AFD negotiates higher commissions from Michigan Lottery

By Bill Viviano
AFD Chairman

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

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

In addition, the lottery has agreed, beginning January 1, 2000, to pay a $2,000 commission to retailers that sell a winning ticket over $100,000. This incentive is new but one which we have lobbied for many years. AFD is pleased to be in the forefront of helping retailers increase their lottery income. We also extend our thanks to Mr. Gilmer and Mr. Egan for their partnership and cooperation. This is certainly a step in the right direction.

Taste of the Nation benefits hunger relief

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

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

Are you Y2K ready?

Use the article on page 16 as a guide

The path to millennium viability

Executive Sponsorship → Form a Team → Identity Exposures

Mitigate → Create a Plan → Prioritize

Validate → Y2K PREPARED!

Take a walk down the Y2K path shown above and you'll emerge with a plan.
FOR THE COOLEST, MOST REFRESHING BEVERAGES IN THE BUSINESS,
YOU'RE GETTING WARMER.

LOOK TO YOUR LOCAL PEPSI BOTTLING GROUP.

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

Soft drink shells disappearing

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

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

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

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

However, the soft drink companies are concerned that shells are starting to disappear at an alarming rate. Since the removal of the deposit, there have been numerous incidents of the shells being placed in unsecured areas outside stores, where they disappear before the driver can pick them up.

Employees have also taken shells home for personal use and shells are being thrown in with the trash or materials for recycling.

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

There is a simple solution to the problem. Retailers should simply handle shells in the same manner as they did when there was a deposit on them, stacking them in a secure area of the store until the driver picks them up. This will reduce the need for the soft drink companies to buy a large amount of replacement shells, and will eliminate the possibility of the shell deposit being reinstated. If all retailers treat shells properly, there will be no need for the deposit and everyone benefits.

By Bill Viviano

AD Chairman

USDA regulatory advisory:

They’re checking for nutrition posting

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

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

While we do not yet know the details of USDA’s proposed rule, it is critical the industry make an all-out effort towards this next round of surveys. The question is this: Can the industry make an all out effort to ensure that we, as an industry, are complying with USDA regulations?

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Service spells success for Security Express

In Michele MacWilliams

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

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

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

Security Express is the only Michigan company licensed in the state to provide these services. According to the Zeers, this is one important edge they have over their competition. "We’re in Metro Detroit, with most of our customers. If they have a question, they call and a person answers, not a voice mail," says Kenny.

We understand the market and the needs of our customers. We can proudly say that there are less than 40 money order companies in the world and Michigan has one of them.

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

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

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

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

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

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

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

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

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

Checking out checks

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

"A person who is writing fraudulent checks will typically go from store-to-store cashing them," Eddie explains. "Our system monitors all check-cashing activity and will catch the person with duplicate checks."

Quick cash

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

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

Prepaid phone cards

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

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

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

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

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

Crisp Taste,
Cutting-Edge Look
"Cosmic" Profits.

Finlandia Arctic Cranberry Vodka is the extraordinary marriage of crisp, pristine Finlandia™ Vodka and natural cranberry flavor. Dressed up in an all new “glacial” bottle, this sensational spirit from the top of the world is bracing for a blizzard of sales. Here’s why:

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

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

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

STUNNING LOOKS
While natural cranberry produces a gorgeous, ruby-like color in the glass, the new “glacial” bottle, reflecting Finlandia’s arctic origins, is irresistible on the shelf.

In a past life I was pure, glacial spring water.
Visit NATIONAL wine & spirits corporation OF MICHIGAN

R.M. GILLIGAN
At the New
AFD/Beverage Journal Holiday Show!

Representing:
Allied Domecq
Austin Nichols
Bonanno Inc.
Crillon
David Sherman
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International Beverage

Laird & Company
Luctor International
Majestic Distillers
McCormick
MCM Trading
Millennium Imports
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Palm Bay Imports
Sazerac
Shaw-Ross International Importers
St. Maarten
Trans Comercio
UDV North America
Wilson Daniels Spirits

• Come see the new ICE HOLE SCHNAPPS & new ARROW SMACKERS
• Now Representing LAIRD & COMPANY as of September 1, 1999
• Newly Representing PIRAT VODKA. Code number 8860-0. Shelf Price $23.44. Selling Price $24.85!

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Please contact your National Wine & Spirits Representative for all your Holiday Needs: 248-553-9440.
Edison Offers Energy Expertise to Save You Money

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

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

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

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

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

Who can you call for assistance?

Diana Zalewski of the Partners in Excellence program at Detroit Edison can alert you to such services as:
- energy audits, performance contracts, and engineering specification reviews
- design, facilities, and meter equipment
- information testing on operating cost, equipment cost, maintenance cost, lighting services, information about new efficient energy-saving technologies, training seminars, air conditioning services, heat pump/water heater services, geothermal services, automatic bill payment plans.

Many of these services are available to foodservice customers free of charge. The information and assistance you deserve are just a phone call away. To reach your maximum profitability, it is important for you to take advantage of this free resource. For more information about how Detroit Edison can help you with your foodservice program, call 313-235-7744. Or visit us on the web at http://www.detroitedison.com.

Detroit Edison staff will also be on hand to answer your questions at the Michigan Restaurant Association trade show October 19 & 20. Look for Booth #508.
State of Michigan's Largest Distributor of:

Wines
Spirits
Beers
Non-Alcoholic Beverages & Cigars

General Wine & Liquor Company invites you to visit our Product Pavilion at the AFD/Beverage Journal Holiday Show!

For more information please contact your sales representative or call (313) 852-3946
When You Go Back, Are You Going Back As An UN?

Contact your 7 Up Representative for more details on 7 Up "Back-To-School" Favorites!
Debit card acceptance update

Debit cards have finally taken off. Over the past several years, the electronic payments industry, especially debit card payments, has grown and changed significantly. Today, point-of-sale (POS) debit transactions are the fastest growing electronic payment type. POS debit transactions have doubled from 1995. This rapid growth is expected to continue. While over one-half of American households have debit cards today, it is predicted to expand to two-thirds of American households during the year 2000.

Debit cards, originally developed for ATM use, have expanded this use to include purchase capabilities. There are two types of debit cards in the market place: "On-line" debit which uses consumer's Personal Identification Number (PIN) security and "Off-line" debit which looks and acts like a traditional credit card and requires a customer signature. On-line cards are ATM/purchase cards for which transactions are generally routed through regional debit networks such as, MAC, Star, Magic Line and NYCE. On-line cards can be used at merchant locations equipped with PIN pads. Off-line debit is presented with Visa or MasterCard logos and transactions are routed through their networks. Off-line cards can be used everywhere Visa and MasterCard are accepted and are billed to merchants at their Visa and MasterCard rates.

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

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

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

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

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

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

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

For Your Business
- A highly perceived employee benefit at no administrative cost to you

For You and Your Employees
- Eligibility to apply for group discounted auto and home insurance via convenient automatic account deductions
- 24-hour, prepaid Emergency Road Service
- Free TripTiks, TourBooks and maps, plus member-only values on cruise and tour packages
- Exclusive savings of up to 20% or more at thousands of retailers across Michigan and the U.S.

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

*Insurance underwritten by Auto Club Insurance Association family of companies.
Available from Anheuser-Busch...

TEQUIZA

Beer with Blue Agave Nectar and a Natural Flavor of Imported Tequila and Lime

Give it a Shot
Fantasy Football

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

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

Clipping: What coupon savers do a lot of...

Touchdown: Your store sells a winning $10 million lottery ticket.

Delay of game: Scanners down

Offside: Customer parks in two spaces.

Illegal motion: Customer passes a bad check.

Intentional grounding: Someone fakes a slip and fall.

Loss of down: Your insurance company loses the slip and fall case.

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

Ineligible receiver: Minor attempts to purchase cigarettes

Dear AFD Members,

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

Our product consists of high-quality hardwoods, has a handle for easy lifting and is UPC coded.

I am prepared to offer the following firewood proposal:

A) Price of $3.59 per unit
   - 2-Pallet minimum (60 units/pallet)
   - Pre-priced @ $5.99/each=40%

B) Price of $3.99 per unit
   - 1/2 Pallet minimum (30 units)
   - Pre-priced @ $5.99/each=33%

C) Delivery available as of September 13, 1999

I would like to take this opportunity to thank all of our customers for their continued patronage.

Sincerely,

Martin G. McNulty
VP/Sales
Introducing...

ABSOLUT MANDRIN
Country of Sweden

Four Sizes Available:

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<tr>
<th>SIZE</th>
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TO ORDER CALL 1-888-697-6424
See us at the AFD/Beverage Journal Holiday Show!

J. Lewis Cooper Co. &
TRANS-CON, CO.
Authorized Distribution Agent

ARE PLEASED TO REPRESENT...

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T-CARS ORDER ENTRY 1-888-440-0200
Customer Assistance: 888-990-0600 or 313-791-5950
Fax: 313-278-6700

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<th>AUTHORIZED DISTRIBUTION AGENTS</th>
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<tr>
<td>J. LEWIS COOPER CO</td>
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<tr>
<td>3101 Gulley Road, Suite I</td>
</tr>
<tr>
<td>Dearborn, MI 48124-4406</td>
</tr>
<tr>
<td>Phone 313-278-5400</td>
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<tr>
<td>Delivering to S/E Michigan</td>
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<tr>
<td>HENRY A. FOX SALES CO</td>
</tr>
<tr>
<td>4494 36th Street SE</td>
</tr>
<tr>
<td>Kentwood, MI 49508-1917</td>
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<tr>
<td>Phone 616-949-1210</td>
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<td>Delivering to Western and</td>
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<td>Southwestern Michigan</td>
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<tr>
<td>FABIANO BROTHERS</td>
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<tr>
<td>1219 North Mission</td>
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<tr>
<td>Mt Pleasant, MI 48804-0469</td>
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<tr>
<td>Phone 517-773-3605</td>
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Does your private label offer customers a Double-Your-Money-Back Guarantee?

Consumers reach for quality Spartan brand products over 4.5 million times a week — a brand that offers them over 2,000 ways to save. While Spartan brand has enjoyed extensive consumer popularity and acceptance for over 45 years, it now carries a double-your-money-back guarantee! This instills even greater consumer confidence in Spartan brand products. And with Spartan retailers marketing Spartan brand at a higher gross and lower shelf price than national brands, they strengthen profits, enjoy a competitive advantage and build store and brand loyalty. Isn't it time you switched your private label to Spartan brand?

Take Advantage of Our Strengths.
Y2K Compliance: Getting Started
A practical path for retailers

Step 1: Owner awareness
What is the year 2000 (Y2K) problem, anyway?

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

So what?

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

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

Unfortunately not. The problem occurs at many levels. And software programs are riddled with date fields that may be used to register dates differently than the correct four digits. And equipment may need to be replaced.

How will that affect my store business?

• What if your tank-level monitor shuts down and disrupts gas flow to the dispenser?
• What if your dispenser or card readers malfunction?
• What if your coolers shut down?
• What if your EPoS system link-up is down and you are not able to access credit?

The business questions for you then become:

• If my tank monitoring system were to fail as a result of the Year 2000 (Y2K) project, would I still be able to dispense fuel to my customers?
• Will I have adequate cash flow to operate my business, if my credit and debit cards cannot be processed and credited to my account in a timely manner?
• If my suppliers cannot supply product to me, whether fuel, groceries or parts, even for a couple days, what will be the impact on my business?

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

Studies have shown that the typical convenience store has 35 plus items that require Y2K validation. Some items are critical and others are less critical, but all must be identified and validated. You must fix what you can and make contingency plans for possible failures!

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

Here are several strong recommendations to owners:

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

2. Focus on the whole picture (as outlined in the steps in this article), not just the computers. This is not just a technical project. Make sure you address “millennium viability” your goal – not just technical compliance. Viability means being able to conduct business.

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

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

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

Step 2: Business Process Map

In developing your business process map, take a “whole business” approach. For example, put your customer first and ask “what absolutely must continue to function?” Because the weakest link in the business chain is the one that breaks, you must consider:

• Where do you get your products and components?
• How are they shipped to you?
• How “Y2K” are those suppliers and shippers? How vulnerable are these links?
• What core processes do you employ, to add value?
• What could fail – and who in your organization owns the process? To assess Y2K vulnerabilities, break your store into logical parts or “zones” NACS’ video does a walkthrough of store vulnerabilities. (See order info)

1. Divide your facility down into logical zones.
2. Focus on each zone one at a time.
3. For each zone, identify and list equipment which might have embedded systems in them.
4. Interfaces with other systems which might pass date-sensitive data.
5. All suppliers and business partners.

Step 3: Store Operations Analysis

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

• Equipment and systems
• Product
• At-risk suppliers

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

3. Exchanged data:

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

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

Step 4: Computing Systems

Questions you need to ask computer and equipment vendors:

1. Will what you provide work through and into the next century? If not, by when will it be compliant?
2. What have you done to ensure that your product will perform?
3. Can we see your test protocols and results?
4. How can we test it in our environment?

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

1. Core computing systems:

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

2. PC & Network Systems:

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

3. Y2K help

The National Institute of Standards and Technology (NIST) website has information on the Y2K Help Center for Small Businesses. The help center provides small businesses with assistance in various areas such as Y2K self-help tool support and sources for compliance information, including equipment manufacturers and vendors, software, information, etc.

To reach the Y2K Help Center for Small Business you can call 800-535-7557 or visit their website at www.2khelp.org.
Choice hops?
7 kinds of barley?

Hey, maybe you could be a vegetarian after all.

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

**Monitoring vendors and identifying high-risk vendors**

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

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

Routine monitoring would no longer be required.

**Vendor claims**

State agencies must develop and implement a system to identify overcharges and other errors. Proposal confirms State’s authority to withhold or collect from vendors the entire redemption value of food instruments that include an overcharge, as opposed to the current practice of denying payment for, or collecting, only the amount of the overcharge itself.

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

**Vendor sanctions**

Proposal reiterates final vendor sanction rules published in March, 1999. USDA refuses to consider comments on this issue.

**Vendor agreement specifications**

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

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

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

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

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

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

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

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

**Vendor appeals**

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

1. Denial of authorization based on selection criteria or the State agency’s determination that the vendor is attempting to circumvent a sanction;
2. Termination of agreement for cause;
3. Disqualification;
4. Imposition of a fine or a civil money penalty in lieu of disqualification.

The proposal would establish abbreviated administrative review procedures for the following adverse actions: [Continued on next page.]
New members join AFD

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

9 and 30 Gas & Food Mart
77 Party Store
Airport Convenience
Al's Total Inc.
1 & H Market
Big M Beer & Wine
Hills Market
inho's Foodland
Butcher's Choice Meats
Center Ave Rebel Food Store
Clancy's Service
Country Store
Crossroads Mobil Mart
Daves Party Store
Dells Prescription Center
Dennis Parish
Drakes Marketplace, Inc.
DuBois Foods
Econo Foods
Economy, Inc.
Eureka Gas & Market
Farmington Hills Wine & Liquor
Ford West Party Store
Gould's Mini Mart Inc.
Graham's Party Store
Health Foods, Inc.
Holdens Party Store
Howard Park Hardware & General Store
Jack's Family IGA
John's Food Market
Lis exaggerate's Food & Fuel
Johnny's Superette
Joys Food Mart, Inc.
JP Discount & Beverage
Kings Cove
La Gloriosa Grocer
La Rosa Market
Litchfield Thriftway Market
Maria's Italian Bakery
Marys Party Store
McBride Country Store
Mike Perrone Produce

WIC, continued from previous page

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

Relax review time frames: States must still give vendors only 15 days notice of a adverse action, but will now need to notify vendors of the appeal decision for 90 days (currently a 60 day requirement).

New nominations are being accepted now

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

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated, in writing, no later than October 1, 1999. All nominations require the support of 25 other members in good standing or a majority vote by the nominating committee. If you are a retail member, you must seek a retail position on the board. If you are a general member, you must be nominated to stand for a general director's position.

In addition, the AFD will accept nominations for regional directors' positions for regions 3 and 4. Please send your nominations with supporting signatures to the AFD Nominating Committee, 18470 West Ten Mile Road, Southfield, Michigan, 48075.

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

A chip off the old blockbuster.

Introducing new DeKuyper Watermelon Pucker” Schnapps. Watermelon with a bite.

Pucker was hot in 1998, selling nearly 500,000 cases. 1999 promises to be even better with the introduction of Watermelon Pucker. In consumer taste tests this new flavor even out-scored DeKuyper Sour Apple Pucker. "Schnapps, Impact's Hot Brand of the Year."

With national advertising and promotion behind this blockbuster, you will want to Keep It Sweet and Sour for sensational sales.

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

Source: Market Watch
DeKuyper” Pucker” Schnapps and Flavored Liqueurs, 15% ALC/VOL, © 1999 John DeKuyper & Son, Cincinnati, OH. Make responsibility part of your enjoyment.
Fresh? I’ll say!

For Your Good Health...

melody farms®
Fresh Dairy Products Since 1950

1 - 800 - 626 - 6266 (option 2)
ALWAYS
ENJOY ONE
ON ICE.

Thanks from our scholars

Dear Associated Food Dealers and Scholarship Sponsors:

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

Thanks again,
Adam Romoslawski

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

Sincerely,
Katharine Sophiea

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

Sincerely,
Erik Ripley

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

Sincerely,
Kimberly Stanisky

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

Sincerely,
Dru Bernthal

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

Thank you again.
James Stanis

Increase your bottom line by becoming energy efficient!

Come to a comprehensive energy management seminar for restaurant owners, chefs and managers.

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

Topics include:
- How to Reduce Costs and Increase Operating Efficiency
- Technology Advances in the Foodservice Industry
- Specific Restaurant Equipment Lines

Registration fee $25 • call 313.235.8948
Continental breakfast and lunch provided.

This program is presented by the Partners in Excellence program at Detroit Edison.

October 14
8 a.m. - noon
Embassy Suites Hotel
Livonia

Celebrating 25 Years of Quality Manufacturing and Service!

Hope to see you at the AFD Holiday Show being held at Burton Manor on September 21st and 22nd. We will be featuring some outstanding promotions for the upcoming Back-to-School, Halloween and Winter Holidays. Hours will be 5:00 p.m. to 10:00 p.m. on Tuesday the 21st and 3:00 p.m. to 8:00 p.m. on Wednesday the 22nd. Stop by and help us celebrate our 25th Anniversary!
Celebrate Harvest Time In Michigan!
As a bonus to advertisers of Michigan made products, The Food & Beverage Report will publish editorial copy about your company and/or products without charge. Also, there is no added charge to advertise in this special section; regular contract rates apply.

Send in your advertising and editorial copy today. However, editorial copy must reach AFD by September 10. We reserve the right to edit submitted material to fit space available.

The Food & Beverage Report offers you total market coverage in Michigan with circulation at 10,000+ and readership at 25,000*. Our distribution includes the retail food trade including major food stores, independent food stores, party stores, manufacturers, wholesalers and distributors.

Let Customers Know You Support and Promote Michigan-Made Products!

*Average 2½ readers per copy

For additional information and rates, call Tom Amyot at
1-248-557-9600 • 1-800-66-66-AFD
State Representative Jason Allen serves his district and his country

by Kathy Blake

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

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

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

Representative Allen, a freshman Republican, is chair of the House Education Committee and serves on the Tax Policy, Great Lakes & Tourism, and Veterans Affairs Committees. He worked on the income tax reduction law, which reduces personal income taxes by one-tenth of one percent per year over the next five years, and elimination of the single business tax which effects companies with a payroll of $250,000 and over. It reduces the single business tax by one tenth of one percent over the next 23 years until it is eliminated.

As chair of the Education committee, he worked on the Detroit School takeover, merit scholarships for MEAP scholars, school violence issues and charter school issues. On the Great Lakes & Tourism committee, Allen worked on making the Friday before Labor Day a state holiday. It passed the committee and will go to the House.

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

Allen became active in Republican politics in high school. A veteran campaigner, he has assisted on many city commission and school board races. Allen has been a Republican precinct delegate for many years, served on the Grand Traverse Executive Committee, and was the Grand Traverse Chairman for Bob Dale's campaign in 1986.

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

He went to work at his family's menswear business, Captain's Unlimited, Michigan White tails, the Traverse City Rotary Club, and the Traverse City Area Chamber of Commerce. He is also a member of Central Methodist Church. He is also a member of the Michigan Conservation Foundation, Ducks Unlimited, Michigan Whitetails, the Ruffed Grouse Society and the American Legion.

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

To reach the representative, call (517) 373-1766 or write State Representative Jason Allen, State Capitol, P.O. Box 30814, Lansing MI 48909-7514
One more reason to look forward to the new millennium...

$2,000,000 in total commissions!

Mark your calendars for Millennium Millions!

The newest $10 ticket from the Michigan Lottery gives players a chance at winning $1,000,000 instantly! And with over 60% commission on every ticket sold, it's also a great opportunity for you to make a millennial mountain of profits!

So stock up on Millennium Millions. There won't be another opportunity like this for another 1,000 years!
Free Y2K jumpstart kit

To help you battle the millennium bug, the Manufacturing Extension Partnership, in cooperation with the U.S. Department of Agriculture, is offering a free kit to help small businesses assess their readiness and implement solutions. To order the kit, visit the website: http://www.y2khelp.nist.gov or call 1-800-Y2K-7557.

North Pointe Insurance thanks members for its success

North Pointe Insurance Co. would like to take this opportunity to thank the members of the Associated Food Dealers for their long and loyal support. While North Pointe continues to write approximately 40 percent of all liquor liability policies in the state of Michigan, we never stop trying to be the best at what we do. This dominant position was achieved by paying attention to detail, and providing outstanding service to our insureds.

Being a niche company has allowed North Pointe to excel in areas that we can specialize in such as liquor liability, bowling centers, party stores, and special events. Dealing with quality organizations, such as the Associated Food Dealers, has made our job easier and has created strong relationships to build upon into the future. While many different insurance carriers come and go by jumping in and out of the marketplace, North Pointe is a stabilizing force in an otherwise unstable insurance climate.

With just one phone call you can reach anyone in our Southfield office: liquor liability service, claims, underwriting, or even our CEO.

North Pointe Insurance Co. has remained number one in Michigan for many different reasons. Fair, aggressive claims handling has become a North Pointe trademark. Proper underwriting techniques have allowed us to remain and service accounts for the long term.

Everyone at North Pointe is proud to receive the endorsement of the Associated Food Dealers of Michigan.

For additional information or assistance regarding liquor liability insurance, please contact Jim Holycross at (248) 358-1171.
Merchandising tips from Josulete Wine, Inc.

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

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

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

When one considers that 50 percent of sales are impulse purchases, careful attention should be focused on the density of the merchandise on the selling floor. Accessibility, the ability to view and purchase the wine is crucial since North Americans like to see and touch the products they are considering purchasing. The total purchasing experience should be one that is both entertaining, and informative to draw people in, and back again by being appealing. Compatible or complimentary services leave definite, lasting impressions and are most likely to be talked about when recommendations about a wine are made.

Jakob Haag, President of Josulete Wine Incorporated, exclusive importers of Peter Island Wine says it is also important to not only experiment with the layout, but also to provide some non-mainstream wines. People like to shop a store and therefore are always looking for a wine that is unusual or of a limited release. When stocking your wine department look for good solidly priced quality wines that will give you the repeat business you are looking for but also look for those wines that will make your store interesting to shop at. For example offering a Canadian wine, even though Canadian wines are not well known, gives you an opportunity to expand the world of wine for your clients; and tell your clients that you will shop the world to bring the very best wines to their neighborhood.

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

See Wine page 37
New Products and Show Specials

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

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

BACARDI-MARTINI
U.S.A., INC.

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

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

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

GENERAL WINE & LIQUOR COMPANY

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

Jim Beam Brands is introducing a world class bourbon called Distillers’ Masterpiece - an 18 year old Straight Bourbon finished in French Limousin Oak Cognac casks. Production is limited to 6,000 bottles. Also, make sure you sample the newest Dekuyper flavor - Watermelon Pucker.

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

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

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

Hammell Music is proud to introduce the Yamaha Grand Touch baby grand piano with a piano bar.

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

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

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

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

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

Seagram Americas is the exclusive Michigan distributor for a new product called Millennium Champagne - a perfect way to ring in the new year.

Reminder: September is Food Safety Month!
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
Lottery Lowdown

Instant Tickets Take Center Stage

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

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

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

Instant tickets have played a large part in the Lottery's solid performance over the past couple of years, and they are continuing to grow in popularity among customers. Your customer suggestions to try new games have led to phenomenal sales — a trend we expect to continue in the coming months.

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

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

To learn more about the Canadian Beer, Wine, and Spirits Industry, and possible distributorship opportunities, please stop by the Canadian information booth. Booth #162 — Look for the Red Maple Leaf!

Ask for Sharon, Keith, or Frank.
**1999 AFD Scholarship Golf Outing**

The Associated Food Dealers of Michigan and its Golf Outing Committee extend a heartfelt thanks to the following companies for supporting our Scholarship Golf Outing:

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- Aberdeen Moving & Storage,
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- & all volunteers

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**Security Express Money Orders**

1-248-304-1900
Mega Market proves that bigger can be better
New Southfield price-driven store opened to rave reviews July 15

by Michele MacWilliams

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

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

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

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

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

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

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

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

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

Although Mega Market is new to Metro Detroit, there are a total of 14 stores in Missouri, Tennessee, Arkansas and now Michigan. The concept for Mega Market began 16 years ago in Memphis, Tennessee. Malone and Hyde Grocery Company developed and designed the first Mega Market with the objective of being the low price leader in a given market area while maintaining high quality. The Fleming Company purchased Malone Hyde in 1989 and expanded the Mega Market franchise concept.

Mega Markets achieve their low-price objective through volume discounts and manufacturers’ deals. The Mega Market stores are all built with efficiency in mind. The electrical system reduces energy costs, high technology scanning equipment reduces product handling and Mega Market spends considerably less on advertising than a traditional supermarket. "In everything we do, cost savings is a major consideration," says Faris Naimi.

The partners designed Mega Market with their customers, their employees and their suppliers in mind. For customers, the low prices, numerous and quick registers, and large selection were important factors. For employees’ convenience, they designed two break rooms, one at each end of the building. A special no-slip flooring is beautiful, safe and easy on the legs. The atmosphere is congenial. Suppliers find covered delivery docks, plenty of room to unload and separate entrances for produce, groceries and meats. Large displays are built using palletized, module or floor bins that come directly from the manufacturer or processing facility. Smaller items, like baby food – are placed on the shelves in cut-away cases which require much less handling and maintenance than placing each jar on a shelf individually.

"If there is an item we don’t carry, we’re happy to stock it at the customer’s request," Naimi adds. "Mega Market is a protected trademark and each location must comply with strict specifications in order to meet the necessary pricing and quality requirements. Stores are typically 60,000- to 70,000 square feet and approximately 80 to 85 percent of the total square footage is dedicated as sales floor."

Fred Najor and Faris Naimi have been in the retail food industry for over 30 years. When the Southfield location became available, both knew it was a perfect area for the Mega Market concept. "Because we’ve worked in this field for our entire working careers, we know our customers will love this store," says Najor. "There is nothing like it in the area.

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

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

The expansive new Mega Market on Greenfield Road in Southfield
MDA recognizes Kroger for $1 million in donations

The Michigan Kroger Company recently donated $1 million in donations to the Muscular Dystrophy Association over the past six years.

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

Kroger stores in southeastern Michigan also sell Shamrocks Against Dystrophy in February and March, and Shamrocks during August. The two promotions raised almost $60,000 for MDA in 1998.

Funds from Michigan Kroger’s program support MDA’s clinical service programs at Children’s Hospital of Michigan, the Michigan State University Clinical Center and for Michigan Institute for Neurological Disorders, research programs at the University of Michigan, Michigan State University and Wayne State University; three summer camp sessions in southeastern Michigan; and other clinical programs and support groups. Michigan Kroger is being recognized for their efforts on the Labor Day Jerry Lewis Telethon.

FMI’s Marketechnics conference

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

To register for the conference, call (212) 452-0444, ext. 536 or visit the website at http://tech.fmi.org. The conference cost is $525 to $750 for FMI members and $600 to $800 for non-member retailers. Manufacturers and $295 to $600 for Marketechnics attendees, exhibitors and $500 to $600 for visitor/non-exhibiting manufacturers. For a map of hotel locations and property descriptions, visit the FMI’s Marketechnics Institute’s website at www.fmi.org or call FMI’s fax-on-demand service at 1-800-930-SHOW (7469), ext. 750.
A great day for golf
Scenes from the AFD Scholarship Golf Outing
July 22 at Wolverine Golf Club

First time sponsors United States Tobacco Company

Touch Down!
Clockwise from top left, The Miller Team, Yvonne Stark, Amy McAllister, Mike Romanno and Mariam Bodu, have a little fun on the course.

The Jim Bellamy Putting Challenge helped raise money to support AFD's worldwide causes. (1 to r) Jim Bellamy and Sam Dalle

Conference call. (1 to r) Sam Dalle, Vince Saputo, John Mannn and Jamie Vondergast

Hand at work, our co-sponsors, Jay Donaldson and Ronnie Jami

A special thanks to long time AFD supporters Robert Galligan (l) and Craig Galligan (r), centers. Also pictured are Mark Wilson and Todd M. Cormack
Merchandising ideas calendar

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

**September**
- Rosh Hashanah
- Great American Breakfast
- National Chicken Month
- Honey Month
- National Cholesterol Month
- National Rice Month

**October**
- Oktoberfest
- Columbus Day
- National Pasta/Pizza Month
- National Pork Month
- National Seafood Month
- Child Health Day
- Halloween
- Sweetest Day

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

**December**
- Christmas
- Hanukkah
- Boxing Day
- New Year's Eve
- Millennium
- Y2K

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Warren, Michigan 48093
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More scenes from the AFD Scholarship Golf Outing

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

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

Fun in the sun with Drimbaue on ice.

Hey, batter, batter, batter... SWING!

Now that’s teamwork!

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

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

Who is that man with the TV?

AFD thanks its committee members for all their help (l to r facing) Joe O Bryan, Larry King, Ron Paradis, Nick Bonsomati.

Behind the scenes at AFD’s goodie bag stuffing.

Visit Fode from Fress with Kenny, An host, Brandon An host, Marcianna An host and Priscilla Mosley. At host, one of the AFD’s scholars.
Wine, continued from page 27

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

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

Raw sprouts advisory

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

Since 1995, raw sprouts have emerged as a recognized source of foodborne illness in the United States. These illnesses have involved the pathogenic bacteria Salmonella and E. coli 0157. Alfalfa and clover sprouts have been involved most often, but all raw sprouts may pose a risk.

MLCC takes action

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

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

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

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

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Since 1995, raw sprouts have emerged as a recognized source of foodborne illness in the United States. These illnesses have involved the pathogenic bacteria Salmonella and E. coli 0157. Alfalfa and clover sprouts have been involved most often, but all raw sprouts may pose a risk.
Hit a Home Run!
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