are the result of improper food handling!



Introducing AFD's NEW and INNOVATIVE approach to food safety training.

Major benefits include:

- While in training your employees never leave the store
- All training is conducted in 6 blocks of 15 minutes each

This program will:

- Train hourly employees on the basic steps to food safety
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The kit includes:

- 7 Video Presentations
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- Consumer Handouts
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Implement a full food safety program with complete training materials for only

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plus tax, shipping and handling

Yes!

Send me ____ employee training program kits

Pathway to Food Safety

Name _____

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City _____

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Phone () _____ Fax () _____

I agree to pay \$249.00 for each kit - plus tax, shipping and handling.

Payment is as follows:

- ☐ Bill me ☐ Enclosed
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Bankcard Number _____

☐ MC ☐ VISA _____

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Authorized Signature _____

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Complete and detach this order form and return it to:

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WELCOME ABOARD!

Lottery, continued from page 30

M & K Party Store, Warren
Meijer #20, Grand Rapids
Meijer #23, Lansing
Meijer #29, Burton
Meijer #32, Canton
Meijer #34, Royal Oak
Meijer #55, Sterling Heights
Meijer #65, Utica
Meijer #68, Westland
Meijer #105, Chesterfield
Meijer #123, Southgate
MGM Food Center, Detroit
New Northend Market, Oak Park
New Super Fair Foods, Detroit
Oak Liquor and Wine, Oak Park
Oakland Liquor Party Shoppe, Southfield

Paper Palace Bookstore, Hamtramck
Sax Discount, Taylor
Stop N Shop, Saginaw
Toma Foods, Dearborn

New Instant!

June marks the debut of four hot new instant games. The \$2 "Wild Time Doubler" goes on sale June 3, and offers prizes up to \$30,000. The \$1 "Michigan Riches," available on June 7, will keep players' pockets full of cash with a \$3,000 top prize. "Michigan Riches" also marks the first time actual photographs have been incorporated into Michigan Lottery instant games (photos provided by the Michigan Travel

Bureau). After June 14, the \$2 "Fat Cat" will have them meowing for more with a \$20,000 top prize. Another \$1 game, "Firecracker 5000," debuts on June 24, and offers a red-hot \$5,000 top prize.



Nick Garmo, MGM Food Center

Lottery Commissioner Don Gilmer presented plaques to all 1998 million-dollar sellers at the AFD Trade Show.



Mark Klar, Sax Discount



Issam Yatooma & Marilyn Sest of Barrel & Bottle Party Store



Vito Hesano of Glass Bottle Shoppe



Ray Toma of Toma Foods



Gerald Burgum of Stop N Shop



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Gary Woronchak reports for Dearborn

by Kathy Blake

After a 25-year career of observing and writing about the news, State Representative Gary Woronchak joined the other side to become a news maker this year. As a freshman Republican legislator, Woronchak represents the 15th district in Dearborn.

He began his newspaper career as a reporter for the *Dearborn Press & Guide*, a twice-weekly paper serving Dearborn and Dearborn Heights. He followed local politics in Dearborn, with not only a journalistic interest but from an educational standpoint as well: he holds a bachelor's degree in political science from the University of Michigan-Dearborn.

Woronchak was promoted to editor of the *Dearborn Press & Guide*, a position he held for 16 years before the newspaper downsized and eliminated his job. He was then free to run for political office. "I had considered running for the state house seat back in the mid-'80s but didn't because it wouldn't have been ethical for me to run for an office while working at a newspaper," Woronchak explained.

He ran in 1996, for the state representative seat he currently holds, but lost that first round. Back to the newsroom, he went to

work as managing editor at *The Daily Tribune* of Southeast Oakland County, until he took leave to run again for the representative seat. This time he was successful.

In his first term of House duty, Woronchak is serving on the following committees: Tax Policy; Great Lakes and Tourism; Senior Health, Security and Retirement; and Regulatory Reform. As vice-chair of the tax policy committee, Woronchak worked on a bill for the income tax reduction. It passed, reducing personal income taxes by 1/2 of 1 percent in 1/10 increments over the next five years. "The total savings to taxpayers is \$1 billion per year," Woronchak says.

"The theme this year is cutting taxes," Woronchak says. There are many ideas on tax cuts floating around the Legislature. The tax policy committee is looking at ways to cut single business tax rates. One idea is to deduct



healthcare expenses from taxable income for the single business tax.

"While we're still in times of prosperity, we need to lower the tax burden on families, seniors and businesses," Woronchak says.

One step forward for senior citizens is to improve the homestead property tax credit. The tax policy committee is working on a bill that would raise the dollar amount of the credit and increase the number of seniors receiving it.

Woronchak says in addition to tax cuts, another major concern for him is improving the safety of citizens. "It's most important that we take measures to make sure people are safer in their homes and streets," he asserts. With the

recent school tragedies, Woronchak has worked with other representatives on legislation to increase the penalty for possession of explosives.

Woronchak has lived in Dearborn for 40 years attending Dearborn schools and graduating from Edsel Ford High in 1973. "Dearborn hasn't stopped its growth in the past 25 to 30 years mainly because of the Ford Motor Company," says Woronchak.

Representative Woronchak is also known in Dearborn for the 10 years he hosted Mayor Michael Guido's monthly call-in cable TV show, "The Mayor's Forum."

He is active in the Dearborn Chamber of Commerce, Dearborn Goodfellows, the Dearborn Homecoming Festival and more. He currently serves on the 16th Congressional District Republican Executive Committee and on the Wayne 16th District Republican Executive Committee.

Representative Woronchak is married and they have a 21-year old daughter. To reach Representative Woronchak, call: (517) 373-0847, Email: gworonchak@house.state.mi.us or write: State Representative Gary Woronchak, State Capitol, PO Box 30014, Lansing, MI 48909-7514.

AFD on the Scene

Lipari Foods Show



Mardi Gras decorations put attendees in festive moods as they entered the Lipari Foods Show on May 5th



AFD would like to wish Mr. Jim Lipari a Happy Birthday



Jim Cowels from Tony's Deli poses in the Winter Sausage booth



Tom Lipari

MPSC gives green light to choice

The Michigan Public Service Commission (MPSC) recently set a course for how all Michigan residents and businesses will think about their electric service. On March 8, the MPSC issued orders clearing the way for Electric Choice in Michigan.

These orders give customers the option to choose an alternative electric supplier. Under Electric Choice, customers can continue to buy electricity generated from their existing utility, or they may buy electricity from another company.

The transmission and distribution of electricity, which includes the wires and lines that carry electricity from the power plants to homes and businesses, will remain fully regulated by state and federal agencies. Michigan utilities, such as Detroit Edison, will still own and operate their transmission and distribution systems, and will continue to be responsible for services such as tree trimming and restoring power after a storm.

Electric Choice To Be Phased-In

Electric Choice will be phased-in beginning in late 1999 with a limited number of customers having the opportunity to choose. On January 1, 2002, all customers will have the opportunity to choose an alternative electric supplier.

Throughout the phase-in period, Michigan utilities will make some of their electric capacity available for competition. Alternative electric suppliers will bid for the right to buy electric system capacity in Michigan. Suppliers who successfully bid will re-sell this capacity as well as energy products and services to residential and commercial customers located in Detroit Edison and Consumers Energy service territories.

Although the levels of customer participation will be limited during the phase-in period, customers may receive solicitations directly from alternative energy suppliers. Some customers may choose to combine their electrical loads into a buying pool, a process commonly referred to as aggregation. It is likely there will be both for-profit aggregators, such as alternative electric suppliers, and non-profit aggregators, such as trade or homeowners associations.

In addition to developing the business and information systems necessary of Electric Choice, Detroit Edison is launching several new programs and tools to support the needs of suppliers and customers.

Other key elements of Electric Choice

Consumer Protections

The MPSC is reviewing the process for licensing alternative electric suppliers. This will help protect against marketplace abuses such as cramming (adding services without the customer's knowledge) and slamming (switching a customer's account without authorization).

Customer Education

The MPSC has initiated a voluntary working group, known as the CHOICE Advisory Council, to develop a recommendation for a statewide Electric Choice communications campaign. The CHOICE Advisory Council membership includes Detroit Edison, Consumers Energy, AARP, Michigan Manufacturers Association, The Heat and Warmth Fund (THAW) and other interested parties.

Fair Competition

The MPSC is also reviewing rules for Electric Choice participation by affiliates of local electric utilities.

For more information on Electric Choice, please visit one of the following web sites:

Detroit Edison: HYPERLINK <http://www.detroitedison.com/home/electricchoice/customersupport.html> or www.detroitedison.com/home/electricchoice/customersupport.html
or MPSC: HYPERLINK <http://ermisweb.state.mi.us/mpsc/electric/restruct/> <http://ermisweb.state.mi.us/mpsc/electric/restruct/>

In a new Era of Power, we have the energy

One company has emerged as a powerful leader in the unregulated energy marketplace. It's DTE Energy – a leader that offers today's business world an extraordinary level of energy management.

At DTE Energy, we have all the resources in place to help business and industry achieve fully customized energy solutions. Working together with all of our affiliates, we can relieve you of capital risks, financing costs, development costs, technical headaches and maintenance worries. We can even provide on-site, capital-intensive energy management and on-going energy risk management.

And with the strength and experience of Detroit Edison at our core, we can do even more to help you realize true customized energy management solutions.

In the era of non-regulated energy, the formula for single-source energy solutions is simply e=DTE. DTE Energy.

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Reach job candidates quickly with a recruitment ad in Michigan largest all employment weekly paper. Call Brian Greenlee at the Employment Guide—(800) 752-8926, ext. 230

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

FOR SALE BY OWNER—2000 sq. ft. Party Store on lake in Insh Hills. Great location on major road (US12). Just miles from Michigan International Speedway. Beer, Wine, Liquor, Deli and Bait. 2000 sq. ft. living quarters plus 2 lots w/lake access. \$350,000 plus inventory. Call Sandy at (517) 431-2525

GROCERY STORE FOR SALE—One of a kind. Great Birmingham area location with tremendous opportunity. Full line of groceries, meats, produce, liquor, beer & wine. Currently not open evenings, Sundays or holidays. 3,000 sq. ft. w/full basement. Great lease. Asking \$395,000 plus inventory (\$100,000 or less). Volume over \$800,000. Call (248) 644-4925 for more information.

FOR SALE—Ice cream dipping merchandiser Master-Bill model #DD88 (91" w x 28" d x 37" h). Stainless steel top with white exterior body. Displays 16 flavors and stores 14. Excellent condition. \$1,195 or best offer. Call (517) 723-5500 and ask for Dave.

PARTY SHOPPE—Beer & wine, grocery, lotto, 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.

FOR SALE—Bagel & Donut shop. Troy area (19 Mile & Dequindre). All new equipment. Turn key operation, just walk in and take over the register to start making money today. Asking \$84,861. Terms available. Call Foster Realty at (810) 463-1000.

FOR SALE—Transformer 750KVA, 26-foot frozen cooler, almost new w/compressor. Call Kenny at Xtra Foods, (313) 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 Yaldeo (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.

ITALIAN MEAT MARKET & SPECIALTY STORE—in Warren. Beer, Wine & Lotto. 3,100 sq. ft. free standing building w/plenty of parking. Low hours. Lots of potential. Serious calls only at (810) 470-0762.

AL'S PARTY STORE—2,400 sq. ft. Beer, wine and lottery. Lottery sales \$4,500/wk, store sales \$8,000/wk. Asking \$7,500 for business and \$120,000 for building. Ask for Al at (313) 864-4078.

FOR SALE—Chester Fried Ventless Fryer (older model) \$2500, (4) door reach-in cooler \$1200, (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) 985-5702, leave message.

FOR SALE—Convenience Store and much more. Owner retiring. Excellent Northern Michigan location w. view of Lake Charlevoix. SDD, SDM & Groceries. \$300.00 gross annual sales. Large attached living quarters plus (4) rental units. 1.66 acres w/large garage and 566 ft. road frontage. \$450,000. Call for more info. 1-616-582-7711.

CODY DRUGS FOR SALE—SDD, SDM and Lotto. Upscale Detroit neighborhood. Full line of Grocery, Groceries, Health, Beauty. Approx. 3000 sq. ft. Very busy, well established. Don't miss out on this gold mine! Call Mark Sisto at (313) 272-7878 or (248) 866-7655.

Retailer alert:

It is illegal to import cigarettes without a license!

It has come to the attention of AFD that some retailers are by-passing local licensed tobacco wholesalers and are directly importing cigars from manufacturers without first obtaining an Unclassified Acquirers Tobacco Tax License. If you are going to act as an importer you must first apply to Michigan Department of Treasury for a license, pay a \$10 fee and once approved, purchase a stamp for the products being imported. Each month

you will be required to remit the tobacco taxes due to the state.

Failure to possess an Unclassified Acquirers License could lead to confiscation of tobacco products on your premise and fines from the Department of Treasury.

To receive an Unauthorized Acquirer Tobacco Tax License application you can contact Dan Reeves at AFD at (248) 557-9600.

Working hard for our members

Tracy Findlay from IntraState Distributors made a sales call at Busch's Valu-Land. Doug Busch met him at the door holding up the *AFD Food & Beverage Report*, which featured an ad introducing a new product, called Snapple Elements. Doug jokingly asked why he had not been informed about the new product. Coincidentally, the purpose of Tracy's sales call was to introduce the new Snapple product.

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1-248-357-3895 Fax

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or call AFD at

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

Scenes From AFD's Trade Show



AFD's 15th Annual Buying Trade Show on April 27 & 28, 1999, was a huge success.



The Canadian Exhibitors' Pavilion offered retailers the chance to see, sample, and smell unique products from Canada.



The 1999 Trade Show theme was AFD All-Stars. The winners for best decorated booths were: Rocky Peanut (shown), Naya Water and Quality Inventory. Congratulations!!

On behalf of the AFD Board, we sincerely thank Faiez Asmary from General Wine & Liquor and Chris Zebari from Pepsi-Cola for their dedicated leadership as the 1999 Trade Show Co-Chairmen. In addition, the committee was very important to the show's success.

Rodney George
Melody Farms

Mike LaFollette
CrossMark

Fred Dally
Medicine Chest

Brian Douglas
Rocky Peanut

Thom Welch
Hollywood Supermarkets

Dick Bey
Bee Hive Market

Alaa Naimi
Thrifty Scot Supermarket

Joe Stevens
Taylor Freezer

Gary Davis
Tom Davis & Sons Dairy

Gary Pavicic
PMI-Eisenhart

Joe O'Bryan
American Bottling Company

Todd Shaya
Frito-Lay

Vickie Clark
Melody Farms

Mark your calendars for AFD's 16th Annual Buying Trade Show on April 18 & 19, 2000.



The team from Tom Davis & Sons Dairy were selling Ashby's Sterling Ice Cream franchising concepts



AFD presents Larry Stamos from Kar Nut Products a farewell plaque. Best of luck in Florida Larry; we will miss you! Mark Karmo from Golden Valley Food Center, Larry Stamos, Nick Nicolay from Kar Nut Products, and Joe Sarafa from AFD (left to right)



Michigan Grape & Wine Industry Council educated retailers about Michigan Wines.



Thirty-six companies, including Gusto Packing, offered show specials in the Sherwood Foods Pavilion.



Miller Brewing Company hosted a raffle for a Miller Lite Championship Mirror; all proceeds went to AFD's worthwhile causes. Thank you Miller!

Special thanks to Party Time Ice for donating all the ice throughout the entire Trade Show, and Miller Brewing Company for raising money for AFD's worthwhile causes. We sincerely appreciate your support.

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) 796-0843
Interstate Brands Corp.	(313) 591-4132
JC's Distributing	(810) 776-7447
Koeplinger Bakeries, Inc.	(248) 967-2020
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:

Abspure 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) 393-5800
Brown-Forman Beverage Co.	(313) 453-3302
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	
	(248) 373-2653
	(248) 585-1248
	(734) 397-2700
	(810) 982-8501
	(734) 459-4900
Coffee Express	(248) 647-0010
E & J Gallo Winery	(313) 867-6900
Eastown Distributors	(313) 925-1600
Faygo Beverages, Inc.	(313) 867-0521
General Wine & Liquor Corp.	(313) 865-3900
Great Lakes Beverage	(248) 858-2340
Hubert Distributors, Inc.	(313) 892-3000
Intrastate Distributing	(313) 835-6400
J. Lewis Cooper Co.	(248) 588-9200
L & L Wine World	(810) 268-3412
Metro Beverage Inc.	(414) 259-9444
Miller Brewing Company	(248) 380-3640
Nestle Beverages	(248) 788-3253
NAYA, USA	(313) 533-9991
O.J. Distributing, Inc.	(248) 674-3171
Oak Distributing Company	1-800-935-6533
Pabst Brewing Co.	
Pepsi-Cola Bottling Group	
	1-800-368-9945
	1-800-878-8239
	(248) 334-3512
Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
Red Hook Beverage Co.	(248) 366-0295
R.M. Gilligan, Inc.	(248) 553-9440
Royal Crown Cola	(616) 392-2468
Seagram Americas	(248) 553-9933
Seven-Up of Detroit	(313) 937-3500
Stroh Brewery Company	(313) 446-2000
Tri-County Beverage	(248) 584-7100
UDV-North America	(313) 345-5250
Viviano Wine Importers, Inc.	(313) 883-1600

- Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(248) 334-3512
Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
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Tri-County Beverage	(248) 584-7100
UDV-North America	(313) 345-5250
Viviano Wine Importers, Inc.	(313) 883-1600

BROKERS/REPRESENTATIVES:

Acosta-PMI	(248) 737-7100
Bob Arnold & Associates	(248) 646-0578
CrossMark	(313) 207-7900
erkent American	(810) 574-1100
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
Treppo	(248) 546-3661

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 Kafé 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:

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

FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Sunnyside Produce	(313) 259-8947

ICE PRODUCTS:

Midwest Ice Co.	(313) 868-8800
Party Time Ice Co.	(800) 327-2920
Union Ice	(313) 537-0600

INSECT CONTROL:

Rose Extermination (Bio-Serv)	(248) 588-1005
Tri-County Pest Control	(810) 296-7590

INSURANCE:

Alphamena Insurance Agency	(810) 263-1158
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
CoreSource / Presidium	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 569-0505
IBF Insurance Group, Inc.	(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 Corron Corp. of MI	(248) 641-0900

MANUFACTURERS:

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

MEAT PRODUCERS/PACKERS:

Alexander & Homung	(313) 921-8036
Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Country Preacher	(313) 963-2200
Gaior's Meat Packing	(517) 269-8161
Hartig Meats	(313) 832-2040
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/WJOI-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

NON-FOOD DISTRIBUTORS:

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

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Nikhlis Distributors (Cabana)	(313) 571-2447
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(810) 268-4901
Vitner Snacks	(810) 365-5555

PRODUCE

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

J.R. Marketing & Promotions	(810) 296-2246
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-Traveler 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 Winter Reynolds, Inc.	(248) 258-1750
Detroit Edison Company	(313) 217-9225
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Garm & Co., CPA	(248) 737-9933
Goh's Inventory Service	(248) 353-5033
Great Lakes Data Systems	(248) 356-4100
Jerome Urcheck, CPA	(248) 357-2400, x257
Karoub Associates	(517) 482-5000
Law Offices-Garm & Garm	(248) 552-0500

Market Pros	(248) 349-6430
Merchant Card Services	(517) 321-1640
Metro Media Associates	(248) 625-0700
MoneyGram	(800) 642-8050, x6953
Nationwide Communications	(248) 208-3200
NexTel Communications	(248) 213-3100
Paul Meyer Real Estate	(248) 398-7281
POS Systems	(517) 321-1640
Prudential Securities, Inc.	(248) 932-4400
Quality Inventory Services	(810) 771-9526
Retail Accounting Service	(313) 368-8235
REA Marketing	(517) 386-9666
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) 351-4368
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express Co.	1-800-328-5670
Western Union Financial Services	(248) 888-7423
Whitey's Concessions	(313) 278-5200

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6530
Bollin Label Systems	1-800-882-5101
Brehm Broaster Sales	(517) 427-5831
DCI Food Equipment	(313) 369-1660
Envipco	(248) 471-4771
Great Lakes Gumball	(248) 723-5115
Hobart Corporation	(734) 697-3070
Kansmacker	(517) 374-8800
National Food Equipment	
& Supplies	(248) 960-7290
North American Interstate	(248) 543-1666
Plex-Lab Corp.	(810) 754-8900
Refrigeration Engineering, Inc.	(616) 453-2441
Taylor Freezer	(313) 525-2531
TOMRA Michigan	1-800-610-4866

WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Consumer Egg Packing Co.	(313) 871-5095
Dairy Fresh Foods, Inc.	(313) 868-5511
Detroit Warehouse Co.	(313) 491-1500
EBY-Brown, Co.	1-800-532-9276
Family Packing Distributors	(248) 644-5353
Fleming Company	(303) 879-5681
Flippin Distributing	(906) 789-9562
Garden Foods	(313) 584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Wholesale	(616) 261-9993
Hamilton Quality Foods	(313) 728-1900
I & K Distributing	(313) 491-5930
JC's Distributing	(810) 776-7447
J.F. Walker	(517) 787-9880
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Kay Distributing	(616) 527-0120
Keebler Co.	(313) 455-2640
Kehe Food Distributors	1-800-888-4681
Kramer Food Co.	(248) 851-9045
Lipman Foods	1-810) 447-3500
McInerney-Miller Bros.	(313) 833-8660
Midwest Wholesale Foods	(810) 744-2200
Norquick Distributing Co.	(313) 522-1000
Pointe Dairy Services, Inc.	
Vie De France	(248) 589-7700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044</

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- ✓ Benecol Spreads
- ✓ Better 'n Eggs & All Whites Egg Substitutes
- ✓ Blue Bonnet Spreads
- ✓ County Line Cheeses
- ✓ Dean's Refrigerated Dips
- ✓ Egg Beaters Refrigerated Egg Substitute
- ✓ Elf & Booth Herring
- ✓ Farm Rich Refrigerated Creamers
- ✓ Fleischmann's Margarines
- ✓ Florida's Natural Grower's Pride Concentrated Orange Juice
- ✓ Florida's Natural Pure Premium Orange Juice, Grapefruit Juice, & Arizona Iced Tea
- ✓ Healthy Choice Cheeses
- ✓ Horizon Organic Eggs
- ✓ Horizon Organic Milk & Dairy Products
- ✓ International Delight Flavored Creamers
- ✓ Kaukauna Cold Pack Cheese Cups
- ✓ Kozy Shack Puddings
- ✓ Land O Lakes Butter, Margarine, Cheese, & Sour Cream
- ✓ Land O Lakes Country Morning Blend
- ✓ Land O Lakes Spread With Sweet Cream
- ✓ Miceli Ricotta, String, Parmesan, & Italian Cheeses
- ✓ Mallard Refrigerated Pasta & Sauces
- ✓ Move Over Butter Spread
- ✓ Naturally Yours Sour Cream
- ✓ Nikos Feta Cheese
- ✓ Olivio Spread
- ✓ Parkay Spread
- ✓ Reddi wip Whipped Cream & Topping
- ✓ SAF Perfect Rise Yeast
- ✓ Second Nature Liquid Egg Products
- ✓ Simply Potatoes
- ✓ Smart Balance Spread & Cheese Singles
- ✓ Smartbeat Spread & Cheese Singles
- ✓ TCBY Yogurts
- ✓ Touch Of Butter Spread
- ✓ Treasure Cave Blue Cheese
- ✓ Win Schuler Bar Scheeze & Cheeseballs
- ✓ YoCrunch Yogurts

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