



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

Associated Food Dealers  
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An official publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association

July 2000

Working hard for our members.

## Inside

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Katherine Fedder explains the new Food Code Law, second in a series • See page 4

Don't be a victim of retail crime • See page 6

BILL PASSES TO RESTRICT INTERNET ALCOHOL SALES • See page 27

Showerman's has secret to success • See page 26

Meet Representative Gosselin • See page 34

## Legislative Update

### House passes Death Tax Elimination Act

In a 279 to 136 vote the House of Representatives passed the Death Tax Elimination Act to phase out estate and gift taxes over a 10-year period. Sixty-five Democrats voted with the majority.

The Death Tax Elimination Act, H.R. 8, gradually reduces the top tax rate for estates, repealing it altogether by 2010.

One third of small businesses today — food retailers, distributors, manufacturers, processors and farmers among them — will have to sell outright or liquidate part of their firms to pay death taxes. Seventy percent of family businesses do not survive the second generation, and 87 percent do not survive the third generation.

The victory in the House is only part of the equation. The Senate must follow suit.

More legislative news page 32

## Kobrand Teams with AFD to aid scholarship program

Kobrand Importers, the makers of the popular Alizé, Alizé Red Passion and Alizé Cognac, have partnered with the Associated Food Dealers of Michigan to benefit the AFD Foundation, Inc. Scholarship Program.

For every case of Alizé (the French cognac and passion fruit beverage), Alizé Red Passion (which adds cranberry and a hint of peach to the original blend) and the new Alizé Cognacs that are sold between July 31 and October 13 of 2000 in the

state of Michigan, Kobrand will make a monetary donation to the AFD Foundation Scholarship Fund.

To help retailers give added value to their customers, Alizé has created several on-pack offers to encourage sales and displays including posters, casecards, table tents and shelf talkers for both on- and off-premise locations.

The AFD Foundation, Inc. awards scholarships to

See Scholarships page 18

## Anheuser-Busch launches "Budweiser Jammin for Education"

Anheuser Busch will launch its 2000 "Budweiser Jammin for Education" program in Metro-Detroit on July 1, 2000. The "Budweiser Jammin for Education" initiative is a national program that will raise scholarship dollars for urban students across the country. However, metro-Detroit college students who may have difficulty in financing their education will

have a great opportunity to apply for this scholarship through Budweiser's partner, the Detroit Urban League. The funds raised in the City of Detroit, will be awarded to students in this community.

According to James Hunter, the Geographic Marketing Manager for the Anheuser Busch Bingham Farms office, "Budweiser has

See "Budweiser Jammin for Education, page 18

## Mark your calendars for these important AFD events!

**July 20 - AFD Annual Scholarship Golf Outing**  
The date is fast approaching at Wolverine Golf Course.

**August 16 - AFD Senior Picnic**  
Help us honor our senior citizens on Belle Isle.

**September 27 & 28 - AFD/Beverage Journal Holiday Show "Stocking Stuffers"**  
Come to Burton Manor in Livonia to see what will be hot this holiday season!

**October 27**  
**AFD's Toast Michigan:**  
**Savor the Flavor of Michigan Wines**  
Taste some wonderful wines from our great state at Excalibur, Southfield.

## INDEPENDENTS'DAY

In July we celebrate our independence as a country.

As a play on words, we salute our "independent" supermarkets and convenience stores. July is a good time to look at "revolutionary" ways to fight for market share and win profits. See additional Independents' Day stories, beginning on page 14.

## Retailers: know what attracts and keeps your top customers

Does your strategy repel or lure your target customers? The top 10% of a retailer's customers represent 34% of a store's sales. These same top 10% of a retailer's customers could represent up to 40% of a retailer's bottom-line profits.

This tremendous impact on bottom-line comes from the top 10% of customers purchasing specialty foods, and spending \$129 per week. When they don't purchase specialty foods, they spend only \$78 per week. Specialty foods usually have higher profit margins for retailers.

### Category Management Victims

The presentation by John Roberts, president of NASFT, and Bill Skura of Liberty Richter at the FMI

Annual Convention, emphasized the need for retailers to know what is in their best customers' baskets. They must make sure that these items are not eliminated by overzealous, misdirected category management programs influenced by large manufacturers who want more shelf space. This is usually at the expense of high involvement specialty items that attract and keep high dollar shoppers.

Using data from several sources, including the Specialty Food Distributors and Manufacturers Association's loyalty shopper research generated by Willard Bishop Consulting, Ltd., the speakers showed that

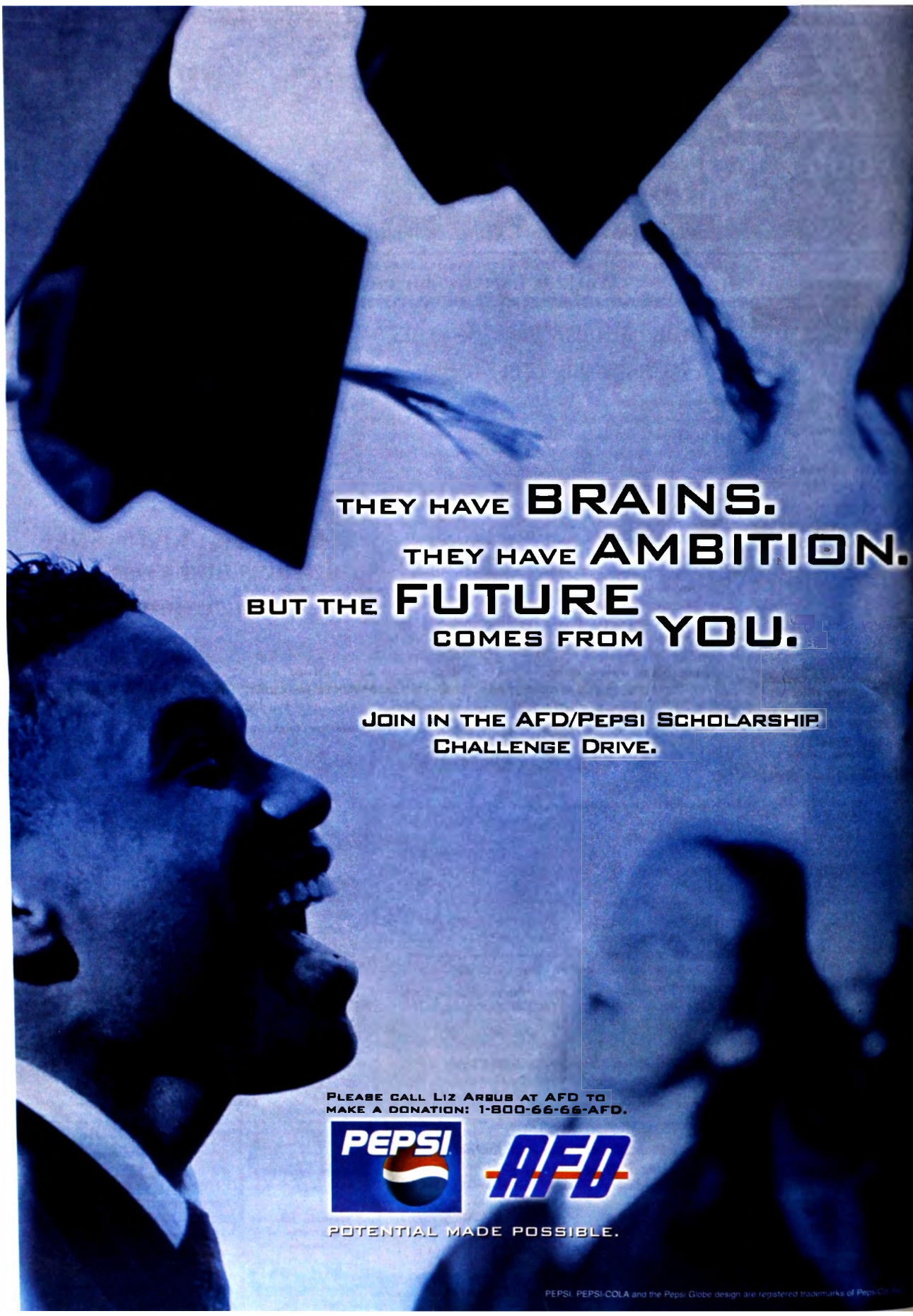
See Keeping top customers, page 18

## Competition from alternate channels is causing a decline in supermarkets' center-store sales



See related story, page 16.

Visit our Web site at: <http://www.cstorecentral.com/afd.htm>



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## Chairman's Message

# Food safety is no stranger to news



By Sam Dallo  
AFD Chairman

Food news is a big seller at the newsstands, on TV and radio. To find out how big food safety news has been in recent years, the International Food Information Council (IFIC) first commissioned the Center for Media and Public Affairs (CMPA) to examine the information that the news media provide to consumers about diet, nutrition and food safety. CMPA conducted studies from May through July in 1995, 1997 and then again in 1999. Coverage in 39 local and national news outlets was examined.

The overall amount of coverage rose in 1999 – up 53 percent over 1997 –

even though four newspapers and four television programs were removed from the sample. The subject has also changed over the years. Often, news reported food as health promoting. According to the study, disease prevention, disease risk reduction and discussions about the benefits of certain foods became more central. Functional foods, such as soybeans and garlic, seemed to be the biggest beneficiary of the shift of looking at food as medicine.

### Leading Topics in 1999

Disease prevention  
Foodborne illness  
Biotechnology  
Fat intake  
Functional foods  
Disease causation  
Vitamin/mineral intake  
Fiber intake  
Antioxidants

The good news is that for the first time, claims of health benefits are now ahead of claims of harm associated with foods (57 percent vs. 43 percent). The threat of foodborne illness was the most discussed health risk—as it has been in the two earlier studies. Media coverage also included

information for prevention and avoidance. The study pointed out that often a note of public service is among the alarm bells. For example, some 1999 stories discussed new technological procedures that may allow raw oysters or eggs to be eaten without the risks of harmful bacteria.

In May, two local television stations aired reports on outdated food in retail stores. AFD was involved with one of these stories, making sure that the facts were accurate and the story was fair. We are encouraged by the positive attitude that the media are beginning to adopt regarding food safety.

## Can you pass the food safety test?

Here's a little test that you can take yourself and also pass to your employees and co-workers. Understanding food safety is vital to your business and also to our industry.

1. The temperature of the refrigerator in my home is: **A.** 50 °F. **B.** 41 °F. **C.** I don't know; I've never measured it.

2. The last time we had leftover cooked stew or other food with meat, chicken or fish, the food was: **A.** cooled to room temperature, then put in the refrigerator. **B.** put in the refrigerator immediately after the food was served. **C.** left at room temperature overnight or longer.

3. The last time we had hamburgers in my home, I ate mine: **A.** rare. **B.** medium. **C.** well done.

4. I defrost meat, poultry and fish products in my home by: **A.** setting them on the counter. **B.** placing them in the refrigerator. **C.** microwaving.

5. When I have cookie dough in my home, the dough is: **A.** made with raw eggs, and I sampled some. **B.** store-bought, and I sampled some. **C.** I did not sample any until it was baked.

6. The last time I handled raw meat, poultry or fish, I cleaned my hands afterwards by: **A.** wiping them on a towel. **B.** rinsing them under hot, cold or warm tap water. **C.** washing them with soap and warm water.

7. When I buy fresh seafood, I: **A.** buy only fish that's refrigerated or well iced. **B.** take it home immediately and put it in the refrigerator. **C.** sometimes buy it straight out of a local fisher's creel.

See page 31 for answers and ratings.

## The Grocery Zone

By David Coverly



# Clean employee hands – an important key to preventing foodborne illness



by Katherine Fedder  
Director of Food and Dairy Division  
Michigan Department of Agriculture

If your store sells ready-to-eat foods that are not prepackaged, then your reputation literally rests in the hands of the employees who prepare those foods. Ready-to-eat foods like deli salads, rotisserie chicken, and sliced-to-order processed meats are prepared daily by food workers in grocery and convenience stores across Michigan. Consumers then eat these foods without further washing, cooking, or preparation. It doesn't take too much of an imagination to see that what is on employee hands has a high potential of going into a consumer's mouth.

**The U.S. Centers for Disease Control and Prevention recently concluded that 30 percent of foodborne illness outbreaks are linked to poor personal hygiene.\* Researchers in several states have also reported similar findings. For example, approximately 27 percent of the outbreaks experienced in the State of Washington were linked to poor personal hygiene or inadequate hand washing by food handlers.\*\* Fortunately, Michigan's new food law, which takes effect on November 8, 2000, contains a very workable strategy that allows food retailers to protect both the safety of the foods they sell and their store's hard-earned public image. This strategy includes three key areas:**

- 1) Preventing ill persons from working with food;
- 2) Washing hands effectively;
- 3) Reducing bare hand contact with ready-to-eat foods to an absolute minimum.

## Preventing ill persons from working with food

Most foodborne agents are found

in the feces of humans and animals. While some people can shed disease causing microorganisms without obvious symptoms of illness, ill persons usually shed huge numbers of these germs while they are experiencing symptoms. An individual with viral gastroenteritis, for example, can shed up to 10,000,000 viruses per gram of feces. The new food law will require managers to institute policies ensuring that ill workers are either excluded or restricted from working with foods. We will talk about this in the next issue of the *Food and Beverage Report*.

## Washing hands effectively

A busy food worker's hands can become contaminated many times throughout the day and must be washed regularly to keep foods safe. This is true even if single-use gloves are worn to prevent bare hand contact with foods.

### When to wash hands:

- Before starting to work with food, utensils, or equipment;
- After using the restroom;
- When switching from raw food preparation to working with ready-to-eat foods;
- After handling dirty utensils and equipment;
- After coughing, sneezing, using a tissue or handkerchief, or using tobacco products;
- After eating or drinking;
- After touching bare human body parts (other than clean hands);
- After touching animals;
- Other times during food preparation, as needed (example: after emptying trash cans).

### How To Wash Hands:

- Remove any jewelry before washing hands;
- Wet hands and exposed portion of arms with warm water;
- Use soap and work up a lather covering hands and forearms;
- **Rub hands together vigorously for at least 20 seconds. Pay particular attention to the fingertips, areas under the fingernails and between the fingers. A fingernail brush is the best tool for effectively cleaning under the nails;**
- Rinse hands and forearms in clean water;

- Dry hands and forearms with single-use paper towels;

As a reminder, hand sanitizers cannot remove dirt and food particles and are not a substitute for effective handwashing.

Michigan Food Law 2000 specifically requires retail food managers to routinely monitor employee hand washing to ensure workers are effectively cleaning their hands. Management is also responsible for providing employees with easily accessible sinks (stocked with an adequate supply of soap, paper towels, and warm water) that are designated for hand washing. Having employees washing their hands in a mop sink, or a sink used for washing utensils or equipment, is not acceptable.

## Reducing bare hand contact with ready-to-eat foods to an absolute minimum

Common sense and good science dictate that we make every reasonable effort to decrease bare-hand contact with ready-to-eat foods. The new food law specifically states (Section 3-301.11 (B) of the 1999 Food Code): "Except when washing fruits and vegetables as specified under section 3-302.15 or when otherwise approved, food employees may not contact exposed, ready-to-eat food with their bare hands and shall use suitable utensils such as deli tissue, spatulas, tongs, single-use gloves, or dispensing equipment."

The new law spells out very specific conditions that retailers must meet if bare-hand contact with ready-to-eat foods is to be allowed. No prior approval is required. However, interested retailers must do the following:

- Evaluate alternatives to bare-hand contact and determine that they are not practical in their operations;
- Meet the critical requirements of the FDA's Food Code;
- Implement and document a training program for food employees having bare-hand contact with ready-to-eat foods. The training must address: 1) hand washing, 2) safe food preparation, 3) and the importance of not working with food when ill with symptoms of foodborne illness. Both new employee training and periodic refresher training for

**See Washing Hands, page 5**

# Calendar

July 12

**MLCC Public Hearing**  
Amway Grand Plaza Hotel  
Grand Rapids, MI  
(248) 557-9600

July 20

**AFD Annual Scholarship Golf Outing**  
Wolverine Golf Course  
Macomb, MI  
(248) 557-9600

August 10 - 15

**American Cheese Society National Conference**  
Sonoma County, CA  
(262) 728-4458

August 16

**AFD Senior Picnic**  
Belle Isle, Detroit  
(248) 557-9600

September 27 - 28

**AFD/Beverage Journal Holiday Show "Stocking Stuffers"**  
Burton Manor, Livonia  
(248) 557-9600

October 27

**AFD's Toast Michigan: Savor the Flavor of Michigan Wines**  
Excalibur, Southfield  
(248) 557-9600

## Statement of Ownership

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AFD works closely with the following associations:



## Washing Hands Continued from page 4

existing employees must be provided:

- Develop and implement a written plan documenting how management monitors employee handwashing, corrects problems as they are identified, and periodically reviews food safety procedures to determine if they are effective.

These tough new requirements are designed to ensure that consumer safety will not be compromised when bare-hand contact with ready-to-eat foods occurs.

Michigan Food Law 2000 will help us focus our attention on the conditions in retail food facilities that have been shown to make people sick. The law clearly identifies specific requirements for managers of retail food facilities. To assist retailers in meeting these responsibilities, the Michigan Department of Agriculture (MDA) is developing simple fact sheets and posters that provide basic hand washing information for food handlers. The MDA will also provide free copies of both the Law and FDA Food Code upon request within the next few months.

**We will continue to work closely with AFD to address the retailer's needs between now and the new law's implementation date.**

In addition, MDA's website ([www.mda.state.us](http://www.mda.state.us)) includes updated information about general food safety and food law implementation. By following links, interested persons can also download copies of the new law and the 1999 Food Code. Please remember that the new Michigan Food Law clarified the interpretation of some requirements in the 1999 Food Code.

We will continue to work closely with the Associated Food Dealers of Michigan to address information needs that are identified between now and the new law's implementation date. Please feel free to contact us by phone at (517) 373-1060 or in writing at Food and Dairy Division, P.O. Box 30017, Lansing, Michigan 48909-7517.

I encourage all retail food facilities to reassess their current procedures for ensuring that employee hands do not contaminate ready-to-eat foods. Remember, the future success of your business rests in the hands of your employees!

\*Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report, Vol. 39, Surveillance Summaries

\*\* Washington State Department of Health data presented to the 2000 Conference on Food Protection.

## Possible raise for liquor distributors

The Michigan Liquor Control Commission has recommended to the Governor's office that liquor distributors receive an increase in the amount they are paid to deliver liquor to Michigan retailers, bars, restaurants and other licensees. Michigan licensees started ordering from authorized delivery agents (ADA's) in 1997, instead of from the state.

Under the MLCC proposal, the state would pay for the increase in the fee but hasn't said how much the increase would be. The State Administrative Board and the governor's office would need to approve the change.

## MLCC holds public hearing

The Michigan Liquor Control Commission will hold a Public Hearing at 10:30 a.m., Wednesday, July 12, 2000 in the Continental Room at the Amway Grand Plaza Hotel, Pearl at Monroe, Grand Rapids, Michigan.

The Michigan Liquor Control Code provides for two hearings each year to hear complaints and receive the views of the public.

All government and enforcement officials, licensees, and any other persons interested in the operation of the Liquor Control Commission are welcome to attend.

## Jacquelyn Stewart meets with untimely death

As of press time, the Associated Food Dealers of Michigan received word that Jacquelyn Stewart, chairwoman of the Michigan Liquor Control Commission, has passed away. An Engler administration appointee in 1997, Stewart was a longtime Republican Party activist.

The Board of Directors and staff of AFD sends its sincere condolences to the family of Ms. Stewart. She will truly be missed.

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## Retail crime: don't be a victim

Retail crime is a serious safety issue in today's grocery workplace. In sheer numbers, more grocery store workers are assaulted each year than workers in any other occupation.

Retail workers, as a group, are fourth only to taxicab drivers, police officers and security personnel as those most likely to be killed at work. The employees at greatest risk generally work alone, late at night, and are known to handle cash.

Retail crime can cause injuries, lost

productivity and income, reduced employee morale, and a damaged reputation of a business within the community. But, by focusing on the key areas described below, you can significantly reduce the chance of a violent retail crime occurring at your business.

- Make sure indoor and outdoor lighting is adequate and well maintained all the way around the store.

- Reduce potential hiding places

outside the store by keeping landscaped areas trimmed and limiting outside storage.

- Do not store ladders outside and eliminate areas where a robber could access the roof — a trash bin is as good as an elevator to the agile thief. Always keep roof hatches closed and locked.

- Keep the inside and outside of the store clean, organized, and in good repair. This creates the impression of a well-managed business.

- Post and enforce no loitering signs and immediately remove any graffiti on store premises.

- Limit the number of entrances and exits at the front of the store. Keep back and side doors secured so they cannot be opened from the outside (but carefully adhere to the fire codes).

- Do not open doors before or after regular business hours and don't leave unattended doors open and unlocked for vendors or employees. Require all vendors to report at the main entrance.

- Make a sweep of the entire store at closing to ensure that there is no one attempting to hide out.

- Arrange displays so they do not block visibility of the cash registers from the outside.

- Post police, fire and emergency numbers next to the phones and ask police to do an occasional drive-by.

- Limit cash in registers during late night hours. Post signs stating "low cash on hand."

—Debbie Schill, Loss Prevention



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Wholesale Distributor

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Flint, MI 48504  
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Fax 810-785-4100

## One More Way to Protect Yourself from Break-ins

Take a good look at the glass entry doors to your store. Are your locks quietly announcing that your business is an easy target for burglars?

Many stores with glass entry doors use locks that even the most inept thief can defeat in just a few seconds with a pair of locking pliers or a pipe wrench.

The "rim and mortise" cylinders used in many stores often can be removed by simply unscrewing them from the outside. All the burglar needs is a tool that will give them a firm grip—such as a pair of Vise-Grips or Channel Lock pliers.

Once the lock is unscrewed, your store is open for business, whether you're there or not.

You can make it much tougher for a burglar by asking your locksmith to install hardened lock rings. The rings are a housing that fits over the lock cylinder and prevent it from being unscrewed. The rings are a good defense against plier-wielding thieves.

The cost for having rings installed on two doors is approximately \$80— inexpensive protection against burglary

—Grocers Insurance Group





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Size	Current Retail	July 31st Retail	Bottle Increase	<div> <div>\$</div> <div>Buy-In Profit</div> <div>\$</div> </div>			
				1 Case	5 Cases	10 Cases	25 Cases
Liter	15.99	16.98	0.99	11.88	59.40	118.80	297.00
750	11.95	12.99	1.04	12.48	62.40	124.80	312.00
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# Department of Labor explains Child Labor Provisions for grocery stores

Now that summer is here and many retailers are employing teenagers in their stores during summer break from school, it is important to review the laws regarding child labor.

Employees of a grocery store may be covered by the Federal Child Labor Provision of the Fair Labor Standards Act, (FLSA), in either of two ways. Any establishment which is part of an enterprise with an annual dollar volume of sales of at least

\$500,000 (exclusive of excise taxes at the retail level that are separately stated) must abide by the Act's requirements.

Any employee of a grocery store, regardless of its sales volume, who is engaged in interstate commerce activities, or any closely related occupation directly essential to such activities, is "covered" on an individual basis in any week in which they are so engaged. Most grocery stores are subject to, and must comply

with, the Federal Child Labor Provisions.

## Child labor provisions of the FLSA

The Federal Child Labor Provisions were enacted to protect the educational opportunities of minors and prohibit their employment in jobs and under conditions detrimental to their health or well-being.

Once youths reach 18 years of age,

the Federal Child Labor Provisions no longer apply to their employment.

Under federal law, youths 16 and 17 years of age may perform any non hazardous job, for unlimited hours. (State law may otherwise restrict employment for youths of this age.) The Secretary of Labor has declared 17 Hazardous Occupations Orders (HOs) which restrict the types of jobs and/or industries in which youth under 18 years of age may be employed.

Although not exhaustive, the following list includes the most common tasks which occur in grocery stores that are prohibited by one or more HO.

Under the child labor provisions, workers under 18 years of age generally may not:

- Operate or assist to operate, clean, oil, set up, adjust, or repair certain power-driven meat processing equipment including meat slicers, meat grinders, meat saws, and patty forming machines - even when used to process materials other than meats, such as vegetables or cheese.

- Operate or assist to operate, clean oil, set up, adjust or repair certain power-driven bakery machines such as horizontal or vertical dough mixers, dough sheeters/ rollers, and combination bread slicing and wrapping machines.

- Drive or serve as an outside-helper on a motor vehicle on a public road; but 17-year-olds who meet certain specific requirements may drive for limited amounts of time as part of their job.

- Operate or unload scrap paper balers or paper box compactors; 16- and 17-year-olds may load such machines under certain specific circumstances.

- Operate certain power-driven hoists, including forklifts.

- Youths 14 and 15 years old may be employed by grocery stores' but only for a certain periods of time and only in certain types of jobs.

## Hours Limitations

The employment of 14- and 15-year-olds is limited to:

- Outside school hours;
- 3 hours on a school day, 8 hours on a non school day;
- 18 hours in a school week, 40 hours in a non school week.

Also, 14- and 15-year-olds may not work before 7 a.m. or after 7 p.m. (except from June 1 through Labor Day when the evening limit is extended to 9 p.m.). The most frequent child labor violations occurring in grocery stores involve minors working too late at night or too

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Jim Blain

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See Child Labor  
page 12





### Where is Margaritaville?

There's no passport required. And you don't have to be a navigator to get there. There's a seat with your name on it at a thatched-roof bar perched on the edge of a turquoise sea. *Where is Margaritaville?* It's in your mind. It's in this tequila.

**Mi casa es su casa.**



### Who's To Blame Margarita

Search for your lost shaker of salt.  
Rub rim of glass with lime wedge and dip into salt.  
Fill shaker with ice.  
Add 1 oz. Margaritaville Oro Tequila.  
1/2 oz. triple sec and juice from two lime wedges. *Shake.*  
*Flip shaker in mid-air twice. Three times if you're a pro.*  
*Strain into glass over ice or savor straight up. Your call. One sip and you'll know.*

### Now Available in Michigan!

Oro						Blanco					
Size	Code	Base Price	On-Premise Price	Off-Premise Price	Shelf Price	Size	Code	Base Price	On-Premise Price	Off-Premise Price	Shelf Price
50 ml	8726-3	\$1.10	\$1.03	\$1.05	\$1.24	375 ml	8525-0	\$6.45	\$6.13	\$6.25	\$7.35
200 ml	8546-0	\$4.20	\$4.00	\$4.08	\$4.79	750 ml	8537-0	\$12.25	\$11.64	\$11.87	\$13.95
375 ml	8556-0	\$7.85	\$7.45	\$7.60	\$6.93	50 ml	8516-3	\$9.95	\$9.91	\$9.93	\$1.09
750 ml	8569-0	\$14.05	\$13.34	\$13.60	\$15.99						
1 L	8613-0	\$17.55	\$16.67	\$16.99	\$19.97						
1.75 L	8620-0	\$26.35	\$25.02	\$25.51	\$29.99						

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## Child Labor continued from page 8

many hours on a school day.

### Occupations limitations

Fourteen- and 15-year-olds may generally be employed by grocery stores to perform the following jobs: cashiering; bagging and carrying out customers orders; clean-up work including the use of vacuum cleaners and floor waxers; and shelf stocking.

Fourteen- and 15-year-olds **may not** be employed in the following occupations often found in grocery stores:

- All baking and most cooking.

These minors may not operate NEICO broilers, pressure cookers, ovens or large rotisseries. However, they may cook using grills, griddles, deep-fat fryers, toasters, popcorn poppers, and hot dog rotisseries if the work is in full sight of customers.

- All work involving the loading and unloading of goods to and from trucks.

- All work in a warehouse and all work involving the use of ladders or scaffolding.

- All work in freezers and meat coolers, and most work in the preparation of meats for sale.

- Minors 13 years of age and younger are generally not allowed to work, even with parental permission.

However, the FLSA does allow a parent who is the sole-owner of a business to employ his or her child in any occupation other than mining, manufacturing or those declared hazardous by the Secretary of Labor (HOS).

### Where to obtain additional information

Copies of Wage and Hour publications may be obtained by contacting the nearest office of the Wage and Hour Division listed in most telephone directories under U.S. Government, Department of Labor.

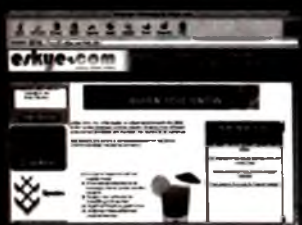
## House passes repeal of Federal Telephone excise tax

The House of Representatives, by a nearly unanimous vote (420-2) passed legislation to repeal the three percent tax on local and long distance calls. The tax applies to both wireless and standard phone lines. The tax was originated to fund the Spanish-American War.  
—The Washington Report

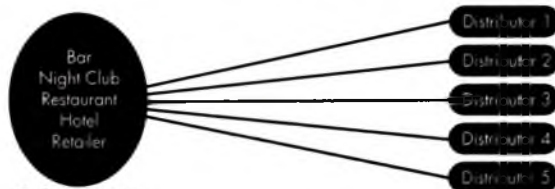
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# INDEPENDENTS' DAY

*In July we celebrate our independence as a country.  
We also salute our "independent" supermarkets and convenience stores.*



## Remembering the Fourth of July

Have you ever wondered what happened to the 56 men who signed the Declaration of Independence?

Five signers were captured by the British as traitors, and tortured before they died.

Twelve had their homes ransacked and burned. Two lost their sons serving in the Revolutionary Army, another had two sons captured.

Nine of the 56 fought and died from wounds or hardships of the Revolutionary War.

They signed and they pledged their lives, their fortunes, and their sacred honor. What kind of men were they?

Twenty-four were lawyers and jurists. Eleven were merchants, nine were farmers and large plantation owners; men of means, well educated. However, they signed the Declaration of Independence knowing full well that the penalty would be death if they were captured.

Carter Braxton of Virginia, a wealthy planter and trader, saw his ships swept from the seas by the British Navy. He sold his home and

properties to pay his debts, and died in rags.

Thomas McKeam was so hounded by the British that he was forced to move his family almost constantly. He served in the Congress without pay, and his family was kept in hiding. His possessions were taken from him, and poverty was his reward.

Vandals or soldiers looted the properties of Dillery, Hall, Clymer, Walton, Gwinnett, Heyward, Rutledge, and Middleton.

At the battle of Yorktown, Thomas Nelson, Jr., noted that the British General Cornwallis had taken over the Nelson home for his headquarters. He quietly urged General George Washington to open fire. The home was completely destroyed, and Nelson died bankrupt.

Francis Lewis had his home and properties destroyed. The enemy jailed his wife, and she died within a few months.

John Hart was driven from his wife's bedside as she was dying.

Their 13 children fled for their lives. His fields and his gristmill were laid to waste. For more than a year he lived in forests and caves, returning home to find his wife dead and his children vanished. A few weeks later he died from exhaustion and a broken heart.

Norris and Livingston suffered similar fates.

Such were the stories and sacrifices of the American Revolution. These were not wide-eyed, rabble-rousing ruffians. They were soft-spoken men of means and education. They had security, but they valued liberty more. Standing tall, straight, and unwavering, they pledged: "For the support of this declaration, with firm reliance on the protection of the divine providence, we mutually pledge to each other, our lives, our fortunes, and our sacred honor."

They gave us a free and independent America. The history books never told you a lot of what happened in the Revolutionary War. Some of us take our liberties so much

for granted...we shouldn't!

Please take a few moments while enjoying your 4th of July holiday and silently thank God for these patriots. It's not too much to ask for the price of freedom.

### Carter's chain bought by employees

The 20 Carter's supermarkets have been purchased by their 1,400 employees.

Carter's corporate officials of the Charlotte-based family business announced that the Carter's Employee Stock Ownership Plan had purchased all the company's stock. Company officials also announced several changes in corporate leadership positions. Chairman and CEO Keith Bazaire stepped down and his position will be filled by the Carter's board of directors.

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## Detroit Edison Supports AFD Scholarships

When Angela M. Smith was awarded an Associated Food Dealers (AFD) scholarship a year ago, the teenager was surprised.

Smith graduated with highest honors from Belleville High School, was a member of the National Honor Society, vice president of the school's marching band and also a recipient of an Eastern Michigan University Regents Scholarship. But Smith didn't feel that her accomplishments were "exceptional."

The scholarship committee, however, did not share that opinion. Smith is now a little closer to her goal of becoming an elementary school teacher, thanks to a \$1,000 AFD scholarship sponsored by Detroit Edison.

"I don't think that I stuck out above anyone else, but they gave me a chance," said a modest Smith. She received the AFD scholarship in 1999 during her freshman year at Eastern Michigan University, and is one of 32 students who earned them last year.

The scholarships are awarded to sons and daughters of full-time and part-time employees of AFD members. The Hohart Corp., where Smith's mother Tina is an employee, submitted the teenager's name.

Detroit Edison sponsors AFD scholarships as part of its "Partners in Excellence" program. The program develops strategic alliances with manufacturers' representatives such as Hobart, and dealers and distributors of food service equipment to help customers realize the advantages of using electric food service equipment.

Partners in Excellence was created in 1996 as a resource for businesses with foodservice operations. One phone call can connect a foodservice manager or chef to a wealth of information on new technologies to improve operating efficiencies, or to any one of more than 125 trade allies carrying hundreds of equipment lines. Training sessions are also offered to educate the foodservice end user about basic energy efficiency and new developments in food handling. The program is predominantly targeted to restaurants, institutions, universities, healthcare, government, lodging, supermarkets and retail stores.

Last year, the Electric Foodservice Council honored Detroit Edison's Partners in Excellence program as the best in the country. The Council presented Detroit Edison its "Utility Promotional Partner of the Year" award for developing innovative solutions for the food service industry and improving customers' bottom lines.

Both the award and the contributions to AFD's scholarship program reinforce Detroit Edison's commitment to strengthening the relationship with its trade allies and associations, according to Donna Zalewski, developer of Partners in

Excellence.

"Detroit Edison's support of its business partners extends beyond the delivery of innovative and efficient products and services," Zalewski said. "We also share AFD's commitment to education and believe that it is vital to improve educational opportunities for students. That's how we will help develop a talented, educated and diverse workforce for Michigan's future."



Donna Zalewski(L) of DTE's Partners In Excellence Program with their 1999 AFD Scholarship Winner, Angela Smith

Zalewski said that Detroit Edison will continue to create "win-win" partnerships with its business partners and to invest in the communities that it serves.

Detroit Edison is an investor-owned electric utility serving more than 2 million customers in Southeastern Michigan. It is the principal operating subsidiary of DTE Energy Co. (NYSE:DTE), a diversified energy company involved in the development and management of energy-related businesses and services nationwide.



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**Detroit Edison**



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[www.detroitdison.com](http://www.detroitdison.com)



# INDEPENDENTS' DAY

We salute our "independent" supermarkets and convenience stores.

## N.G.A. reports project to build center-store sales

The Industry and Trade Relations Executive Council (ITREC) of the National Grocers Association has published a new report that addresses the issue of shrinking volumes in the center of the store faced by many supermarkets. Entitled *A New Vision for the Center Store*, the report details the cause of the sales decline and presents the case for improving the situation through the implementation

of four strategies.

The report, which was produced with the active participation of dozens of independent retailers, wholesalers and manufacturers, reveals that total sales in grocery and non-foods at a majority of supermarkets have decreased since 1990. This loss of volume is due primarily to increased competition and pressures from alternate channels, as well as the

emphasis placed on perishables by retailers trying to address the consumers need for more fresh foods in the diet and seeking to recapture sales lost to foodservice and a corresponding lack of resources dedicated to the categories that make up the center store.

ITREC developed four strategies to help supermarkets counter the attrition and lack of focus that has

been experienced in the grocery and non-foods departments. The goals of the four strategies are:

**Instill Trust** - Develop the rationale to demonstrate the absolute imperative that retailers, wholesalers and manufacturers accomplish mutual full disclosure, trust and cooperation in all appropriate dealings, if they are to successfully compete and grow in the future.

**New Business Model** - Develop an economic model describing the present critical, operational dynamics of the industry involving the pricing, flow and sale of products, including the technological systems required, to insure the competitive capability of independent retailers and wholesalers.

**Research and Analysis** - Thoroughly analyze all aspects of dry grocery and non-foods sales by identifying which product lines makes up the center store; confirming that an actual shift in sales has occurred; and recommending approaches for trading partners to recapture these sales.

**Communications** - Ensure that N.G.A. utilizes its unique niche as the association that services the independent retail and wholesale sector by utilizing all necessary resources, including communications process, meeting and conference formats and overall influence, to insure the strategies and action plans of the ITREC receive top priority and visibility.

(Editor's note: The Associated Food Dealers of Michigan also has important and unique programs and services geared for the independent retailer.)

ITREC is currently collecting several recommended best actions—specific solutions that have proven to deliver improved results in the grocery and non-foods departments. The Council will then publish the recommended best actions along with the new business model and additional research and analysis of the challenge in a complete document expected to be published in September.

"In the coming months, ITREC will develop several concrete tactics retailers and their trading partners can employ to improve center-store sales by looking at real-life success stories and turning them into easy-to-replicate case studies," said Frank DiPasquale, N.G.A. senior vice president. "These recommended best actions will then be distributed to members so they and their trading partners can consider implementing these processes at their operations."

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Please **THINK** when you **DRINK**. ©2000 Miller Brewing Company, Milwaukee, WI. [www.millerlite.com](http://www.millerlite.com)

**Scholarships**  
**Continued from front page**

students throughout Michigan who are capable of attending college but may not be eligible for other scholarships. This program makes college a reality for a student who might not otherwise be able to afford tuition.

Alizé was the first product to incorporate the blend of passion fruit juice and cognac. Kobrand Corporation has imported it from France since 1986. In 1998, Kobrand introduced Alizé Red Passion and in June 2000 they are proud to debut the newest addition to the line-up, the new Alizé V.S. and V.S.O.P. cognacs.

Alizé and Alizé Red Passion are

available in 1 liter bottles and 750 ml bottles priced at \$17.93 and \$20.96 respectively. The premium selections from Alizé Cognac are available in 750 ml, 200 ml, 100 ml and 50 ml sizes. For more information call 1-800-628-2921.

**"Budweiser Jammin for Education,"**  
**Continued from front page**

made a commitment to invest in the future of Detroit's urban youth and I am proud to be associated with a corporation which has developed a program that focuses on the future leaders of our community"

Budweiser has partnered with WJLB (FM 98) to inform the African-

American population about this initiative and the various fundraising activities that they can participate in. A partial list of other possible partners expected to join this initiative include Alberta Culver, one of the leading hair care companies in the country, American Airlines, and Kangol wear.

AFD members can participate in the "Budweiser Jammin for Education" program during the months of July & August.

Retailers should look for announcements on this summer's activities soon, and ask their local distributor representatives about other fun promotional opportunities available.

The Budweiser girls and promotional street team will blitz the

city visiting local stores, barber & beauty shops, and special events during the "Budweiser Jammin for Education" summer pledge drive.

For more information how AFD members can participate, contact Promotions Unlimited 2000 at (248)557-4750.

**Keeping top customers**  
**Continued from front page**

specialty food consumers were also high shoppers in the higher margin perimeter sections of the store, and spend about twice as much as non-specialty food shoppers.

**The profitable elite**

Referring to the high dollar shopper, with high specialty food involvement, these customers were profiled as having over \$70,000 in income, college graduates, affluent in lifestyle, and age 45-64. These are a retailer's profitable elite, and the specialty products offered must meet these peoples' needs on a store by store basis.

**DSD specialty distributors:**  
**The key**

Precise product placement by store is critical for the retailer. The demographics of each products' customers are known. The DSD specialty food distributor represents not only the channel of distribution of preference for successful retailers, but has the knowledge and information to do store-by-store merchandising.

**Don't disenfranchise your best customers**

Speakers Roberts and Skura presented the following summary to the FMI audience:

- Know the importance of your top shoppers
- Know the importance of retaining your top shoppers
- Know the importance of specialty foods in retaining your top shoppers
- Be aware that your category managers' product mix does not unknowingly disenfranchise your most loyal and profitable consumer.

**FTC acts to block Kroger purchase of Winn-Dixie**

Citing competitive concerns, the Federal Trade Commission will seek a preliminary injunction to block Kroger's proposed acquisition of 74 Winn-Dixie supermarkets in Texas and Oklahoma. Almost half of the stores are in the Fort Worth area, where Winn-Dixie and Kroger are the number two and three chains.

"Consumers would lose the benefit of more than 70 years of head-to-head competition," said Richard Parker, director of the FTC Bureau of Competition. "Evidence suggests that the acquisition would harm competition by allowing Kroger to exercise unilateral market power."

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## Latest Lottery Second-Chance Sweepstakes Brings Big Cash Prizes to Lottery Players!



By Commissioner Don Gilmer

Michigan Lottery players have something really big to look forward to this summer — winning even more cash prizes in the Lottery's newest Daily 3 & 4 game second-chance sweepstakes offering, "The Big Hit!"

"The Big Hit" is different from previous Michigan Lottery second-chance offerings in that the drawings held each week during the six-week period will not only award cash

prizes to winners, but will also qualify them for a final \$25,000 grand-prize drawing! Each week the Lottery will award 130 qualifying prizes of \$500 each to sweepstakes winners — for a total of 780 qualifying prize winners.

Players enter by sending in two non-winning Daily 3 or 4 mid-day tickets and two non-winning Daily 3 or 4 evening tickets for drawings conducted between July 17 and

August 26, 2000.

The qualifying drawings will be held July 26, August 2, August 9, August 16, August 23 and September 6, 2000. Sweepstakes entrants are limited to one qualifying prize during the six-week period leading up to the grand prize drawing. The names of the winners from the qualifying drawings will be distributed to the media the week following the drawing.

All 780 qualifying prizewinners will then be entered into the grand-prize drawing for a single prize of \$25,000! The grand-prize drawing will be conducted on September 8, 2000 and broadcast on the "Road to Riches" show scheduled to air on September 9, 2000.

Be on the lookout for "The Big Hit" Daily 3 & 4 Second-Chance Sweepstakes point-of-sale promotional items in the coming weeks!

**Unclaimed Prizes.** In August, the following Michigan Lottery prizes are set to expire:

### Prize #1

Draw Date: August 10, 1999

The Big Game

13-27-32-43-50 gold 02

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

Retailer & City:

Themar #3

2410 Michigan Ave. W  
Battle Creek

### Prize #2

Draw Date: August 10, 1999

The Big Game

13-27-32-43-50 gold 02

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

Retailer & City:

Perky Pantry Mobil  
549 E. Monroe Street  
Dundee

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

**New Instant.** The Lottery is excited to debut four instant games this month! Players will be raking in the dough with "Slots Of Money," a new \$1 ticket hitting stores on July 10, with a top prize of \$2,000. The excitement of casino games comes to players in instant ticket form on July 17 with the \$5 "Casino Action," which offers three casino games on one ticket and a whopping \$300,000 top prize. Lottery players who prefer a game of cards may want to check out the new \$2 "Big House Poker," which debuts on July 24 and offers a \$21,000 top prize. Finally, the \$1 "Triple Chance Tripler," available on July 31, offers a great top prize of \$3,000.

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## eSkye.com™ signs seven of top 10 U.S. distributors of beverage alcohol for business-to-business e-commerce program

eSkye.com, the business-to-business virtual marketplace for the beverage alcohol industry, announced that seven of the nation's top 10 distributors of beverage alcohol have signed agreements to use eSkye.com's business-to-business e-commerce program.

Southern Wine & Spirits, the largest distributor in the U.S. at over \$3 billion in sales is one of the seven new cyber distributors.

"One of the things that really differentiates eSkye.com from other

vertical market makers is the fact that this is a neutral, industry run, and industry backed, effort," said J. Smoke Wallin, Founder and CEO of eSkye.com. "Clearly, securing agreements with distributors interested in using the system is critical to our success."

Like recent business-to-business e-commerce initiatives in the auto industry and the partnership between Sears, Roebuck & Co, Paris-based Carrefour, and Oracle to create a global exchange for the retail

industry, eSkye.com is unique in that it is an e-commerce solution coming from within the industry it is designed to improve and empower. eSkye.com is positioned to apply the power of the Internet to the way alcohol is bought and sold and the way information is exchanged in this industry.

The seven top distributors that have signed with eSkye.com have combined annual sales of over \$7.5 billion. Overall, the company now has agreements with distributors or states covering 37 states and the

District of Columbia. Through these agreements, eSkye.com will be servicing markets that represent 89 percent of the U.S. beverage alcohol market.

The top seven distributors who have agreed to use the eSkye.com system are:

- Southern Wine & Spirits of America, Inc. – with operations in 8 states.
- National Distributing Co. – with operations in seven states and the District of Columbia.
- National Wine & Spirits Corp. – with operations in four states.
- The Wirtz Corp. – with operations in five states.
- Peerless Importers, Inc. – with operations in two states.
- Magnolia Marketing Co./ Republic Beverage Co. – with operations in four states.
- Block Distributing Co., Inc./ Republic Beverage Co. – with operations in Texas.

"We are making eSkye.com available to retailers across the entire country, as quickly as possible," Wallin said. "These partnerships give us the scale and coverage necessary to sell national account customers. This is an important milestone for eSkye.com, which we have achieved well ahead of schedule."

## A \$376 billion opportunity

According to the National Restaurant Association, Washington, D.C., restaurant-industry sales are projected to reach \$376.2 billion in 2000, a 5 percent increase over 1999. The foodservice industry will post its ninth consecutive year of real sales growth in 2000. In fact, on a typical day in 2000, the foodservice industry will post average sales in excess of \$1 billion.

## Toast Michigan at AFD's wine tasting

Mark your calendars! Friday, October 27 is AFD's new wine-tasting event, **Toast Michigan: Savor the Flavor of Michigan Wines**. The night of wine, specialty foods and music by Trinidad Tripoli Steel Band will be hosted at the Excalibur Banquet Hall in Southfield from 5:30 to 9:30 p.m. A portion of the proceeds benefit Forgotten Harvest. For more information, call AFD at (248) 557-9600.

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## Latest dietary guidelines for Americans addresses deficit in the American diet

### Separate guideline for fruits and vegetables

Amidst changes to address the prominent issue of overweight and obesity among Americans, one major change to the newly released 2000 U.S. Dietary Guidelines for Americans puts the spotlight on encouraging the public to eat more of something for good health: a new guideline devoted solely to fruits and vegetables.

The new guideline states, "Eat a variety of fruits and vegetables daily." Although fruits and vegetables were mentioned in the last revision of the Dietary Guidelines for Americans in 1995, fruits and vegetables are given greater prominence by being given their own guideline in this 2000 edition. The Dietary Guidelines for Americans, published by the U.S. Department of Agriculture and U.S. Department of Health and Human Services, is the cornerstone of federal nutrition policy in the United States and establishes the science-based guidance on what Americans should eat to stay healthy.

Hundreds of scientific studies published since the Dietary Guidelines were last revised indicate that high fruit and vegetable consumption helps prevent cancer, heart disease, stroke, and plays a preventive role in birth defects, cataract formation, hypertension, asthma, diverticulosis, obesity and diabetes. A free copy of a report summarizing the role of fruits and vegetables in preventing disease can be ordered by logging onto the Produce for Better Health Foundation's website at <http://www.5aday.com>.

"Fruits and vegetables are the only exception to the state of over-consumption in the United States - in fact, Americans are actually suffering from a large deficit in this area," said Elizabeth Pivonka, Ph.D., R.D., president of the Produce for Better Health Foundation, which launched a national campaign in February 1999 - at the onset of the Dietary Guidelines revision process - to advocate a greater prominence for fruits and vegetables in the federal guidelines.

"This new, separate guideline is a critical step to jump start fruit and vegetable intake, which will improve the health status of all Americans."

"We applaud the Departments of Agriculture and Health and Human Services for placing greater emphasis on plant-based foods in this edition of the Dietary Guidelines, especially fruits and vegetables," said Dr. Margo Wootan, nutrition scientist at the Center for Science in the Public Interest (CSPI). "The government needs to do more than just publish a pamphlet, cross its fingers, and hope that Americans eat better. The federal government needs to launch programs

and implement policies that make the healthy choice the easy choice."

To advocate for policies and programs that promote healthy eating and physical activity, the Foundation, CSPI and several other consumer, health and physical activity organizations joined in a new National Alliance for Nutrition & Activity (NANA). NANA is working to create a healthier America through healthy eating and physical activity,

including greater funding for the Centers for Disease Control and Prevention (CDC) and the 5 A Day Program - the largest federal nutrition education program targeted to the general public, which has a mere \$1 million communications budget. CDC's entire division of nutrition and physical activity has just \$6.5 million dollars.

In contrast, CDC has \$100 million for anti-tobacco programs, though

unhealthy eating and physical inactivity kill a similar number of people.

For information about the Dietary Guidelines for Americans, log on to [www.usda.gov/cnpp](http://www.usda.gov/cnpp). For more information on 5 A Day contact the Foundation at 302-235-2329; fax to 302-235-5555; or check out the Foundation's website at <http://www.5aday.com>.

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# Explaining the success of Showerman's

by Ginny Bennett

There is an explanation for almost everything and when I met Sam Shoukri, owner of Showerman's Fine Wine and Liquor, Inc, he showed me a bottle of German pear brandy with a huge ripe pear floating inside the narrow-necked bottle. Sam likes to puzzle customers with the question of "how did the pear get in the bottle?" I'll tell you Sam's explanation later.

A curious reader might wonder instead, how does a 5,100-square-foot store at Five Mile Road and Merriman in Livonia do such a phenomenal business with sales in the top ten, exclusively stocking over 20,000 bottles of alcoholic beverages? Sam has an explanation for that, too. It is Showerman's reputation!

The reputation preceded Sam by many years. Livonia became a city in 1950 and Showerman's opened early in the '60s. Michele MacWilliams, editor of this magazine lived near the store when she was a child and remembers being allowed to walk to Showerman's. Thinking back she says, "Showerman's was one of the first exclusive upscale party stores around." They were one of the first locations that sold the original Honey



The pear in the bottle is a good conversation starter at Sam Shoukri's store.

Baked Hams. MacWilliams remembers that for special occasions, her parents would stock their liquor cabinet and buy the huge can of Charles Chips in the returnable container. As Livonia grew, houses built up around the store and it did "a killer business," according to MacWilliams.

Shoukri bought the store in 1995 along with his younger brother Esam. At the time Showerman's was known throughout Michigan as the likeliest place to find the unusual bottle, the special import, the right quantity and high quality. Sam has kept the name, Showerman's, and he is dedicated to keeping the reputation. "We stock over 20,000 bottles of alcoholic beverage, with over 3,000 selections of wine, 400 to 500 kinds of domestic and imported beer, and 90 percent of the brands of liquor available in the state of Michigan. If some particular label is missing, and it is legal to sell it in Michigan, we will special order it," he says. "And if we don't have one label, chances are very good that we'll have several choices in the same category available under a different label."

Employees Mark Peterson and Mike Jarjis were busily organizing row after row of product as they tried to finish up a recent remodeling project. Shortening the

cashier's counter from one long wall the length of the store to a shorter more compact counter at the front, met with cashier Terri's approval. The change allows customers to be served more efficiently. As a result, most liquor is now out in the open where customers can access bottles, read labels, compare prices and browse at will. A small number of more exclusive and more expensive labels are still behind the counter. The newly installed shelving is warehouse style. It features seven shelves instead of four. The effect is a cleaner look while providing more spacious aisles.

There is an ample self-serve cigar humidor but other than that, Showerman's sells beverages and little else.

A limited assortment of chips, nuts, jerky, candy and bar supplies are available as are a variety of services such as lottery, fax and bags of ice.

During holiday seasons, gift baskets are on the selling floor and are also made to special order.

Showerman's can also provide complete beverage service, bartenders and all, to serve any number at weddings, graduations and company events.

Showerman's has been a Ticketmaster outlet for approximately 20 years. It is an added service for customers and according to Sam it actually draws new customers.

Next door is the home of the Honey Baked Ham company store which once leased space in Showerman's store. It became a stand alone store when the strip mall was developed and LCC rules and the city ordinance required the stores to be separate.

As was his father in Iraq, Shoukri has been a retailer for 20 years. Another brother is a civil engineer in the United States, another brother is a dentist in Holland and a U.S.-based sister has a business diploma. Sam's brother and partner Esam has a real estate license. Sam is a graduate of the University of Detroit with a master's in computer science. He worked eight years in his field, most recently for Electronic Data Systems, until the expanding family business demanded more of his attention.

Together Sam and Esam also own a party store and fruit market on McGraw in Detroit and are in the process of opening a Marathon Service Station with a Food Mart on Jefferson and Union in Ecorse.

The busy family is about to receive their 60-year-old mother who is finally immigrating from Iraq to join them here. Sam's young family: Brandon, 12; Brittni, 9; and baby



Brandon and Sam Shoukri in front of Showerman's



(l to r) Mark, cashier Terri and Mike



Nolan will get a chance to know their grandmother better.

Although Sam has family and business responsibilities he is chasing a dream of going to law school and plans to take the admissions test this fall.

Showerman's has continued to serve the community around them as Sam fosters a personal dedication to serve others. The store supports fundraisers for schools, the elderly and the surrounding neighborhood.

Sam wants to get more involved with other retailers since he thinks that as an association, retailers working together can develop a mentality that will help them compete against the big warehouses and

chains.

The promised explanation of how the pear got in the bottle is a great ice breaker. Sam says the pears actually grow inside the bottles. Just after the blossoms fall off the tree, when the fruit is very small, the stems are gently inserted into the bottles. The bottles are then placed at right angles, propped on stakes, surrounding the pear tree. When the pears are fully grown and ripe, they are "picked" from the branches, already inside the bottle. The bottles are filled with brandy and stoppered. A pretty simple straightforward explanation, really, quite unlike the complicated explanation necessary to tell the story of Showerman's success.

The "pear in the brandy bottle" story illustrates the interest Sam takes in his subject—the beverage business. He has trained his employees to be savvy about wine, taking advantage of tastings and events where they can become more knowledgeable. He and his crew are up-to-date on trends and share all they know about pairing food with wine, vintages, micro brews, exotic selections and special containers.

A demanding clientele continues to remain loyal to Sam and it seems that the reputation of Showerman's Fine Wine and Liquor, Inc. is safe with the Shoukri family.



Rows of liquor are exposed after a recent renovation, allowing customers access to labels and a chance to browse at their leisure.

## Bill passes to restrict Internet alcohol sales

In a landslide vote in the early morning hours of June 21, the Michigan House of Representatives overwhelmingly concurred with the Senate to pass legislation that dramatically limits out-of-state alcoholic beverage sales over the phone and the Internet for delivery to individuals in Michigan. Strongly supported by AFD, the Michigan Liquor Control Commission (MLCC) and a major victory for Michigan retailers, HB 4752 makes it clear that no direct shipping of beer, wine and alcohol by out-of-state unlicensed businesses may take place in Michigan.

However, under this bill Michigan licensed retailers are allowed to sell via phone and internet for shipment to customers in Michigan.

The bill outlines the requirements for businesses to insure that the purchaser and recipient are 21 years of age or older. Affirmation of age must be obtained at the time of order and the package containing the alcohol must be properly labeled indicating that it contains alcohol. Upon delivery, the delivery agent must also verify proof of age over 21.

The bill also clarifies the current provision that allows an individual to import up to 312 ounces of beer or wine from out-of-state sources for personal use. HB 4752 states that the alcohol must be personally transported into Michigan or the individual may import beer and wine if the product comes into the state through our licensed three-tier system.

It is this major provision which became so important to beer and wine wholesalers and retailers, as it is now clear that consumers cannot order beer and wine directly from out-of-state sources. As an example, a consumer cannot legally order a case of wine off the Internet from a winery in Sonoma County. If that consumer wants the wine, he or she must purchase it through a Michigan retailer or personally bring it back from California. In order for a Michigan retailer to deliver that case of wine to the consumer, the retailer must verify age at the time of purchase, then clearly label the case, indicating that it contains alcohol. The delivery agent must verify that the person accepting the package is 21 or older before leaving the shipment at the intended address.

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## Ak'wa Water: Water you can put your name on

by Kathy Blake

Ak'wa Water Company started bottling Artesian spring water a year ago here in Michigan and recently found its marketing niche with private labeling.

Ak'wa, which is Greek for water, was the name chosen by Jack D. Quigley and son Jack L. for their company that bottles and distributes Artesian water from a vast natural aquifer located beneath Ortonville, Michigan. Quigley said, "People come from miles around to drink out of Ak'wa's well, which is 248 feet deep. The last 68 feet were drilled through stone."

Artesian water is renowned for its purity and quality although its origin is often unknown. The water can come from a thousand miles away in an underground river. The river feeds into the cone-shaped aquifer and when tapped by a well, water pours out of the aquifer like a fountain.

Ak'wa further purifies the water



Ak'wa's president, Jack Quigley, loads Sales Manager Dominic Bologna's truck for delivery to Toledo.

for their Natural Artesian Spring Water. They use the deionization process, which is medical grade, for its Purified Artesian Spring Water.

Quigley and his partners started out distributing mostly to grocery stores under the Ak'wa label. This year they have found private labeling to be a great selling feature. Instead of labeling with Ak'wa, the company will put the customer's name and logo on the bottles. For a one-time

"plate charge" of \$300, Ak'wa Water will have a customer's label printed, with up to four colors, and apply it to bottles. The price per bottle for a 1/2 liter size is 40 cents each for Natural Artesian Spring Water or 43 cents each for Purified Artesian Spring water. Dominic Bologna, marketing and sales manager, says the labels can include more than just a name. There is room for coupons, event promotion and alternate locations and hours.

"Anything we do in private labeling has to be two-fold: it's advertisement and product sales," he says.

Private labeling now makes up 80 percent of Ak'wa's business. "Once retailers get it in their hands, the water sells well and they order more," says Bologna.

Ak'wa is providing private labeled water for Dayton Hudson's Marketplace in-store restaurants in Chicago, Minneapolis and Detroit. The Northern Michigan bagel store chain, Barry Bagels, also has Ak'wa produce a private label water bottle. Numerous restaurants, hotels, golf courses and country clubs are taking to private labeling and several retail grocery and convenience stores have ordered too: such as Westborn Market, In N' Out, and Vic's Markets.

"The pristine quality of all Ak'wa's product lines are guaranteed. We use state of the art

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filtering, bottling and testing equipment. We feel that both natural artesian and deionized spring water are the best to present to today's health conscious and educated consumers," says Bologna.

Ak'wa is state certified. Quigley says, "No ground water can be allowed into our well. Our well is sealed to prevent ground water infiltration." Every six months the Michigan health department comes out to inspect.

In addition, the company tests its water frequently. Quigley says they take samples to the county health department every Monday and they send off samples to two labs every year for a complete analysis. All this

testing is very expensive but he says he has decided to go the extra mile to ascertain the purity of their product.

Quigley started in the water business selling water coolers after he retired from construction work. He installed commercial kitchens and through the years became familiar with the health department's building codes. Living in Ortonville, he was aware of the Artesian water aquifer beneath the area and he talked his wife, Wanda and son into embarking on the water bottling venture.

Even with Quigley's familiarity with the Michigan Department of Health, it took five years to get approval for the well from the FDA, USDA and the state and federal

environmental and health departments. "Not many Artesian wells are approved," says Quigley. Many water bottlers nationwide don't conform to state health codes and Michigan is stricter than most states.

He recruited a few partners including his son and friends Dwite Hill, L. Allard and Mark Bowen.

Dominic Bologna handles sales and marketing and Mark Bender is the business manager. Between the partners, they were able to completely tear down the warehouse at the well

site and remodel to FDA code. With an electrician and a carpenter/plumber on the team, they were able to do most of the work themselves. They had obtained a quote of \$250,000 to do the job in a year and a half. Quigley and his partners pulled together and completed the building upgrade in 90 days at a fraction of the cost. Quigley said he was proud that they worked so hard to accomplish this. Their facility houses an inventory of 10 semi-loads of bottles. The production line is 30 feet long and fills 4,000 bottles per hour. The bottles are date-coded and now the labels have the Select Michigan seal. The next building project will be an addition of 150 feet on the warehouse.



Wanda and Jack Quigley, Karen Hanley and Dominic Bologna inside the Ortonville plant.



Quigley tests the water.

The partners work together on a production and delivery schedule that fits around their other job's work schedule. Most of the partners work at GM Truck. Being a small company allows flexibility and variety of duties: everybody knows everything and does everything. It also requires employees to do whatever needs to be done in order to satisfy the customer's needs.

Offering its customers the opportunity to private label affordably has definitely been a success for Ak'wa and their retailers. For more information, call Ak'wa at (248) 627-3747 or page Dominic Bologna at (248) 610-9608.

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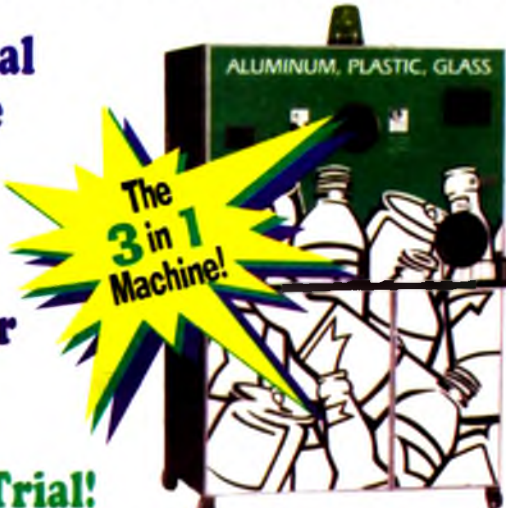


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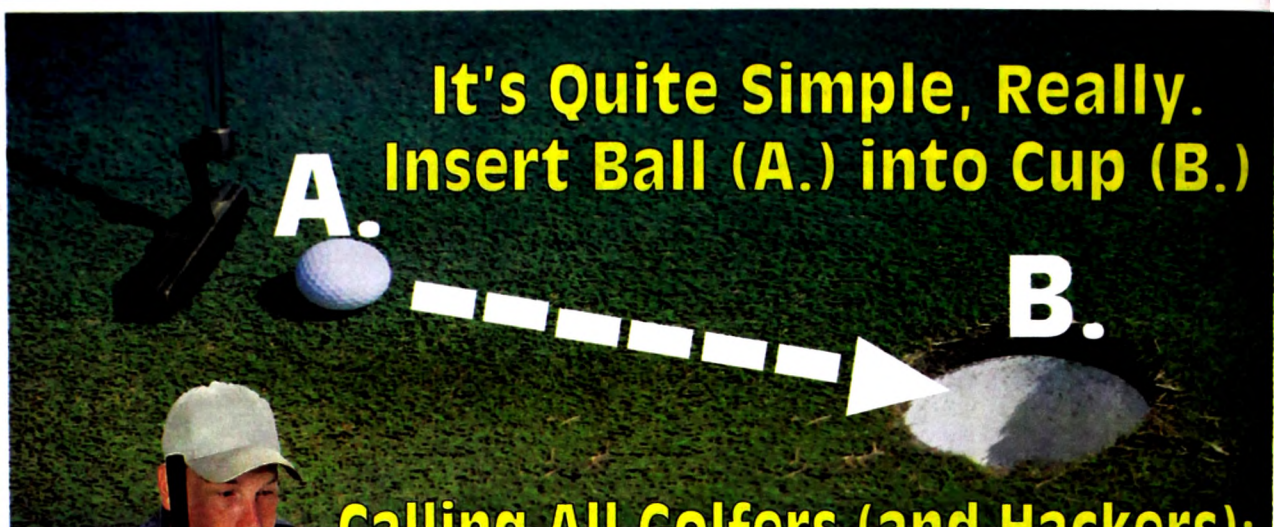
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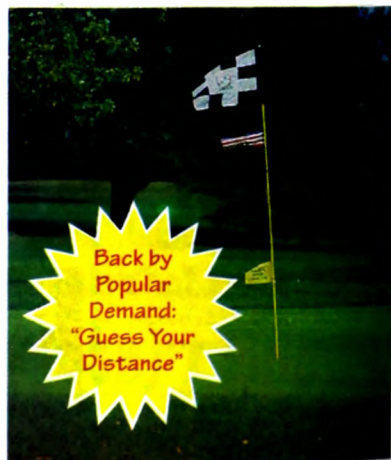
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## Answers to the food safety test—how do you rate?

1. Refrigerators should stay at 41°F (5°C) so give yourself two points if you chose answer B. A temperature of 41°F (5°C) or less is important because it slows the growth of most bacteria; it won't kill the bacteria, but it will keep them from multiplying.

2. Answer B is the best practice; give yourself two points. Hot foods should be refrigerated as soon as possible within two hours after cooking. But don't keep the food if it's been standing out for more than two hours. Don't taste test it either. Even a small amount of contaminated food can cause illness.

3. Give yourself two points if you picked answer C. If you don't own a meat thermometer and aren't sure of the doneness of the meat, get one!

4. Score two points if you picked B or C. Do not thaw meat, poultry or fish products on the counter or in the sink; bacteria can multiply rapidly at room temperature.

5. If you answered A, you may be putting yourself at risk for Salmonella infection. Cooking the egg-containing food product to an internal temperature of at least 145°F (63°C) kills the bacteria. C is correct, but you'll get two points for B also.

Commercial preparations of cookie dough are not a food hazard.

6. The only correct practice is answer C. Give yourself two points. Wash gloved hands just as often as bare hands because the gloves can pick up bacteria.

7. A and B are correct. Give yourself two points for either. Buy fresh seafood only from reputable dealers who keep their products refrigerated or properly iced. Once you buy the seafood, immediately put it on ice, in the refrigerator or in the freezer.

### Ratings

**14 points:** Feel confident about the safety of foods served in your home.

**10 to 12 points:** Reexamine food safety practices in your home. Some key rules are being violated.

**8 points or below:** Take steps immediately to correct food handling, storage and cooking techniques used in your home.

*This test is a reprint from the October 1995 FDA Consumer, with revisions made in October 1998.*

## New face of the National Food Distributors Association

Specialty Food Distributors and Manufacturers Association (SFDMA) is the new name of the 73 year old National Food Distributors Association (NFDA).

The board of directors of the association updated its name and logo acting on recommendations of its Manufacturers' Council to better reflect its purpose and constituency.

President Ross Pearlman, of Gourmet Award Foods in Southern California announced the change effective March 1.

The purpose of the change is to better identify what the 600 member association does in the industry to support the distribution channel for specialty foods and to reflect the stronger role of manufacturers/supplier/importers in the association and the industry.

Pearlman also announced that the make-up of the SFDMA Board of Directors is being changed to better represent its constituency.

This will include five distributor representatives, five manufacturer representatives and one representative each from the SFDMA affiliate organizations, the Biscuit & Cracker Distributors Association, the Kosher Food Distributors Association and the newly formed Hispanic Food Distributors Association.

The Specialty Food Distributors and Manufacturers Association is the only not-for-profit trade association in the world dedicated to the distribution channel for specialty foods to the retail trade.

For further information, please contact the SFDMA in Chicago at (312) 664-6610.

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## Electric restructuring bills pass Senate

After years of debate and a multitude of legislative proposals, the Michigan Senate passed the energy package by a 25-12 vote. It now goes to the House where approval is expected with no substantive changes anticipated.

The principals in the electric package includes:

- Cuts electric rates for residential customers by 5 percent and freezes those rates for three years;
- Sets a four-year rate cap on an estimated 250,000 smaller businesses and a three-year cap for the rest of the

state's businesses;

- Allows consumers who decide to switch utilities to return to their previous provider without penalty;
- Creates provisions aimed at guarding consumers from unethical marketing tactics including electric utility slamming of consumers;
- Requires an annual "true-up" procedure on utility operating revenues and securitization revenues;
- Creates worker protection retraining programs to lessen any potential negative impact on workers as we

move toward a competitive market; and

- Provides utility shutoff protection to low-income consumers.

The package includes Senate Bill 1253 which permits securitization on power plants...a provision which has drawn the most criticism from opponents. The bill establishes a trust fund that will use the utilities' savings under securitization to help pay for shut off protection and energy conservation programs.

- The Karoub Report

## NACS works with attorneys general and Manufacturers to stop gray market cigarettes

They're back! Remember last year when gray market cigarettes were causing so many problems within the retail and wholesale communities? The term gray market refers to cigarettes that were produced in the U.S., but intended for export.

However, once the cigarettes left the factory, many of them found their way back into the U.S. market at a price that was significantly less than cigarettes produced in the U.S. with the intention to be sold domestically. That practice became illegal as of January 1, 2000.

The latest problem has to do with American brand cigarettes that are produced overseas, and are intended to be sold overseas, but make their way back into the U.S. markets - again at a price that is less than domestically produced tobacco. This practice is known as "foreign source tobacco." It has become a significant problem for retailers in a handful of states such as Florida and Kentucky.

The National Association of Convenience Stores, the Attorneys General, the four major U.S. cigarette manufacturers, wholesalers and other trade groups affected have formed an alliance to stop the practice of foreign source tobacco.

This would be accomplished through federal legislation that will be introduced within the next several weeks. The legislation will be crafted in such a way that it will be impossible for American brand cigarettes that are produced and intended to be sold overseas to come into this country.

In essence, the legislation will require that the "person" who brings in the cigarettes has to certify that the cigarettes don't violate trademark laws, ingredient disclosure, and warning label requirements imposed by the federal government. "Foreign source cigarettes negatively impact the retailer trying to do the right thing," said former NACS Chairman Fred Higgins, CEO and chairman of the board for Minit Mart Stores in Bowling Green, KY. Higgins estimates that there is a price differential of about \$5.00 per carton on "foreign source" cigarettes.

## House passes repeal of telephone excise tax

The House of Representatives, by a nearly unanimous vote (420-2) passed legislation to repeal the three percent tax on local and long distance calls. The tax applies to both wireless and standard phone lines. The tax was originated to fund the Spanish-American War.

-The Washington Report

## 77% of traceable foodborne illnesses are the result of improper food handling!



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 18470 W. Ten Mile Rd., Southfield, MI 48075  
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### Miller names new national accounts director

Miller Brewing Company recently named Donnie Spence national accounts director—convenience stores.

In his new position, Spence will be responsible for sales and development of all convenience stores business, strategic planning and direction.

Since joining Miller in 1981, Spence has held a number of positions, including chain sales manager, business development manager, and regional sales manager.

### New Consumer Information Catalog now available

More than 200 free and low-cost government booklets from Uncle Sam are now available and listed in the new edition of the Consumer Information Catalog. The available titles range from *Savings Fitness: A Guide to your Money and your Financial Future* to a *National Park System Map and Guide*. To receive this catalog call 1(888)-8-PUEBLO.

### Telecom rewrite approved

The House approved a major bill which rewrites the state's Telecommunications Act. By a vote of 75-36, House Bill 5721 passed the lower chamber. Observers predict the bill will pass the Senate with few changes.

The bill: sets a 5 percent rate cut for telecommunication services within the state; establishes stiff penalties for companies changing service providers (slamming) or adding services without permission from the customer; gives the Public Service Commission the authority to regulate the EUCL (end user carrier line) charge and mandates the rate cut for all telecommunication services offered in the state, which will include cellular telephones and service offered by cable companies.

## Shell, Texaco sites offer cellular program

Shell and Texaco retail outlets are offering a prepaid cellular phone program that allows consumers to pay as they go.

Customers purchase a cell phone package for \$99 and when the phone is activated, they receive five free prepaid phone cards in the mail that are worth a total of \$100.

Additionally, Equilon Enterprises (the Texaco/Shell U.S. joint venture) and Motiva Enterprises (the Texaco/Shell/Saudi Aramco U.S. joint venture) have signed a national contract with Arden Hills, Minn.-based Access Cash International to provide ATM services.

## Cybid.com's auction site offers equipment

CyBid.com is launching an Internet auction site for retail petroleum and convenience store operators to buy and sell new and used equipment. The site will reportedly provide an "efficient medium for buyers and sellers to find trading partners and conduct transactions." It will also serve as a resource for technical information. Three fully functioning modules are included: design and engineering concepts; auction and industry gateway, a calendar of events and meetings.



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## Representative Robert Gosselin is a champion for small business

by Kathy Blake

When State Representative Robert Gosselin, (R-Troy), saw the new Michigan Food Code law in Tax Policy committee, he said, "This is a dangerous expansion of state regulatory authority!" He promptly went to work constructing a revision for the code that caps the fines for infractions and requires the Department of Agriculture to give an establishment 30 days to correct a violation as long as it is not posing any health hazard.

With the amendment, Gosselin reduced the regulatory prosecution powers of the Department of Agriculture. The provision caps the aggregate amount of fines in a 12-month period to \$4,000 per location for a firm with annual gross receipts of \$500,000 or less and limits the amount of fines to \$8,000 per location for a firm with annual gross receipts of over \$500,000. Also the amendment restricts the Department of Agriculture from imposing an administrative fine for a non-critical violation of the food code unless at least 30 calendar days have been allowed for correction after the inspection.

The new food code will take effect November 8 and the Associated Food Dealers of Michigan *Food & Beverage Report* is running a series of articles regarding changes with the code and compliance requirements. (See Katherine Fedder's article on page 5).

Gosselin is no stranger to bureaucratic regulations. As a licensed builder, he has frequently dealt with building codes and other regulations imposed on his industry. He says inspectors, whether for health or building codes, are like all of us: prone to mistakes, attitudes and opinions. "It's the MIOSHA mentality, fill out papers and fine someone \$13,000. The more you question the inspector, the more they'll write you up. OSHA is known extensively for just walking in and shutting a business down," says Gosselin.

Representative Gosselin is familiar

with the burdens of meeting state and federal requirements. Recently, he worked on a bill that would restrict local government from further complicating state and federal

requirements with the passage of local ordinances which overlap, duplicate, conflict with or exceed state and/or federal regulations. An example is the Detroit living wage which duplicates and expands the federal and state minimum wage.

The bill, (HB 4777) would prohibit local units of government from regulating business activities already subject to a comprehensive state and/or federal regulatory scheme. Current state law prohibits local regulation in at least 29 separate areas, such as price controls on rental property, local taxes other than ad-valorem property taxes and firearms regulations.

"I don't ever want to take away local power, but you can't control everything locally. Some city council members would like to put a toll booth coming in and going out of their cities," says Gosselin.

The bill lists seven areas that local government should leave alone: minimum wage, prevailing wage, child labor, OSHA, consumer products, health and building codes. It would not affect the ability of local government to enact and enforce zoning ordinances, building permits or other traditional local regulations. Representative Gosselin says, "Consumer protection for pricing items, liquor laws, tobacco and billboard laws are not affected by the bill."

Although Gosselin keeps busy on the Tax Policy committee, he is also a



member of the Training and Safety; the Energy and Technology and Health Policy committees. He serves as the Chairman of the House Employment Relations.

Representative Gosselin's district has undergone tremendous growth over the past 20 years. He represents the cities of Troy and

Rochester Hills in Oakland county, one of the fastest growing areas in the U.S.

"Oakland County creates a lot of success. The county sends a billion dollars more in taxes to Lansing each year than it gets back. Most counties take more than they give to the state, but Oakland county gives much more than it takes," says Gosselin. He agrees with the words of L. Brooks Patterson, Oakland County Executive, "Give us our (tax) money back." To this end, Gosselin has fought tirelessly in partnership with Oakland County and state officials to get road money for his district which is riddled with congestion. "It's a constant wait and stop," says Gosselin.

Change is coming with several road enhancement and interchange projects planned. M-59 is currently scheduled to be reworked with a new bridge and a 3rd lane one mile into Macomb County. The interchange at Adams and M-59 will be redone. Crooks Avenue will be made into a boulevard from Northville Parkway to M-59.

The Northville Parkway business district, at I-75 and Long Lake Road, is doubling in size with 10 tall buildings currently under construction. "In Troy there is 3,000,000 square feet of office space being created, half of that is in Northville Parkway," says Gosselin. "This will increase commuters for that area from 12,000 to 24,000 within a year and a half."

The state has earmarked \$700,000,000 for improvements on the I-75 corridor from 12 Mile Road to the city of Auburn Hills. With Build Michigan III, I-75 will have a 4th lane added to I-75, north and south bound and a double interchange created at Long Lake Road within six years.

Representative Gosselin is a lifetime resident of metro Detroit. His father worked 42 years as a craftsman in General Motors' styling division. His mother, Eleanor, was a homemaker for the couple's six children. A product of Michigan public schools, he graduated from Berkley High School. He studied Mechanical and Architectural Engineering at Lawrence Tech which is now Lawrence University. The representative went to work for General Motors 16 years ago where he worked until taking political leave to serve as state representative. His position is senior designer for electrical engineering of auto components. He also has another career as a licensed homebuilder with a real estate license. He builds a home every three to four years from scratch. He buys the property, designs the house and builds it. He subcontractors some of the work but does most of the work himself, including the plumbing, heating and cabinetry.

Gosselin has been active for many years with the Oakland County G.O.P. He was a precinct delegate to the Republican national convention in 1992 and 1996.

He served on the Troy City Council for four years from 1993 to 1997, and was the Mayor pro-tem in 1994-95.

Representative Gosselin is married and has three children. His family enjoys camping at state parks in the summer.

Gosselin, a freshman representative, plans to run again for office this fall. To reach the Representative, call (517) 373-0615, or email [rgosselin@house.state.mi.us](mailto:rgosselin@house.state.mi.us) or write State Representative Robert M. Gosselin, State Capitol, P.O. Box 30014, Lansing, MI 48909-7514.



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## A look back: the top ten most significant federal employment laws of the 20th century

As of 1900, there was very little federal statutory regulation of the workplace. Here is a look at the top ten federal employment laws which had the greatest impact on the workplace during the past century, in chronological order.

1. 1935 - The National Labor Relations Act (also known as the Wagner Act) - enabled the framework of collective bargaining and formal

labor-management relations.

2. 1935 - The Social Security Act - basic economic security in retirement, coupled with the Federal Insurance Contributions Act (FICA), mandating contributions.

3. 1938 - The Fair Labor Standards Act - overtime, restrictions on child labor, and more.

4. 1963 - The Equal Pay Act - mandates that women be paid the

same as men for jobs which are substantially equivalent.

5. 1964 - The Civil Rights Act of 1964 (Title VII) - prohibits employment discrimination on the basis of race, sex, religion, and national origin.

6. 1967 - The Age Discrimination in Employment Act - protects workers aged 40 and over from age discrimination.

7. 1970 - The Occupational Safety and Health Act - promulgates standards and regulates safety in the workplace.

8. 1974 - The Employment Retirement and Income Security Act - provides for reporting, vesting, non-discrimination, etc. of retirement benefits.

9. 1990 - The Americans with Disabilities Act - prohibits employment discrimination against an estimated 43 million individuals with disabilities.

10. 1993 - The Family and Medical Leave Act - provides for up to 12 unpaid weeks of leave per year for your own serious health condition, for that of your family, or for the birth or adoption of a child.

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• You may want to shorten your employment application form, especially if it's over two pages. Too many questions can mean trouble.

• Don't ask for graduation dates ... could imply age discrimination. But you can ask if the person is over 18 or has received a diploma.

• No questions on national origin ... risks discrimination charges. But do ask for documentation to show new hire can legally work in U.S.

• Workers' compensation is a land mine. Don't ask about past claims or whether the applicant has suffered previous injuries or illnesses.

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**PARTY STORE FOR SALE**—Beer, wine, lottery, deli and grocery. Located on Dequindre Road in Warren. Call Sam at (810) 756-4010.

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## French company buys Seagram Co.

Vivendi SA and its pay-television subsidiary Canal Plus SA have been in talks with Seagram Co. of Canada and announced on June 20 that a pact had been sealed to buy the entertainment and liquor conglomerate in a deal reportedly valued at \$32.2 billion.

As reported in *The Wall Street Journal*, the proposed company would form the world's second

largest media group, just after the pending merger of Time Warner Inc. and America Online Inc.

It would combine media, publishing and entertainment content with fixed-line and mobile telephone and Internet access.

The Vivendi chairman, Jean-Marie Messier, will become chief executive and Seagram's Edgar Bronfman Jr. will be vice chairman.

Seagram's Universal Studios and Universal Music will join Vivendi's publishing, video game, pay-TV, Internet and telecommunications businesses. Bronfman will be responsible for the music and Internet activities of the combined company.

Seagram's beverage business will eventually be sold, either whole or brand by brand, the *Journal* reported.



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Great Lakes News ..... (313) 359-1001  
Guardian Alarm ..... (248) 423-1000  
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Jerome Urcheck, CPA ..... (248) 357-2400, x257  
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Meter Mate ..... (800) 843-6283  
Metro Media Associates ..... (248) 625-0700  
Nationwide Communications ..... (248) 208-3200  
North American Interstate ..... (248) 543-1666  
Paul Meyer Real Estate ..... (248) 398-7285  
Payment Authority, The ..... (248) 879-2222  
Prudential Securities, Inc. .... (248) 932-4480  
Quality Inventory Services ..... (810) 771-9526  
Retail Accounting Service ..... (313) 368-8235  
REA Marketing ..... (517) 386-9666  
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Investigations, Inc. .... (248) 425-4775

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Council, Inc. .... (202) 452-1252  
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Harold T. Stulberg, R.E., Broker  
24 Hours ..... (248) 351-4368  
Telecheck Michigan, Inc. .... (248) 354-5000  
Travelers Express/Money 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  
Brehm Broaster Sales ..... (517) 427-5858  
Cost Savings & Reduction  
Specialists ..... (561) 398-9396  
Culinary Products ..... (517) 754-2457  
DCI Food Equipment ..... (313) 369-1666  
Envipco ..... (248) 471-4770  
Hobart Corporation ..... (734) 697-3070  
Kansmacker ..... (517) 374-8807  
Martin Snyder Product Sales ..... (313) 272-4900  
MSI/BOCAR Store Fixtures ..... (248) 399-2050  
National Food Equipment  
& Supplies ..... (248) 960-7292  
North American Interstate ..... (248) 543-1666  
Orck Floor Care Centers ..... (810) 415-5600  
Sarkozi-Hollymatic Equipment ..... (313) 381-5773  
Serv-Tech Cash Registers ..... (800) 866-3368  
Taylor Freezer ..... (313) 525-2535  
TOMRA Michigan ..... 1-800-610-4866  
Wadie Makhay  
Produce Specialist ..... (248) 706-9572

## WHOLESALE/FOOD DISTRIBUTORS:

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Capital Distributors ..... (313) 369-2137  
Central Foods ..... (313) 933-2600  
Consumer Egg Packing Co. .... (313) 871-5095  
EBY-Brown, Co. .... 1-800-532-9276  
Family Packing Distributors ..... (248) 644-5353  
Fleming Company ..... (310) 879-5681  
Food Services Resources ..... (248) 738-6759  
Garden Foods ..... (313) 584-2800  
Global Interactive Technology (517) 681-2729  
Gourmet International, Inc. .... 1-800-875-5557  
Hamilton Quality Foods ..... (313) 728-1900  
Hammell Music, Inc. .... (248) 594-1414  
Hav-A-Bar ..... (810) 234-4155  
I & K Distributing ..... (734) 513-8282  
Jerusalem Foods ..... (313) 538-1511  
Kaps Wholesale Foods ..... (313) 567-6710  
Kay Distributing ..... (616) 527-0120  
Kramer Food Co. .... (248) 851-9045  
L&L Jiroch/J.F. Walker ..... (517) 787-9880  
Lipari Foods ..... 1-810) 447-3500  
Mr. Dee's Gourmet Foods ..... (734) 747-8475  
National Bulk Foods ..... (313) 292-1550  
Norquick Distributing Co. .... (734) 254-1000  
Robert D. Arnold & Assoc. .... (810) 635-8411  
S. Abraham & Sons ..... (248) 353-9044  
Sherwood Foods Distributors ..... (313) 366-3100  
Spartan Stores, Inc. .... (313) 455-1400  
State Fair Wholesale, Inc. .... (248) 542-3535  
Suburban News: Warren ..... (810) 756-4000  
Flint ..... (810) 785-4200  
Super Food Services ..... (517) 777-1891  
SuperValu Central Region ..... (937) 374-7874  
T.I. Spices, Inc. .... (810) 790-7100  
Tiseo's Frozen Pizza Dough ..... (810) 566-5710  
Value Wholesale ..... (248) 967-2900  
Weeks Food Corp ..... (810) 727-3535  
Ypsilanti Food Co-op ..... (313) 483-1520

## ASSOCIATES:

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Canadian Consulate General ..... (313) 567-2208  
Livermore Davison Florist ..... (248) 352-0081  
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