

# AFD

ASSOCIATED FOOD DEALERS OF MICHIGAN  
and its affiliate  
PACKAGE LIQUOR DEALERS ASSOCIATION

## FOOD & BEVERAGE REPORT

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

Address Correction Requested

BULK RATE  
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VOL 18, NO 9

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September 1999

**Working hard for our members.**

### Inside

Service spells success for  
Security Express  
• See page 4

Proposed rules for WIC  
vendor participation  
• See page 18

Meet Representative  
Jimm Allen  
• See page 24

Southfield's Mega  
Market opens to rave  
reviews  
• See page 32

### Taste of the Nation benefits hunger relief

A benefit event, complete  
with a premier wine tasting,  
restaurant walk-around and  
live entertainment will take  
place on Thursday, October  
7, 1999 at the Rattlesnake  
Club and Strub River Place  
Atriums.

Proceeds from the event  
go to Share our Strength. For  
more information and to  
purchase tickets, please call  
Jodie at Gleaners Community  
Food Bank (313) 923-3535.

### Beverage Journal Holiday Show offers special deals

Don't look now, but it's  
time to begin planning for  
your holiday sales. AFD's  
Beverage Journal Holiday  
Show can help you put it  
all together. Plus, the  
show offers special deals,  
new products and  
discounts. Be sure to  
check it out! It takes place  
Tuesday and Wednesday,  
September 21 and 22 at  
Borison Manor. See the  
information beginning on  
page 28 for show specials  
and discounts.

## AFD negotiates higher commissions from Michigan Lottery

By Bill Viviano  
AFD Chairman

After several meetings  
with Lottery Commissioner  
Don Gilmer and his  
marketing director, Tom  
Egan, AFD and the Michigan  
Lottery have developed a  
program that we believe will  
be beneficial to our members.

As a pilot project,  
beginning October 1, 1999  
and continuing through  
September 30, 2000, the  
lottery will pay a commission  
of seven percent on all \$2  
instant games. Currently \$2  
instant games account for 40  
percent of all instant ticket  
sales. We believe that the  
higher commission on \$2  
instant games will raise an  
additional \$4 million for  
retailers in the next twelve  
months. If the project is  
successful, it is our hope that

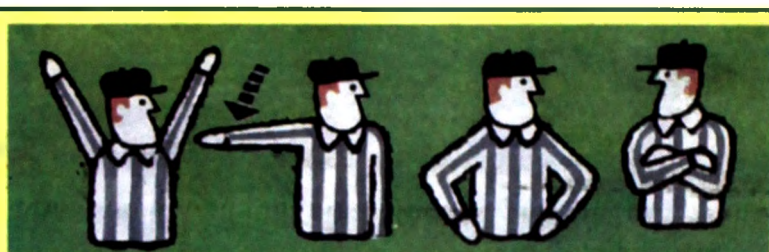
the seven percent commission  
will be passed on to all instant  
games next year.

In addition, the lottery has  
agreed, beginning January 1,  
2000, to pay a \$2,000  
commission to retailers that

sell a winning ticket over  
\$100,000. This incentive is  
new but one which we have  
lobbied for many years.

AFD is pleased to be in  
the forefront of helping  
retailers increase their lottery

income. We also extend our  
thanks to Mr. Gilmer and Mr.  
Egan for their partnership  
and cooperation. This is  
certainly a step in the right  
direction.



### AFD Fantasy Football

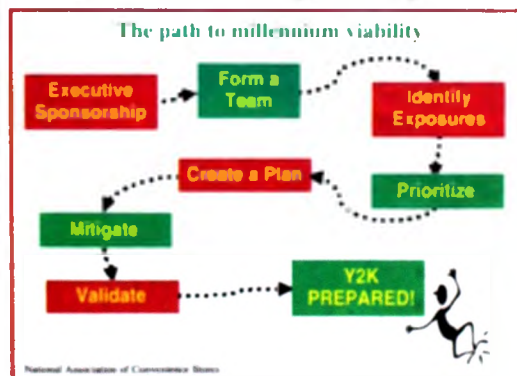
Did you ever wish there was an extra set of eyes to keep watch on the "game" that goes on daily in your store?

Team AFD came up with some referees to help you make the right call during this busy time of the year.

Be a good sport and turn to page 12!

### Are you Y2K ready?

Use the article on page 16 as a guide



Take a walk down the Y2K path shown  
above and you'll emerge with a plan.

### A great day for golf...



Long-time returning sponsors, American Bottling/TUP  
Detroit and guests (l to r) Ron Larkin and Jerry Yuzgo of  
J&J Foodcenters, Joe O'Bryan from TUP, and Jim Hooks  
of Metro Food Land, have a little fun on the course at the  
AFD Scholarship Golf Outing, July 22.  
More photos beginning on page 34.



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WARMER.**

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## Chairman's Message

# Soft drink shells disappearing



By Bill Viviano  
AFD Chairman

A recent decision by the major soft drink bottlers in Michigan to eliminate the deposit on their plastic shells appears to be having a costly effect.

Shells are the plastic holders that contain the two-liter bottles into cases of eight bottles and the 20-ounce bottles into cases of 24. They are used to safely transport soft drinks to retail outlets. Until recently retailers paid a deposit on shells so that the bottlers were assured that they would be returned.

Earlier this year, The Coca-Cola Bottling Company of Michigan eliminated their shell deposit, an action that was immediately followed by

Pepsi-Cola of Michigan.

According to various soft drink officials, the removal of the shell deposit was primarily intended to be a benefit for the retailer by reducing paperwork. This also eliminated the need for the retailer to have money tied up in deposits.

However, the soft drink companies are concerned that shells are starting to disappear at an alarming rate. Since the removal of the deposit, there have been numerous incidents of the shells being placed in unsecured areas outside stores, where they disappear before the driver can pick them up. Employees have also taken shells home for personal use and shells are being thrown in with the trash or materials for recycling.

If the trend of disappearing shells continues, the soft drink companies will have to replace them with new shells, resulting in additional costs that will certainly be passed along to retailers and ultimately to consumers.

There is a simple solution to the problem. Retailers should simply handle shells in the same manner as when there was a deposit on them,

stacking them in a secure area of the store until the driver picks them up. This will reduce the need for the soft drink companies to buy a large amount of replacement shells, and will eliminate the possibility of the shell deposit being reinstated. If all retailers treat shells properly, there will be no need for the deposit and everyone benefits.

## USDA regulatory advisory:

### They're checking for nutrition posting

The U.S. Department of Agriculture (USDA) will be conducting audits beginning *this month* to ensure that the supermarket industry is complying with USDA guidelines regarding the posting of point-of-purchase nutrition information for raw meat and poultry products.

This upcoming survey is in response to previous store audits, which USDA has stated showed that fewer than 60 percent of grocery stores actually provided current meat and poultry nutrition information. USDA regulations stipulate, that if significant participation (60 percent of stores surveyed are providing 90 percent of the required information) is not met, the Agency will initiate proposed rulemaking to require nutrition labeling on single-ingredient, raw meat and poultry products.

While we do not yet know the details of USDA's proposed rule, it is critical the industry make an all out effort towards this next round of surveys beginning this month (September). A successful audit could greatly impact the direction that USDA intends to take regarding mandatory labeling regulations for fresh products.

No new nutrition data have been issued since the last surveys were conducted. Color posters and brochures of the charts may be obtained through FMI's Publication Sales Department at (202) 479-8266. These charts are also available on FMI's Web site: [www.fmi.org/consumer/nutrfacts](http://www.fmi.org/consumer/nutrfacts).

Please be sure that your stores have this information posted.

## The Grocery Zone

By David Coverly



# Service spells success for Security Express

by Michele MacWilliams

What do you get when you take a group of good products, add in personalized customer service and mix it with a lot of hard work and a healthy dose of commitment? For the Zeer brothers, this is the recipe for their highly successful Security Express company.

Spend any time talking to Eddie or Kenny Zeer and the first thing you learn about Security Express is that customer service is paramount.

Started in 1990, Security Express is a financial management company that makes it possible for retailers to provide services to their customers. These services include money orders, gift certificates, cashier's checks, electronic utility payments and a host of others.

Security Express is the only Michigan company licensed in the state to provide these services. According to the Zeers, this is one important edge they have over their competition. "We're in Metro Detroit, with most of our customers. If they have a question, they call and a person answers, not a voice mail. We understand the market and the needs of our customers. We can proudly say that there are less than 40 money order companies in the world and Michigan has one of them."

Both Eddie and Kenny began their careers in the retail food industry and they understand the business from the retailer's point of view.

They began Security Express because they saw a niche that they could fill.

"There were two national companies - American Express and Travelers - with most of the money order business," says Kenny. "When we came along, things changed. Competition heated up and prices dropped." According to Kenny, today Metro Detroit enjoys some of the lowest money order prices in the country.

In addition to a high level of customer service, another primary reason that retailers choose Security Express is that their products are totally automated.

"Our money orders are sold by vending machines," explains Kenny. "The store employee simply takes the money from the customer, inputs the information and out comes the money order. It's easy and fast."



Eddie Zeer

Kenny adds that the checks also look professional and the numbers on the money orders carry a copyright, which makes them difficult to duplicate.

"One of the big features of our money order system is that the machines give a running total for record-keeping. Retailers can look back year-to-year or check on any particular money order, no matter when it was written. The system also has a built-in check and balance to back up the record keeping."

According to the Zeers, this has made Security Express the second largest money order company in Southeast Michigan, behind Travelers.

"Money orders are a customer-driven commodity," says Kenny. "Studies have shown that the store that doesn't provide this service is losing grocery sales. People want to go to a store where they can do it all...one stop shopping."

## Checking out checks

Check cashing is another business draw for retailers and security Express offers an automated system that is savvy to fraudulent check writers. The system assigns an ID to a customer. Then their thumb print, photo and signature are taken when their check is cashed. This information goes into a database that is shared by all stores on the system. Every two hours the system checks for fraud.

"A person who is writing fraudulent checks will typically go

from store-to-store cashing them," Eddie explains. "Our system monitors all check-cashing activity and will catch the person with duplicate checks."

## Quick cash

For its customers, Security Express offers a cash advance program that can greatly assist the retailer with cash flow. Security Express will give its customers cash for their checks immediately. Banks typically want to hold the money for at least 24 hours to make certain that checks clear before cashing them.

"This really helps the store owner who has a good deal of money tied up in checks but needs cash in his register," says Kenny. "Typically they come to us in the afternoon to get the cash they need for the remainder of the day. With more cash on hand, they are able to cash more checks and bring in more money to their store."

## Prepaid phone cards

Security Express also sells prepaid phone cards at competitive rates. "Phone cards are very popular," Kenny adds. "In Metro Detroit, over 50,000 activations are recorded in a single day."

Both the Zeer brothers are very active in AFD functions and they offer special rates on their services to AFD members.

What is next for Security Express? "The company will introduce the only online utility and payment system to debit payment instantly," says Kenny. The company is also introducing money transfers to more than 10 countries and the Zeers are taking their personalized service into Ohio, Indiana, Illinois and several European, African and Middle Eastern countries.

"We offer our products with dignity and a high degree of service. We have been successful here and believe we'll be just as successful in the urban areas of our bordering states," Eddie enthuses.

The Zeers are proof that hard work, a good knowledge of the needs of the retail market and exceptional customer service all blend to make the perfect recipe for success in the financial management business.

# Calendar

**September 21-22**  
**Beverage Journal Holiday Trade Show, Sponsored by AFD**  
Burton Manor, Livonia  
(248) 557-9600

**October 2-6**  
**National Frozen Food Convention**  
Boston, Massachusetts  
(703) 821-1350

**October 3-5**  
**Human Resources/Training & Development Conference**  
Atlanta, GA  
(202) 429-8479

**November 7-9**  
**Retail Food Safety Conference**  
Sheraton Inner Harbor Hotel  
Baltimore, MD  
Fax (202) 429-4529

**November 9-10**  
**Supermarket Foodservice Short Course**  
O'Hare Hilton Hotel, Chicago  
(202) 862-1498

**November 23**  
**AFD Annual Turkey Drive**  
AFD & its members give turkeys to needy families across Metro Detroit  
(248) 557-9600

## Statement of Ownership

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AFD works closely with the following associations:



# Introducing Finlandia® Arctic Cranberry Vodka

*Crisp Taste.  
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Finlandia Arctic Cranberry Vodka is the extraordinary marriage of crisp, pristine Finlandia® Vodka and natural cranberry flavor. Dressed up in an all new "glacial" bottle, this sensational spirit from the top of the world is bracing for a blizzard of sales. Here's why.

#### THE CRANBERRY FACTOR

Consumers are mad about cranberry. It's refreshing, distinct and superb in cocktails. In fact, vodka and cranberry is the third favorite vodka drink! Finlandia lets you tap into this trend with Arctic Cranberry, a naturally flavored vodka unlike any other.

#### IMPECCABLE TASTE

Ultimately, taste conquers all. The vodka made from pure glacial spring water meets the tart, luscious qualities of natural cranberry to achieve a flawless balance of flavors.

#### EXTREME VERSATILITY

Arctic Cranberry sparks cocktail creativity! It's great chilled straight, on-the-rocks, in martinis, with soda, tonic and fruit juices, reincarnating old favorites, concocting new ones...

#### STUNNING LOOKS

While natural cranberry produces a gorgeous, ruby-like color in the glass, the new "glacial" bottle, reflecting Finlandia's arctic origins, is irresistible on the shelf.



*In a past life I was pure, glacial spring water.*

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**HOLIDAY  
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CODE	PRODUCT	SIZE	SHELF	SELLING
72467	BEEFEATER WITH SLANTED GLASS	750 ml	\$16.79	\$17.80
77367	COURVOISIER VSOP WITH FLASK	750 ml	39.95	42.35
74627	SAUZA CONMEMORATIVO WITH MARTINI GLASS	750 ml	19.97	21.17
76217	SAUZA HORNITOS MARTINI PACK	750 ml	20.96	22.22
72517	KAHLUA WITH 2 MUGS	750 ml	18.97	20.11
72503	KAHLUA WITH 1 MUG	375 ml	10.48	11.11
	CAROLANS WITH GLASSES	750 ml	12.99	13.77
72207	TIA MARIA WITH MARTINI GLASS	750 ml	12.47	13.22
	HW PEPPERMINT WITH MUG	750 ml	6.93	7.35
72477	COURVOISIER WITH HOLDER	750 ml	25.95	27.51
	COURVOISIER VSOP WITH 2 SNIFFERS	750 ml	39.95	42.35
72497	COURVOISIER XO WITH SNIFFERS	750 ml	129.97	137.77
72487	COURVOISIER VSOP WITH CORDIAL GLASS	750 ml	39.95	42.35
70337	CANADIAN CLUB WITH GLASS	750 ml	12.99	13.77
72637	TEQUILA ROSE WITH DRINK GLASSES	750 ml	18.84	19.97
72627	MCCORMICKS IRISH CREAM WITH ROCKS GLASSES	750 ml	10.92	11.58
73677	BORU IRISH VODKA WITH GLASSES	750 ml	21.97	23.29
	FLOR de CANA RUM WITH ROCKS GLASSES	750 ml	27.61	29.27
	CUERVO 1800 ART LABEL	750 ml	20.96	22.22
	SMIRNOFF NUTCRACKER DECANTER	750 ml	9.96	10.56
	*CRISTALL VODKA WITH GLASS	1.0 L	23.62	25.04
	ARROW 50ml HOLIDAY CANDY CANE	50 ml	3.42	3.63
79480	TRADICIONAL WITH SHOT GLASS	375 ml	12.47	13.22
79887	AGUARDIENTE CRISTAL WITH GLASSES	750 ml	14.98	15.88
	CARDENAL MENDOZZA WITH SNIFFERS	750 ml	157.40	166.84

\*New Low Price! Same Price as 750 ml.

Please contact your National Wine & Spirits Representative  
 for all your Holiday Needs: 248-553-9440.



## Edison Offers Energy Expertise to Save You Money

Operators have many concerns and issues to consider when trying to decide what equipment they will need:

What is the cost of the equipment? How will the equipment fit into our space? Does it require ventilation? Can I use one piece of equipment to do multiple tasks? Will this equipment increase labor? Will I be able to reduce labor? How much training will it require? Is it easy to maintain? How about cleaning? What is the performance of the equipment? Will I need additional air conditioning?

**If an operator is adding or changing any sort of foodservice outlet, there are many issues to consider.**

Energy is viewed as a major expense, but in reality it is a very small portion (an average of 3 to 4 percent) of your entire cost. Recent studies have shown food and labor are your major expenses. If an efficient layout or a new technology can eliminate labor, or give you a larger portion size, then you are saving money. If a piece of equipment requires less maintenance and labor, then it saves you money. If a fryer can extend oil life two or three days and eliminate cracked frypots, then you are saving money. For these reasons, the quantity of energy used is a small part of your cost saving and profit equation.

Working with a qualified dealer or manufacturer's representative can provide the foodservice operator with a competitive edge. Detroit Edison trade allies have access to the Electric Foodservice Council, the Electric Power Research Institute, the National Association of Foodservice Equipment Manufacturers, and other organizations to provide a wealth of resources to help the foodservice customer save money.

### Who can you call for assistance?

Donna Zaleski of the Partners in Excellence program at Detroit Edison can alert you to such services as:

- energy audits, performance contracts, and engineering specification reviews
- demo facilities to test/meter equipment
- information/testing on operating

- cost, equipment cost, maintenance
- lighting services
- information about new efficient, energy-saving technologies
- training seminars many with CE credits (CFSP, HACCP, Servsafe and many others)
- air conditioning services
- heat pump/water heater services
- geothermal services

- automatic bill payment plans

Many of these services are available to foodservice customers free of charge. The information and assistance you deserve are just a phone call away. To reach your maximum profitability it is important for you to take advantage of this free resource. For more information about

how Detroit Edison can help you with your foodservice program call 313-235-7744. Or visit us on the web at <http://www.detroitedison.com>.

Detroit Edison staffers will also be on hand to answer your questions at the Michigan Restaurant Association trade show October 19 & 20. Look for Booth #508.



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 1-818-235-7744. We'll introduce you to some of the best partners a business could ever have.

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- Tod Hunter Imports
- U.S. Distilled Products
- White Rock Dist.
- William Grant & Sons

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PLAYBOY BY DON DIEGO	TE-AMO	HAMILTON BY H. UPMANN	SINATRA	HAMILTON BY DAVIDOFF
MACANUDO	MAKERS MARK	LAS CABRILLAS	CHAIRMAN'S RESERVE	LA GLORIA CUBANA
ASTRAL GRAND RESERVE	LA DIVA	WD BUNDLES	SAN JOSE	ROYAL JAMAICA
PARTAGAS	ASHTON	BRIONES	LA AURORA	GOURMET DESSERT
LEON JIMENES	EL SUBLIMADO	EL INCOMPARABLE	DON LIMO	DUNHILL
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Are You Going  
Back As An **UNT?**



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on 7 Up "Back-To-School" Favorites!

# Debit card acceptance update

Debit cards have finally taken off. Over the past several years, the electronic payments industry, especially debit card payments, has grown and changed significantly. Today, point-of sale (POS) debit transactions are the fastest growing electronic payment type. POS debit transactions have doubled from 1995. This rapid growth is expected to continue. While over one-half of American households have debit

cards today it is predicted to expand to two-thirds of American households during the year 2000.

Debit cards, originally developed for ATM use, have expanded this use to include purchase capabilities. There are two types of debit cards in the market place: "On-line" debit which uses consumer's Personal Identification Number (PIN) security and "Off-line" debit which looks and acts like a traditional credit card and

requires a customer signature. On-line cards are ATM/purchase cards for which transactions are generally routed through regional debit networks such as, MAC, Star, Magic Line and NYCE. On-line cards can be used at merchant locations equipped with PIN pads. Off-line debit is presented with Visa or MasterCard logos and transactions are routed through their networks. Off-

line cards can be used everywhere Visa and MasterCard are accepted and are billed to merchants at their Visa and MasterCard rates.

Overall, on-line (PIN) and off-line debit transactions represent 35% to 50% of convenience store and supermarket electronic transactions; thus, debit card transactions are a very significant portion of your current or potential customer sales.

It is a good time to review your acceptance procedures and debit card capabilities, following are some items to consider:

## Customer Convenience

Whether it is on-line or off-line debit or credit card acceptance, **offer your customers payment options of their choice**, don't lose customers by not accepting their preferred payment type. Provide the cash back option with PIN debit **an overwhelming 81% of consumers consider cash back a valuable service**; thus, increasing their shopping frequency.

## Lower Costs

AFD members benefit from AFD's member program with MBS; however, further savings can typically be realized by converting off-line debit and credit card transactions to on-line debit transactions. Some simple ways to promote on-line debit include: displaying signage, coaching your sales team; "Is this your ATM card?," "Would you like to enter your PIN number?" and enabling and promoting cash back service.

## Debit Network Coverage

There are several regional debit networks; such as, MAC, Star, Magic Line and NYCE offering coverage throughout the United States along with national coverage provided by Visa and MasterCard. The majority of your debit transactions will be processed through the major regional network(s) within your geographical market. However, due to our mobile society and network overlap it is important to verify that you have coverage for multiple networks. AFD/MBS merchants can call (800) 848-3213 to review the network connections for your account(s).

It's a good time to review your debit card acceptance capabilities. If you don't accept on-line (PIN) debit you may want to consider it. Let MBS help you develop the best solution for your debit and credit card transactions. If you have any questions or you are interested in accepting on-line cards call us today at (800) 848-3213.

## Group Savings Individual Service



AAA Michigan is pleased to announce a partnership with the AFD which allows us to offer you and your employees the opportunity to join the state's leading membership organization, at a special group rate. Benefits include:

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To find out more or to enroll your company, call Judy Shaba at 248-557-9600



\*Insurance underwritten by Auto Club Insurance Association family of companies



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# Fantasy Football

Football Season is one of the busiest times for retailers as it is the kick-off for holiday planning and shopping. You could use extra help. How about a referee to supervise your business?

In our fantasy football game, the *AFD Food & Beverage Report* has made some suggestions to help you get through this shopping season with humor. Take time out to see if any of these commonly used signals would be a help in your store!



## Clipping:

What coupon savers do a lot of...



## Touchdown:

Your store sells a winning \$10 million lottery ticket.



## Delay of game:

Scanners down



## Offside:

Customer parks in two spaces.



## Illegal motion:

Customer passes a bad check.



## Intentional grounding:

Someone fakes a slip and fall.



## Loss of down:

Your insurance company loses the slip and fall case.



## Illegal procedure:

When you open a second lane and someone from behind jumps to the front.



## Ineligible receiver:

Minor attempts to purchase cigarettes

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Dear AFD Members,

I am pleased to announce that Party Time Ice Company is now the exclusive distributor of "Ryan's Express" premium packaged firewood.

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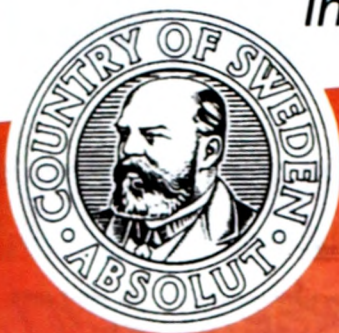
- A) •Price of \$3.59 per unit  
•2-Pallet minimum (60 units/pallet)  
•Pre-priced @ \$5.99/each=40%
- B) •Price of \$3.99 per unit  
•1/2 Pallet minimum (30 units)  
•Pre-priced @ \$5.99/each=33%
- C) Delivery available as of September 13, 1999

I would like to take this opportunity to thank all of our customers for their continued patronage. Sincerely,  
Martin G. McNulty  
V.P./Sales



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1.0 L	8466-0	\$19.15	\$0.57	\$19.52	\$22.95
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375 ML	8456-0	8.31	0.66	8.47	9.96
50 ML	8651-3	0.80	0.73	0.82	0.96

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CODE	PROOF	SIZE	PACK	CODE	PROOF	SIZE	PACK
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1650-1	80.0	1000ml	12	6403-3	80.0	375ml	24
1650-3	80.0	375ml	24	6403-7	80.0	750ml	12
1650-7	80.0	750ml	12	8849-3	80.0	50ml	120
1650-8	80.0	1750ml	6	9719-6	80.0	200ml	24
8588-3	80.0	50ml	60	7064-7	80.0	750ml	6 w/Decanter
8702-0	80.0	200ml	24	<b>GLENROTHES</b> (15 Year Old Scotch)			
7177-7	80.0	750ml	6 w/Decanter	8326-0	86.0	750ml	12
<b>CAMPARI APERITIVO</b> (Italian Liqueur)				<b>MOLINARI SAMBUCA</b> (Italian Liqueur)			
6374-7	48.0	750ml	12	6469-7	84.0	750ml	12
8508-3	48.0	50ml	60				
7774-7	48.0	750ml	6 w/Water				

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10/07/00

# Y2K Compliance: Getting Started

## A practical path for retailers

### Step 1: Owner awareness

#### What is the year 2000 (Y2K) problem, anyway?

Many computers, software programs and embedded microchips have been designed to register dates only in two digits, such as "98" instead of "1998"

#### So what?

So computers themselves may lose track of the century date and give wrong information to programs running on them. Programs may cease to run at all, or worse, may continue on and create corrupted data. Microchips may malfunction and equipment stops working.

#### Can't this be easily fixed by changing to 4-digit date years?

Unfortunately not. The problem occurs at many levels. And software programs are riddled with date fields and date calculations. While there are many tools and techniques to help programmers locate and fix data calculations, there is no magic "silverbullet" which can go in and fix everything in one fell swoop.

#### How will that affect my store business?

- What if your tank-level monitor shuts down and disrupts gas flow to the dispenser?

- What if your dispenser or card readers malfunction?

- What if your coolers shut down?
- What if your EPOS system linkup is down and you are not able to access credit?

#### The business questions for you then become:

- If my tank monitoring system were to fail as a result of the Year 2000 problem, would I still be able to dispense fuel to my customers?

- Will I have adequate cash flow to operate my business, if my credit and debit cards cannot be processed and credited to my account in a timely manner?

- If my suppliers cannot supply product to me, whether fuel, groceries or parts, if even for a couple days, what will be the impact on my business?

#### Exactly how many items in my store could be Y2K sensitive?

Studies have shown that the typical convenience store has 35 plus items that require Y2K validation. Some items are critical

and others are less critical, but all must be identified and validated. You must fix what you can fix and make contingency plans for possible failures!

#### By now, you probably have a good idea that you should prepare for Y2K.

#### Here are several strong recommendations to owners:

1. **Owners should run the Year 2000 (Y2K) project.** There is no substitute for top-level support and involvement. Please do Not delegate it to Computing or Operations or Finance. Include them all and manage it yourself.

2. **Focus on the whole picture** (as outlined in the steps in this article), not just the computer issues. Make "millennium viability" your goal — not just technical compliance. Viability means being able to conduct business.

3. **Form a team** with representatives from across your organization — even if you are small — and follow the leadership path (see diagram on cover).

4. **Start now.** Don't wait until everyone is competing with you for resources you may need.

5. **Make contingency plans** in case unforeseen things go awry — and they will.

### Step 2: Business Process Map

In developing your business process map, take a "whole business" approach. For example, put your customer first and ask "what absolutely must continue to function?" Because the weakest link in the business chain is what can cause it to break, you must consider:

- Where do you get your products and components?

- How are they shipped to you? How "Y2K viable" are those suppliers and shippers? How vulnerable are these links?

- What core processes do you employ to add value?

- What could fail — and who in your organization owns the process?

To assess Y2K store vulnerabilities, break your store into manageable parts or "zones." NACS' free video does a walk-through of store vulnerabilities. (See order info)

1. Divide your facility down into logical zones.

2. Focus on each zone one at a time

3. For each zone, identify and list

- Equipment which might have embedded systems in them.

- Interfaces with other systems which might pass date-sensitive data.

- All suppliers and business partners.

### Step 3: Store Operations Analysis

#### Examine your facilities and processes and identify possible Y2K vulnerabilities in:

- Equipment and systems
- Product
- At-risk suppliers

(During this audit, apply red dot stickers to all Y2K sensitive items.

Record the make, model, manufacturer and operating system. The red dot reminds you to inquire with the manufacturer about the compliance of this item.)

Assessment has 3 parts:

- Assess severity of impact of each item if it fails, then prioritize the items

- Investigate each item's actual Y2K status

- Determine how to mitigate - Scope of mitigation required (in terms of cost, time, resources)

Many things will need to be taken into account:

- Select and sequence items to mitigate

- Create a plan to mitigate impacts

- Assign and schedule the work The "3-R's":

- Repair

- Replace

- Retire

(Apply green dot stickers to indicate you've either ruled out the problem or fixed it.)

Create contingency plans

- Contingency planning should be proactive.

For the most likely and most serious remaining failure points, create written contingency plans.

You might anticipate 2-day, 2-week, and 2-month outage scenarios for key critical items.

- Specific contingency options might include:

- Alternative low-tech procedures, simple "work-arounds"

- Stockpiling of key materials, supplies, and components

- Training personnel in Manual procedures

- Pre-positioning key personnel and supplies

- Fast switchover to pre-approved alternative suppliers, etc.

### Step 4: Computing Systems

Questions you need to ask computer and equipment vendors:

1. Will what you provide us work through and into the next century? If not yet, by when will it be compliant?

2. What have you done to ensure that your product will perform?

3. Can we see your test protocols and results?

4. How can we test it in our environment?

The date-sensitivity problem can exist in three areas: core computing systems, PC & network systems, and exchange data.

#### 1. Core computing systems:

The fundamental business software systems which you use to run your business. These typically include your financial software, etc. they often include any transaction software and databases which link to these.

#### 2. PC & Network Systems:

These may be stand-alone or networked, or integrated into an enterprise-wide architecture. Typically these are productivity-focused systems - i.e. helping people and departments work more effectively. However, they may also include applications which are "mission-critical."

#### 3. Exchanged data:

Data which is passed between programs internally, and data which is passed to and from outside entities - i.e. suppliers, government agencies, business partners, banks, etc.

With a solid Y2K plan of action, your business will be ready for a smooth transaction into the new millennium. —NACS

### Y2K help

The National Institute of Standards and Technology (NIST) web site has information on the Y2K Help Center for Small Businesses. The help center provides small businesses with assistance in such areas as Y2K self-help tool support and sources for compliance information, including equipment manufacturers' and vendors' web sites, telephone numbers and databases that contain Y2K compliance information for various products.

The Y2K Help Center for Small Business can be reached by calling 1-800-Y2K-7557 or visit their website at: [www.y2khelp.nist.gov](http://www.y2khelp.nist.gov)



THINK  
BOTTLED



# Choice hops? 7 kinds of barley?

**HEY, MAYBE YOU COULD BE A VEGETARIAN AFTER ALL.**

*Mmmm. Hops and barley.*

*For beer drinkers, there's nothing quite like a generous serving of pilsner beer.*

*What's pilsner you ask? For our brewmaster, it's simple. It's a bright, golden beer crafted in the strict pilsner tradition. A beer that uses only fresh, choice hops from the Pacific Northwest, and seven kinds of barley for flavor. A beer that's filtered three times for smoothness. A beer you know as Miller Lite.*

*But enough talk. Who's ready for seconds?*

**THE GREAT TASTE OF A TRUE PILSNER BEER.**

# WIC food delivery systems proposed rule for governing vendor participation

*In June, USDA issues a proposed rule that if finalized, would substantially change the rules governing vendor participation in the WIC program. Comments are due to the agency by September 14, 1999. The following is a summary of some of the key provisions of the rule.*

## Monitoring vendors and identifying high-risk vendors

State agencies would be required to implement high-risk vendor identification criteria, although the criteria would be kept secret.

State agencies would be required to conduct compliance buys or inventory audits for all high-risk vendors up to the 10 percent minimum.

Routine monitoring would no longer be required.

## Vendor claims

State agencies must develop and implement a system to identify overcharges and other errors.

Proposal confirms State's authority to withhold or collect from vendors the entire redemption value of food instruments that include an overcharge, as opposed to the

current practice of denying payment for, or collecting, only the amount of the overcharge itself.

USDA "encourages State agencies to exercise their authority" in this regard.

## Vendor sanctions

Proposal reiterates final vendor sanction rules published in March, 1999.

USDA refuses to consider comments on this issue.

## Vendor agreement specifications

Vendors may accept food instruments only from participants or their proxies;

Vendors would be prohibited from substituting other foods, non-food items or cash in lieu of supplemental food listed on the instrument, i.e. no refunds, exchanges, or store credit—may only exchange for identical item;

Vendors must ensure the actual purchase price is entered on the food instrument prior to signature by participant or proxy;

Vendors may not charge State agencies more than the price charged customers;

Vendors subject to contract prices would not be able to exceed contract prices;

Prohibits vendors from seeking restitution from participants for food instruments not paid by the State or local agency;

Vendors required to retain inventory records and allow access to State agency;

Vendors must notify State when it ceases operations or changes ownership or location 45 days prior to effective date of the change.

## Vendor appeals

The proposal would limit the types of State agency actions subject to review to the following:

1. Denial of authorization based on selection criteria or the State agency's determination that the vendor is attempting to circumvent a sanction;

2. Termination of agreement for cause;

3. Disqualification;

4. Imposition of a fine or a civil money penalty in lieu of disqualification;

The proposal would establish abbreviated administrative review procedures for the following adverse actions;

Continued on next page.

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## New members join AFD

*The Associated Food Dealers of Michigan welcomes these new retail members who have joined in April through June 1999.*

9 and 30 Gas & Food Mart  
77 Party Store  
Airport Grocery  
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Ford West Party Store  
Gould's Mini Mart Inc.  
Graham's Party Store  
Health Foods Intl.  
Holdens Party Store  
Howard Park Hardware & General Store  
Jack's Family IGA  
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La Calera Grocery  
La Rosa Market  
Litchfield Thriftway Market  
Maria's Italian Bakery  
Mary's Party Store  
McBride Country Store  
Mike Pirrone Produce

### WIC

continued from previous page

5. Denial of authorization based on certain vendor selection criteria;
6. Denial of authorization based on State agency's limiting criteria;
7. Denial of authorization because application submitted outside of acceptable time frame;
8. Termination of an agreement because of change in ownership or location or cessation of operations;
9. Disqualification based on the imposition of an FSP civil money penalty for hardship.

Relax review time frames: States must still give vendors only 15 days notice of an adverse action, but will not need to notify vendors of the appeal decision for 90 days (currently a 60 day requirement).

## Nominations for AFD board elections are being accepted now

It is time to begin the process of choosing our new AFD board of directors for 2000. Any voting member of the association may be nominated to sit on our board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated, in writing, no later than October 1, 1999. All nominations require the support of 25 other members in good standing or a

majority vote by the nominating committee. If you are a retail member, you must seek a retail position on the board. If you are a general member, you must be nominated to stand for a general director's position.

In addition, the AFD will accept nominations for regional directors' positions for regions 3 and 4. Please send your nominations with supporting signatures to the AFD

Nominating Committee, 18470 West Ten Mile Road, Southfield, Michigan, 48075.

Our board of directors sets policies by which the AFD is governed. We urge all AFD members to get involved by nominating candidates you feel will devote their time and talent to represent the food industry with professionalism and integrity.



## A chip off the old blockbuster.

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

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

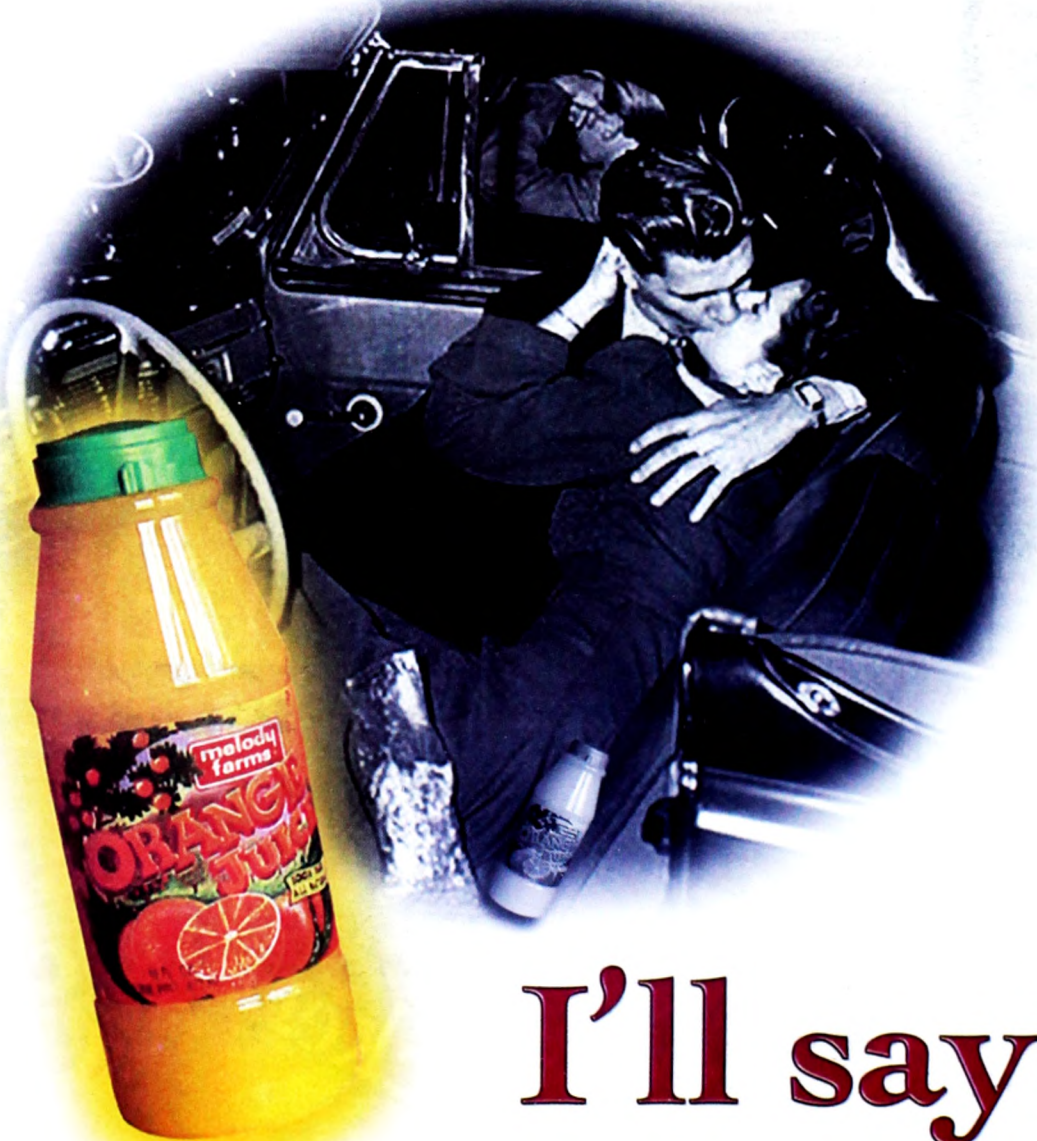
Because if you're not selling Pucker, you're missing a chance to make out.

\*Source: Market Watch.

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## Thanks from our scholars

### Dear Associated Food Dealers and Scholarship Sponsors:

I would like to thank Crossmark for sponsoring my Associated Food Dealers of Michigan scholarship. The scholarship will be beneficial towards my tuition payments. It is good to know that the industry I work in believes in rewarding its employees.

*Thanks again,  
Adam Romoslawski*

Thank you so much for the generous AFD scholarship you have bestowed upon me. Your generosity through this program covers not only the cost of college payments for myself and the other recipients, but more importantly helps us begin the path to creating and fulfilling our dreams and continuing the greatest gift of all—our education. I truly appreciate your thoughtfulness and am forever grateful for it. Thank you once again for this excellent program.

*Sincerely,  
Katharine Sophia*

I would like to sincerely thank you for your kind gesture in assisting me with my college funds. Your contribution to the AFD Scholarship is appreciated greatly. Once again I

thank you for your generosity and hope you will continue to support this cause in the future.

*Sincerely,  
Kimberly Stanisky*

Thank you so much for the AFD Scholarship. I appreciate your confidence in me and assure you your investment in my education will prove justified. I plan to pursue a degree in horticulture at MSU, and I am truly grateful for your financial help. Thank you for your encouragement, support, kindness and generosity.

*Sincerely,  
Dru Bernthal*

I wish to express my gratitude for the scholarship I was awarded by the AFD. Without a doubt, these funds will ease my financial demands of attending college.

I also appreciate the time and effort it takes to prepare the presentation dinner.

*Sincerely,  
Erik Ripley*

I would just like to thank you in this manner for your commitment to find sponsors for your AFD scholarship. I appreciate it greatly as

it will aid me and my family in paying for my college tuition.

*Thanks again,  
Lauren Abro*

Thank you very much for sponsoring me through the AFD. The scholarship is a great financial help in getting me through college. Thank you again. The aid is greatly appreciated.

*Sincerely,  
Miriam Asadi*

I am writing to thank you for my scholarship. I am sure you know the money will be put to good use. This fall I will be taking most of my general education classes at Michigan State. I am planning on becoming a communications major in the future.

*Thank you again,  
James Stanis*

### Celebrating 25 Years of Quality Manufacturing and Service!

Hope to see you at the AFD Holiday Show being held at Burton Manor on September 21st and 22nd. We will be featuring some outstanding promotions for the upcoming Back-to-School, Halloween and Winter Holidays. Hours will be 5:00 p.m. to 10:00 p.m. on Tuesday the 21st and 3:00 p.m. to 8:00 p.m. on Wednesday the 22nd. Stop by and help us celebrate our 25th Anniversary!



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Receive information and training geared to the specific energy needs of the restaurant trade, focusing on the areas where you spend most of your energy dollars. Earn two Continuing Education credits toward NAFEM's Certified Food Service Professional Program (CFSPP).

#### Topics include:

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## State Representative Jason Allen serves his district and his country

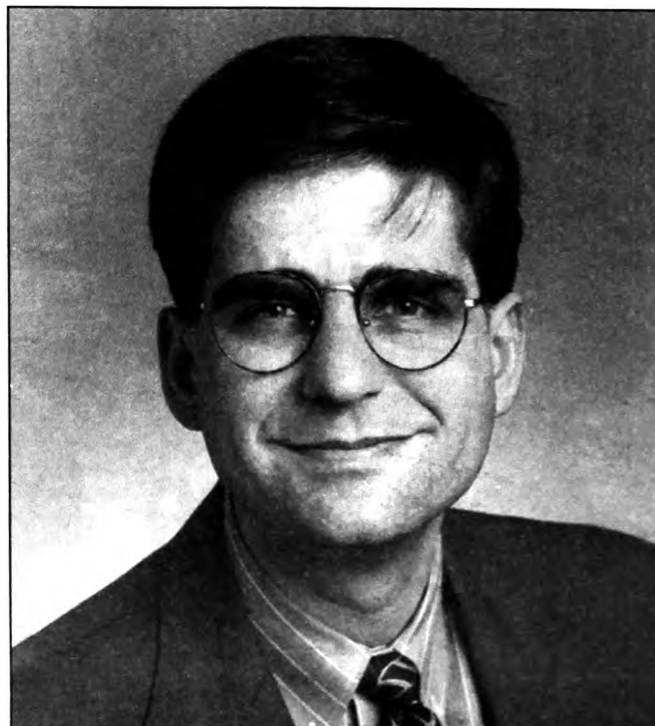
by Kathy Blake

Serving his district comes naturally for former Boy Scout Jason Allen, the state representative for Leelanau and Grand Traverse Counties. Allen became an Eagle Scout at age 13 and remains active in scouting, serving on the Scenic Trails Boy Scout Executive Board and teaching merit badge classes. Growing up as a Boy Scout with parents who kept active in public service, Allen grew into a civic-minded individual. Allen is a long-time resident of Traverse City, a community that he says has historically held a lot of political leadership.

Representative Allen says his district is mostly agricultural with some areas becoming more populated. "Traverse City is getting a great deal of growth especially with retirees from the Detroit area. Statewide, by the year 2015, 15 to 16 percent of the population will be over 65 years old. Leelanau County will have more than 20 percent over 65, said Allen. "The Baby Boomer generation will be the richest retirees yet and are creating a mailbox society." Seniors are now able to receive retirement benefits through the mail and are free to live wherever they choose.

"The highest and best use of farmland is driving the cost of agriculture up," says Allen. "This is detrimental for passing the farm on to the next generation because the tax assessors will assess at current market value driving the taxes up." Another problem in the district is the rising cost of growing cherries and apples, especially due to competition in countries like China which can use pesticides. "The federal pesticide regulations are putting American growers out of business," says Allen.

Representative Allen, a freshman Republican, is chair of the House Education Committee and serves on the Tax Policy, Great Lakes & Tourism and Veterans Affairs Committees. He worked on the income tax reduction law, which reduces personal income taxes by one-tenth of one percent per year, over the next five years and elimination of the single business tax



which effects companies with a payroll of \$250,000 and over. It reduces the single business tax by one tenth of one percent over the next 23 years until it is eliminated.

As chair of the Education committee, he worked on the Detroit School takeover, merit scholarships for MEAP scholars, school violence issues and charter school issues.

On the Great Lakes & Tourism committee, Allen worked on making the Friday before Labor Day a state holiday. It passed the committee and will go to the House.

On the Veterans' Affairs committee, he helped to get a Veteran's Hospital designation so that veterans can receive basic care at Munson Medical Center in Traverse City.

Allen became active in Republican politics in high school. A veteran campaigner, he has assisted on many city commission and school board races. Allen has been a Republican precinct delegate for many years, served on the Grand Traverse Executive Committee, and was the Grand Traverse Chairman for Bob Dole's campaign in 1996.

Representative Allen graduated from Traverse City High School in

1981 and continued his education at Northwestern Michigan College. He graduated from Miami University of Ohio, with a Bachelor's degree in finance and a minor in fashion merchandising in 1986.

He went to work at his family's menswear business, Captain's Quarters with his father, Maurie. He also entered the National Guard. His former scoutmaster stepped down from the Grand Traverse County Commission and Allen followed in his footsteps, successfully running to fill the vacancy.

As a commissioner representing Traverse City and part of East Bay township, Allen advocated neighborhood support and improvement. He worked with neighborhood associations to install historic lighting along their streets. He also worked on neighborhood policing programs with the sheriff's deputies and supported expanding bike and walking paths for pedestrian accessibility.

"Being a commissioner was a generalist's job, doing a little bit of everything. It was a great training ground," said Allen.

He served on the Great Lakes Community Health Board from 1991

to 1998, most recently as Treasurer, overseeing a \$12 million budget. When the state closed Traverse City's mental hospital, the patients had nowhere to go. As treasurer, one of Allen's jobs was to come up with funds for hospitalizing these people. He spearheaded the successful Grand Traverse Medical Care millage in 1996.

Previously, he served as the Chairman of the Ways and Means Committee on the Great Lakes Health Board, overseeing the \$100 million dollar county budget. He also served as Chairman of the Physical Resource Committee and the Veterans Affairs Committee on the board.

In 1997, he was elected to Chairman of the Northwestern Michigan Council of Governments, a ten county multi-jurisdictional agency dedicated to law enforcement, planning and economic development.

Allen ran for his state representative seat when predecessor Michelle McManus was finishing her last term due to the new term limits. "I knew I would eventually run for a position in state government," said Allen. It was a natural turn of events for him since he is an individual dedicated to public service and civic involvement.

Representative Allen keeps very involved with community activities. He is a member of Central Methodist Church, the Traverse City Rotary Club, and the Traverse City Area Chamber of Commerce. He is also a member of the Michigan Conservation Foundation, Ducks Unlimited, Michigan Whittails, the Ruffed Grouse Society and the American Legion.

The representative is married to Suzanne Miller and they have a five-month-old baby. He still works at the family menswear business and for fun, they go hiking, backpacking and canoeing.

To reach the representative, call (517) 373-1766 or write State Representative Jason Allen, State Capitol, PO Box 30014, Lansing MI 48909-7514.

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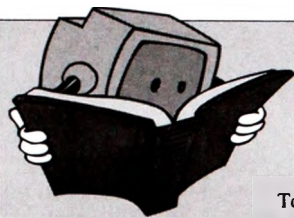
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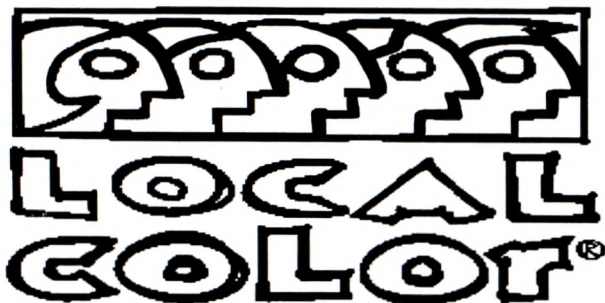






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# Merchandising tips from Josulete Wine, Inc.



What makes you pick up that bottle of wine, instead of just glancing at it and moving on? Was it the label that caught your attention? Or the special lighting catching the bottle, or maybe it was the special feature, or possibly the recommendation of the salesperson?

There is no one factor to selling wine in a retail store, but many components that combine to make the merchandising of wine successful. One thing is certain, and that is that creating a distinctive style is an important part of building a loyal wine clientele. Much depends on the community where a store is located because it will depend on the style and the atmosphere of the store, not to forget which wines are displayed where in the store. Some recommend classifying the wines by varietal only, so that a client can shop the world for, as an example, Merlot (or any one particular wine type). Other people may be more inclined to support a certain region or country more than a specific varietal, and therefore prefer the traditional grouping by countries, to try a selection of wines. But central to all stores are several important factors of the layout that draws the customers into the store, with products that are easy to find, and others that are just plain eye-catching.

The image is a combination of the name, the logo and the storefront to create an overall look. The presentation of the showcases entices and encourages customers to buy the product, while the products themselves also need silent communicators to grab the attention of the potential client as they browse. A display will stimulate the nature of the presentation and create exciting product arrangements. In-store events entertain and leave a lasting impression to take home, and bring the client back.

When one considers that 50 percent of sales are impulse purchases, careful attention should be focused on the density of the merchandise on the selling floor. Accessibility, the ability to view and purchase the wine is crucial, since North Americans like to see and touch the products they are considering purchasing. The total

purchasing experience should be one that is both entertaining, and informative to draw people in, and back again by being appealing. Compatible or complimentary services leave definite, lasting impressions and are most likely to be talked about when recommendations about a wine are made.

Jakob Haag, President of Josulete Wine Incorporated, exclusive importers of Pelee Island Wine says it is also important to not only

experiment with the layout, but also to provide some non main-stream wines. People like to shop a store and therefore are always looking for a wine that is unusual or of a limited release. When stocking your wine department look for good solidly priced quality wines that will give you the repeat business you are looking for but also look for those wines that will make your store interesting to shop at. For example offering a Canadian wine, even

though Canadian wines are not well known, gives you an opportunity to: expand the world of wine for your clients; and tell your clients that you will shop the world to bring the very best wines to their neighborhood.

While you have gone to great lengths to create the ideal setting to market wine from around the world, keep in mind that your wine

See Wine  
page 37

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# New Products and Show Specials

*All these specials will be available at the AFD/Beverage Journal Holiday Show on September 21, from 5:00 p.m. to 10:00 p.m. & September 22, from 3:00 p.m. to 8:00 p.m. at Burton Manor in Livonia.*

Purchase a security system from **ADT Security Systems** and receive a free hold up alarm button, along with a free hi-lo temperature sensor for coolers (value \$120.00).



**BACARDI-MARTINI  
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**Bacardi Martini U.S.A.** is introducing Bacardi 8, the world's first premium, aged rum. Until now, the aged rum has been reserved strictly for the Bacardi family. Also look for a new product called Tropic, which is a gold rum based liqueur with a blend of tropical flavors.



**Coca-Cola Bottling Company** introduces DASANI, a purified water enhanced with minerals for taste.



**DCI Food Equipment** will be displaying their frozen cocktail products. Buy a machine at the show, and you will receive enough free product to pay for it! DCI is also introducing their new computerized register system, which gives you the controls you need to help run your business profitably.

**GENERAL WINE &  
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**General Wine & Liquor Company** will be displaying Cooks Sparkling Millennium Packages and Great Western Holiday Packages



**Grandma Shearer's** will be sampling their new Cheesy and Spicy Nacho's.

**Great Lakes Marketing** will be sampling a variety of new products: 99 Blackberries which is a clear product with the luscious smell and taste of ripe blackberries, Chi Chi's Pina Colada, a schnapps from Gaetano called Apple Head, and Pellegrino Lemoncello which is an Italian lemon flavored liqueur. Also look for four new products from Merrys: Butterscotch Cream, Irish Cream, White Chocolate Cream, and Irish Whiskey.

**Hammell Music** is proud to introduce the Yamaha GranTouch baby grand piano with a piano bar.

Purchase the certified **Honeywell** "Clean Air Program" for 20% off the suggested list price. You can also lease to own for only \$55.00 per month which includes full service maintenance.



**J. Lewis Cooper Co.**

**J. Lewis Cooper and E & J Gallo** proudly present a wild new taste in wine: Blackberry Merlot, Strawberry White Zinfandel, and Peach Chardonnay.



**Jim Beam Brands** is introducing a world class bourbon called Distillers' Masterpiece - an 18 year-old Straight Bourbon finished in French Limousine oak cognac casks. Production is limited to 6,000

bottles. Also, make sure you sample the newest Dekuyper flavor - Watermelon Pucker.

**Josulete Wines, Inc.** will be sampling their legendary Icewine, which is a holiday dessert wine. They are also introducing two new products imported from Germany: Fuldi Sparkling Mineral Water, and Fuldi Vital & Fit which is an orange, apple, carrot and lemon juice drink.



**Local Color Brewing Company** will be sampling their Corporate Jim Pale Ale, and Rug Rat Root Beer.

**MSI / Bocar Store Fixtures** is offering a show special on Metro Shelving (wire wine shelving): 30% off warehouse list price.



**National Wine & Spirits** is representing five new products: Meukow Cognac with an elegant package and dominant taste, Van Gogh Gin a masterpiece Gin from Holland, Kelt Cognacs "Tour du Monde" (around the world) champagne Cognac, Boru Vodka which is hand-crafted from Ireland, and Inferno Vodka which is quadrupled distilled pepper pot Vodka.



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



**Oreck Floor Care Center** will be introducing the latest floor care equipment. Get more information on the XL2100 commercial eight pound upright series, and the Hoky Restaurateur wet/dry sweeper with patented Rotorblade wipers.



**Seagram Americas**

**Seagram Americas** will be sampling the delicious new Absolut Vodka flavor, Absolut Mandarin. Various holiday gift items will also be available - look for Chivas Regal 18 year-old Scotch Whiskey.



**Vineyards Fine Wines** is the exclusive Michigan distributor for a new product called Millennium Champagne - a perfect way to ring in the new year.

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# AFD

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By Commissioner Don Gilmer

## Instant Tickets Take Center Stage

With less than six months left until the year 2000, the Michigan Lottery is gearing up for the turn of the century with the introduction of its fourth \$10 instant game ticket — "Millennium Millions!" With the success of the holiday-themed "\$1,000,000 Gift" (introduced in November 1997 and again in October 1998) and "Casino Fortune"

(introduced in March 1998), we decided to try our luck with another exciting \$10 offering.

"Millennium Millions" hit ticket counters all across Michigan on September 7. The game offers up to 14 different ways to win on one ticket, with a top prize of \$1,000,000! Other big payouts the game offers include \$10,000 and \$100,000 prizes. The Michigan Lottery is supporting the launch of this ticket with a wide variety of point-of-sale materials. I encourage all retailers to prominently display these items in high-traffic areas throughout your stores, because I'm sure "Millennium Millions" will be a big seller!

Big sales of "Millennium Millions" tickets not only mean increased opportunities for customers to win big prizes, but money-making opportunities for you as well. Each "Millennium Millions" ticket sold brings in a 60-cent sales commission, which will generate more than \$2 million in total retailer commissions!

Instant tickets have played a large part in the Lottery's solid

performance over the past couple of years, and they are continuing to grow in popularity among customers. Your friendly customer suggestions to try the new games have led to phenomenal sales — a trend we expect to continue in the coming months.

With the Lottery's fiscal year set to wrap up on September 30, instant ticket sales are on track to post a better than five-percent increase over fiscal 1998. This increase is, in large part, a result of your consistent effort to educate our players on the great Lottery products available.

In addition to "Millennium Millions," there are three more instant tickets you will want to have on hand this month. The \$2 "Michigan Rummy" goes on sale September 13, with a top prize of \$20,000. Players will soon be filling their pockets with the red hot cash they are winning on "Football Fever," a new \$1 ticket hitting stores on September 20, with prizes up to \$6,000. Finally, the \$1 "1,2,3,4,5" — featuring a series of five different tickets — debuts on September 27 offering a top prize of \$2,000.



To learn more about the **Canadian Beer, Wine, and Spirits Industry**, and possible distributorship opportunities, please stop

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# Mega Market proves that bigger can be better

*New Southfield price-driven store opened to rave reviews July 15*

by Michele MacWilliams

The view has changed on Greenfield Road in Southfield. A new food store impressively dominates the landscape. It's called Mega Market, and the name aptly fits the new super-sized supermarket, at 9 1/2 Mile.

The building's brick exterior is classic American in design. Its slate-shingled roof, white Doric columns and three large copper cupolas give permanence to the building; as if it has been there for decades. However, the stately exterior provides little clue as to what is to be found inside the store.

It is big, really big, 67,000-square-feet – 3 1/2 football fields – big! The store's 30-foot ceilings and open areas give it a light, bright atmosphere. The floor plan is laid out like a traditional supermarket; it's just that every department is at least twice the size of a normal grocery store. According to Fred Najor and Faris Naimi, Mega Market directors, savings are big as well. Because the store buys in large quantities, it can afford to sell for less.

"Mega Market is a price-driven food store," says Naimi. "It deals in volume."

"The store also benefits from efficiencies that were built into the system," Najor adds. Mega Market's large aisles, 1-1/2 times the width of typical supermarket aisles, are both spacious and convenient. Everything about the store was created with efficiency and cost savings in mind. Three truck bays allow semi trucks to unload into the back warehouse area by pallets that can be brought directly into the sales area. The state-of-the-art scanning and receiving system, 16 registers and electronically interfaced credit/debit system were designed for

smooth, cost-efficient transitions from product ordering, to shipping, stocking, pricing and check-out.

Mega Market carries a wide variety from around the world, but more than half of the fruits and vegetables come directly from the field to the store. Produce is displayed in bulk for convenience and cost savings.

Massive displays of breads, cakes and cookies draw customers to the in-store bakery adjacent to the produce section. Varieties of baked goods are limited, again for cost savings, but popular items are produced in high volume. A cake decorator is on hand and Mega Market's bakery is equipped with a machine that can take a photo and reproduce its image in frosting for the top of a special cake.

The deli features mounds of shaved and sliced lunchmeat. All slicers are automatic and the deli makes pizzas made to order. High volume in the seafood section means that Mega Market can offer a large variety with low prices.

Along the back wall, the meat section is the largest in the area. In addition to the traditional grocery section, Mega Market also features a Wall of Value, an area that features manufacturers' deal items. There is also an extensive Non-food/Health and Beauty Care department. A Standard Federal Bank branch, complete with an automatic teller machine, will soon occupy space inside Mega Market.

Although Mega Market is new to Metro Detroit, there are a total of 14 stores in Missouri, Tennessee, Arkansas and now Michigan. The concept for Mega Market began 16 years ago in Memphis, Tennessee. Malone and Hyde Grocery Company developed and designed the first Mega Market with the objective of



Fred Najor (left) and Faris Naimi are the proud owners of the new Mega Market.

being the low price leader in a given market area while maintaining high quality. The Fleming Company purchased Malone Hyde in 1989 and expanded the Mega Market franchise concept.

Mega Markets achieve their low-price objective through volume discounts and manufacturers' deals. The Mega Market stores are all built with efficiency in mind. The electrical system reduces energy costs, high technology scanning equipment reduces product handling



Mega Market sported a Mega truck at its front door the day before opening.

and Mega Market spends considerably less on advertising than a traditional supermarket. "In everything we do, cost savings is a major consideration," says Faris Naimi.

The partners designed Mega Market with their customers, their employees and their suppliers in mind. For customers, the low prices, numerous and quick registers, and large selection were important factors. For employees' convenience, they designed two break rooms, one at each end of the building. A special no-slip flooring is beautiful, safe and easy on the legs. The atmosphere is congenial. Suppliers find covered delivery docks, plenty of room to unload and separate entrances for produce, groceries and meats.

Large displays are built using

palletized, module or bulk bins that come directly from the manufacturer or processing facility. Smaller items – like baby food – are placed on the shelves in cut-away cans which requires much less handling and maintenance than placing each jar on a shelf individually.

"If there is an item we don't carry, we're happy to stock it at the customer's request," Faris Naimi adds.

Mega Market is a

protected trademark and each location must comply with strict specifications in order to meet the necessary pricing and quality requirements. Stores are typically 60,000- to 67,000 square feet and approximately 80 to 85 percent of the total square footage is dedicated as sales floor.

Fred Najor and Faris Naimi have been in the retail food industry for over 30 years. When the Southfield location became available, both knew it was a perfect area for the Mega Market concept.

"Because we've worked in this area for our entire working careers, we know our customers will love this store," says Najor. "There is nothing like it in the area."

The Southfield Downtown Development Authority was instrumental in

influencing the store's exterior design. "We wanted a building that was going to stand as a fixture and example of growth in the area," says Tom Tanghe, DDA executive director. "Mega Market, with its brick masonry and copper towers is a beacon of permanence. I expect it to set the tone and build enthusiasm for development in the district. The architecture speaks of the quality of products offered and the commitment of Fred and Faris to Southfield and to their customers."

Fred Najor and Faris Naimi like to think of Mega Market as a "Big Box Concept" store that competes in price and quality with warehouse clubs. The difference is, instead of a big, boxy, cinder block warehouse of a store, "our 'big box' is beautiful," Najor adds with a smile.



The expansive new Mega Market on Greenfield Road in Southfield

## MDA recognizes Kroger for \$1 million in donations

The Michigan Kroger Company recently topped \$1 million in donations to the Muscular Dystrophy Association over the past ten years.

Since 1989, Kroger has supported MDA with a variety of programs including product sales with Kroger suppliers such as Nabisco, A&W and 7UP, auctions, and a corporate lock-up, in which officials are "jailed" and secure donations for MDA during their confinement.

Kroger stores in southeastern Michigan also sell Shamrocks Against Dystrophy in February and March, and Stars during August. The two promotions raised almost \$86,000 for MDA in 1998.

Funds from Michigan Kroger's programs support MDA's clinical service programs at Children's Hospital of Michigan, the Michigan State University Clinical Center and the Michigan Institute for Neurological Disorders, research programs at the University of Michigan, Michigan State University and Wayne State University, three summer camp sessions in southeastern Michigan, and other clinical programs and support groups.

Michigan Kroger is being recognized for their efforts on the Lethal Day Jerry Lewis Telethon.



Matt Ross, a local MDA child, (left) and his father Mike (right) present a banner from MDA to Michigan Kroger President Marnette Perry (middle).



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**Call Your Order In Today...1 800-421-NBFD or Fax FREE 1 888-FAX-NBFD**

### FMI's

### MARKETECHNICS conference

FMI is holding a conference called Leveraging Opportunity Through Technology February 20-22, 2000. The conference will be held at Moscone Convention Center in San Francisco, California.

To register for the conference, call (202) 452-8444, ext. 536 or visit the website at <http://tech.fmi.org>. The conference cost is \$250 to \$300 for FMI Members and \$400 to \$450 for Non-Member Retailers/Wholesalers and \$250 to \$300 for MARKETING TECHNIQUES Exhibitors and \$500 to \$600 for Visitor/Non-Exhibiting Manufacturers.

For a map of hotel locations and property descriptions, visit the Food Marketing Institute's web site at [www.fmi.org](http://www.fmi.org) or call FMI's fax-on-demand service at 1-800-850-SHOW (7469), ext. 750.



# A great day for golf

Scenes from the AFD Scholarship Golf Outing  
July 22 at Wolverine Golf Club



Touch Down!



1999 AFD Golf Champions (l to r) Gary Mexotte, Nick Nicolay, and David Thorn



The "Jim Bellanca Putting Challenge" helped raise money to support AFD's worthwhile causes. (l to r) Jim Bellanca and Sam Dallo



Clockwise from top left, The Miller Team, Yvonne Stark, Amy McAllister, Mike Bonanno and Marion Body, have a little fun on the course.



Jerry Rabhan of Food Value (r) poses with Coke bottle and the Coke team of golfers.



Conference call? (l to r) Sam Dallo, Vince Saputo, John Manni and Jamie Ponder



Hard at work, our co-chairs, Jay Donaldson and Ronnie Jamel



First time sponsors United States Tobacco Company



A special thanks to long time AFD supporters Robert Gilligan (l) and Craig Gilligan (r, center). Also pictured are Mark Wilson and Todd M. Cormick

## CLASSIFIED

**PARTY STORE FOR SALE**—Detroit's west side. SDD/SDM 84 x 30 ft. in business for 55 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. SDD, SDD, Lotto, Building and business. Terms available. Contact Mike Kelly, State Business Brokers (810) 469-3333.

**FOR SALE—LIQUOR PLUS**—High traffic location in the heart of the New Center Area. Upscale liquor, beer, wine & lotto. Full line of groceries plus deli. Very well established business. Serious inquiries please. Ask for Adnan (Eddie) Najor at (313) 871-5355.

**EQUIPMENT FOR SALE**—Check out shelving, meat, deli & dairy cases plus 38-door zero-zone freezer as well as all walk-in freezer systems. Call Wilson at (248) 582-9088.

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

**GROCERY STORE FOR SALE**—One of a kind. Great Birmingham area location with tremendous opportunity. Full line of groceries, meats, produce, liquor, beer & wine. Currently not open evenings. Sundays or holidays. 3,800 sq. ft. w/full basement. Great lease. Asking \$395,000 plus inventory (\$100,000 or less). Volume over \$800,000. Call (248) 644-4823 for more information.

**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 sells \$10,000/week. Lottery sales \$3,800/week. Business \$160,000 w/ \$80,000 down. \$1,425/month lease. Call (248) 545-3500.

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

**FOR SALE**—Transformer 750KVA 26-door frozen cooler, almost new w/compressor. Call Kenny at Xtra Foods (313) 824-1144.

**FOR SALE**—Bakers Pride Pizza Oven and Chicken Broaster/Cooker. Best offer. Call Hal 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. Bernas Country Store (517) 592-8221, 557-9600.

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

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

**AL'S PARTY STORE**—2,400 sq. ft. Beer, wine and lottery. Lottery sales \$4,500/wk. store sells \$8,000/wk. Asking \$7,500 for business, and \$120,000 for building. Call Al, (313) 864-6078.

**FOR SALE**—Chester Fried Ventless Fryer (older model) \$2500, (4) door reach-in cooler \$1200, (4) door reach-in cooler \$500. Call Sam Sheena at (248) 288-4774.

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

**ROCKY'S PARKVIEW PARTY STORE**—Beer, wine & grocery plus lotto, money orders, Western Union & check cashing. Credit cards accepted. Same owners for 12 years. Business \$90,000 w/\$40,000 down plus inventory. Call (248) 548-2030.

**RESTAURANT FOR SALE**—Starting's Hot Restaurant & Driving Range. Colored location in the heart of the Insh Hills. Excellent opportunity to own a well established restaurant/lounge with driving range. High traffic exposure in a growing community. Additional 50+/- commercial acres available. For information also available. Contact Patricia Koncan at (800) 458-3787 / (800) 312-2910.



## AFD on the Scene

*John Aron thanks golfers for participating in the V.O.S. Golf Outing on August 16. Proceeds help fund Rose Hill.*



*Volunteers help John Aron distribute door prizes to guests at the V.O.S. golf outing.*



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## Merchandising ideas calendar

*As fall begins, here are a few ideas to group and sell products:*

### September

Rosh Hashanah  
Great American Breakfast  
National Chicken Month  
Honey Month  
National Cholesterol Month  
National Rice Month

### October

Oktobefest  
Columbus Day  
National Pasta/Pizza Month  
National Pork Month  
National Seafood Month  
Child Health Day  
Halloween  
Sweetest Day

### November

Veteran's Day  
Peanut Butter Month  
Home Baking Month  
Make-a-Sandwich Month  
Thanksgiving

### December

Christmas  
Hanukkah  
Boxing Day  
New Year's Eve  
Millennium  
Y2K



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# More scenes from the AFD Scholarship Golf Outing



Tom Davis & Sons' Lemon Chill provided great relief from the heat.



Team Petitpren



Team CrossMark going for the one putt!



Hey batter, batter, batter... SWING!



AFD board member Barbara Weiss-Street from UDV-North America was on hand with her TGI Fridays promotions staff at the TGIF sampling station.



Fun in the sun with Drambuie on ice.



Now that's teamwork!



Central Distributors' team (l to r) Dan Johns, Bill Bailey, Doug Bryant and Jim Calea.



Some big hitters! AFD president Joe Sarafa (l) and AFD Chairman Bill Viviano (r) award the two longest drive winners, State Senator Shirley Johnson and Gary Mexicotte.



Who is that man with the TV?



AFD thanks its committee members for all their help (l to r) facing) Joe O Bryan, Lorrin King, Ron Paradiski, Nick Bontomasi.



Behind the scenes at AFD's goodie bag stuffing



Victor Poole from Frito with Kenny Atchew, Brandon Atchew, Murvyn Atchew and Priscilla Mosley Atchew, one of the AFD scholars

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Stroh's River Place Atrium

- Premier Wine Reception
- Restaurant Night around
- Entertainment!

For ticket information, please call Julie at  
Clemens Community Food Bank, (313) 625-7570



**TASTE of NATION**

## MLCC takes action

Under the Chairmanship of Commissioner Jackie Stewart, the Michigan Liquor Control Commission (MLCC) has instituted a number of initiatives to expand its normal "control" function. Among those initiatives are ones under which the MLCC is cooperating with the Department of Treasury to collect over \$7,000,000 in back taxes from licensees, a program which encourages police departments to seize alcoholic liquors being smuggled into Michigan; and, a joint effort with the Detroit Police Department to stop illegal sales to minors.

Under the first initiative referenced above, nine of the licensees paid as soon as they received the notice from Treasury that the MLCC was being notified. For the other 65 in early March of 1999, the MLCC sent notices that unless the licensees paid the amounts owed to the Department of Treasury or made arrangements for those payments their liquor licenses would not be renewed. For the most part this tactic worked, with 55 of the licensees either paying or making arrangements to pay prior to the May 1 renewal deadline. According to officials at the MLCC, nearly all of the 10 remaining delinquent licensees are making the necessary arrangements.

Under the second initiative, every police department who confiscates illegal spirits will be paid the "wholesale" price of the spirits by the commission.

In yet another initiative, the MLCC has targeted underage purchases in Detroit. Under a joint decoy operation with the Detroit Police Department, more than 564 attempted purchases were made between January and March of 1999. As a result of the stings, over 283 violation charges of selling to minors were made. Of those persons who did make the illegal sales, only 55 asked to see the minors identification. The joint effort by utilizing MLCC investigators and decoys frees up Detroit Police officers from having to draft complaints and attend the hearings, thereby allowing them time for more important tasks. — *Today's Wholesaler*

### Wine, continued from page 27

distributors have at their disposal additional marketing tools. Good examples of these would be shelf-talkers, often referred to as silent salesmen, posters, wine profiles, food matching point-of-sale material etc. This material can be a great help. The drawback is when these marketing items become so numerous in your store that it actually detracts from the wine.

Of all the beverage products sold today, wine is by far the fastest expanding beverage of choice. In order to take advantage of this retail growth you must understand your neighborhood, observe trends in the wine business and most of all continue to offer your clients the very best wines from around the world. This variety will give them another reason to return to your store over and over again to shop for wine and not to simply pick up a bottle of wine.

### Raw sprouts advisory

The Food and Drug Administration (FDA) has issued an updated health advisory to make the public aware of the risks associated with the consumption of raw sprouts (e.g. alfalfa, clover, radish). FDA advises that people who wish to reduce the risk of foodborne illness should not eat or consume raw sprouts. This is particularly important for persons at high risk of developing serious illness due to foodborne disease (i.e., children, the elderly, and persons with weakened immune systems).

Since 1995, raw sprouts have emerged as a recognized source of foodborne illness in the United States. These illnesses have involved the pathogenic bacteria *Salmonella* and *E. coli* O157. Alfalfa and clover sprouts have been involved most often, but all raw sprouts may pose a risk.

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..... (888) 642-4697  
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& Sausage ..... (313) 532-1181  
Archway Cookies ..... (616) 962-6205  
Awrey Bakeries, Inc. .... (313) 522-1100  
Dolly Madison Bakery ..... (517) 796-0843  
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JC's Distributing ..... (810) 776-7447  
Koeppinger Bakeries, Inc. .... (248) 967-2020  
Oven Fresh Bakery ..... (313) 255-4437  
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The ATM Company ..... (352) 483-1259  
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Cornelius Systems ..... (248) 545-5558  
KPN Technologies (ATMs) ..... (800) 513-4581  
Michigan National Bank ..... 1-800-225-5662  
North American Interstate ..... (248) 543-1666  
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## BEVERAGES:

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Action Distributing ..... (810) 591-3232  
Allied Domecq Spirits USA ..... (248) 948-8913  
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Arizona Beverages ..... (810) 777-0036  
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Brown-Forman Beverage Co. .... (313) 453-3302  
Central Distributors ..... (313) 946-6250  
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Hubert Distributors, Inc. .... (248) 858-2340  
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Philip Morris USA ..... (313) 591-5500  
R.J. Reynolds ..... (248) 475-5600

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Superior Dairy Inc. .... (248) 656-1523  
Tom Davis & Sons Dairy ..... (248) 399-6300

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Gadaletto, Ramsby & Assoc. .... (517) 351-4900  
Golden Dental ..... (810) 573-8118  
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Nikhlas Distributors (Cabana) ..... (313) 571-2447  
Rocky Peanut ..... (313) 871-5100  
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Vintner Snacks ..... (810) 365-5555

## PRODUCE

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  
AirPage Prepay & Talk Cellular ..... (248) 547-7777  
AirTouch Cellular ..... (313) 590-1200  
American Mailers ..... (313) 842-4000  
Ameritech Pay Phone Services ..... 1-800-809-0878  
AMNEX Long Distance Service ..... (248) 559-0445  
AMT Telecom Group ..... (248) 862-2000  
Automated Collection Systems ..... (248) 354-5012  
Bellanca, Beattie, DeLisle ..... (313) 882-1100  
Cellular One—Traverse City ..... (616) 922-9400  
Central Alarm Signal ..... (313) 864-8900  
Check Alert ..... (616) 775-3473  
Checkcare Systems ..... (313) 263-3556  
CIGNA Financial Advisors ..... (248) 827-4400  
Community Commercial  
Realty Ltd. .... (248) 569-4240  
Credit Card Center ..... (248) 476-2221  
Dean Witter Reynolds, Inc. .... (248) 258-1750  
Detroit Edison Company ..... (313) 237-9225  
Fillmer, Rudewicz & Co., CPA ..... (248) 355-1040  
Garmo & Co., CPA ..... (248) 737-9933  
Gol's Inventory Service ..... (248) 353-5033  
Great Lakes Data Systems ..... (248) 356-4100  
Jerome Unheck, CPA ..... (248) 357-2400, x257  
Karnub Associates ..... (517) 482-5000  
Law Offices Garmo & Garmo ..... (248) 552-0500  
Market Pros ..... (248) 349-6438  
Merchant Card Services ..... (517) 321-1649

Metro Media Associates ..... (248) 625-0700  
Nationwide Communications ..... (248) 208-3200  
NexTel Communications ..... (248) 213-3100  
North American / ..... (248) 543-1666  
InterstatePaul Meyer Real Estate ..... (248) 398-7285  
POS Systems ..... (517) 321-1649  
Prudential Securities, Inc. .... (248) 932-4480  
Quality Inventory Services ..... (810) 771-9524  
Retail Accounting Service ..... (313) 368-8235  
REA Marketing ..... (517) 368-9669  
Frank Smith's Red Carpet Keim ..... (248) 645-5800  
Sal 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) 351-4366

Telecheck Michigan, Inc. .... (248) 354-5000  
Travelers ExpressMoney Gram ..... (248) 584-0644  
Western Union Financial Services ..... (248) 888-7423  
Whore's Concessions ..... (313) 728-5207

## 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  
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) 866-3364  
Taylor Freezer ..... (313) 525-2535  
TOMRA Michigan ..... 1-800-610-4866

## WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors ..... (313) 369-2177  
Central Foods ..... (313) 933-2600  
Consumer Egg Packing Co. .... (313) 871-5090  
Dairy Fresh Foods, Inc. .... (313) 668-5511  
Detroit Warehouse Co. .... (313) 491-1800  
EBY-Brown, Co. .... 1-800-532-9278  
Family Packing Distributors ..... (248) 644-5351  
Fleming Company ..... (313) 879-5681  
Flippin Distributing ..... (906) 789-9562  
Garden Foods ..... (313) 544-2800  
Gourmet International, Inc. .... 1-800-875-5557  
Great Lakes Wholesale ..... (616) 261-9391  
Hamilton Quality Foods ..... (313) 728-1900  
Hammell Musk, Inc. .... (248) 594-1414  
I & K Distributing ..... (313) 491-5930  
JC's Distributing ..... (810) 776-7447  
J.F. Walker ..... (517) 787-9800  
Jerusalem Foods ..... (313) 538-1511  
Kaps Wholesale Foods ..... (313) 567-6710  
Kay Distributing ..... (616) 527-0128  
Keebler Co. .... (313) 455-2640  
Kehe Food Distributors ..... 1-800-808-4681  
Kramer Food Co. .... (248) 851-9045  
Lipari Foods ..... 1-810) 447-3300  
McInerney-Miller Bros. .... (313) 813-8660  
Midwest Wholesale Foods ..... (810) 744-2201  
Norquick Distributing Co. .... (313) 522-1000  
Pointe Dairy Services, Inc./  
Vie De France ..... (248) 589-7700  
Robert D. Arnold & Assoc. .... (810) 635-8111  
S. Abraham & Sons ..... (248) 353-9044  
Sam's Club—Hazel Park ..... (248) 584-4447  
Sherwood Foods Distributors ..... (313) 366-3169  
State Wholesale Grocers ..... (313) 567-3844  
Spartan Stores, Inc. .... (313) 455-1480  
Super Food Services ..... (517) 777-1889  
SuperValu Central Region ..... (937) 374-7874  
Tiseo's Frozen Pizza Dough ..... (810) 546-5770  
Trepco Imports ..... (248) 546-3661  
Value Wholesale ..... (248) 967-2939  
Weeks Food Corp ..... (810) 727-3557  
Ypsilanti Food Corp ..... (313) 481-1520

## ASSOCIATES:

American Synergistics ..... (313) 427-4444  
Canadian Consulate General ..... (313) 567-2200  
Livermore-Davison Florist ..... (248) 352-0081  
Munnich's Boat & Motors ..... (810) 746-1481  
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