

# **ASSOCIATED FOOD DEALERS OF MICHIGAN** and its affiliate: **PACKAGE LIQUOR DEALERS ASSOCIATION** **FOOD & BEVERAGE REPORT**

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

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

**Working hard for our members!**

March 1999

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Eddie Zeer  
co-owner of Security Express

## AFD endorses Security Express

AFD's provider of  
choice for money orders,  
wire transfers and utility  
bill payments is now  
Security Express.

"We chose Security  
Express because the  
company is local and can  
respond to our members'  
needs immediately," said  
Joe Sarafa, AFD president.

The 10-year-old  
company currently has  
many AFD members as  
satisfied customers.

For information on  
enrolling in the AFD-  
endorsed money order,  
wire transfer or utility bill  
payment programs, call  
Judy at (248) 557-9600.

## New rates for AFD members from LDMI Telecommunications

For the second year in a row AFD has chosen LDMI to be the telecommunications company for its members. AFD is re-launching the LDMI telecommunications program for 1999 with the introduction of new and more competitive rates for members.

The excellent rates for members are as follows:

- \$0.08 per minute anywhere in Michigan (on both outbound and toll free calling)
- \$0.099 per minute anywhere within the contiguous United States (on both outbound and toll free calling)
- Calling to Canada is \$0.15 per minute for outbound calls.
- Travel cards are \$0.20 per minute.
- Competitive international rates.

With the world of telecommunications constantly changing, another benefit to members is that they do not have to sign any long-term agreements to enjoy these great rates. Additionally, there are absolutely no hidden fees or monthly charges added to your invoice.

Another benefit is that LDMI invoicing is straightforward and easy to read. Because the billing is not outsourced, which is standard within the industry, LDMI can quickly respond to changes in industry standards without compromising the accuracy and integrity of call record detail. The bills are detailed, yet clear.

LDMI Telecommunications provides superior customer service to our members. Communication consultants are available to answer any questions that members may have 24 hours a day, 7 days a week. LDMI's low attrition rate, the lowest in the industry, is proof that customers remain with the service once they use it. In fact, your satisfaction is guaranteed with LDMI, in writing. Just ask for a copy of the "LDMI Switch-back Guarantee."

LDMI offers more than just a long distance service. The product portfolio is constantly expanding to provide innovative communication solutions for businesses. New Products in 1999 will include local phone service, enhanced toll free, data services, internet access, and enhanced calling cards. LDMI is committed to being a single source for integrated telecommunications now and in the future.

The AFD Headquarters has been an LDMI customer for over a year now, and is extremely pleased with the quality of service. If you would like to participate in this program, please call Judy at 248-557-9600. LDMI and its authorized sales agency, AMT Telecom Group, are able to provide you with a complete analysis of your telecommunications needs.

## WMU Food Marketing Conference

"Keeping the focus on the consumer" is the theme of the Food Marketing Conference at Western Michigan University, March 22 and 23. See page 36.

## A star-studded evening!



Trade Dinner Co-Chairs Lou Czanko of Acosta PMI (left) and Vic Ventimiglia of Vic's World Class Markets welcome guests to AFD's "Hollywood Nights" Oscar party trade dinner. More photos from the big event begin on page 4.

## The Trade Show is coming!

Mark your calendars now for the 1999 AFD Annual Selling Trade Show. This year it will be held Tuesday and Wednesday, April 27 and 28 at Burton Manor in Livonia.

This is truly a money-saving event that you won't want to miss! For more information call AFD at (248) 557-9600.

## How \$150 is Spent in the Supermarket

Perishables	\$50.21
Bakery Foods, packaged	\$2.98
Dairy Products	\$9.00
Deli	\$3.24
Floral	\$0.18
Frozen Foods	\$5.34
Ice Cream	\$1.62
In-store Bakery	\$1.98
Meat & Seafood	\$15.71
Produce	\$10.16
Non-Edible Grocery	\$9.12
Miscellaneous Grocery	\$9.56
Beverages	\$9.53
Snack Foods	\$5.59
Main Courses & Entree	\$5.07
General Merchandise	\$3.94
Health & Beauty Care	\$4.01
Other	\$2.97



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## Chairman's Message

# Loyalty rewards loyalty



by Bill Viviano  
AFD Chairman

I was pleased to see so many of you at the recent AFD Ball, Hollywood Nights. You were truly the stars of that Oscar-winning evening!

I recently received a letter from Jerry Pinney, senior vice president of procurement for Surfline International. With his letter, he forwarded a note that was written in 1968 by his father, Wilbur Pinney, then the executive vice president of IGA. In his note, he quoted an editorial from the late Gordon Cook, written in 1932. Wilbur's 1968 message, as well as Gordon Cook's 1932 editorial, are as important now as they were then.

### *The message will never die* by Wilbur Pinney, written in 1968

Most of you have read, I am sure, of the recent death of Gordon Cook at the age of 89 years. Because Gordon Cook can be credited with encouragement of

the Voluntary Group Concept which developed and matured during the long span of his food industry career, I feel it appropriate to bring to your attention here the following excerpt from an editorial which he wrote in 1932...which is as true today as it was then:

"If you agree to cooperate with a Voluntary or Cooperative organization, in heaven's name do it one hundred per cent. If, through the Voluntary or Cooperative organization, you are benefited, work hard for it, speak well of it, think well of it, stand by it. If you are a member of a Voluntary or Cooperative Group, be one hundred per cent loyal to its sponsor. If you are the sponsor of a Voluntary or Cooperative Group, do not lose sight of the fact that loyalty is reflected in loyalty.

"If I were a member of a Voluntary or Cooperative Group, I would work with the Group; I would not work for it part of my time but all of my time. I would give it an undivided loyalty or none. In a pinch, an ounce of loyalty is certainly worth more than the extra one per cent or two per cent with which sharp-shooters try to break up your organization. If you can't be loyal to your organization, if you must vilify, condemn and double-cross it, then the thing to do is to quit the organization, and when you are outside, you may curse it to your heart's content. But, so long as you are part of a Voluntary or

Cooperative Group, do not condemn it or permit it to be condemned by others without defense. Don't forget that when you are disloyal to your Group, make disparaging remarks about it, or permit others to make them without challenge, you are disloyal and disparaging to yourself, because you are part of the whole. If you can't keep your moral obligations to your Group, get out and stay out; you don't belong in any organization. You are doomed to failure."

### MLCC violations

AFD received word recently that there has been a dramatic increase in Liquor Control Commission violations. Please remember that every retailer selling alcoholic beverages has both a moral and legal obligation to maintain an active, ongoing alcohol sales management program. For information on implementing a program in your store, see the related story on page 35.

### Loose cigarettes

It has also come to our attention that sting operations are being conducted for selling loose cigarettes. It is illegal to sell cigarettes outside of their original, packaging that carries the Michigan cigarette tax stamp. Don't be the victim of a sting. Sell only stamped packs and cartons of cigarettes!

## Minding the store

## By Matt Chisholm

### AN EXAMPLE OF BAD CROSS MARKETING....



©1998 Matt Chisholm



# The 1999 Associated Food Dealers of Michigan "Hollywood Nights"

Friday, February 12

AFD's 1999 Trade Dinner Committee Co-Chairs Lou Czanko - Acosta-PMI, and Vic Ventimiglia - Vic's World Class Markets, along with the AFD Board of Directors wish to thank the 1999 "HOLLYWOOD NIGHTS" sponsors and committee members for their help and support:

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Todd Shaya

Tom Vella

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AFD Chairman Bill Viviano congratulates Don Gundle



We'll miss you Don and Jeannine



AFD's "Man of the Year" Don Gundle



(l to r) AFD 1999 Trade Dinner Co-Chairman Lou Czanko and wife Nancy with their best friends Michigan Attorney General Jennifer Granholm and husband Dan Mulhern

Additional thanks go to Tom Isaia at Coffee Express for this year's coffee bar and Jim Ryder at Midwest Ice for the beautiful ice sculptures.

## Calendar

March 17

Midwest Wholesale Foods'  
Spring Food Show  
Burton Manor, Livonia  
1-800-552-6967

March 23 - 25

Branding America  
Conference & Expo  
Charlotte, North Carolina  
1-888-200-1797

April 22

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

April 27 & 28

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

May 2-5

FMI Supermarket Convention &  
Educational Exposition  
Chicago, Illinois  
See AFD Group Rate  
information, page 34  
(248) 557-9600

July 22

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

## Statement of Ownership

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AF-COR2-10

# Leave health care management alone

by John Gadaletto

Gadaletto, Ramsby and Associates

Isn't it great to live in a country where health care is the envy of the world? No argument there, but many will argue that the cost of such care is too high! Granted, quality health care is expensive, particularly for the average and low income family. But unless real change comes through better care management (translation: eliminate unnecessary utilization), less government intrusion (translation: temper proposed questionable

mandates, a bane to cost control), costs and therefore premiums will continue to escalate.

Admittedly, while there are other significant factors contributing to cost increase, such as the rising cost of prescription drugs, most observers acknowledge that the most damaging factor is over utilization of services. A utilized service must be paid for. Conversely, the absence of service is non-chargeable. Simplistic? Yes, but don't we lose sight of this truth lost in

the maze of hundreds of proposals—private and public—being offered as panacea to climbing health care costs? Remembering that more care is not necessarily quality care and cost-effective care, how can we best control utilization without prejudicing the delivery of needed quality care? For starters, we can eliminate the "fee-for-service" system. We simply cannot afford its inherent overuse of costly and often unneeded services. How about a system directed from

Washington and/or the state capital, run and regulated as a utility whose care providers answer to big brother? Of course not!

We need not look beyond what is already in place. It's called managed care and referred to by many names, including HMO, PPO, POS and others. Quoting H. Edward Hanway, President, Cigna Health Care, "It (managed care) has played a key role in improving quality, containing costs and expanding coverage and consumer choice."

Supporting this view are survey after survey which reveal that most people, in spite of isolated horror stories, report that they are satisfied with their managed care plan. According to a recent Robert Wood Johnson study, the nation's largest philanthropy devoted exclusively to improving health and health care, most Americans remain satisfied with the health care they receive noting that 61 percent were very satisfied while 28 percent were somewhat satisfied. Also significant is Washington-based American Association of Health Plans (AAHP) report of a survey conducted by a Roswell, Georgia firm, concluding that managed care bashing is not the silver bullet many political experts predicted it would be. "Washington needs to rethink its approaches to health care because working families and small businesses are rightly skeptical of 'government-knows-best' schemes that will drive up costs and increase the numbers of uninsured," warned Karen Ignani, AAHP president and CEO.

The National Association of Health Underwriters, our respected voice in Washington has petitioned Congress to leave the health insurance industry alone and reject current legislative proposals that would regulate managed care plans. I submit in view of all the evidence available, it's in everyone's best interest to allow managed care to carry on its mission of providing responsible quality-targeted care at affordable costs.

Dear AFD,

After successfully completing my first semester at Michigan State University, I would like the chance to thank you once again for awarding me the AFD Scholarship. I am very grateful for the support that I have received from your organization. I have had a great first semester, finishing with a 3.78 grade point average. I look forward to working hard this coming semester.

Thank you for all your help!  
Sincerely, Angela Frost



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## More scenes from "Hollywood Nights!"

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*A few happy dinner guests*



*AFD Board of Directors*



## Regardless of the nature of your business...



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



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

The law firm of Abbott, Nicholson, Quilter, Eschaki & Youngblood P.C. in Detroit is proud to announce that Thomas J. Giachino — a recognized Michigan liquor law expert — has joined the firm. A former Michigan assistant attorney general, Giachino represented the Michigan Liquor Control Commission for 23 years. He is qualified to help companies in metro Detroit deal with Michigan's regulatory and administrative liquor law hurdles.



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# Department of Labor to investigate grocery stores

*Editor's Note: A December 23 USA Today story documented the risk of injuries that underage workers face and the lack of penalties associated with violating child labor laws. Ironically, in the day prior to the publication date of that story, AFD received a notice from our Department of Labor. This letter explained that the Wage Hour Division is in the process of investigating grocery store employers. They are checking for*

*compliance with the Fair Labor Standards Act, which covers minimum wage, overtime, record keeping and child labor laws. Retailers across Michigan may be investigated. Keeping this in mind, here are the requirements for corporations with annual volume of at least \$500,000 that will keep you within the law:*

**Minimum Wage:** Nonexempt employees are entitled to a minimum wage of \$5.15 per hour as of

September 1, 1997. Employees under 20 years of age may be paid \$4.25 per hour during their first 90 consecutive calendar days of employment. Wages are due on the regular payday established by the employer.

**Overtime:** Overtime must be paid to nonexempt employees at a rate of time and one-half their regular rate of pay for each hour worked in excess of 40 hours per week.

**Child Labor - 14 & 15 year old:**

The minimum age for employment is 14. Youths, 14 and 15 years old may work outside school hours in various non-hazardous jobs only under the following conditions:

- No more than 3 hours on a school day
- No more than 18 hours in a school week
- No more than 8 hours on a non-school day
- No more than 40 hours in a non-school week

Work may not begin before 7 a.m., nor end after 7 p.m., except from June 1 through Labor Day, when evening hours are extended to 9 p.m. The 18-hour limit in a school week applies to all weeks in which school is in session for any portion of the week. The allowed hours are not increased despite the fact that one or more school holidays may fall in the week. School days are defined as any day school is in session, which includes Friday. The time restrictions are not limited to Monday through Thursday but also apply to Friday, Saturday, and Sunday.

Minors who are 14 and 15 years old may not work certain jobs including operating a motor vehicle; working in walk-in coolers; operating or tending most power-driven machinery, including operating power mowers, power driven meat slicers, dough mixers and band saws; jobs requiring use of ladders; and, occupations in connection with transportation, such as the loading/unloading trucks.

**Child Labor - 16 and 17 years old:** Youths 16 and 17 years old may perform any non-hazardous job, for unlimited hours. Hazardous jobs include (also prohibited for 14 and 15 year olds): driving cars and/or trucks on public roads, operating or cleaning power-driven meat slicers, band saws and dough mixers; loading or operating paper balers; operating fork lifts.

**Record keeping:** Employers are required to maintain payroll and time records in an accurate manner. Time clocks are not required. Time records must be retained for two years and payroll for three. Dates of birth for minors under age 19 must be maintained.

**Exceptions:** Managers receiving a guaranteed salary of \$250 per week or more are generally exempt from the minimum wage and overtime requirements provided their primary duty is management, and they supervise at least two or more full-

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See Wages, page 16





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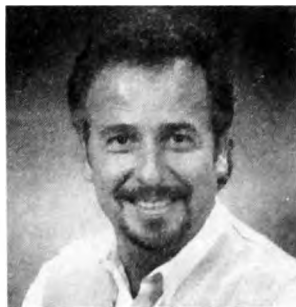
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## AFD Welcomes New Directors

The Associated Food Dealers of Michigan (AFD) welcomes Vic Ventimiglia, Jr., Marty Miller and Kevin Schlosser to its board of directors. Ventimiglia and Miller were recently appointed to the board. Schlosser was elected to a three year term. Ventimiglia will represent the interests of retailers in the food industry and Miller joins the board as an advisor.



Vic Ventimiglia

Ventimiglia, a resident of Beverly Hills, is the owner/president of Vic's World Class Market in Novi, Vic's Quality Fruit Market in Beverly Hills and Vic's in Bloomfield. Ventimiglia's grandfather immigrated to Michigan from Sicily in 1929 and in 1943 opened Ventimiglia Italian Foods. Ventimiglia learned from the family business and ventured out on his own in 1987 when he opened his first store. "The AFD is a Central Park to retailers, enabling us to join forces to tackle the needs of our industry," says Ventimiglia.



Kevin Schlosser

Schlosser is vice president of sales at Spartan Stores Inc. of Grand Rapids. He was previously with RJR/Nabisco for 12 years and held the position of director of team sales upon leaving. Schlosser is married with one child and resides in the Grand Rapids area.

Miller is vice president of sales for Coca-Cola Bottlers of Michigan. He works at the division headquarters in Belleville. Miller's previous position was division manager for key accounts. He has been with Coke for nine years. Miller lives in Rochester with his wife and four children.



Marty Miller

## March of Dimes honors Petitpren family

The March of Dimes Southeast Michigan Chapter honored several of Macomb County's leading lights at the Alexander Macomb Citizen's of the Year Awards Dinner.

The 1998 Family of the Year was awarded to the Petitpren family. Dean Petitpren, President of Petitpren Inc. and his father, Stanley, have been guided by the principle of excellence in the marketplace and the community since the company was founded in 1933.

Dean is the cofounder of Students Against Drunk Driving (SADD) and served on the Michigan Chapter Board of Directors. Petitpren Inc. sponsors many responsible drinking programs to promote responsible alcohol consumption. Last summer marked the thirteenth year for the Bud Light River Sight and Sound Concert series in downtown Mt. Clemens, entertaining over 75,000 residents yearly. Petitpren, Inc. also contributes to over 60 Michigan and national cultural and charitable organizations, including Habitat for Humanity.



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## 1999 AFD SHOW

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# AFD All-Stars



## Spartan offers contest to usher in 2000

Five lucky Spartan shoppers will have the opportunity to celebrate the millennium in an exciting spot far from home. Spartan's Back to the Millennium contest kicked off in January at area Spartan stores.

The contest, open to shoppers of all Spartan supplied supermarkets, features a grand prize of a trip to Paris, France. After five days in this glorious city, the winner and his or her guest will usher in the year 2000 in true French style. But that's not all. They will board the Concorde to return to New York City where they'll usher in the new year aboard a Gala River Cruise. The trip is valued at over \$140,000.

Spartan will also award four grand prizes of a 21-day Australian Cruise for two and 10 second prizes of a trip for four to Orlando, Florida. Program sponsors include Kraft, Pillsbury, Procter & Gamble, Campbell's, Kellogg's and Del Monte.

Shoppers can register every time they visit their local Spartan supermarket between now and March 31, 1999. Entries can also be made by sending a 3 1/2" x 5" card with your name, address and phone number to Spartan Stores, Inc., Attn: Back to the Millennium Sweepstakes, 830 76th Street, P.O. Box 8700, Grand Rapids MI 49518-8700.

## Food Industry Teams Up to Speak to Congress

Food industry executives will express their concerns about key food industry issues during the 1999 Joint Public Affairs Assembly to be held in Washington March 15 and 16. Top line issues to be addressed during meetings with members of the House and Senate could include estate tax repeal, ergonomics, and health care/ERISA preemption.

Sponsored by Food Distributors International, Food Marketing Institute and National Grocers Association, the conference will be held at The Capital Hilton and feature top political and Congressional speakers, a high level briefing on top issues, and individual meetings with members of the House and Senate.

Additional issues to be discussed during the two-day event and in meetings on capital hill include inside sales legislation, and expected effort to increase minimum wage, food safety concerns, country-of-origin labeling legislation, the cost of electronic payments, and electronic benefits transfer legislation.

For more details about the conference, call either FDI at (703) 532-9400, FMI at (202) 429-8226, or N.G.A. at (703) 437-5300.

## Wal-Mart targets metro market

Wal-Mart is setting up shops in Commerce Township, Livonia, Sterling Heights, Hastings, Midland and Saginaw as part of its blitz of opening 35 stores across the country. In January, the company also is considering more stores in metro Detroit.

The heart of Wal-Mart's growth strategy has been to locate in towns overlooked by other retailers. In the 1970s, for instance, Kmart avoided towns of fewer than 50,000 people, but Wal-Mart discovered it could be successful in those same communities.

Complaints that the chain contributed to the destruction of old-line merchants in those towns and villages haven't hurt the company's growth.

To help it rise to \$130 billion in sales this year, Wal-Mart has refined this growth to include larger communities such as Livonia, company spokesman Keith Morris said. The risk is that urban shoppers are less familiar with Wal-Mart than are rural consumers.

## Time-temp tags bolster food safety

Cox Technologies, 3M and Lifeline Technology are marketing time-temperature tags which track the temperature of meat, fish and produce. The adhesive strips signal a warning that the product has been overheated at some point along the chain and may be dangerous. The tags are about the size of a Band-Aid, and are placed on a package of food. Dots on the tag change from green to yellow as time passes. For instance, the first dot will turn yellow after a week. At three weeks, the second dot will turn yellow. Tags are customized to a particular food product depending on its shelf-life.



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## FDI leads drive to help victims of Mitch

An initiative sponsored by The Food Distributors International to generate financial support for the flood-ravaged victims of Hurricane Mitch in Central America has resulted in nearly \$2 million in contributions distributed through the United Nations World Food Programme (WFP). The effort has been led by FDI President John R. Block, who serves as a president of Washington, DC-based U.S. Friends of WFP, a charitable organization established to support WFP's food relief efforts worldwide.

As a result of FDI's campaign, 32 containers of baby food - some 214,000 cases - were shipped via Sealand container ships into Honduras, Nicaragua, El Salvador and Guatemala.

In addition, the drive produced:

- two truckloads of cleaning and personal care products from Unilever;
- two container loads of chili from Hormel Foods;
- a cash contribution of \$10,000 from FDI; and

numerous monetary donations by food industry companies, including McLane Company, Roundy's Inc., SUPERVALU, Grocery Supply Company, Tripi Foods, Ira Higdin Grocery Co. and NorthCenter Foodservice.

FDI has renewed its request for further assistance to help continue the food and rehabilitation program in Central America.

For more information, contact FDI at (703) 532-9400.

## America's most trusted profession PHARMACY

Pharmacy remained at the top of the heap for the 10th consecutive year, according to the latest Gallup public opinion poll ranking 28 professions in terms of honesty and ethics. A solid 64 percent of the respondents rated pharmacists "high" or "very high" on the trustworthiness scale, while the clergy placed second with a 59 percent score. Toward the bottom of the rankings: car salesmen, lawyers and politicians.

### Wages, continued from page 8

time employees (or 80 hours of work by part- and full-time employees.)

If you have questions, contact the Department of Labor. Here are two Michigan offices:

**Michigan District Office**  
211 West Fort Street, Room 1317,  
Detroit, MI 48226; (313) 226-7447

**Area Office**  
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# Kassa family introduces new Sak 'N' Save store

by Ginny Bennett

The new Sak 'N' Save on Merriman Road just north of Palmer in Westland brings a new "limited assortment" grocery store concept to the area. According to Dave Kassa, Sak 'N' Save co-owner, the store features an alternative format in which the retailer's quantity purchases guarantee consistently better prices for the consumer. Sak 'N' Save buys in bulk, offers a basic assortment and features low price over service.

Sak 'N' Save is owned by a group of cousins. Dave Kassa and his brother Mark are George Kassa's sons; Phil, Paul and Chris Kassa are the sons of Joe Kassa, George's brother. The family owns several other conventional grocery stores but the five cousins came together to develop the ideas for Sak 'N' Save. The concept is similar to stores like Aldi and Save-A-Lot; however the men distinguish Sak 'N' Save by their own, unique store layout and by carrying more national brands. Sak 'N' Save also carries a limited selection of fresh meat and produce.

Not only have they invented the Sak 'N' Save name, but, says Phil, "we arranged the aisles into broken splits with end caps for different national brand items." Product comes direct from the manufacturer or from Spartan or Value Wholesale. Sak 'N' Save also carries a wide selection of Spartan's secondary signature brand, Home Harvest.

The cousins decided to try the alternative format because as grocery stores get bigger and bigger, (up to 180,000-square-foot mega stores which stock 30,000 items) the individual, smaller stores can't compete. "By stocking 1,500 items, tops," says Mark, "we can give the customer the best price. And price is our



Five Kassa cousins developed Sak 'N' Save. Here are (l to r) Dave, Phil and Mark Kassa.

first consideration."

"We are providing our customer with the best price they will find anywhere," says Phil.

He insists that these are quality items. One close-out item was a three-liter pop, "dressed" for the holidays, at a special two-for-one dollar price. A price-conscious shopper will disregard the Christmas wrapper, realize the product is still way out from the "sell by" date and get a great buy. Specials on brands vary from day to day depending on availability and all prices are advertised "while supplies last."

It is important to keep overhead low so to control the payroll Sak 'N' Save has no more than seven to eight employees working at any given time.

Limited store hours, daily 9 to 8 and Sunday 10 to 6 also cut down on employee count. Most items are supplied on a pallet and brought in and stacked by pallet-jack. A sign-making machine is kept busy making signs for each and every item. Unlike specialty stores which stock many sizes, Sak 'N' Save's options are limited. For example, the store offers just two sizes of meat tray, in the most popular family packs.

Prices for grocery items such as canned

green beans or tomato sauce at Sak 'N' Save are up to 50 percent less than similar items at traditional grocery stores.

The Kassa family has a great deal of experience in the grocery business. Brothers George and Joe, the senior Kassas, have owned K & G Food Mart at 2662 W. Davison in Detroit for 26 years. All five sons worked there over the years. Mark still does work there and adds in jest, "so George and Joe can cut back a bit - to six days."

While Phil, Dave and Paul work together at Sak 'N' Save, Phil and Dave also share responsibilities at Saturn Food Center at 25200 VanBorn in Dearborn Heights. They have owned the store ten-and-a-half years. Chris and Paul have also managed Saturn Super Foods at 20221 Joy Rd. in Detroit for four years.

Even with their hectic and confusing schedules, the brothers still manage to find time for their families and a few outside interests. Chris was unavailable at the time of this interview due to the birth of a new baby boy. In total, the five cousins have 15 children. Chris graduated from Wayne State University School of Business Administration where the other four also studied. Mark graduated from the Musician's Institute of Los Angeles and plays guitar with his own band called "Slight Return." Just for fun, Mark, Paul and Dave play on a hockey team. Even George breaks away from K & G Food Mart to take to the sky. He has been part of a flying club, piloting private planes for 27 years.

The Kassa cousins are searching for a format which will bring the family business well into the future. The Sak 'N' Save store is only a few weeks old but perhaps the Kassa kids can count on the success of the concept for a new generation.



## Scanner Accuracy Report shows grocery store rank high

The Federal Trade Commission (FTC) and the National Institute of Standards and Technology (NIST) released the results of "Price Check II", a survey of the accuracy of electronic price scanners used in retail stores.

According to NIST and the FTC, 1 in 28 items offered for sale was priced incorrectly. On the average, grocery stores performed better than general merchandise retailers. The vast majority of errors in all cases, were due to an inaccurate shelf price tag.

### Important Components of a Price Accuracy System

Have clearly defined scan accuracy policies, including procedures and an award system.

When an item goes on-sale, change the price first in the computer, then on the shelf. When an item is taken off-sale, change the item on the shelf first, then on the computer.

Use hand held devices to verify price in the aisle.

If possible, designate one individual (scan coordinator) for price accuracy.

- Have DSD vendors report price changes to the scan coordinator. If it is not possible to designate a single individual, have clear lines of responsibility for price accuracy.

- Make price accuracy a high priority on job descriptions.

- Have a pad at register and at customer service desk to keep a written record of all the errors. Record when error was reported and was changed. This is also a good diagnostic tool.

- Reward customers for identifying both over and under charges.

- Verify every price in store at least four times each year.

## Today's stock market report

Helium was up, while feathers were down. Fluorescent tubing was dimmed in light trading. Knives were up sharply, but pencils lost a few points. Elevators rose, while escalators continued their slow decline. Mining equipment hit rock bottom, but diapers remain unchanged. The market for raisins dried up, while Caterpillar stock inched up. Paper was stationary, but soft drinks fizzled. And batteries exploded in an attempt to recharge the market.

## Technology lowers cost of information

### News from the Michigan Liquor Control Commission

by Angela Gilmore, Consumer & Industry Services

Technology is working in the public's favor to lower the cost of information requested from the Michigan Liquor Control Commission (MLCC) under the Freedom of Information Act (FOIA).

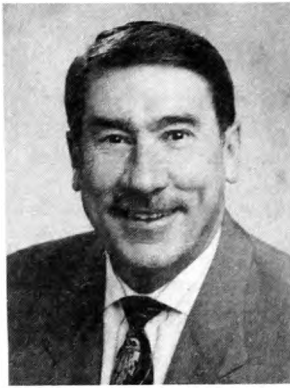
An advanced software tool now allows select Commission staff to download a variety of licensee information from the state's mainframe computer. This data previously was obtainable only by magnetic tape, which is expensive, needs specialized equipment to read and can select only specific types of information. Now, for \$50 instead of \$160, individuals requesting information from the Commission can ask for a list of specific types of licenses, such as Escrowed, Class C, A-Hotel or Tavern Licenses, and also can select a certain area of the state (by governmental unit or county) to target a group of licensees.

Following receipt of payment, MLCC staff will e-mail the information to the requester or send it on diskette, whichever is preferred. Paper copies of the report still will be available for a separate fee, which is determined by the number of licensees on the list.



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By Commissioner Don Gilmer

## It is an honor to take this new position

It seems the old adage is true (the more things change, the more they stay the same! After more than 20 years in the Michigan Legislature and a career devoted to serving the residents in my district, I now find myself heading up a major revenue-producing agency for the State of Michigan.

While it's a heady responsibility and certainly a challenge, I am finding that there are many parallels that will assist me in keeping the Lottery on track for

future growth.

Although my "constituency" has grown tremendously, I believe the same ideals hold true. As a state legislator, I always listened, with an open mind, to what my constituents had to say, and I was honest in the answers I provided to them. I believe those same qualities will allow me to establish a positive and fruitful working relationship with you, our retailers.

We have more than 9,300 retail

partners that operate businesses in every county of this great state, and I plan to be accessible to each and every one! Beyond the retailer base, I must and will keep an open ear to the millions of Michigan Lottery players who support our games.

I feel lucky to be working with the experienced and knowledgeable staff inherited when I took over at the Lottery. I plan to make full use of their expertise and insight to better acquaint myself with the innerworking of the Lottery.

As was true in the House of Representatives, when it comes to

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number of staff members, bigger doesn't always mean better! Compared to many lotteries throughout the United States, the Michigan Lottery has one of the smallest, yet more efficient, staffs. I am proud to say this office is truly skilled at doing more with less!

I am sure that the remainder of fiscal 1999 will be a learning experience for me in many different ways. With your enthusiasm and the Lottery's continued support, I hope to set new records. I have no doubt there are many milestones we'll reach together. Let's make fiscal 1999 our best year yet!

#### Second-Chance Sweepstakes!

We recently wrapped up our "Livin' Large" second-chance sweepstakes, a promotion tied to our popular Daily 3 and Daily 4 games. The promotion was very successful, with 464 winners from all areas of the state collecting a variety of prizes including: T-shirts and cash prizes ranging from \$1,000 to the top prize of \$10,000!

**New Instant!** Michigan Lottery instant tickets continue to be a hot commodity during these cold winter months. Players will experience a little luck o' the Irish when the new \$1 "Winner Takes All" hits ticket counters on March 1 offering a top prize of \$17,000. The \$1 "Hot Hot Hot Tripler" will heat things up when it debuts on March 8 with its \$3,333 top prize. The \$2 "Blackjack Doubler," which goes on sale March 15, is sure to keep players' wallets filled with cold, hard cash with a top prize of \$21,000. Finally, the \$1 "Double Dog Dare," which offers a top prize of \$4,000, will offer some doggone great prizes when it goes on sale March 15.





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# Bottle legislation enacted to stop fraud and assist Michigan business

After nearly two years of extensive effort, the Michigan Beer and Wine Wholesalers Association has consummated the enactment of legislation which makes it illegal for crooks to redeem out-of-state beverage containers in Michigan and which creates a scenario under which equity will be achieved under Michigan's unclaimed deposit law.

On December 31, 1998, Governor John Engler signed into law H.B. 5061 [which now becomes Public Act 473 of 1998]. The new law will do the following:

- Make it a specific crime to obtain a refund on an out-of-state beverage container.

- Impose graduated penalties on those who violate the law.

A. for those redeeming between 25 and 100 containers, a fine of not more than \$100.

B. for those redeeming over 100 containers, of violating paragraph A. more than once, a misdemeanor punishable by imprisonment of not more than 93 days, of a fine of not more than \$500, or both and restitution.

**On December 31, 1998, H.B. 5061 was signed into law by Governor John Engler.**

**The new law (P.A. 473) becomes effective April 1, 1999**

- Require a retailer to post a notice of the new crime and penalties in that area of the retailer's establishments where beverage containers are redeemed. Failure could result in a fine of up to \$50.

- Allow over redeeming and under redeeming beverage distributors and bottlers to exchange containers for deposits and report those numbers to the Department of Treasury each year.

The bill originally passed the House of Representatives on November 10, 1998, by a vote of 101 to 0. On December 10, 1998, the last day of the session, the Senate, by friendly vote, discharged the bill from the Economic Development, International Trade and Regulatory Affairs Committee, made some minor amendments and then passed the bill by a vote of 36 to 1.

As often happens during the last day of session, the House became embroiled in a number of controversial issues; and this bill nearly became hostage to the process. Finally in the early evening hours the bill came up for a vote. The bill received 83 yes votes, 1 more than

needed for the 3/4 vote majority to amend the bottle bill.

The bill, because it won't become effective until April 1, 1999, will also ensure that no funds will be taken from the brownfield cleanup fund this fiscal year and will uphold the integrity of 1998-99 budget for the Department of Environmental Quality.

The bill should have a deterrent

effect on much of the illegal trafficking in out-of-state beverage containers which some studies have estimated is costing the state and the brownfield clean up fund at least \$16,000,000 every year. The bill will also bring relief to over redeeming beverage distributors and bottlers who have been suffering losses of up to \$1.5 million each year since the passage of the unclaimed bottle law in

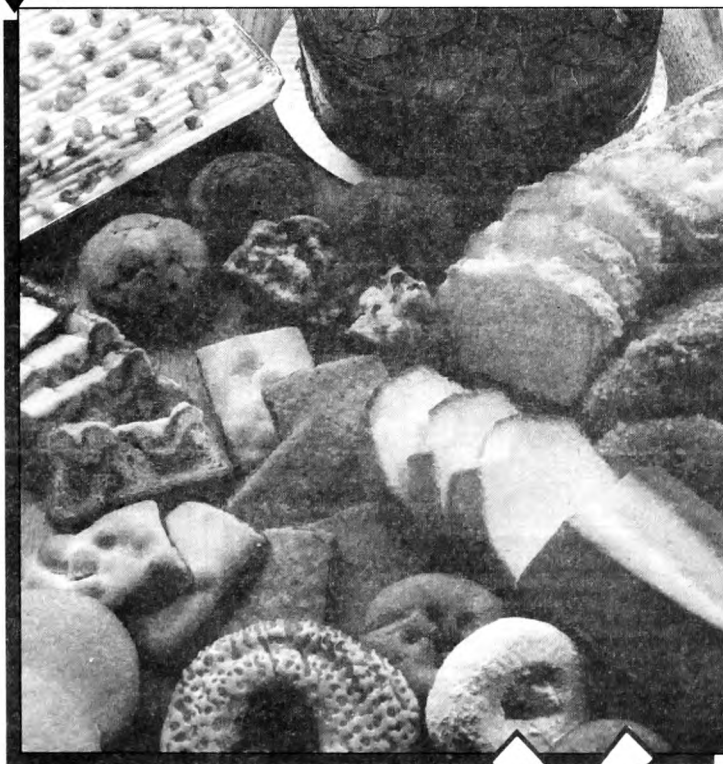
1989. As a result of the new law, the state will be obtaining the true level of unclaimed deposits rather than windfall amounts at the expense of over redeeming distributors and bottlers.

Much of the credit for getting the bill passed during the last day of the legislative session must go to Mike

**See Bottles, page 41**



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## Detroit Edison expands foodservice overview training

A comprehensive energy management seminar for independent grocery, convenience store and supermarket owners.

Representatives of the Electric Foodservice Council will be in the metro Detroit area on April 22 to present a free seminar to local retailers on cost-cutting, energy-savings measures relating to modern foodservice equipment.

Owners and managers of independent groceries, convenience stores, and supermarkets are invited to attend the training session on April 22. Training will be held for the second consecutive year at the Embassy Suites Hotel in Livonia, on Victor Parkway between 7 and 8 Mile Roads, just east of I-275.

The program is sponsored by Detroit Edison, and organized by Donna Zalewski of the Partners in Excellence program. Detroit Edison offers such training to Partners in Excellence trade allies, electro-technology manufacturer's representatives and dealers on a regular basis, but this is the first time that the training has expanded to include the end user of electric food service equipment.

This session will be geared to the specific energy needs of the independent grocer, focusing on the specific areas where you spend most of your energy dollars. Learn about the science behind the specifications and capabilities of new equipment. Undermine the myths and learn how to increase your operating efficiencies and reduce costs by using the newest electric equipment.

Topics to be covered include:

Reducing Costs; Increasing Operating Efficiencies

The Honest Truth About Electricity

Technology Advances in the Foodservice Industry

Specific Equipment for the Convenience Store and Grocery Industry

The training begins at 8 a.m. with a continental breakfast, and concludes at 3 p.m., with breaks for lunch (also provided) and coffee. Yours free to keep is a binder packed with money-saving ideas, terminology, newsletters and articles, and equipment fact sheets.

For more information, and to register for this FREE day of training, call Ruth Rivers at 313-235-8949. Upon registering, you will be sent a confirmation letter and map to the hotel.

This program is presented in joint partnership with the Associated Food Dealers of Michigan



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## Unemployment taxes will be cut again in 1999—for the fourth straight year

by Norm Isotalo, Consumer & Industry Services

The Unemployment Agency is pleased to tell its employer customers of a \$200 million cut in unemployment taxes for 1999. Since changes were made to the State's unemployment insurance law three years ago, our employer customers will realize more than a half-billion dollars in unemployment tax savings from 1996 through 1999. This will be the fourth straight year Michigan businesses have received the 10 percent, across-the-board tax cut. These ongoing cuts have given Michigan one of the lowest minimum unemployment tax rates in the country.

## New estate tax study supports need for repeal

The recently released study, *The Economics of the Estate Tax*, by the United States Congress Joint Economic Committee (JEC), confirms the position that federal estate tax policy forces many small, family-owned and operated businesses to sell out - often to large publicly held or foreign corporations - in order to pay the tax collector. Over 70 percent of family-owned businesses do not survive through the second generation and 87 percent do not make it to the third. Our tax laws should encourage rather than discourage the perpetuation of these businesses. The need to preserve family businesses goes to the roots of our society and the economic strength of our country.

## FDI responds to State of the Union Address

FDI criticized President Clinton's State of the Union address for its failure to call for a 10 percent across-the-board federal tax cut, and for Clinton's misguided efforts to solve ongoing tobacco issues.

"FDI fully supports the need to assure the stability of the Social Security System," said FDI President John R. Block. "But rather than spending money on what would be an adequate program to begin with - the proposed universal savings account - we should simply be cutting taxes and allowing American people to have control of their own money."

Block said Clinton's proposed 55-cent per pack increase in the cigarette tax would have a severe impact on many FDI members who distribute

tobacco and the retailers who sell this entirely legal product. Such a tax hike, he said would hurt lower income individuals the most and do nothing to keep kids from smoking.

## Income Tax Cut

The Governor's proposal to cut the state income tax from 4.4 percent to 3.9 percent by 2004 (0.1 percent per year beginning in 2000) passed the senate in February following passage in the house. Over the 5-year phase-in, the tax cut is expected to save Michigan residents \$3 billion.

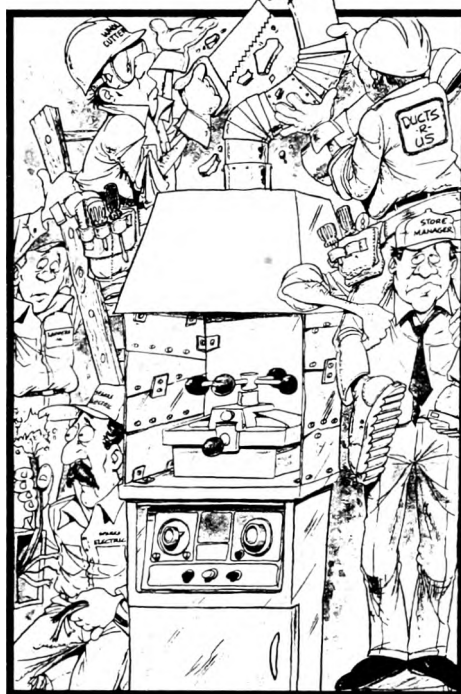
## Notice to Michigan Tobacco Retailers

On October 29, 1998, the Governor signed legislation to ban cigarettes manufactured for export only. This product does not comply with federal labeling, warnings, or tax laws and is sold at a lower cost for overseas markets.

You should be aware that any scheme to re-import this product and sell it in Michigan is illegal and the law provides for criminal penalties for parties who participate in such a scheme.

The Michigan State Police Tobacco Tax Enforcement Team is aggressively enforcing this new law and would appreciate any information you have regarding export product in Michigan. Call them at (734) 525-4370.

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# State Representative Nancy Cassis pursues leadership choices for women

by Kathy Blake

Women in prominent positions in the legislature may become an increasing sight now that term limits are cutting back the number of male career politicians which have traditionally made up the House. Michigan State Representative Nancy Cassis (R) is enthused about women taking leadership roles. She is the state director for the National Foundation for Women Legislators and a member of the Republican Women of West Oakland. As a whole, the legislature is predominantly male. Out of 110 Representatives, 31 are women and there are four women in the 38-member Senate.

State Representative Nancy Cassis is one of those women and is holding her own as the first woman to chair the Tax Policy committee, a powerful position. "A testimony to term limits is that a second term is able to serve in this position. Freshmen and women are being given positions of vice-chairs and chairmanships due to term limits," explained Cassis.

She sponsored the Republican income tax reduction package. "Governor Engler embraced and called for the tax cuts in his 1998 State of the State address. I had the distinct honor of shepherding those bills through the tax policy committee and the House," Cassis said. The tax cuts, which begin gradually during the 2000 tax year, will lower rates from 4.4 to 3.9 percent making income tax rates the lowest in a quarter of a century. The package has a formula so as the income tax revenue goes down, the percentage for schools goes up and when the revenue levels, so does the percentage for schools. The package passed the House and Senate. "It's historic, it ranks right up there with Proposition A," concluded Cassis.

In addition to chairing the Tax Policy committee, Cassis is a member of the Energy and Technology committee and the Family and Children Services committee. Governor Engler appointed her to serve on the Michigan Information Network Advisory Board. She is a member of the Republican Alliance to Identify Solutions in Education (RAISE). As a member of the Republican Senior Task Force, she talked with senior citizens and participated in



*Representative Nancy Cassis*

documenting their ideas and concerns and providing legislative initiatives to the House.

Cassis represents the 38th district in Oakland County which includes the communities of Wixom, Milford, South Lyon, Walled Lake, Novi, Lyon Township and part of Northville.

Her district is growing rapidly. "Our district is spearheading growth in the region. Novi is the leader in commercial and residential growth in Oakland county. Wixom has seen a great deal of industrial growth. The need for good and improved roads is a major issue because we're growing so fast," says Cassis. The area along I-96 has exploded with growth. She instigated an amendment to the transportation budget to allow for an \$80 million project to modernize the Wixom and Beck I-96 interchanges. It's on the Michigan Department of Transportation (MDOT)'s agenda and is moving along, says Cassis.

Her district's schools are growing and are highly rated. "Novi High School was recognized as one of 96 outstanding U.S. high schools," boasts Cassis.

Cassis became involved in local politics during her spare time while working as a school psychologist for Novi Community Schools. She was in that position for 17 years until becoming a state representative. Through the years she has held numerous civic memberships including Novi Partners in Education, Novi Youth Forum, Board

of Directors of the Farmington Area YMCA, Michigan Educational Leadership Collaborative, Community That Cares and First Chair of the Novi Land Conservancy.

Through local community citizen's groups, she became a politician. She helped organize PLAN, People Looking After Novi and through this group she began influencing residential growth planning. She sponsored the ordinance which states that once a subdivision is started, it must continue to maintain the same character. The city council adopted the ordinance and many other communities have used Novi's ordinance as a guide for their subdivision planning.

Soon afterward, in 1985, Cassis became a councilwoman for the city of Novi. She was on the council for nine years before becoming state representative in 1996 in a special election.

"When Senator Bill Bullard, Jr. resigned from his seat in the House to run for the Senate, he talked me into running for the House seat," says Cassis. Taking this position meant giving up her job as a school psychologist at Novi Schools. She says she draws from her education and experience. "I think the legislature is a very people-oriented environment. It requires being able to get along with others and communicate effectively."

"I took this position to really challenge myself and it's made all the difference in the world. I feel very fortunate to serve this 38th district," Representative Cassis adds.

Cassis grew up in Long Island, NY. She graduated Summa Cum Laude from Ohio University with a Bachelor of Arts degree. Upon graduation, she taught in the Cleveland Public Schools for two years and then moved to Michigan. She received her M.S. and Ed. S. at the University of Michigan. She is married to Victor Cassis and has two children and five step-children. In their free time, the representative and her husband travel. "We like to visit our children that are scattered across the U.S. and one in Europe," she said.

To reach the representative, call (517) 373-0827, e-mail: ncassis@house.state.mi.us or write to State Representative Nancy Cassis, State Capitol, PO Box 30014, Lansing, MI 48909-7514



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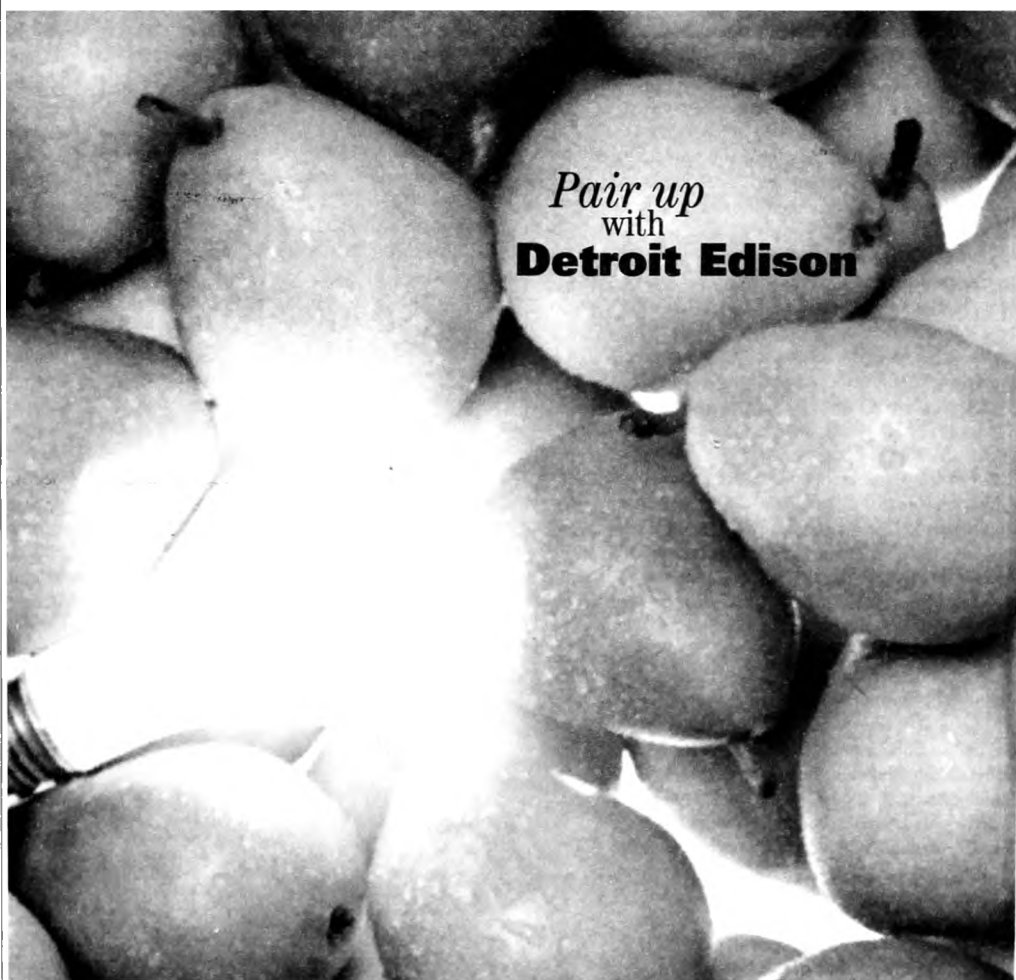
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## Four Generations of the Quasarano Family Service Detroit Area Retailers

by: Danielle MacDonald

The Quasarano family owns and operates one of Detroit's oldest beer distributors. In fact, Eastown Distributors was the second company in Michigan to receive a license to distribute beer and wine. For the past 65 years, Eastown Distributors has been serving Detroit area retailers. Miller is their flagship brand today, but the Quasaranos became a permanent fixture in Detroit because of the Black Label brand.

Eastown's founder, Joseph A. Quasarano lost his father in 1906. Now the man of the family, Joseph needed to support his mother. Joseph was eight years old when he left Palermo, Sicily for Ellis Island, New York in search of a better future. He lived with friends for many years, and moved with them when they relocated to Detroit. As a teenager, Joseph worked for the railroad as a water-boy.

In the 1920s, Joseph opened a small grocery store in Detroit which legally sold the supplies to create home-brewed beer during prohibition. This seemingly small event, started a chain reaction that has kept four generations of the Quasarano family working together for retailers in Detroit.

Joseph spent 10 years in the grocery business, developing relationships with home brewers in Michigan. Not surprisingly, when prohibition ended in 1933, Joseph obtained a beer and wine distributor license. He bought a 1,000 square-foot warehouse on the east side of Detroit and called the company East Town. Pearl Foam beer was the first brand that East Town sold. The company then began distributing Ekhardt and Becker beer in 1934 throughout Wayne and Macomb Counties.

At that time, there was no need for large facilities because most of the beer sold in Detroit was brewed in or around the city. Distributor's did not warehouse product. East Town's six delivery vehicles went directly to the local breweries and stocked up on product for the day. Warehouses started to become important in the late 1930s when there was left-over product after a day's work.

Refrigerated trucks were another unique development in the late 1930s. Local breweries were now able to transport beer all over the United States, causing national breweries to dominate the market. In 1939, East Town obtained the rights to distribute Pabst Blue Ribbon which was brewed in Milwaukee. The company relocated to a 6,000 square-foot warehouse facility on Manning in Detroit in order to accommodate the new volume.

In 1941, the second generation of the Quasarano family entered the beer distribution business when the founder's son Joseph R. became a partner at East Town. During this time the company's name changed from East Town to Eastown Distributors.

The business quickly grew and in 1955, the company once again obtained the rights to sell another national brand, Carling Black Label. According to Paul Quasarano, Joseph R.'s youngest son: "in our father's hey day, he would



Rosemary and Joseph R. Quasarano

sell three semi-loads of Black Label in one day. This product put Eastown Distributors on the map." In order to accommodate the growth, Eastown Distributors moved into a 10,000 square foot warehouse on Helen Street near East McNichols and Van Dyke. Up to this time, beer was hand stacked in trucks and hand delivered. Eastown put the first palletized truck on the streets of Detroit in the early '60s.

Eastown continued to expand its product lines throughout the '60s and '70s with the addition of Hamms, Miller Brewing Company brands, and the Schlitz brands, which was a strong number two to Anheuser-Busch at that time. The new products required more space, so Eastown added 20,000 square feet to its existing warehouse.

In the '70s, Miller products started to increase in market share. The introduction of Miller Lite was a big hit with consumers. Again the warehouse underwent an



(l to r) Paul, John and James Quasarano

expansion with the addition of 22,000 square feet. It was during this boom time that, third generation, James Quasarano joined the family business. He was instrumental in making Eastown one of the first two distributors in Detroit to be fully computerized.

The year of 1977 was a year of milestones for Eastown Distributors. The company sold one million cases of beer for the first time in its history. In addition, Eastown introduced the first refrigerated draft delivery truck onto the streets of Detroit. And again in 1977, Joseph R. designed and developed the Hackney "On Tap" Keg Dispenser. The new invention allowed Eastown drivers to roll the kegs from the trucks, allowing for a one-person delivery system. Joseph R.'s

idea, now called the Hackney Body, was patented in 1981 and is still distributed nationwide today.

By 1985, Joseph R.'s two youngest sons, John and Paul, had joined the Eastown team. His fourth son, Joseph Jr., is an Emmy award-winning television producer in Los Angeles. In 1989, the Quasarano's had some very serious personal setbacks, while at the same time experiencing some outstanding growth. Joseph A. died unexpectedly. That same year, Eastown bought DBD, Inc., a neighboring distributor in Highland Park. Essentially, the Quasarano's purchased 1.8 million new cases of business. A decision was made to discontinue some domestic brands and focus primarily on Miller. Eastown achieved record sales by selling three million cases of Miller Brewing Company products.

Currently, 80 percent of the products Eastown Distributors carries are Miller Brewing Company beers. Ten percent are Molson products. Five percent are Heineken products, and four percent are Corona products. Each product is available in various shapes, sizes and containers. "Packaging represents a huge industry change," said Paul. "Miller Lite alone has 18 different packages."

Eastown currently has 24 salespeople, eight sales managers, and 41 delivery routes. Their territory includes the east side of Detroit and central Wayne County; its borders are 8 Mile, Telegraph Road, Pennsylvania Avenue, and the Detroit River. The company operates on a hybrid delivery system which allows Eastown to distribute 30 percent of its product by driver-sell routes, and the remaining 70 percent with a pre-sell method. "Pre-sell is also one of the major changes in the industry," explained Paul. "In the past, our drivers were also our salespeople." Eastown uses hand-held computers for pre-sell routes.

Speaking of changes, Paul cites consolidation as a big challenge for the entire industry. In August 1998, Eastown purchased 42% of Action Distributing which represents 1.8 million new cases of business. O & W, Inc. purchased the remaining cases. Eastown is projecting sales of 4.5 million cases this year. They are still located in Highland Park, resting on seven acres of land. The 109,000 square foot warehouse is currently under expansion, with an 11,000 square foot addition scheduled for completion in Fall 1999.

Joseph R. is still active in the business as the majority stockholder and chief executive officer. James is president and general manager; John is key accounts manager and treasurer, and Paul is vice president and general sales manager. Both James and John's sons are working for the company, representing the fourth generation of Quasaranos at Eastown. There have been many changes in the industry over the years. But the Quasarano family has been a constant source of good service and commitment to Detroit for 65 years.



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Hostess is returning to banana creme instead of vanilla filling for its Twinkies. The banana flavor was used originally by inventor Jimmy Dewar until World War II when there was a banana shortage. Hostess reintroduced the banana creme filled Twinkies nationwide this month as a temporary substitute. If it goes well, the company may add them to its half-billion-a-year Twinkie production.

### Oreo contest

Nabisco is putting prize-winning cookies in bags of Oreos. The winning cookies are imprinted with the words, "CAR," "OREO FOR LIFE," "\$CASH" and "FREE SIX COUNT OREO," in bags of Oreo and Oreo Double Stuff cookies. The CAR cookie is for a VW Beetle stuffed with Oreos. Other prizes include \$10,000 and a year's supply of the cookies; \$100; and a free Oreo snack pack. If the winning cookie is eaten, a certificate in the package verifies the prize and tells consumers how to collect.



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## Can you control the sale?

A group of teenagers, two boys and two girls, leave a teen nightclub and decide to go to a friend's house, where a party is taking place. The teens have been drinking all evening but decide to get a few more beers on the way to the party.

They stop at a convenience store. The "oldest looking" boy goes into the store and purchases a 12-pack of beer. The teenagers proceed to the party. Shortly after midnight, their vehicle veers off the road at a high speed and slams into a large oak tree. Witnesses say the vehicle erupted in flames, killing all four teenagers. The above circumstances are all too real. This situation led to a large-sum lawsuit against the convenience store owner. Could a few simple guidelines and procedures have prevented this tragedy?

### What is the cost of not preventing liquor liability claims?

There are many important reasons to prevent the sale of alcohol to a minor or an intoxicated person:

- It's the law—The sale of alcoholic beverages to minors is prohibited and may, depending upon the state, result in fines, arrest of employees and loss of licenses.

- Bad publicity—You work hard at creating a good reputation in your community. It can be tarnished by one accident resulting from the sale of alcohol to a minor.

- Insurance cost—The dollar amount of this type of claim is usually very large. Severity and frequency of this type of claim is usually very large. Severity and frequency of claims determine insurance cost.

- Lawsuits—The time off work, and the attention these type of lawsuits often require, can be exhaustive.

### Employee training is key

All employees involved with alcohol sales should know and understand the laws and ordinances governing such sales, and be trained to identify unlawful purchasers.

Establish these practices to help reduce liability exposure due to alcohol sales:

- Mandatory ID policy—Establish acceptable forms of identification and specify age group (i.e., under 30 years of age).

- Document all ID sales—Use a log book or cash register tape to record all sales to persons who show identification. Consider installing surveillance cameras in high traffic stores.

- Display informational materials—inform customers and remind sales

clerks with point-of-purchase signs, logos, buttons, etc., that you obey the law.

- Control displays—display alcoholic beverages behind counter whenever practical, and always in line of sight. Avoid areas near doors to discourage "snatch" theft. Eliminate impulse sales displays, such as ice buckets and coolers. If sales volume warrants, establish a separate counter

for alcohol sales.

These steps not only help prevent claims...they may also help reduce the expense associated with defense costs if a claim does occur.

For information on AFD's tips seminars, call Dan Reeves (248) 557-9600.

### Expense to defend a liquor liability claim

Settlement amount	Average settlement	Average expense
Up to \$100,000	\$10,700	\$13,700
\$100M - \$350M	\$207,500	\$69,000
Over \$350,000	\$668,000	\$54,700

(Data from Federated Insurance Companies)

See Risk Management Works page 41

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## Serving up self-service food ideas

*You, too, can be the stopover of choice for hungry breakfast and lunch patrons.*

by Chris Olvera

"I'm hungry and I want to eat now!" We've all heard these words before, be it from a partner, a child or even our stomach. We've heard the call and we've answered it. Now, say it's a customer who just walked into your store muttering these sentiments. Well, it's time to answer the call.

Convenience stores have been able to answer many calls from customers

about beer, tobacco and candy, but not many have been able to satisfy the customer who is hungry and wants to eat a hot meal that tastes better than the cardboard package it came in. C-stores have been looking for a way to provide customers with more than just chips and soda pop. Offering fast, hot, quality food that customers can help themselves to has been a goal of store operators.

Self-service food programs have become a hot ticket in the industry, as more and more retailers seek to appease the demand of time-pressed customers. Suppliers are creating products that will cut back on manpower and save valuable floor and counter space. And leading-edge c-store companies are coming up with their own lines of food programs or co-branding with other well-known

food companies to offer their customers quality food at their convenience.

A key decision retailers have to make is which dayparts they should target for their self-service food offerings. Store location and traffic patterns (going-to-work, going-home) often dictate those decisions.

### Breakfast on the go

The sun is just starting to peek over the horizon, roosters are cock-a-doodle-doing and here come your customers looking for more than just a jolt of java to kick-start their day.

Where would we be without

**"You don't have to be everything to everyone. Do what you can do and do it better than everybody else."**

coffee? During the a.m. rush, it's the coffee that brings the customers in. Almost every c-store at least has self-serve coffee, but some of the more innovative operators have added cappuccino machines and now serve trendy flavored coffees. Thornton Oil Corp. has their own El Burro Coffee Co. with a full coffee bar. However, most people just want to grab a cup of joe and be on their merry way. But now with c-stores getting into self-serve breakfast items, like fresh baked goods and breakfast sandwiches, your customers may forget they only came in for coffee.

The forward-thinking folks at Wawa Inc. know how to get things going. According to Howard Stoeckel, marketing senior vice president at Wawa, the c-store chain has been a self-service provider from the beginning. With Wawa bakery products, the Sizzli breakfast sandwich and, of course, hot coffee and lots of it, a customer can get the goods and be off to work.

"They're Wawa signature products," says Stoeckel of the line of food products. "We specify the ingredients and they're customized to our specifications."

Wawa isn't the only c-store chain with a self-serve breakfast program. Sheetz Inc. too, as you might expect, has what they call a breakfast cart with their signature Made To Order (MTO) hash browns and breakfast sandwiches. Customers need only to

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ab the sandwich of their choice (an english muffin with egg and ham, sausage or bacon), pay and hit the lid. They keep the breakfast cart out during the morning rush hour, replenishing as needed about every 20 minutes.

Ray Ryan, food service manager at Sheetz, attributes their success to consistency and quality. "We make all food, in every store chain-wide, in the same manner. The customer can expect to get the same product at every store and as a result, they've come back," Ryan says. He also adds that people don't view food at c-stores as quality, but in light of recent improvements in cash register activity, he thinks that will change.

### Lunch to order

It's usually not the busiest part of the day for a c-store, but with new products and quality food items that can make lunch delicious and quick, it could be a popular draw.

Some of Thornton's c-stores are serving up five different types of hot dogs on their roller-grill. The chain also has a four-sandwich core that Kathy Rice, fast-food category manager for Thornton's, says does very well.

A high-tech program at Sheetz allows customers to select the type of sandwich they want. According to Ryan, the customer can choose the

**A key decision retailers have to make is which dayparts they should target for their self-serve food offerings. Store location and traffic patterns (going-to-work, going-home) often dictate those decisions.**

type and size of bread, toppings and any meat desired, just by touching the available options on a touch screen inside the store. The order then goes back to the sandwich maker and the customer can pay for the sandwich at the counter or roam around the store and possibly buy more items while waiting. The only downside Ryan sees to this program is the quickness in which the sandwiches are prepared, which limits wait time.

"We're currently working on cold subs in a grab-n-go case or made-to-go case. We're also working with some other types of products such as calzones already made up and kept warm or little cups of soup that would go along with a sub," Ryan says of his other project in the works.

Other c-stores have had some difficulty attracting the lunchtime crowd. The average c-store customer doesn't usually consider the corner store as an option for lunch, according to Mike Lane, category manager of

quick service restaurants for Ultramar Diamond Shamrock (UDS).

"We have to overcome that hurdle," Lane says. "In the consumer's mind, we're the last option on the list. 'Retailers have come up with different strategies to boost lunch traffic. Lane cites branding as a tool to appeal to potential lunch consumers. The food program at UDS is branded with Armour meats, which gives customers a sense of security when they see the Armour sign strategically placed around the food service area.

"With a national brand like Armour you give that confidence to the consumer that they're just not buying something that's mysterious,"

Lane says. He feels that eliminating "mystery meats" from the UDS foodservice program helps to eliminate any bad perception customers may have about c-store food.

A new product from KRh Thermal Systems called Hot Choice may also be a way to beef up your self-serve program. Hot Choice is a vending machine that actually cooks a frozen hand-held food item (pizza, chicken sandwich or even a soft pretzel) inside the machine and delivers the item piping-hot in about one minute. Tony Johnson, president of KRh, is currently testing the product in a few Circle K stores and said the machine is creating a positive

reaction. Johnson hopes to roll out the food vending machine later this year.

"In the c-store market we're finding that the application (of the program) is significant where different c-stores have prepared food products, where they have put in a small deli or even the hot dog rollers. We found that this has been able to replace the labor and the costly waste that goes along with it," Johnson says. "It's a stand-alone product, it's unmanned."

Johnson says the Hot Choice vending machine is about the size of a beverage dispenser and claims it can make the same amount of money as a foodservice program that could take



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up half a store. He also cites the no-waste factor. "There basically is no waste or spoilage because it [the food item] is held frozen. The shelf life is a significant period of time—months instead of days," he says. There's even a remote control feature for Hot Choice. Johnson says a customer can go right up to the counter, order, pay and the c-store attendant can use a remote control to prepare the food item.

A new trend in self-service has been to eliminate the once messy soup/chili kettles that employees spent hours cleaning. Rick Kellam, vice president of Classic Foods, reports on a device that dispenses chili and nacho cheese without a ladle. The product is basically a cappuccino machine that dispenses chili or cheese instead of cappuccino.

A customer can go right up to the counter, order, pay and the c-store attendant can use a remote control to prepare the food item.

The chili and cheese come in a disposable bag that is placed inside the machine and then warmed. The 16-inch footprint is one of the benefits of the dispenser that Kellam cites.

Genquip, the manufacturer of the dispensers, has been testing their product at c-stores in Canada. Brad Parrish, vice president of sales for the United States, cites the maintenance-free aspect of his "Bag-in-the-box" as a major benefit, along with waste reduction.

"The biggest benefit is there's no maintenance, no cleaning required," Parrish says. "[We have] the best extraction rate. You're getting around 97-99% extraction, so you're getting total use of the product that you're purchasing."

#### Food safety issues

"Customers eat with their eyes," Rice explained. "The cleanliness, the whole quality look is something they're into. It's our responsibility to make sure that the environment speaks for what we do."

Rice also noted that actual space in the c-stores can be a limiting factor in self-service programs. "We need to operate the program within the confines of the building. We don't have kitchens in the back," Rice says. "We're constantly upgrading the areas we can do this. But we also have to keep it small enough so we can manage it. You can't get too big."

Other problems c-store operators have come across have been getting the customer to come in for a dinner program and getting them to come back. Stoeckel also reports consistency is a factor. "[We have to] provide customers with an

alternative," Stoeckel says. "[Along with] assuring consistency and assuring that it's [the product] hot."

The self-serve food industry in c-stores is constantly changing. New products are constantly being made available to improve c-store employee's lives and your bottom line. Customer's tastes and needs are constantly changing too. As c-stores search for that perfect breakfast sandwich or the greatest hot food vending machine, they may find their customers looking for the perfect dinner program and have to start their search all over again. The point is, your self-serve food program doesn't have to include every known food to

mankind or have every flavor of coffee imaginable. Your program should include quality food items that make your customers happy.

Perhaps Rice said it best: "You don't have to be everything to everyone. Do what you can do and do it better than everybody else." Now that sounds like a quality self-serve food program.—reprinted with permission CSP

## Pop Goes 2000

As we recycle the champagne bottles from the 1999 new years celebration, remember that the

millennium will double; perhaps even triple, champagne sales.

Word in the market place is that retailers are already ordering their supplies of champagne and sparkling wine as insurance their shelves won't be "dry" when their customers start stocking up for the year 2000 celebration. Proper storage insured that the "bubbly" purchased now will still pop in 2000.

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## Bottles

Continued from page 25

Green, from the Department of Treasury, Dennis Schornack, from the Governor's Office, and Cathy (Carlton) Wilson from the Department of Environmental Quality, according to Mike Lashbrook, president of the Michigan Beer and Wine Wholesalers Association.

"Passage of the legislation was in doubt until these folks came together and worked out a language acceptable to the administration, wholesalers, bottlers and retailers. This provided the momentum to move the bill throughout the process on the final

day of session," stated Lashbrook.

"Our members and the people of the State of Michigan owe a debt of gratitude to the legislators in both the House and the Senate who shepherded this bill through the process, to those who voted for the bill, to the above named people in the administration, and to the Governor for getting this bill enacted into law," says Lashbrook. "Being tough on crime and helping Michigan business has been a hallmark of this administration, and this bill is an excellent example of that combination," he adds.

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Intrastate Distributing ..... (313) 892-3000  
J. Lewis Cooper Co. .... (313) 835-6400  
L & L Wine World ..... (248) 588-9200  
Metro Beverage Inc. .... (810) 268-3412  
Miller Brewing Company ..... (414) 259-9444  
Nestle Beverages ..... (248) 380-3640  
NAYA, USA ..... (248) 788-3253  
Oak Distributing Company ..... (248) 674-3171  
Pabst Brewing Co. .... 1-800-935-6533  
Pepsi-Cola Bottling Group  
..... Detroit ..... 1-800-368-9945  
..... Howell ..... 1-800-878-8239  
..... Pontiac ..... (248) 334-3512  
Pettipiece, 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

## BROKERS/REPRESENTATIVES:

Bob Arnold & Associates ..... (248) 646-0578  
The Greeson Company ..... (248) 305-6100  
Hanson & Associates, Inc. .... (248) 354-5339  
J.B. Novak & Associates ..... (810) 752-6453  
James K. Tamakian Company ..... (248) 424-8500  
Paul Inman Associates ..... (248) 626-8300  
PMI-Eisenhart ..... (248) 737-7100  
Sales Mark ..... (313) 207-7900  
Trepco ..... (248) 546-3661

"The Sell Group" ..... (810) 574-1100

## CANDY & TOBACCO:

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

## CATERING/HALLS:

Emerald Food Service ..... (248) 546-2700  
Karen's 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:

Union Ice ..... (313) 537-0600

## INSECT CONTROL:

Rose Extermination (Bio-Serv) (248) 588-1005

## INSURANCE:

Alphamerica Insurance Agency .. (810) 263-1158  
Blue Cross/Blue Shield ..... 1-800-486-2365  
Capital Insurance Group ..... (248) 354-6110  
CoreSource / Presidium ..... (810) 792-6355  
Gadaletto, Ramsby & Assoc. .... (517) 351-4900  
Golden Dental ..... (810) 573-8118  
Great Lakes Insurance Services. .... (248) 569-0505  
IBF Insurance Group, Inc. .... (248) 354-2277  
Frank McBride Jr., Inc. .... (810) 445-2300  
Miko & Assoc. .... (810) 776-0851  
North Pointe Insurance ..... (248) 358-1171  
Rocky Husaynu & Associates ..... (248) 988-8888  
Willis Corroon Corp. of MI ..... (248) 641-0900

## MANUFACTURERS:

Anthony's Pizza ..... (810) 731-7541  
Ecco D'oro Food Corp. .... (810) 772-0900  
Eden Foods ..... (517) 456-7424  
Fine Manufacturing ..... (248) 356-1663  
Gerber Products Co. .... (810) 350-1313  
Home Style Foods, Inc. .... (313) 874-3250  
Jaegg 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 & Hornung ..... (313) 921-8036  
Bar S Foods ..... (248) 414-3857  
Burdick Packing Co. .... (616) 962-5111  
Country Preacher ..... (313) 963-2200  
Hartig Meats ..... (313) 832-2080  
Hygrade Food Products ..... (248) 355-1100  
Kowalski Sausage Company ..... (313) 873-8200  
Metro Packing ..... (313) 894-4369  
Nagel Meat Processing Co. .... (517) 568-5035

Pack 'Em Enterprises ..... (313) 931-7000  
Pelkie Meat Processing ..... (906) 353-7479  
Potok Packing Co. .... (313) 893-4228  
Strauss Brothers Co. .... (313) 832-1600  
Swift-Eckrich ..... (313) 458-9530  
Wolverine Packing Company ..... (313) 568-1900

## MEDIA:

The Beverage Journal ..... 1-800-292-2896  
Booth Newspapers ..... (616) 459-1567  
C&G Publishing, Inc. .... (810) 756-8800  
CBS-WYCD  
..... Young Country Radio ..... (248) 799-0624  
Daily Tribune ..... (248) 541-3000  
Detroit Free Press ..... (313) 222-6400  
Detroit News ..... (313) 222-2000  
Detroit Newspaper Agency ..... (313) 222-2325  
Gannett National Newspapers ..... (810) 680-9900  
Macomb Daily ..... (810) 296-0800  
Michigan Chronicle ..... (313) 963-5522  
OK Communications, Inc. .... (301) 657-9323  
Outdoor Systems Advertising ..... (313) 556-7147  
WDIV-TV4 ..... (313) 222-0643  
WJBK-TV2 ..... (810) 557-2000  
WWJ-AM/WJOL-FM ..... (313) 222-2636  
WWW-AM/FM ..... (313) 259-4323

## NON-FOOD DISTRIBUTORS:

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

## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips ..... (313) 925-4774  
Detroit Popcorn Company ..... 1-800-642-2676  
Frito-Lay, Inc. .... 1-800-24FRITO  
Germack Pistachio Co. .... (313) 393-2000  
Grandma Shearer's Potato Chips ..... (313) 522-5380  
Jay's Foods ..... (800) 752-5309  
Kar Nut Products Company ..... (248) 541-7870  
Nikhlax Distributors (Cahana) ..... (313) 571-2447  
Rocky Peanut ..... (313) 871-5100  
Vanety Foods, Inc. .... (810) 268-4900  
Viner Snacks ..... (810) 365-5555

## PRODUCE

Ciaramitaro Bros. Inc. .... (313) 567-9065

## PROMOTION/ADVERTISING:

JDA, Inc. .... (313) 393-7835  
Market Advantage ..... (248) 351-4296  
PJM Graphics ..... (313) 535-6400  
Promotions Unlimited 2000 ..... (248) 557-4713  
Stanley's Advertising & Dist. .... (313) 961-7177  
Stephen's Nu-Ad, Inc. .... (810) 777-6823

## RESTAURANTS:

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

## SERVICES:

AAA Michigan ..... (313) 336-0536  
AirPrep & 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, DeLise ..... (313) 964-4200  
Cellular One—Traverse City ..... (616) 922-9400  
Central Alarm Signal ..... (313) 864-8900  
Check Alert ..... (616) 775-3473  
Checkcare Systems ..... (313) 263-3556  
CIGNA Financial Advisors ..... (248) 827-4400  
Community Commercial  
..... Realty Ltd ..... (248) 569-4240  
Dean Witter Reynolds, Inc. .... (248) 258-1750  
Detroit Edison Company ..... (313) 237-9225  
Follmer, Rudzewicz  
& Co., CPA ..... (248) 355-1040  
Garmo & 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, 257  
Karush Associates ..... (517) 482-5000  
Law Offices Garmo & Garmo ..... (248) 552-0500  
Market Pro ..... (248) 349-6418

Merchant Card Services ..... (517) 321-1640  
Metro Media Associates ..... (248) 625-0700  
MoneyGram ..... (800) 642-8050, 66953  
Nationwide Communications ..... (248) 208-3200  
Nextel Communications ..... (248) 213-3100  
Paul Meyer Real Estate ..... (248) 398-7281  
POS Systems ..... (517) 321-1640  
Quality Inventory Services ..... (810) 771-9520  
Retail Accounting Service ..... (313) 368-8235  
REA Marketing ..... (517) 386-9666  
Frank Smith's Red Carpet Keim ..... (248) 645-5800  
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. .... 1-800-328-5678  
Western Union Financial Services ..... (248) 449-3860  
Whitey's Concessions ..... (313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

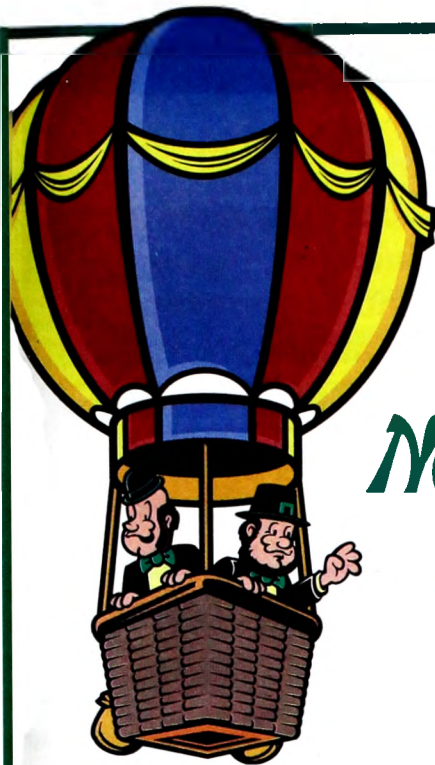
Belmont Paper & Bag Supply ..... (313) 491-6550  
Bolton Label Systems ..... 1-800-882-5104  
Brehm Broaster Sales ..... (517) 427-5850  
DCI Food Equipment ..... (313) 369-1666  
Envipco ..... (248) 471-4770  
Great Lakes Gumball ..... (248) 723-5113  
Hobart Corporation ..... (734) 697-3070  
National Food Equipment  
& Supplies ..... (248) 960-7292  
North American Interstate ..... (248) 543-1666  
Plex-Lab Corp. .... (810) 754-8900  
Refrigeration Engineering, Inc. .... (616) 453-2441  
Taylor Freezer ..... (313) 525-2535  
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 ..... (330) 879-5687  
Garden Foods ..... (313) 584-2800  
Gourmet International, Inc. .... 1-800-875-5557  
Great Lakes Wholesale ..... (616) 261-9393  
Hamilton Quality Foods ..... (313) 728-1900  
I & K Distributing ..... (313) 491-5930  
JC's Distributing ..... (810) 776-7447  
J.F. Walker ..... (517) 787-9880  
Jerusalem Foods ..... (313) 538-1511  
Kay Distributing ..... (616) 527-0120  
Keebler Co. .... (313) 455-2640  
Kehe Food Distributors ..... 1-800-888-4681  
Lipari Foods ..... 1-810-447-3500  
McInerney-Miller Bros. .... (313) 833-8660  
Midwest Wholesale Foods ..... (810) 744-2200  
Norquik Distributing Co. .... (313) 522-1000  
Pointe Dairy Services, Inc./  
..... Vie De France ..... (248) 589-7700  
Robert D. Arnold & Assoc. .... (810) 635-8411  
S. Abraham & Sons ..... (248) 353-9044  
Sam's Club—Hazel Park ..... (248) 588-4407  
Sherwood Foods Distributors ..... (313) 366-3100  
State Wholesale Grocers ..... (313) 567-7654  
Spartan Stores, Inc. .... (313) 455-1400  
Super Food Services ..... (517) 777-1891  
SuperValu Central Region ..... (937) 374-7874  
Tisco's Frozen Pizza Dough ..... (810) 566-5710  
Trepco Imports ..... (248) 546-3661  
Value Wholesale ..... (248) 967-2930  
Weeks Food Corp. .... (810) 727-3535  
Ypsilanti Food Co-op ..... (313) 483-1520

## ASSOCIATES:

American Synergistics ..... (313) 427-4444  
Canadian Consulate General ..... (313) 567-2208  
Livermore-Davison Florist ..... (248) 352-0081  
Minnick's Boats & Motors ..... (810) 748-3400  
Wicklen & Assoc. .... (248) 588-2358  
Wolverine Golf Club, Inc. .... (810) 781-5544



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## CELEBRATES .... FROZEN FOOD MONTH

**"To promote the sales & consumption of Frozen Foods through education, training, research, sales planning, and by providing a forum for industry dialogue."**

**"Easy Home Meals with Frozen Foods" is the theme for March 1999 Frozen Food Month. Use this theme & Penguin logo on all your March promotional activity and help achieve the mission of the National Frozen Food Association.**

FROZEN FOODS provide quick, easy, and nutritious **MEAL SOLUTIONS**. Promote FROZEN FOODS to combat fast food home meal replacements. Promote these fine brands for **"Easy Home Meals" !!**



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- PILLSBURY TOASTER STRUDELS & TOASTER SCRAMBLES
- GREEN GIANT VEGETABLES
- TOTINO / JENO PIZZAS & SNACKS
- HUNGRY JACK WAFFLES & PANCAKES
- PILLSBURY PET RITZ PIE SHELLS
- ON-COR ENTREES
- MORNINGSTAR FARMS MEAT SUBSTITUTES
- SCRAMBLERS EGG SUBSTITUTE
- MRS. T'S PIEROGIES
- TROPICANA NOVELTIES
- FLEISCHMANN'S EGG BEATERS
- TREESWEET CITRUS JUICES & BLENDS
- SENECA APPLE JUICES & BLENDS
- INTERSTATE POTATOES \*

Frozen Food Month provides the opportunity to drive short term sales through special promotional focus during March. More importantly, it helps educate and train our associates, it helps educate about the nutrition, value, and convenience of Frozen Foods.



\* Represent Detroit Only

- HOT, LEAN, CROISSANT POCKETS \*
- HOT POCKETS PIZZA MINIS & TOASTER BREAKS \*
- ESKIMO PIE NOVELTIES \*
- SNACKWELL NOVELTIES \*
- MICHELINA'S ENTREES \*
- SEAPAK / FARM RICH \*
- CROWLEY'S FROZEN YOGURT \*
- ALBIES PASTIES
- OREGON FARMS CAKES
- MAMA BELLA GARLIC BREAD
- MRS. SMITH'S & PET RITZ PIES
- SAN FRANCISCO STUFFED PIZZAS

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