

# **ASSOCIATED FOOD DEALERS OF MICHIGAN** and its affiliate **PACKAGE LIQUOR DEALERS ASSOCIATION** **FOOD & BEVERAGE REPORT**

Associated Food Dealers  
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January 2000

**Working hard for our members.**

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**Electric Deregulation can save you money**—Chairman Viviano tells you how  
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## Minimum Wage Hike on Hold until February

After approving the final five appropriations bills in an omnibus package costing approximately \$380 billion, Congress adjourned until February.

House leadership decided to postpone any further consideration of raising the federal minimum wage until Congress is back in session. Floor consideration of several proposals, including the legislation offered by Reps. John Shimkus (R-IL), Rick Lazio (R-NY), Bud Cramer (D-AL), and Gary Condit (D-CA) will be at the top of the House agenda. This bill raises the wage \$1.00 over two or three years, repeals the Special Occupational Tax on Alcohol (SOT) and gives substantial relief from the estate or "death" tax.

## The carnival is coming!

Mark your calendar for AFD's 16th Annual Selling Trade Show, held Monday and Tuesday, April 17 and 18 at Burton Manor in Livonia. Call Becky at (248) 557-9600.

## Is foodservice in your future? Design Counts

*Manufacturers are putting an emphasis on using new equipment and packaging to enhance the overall image of the offering.*



By John Lofstock

Surviving the day-to-day grind in the convenience industry is tough. Mix in new competition, foodservice and labor, and the job becomes much more difficult. To help retailers run an efficient foodservice business, more and more foodservice suppliers and manufacturers are developing user friendly brands and state-of-the-art equipment that are easy on the eyes and easy to maintain.

"Aside from the brand you choose, the design of the foodservice offering is extremely important," said John Meiners, co-owner of Kansas City, Mo.-based Meiners' Market. "Customers want to see that you are committed to foodservice, so they look for new equipment, clean seating areas and front counters and attractive display cases."

Meiners' Market, a Conoco jobber that has plans to expand to five stores by early next year, currently operates a co-branded Mr. Goodcents quick-service restaurant.

Meiners said he was attracted to the brand because of its clean, quality presentation. "Since we didn't have much experience in the foodservice industry, we wanted an attractive brand that made our store look like we were experienced foodservice professionals," he said. "You don't always get a second chance to make an impression on the customers. It was important for us to gain their trust from the very beginning."

The brand attracts customers with an upscale front counter and display. The food preparation area is positioned in front of the customers and is designed in such a way that makes it easy to clean and maintain.

"The brand was designed so employees can move easily from one station to the next without having to drag things with them," Meiners said.

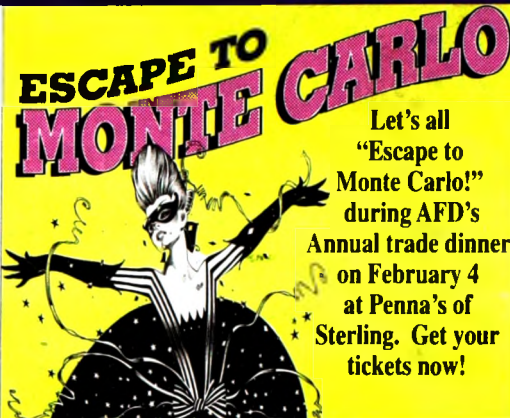
**See Design, pg. 4**

## Your connection to AAA Group Savings

Since the AFD/AAA Group Services Auto Insurance Plan began one year ago, numerous AFD businesses and employees have taken advantage of exclusive group discounts and member benefits. Donya Fields, group account executive for AAA Michigan, says she is aiming

to help even more people enjoy the multitude of benefits AAA has to offer.

Fields says that many AFD members are still unaware of the valuable benefits and considerable savings that await them. As a result, "we are always looking for marketing opportunities to gain more exposure," Fields



**ESCAPE TO MONTE CARLO**

Let's all "Escape to Monte Carlo!" during AFD's Annual trade dinner on February 4 at Penna's of Sterling. Get your tickets now!

## Kroger pays cash for Kessel

The Kroger Co. and Kessel Food Markets, Inc. announced they have reached an agreement under which Kroger plans to purchase 20 Kessel Food Markets located primarily in Flint and Saginaw, for an undisclosed amount of cash.

Both companies expect the transaction to be completed by early this year.

The stores, which will continue to operate under the Kessel banner, will become part of the Michigan Kroger Marketing Area, headquartered in Livonia. The company currently operates 85 Kroger stores in Michigan.

Marnette Perry, President of the Michigan Kroger Marketing Area, said Kroger plans to remodel many of the stores over time following

completion of the transaction. Kroger also plans to continue the same business hours, basic services and policies to which Kessel shoppers have become accustomed. No change in employment level is expected at the stores.

Headquartered in Cincinnati, Ohio, Kroger is the nation's largest retail grocery chain. The company operates 2,268 supermarkets and multi-department stores in 31 states under more than a dozen banners, including Kroger, Fred Meyer, Ralphs, Smith's, King Soopers, Dillon's, Fry's, Food 4 Less and Quality Food Centers.

Kroger also operates 794 convenience stores, 383 fine jewelry stores and 42 food processing plants.

**See related stories, pg. 6**

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#### Chairman's Message

## Electric Deregulation means savings for AFD members .... eventually



By Bill Viviano  
AFD Chairman

Electric Deregulation is an issue that AFD has been monitoring and working closely on for over two years now. We are proud to say that we can now offer AFD members a very viable, cost-saving alternative electric supply. For those of you eager to find out how much money you are going to save and when the savings will begin, read on!

#### Current Status:

AFD has at least 39 megawatts available to our members at this time.

We are bidding for more capacity and will have an updated amount in the next few months' *Food & Beverage Report*. What this means is that we can't sign up every member with our current capacity.

#### What IS the process?

Unfortunately, because AFD and its members are ahead of the game, we still have to deal with certain requirements put in place by the Michigan Public Service Commission (MPSC). One of these barriers is that our supplier, Nordic Electric L.L.C., as well as all other suppliers in the marketplace, must apply for and receive a franchise in every city in which it is going to serve our members.

While Nordic has more franchises and applications for franchises in place than any other supplier in the state, it is still a lengthy process.

#### What we suggest:

We suggest that you continue to provide your 12-month billing history

to our program administrator, IQ Solutions, so that we can at least have your information and completely enroll you as soon as possible. Once we receive your historical data, an analysis will be performed and it will be sent to you with a participation contract.

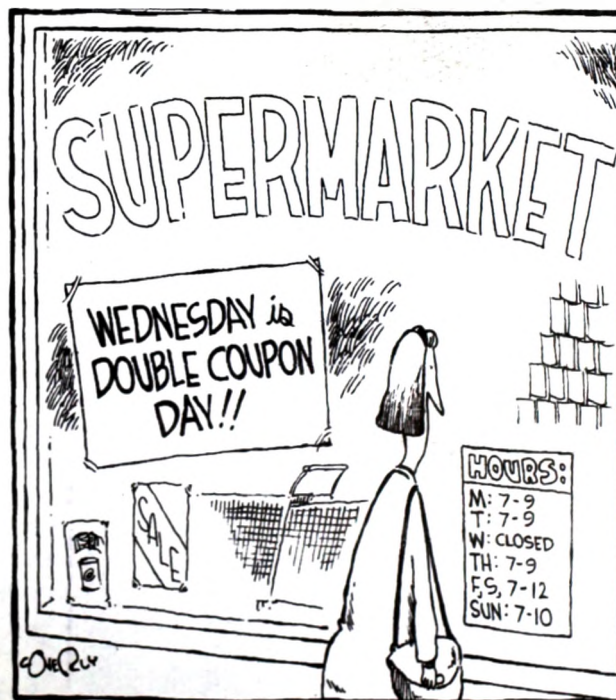
#### Our goal:

To keep our members informed, and aware of the progress of the program. Our only alternative would have been to sit back and watch. Instead, your association is on the cutting edge, while others have done nothing at all. AFD decided to get involved and work through the process to provide the best opportunity for savings, even though there are delays. We assure you that we are ahead of the pack!

Please feel free to contact AFD with any questions you may have. We will put you in touch with the appropriate party. Once again, thank you for your support. Please refer to the October issue of the *Food & Beverage Report* or call Dan Reeves at AFD (248) 557-9600 for more background on the program.

## The Grocery Zone

By David Coverly



## How time flies!

It's hard for me to believe, but this is the last column I will write as AFD's chairman. This has been the fastest two years of my life. I have enjoyed the opportunity of serving as your chairman immensely and look forward to continuing to be a part of AFD as an emeritus director.

I would like to take this opportunity to wish you all a very happy and prosperous 2000!

## AFD MEMBERS:

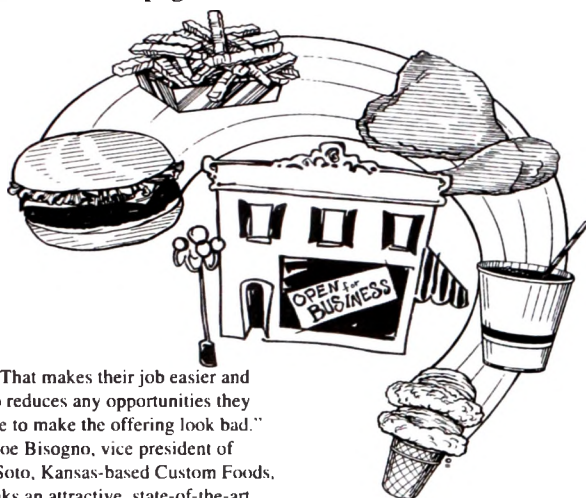
### We want to hear from you!

Did your store recently celebrate an important anniversary? Are you providing a service that is unique?

The *AFD Food & Beverage Report* will print new product releases as space permits. The service is free to AFD members. Each month we also write feature stories about our members' businesses. If you would like to see your name on the pages of the *AFD Food & Beverage Report*, call Tom Amyot at (248) 557-9600.

# Is foodservice in your future? Design Counts

Continued from page 1



"That makes their job easier and also reduces any opportunities they have to make the offering look bad."

Joe Bisogno, vice president of DeSoto, Kansas-based Custom Foods, thinks an attractive, state-of-the-art oven can help any c-store implement a new bakery program.

Bisogno said that the lure of freshly baked breads, rolls and cookies is something that will draw customers to convenience stores, especially during the morning drive time and afternoon dayparts.

In collaboration with oven manufacturer Nu-Vu Food Services Systems, Bisogno has developed a special circulation air oven and frozen dough system that work in the limited space available in c-stores.

"Customers are looking for a higher quality in bakery items," Bisogno said. "With this program, convenience stores will have the ability to bake fresh breads, sandwich buns, dinner rolls, cookies and other dessert items right there in the store. We think the irresistible bakery smell

and taste will keep customers coming back for more.

Bisogno said that the best part of the freshly baked program is the versatility it offers c-stores. "Our research staff works individually with convenience store retailers to develop private recipes for breads and cookies that can become their signature items. They can have a cookie, for example, that no one else has-and that customers can buy hot and right from the oven," he said. "These recipes will be confidential and will belong to the convenience store, but the dough will be prepared by us and delivered to the stores."

The new oven is available in tabletop or full stand-up models that are fairly compact, Bisogno said. The cookie and pastry dough needs only a limited amount of freezer space for

storage, about four feet of total wall space is needed for the oven, freezer, cooling racks and display case for the bakery items.

## The magic bullet

While some brands are looking to make a mark in the convenience industry, Richmond, Virginia-based Bullets hamburgers is an experienced fast feeder that's taking serious steps to upgrade its image to make it more appealing for retailers and consumers.

According to Daniel McMurtrie, Bullets' president and CEO, the brand has been designed to represent more of a food court look "to better cover all dayparts utilizing existing equipment to maximize the store's profitability," he said.

The latest Bullets' layout ranges from 1,200 to 1,600 square feet, depending on the seating area. Although 10 years ago customers may not have wanted to eat at a convenience store, these days the convenience industry is one of the fastest growing foodservice providers in the country. McMurtrie said design, layout and new equipment has played a role in that growth.

"The strongest features of our new design are the kitchen layout and the upscale decor package. Our kitchen layouts maximize food production while minimizing labor," McMurtrie said.

"We have opened the kitchens up to put the equipment and the manufacturing of food on display. That gives a better quality presentation of the food by saying it is made fresh."

Continued on next page.

## See new retail technology in person or on the web

The Food Marketing Institute (FMI) will feature an innovative new pavilion at its annual convention May 7-9, 2000, in Chicago, Illinois, called SuperTechMart. It will be a guided tour through simulated consumer, store, corporate headquarters, distribution and manufacturing environments. Each tour stop highlights the use of real-world technologies, and importantly, the CONNECTIVITY these technologies have with each other.

This exhibition relates to the business issues faced by retailers and how information can flow throughout the retail system, e.g. consumers surfing the Internet, walking into a store, applying for a job on-line, right through to the point-of-sale, demand based replenishment, and back office administration. This is the first time

that a retailer-focused pavilion with live demonstrations such as this has been built and demonstrated at a trade show.

"SuperTechMart truly breaks new ground with this showcase, and it is our hope that retailers will come away from the tour with many new ideas for both implementing and connecting new technologies," says Brian Tully, FMI Senior Vice President.

The tour will illustrate the strategic and tactical use of currently available technology... not "vaporware". All the solutions that will be demonstrated are realistic options for today's retailer and will include:

- \* Diverse information systems combined into complete business solutions for every level of the supply chain-without sacrificing prior investments in components and systems.
- \* Demonstrations of how technology can be used to gain and

retain competitive advantages and loyal customers.

- \* Examples of meeting tomorrow's business challenges with today's technology.

- \* Real-world examples of shared innovation that turn individual technology breakthroughs into comprehensive, meaningful business solutions.

FMI has created a dedicated web site: [www.supertechmart.com](http://www.supertechmart.com) so that retailers can preview the pavilion and get an idea of the functions and technologies they will see at each tour stop, as well as register for the FMI May Convention on-line.

For more information on SuperTechMart, please call: 202-220-0811, or visit the SuperTechMart web site: [www.supertechmart.com](http://www.supertechmart.com).

## Calendar

February 1-4

**Joint Marketing Conference 2000**  
Las Vegas Convention Center  
Las Vegas  
(703) 437-5300

February 4

**"Escape to Monte Carlo"**  
**AFD Annual Trade Dinner**  
Pennas, Sterling Heights, MI  
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February 20-22

**MARKETECHNICS® 2000**  
Moscone Convention Center  
San Francisco  
(202) 220-0773

February 20-23

**FMI Loss Prevention 2000**  
Sir Francis Drake Hotel  
San Francisco  
(202) 220-0773

March 27-28

**35th Annual Food Marketing Conference**  
Western Michigan University  
Kalamazoo  
(616) 387-2132

May 7 - 10

**FMI Supermarket Industry Convention and Exposition**  
Chicago  
(202) 429-4521

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AFD works closely with the following associations:





Plus, the brand includes a new "creation station" food assembly area that is expected to dramatically reduce labor needs while increasing the perception of quality from customers.

"Good design is critical for efficient labor maximization, thus maximizing productivity and eliminating the number of total employees necessary to run a convenience store," McMurtrie said. "Hopefully, customers will notice this through better service."

Combined with efficient service, the brand relies on good food and outstanding execution.

"The product we are offering is going to continue to change as competition forces the need to better serve the customer," McMurtrie said. "Better facility designs, operational understanding and execution by owners will do nothing but increase consumer interest in our brand and increase the overall business as a whole." Also playing a role in changing consumer perception has been the industry's long-term commitment to foodservice, speed of service and its willingness to try new things. "To have success in foodservice, make commitments to operational execution and foodservice controls," McMurtrie said. "Focus on the measurements and establish clear goals. We aim to deliver the same high-quality foodservice experience customers expect from other restaurants."

#### Outer limits

In addition to food presentation, customers have come to expect an attractive exterior. What retailers do outside the store can have just as much of an effect on foodservice sales as what they do inside, said Keith Kondrot, a principal with Street Scape Architects. "Good overall exterior composition is key to attracting consumers and getting them to return to your store," Kondrot said. "Consider changes and consistent upkeep on some of the basic, but potentially eye-catching elements that go much deeper than a fresh coat of paint." There are several steps retailers can take to make a positive impact on customers before they enter the store, and perhaps before they even enter the parking area. To keep the design looking fresh, Kondrot said retailers should consider the following:

- Reseal the pavement and curbs to freshen up old material and offer a well-kept appearance.
- Landscaping is not a luxury, but a necessity that appeals to customers. If the store is not well kept, customers are not going to want to shop there and certainly won't want to eat there, Kondrot

said. Keep the store neat and clean with a friendly appearance.

- Upgrade yard lights for a warm look and safe feeling without blinding drivers entering or exiting the site.

- Redo or replace the dumpster and tend to other housecleaning issues to freshen up the whole site.

"These are odds and ends that, at a minimal expense, can make a dramatic, positive impression and should be done regularly to ensure they are not over-looked," Kondrot said. "They can be the difference between driving new sales or driving customers to your competitors."

—Reprinted with permission by CSP

## Michigan stores move into foodservice

What's hot in Michigan foodservice design? "There are two industry terms that we hear a lot — Home Meal Replacement and Equipment Solutions," says James Daray, territory sales representative for Hobart Corporation.

Daray sees many stores moving into the foodservice arena, with in-store bakeries, chicken roasters and other equipment to serve the grab & go needs of today's customer.

"Twenty years ago many independents opened their stores knowing that they would have roughly a two-mile radius of customers," Daray says. "Today shoppers are more mobile. They have more disposable income and less time. The savvy retailers have captured these customers with quick, prepared meals."

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## N.G.A. announces formation of antitrust task force

The National Grocers Association (N.G.A.) recently announced that, as a further step in its aggressive campaign to level the playing field for independent retailers and their wholesalers, it is in the process of forming an Antitrust Task Force composed of leading retail and wholesale grocers.

"This task force," said N.G.A. Chairman Joseph H. Campbell, Jr., president and CEO, Associated Grocers, Inc., Baton Rouge, "will reinforce our message to the FTC

concerning the need for the commission to carefully scrutinize mergers and acquisitions by the industry's megachains, and to enforce, vigorously and in a timely fashion, the Robinson-Patman Act. It has always been N.G.A.'s policy that uniform and consistent enforcement of the antitrust laws is as valuable to the largest manufacturer as it is to a one-store operator."

"The American consumer," added N.G.A. President and CEO Thomas K. Zaucha, "has benefited from the

most diversified food distribution system in the world, and the independent retail/wholesale system has historically been the cornerstone of that diversity. Now, this highly competitive system—and the benefits it brings to American consumers—is being threatened as markets become overly concentrated with mega-mergers and acquisitions. Left unabated, five national and international chains will soon control more than 50% of the retail grocery market."

## Kroger enters gas market

The Kroger Co., Cincinnati, Ohio, has opened five gas stations at its grocery stores, and hopes to open three more by the end of the year. The Ohio-based chain said that its research suggests that 16,000 food stores will be selling gasoline within five years, and it would like to be a trendsetter among grocery stores.

—CSP

## Kmart targets convenience market

Kmart Corp., Rye, N.Y., operator of 2,153 Kmart, Big Kmart and SuperKmart stores, said it expects to expand or open 400 new stores over the next five years. In the year 2,000, Kmart will open more than 70 new stores in key metropolitan markets across the country.

In addition to new store openings and expansions, the company reportedly will renovate 166 smaller stores to a new small store prototype. The discount retailer will focus on building these stores in key metropolitan areas. —CSP

## Tomra receives multiple recognition

Three major groups have recently recognized Tomra Systems, a recycling solutions and reverse vending company.

Forbes Magazine ranked Tomra #29 on the prestigious Best Small Companies Global 100 list.

Tomra Systems was the recipient of the Stockman Award, given by The Norwegian Association of Financial Analysts. This is awarded to one of the largest 30 companies on the Oslo Stock Exchange and is based on annual reports, investor relation inquiries, company strategy, trustworthiness, stockholder policy and more.

Tomra was also included on the Dow Jones Sustainability Group Index. This inclusion is directly related to the superior performance a company has made towards technology, governance, shareholders, industry, and society and is important for gaining investment interest.

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## Senate investigates slotting fees

Late last year, the Senate Small Business Committee held a hearing to explore the effect on consumers of the use of slotting allowances in the retail business. Committee Chairman Christopher "Kit" Bond (R-MO) called slotting allowances "a brutal game of high-stakes poker for small manufacturers that threatens competition and jobs, and likely drives up the cost of putting food on the table for millions of American families."

Manufacturers, however, defended the practice of paying fees to retailers to gain access to shelf space as beneficial to both retailers and consumers.

Sen. Bond expressed particular concern about the impact that slotting has had on driving established independent manufacturers from stores with a large consumer base, as well as allegations that some large manufacturers are using slotting fees to retaliate against small competitors attempting to establish a consumer following.

In December, a report titled *Slotting Allowances and Fees: Schools of Thought and Views of Practicing Managers* was published by the Marketing Research Institute. Written by professors at Colorado State University, the University of North Carolina and the University of Notre Dame, this new publication has drawn additional attention to the use of slotting fees.

Slotting fees, says Joseph P. Cannon one of the report's co-authors, reflect that retailers have gained power relative to manufacturers and so the retailers have used this fact to extract more cash up front. "The retailers got more powerful because they have more shelves," he adds.

The Food Marketing Institute and the Grocery Manufacturers of America defended slotting allowances and other product placement fees as a generally accepted business practice in the food and grocery industry, claiming that most retailers readily accept them.

They argue that slotting allowances, when used properly, are perfectly legal, and are cost-effective ways for manufacturers and retailers to share the risk in the grocery business and, with so many products vying for limited shelf space, slotting fees are a necessary practice.

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## Egg safety

United Egg Producers have proposed to USDA and FDA an action plan to address egg safety. The proposal includes a uniform expiration "sell by" date, based upon a 30-day expiration date on all egg cartons; a uniform 21-day "pack by" date for eggs in current production; and transportation and storage standards.



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by Commissioner Don Gilmer

It has been just over two years since the Michigan Lottery first launched its official Web site ([www.state.mi.us/mlottery](http://www.state.mi.us/mlottery)). Since

## New Year — New Web Site

then, the Web site has been offering players a wide variety of information including an archive of winning numbers, "how to play" instructions, current news releases and promotions and the latest instant games.

The Web site has been, and will continue to be a work-in-progress for the Lottery because we want to make it as user-friendly as possible. Over the past two years many of our players have made great suggestions

regarding information they would like to see added to the site. They spoke and we listened!

In early December, the Lottery put the finishing touches on its new Web site and it is better than ever. Just a few of the new things offered include: information on how to start a lottery club, photographs of recent winners, listing of television stations that air Lottery drawings and the "Road to Riches" television show, information

on how to claim a prize, listing of Lottery regional offices and maps to the offices, list of unclaimed lottery prizes and information on validation closing dates for instant games, just to name a few!

I encourage you and your customers to visit the Web site often to get the very latest news concerning the Lottery. And, as always, I welcome your comments and/or suggestions about the site.

**Unclaimed Prizes.** Each year a number of Michigan Lottery prizes go unclaimed. The prize listed below is set to expire in early February:

**Draw Date: February 5, 1999**

**Game: The Big Game**

**Winning #s: 02-08-14-21-27 gold 33**

**Prize: \$150,000 (match first 5)**

**Retailer & City: Rich's Country Store — Lansing**

If your store has sold a top winning ticket that still has not been claimed by its rightful owner, be sure and ask your customers if they've checked their tickets lately. All unclaimed prizes revert to the state School Aid Fund after one year from the draw date has elapsed. Following is a list of the other current unclaimed Lottery top prizes:

11/02/99, Big Game \$150,000  
06-10-30-31-35 gold 14  
7-Eleven 13438 (match first five)  
Shelby Twp.

10/01/99, Big Game \$150,000  
09-13-15-38-41 gold 03  
Speedway #2326 (match first five)  
Clinton Twp.

8/10/99 Big Game \$150,000  
13-27-32-43-50 gold 02  
Themar #3 (match first five)  
Battle Creek

8/10/99 Big Game \$150,000  
13-27-32-43-50 gold 02  
Perky Pantry Mobil (match first five)  
Dundee

7/13/99 Big Game \$150,000  
01-22-33-40-43 gold 02  
Dix-Toledo Quick Mart  
(match first five) Southgate

7/2/99 Big Game \$150,000  
06-26-39-40-47 gold 08  
Joes Party Store (match first five)  
Ferndale

6/29/99 Keno \$250,000  
04-09-11-18-19-20-23  
Rite Aid Disc. Pharmacy #4516  
25-30-32-37-40-43-46  
47-48-49-51-57-63-65-77

See Lottery, page 25

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## Doubling sales using numerical displays

*Studies show that retailers can dramatically influence their customers to purchase more using multiple-unit and quantity-limit pricing strategies. Shoppers buy more if they see a numerical display that mentions a specific purchase quantity number.*

To determine the feasibility of

using point-of-purchase displays to promote multiple purchases, the researchers at the University of Illinois, varied the in-store signage and displays in 89 supermarkets in Illinois, Pennsylvania and Iowa.

In the first experiment, the test item was sold with a temporary price reduction ranging from 9 percent to 44 percent signaled at the point-of-purchase with a 3.5-inch x 2.5 inch "bonus buy" shelf tag, which indicated the regular price as well as the deal price in single-unit or multiple-unit form.

Findings over the six-month test period show the multiple-unit sales over the single-unit control.

### Adding Limits

Citing previous research, the study maintains that using signage to denote single-unit purchase limits increase purchase incidence by signaling the deal is good.

The researchers conducted a second field study using end-aisle displays of Campbell's soups for .79, instead of the regular price of .89. A sign was mounted behind each display announcing "Campbell's soup sale - .79 per can." Stores in the test included signage placed at the point-of-purchase stating: "no limit per person," "limit of four per person," or "limit of 12 per person."

The purchase limits were rotated

each evening, ensuring that each store offered the sale under each limit condition.

Results from this experiment showed that shoppers who purchased soup from the displays that had no limit purchased 3.3 cans of soup; whereas buyers with limits of four and 12 purchased an average of 3.5 cans and 7 cans, respectively. "The magnitude of the effect is large - limit 12 signage increased sales per buyer 112 percent, the report states.

As retailers and manufacturers look to increase volume sales, signage with multiple-unit pricing and quantity limit strategies should be considered. -Grocery Headquarters

## Grocery Shop In Your Pajamas?

The internet is changing the face of business. No matter what the business.

Larson's SuperValu, a mainstay in West Fargo, ND, introduced a new feature in its attempt to keep up with technology. The grocery store is now letting people shop on-line. It's another way to make it more convenient for the consumer." Damon Larson, the creator of the "getyourgroceries.com" website.

By accessing Larson's, people from Cass and Clay Counties can literally shop on-line. From aspirin to zucchini, a total of 96 percent of the store's inventory is on-line.

New stores are coming to West Fargo and featuring wide aisles, bigger stores and giant parking lots, and that's all very nice," Larson said. "But the customers who talk to us say that they want the convenience back in grocery shopping." In fact, the Internet idea came from customers.

"It's something we've been working on for about six months now," he said.

So far, the basic concept is as follows. First, an interested shopper can access the site. Next, the items in the store are posted in a special page, aisle by aisle. Then, the consumer simply selects what he or she wants, and how much of it. Finally, they submit the order and the time when they would like it.

Larson's will shop for the customer's order, ring it up and charge it to a major credit card, and deliver the groceries. All that the store asks for is a two-hour period to get the work done.

Larson's doesn't charge a fee for residents inside West Fargo. For out-of-area delivery they charge from \$4 up to \$20. So far, Larson said, it's received a great response. "It's been overwhelming, but we're able to keep up. We made sure that we had everything in order to handle it if this was a success."

It's another convenience, just like a cellular phone or a pager. "Once you've used it, you wonder what you ever did without it," Larson said.

So far senior citizens, who make up the fastest growing group of Internet users, are starting to use the service. Also using the new features are working parents and parents with young kids. "Nobody likes shopping with kids in the store, now they can do it at home," Larson said.

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## Ethnic Marketing: Providing Energy Solutions To Valued Customers

What does it take to become a vital energy resource for a diverse community? A willingness to listen, learn and become involved. Detroit Edison is doing all three.

Through its Ethnic Marketing group, Detroit Edison strives to improve customer satisfaction and loyalty with the company's major multicultural communities. First, the unique characteristics of the targeted customer segments are determined. This is accomplished by conducting comprehensive customer research that explores quality, product, cultural and service needs. Key customer satisfaction drivers are then identified, and strategies to gain customer loyalty are developed and implemented.

Detroit Edison was one of the first utilities to be involved with specific ethnic marketing. Now, it's a growing trend in all industries.

"The idea of 'one size fits all' is a convenient perspective to some people or businesses, but it is simply not realistic given today's demographics," said George Jackson Jr., executive director, Economic Development and Ethnic Marketing for Detroit Edison. "Ethnic marketing is a good business proposition, but it must be executed with sincerity and sensitivity toward the groups we are directing our efforts. If we are good at retaining and attracting our ethnic customer base, it can become Detroit Edison's competitive edge. Other utilities now recognize this and are also trying to grow this segment of their business."

The comprehensive customer research conducted by Detroit Edison has identified the Chaldean, Arab American, African American, Asian and Latino as targeted ethnic groups. These ethnic groups represent a large, important and growing base nationally and in Southeast Michigan. By building close relationships with ethnic-based communities, the company is better positioned to improve customer satisfaction by identifying and promoting the appropriate products and services offered by Detroit Edison and DTE Energy.

These ethnic groups have been identified as important segments of the market in terms of population numbers and dollars contributed as customers or potential customers and suppliers to the local economy. The rate of growth for these ethnic markets far outpaces overall growth in Detroit Edison's service area and is expected to continue to increase at a disproportionate pace.

Ethnic customer satisfaction will be a critically important element in retention of valuable customer segments in the competitive electric utility environment.

"The more we know about our customers, the better we are able to provide the services and products they want while gaining satisfaction and loyalty," said Jackson. "Ethnic marketing builds on relationships between the community and the company. We have to make a distinction between our competitors and us, and we can do that through products and services that may have special appeal or applications to particular ethnic groups."

Business relationship building activities take many different forms. Detroit Edison provides donations, but more importantly, its employees actively participate on boards and committees of various ethnic business and community organizations, support special events in the communities and provide important business information concerning Y2K, utility deregulation, electric safety and other critical information.

The ethnic marketing group understands that ethnic and small business owners have special needs. That's why they listen to local entrepreneurs and learn about specific businesses — to help them maximize electricity usage and minimize cost.

The utility also is working with large and medium businesses, such as warehouses and distributors. In addition, we have educated prominent business owners on electric utility deregulation so that they understand their options for the future.

Detroit Edison also is building an ethnically diversified work force. Detroit Edison recruits in ethnic communities through classified ads in ethnic newspapers and is working with community organizations to increase diversity in its work force. Ethnic marketing account executives serve as another resource for ethnic communities.

Our involvement stretches beyond the bottom line. In cooperation with the Associated Food Dealers of Michigan, the Arab Community Center for Economic and Social Service, the Arab-American and Chaldean Council, the Chaldean Federation of America, the Chaldean Iraqi-American Association of Michigan and other community organizations, Detroit Edison provides educational and civic support of their culture and heritage events.

The customers targeted by ethnic marketing have little difference from Detroit Edison's broader customer base. All of our customers want good reliable service at a reasonable price. However, cultural, historical, social, political, economic,

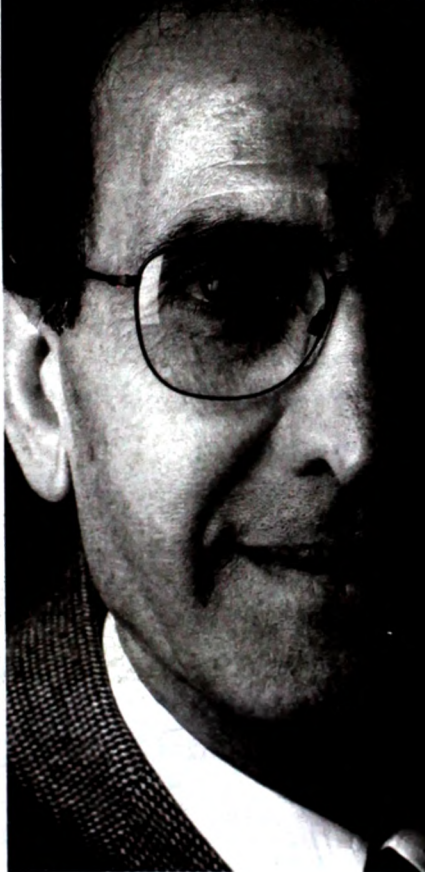
language, communications and other variables have a major impact on customer satisfaction and loyalty.

The Detroit Edison ethnic marketing representatives are uniquely qualified to develop marketing and communication plans focusing on energy-intensive business customers who share a specific ethnic background. The Ethnic Marketing principal account executives are: Sabah Hermiz (Summa), the Chaldean/Assyrian/Syriac market; Fouad Ashkar, the Arab American market; Stephanie Beau and Iqbal Singh, the Asian American market; Manuel Mejia, the Latino market and David Underwood, the African American market.

Recently, the Chaldean Federation of America recognized the accomplishments of a member of the ethnic marketing team — Sabah Hermiz (Summa) was honored for his voluntary community activities. He has been active in the Chaldean community since 1972. Hermiz served as a soccer coach for the

Continued on page 25

**Sabah Hermiz (Summa)**  
doesn't just *love his job* —  
**he lives it.**



When you're a member of Detroit Edison's ethnic marketing team, involvement comes with the territory. For Sabah Hermiz, this means serving as a member of several minority business groups and supporting educational and civic events. In fact, Sabah has been honored with the Chaldean's Federation of America Business/Community Award. Sabah serves as an important resource for Chaldean, Assyrian and Syriac businesses, solving their energy-related concerns. But more importantly, Sabah's involvement allows us to better understand our ethnic customers' needs.

**Detroit Edison**

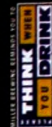


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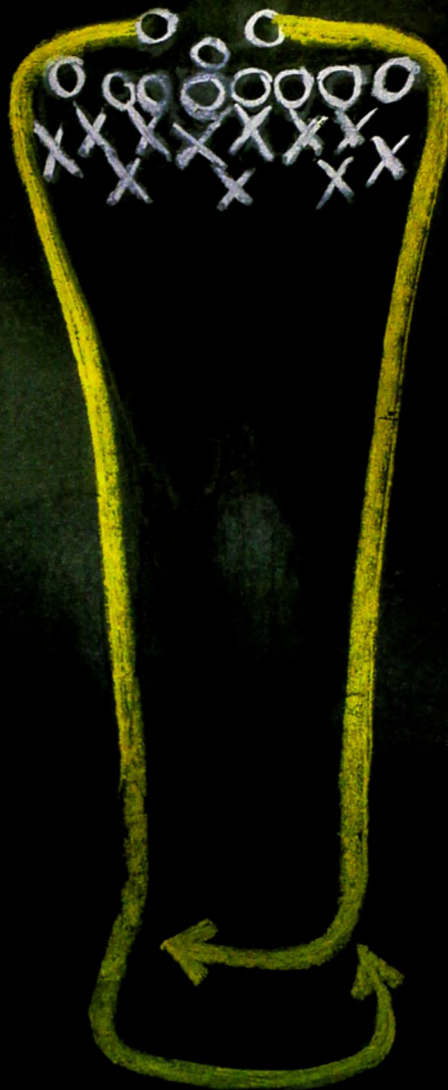
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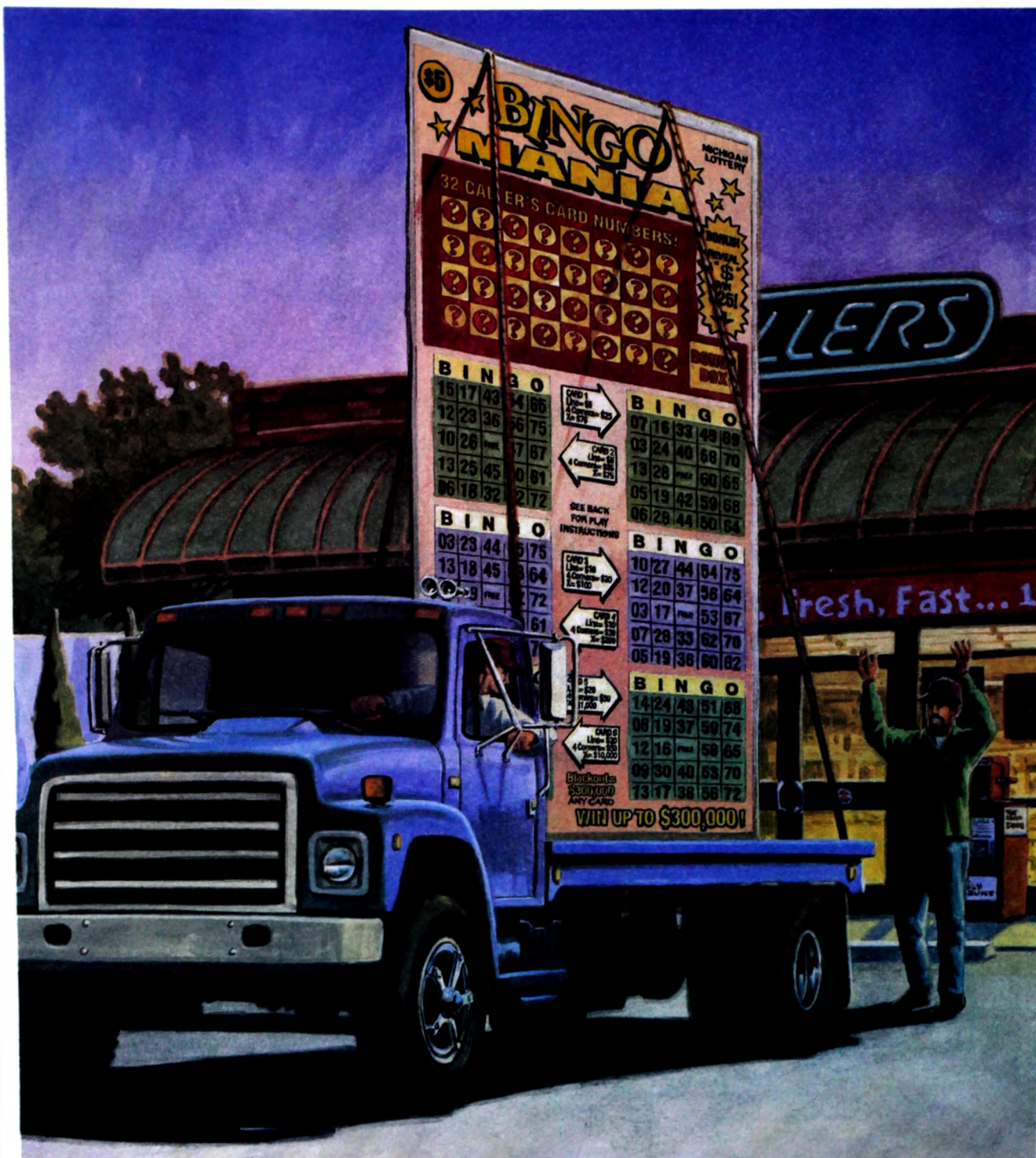
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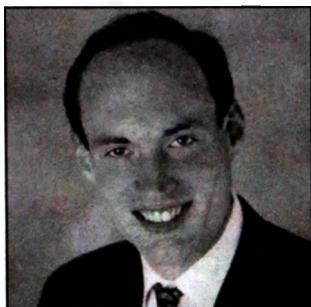
## Senator Thaddeus McCotter is prepared to do what's right for Michigan

by Kathy Blake

State Senator Thaddeus McCotter is an Irish Republican who recognizes the responsibility of his position and has the ability to discern what is right for Michigan. McCotter represents the 9th district in north Wayne County which consists of Redford, North Canton, Northville, Plymouth and Livonia.

The senator is a lifetime resident of Livonia. He graduated from Detroit Catholic Central High School in 1983 where he was a first team All-Catholic Football player. McCotter finished first in his class with a B.A. Summa Cum Laude with Honors from the University of Detroit in 1987. He also earned his Juris Doctorate at the University of Detroit in 1990 and was admitted to the State Bar of Michigan in 1991.

A freshman senator, McCotter was elected by his Republican colleagues to serve as assistant majority floor leader, a role that normally requires little action on the first day of session.



As it happened, Michael Bouchard, who was the majority floor leader, gave up his senate seat to become Oakland County Sheriff. This unexpected event required McCotter to lead the floor his first day as assistant floor leader. He and his colleagues elected Mike Rogers to be the new majority floor leader. "Mike Rogers is doing a great job," says McCotter.

McCotter serves as chairman of three committees: Government Operations; Local, Urban and State

Affairs; and Senate Law Revision Task Force. He is vice chair for the Judiciary; and the Economic Development, International Trade and Regulatory Affairs committees and he is a member of the Reapportionment committee.

Prior to becoming a State Senator, McCotter was elected in 1992 to the Wayne County Commission, serving until 1998. As commissioner, McCotter was the driving force behind the successfully adopted Wayne County Charter's "Super-Majority Amendment" that required two-thirds of the vote of commissioners to put a new tax on the ballot and 60 percent voter approval to pass a tax.

McCotter also provided pro bono legal counsel to the Citizen's Allied for Representative Elections, which successfully amended the Livonia City Charter requiring that multiple vacancies on City Council be elected rather than appointed.

In 1989, he won his first elected

office as Schoolcraft Community College Trustee. He also served as a Livonia Youth Commissioner.

McCotter has served as Chair of the Wayne County Republican Committee and Governor Engler's 1994 Western Wayne County Chair. McCotter has been elected as a Republican Precinct Delegate since 1986. He is a former member, and past Chair, of the Wayne Second Congressional District Republican Committee. He was a member of the Michigan Republican State Committee and he chaired the Candidate Assistance Committee.

As a senator, he has been working on a new initiative for urban homesteading in Michigan cities. "It's an incentive for low income people to rehabilitate and re-inhabit abandoned homes in blighted sections of core urban areas," says McCotter.

**See Senator McCotter page 28**



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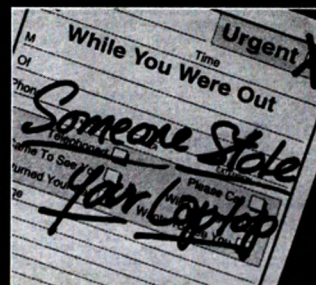


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- Corporate signage at the dinner
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- \$650 for each additional table

## GOLD SPONSOR—\$6,000

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

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- Three (3) tables of ten (10) for dinner (VIP Seating)
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- Use of four (4) company products at dinner (or four additional slides)
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# AFD members provide 1,800 turkeys to needy families

## 19th Annual Event—Turkeys handed to needy families across Metro Detroit

On Tuesday, November 23, AFD was able to provide 1,800 families with turkeys for their Thanksgiving dinners in Detroit, Berkley, Ecorse, Oak Park, Highland Park, Ferndale, Southfield and Pontiac. This is the 19th year that the group gave away turkeys for the holidays. "This certainly wouldn't have been possible without the support from our members," said Brian Yaldeo, Turkey Drive co-chairman. "Many retailers give back to their community all season long and get great satisfaction out of helping others. This is one way we can work together to help those in need," added Paul Nutt, AFD's other Turkey Drive co-chair.

### A sincere thanks to all those who made AFD's Turkey Drive a success!

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Dr. Noori Mansour, Westland Family Care Clinic  
Dr. Roushdi Rifai, Straith Clinic  
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Farmington Hills Wine & Liquor  
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Gadaletto, Ramsby & Associates  
General Wine & Liquor Company  
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Golden Valley Dairy  
Golden Valley Food Center  
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Labatt USA  
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Linwood Egg Company  
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Pointe Dairy Service  
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Savon Foods Super Store, Inc.  
Savon Foods/7 Mile  
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Scrubs Superstore  
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Security Express  
Smoker's Cigarette King  
Southfield Funeral Home  
Southfield Muffler & Brake  
Spartan Stores  
Special Way  
Spring Valley  
Stan's Market #3  
Stephen's Nu-Ad  
Suburban Party Store  
Sunset Market  
Super K Liquor  
Superland Market  
Supervalu  
Swanson Commercial Food Equipment  
Repair  
Taylor Freezer of Michigan  
The Abbey Wine & Liquor Shoppe  
The Vineyard's Wine Cellar  
Three Sisters Market  
Thrifty Scot Supermarket  
Town & Country Liquor Party Shoppe  
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U.S. Quality Foods  
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University Food Center  
Value Wholesale  
Vegas Super Market  
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AFD board members, Alaa Naimi (left) and Ron Paradossi review the route before the day's deliveries.



What do 1,800 turkeys really look like? It takes a fork lift and a lot of volunteers to move all these turkeys. Thank you volunteers!



The first stop was a busy one. Turkey Drive volunteers prepare handouts at Southfield Human Services Center in Southfield.



Sabah Hermiz from Detroit Edison and Donya Fields of AAA Michigan (center) assist as turkeys are handed out at Detroit's Joy of Jesus.

### A Special Thanks to the Charitable Activities Committee Members

Brian Yaldeo, Woodward / Long Lake Shell, Co-Chair  
Paul Nutt, Interstate Brands Corporation, Co-Chair  
Sam Dallo, In N Out Food Store #11  
Gary Davis, Tom Davis & Sons Dairy Co.  
Harley Davis, Associated Food Dealers  
Jeff Hague, Bil Mar Foods  
Sabah Hermiz, Detroit Edison  
Rocky Husaynu, Professional Insurance Planners  
Ronnie Jamil, Mug & Jug Liquor Store  
Mark Karmo, Golden Valley Food Center  
Eddie Kassab, Food Basket Supermarket  
Nick Klzy, Value Save Food Center  
John Loussia, Value Wholesale  
Paul Marks, Greeson Company  
Alaa Naimi, Thrifty Scot Supermarket  
Ron Paradossi, Melody Farms  
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Bill Viviano, House of Prime  
Sam Yono, Palace Plaza  
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Dina Chapman, Detroit Edison  
Donya Fields, AAA Michigan  
Dr. & Mrs. Mansour  
Erin Nutt  
Fouad Ashkar, Detroit Edison  
Iqbal Singh, Detroit Edison  
Jasmine Onder  
Jena, Nicole, Neda & Noor Naimi  
Jennifer Robbins, Detroit Edison  
Kathleen Hermiz  
Lauren Costello, Michigan National Bank  
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Mark Stoyan  
Monica Deuby, Michigan National Bank  
Nancy Moulding, Michigan National Bank  
Nate Post, Interstate Brands Corporation  
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Shawn Hermiz  
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Stephanie Beau, Detroit Edison  
The Zeer Family - Tom, Joe & Eddie Jr.  
Yvonne Stoyan, Retail Accounting Service

### And again a special thanks to:

- Interstate Brands Corporation-Wonder Bread/Hostess Cakes for their product donations,
- Tom Davis & Sons Dairy for the use of their truck.
- Value Center Market and Mr. Terry Farida for the use of his store.



## AFD on the Scene



AFD brought Thanksgiving to many who would have gone without it.



1999 AFD Turkey Drive Co-chair Brian Yaldao (right) hands out turkeys to recipients at the newest stop, Beaubien Middle School on Detroit's west side.



Jena Naimi has her hands (and her arms) full as she helps distribute bread.



Volunteers and recipients pose together at Detroit's Ravendale Community.



Nate Post (center) of Interstate Brands Corporation, distributes donated Wonder Bread to eager volunteers.



Past co-chairs Nick Kizy (left) and Alaa Naimi distribute turkeys at the S.A.F.E. Center, with Alaa's daughters Nicole and Nada.



Monica Deuby (left) of MNB and Sonya Haio (center) assist Nicole Naimi (facing away) at Nolan Middle School.



Past AFD chairman Mark Kurmu (R) stands with Rev. Obie Matthews at one of Mark's favorite stops. Nick Kizy is also pictured.



Erin Nutt (Paul's daughter) cheerfully delivers Dad's holiday stuffing mix.



AFD board member Gary Davis helps unload from the Tom Davis & Sons Dairy truck used again this year to store and deliver the turkeys.

1999 Turkey Drive co-chair Paul Nutt from Interstate Brands Corp. (Wonder Bread/Hostess Cakes) cheeses for the camera at Detroit's Salvation Army. All bread and stuffing was donated by Interstate Brands.



(left) Lauren Costello, Michigan National Bank (MNB) rushes to help Noor Naimi and Yvonne Stoyan (Retail Accounting Service) with their bread deliveries.



# New Richville store lights up future

by Ginny Bennett

When Norm's Market burned in January of 1999, Norm and Jane Rupprecht lost the building that housed their home, the adjacent grocery store and on site catering business that had been the family's livelihood for 75 years. The tiny town of Richville, (pop. 300) lost its only grocery store.

Richville is located on M-15 just north of the junction of M-15 and M-46; eleven miles east of I-75. It is in the center of a triangle between Frankenmuth, Vassar and Reese.

Jane Kern Rupprecht grew up in the five-story house which has been the sight of a mercantile for 100 years. William Kern was the original family owner, purchasing it in 1924. They changed the name to Norm's in 1977. The Rupprechts were planning a big summer 75th anniversary store celebration.

The tragedy struck on January 11, 1999, during a major winter blizzard. The cause of the fire is uncertain. The adjacent outdoor smokehouse had been smoking venison all day but fire officials were unable to say how the fire actually started. Son Craig Rupprecht's house next door and a freezer were spared. The neighboring bowling alley, on the other side, is also still standing. Jane remembers it being built when she was just six years old.

Jane's late father, Edwin Kern, had once remarked as he gazed around at all the items from the store stacked in the house, "if there was ever a fire, Jane, there would be no chance to save the house or the store."

The day of the fire, Jane was returning her new Christmas ornaments to the attic and it crossed her mind how dry it was up there. She noticed the wide oak plank floorboards and remembered her father's words.

In spite of her loss, Jane feels blessed because everyone escaped the building and there were no injuries.

Richville lost more than its sole grocery store.

The store was the town's unofficial meeting place for 100 years. After the fire, customers had to find other places to buy groceries and other ways to keep in touch.

Norm's Market held antique treasures from the family and the area's rural past. The store was like a historical museum. In particular, Jane misses the candleler that she and her sister used for candling eggs. It was just one of the thousands of items in the store. Shoppers brought visitors from as far as Port Huron, Grand Rapids or Detroit to see the quaint store.

The fire has not broken the family's spirit or the heart of Richville. The affection the town has manifested



Jane and Norm Rupprecht in front of the new Norm's Market on M-15 in Richville

towards the Rupprecht family has touched them deeply. They lost everything except for Craig's house and the freezer where the processed venison is stored. Sadly, the house and store were underinsured. The newly purchased \$50,000 worth of equipment that had been recently installed at the old store was gone.

The town organized a benefit at the VFW Hall and raised \$38,000. Food was donated by Gordon Food Service and Sysco, among others. Everyone enjoyed buffalo, chicken and beef on-a-stick.

The generosity of friends and the kindness of strangers has meant so much to Jane. There was no question—they would rebuild. Once again neighbors and customers began

always had. They had dreams that their son Craig would run the store, along with his wife Terri. They hoped someday their grandson Lance would keep the family business going.

It has been one year since the fire and since October, 1999 Norm's has been in the new building. The new Norm's is located on M-15 in a new \$1 million dollar, 10,000-square-foot building. The old store site is now a

green space with flagpoles and eventually will have a stone monument. "The new store is always busy," says Jane. "I have gone from 8 employees in a 6,500-square-foot-store to 18 employees. Fortunately our staff stuck with us." And so did their customers.

The new building was placed on vacant land, farther away from the smokehouse and Craig's home. Jane and Norm are having a new house built near Reese.

In the past, Jane and Norm's house had not only served as overflow store storage but as the office and the house bathroom was available to customers and employees. Jane's kitchen was the employees break room. The new store design required space for an

new centrally located butcher shop area.

Ironically, the one piece of heavy equipment that did survive was the old iron hand cranking sausage stuffing machine. Craig says that the indestructible machine makes 20,000 pounds of hand done venison sausages for customers and another 50,000 of their own store sausage annually.

The ancient iron sausage stuffing machine and an old Toledo scale are starkly contrasted against the clean, freshly painted walls and new stainless steel equipment. The Rupprechts worked hand-in-hand with the health department and as a result everything is up to code.

The selling floor has an adequate sampling of products. Jane competes against the chains by carrying every category but fewer choices than the big stores do. They offer numerous specialty items that are unique to Norm's Market. They have a variety of their own sausage, brats, jerky, smoked turkey and pickled products. They also make some of their own cheeses. Norm drives to Saginaw daily for fresh bakery bread. The store sells a lot of unusual frozen meats, like elk, venison and buffalo and they have a variety of frozen seafood and fish, too. A huge freezer stores Bering Sea fish filets, fresh frozen smelt and ocean perch.

The Rupprechts are an unusual family. They are responsible for a lot of the town's joie de vivre. They are the unofficial town beautification committee. Jane and Norm take it upon themselves to decorate the town at the holidays. They light up Richville from one end to the other. Norm puts up 20,000 lights, a time consuming task. They purchased and installed nativity sets that welcome drivers to Richville from either end of town. Half barrels with Christmas trees have been donated to the town by the Rupprechts, too. The Lions Club decorates the posts. All together, the impressive light show causes a lot of traffic to come to town. To raise money for the community the Rupprechts also organize an annual Pretzel Fest.

Jane's optimism for the future is catching. Customers come from far and away to buy the meats, but they leave with a case of goodwill and a pound of good service. Having once lost the store, customers know that Richville is dependent on Norm's for much more than eggs, milk, bread and meat.

Confident of the near future, Jane and Norm see Craig and Terri already filling their shoes. And thinking about years to come, Jane would like to tell you about her 11 grandchildren.



Clockwise from left - the Rupprechts: Terri, Craig, Norm, Jane, Amanda, Lance and Brandon.

to help the Rupprechts restore the ambiance of the old store. People have started bringing in antiques. Little by little interesting items are beginning to fill the shelves.

Jane and Norm Rupprecht are in their sixties. However, the thought of retirement never really crossed their minds. Jane's grandfather, William Kern, her father Edwin Kern, founder of Kern's Market in Richville, had owned the store before her. Everyone agreed that the town needed a store. Even though they are surrounded by bigger chain stores, they felt they could survive as they

office, catering, meat cutting, storage and bathrooms. They needed a break room and an area for bottle storage. ADA regulations must be followed.

The family designed the store themselves, drawing their ideas from the old store layout and adding the necessary rooms. The modern kitchen is headquarters for Terri and Jenna, Jane's niece. The two prepare the catered food and the housemade deli counter items. Clean up and refrigerator space have their own special areas, too. New bathrooms, an office, bottle room, warehouse, laundry and garage all surround the



## It's Time to renew your AFD membership for Year 2000

Most of you have already received your membership renewal reminder notice along with a handy invoice for quick and easy processing. We encourage you to continue your AFD membership and take advantage of the many new and exciting benefits scheduled to come your way.

Just in case the letter we sent was misplaced, or in case you want to share this information with another business that could benefit from AFD membership, here is the basic application for your use.

Membership Application, Please Print

Store  
Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/  
Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

Owner: \_\_\_\_\_

Contact: \_\_\_\_\_  
(if different from above)

Supplier Affiliation  
(primary) \_\_\_\_\_

What licenses do you have?

- ☐ Daily Lottery  
☐ SDM (Beer & Wine)  
☐ Food Stamps  
☐ Pharmacy  
☐ Instant Lottery  
☐ SDD (Liquor)  
☐ WIC  
☐ Gasoline Pumps

No. of Employees \_\_\_\_\_

Square Footage \_\_\_\_\_

Sponsor \_\_\_\_\_

Phone \_\_\_\_\_

### Dues Schedule

#### Retail Membership

(no fresh meat or produce under 10,000 sq. ft.)

Single location: \$175

2 or more locations: \$350

#### Supermarket Membership

(fresh meat & produce over 10,000 sq. ft.)

Single location: \$250

2 or more locations: \$500

Supplier, Wholesaler, Distributor:  
\$400.00

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☐ Credit Card: ☐ VISA ☐ MasterCard

Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## WIC sanctions reminder

As reported last month, effective January 1, the Michigan Department of Community Health, WIC Program will no longer warn retailers of violations that require mandatory sanctions. Under the new rules, sanctions will be imposed when there is major trafficking, illegal coupons or claim reimbursements, overcharging, or charges for unauthorized food items. One of the major

differences in these new regulations is that in the past, the state could work out a settlement with violators, but now the Federal regulations spell out what some sanctions will be.

The goal of the new regulations is to reduce or eliminate waste, fraud or abuse.

**In addition, vendors who are disqualified from the WIC Program will automatically be forwarded to the Food Stamp Program for disqualification.**

## Supreme Court hears tobacco case

On December 1, the U.S. Supreme Court heard oral arguments on whether the Food and Drug Administration (FDA) can regulate tobacco products. The outcome of the case—which will not be made known until spring—will have far reaching implications on retailers. If the FDA wins, more rules severely restricting the way tobacco products are sold will take effect and in the future FDA may elect to remove tobacco products from the market altogether. If the National Association of Convenience Stores and the tobacco companies win, the FDA rules concerning tobacco will be struck down.



## 2 LOCATIONS

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**NEWS**

Wholesale Distributor

### Flint & Saginaw

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2320 W. Pierson  
Unit 15  
Flint, MI 48504  
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Fax 810-785-4100

# Kansmacker crushes bottle deposit headaches

*Michigan-based reverse vending company eliminates container-counting chore*

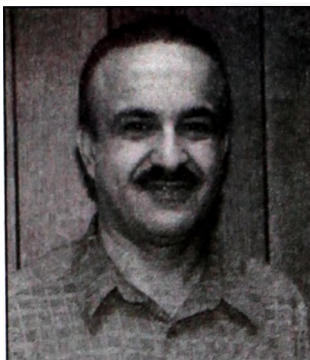
by Michele MacWilliams  
AFD Food & Beverage Report editor

Reverse vending equipment can be a real time, money and space saver for retailers. Instead of having staff count and check returnable beverage containers, store customers serve themselves with reverse vending.

In 1978 the Michigan Bottle Act became law, requiring retailers to collect bottle deposits when selling beer and soda pop, and then issue a refund on the deposit once the empty containers were brought back to the store. In 1982 Kansmacker, Inc. was founded with the sole focus of developing and providing equipment to aid grocers in the handling of beverage container returns.

Kansmacker is headquartered in Lansing, Michigan, where all production and administrative functions take place. The company's first products, the 8 and 12 hole versions of the original "Kansmacker" machine, were a fast success as grocers scurried to find ways to deal with the mounting number of returned beverage containers in their back rooms. The original Kansmacker machine counted and bagged a consistent number of aluminum cans, by vendor, and crushed them reducing the amount of space they occupied by approximately 2/3rds. Over the past 17 years, Kansmacker has placed nearly 2000 of these machines all over Michigan, including the Upper Peninsula.

By 1995 Kansmacker developed and began field testing the SuperSeries reverse vending machine, and soon undertook the marketing and sales of the equipment. The SuperSeries was the industry's first combination glass, aluminum and plastic



**Kansmacker President  
Munim Yono**

machine, and is the only domestically produced three-in-one machine.

The SuperSeries is a customer-operated redemption machine that counts, crushes and bags both aluminum cans and plastic bottles into separate collection boxes. Glass bottles are counted and sorted by the machine into special wire bins. Customers feed all of their returnable containers through one entry hole. This eliminates the need for pre-sorting empties, and waiting in line for another machine to become available.

Each machine's computer will store all container counts by bag, and also by vendor to provide the grocer and the distributor with an accurate accounting method. Retailers decide which products the store will redeem by customizing the UPC database stored in the computer's memory. In other words, if the store does not sell a brand, they can choose to have the machine reject it.

The SuperSeries fits into a small space, and like its predecessor, dramatically reduces back of the store bottle storage. "Shrinkage" (in-store theft, accounting errors, etc.) is another problem that reverse vending addresses. Human error is

reduced, and because the machine takes an immediate count and crushes the container, theft is extremely difficult.

"Kansmacker is singularly dedicated to providing superior container handling equipment and service to the grocery industry," says Munim Yono, company president.

Nick Yono, executive vice president, adds that a team of highly specialized service technicians based in the company's Lansing headquarters supports the SuperSeries. When a machine is installed at a new location, a company host will remain at the store to provide training and help customers acclimate themselves to the new system.

"The single through-put design concept of the SuperSeries machine has gained the support of even the most sensitive customer service advocates, and is quickly becoming the standard for reverse vending," acknowledges Yono. "We feel the design is the most customer friendly and economical equipment available today."

Munim, along with brother Nick, purchased Kansmacker this past September from a Vancouver, British Columbia company called Automated Recycling, Inc. "We invested in

Kansmacker because I was so pleased with the unit that I had purchased for my store," Munim states enthusiastically. "I was one of the first grocers to buy the SuperSeries, and saw the value." Munim Yono is the owner of O'Brien's Supermarket, in Ecorse.

The Yono's are excited about their family's new venture into reverse vending, and are steadfast in their determination to serve the retailers of Michigan. "We are a Michigan manufacturer, devoted to Michigan grocers and retailers."

For more information on Kansmacker reverse vending, call the Lansing office at 1-800-379-8666.



**The Kansmacker SuperSeries reverse vending machine**



## CLASSIFIED

### FAYGO

**FAYGO BEVERAGES, INC.**—has a need for full-time merchandisers (approx. 40 hrs./week). The successful candidates will be personable, assertive individuals with the highest work ethic. Must be able to lift up to 50 lbs. frequently. Must have reliable transportation and a good driving record. Starting rate \$8.50/hr. plus mileage allowance; also, great benefit package. Please send resumes to: Faygo Beverages, Inc., 35798 Gratiot Ave., Detroit, MI 48207, Attn: Beverage Merchandiser or Fax (313) 925-0932.

**PARTY STORE**—Independent grocery and party store with a rental house included in price. Sale price does not include inventory. Don't let this great opportunity get away. Ask for Gene Mileti at Haynes Real Estate, (734) 242-8484, or call (734) 289-3787.

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

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

**FOR SALE**—Ice cream dipping merchandiser. Master-Bilt model #DD88 (91" w x 28" d x 37" h). Stainless steel top with white exterior body. Displays 16 flavors and stores 14. Excellent condition \$1,195 or best offer. Call (517) 723-5500 and ask for Dave.

**PARTY SHOPPE**—Beer & wine, grocery, lotto, frozen Coke, money orders, fax. Store sales \$10,000/week. Lottery sales \$3,800/week. Business \$160,000 w/ \$80,000 down. \$1,425/month lease. Call (248) 545-3500.

**FOR SALE**—Supermarket, SDD, SDM, Lottery, safe area in Detroit. Contact Eddie at (313) 925-0511.

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

**MARKET DELI FOR SALE**—3,300 sq. ft. Ann Arbor, central University of Michigan campus location, student clientele. Owner is retiring. All newly remodeled including new equipment. Call (734) 741-8303, ask for Bill.

**FOR SALE**—2 each, walk-in coolers, 8' x 10'—\$1500, 8' x 14'—\$2500. Bernie's Country Store (517) 592-8221, 557-9600.

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

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

**IMPERIAL CENTER INC.**—Beautiful New Center, located in Farmington Hills on 9 Mile Road west of Middlebelt—next to Target, Kohl's, F&M and nine (9) screen United Artist Movie Theater. Great business opportunity! 10,000 sq. ft. available for lease. You may lease as little as 1,600 or take all 10,000 sq. ft. Make your dreams come true! Excellent location for produce market, dollar store or any other ideas you may have. For more information, please call Jerry or Anthony Yono at (248) 442-2035.

**DETROIT PARTY STORE FOR SALE**—Business and building for sale, SDD/SDM and Lottery, 32 x 40 ft. Please ask for Al at (313) 934-2991 between 8 a.m. and 3 p.m. SERIOUS INQUIRIES ONLY!

## Ethnic Marketing

from page 14

association's youth and men's teams, committee chairman and board member. He is a founding member of the Iraqi American Graduate Association.

His community volunteer activities extend beyond the Chaldean community. Hermiz has served several years as a board member of the Michigan United Soccer League. Civic volunteer efforts include serving as a board member of the Downtown Development Authority for the city of Center Line and as a member of the Pleasant Ridge Planning Commission.

## Lottery

Continued from page 12

Detroit (match 10)

5/25/99 Big Game \$150,000  
12-35-36-38-39 gold 30  
Carls Supermarket (match first five)  
Pottsville

5/17/99 Cash 5 \$100,000  
14-19-26-35-36  
Huron Plaza Party Store (match all five) Pontiac

4/30/99 Big Game \$150,000  
01-23-25-29-39 gold 05  
Westside Beverage (match first five)  
Traverse City  
4/16/99 Big Game \$150,000

01-07-10-16-36 gold 36  
Boulevard Food Center  
(match first five) Detroit

4/2/99 Big Game \$150,000  
08-25-26-28-35 gold 25  
Zeilers Farm Market (match first five)  
Temperance

3/4/99 Cash 5 \$100,000  
09-18-24-33-35  
Dix & Goddard Mobil Mart  
(match all five) Lincoln Park

For more information about any unclaimed Michigan Lottery prize, you can call the Lottery's Public Relations office at (517) 335-5640.

## Bingo Mania!

Bingo players all across the state can begin looking for "Bingo Mania" at Lottery ticket counters beginning January 10. This \$5 instant ticket is unlike any other instant bingo game the Lottery has ever offered with a top prize of a whopping \$300,000 — the biggest bingo prize ever offered! Each ticket features six player cards plus a bonus. If any card on the ticket is completely blacked out, the player wins the \$300,000 top prize!

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## **N.G.A. identifies nine keys to success for independents**

The National Grocers Association (N.G.A.) has established nine keys to the future success of the independent retailer that will guide the association's activities into the new millennium. "N.G.A. has taken a hard look at the forces that are changing the grocery retail environment and has placed significant effort on developing ways that independent retailers can succeed in a business that increasingly faces mergers and acquisitions and finds it more difficult to serve the time-pressed consumer. N.G.A. is looking to establish equality through these nine key areas that reflect NGA's mission statement and exclusive representation of the independent retail/wholesale system," said N.G.A. President and CEO Tom Zaucha.

The nine keys include:

1. Repeal of the Estate Tax
2. Create a level playing field
3. Reinvent the supermarket as a lifestyle destination center
4. Win back center store sales
5. Recruit the next generation of quality managers and entrepreneurs
6. Retailer/Wholesalers must operate more as a virtual chain
7. Take full advantage of all available technology
8. Work to achieve more competitive economies of scale
9. Access to competitive growth capital

N.G.A. is working on several key initiatives to address these nine keys for success. As an example, N.G.A.'s ITREC committee is working on four strategies to better understand reasons for the decline in center store sales as well as ways to bring sales back to the center of the store. In addition, N.G.A. is working to educate the Federal Trade Commission (FTC) on the need for FTC oversight of certain trade practices that for too long have been unfair to the independent retail sector, such as slotting allowances and the divestiture of stores to independent retailers after mergers of mega-chains.

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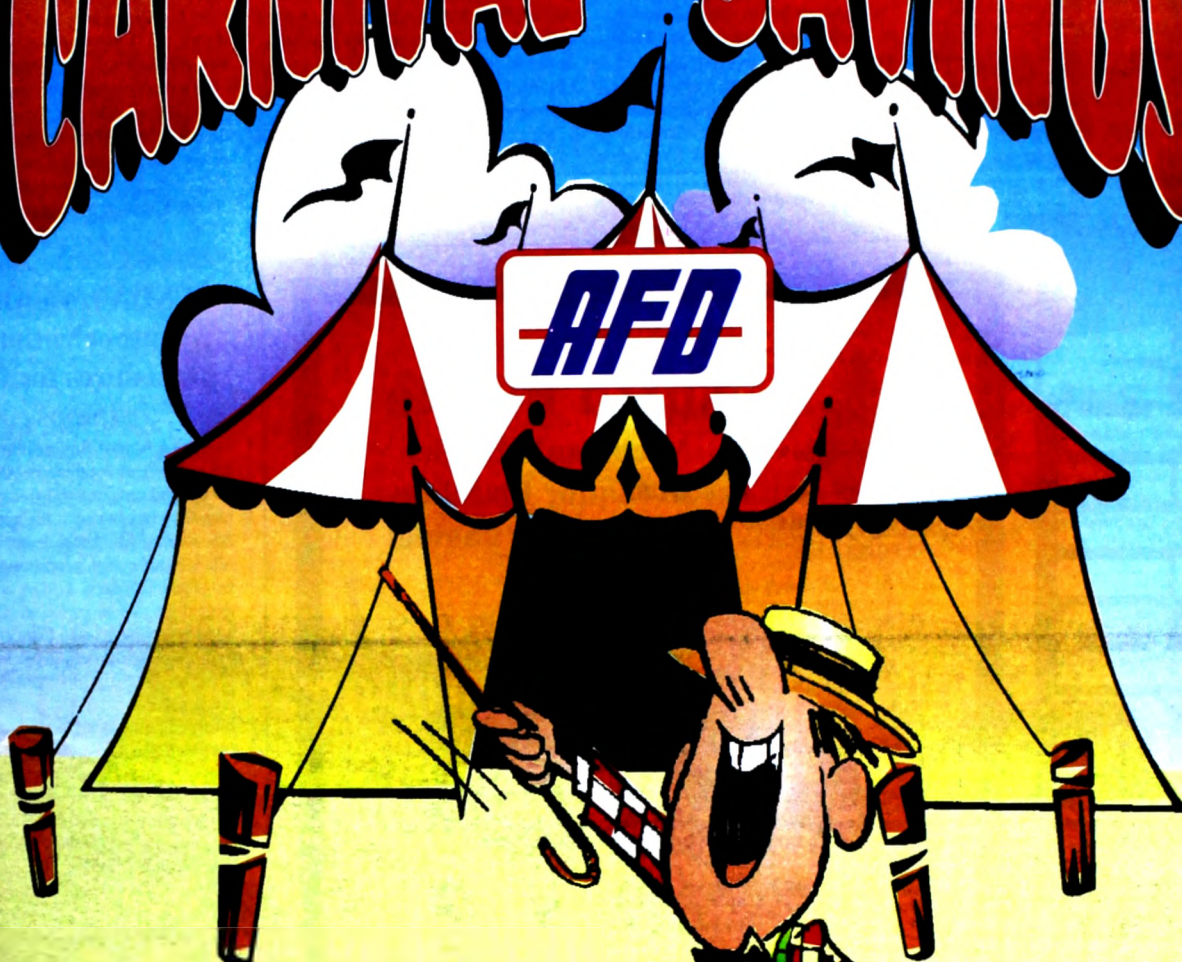
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- Meet and Network with industry leaders!
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**Tuesday, April 18, 2000—2 p.m.-8 p.m.**

**Burton Manor • Livonia, Michigan**

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Please call Becky with any questions:  
**(248) 557-9600**

**Associated Food Dealers of Michigan** Serving the Food and Beverage Industry for over 84 years



## Senator McCotter continued from page 18

Another incentive is the Renaissance zones which provide tax exemptions for doing business in a stressed community.

McCotter believes the effects of term limits will reduce the number of qualified candidates for state elective offices because the jobs hold little future. "After eight years (two terms) in the senate, I'll be unemployed at the prime of my life," says McCotter.

"It will be a vastly different senate after the next senate election in three years," McCotter continues. Out of 38 district seats, only eight senators

will be returning. That's almost 80 percent turnover. Also, Governor John Engler's term will end and half of the House of Representatives will be replaced. McCotter wonders who will show them how to do their job and hold things together while they learn.

McCotter was pro term limits until he took office and realized how lengthy the learning process is.

"Without senior members, I would be having a world of trouble. They eased my transition from commission to senate," and he adds, "Term limits will be an experiment in democracy gone awry. There

will be diminished candidates because of term limits. Most candidates will be very old or very young, the vast majority of suitable candidates in the middle won't run for state office," McCotter believes.

As the Chair of the Law Revision Task Force, the senator has been working to repeal laws that are outdated. For an example, the Task force recommended repeal of the law that required the city clerk to pay a dime to anyone who brought in the head of a dead rat. McCotter's mother is a Livonia City Clerk and certainly appreciates the law's repeal.

McCotter is married to Rita Michel, a

registered nurse and they have two sons and one daughter. The senator is a guitarist and played in a Rock and Roll band called "The Flying Squirrels" for many years, semi-professionally, at college parties and events.

Senator McCotter is proud of his Irish heritage and takes pride in holding public office. His motto is to always try his hardest to do what's right for Michigan. "And in the end, if they put 'I tried' on my headstone, that will be true," McCotter says.

To reach the senator, call (517) 373-1707, email SenTMCotter@senate.state.mi.us or write The Honorable Thaddeus McCotter, State Senator P.O. Box 30036, Lansing, Michigan, 48909-7536.

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**1-248-557-9600 or 1-800-66-66AFD**

## USDA reviewing authorization procedures for food stamps

USDA is revisiting its procedures for authorizing food retailers to accept and redeem food stamp benefits. In particular, the agency is considering whether to lengthen the retailer application processing time from 30 to 45 days. USDA wants to extend the review period to allow additional time to plan and carry out any on-site visits that are necessary.

USDA has also proposed to amend its regulations with respect to the information that may be requested to verify eligibility for Food Stamp Program authorization. A list of documents that may be requested is provided in the proposal and includes business licenses, Social Security cards, drivers' licenses, leases, sales contracts, sales records and invoice records.

In addition, Congress specifically authorized USDA to require retailers to submit copies of relevant income and sales tax filing documents when applying for participation or continued authorization in the program. Retailers will also be required to sign a release form to authorize the agency to verify all relevant business-related tax filings with appropriate agencies. For more information on the proposal, please contact Deborah White at FMI (202) 220-0614 or [dwhite@fmi.org](mailto:dwhite@fmi.org).

## FMI moves offices

Food Marketing Institute (FMI) had moved. The new address is:

FMI

655 15th Street, NW

Suite 700

Washington, DC 20005

The phone number remains the same as (202) 452-8444 and the website is [www.fmi.org](http://www.fmi.org)



## OSHA regulations to affect every ache, pain and sprain

Just hours after Congress adjourned for the year, OSHA formally published its long-awaited ergonomics regulation along with several hundred pages of supporting materials ([www.osha.gov/](http://www.osha.gov/)).

The proposed regulation will affect any workplace involving "manual handling jobs." These are defined as jobs "in which employees perform forceful lifting/lowering, pushing/pulling, or carrying." This means that practically every job in a supermarket, distribution center or even an office will be covered. The regulation would require that companies establish a formal management/employee ergonomics program, including participation of organized labor in union shops. Employers must also establish a program to help employees identify musculoskeletal disorders (MSDs) defined as "injuries and disorders of the muscles, nerves, tendons, ligaments, joints, cartilage and spinal discs." Furthermore, the company must provide extensive training to employees at least every three years and must conduct an evaluation of their ergonomic program at least every three years and maintain

extensive records of their job hazard analyses and other elements of the program.

OSHA's proposal is extremely broad and will lead to the regulation of virtually every ache, pain or sprain whether it is directly related to workplace functions or not. It will affect nearly every job in the food distribution industry and will be the most wide-ranging new regulation our industry has faced in decades. OSHA estimated that the proposal would cost retail grocery stores \$195 million per year. This figure, as large as it is, grossly underestimates the true cost, which will more likely be several billion dollars per year.

OSHA's Assistant Secretary Charles Jeffress has made it clear that he intends to move the proposal through the regulatory process before the end of 2000 when President Clinton's term expires. The public will only have 60 days (until February 1, 2000) to submit formal comments, then a short series of public hearings will be held. FMI has formally requested that the period for public comment be extended to at least 180 days. —FMI

## AAA continued from Cover

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Fields maintains a close relationship with the AFD and a variety of other professional groups and associations. Her work with the AFD includes setting up marketing opportunities such as the coordination of trade shows, charity events and sponsorships.

Fields says that she hopes for a long-lasting and successful partnership with



Donya Fields

the Associated Food Dealers of Michigan. And, she will continually strive to bring members the best value and exceptional service they expect.

Since the AFD/AAA partnership's induction, Fields has received a tremendous amount of positive feedback. "The employers are pleased to pass on savings on to their employees while the employees look at it as an added benefit."

If you are an AFD member interested in hearing more about the wide spectrum of group savings and benefits, please call Donya Fields at (313) 336-0536 or Kimberly Wines at (313) 336-1539. They will be happy to answer any of your questions.

## Calling Plan Review

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## AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor	(248) 852-3918
National Wine & Spirits	(888) 697-6424
Encore Group/Trans-Con, Co.	(888) 642-0200

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 796-0843
Interstate Brands Corp.	(313) 591-4132
JC's Distributing	(810) 776-7447
Kroepflinger Bakeries, Inc.	(248) 967-2020
Oven Fresh Bakery	(313) 255-4437
S & M Biscuit Dist. (Stella D'oro)	(810) 757-4457
Tastee Bakeries	(248) 476-0201

## BANKS:

The ATM Network	(888) 808-9ATM
The ATM Company	(352) 483-1259
Convenience Mortgage Corp.	(800) 474-3309
Cornelius Systems	(248) 545-5558
KPN Technologies (ATMs)	(800) 513-4581
Michigan National Bank	(800) 225-5662
North American Interstate	(248) 543-1666
Peoples State Bank	(248) 548-2900

## BEVERAGES:

Absopure Water Co.	(810) 334-1064
Action Distributing	(810) 591-3232
Ak'Wa Water	(248) 627-3747
Allied Domecq Spirits USA	(248) 948-8913
Anheuser-Busch Co.	(800) 414-2283
Aradia Brewing Co.	(616) 963-9520
Arizona Beverages	(810) 777-0036
Bacardi Imports, Inc.	(248) 489-1300
Bellino Quality Beverages, Inc.	(734) 947-0920
Brooks Beverage Mgt., Inc.	(616) 393-5800
Brown-Forman Beverage Co.	(313) 453-3302
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	
Auburn Hills	(248) 373-2653
Madison Heights	(248) 585-1248
Van Buren	(734) 397-7200
Port Huron	(810) 982-8501
Coffee Express	(734) 459-4900
Coors Brewing Co.	(513) 412-5318
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
General Wine & Liquor Corp.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Jim Beam Brands	(248) 471-2280
Josulate Wines, Inc.	(313) 538-5609
L & L Wine World	(248) 588-9200
Metro Beverage Inc.	(810) 268-3412
Miller Brewing Company	(414) 259-9444
Nestle Beverages	(248) 380-3640
NAYA, USA	(248) 788-3253
O.J. Distributing, Inc.	(313) 533-9991
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	(800) 935-6533
Pepsi-Cola Bottling Group	
Detroit	(800) 368-9945
Howell	(800) 878-8239
Pontiac	(248) 334-3512
Petipren, Inc.	(810) 468-1402
Powers, Dist.	(248) 682-2010
Red Hook Beverage Co.	(248) 366-0295
R.M. Gilligan, Inc.	(248) 553-9440
Royal Crown Cola	(616) 392-2468
Seagram Americas	(248) 553-9933
Seven-Up of Detroit	(313) 937-3500
Southcorp Wines North America	(248) 795-8938
Stroh Brewery Company	(313) 446-2000
Tri-County Beverage	(248) 584-7100
UDV North America	(313) 345-5250
Vineyards Fine Wines	(734) 284-5800
Viviano Wine Importers, Inc.	(313) 883-1600

## BROKERS/REPRESENTATIVES:

Acosta-PMI	(248) 737-7100
Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
The Greeson Company	(248) 305-6100
Hanson & Associates, Inc.	(248) 354-5319
J.B. Novak & Associates	(810) 752-6453
James K. Tamakan Company	(248) 424-8000
Merlet American	(810) 574-1100
Marketing Specialist, Inc.	(248) 626-8300
S & D Marketing	(248) 661-8109
Treppo	(248) 546-3661

## CANDY & TOBACCO:

American Vending Sales	(248) 541-5090
Brown & Williamson Tobacco	(248) 350-3391

JC's Distributing	(810) 776-7447
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Emerald Food Service	(248) 546-2700
Farmington Hills Manor	(248) 888-8000
Karen's Kaffe at North Valley	(248) 855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	(810) 978-3880
Southfield Manor	(248) 352-9020
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(810) 949-2280

## DAIRY PRODUCTS:

Dairy Fresh Foods, Inc.	(313) 868-5511
Golden Valley Dairy	(248) 399-3120
London's Farm Dairy	(810) 984-5111
McDonald Dairy Co.	(800) 572-5390
Melody Farms Dairy Company	(313) 525-4000
Pointe Dairy Services, Inc.	(248) 589-7700
Stroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

Seaford International/ Salasnek, Inc.	(313) 368-2500
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

## FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Sunnyside Produce	(313) 259-8947

## ICE PRODUCTS:

Midwest Ice Co.	(313) 868-8800
Party Time Ice Co.	(800) 327-2920
Union Ice	(313) 537-0600

## INSECT CONTROL:

Rose Extermination (Bio-Serv)	(248) 588-1005
Tri-County Pest Control	(810) 296-7590

## INSURANCE:

Alphamerica Insurance Agency	(810) 263-1158
Blue Cross/Blue Shield	(800) 486-2365
Capital Insurance Group	(248) 354-6110
CoreSource / Presidium	(810) 792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Golden Dental	(810) 573-8118
Great Lakes Insurance Services	(248) 569-0505
IBF Insurance Group, Inc.	(810) 774-5300
Frank McBride Jr., Inc.	(810) 445-2300
Meadowbrook Insurance	(248) 358-1100
Miko & Assoc.	(810) 776-0851
North Pointe Insurance	(248) 358-1171
Rocky Husayni & Associates	(248) 988-8888
Willis Corroon Corp. of MI	(248) 641-0900

## MANUFACTURERS:

Anthony's Pizza	(810) 731-7541
Ecco D'oro Food Corp.	(810) 772-0900
Eden Foods	(517) 456-7424
Fine Manufacturing	(248) 356-1663
Gerber Products Co.	(810) 350-1313
Home Style Foods, Inc.	(313) 874-3250
Jaggi Hilldale Country Cheese	(517) 368-5990
Kraft General Foods	(313) 261-2800
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	(248) 478-1350
Neville Food Company	(248) 380-3670
Pack'Em Enterprises	(313) 931-7000
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

## MEAT PRODUCERS/PACKERS:

Alexander & Horning	(313) 921-8036
Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Country Preacher	(313) 963-2200
Gairner's Meat Packing	(517) 269-8161
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100
Kowalski Sausage Company	(313) 873-8200
Metro Packing	(313) 894-4369
Nagel Meat Processing Co.	(517) 568-5035
Pack 'Em Enterprises	(313) 931-7000
Pelkie Meat Processing	(906) 353-7479
Protek Packing Co.	(313) 891-4228
Strauss Brothers Co.	(313) 832-1600
Swift-Eckrich	(313) 458-9530
Wolverine Packing Company	(313) 568-1900

## MEDIA:

The Beverage Journal	1-800-292-2896
Booth Newspapers	(616) 459-1567
C&G Publishing, Inc.	(810) 756-8800
CBS-WYCD	
Young Country Radio	(248) 799-0624
Daily Tribune	(248) 541-3000
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
Gannett National Newspapers	(810) 680-9900
Macomb Daily	(810) 296-0800
Michigan Chronicle	(313) 963-5522
OK Communications, Inc.	(301) 657-9323
Outdoor Systems Advertising	(313) 556-7147
WDIV-TV4	(313) 222-0643
WBK-TV2	(810) 557-2000
WWJ-AM/WJOL-FM	(313) 222-2636
WWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Advanced Formula Products	(313) 522-4488
Items Galore, Inc.	(810) 774-4800
Scott Pet	(765) 569-4636
Toffler Marketing	(810) 263-9110

## POTATO CHIPS/NUTS/SNACKS:

American Vending Sales	(248) 541-5090
Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-24FRITO
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Niklas Distributors (Cabana)	(313) 571-2447
Pioneer Snacks	(248) 862-1990
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(810) 268-4900
Vinter Snacks	(810) 365-5555

## PRODUCE

Ciaramitaro Bros. Inc.	(313) 567-9065
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## PROMOTION/ADVERTISING:

J.R. Marketing & Promotions	(810) 296-2246
JDA, Inc.	(313) 393-7835
Market Advantage	(248) 351-4296
PJM Graphics	(313) 535-6400
Promotions Unlimited 2000	(248) 557-4713
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(810) 777-6823

## RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
The Golden Mushroom	(248) 559-4230
Palace Gardens	(810) 743-6420

## SERVICES:

AAA Michigan	(313) 336-0536
Action Inventory Services	(810) 573-2550
AirPage Prepay & Talk Cellular	(248) 547-7777
AirTouch Cellular	(313) 590-1200
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-809-0878
AMNEX Long Distance Service	(248) 559-0445
AMT Telecom Group	(248) 862-2000
Ann Klempner Red Carpet Keim	(734) 741-1262
Automated Collection Systems	(248) 354-5012
Bellanca, Beattie, DeLisle	(313) 882-1100
Cellular One—Traverse City	(231) 922-9400
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Checkcare Systems	(313) 263-3556
CIGNA Financial Advisors	(248) 827-4400
Community Commercial Realty Ltd.	(248) 569-4240
Credit Card Center	(248) 476-2221
Dean Nadeem Anknuny, JD	
Attorney At Law	(810) 296-3967
Dean Witter Reynolds, Inc.	(248) 258-1750
Detroit Edison Company	(313) 237-9225
EskeyCom, Inc.	(317) 632-3870
Folmer, Rudzewicz & Co., CPA	(248) 355-1040
Frank Smith Re/Max in the Hills	(248) 646-5000
Garmo & Co., CPA	(248) 737-9933
Gish's Inventory Service	(248) 353-5033
Great Lakes Data Systems	(248) 356-4100
Great Lakes News	(313) 359-1001
J & B Financial Products LLC	(734) 420-5077
Jerome Urlichek, CPA	(248) 357-2400, x257
Karoub Associates	(517) 482-5000
Law Offices—Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Merchant Card Services	(517) 321-1649
Metro Media Associates	(248) 625-0700

Nationwide Communications	(248) 208-3200
NexTel Communications	(248) 213-3100
North American Interstate	(248) 543-1666
Paul Meyer Real Estate	(248) 398-7263
POS Systems	(517) 321-1644
Prudential Securities, Inc.	(248) 932-4488
Quality Inventory Services	(810) 771-9526
Retail Accounting Service	(313) 368-8233
REA Marketing	(517) 386-9666
Safe & Secure Investigations, Inc.	(248) 425-4775
Sai S. Shimoun, CPA	(248) 593-5100
Security Express	(248) 304-1900
Southfield Funeral Home	(248) 569-8080
Harold T. Stulberg, R.E., Broker	
24 Hours	(248) 351-4368
Telecheck Michigan, Inc.	(248) 354-5000
Travelers ExpressMoney Gram	(248) 584-0644
Western Union Financial Services	(248) 888-7423
Whitey's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

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

## WHOLESALE/FOOD DISTRIBUTORS:

AK'WA Water Co.	(248) 627-4737
Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Consumer Egg Packing Co.	(313) 871-5095
Dairy Fresh Foods, Inc.	(313) 868-5511
Detroit Warehouse Co.	(313) 491-1500
EBY-Brown, Co.	1-800-532-9276
Family Packing Distributors	(248) 644-5353
Fleming Company	(330) 879-5681
Flippin Distributing	(906) 789-9561
Food Services Resources	(248) 738-6759
Garden Foods	(313) 584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Wholesale	(616) 261-9393
Hamilton Quality Foods	(313) 728-1900
Hammell Music, Inc.	(248) 594-1414
I & K Distributing	(734) 513-8282
JC's Distributing	(810) 776-7447
J.F. Walker	(517) 787-9880
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Kay Distributing	(616) 527-0120
Keebler Co.	(313) 455-2640
Kehe Food Distributors	1-800-888-6848
Kramer Food Co.	(248) 851-9045
Lipari Foods	1-810-447-3500
McInerney-Miller Bros.	(313) 833-8660
Midwest Wholesale Foods	(810) 744-2200
National Bulk Foods	(313) 292-1550
Norquick Distributing Co.	(734) 254-1000
Pontre Dairy Services, Inc./	
Via De France	(248) 589-7700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sam's Club—Hazel Park	(248) 588-4407
Sherwood Foods Distributors	(313) 366-3100
Star Wholesale Grocers	(313) 567-7654
Spartan Stores, Inc.	(313) 455-1400
Suburban News: Warren	(810) 756-4000
Flint	(810) 785-4200
Super Food Services	(517) 777-1891
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(810) 566-5710
Treppo Imports	(248) 546-3661
Value Wholesale	(248) 967-2900
Weeks Food Corp.	(810) 727-3535
Ypsilanti Food Co-op	(313) 483-1520
<b>ASSOCIATES:</b>	
American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2208
Livemore-Davison Florist	(248) 352-0001
Minnich's Batts & Motors	(810) 748-3400
Wilden & Assoc.	(248) 588-2358
Wolverine Golf Club, Inc.	(810) 781-5544





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