



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate

PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
18470 W. 10 Mile Rd.
Southfield, MI 48075

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VOL. 11, NO. 6

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

June 2000

Working hard for our members.

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AFD supports Michigan commissions for Lottery
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Legislative Update

Clinton pushes for listeria testing

U.S. food processors may be required to begin testing hot dogs, cheeses and other ready-to-eat foods for the listeria bacterium, due to a recent order by President Bill Clinton.

"We hope to complete our rule making by the end of the year and to have all plants begin testing by early next

See Legislative Update page 29

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 Tropic 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 Becky at AFD at (248) 557-9600.

FMI's SuperTechMart gives glimpse into supermarket of the future

By Michele MacWilliams
SuperTechMart, the state-of-the-art technology-driven pavilion at the FMI show was a retailer-focused program intended to de-mystify the use of today's technology.

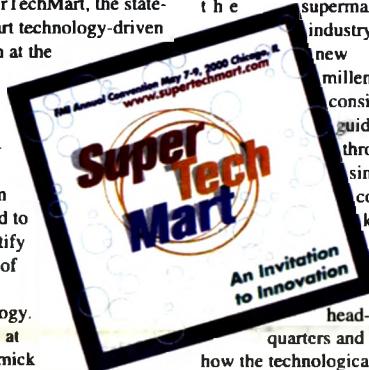
Held at McCormick Center in Chicago May 7 through 9, the exhibit showcased the seamless flow of information between customers, retailers, wholesalers and consumers of the future.

I took the 40-minute educational demonstration designed to illustrate the strategic and tactical use of currently available technology and the enabling

role technology will have on the supermarket industry in the new millennium. It consisted of a guided tour through a simulated consumer kitchen, store, and corporate headquarters and showed how the technological connectivity of each environment can work to empower the retailer and streamline the process from manufacturer to consumer.

"It's not the supply that feeds our cash registers...it's demand. Today's customer has more power than ever before, enabled by unlimited access to information and

See SuperTechMart page 33



AFD congratulates Samuel Logan Jr. on new publication

A new Detroit publication that targets black 18- to 54-year-olds, with emphasis on upwardly mobile 18- to 35-year-olds, was recently launched by Samuel Logan Jr., the former publisher of the *Michigan Chronicle*. Called *The Michigan Front Page*, the paper is the product of a partnership between Logan and Regal Plastics Co. President, William Pickard.

According to Logan, the weekend paper has an internet presence and is committed to community news.

AFD members are encouraged to sell the paper in their stores because for every paper sold, Logan has promised to donate a portion of sales to the AFD scholarship program. "We are targeting young blacks in Detroit for our readership, the very same demographic AFD targets for their scholarships. We are happy to help give scholarship opportunity to these deserving young people," says Logan. The paper's mission statement reads: News and information empowering people today for a better tomorrow.

For information on how your store can sell *The Michigan Front Page*, please call (313) 967-1940.

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

Foodservice/Branding

Branding offers solutions for foodservice retailers

"Branded food can enhance a good location, but rarely helps a poor location," said Judson Phillips, a partner at Dallas-based LJT Co-Branding Services.

Since 1990, branding has exploded across the foodservice industry—growing at an annual rate of more than 20 percent a year in convenience stores, supermarkets, schools, hospitals and hotels.

Sales of fast-food and food-manufacturer brands should exceed \$10 billion, for 1999 as the market reaches into new outlets and new "street brands" move into non-traditional markets for the first time.

For the convenience store industry to get its share of the foodservice pie, Phillips said retailers have several key obstacles to overcome: credibility, commitment,

labor, options, time and space.

The goals convenience retailers should be setting are to maximize revenue and profit potential. "Convenience stores and petroleum marketers need to satisfy the consumers' needs for high quality, recognized branded food at a reasonable price point," Phillips said.

Phillips also suggested retailers should choose a co-branded partner with a clean image in the marketplace in order to capitalize on its reputation and drive new sales to the store. "It's important for retailers to be aggressive with strong brands while building incremental traffic and sales," he said.

When facing the crucial decision to brand or not to

See Branding Solutions page 4

AFD
Chairman Sam
Dallo says,
"mark your
calendar for
Thursday, July
20, and join us
at Wolverine
Golf Course
for AFD's
Scholarship
Golf Outing!"



See page 23 for details.

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President's Message

Associated Food Dealers of Michigan supports commission structure of the Michigan Lottery



by Joe Sarafa
AFD President

Our state received national publicity recently when a Utica man split over \$360 million in the Lottery's Big Game with a winner in Illinois. Although both men received the same amount – roughly \$181 million before taxes – the two stores that sold the tickets were treated differently by each state's Lottery. The Michigan retailer received a \$2,000 bonus while the Illinois retailer walked away with \$1.8 million.

This brought cries of unfairness from our retailers. Television news reports stated that the Michigan retailer was planning to sue the Michigan Lottery. Many AFD members called our offices

to complain. Why was our lottery so cheap? How could our lottery be so unfair? The answer is, they aren't.

The Michigan Lottery's current commission structure to lottery retailers is a much better program than the commission structure of Illinois and other Big Game states.

Michigan's commission of six percent to retailers plus two percent up to \$2,000 on winning tickets over \$600 is much more equitable than Illinois' five percent plus one percent bonus on prizes of \$1,000 or greater. If Michigan had adopted the same commission structure as Illinois, our lottery would have paid out over \$25 million less to retailers in 1999.

The Michigan Lottery also pays two percent for cashing winners under \$600 and two percent on \$2 instant tickets, for an average of roughly seven percent.

The Illinois lottery pays just five percent on ticket sales and one percent for selling winners over \$1,000, for an average of 5.5 percent.

Which would you rather have, a

5.5 percent commission and a very, very slim chance to become a millionaire or a solid seven percent commission?

It is our philosophy to spread the wealth. We do not want to take money out of our retailer's pockets to give to one winning retailer.

We have worked closely with the Michigan Lottery to develop what we feel is the most equitable commission structure for retailers. In fact, Michigan is the only Big Game state where retailers receive a six percent commission. All other states get five percent or less.

Sam Dallo, AFD chairman, says that he is grateful for the Michigan Lottery structure and believes all retailers would choose it over Illinois' system. "Michigan retailers benefit every single day," says Dallo.

AFD will continue to work with the Michigan Lottery on commissions for retailers. Through AFD's efforts, Michigan retailers already enjoy some of the highest commissions in the country.

Are you willing to take several thousand dollars a year out of your pocket and hand it over to a store owner that sells a big winner? Everyone works hard to sell lottery tickets. Why should only one retailer benefit?

Felice Markets reportedly negotiating sale

Word is out that the family-owned Felice supermarkets, which began in Pontiac in 1921, could be sold to the Great Atlantic & Pacific Tea Co., parent company of Michigan's Farmer Jack stores.

Paul Felice and his brother, Jim, are partners in the Felice Family Food Center in Waterford and Felice Valuland Food Centers in Sterling Heights and Macomb Township. They employ approximately 500 people. The Felice chain began in Pontiac, then moved to several locations before finding a home in Waterford in 1962. The Valuland stores were acquired in the early 1990's from Spartan Stores.

Great Atlantic and Pacific reports call for opening 50 to 60 stores nationally this year.

The Grocery Zone

By David Coverly



Co-branded ice cream puts smiles on retailers' faces



by Ginny Bennett

There were some very happy faces at the AFD Trade Show. These were the lucky people testing and tasting the Ashby's Sterling Ice Cream at Tom Davis and Son's booth.

"Imagine your customers when they leave your store with the whole family enjoying Ashby's Sterling Ice Cream. While they enjoy as many as 60 flavors, your store can be increasing the bottom line," says Rick Davis, vice president of sales.

The added value comes from a new co-branding concept that matches ice cream with fast food inside a retail business. Jeff Spinx, of the Spinx Oil Co., says in *National Petroleum News* that he was looking for a certain feeling in his store. "Ice cream has provided the homey atmosphere in my store," says Spinx. Spinx Oil incorporated an Ashby's unit at their Exxon Station in Greenville, South Carolina at the same time they added a Burger King site. "Ice cream and fast food work together," says Spinx of the decision to link the two. "Burger King, Ashby's Sterling Ice Cream and gasoline, everything under one roof, was a good concept." Happy with the results, Spinx has added a second Ashby's unit at another site which will match the brand with Arby's. "It's definitely a draw," he says.

"This idea of a whole meal under one roof is catching on," says Gary Davis, president of Tom Davis and Son's Dairy and an AFD Board member. "Ice cream is seen as an added value for customers," he says, "and a quality product like Ashby's will ensure loyal return customers."

Ashby's Sterling is a division of Tom Davis and Son's Dairy. With over fifty years experience in the ice cream business Tom Davis and Son's Dairy

knows a lot about the product. Co-branding expansion is going well as the company shows up in more and more places and customers start seeking out Ashby's for flavors like the delicious Triple Chocolate Truffle.

Ashby's Sterling is an award winning ice cream recognized by the National Ice Cream Retailers Association.

Co-branding partners can expect a complete program when they join with family-owned Tom Davis and Son's Dairy.

Ashby's Sterling Ice Cream programs are provided without any franchise fees. They have a complete equipment package available along with store layout assistance. The unique product is backed up by innovative and attractive advertising and marketing materials. Employees receive support manuals and materials along with hats, aprons and wearables for a total professional look.

Ashby's Sterling also has a full line of yogurt, sherbert, sorbet and no fat, no sugar ice cream flavors. Along with a hand-packed ice cream program, the premium brand uses fresh dairy cream (14 percent butterfat) and candies and nuts galore.

For more information on how your business can benefit from the Ashby's Sterling Ice Cream co-branding program, Call Tom Davis and Son's Dairy at (888) 4-ASHBYS



Branding solutions

continued from front page

brand, Mark Sutherland, vice president of Bensenville, Ill.-based Superior Coffee, said consumers respond to brands. "It's a competitive marketplace for operators and manufacturers; everyone must stay in front of the trends," he said. "Strong product identification can build strong brand equity and bring new customers to the store."

Sutherland said it's especially important for convenience store retailers to build a strong branded coffee program because a new coffee standard has been established. "There are a lot of gourmet coffee programs

"Strong product identification can build strong brand equity and bring new customers to the store."

available in every market in the country. The coffee enthusiast views specialty coffee, cappuccino and espresso drinks as a daily ritual," he said. "Coffee consciousness is not just a culinary trend; not only are Americans drinking more specialty coffee, but a new 'coffee culture' has arisen."

Although experts keep talking about how important branded foodservice is, Kevin McCabe, food services operations manager at the University of Western Ontario, quantified it with some impressive numbers the school compiled in its proprietary research.

According to McCabe:

- 83 percent of consumers state that brands make the dining experience more appealing, while 8 percent reported they detract from the experience.

- 60 percent of people in the 18-to-44-year old demographic use take-out regularly to ease their home-meal-replacement preparation.

- 42 percent reported they are willing to pay an average of 6 percent more for a menu item featuring a brand-name ingredient.

McCabe said choosing to brand with a trusted name reduces decision-making initiatives. "In a world of constant change, pressure and ever increasing options, brands work because they provide quality, consistency, familiarity and comfort," he said. "Foodservice operations are in a race to satisfy their customers. Brands help simplify decision making for the consumer and they're willing to pay more for it. It's a win-win situation for everyone."

— John Lofstock, *CSP magazine*

Calendar

June 4

Garden Party for St. Vincent and Sarah Fisher Center

Farmington Hills
(248) 626-7527

June 11-15

Managing the Total Store: Operations Course
Western Michigan University
Kalamazoo
(202) 452-8444
www.fmi.org

June 25-27

E-Business Summit
Chicago, Illinois
(202) 452-8444
www.fmi.org

July 20

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

August 16

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

October 27

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

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The AFD Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers of Michigan at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within *The AFD Food & Beverage Report* may not be reproduced without written permission from the AFD.

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POSTMASTER: Send address changes to *AFD Food & Beverage Report*, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (248) 557-9600 or (517) 386-9666.

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State Representative Laura Toy gives a hand up, not a hand out

by Kathy Blake

State Representative Laura Toy (R-19) learned about the needs of families with disabled children at a very young age. Her little brother was disabled due to lack of oxygen supply to his brain at birth. That's why helping physically challenged people be mobile is important to her.

When her brother was born in the mid 1950s, there wasn't much agency help for children with special needs. "Easter Seals was the only agency that helped," says Toy. "Now it is recognized that needs vary greatly among the different types and levels of disabilities and 50 years of progress has improved services for the disabled, although they still have a long way to go," Toy adds.

It is still very difficult for families with disabled children both financially and emotionally. "My brother had a very loving family, which is why he lived long past the doctors' forecast of 4 years," says Toy. He died two years ago at the age of 44.

Toy was appointed by Governor John Engler to the State Interagency Coordinating Council of the

Handicapped Infants and Toddlers. The purpose of the council is to coordinate assistance for infants and toddlers up to 3 years of age with other state agencies such as the Family Independence Agency and the Department of Education. The council reports to the federal government. A main concern is for early education for children.

Representative Toy came up with an idea for helping physically-challenged residents across the state access their homes. Titled "Reps for Ramps," Toy and Speaker of the House, Charles Perricone, are partnering with the Lions Foundation Group and other civic groups to build ramps and help with yard maintenance at the homes of people who are confined to wheelchairs.

"Donations will be accepted through the Lion's Club," says Toy.



Representative Toy serves on the Appropriations subcommittees of Capital Outlay, Judiciary and Retirement and the Joint Capitol Committee.

In addition, Toy serves as vice chair of the Family

Independence Agency subcommittee. She says "Michigan has been doing very well; welfare rolls are down and unwed pregnancy numbers are down," Toy says, pointing to the fact that the agency has been working on developing Early Childhood programs for zero to five year olds.

Toy also vice chairs the Capitol Committee, which is currently undertaking a remodeling program at the capitol building, to make the downstairs more user-friendly. "With thousands of tour groups visiting our Lansing capitol yearly, there was a need for more space and additional restrooms," she says. "I remember

when I was a Girl Scout, my troop went to the Capitol. I was very impressed with the historical aspect which is a very important part of any capitol. We wanted to preserve the heritage and atmosphere while adapting to the needs of the new millennium."

Representative Laura Toy graduated from Bentley High School in Livonia where she was president of her class. She received an associates degree from Schoolcraft College and a Bachelor of General Studies from the University of Michigan. A General Studies degree requires maintaining above a 3.0 grade point average in three subjects. Her subject choices were public administration, social welfare and child psychology.

Representative Toy put herself through school and became an environmental leader in her area. She started a recycling center in the early 1970s for newspaper and glass. Libby Owen's Glass Company of Ohio provided containers. Toy says many city officials felt recycling was a "passing fad," but their center

See Representative Toy, page 28

NATIONAL

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Alcohol goes online, overcoming regulatory maze

Web site simplifies ordering for industry that hasn't changed much since Prohibition

By Larry Kahaner

The beverage alcohol industry is designed to be purposely inefficient and deliberately slow moving, thanks to huge amounts of burdensome and complicated government regulation. So how do you take such an industry online and transform it so it moves at Internet speed?

You don't change the industry business model to conform to the Net; you adapt the Internet model to accommodate the industry's traditional way of doing business.

That's the goal—and challenge—of eSkye.com Inc., a new online liquor Web site that is taking a unique approach in an unusual industry. Rather than attempt to change the rules, as many other E-businesses have done, eSkye.com is trying to modernize an industry that's forced to live under decades-old rules imposed by federal and state governments.

The eSkye system is designed to let retailers—bars, restaurants, and liquor stores—place orders for spirits online around the clock. Attempting to use the system shows just how unusual the industry is—you need a state liquor license to sign on to the Web site. By using eSkye, retailers should be able to take care of their liquor needs quickly rather than spending hours talking to and placing orders with salespeople from several distributors. eSkye then transmits the orders directly to the appropriate distributor, which, in some cases, are organizations run by state governments.

eSkye is taking a state-by-state approach because of the different laws regulating liquor distribution. It debuted in Michigan, Indiana, and Illinois. New Hampshire is next on its list. The Indianapolis company also plans to launch pilot programs in 16 more states and the District of Columbia. These pilot programs will let eSkye service up to 43% of the \$110 billion U.S. beverage alcohol market.

eSkye.com has signed agreements with about 35 of the nation's 4,500 liquor distributors, including seven of the top 10 and about 300 retailers.

"We've purposely been going slowly," says J. Smoke Wallin, eSkye.com's founder and CEO, whose family has been a liquor distributor for decades. "We want to make sure we get it right."



Although eSkye's efforts to move purchasing online may seem routine to many industries that are creating Internet marketplaces and exchanges on a daily basis, it's a major change for the liquor industry, which is divided into beer, wine, and distilled spirits segments, with a patchwork of distributors and laws. While most E-commerce Web sites attempt to eliminate the middleman, the liquor industry can't do that.

Clay Wallin, brother of J. Smoke Wallin, at AFD's Trade Show in April.

Ever since the repeal of Prohibition in 1933, federal and state government agencies have passed laws and set up a system that requires liquor manufacturers to sell to distributors, which maintain rigidly controlled geographical territories. Distributors can sell only to retailers such as bars, restaurants, and liquor stores, which in turn sell to individual consumers. In some states, government-run stores are the only places that can legally sell a bottle of scotch or gin—there

See eSkye, page 15

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eSkye, from page 12

are no privately owned liquor stores. This three-tier system was designed to keep organized crime out of the liquor business and collect taxes. While the system has accomplished those two goals, it also has stifled an industry by imposing and keeping intact a distribution chain that relies on middlemen.

Salespeople from distributorships visit retailers and take orders using paper and pencil. The orders are submitted to the home office using a hand-held electronic device that is customized for a distributor's products. It is used to record orders and transmit that information over phone lines to suppliers. According to industry estimates, these administrative tasks can eat up 40% to 60% of a salesperson's time because of the large number of products. There are more than 15,000 products in the beer, wine, and spirits industry when different sizes of the same product are taken into account.

This manual approach forces a restaurant's beverage manager, for example, to talk to a dozen or more sales reps each week, each representing a different distributor of a specific brand of liquor that the restaurant wants to carry. As a result, the restaurateur spends a lot of time placing orders, and very little learning about new products or

special promotional offers.

"Our question was: How could we get closer to the customer," says Wallin. "And how could we do it in a neutral way so we didn't promote one brand or distributor over another?"

So Wallin created eSkye.com, which he named after his son, Skye. And he decided that the key to success was to get distributors on board. Although several of them jumped at the chance, many saw it as a threat to the way they had been doing business since the 1930s.

But Wallin had some convincing arguments. The main selling point: Doing business via a Web site can cut the cost of taking an order from \$6 to \$9 to less than \$1. Wallin also decided to make eSkye even more appealing by taking 15% of the company's private common stock as warrants and offering them to distributors that joined. "We did it in a way so if we were successful, they would be successful," says Wallin. The service is free to retailers, and eSkye receives a small fee for each transaction from the distributor.

Wallin also designed his Web site so it would appeal to and be easy to use by those not familiar with computers. The Web site allows point-and-click ordering, using proprietary software dubbed "eBots" that the company built to take into account the myriad discounting and pricing

schemes that vary by state.

The company decided to use the Microsoft BackOffice Server Suite 4.5, which includes SQL Server 7.0, Systems Management Server 2.0, Exchange 5.5, SNA Server 4.5, Site Server 3.0, Proxy Server 2.0, and Windows NT Server 4.0, because it was reliable and easy to use, according to eSkye President Andrew Lobo. The system is designed to scale up by adding more servers so it can handle 500,000 customers, which is the total number of liquor retailers (restaurants, bars, and stores) in the United States. "Even if everyone ordered at once, we could handle it," Lobo says.

With the scalability issue apparently solved, eSkye is working on reliability. Nearly one-third of the site is mirrored on multiple servers, and it's aiming for 100%. "Our biggest decision was to do our own hosting. We wanted control if anything went wrong," Lobo says.

One distributor who didn't need much convincing to participate in eSkye was Robert Lipman, president of Lipman Bros. in Nashville, Tenn. "Salespeople prefer to spend more time marketing; with eSkye, they can call on more accounts, and they can develop new ones," he says. "The wine and spirits business has been in a backwater," notes Lipman, who is also on eSkye's board. "This allows us to get involved in the Internet."

Distributors such as Lipman are also looking forward to the day when they can sell distressed or discontinued goods on eSkye. Since distributors only have a limited numbers of outlets (by law, retailers are the only outlets), they often let go of cancelled or unpopular brands for pennies on the dollar. They hope that eSkye may some day allow them to use an eBay-like auction that will reach more potential customers who might be interested in bidding on these leftovers.

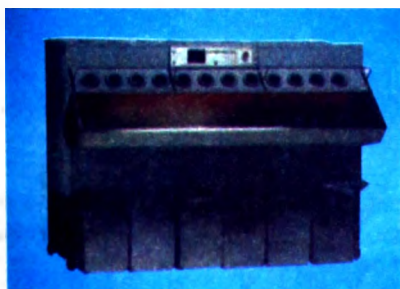
For retailers, the most important aspect of eSkye is the flexibility it allows. "It gives me an opportunity to order when I want, not just when a salesperson is here," says Dean Tomaras, owner of Archer Liquors in Chicago, a store with 3,000 square feet of selling space. He says the Web site also can help him find a distributor for an obscure product that a customer requests.

"It's quicker and easier than the old way," says Kelly Stafford, manager of Tillis Restaurant in Chicago, a 150-seat establishment that spends \$2,000 to \$3,000 a week on liquor. "I can do my orders on Sunday night, after I do my inventory, and I can have it by Tuesday," she says. "It has taken a lot of stress out of my job."

Dave Wilson, executive VP for

See eSkye, page 25

KANSMACKER, MFG.



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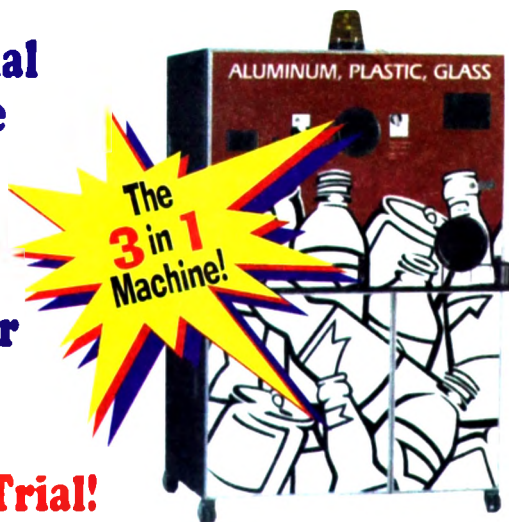
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Employee turnover has far-reaching economic impact on supermarket industry

New Ideas for Retaining Store-Level Employees, a study recently conducted by the Coca-Cola Retailing Research Council, indicates that grocery industry faces a turnover rate that exceeds profits by more than 40%. On average, the per-store cost for employee turnover is about \$190,000.

According to the survey, costs of turnover are "hard to manage, in part because — unlike other supermarket costs — it does not show on the P & L statement." The survey indicates that the high level of employee turnover within the industry also impacts customer satisfaction and can translate into lost customers and sales.

"Retailers have traditionally faced an employment situation where turnover is high and it's challenging to retain current employees. The Coca-Cola study emphasizes the economic impact that these issues have on a retailer's bottom line," said Frank DiPasquale, N.G.A. Senior Vice President.

As the study outlines, tackling employee retention issues depends on retailers' abilities to accurately estimate the costs of turnover and then use meaningful practices to retain employees. The Coca-Cola study shows employers can positively

impact retention rates through top organizational and management practices in the areas of providing employees with directions, equipment and supplies, and immediate supervision.

A recent article in CFO magazine, "Recruiting, Retention and Returns," cites a study from Watson Wyatt Worldwide that attributes employee retention to factors such as chance to use skills on the job; trust in senior leadership; competitiveness of rewards; and quality of company's products and services.

For more on employee retention:

- If you are interested in obtaining a free copy of the study from the Coca-Cola Retailing Research Council, please call (800)808-8877

- Visit www.NationalGrocers.org to learn more about evaluating the level of turnover at your company. Go to HR Management and click on "Tips for Calculating Turnover."

- Order an audiocassette of the following N.G.A. Convention Workshops from the Human resources Conference: *How Do You Become an Employer of Choice?* and *How Store Managers Become Leaders*

(An order form for convention audiotapes is located on the N.G.A. website within the Convention Review section.)



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(810) 234-4808

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Port Huron, MI 48060
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by Katherine Fedder
Director of Food and Dairy Division
Michigan Department of Agriculture

Michigan Food Law of 2000 *outlines food safety fundamentals*

The Michigan Food Law of 2000 sailed through the legislature and was signed into law by Governor Engler on May 8, 2000. The new Michigan Food Law takes effect on November 11, 2000 giving regulators and food retailers a six-month window to become familiar with the new requirements.

Passage of the Michigan Food Law occurred rapidly because a broad coalition of regulators, public health officials, and food industry associations agreed that Michigan's food regulations needed updating. The new Michigan Food Law will help retailers to focus more clearly on food safety issues and to control the factors

that have been shown to be leading contributors to foodborne illness outbreaks in the past.

The Centers for Disease Control and Prevention (CDC) has reported that the five factors that contribute to foodborne illness in this country are: inadequate cooling of foods, improper holding temperatures, poor personal hygiene, contaminated equipment, and obtaining food from unsafe sources (e.g. raw oysters harvested from contaminated oyster beds).

While there are other causes of foodborne illness that occur less frequently, controlling the leading causes of foodborne illness is fundamental to retail level food safety programs. At a very basic level, the

The five factors that contribute to foodborne illness in this country are:
inadequate cooling of foods, improper holding temperatures, poor personal hygiene, contaminated equipment, and obtaining food from unsafe sources

retail grocery or convenience store manager must consistently control these key areas: handwashing, cross contamination, cleaning and sanitizing, employee health and hygiene and time and temperature controls.

During the next several editions of the Food and Beverage Report, we will discuss each of these food safety areas in more detail. I will be highlighting important points to consider but will not be able to duplicate the information that is contained in the several excellent food safety training programs currently available to assist food retailers. The MDA has a non-exhaustive list of examples of these types of training programs. The list can be downloaded from the MDA website (www.mda.state.mi.us) or requested from the Associated Food Dealers office. We look forward to working together with Michigan's food retailers to strengthen food safety in Michigan.

For more information, contact Dan Reeves at AFD (248) 557-9600.

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Classes offered in new Michigan Food Law compliance

Michigan has passed legislation to update the laws regulating food establishments. One of the major changes is that all establishments must have someone present at all times of operation who has knowledge in food safety and sanitation principles and the new food code. Depending on the nature of the operation, this "demonstration of knowledge" could require specific food handling certification for multiple staff people. This is especially true for any store (including c-stores) that has food prep or food service departments including those which sell any kind of prepared food for immediate consumption.

There are a number of acceptable training programs, including the Cornell/FMI Food Safety Certification, Serv Safe and others.

ProActive Consulting Services will be offering training classes in the Cornell program starting in August. This program is a home-study program involving an estimated 20-25 hours of home study plus 5 hours of classroom work. The cost is \$170 per student.

Dates and locations of classroom work

NOTE: Students attending the Cornell program will need to complete the 20-25 hours of home study prior to the classroom meeting date.

August 1 - Plymouth

August 2 - Grayling

August 3 - Cadillac

August 8 - Lansing

August 9 - Grand Rapids

August 10 - Traverse City

REGISTRATION DEADLINE

FOR AUGUST SESSIONS IS ASAP

September 26 - South Haven

September 27 - Fenton

September 28 - Plymouth

REGISTRATION DEADLINE

FOR SEPTEMBER SESSIONS IS JUNE 17

October 3 - Traverse City

October 4 - Lansing

October 12 - Grand Rapids

October 19 - Plymouth

October 24 - South Haven

November 1 - Imlay City

REGISTRATION DEADLINE

FOR OCTOBER SESSIONS IS JUNE 17

To register for any of these classes, leave a message for Art Shook at ProActive Consulting Services at (616) 878-2600.

Insurance fraud alert

Insurance fraud costs insurance companies billions of dollars each year. Some companies take an active role in detecting, investigating and prosecuting fraudulent claims and applications. By reporting false information about your company — such as payroll, number of employees or prior insurance history — you may be committing insurance fraud.

If you have falsified any information on your enrollment forms, your insurance carrier can refuse to pay claims and cancel your

coverage immediately.

Don't be tempted to select a carrier strictly because of rates. Research the market and make sure you know what the benefits are before you enroll. Some progress such as the Wayne County program, that are subsidized by the state or county require that you have had no prior insurance coverage.

Check with your insurance agent to make sure that your company meets the eligibility guidelines and that the information you reported is correct.

If new employees are eligible for

health care coverage add them according to your groups new hire agreement.

Health insurance is very important and most people can't afford to be without it.

AFD offers many different health care options. We will make sure that you understand your benefits and make sure that your group is in compliance before you enroll. So, if you currently have no insurance, call AFD today to receive free quote at (248) 557-9600.

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N.G.A. finds independents doing more electronic marketing

The independent retailer continues to demonstrate the ability to focus on solution-oriented programs and resources in an effort to connect with their customers.

Electronic marketing is on the increase, frequent shopper programs are declining overall although card-based programs are growing in favor, most advertising budgets have increased, and store coverage continues to be a growing concern for independent retailers. Those are the key findings from Marketing Survey 2000 conducted by the Grocers Research and Education Foundation (GREF) of the National Grocers Association (N.G.A.) and sponsored by Georgia-Pacific.

"The results of this survey," said Frank DiPasquale, senior vice president of N.G.A. and executive director, GREF, "continue to demonstrate independent retailers ability to focus on solutions-oriented programs and resources in an effort to connect successfully with their customers.

The 175 participants in Marketing Survey 2000 represent a cross section of the independent sector, and range from small to large volume operations including self-distributing retailers, members of retailer-owned cooperatives, and customers of voluntary wholesalers. Just over two out of five (41%) have websites that provide consumer information, and an additional 8% have websites that feature virtual shopping with home

Overall, retailers seemed somewhat less satisfied with the results of their frequent shopper programs.

delivery. Retailer use of websites for information and marketing purposes increased in 1999, indicating a strong commitment on the part of independents to satisfying the new consumer dynamics.

While this year's survey found that the number of independent retailers using frequent shopper programs was down from almost

50% in 1998 to 40% last year, those that are using these programs are more readily embracing card-based programs, which 67% of those surveyed now use.

Independents reported receiving more wholesaler involvement and support in this area, but less support from manufacturers. Overall, retailers this year seemed somewhat less satisfied with the results of their frequent shopper programs, 75% saying they were satisfied in 1999 compared to just over 80% in 1998.

Just over half (53%) of the retailers responding to the N.G.A. survey reported increased advertising budgets in 1999, while 36% said the percentage of budget devoted to advertising remained the same. Only 10% reported decreases.

Asked about their current retail store sales/merchandising coverage from manufacturers, 48.1% termed it unacceptable, only 14.3% called store coverage good, and the remainder termed it acceptable. Asked if they thought retail coverage would improve, 84% replied "No."

The negative responses regarding

manufacturer store coverage were up in 1999 compared to 1998, indicating increased concern about this issue on the part of independent retailers.

Copies of Marketing Survey 2000 have been provided to all N.G.A. members. To request additional copies call Virginia Lowe at N.G.A., (703) 437-5300.

N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry.

An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing.

N.G.A. members include retail and wholesale grocers and their state associations, as well as manufacturers and service suppliers.

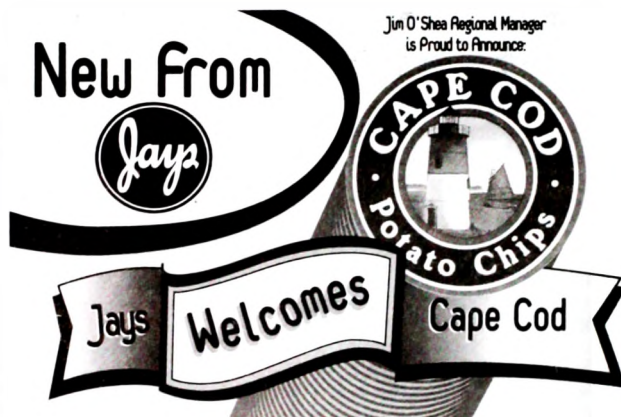
For more information about N.G.A. and the independent sector of the industry, see the N.G.A. website: www.NationalGrocers.org.



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B.

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Record-Setting Big Game Jackpot Makes Ticket Sales Soar!



By Commissioner Don Gilmer

Lottery terminals at retailer locations all across the state were cranking out Big Game tickets at a rapid rate in early May as the Michigan Lottery's Big Game jackpot reached a record \$363 million for the May 9 drawing! Not only is this jackpot the largest in Michigan Lottery history, but it is also the largest in North American history! The \$363 million windfall unseated a July 1998 Powerball jackpot of \$295.7 million to win that honor.

The Big Game truly lived up to its name not only in the enormous jackpot amount, but in ticket sales as well. From March 7 — when The Big Game jackpot started at \$5 million — to May 9 — when the jackpot hit \$363 million — ticket sales for all seven Big Game states totaled \$565,015,173. Ticket sales in Michigan alone for that period of time were \$83,294,843! Of that, roughly \$29 million will be transferred to the state School Aid Fund.

Two jackpot-winning tickets were sold in the May 9 drawing — one in Michigan and the other in Illinois. While the owner of the jackpot-winning Illinois Lottery Big Game ticket has not yet claimed his or her prize, Michigan's jackpot winner claimed his share of the jackpot — \$181.5 million — during his appearance at a May 12 press conference in Governor John Engler's press room.

I had the honor of presenting Larry and Nancy Ross, the country's newest multimillionaires, with their check in front of members of both local and national media. The Rosses chose to take their \$181.5 million share of the jackpot winnings in a one-time, lump-sum payment of \$90,302,950 (before taxes).

The Rosses' lump-sum payment ranks as the third-largest ever! In July 1998, the "Lucky 13" lottery club from Ohio won a \$295 million Powerball jackpot, and opted for a one-time, lump-sum payment of \$161,496,959 (before taxes). The second-largest lump-sum lottery payment went to Maria Grasso of Boston who won a \$197 million Big Game jackpot in April 1999. Her one-time, lump-sum payment was for \$104 million (before taxes).

In addition to the jackpot-winning ticket, eight Michigan Lottery retailers sold second-tier prizes of \$150,000 for the May 9 Big Game drawing. The following Michigan Lottery retailers sold \$150,000 winning tickets:

- George's Convenience Store in Riverview
- Marvin Liquor Store in Flushing
- Rite Aid Discount Pharmacy #4377 in Bloomfield Hills
- Farmer Jack #319 in Novi
- In N Out #18 in Detroit
- Puritan Express Liquor in Detroit
- CVS/Pharmacy #08113 in Shelby Township
- Food Town Plus #42 in Monroe

The jackpot-winning Michigan Lottery Big Game "easy pick" ticket was purchased at Mr. K's Party Shoppe, 2238 Auburn Road, in Utica. The owner of Mr. K's Party Shoppe is entitled to a \$2,000 commission for selling the jackpot-winning ticket.

While national news media highlighted the fact that the Michigan retailer earned a \$2,000 commission versus the \$1.8 million commission the Illinois Lottery retailer earned, they failed to point out that Michigan Lottery retailers operate under a completely different commission structure that allows commissions to be distributed more equitably among a greater number of retailers.

Michigan's commission structure

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Lottery, from previous page

for Lottery retailers awards a 6-percent commission for each ticket sold; a 2-percent redemption commission on prizes up to \$600 cashed in their stores; a 2-percent bonus commission on redeemed winning tickets exceeding \$600 and valued up to \$100,000 sold in their stores; and a flat \$2,000 bonus commission on redeemed tickets worth more than \$100,000 sold in their stores.

On the other hand, the Illinois Lottery commission structure awards a 5-percent commission to retailers for each ticket sold, plus a 1-percent bonus commission on prizes of \$1,000 or more. Neither commission structure is inherently better or worse, but when you compare the numbers across the board you will see that the Michigan Lottery paid out \$40 million more in retailer commissions than Illinois did in fiscal 1999.

Last year alone, Michigan Lottery retailers collected a record \$121 million in commissions, and this year there is a 7-percent commission on the sale of \$2 instant games, up from the regular 6-percent commission.

Congratulations to all of our retailers on increased Big Game ticket sales. Your patience and courtesy with customers is a big reason Lottery players keep coming back. Thank you for a job well done!

eSkye, from page 15

sales and marketing at National Wine and Spirits in Chicago, which is Wallin's liquor distribution company, says he may follow the example set recently by companies such as Ford Motor Co. and buy computers for his 400 sales reps in Illinois. "Right now, we have salespeople taking orders on the backs of paper bags," he says. "I want them to stop being order takers. I want them to have true sales time with the customer to present new products and distributor opportunities." Some of the opportunities may include what's called "point of sale" products such as paper cups, napkins, and ashtrays. Wallin hopes restaurateurs will one day order these items through eSkye.

Another big benefit that eSkye hopes to offer is data collection. Because of the fragmented nature of the industry, manufacturers don't have national sales and marketing information. Until eSkye came along, there was no nationwide coding system of liquor brands and products, so there was no way to provide national market or sales data to the manufacturers. "For the first time, we can give the manufacturers this information," Wallin says. Such data could one day be an important element of eSkye's revenue, perhaps generating as much as 20% of its income, he says.

eSkye still faces some formidable challenges. Some distributors will

never join, which could put a damper on hopes for nationwide coverage and signing up some national restaurant chains. One distributor who asked not to be named says he won't participate in eSkye because he's developing his own Internet-based ordering system. "We're big enough that we can do that," he says.

Other Internet-based competitors are selling liquor directly to individual consumers. Wallin says eSkye's key challenges are keeping the system reliable while building its database of products and customers, and connecting retailers to the Internet. Many restaurants already order food online, so Wallin hopes to leverage that ability to get them to order liquor.

"Getting buyers on board is their real issue," says Steve Kafka, an analyst with Forrester Research.

Wallin says ease of use should help to attract more customers, plus the ability to offer retailers better deals from distributors because salespeople and the Web site will alert them to promotions.

The company has also set its sights outside the United States. Wallin is visiting England and Hong Kong, hoping to learn the quirks in each country's system and use the eBots system to exploit it.

What's next on the menu for eSkye? "Beer," says Wallin. "Beer is the next frontier."

—Courtesy of informationweek.com

Organizational changes for National Bulk Food Dist., Inc.

National Bulk Food Dist., Inc. (NBFD), has announced some organizational changes. NBFD is expanding its production capacity to meet the growing demand for packaged bulk confections. All automated and manual production activities will be centralized in the company's headquarters in Taylor, MI. An additional 30,000 square feet will be used in support of production.

National Bulk Food Dist., Inc. is the nation's largest supplier of bulk confections, count goods and novelty items.



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Bad Check Restitution Program developed by Wayne County

Wayne County Prosecuting Attorney, John D. O'Hair has organized the Bad Check Restitution Program to assist local merchants with bad check losses. The primary goal of the program is to obtain full restitution for the victim without adding to the financial burden of the criminal justice system. "The hope is to recover tens of thousands of dollars lost every year to merchants as a result of this growing problem at no cost to the taxpayer," said George

Ward, Chief Assistant Prosecutor and Program Administrator.

The program will operate in conjunction with American Corrective Counseling Services as a unique, cooperative effort between the private and public sectors. Benefits are two fold, local merchants will recoup their money without paying any collection fee while first time bad check offenders are given the opportunity to avoid criminal prosecution by attending a mandatory,

eight hour intervention class, in addition to paying restitution.

The complaints are easy to file and recovery will be 100% of the face value of the returned check. Information as well as complaint forms are available at the following offices:

- George E. Ward, Chief Assistant Prosecutor, (313)224-5736
- Craig Yaldoo, Director of Community Outreach & Special Programs, (313)224-6644

Faygo Beverages announces promotions

Mischelle Behmlander has been promoted to of regional sales manager with responsibilities in the western Michigan area. She will be managing the Meijer account, which involves leading the team sales effort in five states. She will also have other headquarter responsibilities including D & W Food Centers. In addition, she will manage all other western Michigan activities.

Melissa Clapham has been promoted to the position of district sales manager. She will be based in the Lansing area where she will manage the following key customers: Spartan, Roundy's Felpausch, Plumbs, Hardings and Village Markets. Clapham will also support the Western Michigan efforts with ongoing training of the sales force and developing non-traditional retail outlets for new distribution.

Birdies for Charity to help wipe out brain tumors

The American Brain Tumor Association and DTE Energy will join with the Ford Senior Players Championship Birdies for Charity program to raise funds for brain tumor research. The continued public support of this event has enabled the Championship to donate over \$4.5 million to charities thus far.

The 2000 Ford Senior Players Championship will be held July 10-16 at the TPC of Michigan. Golf greats Tom Watson, Tom Kite and Lanny Wadkins will join past Champions at

this year's tour.

Join our team by making a fixed donation or pledge based on the number of birdies made during the event. (Hint: A birdie is a score of one stroke better than par for any golf hole. In a four-day event approximately 1,200 birdies are made.) By pledging or making a donation you will also be entered into a drawing to win one of these great prizes: two round trip Northwest Airlines tickets (within the contiguous United States), foursome of golf at the

TPC of Michigan, two clubhouse passes (admission all week to clubhouse and TPC tournament) and two stadium passes (admission all week to tournament grounds).

Championship spectators will have additional opportunities to guess the amount of birdies made, and a separate charity auction will be held during Championship Week at the Ambassador's Ball. All donations benefit the charities represented. For more information on the event, and to make a donation, call (248) 427-2228.

Letters

Dear Editor:

Enjoyed your article about Priceline.com (May, 2000). I couldn't agree more - my experience was the same. See you at the real supermarket!!

- Mary Dechow, Spartan Stores



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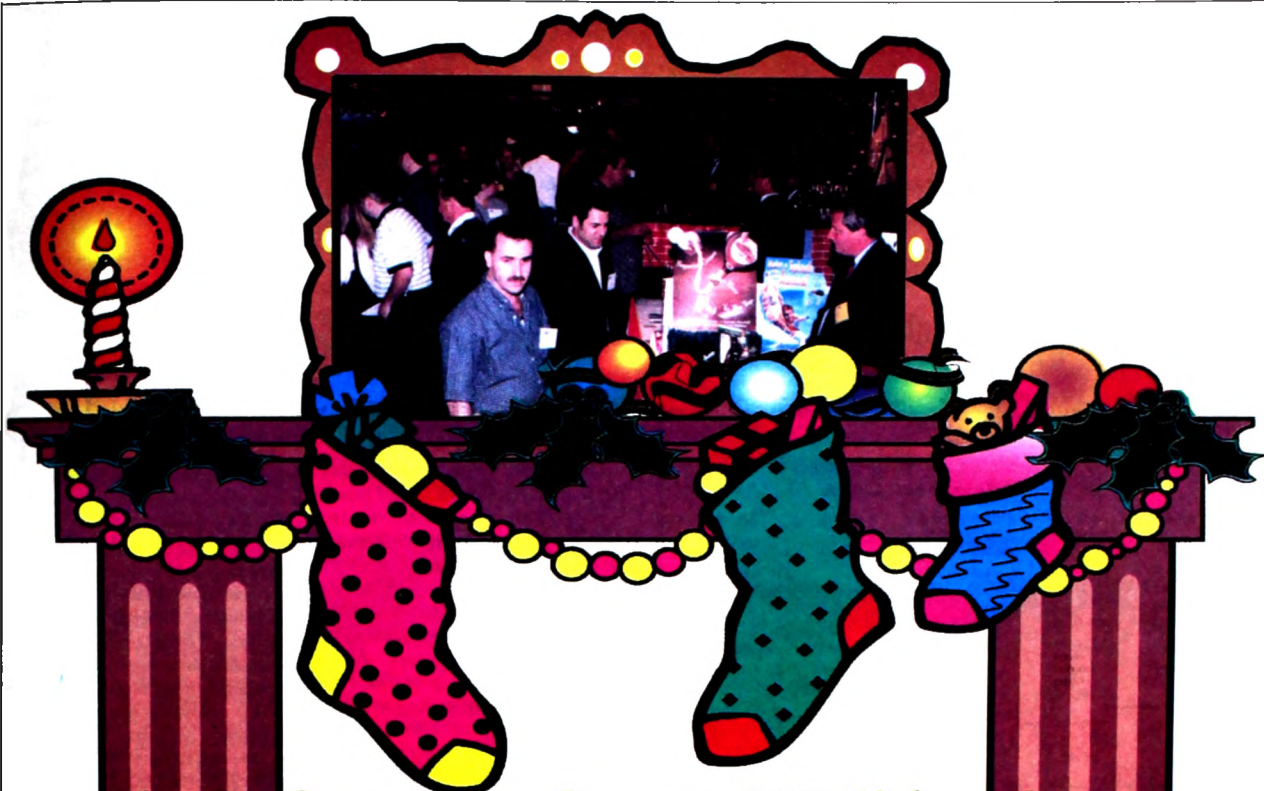
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PARTAGAS	ASHTON	BRONOS	LA AURORA	GOLDEN DESSERT
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Representative Toy, continued from page 10

received so much newspaper for recycling that the storage room floor bowed.

The center had as a motto, "To wait is too late." The center led to creation of the Livonia Ecology Commission, which was ordered by Mayor Ed McNamara. Toy served on the commission.

In the late '70s, Toy and a friend started a flower shop, Cardwell Florist. They were told, "Two little girls in a flower shop won't last." Now, 21 years later, their little flower shop has blossomed into the largest florist in Livonia. The store is 3,300 square feet and boasts one of three 24-hour flower vending machines in the state. She also had stores in Milford and South Lyon.

"Small business owners have a hard time. Florists, like convenience stores, are one of the last mom and pop businesses. It's hard for business owners to get very involved in politics when they have to be there on a daily basis to run their small business," Toy says.

Nonetheless, Toy made time for civic duties. She has been involved with numerous organizations such as: Livonia Youth Commission, Livonia and Redford Chambers of Commerce, the League of Women Voters, Suburban Republican Women, Livonia Historical Society and she has been a volunteer probation officer and Goodfellow volunteer.

She was trustee for Schoolcraft College from 1980 through 1987. Then she ran for Livonia City Council and served two terms. She was the third female since the 1950s to serve on the council. Following her term expiration, she ran for city treasurer against a ballot proposal to eliminate the position. She was elected and served 2 terms as treasurer with responsibility for \$200 million.

Now as a freshman state representative, she meets with people in her district periodically for an informal gathering she calls "Coffee with your Representative." Her district covers the Wayne county communities of Livonia and Redford Township. "Livonia is 98 percent developed and has three quarters of the population and area of her district, while Redford still has that hometown feel," says Toy.

Representative Toy resides in Livonia and enjoys golfing. She is a member of the Italian American Club of Livonia and Executive Woman Golfers. "I try to donate to a lot of charitable golf outings especially those that benefit medical needs. I've even won some trophies playing in golf scrambles," she adds.

To reach Representative Toy, call (517) 373-3920, email lttoy@house.state.mi.us or write State Representative, The Honorable Laura M. Toy, P.O. Box 30014, Lansing, Michigan, 48909-7514.



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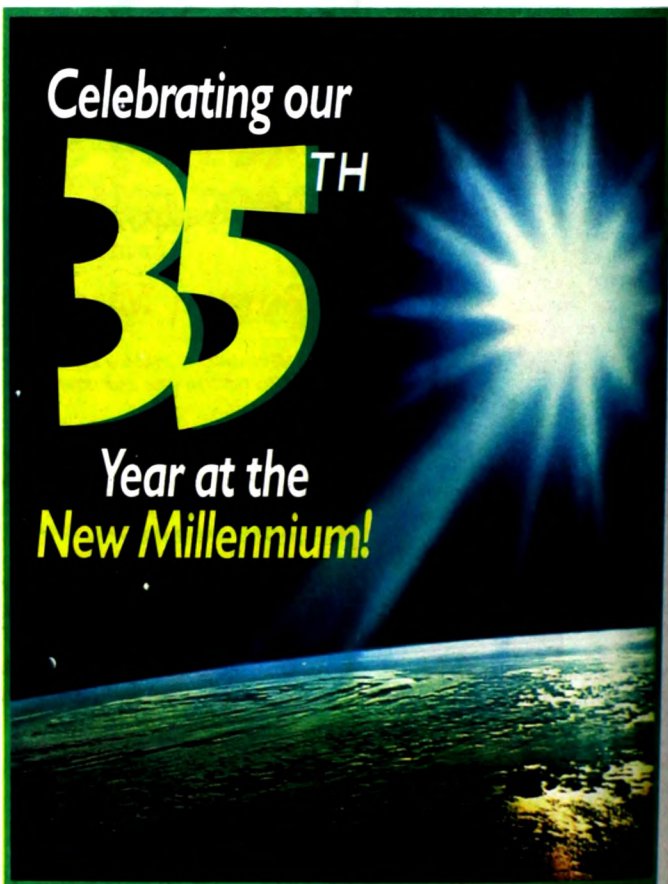
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FOR SALE—Ray's Food Center. Full line of groceries and frozen foods. Beer, wine, Lotto, check cashing, money orders and fax. Lottery sales average \$12,000 weekly. Located between U. of D. & Marygrove College campus. Building and business for sale. Building 10,000 sq. ft., business 5,000 sq. ft. + base-ment. For more info call Ray at (313) 861-0282.

PARTY STORE FOR SALE—Great income. Good neighborhood. Border of Detroit and Dearborn. Deli, pizza, beer and wine. Fred or Joe (313) 849-5440. Call Now!

SAGINAW HIGH VOLUME PARTY STORE
For Sale. Saginaw Township location on heavily traveled road. SDD, SDM & Lottery Sales volume 1.4 million. Also available, several high volume restaurants in the Saginaw/Bay City market area. For more information contact Brian Saha, Trombley Real Estate & Leasing Co., (800) 678-1962 or (517) 895-2700.

www.Lottery-watchdog—Take control of your instant Lottery Ticket sales.

EQUIPMENT FOR SALE—Popcorn machine, Hot Dog Steamer, Bunn Coffee Maker w/ 3 warmers. \$850 takes all! Call Patrick at (810) 725-2076.

PARTY STORE FOR SALE—NEW BALTIMORE
Four blocks from Lake St. Clair. Beer, Wine, Lotto, Check Cashing, Money Orders and Fax Business averages \$11,000/week. Lottery averages \$4,000/week. For more information call Patrick at (248) 396-0714.

FOR LEASE—33,000 sq. ft. supermarket. Currently operating as a Kroger store. Turn key operation. Located in Monroe strip mall on SMART bus route. Call John Miram for details at (810) 978-0191 or (810) 523-4908.

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

SDD LICENSE FOR SALE—Highland Park. Will accept all reasonable offers. Call (248) 548-2900, ext. 3033.

MEAT & DELI BUSINESS IN SANDUSKY, MI—Well established business opportunity includes equipment, inventory and Real Estate. Cute 2-bedroom home w/ full basement adjacent to business. \$129,000 for business or \$188,000 for business & house. Call Shirley—(810) 387-2502. Century 21 First Choice.

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

SPECIALTY FOOD AND MEAT MKT.—2 blocks from Great Lakes Marina in popular Northern Michigan community including real estate, business/equipment/smokehouse, detached storage building, apartment and parking lot. Beer & wine. Call Peg Hatch, Century 21 Lakeside 888-264-5611 for information package 5-107.

FOR SALE—Party Store in Warren. Excellent location! Good business with GREAT income. Call Sam or Mike at (810) 751-6440.

FOR SALE—Four Door Reach-In Cooler, compressor 1 year old - \$1,000. Gas Countertop Pizza Oven - \$1,000. Two Deck Blodgett Gas Pizza Oven - \$2,200. Copy machine - \$400. Call Sam @ (248) 268-4774.

FOR SALE—Liquor, Deli, Pizza. Brighton area. High volume corner! Business & proper, available. Contact George at (313) 460-9194.

ESTABLISHED NEWER PARTY STORE—Port Huron, MI. 6,000 plus sq. ft. liquor, beer and wine. Large Lotto sales. First class—6 year old equipment and building. Excellent location and clientele! Contact Bob Greene, H. Mosk Real Estate, Inc. (810) 985-9816 for more info.

DELI EQUIPMENT & SHELVING FOR SALE—Misc. stor. fixtures also available. Call Art at (734) 675-7006.

LIQUOR STORE w/LOTTERY FOR SALE
Detroit, west side location. Beer, wine & grocery. 4,500 sq. ft. building. Store sales—\$16,000/wk. Lottery sales—\$8,000/wk. Business for sale—building optional. Serious buyers only! Call (313) 934-6234—ask for Nick or Joe.

PORT HURON—Small supermarket. Includes meat department w/ smokehouse, deli, bakery, nuts and SDM. Real estate and business for sale. Always been profitable. (810) 329-4198.

SUPPLIERS—Looking for ways to increase your market visibility? Let the AFD show you how. Promotional opportunities through membership initiatives. Call Dan Reeves at (248) 557-9800.

SuperTechMart

continued from front page

choice. How well suppliers, wholesalers and retailers optimize the demand chain to serve that customer will play a key role in determining the future success and prosperity of the food industry," said Kenneth Fobes, Chairman of Strategy Partners Group, Inc., the designers of SuperTechMart.

"All of us are very aware of the impact the 'internet revolution' is having on our businesses. Many firms have already entered into the home shopping arena. But, being 'e-enabled' means much more than that. It's business-to-consumer, business-

to-business and business-within-business. The power of the network can help give our companies the edge we need to compete more effectively," Fobes added.

For those of you who were unable to go to FMI's Chicago show, here's a written tour of SuperTechMart:

An introduction to the future

The retail and wholesale grocery business has changed dramatically over the past century. And that change is accelerating in the year 2000. Much of this is a result of the explosion in new technology. A multi-media presentation highlighted these changes and introduced the SuperTechMart educational exhibit.

In SuperTechMart, the sales environment starts and ends with the consumer. New technologies enabled consumers to have more control over their buying decisions than ever before, as well as making it easier for them to communicate their needs. Our first stop was the virtual kitchen of a typical internet family who uses home computing to make their lives simpler and more enjoyable.

They used a hand-held scanner to scan groceries that they had purchased at their local store. They also scanned the empty boxes of items that they had used up, before

See SuperTechMart
page 34

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SuperTechMart continued from page 33.

they threw the box away. This information was then compiled, by their computer, into a shopping list. (I can see one problem with this technology. The scanner is small – about the size of a television remote control, pocket Gameboy, or cordless phone. My children have a hard enough time locating these items. Unless the scanner comes with a page button, sooner or later it would end up in the bottom of the toy bin, between the seat cushions of the couch or in the back of the refrigerator.)

But back to the virtual family; before heading to the store, this

family linked to their local supermarket via the internet, shopped online and their groceries were waiting at the store at a specified time. This sounds pretty good to me!

A visit to the virtual store

In our tour, the link between customers and their local stores became closer, as retailers learned how to use technology to connect to the consumer and make their shopping experience more convenient and enjoyable. In the store, we saw customer-specific marketing. Because our Mom from the virtual home was a preferred shopper, the store knew her preferences. All she

had to do was log in once she arrived at the store. Her own personal shopping list appeared, along with coupons that spoke directly to her buying patterns. We also saw another customer avoid check-out lines entirely by purchasing items online at home, scanning them herself at the store and simply walking out with her purchases.

The store operations

We then went to the back of the virtual store to learn how today's enabling technology can help improve store operations. Store-specific data was used to insure that "the right product is in the right store for the

right customer at the right time." In addition, we were shown how the full power of the web was used to gain increased efficiencies in retail operations, as processes are simplified, redundant tasks are eliminated and communications channels are enhanced. Data from scans of purchased items was used to provide information about which items were moving and which stayed on the shelves. Ordering from company headquarters was effortless, as items that moved quickly were automatically reordered and slow-moving products were eliminated or order sizes were reduced.

Back at headquarters

Here the focus shifted from supply-driven to demand-driven operations, as retailers learned how to optimize their "bricks and clicks" to better serve their customers, collaborate with their suppliers and simplify their business processes. Traditional data mining gave way to the new "knowledge discovery" tools to find the gold hidden in data warehouses as the customer became the focus of the entire enterprise. Armed with data that began with a scan in the customer's home, this new technology gives retailers the information needed to make intelligent purchase decisions based on sales and also streamlines the process, eliminating the need to place orders. It is all done with the click of a mouse in the virtual city of SuperTechMart.

"We Card" Available Online

The Coalition for Responsible Tobacco Retailing has now put the "We Card" program online. Now, retailers can order their "We Card" materials, research information on the state and federal laws concerning tobacco sales to minors, and learn how law enforcement is involved with the "We Card" program through the "We Card" Web site. The "We Card" program provides effective employee training sessions and materials for free. These materials include point-of-sale signage, a video, an employee-training guide, and posters that are sure to be noticed by minors and parents alike. In addition, the program provides daily reminders like the age-of-purchase calendars, which make it easy for sales associates to determine if customers are of legal age to purchase tobacco.

To order your "We Card" materials, learn more about the program, or gain a better understanding of tobacco laws, please log onto the "We Card" Web site at www.wecard.org, or call "We Card" at (800) 934-3968.

SUPPORT THESE AFD SUPPLIER MEMBERS

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General Wine & Liquor (248) 852-3918
National Wine & Spirits (888) 697-6424
(888) 642-4697
Encore Group/Trans-Con, Co. (888) 440-0200

BAKERIES:

Academy's Scotch Bakery & Sausage (313) 532-1181
Archway Cookies (616) 962-6205
Avery Bakes, Inc. (313) 522-1100
Dolly Madison Bakery (313) 796-0843
Interserve Brands Corp. (248) 967-2020
Kreppelinger Bakes, Inc. (248) 967-2020
MezTaviser Oven Fresh Bakery (734) 946-4865
S & M Biscuit Dist. (Siella D'Ono) (810) 757-4457
Tastee Bakes, Inc. (248) 476-0201

BANKS:

KPN Technologies (ATMs) (800) 513-4581
Michigan National Bank 1-800-225-5662
North American Interstate (248) 543-1666
Peoples State Bank (248) 548-2900

BEVERAGES:

Absorption Water Co. 1-800-334-1064
Ak Wa Water (248) 627-3747
Allied Domeq Sprinklers USA (248) 948-8913
American Bottling (313) 937-3500
Anheuser-Busch Co. (800) 414-2283
Arcadia Brewing Co. (616) 963-9520
Bacardi Imports, Inc. (248) 476-4600
Bellini Quality Beverages, Inc. (734) 647-0920
Brown-Forman Beverage Co. (734) 433-9989
Central Distributors (313) 946-6203
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Auburn Hills (248) 373-2653
Detroit (313) 825-2700
Madison Heights (248) 585-1248
Van Buren (734) 397-2700
Port Huron (810) 982-8501

Coffee Express (734) 459-4900
Coors Brewing Co. (513) 412-5318
E & J Gallo Winery (248) 647-0001
Easton Distributors (313) 867-6900
Paygo Beverages, Inc. (313) 925-1600
General Wine & Liquor Corp. (313) 867-0521

Graef Lakes Beverage (313) 865-3900
Haben Distributors, Inc. (248) 858-2340
Innate Distributing (313) 892-3000
J. Lewis Cooper Co. (313) 278-5400
Jim Beam Brands (248) 471-2280
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L & L Wine World (248) 588-9200

Michigan Grape & Wine Industry Council (517) 373-1104
Miller Brewing Company (414) 259-9444
NAPA, USA (248) 788-3253
O.J. Distributing, Inc. (313) 533-9991
Oak Distributing Company (248) 674-3171
Pabst Brewing Co. 1-800-935-6333

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- Howell 1-800-878-8239
- Pontiac (248) 334-3512

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Seagram American (248) 551-9933
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CrosMark (734) 207-7000
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Karen's Cafe at North Valley (248) 855-8777
Nutrition Services (517) 782-7244
Penna's of Sterling (810) 978-3880
Southfield Manor (248) 352-9020
St. Mary's Catholic Center (313) 421-9220
Tina's Catering (810) 949-2280

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Golden Valley Dairy (248) 399-3120
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Pointe Dairy Services, Inc. (248) 589-7700
Stroh's Ice Cream (313) 568-5106
Superior Dairy Inc. (248) 656-1523
Tom Davis & Sons Dairy (248) 399-6300

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Montgomery Egg (517) 296-4411

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Sunrise Produce (313) 259-8947

ICE PRODUCTS:

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

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Tri-County Pest Control (810) 296-7990

INSURANCE:

Blue Cross/Blue Shield 1-800-486-2365
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IBF Insurance Group, Inc. (517) 351-4900
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Meadowbrook Insurance (248) 358-1100
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Rocky Huskins & Associates (248) 988-8888

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Bono's Pizza Co. (248) 616-3450
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Pac Em Enterprises (313) 931-7000
Philip Morris USA (616) 554-0220
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Kowalski Sausage Company (313) 873-8200
Metro Packing (313) 894-4369
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Peluxe Meat Processing (906) 353-7479
Pork Packing Co. (313) 893-4228
Strauss Brothers Co. (313) 832-1600
Wolverine Packing Company (313) 568-1900

MEDIA:

The Beverage Journal 1-800-292-2896
Booth Newspapers (734) 994-6983
Detroit Free Press (313) 222-6400
Detroit News (313) 222-2000
Detroit News-Paper Agency (313) 222-2325
Michigan Chronicle (313) 963-5522
WDIV-TV4 (313) 222-0643
WWW.WAMFM (313) 259-4323

NON-FOOD DISTRIBUTORS:

Toffler Marketing (810) 263-9110

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips (313) 925-4774
Detroit Popcorn Company 1-800-642-2676
Frito-Lay, Inc. 1-800-248RTDIT
Germack Pistachio Co. (313) 393-2000
Grandma Sherry's Potato Chips (313) 522-3530
Jay's Foods (800) 752-5309
Kai Nut Products Company (248) 541-7870
Niklaus Distributors (Cabana) (313) 571-2447
Pioneer Snacks (248) 862-1900
Rocky Peanut (313) 871-5100
Vintner Snacks (810) 268-4900
Vintner Snacks (810) 365-5555

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J.R. Marketing & Promotions (810) 796-2246
JDA, Inc. (313) 393-7835
Market Advantage (248) 351-4296
PJM Graphics (313) 535-6040
Promotions Unlimited 2000 (248) 557-4131
Stanley's Advertising & Dist. (313) 961-7177
Stephen's Nu-Ad, Inc. (810) 777-4623

RESTAURANTS:

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

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AMT Telecom Group (248) 862-2000
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Automated Collection Systems (248) 354-5012
Bellanca, Beatrice, DeLisle (313) 882-1100
Cellular One—Traverse City (231) 922-9400
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Checkmate Inventory Services (313) 263-3556
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Great Lakes News (313) 359-1001
Guardian Alarm (248) 423-1000
J & B Financial Products LLC (734) 420-5077
Jerome Urechek, CPA (248) 357-2400, 1257
Korath Associates (517) 482-5000
Law Offices—Garmo & Garmo (248) 552-0500
Market Pros (248) 349-6438
Meter Mate (800) 843-6283
Metro Media Associates (248) 625-0700
Nationwide Communications (248) 208-1200
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Paul Meyer Real Estate (248) 398-7285
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DCI Food Equipment (313) 369-1666
Empico (248) 471-4770
Hobart Corporation (734) 697-3070
Kansmacker (517) 374-8007
Martin Snyder Product Sales (313) 272-4900
MSUBOCAR 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
Sarkoz-Hollymatic Equipment (313) 381-5773
Serv Tech Cash Registers (800) 866-3368
Taylor Freezer (313) 525-2535
TOMRA Michigan 1-800-610-4866
Wade Mahay Produce Specialists (248) 706-9572

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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 (330) 879-5681
Food Services Resources (248) 738-6759
Garden Foods (313) 584-7800
Global Interactive Technology (517) 681-2729
Gourmet International, Inc. 1-800-875-5557
Hamilton Quality Foods (313) 728-1000
Hammill Music, Inc. (248) 594-1414
Hav-A-Bar (810) 234-4155
I & K Distributing (734) 513-8282
Jerusalem Foods (313) 538-1511
Kapi 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
Lipman Foods (410) 447-3500
Mr. Doe'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) 366-1100
Spartan Stores, Inc. (313) 455-1400
State Fair Wholesale, Inc. (248) 542-3535
Suburban News Warren (810) 756-4000
Fini (810) 785-4200
Super Food Services (517) 777-1891
SuperValu Central Region (937) 374-7874
T.I. Sprices, Inc. (810) 790-7100
Tison's Frozen Pizza Dough (810) 566-5710
Value Wholesale (248) 967-2900
Waukesha Food Corp. (810) 727-3535
Yipilanti Food Co-op (313) 483-1520

ASSOCIATES:

American Synergistics (313) 427-4444
Canadian Consulate General (313) 567-2208
Liverson-Davison Florist (248) 352-0081
Manich's Bots & Motors (810) 748-3400
Widelen & Assoc. (248) 588-2358
Wolverine Golf Club, Inc. (810) 781-5544

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