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Snacking:
An American pastime

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

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

Snacks are not just for snacking...only four out of every ten eatings occur at home as a snack. Almost 35 percent of snacks are consumed as part of an in-home meal, and 14 percent are carried from home. Another 6 percent of snacks are consumed in restaurants or other food service environments, at convenience stores, or from vending machines.

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

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

AFD and Coke team up for scholarships

The Associated Food Dealers of Michigan (AFD) and Coca-Cola have partnered again to raise money for the AFD Scholarship Program.
From May 10 through November 28, the AFD Scholarship Fund will receive a donation for each placement of a Coca-Cola electric single-serve cooler near your checkout area. For each case of 20 ounce, 1 liter and non-carbonated product that exceed prior year’s purchases, Coca-Cola will increase their donation to this worthwhile cause.

There are additional benefits for the retailer, the three stores that raise the most money for the Scholarship Fund will be the sales arm, and National Wine & Spirits will be the distribution center. Orders will be placed through National.
The sales office will be located at R.M. Gilligan’s current headquarters in Farmington Hills. National’s distribution center in Brownstown will also continue to be utilized. According to Jay Donaldson, executive vice president of sales for R.M. Gilligan...this merger will affect retailers in a very positive way.

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

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

It’s final. National Wine & Spirits, purchased R.M. Gilligan in early May. “We have combined our branch sales force for the spirits division in Michigan,” said Smoke Wallin, National Wine & Spirits corporate executive vice president.

This merger only affects retailers in a very positive way. According to Jay Donaldson, executive vice president of sales for R.M. Gilligan...this merger will affect...
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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
**President's Message**

**USDA issues WIC vendor sanctions**

By Joe Sarafa  
AFD President

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

- In most cases, disqualification from the Food Stamp Program will now trigger mandatory disqualification from the WIC program. No appeals will be permitted.

  - Vendors convicted of trafficking in food instruments or selling firearms, ammunition, explosives or controlled substances in exchange for food instruments are subject to permanent disqualification, unless participant access would be inadequate or the vendor had "an effective policy and program in effect to prevent trafficking and the ownership of the vendor was not aware of, did not approve of, and was not involved in the conduct of the violation."

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

In response to vendors' comments, the new rules now require a pattern of certain types of activities before the mandatory disqualification sanctions will be imposed. Violations of this type include:

- Charging participants more than the current shelf or contract price, (2) claiming reimbursement for an amount greater than a store’s documented inventory, (3) charging for food not received by the participant; or (4) providing credit or non-food items in exchange for food instruments. However, once a pattern of any of these activities has been established, the vendor will be subject to a mandatory 3-year disqualification.

In addition, USDA created a separate offense for a pattern of providing unauthorized food items in exchange for food instruments. (For example, substituting a non-WIC cereal for a WIC-approved cereal.)

Violations of this provision will be subject to a mandatory 1-year disqualification.

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

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

Let's play golf!

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

**FNS issues new regulations for food stamps**

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

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

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

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

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

by Michele MacWilliams

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

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

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

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

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

According to Jim O’Shea, senior district sales and branch manager, sales had slipped under the direction of the larger companies. The Jays brand was built on the type of customer service that privately held companies can offer. "A Jays employee for less than two years," O’Shea’s job is to raise the level of service that Jays provides to its customers, so that both product and service are superior. “We have a great product line,” says O’Shea. “Once service matches the quality of our chips, we’ll have it made in the shade.”

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

From its Ferndale office, Jays is in the midst of an aggressive hiring and training program. Since O’Shea started with the company, he has hired 21 new employees. He looks for those people who view their jobs as sales associates, not route drivers.

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

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

As new laws governing tobacco came into effect, O’Shea saw the writing on the wall. He retired early from Brown & Williamson and joined the Jays team. “Jays is a great challenge. Sales is in my blood. Now I’m teaching great customer service to Jays staff and drivers,” O’Shea enthuses.

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

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

Storey most recently was manager of community affairs for SEMCO Energy Gas Company. Previously, he served as president of the Michigan Strategic Fund, executive director of the Wurtsmith Base Conversion Authority, community services manager for Consumers Power Company, press secretary for the Michigan House of Representatives Republican Caucus, and circulation director of the South Shore Evening News. Storey was educated at the University of Michigan and finished his studies in 1972. He is appointed as a Republican hearing commissioner to replace Phillip Arthurbuhl, of Lansing, for a term expiring June 12, 2002.

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

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

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

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

Tim Siedlaczek, DAGMAR vice-president, will be replacing Campbell. AFD congratulates Siedlaczek on his new position and also on the new addition to his family. He and his wife, Rita have a new baby girl. AFD wishes Mark Campbell well in his new position in Arkansas. Mark can be reached at (517) 664-9449.

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

This issue of the AFD Food & Beverage Report is dedicated to the snack food industry. And who among us doesn’t love to snack? Much of the information that we are using for this issue comes from the Snack Food Association. Their studies of consumer snacking behavior reveal a paradox. In an era of heightened health consciousness, consumption of snack foods is at record levels and rising. This phenomenon is explained, in part, by the growth in reduced-fat, low-fat, and no-fat snacks. However, these items still only represent approximately 5 to 6 percent of the snack category sales. Although Americans are constantly striving to lose weight, they won’t give up their snacks!

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

Pricing and competition are the two issues that the Snack Food Industry holds as the most significant in affecting the snack industry in the next five years. Manufacturers feel that pricing and competition will have the greatest impact on their future. Next is understanding a rapidly-changing marketplace that has new dieting habits. Adapting to these changes can be costly, particularly since the marketplace is so unpredictable to begin with. What was popular and acceptable one day, can change instantly. Consolidation in the marketplace is another growth obstacle. Consolidation is becoming more frequent and not just between snack manufacturers, but between retailers as well. This presents an increasingly competitive marketplace, where more and more snack products vie for shrinking shelf space. Government regulations and labeling laws will also provide snack manufacturers with added obligations. However, the future of the snack industry remains bright, particularly with consumers’ consistent desire for snacks. As the population continues to grow, there will always be a demand to satisfy. And, with the increasing demand from the international market, opportunities to grow the snack industry are immeasurable.

Noelle’s Crispy Treats win AWMA taste test

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

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

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

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

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Potato chips top snack list

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

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

Potato chip snacking behavior

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Eaten most often of all snack foods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>Three or more times in two weeks</td>
</tr>
<tr>
<td>Heavy user profile</td>
<td>Children 6-12; men 18-34</td>
</tr>
<tr>
<td>Preferred eating occasions</td>
<td>In-home lunch</td>
</tr>
<tr>
<td>Also on the menu</td>
<td>Sandwich and beverage</td>
</tr>
<tr>
<td>Share of eating</td>
<td>4 p.m.</td>
</tr>
<tr>
<td>Competing snacks</td>
<td>Ice cream/yogurt, fruit, cookies/brownies</td>
</tr>
<tr>
<td>Healthfulness ratings</td>
<td>“Bad for you”</td>
</tr>
<tr>
<td>Trends</td>
<td>Potato chips play important role as side dish</td>
</tr>
</tbody>
</table>

Ma Keebler breaks out secret recipe

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

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

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

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

Detroit’s Hometown Favorite!
Tortilla chips: Not just for snacking

Unlike potato chips, which are most popular with lunch, when consumed as part of a meal, tortilla chips are as likely to be served with lunch as with dinner. Tortilla chips are preferred by households headed by younger women and professionals, making heavy users adults under age 45. In fact, heavy usage of tortilla chips diminishes as the age of eater rises. Tortilla chip consumption appears disproportionately high among “DINKs” (Double Income, No Kids), under age 45 with no gender skew.

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

Petit Béret cookies debut

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

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

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

The suggested supermarket retail price is $2.49 per 5.6 ounce package. For further information, retailers should contact their specialty food broker or distributor, or call (973) 583-4000. Peek Freans premium imported cookies are made by Christie Brown & Co. of East Hanover, N.J., a division of Nabisco, Inc.

Because of the wide range in customers’ tastes, Tony’s Pizza has a variety of pizzas to add to your freezer case. We can satisfy your customers’ craving for pizza and land profits in your pizza aisle.

Tony’s Pizza Service of Michigan
4695 N. Middleville Road
Middleville, MI 49333
Phone: 616-795-0220 or 1-877-271-9490

AFD FOOD & BEVERAGE REPORT, JUNE 1999...7
Pretzel snacking behavior

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Growth continuing over time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>Three or more times in two weeks</td>
</tr>
<tr>
<td>Heavy eater profile</td>
<td>Children under 12; Adults 18-44</td>
</tr>
<tr>
<td>Preferred eating occasion</td>
<td>In-home snack</td>
</tr>
<tr>
<td>Also on the menu</td>
<td>Beverages</td>
</tr>
<tr>
<td>Share of eatings</td>
<td>1.4 in 10</td>
</tr>
<tr>
<td>Competing snacks</td>
<td>Fruit</td>
</tr>
<tr>
<td>Healthfulness rating</td>
<td>&quot;Okay&quot; or &quot;Good for you&quot;</td>
</tr>
<tr>
<td>Trends</td>
<td>Heavy users are very loyal</td>
</tr>
</tbody>
</table>

Attention SDD & SDM Retailers
Don't Lose Your Liquor License
Because...

- an employee sells to a minor
- an employee sells to an intoxicated person
- an employee does not check identification

Training your employees is the best protection! The Associated Food Dealers of Michigan is hosting two TIPS training seminars which will teach you how to sell alcohol for off-premise consumption – within the law. Upon completion of a short test, you will be TIPS Certified.

The benefits of becoming TIPS certified are numerous. The Liquor Control Commission looks favorably upon stores with TIPS trained personnel. Trained employees can reduce or limit your liability. And you can reduce your liquor liability insurance premiums if at least 75% of your staff is certified.

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

Here are the details:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, June 28, 1999</td>
<td>9:00 a.m.</td>
<td>AFD Office</td>
<td>(800) 66-66-AFD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18470 West Ten Mile Rd</td>
<td>Southfield, MI 48075</td>
</tr>
<tr>
<td>AFD Members</td>
<td>$30.00</td>
<td>Non-Members</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

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Snack Nuts:
A traditional favorite

Snack nuts are clearly skewed to taller, older households, but with a strong contingent of "affluent singles," and to a lesser degree, DINKs. Of note, adults 55 and older -- particularly males -- are the heavy users of snack nuts. Unlike host savory snack segments, children are least likely to eat snack nuts. Unlike most savory snack segments, nuts are almost exclusively an in-home snack item. Evenings are best for snack nut consumption, but eatings also occur regularly in the afternoon and morning. Heavy users of snack nuts are fairly loyal to the segment, with fruit chosen almost as often as snack nuts at snack occasions. Like microwavable popcorn, snack nuts are clearly skewed to taller, older households, but with a strong contingent of "affluent singles," and to a lesser degree, DINKs. Of note, adults 55 and older -- particularly males -- are the heavy users of snack nuts. Unlike most savory snack segments, children are least likely to eat snack nuts. Unlike most savory snack segments, nuts are almost exclusively an in-home snack item. Evenings are best for snack nut consumption, but eatings also occur regularly in the afternoon and morning. Heavy users of snack nuts are fairly loyal to the segment, with fruit chosen almost as often as snack nuts at snack occasions. Like microwavable popcorn,

Mistic brings out summer chillers

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

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

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

Nikhlas moves in order to expand product lines

Nikhlas Distributors, Inc. has moved their warehouse to 1776 East 9 Mile Road. They are expanding their line to include wholesale vending. Nikhlas continues to be the supplier of Cabana and other fine snacks and will soon carry other new products. For more information, please call Nikhlas Distributors, at (248) 582-8830.
**Product Release Bulletin**

**Higher Profits Guaranteed**

---

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Topping stays heated in its own sealed bag until you are ready to serve it. Tortilla chips are packed in single servings.


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- Small footprint: Self-contained. Uses less than 3 square feet of counter space.
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---

**Ready-to-eat Popcorn is popular with women**

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

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

---

**Ready-to-eat Popcorn snacking behavior**

Consumption

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

---

Regardless of the nature of your business...

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

---

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

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

---

Abbott, Nicholson, Quilter, Foshako & Youngblood, P.C. 500 River Place North, 4000, Detroit, MI 48226-2900 Ph. (313) 866-2500 Fax (313) 866-2502 e-mail anq@anq.com

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Special Report: Snacks

Microwavable popcorn: A home movie favorite

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

Of all savory snack segments, microwavable popcorn has the highest rating as a healthy product. What's more, low-fat versions of microwavable popcorn are well-developed in terms of consumer awareness versus other savory snacks.

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

Microwavable popcorn snacking behavior

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

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

THE MONEY MACHINES.

EARN OUTSTANDING PROFITS ON ELECTRO FREEZE SOFT SERVE, YOGURT, SLUSH, SHAKES, AND FROZEN COCKTAILS.

- Choose from a complete line of high production single flavor, twist flavor, floor model, or space-saving countertop units.
- Electro Freeze machines take only a small amount of floor space and yet generate some of the highest margins in the foodservice industry: up to 80%!
- We offer the finest quality freezers on the market with proven reliability, durability, energy efficiency, and ease of cleaning and maintenance.
- We'll provide you with a customized cost and profit analysis to help you get started. What's more, we'll be happy to assist with merchandising and after-sale service.
- Electro Freeze is one of the leading manufacturers in soft serve, yogurt and slush with over a half-century of experience.

FOR MORE INFORMATION, CONTACT YOUR LOCAL ELECTRO FREEZE DISTRIBUTOR.

THE ROCKY PEANUT COMPANY

Rocky Peanut has new candies and trail mixes

The Rocky Peanut Company is proud to introduce new bulk and packaged trail mixes and candies.

Eleven new and exciting trail mixes, and 15 sugar-free candies are now available in bulk and in best-selling deli trays. The products are the latest addition to the company’s complete line of nuts, dried fruit, candy and more.

Ask your local Rocky Peanut sales representative about riding the wave of private label success with these new products.

Jeff’s Sodas comes to Detroit

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

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

THE AD FOR THE FOOD & BEVERAGE REPORT JUNE 1999
Does your supplier have the purchasing power to get you the best price?

When retailers can buy competitively, they can sell and compete more effectively. That’s why Spartan Stores, Inc. takes an aggressive approach to securing as many price advantages for our customers as possible. Our experienced buying capabilities, tremendous buying power and unique programs such as Pallet Pro allow us to lower the cost of goods. We currently purchase product for 475 Spartan stores and over 5,500 subsidiary retail operations. If you let us, we can get you the best price, too.

Take Advantage of Our Strengths.

Visit our web site at www.spartanstores.com
Michael Coalition for Responsible Tobacco Retailing will hold free "We Card" program training seminars this month.

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

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

Session dates are as follows:

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

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

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

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

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

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Kellogg Company introduces new flavors of its Rice Krispies Treats, including Peanut Butter-Chocolate and Cocoa. The new flavors are the latest equity extension of the Kellogg's Rice Krispies Treats Squares line which is currently more than a $300 million brand globally.

"These flavors were chosen because they are the most frequently requested variations of the original Rice Krispies Treats recipe," says Karen Kafer, director of communications.

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

---

TOMRA has installed more than 2500 machines in over 600 stores state wide. By providing the highest quality equipment and service to back it, TOMRA has gained the respect and trust of the retail industry. Now you too can receive the same benefits of reverse vending as the big chains are.

Call today to find out the options available for your store.

1-800-610-4866 Ext. 301

*Supplies not included*
NEW FROM 7-UP DETROIT:

**Mistic® Italian Ice Smoothies™**

A TASTEFUL WORK OF TART (AND SWEET)

- Tutti Frutti
- Lemon Ice
- Cherry Ice
- Blue Raspberry

AND

**Mistic® Sun Valley Squeeze™**

AN INNOVATION SUNSATION!

- Mango Dream
- Fruit Rage
- Orange Bliss
- Strawberry Sizzle

SUPER NEW PRODUCTS! PREMIUM PACKAGING HOT 20 OZ. PLASTIC CATEGORY

CONTACT YOUR 7 UP REPRESENTATIVE!
Death Should Not Be A Taxable Event
You Can’t Take it With you....
But why not leave it to them?

Settling your bill

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

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

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

Blood, sweat and years

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

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

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

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

The top estate tax rate is 55% (for over $3 million in assets). Remember, this will be levied on all your assets: all real estate including your home, your business, any stock and bond portfolio, your 401K plan (which heirs will also have to pay federal income tax on) and everything else that you’ve already paid income tax on excluding any insurance products. This is what the N.G.A. means when it calls this tax “unfair”

The Millionaire Next Door

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

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

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

The cabin up north, you bought for $20,000 in 1979, is now worth $125,000. Remember the Merck stock you bought in 1980 for $8.50 per share. It could have a current valuation (appreciation and splits) of $650,000. Forget it, Uncle Sam likes your balance sheet.

You may not consider yourself wealthy, but Uncle Sam does. Currently the federal government allows estates of $650,000 or less to pass from one generation to the next without taxing them (from 37% to 55%). True, an exception to the $650,000 limit occurs when passing assets from husband to wife or vice versa. Because if both are U.S. citizens, the survivor can inherit an unlimited amount free of federal estate taxes. But then what?

Taxing Death: a grave history

The current federal estate has been in effect since 1916. The original legislation provided a $50,000 exemption with marginal tax rates ranging from 1% to 10%, for estates over $10 million. In 1924, concerned about the erosion of the base for estate taxes through lifetime gifts, Congress enacted the first gift tax exclusion for a special exclusion allowed for a special exclusion for qualified family owned business and other provisions.

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

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

There is a $10,000 per year, per donee annual exclusion from gift taxes and a $1 million generation skipping lifetime exemption allowed with an effective rate assessed at 15% on money transfers to grandchildren after use of the $1 million exemption.

See Killing the Death Tax page 18

16 AFD FOOD & BEVERAGE REPORT JUNE 1999
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.
Killing the Death Tax in 106th Congress

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

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

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

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

In order to pass tax cuts, the bill has to be able to find the lost revenues to the budget in other areas. With the first budget surplus in 30 years, $66 billion, it appears at first glance this may be possible.

Democrats are committed to setting aside 100 percent of the surplus to fix Social Security. While Republicans have not reached a consensus on what to do with the surplus, the party faces the same budgetary and tax cut hurdles this year as last year.

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

What to do?
For most of us, no matter what the size of the estate, the goal is to have as much go to the intended heirs as possible.

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

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

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

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

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

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

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

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

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

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

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

• Reducing the tax burden on businesses and individuals will spur economic growth.

To Learn More . Call 1-800-809-0878
investment through a reduction in the cost of capital and create new jobs through business growth.

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

Don’t suffer silently

With all the personal absurdities, and all the economic absurdities it is no wonder the N.G.A. has fought to repeal the estate tax for several years. Whether or not the 106th congress will repeal it as advocated in the Family Heritage Preservation Act, or phase it out as proposed in the Estate and Gift Tax Reduction Act, or do nothing, remains to be seen.

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

Food prices should remain a bargain

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

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

Perfect for Father’s Day!
Value Added Packaging
Available Through Seagram Americas

Crown Royal
Crown Royal 750 ml with Enclosed Crown Royal Golf Club & Golf Shoe Spike Cleaner
No Up-Charge!
Code Off-Premise Shelf
7315-7 $17.83 $20.96

Limited Quantities!
6-Bottle Increments Only!

Chivas Regal 750 ml with Money Clip!

Chivas Regal 750 ml
with Money Clip!

No Up-Charge!

Code Off-Premise Shelf
7234-7 $24.65 $28.98

Limited Quantities!
6-Bottle Increments Only!
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For Your Good Health...

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Fresh Dairy Products Since 1950

Melody·licious  Melody·lightful  Melody·lectable

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Drink It!
The great taste of Coca-Cola is an original!

Show It!
Show your Coke Card ... get a deal!*

Call it! 1-800-595-4999
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www.iydkydg.com
Michigan Liquor Control Commission hearings slated this month

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

The Tuesday public hearing is to consider proposed amendments to the Commission’s administrative rules which would eliminate repetitious, outdated or unneeded existing rules, simplify the administrative processes or reduce administrative burdens affecting applicant or licensees.

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

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

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

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

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

July 1 is the deadline for beverage alcohol special occupational taxes

The Bureau of Alcohol, Tobacco and Firearms (ATF) reminds retailers of the due date for special occupational tax payments. Special taxes are due July 1 each year from retailers and wholesalers of liquor, wine and beer products (including 3.2 beer, wine coolers, beer coolers and mixed drinks).

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

Businesses are subject to this tax even if there is no direct fee for beverage alcohol, such as when drinks are provided only to customers who pay a general fee for other services. This situation often applies to limousine services, florists, airport lounges, clubs and similar types of businesses.

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

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

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

For further information, contact ATF’s office of Public Information (202) 927-4586, or visit ATF’s web site at www.atf.gov.
We've really got your number... with Lucky 7's. It's the latest $5 instant game from the Michigan Lottery, giving your customers the chance to win up to $250,000 instantly. And with 30¢ commission on every ticket you sell, “7” could definitely be your lucky number, too.

Get ready to sell it actively, and display it prominently. Because Lucky 7’s “rolls your way” on May 24.
Food stamps will continue to be honored

The state is not in contract with an EBT vendor

The State of Michigan Family Independence Agency (FNS), has become aware of at least one company that has been approaching stores in Michigan suggesting that they represent Michigan or the Michigan Electronic Benefits Transfer contractor. While we do not have all the details at this time, a situation potentially comparable also occurred recently in Wisconsin, with a company pressuring the stores to immediately purchase POS equipment or be left out of the EBT system. In addition, this company told stores that paper coupons should no longer be accepted.

The State of Michigan is not currently under contract with an EBT vendor and has not yet begun implementing an electronic food stamp system. Therefore, at this time no company has been specifically designated by the State to provide EBT services. You should contact the nearest FNS Field office if you are approached by any company claiming to represent the State or the State’s EBT vendor. In addition, no date has, or will be, set for stores to stop accepting paper coupons properly presented by food stamp customers.

The Detroit FNS Field Office may be contacted at (313) 226-4930, the Grand Rapids Field Office is at (616) 954-0319. The Retailer Advisory Committee will be kept completely informed of activities within EBT. We ask that you alert your members or store managers as appropriate so that no preventable misunderstandings cause retailers or their customers concern.

While we certainly encourage the availability of choice for retailers who wish to consider suppliers of POS services, it is important that retailers have the correct information to make sound business decisions.

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

EBT Council discusses pilot interoperability program

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

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

NACS supported amendments to strengthen the requirements for use of dual marked cards—cards with both a Quest® mark and another network icon—by adding training requirements for benefit recipients. NACS also supported an amendment to have faster adjustments made to benefit accounts.

NACS, along with FMI and other retailers on the EBT Council, opposed an amendment to allow states to place the Quest mark on a card one year prior to their state offering benefits under Quest® Operating Rule. The amendment passed by a 13-5 vote.

NACS supported an amendment because of the cost savings associated with not reissuing cards. Retail organizations opposed the measure because of the confusion it would cause both recipients and retailers if a benefit recipient tried to use their card for a Quest transaction prior to having those transactions approved by the state. Therefore, having the transaction denied.

Retailers busted for EBT fraud...

11 store owners face 20 years

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

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

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

NACHA’s Payments conference

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

Gerald Carnesaday of the Texas Department of Health discussed the preparation of a pilot program of joint procurement for EBT using hybrid card technology in Texas and New Mexico. The magnetic strip will deliver traditional benefits, while smart card technology will deliver benefits under the Women, Infant and Children program. During the pilot, Texas will track retailer costs associated with updating and installing systems to read the new technologies in an effort to determine cost-sharing algorithms.

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

Foodservice product information database available on internet

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

The PROFILE Data warehouse contains information on foodservice products from over 200 manufacturers. This data includes nutrition ingredients, sales and marketing, and packaging information.

The information is available by clicking on the button titled PROFILE ShowCase located on the foodprofile.com web site. Information can be searched and retrieved by manufacturer category, UPC and SCC product codes. The service is free of charge. Users must register however to access item level detail information. Registration is performed on line and is instantaneous. Registration is a one time event. For more information refer to the foodprofile.com web site or call (904) 472-3643.
CALLING ALL GOLFERS (AND HACKERS):

Swing into Summer and Get on the Right "Course" for Education at the 1999 AFD Scholarship Golf Outing!

Thursday, July 22, 1999
at Wolverine Golf Course
10 a.m. Shotgun Start

Any way you slice it, it's time to plan for the future. Start now with an AFD Scholarship Golf Outing Sponsorship and help educate kids from YOUR Industry. This year, AFD plans to award 25 academic scholarships.

Complete Eagle, Birdie and Par Sponsorship Packages and General Foursome are now available.
Call Tom Amyot at (248) 557-9600 to reserve yours.

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

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

“Although it is sad to end Stroh’s 149-year brewing tradition, given the highly competitive nature of the U.S. beer industry and the efficiency and productivity gains that will be realized as a result of this transaction, we believe these agreements make sense for all companies involved,” said William L. Henry, President and Chief Executive Officer of Stroh.

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

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

The Stroh Companies, Inc. will continue to be headquartered in the River Place complex in Detroit. The company will continue to own and manage its 300 River Place building, pursue its real estate interests in Detroit and throughout the U.S. and will continue to oversee its portfolio of financial assets.
Tell your customers to enter the Daily 3 & 4 Sound Explosion Sweepstakes with their non-winning Mid-Day and Evening tickets. Top prizes are SONY Home Entertainment Systems with a huge 61" TV, DVD, 200 disc changer and full surround sound stereo. Plus there are plenty more high-powered sound prizes.

900 AUDIO/VIDEO PRIZES!

60 SONY HOME ENTERTAINMENT SYSTEMS COMPLETE WITH A HUGE 61" TV!

60 SONY RACK STEREO SYSTEMS WITH A 61"-TV CENTERPIECE

100 SONY SHELF STEREO SYSTEMS WITH A 61"-TV CENTERPIECE

600 SONY PORTABLE CD PLAYERS WITH MONTAGE MARQUEE

COMPETITION GOING ON! If you have questions, you can call 1-800-352-8182. Daily 3/4 Drawings: 1 in 9,000. 3-Day Drawings: 1 in 9,000. 5-Day Drawings: 1 in 9,000.
Business breezes blow favorably for Tradewinds

by Ginny Bennett

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

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

The 7,000 square-foot building is located between Six and Seven Mile Roads on Livernois in Detroit's 12th precinct. Going south on Livernois from Eight Mile one passes tiny storefronts reminiscent of charming shops in a small city. There are also several new, attractive strip malls that have just been built or are nearing completion. Mike says this is a good place to do business. The police are responsive and other shopkeepers in the area are friendly and good to work with. Everyone works hard to keep up appearances.

Mike knows that reliable good customer service brings his clients back. Recently he completed a refreshing of the store and its entrance, the third time he has renovated since he bought Tradewinds just five years ago. New paint and bright graphic art are topped off with a bright, new red awning. The pride Ray is shows in his store is reflected in the faces of customers that are proud to shop there. Everyone gets in and out quickly, but for the few minutes they spend at Tradewinds, they are made to feel at home and among friends.

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

Immaculate throughout, the store is well organized, efficient and filled to the brim with products. Alcoholic beverages are the biggest sellers and wine has built the Tradewinds reputation. There is an amazing display of items on the selling floor and a 3,000 square foot second story filled with cases of liquor and wine ready to bring down on a conveyer belt at a moment's notice.

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

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

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

Fitting all these departments into a 7,000 square-foot building is tight, but makes for a full, bustling atmosphere. Using the space wisely has enabled Rayis to offer his customers a one-stop shopping experience. He knows that if Tradewinds can provide the products and services his customers need, he won't lose sales to other stores down Livernois or in the suburbs.

Keeping up the product lines, and giving great customer service is what Tradewinds is all about. Mike Rayis eagerly shows his appreciation to customers which keeps bringing in gusts of customers and blowing away the competition.
Welcome to the New
AFD/Beverage Journal Holiday Show!

The latest and greatest holiday items will be displayed and discounted.

The Associated Food Dealers has purchased the MLBA Beverage Journal Holiday Trade Show

- Exhibitors will be introducing new products. Be the first to see new promotional products and ideas for the millennium.
- Special trade show-only pricing will be available.
- Meet and network with industry leaders.

Mark Your Calendars!

Tuesday, September 21
from 5:00 - 10:00 p.m.

Wednesday, September 22
from 3:00 - 8:00 p.m.

Burton Manor
Livonia, Michigan

You will save money at the AFD/Beverage Journal Holiday Show!

For more information, call Becky at (248) 557-9600
A "Sound" idea for Michigan Lottery Players!

By Commissioner Don Gilmer

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

Each week for six weeks, there will be 10 grand-prize winners of home entertainment centers; 10 second-prize winners of rack stereo systems; 30 third-prize winners of shelf stereo systems; and 100 fourth prize winners of portable compact disc players.

Players enter by sending in two non-winning midday wagers and two non-winning evening wagers for either Daily 3 or Daily 4 drawings conducted between June 21 and July 31, 1999. Grand-prize winners will be announced during the telecast of "Road to Riches" game show on July 3, 10, 17, 24, 31 and August 14, 1999.

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

New Central System

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

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

New GVT
- An improved scanning device
- Larger viewing screen — up to eight lines of information.
- Improved instant ticket inventory reporting.
- Better Reporting
  - One combined weekly settlement; one Tuesday EFT settlement per week.
  - Bonus commission reported on weekly invoice.
  - Reprint of last instant ticket ordered placed through terminal available.
  - Printout of all instant games available for ordering on a single ticket.
  - Daily sales report showing instant game cashes and settled book information for that day and on-line information.

Million-Dollar Retailers

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

The following Michigan Lottery retailers met or exceeded $1,000,000 in Lottery sales in fiscal 1998:
- Angelos Food Specialties, Benton Harbor
- Barrel & Bottle Part Store, Detroit
- Boulevard Food Center, Detroit
- Calumet Tobacco & Gifts, Detroit
- Cheers Bell Parts Store, Inkster
- Cox Beer Store, Temperance
- Food Farm Market, Detroit
- Glass Bottle Shoppe, Detroit
- Hugos Tobacco & Gifts, Warren
- Light House Liquor, Oak Park
- Million-Dollar Retailers

See Lottery, Page 32
NATIONAL wine & spirits corporation

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MANY RETAIL BENEFITS, INCLUDING:
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WELCOME ABOARD!
New Instants!

June marks the debut of four hot new instant games. The $2 “Wild Time Doubler” goes on sale June 3, and offers prizes up to $30,000. The $1 “Michigan Riches,” available on June 7, will keep players’ pockets full of cash with a $3,000 top prize. “Michigan Riches” also marks the first time actual photographs have been incorporated into Michigan Lottery instant games (photos provided by the Michigan Travel Bureau). After June 14, the $2 “Fat Cat” will have them meowing for more with a $20,000 top prize. Another $1 game, “Firecracker 5000,” debuts on June 24, and offers a red-hot $5,000 top prize.
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Legislator Profile

Gary Woronchak reports for Dearborn

by Kathy Blake

After a 25-year career of observing and writing about the news, State Representative Gary Woronchak joined the other side to become a news maker this year. As a freshman Republican legislator, Woronchak represents the 15th district in Dearborn. He began his newspaper career as a reporter for the Dearborn Press & Guide, a twice-weekly paper serving Dearborn and Dearborn Heights. He followed local politics in Dearborn, with not only a journalistic interest but also from an educational standpoint as well: he holds a bachelor's degree in political science from the University of Michigan-Dearborn.

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

He ran in 1996, for the state representative seat he currently holds, but lost that first round. Back to the newsroom, he went to work as managing editor at The Daily Tribune of Southeast Oakland County, until he took leave to run again for the representative seat. This time he was successful.

In his first term of House duty, Woronchak is serving on the following committees: Tax Policy; Great Lakes and Tourism; Senior Health, Security and Retirement; and Regulatory Reform. As vice-chair of the tax policy committee, Woronchak worked on a bill for the income tax reduction. It passed, reducing personal income taxes by 1/2 of 1 percent in 1/10 increments over the next five years. "The total savings to taxpayers is $1 billion per year," Woronchak says. "The theme this year is cutting taxes," Woronchak says. There are many ideas on tax cuts floating around the Legislature. The tax policy committee is looking at ways to cut single business tax rates. One idea is to deduct healthcare expenses from taxable income for the single business tax.

While we're still in times of prosperity, we need to lower the tax burden on families, seniors and businesses," Woronchak says. One step forward for senior citizens is to improve the homestead property tax credit. "The tax policy committee is working on a bill that would raise the dollar amount of the credit and increase the number of seniors receiving it," Woronchak says. In addition to tax cuts, another major concern for him is improving the safety of citizens. "It's most important that we take measures to make sure people are safer in their homes and streets," he asserts. With the recent school tragedies, Woronchak has worked with other representatives on legislation to increase the penalty for possession of explosives.

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

Representative Woronchak is also known in Dearborn for the 10 years he hosted Mayor Michael Guido's monthly call-in cable TV show, "The Mayor's Forum." He is active in the Dearborn Chamber of Commerce, Dearborn Goodfellows, the Dearborn Homecoming Festival and more. He currently serves on the 16th Congressional District Republican Executive Committee and on the Wayne 16th District Republican Executive Committee.

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

AFD on the Scene

Lipari Foods Show

Marsha Gius decorates tables put attendees in festive mood as they entered the Lipari Foods Show on May 5th

Jim Cowserts from Tiny's Deli poses in the Winter Sausage Booth

Tom Lipari

AD would like to wish Mr. Jim Lipari a Happy Birthday
MPSC gives green light to choice

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

These orders give customers the option to choose an alternative electric supplier. Under Electric Choice, customers can continue to buy electricity from their existing utility, or they may buy electricity from another company. The transmission and distribution of electricity, which includes the wires and lines that carry electricity from the power plants to homes and businesses, will remain fully regulated by state and federal agencies. Michigan utilities, such as Detroit Edison, will still own and operate their transmission and distribution systems, and will continue to be responsible for services such as tree trimming and restoring power after a storm.

Electric Choice To Be Phased-In

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

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

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

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

Consumer Protections

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

Customer Education

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

Fair Competition

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

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


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In the area of unregulated energy, the formula for single-source energy solutions is simply e=DTE. DTE Energy.

DTE Energy
Retailer alert:
It is illegal to import cigarettes without a license!

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

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

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

Working hard for our members

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

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AFD on the Scene

Scenes From AFD’s Trade Show

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

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

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

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

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

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

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

Rodney George
Melody Farms

Fred Daily
Medicine Chest

Thom Welch
Hollywood Supermarkets

Alaa Naimi
Thrifty Scot Supermarket

Gary Davis
Tom Davis & Sons Dairy

Joe O’Bryan
American Bottling Company

Vickie Clark
Melody Farms

Mike LaFollette
CrossMark

Brian Douglas
Rocky Peanut

Dick Bey
Bee Hive Market

Joe Stevens
Taylor Freezer

Gary Pavice
PMI-Eisenhart

Todd Shaya
Frito-Lay

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

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

Special thanks to Party Time Ice for donating all the ice throughout the entire Trade Show, and Miller Brewing Company for raising money for AFD’s worthwhile causes. We sincerely appreciate your support.
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- Horizon Organic Eggs
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- Kozy Shack Puddings
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- Olivo Spread
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- Reddi wip Whipped Cream & Topping
- SAF Perfect Rise Yeast
- Second Nature Liquid Egg Products
- Simply Potatoes
- Smart Balance Spread & Cheese Singles
- Smartbeat Spread & Cheese Singles
- TCBY Yogurts
- Touch Of Butter Spread
- Treasure Cave Blue Cheese
- Win Schuler Bar Schaeze & Cheeseballs
- YoCrunch Yogurts

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