AFD teams with Brown-Forman to aid scholarship program

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

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

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

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

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

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

Hot for the holidays

Beverages for the new century are showing up on shelves now

By Michele MacWilliams

“Super premiums are super hot.” This is a resounding theme that echoed through the Beverage Journal Holiday Show. Held September 21 and 22 at Burton Manor in Livonia, Michigan, the show featured beverage manufacturers and distributors all reporting that super premium alcoholic beverages were selling well.

Tom Armstrong of Skyy Spirits predicts that premium brown spirits—whiskey, Scotch, bourbon—will see a significant increase. “We’ve already experienced good growth in premium vodkas,” Armstrong adds, “brown spirits will follow this trend.”

Bill Walsh of A. Harding Meukow V.S. Cognac in an elegant panther bottle fit the new millennium. “People are drinking less, but when they do, it’s got to be high quality,” he says.

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

It’s going to be a fruity New Year

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

See Hot for the holidays, page 24
FOR THE COOLEST, MOST REFRESHING BEVERAGES IN THE BUSINESS,
YOU'RE GETTING WARMER.

LOOK TO YOUR LOCAL PEPSI BOTTLING GROUP.

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Flint - (810) 237-7100
Grand Rapids - (616) 285-8200
Howell - (517) 546-2777
Kalamazoo - (616) 226-6400
Lachine (Alpena) - (517) 379-3264
Lansing - (517) 321-0231
Milan - (734) 439-2451
Mt. Pleasant - (517) 772-3158
Petoskey - (616) 347-6663
Pontiac - (248) 334-3512
Port Huron - (810) 987-2181
Saginaw - (517) 755-1020
St. Joseph - (616) 927-6904
Traverse City - (616) 946-0452
West Branch - (517) 345-2595
SDD retailers stand their ground, keep half-mile rule

by Bill Viviano
AFD Chairman

In this column back in July, I told SDD retailers of the Michigan Liquor Control Commission’s desire to change the half-mile rule and the effects this would have on current SDD retailers. An SDD is a Specially Designated Distributor of alcohol products for the MLCC.

Back then I explained that in June AFD President Joe Sarafa traveled to Traverse City to testify before the Michigan Liquor Control Commission (MLCC) in opposition to the rule’s elimination. Joe testified that striking Rule 436.1133 from their books would cause great hardship for the nearly 4,000 retailers that hold SDD licenses and create an unfair climate for competition.

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

Rule 436.1133 was originally designed to prevent oversaturation and to make sure that the entire population was adequately served geographically. Those two reasons are still valid today. Every retailer who has an SDD license paid a substantial premium for it based on that half-mile limitation. That premium is the equivalent of a franchise fee and a covenant not to compete within 2,640 feet.

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

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

Our voices were heard

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

Because we worked together, we were able to convince the commission that great hardship would befall the current SDD retailers if the half-mile rule was eliminated. I thank all of you that worked with AFD on this important issue. It just goes to show that there is strength in numbers, and that we can make a difference!

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

Help us help others

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

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

by Joe Sarafa
AFD President

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

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

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

Home Delivery, the Milk Man returns!
As the Internet increases in popularity and video phones emerge, consumers will do more and more shopping from home - including grocery shopping, with local companies making the deliveries.

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

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

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

New varieties of old favorites
Look for flavored olives in jars and olive spreads for breads: uniquely flavored vinegar, mustards, and mayonnaise with added citrus, garlic or other spices.

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

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

Fast-Food Blues
There may be big trouble ahead for restaurants at the low end of the spectrum. Many specialty stores and supermarkets are mounting efforts in the area best known as home meal replacement or meal solutions.

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

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

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

Mustard stains prevail
Even with all the new technology and scientific developments that we'll see in the next millennium, getting rid of mustard stains will still be a challenge!
Brown Forman and Canadian MIST, in conjunction with AFD, present the 1999 Fall AFD Scholarship Promotion!

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

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

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

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

Please Enjoy Canadian MIST Responsibly. Visit our website at www.canadianmist.com

Imported and bottled by Brown-Forman Beverages Worldwide, Canadian Whisky, A Blend, 40% ALC. BY VOLUME, Louisville, KY © 1999
Comedy Night 8 set for November 13

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

Tickets start at $25 and will benefit Forgotten Harvest, a group that picks up and distributes surplus perishable food to the hungry that would otherwise be thrown away. For tickets or more information call (248) 350-FOOD (3663) during regular business hours.

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

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

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

AAA cracks down on auto theft

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

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

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

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

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

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

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

For more information, please call Liz Arbus at (248) 557-9600.
"Tis the Season for Stocking Up...

...7 Up, that is.

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

'Best Holiday Wishes from 7 Up, Detroit.'
Repeal of SOT closer than ever!

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

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

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

To help counter the projected cost to small businesses, the minimum wage package includes 16 tax cut provisions such as $16.3 billion in estate tax relief over five years, $5.1 billion in pension reforms, a 2-1/2 year extension of the work opportunity tax credit, and a full repeal of the special occupational taxes (SOT) on alcohol.

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

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

AFD encourages you to write and call your Congressional delegation today and ask them to support SOT repeal. The following is the list of Michigan U.S. representatives, their districts and their phone numbers:

- James Barcia (D-5), (202) 225-8171
- David Bonior (D-10), (202) 225-3561
- John Conyers, Jr. (D-14), (202) 225-5126
- John Dingell (D-16), (202) 225-4071
- Vernon Ehlers (R-3), (202) 225-3831
- Peter Hoekstra (R-2), (202) 225-4401
- Dale Kildee (D-9), (202) 225-3611
- Carolyn Cheeks Kilpatrick (D-15), (202) 225-2261
- Jerry Kilgore (D-12), (202) 225-4961 or 1-888-810-3880
- Lynn Rivers (D-13), (202) 225-6261
- Nick Smith (R-7), (202) 225-6276
- Debbie Stabenow (D-8), (202) 225-4671
- Bart Stupak (D-1), (202) 225-4735 or 1-800-950-7371
- Fred Upton (R-6), (202) 225-3761

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Season's Greetings.
It's Always Been True. This Bud's For You.
This Holiday Season Budweiser Reminds You To Know When To Say When.
As Hollywood Celebrates 49th Anniversary

“Curtains Up” on Hollywood Super Market’s newest location

by Ginny Bennett

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

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

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

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

Bill Welch in his Troy office.

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

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

John started the store but his life was cut sadly short when he was killed in a hold-up in 1930. Left with four sons, including nine-month-old Bill, John’s wife Leota kept the store running. Eventually she met a wholesaler for “Jack Sprat” from London, Ontario. His name was Charles Ross. They married and ran the store together. Bill remembers working there at just eight years of age, along with brothers John, Robert and Richard. Robert died in World War II. Bill is the only surviving child of John and Leota Welch.

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

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

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

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

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

When many stores are double the size of the newest Hollywood and other boutique stores have opened specializing in produce, Hollywood Super Market remains smaller for a reason. The new Opdyke store is 31,000 square feet. “This is a really desirable size,” says Bill, “customers can get in and out with dispatch.”

Hollywood may not have 6 or 8 feet of mustard on the shelf but they will have all the major brands.

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

Pleasant people work at Hollywood and many have been with the company for numerous years.

Bill Welch says Hollywood Super Markets have been unionized since 1939. Working with unions can sometimes be difficult, however, he acknowledges that better employees are willing to make career commitments. “They can see down the road,” says Bill. “Our company has 40 employee retirees—not common in retail.”

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

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

Customers can buy any cut desired in any size package. The butcher shop draws customers that have to drive past other stores from surrounding areas to come to Hollywood.

The prepared meats that are ready-to-cook are especially popular. The stuffed pork and chicken and the kebabs are favorites. A big draw in the newest store is the ready-to-eat counter.

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

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

“They are working well together.”

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

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

All the family members enjoy golf, including Kim. Playing and working together is a plus for the family.

Bill’s biggest regret is that Kelly, his other daughter, has moved to California and taken along a fourth-generation Welch, Bill’s grandchild! Reaching the age when he deserves to slow down a bit, Bill likes to travel now, especially in the direction of other Hollywood—and that grandchild in California.
Can your wholesaler provide multi-commodity deliveries on a single truck?

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

Interested in letting us deliver the goods for you?

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Visit our web site at www.spartanstores.com
Lottery Lowdown

Commissions Top $120 Million in 1999!

The Michigan Lottery posted its eighth consecutive record year as unaudited ticket sales approached $1.73 billion, roughly 5.7 percent ahead of last year! Lottery retailers continue to play an integral role in the Lottery's success, earning more than $130 million in commissions during fiscal year 1999.

Retailers weren't the only ones who benefited from strong Lottery sales. According to unaudited figures, lucky Lottery players took home $944 million in prizes this past year. But, the proudest accomplishment for the Lottery concerns another very important group of people in Michigan: public school children. Although the final numbers aren't in, I am pleased to announce the Lottery's annual contribution to the state School Aid Fund is expected to be a record $616.3 million!

Much of the ticket sale increases the Lottery has seen this past year are due to the phenomenal success of The Big Game, the Daily 3 and 4 games and instant tickets. On April 6, 1999, The Big Game jackpot reached an all-time record high of $197 million! The excitement generated by that jackpot alone boosted Big Game ticket sales all across the state. While the lucky winner of that particular jackpot wasn't from Michigan, 12 Michigan Lottery players won $150,000 Big Game prizes in the April 6 drawing.

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

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

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

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

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

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

As we close the books on fiscal 1999, I would like to sincerely thank each of you for your support of the Lottery. I am confident that our combined efforts will serve to make 2000 another year to remember!
The Michigan Lottery realizes that a big part of our success is due to thousands of Michigan retailers just like you. That's why, with all new $2 instant games introduced after October 1, 1999 you'll see your commissions jump to 14 cents for every ticket you sell.

So be sure to stock up on our newest $2 instant tickets — Lots O' Spots Bingo and Holiday Bonus — and see your profits soar!
Detroit Edison wins national award from Electric Foodservice Council

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

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

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

Judges for the 1998 awards included representatives from Gene Rice Consulting Firm, Entersys, Ohio State University, and the NRA International Food Safety Council.

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

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

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

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

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

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

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

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

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

More information on the Electric Foodservice Council is available by calling toll-free 888-366-3782, or visit http://www.foodservicecouncil.org on the internet.
WE BREW IT. WE STIR IT. WE LICK THE SPOONS AFTERWARDS.
Hansen Clarke is a leader

by Kathy Blake

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

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

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

Representative Clarke served as the Democratic Whip for the House during his previous term when the Democrats were the majority; and also for his current term, although the Democrats are the minority caucus now. As Minority Whip, his job is to make sure there is a consensus within the caucus, Clarke says. He adds that he will be a ranking Democrat next term, when reelected.

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

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

Representative Clarke became involved in politics while attending Cornell University in New York where he graduated with a Bachelor’s of Fine Arts Degree. While attending school in New York, he was elected as a Detroit precinct delegate in 1982. In college, he was an elected member of the University Board of Trustees and was class president his senior year. He earned his Juris Doctorate from Georgetown University Law Center, Washington D.C.

He went to work for Wayne County Executive Edward McNamara as executive assistant. “Out of law school, I was on the finance staff of Congressman Richard Gephardt’s campaign for president and through him, I met McNamara,” says Clarke. He then became chief of staff for Congressman John Conyers, Jr. prior to serving his first term as state representative. After that term, he went back to the Wayne County office as purchasing director and later served as associate county executive, where he managed the Wayne County’s procurement operations and administered the County’s ethics law. Hansen Clarke held these responsibilities until being elected in 1998 for his current term.

Representative Clarke is the President of the Michigan Public Purchasing Officers Association, the State’s largest organization of local government contracting officials. He welcomes companies to call his office if interested in bidding on state contracts. “I am interested in providing an opportunity for companies who have not sold goods to the State of Michigan to bid on state contracts,” says Clarke.

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

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

Representative Clarke can be reached toll-free at 1-877-CLARKE-7 or (313) 373-0389. His legislative assistants are Sandra Turner and Dee Jackson. His e-mail address is Clarke@house.state.mi.us and his district office phone number is (313) 981-9733. His district office is located at 243 W. Congress, Suite 350, Detroit, MI 48226.
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<th>On-Premise</th>
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Grappling with hoarding

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

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

At least one c-store operator is taking a different tack. "If we're really clever, we have a shot at 50 million people coming through our doors" between midnight of New Year's Eve and midnight New Year's Day, James W. Keyes, 7-Eleven's chief operating officer, told the Washington Post. "It has the potential to be our biggest selling day."

7-Eleven Inc. is preparing to cash in on consumers' fears about possible computer failures linked to the beginning of the new century, according to a recent article in the Washington Post.

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

"Surplus" product will be available by the beginning of November.

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

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


Strengthening the front lines

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

According to CSP Magazine, stores stand to gain an additional $27,375 while retaining a 40 percent margin on front-end merchandise.

This can translate into an additional $3 billion in industry sales. Dwight Aston, president of Houston-based Shopco USA, confirms "...the loss of the ability to sell tobacco products at the front counter creates new opportunities and unlimited potential for convenience retailers."

The task force also recommends that front-end needs be condensed and managed as category of their own. Properly managed front-end merchandise is neat, clean, and visually appealing to customers prone to impulse buying. Wendy Wate, director of marketing for Michigan-based Garb-Ko, agrees: "The sales counter represents the store's image to the customers. It says who you are to them and what you are trying to be—if it is not efficient and looks sloppy, the customer will pick up on it."
The Commissions Dreams are Made of

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

For more information, contact your local
American Bottling Company representative.
Beverages for the new century are showing up on shelves now, continued from front page

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

One category that has been making a big splash is wine with fruit. Sam Scarletta of Arbor Mist Vineyards says the growth in this section is huge. Retailing for about $4 a bottle, Strawberry White Zinfandel, Tropical Fruits Chardonnay, Sangria Zinfandel and Peach Chardonnay are intended to be a bridge between beer and wine coolers to wine. They are introduction wines that taste sweet and fruity — easy for the new wine drinker to consume — yet are more sophisticated than a cooler.

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

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

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

Tom Armstrong with his SKYY Vodka Vineyards Fine Wines is distributing wine-featuring graphics of the food they are intended to go with. The wine is packaged in whimsical bottles, which are circled with repeated graphics of chickens, fish, cows, and pigs, making it easy to choose the proper wine for a meal.

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

With all the choices and new developments in the beverage industry, there’s something to make just about every “spirit” soar.
Food Town closes its doors

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

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

The Food Town in Oxford on Lapeer Road closed in mid October. During its 45-year history, Food Town operated as many as 12 stores and had 500 employees.
Spartan Stores buys Great Day Food Centers

Spartan Stores, Inc. announced the intended purchase of the Great Day Food Centers, located in Grand Rapids, Cedar Springs and Sparta, Michigan. The Great Day Food Centers will join Spartan's family of corporately owned stores, which includes eight Ashcraft's Markets, 13 Family Fare Supermarkets and 23 Glen's Markets. Like the other acquisitions, the Great Day Food Centers will be operated through Spartan's Valuland, Inc. subsidiary. The purchase should be completed in 60-90 days, pending regulatory approval. No purchase price was disclosed.

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

“The Great Day Food Centers are a wonderful addition to our family of stores,” said James B. Meyer, Spartan President and Chief Executive Officer. “These are excellent supermarkets, with a reputation for superior customer service and product selection. We expect to continue that reputation. We also welcome Great Day’s over 500 associates to our family.”

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

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

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

The Sparta store was added in 1991 when two former local supermarkets were purchased by Great Day. A new store was built in 1992 at 565 S. State Street in Sparta. That location was remodeled and expanded last year. The three Great Day Food Centers range in size from 50,500 to 58,600 sq. ft. The stores will continue to operate under the Great Day name.

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

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FMI moves offices

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

Suburban News/Magazines opens second location

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

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

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

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Call AFD Special Events Director Tom Amyot at (248) 557-9600 for details & reservations.
AFD lowers Detroit Edison electric costs

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

How electric customer choice works
As part of the electric industry restructuring, utility customers can select suppliers of electricity other than the local utility. This is similar to your option to buy natural gas from someone other than Mich Con or Consumers Energy. The program called electric Customer Choice, will be phased in over the next two years, with only a limited number of customers allowed to participate. Participation is awarded to those customers or customer groups bidding to pay the highest transition charge. AFD and Nordic succeeded in obtaining the rights to allow approximately 200 members to participate in the program in the first round, which occurred on September 30th. We expect to obtain rights to serve even more members in both Detroit Edison’s and Consumers Energy’s service area in the November and January bidding rounds.

Electric Savings up to 20 percent
AFD has negotiated with Nordic Electric to supply AFD members electricity under the Electric Customer Choice program at substantial savings. Members served by Detroit Edison with smaller stores and operations can save 15 to 20 percent on their electric costs, while larger facilities can expect electric savings ranging from 10 to 15 percent. The difference in savings is due to different Detroit Edison rate structures for large and small users.

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

You Can Now Choose Your Electric Provider

Save at Least 10% on Your Electric Bill

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

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

Fill out the form below, send or fax to AFD

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Business Type: ____________________________
Contact Name: ____________________________
Address: __________________________________
City, State, Zip: ____________________________
Phone: __________________ Fax: ______________
E-Mail: __________________
Electric Utility: __________________

Please attach a current utility bill

Zone Vodka makes its name in Hollywood

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

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

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

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

For the most complete information about Zone vodka, visit their award-winning Web site at www.ZoneVodka.com or call General Wine & Liquor at (313) 852-3926.
Update on state food safety system overhaul

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

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

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

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

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

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

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

Poland Spring appoints The American Bottling Company as official distributor

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

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

The company’s goal is to make Poland Spring as dominant a leader in the Midwest as it has been in the Northeast. “By partnering with a first-rate bottler/distributor like American Bottling, we can vigorously move into the region and expand our distribution beyond supermarkets,” said Kim Jeffery, president and chief executive officer of The Perrier Group of America, Inc., parent company of Poland Spring Natural Spring Water. For more information, call (203) 531-4100.
Shots from the AFD-sponsored Beverage Journal Holiday Show

Retailers are eager to see the latest products.

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

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

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

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

The "Stoli Girls" offer up holiday taste tests.

Brian Balles offers up samples from the Local Color Brewery.

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

AFD Chairman Bill Viviano and AFD board member Fred Dally enjoy the holiday decor at AFD's first Beverage Journal Holiday Show.
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For information contact General Wine & Liquor at 313-852-3926 or visit www.zonevodka.com
Ideas keep Pack’Em Enterprises growing

by Ginny Bennett

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

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

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

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

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

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

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

In 1998, Pack’Em Enterprises moved to 7650 W. Chicago in Detroit, into an 110,000 square-foot building. Frootee Ice is a seasonal product. The manufacturing process stops for part of the year. The seasonality of Frootee Ice is one drawback for which Pack’Em continues to explore solutions. Depending on consumer demand, the production season usually lasts eight to nine months. For the remainder of the year, production and maintenance managers staff the plant.

Kaskorkis had a mission-to find another product that could fill the slow period and help his company grow. Three years ago he found a niche in the disposable baby diaper market with the introduction of “Happy Baby” diapers designed for the value conscious consumer. These diapers are currently distributed in 15 states.

Encouraged by the success of Happy Baby diapers, a new and improved product called “Happy Bottoms,” will soon be offered to retailers. The diapers have leg barriers, leg gatherers, aloe vera, better absorbency and an improved wetness indicator. Pack’Em is excited with the possibilities of growth with this superior diaper.

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

Kaskorkis designed the new plant with future business expansion in mind. The new building houses 14 loading docks, substantial office space, a 27,000-square-foot and color profile in our Frootee Ice product. “Happy Bottoms,” Hill says, “We have a superior taste and color profile in our Frootee Ice Freezer Pops.”

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

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

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

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

Nabil Kaskorkis (I) and Thomas Hill stand in their new state-of-the-art mix room at Pack’Em Enterprises.
Marketing Specialists Corporation buys Paul Inman Associates

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

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

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

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

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

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

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

FMI promotes Weigner

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

Weigner will serve as FMI's industry liaison to FMI members, federal and state public health agencies (including FDA and USDA), academia, and allied industry and other associations. He reports to Jill Hollingsworth, D.V.M., V.P. of Food Safety Programs.
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- Grey Poupon Mustard
- Hefty Plates & Storage Bags
- Hellman’s Mayonnaise & Salad Dressings
- Henri’s Salad Dressings
- Ice Mountain & Poland Springs Water
- McCormick’s Spices
- Musselman’s Applesauce & Juices
- Northland Cranberry Juices
- Planters Nuts & Snacks
- Reynolds Foil & Wraps
- Royal Cheese Cake Mix
- Treesweet Juices
- Win Schuler Bar Schiezees & Cheeseballs

**FROZEN**
- Seneca Juices
- Totino’s Party Pizza, Rolls, & Stuffed Nachos
- Treesweet Citrus Juices

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

**MEAT / DELI**
- Barber Stuffed Chicken
- Kings Hawaiian Breads & Rolls
- Land O Lakes Deli Cheeses
- Turkey Store Meats & Deli Meats

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- Andes Mints
- Brach’s Candy
- Nabisco Life Savers & Breath Savers

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- Brach’s Pick-A-Mix Bulk Candy

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