

# **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

Address Correction Requested

**BULK RATE**  
U.S. Postage  
**PAID**  
Permit No. 36  
Detroit, MI

VOL. 10, NO. 11

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

November 1999

**Working hard for our members.**

## Inside

Our president gives his predictions for the grocery store of the future

• See page 4

Comedy Night 8 sets stage for fun, and a good cause

• See page 6

Hollywood Market has strength to grow as an independent

• See page 10

Meet Representative Hansen Clarke

• See page 16

Ideas keep Pack'em Enterprises growing

• See page 32

## AFD earns right to lower members' Detroit Edison electric costs

**Members could see 20 percent reduction in electric costs**

What is one of your highest monthly operating costs? Chances are, if you are like many other AFD members, the answer is electricity. Until September 30th, Detroit Edison was your only option for purchasing this critical business resource. You now have the option to choose your electric supplier. AFD in partnership with Nordic Electric and IQ Solutions, has ensured you can benefit from that choice.

See energy, page 28



*AFD Turkey Drive co-chairs, Brian Yaldoo of Woodward/Long Lake Shell and Paul Nutt of Interstate Brands (Wonder Bread/Hostess) need your help! This year our goal is to provide 1,800 families with their Thanksgiving bird. Please call Tom Amyot (248) 557-9600 to donate.*

## AFD teams with Brown-Forman to aid scholarship program

Brown-Forman Beverages Worldwide, the makers of Canadian Mist, is offering a special program to raise money for the AFD Scholarship Program.

For the months of November and December, Brown-Forman will make a donation to the AFD Scholarship Fund for every case, any size, of Canadian Mist sold in the state. To help retailers give added value to their customers, Canadian Mist has several on-pack offers to encourage sales. The 750 ml bottle is packed with a deck of playing cards and swizzle sticks and the 1.75L comes with four leather coasters. This program will also be

supported by a local advertising campaign including local radio spots and billboard ads throughout the Detroit area.

AFD asks all SDD retailers to support the AFD Scholarship Program by displaying and promoting Canadian Mist during November and December. Due to supplier and retailer support, the AFD Scholarship Fund was able to award 32 scholarships for the 1999-2000 academic year. We thank you in advance for your generous support of academic scholarships for our deserving young people in the food industry. If you have questions, please call AFD at (248) 557-9600.

**AFD wants you to Escape to Monte Carlo**

**Get your tickets now!**

On Friday, February 4, 2000, AFD will bring Monte Carlo right to Metro Detroit for our Annual Trade Dinner. See page 27 for details!

**Paul Inman is purchased by Marketing Specialists**

See page 33 for details on this breaking story.

**Food Town closes**  
See page 25.

## AFD wins major victory for SDD retailers, Half-Mile Rule stays

Thanks to the efforts of AFD's members, staff and our lobbyists, we were able to convince the Michigan Liquor Control Commission to keep Rule 436.1133, more commonly called the half-mile rule. The rule was originally designed to prevent oversaturation of liquor licenses and to make

sure that the entire population was adequately served geographically.

Every retailer who has an SDD license paid a substantial premium for it, based on the half-mile limitation. See Chairman's Message on page 3 for more details of this decisive victory.

## Hot for the holidays Beverages for the new century are showing up on shelves now

By Michele MacWilliams  
"Super premiums are super hot." This is a resounding theme that echoed through the Beverage Journal Holiday Show. Held September 21 and 22 at Burton Manor in Livonia, beverage manufacturers and distributors all reported that super premium alcoholic beverages were selling well.

Tom Armstrong of Skyy Spirits predicts that premium brown spirits – whiskey, Scotch, bourbon – will see a significant rise. "We've already experienced good growth in premium vodkas," Armstrong adds, "brown spirits will follow this trend."

Bill Walsh of A. Harding U.S.A. reinforced this sentiment, pointing to super premium labels and good cognacs as a growth segment. "People are drinking less, but when they do, it's got to be high



Sam Scarletta sees Arbor Mist as a top seller in the next century.

quality," he says.

Out! V.S.O.P. Cognac and Meukow V.S. Cognac in an elegant panther bottle fit the bill and – according to industry sources – should sell well for the holidays and into the new millennium.

### It's going to be a fruity New Year

From beer to grappa, fruit infusions and fruit flavors are invading beverage categories.

See Hot for the holidays, page 24

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



**FOR THE COOLEST, MOST  
REFRESHING BEVERAGES  
IN THE BUSINESS,  
YOU'RE GETTING  
WARMER.**

**LOOK TO YOUR  
LOCAL PEPSI  
BOTTLING GROUP.**

**For more information:**

Coldwater	(517) 279-8436
Detroit	(313) 832-0910
Flint	(810) 237-7100
Grand Rapids	(616) 285-8200
Howell	(517) 546-2777
Kalamazoo	(616) 226-6400
Lachine (Alpena)	(517) 379-3264
Lansing	(517) 321-0231
Milan	(734) 439-2451
Mt. Pleasant	(517) 772-3158
Petoskey	(616) 347-6663
Pontiac	(248) 334-3512
Port Huron	(810) 987-2181
Saginaw	(517) 755-1020
St. Joseph	(616) 927-6904
Traverse City	(616) 946-0452
West Branch	(517) 345-2595



## OFFICERS

**Bill Viviano, Chairman**  
House of Prime  
**Fred Dally, Vice Chair, Future Planning**  
Medicine Chest  
**Sam Dallo, Vice Chair, Legislation**  
In 'N' Out Foods, Region 4  
**Terry Farida, Vice Chair, Membership**  
Value Center Markets  
**Gary Davis, Treasurer**  
Tom Davis & Sons Dairy Co.  
**Ronnie Jamil, Secretary**  
Mug & Jug Liquor Store

## EMERITUS DIRECTORS

**Mark Karmo**  
Royal Food Center  
**Nabby Yono**  
XTRA Foods, Orchard Food Center  
**Frank Arcori**  
V.O.S. Buying Group  
**Amir Al-Naimi**  
Joy-Thrifty Scot  
**Sam Yono**  
Palace Plaza

## RETAIL DIRECTORS

**Jim Garmo**  
Galaxy Foods, Region 2  
**Raad Kathawa**  
Ryan's Foods, Region 1  
**Alaa Naimi**  
Thrifty Scot Supermarket  
**Alan Stotsky**  
Concord Drugs, Region 6  
**Kevin Schlosser**  
Spartan Stores  
**Vic Ventimiglia, Jr.**  
Vic's World Class Market  
**Thomas Welch**  
Hollywood Super Markets  
**Brian Yaldoo**  
Woodward Long Lake Shell  
**Jerry Yono**  
Cheers Party Store  
**Chris Zebari**  
New Hudson Foods (Pepsi)

## SUPPLIER DIRECTORS

**Al Chittaro**  
Faygo Corp.  
**William B. Jones**  
Anheuser-Busch, Inc.  
**Ron Paradossi**  
Melody Farms  
**Mike Rosch**  
General Wine & Liquor Co.  
**Cal Stein**  
Sales Mark, Region 5  
**Barbara Weiss-Street**  
UVD North America

## ADVISORS

**Marty Miller**  
Coca-Cola  
**Tom Simaan**  
Lafayette Park Market

## AFD STAFF & CONSULTANTS

**Joseph D. Sarafa**  
President and Publisher  
**Daniel Reeves**  
Deputy Director  
**Judy Shaba**  
AFD Service Group  
**Elizabeth Arbus**  
Services Manager  
**Harley Davis**  
Coupons  
**Danielle MacDonald**  
Special Events & Publications  
**Rebecca Henrich**  
Special Events Manager  
**Tom Amyot**  
Special Events and Advertising  
**Ray Amyot**  
Advertising  
**Cheryl Twigg**  
Office Manager  
**Sylvia Youhana**  
Executive Assistant  
**James Bellanca Jr.**  
**Bellanca, Beattie & DeLisle**  
Legal Counsel  
**Michele MacWilliams**  
**Metro Media Associates, Inc.**  
Public Relations  
**AFD Food & Beverage Report Editor**  
**Karoub Associates**  
Legislative Consultant  
**Gadaletto & Ramsby**  
Health Care  
**Jerry Urchak**  
**Zelenko & Associates**  
CPA

## Chairman's Message

# SDD retailers stand their ground, keep half-mile rule



by Bill Viviano  
AFD Chairman

In this column back in July, I told SDD retailers of the Michigan Liquor Control Commission's desire to change the half-mile rule and the effects this would have on current SDD retailers.

An SDD is a Specially Designated Distributor of alcohol products for the MLCC.

Back then I explained that in June AFD President Joe Sarafa traveled to Traverse City to testify before the Michigan Liquor Control Commission (MLCC) in opposition to the rule's elimination.

Joe testified that striking Rule

436.1133 from their books would cause great hardship for the nearly 4,000 retailers that hold SDD licenses and create an unfair climate for competition.

"This regulation, which requires a half-mile between SDDs, has been in existence by policy or rule since I was a kid," Sarafa testified. "Nearly everyone who operates a SDD today bought it under this rule."

Rule 436.1133 was originally designed to prevent oversaturation and to make sure that the entire population was adequately served geographically. Those two reasons are still valid today.

Every retailer who has an SDD license paid a substantial premium for it based on that half-mile limitation. That premium is the equivalent of a franchise fee and a covenant not to compete within 2,640 feet.

For the Liquor Control Commission or any public body to eliminate this rule would have been extremely unfair. Decisions were made, money was borrowed and savings were spent based on that

promise. To change it was unjust.

AFD believes that retailers holding SDDs are the partners of the MLCC and the MLCC should not threaten their livelihood.

## Our voices were heard

Many of you wrote letters to the commission, faxed notes to your legislator and made calls to voice your opposition.

Because we worked together, we were able to convince the commission that great hardship would befall the current SDD retailers if the half-mile rule was eliminated.

I thank all of you that worked with AFD on this important issue. It just goes to show that there is strength in numbers, and that we can make a difference!

A special thanks to the chairman, Joint Committee on Administrative Rules, Representative Marc Schulman (R-West Bloomfield) for all the assistance that he provided on our behalf.

## The Grocery Zone

By David Coverly



## Help us help others

For the 19th year, AFD is sponsoring its annual Turkey Drive. This year's co-chairmen Brian Yaldoo of Woodward/Long Lake Shell and Paul Nutt of Interstate Brands (Wonder Bread/Hostess) are working hard to put a bird on the Thanksgiving Table of 1,800 Metro Detroit families that may not otherwise be able to enjoy this special meal.

You can make a difference! We always welcome your help in raising funds and distributing turkeys. It is truly heartwarming to be a part of our annual Turkey Drive and to know that together we have brightened the day for 1,800 needy families. Call Tom Amyot at AFD (248) 557-9600.





# Predictions for the grocery store of the future

by Joe Sarafa  
AFD President

Looking ahead to the next millennium, here are a few of the trends that you'll see on Michigan grocery store shelves.

Four key factors will greatly influence the industry. First, the advances in technology have increased shopping options. Purchasing off the Internet will become more and more popular. Secondly, as Baby Boomers age, they are placing more emphasis on health. Look for this to increase, as this large population group begins to consider the prospects of retirement. Thirdly, Baby Boomlet kids – those 70 million children born of the Boomers – are a revolution in the waiting, with marketers already targeting this huge, influential group. Finally, there will be more mergers and acquisitions in the retail industry, resulting in less independent supermarkets, drug stores and convenience stores.

Keeping these factors in mind, here are some of the new products and trends you'll begin to see in our grocery stores:



## Home Delivery, the Milk Man returns!

As the Internet increases in popularity and video phones emerge, consumers will do more and more shopping from home – including grocery shopping, with local companies making the deliveries.

## Less personal relationships

As more and more independent grocery stores are gobbled up and as technology allows us the option of ordering food from home, we'll move farther and farther from the friendly corner grocer.

## Back to the Basics

As a counter revolution to the grab & go, pre-packaged trend, we'll see more families embracing the idea of getting back to basics. Look for "retro meals" to gain in popularity, like crock pot dinners, meat loaf, mashed potatoes with lumps, chicken pot pies and pork chops like Mom

made. Food for entertaining will follow this trend with cheese fondue making a comeback.

## Growth of Organic Foods

You'll see the organic produce section in your local grocery store increase in size as customers – getting back to the basics – are looking for a simpler, pesticide-free, natural lifestyle. Customers will pay more for natural, grain-fed, free-range meats and poultry too.



## New varieties of old favorites

Look for flavored olives in jars and olive spreads for breads; uniquely flavored vinegar, mustards, and mayonnaise with added citrus, garlic or other spices.

## Upscale salts

Grey Celtic and Fleur de Sel are the salts of the future. Look for more. After all, if manufacturers can market a vast variety of water, why not salt too?



## Global Flavors

As technology makes our world smaller, we'll yearn for flavors from around the globe. Indian spice blends, use of curry and other Eastern flavors will be big. Also Asian influences, such as food from Vietnam, Thailand and Korea will gain popularity, as will jerk spices from the Caribbean. Feijoada – a traditional Brazilian meal of smoked pork, sausage, rice, black beans and orange slices will be hot too, as well as cuisine from Argentina and other countries below the Tropic of Capricorn.

## Fast-Food Blues

There may be big trouble ahead for restaurants at the low end of the spectrum. Many specialty stores and supermarkets are mounting efforts in

the area best known as home meal replacement or meal solutions.

## Crowd Control

Many establishments in the dangerously overcrowded categories like brew pubs, coffee houses and bagel shops, will not survive in the new millennium. Those that survive will be brands that make an extraordinary effort to stand out in terms of added menu offerings and an element of surprise that can attract loyal and frequent usage.

## Nutriceuticals become mainstream

As Boomers age, this large group will continue their fervent search for the Fountain of Youth. Nutriceuticals – foods that claim health benefits beyond basic nutrition because they contain additional nutrients or higher levels of nutrients – will gain in popularity. Familiar drug and vitamin companies will market their own brands. Also look for tighter governmental controls on nutriceuticals and herbal remedies.



## Controversy will escalate over genetically altered food

Protesters are boycotting genetically altered produce in Europe. Although altering the genetic makeup of fruits and vegetables can make them resistant to insects and disease, the publicity that altered corn has received over its effects on Monarch Butterflies will spawn controversies in the U.S.

## Mustard stains prevail

Even with all the new technology and scientific developments that we'll see in the next millennium, getting rid of mustard stains will still be a challenge!



## Calendar

November 9-10

**Supermarket Foodservice Short Course**

O'Hare Hilton Hotel, Chicago  
(202) 862-1498

November 13

**Comedy Night 8**

Music Hall Theater, Detroit  
(248) 350-FOOD

November 14-16

**Retail Store Development**

W.J. Marriott Hotel  
Atlanta, GA  
(202) 452-8444

February 4

**"Escape to Monte Carlo"**

**AFD Annual Trade Dinner**  
Pennas, Sterling Heights, MI  
(248) 559-4230

November 23

**AFD Annual Turkey Drive**

AFD & its members give turkeys to needy families across Metro Detroit  
(248) 557-9600

February 20-22

**MARKETECHNICS® 2000**

Moscone Convention Center  
San Francisco  
(202) 429-4521

## Statement of Ownership

The AFD Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers of Michigan at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within The AFD Food & Beverage Report may not be reproduced without written permission from the AFD.

The opinions expressed in this magazine are not necessarily those of the AFD, its Board of Directors, staff or members. Bylined articles reflect the opinions of the writer.

**POSTMASTER:** Send address changes to AFD Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

**ADVERTISERS:** For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (248) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:



FOOD INDUSTRY ASSOCIATION EXECUTIVES

Brown Forman and Canadian MIST, in conjunction with AFD, present the 1999 Fall AFD Scholarship Promotion!

oh  
what  
fun it is...

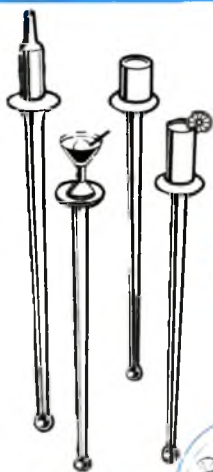
# CANADIAN MIST

Check out the Value-Added On-Packs for Consumers to help boost YOUR sales!

*Just in Time for the Holidays!*



*The 750ml size will include Swizzle Sticks!*



*The 1.75 liter size will include a set of four (4) leather coasters!*



*A portion of all case sale proceeds for any size Canadian MIST product throughout November and December will benefit the AFD Scholarship Fund!*

*Due to retailer and supplier support, the AFD Scholarship Fund was able to award 32 scholarships for the 1999-2000 academic year to students throughout Michigan's food & beverage industry.*

*With your help we can reach our goal again next year!*

*Ask your sales representative for details or call Tom at AFD at (248) 557-9600.*

*Please Enjoy Canadian MIST Responsibly. Visit our web site at [www.canadianmist.com](http://www.canadianmist.com)*

*Imported and bottled by Brown-Forman Beverages Worldwide, Canadian Whisky, A Blend, 40% Alc. by Volume, Louisville, KY © 1999*

## Comedy Night 8 set for November 13

Comedy Night 8, For Action Against Hunger, a benefit for hunger relief, will be held Saturday November 13 at 8:00 p.m. at the Music Hall Theater. The American Comedy Awards winner, Kathleen Madigan will perform along with nationally known comedian Steve McGrew. Chuck Gaidica, WDIV-TV4 weather anchor will emcee.

Tickets start at \$25 and will benefit

Forgotten Harvest, a group that picks up and distributes surplus perishable food to the hungry that would otherwise be thrown away. For tickets or more information call (248) 350-FOOD (3663) during regular business hours.

Students from the Center for Creative Studies, interning at Campbell Ewald Advertising, designed the invitation for the event.

Jason Fetterman, a graduate of Franklin High School in Livonia; and Kristen Lesondak, a graduate of Stevenson High School in Livonia created the design.

Comedy Night 8 is sponsored by the Tim Allen & Laura Deibel Foundation and The Estate of Sarah Morris.

## AAA cracks down on auto theft



Nearly 165 auto owners each day in Michigan are impacted by the crime of car theft.

AAA Michigan, in partnership with the Michigan Auto Theft Prevention Authority (ATPA), is fighting to lower that rate by offering free vehicle window etching at its branch offices throughout the state.

"We hope to nearly double the 5,000 vehicles AAA and ATPA etched last year in this simple, effective way to help lower auto theft in Michigan," said Jerry Hinton, manager of AAA Michigan's Claims Investigations Unit.

"This is one of the most worthwhile community relations and theft prevention programs we know."

Etching is a simple process. A miniature copy of each vehicle's identification number or VIN is acid-stenciled into the windshield, side windows and rear window. The process does not harm the window or detract from the vehicle's appearance.

Stickers are also placed on each front side window, identifying the vehicle as "etched" to would-be thieves.

"Etching is designed to make it hard for chop-shop operators to sell the glass for use in other vehicles, and it means they must replace the identified glass before any etched vehicle can be resold illegally," Hinton added.

Vehicle etching is offered only in dry weather and at temperatures above 50 degrees. Owners interested in this free service must bring their state vehicle registration, which lists the VIN number.

The top five Michigan counties for vehicle theft, based on 1997 figures, are: Wayne, 40,985; Genesee, 4005; Oakland, 3,383; Macomb, 2,179; and Kent, 1,557. For information on statewide etching sites, call (313) 336-1410.

**AFD endorses AAA auto and home insurance and has special group rates for AFD members and their employees.**

**For more information, please call Liz Arbus at (248) 557-9600.**

## It's a question of balance...



Everyone knows the story of the Tortoise and the Hare. The message was simple; slow and steady wins the race. That's always been a good philosophy to live by.

That's also a sound investment philosophy. Successful investors have proven over numerous economic cycles that time and patience are the most critical elements in achieving their goals. Long-term investment success depends on knowing when to speed up and when to slow down the pace.

Our successful strategy focuses on achieving consistent above-average returns over full market cycles. In other words, by applying our well-conditioned and proven asset-allocation strategy, we can effectively control the risk/return pace. It's kind of like putting the Tortoise and the Hare together to form a world-class relay team.

So if you're interested in running the investment marathon, come talk to us. We know how to build a balanced portfolio to keep you financially fit for the long run.



**STEWART CAPITAL  
MANAGEMENT**  
INVESTMENT COUNSEL

355 South Old Woodward Ave., Ste. 200 • Birmingham, MI 48009 • (248) 647-5990 • Fax (248) 647-0537





*‘Tis the Season  
for Stocking Up...*



*...7 Up, that is.*

*7 Up and Canada Dry Mixers  
put a festive sparkle on any holiday gathering.*

*‘Best Holiday Wishes from 7 Up Detroit.*

## "A Taste of the Opera"

*Sets stage for a night of wine, food & song*

Harbortown Market, the supermarket and specialty food store on East Jefferson at the Harbortown complex, is hosting its annual gala wine and hors d'oeuvre tasting, this year titled "A Taste of the Opera."

Held at the Detroit Opera House on Thursday, November 11, from 6:00 to 10:00 p.m., the net proceeds from the evening of wine appreciation will benefit the Capuchin Soup Kitchen. Chad Meyers, reporter for CNN and Sandy

Heng of WXYZ TV7, will be the honorary emcees of the evening.

Jerry Mansour, Harbortown Market co-owner, says "We look at the evening as a way to introduce our friends and customers to new wines from select vintners around the world and to help a good cause. Besides," Mansour adds, "it's a great time and we may even learn something about opera!"

Representatives from wineries will be on hand to discuss their products.

In addition, this evening of wine, food and song will also provide patrons with a short course in opera. Signs around the room will offer opera trivia, good opera terms to use at cocktail parties and suggestions for proper opera etiquette.

Tickets for "A Taste of the Opera!" are \$25 in advance at Harbortown Market or \$30 at the door the night of the event. The Detroit Opera House is located at 1526 Broadway in Detroit. Call (313) 259-9400.

## Repeal of SOT closer than ever!

The House of Representatives is back in session and we need your help to keep provisions repealing the SOT within the minimum wage package.

The SOT is a tax imposed on every retailer that sells beer, wine or spirits at a rate of \$250 per location. **The repeal of the SOT would save our industry \$80 million a year.**

Last week, Reps. John Shimkus (R-IL), Rick Lazio (R-NY), Gary Condit (D-CA) and Bud Cramer (D-AL) introduced a minimum wage package which would increase the federal minimum wage by \$1 per hour over three years, effective April 1, 2000, and with increases every 12 months.

To help counter the projected cost to small businesses, the minimum wage package includes 16 tax cut provisions such as \$16.3 billion in estate tax relief over five years, \$.1 billion in pension reforms, a 2-1/2 year extension of the work opportunity tax credit, and a full repeal of the special occupational taxes (SOT) on alcohol.

House Ways and Means Committee Chair Bill Archer (R-TX) has stated that he has serious reservations regarding any tax provision which was not included in the \$792 tax cut bill vetoed by Clinton last month. The repeal of the SOT was not included in the tax bill.

The House Rules Committee has been meeting this week to discuss the minimum wage package, and will most likely take up Chairman Archer's package which does not include the provisions repealing the SOT. While AFD doesn't support any increase in the federal minimum wage, if a package is going to pass Congress, we need to ensure that there is significant relief for our members.

AFD encourages you to write and call your Congressional delegation today and ask them to support SOT repeal. The following is the list of Michigan U.S. representatives, their districts and their phone numbers:  
**James Barcia** (D-5), (202) 225-8171;  
**David Bonior** (D-10), (202) 225-2106; **Dave Camp** (R-4), (202) 225-3561; **John Conyers, Jr.** (D-14), (202) 225-5126; **John Dingell** (D-16), (202) 225-4071; **Vernon Ehlers** (R-3), (202) 225-3831; **Peter Hoekstra** (R-2), (202) 225-4401; **Dale Kildee** (D-9), (202) 225-3611; **Carolyn Cheeks Kilpatrick** (D-15), (202) 225-2261; **Joe Knollenberg** (R-11), (202) 225-5802; **Sander Levin** (D-12), (202) 225-4961 or 1-888-810-3880; **Lynn Rivers** (D-13), (202) 225-6261; **Nick Smith** (R-7), (202) 225-6276; **Debbie Stabenow** (D-8), (202) 225-4872; **Bart Stupak** (D-1), (202) 225-4735 or 1-800-950-7371; **Fred Upton** (R-6), (202) 225-3761



## 2 LOCATIONS

### Metro Detroit

**Suburban News**  
 24808 Romano  
 Warren, MI 48091  
 810-756-4000  
 Fax 810-756-4060



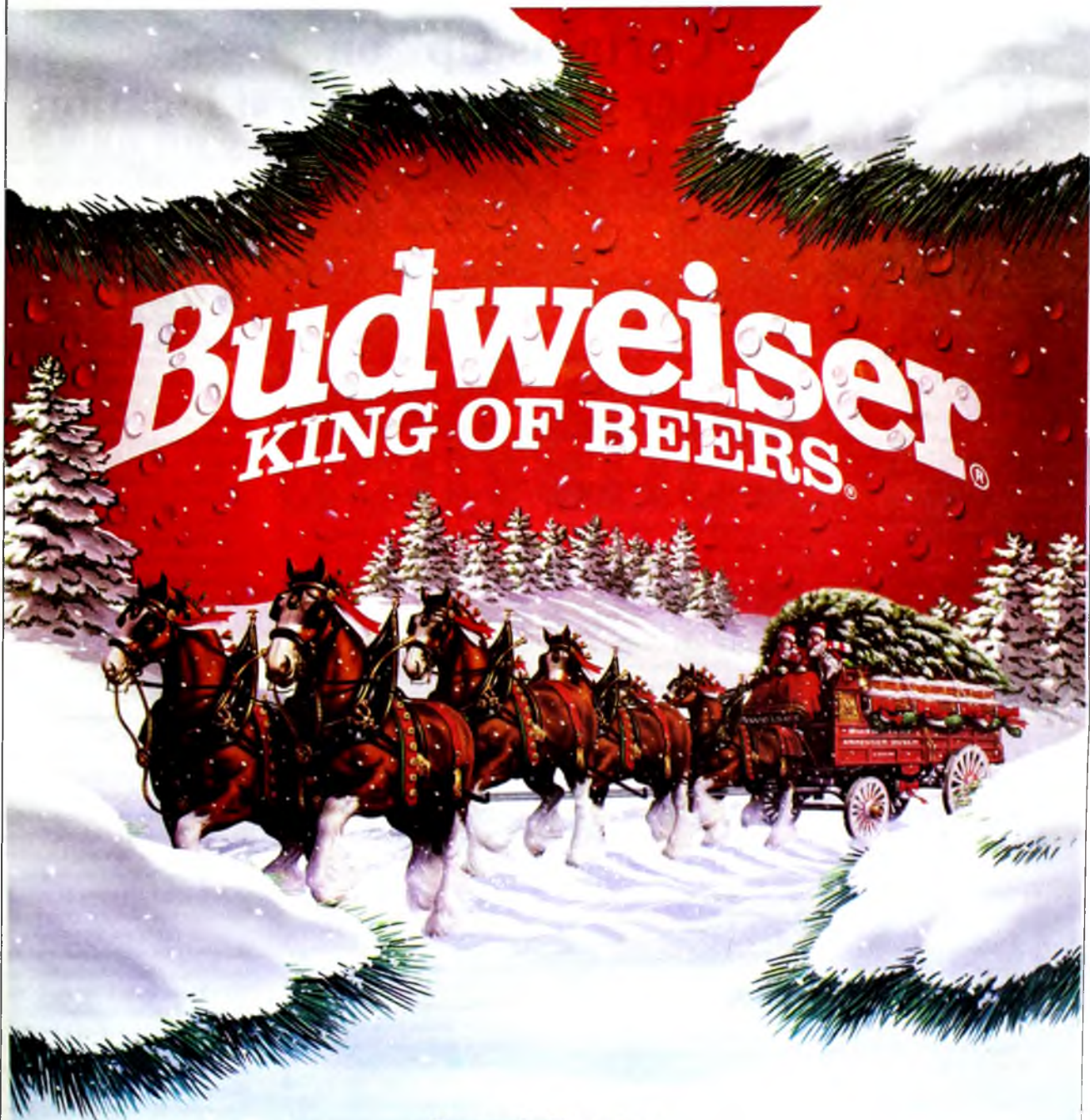
**NEWS**

Wholesale Distributor

### Flint & Saginaw

**Suburban News**  
 2320 W. Pierson  
 Unit 15  
 Flint, MI 48504  
 810-785-4200  
 Fax 810-785-4100





Season's Greetings.  
It's Always Been True. This Bud's For You.  
This Holiday Season Budweiser Reminds You To Know When To Say When.<sup>®</sup>

©1999 Anheuser-Busch • St. Louis, MO

As Hollywood Celebrates 49th Anniversary

## "Curtains Up" on Hollywood Super Market's newest location

by Ginny Bennett

Bucking the trend that many independent retail stores currently face, Hollywood is setting the stage for expansion. The four-store, family-owned chain of suburban Detroit stores is renovating present quarters and moving into a larger, new location. The newest Hollywood Super Market is a work-in-progress at press time.

Early in September, the No. 4 Hollywood closed at South Opdyke Road and reopened just one quarter mile away on the southeast corner of South Boulevard and Opdyke Road in Bloomfield Township in a building formerly occupied by J&J Foodcenters. Hollywood bought the business from Nash Finch.

The move was completed in phases so the old store didn't close until the new store was up and running. "Old No. 4" on Opdyke had been serving the community since 1969.

Bill Welch, company president, predicts the project will take about six months to complete. Everything is planned and ordered for a total renovation. The last step will be to choose the color scheme and decorate.



Bill Welch in his Troy office.

Bill and his family are long time grocers in the Detroit area. Currently, the third generation of Welchs manage Hollywood Super Markets.

The store's founder was John Welch, Bill's father, who made his way from Oklahoma to Detroit in 1924. "My father probably came as others did," says Bill, "drawn to Detroit because of the auto industry."

John started the store but his life was cut sadly short when he was killed in a hold-up in 1930. Left with four sons, including nine-month-old Bill, John's wife Leota kept the store running. Eventually she met a wholesaler for "Jack Sprat" from London, Ontario. His name was



(l to r) Thom Welch, Kim Welch Harlan and Bill Welch

Charles Ross. They married and ran the store together. Bill remembers working there at just eight years of age, along with brothers John, Robert and Richard. Robert died in World War II. Bill is the only surviving child of John and Leota Welch.

John(Jay), Richard and William (Bill) had three children each.

The third generation working at Hollywood today includes Thom, vice president; his brother Bob, director of operations; Steven, store manager; Dave, meat director; Rick, bakery director; Bill, distribution director; and Kim Welch Harlan, the office manager and secretary-treasurer.

The main office is located in store No. 3 on Maple Road in Troy. Only the name on the sign hasn't changed. Everything else about the store is different, following a complete renovation.

From its new steel roof to the expanded vestibule, shoppers are welcomed into the fresh, new, brightly lit store. The Maple Road location has a loyal following from Birmingham, north Royal Oak, Troy and Clawson.

Bill is especially proud of the cleanliness of his stores and competitive pricing is certainly a key to success. Bill mentions size, service and the butcher shop as the secret to Hollywood's ongoing appeal. An outsider might also cite the strong family commitment.

When many stores are double the size of the newest Hollywood and other boutique stores have opened specializing in produce, Hollywood Super Market remains smaller for a reason. The new Opdyke store is 31,000 square feet. "This is a really desirable size," says Bill, "customers can get in and out with dispatch." Hollywood may not have 6 or 8 feet of mustards on the shelf but they will have all the major brands.

Service at Hollywood Super Markets is fast and friendly. Hands-on-management means there is always an express lane open and polite, trained baggers. Butcher and deli personnel are ready to service the next number with a smile. Customers can buy meat and deli products cut to order and packaged to suit their needs. Pleasant people work at Hollywood and many have been with the company for numerous years.

Bill Welch says Hollywood Super Markets have been unionized since 1959. Working with unions can sometimes be difficult, however, he acknowledges that better employees are willing to make career commitments. "They can see down the road," says Bill. "Our company has 40 employee retirees—not common in retail."

Hollywood Super Market's produce buyers visit the produce market Downtown Detroit three times a week to make sure customers have the freshest greens.

It's the butcher shop, however, that separates Hollywood from the competition. Bill's brother Jay always insisted it was really important to grind hamburger in house. "We still buy cattle and butcher it whole—on site."

Customers can buy any cut desired in any size package. The butcher

shop draws customers that have to drive past other stores from surrounding areas to come to Hollywood. The prepared meats that are ready-to-cook are especially popular. The stuffed pork and chicken and the kebabs are favorites.

A big draw in the newest store is the ready-to-eat counter.

The new Opdyke store is across the street from the new Centerpoint Campus of General Motors. The facility includes the truck product center, hotels, restaurants and General Motors University. This rejuvenated area has already positively changed the neighborhood. Bill says he has found Hollywood's reception there overwhelming. "Customers really have been supporting the ready-to-eat counter. We get folks in and out," says Bill. "They appreciate that. Our managers aren't in the office—they are out there jumping in wherever needed."

The team of employees at the new Hollywood is a good fit for the store. "Some new employees have stayed on from J&J and some came from Hollywood to the new store, so we have a nice blending of long-time and new employees," explains Bill. "They are working well together."

The No. 1 store at Campbell and Lincoln closed many years ago but store No. 2, Royal Oak Hollywood opened in 1958; Store No. 3 on Maple in Troy opened in 1967; No. 4 on Opdyke opened in 1969, then No. 5 opened in 1974 at Auburn Road and Dequindre in Shelby Township.

Bill Welch believes AFD affiliation is important to independent grocers. He likes the way AFD takes realistic positions that help everyone. His nephew Thom is a big supporter of AFD events and serves on the board as a retail director.

All the family members enjoy golf, including Kim. Playing and working together is a plus for the family. Bill's biggest regret is that Kelly, his other daughter, has moved to California and taken along a fourth-generation Welch, Bill's grandchild! Reaching the age when he deserves to slow down a bit, Bill likes to travel now, especially in the direction of the other Hollywood—and that grandchild in California.



Bill Welch stands in the entry to the newly renovated Hollywood Market on Maple Road in Troy.



# Can your wholesaler provide multi-commodity deliveries on a single truck?



Spartan Stores, Inc., is a proficient, low-cost distributor focused on a simple objective: getting the right product at the right price at the right time to our customers. By delivering multi-commodity deliveries on a single truck to the vast majority of our retailers, we offer them flexibility, higher in-stock rates, shorter order cycles, savings and overall efficiency. Plus, our advanced technology, buying strategies and strong alliances with suppliers result in faster turns and lower costs. It's the way we choose to do business.

Interested in letting us deliver the goods for you?

*Take Advantage of Our Strengths.*



Visit our web site at [www.spartanstores.com](http://www.spartanstores.com)

785BAPR99

## Commissions Top \$120 Million in 1999!



By Commissioner Don Gilmer

The Michigan Lottery posted its eighth consecutive record year as unaudited ticket sales approached \$1.73 billion, roughly 5.7 percent ahead of last year! Lottery retailers continue to play an integral role in the Lottery's success, earning more than \$120 million in commissions during fiscal year 1999.

Retailers weren't the only ones who benefited from strong Lottery sales. According to unaudited figures, lucky Lottery players took home \$944 million in prizes this past year. But, the proudest

accomplishment for the Lottery concerns another very important group of people in Michigan: public school children. Although the final numbers aren't in, I am pleased to announce the Lottery's annual contribution to the state School Aid Fund is expected to be a record \$616.3 million!

Much of the ticket sale increases the Lottery has seen this past year are due to the phenomenal success of The Big Game, the Daily 3 and 4 games and instant tickets. On April 6, 1999, The Big Game jackpot reached an

all-time record high of \$197 million! The excitement generated by that jackpot alone boosted Big Game ticket sales all across the state. While the lucky winner of that particular jackpot wasn't from Michigan, 12 Michigan Lottery players won \$150,000 Big Game prizes in the April 6 drawing.

The Lottery's Daily games maintained a strong foothold in the Lottery market, this year comprising 41.5 percent of the Lottery's total lineup while posting a collective four-percent gain over last year's sales.

Instant game tickets continue to be a rapidly growing segment of the Lottery's lineup. With over 52 instant tickets introduced this past year, Lottery players have seen the resurgence of some old favorites, as well as some extremely popular new games.

Three of those favorite new tickets were the three \$10 instant tickets introduced in fiscal 1999 — "\$1,000,000 Gift," "Casino Fortune" and "Millennium Millions" — all offering top prizes of \$1,000,000!

As the Lottery begins to look ahead to fiscal year 2000, we are focused on the increased competition you will likely face from the new casinos opening in Detroit. With the opening of the MGM Grand Casino in July, and the expected debut of two other casinos over the course of the next year, it is more important than ever to educate your customers about all the fun and exciting Lottery products available to them.

The Lottery is committed to helping you compete with the new casinos, beginning with the expansion of the Lottery's retailer bonus commission that goes into effect on January 1, 2000. Redeemed prizes over \$100,000 will earn the selling retailer a flat \$2,000 bonus commission. The new \$2,000 bonus applies to top prizes in The Big Game, Michigan Lotto, Keno and the instant games. Retailers will continue to receive the existing 2-percent bonus commission for prizes between \$601 and \$100,000.

Additionally, Lottery retailers are now receiving a 7-percent sales commission for all \$2 instant games introduced during fiscal year 1999-2000 (October 1, 1999 through September 30, 2000). That means you will receive a 14-cent sales commission on every \$2 instant ticket you sell during this one-year period! You will also continue to receive the six-percent commission on sales of all other Michigan Lottery instant and on-line games.

These increased commissions make Lottery ticket sales an even more profitable part of your day-to-day business.

As we close the books on fiscal 1999, I would like to sincerely thank each of you for your support of the Lottery. I am confident that our combined efforts will serve to make 2000 another year to remember!

Endorsed by AFD



You can  
Find out how Ameritech Pay Phone  
Services can help you ...  
• Keep customers in your store longer  
• Assure quality and satisfaction — a key to repeat business  
• Provide top-notch pay phone service without taking time away from running your store  
from our **experience.**

Ameritech®

Your Single Source  
for pay phone services

800 809-0878





The Michigan Lottery realizes that a big part of our success is due to thousands of Michigan retailers just like you. That's why, with all new \$2 instant games introduced after October 1, 1999 you'll see your commissions jump to 14 cents for every ticket you sell.

So be sure to stock up on our newest \$2 instant tickets — Lots O' Spots Bingo and Holiday Bonus — and see your profits soar!



**LOTS O'  
SPOTS BINGO**  
On Sale November 1  
*7% commission!*



**HOLIDAY BONUS**  
On Sale November 15  
*7% commission!*

**ALSO  
AVAILABLE**  
Captain Cash and  
Monster Match  
7% commission!



## Detroit Edison wins national award from Electric Foodservice Council

The Electric Foodservice Council (EFC) honored Detroit Edison as the best in the country for its dedication to developing innovative solutions for the food service industry and improving the customers' financial bottom line.

EFD presented Detroit Edison with the "Utility Promotional Partner of the Year" award recently at the EFC's annual meeting in Orlando, Fla. attended by 100 representatives from utilities, food service equipment manufacturers and food service

affiliates nationwide.

EFC's coveted awards of excellence are determined by a select panel of independent judges chosen for their knowledge and expertise in food-related industries.

Judges for the 1998 awards included representatives from Gene

Rice Consulting Firm, Enersys, Ohio State University, and the NRA International Food Safety Council.

The Electric Foodservice Council, founded in 1987, is a non-profit association of utilities, food service equipment manufacturers and food service affiliates from around the country dedicated to the advancement of the use of electric equipment in the food service industry.

Food service is an energy-intensive and fast growing commercial segment; food service operations account for \$400 billion in sales in the United States annually.

Partners in Excellence — the specific retail marketing program at Detroit Edison which garnered the EFC award — is a program that strives to develop strategic alliances with manufacturer's representatives, dealers and distributors of food service equipment.

"The program helps customers realize the advantages of using electric foodservice equipment," explained Donna Zalewski, developer of the program who accepted the award in Orlando for Detroit Edison.

The Partners in Excellence program was created in 1996 to promote the use of electric equipment in food service operations. More than 125 trade allies currently are active in the program.

The program predominantly targets restaurants, institutions, universities, healthcare, government, lodging, supermarkets, retail stores and trade allies.

Detroit Edison's Partners in Excellence program also assists its trade allies with writing and producing business plans, attending educational events, trade shows and other promotional events.

The utility also partners with the trade allies for print advertisements, and provides the manufacturers representatives with various incentives to learn electro-technologies.

For more information about the Partners in Excellence Program at Detroit Edison, or to connect with its energy experts, contact Donna Zalewski at Detroit Edison, (313) 235-7744, or on the internet at <http://www.detroitedison.com>.

More information on the Electric Foodservice Council is available by calling toll-free 888-366-3782, or visit <http://www.foodservicecouncil.org> on the internet.

Great  
*partnerships*  
begin with trust.

Lasting  
*partnerships*  
are built on confidence.

It's great when you find someone who understands what you want and is there to help you reach your goals. That's why, as Michigan's largest electric utility, we developed our Partners in Excellence program. This program teaches select food service equipment partners how to analyze your unique energy service needs in order to reduce your overall operating costs. It's a great way to begin a rewarding relationship. And it works. For a complete list of qualified Partners in Excellence specialists in your area, call us at 1-813-235-7744. We'll introduce you to some of the best partners a business could ever have.

**Detroit Edison**



A DTE Energy Company

[www.detroitedison.com](http://www.detroitedison.com)



**WE BREW IT. WE  
STIR IT. WE LICK  
THE SPOONS  
AFTERWARDS.**

**Miller MGD**  
GENUINE DRAFT  
COLD FILTERED

**Miller**  
GENUINE DRAFT

© 1999 Miller Brewing Co., Milwaukee, WI

THINK BEER  
AND DRINK

The advertisement features a vertical collage on the left showing multiple hands holding Miller MGD beer bottles. The main image shows a woman in a red top holding a bottle, with a man in a blue shirt smiling in the background. A circular logo for Miller MGD is placed over the woman's arm, and a rectangular logo is in the bottom right corner.



## Hansen Clarke is a leader

by Kathy Blake

Hansen Clarke may be in his first term representing the 7th District of the state legislature, but he should not be mistaken for a freshman politician. He was elected in 1990 and represented the former Michigan House District 16 of Detroit in 1991 and 1992, before it was reapportioned.

Clarke, a native Detroit, is developing a good track record of leadership roles. In addition to his representative position, Clarke serves on the Board of Directors of St. John's Northeast Community Hospital and he was Trustee of the Michigan Housing Trust Fund.

During his term for District 16, Representative Clarke sponsored the bill for the first public school academy: public schools for predominantly one gender. "Some parents feel their child learns better in a school of their child's gender," says Clarke. He believes that a parent who can't afford to send a child to a private boys' or girls' school should have that choice and opportunity.

Representative Clarke served as the Democratic Whip for the House during his previous term when the Democrats were the majority; and

also for his current term, although the Democrats are the minority caucus now. As Minority Whip, his job is to make sure there is a consensus within the caucus, Clarke says. He adds that he will be a ranking Democrat next term, when reelected.

Clarke is a member of the Appropriations committee, which approves the state's budget. Representative Clarke explains his responsibilities, "I'm concerned with whether we're spending money unnecessarily and whether our departments are functioning properly."

He serves on the Appropriation subcommittees on Joint Capitol Outlay, Family Independence Agency(FIA), Fiscal Oversight, Audit & Litigation and School Aid/ Department of Education. "I will probably be heavily involved in negotiations on the FIA budget during the next term," Clarke says.

Representative Clarke became involved in politics while attending Cornell University in New York where he graduated with a Bachelor's of Fine Arts Degree. While attending school in New York, he was elected as a Detroit precinct delegate in 1982. In college, he was an elected member

of the University Board of Trustees and was class president his senior year. He earned his Juris Doctorate from Georgetown University Law Center, Washington D.C.

He went to work for Wayne County Executive Edward McNamara as executive assistant. "Out of law school, I was on the finance staff of Congressman Richard Gephardt's campaign for president and through him, I met McNamara," says Clarke.

He then became chief of staff for Congressman John Conyers, Jr. prior to serving his first term as state representative. After that term, he went back to the Wayne County office as purchasing director and later served as associate county executive, where he managed the Wayne County's procurement operations and administered the County's ethics law. Hansen Clarke held these responsibilities until being elected in 1998 for his current term.

Representative Clarke is the President of the Michigan Public Purchasing Officers Association, the State's largest organization of local government contracting officials. He welcomes companies to call his office if interested in bidding on state contracts. "I am interested in

providing an opportunity for companies who have not sold goods to the State of Michigan to bid on state contracts," says Clarke.

He has lectured nationally and has published law journal articles on government procurement law in the Michigan Bar Journal and the American Bar Association's Public Contract Journal.

Clarke has taken on his leadership role as state representative with a great deal of stewardship. "I've approached this dramatically different....I have asked the people who I represent, what I should be doing on their behalf." He invites AFD members to contact him with their concerns and let him know what issues are important to them. If retailers need help with state regulatory issues, Clarke says to call his office.

Representative Clarke can be reached toll-free at 1-877-CLARKE-7 or (517) 373-0589. His legislative assistants are Sandra Turner and Dee Jackson. His e-mail address is Clarke@house.state.mi.us and his district office phone number is (313) 961-9755. His district office is located at 243 W. Congress, Suite 350, Detroit, MI 48226.



STEPHEN'S  
**NUAD** INC.

Electronic Design, Imaging & Printing

17630 East Ten Mile Road • Eastpointe, Michigan 48021

Phone (810) 777-6823 • Fax (810) 777-1434

Website: <http://www.nuad.com> • E-mail: [help@nuad.com](mailto:help@nuad.com)

A LITTLE COLOR GOES A  
**LONG WAY!**

- Full Service Printing
- Full Service Design Team
- Insert Advertising a Specialty
- State-of-the-Art Electronic System
- World-Class Printing at a Down-To-Earth Price!



Something new for  
those who have been very,  
very good this year . . .



Gold Medal Winner in the  
International Spirits  
Challenge, sponsored by  
*Wine and Spirit  
International Magazine*

A super-premium blend of the  
finest whiskies in Chivas Brothers'  
vast cellars, all aged at  
least 18 years.

Produced in limited quantities.

	On-Premise	Per Oz.	Off-Premise	Shelf	Profit
Code 9746-0	\$41.72	\$1.64	\$42.53	\$49.99	\$7.46



**CHIVAS BROTHERS**

PURVEYORS OF FINE WHISKIES

Enjoy our quality responsibly.

CHIVAS REGAL 18 • 18-YEAR-OLD WORLDWIDE BLENDED SCOTCH WHISKY • 40% ALCOHOL BY VOLUME (80 PROOF) • CHIVAS BROS. IMPORT CO., NEW YORK, NY





LET ME  
BE YOUR...  
*Milkman*

*For Your Good Health...*



Fresh Dairy Products Since 1950

Melody•licious Melody•lightful Melody•lectable

1-800-686-6866 (option 2)





**“For my sales to rise,  
I need a bottled water  
with powerful support.”**

**Coca-Cola Introduces DASANI.<sup>®</sup>**  
**Purified Water Enhanced With Minerals For Taste.**

Only DASANI is supported by the unparalleled power of the Coca-Cola system. DASANI has the pure, fresh taste that can help replenish your customers and your sales. In fact, 75% of consumers tested stated a positive purchase interest in a water filtered for purity with minerals for taste: Call your Coca-Cola representative today to find out how DASANI can help drive incremental sales in the bottled water category.

\*CCUSA Concept/Name Fit Test 8/98

©1999 The Coca-Cola Company. "DASANI" is a trademark and "Coca-Cola" and the Dynamic Ribbon device are registered trademarks of The Coca-Cola Company.



## Grappling with hoarding

Despite retailers' best efforts to prevent panic-stricken customers from hoarding food, supplies and gas in anticipation of Year 2000-induced shortages, c-stores will inevitably see heightened demand for staples. That community action groups and consulting organizations are urging individuals to stock up on five days' worth of contingency supplies of key consumables should only fan the flames.

Consequently, "although it goes against the entire just-in-time operational mode, c-store operators would probably do well to incrementally build their inventories of powdered milk, diapers, formula, batteries, canned goods and the like, beginning no later than mid-November 1999, says Ken Gunn, president, Caliber Consulting, Bozeman, Montana. "They should then try to get the word out to people

that it's best to buy a little at a time, starting now."

At least one c-store operator is taking a different tack. Seemingly unique among major retailers, 7-Eleven Inc. is preparing to cash in on consumers' fears about possible computer failures linked to the beginning of the new century, according to a recent article in the Washington Post.

Sometime in December, signs

promoting the chains Colombian coffee will be replaced with banners reading "Y2K Ready-4U." Inside, stores will feature extra quantities of bottled water (four shelves worth), canned tuna, candles, flashlights, first aid kits and chlorine bleach, plus 20 to 25 percent more grocery items than usual. Videos that explain how to prepare for power outages and similar emergencies that may or may not occur on January 1 will be offered as well. "Surplus" product will be available by the beginning of November.

That's not all. In addition to essential consumables, 7-Eleven will stock a private brand of champagne for revelers who cannot find bubbly elsewhere. Gasoline tanker trucks filled with petroleum will be on standby should consumers rush the gas pumps.

"If we're really clever, we have a shot at 50 million people coming through our doors" between midnight of New Year's Eve and midnight New Year's Day. James W. Keyes, 7-Eleven's chief operating officer, told the Washington Post. "It has the potential to be our biggest selling day."—Reprinted by permission of CSP Magazine

**AFD's  
Newest  
Endorsed  
Service  
Provider!**

**Leading Edge  
Technology,  
Experience  
& Service!**

**Additional  
Services:**

- Utility Payments
- Pre-Paid Phone Cards
- Check Cashing/Advances

ONLY LICENSED MICHIGAN COMPANY

**YES M!CH!GAN**

Consistently Voted #1 for Customer Service in the Industry!



**MONEY ORDERS  
1-248-304-1900**

*Building Quality in a Growing Market  
Discover Security Express Money Orders*

**SECURITY EXPRESS OFFERS YOU:**

- Profits from Increased Store Traffic
- Low Cost
- Money Orders In Seconds
- Speed Reporting and No Bookkeeping
- Expert Sales Consultation

**Security Express Money Orders  
1-248-304-1900**

### Strengthening the front lines

With tobacco legislation looming and cigarette displays slowly disappearing from the front counter, some retailers are realizing a unique opportunity to redesign front displays and improve their bottom line.

According to CSP Magazine, stores stand to gain an additional \$27,375 while retaining a 40 percent margin on front-end merchandise. This can translate into an additional \$3 billion in industry sales. Dwight Aston, president of Houston-based Shopco USA, confirms "...the loss of the ability to sell tobacco products at the front counter creates new opportunities and unlimited potential for convenience retailers." The task force also recommends that front-end needs be condensed and managed as category of their own. Properly managed front-end merchandise is neat, clean, and visually appealing to customers prone to impulse buying. Wendi Waite, director of marketing for Michigan-based Garb-Ko, agrees: "The sales counter represents the store's image to the customers. It says who you are to them and what you are trying to be—if it is not efficient and looks sloppy, the customer will pick up on it."



# The Commissions Dreams are Made of



**\$.60**  
Each  
Ticket

When commissions from Michigan Lottery instant ticket sales start rising before your eyes, you might think you're dreaming. But wake up and smell the profits, because, at this time of year, games like Millennium Millions, Stocking Stuffer, Holiday Bonus and Ho-Ho Dough are sure to be big sellers. Stock up today. Display instant tickets and recommend them. Your customers will get a great gift idea and you'll get great commissions. Sweet dreams.

**\$.30**  
Each  
Ticket



**\$.14**  
Each  
Ticket

Sales  
**7%**  
Commission



**\$.06**  
Each  
Ticket



# TIME RUNNING OUT?

We have the  
answer



Each tree is shipped in two simple boxes and takes less than 10 minutes to set-up.

## CARRY-OUT CHRISTMAS<sup>LLC</sup>



Exquisite pre-lit & decorated  
trees and wreaths delivered  
right to your doorstep.



ORDER YOURS NOW!  
1-800-680-2203  
1-313-563-8660

FREE TOPIARY GIFT  
with any tree purchase.

A \$55 Value, while supplies last.

*We Accept Visa, MasterCard & American Express. Visit us on the web at [www.carryoutchristmas.com](http://www.carryoutchristmas.com)*



Now Getting the  
Great Taste of  
**Maine**  
is as easy as  
**ABC.**



We're proud to announce  
Poland Spring Natural Spring Water  
is now distributed exclusively by  
***The American Bottling Company***  
in Midwestern markets.

For more information, contact your local  
American Bottling Company representative.



© 1999 Poland Spring Water Company

## Hot for the holidays

*Beverages for the new century are showing up on shelves now, continued from front page*

Apple cider beer, peach Chardonnay, fruit-flavored vodka and gin and grappa with berries were experiencing strong sales at the Show.

One category that has been making a big splash is wine with fruit. Sam Scarletta of Arbor Mist Vineyards says the growth in this section is huge. Retailing for about \$4 a bottle, Strawberry White Zinfandel, Tropical Fruits Chardonnay, Sangria Zinfandel



*Millennium Champagne will be a top seller for New Year's Eve*

and Peach Chardonnay are intended to be a bridge between beer and wine coolers to wine. They are introduction wines that taste sweet and fruity – easy for the new wine drinker to consume – yet are more sophisticated than a cooler.

Once consumers are comfortable drinking wines, a cute idea in bottle design may draw their attention.



*Tom Armstrong with his SKYY Vodka*

Vineyards Fine Wines is distributing wine-featuring graphics of the food they are intended to go with. The wine is packaged in whimsical bottles, which are circled with repeated graphics of chickens, fish, cows and pigs, making it easy to



*Sam Scarletta with his wine with graphics of the food they are intended for.*

choose the proper wine for a meal.

Of course, Champagne is selling well for the millennium celebrations and one beverage that is sure to make a big hit on New Year's Eve is Millennium Champagne, also distributed by Vineyards Fine Wines.

With all the choices and new developments in the beverage industry, there's something to make just about every "spirit" soar.



*Meukow VS Cognac is packaged in a distinctive panther bottle.*

IMPORTED  
**KAMORA**  
COFFEE LIQUEUR



**Same Bottle ...  
Improved Taste!**

**NEW Michigan Codes  
10/31/99**

1.75L	4847-8
Liter	4847-1
750ml	4847-7
375ml	4847-3
50ml	4847-0

*Make responsibility part of your enjoyment.*

Kamora® Imported Coffee Liqueur, 20% Alc./Vol. ©1999 Beam Import Co., Deerfield, IL

**JIM BEAM BRANDS CO.**

**(248) 471-2280**

**ADA: NATIONAL WINE & SPIRITS**

**(888) 642-4697 • (888) 697-6424**





**AKWA**

**AKWA Bottled Products**  
are available in a wide variety  
of sizes: 12 Oz., .5 Liter, 1 Liter  
and 1.5 Liter  
Sports cap standard on all  
bottles at no upcharge.

Perfect for all  
mineral water drinkers:  
**NO ADDITIVES  
OF ANY KIND!**

AKWA Purified Artesian Spring Water  
will meet the needs of today's most  
discriminating consumer. Our method  
of Deionization and Ultra-Violet  
Sterilization produces the purest  
water on the planet!

*Private Label Bottling  
Available on Custom Labels  
At No Extra Charge!*

**AKWA WATER LLC**  
255 Namin Street • Orionville, MI 48462  
Sales: 810-752-0173  
Plant: 248-627-3747 • Fax: 248-627-6185

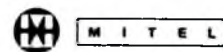
## Food Town closes its doors

Food Town Supermarkets, a family business since 1944, is bagging the grocery business.

Food Town owner and president, Ed Alder, said the chain sold its Sashabaw Road location in Independence Township to the Great Atlantic & Pacific Tea Company and it will become a Farmer Jack on November 1. The supermarket giant also purchased the lease rights to the Food Town store in Hartland in Livingston County.

The Food Town in Oxford on Lapeer Road closed in mid October.

During its 45-year history, Food Town operated as many as 12 stores and had 500 employees.



**Panasonic**

*Specializing in:*

**Business Telephone Systems & Payphones**

Certified Mitel and Panasonic Dealer

Prepaid Calling Card Service

Internet Services • Pay Telephones

**1-877-I USE NCI**

**leveraging opportunity through technology**

**FOOD MARKETING INSTITUTE'S**  
**MARKETECHNICS®**  
*Merchandising and Operations Technology for Retailing and Wholesaling*

**CALL CONVENTION SERVICES AT 202-452-8444 ext. 536**  
<http://tech.fmi.org>

**FEBRUARY 20-22, 2000**  
**SAN FRANCISCO, CA**

*Tomorrow's  
Ideas Today*



# Spartan Stores buys Great Day Food Centers

Spartan Stores, Inc. announced the intended purchase of the Great Day Food Centers, located in Grand Rapids, Cedar Springs and Sparta, Michigan.

The Great Day Food Centers will join Spartan's family of corporately owned stores, which includes eight Ashcraft's Markets, 13 Family Fare Supermarkets and 23 Glen's Markets.

Like the other acquisitions, the Great Day Food Centers will be operated through Spartan's Valuland, Inc. subsidiary.

The purchase should be completed

in 60-90 days, pending regulatory approval. No purchase price was disclosed.

Spartan has supplied Great Day Food Centers, owned by Ronald A. DeYoung, since the first store opened in 1973. DeYoung, who has served on Spartan's Board of Directors since 1974, will resign from the Spartan Board effective immediately, and retire from Great Day Food Centers upon completion of the sale.

"The Great Day Food Centers are a wonderful addition to our family of stores," said James B. Meyer, Spartan

President and Chief Executive Officer. "These are excellent supermarkets, with a reputation for superior customer service and product selection. We expect to continue that reputation. We also welcome Great Day's over 500 associates to our family."

"I'm pleased to have the opportunity to turn these three stores over to Spartan, our long-term partner," adds Ronald A. DeYoung, Great Day Food Centers founder and President. "I am confident that the future will bring increased

opportunities for our customer guests and our associates."

Great Day Food Centers began in 1973 with the purchase of a store in Cedar Springs. That initial Cedar Springs location was replaced with a new store in 1976. Since that time the Cedar Springs store had seen five expansions, the latest in 1995. The store is located at 4175 17 Mile Road in Cedar Springs.

Great Day entered the Grand Rapids market in 1976 with the opening of a store on Lake Michigan Drive. That store was replaced in 1982. A remodel and expansion occurred in 1989. The store is located at 2755 Lake Michigan Drive NW.

The Sparta store was added in 1991 when two former local supermarkets were purchased by Great Day. A new store was built in 1992 at 565 S. State Street in Sparta. That location was remodeled and expanded last year.

The three Great Day Food Centers range in size from 50,500 to 58,600 sq. ft. The stores will continue to operate under the Great Day name.

The purchase also includes Great Day Pharmacy, Inc., which operates full-service pharmacies in all three supermarkets.

For security.  
For fitness.  
For protection.  
**For you. For life.**  
For convenience.  
For options.  
For reliability.

**For so many reasons, choose**



**Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan**

For information about Blue Cross coverage available to AFD members, please call Judy Shaba at 1-800-66-66-AFD.

[www.bcbsm.com](http://www.bcbsm.com)

Blue Cross Blue Shield of Michigan and Blue Care Network are independent licensees of the Blue Cross and Blue Shield Association.  
© 1998 Blue Cross Blue Shield of Michigan

## FMI moves offices

Food Marketing Institute, the national trade association for the food industry has moved because of growth. Its new location is 655 15th Street, NW, Suite 700 in Washington, DC 20005. The phone number remains the same at (202) 452-8444 and the website, [www.fmi.org](http://www.fmi.org) remains the same as well.

## Suburban News/Magazines opens second location

Suburban News/Magazines, a magazine wholesale/distributor located in Warren, is proud to announce the opening of its second location in Flint.

The distributor is owned and operated by Tony, Robert and Rod Kassab and has been in business since 1991. Suburban News/Magazines deals directly with publishers and prides itself on the strong business relationships it has developed with retailers.

Contact Tony Kassab in the Detroit area at (810) 756-4000. Contact Rod Kassab or Tom Cholagh for the Flint and Saginaw area at (810) 785-4200.



ESCAPE TO ELEGANCE...!  
 ESCAPE TO THE NIGHT...!  
 ESCAPE WITH AFD...!



Associated Food Dealers  
 of Michigan

Join AFD for a Night on the French Riviera... with European Styling and a Casino Atmosphere (no Gaming). You'll be intrigued along with more than 1,000 industry leaders!

# ESCAPE TO MONTE CARLO

84th  
 Annual  
 TRADE  
 DINNER  
 and BALL

February 4, 2000  
 Penna's of  
 Sterling

Cocktails and  
 Hors D'Oeuvres

Complimentary  
 Photo Booth

Professional  
 Caricaturists

Great  
 Entertainment  
 by the  
 TEEN ANGELS

Gourmet  
 Meal

## BRONZE SPONSOR—\$2,000

- One table of ten (10) for dinner
- Two (2) company photos in slide show
- Corporate signage at the dinner
- 1/8 page ad in the Food & Beverage Report

## SILVER SPONSOR—\$3,500

- One table of ten (10) for dinner (Preferential Seating)
- Five (5) company photos in slide show
- Corporate signage at the dinner
- 1/4 page ad in the Food & Beverage Report
- Use of one company product at the dinner (or one additional slide)
- \$650 for each additional table

## GOLD SPONSOR—\$6,000

- Two tables of ten (10) for dinner (Prime Seating)
- Ten (10) company photos in slide show
- Corporate signage at the dinner
- 1/2 page ad in the Food & Beverage Report
- Use of two company products at the dinner (or two additional slides)
- \$600 each additional table

## PLATINUM SPONSOR—\$10,000

- Three (3) tables of ten (10) for dinner (VIP Seating)
- Fifteen (15) company photos in slide show
- Title Sponsorship signage for: music, photo booth or centerpieces
- Full page ad w/ spot color in the Food & Beverage Report
- Use of four (4) company products at dinner (or four additional slides)
- \$500 for each additional table

General  
 Tables—\$950  
 Couples—\$200

Liquor Companies—Call for Additional Details

Call AFD Special Events Director Tom Amyot at (248) 557-9600 for details & reservations.



**Energy,**  
**continued from page 1**

AFD's successful bid in Detroit Edison's Electric Customer Choice program provides members an opportunity to receive lower electric costs. AFD's winning bid was one of the lowest winning bids in the program's first round.

**How electric customer choice works**

As part of the electric industry restructuring, utility customers can select suppliers of electricity other than the local utility. This is similar

to your option to buy natural gas from someone other than Mich Con or Consumers Energy. The program called electric Customer Choice, will be phased in over the next two years, with only a limited number of customers allowed to participate. Participation is awarded to those customers or customer groups bidding to pay the highest transition charge. AFD and Nordic succeeded in obtaining the rights to allow approximately 200 members to participate in the program in the first round, which occurred on

September 30th. We expect to obtain rights to serve even more members in both Detroit Edison's and Consumers Energy's service area in the November and January bidding rounds.

**Electric Savings up to 20 percent**

AFD has negotiated with Nordic Electric to supply AFD members electricity under the Electric Customer Choice program at substantial savings. Members served by Detroit Edison with smaller stores and operations can save 15 to 20 percent on their electric costs,

while larger facilities can expect electric savings ranging from 10 to 15 percent. The difference in savings is due to different Detroit Edison rate structures for large and small users.

To participate in AFD's energy program, you must be a member in good standing. If you are interested in participating in this program, contact Judy, Liz or Dan at AFD, (248) 557-9600, as soon as possible. We will be filling this program on a first come first serve basis. Once the program is filled, members will be automatically placed on the list for the next round.

## **You Can Now Choose Your Electric Provider**



**Save at Least 10% on Your Electric Bill**

**Thanks to AFD's Efforts  
Members Can Save 10% -20%  
on Their Electric Bill**

**AFD has established an electric buying partnership with Nordic Electric/CPS to improve your bottom line.**

**Fill out the form below, send or fax to AFD**

Associated Food Dealers: Electric Program  
18470 W. 10 Mile Rd.  
Southfield, MI 48075  
FAX: (248) 557-9610

Business Name: \_\_\_\_\_  
Business Type: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
Electric Utility: \_\_\_\_\_

**Please attach a current utility bill**



## **Zone Vodka makes its name in Hollywood**



In a town that's tough to influence, Hollywood has embraced Zone vodka, calling it the "must have martini" at special industry events. The "overnight" success of this ultra-premium, all-natural line of flavored vodka has been four years in the making and is now available in Michigan.

Owner Veronica Pekarovic created the Zone line, which is made in Italy, after tasting a similar product that lacked the quality and flavor that she herself liked to drink.

According to Pekarovic, a lot of thought went into the selection of the fruits which are Melon, Tangerine, Banana, Peach and Lemon. For example, the peach flavor is a white peach which has a much more distinctive taste than other types of peaches.

The packaging is Euro-contemporary and you may have already caught a glimpse of it as Zone vodka can be seen on prime-time shows such as The Drew Carey Show, The Norm Show and Veronica's Closet.

For the most complete information about Zone vodka, visit their award-winning Web site at [www.Zonevodka.com](http://www.Zonevodka.com) or call General Wine & Liquor at (313) 852-3926.



## Update on state food safety system overhaul

by Katherine Fedder  
Director of Food & Dairy Division,  
Michigan Department of Agriculture

The Michigan Department of Agriculture (MDA) and many stakeholders are finishing work on a major initiative—the first overhaul of the state's food safety system in 35 years. Nearly two years of work by a broad-based workgroup, has gone into this effort.

The workgroup anticipates moving the proposed legislation into the legislative process within a few weeks, however legislation is only part of the overhaul. Another component is reengineering the way state and local governments handle food safety issues—the workgroup developed strategies on all areas to help strengthen Michigan food safety programs.

The final areas to be resolved all involve the retail grocery industry, and have been areas of ongoing discussion with the Associated Food Dealers and others.

**License Fees** - MDA is seeking increased license fees in order to strengthen the current food safety program and ensure timely response to industry and consumer needs. Inspectors play a key role in providing one-on-one training and information to the regulated community, and MDA wants to continue to provide that service. Compliance assistance allows us all to head off problems before they occur, and to work with retailers to find viable solutions that will become an on-going part of business processes.

**Plan Review** - Plan review has been required for the food service industry whenever a new business is built or undergoes major modification. Plan review allows for an evaluation of construction plans to ensure conformity with legal requirements such as ventilation, water source, sewage disposal, physical layout and others. Most businesses have found that this investment pays off in the long run – it is less costly to make changes before construction than after.

**Penalties** - MDA supports the concept of a full range of enforcement options that allow for progressive enforcement. Current law provides low-end penalties (warning letters, office meetings) and high-end penalties (license revocation, criminal charges). However the current law does not provide the mid-range level penalties that are often needed in order to obtain compliance. MDA is seeking administrative authority that will allow the department to assess up to \$1000 for violations of the act. Along with this full range of

enforcement options, MDA will review its enforcement policy in order to ensure fair and consistent application of penalties.

The retail food industry can be very proud of the leadership role it has played in strengthening Michigan's food safety system. We look forward to continuing to work together to ensure that Michigan consumers are afforded the safest food supply possible.

## Poland Spring appoints The American Bottling Company as official distributor

The American Bottling Company is now the official distributor of Poland Spring Natural Spring Water throughout the entire franchise area of 15 Midwestern states.

Poland Spring is the nation's leading brand of bottled water, with more than \$350 million in sales. The spring water is exclusively sourced in Maine and the brand has a heritage of good taste and trusted quality, since 1845.

The company's goal is to make

Poland Spring as dominant a leader in the Midwest as it has been in the Northeast. "By partnering with a first-rate bottler/distributor like American Bottling, we can vigorously move into the region and expand our distribution beyond supermarkets," said Kim Jeffery, president and chief executive officer of The Perrier Group of America, Inc., parent company of Poland Spring Natural Spring Water. For more information, call (203) 531-4100.

**TASTE VARIETY**

**\$3.99 Shipper!**  
Ask your sales rep. for details.

**SERVICE VALUE**

# We've got you covered in every direction!

Full line supplier of nuts, meat snacks and candy

**1-800-KAR-NUTS**

KAR NUT PRODUCTS CO. • FERNDAL, MI 48220 • [www.karsnuts.com](http://www.karsnuts.com)

## Shots from the AFD-sponsored Beverage Journal Holiday Show



*Retailers are eager to see the latest products.*



*Festive holiday selections at the Miller Brewing Co. Booth.*



*A business savvy buyer is checking out the great selections of wine at the Holiday Show.*



*R&A Imports celebrate winning first place for booth decorations.*



*Herb Boheim (left) Josulete Wines, Inc., speaks with a retailer about his Pelee Island wines.*



*2nd place winner for booth design goes to Brown Forman Beverages.*



*AFD Chairman Bill Viviano and AFD board member Fred Dally enjoy the holiday decor at AFD's first Beverage Journal Holiday Show.*

*Lots of retailers checked out AFD's first-ever Beverage Journal Holiday Show September 21 and 22 at Burton Manor.*



*The "Stoli Girls" offer up holiday taste tests.*



*Brian Bulles offers up samples from the Local Color Brewery.*



*Jim Gohsman (center) and the management staff from Super Food Services/Nash Finch Company, were the guest speakers at the September 30 Detroit Association of Grocery Manufacturers' Representatives meeting at the Troy Marriott. Jim is joined by Lewis Beynon (right) and Frank Manetta.*



*Drink Different™*



The ultra-premium, "*biteless*" vodka from Italy.

For information contact General Wine & Liquor  
at 313-852-3926 or visit [www.zonevodka.com](http://www.zonevodka.com)

# Ideas keep Pack'Em Enterprises growing



by Ginny Bennett

In 1986, Nabil Kaskorkis, his brother Mike Kaskorkis and a first cousin, Fred Kenya, opened Pack'Em Enterprises and began producing Frootee Ice and Dynoz Freezer Pops in Detroit.

By 1998—12 years later—Pack'Em produced and distributed over seven million cases of product. "We started from zero," says Nabil Kaskorkis, also known to friends as Nabby. In 1970 the family immigrated to Detroit and began working in a convenience store. Eventually they would own three stores in Detroit and another in Allen Park.

Being in the retail food business, they always sold products—other company's products. It was Nabby Kaskorkis' desire to find a product that the family could produce and sell. "The retail business wasn't where I wanted to be," says Nabby. "I just didn't see myself in this career for the rest of my life."

"We did our homework," added Kaskorkis. "We found what we were looking for at a packaging machinery show. We discovered a machine that packaged flavored drinks in plastic tubes." The tubes' contents are frozen by the consumer for children's treats.

After some investigation of other similar manufacturers, the family decided to begin their business with a new product they called Frootee Ice. The family leased a building in southwest Detroit. The first year, with ten employees, the start-up produced 400,000 cases. They were satisfied with their progress.

In the beginning the family continued to run two convenience stores until Pack'Em Enterprises was entirely self supporting.

Orders continued to increase and in 1988 Pack'Em expanded. The company bought more packaging machines and leased an additional 10,000 square feet. By 1997 the space had grown to 44,000 square-feet but the building was obsolete and there was no space left to grow the business.

In 1998, Pack'Em Enterprises moved to 7650 W. Chicago in



Thomas Hill, plant manager (l) and Nabby Kaskorkis, executive vice president

Detroit, into an 110,000 square-foot building. Frootee Ice is a seasonal product. The manufacturing process stops for part of the year. The seasonality of Frootee Ice is one drawback for which Pack'Em continues to explore solutions. Depending on consumer demand, the production season usually lasts eight to nine months. For the remainder of the year, production and maintenance managers staff the plant.

Kaskorkis had a mission—to find another product that could fill the

slow period and help his company grow. Three years ago he found a niche in the disposable baby diaper market with the introduction of "Happy Baby" diapers designed for the value conscious consumer. These diapers are currently distributed in 15 states.

Encouraged by the success of Happy Baby diapers, a new and improved product called "Happy Bottoms," will soon be offered to retailers. The diapers have leg barriers, leg gathers, aloe vera, better absorbency and an improved wetness indicator. Pack'Em is excited with the

possibilities of growth with this superior diaper.

"Happy Bottoms" disposable diapers will be available for distribution to retail outlets as well as wholesalers nationwide. Pack'Em has high expectations for future baby diaper sales, as they seek ways to offset seasonal freezer pops sales.

Kaskorkis designed the new plant with future business expansion in mind. The new building houses 14 loading docks, substantial office space, a 27,000-square-foot

packaging areas steel mix room with pasteurizers for the Frootee Ice product.

"The product has improved," says Thomas Hill, director of manufacturing and operations. "Unlike some competitor's products that boast of 'real fruit juice,'" Hill continues, "We have a superior taste and color profile in our Frootee Ice Freezer Pops."

According to Hill, adding 4 percent fruit juices, a practice of some competing products, is only a marketing ploy with no real customer benefit. "We also exceed current government food safety standards by pasteurizing Frootee Ice. The pasteurization process eliminates any potential food pathogens as well as lengthens shelf life."

"For the year 2000 we expect another double-digit sales increase," says Kaskorkis.

Kaskorkis is always interested in continuous improvement. Nabby says he has found Walt Kempksi of NuAd, Inc. in Eastpointe, to help in designing his ads. Kempksi has also designed Pack'Em's promotional materials including the packaging for Frootee Ice. "Walt always knows what I want," he says.

With a broker network in place that covers the entire U.S., Kaskorkis believes Pack'Em is ready for increased business. Their distribution is throughout the 48 states with the heaviest concentration east of the Rockies, and they have made inroads into Canada, the Bahamas and Puerto Rico. In the meantime Nabil Kaskorkis will be looking for new ideas to augment the Frootee Ice business with another successful product, like Happy Bottoms, to keep Pack'Em's docks busy.



Nabil Kaskorkis (l) and Thomas Hill stand in their new state-of-the-art mix room at Pack'Em Enterprises.





# Marketing Specialists Corporation buys Paul Inman Associates

On October 14, Marketing Specialists Corporation, the only national and publicly held sales and marketing company in the United States, purchased Paul Inman Associates, a full-service food brokerage firm with headquarters in Farmington Hills, and branch operations in Grand Rapids,

Indianapolis, Fort Wayne, Cincinnati, Toledo, Cleveland and Columbus.

Inman's 1998 revenues topped \$12 million. The value of the transaction is estimated at \$12.2 million, of which \$9.8 million was in cash.

"By putting the two companies together we will incur nearly \$1.3 million in non-people cost savings," says Ron Fairchild, regional vice president of the East Central Region of Marketing Specialists. Fairchild was the former president of Inman.

The Inman acquisition follows the recent merger of Richmond Marketing

Specialists Inc., based in Dallas, and Merkert American Corporation, based in Canton, Mass. The merged company, renamed Marketing Specialists Corporation, has approximately 7,000 associates located in approximately 65 offices situated throughout the country.

While maintaining dual headquarters in Dallas and Canton, Marketing Specialists Corporation is consolidating its financial reporting and information systems functions in Dallas.

Gerald Leonard, chief executive

officer of Marketing Specialists Corporation said, "The acquisition of Paul Inman Associates further strengthens our critical mass by expanding our geographic retail coverage in the important East Central region. Inman is the preeminent food broker in the region, and their strong business relationship with Kroger will significantly strengthen Marketing Specialists' ability to win assignments with manufacturers seeking to do business with one of the nation's largest retailers."

## CLASSIFIED

**PARTY STORE FOR SALE**—Detroit's west side. SDD/SDM. 84 x 30 ft. In business for 65 years. Established neighborhood clientele. Serious inquiries only. Please ask for Leroy at (313) 898-5559.

**DOWN RIVER PARTY STORE FOR SALE**—High traffic area. Well established - in business for 42 years. SDM, SDD, Lotto. Building and business. Terms available. Contact Mike Kelly, State Business Brokers (810) 469-3333.

**FOR SALE**—Ice cream dipping merchandiser. Master-Bilt 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**—Supermarket, SDD, SDM. Lottery, safe area in Detroit. Contact Eddie at (313) 925-0511.

**FOR SALE**—Bakers' Pride Pizza Oven and Chicken Broaster/Cooker. Best offer. Call Neil or Butch at (734) 285-9633.

**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.

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

**STORE FOR SALE**—Motown Beverage, Prime East side location. Beer, Wine and Lottery. Money orders and check cashing. Good income with a steady clientele. Call Simon at (313) 885-3588.

## FMI promotes Weigner

Food Marketing Institute (FMI) recently announced the promotion of Tim Weigner to director, food safety programs. In his new position, Weigner will direct food safety educational programs for FMI members. He is responsible for developing, publishing and editing FMI's *Supermarket Food Safety* newsletter. He will also manage training programs and activities associated with FMI's Food Protection Certification Program.

Weigner will serve as FMI's industry liaison to FMI members, federal and state public health government agencies (including FDA and USDA), academia, and allied industry and other associations. He reports to Jill Hollingsworth, D.V.M., V.P. of Food Safety Programs.

Forgotten Harvest Presents

# Comedy Night 8

for Action Against Hunger

Starring Kathleen Madigan  
American Comedy Awards Winner, "Best Female Stand Up Performer"

Also Appearing Steve McGrew Comedian Chuck Gaidica, M.C. WDIV Channel 4 and Q95.5

Saturday, November 13, 1999  
8 p.m. at the Music Hall Theater

Ticket prices \$25 and up  
(Group discounts available)

For Ticket Information call Forgotten Harvest  
(248) 350 - FOOD (3663)

Sponsored by The Laura Deibel and Tim Allen Foundation  
The Estate of Sarah Morris

Special Appearance by The Troubadours

Forgotten Harvest is a nonprofit organization providing hunger relief by distributing over 80,000 pounds of donated food each month to soup kitchens and shelters in the tri-county area.

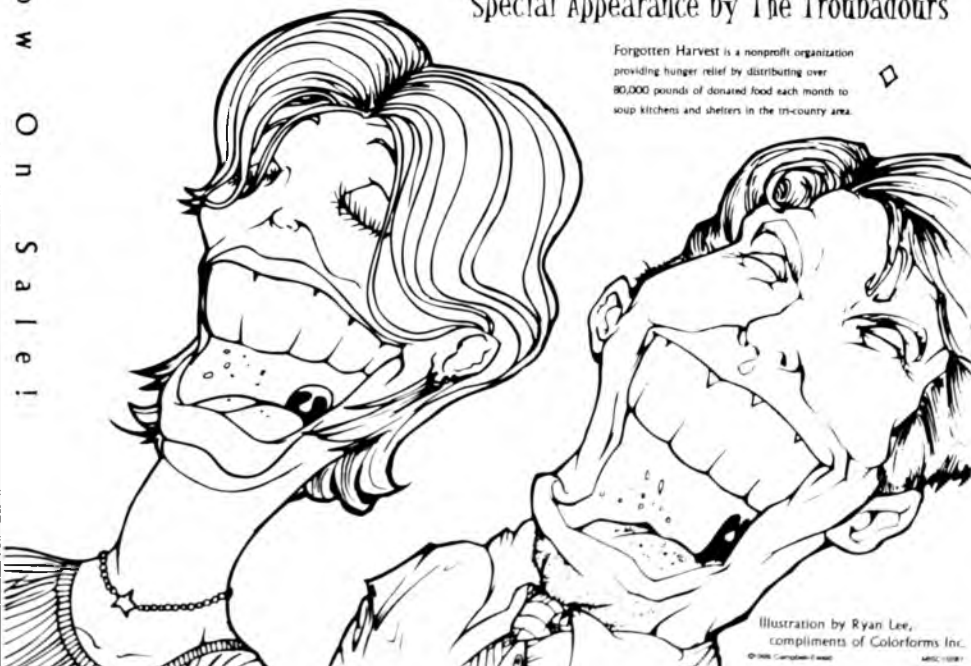


Illustration by Ryan Lee, compliments of Colorforms Inc.

# SUPPORT THESE AFD SUPPLIER MEMBERS

## AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor	(248) 852-3918
National Wine & Spirits	(888) 697-6424
Encore Group Trans-Con, Co.	(888) 642-4697
	(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
Kuepflinger Bakeries, Inc.	(248) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Dist. (Stella D'On)	(810) 757-4457
Tastee Bakeseries	(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
Michigan National Bank	1-800-225-5662
North American Interstate	(248) 543-1666
Peoples State Bank	(248) 548-2900

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	(810) 591-3232
Ak'Wa Water	(248) 627-3747
Allied Domecq Spirits USA	(248) 948-8913
Anheuser-Busch Co.	(800) 414-2283
Arctadia 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	
Auburn Hills	(248) 373-2653
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501
Coffee Express	(734) 459-4900
Coors Brewing Co.	(513) 412-5318
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
General Wine & Liquor Corp.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Josulate Wines, Inc.	(313) 538-5609
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
O.J. Distributing, Inc.	(313) 533-9991
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	1-800-935-6533
Pepsi-Cola Bottling Group	
Detroit	1-800-368-9945
Howell	1-800-878-8239
Pontiac	(248) 334-3512
Petitpre, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
Red Hook Beverage Co.	(248) 366-0295
R.M. Gilligan, Inc.	(248) 553-9440
Royal Crown Cola	(616) 392-2468
Scagran Americas	(248) 553-9933
Seven-Up of Detroit	(313) 937-3500
Southcorp Wines North America	(248) 795-8938
Stroh Brewery Company	(313) 446-2000
Tri-County Beverage	(248) 584-7100
UDV-North America	(313) 345-5250
Vineyards Fine Wines	(734) 284-5800
Viviano Wine Importers, Inc.	(313) 883-1600

## BROKERS/REPRESENTATIVES:

Acosta-PMI	(248) 737-7100
Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
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
Merkert American	(810) 574-1100
Paul Inman Associates	(248) 626-8300
Treco	(248) 546-3661

## CANDY & TOBACCO:

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
Farmington Hills Manor	(248) 888-8000
Karen's Cafe 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) 566-1523
Tom Davis & Sons Dairy	(248) 399-6300

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

Seaford International/	
Salasnek, Inc.	(313) 368-2500
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:

AlphaAmerica 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
Meadowbrook Insurance	(248) 358-1100
Miko & Assoc.	(810) 776-0851
North Pointe Insurance	(248) 358-1171
Rocky Husayn & 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
Jaggi 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
Pack'Em Enterprises	(313) 931-7000
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

## MEAT PRODUCERS/PACKERS:

Alexander & Horning	(313) 921-8036
Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Country Preacher	(313) 963-2200
Gainor's Meat Packing	(517) 269-8161
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
Peikie 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:

American Vending Sales	(248) 541-5090
Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Frio-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) 268-4900
Vitner Snacks	(810) 365-5555

## PRODUCTS

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

## 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
Action Inventory Services	(810) 573-2550
AirPage Prepay & Talk Cellular	(248) 547-7777
AirTouch Cellular	(313) 590-1200
American Mailers	(313) 842-4000
Americitech 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, Beatrice, DeLisle	(313) 882-1100
Cellular One—Traverse City	(231) 922-9400
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Checkcare Systems	(313) 263-3556
CIGNA Financial Advisors	(248) 827-4400
Community Commercial	
Realty Ltd.	(248) 569-4240
Credit Card Center	(248) 476-2221
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
J & B Financial Products LLC	(734) 420-5077
Jerome Urcheck, CPA	(248) 357-2400, x257
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Merchani Card Services	(517) 321-1649
Metro Media Associates	(248) 625-0700
Nationwide Communications	(248) 208-3200
Nexel Communications	(248) 213-3100
North American Interstate	(248) 543-1666
Paul Meyer Real Estate	(248) 398-7285
POS Systems	(517) 321-1649
Prudential Securities, Inc.	(248) 932-4480
Quality Inventory Services	(810) 771-9526
Retail Accounting Service	(313) 368-8235

REA Marketing	(517) 386-9666
Frank Smith's Re/Max in the Hills	(248) 645-5800
Safe & Secure Investigations, Inc.	(248) 425-4775
Sai S. Shimoun, CPA	(248) 593-5100
Security Express	(248) 304-1900
Southfield Funeral Home	(248) 569-8080
Harold T. Stulberg, R.E., Broker	
24 Hours	(248) 351-4368
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644
Western Union Financial Services	(248) 888-7423
Whiteley's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Bollin Label Systems	1-800-882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Great Lakes Gumball	(248) 723-5113
Hobart Corporation	(734) 697-3070
Kansmacker	(517) 374-8807
MSI/BOCAR Store Fixtures	(248) 399-2050
National Food Equipment	
Supplies	(248) 960-7292
North American Interstate	(248) 543-1666
Oreck Floor Care Centers	(810) 415-5600
Plex-Lab Corp.	(810) 754-8900
Refrigeration Engineering, Inc.	(616) 453-2441
Serv-Tech Cash Registers	(800) 866-3368
Taylor Freezer	(313) 525-2535
TOMRA Michigan	1-800-610-4866

## WHOLESALE/FOOD DISTRIBUTORS:

AK'WA Water Co.	(248) 627-4737
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) 879-5681
Flippin Distributing	(906) 789-9562
Food Services Resources	(248) 738-6759
Garden Foods	(313) 584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Wholesale	(616) 261-9393
Hamilton Quality Foods	(313) 728-1900
Hammell Music, Inc.	(248) 594-1414
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
Lipari Foods	1-810-447-3500
McInerney-Miller Bros.	(313) 833-8660
Midwest Wholesale Foods	(810) 744-2200
National Bulk Foods	(213) 292-1550
Norquick Distributing Co.	(313) 522-1000
Pointe Daire Services, Inc./	
<i>    </i> 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
Star Wholesale Grocers	(313) 567-7654
Spartan Stores, Inc.	(313) 455-1400
Suburban News: Warren	(810) 756-4000
Super Food Services	(810) 785-4200
Super Food Flints	(517) 777-1891
SuperValu Central Region	(937) 374-7874
Tiseof's Frozen Pizza Dough	(810) 566-5710
Treppo Imports	(248) 546-3661
Value Wholesale	(810) 967-2900
Weeks Food Corp.	(248) 927-3535
Ypsilanti Food Co-op	(313) 483-1520
<b>ASSOCIATES:</b>	
American Syntistics	(313) 427-4444
Canadian Consulate General	(313) 567-2208
Livemore-Davis Florist	(248) 352-0081
Minnish's Boats & Motors	(810) 748-3400
Wilden & Assoc.	(248) 588-2358
Wolverine Golf Club, Inc.	(810) 781-5544



# *Are you ready for the* **New Millennium?**

*Get ready with Profit-Making Programs from NA Group!*

- Attract New Customers
- Keep Current Customers
- Increase Floor Traffic
- Increase One-Stop Shopping
- Eliminate Bad Check Loss
- Reduce Bank Card Charges
- Add Extra Revenue
- 24 Hour, 7-Days-A-Week Service
- Increase Store Security
- Ensure Employee Safety

*Michigan's Leading  
Distributor of ATMs,  
Refreshment Equipment,  
Payphones and  
Amusements!*

*Are you ready for federally mandated  
electronic benefits (Welfare, Food  
Stamps, etc.)? Can you sell money orders,  
theatre tickets, phone cards and much,  
much more through your ATM?*

*Call Today:  
(800)*

**333-8645**

## ***We're Ready—Are You?***



3800 W. Eleven Mile Rd. • Berkley, MI 48072 • (800) 333-8645

**SALES — SERVICE — LEASING**

**AMUSEMENTS — ATM's — PAYPHONES — VENDING — TIME DELAY SAFES**

**CROSSMARK**  
Sales & Marketing

# Holiday Time Is Near ....

The Customer Is Searching  
for "Meal Solutions" Through  
Your Features and Displays

Feature These "Holiday Products" Represented by  
**CROSSMARK - Michigan**

## GROCERY

- ✓ Bush's Baked Beans
- ✓ Dole Pineapple, Fruit Bowls, Tropical Fruit, Fun Shapes, Mandarins, & Pineapple Juice
- ✓ Duncan Hines Cake & Brownie Mixes & Frostings
- ✓ French's Mustards & French Fried Onions
- ✓ Grey Poupon Mustard
- ✓ Hefty Plates & Storage Bags
- ✓ Hellman's Mayonnaise & Salad Dressings
- ✓ Henri's Salad Dressings
- ✓ Ice Mountain & Poland Springs Water
- ✓ McCormick's Spices
- ✓ Musselman's Applesauce & Juices
- ✓ Northland Cranberry Juices
- ✓ Planters Nuts & Snacks
- ✓ Reynolds Foil & Wraps
- ✓ Royal Cheese Cake Mix
- ✓ Treesweet Juices
- ✓ Win Schuler Bar Schips & Party Mix

## FROZEN

- ✓ Farm Rich Dippers
- ✓ Green Giant Vegetables
- ✓ Hot Pockets Pizza Minis & Toaster Breaks
- ✓ Mama Bella Garlic Breads & Toast
- ✓ Mrs. Smith's Pies, Pie Shells, & Cobblers
- ✓ Rich SeaPak Shrimp

## FROZEN (Cont.)

- ✓ Seneca Juices
- ✓ Totino's Party Pizza, Rolls, & Stuffed Nachos
- ✓ Treesweet Citrus Juices

## DAIRY

- ✓ Elf & Booth Herring
- ✓ Florida's Natural Premium Citrus Juices
- ✓ International Delight Flavored Creamers
- ✓ Kaukauna Cold Pack Cheese Cups & Cheeseballs
- ✓ Land O Lakes Butter, Margarine, Spreads, Cheeses, & Sour Creams
- ✓ Miceli Ricotta, String, & Italian Cheeses
- ✓ Win Schuler Bar Scheezes & Cheeseballs

## MEAT / DELI

- ✓ Barber Stuffed Chicken
- ✓ Kings Hawaiian Breads & Rolls
- ✓ Land O Lakes Deli Cheeses
- ✓ Turkey Store Meats & Deli Meats

## CONFECTION

- ✓ Andes Mints
- ✓ Brach's Candy
- ✓ Nabisco Life Savers & Breath Savers

## PRODUCE

- ✓ Dole Fresh Salads
- ✓ Dole Raisins, Pistachios, & Dates
- ✓ Brach's Pick-A-Mix Bulk Candy

**CROSSMARK**  
Sales & Marketing

## Central Region

DETROIT  
LOUISVILLE

GRAND RAPIDS  
TOLEDO

## With Offices In:

CINCINNATI  
COLUMBUS

FT. WAYNE  
INDIANAPOLIS