

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. 10

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

OCTOBER 2000

Working hard for our members.

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Legislative Update

Death Tax phase-out veto override fails

The House of Representatives failed by 14 votes to override President Clinton's veto of a bill to phase out the estate tax. NACS had strongly supported the bill to eliminate the "death tax," which had received strong bipartisan support in Congress but was vetoed by the president on Aug. 31.

The vote in favor of the override was 274-157, falling short of the 299 needed for a two-thirds majority. Voting in favor were 220 Republicans, 53 Democrats and one independent, while the tally opposing the override included one Republican, 155 Democrats and one independent. Two Republicans and two Democrats did not vote.

While this is an uphill battle, NACS will continue to work with members of both sides of the aisle to come up with a compromise estate tax relief proposal prior to Congress adjourning for the elections.



Whether you were "Made in Michigan" yourself, or adopted this state as your home later in life, this Jolly Roger-shaped peninsula is your home and a great one at that! From our fertile soils and abundance of fresh water to our numerous manufacturing strengths, Michigan is certainly a great state. In this issue we profile Michigan companies and provide information on products that are made in Michigan. We also feature a special section dedicated to Michigan wines. Take a look! There are many reasons that we can be proud of our state. But first, here is a light-hearted look at those of us who call Michigan our home:

You just might be from Michigan if...

- You bake with "soda" and drink "pop."
- You have ever been sunburned and frostbitten in the same week.
- You point to a spot on the palm of your right hand when telling people where you're from.
- You can explain the difference between yoopers, and fudgies.
- You know that a place called Kalamazoo actually exists.
- You know someone who was Asparagus Queen at a county fair.
- Someone says "down south" and you think of Toledo.
- Your family breaks into violence during the MSU/U of M football game.
- You have as many Canadian coins in your pocket as American.
- Coast-to-coast means Port Huron to Muskegon.
- You know how to play Euchre.
- You are not fazed by a traffic sign saying "Snowmobile Crossing."
- You have no problem spelling names like Mackinac, Tahquamenon and Ypsilanti.
- The Big Times are either Ford, Chrysler and GM or Domino's, Little Caesar's and Hungry Howie's.
- You know that it's usually warmer in Hell than in Paradise.
- You go "up north" for the weekends.
- "Submarine" is a sandwich and "Big Mac" is a bridge.
- You used to believe Ernie Harwell when he said that the fly ball that went into the stands at Tiger Stadium was caught by a man from Warren.
- You don't have a coughing fit after a sip of Vernors.
- You know all the lyrics to "The Wreck of the Edmund Fitzgerald."
- You thought Alkaline batteries were named after a Detroit Tiger outfielder.
- You know all the lyrics to "Take This Job and Shove It."
- You think that having clogged sinuses is normal.

"Toast Michigan" celebrates Michigan wines

Join us on Friday, October 27 for AFD's new wine-tasting event, **Toast Michigan: Savor the Flavor of Michigan Wines** at the Excalibur Banquet Hall in Southfield from 5:30 to 9:30 p.m. Over 50 Michigan wines will be available for tasting.

Tickets are just \$25 per person and are available at

the door or by calling AFD at (248) 557-9600 or 1-800-66-66-AFD.

Encourage your customers to attend and learn more about our state's wines! This is the first time for an all-Michigan wine tasting in the Metro Detroit area.

More information and a pull-out program begins on page 19.

Voluntary Nutri-Facts must be posted

It is once again time to make sure that Nutri-Facts point-of-purchase nutrition information is posted in your produce and seafood departments.

Government inspectors will be checking retail stores for the posting of produce and seafood nutrition information. It is critical that you post the approved government data to be considered in compliance.

Should retailers not make this threshold for compliance, mandatory nutrition labeling regulations may be implemented.

Imagine a mandatory "Nutrition Facts" label on every produce and seafood item you sell in your stores.

No new nutrition data have been issued since the last surveys were conducted.

Please help the industry make an all-out effort towards the next round of surveys by making sure this information is posted in each of your stores.

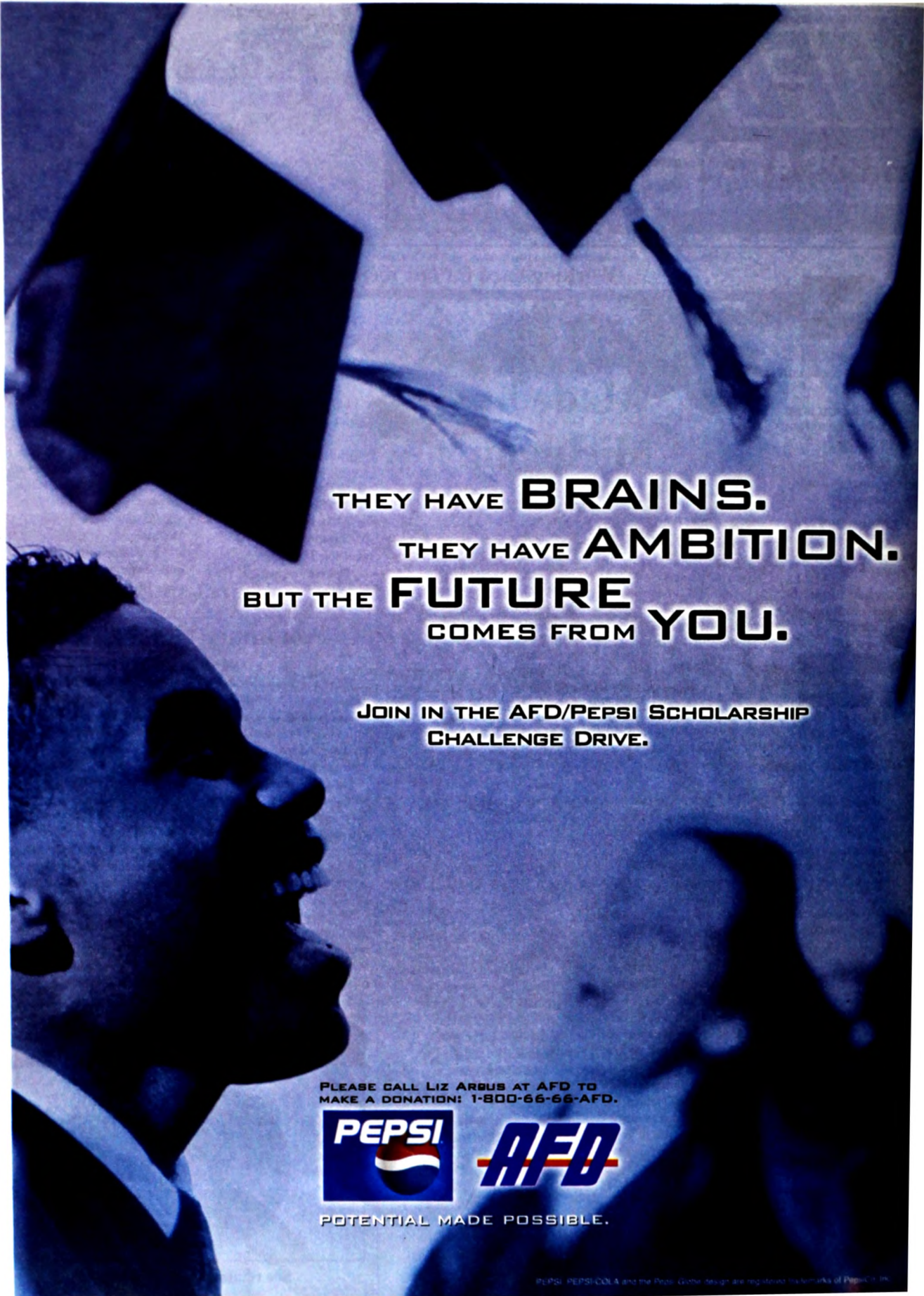
Color posters and brochures may be obtained through FMI's Publication Sales Department at (202)-220-0725, and can be printed off the website at www.fmi.org/consumer/nutrifacts.

RATINGS OF ONLINE GROCERY PURCHASING EXPERIENCES



See related story, page 39.

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



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President's Message

AFD offers cutting edge prepaid cellular solution



By Joe Sarafa
AFD President

TekTel Marketing, Inc. and AFD have joined forces to offer retailers a chance to sell a prepaid cellular phone featuring the Verizon Wireless prepaid product.

Prepaid cellular – cellular service that is paid in advance – is now establishing a firm hold in America. Although prepaid customers make up only 2 percent of cellular subscribers, this segment is growing quickly.

Today, according to Verizon Wireless, 50% of the new business is coming from prepaid. Estimated overall revenue for prepaid cellular in 1997 was \$800 million. The projected revenue for 2000 is over \$2 billion.

TekTel Marketing, Inc. has joined with AFD to offer a way for retailers to sell prepaid cellular service: a Verizon Phone-in-a-box. The program offers 4 denominations of airtime replenishment cards from which to choose, low per-minute pricing, no long distance charges and six months expiration on airtime. Phones are delivered via second-day service.

The key to the program's success is not just the sales of handsets. Retailers benefit from the ongoing sales of replenishment cards for the phones.

Jeffrey Kagan, President of Kagan Telecom Associates, was quoted in *American's Network* as saying: "prepay probably represents the biggest gold mine the cellular/wireless industry has ever seen."

Although most consumers purchase the phone-in-a-box because they can buy a new cellular phone with activation and free talk time for well below \$100, there are still approximately 20 million cell phones, which are inactive, laying in drawers somewhere. Verizon's ability to activate most pre-owned analog

phones with the purchase of an airtime card provides the retailer additional revenue potential. What was useless hardware from previous cellular services becomes a great second phone, or safety and security for a family member.

Retail stores are the natural distribution channel for prepaid cellular service. According to *Convenience Store News Industry Report* from 1996, an eight percent increase in the "services" category was attributed to "products such as money orders and prepaid phone cards." In just two years, according to the same report from 1998, the category accounted for 22 percent of all general merchandise sales.

For more information on how your store can benefit from prepaid cellular sales, contact Liz at AFD, 1-800-66-66-AFD, and start increasing your profitability today!

Our new social event, Toast Michigan

Please plan to attend our newest social event: **Toast Michigan, Savor the flavor of Michigan wines.** It's an all-Michigan wine tasting that AFD is sponsoring with the Michigan Grape and Wine Industry Council. I'm proud to say that we'll have over 50 wines to sample along with great music and some Michigan-influenced hors d'oeuvres. Toast Michigan takes place on Friday, October 27 at Excalibur Banquet Center in Southfield and tickets are just \$25. Check out the program, beginning on page 19 for more details

Helping others has its rewards – 2,000 turkeys in 2000

For the 20th year, AFD is sponsoring its annual Turkey Drive. This year the Turkey Drive committee has pledged to put a bird on the Thanksgiving table of 2,000 Metro Detroit families that may not otherwise be able to enjoy this special meal.

You can make a difference! We always welcome your help in raising funds and distributing turkeys. It is truly heartwarming to be a part of our annual Turkey Drive and to know that together we have brightened the day for 2,000 needy families. To help, or to make a donation, call me at 1-800-66-66-AFD

The Grocery Zone

By David Coverly



Employee health: An important part of food safety



By Katherine Fedder, Director,
Food and Dairy Division
Michigan Department of Agriculture
The importance of employee health
in today's food industry may be best
illustrated by "Typhoid Mary."

"Typhoid Mary" was a cook in the
mid 1880's. During a 10-year span,
Mary worked for eight families and a
hospital.

Unknown to anyone at the time,
Mary once had a mild case of typhoid
fever, which is caused by *Salmonella*
typhi. Although she no longer
exhibited any symptoms of the
illness, she still carried the bacteria in
her intestines, spreading the typhoid
fever to seven of the eight families
and two dozen doctors and nurses.
Investigators suspect that Mary
spread the bacteria when her unclean
hands touched food, food utensils,
food contact surfaces or water.

The Michigan Food Law of 2000,
which takes effect on November 8
and adopted the Food and Drug
Administration's (FDA) 1999 Food
Code, contains very clear
requirements designed to prevent
food workers from becoming a
"Typhoid Mary." The new law
requires the person in charge of a
food facility to:

- Understand causes and prevention
of foodborne illnesses;
- Require food workers to report
certain health conditions;
- Ensure that employees
understand food safety principles;
- Prevent sick employees from
contaminating food.

Understanding causes and prevention of foodborne illnesses

You don't have to have a medical
degree to prevent foodborne illness.
The Centers for Disease Control and
Prevention has already identified the
disease causing organisms most often
transmitted by food. The list can be

found in Annex 3, Section 2-201.11
of the 1999 Food Code. The Food
Code identifies four organisms as
being particularly dangerous:
Salmonella typhi, *Shigella spp.*,
Escherichia coli 0157:H7, and the
hepatitis A virus. These organisms,
sometimes called the "Big Four," are
both highly infective, meaning it only
takes a few organisms to infect
someone, and highly virulent,
meaning a person can become
severely ill once infected.

Sometimes, food workers do not
seek medical care and may not know
the cause of their illness. The Food
Code also identifies the symptoms of
illnesses that can be easily spread by
food, including diarrhea, sore throat
with fever, vomiting, fever, jaundice,
discharges from the eyes, ears, nose,
and mouth, and lesions with pus.

Requiring reporting of certain health conditions

The Food Code also requires
reporting of health conditions that can
be readily transmitted by food. The
facility manager is responsible for
ensuring that food workers report any
present or past "Big Four" illness and
any time that they have symptoms of
illnesses that can be easily spread by
food.

The Food Code's Annex 7 contains
examples of forms employers can use
to document that employees are
knowledgeable about these
requirements. Food employees are
then legally liable for informing their
managers of these health conditions.
Persons in charge are further
responsible for notifying their
regulator when a food employee is
diagnosed with an illness due to one
of the "Big Four."

MDA is unaware of any legal
conflict between these reporting
requirements and confidentiality
requirements contained in other state
or federal laws. These reporting
requirements do not negate
requirements to otherwise safeguard
the confidentiality of personal
medical information.

Training employees to understand food safety principles

Excellent food safety training
programs and materials are currently
available for food managers and food
workers. Information on food safety
training opportunities was included
with the *Food Digest* newsletter that
MDA recently mailed to each
licensed food establishment in

Michigan. Information on food safety
training is also available from the
Associated Food Dealers and from
MDA's web site at <http://www.mda.state.mi.us>. Now is a good
time to think about how to best
inform your employees of the new
reporting requirements and other
changes that will be taking effect
November 8, 2000.

Preventing sick employees from contaminating food.

Two key supervisory
responsibilities in this area are to
ensure effective handwashing and to
prevent ill employees from working
with food. The importance of
effective handwashing was discussed
in an earlier issue of the *Food and
Beverage Report*. The Food Code
requires persons in charge to prevent
food contamination by employees
with certain medical conditions
through either restricting or excluding
them from work.

Restriction means preventing the
individual from working with
exposed food, clean equipment,
utensils and linens, and unwrapped
single service and single-use articles.

Exclusion means the employee is
not allowed in any part of the food
establishment when there is a
possibility of transmitting the
pathogen via food or person-to-person
contact.

The Food Code is a good source of
detailed information on placing and
removing work restrictions and
exclusions. The Americans with
Disabilities Act (ADA) of 1990
requires employers to accommodate
affected individuals by identifying,
where reasonably possible, alternative
work responsibilities that fulfill the
intent of restriction or exclusion.
Additional information about the
ADA is available by calling the U.S.
Equal Employment Opportunity
Commission toll free at
1-800-669-3362.

Many facilities already have
procedures in place that are
compatible with these Food Code
requirements. MDA is currently
developing materials that will assist
food facility managers in complying
with these requirements. Please
contact us at (517) 373-1060 if you
have any further questions or need
additional information. We look
forward to working together to
prevent contamination of foods by
food facility employees. No food
establishment today can afford a
"Typhoid Mary."

Calendar

October 8-11
**FMI International Auditing
Conference**
Orlando, FL
(202) 220-0710

October 20-24
NACS Show 2000
New Orleans, LA
1-877-684-3600

October 22-25
**Food Industry Productivity
Convention**
Minneapolis Convention Center, MN
(703) 532-9400

October 27
**AFD's Toast Michigan: Savor
the Flavor of Michigan Wines**
Excalibur, Southfield
(248) 557-9600

November 12-15
**Retail Store Development
Conference**
San Diego, CA
(202) 452-8444
www.fmi.org

November 21
**AFD's 20th Annual Turkey
Drive**
Metro Detroit
(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
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The opinions expressed in this maga-
zine are not necessarily those of the
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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, South-
field, MI 48075, (248) 557-9600 or
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FOOD INDUSTRY ASSOCIATION EXECUTIVES

N.G.A. calls for action to ensure recipients' access to food stamps

In the wake of numerous reports of breakdowns in the electronic system for dispensing food stamps, the National Grocers Association (N.G.A.) has called on the Agriculture Department to take steps to ensure that recipients can still get food when there is a breakdown in the electronic benefits transfer (EBT) system.

In a meeting with Shirley Watkins, the department's undersecretary for food, nutrition and consumer services, and Judy Paradis, deputy undersecretary, Thomas Wenning, N.G.A. senior vice president and general counsel, urged that the department act quickly to "adopt as its number one priority a procedure that authorizes emergency vouchers

when EBT systems are out and/or voice authorization is unavailable."

Also at the meeting to discuss the problems that food stamp recipients and food retailers have experienced was Don Mascola, director of in-store operations for K-VA-T Food City Stores, who told Watkins about the adverse impact of grocery failures in the EBT system, and representatives from FMI.

Wenning recommended several actions by which USDA could better serve grocers and food stamp recipients.

"Retailers," he said, "should be

able to provide food stamp recipients with up to \$40 worth of groceries under an emergency voucher system. This will at least permit food stamp recipients to receive some food items with the presentation of their EBT card and signature provided to the food retailer at checkout."

In addition, said the N.G.A. executive, "USDA needs to act to reduce the allotted time for reversals and adjustments, so that food stamp recipients can have timely access to their benefits. Food stamp recipients and retailers are experiencing unnecessarily long periods of time by

EBT contractors to process reversals. Also, USDA should conduct a thorough review of contractor EBT systems to assure that redundant backup systems are in place to take over when outages occur."

Watkins indicated that USDA has serious concerns about EBT outages and other problems with the system that are occurring, particularly when they result in food stamp recipients being unable to purchase food or have access to food stamp money. She said that the department is considering a variety of steps to take to resolve these problems.

AFD is accepting nominations for the Board of Directors

It is time to begin the process of choosing our new AFD Board of Directors for 2001. Any voting member of the association may be nominated to sit on our board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated, in writing, no later than October 20, 2000. All nominations require the support of 26 other members in good standing or a majority vote by the nominating committee. If you are a retail member, you must seek a retail position on the board. If you are a general member, you must be nominated to stand for a general director's position.

In addition, the AFD will accept nominations for regional directors' positions for regions 1 and 2. Please send your nominations with supporting signatures to the AFD Nominating Committee, 18470 West Ten Mile Road, Southfield, Michigan, 48075.

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

Foreign language facts

An employer may not require staff to speak English at all times unless there is a compelling business reason to justify such a rule. Also, a foreign accent will rarely be considered valid justification for an adverse hiring or assignment decision.

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50ML	8910-3	1.23	1.25	1.47

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MLCC reports significant increases in liquor sales revenue

Taxes and profits turned over to state to benefit state schools, citizens

The Michigan Liquor Control Commission (MLCC) has reported significant increases in profits and taxes generated by growth in liquor sales since 1997. The increased revenue is good news for Michigan citizens and school districts since all profits and taxes generated by the sales are turned over to the General Fund, School Aid Fund and other state funds.

Liquor sales in the state have

increased \$24.6 million from Fiscal Year (FY) 1997 to 1998, \$35.3 million from FY 1998 to 1999, and sales are ahead of last year by \$33.4 million for the first 10 months of FY 2000.

State officials point to a number of reasons for the sales increases, including the privatization of liquor distribution and implementation of stringent internal financial controls within the LCC. Other reasons cited

include the increase in sales of vodka; growing popularity of super premium and ultra premium brands; skyrocketing brand sales; and a surging economy.

The LCC, which is designated by state law as the wholesaler of liquor in Michigan, privatized the distribution portion of the operation in January, 1997. The LCC is an agency within the Michigan Department of Consumer & Industry Services (CIS).

CIS Director Kathy Wilbur said, "The transition to private distributors has allowed the Commission to offer many more brands and sizes, provide free weekly deliveries, and liberalize its policy on selling single bottles. Privatization can and does work."

Interim LCC Chairman Walter Keck said privatization allows greater flexibility for licensees to try new products. "Prior to privatization, the state carried about 1,000 items in inventory," he said. "The private distributors have some 4,200 items immediately available for purchase."

Liquor sales increases have been reported across the country and many industry experts cite a growing economy as the reason. In Michigan, vodkas, as well as premium and super premium brands are leading the surge. For the 12 months ending June 30th of 2000 and 1999, imported vodkas (up 11%), imported rums (up 16%), and Tequilas (up 11%), are the 3 categories which have seen the greatest increases measured by gallonage sales.

"While the Liquor Control Commission does not encourage or influence sales of any particular spirit brands, the sales increase does have some positive results for Michigan's citizens in the form of more revenue for the State and School Aid Fund," said Keck.

The Liquor Control Commission's collection of taxes exceeds \$40 million annually for beer and \$7 million for wine. Beer tax collections have remained relatively flat over the last 3 years, while wine tax collections have slowly but steadily increased. Wine tax collections increased 2.6% in FY 1998, 1.6% in FY 1999 and 3.2% for the first 10 months of the FY 2000.

An Office of the Auditor General audit released last week reveals the Michigan Liquor Control Commission operations are in good standing. It noted several technological improvements, including a new Electronic Fund Transfer program for licensees to pay invoices, an improved inventory control process, and an updated information technology system which ensures more efficient and accurate sales data collection for wholesale liquor operations.

Wilbur said, "I believe much of the credit for growth in liquor sale gross profits is due to these changes which has made LCC a leader in the industry in recent years. The privatization of the distribution system, technological improvements and more stringent internal controls all add up to increased efficiency. And all Michigan taxpayers, licensees and Authorized Distribution Agents are winners because of it."

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Envipco sets the standard for reverse vending

by Ginny Bennett

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

In 1978 the Michigan Bottle Act became law, requiring retailers to collect bottle deposits when selling beer and soda pop, and then issue a refund on the deposit once the empty containers were brought back to the store.

Envipco pioneered the automated recovery of disposable containers with its first generation of reverse vending machines (RVM). The first U.S. system for redeeming disposable containers was developed in 1983 to serve the retailers and bottlers in New York. This limited beginning has spawned a new industry.

The companies first task is to provide retail stores with a clean, efficient and economical solution to the proliferation of redeemable containers caused by implementation of the bottle act.

The CF1500 Envipco products are available worldwide, addressing the needs of communities and countries around the globe. Although the world's recycling needs are challenging, Envipco has responded and is becoming an international leader.

Envipco services its customers through a network of 200 employees dedicated to the industry they have helped to create. The company has a presence in nine of the ten bottle deposit states with over 4,000 machines installed in the field.

The Michigan office opened in 1994 and to date there are over 250 machines installed in more than 60 stores statewide. "We are looking for slow, steady growth in Michigan," says Dana Richdale, Envipco General manager. "We clearly recognize that the only way we can gain market share in Michigan is to provide the very best customer care. Our commitment is to be available seven days a week and 24 hours a day. Our goal is to respond to customers right away, and even though our territory is enormous, we want to service customers within two to four hours."

A recent reorganization and a new President and CEO, Gool Santchurn, have helped to jumpstart the company. Envipco has increased machine placement in the field by 35



percent since the beginning of the year 2000. "We are focusing on manageable growth that the company can sustain," says Santchurn, adding, "We are building upon our reputation." When Envipco delivers a machine to a customer they are committed to keeping the equipment running trouble-free.

Richdale believes that all the competing reverse vending machines work well. However, the Envipco version, U.S. made in Connecticut has certain advantages over its competitors. For example, the aluminum machine has a storage capacity of 1440 containers, whereas other machines only have a capacity of 720 containers. "Our company provides superior communication interface with the equipment," Richdale says. This may be important when a large grocer needs to process bottles and cans for hundreds of customers daily.

Whether a customer needs one machine or several, Envipco can help to collect any number of containers and provide accounting services for each respective container by product, type of material, when and where it was redeemed and much, much more.

"Saving money is a function of volume," says Richdale. Although decreased labor saves money, the volume necessary to break even should be in the 20,000 a month range and above 30,000 to achieve profitability. Large volume stores such as Meijer achieve volumes of roughly a million returnables a month.

Used as an accounting tool, Envipco acts as the collection and disbursement agent for redemption

payment in certain markets, making the job less labor intensive for individual store owners. Service is available to augment the training for retailers who lease or buy Envipco reverse vending machines.

Handling refillable containers is another environmental solution offered by Envipco. In addition to disposing of and recycling cans and bottles, refillable containers are also available and popular in some markets. Envipco acquired the German firm, EM, to better serve these customers.

To expand its plastics processing operations, Envipco has acquired the French plastics recycling organization SOREPLA. Polyethylene Terephthalate (PET) has emerged as the preferred plastic bottle type for recycling and this material, as well as others like HDPE, involve a sophisticated process and unique technology.

Although the individual retailer might not be concerned with what happens to the containers once they leave his store, the *reduce, reuse, recycle* concept doesn't work unless the container can be effectively redeemed in a profitable manner.

From the point of purchase of each beverage, every container has the possibility to be reborn. The CF1500 RVM provides redemption credits through a printed paper receipt that is presented by the customer to the store cashier or by a direct cash payment made by the machine.

Customers insert the container into the feed port in the front of the machine. Machines are available that accept glass, plastic or cans separately. Dual Function Machines

are capable of collecting both plastic and aluminium, internally sorting and storing the commodity into separate bins. Other machines can accept all three commodities with the ability to sort each commodity into separate collection bins.

As it is collected, the CF1500 reads the bar code (UPC or EAN) with a laser scanner to determine whether the container is eligible for redemption and to gather information needed for Envipco's patented Deposit Accounting System and to facilitate distributor credits to the retailer.

Once acceptance determination has been made, the machine may soft drop or crush glass bottles, compress or flake metal or plastic containers and store them. If rejected, the container is returned to the customer through the Reject Chute.

After acceptance, the machine credits the price of the container to the amount due the customer displayed on the front of the machine. The customer just pushes the "Request Payment Button" to receive either coins or a cash voucher, depending on the machines configuration and market location. The software safeguards against double payments in case of malfunction and the machine's memory retains the amount due the customer if a power outage should occur.

Envipco will conduct training for the machine attendants and store manager. Topics covered include safety, operations, loading the coin hopper and/or the printer paper, removing and replacing the full bags or bins, performing minor troubleshooting, care and cleaning of the machine, and performing minor safety inspections.

Retailers, who may feel put upon that they have become both the trash and the tax collector, will find that Envipco can help change that attitude about this costly and labor intensive task to feel like they are performing a public service. At the least, store owners can help provide their customers with an increased opportunity for a cleaner neighborhood and feel that they have made a contribution towards an improved environment for children around the world.

To learn more call Envipco at 1-(800) 598-8404.

Made in Michigan

From Port Huron in the east to Ironwood in the west and Niles in the south clear north to Copper Harbor, many successful businesses call Michigan their home.

On the next few pages we profile a few of the many interesting companies that are proud to be from Michigan.



Jays introduces new tortilla chips

Jays is introducing a new line of tortilla chips: FESTIDOS. A totally new manufacturing process is being utilized to deliver a consistent premium quality product that is fresh and crisp.

FESTIDOS is being positioned within the marketplace for those who love fun times with family and friends.

FESTIDOS comes in Nacho, Restaurant Style, Bite-Size, Restaurant, Round, Bite-Sized Round and Baked varieties. Sizes range from single 1-1/8 ounce to 17 ounce size.

For ordering information, call Jim O'Shea, Regional Sales Manager of Jays at 1-800-752-5309.



The Almond Hut sells U.P. Huckleberry products and more

The Almond Hut has been selling Michigan-made products since 1989 and opened a store at the Bay City Mall in 1993 at Christmas time. Four years ago, the company began selling wholesale on a small scale.

The store carries about 15 different Michigan products ranging from St. Julian sparkling grape juice to Yoozer Bars, a European-style chocolate bar. Just recently they started making strawberry flavored almonds and soon will have other flavors. Cindy Piepszak, co-owner of the store, says that products made from huckleberries are selling so well that she can't keep them in stock.

When the Select Michigan logos were introduced a year ago, The Almond Hut started using them. "Once you start putting that sticker on, it's like a flashing neon sign—people recognize it fast," Piepszak said.

Much of her business is mail order and comes from "either people who have moved away and they want some kind of memory of home or people who live here that want to send something to relatives to brag about Michigan." The Almond Hut prepares Michigan gift baskets and packages "snack size" nuts in plastic instead of paper to keep the product fresher. The company sells machine vend packs and cone bags.

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The Employment Guide gets jobs filled

The Employment Guide (EG) advertises jobs throughout southeast Michigan. In its tenth year, 140,000 copies of EG are published weekly. The guide is distributed at over 3,000 strategic, high traffic locations throughout Southeast Michigan and Greater Toledo including Kroger, Farmer Jack, Kmart, Wal-Mart, 7-11 and many others. Ads are created in display format so you can include logos, graphics, and other key information to help qualify interested readers. All artwork is free and account executives help to create and/or fine tune ad copy.

EG provides low cost, effective employment and career education advertising and offers attractive multi-insertion discounts. Also included is free internet display with your print ad. All print ads are now downloaded free onto www.careerweb.com. For more information, contact Brian Greenlee at 1-800-752-8926.

Montgomery Egg

Montgomery Egg Company, Inc.

Montgomery Butter began in 1903 when Raymond White sold it door to door and would trade the butter for farm goods. He often had a surplus of eggs, so in 1922 he started a route to Detroit, which is still run today. Eggs soon became Ray's primary product, thus the change in the company name. In 1985 a full line of cheese was added which includes a Colby cheese from Deutsch Kase Haus.

The company's motto is, "We pride ourselves in our quality and 'egg'cellent service." Montgomery Egg Company services southern lower Michigan, northern Ohio and Indiana

PEOPLES STATE BANK

Peoples State Bank has 90 years built on relationships

Peoples State Bank has been serving the food and beverage industry with over 90 years of servicing customers in the Southeastern Michigan area. The people of Peoples State Bank believe that success begins with strong relationships and a bank that understands your business. Whether it's an existing business you're financially planning for or a new acquisition, contact the bank's Professional Banker of the Year Officer Avis Karim. The bank offers solutions to checking, savings, investing and brokerage needs. For more information call the bank at 1-888-876-4545.



Verizon Wireless recently rated best

Against major wireless competitors, Verizon Wireless was recently rated best for overall digital call performance in Detroit, Grand Rapids, Lansing, Saginaw, Columbus, Cleveland, Cincinnati, Dayton, Toledo, Mansfield and Lima.

This independent study by netScan™ measured best coverage areas, highest clarity and fewest

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Melody Farms' purchase of Stroh's Ice Cream combines three Detroit-area traditions

In February of 1999, Melody Farms purchased the Stroh's Ice Cream Co. They took over the production facility in Downtown Detroit and moved the production of the Melody Farms brand into the facility along with the Stroh's brand.

The intentions were to carry on the famous family traditions of both companies by concentrating on making the best quality ice cream products using the finest candies and fruits with an innovative line of interesting flavors. With this in mind, Melody was able to renew a licensing agreement with the Sanders Candy Co., a Detroit tradition for 125 years, to produce a new line of ice cream flavors, using the proprietary ingredients of the Sanders Co. The idea was to create ice cream flavors that duplicated the traditional Sanders dessert items.

With the help of the Sanders marketing director, Diane Lynch, a new ice cream container was developed called PARLOR CLASSICS, that depicted a photo of a turn-of-the-century ice cream parlor. This line became available in July of 2000 and includes old time favorites such as: Hot Fudge Cream Puff, Chocolate Cherry Cordial, Caramel Titan Pecan, Mint Smoothie and French Silk Brownie as well as old standards such as Old Fashion Butter Pecan, Vanilla, Hot Fudge Sundae and Milk Chocolate Almond.

Detroit Warehouse is central for shipping nationwide

Detroit Warehouse Company (DWC) provides distribution, storage and shipping with a central location to all major points nationwide. With over three decades of experience in prompt, efficient distribution and service, the company has a 125,000-square foot warehouse with storage space available. DWC offers cross docking, diverted loads, strictly controlled sanitation, full security and protection and full rail facilities. The company uses all modern material handling equipment and has their own trucks for delivery. DWC is licensed for beer, wine and liquor. Call Roger Hermans for more information at (313) 491-1500.

Made in Michigan

The Frankenmuth cigar story

The site of the first stogie shop in Frankenmuth is the new home for Michigan's only cigar manufacturer. The Hilbrandt Company manufactured cigars from 1906 until 1917. Nearly one hundred years later Keith Boesneker and Connie Johnson run what is known as the Frankenmuth Original Cigar Company from that very same factory. Keith heads up the wholesale tobacco department, while sister Connie is the on-site expert torcedor (roller) and president of the

company. Johnson mastered her skill attending intensive classes held at a cigar company in Texas.

The story began during Keith's years as a college student when he would empty cigarettes of their tobacco, save the tubes and insert pipe tobacco to get a more pleasing taste, smell and smoke. Soon a friend showed him how to roll cigars with tobacco leaves and for the next ten years Keith made his "Fat Rum Tavern Cigars," a hit with his friends.

Established in 1998, the Original Cigar Company now offers premium cigars in five different sizes, from Gigantas and Coronas down to petites. The cigars are measured in rings of

tobacco ranging in size from 42-ring to 52-ring. They are made from Cuban-seed, Dominican Republic-grown leaves and the brother and sister team roll up to 100 cigars per week.

The Original Cigar Company also carries a wide variety of cigar smoking accessories, such as hats, lighters, cutters, cigarettes, and a variety of flavors like Jack Whiskey, Frankenmuth Black Cherry and Chocolate Cognac. They accept both special and mail orders. For more information, call Keith or Connie at (517) 652-0511.

More Made in Michigan profiles on page 14

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Detroit Edison seminar teaches compliance with new food safety law

Over 40 dietitians and dietary managers from southeastern Michigan gathered in Farmington Hills on September 19th to learn about the new Michigan Food Law that takes effect Nov. 8, 2000. The half-day seminar was sponsored by the Partners in Excellence program of Detroit Edison.

The topics covered in the seminar helped attendees to understand the Food Law and its implications for Michigan foodservice operations. Attendees received a wealth of

information from respected authorities.

The day began with an overview of the new Food Law by Gerald Wojtala, manager of the science and technology section of the Michigan Department of Agriculture, Food and Dairy Division.

The new Food Law is Michigan's first comprehensive new sanitation code in 23 years. It performs a number of necessary tasks to reduce the risk of food-borne illnesses to the general public. The Food Law brings

Michigan food codes into line with FDA regulations; reduces dual licensing and inspection; includes newer food safety scientific information; steps up enforcement of the Food Law; and adds importance on consumer education.

As a result of the revised and enforced restrictions, additional equipment and training is often needed to bring a foodservice facility up to speed. The rest of the day's training educated seminar attendees on applications to aid in compliance with the Food Law.

The first technology presented was an instructional demonstration of safetyNow, an automated food temperature monitoring and data service that helps keep food out of the "temperature danger zone" of 41 degrees F to 140 degrees F. James Garipey, vice president of DTE Energy Technologies, presented the demonstration and took questions from the audience.

Seminar-goers received information on other energy-efficient technologies for commercial foodservice operations from Kaye Hatch, executive director of the Foodservice Council. Ms. Hatch introduced some new self-cleaning combi-ovens and other equipment that can save energy-related costs. The Foodservice Council is a non-profit national association of utilities, food service equipment manufacturers, and end users.

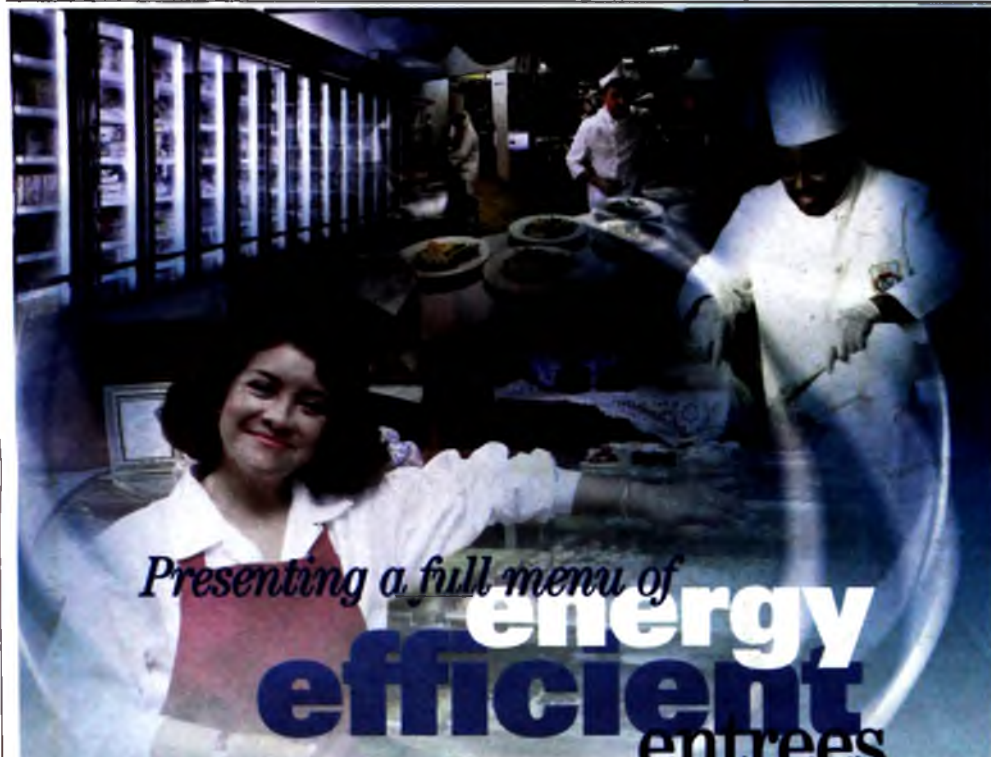
The seminar concluded with a cooking demonstration by executive chef Greg Upshur of Too Chez in Novi. Upshur has appeared on numerous local and cable television programs, and is the winner of two American Culinary Federation gold medals. Attendees also received a cookbook personally autographed by chef Upshur.

By attending the seminar rather than reading bulletins or newsletters, attendees were able to ask questions and clarify issues relating to their respective roles in foodservice preparation and service. In addition, two Continuing Education Credits (CEUs) were awarded to all attending members of the American Dietetic Association and the Dietary Manager's Association.

Future seminars are anticipated to speak to the needs of other segments of the foodservice population. These seminars will be announced in the AFD Food and Beverage Report and in other local publications when dates have been determined.

The seminar was produced by the Partners in Excellence program, a resource for businesses with foodservice operations. One phone call can connect a foodservice manager or chef to 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 such as this one are also offered to educate the foodservice end user about basic energy efficiency and new developments in food handling.

For more information about the Partners in Excellence program, call Donna Zalewski at 248-427-2228.



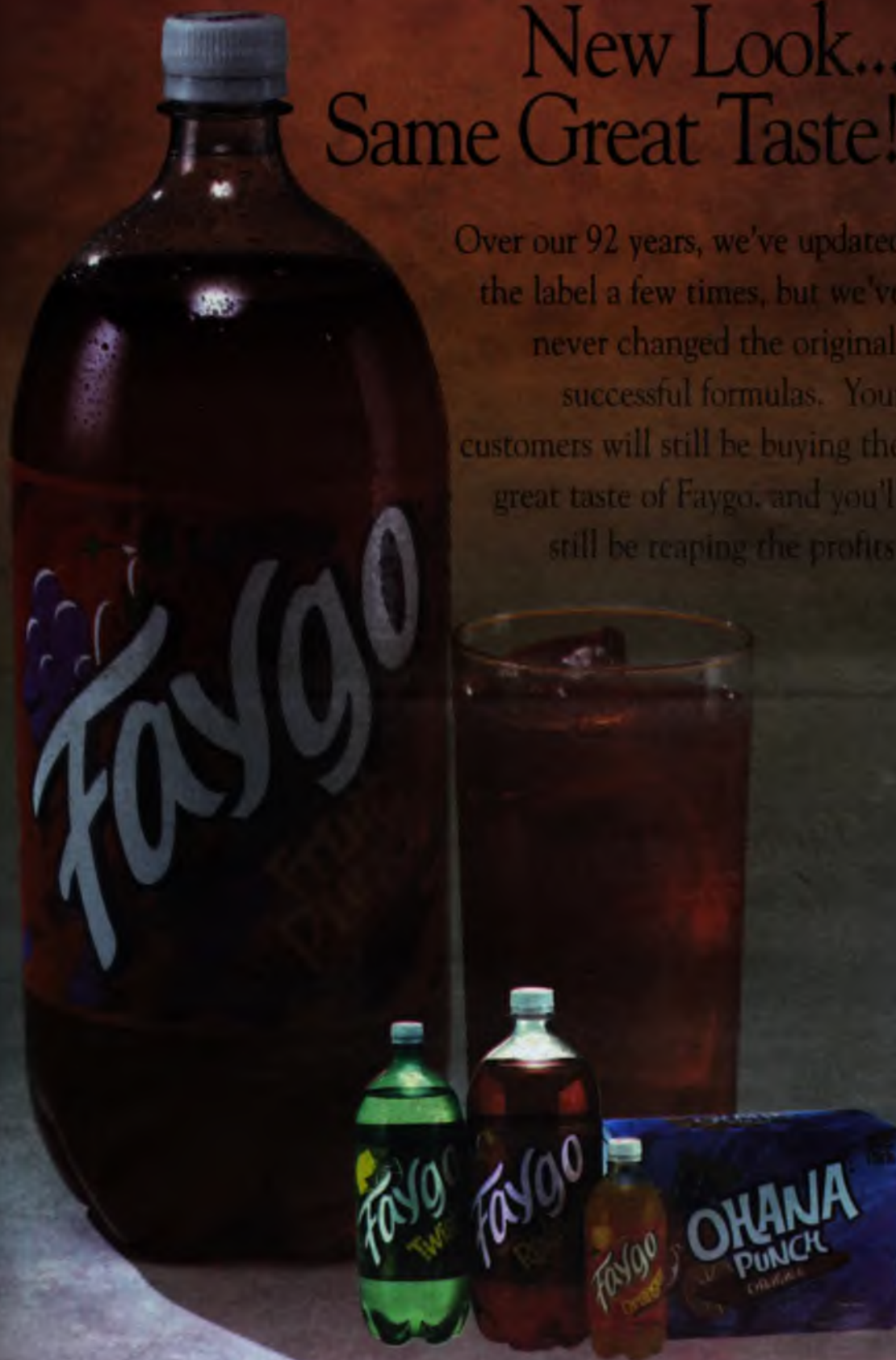
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Made in Michigan

Cadillac introduces exotic, gourmet vending coffee

Cadillac Coffee Company® introduces Cadillac Kona Coast™, a Hawaiian gourmet coffee created with high concept "gourmet" appeal in mind. It allows vendor to capitalize on the trend toward gourmet coffee consumption and charge up to a dime more per cup for a better cup of coffee.

The Kona Coast™ product is intended to offer vending companies an alternative to the generic grind of regular and decaf coffees. It offers a



replacement for a low-volume product. It gives vending customers a chance to try something new and allows the vendor to offer a more high profile, high concept product, which brings with it a higher price tag and a higher profit margin.

Cadillac Kona Coast™ is available in 12/2# ground and 12/2# whole bean cases.

For more information contact Gary Clark, vice president of contract packaging, at 1-800-438-6900.



SHADY LANE
CELLARS

Shady Lane Cellars produces quality wine

For years, neurosurgeon Joe O'Donnell and real estate broker Bill Stouten of Grand Rapids spent their hunting and fishing expeditions inspecting possible locations for a vineyard. Firmly believing that fine wines begins in the vineyard, they would only consider property that had the potential to produce the very best grapes.

Joe and Bill knew that in the mid-1980s, they struck pay dirt when they discovered the present site of Shady Lane Cellars—a historic 100-acre farm set on the Leelanau Peninsula strategically located to benefit from the micro climate created by Lake Michigan and Grand Traverse Bay.

Their perceptions were confirmed by the region's best vintners and by local fruit growers, who reported that Shady Lane had historically produced large quantities of high quality fruit.

At present, Shady Lane's vineyard contains 10,000 vines of Chardonnay, Riesling, Vignoles and Pinot Noir with plans to expand along with Michigan's growing wine industry. Joe and Bill just completed the restoration of one of Shady Lane's landmark fieldstone buildings as a wine tasting room.

Motivated by a single-minded focus on quality, Joe and Bill have developed Shady Lane Cellars into a show-place featuring exceptional wines produced from top-quality grapes.

Since 1997, Shady Lane Cellars has been busy entering wine competitions including the Michigan State Fair Wine Competition, Tasters' Guild International Wine Tasting and the Great Lakes Wine Competition. Lauded as "world-class," Shady Lane Cellars' bottle-fermented methode champenoise sparkling wines have received much praise and attention. Shady Lane Brut, a classic blend of Pinot Noir and Chardonnay, and Shady Lane Blanc de Blancs, 100% Chardonnay, have been awarded several gold medals.

In celebration of the Millennium, Shady Lane Cellars also released a delightful, gold medal winning Sparkling Riesling as well. In addition to our sparkling wines, we offer exceptional estate table wines including, Chardonnay, Pinot Noir, Dry Riesling, Semi-Dry Riesling, Vignoles and various proprietary blends.

For more information, call Shady Lane Cellars at (231) 947-8865.

More Made in Michigan profiles on page 16

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Made in Michigan

Local snack nut manufacturer Kar's Nuts doubles production and takes sales national

Kar's Nuts, a snack nut manufacturer founded in Detroit and based in Ferndale, has grown tremendously over the past five years, going from primarily the Michigan market to national distribution and sales.

In 1999 alone, Kar's sold 45 million packages of product and produced 7 million pounds of nuts, more than double their production in 1995. Revenue followed a similar pattern of growth, increasing by

double digit figures three out of the past four years. Nick Nicolay, president and owner of Kar's, expanded the company's plant and added a second shift to keep up with demand, going from 60 to 100 employees.

Kar's has experienced its biggest area of growth in the vending machine market. In 1991, Kar's was just in Michigan while today they are in all 48 continental United States. All this despite flat growth over the

90s in the \$1 billion a year nut/snack mix industry.

Kar's Nuts has always offered a healthy fresh snack alternative to candy, chips and chocolate vending products, but Nicolay attributes the main reason for its vending share growth to innovations in product content and changes in package size and presentation.

Nicolay and his team developed the Sweet & Salty Mix, a combination of nuts, raisins, sunflower kernels and

chocolate, which is now the number one vending product nationally in its category. They also doubled package sizes to a 2 oz. without vendors doubling the machine price, therefore offering better consumer values. Kar's was the first to do this in the vending industry and it expanded their market share tremendously.

Kar's "store-door" distribution, which has been the company's mainstay over the years, has also grown. Store-door is the manufacturer-managed stocking and supplying of product in retail outlets such as gas stations and convenience stores. Kar's market for store-door is Michigan, Ohio, Indiana, Kentucky and Illinois, which is much broader than just a few years ago.

Kar's also increased sales by providing purchase points through catalog, mail, phone, online and in-store ordering.

"Kar's Nuts has always produced a quality product and maintained a high standard of only purchasing first rate or fancy grade nuts, and our distribution system is designed to allow us to maintain control over the product in retail outlets to ensure freshness for the consumer," said Nicolay.

Kar's growth has allowed Nicolay and the company to be more active and civic minded. Kar's is very active in AFD events and participated in the Woodward Dream Cruise, sponsored a Tiger's game outing for kids from the Detroit Rescue Mission, as well as actively giving to local schools and charities in the community.

Kar's Nuts was founded in 1935 by the Karpe family, who began roasting nuts out of their house in Detroit near Tiger Stadium. In 1946, Kar's moved to its current Ferndale location. Nick Nicolay's father purchased the company in 1967 and it has been in the family ever since.

Nick Nicolay is president of the National Peanut and Treenut Processors Association, which is based in Washington D.C. During his two year term he hopes to renew public awareness of the peanut category and facilitate changes in labeling laws to reflect the nutritional content of nuts.


"One of the biggest nutritional misconceptions is that nuts contain cholesterol, and they don't," said Nicolay. "Labeling laws have perpetuated a perception that nuts are high fat and taboo for good nutrition."

Kar's Nuts is located at 1525 Wanda Ave., in Ferndale, Mich. Today, their line of packaged nuts and mixes are found in thousands of retail and vending outlets throughout Michigan and the nation. For more information about Kar's Nuts, please call (248) 541-7870 or visit their web site at www.Karsnuts.com.

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Tom Davis sells a co-brand hit

Tom Davis and Sons Dairy Co. of Oak Park, is offering Ashby's Sterling Ice Cream as a co-brand for service-stations and convenience stores. Ashby's has worked with many of the major oil companies in setting up sites and has co-branded with Subway and Blimpie's sandwich shops as well as Burger King and McDonald's.

"Ice cream, for various reasons, fills a spot in the desirable "impulse item" category, that area of c-store sales driven by a spur of the moment buying decision made by the customer," says Dianne Tunison, sales and marketing manager for Ashby's Sterling Ice Cream.

"People walk by to pay for their gas or other purchases and ice cream is very visual. It's something that's easy for them to pick up. Being an impulse item, ice cream offers additional sales because it's something the customers weren't planning to buy when they came into the store," says Tunison.

Another advantage of an ice cream site for retailers is its relatively small "footprint"—most Ashby's sites are 80- to 100- square feet. The site, which is set up like a mini ice cream parlor, fits into a small space with a minimum amount of equipment.

Since Ashby's is not a franchise, no royalty fees need to be paid, which makes getting a site up and running less of a financial burden for the operator. "We've got about 100 sites licensed to us in the petroleum industry and hundreds of independents that we serve throughout the country," says Tunison.

Energy Management Seminar teaches cost reduction

An energy management seminar for facility managers will be held on October 20, 27 and November 3 at Grand Rapids Community College.

The seminar consists of three morning sessions that are designed to assist facility managers to: 1) reduce their energy costs, 2) improve the performance of their building systems, and 3) improve the comfort and indoor air quality of their facilities.

The seminar will provide an update on technologies, materials, and techniques.

The registration fee for the seminar is \$75 and the registration deadline is October 13. If you would like a seminar brochure, call the Michigan Energy Office at (517)241-6280.

News Notes

NCCUSL proposed check cashing law affects retailers

The National Conference of Commissioners on Uniform State Laws (NCCUSL) has proposed a law which, if adopted by state legislatures, would mandate that retailers collecting more than \$500 in fees during a 30-day period would likely have to be licensed, pay an application fee of \$2,000, and pay an annual license fee of \$2,000.

Additionally, retailers would have to open their books to inspections by bank auditors. NCCUSL often produces proposed laws that states readily adopt.

On the federal level, the Financial Crimes Enforcement Network of the U.S. Department of the Treasury supports an initiative that would require establishments that cash

\$1,000 to any one customer in any one day to register. This regulation will go into effect on December 31, 2001. For more details on the federal requirements, go to the Department of Treasury Web site at www.ustreas.gov/fincen/regbnmsb.html, or call the department's hotline at 1-800-949-2734.



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New season retail contests promote Michigan apples

The Michigan Apple Committee has kicked off the new crop season with two contests designed to encourage retailers, food service companies, and restaurants to carry and promote Michigan apples and processed products made with them.

The first contest runs through October 31, 2000, offering retailers the chance to advertise Michigan apples and win cash prizes. The ads may be in the form of in-store flyers, newspaper ads, and tabletop or menu clip-ons. Every advertisement is worth one entry in a drawing for the cash prizes ranging from \$50 to \$1000.

A second contest encourages buyers to display Michigan apples from September through October 31, 2000 and offers prizes ranging from \$50 to \$500. Displays are judged on a number of variables including the use of fresh Michigan apples and processed products made with them.

Retailers may order free promotional materials and directories by calling 1-800-456-2753, or e-mailing Jan@MichiganApples.com.

Made in Michigan

The history of St. Julian Wine

St. Julian Wine Company is the oldest and largest winery in the state of Michigan, according to Joe Zuiderveen, V.P. Sales.

Founded in 1921 by Mariano Meconi as Border City Wine Cellar, it was soon changed to Meconi Wine Company. Following the repeal of prohibition, the winery was moved from Canada to Detroit in 1933.

In 1936 the winery again moved, this time to Paw Paw to be closer to the vineyards and the company name changed to Italian Wine Company.

In 1941, with the onset of World War II and the rising anti fascist sentiment in this country, Meconi wisely opted to change the name once again. His choice paid homage to his native land and hometown of Falaria, Italy.

The patron saint of the village of Falaria, is San Guilano or St. Julian. The name has remained the same for the last fifty-nine years.

For product information, call Zuiderveen at (616) 657-5568 or visit the company's website at www.stjulian.com.

Nordic Electric gives consumers electric service choice

Nordic Electric is a pioneer in Michigan's electric power industry. They were the first non-utility provider of electric power to an end user in Michigan and have served customers since 1997.

Nordic has been a driving force behind the various Electric Choice programs instituted by the Michigan Public Service Commission over the past several years, and instrumental in getting legislation passed to allow all consumers the choice of power suppliers.

Nordic Electric, in partnership with AFD and IQ Solutions, is offering power at substantial discounts to AFD members. Savings can be 10-20% off your utility rates. For more information visit the web site at <http://www.nordicelectric.com>.

Budget Systems supplies and services commercial washers

Budget Systems supplies detergents used in dishwashers, glass washers and laundry machines for restaurants and institutions. They also sell and service commercial glass washers and dishwashers and cleaning supplies. The company is based in Grosse Pointe with clients all over Michigan. Budget Systems waives service charges on washers for its customers.



Special Edition Foods makes special salad dressings

Special Editions Foods, Inc. has been in business for eleven years. Bob Fulkerson, the company president introduced his first salad dressing, Gourmet Greek in 1992, at which time it was named Michigan's "Best New Product Award." His dressings are known as Hot Rod Bob's Dressings and are available in several states. Fulkerson reports that business is growing at a steady rate even though advertising is by word of mouth. His product line consists of five natural salad dressings which are MSG free: Gourmet Greek, Suzie Q Sweet and Sassy, Parmesan Ranch, Balsamic Italian, and Raspberry Vinaigrette.



Swanson Commercial offers food equipment service

Craig Swanson's company vision came while assisting his father, Donald at his suburban Detroit commercial food equipment service company.

The idea was realized when he moved his family to Nashville, Mich. a central location to cities like Jackson, Battle Creek, Lansing, Grand Rapids and Kalamazoo. Swanson's has remained a family owned and operated company for over 22 years, and has outgrown four office and inventory facilities. They service nearly every commercial manufacturer in the industry and pride themselves on providing their clientele with prompt, efficient facilitation.

Swanson's provides parts, refrigeration, HVAC, equipment sales and full kitchen design. They are the exclusive distributor of Ocean Breezes frozen beverage concentrate, Stoelting soft serve and granita machines, as well as commercial ware-washing detergent and chemicals.

The company has recently created an exceptional frozen beverage program, designed with the combination of Ocean Breeze mixes and purchase or lease option of several different models of Stoelting slush/cocktail freezers. Ocean Breezes drink mixes are all natural, non-alcoholic bases made with real fruit or dairy cream ingredients, making delicious Margarita, Daiquiri and non-alcoholic Smoothies in a multitude of flavors. Swanson's will customize recipes to compliment any establishment.

Cateraid makes the cakes

Cateraid Inc. is a manufacturer and distributor of European style tortes, cakes, cheesecakes, miniature pastries and hors d'oeuvres. It has been in business for eighteen years, producing pastries from scratch, using the finest local and imported ingredients. The company has served the food service industry in eleven states and specializes in proprietary baking.

For a detailed look at both products and services, visit the company's website at www.cateraidinc.com. Free samples and literature are also available. For more information, contact Rob Katz at (517) 546-8217.

More Made in Michigan profiles on page 29

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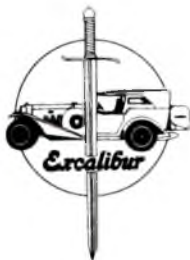
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You must be 21 years of age to participate.



MICHIGAN
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Great Lakes Great Wines

Michigan Wines Are Really 'Cool'!

It is generally recognized that the best grapes come from cooler rather than warmer growing areas.

Michigan's cool northern vineyards near Traverse City are on the 45° parallel. In Europe, many of the greatest growing areas are even further north, and Bordeaux and Chianti Classico are actually at the same latitude. Grapes grown in these cooler regions tend to produce wines with more finesse, balance and elegance.

Wine Styles and Grape Varieties

Not only do Michigan wines have quality, they also have variety: styles to please any palate. Much of this stylistic diversity is due to the large

number of different grape varieties grown. An increasing percentage of Michigan wines are made from European grape varieties – as are those grown in California. Of particular interest are: Riesling, Chardonnay, Pinot Noir, Pinot Grigio, Cabernet Franc and Merlot.

Other Michigan wines made from hybrid varieties have been developed to deal with cold and disease. Though less well known varieties such as Vignoles, Seyval, Chancellor, Marechal Foch, and others offer exciting alternatives. A small percentage of our wines are made from so called 'native' varieties such as Concord and Niagara. And since many of these wines are not aged in oak, the unique flavor of each variety can express itself. Michigan is also famous for fruit wines – especially cherry.

The Lake Effect

Lake Michigan exerts a huge influence on the Western Michigan

growing areas. In the winter, lake effect snow covers the vines, insulating them from the frigid air. In the spring, the cool lake breezes will retard bud break until the danger of frost is past. In the fall, the now warm lake breezes will postpone the first frost for nearly a month compared to the interior of the state.

Viticultural Regions

Michigan has four federally approved viticultural areas or 'appellations' which appear on many wine labels. Each appellation has a distinctive soil and climate which contributes to the regional character of the wine. In the northwest, near Traverse City, the Leelanau Peninsula and Old Mission Peninsula appellations are home to cool breezes and well-drained soils. In the southwest, the Lake Michigan Shore and Fennville appellations are slightly warmer and have a slightly longer growing season. Wines from these areas may tend to be slightly more

full bodied.

A newer growing area is developing in Oceana County; but does not yet have its own appellation.

A Growing Industry

Michigan's wine industry is getting bigger as well as better. There are over 25 licensed wineries in the state, compared to just 17 in 1995. Sales at each winery continue to grow as consumers become more aware of the quality and diversity of wines available. This is a great time to support and enjoy Michigan Wines!



Toast Michigan Special Event Program

Welcome to the very first all-Michigan wine tasting in Southeast Michigan! We sincerely believe you will enjoy the wonderful wines our state has to offer. In addition you'll note that the hors d'oeuvres we are serving are Michigan-grown favorites as well.

We are proud of the great bounty that our state produces and especially pleased to be able to offer a selection of exceptional wines at this first-ever event.

Many thanks go to our sponsors, and all of you who attend this event as well, as a portion of the proceeds will benefit Forgotten Harvest.

Enjoy the evening!

Sam Dallo

Chairman

Associated Food Dealers of Michigan



A sincere thank you to the Toast Michigan sponsors:

The Michigan Grape & Wine Industry Council

Select Michigan

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About Select Michigan

Everything from canned and processed foods to fresh fruits and vegetables can now easily be identified as a Michigan product. Michigan grown and Michigan-made products stand out from the rest with the attractive Select Michigan label.

The Select Michigan: Great Lakes, Great Tastes theme complements the Great Lakes, Great Times theme being promoted by Travel Michigan. Select Michigan: Great Lakes, Great Earth is also available for the promotion of non-food items such as Christmas trees and bedding plants.

Michigan growers, processors, grocers, retailers, manufacturers, restaurateurs, wholesalers, farm market operators and marketers of Michigan commodities can all benefit from the Select Michigan program.

Wine, 12,000 years of enjoyment

Wine has a rich history that has evolved along with that of man. Its historical roots reach back almost 12,000 years. As various cultures spread out into new parts of the world, so did the grapevine and the art of winemaking.

Today there are vineyards throughout the world with good wine being produced in far-ranging locations from the U.S. to South Africa to Australia to South America to Europe.

Wine is broadly classified in the following categories:

1. **Natural still** (non-sparkling) wines – including red, white and rosé – which can be dry (non-sweet), semisweet and sweet;
2. **Sparkling wines**, including French Champagnes as well as effervescent wines from other parts of the world;
3. **Fortified wines** (such as sherry and port), which have been augmented with a dose of brandy or other spirit; and
4. **Aromatic wines**, such as vermouth, which have been flavored with ingredients like herbs or spices.

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Toast Michigan participating wineries

Here is a listing of the wineries, their representatives and the wines they will pour:

✦ Tabor Hill

Bob Zimmerman, Steve Mertes
Distributed by General Wine Company

Tabor Hill is the only Michigan winery with a restaurant. It is a beautiful location above the winery overlooking the vineyards. Located on Mt. Tabor in southwest Michigan near the lake, Tabor Hill was the first winery to plant high quality European varieties. Their wines are consistent award winners.

Classic Demi Sec
Classic Demi Red
Riesling – Lake Michigan Shore 1999
American Merlot

✦ Chateau Grand Traverse

Ed O'Keefe, Sean O'Keefe.
Rhonda Riebow
Distributed by J. Lewis Cooper and Decanter

For over 25 years Chateau Grand Traverse has been producing 'world class' wines on the Old Mission Peninsula. Owned and operated by the O'Keefe family, this state of the art winery and vineyard operation pioneered European grape growing in northern Michigan. Its Riesling and Chardonnay continue to earn international acclaim.

Dry Johannisberg Riesling 1998
Barrel Fermented Chardonnay 1998
Late Harvest Riesling
Pinot Noir 1998

✦ St. Julian Wine Co.

Ted Zuiderveen
Distributed by L&L/ Wine World
Michigan's oldest and largest winery has also been voted 'Winery of the Year' by Tasters Guild International. St. Julian is an ever growing, family owned winery with tasting rooms throughout the state.

Passionate Peach Champagne
Chancellor 1998
Pinot Gris 1999
Seyval Blanc Reserve 1999

✦ Black Star Farms

Rosalind Giffer
Distributed by BevQuest
The winery at Black Star Farms is a state of the art winery as well as a stately bed and breakfast. It is

already well known for making 'world class' wines. Located just south of Suttons Bay on the Leelanau Peninsula.

'Arcturos' Semi Sweet Riesling 1999
'Arcturos' Chardonnay 1998
Blanc de Blanc Brut 1998
'Arcturos' Cabernet Franc 1998

✦ K. Edward Winery

Kirk Rasmussen
Self Distributed
Kirk Rasmussen believes that fine wines are an integral part of the good life – with good friends, good food and fun times. Handcrafted small lot wines that are aged exclusively in small French oak barrels.

Chardonnay 1998
Semi Dry Riesling 1999
Pinot Grigio 1999
Pinot Noir 1999

✦ Leelanau Wine Cellars

Bob Jacobson
Distributed by General Wine Company
One of the oldest wineries on the Leelanau Peninsula is also the furthest north – in Omena. They receive numerous awards for their 'Tall Ship' Chardonnay. Their newest wines are the 'Sleeping Bear' wines – both excellent values.

'Tall Ship' Reserve Chardonnay 1998
'Sleeping Bear' Red 1999
'Sleeping Bear' White 1999
Winter White

✦ Raftshol Vineyard

Warren Raftshol
Self Distributed
Warren has been growing grapes for many years. His vineyard just north of Suttons Bay is famous for its bordeaux varietal red wines. Now with his own winery he has completed his dream. His superb 'Claret' is a blend of Cabernet Franc, Merlot and Cabernet Sauvignon.

Claret 1999
Merlot 1999
Semi Dry Riesling 1999
Chardonnay 1998

✦ Shady Lane

Debra Core
Distributed by BevQuest
Shady Lane is a prime vineyard site located on a historic farm south of Suttons Bay. In its beautiful tasting room one can enjoy its specialty – methode champenoise sparkling wines. Several table wines are also available.

Sparkling Riesling 1997
Blanc De Blanc Brut 1994
Semi Dry Riesling 1998
Serenity 1998

✦ Bowers Harbor Vineyards

Spencer Stegenga
Distributed by Vintage Wine Company
This is a family owned boutique winery overlooking historic Bowers Harbor on the Old Mission Peninsula. The warm and friendly setting is enhanced by tasting their fine wines including a very popular Pinot Grigio.

Unwooded Chardonnay 1998
Pinot Grigio 1999
Semi Dry Riesling 1998
Riesling 'Sweet Reserve' 1999

✦ Warner Vineyards

Patrick Warner
Distributed by General Wine Company
Warner Vineyards is one of the oldest names in the Michigan wine industry. Their lovely historic location in Paw Paw is worth a visit.

Holiberry
Liebestrauben
Veritas
Chardonnay 1999

✦ Fenn Valley Vineyards

James Van Der Kolk
Distributed by Viviano Wine Company
Owned by the Welsch family, this diverse winery is located in Fennville near Saugatuck. The winery has very popular tours and special events. Customers line up to buy their wines at special pre release tastings. The

wines have won numerous awards.

Capriccio
White Riesling 1999
'Harmony' Classic White
Pinot Grigio 1999

✦ Zafarana Vineyards

Ken Zafarana, Mike Vettraino
Distributed by AHD/Vintners
The Zafarana family vineyards are on the Old Mission Peninsula. The wines are hand crafted to their specifications at a nearby winery. 'Toast Michigan' is one of the rare opportunities to taste these fine wines.

Semi Dry Riesling 1998
Late Harvest Riesling 1999
Pinot Noir 1998

✦ Chateau Chantal

Mark Johnson
Distributed by AHD/Vintners
An 'Old World' atmosphere comes with this beautiful winery and bed and breakfast that straddles the highest ridge on the Old Mission Peninsula. It offers some of the most spectacular winery scenery in the Great Lakes. The surrounding vineyards yield grapes for award-winning wines.

Carpe Diem (Semi Dry Sparkling)
Pinot Gris 1999
Semi Dry Riesling 1999
Late Harvest Riesling 1999

✦ L. Mawby Vineyards

Larry Mawby
Distributed by Decanter
L. Mawby is a small winery producing estate grown table wines and methode champenoise sparkling wines from twelve acres of vineyards on the hills near Suttons Bay on the Leelanau Peninsula. The wines are primarily Burgundian in style, dry, full-bodied and barrel fermented.

Blanc de Blanc Brut
Dionysus Rose Sparkling
Cremant Brut
Mille Brut 1994

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For more information, contact Rich Brown, Grocery Sales Manager, at 1.517.799.7300.

Michigan Sugar Company
Saginaw Michigan



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Wine...of biblical proportions

We normally think of wine in the classic 750 milliliter bottle. This tapered-neck container has become familiar to everyone who has ordered a bottle of wine at a restaurant or drawn a wine cork in the comfort of their home. However, wine is bottled in other sizes. Larger bottles are usually released in limited numbers, but have been used by European wineries for centuries.

Other than the magnum, which literally means "great" or "large," all bottle sizes are named after biblical kings. The only other exception to this rule is the Methuselah which takes its name from the longest-lived man in the Old Testament.

The table below may help to sort out any confusion and, incidentally, help you to determine whether that Jeroboam is really less expensive than four individual bottles.

Jeroboam (Hebrew meaning "may the people multiply"): The first king of Israel. (I Kings 11:26)

Rehoboam (Hebrew meaning "enlarger of the people"): The son of Solomon by the Ammonite princess,

Naamah. The first king of Judah. (I Kings 14:21,31)

Methuselah (Hebrew meaning "man of the dart"): The grandfather of Noah, and longest lived person in the Bible. He died at 969 years of age. (Genesis 5:21-27)

Salmanazar or Shalmaneser (Assyrian meaning "the god Sulman is chief"): The name of several Assyrian kings during the biblical period. (I Kings 16; II Kings 8; 10; 17)

Balthazar or Belshazzar (Babylonian meaning "the god Bel has protected the king"): Descendant of Nebuchadnezzar and coregent with Nabonidus at the time Babylonia was conquered by Darius the Mede in 539 B.C. (Daniel 5:30; 7:1). One of the Magi has traditionally been known by this name also.

Nebuchadnezzar (Babylonian meaning "O Nabu, preserve the offspring"): Babylonian king who ruled from 605 to 562 B.C. (II Kings 24:7; 25:7).

Bottle sizes

Size	# of bottles	Milliliters	Liters	Ounces
Bottle	1	750	0.75	26
Magnum	2	1,500	1.5	52
Jeroboam	4	3,000	3.0	104
Rehoboam	6	4,500	4.5	156
Methuselah	8	6,000	6.0	208
Salmanazar	12	9,000	9.0	312
Balthazar	16	12,000	12.0	416
Nebuchadnezzar	20	15,000	15.0	520

Detroit area wine distributors

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 BevQuest (Division of Keen Beverage) - 616.241.5022
 K. Edward - 810.786.1921
 Raftshol - 231.271.5650
 Vintage Wine Company - 810.294.9399
 Viviano Wine Company - 800.686.8466
 AHD/Vintners - 800.782.2924

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FORGOTTEN HARVEST

Sharing food to relieve hunger

It may surprise some people to know that half of all children in our community go to bed hungry - each and every night. And, it is not just our poorest population. Thirty-eight percent of all families that leave the welfare rolls struggle to provide food for their families. The reality is that food insecurity affects people of all ages and races, including the elderly, children, the working poor, the disabled and those experiencing all sorts of life crises.

Founded in 1990, Forgotten Harvest, a non-profit organization, is soon approaching its 10th Anniversary. Our goal for the future is to better serve our community by increasing our business food donors. However, to reach this goal we need your help. Forgotten Harvest needs new donors that can provide meat, poultry, fish, dairy products, and prepared foods.

Forgotten Harvest specializes in the rescuing of food that would otherwise have been thrown out.

Forgotten Harvest picks up this food from registered food donors and delivers it to various receiving agencies. The same day that the food is picked up it is delivered.

Currently Forgotten Harvest transports over 85,000 pounds of food each month to soup kitchens and shelters. According to food industry standard (1 pound = 1 meal), this is equivalent to over a 1,000,000 meals per year. However, we are still falling far short of our goal.

This usable surplus food, which may often have been discarded, is now helping to alleviate hunger in our own backyard. Forgotten Harvest provides an opportunity for individuals and corporations to exercise social conscience. It is simple to become a food donor. The first step is to call Steve Konsdorf, Food Program Coordinator, at the Forgotten Harvest office 248-350-3663. Together we can take the first step in ending hunger.

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Results of Michigan State Fair Wine Competition

Midwest panel of experts selects Michigan's best wines from 200 entries

Wines from Michigan grape-growing regions earned "Best of Show" distinctions on August 1 at the Michigan State Fair Wine Competition, Michigan Department of Agriculture (MDA) Director Dan Wyant announced today. The Competition was held at Cousins' Heritage Inn in Dexter.

Wyant said that a total of 201 wines from 19 Michigan wineries were entered in the competition. The wine experts on the judging panel awarded 30 Gold Medals, 61 Silver Medals and 79 Bronze Medals. The competition is open to vintners commercially licensed to produce wine in Michigan and is held to stimulate continuing improvement in Michigan wine quality.

In addition to the medal winners, the following "Best of Show" awards were given:

• "Best of Show - Dry White" was presented to Peninsula Cellars for its 1999 Pinot Blanc-Wilson Vineyard

• "Best of Show - Semi-Dry White" was awarded to Black Star Farms for its 1999 Riesling

• "Best of Show - Red" was earned by St. Julian Wine Company for its 1998 Chancellor

• "Best of Show - Sparkling" was awarded to Bel Lago for its 1997 Brut

• "Best of Show - Specialty" was awarded to St. Julian Wine Company for its Solera Cream Sherry

• "Best of Show - Judges Special Award" to Good Harbor Vineyards for its 1998 Pinot Noir Rose

"We were delighted to see such a large number of fine wines entered in the competition this year," said Linda Jones, Program Manager for the Michigan Grape and Wine Industry Council, which is administered by MDA. "These awards, coupled with the record number of medals earned by Michigan wines in national and international wine competitions earlier this year, are important testimonies to the emergence of Michigan as a world-class wine producing region."

The annual State Fair Wine Competition is sponsored by MDA, which also oversees the upcoming Michigan State Fair. Information about the winning wines will be on display in the Agriculture Building at the Fair, which runs August 22 to September 4, 2000, in Detroit. The competition's judges represented a wide cross-section of skilled wine

enthusiasts from around the Midwest, including:

• Dick Scheer - Chief Judge, Internationally recognized wine expert and owner of Village Corner Wine Shop in Ann Arbor

• Madeline Triffon - Master Sommelier and Wine Director for Unique Restaurant Corp

• Joe Borrello - Executive Director of the Tasters Guild International

• William Harrison - grape grower from West Michigan

• John Jonna - Merchant's Fine Wines in Dearborn, Royal Oak and Grosse Pointe

• Richard Cooper - Chicago based wine consultant, formerly with the nationally recognized Beverage Testing Institute

• Sally Linton - Indiana Wine Council and American Wine Society Certified Judge

• Dr. Roland Riesen - Ohio State University - superintendent of Ohio Wine competition

The judges were particularly impressed with the large number of excellent red wines entered.

Competition Superintendent and MSU Horticulture Professor Dr. G. Stanley Howell was impressed with the diversity of wine-making styles exhibited in the field of entries.

"Michigan's wine makers are developing considerable expertise in producing fine wines from grape varieties that grow well in Michigan's climate," he commented.

For more information about Michigan wines or to receive a free copy of this year's Michigan Wine Country magazine, visit the Grape and Wine Industry Council's Web site at www.michiganwines.com or call (517) 373-9789.

Gold Medals

Bel Lago

1997 Brut
1998 Pinot Noir

Black Star Farms

1999 Riesling
1998 Merlot/Leorie Vineyard

Chateau Chantal

Carpe Diem
1998 Riesling/Zafarana Vineyard
1999 Chardonnay

Chateau de Leelanau

1999 Pinot Gris

Chateau Grand Traverse

1997 Pinot Noir - Old Mission

Fenn Valley Vineyards

1999 Cabernet Franc
1998 Late Harvest Vignoles

Best of Show Winners

Dry White: Peninsula Cellars - 1999 Pinot Blanc-Wilson Vineyard

Semi-Dry White: Black Star Farms - 1999 Riesling

Red: St. Julian Wine Company - 1998 Chancellor

Sparkling: Bel Lago - 1997 Brut

Specialty Award: St. Julian Wine Company - Solera Cream Sherry

Judges Special Award: Good Harbor Vineyards - 1998 Pinot Noir Rose

1997 Chancellor

1998 Chardonnay

Good Harbor Vineyards

Cherry Wine
1998 Pinot Noir Rose

Leelanau Wine Cellars

1998 Sleeping Bear White

Lemon Creek Winery

1998 Cabernet Sauvignon

Peninsula Cellars

1999 Select Riesling
1999 Pinot Blanc-Wilson Vineyard

St. Julian Wine Company

Peach Spumante
Simply Red
Sholom Concord
1998 Chancellor
Simply White
Spumante
Solera Cream Sherry
Cherry Spumante
1998 Cabernet Franc

Tabor Hill

Grand Mark
Cherry Wine
Silver Medals

Silver Medals

Bell Lago

1998 Riesling Estate Bottled
Cherry Wine

Black Star Farms

1998 Blanc de Blanc

Chateau Chantal

Sailors Blush
1999 Gewurtztraminer
Naughty Red
Sparkling Cherry

Chateau de Leelanau

1999 Riesling Select Harvest

Chateau Grand Traverse

1998 Riesling-Dry
1998 Pinot Gris
1999 Riesling-Late Harvest

Michigan

1998 Chardonnay-Reserve

Ciccone Vineyard & Winery

1998 Cabernet Franc
1998 Pinot Noir

Fenn Valley Vineyards

Lakeshore Sunset
1999 Gewurtztraminer
Harmony Ruby Red
Capriccio

Silver Cuvee

Prolixity

Good Harbor Vineyards

1999 Marechal Foch Rose
Moonstruck Brut
Extra Dry

K. Edward Winery

1998 Chardonnay

L. Mawby

Consort
1999 Vignoles
Blanc de Blanc
Talisman

Leelanau Wine Cellars

Cherry Wine
Strawberry Wine
1999 Sleeping Bear Red

Lemon Creek Winery

Ruby Rose
1999 Riesling

Peninsula Cellars

1999 Gewurtztraminer-Marigold Vineyard

1998 Vintage Red

Kroupa Orchards Cherry Wine

Raftshol

1999 Merlot
1999 Claret

St. Julian Wine Company

1999 Pinot Gris
Raspberry Spumante
Cherry Wine
Cream D'Or Sherry
Catherman's Port
1997 Vignoles
1999 Sweet Reserve-Vidal
1999 Sweet Reserve-Seyval
1998 Chardonnay
1998 El Nino
Village White
1998 Merlot
Brut Champagne
Cherry Infusion
1997 Chambourcin
1998 Chambourcin
Great Red
Village Red

Tabor Hill

1999 Traminette
White Heritage
Classic Demi-Red
1999 Chardonnay
1999 Riesling

Cereal killer spotted in local supermarket

According to the NPD research group's latest number crunchers, breakfast munchers are rushing past the cereal box to grab a pop tart, bagel, or breakfast bar. They want low-maintenance meals.

For many American commuters, and school children, the reality is that the car is fast becoming the breakfast nook of yesterday. Believe it or not, several car companies "are expected to offer microwaves as an option in the next five years," according to Todd Waters, a promotional marketing consultant.

Yesterday's king of convenience

can't cut the mustard today. Who has time to stop and listen to the "snap, crackle and pop" anymore? During the past three years, cereal sales fell more than \$800 million to about \$7 billion last year. New cereal introductions were down about 30% last year.

Five thousand consumers nationwide were asked by NPD Group to keep diaries of their breakfast habits. The told NPD that they were cutting back on cereal for

two years, and are eating less toast and fewer eggs. This isn't part of a health revolution. They are simply too busy.

According to the National Restaurant Association, only about 26% of consumers eat breakfast at home. "We call it deskfast," says Tom Vierhile, general manager at Marketing Intelligence Service.

Not a single new toaster pastry hit the market in 1994 according to New Product News. Last year, 23 did.

Only one new national bagel brand made it to grocery shelves in 1994. Last year there were 78. Not to mention the numerous chains of bagel specialty stores.

To combat dropping sales, cereal makers are trying to sweeten their bottom line with a new emphasis on convenience. It seems to be working. Nutri-Grain bars, introduced in 1991, grew 17% last year, and even Pop-Tarts, which were introduced 35 years ago grew more than 10% last year.

Food deliverer cuts service areas

Online grocer, Peapod Inc., announced that it will stop operating in Columbus, Ohio, and three markets in Texas—Houston, Dallas and Austin. The company began consolidating after rapid expansion nearly forced it into bankruptcy.

The Skokie, Ill. company said it will also purchase ailing competitor, Streamline.com for a cost of \$12-million. These changes will speed its entry into the Baltimore-Washington market and allow it to upgrade and expand in its headquarters market of Chicago.

AFD MEMBERS:

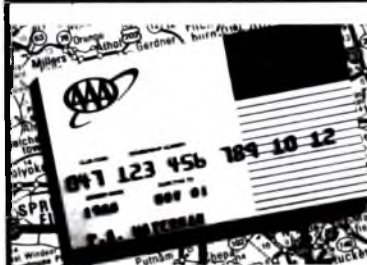
We want to hear from you!

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

If you represent a manufacturer or distributor, does your company have a new product, new package for an old product, a new variety of your existing product or any other product-related news? If so, we want to feature your company or its products in this magazine!

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

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Seven percent commission on \$2 instant tickets extended



By Commissioner Don Gilmer
Last year at this time the Michigan Lottery announced that Lottery

retailers would be receiving a 7-percent sales commission for all \$2 instant games introduced during fiscal year 1999. This fiscal year is quickly drawing to a close, and I am pleased to announce that Lottery retailers will continue to receive a 7-percent sales commission for all new \$2 instant games introduced during fiscal year 2001 (October 1, 2000 to September 30, 2001)!

That means you will receive a 14-cent sales commission on every \$2 instant ticket you sell during this

one-year period! You will also continue to receive the 6-percent commission on sales of all other Michigan Lottery instant and on-line games.

I encourage you to take advantage of this commission extension by prominently featuring \$2 tickets in your stores, conducting "ask-for-the-sale" promotions and telling your customers when you sell winners. You will have plenty of opportunities this month to promote these tickets, as the Lottery is introducing three new \$2

tickets in October.

On October 2, "Count De Money" – the Lottery's new \$2 Halloween-themed ticket – hits counters. "Count De Money" offers a top prize of \$31,000 – a "sweet treat" your customers will surely enjoy! Holiday-themed tickets have always been a popular item with customers, so keep an ample supply of "Count De Money" tickets on hand, and you're sure to scare up bigger commissions!

The sale of "Count De Money" tickets won't be your only chance to grab the 7-percent sales commission in October! On October 16, "10 Times Lucky," another \$2 instant ticket offering a \$20,000 top prize, will hit ticket counters across the state. "Double Down," which debuts on October 23, is destined to be another popular seller offering a \$21,000 top prize!

Instant Games Get Expiration Dates. Currently, the Lottery's instant tickets don't carry expiration dates, which causes some confusion for both retailers and their customers. Beginning with the "Count De Money" instant game (Game #446), all new instant game tickets will expire one year from the date that game goes on sale. Each new instant game ticket will have a specific expiration date printed on the back. This change should make inventory management for Lottery retailers much easier and help your customers become more aware of when games expire.

Second-Chance Sweepstakes. We recently wrapped up our "Big Hit" Second-Chance Sweepstakes, a promotion tied to our popular Daily 3 and 4 games. The promotion was very successful, with 780 winners from all areas of the state. Each winner collected a \$500 cash prize, and then his or her name was entered into a grand-prize drawing for a \$25,000 cash prize. The grand-prize drawing was conducted on September 8 during the taping of the last "Road to Riches" television show, which aired on Saturday, September 9. I am thrilled to report that nearly two million entries were received for this popular promotion!

New Instant! In addition to the introduction of "Count De Money," "10 Times Lucky" and "Double Down" – the \$2 instant tickets mentioned above – October also marks the debut of two more exciting new instant games. The \$1 "Top Dog" goes on sale October 9, and offers prizes up to \$4,000. On October 30, the \$1 "Double Doubler" will give players the opportunity to score some extra pocket change with a \$4,000 top prize.

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KPN Technologies serves ATM needs

KPN Technologies, Inc. began in 1992 as a warehouse distributor of industrial computer parts. With the deregulation of the ATM industry in 1995, KPN evolved to a warehouse distribution and service center for the ATM industry. The company's principals have over 30 years technical engineering experience, giving KPN a technical edge in today's ATM market.

KPN has a large national fleet of ATM machines, represented by all major manufacturers. It recently introduced the Banc Plus ATM Check Cashing Machine.

In addition to providing ATM equipment at competitive prices, and servicing all major retail brands of ATM equipment, KPN offers transaction processing and currency services, around-the-clock full technical service support and equipment installation by factory authorized and certified technicians. Equipment lease and financing is available to end user customers through KPN Financial which also handles investment opportunities for national placement projects; ATM On Screen Advertising, ISO Exhibitor services and full presentation support.

KPN Financial, a division of KPN Technologies, Inc. of Livonia is setting the direction for the industry standard. As a company that worked through the early turbulent years since deregulation of the ATM industry, KPN consistently strives to offer fair pricing, reasonable profits, outstanding service and unwavering support to its distribution network. As the financial industry competes for market share, KPN captures the market with its commitment to quality, service and integrity.

Envipco expands

Envipco is one of the foremost leaders in the reverse vending industry. Reverse vending equipment is designed to automate the process in which retailers redeem empty beverage containers due to deposit laws.

Bruce DeWolfson, Envipco's founder, began testing his new concept back in 1979. Since that time Envipco has grown substantially and today the company manages over 4,500 machines in the U.S. market as well as pursuing opportunities internationally. Each year, Envipco processes millions of used beverage containers.

During the past year Envipco has expanded its line of CF1500 equipment. The company offers "stand alone" machines that accept specific types of beverage containers (aluminum, plastic, glass) as well as multi-unit machines that accept more than one type of commodity. This

enables Envipco to meet any configuration need that a retailer may have.

The company places a great emphasis on the maintenance of data bases. The company believes data bases are critical to the viability of the redemption process that exists between the customer, retailer and distributors. This has allowed Envipco to offer compatibility with the recently introduced third party collection system.

Envipco expanded this year to cover the northern parts of Michigan

Made in Michigan

to offer their full services on a state-wide basis. For more information, please call Envipco at 1-800-598-8404.

Tyler Refrigeration has headquarters in Michigan

Tyler Refrigeration Corporation is worldwide yet maintains its headquarters and principal manufacturing facility in Niles,

Michigan. With more than 1,600 employees and annual sales in excess of \$200 million, the company is the second largest national supplier of commercial refrigeration equipment. Tyler has manufacturing facilities in Kansas, Texas, Mississippi and Virginia. Sales installation and service branches are located in Minnesota, California and Arizona. Tyler's direct sales force and more than 40 authorized Tyler dealers handle sales in the continental United States. Tyler's international operations include wholly owned subsidiaries in Carolina, Puerto Rico

See Tyler Refrigeration
Page 32

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Shopping in style

Kroger's Marnette Perry knows from first-hand experience what grocery shoppers demand—service, convenience and selection

Where else but in America could a one-time supermarket cashier wind up being the president of a massive grocery chain? Marnette Perry started with The Kroger Co. while attending college in 1972 but swiftly became a rising star.

When she was named president of The Kroger Co. of Michigan in 1997, Perry quickly put her mark on the grocery giant's rapidly expanding Michigan operations. Ethnic foods for ethnic neighborhoods. Zero tolerance policy covering out-of-date food. Customer loyalty cards. Self-serve U-scan checkout options. New checkout procedures that are 30 percent faster.

Marnette Perry is the first and only woman ever to be president of any of Kroger's marketing divisions in the United States. She knows what she wants — the same thing she demands when she shops for herself and her family: Service. Convenience. Selection. She's been taught well — through years of experience being the one maneuvering through aisle after aisle of store after store in search of the goods her family needs.

Perry: The vision is that we will be the absolute best because we're focused on customers. Store managers are now doing their own focus groups. They're taking 10 or 12 of their customers and saying, 'I'm going to ask you to spend just 30 minutes with my department heads and me to talk about what you like or would like to see in my store.'

Food management has traditionally been a man's world — which is especially ironic since women make most of the food decisions in Michigan households. Maybe that's why Marnette Perry has a policy requiring all managers — once a month — to do their own shopping in Kroger stores. After all, how can you truly be customer-sensitive if you're not really a customer?

Perry: I do think that I bring a lot to the party. . . I think it's because I'm a shopper. You have to love what we do in my business and if you don't — if you're not a shopper, you don't see it like a customer sees it. Generally, about one-third of our management workforce are women. I believe that dedication to diversity is a huge



contributing factor in helping us be the best we can be.

Kroger is not only building a customer service reputation, it's rebuilding an empire that seemed to be shrinking rapidly during the '80s. The number of Michigan stores has nearly doubled — to 105 — through an aggressive building plan and some strategic acquisitions. In December, Kroger reached agreement to purchase 20 Kessel Food Markets in the Flint/Saginaw area.

Perry: We've tripled our square footage in the last decade. It's not a return to Michigan, it's an absolute

aggressive growth pattern here which is a growth commitment on the part of Kroger to Michigan. You look all over the country and we're in 31 states and essentially coast to coast. And there's just not a more exciting place in the nation than what's happening right here.

Kroger has also decided to return to the city of Detroit, after almost 10 years of absence. The 54,000 square foot store

will open sometime this spring or summer complete with a Detroit Police Mini-station inside the store.

The business of food is far different today than it was even a few years ago — but it's still the No. 1 reason for Kroger's success. In America, food is no longer just a necessity. For many, it's a hobby or a passion. For others it's a health crusade or a search for prepared food delicacies.

Perry: There's just an absolutely keen and passionate

interest in food today. There's not even a party or a political gathering or a group of people that I get introduced to that somebody doesn't have their food store story.

It's a good thing that Kroger's president not only likes to sell food, but likes to sample her products, too. She's fascinated with the cultures food represents, especially in Southeast Michigan. That led to a decision to offer custom food selections in stores that reflect the ethnic populations served in the neighborhood. Unique offerings now include specialties for Asians, African-Americans, Hispanics and Arab populations.

Perry: I'm finding that the Mediterranean influence, the Arabic influence on food cuisine is so interesting that I love the flavor profiles that I never had before. We didn't have such ethnic foods like that in Memphis (Her previous Kroger assignment). It's caused us to add a staff to help us with nothing but ethnicity in our stores to make sure that we're maximizing the opportunities for the things that our customers want.

Marnette Perry loves food. But what does Michigan's First Lady of Food like to eat?

Perry: I love great bread and have begun to work on how can I make sure that we stand for great bread. How can you be in the food business and not be focused on great breads?

Kroger has changed dramatically, because time-crazed consumers have changed. Grocery shopping is not just about food anymore — not even close. In the last decade, Kroger has reinvented itself, with an expanded array of non-grocery offerings. But they've always been different.

Most people don't know that the Cincinnati-based Kroger organization is also the world's largest retail florist (Perry was director of corporate floral operations from 1980 to 1986). Or that it was the first to operate in-store bakeries. Or that it owns dozens of food packaging and processing plants to create its own Kroger-brand products. The firm has over 2,200 stores in 31 states.

Meet Marnette Perry

Title: President, The Kroger Co. of Michigan, Livonia

Duties: Total responsibility for the marketing, advertising and operation of Kroger's 105 Michigan stores and more than 12,000 employees.

Personal: Married to Paul Perry, an attorney with Plunkett & Cooney in Detroit. One daughter, Allyson, a Northwestern University graduate, now serves in the West African nation of Burkina Faso with the social services group Vision in Action.

Career path:

1972 — Begins career with Kroger as cashier during her junior year at Ohio University where she majored in education. After college, continues to take on more responsibilities with Kroger as a store department head and then store management.

1980 — Moves to Kroger corporate headquarters to take responsible of the new Floral Shoppe concept.

1983 — Becomes produce merchandiser in the 86-store Cincinnati/Dayton marketing area.

1989 — Returns to corporate headquarters as director of produce merchandising and procurement.

1991 — Becomes vice president of merchandising for Kroger's Delta Marketing Area, headquartered in Memphis.

August 1997 — Becomes president of The Kroger Co. of Michigan.

See Kroger, page 32

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9

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Our latest \$5 instant game is sure to have customers floating on air with their chance to win \$1,000 a week for life. Of course, that can only mean bigger sales for you! Sell it aggressively. Display it prominently. After all, you'll be getting a lofty commission on every ticket you sell!

Get in on the standing order sweepstakes!

October 9 – December 13 confirm your Instant Game Standing order and you have a chance to win one of fifty \$100 prizes each week! Ask your I-sell rep or Lottery rep for details.



Kroger, from page 30

Kroger's decision last year to offer 5-inch miniature televisions in their Michigan grocery stores netted \$15,000 sales. That says a lot about how shopping habits have changed since Kroger first showed up in Michigan in 1917.

Perry: We think it's pretty neat that the stores change so much that in addition to T-bones, you've got televisions. I'm so excited about what stores are becoming today. I mean, there is no limit on what you can do in the store.

Truer words were never spoken. People have increasingly looked to

accomplish much more during a single shopping venture and Kroger's capitalizing on that. Maybe that's why during this year's tax season, Kroger in Michigan boldly went where no other grocery store chain has gone. It invited IRS counselors to set up shop in Kroger stores to offer free electronic filing and collections advice to shoppers.

The move underscores not only Perry's marketing savvy but also her team's willingness to think out of the box in an effort to put a new face to Kroger's service reputation.

Ultimately, though, success is about people – and Kroger's president knows that well. She employs 12,000 in Michigan, which

is an extraordinary challenge, given the nearly nonexistent state unemployment rate. As most people-intensive businesses know, retaining qualified, well-trained workers is tough, when there are plenty of great jobs to be had.

Perry: We have to find the ways to be a compelling place to work. And how do we do that? We've changed the orientation sessions. We've changed training. We've looked at the things that exit interviews tell us about why people leave us. We have to perform as employers. There isn't one answer; and that is the answer.

That kind of problem is a perfect fit for Perry. Growing up, she wanted to help people with career development

in some capacity. Today, she's found that person-to-person service creates lasting customer loyalty.

Perry: I decided I wanted to read the customer compliments from last year. Not complaints, but compliments. Ninety-nine percent of all compliments had a person named. It's that the store manager did this. Mary the cashier did that. The meat manager did this. The cashier found my wallet. The bagger picked up the yogurt I dropped. It's not about the store, it's about the people.

As for her own future? It's somehow connected to the "no limits" enthusiasm Marnette Perry radiates.

Perry: I think that women have empowered themselves to be greater risk takers and completely recognizing that where they want to go is in their hands. I'm always focused on what I want to do where I am. I don't sit around waiting, saying I want to be "this" in my future. The way you get (to where you want to be) 10 years from now is by being great today. Love what you're doing today and the rest will come.

By Terrence Oprea
President and COO
Mort Crim Communications Inc.
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Tyler Refrigeration, from page 29

and Mexico. Seven overseas licensees—Australia, Brazil, England, Japan, Peru, Spain and the Republic of South Africa—are authorized to manufacture Tyler products.

Tyler's core business is the design and manufacture of commercial refrigeration equipment for the supermarket and prepared food industries.

For many years, Tyler's formula for competitive success has been a combination of rigorous technical excellence in product design, conformance to high-quality manufacturing specifications, compliance with demanding customer delivery requirements, and tenacious, results-oriented customer service.

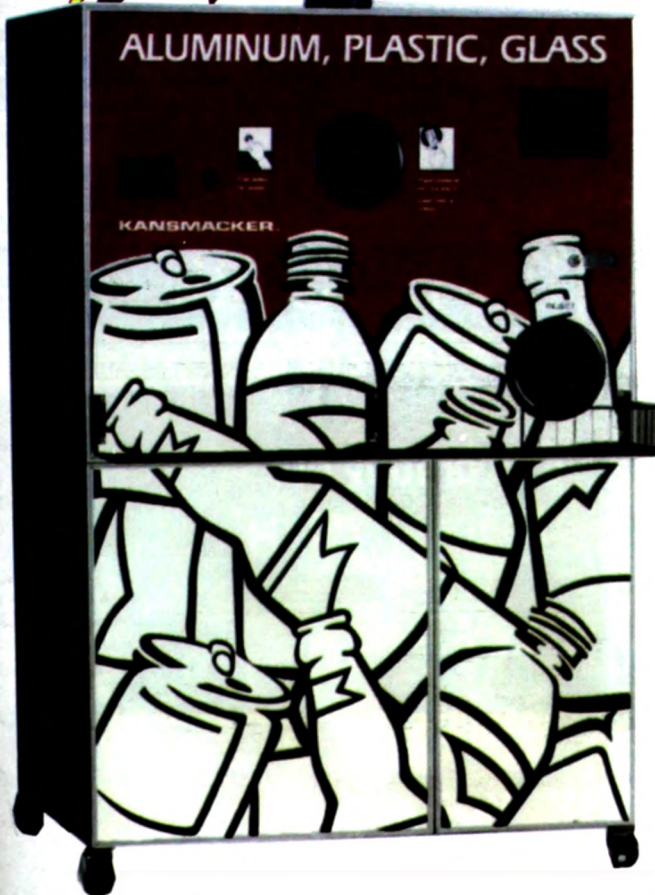
Another important tactic is to invest heavily in new product development. By continuing to develop and produce a steady flow of innovative products, Tyler has been able to maintain and increase its sales into the commercial refrigeration market.

Tyler's ambitious strategy and consistent growth have permitted the Corporation to participate fully in the expansion of the food marketing industry Meal Solution programs. Tyler Refrigeration has the equipment, the trained workforce, and the extensive experience in designing, manufacturing, and servicing high-quality refrigeration equipment needed to advance in a continually changing food marketing industry.

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How to find lenders and investors

The most active purchasers of equity kickers (options to buy stock) via subordinated debt and preferred stock (convertibles) are small business investment companies and venture capital firms. To a lesser extent, subordinated debt with warrants to buy stock or a conversion feature is sold through the public market. Insurance companies and pension funds are active only in larger, more established companies with annual revenues of several million dollars or more.

Here is how to obtain information on specific investors and lenders.

1. Small Business Administration. A free listing of small business investment companies (SBICs), entitled Directory of Operating Small Business Investment Companies, is available from the SBA, 409 3rd Street, SW, 6th Floor, Washington, D.C. 20416; call (202)-205-6526.

2. National Association of SBICs. A listing of SBICs and venture firms (by state) can be obtained by sending \$35 to NASBIC Directory, P.O. Box 1368, Ashburn, VA 20146 (no phone orders). NASBIC is an association of

about 300 national small business investment companies and venture firms.

3. Venture Capital Association. A listing of about 200 venture firms can be obtained by sending \$125 (Print Copy) or \$275 (CD ROM) to: National Venture Capital Association, 1655 North Fort Myer Drive, Suite 850, Arlington, VA 22209; (703)-524-2549.

"Toast Michigan" at AFD's wine tasting

Please join us on Friday, October 27 for AFD's new wine-tasting event, **Toast Michigan: Savor the Flavor of Michigan Wines.**

The night of wine, specialty hors d'oeuvres 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.

Tickets are just \$25 per person and are available at the door or by calling AFD at (248) 557-9600 or 1-800-66-66-AFD.

Jays mourns loss of founder

Leonard Japp Sr., founder of Jays Foods, died August 24 at the age of 96. Japp was widely credited with being one of the nation's snack food pioneers—the entrepreneur behind the modern, corn oil-fried potato chip.

Japp grew up in Minnesota and hopped a freight train cattle car to Chicago. After a few years working as a laborer, he and a friend started the business in 1927 with a \$27.50

investment. His snack-delivery business started with speakeasies owned by Al Capone.

The family-owned business currently employs 1,000 people.

Leonard Japp Jr., his son who died a year ago, said in a 1996 interview with the Chicago Tribune, "He had a reputation as a tough guy, but if you had his respect he'd give you the shirt off his back."



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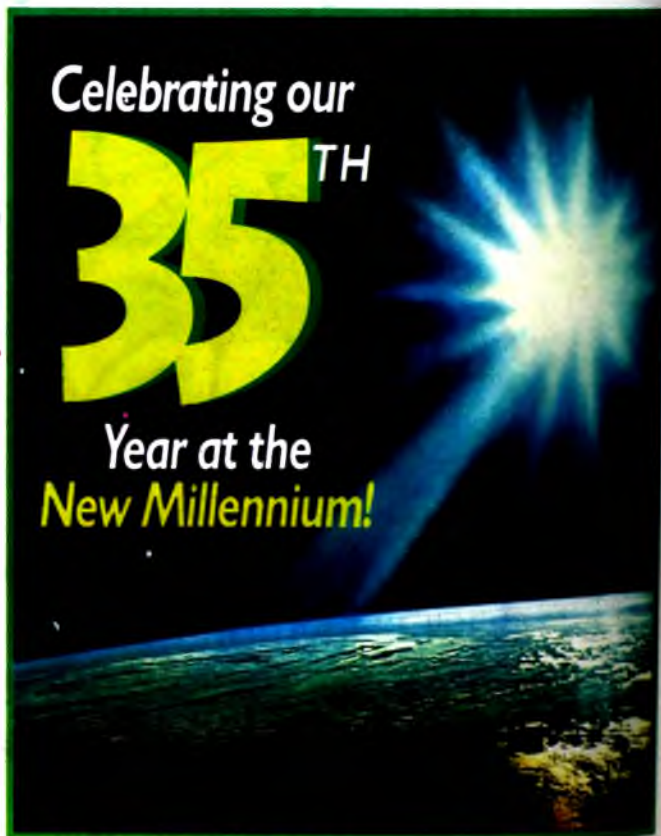
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Big retailers seek a speedier checkout line

Mass-market retailers are testing technologies that will bring checkout lines into the 21st century. According to the Wall Street Journal, corporate decision-makers have realized that "register rage"—customer irritation over long lines and slow clerks—can be a real threat to business.

"At a time when Internet rivals offer shopping with no lines at all, retailers face more pressure than ever to speed customers along and eliminate big bottlenecks that take up precious selling space," the Journal reports.

Wal-Mart Stores Inc. is among the retailers testing expensive new checkout technologies, and Kmart Corp. is spending \$100 million on improvements, including faster scanners and experimental portable cash registers that can be moved around a store.

Many consumers are already aware of the new technologies, thanks to a television commercial that depicts a young man stuffing groceries in his coat and walking out the door of a store. What we don't know is that the man swiped a credit card at a terminal on his way in. It appears as if the man is shoplifting, and he is stopped by a security guard outside the store. Surprisingly, the guard hands him a receipt.

The key to these new checkout technologies is so-called "smart packaging" that affixes a signal-transmitting tag to merchandise. A computer at a store's exit picks up the signal, registers the prices and tallies up a bill. Procter & Gamble Co. and other consumer products companies are working together to devise a standard for "smart tags."

U.S. probes biotech corn in taco shells

The government is investigating whether a type of bioengineered corn that hasn't been approved for human consumption was used in taco shells sold in grocery stores by Earth Foods Co., under the Taco Bell brand.

The corn which is genetically engineered to kill insects is approved for use in animal feed only. Traces of the corn were found in taco shells bought in suburban Washington.

The government has issued a recall.

Miller spreads holiday cheer to benefit United Cerebral Palsy

If you're looking for some holiday cheer, look no further than Miller Lite.

That's the message delivered this season in a dual-brand (Miller Lite and Miller Genuine Draft), two month, on-and off-premise promotion designed to spread some holiday fun while benefiting United Cerebral Palsy (UCP). Miller is the primary corporate sponsor of UCP.

"We are building upon a 20-year relationship with UCP to raise money

for 140 community-based affiliates to help more than 30,000 people with cerebral palsy," said Joe Jones, director of brand promotions. "This program has been very popular with retailers and legal-age consumers for nearly two decades, raising more than \$32 million. And it just gets stronger every year."

Featuring the theme "Spread The Holiday Cheer," the program kicks off in November with point-of-sale

materials including display cards with tear-off consumer offers for a limited-edition beer stein off-premise, and imprint banners, string pennants and table tents on-premise. Wall decorations will carry the names of UCP donors in both on-and off-premise locations.

Holiday merchandise includes print glasses, blinking buttons and T-shirts.

All displays and materials are available from Miller distributors only where legal.

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Study finds consumers making fewer grocery store visits

Alternative channels, busy lives impacting trend

U.S. consumers are making fewer trips to the grocery store, as the availability of similar goods in other retail outlets impacts their shopping patterns, according to a study released at the annual Food Marketing Institute Show by ACNielsen U.S., an operating unit of ACNielsen Corporation (NYSE: ART).

According to Todd Hale, senior vice president, consumer analytics, ACNielsen U.S., the winners in the channel-blurring battle will be those that carve out a unique identity. "Grocery stores have the most to lose since all U.S. households utilize the channel. It is no longer sufficient to just have the right products that consumers are looking for. Today, the same products can be found at a number of stores. The most successful chains are those that give their best customers more reasons to shop with them - whether it's linking their loyalty programs to those of other industries, such as airlines, or offering more personally tailored promotions."

As detailed below, there are three key measures in the Channel Blurring study: penetration (the percentage of U.S. households who shopped in the channel at least once in 1999), frequency (the number of shopping trips per year in the channel), and average basket ring (the amount spent per trip).

Channel	Penetration		Frequency		\$/Trip	
	1998	1999	1998	1999	1998	1999
Dollar Stores	47%	52%	9	10	\$10.04	\$10.22
Warehouse Clubs	49%	50%	9	9	\$81.52	\$81.57
Convenience/Gas	52%	50%	13	13	\$8.23	\$9.23
Drug	86%	87%	15	15	\$16.64	\$17.72
Mass (W/O Supercenters)	94%	95%	28	26	\$35.17	\$36.34
Grocery With Supercenters	100%	100%	91	90	\$31.44	\$31.82

While 100 percent of U.S. households shopped in the grocery channel (including grocery stores with supercenters) last year, the number of trips declined from 91 to 90, continuing a three-year decline. In 1997, consumers took 94 trips to the grocery store. Average basket ring went up just 1.2 percent in 1999.

Considering all three measures, the drug and convenience/gas channels

appear to be gaining ground. The drug channel, while flat in terms of frequency, gained one percentage point in penetration and increased its average basket ring 6.5 percent. While convenience/gas lost penetration and also showed no growth in trips per year, its average basket ring shot up 12.5 percent. "Both drug and convenience/gas are capturing more of consumers' overall spending," said Hale. "Both channels have done a good job of managing their limited shelf space to either add products that save consumers trips to other stores or to eliminate the slower moving items."

Neither mass merchandisers (without supercenters) nor warehouse clubs gained much ground in 1999. Both added one percentage point of penetration. Warehouse club visits were flat while visits to the mass channel declined from 28 to 26. Both channels showed only modest increases in average basket ring.

Dollar stores showed the most progress in 1999. Penetration increased over 10 percent and now exceeds that of both warehouse clubs and convenience/gas stores. While average basket ring increased only slightly, the number of trips per year increased from nine to 10.

Among other key findings:

- Women make more trips than men in every channel except convenience/gas
- The two low-cost channels, dollar stores and warehouse clubs, skew toward very different households. Poorer households tend to shop at dollar stores, while the more affluent households shop in warehouse clubs.
- The affluent shop less often overall and purchase less per trip, an indication that more of their food dollars are spent in restaurants.

The Channel Blurring study was derived from the ACNielsen Homescan™ consumer panel of 55,000 households. The study did not track online shopping. However, a separate ACNielsen study, the ACNielsen Homescan Net*Views Survey, found that approximately four percent of the total U.S. population age 12 and older have purchased a grocery or drug product online in the past year - an amount that is not yet having a significant impact on brick-and-mortar shopping.

ACNielsen, with 1999 revenue of \$1.5 billion, is the world's leading market research firm, offering measurement and analysis of marketplace dynamics, consumer attitudes and behavior, and new and traditional media in more than 100 countries. Clients include leading consumer product manufacturers, retailers and service firms, media and entertainment companies and the Internet community.



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Recruiting Tip

Faced with labor shortages and the exodus of baby boomers opting for retirement, more and more employers are recruiting seniors to fill vacancies.

According to the Dept. of Labor, a total of 16.1 million people over the age of 55 were employed in 1997 — an increase of 2.2 million from 1994.

Mature workers bring reliability and experience to the workplace and many don't need costly benefits because they've already earned a retirement package.

If you're interested in recruiting a mature workforce:

- Use inserts in condominium, retirement community, and religious group newsletters.
- Check out Green Thumb, Inc., a non-profit provider of mature worker training and employment at <http://www.greenthumb.org>.

• Ask for AARP's checklist designed to help employers attract older job applicants: *Age Equity in Employment: A Checklist for Employers* 1-800-424-3410.

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and Michigan Grape and Wine Industry Council
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Friday, October 27, 2000

5:30 p.m. to 9:30 p.m.

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Tickets can be purchased at the door, from AFD, Excalibur Restaurant and other participating retail stores.

Call (800) 66-66-AFD

A portion of the proceeds benefit Forgiven Harvest.

You must be 21 years of age to participate.

eSkye.com to work with IBM to "wire" the beverage alcohol industry

eSkye.com, a business-to-business virtual marketplace for the beverage industry, announced that it is working with IBM to "wire" the industry, providing affordable computers and fast Internet connections to both on-premise and off-premise retailers.

"eSkye.com's objective is not only to create the leading online marketplace and information exchange for our industry, but also to ensure that it is widely available within the industry," said J. Smoke Wallin, founder and CEO of

eSkye.com. "We are thrilled to work with a market leader like IBM, to make the technology necessary to tap our groundbreaking solution as easy and affordable as possible."

eSkye.com will offer its users an IBM Aptiva computer with Celeron processor, a 15-inch monitor, an Epson Color printer, one year of on-site maintenance and free Internet access and e-mail, provided through Lycos. The entire system will be available to all eSkye.com customers for one low price or they can opt to

make monthly payments of less than \$30 per month for a limited period of time.

Early in its development, eSkye.com began working to affiliate with leading PC and Internet partners to develop a program capable of moving the beverage alcohol industry online.

Through their work with IBM, eSkye.com will allow the 70% of bars, restaurants, and liquor retail outlets in the U.S. currently without Internet capabilities to join the

eSkye.com marketplace. The eSkye.com network facilitates a nearly 80% reduction in the time it takes for a retailer to place their regular order from multiple distributors.

"eSkye.com was created to apply modern solutions to an industry that is still operating largely as it has since prohibition," said Bob Wleklinski, eSkye.com's director of strategic alliances. "eSkye.com is applying online innovation across the entire industry, and unlocking value and efficiency every day for hundreds of successful businesses."

"We are excited to be a part of eSkye.com's effort to provide restaurants, bars and retailers online access to this marketplace," said Jim Corgel, general manager of IBM's Global Net Generation Business. "By providing easier access to computing equipment to eSkye.com's customers, we continue to extend the benefits of e-business and the new economy to all industries."

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



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18470 W. Ten Mile Rd., Southfield, MI 48075
Phone: 248 557-9600 Fax: 248 557-9610



"Not In This Store" supermarket chain to block tabloid and magazine covers

Mirroring a move made by a Kroger store in Cincinnati a few weeks ago, Morristown, PA Genuardi's Family Markets has begun blocking what it considers "offensive" magazine covers and headlines. The chain is placing vinyl pocket placards over the front page of supermarket tabloid newspapers, in addition to magazines such as Cosmopolitan, reports Supermarket News.

Some Globe and Enquirer headlines can be annoying and offensive to some customers and the front page of those issues - will also get placards. There are times when tabloids carry some pretty nasty headlines, although not every week," commented John Stahl, Genuardi's director of general merchandise and health and beauty care.

The magazine binders will be installed in all checkout lanes in Genuardi's 33 stores, the retailer said, and will be used on an as-needed basis to shield children from the sometimes sexually explicit headlines on many magazine covers. In addition to concealing covers, the chain started designating one "Family Friendly" checkout lane per store that will be free of toys, candy, magazines with "inappropriate" covers, and PC gaming magazines and books. The concept is intended to aid families with children easily distracted by these types of merchandise.

The e-tail experience

What grocery shoppers think about online shopping

Consumer behavior has changed dramatically from what retailers used to know. They are time-starved and are trying to pack as many activities as possible into a single day. Careers and families, along with a growing need for leisure time and pursuits, have left consumers short of the time and patience necessary to do routine daily tasks such as shopping. Not only have the needs of consumers shifted but there also have been enormous advances in the technology available; computers and the Internet are commonplace now. All of these factors have come together to revolutionize the face of retailing and particularly food shopping.

Businesses that listen and respond to the changing needs of consumers are the most likely to prosper. Due to diverse lifestyles, consumers have various expectations of their grocery stores. Some consumers are looking for a sensory social experience while others are simply interested in convenience and simplicity. However, one thing appears to hold true—almost all consumers want things better and faster. One technology solution that

- ads on television (47 percent)
- ads in magazines (47 percent)
- radio ads (19 percent)
- billboards (11 percent).

Internet users who make purchases online have many reasons for preferring to shop this

way, including locating difficult to find items, finding the lowest possible price and shopping after normal store hours. Most purchases online are planned rather than made on impulse: 62 percent of online shoppers frequently buy something they had planned to buy. Books, CDs and computer equipment are the first, second and third most frequently purchased items online, respectively. Four out of every 10 online shoppers between the ages of 18 to 24 have purchased health and beauty care items over the Internet.

The number one attribute of online shopping that Internet users like is the convenience of the process. Nine percent said they most enjoy the entertainment experience. The number one complaint among respondents is that some Web sites are difficult to navigate, with just over one-half (51 percent) of Internet users saying this is the aspect of online shopping that they dislike. Four out of

The number one complaint among respondents is that some Web sites are difficult to navigate.

every 10 purchasers feel that there is too much personal information required when buying items online.

A topic always present in the minds of Internet users is privacy and the security of their personal information. Sixty-two percent of respondents claim that they have some concerns about the security of their information. Shoppers with larger households—five or more members—and those with children in their household convey concern over privacy issues in fairly high percentages (69 percent and 68 percent, respectively). The top privacy concern listed by all respondents is that an outside party—



a hacker—will obtain their personal or payment information. A relatively small percentage of individuals are worried that the retailer will sell their personal information to a third party (14 percent). Consumers who are 18 to 24 years old exhibit much

less anxiety over this occurring, while the most affluent consumers were the most concerned group.

A provision merchants can take to ease the fears of consumers is to maintain and publicize a comprehensive privacy policy on their Web site. Twenty-nine percent of shoppers have seen privacy, security or information disclosure statements on all of the Web sites from which they have made purchases, and an

additional 50 percent report seeing these policies on most of the Web sites they have come across.

Online shoppers have different feelings with respect to buying groceries online. Only 10 percent of shoppers have bought groceries online. The majority of individuals who have purchased grocery items online have done so from an online-only grocer. Only 7 percent of respondents who have purchased groceries online did so from their primary grocery store—the store they visit most often in a week. The reason for this small percentage appears to be lack of availability of the service. More than half of the people who make purchases online maintain that their primary grocery store does not offer online grocery shopping, and another one-third do not know whether this service is offered by their primary grocery store.

Of consumers who are not interested in buying groceries online, the number one reason is that they want to see and touch what they are

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Businesses that listen and respond to the changing needs of consumers are the most likely to prosper.

can assist retailers in meeting these needs is online shopping.

Respondents surveyed for the FMI report: (The e-tail Experience What Grocery Shoppers Think About Online Shopping) reported that their primary computer is in their home and that 86 percent of them are going online or accessing the Internet daily. In July of 1999 Roper Starch Worldwide reports that 37 percent of Americans had gone online in the past thirty days. Thus, combining grocery shopping with the Internet seems to be a logical progression in food retailing.

Seventy percent of individuals said they use the Internet frequently for shopping, with 25- to 34-year-olds most likely to report this use. According to the respondents in our survey, brands appear to play a significant role in online marketing. Sixty-seven percent of respondents say they locate online shopping sites by going to the Web site of a familiar store with a physical presence. Other methods of locating web sites include:

- keyword searches on browsers (67 percent)
- word-of-mouth (54 percent)



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The non-resistance policy for store robbery

Non-resistance may be your best policy

On July 31, 7-Eleven dismissed a store employee in Martinsburg, West Virginia, for violating company policy regarding non-resistance during robbery events. Coverage by national media has focused debate over the company's posture with respect to its advice regarding non-violent response during a robbery. In particular, the media has focused on whether termination is an overreaction in a situation where safety policies have been violated.

The National Association of Convenience Stores (NACS) has received numerous calls from the media on the policy of non-resistance. It is likely that convenience stores will hear customers, community leaders and others talking about this news story and the policy of non-resistance. And, because the ABC News program 20/20 has indicated an interest in this story, it may continue to get national play and get "localized." Therefore, NACS is sharing a "Q & A" on non-resistance policies so retailers can anticipate and be prepared for questions.

NACS continues to follow the research that it has relied upon over the years in crafting the non-resistance policy. The research and advice is sourced from statistical studies; the federal government; law enforcement organizations and agencies; and interviews with convicted armed robbers. In all, it supports the fact that employees who actively resist are 49 times more likely to be killed during a robbery event than those who do not resist. Here's what NACS' Robbery

Deterrence and Personal Safety program says about not resisting a robber:

"Cooperate. It doesn't matter whether you see a weapon or not. Give the robber what he wants. Whether it's money or merchandise. And do what you're told. Don't argue, stall or resist. It's a fact: employees who resist a robbery have a greater chance of being hurt than those who cooperate."

—from the NACS Robbery Deterrence and Personal Safety Program

Importantly, there are two occasions when resistance could be an appropriate response during a robbery. Here's how these exceptions are explained in NACS' Robbery Deterrence and Personal Safety training program:

"As you can see, when it comes to avoiding violence during a robbery, the do's and don't's are very clear, especially when it comes to cooperating with the robber and not resisting in any way. But there are two exceptions to that rule:

If a robber tries to force you to leave the store with him, don't go. Police advise that you should stay inside the store if you can avoid leaving.

And the same is true if you feel physically threatened, or that your life is in danger. At that point, you must do what you think is best. Whether you fight back or use the security resources of the store—such as the panic button—the decision to resist is yours."

—from the NACS Robbery Deterrence and Personal Safety Program

Etail, from page 39

buying. Inconvenient delivery times and methods is the second reason.

The most popular grocery category purchased online is food products (88 percent). More than half (53 percent) of shoppers have purchased health and beauty care items online, and 43 percent have bought vitamins, herbal remedies and diet aids. Other items purchased by more than one-third of shoppers are household cleaning products (38 percent) and pet supplies (35 percent).

The most popular food products purchased online are dry goods (65 percent). One-third of people surveyed bought either frozen foods or meat online. Three out of every 10 shoppers have bought dairy items,

while less than one-quarter have ever purchased produce items by means of the Internet. Forty-five percent of shoppers who buy groceries via the Internet say they would never purchase produce online; meat is a close second at 42 percent.

Online grocery purchasers rate their experiences of buying groceries online highly. More than 80 percent of all shoppers said their orders were correct, fresh, undamaged and timely. The majority of shoppers rate their overall experience as excellent or very good, with shoppers in the South giving the lowest ratings. Fifty-five percent of all the shoppers are extremely or very likely to purchase groceries online again.

Convenience Store Safety and Non- Resistance Policies

These are questions that reporters or customers may ask you.

The comments in brackets [] are suggestions for framing your responses rather than responses themselves.

Q. Are convenience stores safe?

A. Yes. Most convenience stores never experience a robbery or violence of any kind. Our industry's data consistently shows that more than 80 percent of all convenience stores are robbery-free in any given year. Because of store operators' commitment to crime prevention, the incidence of robberies of convenience stores in recent years has decreased dramatically. FBI data shows that robberies in convenience store declined steadily in the last ten years—indicating that our safety practices are working.

Q. What enhances safety in convenience stores?

A. Research has shown that safe stores give their employees comprehensive training in crime prevention, keep available cash levels at a minimum, such as \$50 or less, and keep their premises well lit and clear of obstructions to visibility. That means low shelves and clear windows.

Q. What else is being done to deter crime in convenience stores?

A. Our national association—the National Association of Convenience Stores—is constantly researching new strategies to deter crime. Our industry works also closely with law enforcement here at the local level. Law enforcement professionals are an important resource in helping us deter crime.

Q. What is your company's policy on non-resistance during robbery events?

A: [State your policy and explain how you communicate your policy to employees through training and communications.]

Q. What actions does your company take when safety policies are violated?

A: [Again, state your policy and then explain specific steps your company takes to ensure that this safety policy is practiced consistently. It might be helpful to also mention any ongoing communications with store employees that reinforce the importance of adherence to this policy, such as memos to stores and articles in company newsletters.]

Classifieds

FOR SALE—Ice Cream Maker and Pizza Oven. Call Patrick at (810) 725-2076.

FOR SALE: HAZEL PARK—Well established small supermarket, about 6,000 sq. ft. Same owners for over 35 years. Money maker—easy to run. Call Tony for details, (248) 543-2018.

FOR SALE—12,000 sq. ft. supermarket located in pleasant suburb town. Remodel done in 1996. SDD-SDM license. Possible easy terms—MUST SELL (517) 879-7055 after 5:00 p.m.

CLARE—Profitable second generation Convenience store including real estate, business opportunity, equipment and fixtures. The inventory, which is valued at approximately \$40,000, can be purchased separately. The store features groceries, fresh meat, tobacco, liquor, lotto, hunting and fishing licenses, ATM, LP fill, general supplies, party & specialty items and homemade pizza. The store has provided a good income for many years with remaining growth potential. Living quarters on site for owner or rental income. Seller will consider offers of cash, conventional financing or possible seller financing terms. \$239,000; qualified buyers contact Wayne Terpening, Re/Max brookside, 415 N. McEwan St., P.O. Box 415, Clare, MI 48619-0415. Toll free (888) 473-5442.

SHOWCASES FOR SALE—3 foot to 6 foot and 3 foot to 4 foot. Call Neil at (248) 252-4674.

www.lottery-watchdog—Take control of your instant lottery sales.

EQUIPMENT FOR SALE—Call Patrick at (810) 725-2076.

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SDD/SDM LIQUOR LICENSES NOW AVAILABLE—One in City of Livonia, One in City of Riverview. Must Sell! Call (248) 548-2900, x3033

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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.

SPECIALTY FOOD AND MEAT MKT.—2 blocks from Great Lakes Marina in popular Northland 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.

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FLINT—Grocery/Meal store. \$800,000+ in yearly sales. All licenses. Rent—\$2,500/month. Building available. Great opportunity for owner/operator. Call (810) 787-3928.

MONROE—Small supermarket. SDD/SDM, high volume lottery sales. Area icon, 50 years same owner! Ready to retire and ready to sell. Business and real estate available. Call Bill Michaud at Prudential Michaud Realtors, (734) 242-4700.

Fun in the sun

A record crowd of over 3,000 senior citizens were treated to an afternoon of food and fun at the 10th annual AFD Senior Citizen Picnic on Belle Isle, August 16.



Detroit City Councilman Gil Hill (right) is always a popular speaker



City Councilman Gil Hill greeted supporters and well-wishers.



Some attendees exercised to music while others relaxed at the AFD Senior Picnic on Belle Isle



AFD Board Member Phyllis DeSmet of Spartan Stores turned dogs with AFD's Ruel Williams.



(l to r) John Loussia of Valu Wholesale, AFD's Tom Amyot, Gary Davis of Tom Davis & Sons Dairy, Phyllis DeSmet of Spartan Stores, John Dippoliti of Tom Davis & Sons Dairy, Derrick Neely and Jody Blake of Valu Wholesale all helped cook and serve the hot dogs.



AFD volunteers John Dippoliti and Gary Davis of Tom Davis & Sons Dairy, John Loussia of Valu Wholesale and Phyllis DeSmet of Spartan Stores



The Gleaners' new mascot, Can Man, greeted young and old alike

The Chaldean Merchants in Detroit, Councilman Gil Hill and the Associated Food Dealers of Michigan extend a heartfelt thanks to the donors and volunteers for helping to make the 10th Annual Senior's Picnic even a bigger success than ever:

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American Bottling (313) 937-3500
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Frank McBride Jr., Inc. (810) 445-2300
Meadowbrook Insurance (248) 358-1100
North Pointe Insurance (248) 358-1171
Rocky Husaynu & Associates (248) 988-8888

MANUFACTURERS:

Anthony's Pizza (810) 731-7541
Bosco's Pizza Co. (248) 616-3450
Eden Foods (517) 456-7424
Home Style Foods, Inc. (313) 874-3250
Jaeggi Hillsdale Country Cheese (517) 368-5990
Kraft General Foods (248) 488-2979
Monitor (Big Chief) Sugar (517) 686-0161
Nabisco, Inc. (248) 478-1350
Old Orchard Brands (616) 887-1745
Pack 'Em Enterprises (313) 931-7000
Philip Morris USA (616) 554-0220
Red Pelican Food Products (313) 921-2500
Singer Extract Laboratory (313) 345-5880
Strauss Brothers Co. (313) 832-1600

MEAT PRODUCERS/PACKERS:

Alexander & Hornung (313) 921-8036
Bar S Foods (248) 414-3857
Burdick Packing Co. (616) 962-5111
Gainor's Meat Packing (517) 269-8161
Hartig Meats (313) 832-2080
Hygrade Food Products (248) 355-1100
Kowalski Sausage Company (313) 873-8200
Metro Packing (313) 894-4369
Nagel Meat Processing Co. (517) 568-5035
Pack 'Em Enterprises (313) 931-7000
Pelkie Meat Processing (906) 353-7479
Potok 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 Newspaper Agency (313) 222-2325
Michigan Front Page (313) 870-1940
Michigan Chronicle (313) 963-5522
WDIV-TV4 (313) 222-0643
WWW-AM/FM (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. 1-800-24FRITO
Germack Pistachio Co. (313) 393-2000
Grandma Shearer's Potato Chips (313) 522-3580
Jay's Foods (800) 752-5309
Kar Nut Products Company (248) 541-7870
Niklas Distributors (Cabana) (313) 571-2447
Pioneer Snacks (248) 862-1990
Rocky Peanut (313) 871-5100
Variety Foods, Inc. (810) 268-4900
Viter Snacks (810) 365-5555

PROMOTION/ADVERTISING:

Huron Web Offset Printing (519) 845-3961
J.R. Marketing & Promotions (810) 296-2246
JDA, Inc. (313) 393-7835
Market Advantage (248) 351-4296
PJM Graphics (313) 535-6400
Promotions Unlimited 2000 (248) 557-4713
Stanley's Advertising & Dist. (313) 961-7177
Stephen's Nu-Ad, Inc. (810) 777-6823

RESTAURANTS:

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

SERVICES:

AAA Michigan (313) 336-0536
Abbott, Nicholson, Quilter,
Esshaki & Youngblood (313) 566-2500
Action Inventory Services (810) 573-2550
AirPage Prepay & Talk Cellular (248) 547-7777
AirTouch Cellular (313) 590-1200
American Mailers (313) 842-4000
Ameritech Pay Phone Services 1-800-809-0878
AMT Telecom Group (248) 862-2000
Ann Klempner Red Carpet Keim (734) 741-1262
Automated Collection Systems (248) 354-5012
Bellanca, Beattie, DeLisle (313) 882-1100
Cellular One - Traverse City (231) 922-9400
Central Alarm Signal (313) 864-8900
Check Alert (231) 775-3473
Checkcare Systems (313) 263-3556
Credit Card Center (248) 476-2221
Dean Nadeem Ankouny, JD
Attorney At Law (810) 296-3967
Detroit Edison Company (313) 237-9225
Eskey.Com, Inc. (317) 632-3870
Follmer, Rudzewicz & Co., CPA (248) 355-1040
Frank Smith Re/Max in the Hills (248) 646-5000
Garmo & Co., CPA (248) 737-9933
Goh's Inventory Service (248) 353-5033
Great Lakes News (313) 359-1001
Grocery Street.Com (248) 901-1530
Guardian Alarm (248) 423-1000
J & B Financial Products LLC (734) 420-5077
Jerome Urcheck, CPA (248) 357-2400, x257
Karoub 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) 208-3200
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
Safe & Secure
Investigations, Inc. (248) 425-4775
Sagemark Consulting, Inc. (248) 948-5124
Sal S. Shimoun, CPA (248) 593-5100
Security Express (248) 304-1900

Smokeless Tobacco

Council, Inc. (202) 452-1252
Southfield Funeral Home (248) 569-8080
Staver & Souve, PC (734) 374-1900
Harold T. Stulberg, R.E., Broker
24 Hours (248) 351-4368
Telecheck Michigan, Inc. (248) 354-5000
Travelers ExpressMoney Gram (248) 584-0644
Western Union (248) 887-1702
Western Union Financial Services (248) 888-7423
Whitey's Concessions (313) 278-5207

STORE SUPPLIES/EQUIPMENT:

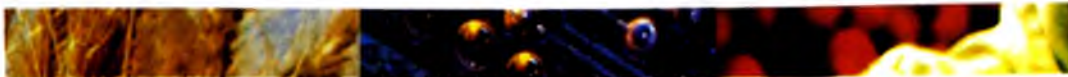
Belmont Paper & Bag Supply (313) 491-6550
Brehm Broaster Sales (517) 427-5858
Cost Savings & Reduction
Specialists (561) 398-9396
Culinary Products (517) 754-2457
DCI Food Equipment (313) 369-1666
Envipco (248) 471-4770
Hobart Corporation (734) 697-3070
Kansmacker (517) 374-8807
Martin Snyder Product Sales (313) 272-4900
MSI/BOCAR Store Fixtures (248) 399-2050
National Food Equipment
& Supplies (248) 960-7292
North American Interstate (248) 543-1666
Olender Equipment (734) 458-8850
Oreck Floor Care Centers (810) 415-5600
Sarkozi-Hollymatic Equipment (313) 381-5773
Serv-Tech Cash Registers (800) 866-3368
Swanson Commercial Food
Equipment Services (800) 762-8277
Taylor Freezer (313) 525-2535
TOMRA Michigan 1-800-610-4866
Wadie Makhay
Produce Specialist (248) 706-9572

WHOLESALE/FOOD DISTRIBUTORS:

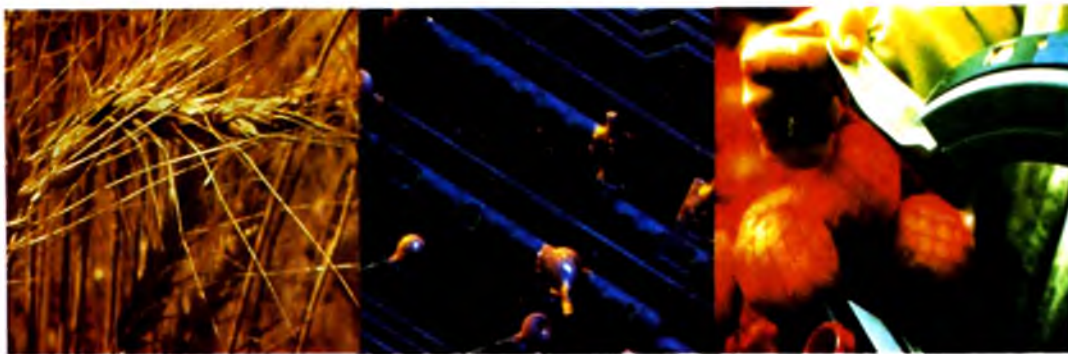
AK'WA Water Co. (248) 627-4737
Capital Distributors (313) 369-2137
Central Foods (313) 933-2600
Consumer Egg Packing Co. (313) 871-5095
EBY-Brown, Co. 1-800-532-9276
Family Packing Distributors (248) 738-5631
or (313) 873-3999
Fleming Company (330) 879-5681
Food Services Resources (248) 738-6759
Garden 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
M&L Distributors (517) 623-0420
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
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:

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



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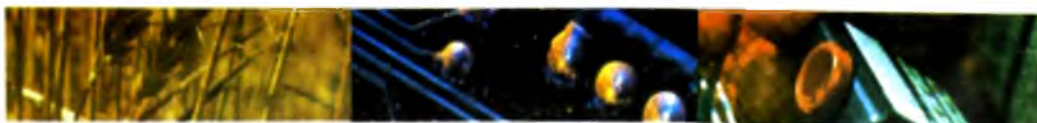
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