



FOOD & BEVERAGE REPORT

Associated Food Dealers
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April 2001

Working hard for our members.

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Legislative Update

House follows Senate in rejecting OSHA rules

It took the Occupational Safety and Health Administration (OSHA) 10 years to formulate but took the US Congress only two days to completely dismantle. The House voted along party lines, as did the Senate, to repeal newly instituted workplace regulations aimed at reducing repetitive-motion injuries.

The 223-206 vote is a boon to American businesses, which would have had to foot an estimated \$4.5 billion bill to institute all of the changes described and intimated in the OSHA rules. President Bush has already indicated he will sign the bill.

The new regulations enjoyed firm support from labor and Democrats, who suggested the ergonomic changes would increase productivity by \$9 billion annually. Nearly all business advocates, however, insisted the rules were often arbitrary, very cost prohibitive, and ineffective.

Kobrand Teams with AFD to aid scholarship program

Kobrand Corporation has once again partnered with Associated Food Dealers of Michigan to benefit the AFD Foundation, Inc. Scholarship Program.

For every case of Alizé product (Cognac VS, Cognac VSOP, Gold and Red Passion) sold in Michigan between May 1, 2001 and July 31, 2001, Kobrand will make a donation to the AFD Foundation Scholarship Fund.

To help retailers, Alizé has created several items to encourage sales and displays including posters, casecards, table tents and shelf talkers for both on- and off- premise locations.

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

Alizé was the first product to incorporate the blend of passion fruit juice and cognac. Kobrand Corporation has imported it from France since 1986. In 1998, Kobrand introduced Alizé Red Passion and in 2000, they debuted Alizé V.S. and V.S.O.P. Cognacs.

For more information, contact General Wine and Liquor at (313) 867-0521.

EBT comes to Southeast Michigan

Over the next two months Southeastern Michigan retailers who formerly took paper food stamps will be converted to using the new "Bridge Card". The Bridge Card is much like a debit or credit card using your Third Party Processors credit/debit machines or state supplied equipment.

If you will be processing through a Third Party Processor, the only action required is completion of the Retail Site Survey sent to you by Citicorp Service (Michigan's contractor). Make sure to contact your processor to inform them that you want to accept the Bridge Card. Those retailers using their existing equipment will be charged transaction fees

See EBT, page 16

AFD Launches New Website

AFD is proud to announce the launch of our new Website, afdom.org. Browse the site to find out the latest in AFD benefits and services and upcoming AFD events. Visitors can easily navigate the site to get up-to-the-minute industry news. This is just the latest effort by AFD to make sure members and prospective members have the tools they need to stay competitive.

As we go to press, bottle deposit expansion legislation is being introduced. Watch future issues for more information.

Life is a game...play to win!

Come to AFD's "Wheel of Fortune" Trade Show

April 30, 5:00 p.m. to 9:00 p.m.
and May 1, 2:00 p.m. to 8:00 p.m.
at Burton Manor in Livonia

Who wants to be a Millionaire? Make sure the Price is Right by avoiding Jeopardy and the pitfalls facing retailers today. Learn to be a Survivor in the Outback of the food industry!
For Tickets, call AFD (248) 557-9600



Michael Skupin

Get the "Survivor" scoop from Michael Skupin!

AFD is proud to announce an exciting and entertaining addition to our 17th Annual Trade Show. On May 1, at 12:00 noon, just before the trade show opens for the second day, we will host a special luncheon with Michael Skupin as the speaker!

Fans of the popular CBS TV reality series, "Survivor" will recall that Michael Skupin is the Michigan contender that had to leave the Australian Outback due to burns on his hands and face. At the luncheon you will learn what really went on behind the camera. An excellent speaker, Michael will explain how he came to be a Survivor contestant, what the experience has meant to him, how the show has changed his life and what is in store for the future.

The AFD Survivor Lunch with Michael Skupin will be held at Burton Manor in Livonia, in a special room right next to our trade show. Tickets are \$25 and are expected to sell fast. To get yours, call AFD at (248) 557-9600. For more show information, turn to page 36. Mark May 1st on your calendar now...come for the AFD Survivor luncheon and then tour the show!

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Do tax credit enticements do more harm than good?



by Joe Sarafa
AFD President

State bureaucracies try to forecast which businesses will succeed in the marketplace and create new jobs. But they can't possibly predict how millions of individual consumer decisions will ultimately determine the fate of a firm.

The Michigan Economic Growth Authority (MEGA), is an agency created by the Engler administration in 1995 to "encourage economic development." Part of the Michigan Economic Development Corporation, MEGA singles out firms to shower with special tax credits, job training subsidies and other incentives.

MEGA officials try to predict which

companies that apply for tax credits will succeed and hand out special favors to certain businesses and not to others.

As of November 2000, MEGA had approved 100 deals worth more than \$1.4 billion to companies that expand or relocate in Michigan. In many cases, MEGA officials can't prove that the companies would not have expanded or relocated here without the incentives, and it appears that often the favors simply benefit one firm at the expense of other firms.

A good example of a poor choice to receive special consideration is Webvan Group, Inc. of Foster City, California. Webvan, an on-line grocery retailer, was offered \$23.4 million in tax credits by MEGA on Dec. 21, 1999 in exchange for the company's promise to build one of its 26 warehouse distribution centers in Michigan. The company's stock finished that week at \$18.38 per share.

Webvan's stock began a steady descent almost immediately following the MEGA agreement, reaching a low of \$0.47 per share on Dec. 15, 2000. According to Security and Exchange Commission filings, Webvan officials

dumped almost 2 million shares of their own stock between Feb. 1 and Oct. 30, 2000. The company withdrew its promise to build a distribution center in Michigan forfeiting the MEGA tax credits.

MEGA was unable to predict Webvan's difficulties yet they issue reports with forecasts of how many jobs will be created by tax credits, even 20 years into the future.

More importantly, MEGA did not take into consideration the economic hardship that Webvan could have caused for existing Michigan retailers. In a fixed marketplace, such as the retail grocery business, adding another player doesn't bring additional revenue to our state; it simply redistributes it among more players.

We're not sure that this is an appropriate role for government to take. What do you think?



Spin AFD's Wheel of Fortune

We look forward to seeing you at the AFD Trade Show on April 30th and May 1st, this year themed "Wheel of Fortune." Please check out the information beginning on page 36 regarding the show. Exhibitors are offering many show specials and are featuring some exciting new products.

Also plan to attend our special luncheon at 12:00 noon on May 1st with Michael Skupin of "Survivor" fame. We know this will be an entertaining and enlightening event for all Survivor fans. Tickets are \$25 and include the luncheon and admission to the trade show. We know they will sell fast, so call AFD today at (248) 557-9600 to get yours!

The Grocery Zone

By David Coverly



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Representative Valde Garcia moves to the Senate

by Kathy Blake

Former State Representative Valde Garcia (R-86) of Clinton and eastern Ionia counties, was elected March 20 in a special election to replace State Senator Mike Rogers, who left the position after being elected U.S. Representative.

Garcia had worked in Roger's 26th district state senate office as chief of staff in 1995 and will finish the senator's term which expires January 1, 2003.

When Garcia was elected as state representative in 1998, he was one of the first two Hispanics voted to the Michigan legislature.

He chaired the Economic Development

committee which worked on creating more incentives for Brownfield Redevelopment of contaminated unused land. The bill passed, affecting more than 80 communities. Garcia estimates, "The \$90 million provided by the state in tax credits created \$900 million in economic development."

Also important to economic development, is filling the shortage of well-educated and trained employees in the workforce. Garcia has made work-force development a top priority and was instrumental in passing legislation to continue the School-To-Registered Apprenticeship Program. The program provides students with a paid opportunity to acquire a range of nationally-recognized skills and credentials through daily on-the-job training and related classroom instruction. Employers benefit with tax credits and better trained workforce recruits.

In his second term as state representative, Garcia was assigned to the House Standing Committees on Transportation, Finance and Insurance, Commerce and Conservation.

The Transportation committee has been embroiled in setting up a new funding formula for roads. There will be committee hearings next, says Garcia.

On the Finance and Insurance



committee, Garcia was instrumental in a bill that raises the automobile insurance claims threshold from 250,000 to 500,000.

The Commerce committee recently heard a presentation from the office of E-Michigan which has been working on consolidating Michigan department websites. "We want to make sure all departments are speaking the same language and can talk to each other," explains Garcia.

Garcia pledged to donate a portion of his pay to charity when the State Senate raised legislator wages. He encouraged his colleagues to do the same. He is donating his increase to the 20-25 charities that he contributes to throughout the year.

He is not only charitable with his pay increases, he also gives his time to the community by reading at the elementary schools and volunteering for the Rotary Club and the American Legion.

The newly-elected state senator pursued his interest in politics right out of high school by volunteering for Alan Cropsey's campaign for State Representative. Garcia graduated from Laingsburg Christian School in 1977. He attended Cedarville College in Ohio, where he earned a bachelor's degree in political science and history.

He joined the United States Army while in college under the ROTC

program and will complete his 20th year in the military this summer. He served 9 years of active duty rising through the ranks to captain. He then joined the Army Reserves. He currently holds the rank of lieutenant colonel and serves in the Michigan National Guard.

After finishing his active duty, Garcia returned to Clinton County and went to work as a legislative aide for State Senator Harmon Cropsey. "I worked for Harmon Cropsey by day and by night I campaigned for his son, Alan Cropsey for U.S. Congress.

Garcia also served as chief of staff for the late State Senator Doug Carl before going to Mike Rogers' office.

Garcia was elected in 1994 to the Ovid Village

Council and served as chair of its public works committee. He taught economics, history and government at Laingsburg Christian School and in 1997, he became a territory manager for the National Federation of Independent Business. With this position, he renewed memberships and surveyed members throughout Michigan. "The three most pressing problems that members reported were: a shortage of trained workers with good work ethics, too many taxes and too many regulations," Garcia summarized. "Now when I look at a bill, I consider how this is going to affect the small business owner or retailer," adds Garcia.

He holds a 95 percent voting record with the Small Business Association of Michigan. He received a Michigan Chamber Endorsement in 2001.

The senator lives in St. Johns with his wife and two teenage children. For fun, they occasionally travel to warm sunny beaches. His wife also works in the political arena as legislative aide to former State Representative Terry Geiger and now Rep. Gary Newell.

To reach Senator Garcia, call him at (517) 373-2420, email: vgarcia@senate.mi.us, or write The Honorable Valde Garcia, State Senator, P.O. Box 30036, Lansing, MI 48909-7514.

Calendar

April 1 - 3

FMI Pharmacy Conference
Wyndham Anatole
Dallas, Texas
(202) 220-0710

April 30 - May 1

AFD Wheel of Fortune Trade Show
Burton Manor, Livonia
Ginny Bennett
(248) 557-9600

May 6-8

FMI Annual Convention
McCormick Place
Chicago
Dan Reeves
(248) 557-9600

June 2-4

The Retail Produce Solutions Conference
Double Tree Hotel and Monterey Conference Center
Monterey, California
fax (302) 738-6685
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July 18

AFD Scholarship Golf Outing
Wolverine Golf Course
Michele MacWilliams
(248) 557-9600

Statement of Ownership

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News Notes

Spam: An American cultural icon

Hormel Foods Corp. recorded booming Spam sales in fiscal 2000, but people are returning to their love-hate relationship with the porcine product. Spam is being promoted as a contemporary food and has a cultural niche as a campy icon. Hormel is building a Spam museum in Austin, Minn. *ABC News*

Students, schools hooked on junk food

The Washington Post highlights how students and schools are hooked on junk food for two different reasons: Students are simply junk food junkies, while schools are hooked on signing contracts with soda and candy vendors that contribute to school revenue. According to parents and health advocates, the biggest concern is health risks students are exposed to by a system giving schools a financial interest in selling junk food.

Coke to cut "Enjoy" ad campaign

Coca-Cola is considering retiring its "Enjoy" slogan after little more than a year, as a prelude to major changes in advertising. "Enjoy" could be mothballed in favor of a new line, "Life Tastes Good." *The Atlanta Journal-Constitution*

Coke and Disney begin branding

Coca-Cola and Walt Disney Co. announced a joint venture to market product lines from Coke's Minute Maid division — children's water, milk and juice drinks — under the Disney brand name, featuring popular Disney characters. The goal is to offer a broad array of new products in a powerful branding combination. *Ad Week*

Dial Complete

Dial recently introduced Dial Complete, an antibacterial foaming hand wash described as "the next generation of liquid hand soaps." Dial also will introduce Purex Tabs, a tablet form of its Purex value-brand detergent. *Ad Week*

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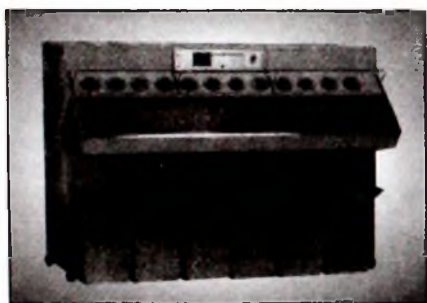


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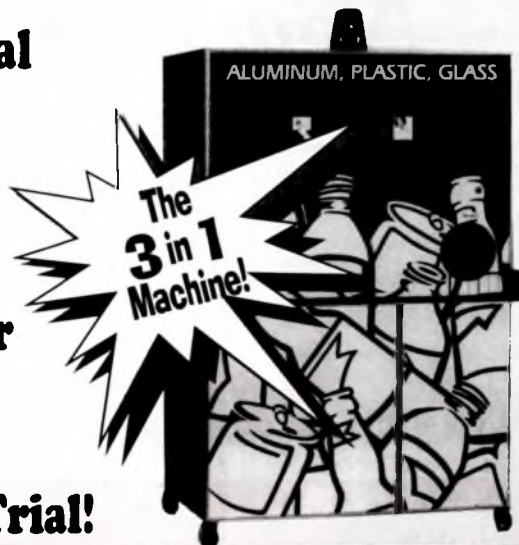


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News Notes

Global market not ready for GM wheat

Wheat buyers from Japan, Europe and Egypt say their consumers will not accept Monsanto's Ready Roundup wheat, because of concerns about potential harm to human health and the environment. In response, Monsanto has agreed to establish a system to separate genetically modified wheat before distributing it to farmers. *The Washington Post*

Whopper is king in Burgerland ads

Burger King is trying to win the king burger crown from McDonald's with its new ad campaign, which uses the tagline: "In the land of burgers, Whopper is king." The company intends to refresh core attributes of the Whopper brand to win back customers. *Advertising Age*

Group sues Smithfield over environment

The Water Keeper Alliance, led by Robert Kennedy Jr., filed federal and state lawsuits Feb. 28 against Smithfield Foods Inc. for violating environmental regulations by allowing hog manure to pollute rivers. According to Kennedy, the battle is the first step to get family farmers back to the land and force corporations to take care of the land and animals they own. *Associated Press*

Heinz acquires two niche foodservice companies

H.J. Heinz Co. announced March 1 that it has bought Cornucopia Inc. and Central Commissary Inc. to extend its culinary expertise and research and development. The two privately held niche companies make dressings, sauces and soups for national chain restaurants. Terms of the deal were not disclosed. *Associated Press*

Bobby Knight takes a minute and cools off with Minute Maid

Bobby Knight, the Indiana University basketball coach fired in fall 2000 for angry outbursts, is in a spot for Coca-Cola's Minute Maid orange juice. The ad is geared to show how Minute Maid orange juice can improve demeanor and affirms its tagline, "It only takes a minute and the feeling lasts all day." *Ad Week*

Lawsuit dogs P&G over Iams claims

Procter & Gamble faces a class action lawsuit brought by consumers of its Iams pet foods on charges that it made exaggerated claims about the brand's nutritional value.

The suit claims that when Procter & Gamble bought the Iams business in 1999, it aggressively promoted the premium brand as actually less expensive than competitors on the basis that it was so packed with nutrients it could be fed to pets in smaller servings.

According to the complaint filed in Los Angeles Superior Court, however, the recommended serving size food is "insufficient to meet the nutritional needs of the average pet" and causes dogs to lose weight. *Bloomberg Report*

Clairol gets new theme

Clairol has invested in a new slogan, "Clairol, a beauty all your own," that will serve as a theme for all its hair color brands. Clairol wants

to emphasize the individual beauty of the diverse demographic of Clairol women, part of Clairol's first change in its 50-year history to buff up its image rather than sell individual products. *The New York Times*

Amazon, Wal-Mart negotiating

The *Sunday Times* of London reported that Amazon.com Inc., the world's biggest Internet retailer, and Wal-Mart Stores Inc., the world's largest retailer, are talking about forming a "strategic alliance" that would make Amazon, Wal-Mart's e-commerce supplier.



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Officials request accounting of tainted corn

The USDA has ordered seed dealers to find how much of the nation's seed corn is contaminated with the StarLink protein to determine how much must be destroyed before spring planting. According to industry representatives, it is very likely for corn seeds to contain the protein because pollen from the genetically modified crop can be carried by the wind and cross-bred with conventional varieties. *The New York Times*

Unapproved corn found in veggie corn dogs

In related news, StarLink corn has been found in Kellogg-made Morningstar Farms meat-free corn-dogs, according to testing done by Greenpeace.

Kellogg has announced that it is trying to make its food biotech-free and that the presence of Starlink is due to a mistake on the part of its supplier. *Associated Press*

Hog farmers squeal over USDA-NPPC deal

Independent hog farmers said Friday they plan to challenge in federal court the USDA's agreement to continue the "Other White Meat" pork promotion.

The USDA announced last week it had reached an agreement with the National Pork Producers Council (NPPC) to continue the program, under which hog farmers pay into a fund for the promotion of pork. Hog

farmers had voted down the program in a recent referendum vote, but pork processors challenged the vote as unfair and procedurally flawed. The USDA announced last week it would reverse its decision to honor the hog farmers' vote.

Farmers contend their "check-off" funds go to support the NPPC, which ultimately represents the more powerful pork processors.

Grocery-list site eliminates use of crumpled envelopes

A new Web site, MyGroceryList.com, attempts to help shoppers enter the grocery store prepared with a list of 300 common products — but no brand names — that users can simply click on to compile their own list. When finished, the list can be printed or e-mailed.

Kroger to revise earnings dating to 1998

Accounting irregularities at Ralphs Grocery Co. — a Fred Meyer Inc. subsidiary based mainly in Southern California — dating from before Kroger Co.'s 1999 acquisition of the company has forced Kroger to revise earnings for 1998, 1999 and the first six months of 2000. The improper accounting, concealed from Kroger, was an attempt by Ralphs' management to meet market expectations, Kroger representatives said. *Associated Press*

P&G, Whirlpool iron out new appliance details

Procter & Gamble Co. and Whirlpool Corp. recently collaborated on a research-and-development project that resulted in a new fabric-care product, the Whirlpool Personal Valet Clothes Vitalizing System. The Whirlpool-made 5-foot-tall box-shaped appliance uses Presiva, a heat-activated formula from Procter & Gamble, to create a "penetrating mist to freshen clothes and remove wrinkles." *The Cincinnati Enquirer*

Moms, Generation Y targeted by Target

Target is intent on attracting new customers from Generation Y while keeping its traditional customer base. Target's strategy is to create in-house brands for clothing lines and housewares. Target also is adding more groceries to stores to keep its most important customer: mom.

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Beef prices spiraling upwards

Retail beef prices are soaring to new levels because of the harsh winter, which left cattle thinner than usual. Prices are expected to fall by the end of summer, but tight supply and high demand likely will drive prices up again. *Associated Press*

Stahl resigns from Coca-Cola

Coca-Cola's restructuring plan — eliminating the president position and creating regionally separate business units — has resulted in the resignation of President and Chief Operating Officer Jack L. Stahl. The heads of the four business units — Americas, Asia, Europe/Africa and New Business Ventures — report directly to Chairman and Chief Executive Douglas Daft. *The Wall Street Journal*

King of dinner mixes faces new challenges

General Mill's Hamburger Helper, longtime "king of dinner mixes," now faces new challenges in the form of the American preference for a little cooking but not too much. The food

industry's paramount goal always has been to make products readier to eat, but it now is trying to come up with products — called "convenient-involvement products" — that require little time and skill but still possess the home-made touch. *The Wall Street Journal*

Perrier wants Michigan water

Perrier wants to pump up to 720,000 gallons of water a day from a spring near Big Rapids. This has property owners concerned because of fear it could lower lake water levels and hurt wetlands.

Perrier has a proposed \$100 million project which includes building a bottling plant. The plant would be used to bottle and distribute Ice Mountain water to 11 Midwest states, including Michigan.

Perrier expects to get approval from the Michigan Department of Environmental Quality and decide by mid-year where to tap the spring and build the plant. The DEQ doesn't expect Perrier's plans to cause an environmental problem, said staffer Rich Overmyer.

Kmart earnings drop nearly 40 percent

Kmart Corp. reported a 39.6 percent drop in profit in the fourth quarter, just narrowly beating Wall Street expectations.

The discount retailer earned \$249 million, or 48 cents per share, in the quarter ended Jan. 31, compared to \$412 million, or 77 cents per share, a year ago. Revenues increased to \$11.54 billion from \$11.10 billion, while same-store sales inched up 2.1 percent.

Kmart took hits to its earnings primarily from increased competition and its decision to close 72 stores in the second quarter, according to the *Associated Press*.

Kmart becomes express with Big K

In 2000, Kmart Corp. opened three Big K Express gas station mini-marts as a part of a pilot program; more are expected to open this year at store sites where there is space and if zoning allows. The stations are similar

to Mobil Mini-Marts and still are in a conceptual stage. *Detroit Free Press*

Procter & Gamble experiments with TV ads for web sites

Procter & Gamble has signed with INNX media company to do a pilot test for P&G product ads that would be attached to INNX-produced news stories for network TV. The 10-second "call-to-action" commercials directly following news stories will direct viewers to Web sites. *The Cincinnati Enquirer*

Starbucks goes Continental

Starbucks has opened its first store in Europe as an initial move in the push to expand to 650 stores in six bordering countries by 2003.

Issues could arise as a result of European pride in its coffee culture, its anti-commercial sensibility and the price, but a spokeswoman for the new Starbucks in Zurich, Switzerland, says the venture looks good so far. *Detroit Free Press*



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The Knowlton family makes ice history at Party Time Ice



Party Time Ice Co. President Mickey Knowlton and his wife Agnes with their proudest museum possession.

by Ginny Bennett

As the temperature rises and Michigan's winter finally melts away, Party Time Ice Co. of Port Huron will be filling its warehouse with giant stacks of bagged ice preparing for

warmer weather. The company delivers up to 75 percent of its product during the summer season.

Early in February, Party Time's Port Huron headquarters plant was busy freezing 8,000 pounds of ice an hour, which maximizes up to 10,000 pounds per hour during the summer months. Party Time produces 1,100 tons per day in three plants statewide.

The company grew from humble beginnings, in Mickey Knowlton's garage, to a large warehouse in Port Huron with clients throughout the entire state of Michigan.

Mickey was a Twin Pines milk man from 1955 until he sold his route in 1975. Over the years the home delivery milk business waned and Mickey investigated several business ideas. By chance, a friend with a fuel and ice delivery route offered Mickey two iceboxes, as he



(l to r) Vice President of Sales, Marty McNulty; Vice President, Chuck Knowlton and Steve Knowlton, general manager and a third generation Knowlton icemaker

wanted to get out of the ice delivery business. Mickey bought them and put them in his garage.

Mickey's son, Chuck Knowlton returned home from the Navy in 1968 and noticed his Dad in the garage scooping the ice into paper bags. His father's little side-line ice business was catching on. Dad began selling more ice and less milk.

Mickey recalls that he got into the

ice business at the right time. "Trailers and R.V.s were becoming popular and packaged ice began to grow," Mickey Knowlton was quoted in *Michigan Natural Resources Magazine* (Nov./Dec. 1988). Chuck Knowlton joined in his father's business, first helping Dad run the milk distributorship. Chuck was able to make a living while

See Party Time Ice, page 12



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**Party Time Ice,
continued from page 10**

continually reinvesting in the growing ice business. Through the years the Knowltons began purchasing other ice companies; 40 in total. Today Party Time Ice covers the entire state and is the largest Michigan ice company.

Two ice-making plants, Northern Pure Ice Co. of Grayling and Wonderland Ice Co. of Belding (Grand Rapids) both fall under the Party Time umbrella. Eleven thousand tons of ice per day are shipped from the Port Huron plant and these two locations to statewide distributorships and then are routed to retailers.

During the storage phase two semis a day leave Port Huron to add to the



The Chevrolet ice delivery truck

supply at the distributorships.

Chuck's son Steve is a third generation Knowlton and distributes ice from the Ann Arbor area.

No longer can Party Time Ice be called a Mom and Pop ice business like the one Mickey started, but it still is a family business and boasts an employee roster of long-timers.

Chuck Knowlton currently heads operations at Party Time Ice and is also the chairman of the International Packaged Ice Association (IPIA). As a major ice producer he is a leader with a lot of knowledge to share while as the head of a family ice business he can readily relate to the issues of mom & pop ice producers. From the Great Lakes Regional Ice Association to the National organization, Chuck heads up the IPIA's 200 plus members. He became head of the association in November and has a demanding travel schedule. The IPIA includes members in Australia, Mexico, Puerto Rico, Canada and England. Industry issues include OSHA, workers comp, DOT, trucking, sanitation and electricity. The industry is self-regulating and through its association promotes packaged ice quality control standards (PIQCS). Its purpose is to regulate sanitary operations throughout the ice making process.

With the highest EPA drinking water standards and constant bacteriological testing, Party Time Ice can assure end-users of a wholesome product, manufactured to strict FDA guidelines. Store owners can rest assured that they are offering the best possible ice to their customers.

"Customers don't come to a store looking for a particular brand of ice," says Chuck, "but if they come to your store to buy other things and need ice, and don't find it, they will go elsewhere. As long as customers don't feel gouged by the price, you can sell it at a profit and it can drive sales."

When Chuck travels for IPIA he takes his wife, Vicky, who is active in the business. Other Knowlton family members take over the day-to-day operations of the business. Mickey still works fairly long hours, although he leaves the business management to the younger generation. He especially likes to host groups that come to visit the facility.

Mickey and his wife, Agnes, love to travel in their RV. As a hobby, years ago, they began collecting ice making paraphernalia. As they developed an interest in the history of the business and the impact it has made on our country's economy, they realized that there wasn't much documented about the process of ice harvesting. They began a collection that at first was housed in their home and above the office. The items quickly outgrew their surroundings

See Party Time Ice, page 41

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Mad Cow Disease – Facts you should know

Now that bovine spongiform encephalopathy or BSE has been detected in other European countries' cattle and two flocks of sheep in the U.S. have been seized over concerns that they harbor a related illness, many U.S. businesses and consumers are wondering if "Mad Cow" is on its way here.

The U.S. government, as well as the cattle ranching, meat packing and related industries, have worked diligently for over 16 years to keep U.S. cattle – and beef – BSE-free.

A soon-to-be-published Harvard University study on the risk of U.S. cattle contracting BSE shows that it is extremely unlikely.

According to the American Meat Institute (AMI), U.S. cattle are under scrupulous surveillance at meat packing plants to ensure that none with any signs of disease enter the food chain. The government routinely tests suspect cattle for BSE and, after ten years and more than 12,000 tests, the disease has never been detected in U.S. cattle.

U.S. cattle are also prohibited from consuming feed mixed with protein meal from other cattle or sheep. And the U.S. has strict limits on imports of livestock, beef and beef products to ensure that no BSE-contaminated animals or products enter this country.

The AMI feels that aggressive surveillance, import controls and feed restrictions in the U.S. will ensure that U.S. cattle and beef continue to lead the world in both safety and quality.

Here are some commonly asked questions about BSE with answers:

What is "Mad Cow Disease"?

"Mad Cow Disease" is the nickname for a foreign animal disease called bovine spongiform encephalopathy or BSE. The disease is unique to European cattle and causes them to lose physical coordination, lose weight and ultimately die.

When was BSE first discovered?

BSE was first diagnosed in U.K. cattle in 1986. Since that time, it has also been found in cattle in other European nations, although 99 percent of cases have occurred in U.K. herds. When BSE was first discovered, cases were occurring at a rapid rate but as more information became available and scientists learned about ways to prevent the disease, the rate of development has slowed dramatically.

What caused BSE?

Evidence indicates that BSE likely was caused in U.K. cattle as a result of feed derived from sheep infected with a disease similar to BSE called sheep scrapie. Scrapie has been a

herds for centuries and causes BSE-like symptoms in infected animals. Scrapie may have "jumped" the species barrier as a result of the feeding of rendered sheep protein to cattle.

Do we have BSE in U.S. cattle?

No, BSE is a foreign animal disease. The U.S. recognized in the mid-1980s the seriousness of BSE when it witnessed the disease's devastating impact on the U.K. cattle herd. As a result, the U.S. government, as well as the U.S. cattle, animal feed and beef industries have taken aggressive actions over the last decade to ensure that BSE remains a foreign

animal disease. The fact that we share no physical borders with any affected nations has been a key means of protecting our cattle.

What steps has the U.S. taken?

The U.S. approach has been one of prevention using a "triple firewall" strategy. Together, these firewalls provide strong assurance that BSE will not impact the U.S. cattle supply.

Because BSE is not present in U.S. herds, the **first critical firewall** in protecting U.S. cattle involves protecting U.S. borders. As early as 1989, the U.S. Department of Agriculture (USDA) banned the

import of cattle from countries with BSE.

The **second critical firewall** involves careful surveillance. USDA veterinarians are stationed at every U.S. meat packing plant and check cattle for signs of any disease - including BSE. No animal can be processed for meat without a veterinary inspection. If a steer or cow shows any symptoms that could possibly indicate BSE, the animal is considered "suspect," is removed from the plant and its brain is tested.

See Mad Cow, page 16

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Mad Cow, continued from page 15

Of the roughly 12,000 "suspect" animals tested for BSE by the U.S. government, none have been positive.

The third critical firewall involves controlling what cattle are fed. Evidence indicates that BSE may have been caused through feeding practices. Even though the U.S. has no BSE in cattle and has successfully controlled scrapie in sheep, the feeding of any protein derived from ruminant animals (cow, sheep, goat or deer) to cattle has been banned.

Taken together, these efforts provide the best possible assurance that U.S. cattle will remain BSE-free.

Does beef from BSE-infected

animals make people sick?

Beef derived from BSE-infected animals does not appear to pose a risk. Only neurological tissue like the brain or spinal cord from an infected animal may pose a risk. It is noteworthy that the U.K. has a population of 59.5 million people - the vast majority of whom eat British beef - and only 84 cases of Creutzfeldt-Jacob Disease (vCJD) have been identified since BSE was first recognized in 1986. These figures underscore how rare the disease is and lend support to the theory that development of vCJD may require a combination of exposure to the BSE agent and a certain genetic predisposition.

People get classic CJD in the U.S. What causes it?

Classic CJD has been a recognized illness since the 1920s and occurs at a rate of one illness per million people worldwide in countries that do - and don't - eat beef. The scientific evidence suggests that CJD is caused in one of three ways: sporadic development, genetic predisposition, or, in rare instances, when medical devices that have made contact with a brain infected with CJD are not properly sterilized. There is absolutely no evidence to suggest that CJD is caused by any food, including beef.

What do the experts say about

the risk of BSE in U.S. cattle?

To quote prominent health writer Abigail Trafford of the Washington Post, "The perception of risk is wildly out of proportion to the actual risk." Indeed, scientists at Harvard University who are completing a soon to be published study on the threat of BSE to the U.S. cattle herd say the risks are extremely low. According to Harvard's BSE risk expert George Gray, "We have systems in place that, if they work properly, should keep mad cow out of our country. Even if the disease were to occur here, the risk to people is low because of the many safeguards in place to detect a sick animal so it couldn't be eaten."

How safe is my beef?

The U.S. beef industry benefits by selling safe beef and utilizes world-class scientific and technological strategies to ensure its safety in every way. And because our "triple firewall" strategy has prevented BSE in our cattle herds, we can say with confidence that our beef is derived from BSE-free cattle and is as safe as we can possibly make it.

For more information contact the American Meat Institute 1700 North Moore Street, Suite 1600, Arlington, Virginia, 22209-1995, phone (703) 527-0938, fax (703) 527-0938, or visit their web-site at www.meatami.com. You can also visit the National Cattlemen's Beef Association site at www.beef.org

EBT

Continued from page 1

that you have agreed to with your TPP. AFD helped to successfully negotiate a transaction fee reimbursement for those retailers using their own equipment to process EBT. Retailers will receive reimbursements for the first two years of EBT implementation. During the first year, retailers will receive two cents for each transaction, and one and a half for the second year.

Those retailers who choose to use stand-alone (EBT only), state supplied terminals are actually using government-supplied equipment. The equipment is free of charge with no transaction charges, but there is a federal formula for who may receive it. For every \$8,000 in monthly food stamp redemptions, a retailer may receive one state-provided terminal. Stores whose food stamp sales comprise 15% of their gross monthly sales may receive full lane coverage. The federal formula for supermarkets is a little different. The USDA Food & Nutrition Services classifies stores with annual gross sales over \$2 million a supermarket. For every \$11,000 in monthly food stamp redemptions, one terminal is provided. So full lane coverage is not guaranteed with state equipment.

If you have any questions, call the EBT Customer Service Hotline at 1-800-350-8533.

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New flavors of milk try to compete with sodas

Americans can now choose between their beloved soft drinks and the new flavors of milk, mocha-, banana- and even chai-flavored milks being offered by the top beverage giants.

With brands like Tropicana beginning to create new flavors of juice, such as OJ with strawberries and bananas, and the current calcium-fortified-everything craze, milk hopped on the band-wagon by producing their own innovative bottle

designs and varied flavors.

Products like Dean's chubby single-serve Milk Chug line and Land O' Lakes Grip'n Go use bright labels, cartoonish writing and plastic containers to attract a new breed of milk enthusiasts.

Not only has the repackaging of traditional milks attracted a broader market of milk drinkers, but the variety of flavors has also peaked the attention of both health-conscious adults and concerned parents.

Train Clerks to Say: "Is this a Debit Transaction?"

Are your cashiers leaving thousands of dollars lying at the cashier's window? Your store spends a lot of money on processing customer's credit cards. But you already knew that. Did you know that one simple question by your cashier could cut those costs dramatically? "Will this be Debit?"

Debit card transactions are generally a flat fee. If your store has the capability of accepting debit cards, you can save quite a bit of

money by getting customers to use their debit card instead of a credit card.

Let's say your customer wants to pay for their purchase with plastic and their total cost is \$100. If your standard VISA rate is 1.28 percent plus a 16 cent transaction fee, paying for this on a credit card costs your store \$1.44. Convincing the customer to pay with a debit card would only cost you 22 cents, a savings of \$1.22 that goes straight to your bottom line!

People In The News

Rich Juliano

David Pearson, president of Supervalu's Central region, announced the appointment of Rich Juliano to the newly created position of executive vice president; Supply Chain for the region. The position will be in the region's Xenia, Ohio offices and became effective March 12, 2001.

Juliano has a diversified background in the food industry, serving since 1997 as vice president, marketing, for Genuardi's Family Markets. Prior to Genuardi's, Rich was executive vice president, merchandising, marketing and advertising, for Thrifty PayLess, Inc.

Juliano also worked for Phar-Mor, Inc., as senior vice president, marketing and merchandising, and for Giant Eagle as vice president and general manager of the Tamco Distributors Company, a high-volume HBC/GM subsidiary of Giant Eagle.

Mark Feldpausch

Mark Feldpausch, chairman and CEO of Feldpausch Food Centers, Hastings, Michigan, has been selected as co-chairman of the Industry and Trade Relations Executive Council (ITREC) of the National Grocers Association.

Feldpausch, the retail co-chairman, has been with Feldpausch for the last 28 years, serving the last two years as Chairman and the last five years as Chief Executive Officer.

Previously, he was Vice President-Administration for ten years and Vice President-Store Engineering.

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Retailer Profile



Nick Matti
behind Bee
Bee's
extensive
liquor
counter.

Hard work (and a little luck) make Bee Bee's a success

By Michele MacWilliams

Perhaps it was the luck of the Irish when, two days before St. Patrick's Day, one of the customers of Bee Bee's Liquor Store in Warren won a \$25,000 pot of gold in a Jim Beam Sour Apple Sweepstakes. Maybe it wasn't just a coincidence that the grand prize was either an apple-green

Volkswagen Bug or \$25,000.

Nick Matti, Bee Bee's co-owner, says that good luck has been bestowed on his customers before. His store has seen more than its share of large lottery winners.

Whether the luck of St. Patrick had anything to do with it or not didn't seem to matter to an excited Mary Lou Tyler, who received the \$25,000 check from George Zrinyi of Jim Beam Brands, during a short presentation inside Bee Bee's Liquor Store.

"We're very happy for her," said Nick. "It is always great when something special and good happens to nice people."

Mary Lou isn't the only nice person at Bee Bee's to receive some good luck. Perhaps it was the luck of the Irish that shined down on Nick and his brother Ronnie nine years ago when they bought Bee Bee's. They sold a store in Detroit to make the move to Warren and haven't regretted it for a minute.

"Sales have increased every year," says Nick proudly.

It's no wonder. The two take a great deal of pride in their store and the customer service they offer to those who enter its doors. Over the years they have gained a reputation for their huge selection of liquor, beer and wine. "Stores in the area send people here if they don't have an item. They say that 'if Bee Bee's doesn't have it then don't bother looking!'" beams Nick.

The liquor case behind the counter is stocked from floor to ceiling with just about every gin, vodka, Scotch, whiskey, bourbon, brandy, rum, cognac, and cordial imaginable. "We



Ronnie Matti

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have customers that travel for up to 50 miles because they know they'll find what they are looking for here," says Nick. The store carries a large selection of single malts – some of which cost up to \$500 a bottle. However perhaps the most expensive item in the store is a fifth of Louis XIII Cognac at \$1,500.

Nick estimates that 50 percent of his customers are local residents and the other 50 percent travel from 10 to 20 miles for Bee Bee's vast selection of specialty liquors, variety of beers and especially its huge wine selection.

Three isles of wine offer something for every taste and budget. As an example, Nick points to over 120 different selections of Cabernet Sauvignon! He has wine from all over the world – from Alsace to New Zealand – and in price ranges from everyday consumption to special occasion.

To accompany the beverage selection, Bee Bee's is also home to a humidor case, with a good assortment of cigars.

Bee Bee's location, one block south of 13 Mile on Schoenherr in Warren, seems an unlikely spot for a store that specializes in upscale wines and single malt Scotch. Miles of middle class suburbs surround Bee Bees and it would seem that a bottle of \$99 Stags Leap Cellars Cabernet would be a difficult sell. Not so, insists Nick. He maintains that with the much-publicized health benefits associated with drinking wine, many people – regardless of economic status – are choosing wine over other beverages and pouring better wines when they do drink.

During this writer's visit, Nick interrupted the interview to help a local customer choose a wine for a special occasion – something that happens very often throughout the course of the day.

The two brothers work long hours in the store, which is open Monday through Saturday from 9:00 a.m. until 11:00 p.m. and on Sunday from noon until 8:00 p.m. Ronnie is due for back surgery in May and is in obvious pain. Nick will have to cover for his brother while he is recuperating and knows he will feel Ronnie's absence.

The Matti brothers lost their mother seven years ago and their father last June. Their sister, Brenda, also helps in the store.

"These two never stop," pipes John W. Smith, a customer and friend that feels so much at home in the store that he sits on a chair behind the counter.

"I come in here about four times a week to hang out and watch the assortment of customers come and go," says Mr. Smith, a retired Deputy County Treasurer for Macomb.

The Matti brothers enjoy his company and offer him friendship and usually something to eat or drink.



(l to r) Frank Maniaci, Division VP Jim Beam Brands Co.; Frances Tyler of Clinton Twp.; Mary Lou Tyler of Warren and George Zrinyi, State Manager Jim Beam Brands Co. Mary Lou Tyler and her mother, Frances, were presented a \$25,000 check from Jim Beam Brands Co. Mary Lou was the winner in the Dekuyper Pucker 4th quarter Sweepstakes.

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Seminars for food & food service establishments

Food Service Associates, is presenting seminars on the new Michigan Food Law. This is a "unicode" which applies to all food and food service establishments, including grocery stores, convenience stores, restaurants, institutional food service operations and caterers.

The new code contains many significant changes in rules regarding the preparation and service of food. In addition, there have been major changes in the inspection procedures

utilized by health departments and the Department of Agriculture.

These seminars are designed to assure that key personnel of all food establishments are fully aware of the requirements of the new code so that they can be in full compliance.

The new code and inspection procedures are based on the U.S. Food and Drug Administration's model food code and the Hazard Analysis Critical Control Point (HACCP) food safety system.

In this seminar, you will learn how to identify critical control points (CCPs) in your own operation, the new code requirements for each CCP, and how to conduct HACCP self-inspections. All who attend will be awarded a certificate of training (actual size 8 1/2" X 11"). No test is required for this certificate.

The seminar is worth six continuing education hours pre-approved by ADA, DMA, ASFS and ACF.

Seminars begin at 9:00 AM and end

at 4:00 PM. Lunch is on your own and not included in the \$49 per person fee.

Important notice: This is not the Michigan Food Manager Certification Program. Certified Managers who do not know about the new food code standards should also consider attending this seminar.

To register or for questions, call Food Service Associates at 1-800-442-2277. The seminars will be held in the following cities:

Ann Arbor - May 15
Washtenaw Community College
Cadillac - May 8
Best Western Bill Oliver's
Flint - May 10
Ramada Inn & Conference Center
Gaylord - May 9
Otsego Club
Grand Rapids - May 16
Dominican Center
Kalamazoo - May 17
Fetzer Center, Western Michigan University
Lansing - May 7
Best Western Midway
Livonia - May 14
Burton Manor
Marquette - May 4
Steer & Stein Steakhouse

Michigan's Food Law of 2000

Michigan's Food Law of 2000 became effective November 8, 2000. The new law applies to retail establishments, food handlers and public health departments. There are comprehensive changes from prior law. The intent of the new law is to protect the public and to eliminate overlapping and conflicting regulation of food handlers. Some of the new provisions are outlined as follows:

Education:

- Lowers cold-holding temperature to 41 degrees fahrenheit or lower and establishes safe cooking temperatures
- Defines methods and instances where food workers must wash hands

- Requires retail stores using high-risk processes to develop HACCP plans

- Establishes a new consumer food safety education fund
- Requires consumer disclosures and advisories at establishments serving raw or uncooked meat

Uniformity & Unification:

- Elimination of dual state and county licensing and inspection of food
- Adoption of FDA Model Food Code consolidation and streamlining of 12 different statutes and regulations establishing licensing categories and a May 1 renewal date

for all food establishment licenses

Enforcement & Compliance:

- Adds new administration penalties
- Adds new felony penalties for intentional food adulteration, requires managers to obtain food safety training when critical violations have not been corrected

Manager Responsibilities:

- Requires "person-in-charge" to have knowledge of food safety measures

Food Safety Science:

- Restrictions use bare hands to handle ready to eat food



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Produce for Better Health Foundation Announces 2001 5 A Day Marketing Program

With official 5 A Day promotional materials, 5 A Day Billboards, recipe/tip cards, customization, 5 A Day Children's Activity Sheets, web-based marketing, in-store advertising, and cross-promotions, the 2001 5 A Day Retail Marketing Program has plenty to offer for the new year.

"The Produce for Better Health Foundation is expanding further to customize materials for retailers and make the most out of reaching consumers inside and outside the store," said Reggie Griffin, vice president of Produce Merchandising and Procurement for The Kroger Co., and the chairman of the Foundation's Marketing Committee.

Retailers can spread the 5 A Day message to kids with 5 A Day Children's Activity Sheets. Each activity sheet, distributed as camera-ready slicks in waves throughout the year, provides interactive learning of 5 A Day with a focus on individual commodities using illustrations, 5 A Day tips, an easy 5 A Day recipe, and games or activities.

The 5 A Day Billboard program is a cost-effective and powerful vehicle to extend the 5 A Day message beyond the store. The 5 A Day Billboard features full-color photography of a commodity, plus the 5 A Day logo and message. Retailers

Retailers can spread the 5 A Day message to kids with Children's Activity Sheets.

and industry members can work with the Foundation to place billboards in markets across the country. Industry companies conducting billboard advertising can leverage their relationship with billboard advertising agencies to obtain free, public service announcement space to display the 5 A Day Billboards. Results from a 5 A Day Billboard test demonstrated a 4-20 percent increase in produce sales in area stores compared to the overall chain.

Other components of the 2001 5 A Day Retail Marketing Program include promotional materials, brochures, and items from the Official 5 A Day Catalog. Retailers can choose from more than 65 different commodity-specific recipe/tip cards that include basic selection, preparation, and nutrition information.

Participating retailers will also benefit from 5 A Day cross-promotions. Once again, the Foundation will conduct several cross-promotions linking produce with non-produce products through

cents-off produce coupons, special inserts in leading women's magazines and 5 A Day recipes. The expanded retail portion of the www.5aday.com web-site will provide downloadable text, ad copy, graphics, and more to serve as a significant retail source.

For more information or to order materials, contact Amy Bielicki at (302) 235-2329, ext 19 or e-mail abieliick@5aday.com.

Foundation Partners with Acosta to Spread 5 A Day message

The Produce for Better Health Foundation and Acosta Sales & Marketing will partner to spread the 5 A Day message to retailers and suppliers across the country. This partnership, made possible with help from Reggie Griffin of The Kroger Co. and Brad Raffanti of Acosta Sales & Marketing, enables the Foundation to communicate 5 A Day marketing and merchandising strategies through Acosta's vast network of relationships with retailers and suppliers. During regular in-person sales meetings with retail produce buyers and merchandisers, Acosta will discuss how 5 A Day retail marketing efforts can boost produce sales. Acosta will also include 5 A Day information and updates in its e-mail communications to its customers.

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President Bush Consults with Food Distributors in White House Meeting

President Bush thanked a group of nearly 35 business leaders – including food distributors – for their support and asked them to continue carrying his tax-cutting message to the wider business community and to members of Congress.

Unified Western Grocers President & CEO Alfred A. Plamann, Nash Finch Company President & CEO Ron Marshall, Food Distributors International President & CEO John R. Block, and IFDA President John Gray, were among the business leaders who attended the White

House meeting of the Tax Relief Coalition.

President Bush vowed not to compromise on his campaign pledge to cut taxes, and noted that while there was criticism for his tax plan during the campaign, subsequent government projections of budget surpluses over the next few years totaling \$5.6 trillion and the recent support by economists for tax cuts bear out the correctness of his proposal.

Plamann urged the president to reach out to Mexican-Americans in

Southern California and throughout the American Southwest, to help them appreciate the value of the tax cuts he proposes. Mexican-Americans had not fully supported the president during the campaign.

"It was a great meeting," Gray said afterward, noting the warmth and lack of pretension in the president's style. Block and Gray agreed that the meeting, also attended by Secretary of the Treasury Paul O'Neill and Bush economic advisor Lawrence Lindsay, was a perfect prelude to the March 26-27 Joint

Public Affairs Assembly (PAA) hosted in Washington by FDI, FMI and National Grocers Association. At that time food distributors will spend a day visiting members of Congress and their staffs to help educate them about issues important to the food distribution industry – including tax relief.

Elements of the President's \$1.6 trillion tax relief plan include:

- Eliminating the death tax
- Simplifying the tax code by reducing the number of tax brackets from five to four: 10%, 15%, 25% and 33%

- Reducing the marriage penalty which costs the average working couple \$1,400 per year just for being married

- Expanding the incentives for charitable giving

Groups with FDI at the White House included members of the U.S. Chamber of Commerce, the National Association of Wholesaler-Distributors, the National Restaurant Association, the Food Marketing Institute, and others.

"We are gratified that the president is interested in the opinions of the food distribution community," said Block. "We will continue our support for his administration on the issues that are central to the interests of our industry."

Verizon now offers an office in your pocket

Verizon Wireless recently launched the first nationally available phone that combines a digital phone, Palm handheld computer and wireless modem all in one unit.

The Kyocera QCP-6035, or Smartphone, is the nation's first Web ready, Palm-powered wireless handset that combines a personal digital assistant (PDA) with the connectivity and features of a wireless phone. The Kyocera 6035 is a CDMA Trimode handset that combines the most popular leading edge technology.

You can use the telephone features and the organizer features together or independently. Along with its Internet access capability, this Smartphone keeps you in touch with everything.

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Call (248) 557-9600 for tickets.

Michigan Rolldown "Bonus Play" Promotion Is A Big Success!



By Commissioner Don Gilmer

Thanks to the extra efforts of each and every Michigan Lottery retailer, the Lottery's recent Michigan Rolldown "Bonus Play" promotion was a huge success! From January 15 through February 10, 2001, Rolldown players all across Michigan took advantage of the opportunity to purchase a five-panel Michigan Rolldown wager, earning them a sixth "easy pick" for free, or a ten-panel wager with two free extra "easy picks."

Over the course of the promotion, over 436,000 free wagers were given away which result in a net gain of more than \$730,000 in Michigan Rolldown sales. This special promotion was a winning combination for both Lottery players and retailers. Every five-panel ticket sold earned Lottery retailers 20 percent more in sales commission!

Because of the great success of this promotion, the Lottery plans to implement another Rolldown "Bonus Play" promotion in May. More information about the new promotion will be available very soon.

Front Pair Payout Daily 4 Promotion. Some of the Lottery's most popular promotions have been tied to the Daily 3 & 4 games. I am proud to announce that the Lottery has a brand new Daily 4 promotion beginning April 2 and running through April 28. The "Front Pair Payout" will award Daily 4 players a \$10 prize when their straight bet matches the first two numbers drawn. The odds of matching the front pair are just 1 in 100, which is much easier to win than any other Daily 4 prize! The Lottery expects to pay out more than \$600,000 more in Daily 4 prizes due to this promotion. With all of these extra \$10 winners coming to your stores to collect their prizes, you can look forward to increased sales as many players will want to try their luck again. Just like any other prize cashed in-store, retailers will also receive the 2-percent redemption commission on every valid front pair match paid.

More Money For Mother's Day
The Lottery is offering another incentive program for retailers beginning on April 23 and running

through May 21. The "More Money Mother's Day" program could help you win an extra \$300! Retailers who activate or settle more books of this year's \$2 Mother's Day-themed instant game — "Lucky Mom" (#478) — than they did during the same four-week time period as last year's "Lucky Mom" (#419), are automatically entered into a one-time cash drawing. The total number of books that are settled or activated by each retailer before May 21, 2001 will be compared

to last year's total to qualify retailers for the drawing. Fifty lucky retailers will win \$300 each. Be sure to have plenty "Lucky Mom" (#478) tickets on hand this year to ensure that your name is entered into the drawing!

Region 7 Lottery Office Has Moved. The Lottery's Region 7 office has moved from Redford Township to Dearborn Heights. The address of the new location is: 27315 W. Warren, Cambridge Center (at W. Warren & Inkster Roads), Dearborn

Heights, MI 48127. The new phone number at the Dearborn Heights office is: (313) 565-0219. If you have customers who visited the Redford Township office, please inform them of the change.

Low Sales Fees. According to the Michigan Administrative Code, the Lottery is allowed to assess low sales fees. During the 2001 calendar year, the Lottery will monitor the sales

See Lottery, page 28

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Lottery, continued from page 27

activity of all on-line Lottery retailers to evaluate the cost-effectiveness of the terminal installation and to assure that Lottery resources are allocated to generate the maximum revenue for the state School Aid Fund. A minimum of \$1,200 weekly total Lottery sales average (on-line plus instant games) throughout the year is needed to avoid a low sales fee assessment at the end of December 2001. When you initially receive a terminal, the first 26 weeks of operation with the terminal are exempt from the low sales fee. Our Lottery sales representatives will track your sales and offer advice and assistance to help increase sales and avoid or minimize any fees. I encourage you to talk with your sales representative if you have any questions regarding this performance requirement.

"\$1,000,000 Jackpot Sweepstakes." One lucky retailer has already collected a \$2,000 sweepstakes prize for selling a top-prize winning ticket in the "\$1,000,000 Jackpot" instant game. On February 28, an anonymous winner from Mt. Morris claimed the first \$1,000,000 prize in the game.

The lucky ticket was purchased at Lucky Star Food Market in Flint, and the store received the standard \$2,000 bonus commission plus the extra \$2,000 sweepstakes prize. I encourage you to keep plenty of the "1,000,000 Jackpot" tickets on hand so you too can have a shot at collecting this great prize!

New Instants! The Lottery is excited to debut six instant games in April. April 2 marks the return of an old player favorite – the \$2 "Wild Time Doubler" — with a \$30,000 top prize. On April 9, the \$2 "Treasure Hunt" hits counters with a \$25,000 top prize. Customers will have two reasons to flock to your stores on April 9, as that also marks the debut of the \$1 "Bring Home The Bacon," offering a \$1,000 top prize. On April 16, players will be raking in the bucks when the \$5 "Mega Bucks" instant ticket goes on sale offering a whopping \$300,000 top prize! Just in time for Mother's Day, the \$2 "Lucky Mom" offering a \$15,000 top prize, will hit ticket counters on April 23. Finally, the Lottery is proud to introduce the \$1 "Great Lakes Treasures" which offers a \$4,000 top prize. This new game also goes on sale April 23 and features six different Michigan scenes.

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Select Michigan Program Manager
Michigan Department of Agriculture
Marketing & Communications Division
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Phone: 517-373-1104
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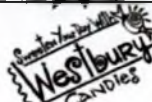
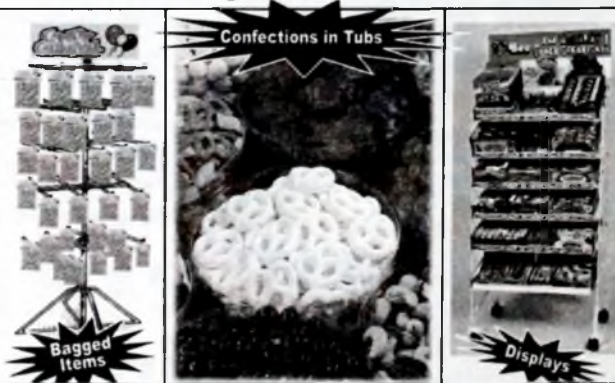
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MLCC violations: *To Fight or Not to Fight*

By Kallas & Henk, P.C.

We are often asked by liquor licensees whether it makes sense to fight violations issued by the Michigan Liquor Control Commission or simply acknowledge the violations. Licensees also want to know whether they need to be represented by a lawyer at the violation hearing.

The answer is that it sometimes pays to fight and sometimes it is better to acknowledge the violation. When a licensee has a good record (no prior violations of the same type and not many other types of

violations) and the violation is for a routine type of circumstance, it usually does not make financial sense to pay a lawyer to appear at a violation hearing. The maximum fine for most types of violations is \$300 and without a prior history of violations, the commission is highly unlikely to suspend or revoke a license. Additionally, unless there is some substantial defect in the charge, a licensee is unlikely to get the violation dismissed, even with a lawyer.

In other circumstances, however, it is advisable to be represented by an

attorney at a hearing. These circumstances include a prior violation history, certain types of violations (for allowing drug transactions for example) and in situations where the violation is out of the ordinary (such as a flagrant intentional violation of the rules). These types of situations could result in a suspension or revocation of a liquor license. Also where there are many counts to a complaint, the aggregate fines could run into several thousand dollars. For a sale to a minor or intoxicated person, the commission may issue a fine of \$1000 for each

count of the complaint. If the complaint contains five counts of selling to intoxicated persons, the aggregate fine could be \$5000 in addition to a suspension of the license.

There is no one right answer to whether a lawyer is needed to contest a violation. Each individual circumstance must be considered. If, regrettably, you receive notice of violations from the Liquor Control Commission, we would be happy to discuss the situation with you to help you determine whether you need representation. —Reprinted with permission. *The Hospitality Advisor*

Insurance costs will rise

The days of steadily declining insurance rates are probably over. Over the last decade, rates for general liability, liquor liability, property and worker's compensation insurance have come down dramatically. Just in the three years 1987 to 2000, average rates for liquor liability insurance declined as much as 57 percent for restaurants and hotels, 51 percent for clubs, 37 percent for bars and taverns and 54 percent for package stores.

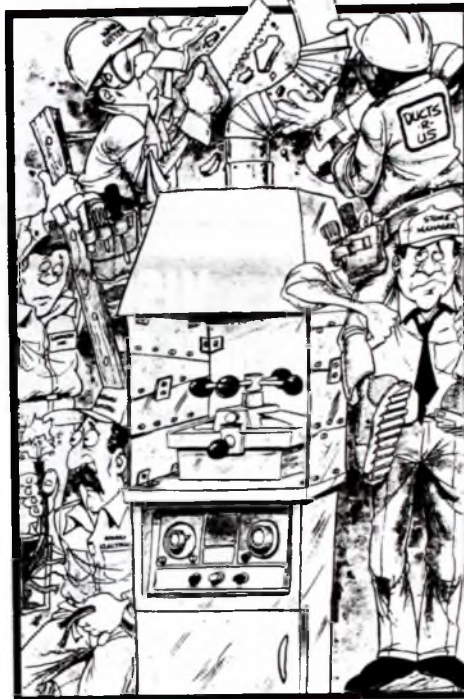
For reasons related to the general insurance market, rates have already begun to climb and you can probably expect to pay more over the next few years. Worker's compensation coverage in particular, will likely be much more costly. —Reprinted with permission. Kallas & Henk, P.C., *The Hospitality Advisor*

WIC Program accepts comments and suggestions

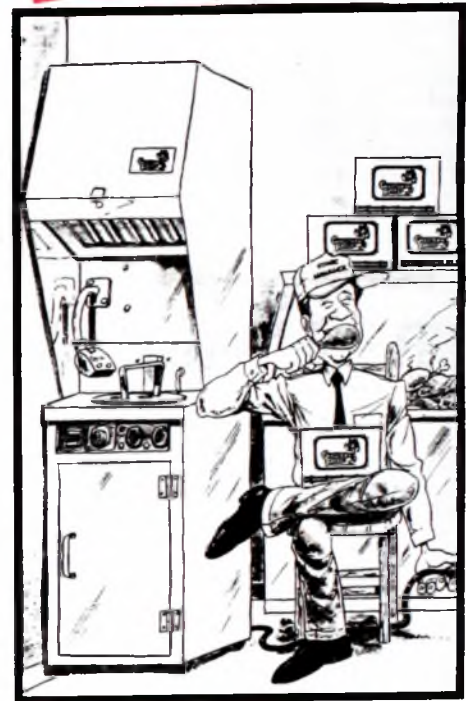
The Michigan Department of Community Health will accept written comments regarding the operation of the WIC Program in Michigan between March 1, 2001 and April 30, 2001. Comments may be related to any aspect of the operation of the WIC Program in Michigan. These comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan. Comments should be mailed to: WIC Division, Michigan Department of Community Health, P.O. Box 30195, Lansing, Michigan, 48909.

Please send a copy of your letter to AFD at 18470 West Ten Mile Road, Southfield, Michigan, 48075.

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African-American shoppers seek safe stores

While African Americans share common attitudes with other American consumers when it comes to grocery shopping, enhancing the shopping experience of this growing \$47 billion market segment depends on food retailers implementing strategies that are based on both the similarities and the key differences of these consumers.

These findings highlight *The African American Grocery Shopper 2000*, a new research report from the Food Marketing Institute (FMI). Jointly sponsored by Kraft and Procter & Gamble, the first-ever FMI study of African American shoppers examines the attitudes and preferences of this diverse group — projected to number over 40 million by 2010 — and the marketing strategies retailers can use to reach them.

Similar to most U.S. consumers, African American shoppers seek high-quality food, friendly service and low prices in deciding where to shop. The top five factors that African American shoppers consider are: a clean, neat store; fresh, high-quality meats; fresh, high-quality produce; courteous and friendly employees; and variety. Other factors

that these shoppers consider when deciding where to shop include safety outside the store, particularly in urban areas; community involvement by the store; the presence of African-American employees and managers, and store features such as bakeries, banking services and pharmacies.

The African-American Shopper

The study reveals that African American grocery shoppers make an average of 2.2 trips to their primary grocery store in a typical week and spend an average of \$94 each week, with more than three-quarters of that amount (\$73) spent at their primary grocery store. In general, these shoppers also make more trips to the grocery store and spend more per household than mainstream consumers. They are also looking for ways to save money. Sales, money-saving specials and coupons are important to this market.

Although 50 percent of African American grocery shoppers prefer supermarkets, one in five shop at small, non-supermarket neighborhood stores most often. Since this market segment is predominantly urban, the frequent

patronage of small format stores is likely due to store locations and transportation access.

On the whole, this market is predominately female (74 percent), urban (66 percent) — with nearly half living in the South (47 percent); has a median household income of \$31,000 each year, and has an average household size of 2.9 people.

The study identifies four shopper segments based on the above demographics and on the shopping habits and attitudes among African American shoppers: **Low Price Seekers, Culturally Aware Shoppers, Satisfied Shoppers and Basic Buyers.**

Low Price Seekers have the lowest annual household income among the four and spend the least on groceries. They are sensitive to price and lack brand loyalty. Most of them live in urban areas and spend less than \$50 a week on groceries.

Culturally Aware Shoppers seek both high-quality products and extra features. They are also the segment most likely to shop at

stores that have African American ownership, management and customers, and that sell products manufactured by minority-owned companies. They are especially interested in frequent shopper/reward programs. More than any other segment, they demand to be treated with respect by all store employees.

Satisfied Shoppers have relatively higher household incomes (\$36,200) and easygoing attitudes toward grocery shopping. They look forward to grocery shopping and value certain cultural cues, such as African American employees and customers and products manufactured by minority-owned companies. They are also active in loyalty/rewards programs.

Basic Buyers primarily look for the "basics" in a grocery store. They do not enjoy grocery shopping, tend to shop at large chain stores and are loyal to the brands they currently buy. They are especially interested in fresh, high-quality meats, produce and products, and fast checkout lines. Cultural cues are less important.

See African-American shopper page 33

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AFD receives Spirit of Detroit award

Dear AFD,

It is with deep appreciation that I extend heartfelt thanks for your support of my 3rd Annual "Turkey Giveaway" held on Saturday, November 18, 2000, at the Cathedral Church of St. Paul in Detroit, Michigan. Your contribution enabled me to provide turkeys to approximately 300 families for Thanksgiving.

In honor of your generosity, it gives me great pleasure to bestow the "Spirit of Detroit" award to your organization as a symbol of my gratitude. I would officially like to present this award to you during the Detroit City Council's formal session on Wednesday, January 10, 2001, at 11:45 a.m. A light lunch will be served immediately following the presentation.

On behalf of the many, many "thankful" families who benefited from this endeavor, please know that your support shall never be forgotten.

Sincerely,

Kenneth V. Cockrel, Jr.
Council Member



Dan Reeves, AFD vice president, accepts the Spirit of Detroit award from Council Member Kenneth Cockrel.

Helpful numbers for retailers

Keep this list handy! These are numbers you may need often:

Michigan Department of
Agriculture
1-800-292-3939

Michigan Liquor Control
Commission
(517) 322-1400

Michigan Lottery
(517) 335-5600

WIC
(517) 335-8937

EBT Customer Service
1-800-350-8533

Food and Nutrition Service/Food
Stamps
Detroit (313) 226-4930
Grand Rapids (616) 954-0319

Michigan Consumer and Industry
Services
(517) 373-1580

Michigan Department of Treasury/
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(517) 241-8180

Michigan Department of Attorney
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(517) 373-1110

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SUPERVALU announces 5 A Day Merchandising Award Winner

In a repeat performance, Bill Johnson and Laurel County Market IGA won SUPERVALU's sixth annual 5 A Day Merchandising Award for 2000. The corporate-wide contest inspires participating stores to educate their communities about eating 5 A Day. "Sales, participation, and community outreach increase with each contest," said Mike Kemp, corporate director of produce for SUPERVALU, of Minneapolis, Minn., and chairman of the Produce for Better Health Foundation's Board of Directors.

Conference calls, mailings, area retail meetings, and special advertising promotions are used to encourage the retailers to reach their

communities, according to Steve Coleman, corporate promotion manager for SUPERVALU and 5 A Day coordinator for SUPERVALU corporate contests.

While this marks the second consecutive first place award for Laurel County Market IGA, it is the sixth straight victory by a member of SUPERVALU's Southeast Region. The leadership of John Schildroth, produce promotion manager for SUPERVALU's Southeast Region, champions these efforts. Johnson credits Schildroth for inspiration and Laurel County Market IGA's creative staff for conducting exciting displays and promotions.

Kraft to proceed with IPO

The initial public offering of Kraft Foods will raise up to \$5 billion for Philip Morris — less than the \$5 billion to \$10 billion originally expected, the result of a weak market for equity financing. Experts say it is more important for Philip Morris to get their Kraft shares priced than to raise money. -Financial Times

Albertson's board adopts new guidelines

Albertson's board of directors has been restructured in accordance with new corporate guidelines. The action has resulted in the voluntary resignation of five board members, effective June 14.

-Supermarket News

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Marketing to the African American Shopper

Continued from page 30

In targeting this market, the study suggests that retailers include the following messages in their marketing efforts:

- Emphasize fresh, high-quality products. Ninety percent of African American grocery shoppers value high-quality products, especially meat and produce.

- Offer a wide variety of products and be well organized. Most African American customers like having many options to choose from at the grocery store (81 percent); but at the same time, they are also the most likely market segment to feel overwhelmed by the different varieties and alternatives available, (37 percent).

- Focus on low prices, sales and money-saving specials. Seventy-eight percent rate sale items and money-saving specials as important.

- Use hands-on strategies to influence purchase decisions at the grocery store. This could include the use of special displays and free samples.

- Treat all customers with respect and courtesy. Eighty-seven percent of African American shoppers say these are important in deciding where to shop. The same number say it is absolutely essential that they be treated with respect by all store employees.

Attitudes and Preferences of the African American Shopper

Survey results also offer insights about attitudes and preferences that may be more important to African American shoppers. Suggestions for retailers include:

- Make contributions to and participate in the local community. Three in five African American grocery shoppers (61 percent) consider this important. Contributions must truly add value to the community rather than be self-serving for the retailer.

- Be sensitive to "cultural cues," especially having African American employees and managers. More than half of African American grocery shoppers surveyed (59 percent) say it is important that the grocery stores where they shop have African American employees and/or managers.

- Expand the variety of what might be considered "ethnic foods." Regional areas influence food preferences. While the majority prepare "Soul/Southern style" food, ethnic types of food such as

Caribbean, Creole/Cajun, Tex-Mex/Mexican, Italian and Chinese are also popular with African Americans' palates.

- Remember that the African American grocery shopping market is not an undifferentiated mass market. They are a varied group with different shopping habits and grocery store needs. However, it is important to note that location of residence, household income levels and other demographic characteristics make a difference in what shoppers want and need, regardless of race.

- Recognize the difficulty of promoting private label brands to consumers who prefer well-known national brands. African Americans

tend to prefer well-known brands. Those from high-income households (\$50,000 or more per year) are the most likely to be open to choosing new brands of groceries (76 percent).

- Provide ingredients and staples for "scratch cooking" because African Americans more often choose to prepare meals from scratch rather than to use convenience foods. They typically cook their main meal – eaten at home – from scratch.

To purchase a copy of The African American Grocery Shopper 2000, contact FMI Publications and Video Sales at (202)452-8444 or visit the FMI Web site at www.fmi.org.

The cost is \$65 for members and \$125 for non-members.

Tasty's sales boosted by Wal-Mart strategy

Tasty Baking Co.'s distribution agreement with Wal-Mart Inc. has paid off in the form of sales growth in the snack-cake category. Tasty's unit sales grew 11% in 2000, and the company's noncore-market sales were up 20%. The Wal-Mart pact puts Tasty products in 950 Wal-Mart Supercenters.

—The Philadelphia Inquirer

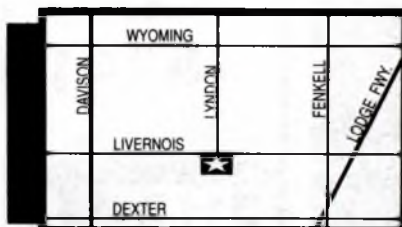
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FMI announces initiative to represent independent operators

The Food Marketing Institute (FMI) announced at its annual Midwinter Executive Conference the formation of a new Independent Operators Division that will endeavor to both represent the interests of independent supermarket companies as well as better serve their specific needs.

The move was approved by FMI's board of directors. Michael Sansolo,



currently FMI's senior vice president for education, industry relations and research, will head up the new division with the title of president,

while maintaining his current responsibilities.

Tim Hammonds, president and CEO of FMI, said the move was dictated by the organization's belief that it has many products and services of real value to the independent community, and that these offerings need to be better communicated. He said that the creation of the new division formalizes FMI's belief in the vitality of the independent sector as a continuing force in the industry, and noted that Sansolo is the "perfect person" for the job.

Sansolo, for his part, said he was excited about the new challenge, which he said would help bring "focus" to its ability to provide services that can help independents deal with the challenges of a fast-changing industry." He said that FMI's existing Independent Operators Committee would be a "guiding body" for the new effort, calling it a "vibrant committee with a diverse membership."

BP unveils new convenience store concept in Indianapolis

BP's new, high-tech convenience store concept saw its U.S. debut in Indianapolis.

The new BP Connect format, which was introduced in England and Portugal, operates partially on solar power and allows motorists to order merchandise from the fuel pumps. The store also features a Wild Bean Café and Internet kiosks, along with the new sunflower-like BP logo and branding strategy.

BP tested its Connect concept this summer in Atlanta and reported that consumers said they would actually go out of their way to patronize such a facility.

Such brand loyalty is a rare asset in the world of convenience stores, which are, by definition, more about location and convenience than brand. BP plans to solidify this sentiment with local advertising and promotions for each launch.

Despite the marvel that consumers displayed at BP Connect's features, we're afraid it will be short-lived. These improvements are already on the to-do lists of c-store chains that can afford them.

Canada's Largest C-Store Chain Plots U.S. Invasion

All those British Invasions (the wars, the mop-top music, Virgin Cola) were mere decoys for the real threat - the Canadians are coming! The Great White North's largest convenience store chain, Alimentation Couche-Tard (ACT), has its sights set on acquiring its way into the American market, according

to the Canadian Press.

The company is reportedly looking for a medium-sized, profitable chain of 150-400 stores, within two flying hours of Montreal. ACT has already investigated two possibilities, neither of which met its criteria.

The chain operates 1,625 stores across Canada.

Hot New Products . . .

...From American Bottling!



Hansen's Lifestyle Beverages
ENERGY—Citrus
POWER—Grape
STAMINA—Garana Berry
8.2 Oz. Cans



Mystic All Natural Drinks
•Kiwi/Strawberry •Tropical Punch
•Grape/Strawberry
16 Oz. Btls.



Sun Drop Citrus Soda
2 Liter Btls. and
12 Pack-12 Oz. Cans

Contact your 7•Up Bottling Representative for more information

Visit us at
BOOTH 197
at the AFD
Trade Show 2001
April 30-May 1 • Burton Manor

Two more winners



A Crowd Pleaser!

- Over \$2 million in total commissions
- 60¢ commission on each ticket sold
 - Win up to \$1 million
 - Win up to 15 times
- Over \$19 million in total prizes
- Overall odds of winning: 1 in 2.95

On sale March 26

A Real Medal Winner!

- Over \$1 million in total commissions
- 30¢ commission on each ticket sold
 - Win up to \$300,000
 - Win up to 12 times
- Over \$10 million in total prizes
- Overall odds of winning: 1 in 3.86

On sale April 16

Either one is sure to bring home the gold!



ASSOCIATED FOOD DEALERS OF MICHIGAN 17TH ANNUAL BUYING TRADE SHOW

"WHEEL OF FORTUNE"

Monday, April 30, 2001, 5p.m. - 9p.m.

Tuesday, May 1, 2001, 2p.m. - 8p.m.

2001 EXHIBITOR LIST

AAA
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American Bottling Company
Anheuser-Busch
Ashby's Sterling Ice Cream
Awrey Bakeries
Bar-S-Foods
BetterMade Potato Chips
Blue Cross Blue Shield
Brehm Broaster
Brown Forman Beverages
Central Alarm Signal
Central Foods, Inc.
Coca-Cola Bottling Company
Container Recovery
Coors Brewing Company
Credit Card Center
CrossMark Sales & Marketing
DCI Food Equipment

Detroit Edison
Dolly's Pizza
Earthgrains / Taystee Bread
EBY-Brown, Co.
E & J Gallo Winery
Employment Guide
Envipco
Faygo Beverages
Frito-Lay
Garden Foods
General Wine & Liquor
Hobart Corporation
Huron Web
Interstate Brands
J. Lewis Cooper
Jays Foods
Kar Nut Products
Kobrand
Kowalski Companies
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Liberty Wholesale

Lipari Foods
Meadowbrook Insurance
Melody Farms
Michigan Bankard
Michigan Grape & Wine Industry
Michigan Lottery
Michigan National Bank
Miller Brewing Co.
Mr. Pita
National Bulk Food Distributors
National Wine & Spirits
Nikhlas Distributors
North American Interstate
North Pointe Insurance
Oakrun Farm Bakery
Party Time Ice
Pepsi-Cola
Potok Packing Co.
Preferred Foods
Red Bull North America
Seagram Americas

Secure Checks
Security Financial
Select Michigan
Serv-Tech Business Systems
Sherwood Foods
SoBe Beverages
Spartan Stores
Strohs/Mooney's Ice Cream
Superior Dairy
Taylor Freezer
Tom Davis & Sons Dairy
TOMRA Michigan
Travelers Express
U.S. Ice Corp.
Verizon Wireless
Vernors
VIA Distributors
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Weeks Food Corporation
Western Union
Wonder Bread / Hostess

See "SHOW SPECIALS" starting on page 39



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AFD Scholarship Golf Outing 2001

Wed., July 18, 2001 • Wolverine Golf Course

Hole Sponsor Packages:

Complete Eagle, Birdie and Par sponsorship Packages and General foursomes are now available.

All packages include: continental breakfast, BBQ lunch, dinner reception with open bar, snacks and beverages on the course, green fees with cart, free use of driving range and door prize eligibility. Additionally, you are automatically qualified for all gaming holes including: longest drives, hole-in-one for \$10,000 and more.

Call Michele MacWilliams at (248) 557-9600 to reserve yours.

Any way you slice it ...

... it's time to plan for the future. Start now with an AFD Scholarship Golf Outing Sponsorship and help educate kids from YOUR industry. This year, AFD plans to award at least 30 academic scholarships.

But we need your help!

Call Michele at (248) 557-9600 to make your Goodie Bag and/or Prize donations.

10 a.m.
Shot Gun
Start

4 p.m.
Dinner
Reception



Back by
Popular
Demand:
"Guess Your
Distance"



Swing Into Summer and Get on the Right "Course" for Education!

AFD's Wheel of Fortune Trade Show

April 30 and May 1, 2001 – Burton Manor, Livonia

Special pricing and new product introductions

The main purpose of the AFD Trade Show is to make sure you save money on items that you carry in your stores. This is just a SMALL sample of what will be available.



American Bottling Co. is introducing Sun Drop Citrus Soda, Mistic 16

oz Juice Drinks with new graphics, and Hansen's Functionals which are energy drinks.



Ashby's Sterling Ice Cream has a brand new ice cream parlor program for 2001. You can also sample their award winning flavors at the show.



Purchase a Broaster Pressure Fryer from Brehm Broaster Sales and receive a free start-up package (\$500 in savings).

Come and sample Brown Forman Beverage Company's newest product, Finlandia Vodka Lime. And you can sample a new Jack Daniels Country Cocktail called Ruby Squeeze, which is a refreshing blend

of Ruby Red Grapefruit and Jack Daniels.

Canandaigua Wine Co. will be sampling the new Arbor Mist Melon White Zinfandel. And for the first time in the United States, come and sample "K" a refreshingly different draft cooler imported from England.



Central Alarm Signal will be displaying the latest remote video surveillance products, including the most recent introductions in 2001.



Find out about the new Dolly's Pizza expansion throughout the state of Michigan offering opportunities for both traditional and non-traditional locations. Single, multiple and co-branding franchise agreements are now available.

Earthgrains will be sampling a new line of Grant's Farm Bread, and all of their super premium breads and bagels.

Lease any Envipco reverse vending system on a 60 month lease, and only make 57 payments. Your first three months are free! There's no down payment, and no third party lease companies.

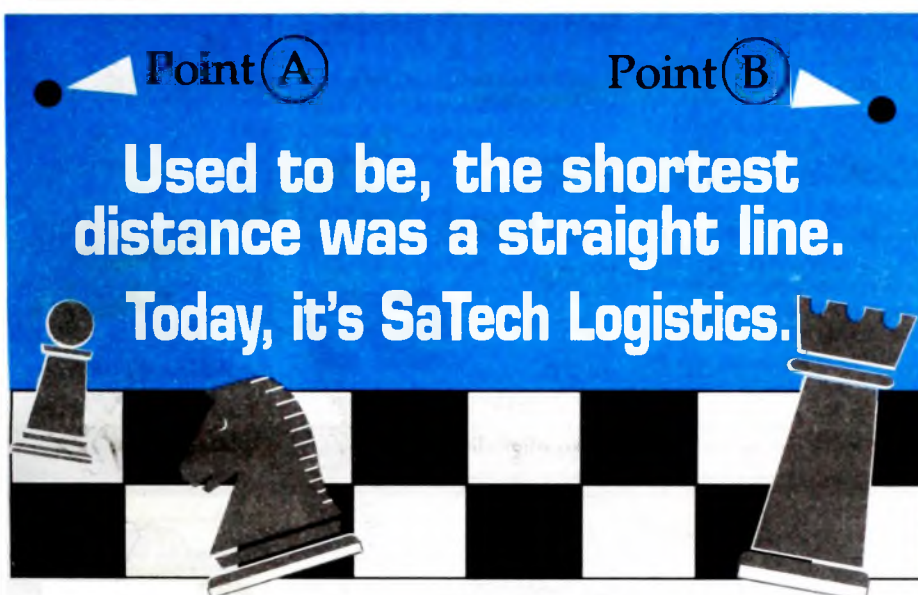


New from Frito-Lay in 2001: Cheetos Dangerously Cheesy and Cheetos Wild Wild Ranch, Munchies Snack Mix, Tostitos Scoops, the ultimate dip chip and Tostitos Queso Supreme dip, Lay's Santa Fe Ranch Potato Chips, and Oberto Peppered and Hickory Smoked Beef Steaks.



General Wine & Liquor Company will be sampling a new line extension from Kendall Jackson, Collage, which is available in Cabernet Shiraz and Zinfandel Shiraz. Also look for three new Australian brands from Davies & Co.: Salena Estates, Ellen Landing and Bookpurnong Hill.

See WHEEL of FORTUNE, page 40



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Wheel of Fortune

Continued from page 39

J. Lewis Cooper Co.

J. Lewis Cooper will be featuring the following items: a new wine from Italy called Bella Sera, and a new wine from Chile called Xplorador.



Kar Nut Products is introducing a Sunflower Seed Shipper, displaying Kar Nut's 4 oz. in-shell sunflower seeds.

Kobrand will be sampling two new delightfully distinguished products: Alize Cognac VS and Alize Cognac VSOP.



New from Kowalski Companies: buy a Kowalski Hot Dog Mini Steamer / Cooker and receive free hot dogs and / or kielbasa, which will pay for your mini cart after they're sold.



Lipari Foods will be sampling their new line of stuffed breads and calzone's from Stefano's.

The Michigan Department of Agriculture will be distributing free Select Michigan POS materials at the show, so you can promote Michigan products in your stores.



Miller Brewing Company will be showcasing its Miller Lite and MGD plastic bottles and new MGD clear label bottle.



Find out about Mr. Pita's statewide expansion program offering opportunities in both traditional and non-traditional locations. Stop at the booth for a sampling of a Mr. Pita Rolled Sandwich - the healthy choice that tastes great!



National Bulk Food Distributors has some great show specials on Sanders Dessert Toppings. Buy eight cases and get one case free of the following toppings: Milk Chocolate, Swiss Chocolate, Bittersweet Chocolate, or Butterscotch Caramel. Mix or match in either 10 oz or 20 oz sizes.



The Pepsi Bottling Group will feature Mountain Dew Code Red—the exciting new cherry flavored Dew. Also, Pepsi is now the distributor for SoBe Healthy Refreshment Drinks—in over 20 flavors.

Preferred Brands Produce will be sampling its ready-to-use vegetable products, which is the most popular meal solution item. Sixty-two percent of shoppers purchase pre-cut and cleaned, ready-to-use vegetable items.

Red Bull Company will be sampling its new energy drink; life seems so much better when you have the energy to live it.

Seagram Americas

Seagram Americas will be sampling two new flavors of Seagram Gin & Juice, Blue Beast and Red Blast, and Absolut Mandarin in new sizes.

Secure Checks is offering six months free access to their bad check network, and free internet access with any full system purchase (\$360 in savings).

Come to the show to see what's new at Sherwood Food Distributors: a Black Angus



Select Grade Program, brand new deli programs and Tyson Clear Film Poultry.

SoBe Beverages will be sampling two new products, Adrenaline Rush and their Sports System Isotonic Line.

The Employment Guide targets job seekers, and is offering a size and quantity discount on all advertisement orders placed at the show.



DAIRY COMPANY

Tom Davis & Sons Dairy has a new introductory promotion for Odwalla dairy-less milk, a delicious and unique alternative. You can also expect some great savings on ice cream novelties at the show.

TOMRA is offering a \$500 discount on all orders placed at the show.



Weeks Food Corporation will introduce Farmland Foods, which is a full line of lunch meats and bacon.

See WHEEL of FORTUNE, page 45

Communities & Business Pulling Together

Network with elected officials, appointees and staff from 17 local, county and state governments

Discover or rediscover a great business location in the heart of the region, close to transportation and the workforce

Corporate table \$500 • Individual ticket \$50

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BRONZE (\$2,000)

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- Bank One, Michigan
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- Phoenix Communities
- Schostak Brothers & Co.

IN-KIND

- Alpha21
- Michigan Real Estate Journal
- N.W. Coughlin Co.
- Plumbing & Mechanical Contractors of Detroit
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Dennis W. Archer
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Edward H. McNamara
Executive, County of Wayne

2001 Leadership Luncheon

Friday, May 11

11:30 a.m. - 1:30 p.m.

Vladimir's
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28125 Grand River Avenue
north of Eight Mile



YES, I/we will attend "Communities & Business Pulling Together" the Eight Mile Boulevard Association's leadership luncheon.

Name _____

Address _____

City, state, zip code _____

Phone _____ Fax _____

Email _____

_____ corporate tables @ \$500 \$ _____

_____ individual tickets @ \$50 \$ _____

Sorry, I can't attend, but here's my contribution of \$ _____

Total enclosed \$ _____

Orders for tickets received by May 1 will be mailed. All others will be held at the door.

Method of payment

- ☐ Check (Payable to Eight Mile Boulevard Association)
☐ Credit card (Master Card or Visa only)

Name on credit card _____

Expiration date _____

Signature (required) _____

Questions: Call Sharian Douglas • 248-559-8633

Mail to: Eight Mile Boulevard Association
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Southfield • MI 48075
Fax to: 248-559-2447

E-Mail to: www.eightrmile.org

Party Time Ice,
continued from page 12

and Mickey started storing them in a small warehouse on the premises at 1665 Yeager Street, in Port Huron. In 1987 the warehouse became the Knowlton Ice Museum. The museum collection is run by a family foundation, headed by Chuck's sister Judy Campbell, with the intent of preserving the ice memorabilia into perpetuity.

Balanced by a lighthearted collection of dolls, toys and buggies that Agnes has also collected: ice

memorabilia includes saws, ice shavers, picks, chisels, and hooks. There are numerous iceboxes; both commercial and those used in homes, both plain and fancy. A wide variety of written articles, magazines and books are kept along with ephemera like ice cards in bright colors that were placed in the store window to alert the delivery wagon. Coupon books are also displayed. The holder purchased the book of coupons that could be redeemed, as needed, for a certain amount of ice usually costing less than a penny a pound.

The history of ice harvesting, pre-refrigeration, is fascinating and largely unknown. The Knowlton's museum reveals details about the system that just a few people living today remember.

Although ice was produced in the 1700s, at the turn of the twentieth century ice making was one of the country's ten largest industries. Communities came together in the winter to harvest ice much as they did hay in the summer. The Great Lakes provided ice for an area as far south as St. Louis and Cincinnati. Ice harvesters and their families traveled around much like migrant workers. Almost any body of water could produce ice blocks.

Artifacts at the museum include special saws and horse-drawn plows.



Winter ice harvesting.



"Hey Bill" reads Bill Rock's license plate. As plant foreman, he is always on call!

Once the ice was cut into large blocks and separated with hay or sawdust, it was stored in a huge warehouse and used all summer until the supply was exhausted. America's ice industry was so far reaching that it was capable of shipping to South America.

All this and more is documented in the Knowlton Ice Museum. The museum screens a rare film of an actual ice business in the early 20th century. Their prize possession is the antique ice wagon they found in Cincinnati.

The commitment to the museum is just part of the heart of Party Time Ice. Victims of Hurricane Andrew were grateful recipients of over 7,000

bags of free ice that Chuck and his wife, Vicky drove to Homestead, Florida.

At AFD we are particularly fortunate to be affiliated with Party Time Ice. Perhaps you met Director of Sales Marty McNulty at one of our trade shows or at our golf outing handing out donated bags of ice for AFD functions.

You can say hello to Marty McNulty at booth number 209 at AFD's trade show and ask about Party Time Ice's service. If you're in Port Huron, a trip to the Knowlton Ice Museum is educational and fun. For more information about Party Time Ice call (810) 987-7100.



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Kmart gives its blue light a new look

Kmart has redesigned its www.bluelight.com site. Among the features:

- The ability to return any product bought online to any Kmart store. Wal-Mart, by the way, offers the same thing.

- A new Martha Stewart Everyday Kitchen line for Martha wannabes with less disposable income.

The worst (and best) online shopping sites

The worst online shopping sites:

As listed by "Yahoo Internet Life Magazine," December's Issue:

- * JCPenney.com
- * Macys.com
- * Sears.com

Prime reasons for the low grade: slow downloading, poor navigation, poor product fulfillment and lack of customer service.

The best online shopping sites:

As listed by "Yahoo Internet Life Magazine," December's Issue:

- * Amazon.com (best overall online retail site)
- * Powells.com (exclusively books)
- * Chefshop.com (food)
- * Fogdog.com (sporting goods)
- * Nordstrom.com (clothes)
- * Checkout.com (music)
- * Etoys.com (toys)
- * 800.com (electronics)

Classifieds

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 thumb 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. 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.

KITCHEN HOOD FIRE SYSTEMS AND EXTINGUISHERS—Low discount pricing to all AFD members. New installs, remodel, inspections, recharging and testing. Also servicing auto paint booths and gas stations. All brands: **Ansul, Pyrochem, Range Guard**. Servicing Southeastern Michigan 24/7. Call alan Ross at GALLAGHER FIRE EQUIPMENT—800-452-1540.

FOR SALE—5,000 sq. ft. store with Liquor, Beer, Wine and Lottery. Serious buyers only please. Call (313) 331-0777.

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

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

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

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

MICHIGAN EMPLOYERS—Need employees? Reach quality job candidates with a creative recruitment ad in **THE EMPLOYMENT GUIDE**—Michigan's largest employment advertising paper. Call Brian Greenlee at 800-752-8926, ext. 230.

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

ESTABLISHED NEWER PARTY STORE—Port Huron, MI 6,000 plus sq. ft. liquor, beer, wine. Large Lotto sales. First class—6 year old equipment and building. Excellent location and clientele. Contact Bob Greene, II, Moak Real Estate, Inc. (810) 985-9515 for more info.

SPECIALTY WINE SHOP FOR SALE—SW Michigan location, SDD, SDM and Lotto. \$1.6mm revenues, \$100M+ cash flow. Owners retiring. Great opportunity with strong potential for growth. \$275,000+ inventory. The Stratford Company (Broker): 616-385-4101.

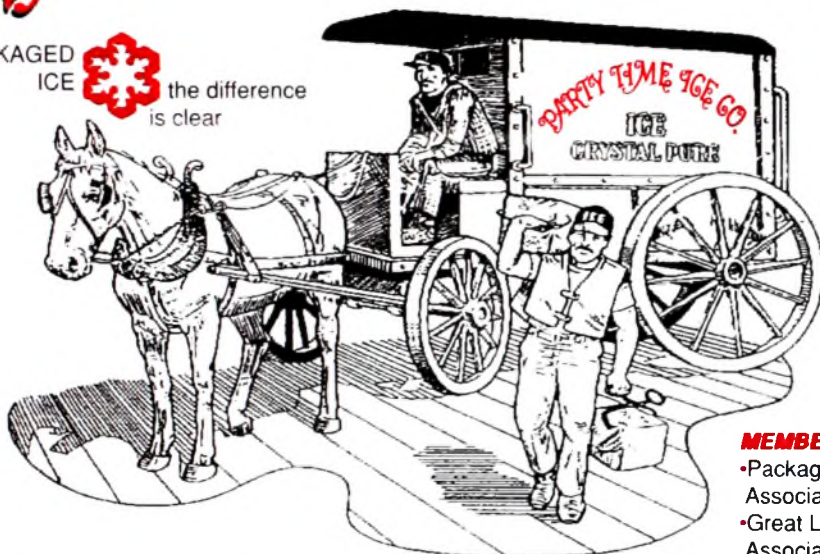
MID-MICHIGAN—Convenience store with gasoline, 3,350 sq. ft. of space and 1,070+/- sq. ft. three bedroom ranch home. Centrally located between three separate lakes in year-round resort area. Steel building, dura seal roof, new 24-ft. nine-door walk-in cooler, new 12 x 8 walk-in freezer, kitchen, live bait room, beer & wine license, liquor license, fish and game agent, lottery agent. All fixtures and equipment included with sale. Call Harrison Realty at 517-539-2261. Price \$395,000.00 plus inventory.

FOR SALE: CONVENIENCE STORE—6 Mile & Beech Daly. 2,425 sq. ft. Asking \$250,000 building, \$100,000 business, \$35,000 approx. inventory. Call Chandler, (248) 231-2661 for more information.

FOR SALE—Major specialty food market located in Ann Arbor, MI. 9600 sq. ft. building can be purchased or leased (734) 975-8883.

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The largest manufacturers and distributors of Packaged Ice in the State of Michigan!



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- Barton Brands
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- Canandaigua Wine
- Cannon Wine
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- CK Mondavi
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- David Sherman Corp.
- Davies & Co.
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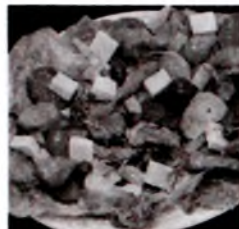
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ASTRAL GRAND RESERVE	LA DIVA	WD BUNDLES	ZINO	ROYAL BUTERA
PARTAGAS	ASHTON	ACID	LA AURORA	GOURMET DESSERT
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Golden Mushroom presents single malt and fine cigar dinner

Here's a night out for all those who enjoy good Scotch and fine cigars. On Monday, April 23, we will offer a unique opportunity to taste a variety of very good single malts, relax with cigars and a nice meal. Single malts, cigars, great food and friends!

Single Malt Tasting With Cigars

Monday, April 23, 2001

6:30pm - 8:30pm

\$45.00 per person plus Tax & Gratuity

Hors d'oeuvre Cold

Smoked Venison w/Spicy Mustard Sauce

Gulf Shrimp Cocktail

Pheasant Terrine with Cumberland Sauce

Imported Cheese and Fruit

Auchentoshan 10 Year,

Glenmorangie 10 Year

Hors d'oeuvre Hot

Chorizo Stuffed Mushroom Caps

Caramelized Onions and Veal

Sweetbreads in Filo

Baked Oysters with Parmesan Cream

and Spinach

Assorted Pizzas

Grilled Vegetables w/Lemon Garlic Dip

Isle of Jura, Highland Park,

Ashton Corona

Dessert Table

Assortment of Chocolate Desserts

Coffee/Mignardise

Ladiva Corona, Macallan 12 Year,

Glenmorangie Portwood,

Wild Turkey Honey Liqueur

For Reservations Call (248) 559-4230

AFD'S WHEEL OF FORTUNE

More Show
Specials



Wheel of Fortune

Continued from page 39

All Star Foods will have some outstanding new product introductions and a show special that can't be beat. You will see the new Arbuckle Coffee Shipper available in eight new flavors: Sticky Toffee Buns, Banana Nut Muffin, Coconut Creme, Cinnamon Crumb Cake, Creme Brulee, Blueberry Muffin, Danish Pastry, and Chocolate Hazelnut Torte. They will also be introducing two new On the Border Drink Mixes, Tequila Sunrise and Arctic Slush Lemonade. And there are five new flavors from Sioux City which will be sampled at the show: Ginger Beer, Sarsaparilla, Birch Beer, Root Beer and Cream Soda. Plus, look for a new size in Uncle Rays single serve potato chips. Show Special: purchase a Fresch Powermint Display, which includes 4 cases of Peppermint and 4 cases of Spearmint mints, for 80 cents a unit which is a 32% savings.

Motts Distributors will be sampling its new product called Margaritaville Margarita Mix, available in 1 liter and 1.75 liter.

Golden Mushroom chefs win competitions

Three Golden Mushroom chefs recently competed in two culinary competitions, bringing home honors each time.

Devon Reed, the Golden Mushroom's Executive Pastry Chef won first place and a gold medal from the Chocolate Pastry Benefit, a competition at MSU in East Lansing.

Held on Sunday, February 25, at the Kellogg Hotel & Conference Center on the Michigan State University campus, over 800 guests enjoyed samples of the chocolate desserts entered in the competition. The event was a benefit for the MSU museum.

Chef Reed, who received his

training at Oakland Community College, the Culinary Institute of America and the French Pastry School in Chicago, took top honors in the cake and torte category for his Raspberry Almond Fudge Cake.

Three layers of almond fudge cake were divided by one layer of dark chocolate ganache, and one layer of dark chocolate mousse. He garnished the cake with fresh raspberries.

Two Golden Mushroom chefs were awarded bronze medals at the American Culinary Federation (ACF), Professional Culinary Competition in Columbus, Ohio, on February 26.

Golden Mushroom assistant pastry

chef, Michael Yates, received a bronze medal for his pastry display-a chocolate, banana and pecan tart drizzled with blood orange sauce and topped with ginger ice cream.

Israel Servin, a sauté chef at the restaurant, received a bronze medal for his Red Snapper Etouffee with Dirty Rice.

Located on 10 Mile Road, at the corner of Southfield Road in Southfield (one block from AFD offices), the Golden Mushroom is an AFD member and has received more awards and acclaim than any other Michigan restaurant.

New and Used Equipment Sales



Equipment Sales:

(734) 697-7060

Service:

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Parts/Supplies:

(734) 697-5444

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	(888) 440-0200

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Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 796-0843
Interstate Brands Corp.	(313) 591-4132
Koepfing Bakeries, Inc.	(248) 967-2020
Metz/Taystee Oven Fresh Bakery	(734) 946-4865
Oakrun Farm Bakery	(800) 263-6422
S & M Biscuit Dist. (Stella D'Oro)	(810) 757-4457
Taystee Bakeries	(248) 476-0201

BANKS:

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

BEVERAGES:

Absopure Water Co.	1-800-334-1064
AkWa Water	(248) 627-3747
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American Bottling	(313) 937-3500
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Arcadia Brewing Co.	(616) 963-9520
Bacardi Imports, Inc.	(248) 476-6400
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Brown-Forman Beverage Co.	(734) 433-9989
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Port Huron	(810) 982-8501

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E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Garden Foods	(313) 584-2800
Global Interactive Technology	(517) 681-2729
General Wine & Liquor Corp.	(313) 867-0521
Gourmet International, Inc.	(800) 875-5557
Great Lakes Beverage	(313) 865-3900
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Oak Distributing Company	(248) 674-3171
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Pepsi-Cola Bottling Group	

- Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(248) 334-3512
Petitpre, Inc.	(810) 468-1402
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Seagram Americas	(248) 553-9933
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Southcorp Wines North America	(248) 795-8938
Tn-County Beverage	(248) 584-7100
UDV North America	1-800-462-6504
United States Beverage	(630) 904-6028
Vineyards Fine Wines	(734) 284-5800
Viviano Wine Importers, Inc.	(313) 883-1600

BROKERS/REPRESENTATIVES:

Acosta-PMI	(248) 737-7100
Bob Arnold & Associates	(248) 646-0578
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The Greenson Company	(248) 305-6100
Hanson & Associates, Inc.	(248) 354-5339
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J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(248) 424-8500
Marketing Specialist, Inc.	(248) 626-8300
S & D Marketing	(248) 661-8105

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Brown & Williamson Tobacco	(248) 350-3391
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 475-5600

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

DAIRY PRODUCTS:

Golden Valley Dairy	(248) 399-3120
Melody Farms Dairy Company	(734) 525-4000
Pointe Dairy Services, Inc.	(248) 589-7700
Stroh's Ice Cream	(313) 568-5106
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

EGGS & POULTRY:

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

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Seafood International/Salasnek, Inc.	(313) 368-2500
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FRESH PRODUCE:

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

ICE PRODUCTS:

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

INSECT CONTROL:

Tri-County Pest Control	(810) 296-7590
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INSURANCE:

Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
Gadaleto, Ramsby & Assoc.	(517) 351-4900
Frank McBride Jr., Inc.	(810) 445-2300
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 988-8888

LOGISTICS PLANNING

SaTech Logistics, Inc.	(248) 203-9500
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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
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Nabisco, Inc.	(248) 478-1350
Old Orchard Brands	(616) 887-1745
Pack 'Em Enterprises	(313) 931-7000
Phil 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
The Employment Guide	(800) 752-8926 x230
Michigan Front Page	(313) 870-1940
Michigan Chronicle	(313) 963-5522
WDFN-AM 1130	(313) 259-4323
WDIV-TV 4	(313) 222-0643
WWW-AM/FM	(313) 259-4323

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Toffler Marketing	(810) 263-9110
Better Made Potato Chips	(313) 925-4774
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Frito-Lay, Inc.	1-800-359-5914
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
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Kar Nut Products Company	(248) 541-7870
Nikhlas Distributors (Cabana)	(313) 571-2447

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Rocky Peanut	(313) 871-5100
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Vitner Snacks	(810) 365-5555

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JDA, Inc.	(313) 393-7835
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PJM Graphics	(313) 535-6400
Promotions Unlimited 2000	(248) 557-4713
Stanley's Advertising & Dist.	(313) 961-7177
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Copper Canyon Brewery	(248) 223-1700
The Golden Mushroom	(248) 559-4230
Palace Gardens	(810) 743-6420

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AAA Michigan	(313) 336-0536
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CPS/L.Q. Solutions	(313) 259-0000
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Deford Distributing	(517) 872-4018
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Grocery Street Com	(248) 901-1530
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Karoub Associates	(517) 482-5000
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Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Meter Mate	(800) 843-6283
Metro Media Associates	(248) 625-0700
Michigan Bankard Services	(517) 323-6017
Nationwide Communications	(248) 208-3200
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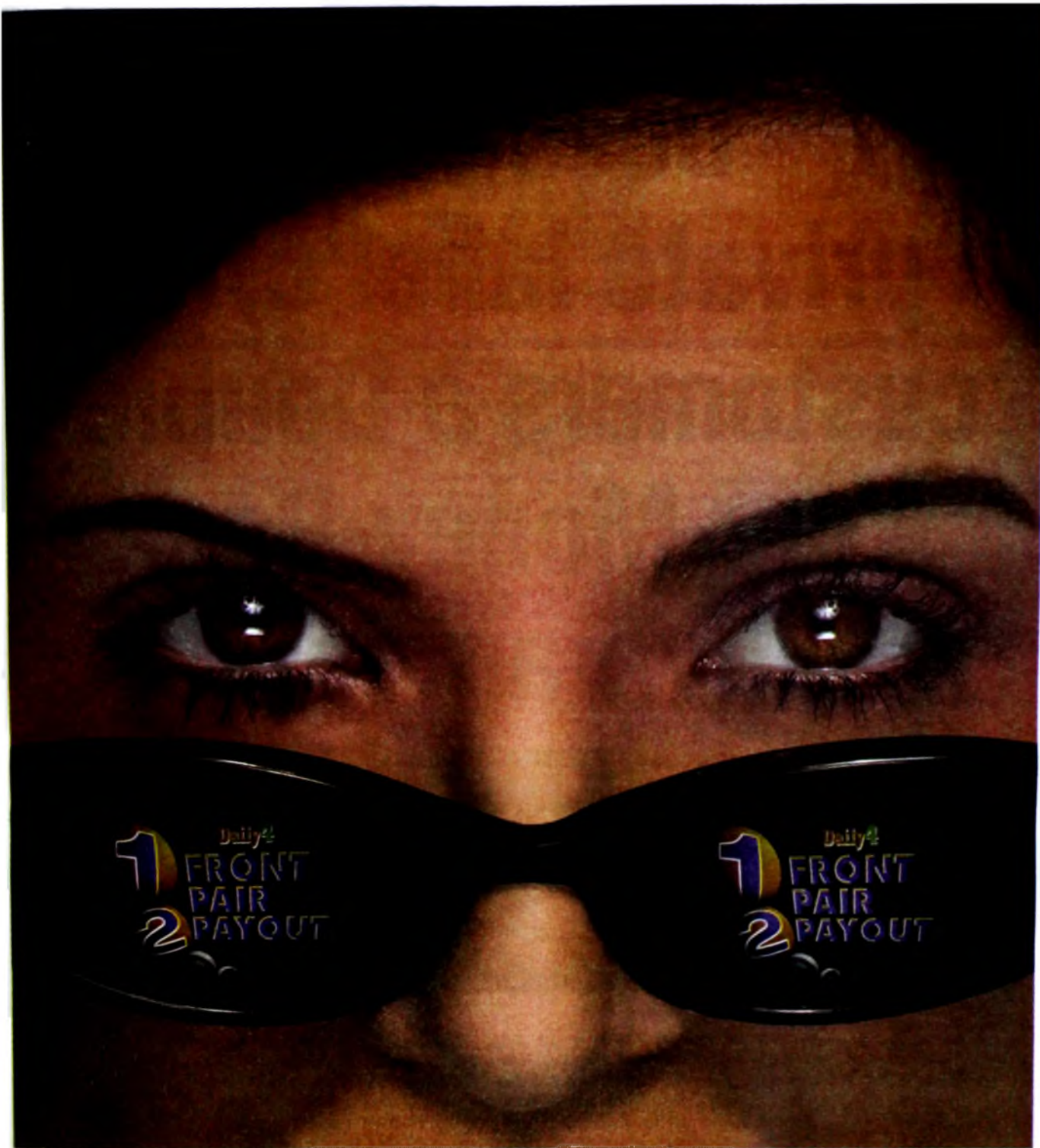
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CS & T Wholesalers	(248) 582-0865
Dolly's Pizza	(248) 360-6440
EBY-Brown, Co.	1-800-532-9276
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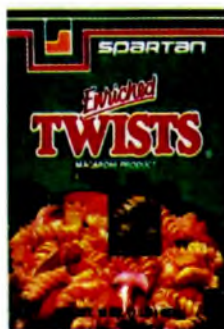
Remember – Front Pair Payout is April 2-28, with both midday and evening drawings, so let your customers know and make the most of this opportunity. Front Pair Payout makes the Daily 4 better than ever.

STRAIGHT BETS ONLY. Odds of winning straight pair: 1 in 101. Daily 4 odds: Straight: 1 in 10,000; 4-Way Box: 1 in 2,500; 6-Way Box: 1 in 1,666; 12-Way Box: 1 in 833; 24-Way Box: 1 in 416.



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