



# FOOD & BEVERAGE REPORT

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The official publication of the Associated Food Dealers of Michigan

February 2001

**Working hard for our members.**

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## Legislative Update

### USDA proposes nutrition labeling of ground meat

USDA Secretary Dan Glickman announced January 12, 2001 a proposed rule on Nutrition Labeling of ground or chopped meat and poultry products and single-ingredient products, designed, according to Glickman, to provide consumers with easy to obtain and accurate nutrition information on fat, calorie, and cholesterol content.

The requirements in the proposal would create labels similar to the labels that currently appear on multi-ingredient products such as sausage, luncheon meat, ground pork with seasonings, and bacon.

The proposed rule affects

**See meat labeling page 30.**

## N.G.A. links retailers to Schoolpop for local school fundraising

The N.G.A. Service Corporation (NGASC), a subsidiary of the National Grocers Association (N.G.A.), announced its endorsement of a program developed by Menlo Park, California-based Schoolpop, Inc., that gives retailers the opportunity to build community relations and sales through a program that raises funds for their local schools.

"In the spirit of Grocers Care, this relationship will provide independent retailers with an innovative program that will add another element to their tradition of community service," said Thomas K. Zaucha, N.G.A. president and CEO.

### Schoolpop is a means for independent retailers to help their local schools and gain new customers

Consumers register their existing debit card, credit card or club card with Schoolpop for free and select a school to support. Schoolpop promotes merchant partners to consumers through turnkey marketing campaigns distributed to schools and available online. Consumers then shop with participating retailers. Merchants rebate a percentage of the sale back to the shopper's selected school. Schoolpop handles all administration, tracking and reporting for the merchant, school and consumer.

"The Schoolpop program has become one of the most effective customer loyalty programs and most unique

school fundraising programs in the nation," said Stuart Zlotnikoff, senior vice president of N.G.A. and president of NGASC. "N.G.A. believes that our members will benefit from Schoolpop's successful program."

"Merchants who partner with Schoolpop give their customers a compelling, personal reason to buy specifically from them, because a percentage of every Schoolpop purchase goes back to the shopper's designated school of choice," explains Bob Wann, president and CEO of Schoolpop, Inc. "Grocers nationwide are finding that leveraging school loyalty is a profitable, low-cost way to acquire new loyal customers."

Schoolpop, Inc. is the leader in providing fundraising solutions for K - 12 schools, enabling anyone to effortlessly raise funds for education while shopping online or in stores. Schoolpop brings together retailers and e-tailers, parents and the community, to raise money for more than 17,000 schools nationwide. Schoolpop is closely affiliated with leading national education groups including the National Association of State Boards of Education, the American Association of School Administrators, the National School Boards Foundation, and the National Association of Secondary School Principals.

Schoolpop is based in Menlo Park, California, and was founded in January of 1999. Interested grocers may contact Schoolpop toll free at (877) 724-5767.

## We're dancing the night away!



February 9 is the night when AFD blasts into space for their 85th Annual Trade Dinner and Ball, this year themed: AFD-2001, A Space Odyssey. Over 1,000 industry leaders are expected to attend this black-tie event, where Mike George of Melody Farms will be honored as AFD's "Man of the Year."

## Spartan Stores to acquire Prevo's Family Markets

Spartan Stores, Inc. announced it has signed a definitive agreement to purchase Traverse City-based Prevo's Family Markets, Inc. Prevo's operates 10 supermarkets in the western part of Michigan from Traverse City to Grand Rapids. The sale is expected to be completed within the next two months. Terms of the transaction were not disclosed.

"We are delighted to add Prevo's Family Markets to the Spartan Stores family of supermarkets," said Spartan Chairman, President and CEO James B. Meyer.

Prevo's Family Markets President Dan Prevo said the decision to sell the stores was a difficult one. He enjoyed being a grocery store operator and the stores have been in the family for more than 55 years. It had become clear in recent months, however, that his chain of stores needed to be part of a larger organization to grow and prosper in the highly competitive retail marketplace.

"We had a number of options, but selecting Spartan Store to carry on the Prevo family tradition was an easy choice," said Mr. Prevo.

Prevo's Family Markets operates stores in Traverse City, Cadillac, Frankfort, Ludington, Manistee, Bellaire, Coopersville and Grand Rapids, Michigan. The company was founded in 1943 when Dan Prevo's grandparents, Harry and Ethel Prevo, opened their first market in Traverse City.

## Spin the Wheel with AFD!

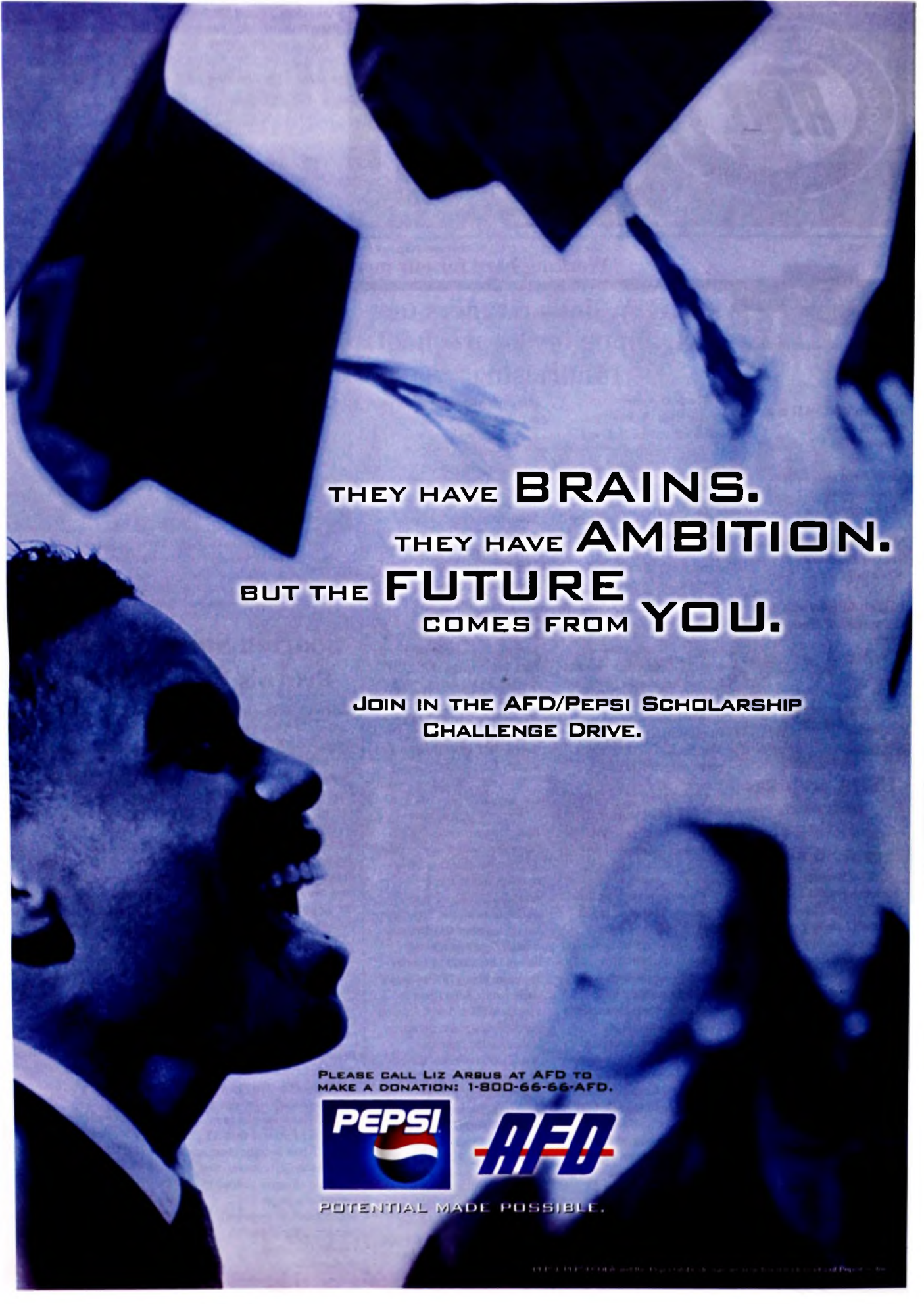
Mark your calendar for AFD's 17th Annual Selling Trade Show - Wheel of Fortune.

Exhibitor space will sell quickly for this April 30 and May 1, 2001 event at Burton Manor in Livonia. Reserve space now by calling Ginny Bennett at (248) 557-9600.

Retailers should save these dates and watch their mail for show information.

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#### President's Message

## Learning to adapt as our population changes



by Joe Sarafa  
AFD President

I wanted to start my first column of 2001 with some important facts about our changing demographics.

Over the next 15 years, America's population is expected to grow by about 13 percent. Attendance in schools will slow down and the elderly population will increase by more than 25 percent.

During the first half of this time period, the college-age population will also grow rapidly—but the number of 25 to 54-year-olds in the workforce will shrink. At the same time the demand for entry-level workers in all sectors of the economy will continue to rise.

#### Ongoing impact

As more Baby-Boomers retire early or shift to part-time work schedules, the hole in the nation's full-time workforce will widen – with major impact across all retail sectors.

One source of labor to fill this gap will emerge as immigration barriers are dropped and more Asians and Latino groups mingle into the U.S. workforce. New immigration already accounts for nearly 35 percent of the nation's current population growth – and it is expected to exceed half the total population by the middle of the new century.

#### The new mix

As more ethnic groups mingle into the population mix, the makeup and tastes of the new population are changing almost daily, futurists point out.

And as the overall population ages, its tastes and buying profiles will also shift. Teenagers like to snack, and eat-on-the-run. In 1998, teens spent more than \$17 billion on food and only 25 percent of it was part of the regular family grocery bill. They are clearly the motivators for today's fast-food, grab-and-go menu items, experts agree. What will happen as these teens grow into our workforce? Will their snacking habits continue?

It appears that our munching teens will turn into take-out meal adults.

Today's working population (men and women) are considered prime targets for the take-home/take-out menus that are expected to surge at retail and food service units in the coming decade as teens become adults.

A recent McKinsey study projects that in the next decade, food eaten and prepared away from home will increase nearly three percent a year – nearly double the food service industry's overall growth rate.

#### Using this information

What does this mean to the retail food industry? Each of us must determine how to best use this information to insure a healthy future for our businesses. I encourage you to make an assessment of your business, what the future has in store and how you can prepare for the population changes of the future.

#### See you in outer space

There are only a few days left until we blast off into "AFD-2001, A Space Odyssey," our 85th Annual Trade Dinner and Ball. I am so pleased that I will see over 1,000 of you at this special, sold-out event.

#### Saying Thank You

As this is my first column of 2001, I want to end by saying "Thank you," not just for your membership and support, which we do appreciate, but also for the trust you've put in us throughout the years. We intend to continue to live up to that trust and work hard for our members. It's a great way for all of us to succeed.

## AFD MEMBERS:

### We want to hear from you!

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

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

## The Grocery Zone

By David Coverly





## Block applauds Bush selection of new Secretary of Agriculture

Food Distributors International (FDI) President John R. Block, who served as U.S. Secretary of Agriculture under former President Ronald Reagan, today applauded President-elect George W. Bush for his selection of Ann M. Venemen as his Secretary of Agriculture.

"Ann Venemen has the right experience, the right relationship with the President, and right policy focus to be an outstanding Secretary of Agriculture, and this is the right time for her in this important and challenging position," said Block.

Venemen, who served as

California Secretary of Food and Agriculture from 1995 to 1999 and as Deputy Secretary of Agriculture under President Bush, is a strong proponent of free-market trade and multiple-uses for public lands.

"President-elect Bush, in announcing Ann Venemen's appointment, called her bright and capable and predicted she will do an outstanding job," noted Block. "I have no doubt that he was right on the money. She understands Washington. She understands how things work. She understands how to make things happen, and that's just what we

need."

Noting that FDI represents wholesalers that serve supermarkets and foodservice distributors that serve restaurants and institutions, Block has worked closely with his successor Agriculture secretaries over the years, up to and including Secretary Dan Glickman.

"I look forward to continuing this close working relationship with USDA in the years ahead," he said. "Decisions and policy that affects agriculture end up affecting the food industry and ultimately the consumer," he said.

## Calendar

**February 9, 2001**

**AFD 85th Annual Trade Dinner**  
**"2001, A Space Odyssey"**  
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**April 30 - May 1, 2001**

**AFD Wheel of Fortune**  
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**May 6-8, 2001**

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## Campbell Soup taps Conant as CEO

Campbell Soup Co. named Douglas R. Conant president and chief executive, ending its nine-month search for a leader. Conant, former president of Nabisco Holding Corp.'s foods unit, succeeds David W. Johnson. *The Wall Street Journal*

As part of its strategy to reach consumers on the go, Campbell Soup Co. is looking to expand its branded soup counter operations in airports. — *The Houston Chronicle*

## Hershey wards off potential suitor

Hershey Corp. shareholders have received a letter announcing an anti-takeover plan that allows the candy manufacturer to issue shares to prevent anyone other than the Milton Hershey School from obtaining more than 15% of the company's stock. Analysts are confident Hershey is not targeted for a hostile takeover due to several factors, including a licensing agreement that would require the company to give up No. 2-brand Kit Kat. — *The Philadelphia Inquirer*

## P&G invests in "beach-front" property

Procter & Gamble will build an 806,400-square-foot warehouse in the Pontoon Beach area of St. Louis, Mo., to distribute fabric, soaps and other products. The warehouse will employ 130 people and cost \$23 million to build. — *St. Louis Post-Dispatch*

## Possible fertilizer shortage causing concern

A possible shortage of fertilizer brought on by the increasing cost of natural gas — which accounts for more than 80% of the cost of producing nitrogen-based fertilizer — has caused farmers to delay planting decisions. Farmers are considering switching from corn to soybeans or other crops that do not require fertilizer. Most fertilizer wholesalers are not allowing farmers to lock in prices for springtime deliveries because of the uncertain supply situation. *The Minneapolis Star-Tribune*

## The Whopper is king again

Burger King announced Jan. 8 that McCann-Erickson Worldwide will lead marketing efforts aimed at adults and put Burger King's star player, the Whopper, back in the spotlight. The food-focused campaign, once again a trend among fast-food marketers, replaces promotional tie-ins and a focus on discounting that Diageo PLC-owned Burger King had used during the last few years. — *The Chicago Tribune*

## "E2Es" could move B2Bs to next level

Coca-Cola-backed online exchange Transora and Web marketplace GlobalNetXchange have formed a joint venture to streamline data transfer among electronic marketplaces. Dubbed "Megahub," this new "exchange-to-exchange" (E-to-E) connection will enable companies with different technological standards to exchange electronic purchase orders and other product information. Megahub plans to charge transaction fees. — *The Industry Standard*

## FDA approves heart health claims

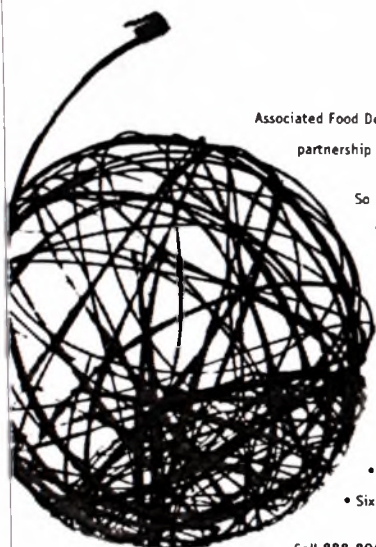
The FDA approved four heart health claims for food manufacturers and organizations between 1999 and 2000. Products that rendered considerable scientific evidence for lowering cholesterol and controlling blood pressure contain soy protein, plant sterols, omega-3 fatty acids and a variety of antioxidants. *HSR Magazine*

## USDA initiative helps seniors, and family farmers

The USDA unveiled a program Jan. 4 that will help more than 370,000 low-income seniors in 31 states buy fresh produce from farmers' markets. The initiative aims to educate seniors on what constitutes a healthy diet while helping family farmers expand their market for locally grown fruits and vegetables.

Effective Jan. 9, 2002, the USDA is requiring meat and poultry processors to justify any retained water in raw products.

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## Super Bowl XXXV marks return to the traditional

Out of more than 20 advertisers paying up to \$2.4 million for 30 seconds of air time in Super Bowl XXXV, only three dot.coms made a return. Viewers instead saw a reappearance of traditional advertisers, including Anheuser-Busch, the sole beer sponsor, with more than four minutes of time, and PepsiCo following close behind with a number of spots for one or more of its soft-drink brands.

—The Wall Street Journal

## Porcine diets studied: from potato chips to pork chops

Researchers at Iowa State and Ohio State universities have examined the diets of pigs and concluded that feeding pigs potato chips could result in better-tasting pork chops. They also determined that giving sows yogurt culture could lead to a reduction of salmonella in pork. A \$600,000 USDA grant is paying Iowa State to test alternatives to antibiotics in swine. —Associated Press

## Supermarkets edging out organic foods stores

As organic food becomes more mainstream, natural-foods stores are losing market share. Larger supermarkets are now carrying organic foods, hormone-free meats and earth-friendly dry goods, causing traditional small organic stores to close. —The Seattle Times

## Congress releases small business from big business tax act

Small business advocates are lauding a bill passed at the end of the last session that eases the tax burden of individuals who sell their businesses.

The feds repealed a 1999 law that forces all capital gains taxes to be paid in one lump sum, regardless of how the sale is structured. Now, a business owner, particularly a small one, who structured the sale of his company to include payment installments, can pay the capital gains taxes also in installments.

Proponents of the repeal say the original law was devised to clamp down on large businesses deferring their taxes, but actually drove down the prices on numerous small business transactions.

## Safeway Agrees To Buy Phoenix ABCO Stores From Fleming

Pleasanton, Calif.-based Safeway said it has agreed to purchase 11 ABCO stores in Arizona from distributor Fleming Cos., Dallas, in the Tucson and Phoenix markets.

The acquired stores will operate as part of Safeway's Phoenix division, which already oversees 90 stores, according to the company.

As part of its recent strategy to largely exit the conventional retailing end of the business, Fleming is in various phases of discussions to sell the 42 remaining ABCO Dessert

Markets and 24 Sentry stores to multiple retailers. Fleming expects to receive \$200 million this year in sales of retail properties and revenues from continued services to them.

## Organic Bananas To Win Dole Label

Dole Foods Co. of Westlake Village, Calif., announced that it would begin selling organic bananas from Ecuador and Honduras under the Dole name.

The bananas, which will be certified as organic by U.S.-based agencies, will first become available on the West Coast, according to the

company, on February 1.

Dole explained it made its decision based upon the growing number of consumers willing to pay more money for organic products.

Here's an attitude that will better the economy, the planet, Dole's bottom line, organic consumers, and the livelihoods of farmers, much more effectively than the anti-organic stance that many traditional growers and marketers have taken so far.

Dole's primary competitor, Chiquita Brands, told Reuters it has no immediate plans to sell organic bananas under its primary brand. It does, however, operate some organic farms.

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## Purina Accepts \$10.1 Billion Takeover Bid From Nestle

Ralston Purina has reportedly accepted Nestle SA's headline-making \$10.1 billion takeover offer, according to *The Wall Street Journal*.

A formal announcement was made following board approval from both companies. Nestle agreed to pay \$33.50 for each Ralston share, reflecting a 36 percent premium over its closing stock price from the Friday before.

The deal mates Ralston's Purina Dog Chow with Nestle's canned pet food brands, such as Friskies, Alpo,

and Mighty Dog, and gives Nestle a 35-40 percent share of the US pet food business, assuming no divestments are ordered by the Federal Trade Commission.

## Speedpass racing to McDonald's

McDonald's is testing an electronic payment system in the Midwest in which customers can pay by waving a small device at the cash register or drive-through window. Each Speedpass device — technology developed by Mobil for its gasoline service stations — is linked to a credit

or debit card. The six-month pilot program could expand if successful. —*Boston Globe*

## USDA takes stringent measures to avoid BSE

The USDA has taken stringent steps to ensure mad cow disease doesn't become a problem by routinely testing sick cattle and banning beef imports. Most health experts agree that BSE--bovine spongiform encephalopathy-- risks are low; however, others say there is

cause for concern because the U.S. still imports bovine byproducts from Britain and other European nations.

## New Zealand, Australia ban European beef

Australia and New Zealand are banning beef imports from Europe to keep their countries free of BSE — bovine spongiform encephalopathy, or mad cow disease. Australia is one of only five countries recognized as BSE-free; its European beef ban is an extension of one aimed solely at the U.K. —*The New York Times*

## Ranchers demand beef referendum

The Livestock Marketing Association, three South Dakota ranchers and others have brought a federal lawsuit to force a vote on the beef checkoff program. Farmers and ranchers have been charged \$1 per head on cattle sold since the congressionally approved program started in 1985. Proceeds go to beef promotion and research, but cattlemen say the money is squandered. —*Associated Press*

## McDonald's moves quickly to nip Italy mad-cow scare

A cow suspected of having mad cow disease was found at McDonald's Corp.'s exclusive meat supplier for its Italian market in Lodi, Italy. A spokeswoman said the plant where the suspect cow was found does not supply meat for McDonald's. More testing is expected today.

As many as 500 cases of mad cow disease could be discovered in Germany by the end of 2001, says a researcher with a German government institute. —*Associated Press*

## Monsanto Developing world's first genetically modified wheat

Agricultural biotech company Monsanto has launched farm trials in North and South Dakota, Montana and Minnesota to examine the yield, disease susceptibility, weed control and environmental impact of the world's first genetically modified wheat. Monsanto is close to rolling out this newest crop, pending regulatory approval, and expects to market it by 2003. —*Independent News*

**More News Notes,**  
**Page 12**

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# Stephen's Nu-Ad Inc.

## A fateful dream to a success story

By Leah Chartier

"Fate," explained Louie Stephen, "decides the future."

Born in Baghdad, Iraq, Louis J. Stephen began working for a newspaper at the young age of 11. During World War II, British publishers took a liking to him and hired him to clean a Linotype (typesetting) machine. Striking the curiosity of this eleven year old, he developed this remarkable passion for printing and graphics that he still keeps with him today. Stephen moved to the United States in late 1950. With all the odds against him, he attended college at Wayne State University, worked for several Detroit printing firms, and managed to open his own company in 1964 which he named "The Louis Stephen Company." He began in a small building in "Printers' Alley" on Detroit's east side, renting only 1,200 sq. ft. of it, but gradually, he bought more space and even ended up buying another building across the street.

Stephen's company dealt primarily with typography and design. He had two linotype machines on which he did all of his typesetting. Hot lead was used to produce a line of type from a machine similar in part to a typewriter, but much larger and more complicated. This process was referred to as "hot type."

Not only did Stephen excel in hot type" production, but he also pioneered the use "cold type", or photo-typesetting, with the advent of computers and the desktop publishing age. Louis Stephen says that in 1966, he was among the first, in Metro Detroit, to bring computers into the business of typography. In the beginning, Stephen was afraid to use the computers. He was too comfortable in his old ways of getting a project done to worry about something going wrong



"Uncle Louie" Stephen is a familiar face in the Metro Detroit food industry.

with the computers. He had never failed a customer and never wanted to. However, within time Stephen came to like the quickness of the computer and soon figured out that the linotype machines were just getting in his way, literally! So he gave the machines away and continued on his journey with the new computers.

Today "The Louis Stephen Co." now known as Stephen's Nu-Ad, Inc., is a successful masterpiece. The building occupies an entire block (22,000 sq. ft.) in Eastpointe, Michigan (17630 East 10 Mile Road, Phone 810- 777-6823). The new look at Stephen's Nu-Ad is technological. As little as five years ago, much of Nu-Ad's color work was done by hand. Today, the extensive process is generated by computers. The corporation is complete with full-scale agency services: printing, copywriting, typesetting, creative writing, direct mail, imagesetting, sheetfed printing, web offset printing, and design and graph-

ics. The complex houses a graphic arts/desktop publishing department, a camera and platemaking department and features two state-of-the-art newspaper size, 4-color printing presses.

Nu-Ad prints a wide variety of publications, such as newspapers, books, magazines, catalogs, and calendars. They run Pagemaker, Quark Express, Multi-Ad Creator, Adobe Photoshop and Adobe Illustrator software, and employ the Adobe Type Library. Art Director Walt Kempinski, a Nu-Ad employee for thirty-two years, states, "A few years ago, a full-color, newspaper-sized ad could occupy three departments and take days to complete. Now we can prepare the same ad for printing from a single terminal in a matter of hours. And while ads still don't "appear" like magic, prep times are dramatically reduced, and the ads are now more colorful, vivid and creative."

Although Nu-Ad is primarily

family run business with six members being family, it still employs fifteen non-family members. However, "Uncle Louie" considers all his workers family since they work so closely together. Even though Stephen is retired, he still serves as chief executive officer, overseeing all phases of operation.

Louis Stephen maintains close contacts with his Iraqi-Chaldean community, working with the Chaldean Catholic Diocese and several community organizations, including the Chaldean Federation of America, Chaldean Iraqi American Association of Michigan (Charter Member) and as an honorary member of the Chaldean American Ladies of Charity. In addition, Stephen is a founding member of the Arab American Chamber of Commerce.

A well-known face in the Metro Detroit food industry, Mr. Stephen has been a supporter and member of the Associated Food Dealers for many years. He received AFD's Distinguished Service Award in 1981, and in 1992 was commended again by AFD for his many years of service as a member of the Board of Directors. He has also received Community Service Awards from the Chaldean Federation of America, the Chaldean Voice Radio Program and the Chaldean American Ladies of Charity.

A long time ago, a young Iraqi man wished to make all his dreams come true in "the land of opportunity." He believed that with all his hard work and dedication, he would someday own his own business in America. Acting on his beliefs, Stephen's Nu-Ad is now a success story giving hope to any fateful dream.



Nu-Ad's giant web presses help make advertising quick and affordable.



Another load of Nu-Ad-produced store ads—ready for the road!

# The Karoub Report – A look at the 90<sup>th</sup> Legislature

The 90th Legislature (1999-2000) was an interesting session with many new issues surfacing, as well as the usual issues appearing in most all sessions.

Some of the headline issues included: significant cuts in the state's income and business taxes; a plan for spending the state's share of the national tobacco settlement; takeover of the Detroit Public Schools; concealed weapons permits; clashing over state and local control; blocking the expansion of charter school cap; mandated insurance coverage for diabetes supplies; and, the failed effort to restrict the powers of the Attorney General.

A partial list of major bills sent to the Governor and signed into law included:

- Phasing the 2.3 percent Single Business Tax out over a 23-year period (it is now at 2.1 percent);
- A cut in the income tax from 4.4 to 3.9 percent over five years;
- Stripping authority over the Detroit Public Schools from the elected school board and handing it to a board appointed by Mayor Dennis Archer with one appointee named by the Governor; lawmakers later approved the abolishment of the school principals' union in the

district;

- Standardizing the concealed weapons permitting process so that anyone not convicted of a felony or suffering from mental illness could receive a permit after receiving training, eliminating the current system of letting each county gun board decide;
- Amendments to the State Savings Bank Act to put it on a competitive par with the recent recodification of the State Bank Act;
- Using the state's more than \$8 billion share of the national tobacco settlement to fund up to \$3,000 in college scholarships for pupils who score well on the Michigan Educational Assessment Program test; lawmakers also approved bonuses for faculty and staff as improving and well-performing schools on the MEAP;
- Requiring drug testing and fingerprinting for welfare recipients, although that law has been blocked in court;
- Mandating use of front-seat safety belts through primary enforcement;
- Barring local governments from suing gun manufacturers and requiring trigger locks to be sold

with all weapons purchases from stores;

- Limiting residency requirements for municipal employees;
- Giving the Office of Insurance and Financial Services final say over coverage disputes between HMOs and patients;
- Addressing complaints from hospitals and physicians that the Medicaid system was spiraling into disarray and financial crisis;
- Overhauling the state's laws regulating telecommunications and electric utilities, although the telecommunications issue has been tied up in court by Ameritech;
- Seeking to aid farmers with a variety of bills including an exemption from the so-called "pop-up" tax that farmers complain makes it difficult for their children to inherit land. Lawmakers also approved a "Right to Farm" bill that eliminated local government's ability to restrict farming greater than state measures;
- Requiring schools to take the Friday before Labor Day off as a means of boosting tourism;
- Beginning work on overhauling regulation and taxation of mobile homes which is expected to be a hot topic in the 91st Legislature; and,
- Eliminating the \$20 threshold for reporting campaign contributions, effectively eliminating political bingos.

sweeping bill that would have established standards for state takeovers of districts was swiftly crushed in the House.

• Beginning hearings on whether to curb the Attorney General's powers. This issue was something that quickly died after a groundswell of controversy but has re-emerged in the courts.

• Attempting to enact broad regulation of the adult entertainment industry; a package of bills cleared the House and Senate, but differences between the two approaches killed prospects for any action.

• Limiting unions' ability to use their members' dues for political purposes, an effort launched to much fanfare in the House that never got off the ground legislatively.

• A late move to allow hunting of mourning doves passed the House, but was defeated in the Senate by one vote.

• Attempting to abolish so-called "living wage" laws enacted by local governments and voters in four municipalities; both chambers approved versions of such a bill but could not resolve their differences, killing the effort.

History will remember that the 90th Legislature was the first to feel the impact of term limits as all but a handful of House members began the term with no more than four years of experience.

Historians looking at the work-cycle of the 90th Legislature will note how strikingly productive the lame duck session that ended the year was for all of 2000's activity. Up through October 31, several weeks before the lame duck session began, 323 bills had been signed into law. During the lame duck session, 185 bills were enrolled for presentation to Governor John Engler. In 1999, a total of 276 bills were signed into law.



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**But there also were failures and misfires:**

- Blocking Mr. Engler's much sought after increase in the charter school cap of 150 by a handful of House Republicans and all House Democrats. Despite calling for action in his 1999 and 2000 State of the State addresses, Mr. Engler was stymied.
- Inaction on hoped-for standards dealing with "academic bankruptcy"—Mr. Engler's words. A bill to take over the Benton Harbor district cleared the Senate, but died in the House. A more

## Coming to Terms with Term Limits

*by Lawrence W. Reed*

Eight years have passed since Michigan voters approved term limits. Some observers say it's time to pass another constitutional amendment to lengthen or scrap them. Let's take a closer look.

"Proposal B" on the November 1992 Michigan ballot was a constitutional amendment that called for limiting the terms of the governor, lieutenant governor, attorney general, and secretary of state to two terms of four years each; state representatives to three terms of two years each; and state senators to two terms of four years each.

Voters approved the amendment by a lop-sided margin. With the freshman class that took office in January 1999,

term limits took full effect in the House and are scheduled to retire the governor, secretary of state, and most members of the Senate in 2002.

It was Benjamin Franklin who summed up the best case for term limits more than two centuries ago: "In free governments, the rulers are the servants, and the people their superiors .... For the former to return among the latter does not degrade, but promote them." At least in theory, when politicians know they must return to civil society and live under the laws passed while they were in office, they will think more carefully

**See Term Limits,  
Page 22.**



# A REMINDER THAT TIMELY TURNOVER KEEPS YOU FROM GETTING BURNED.

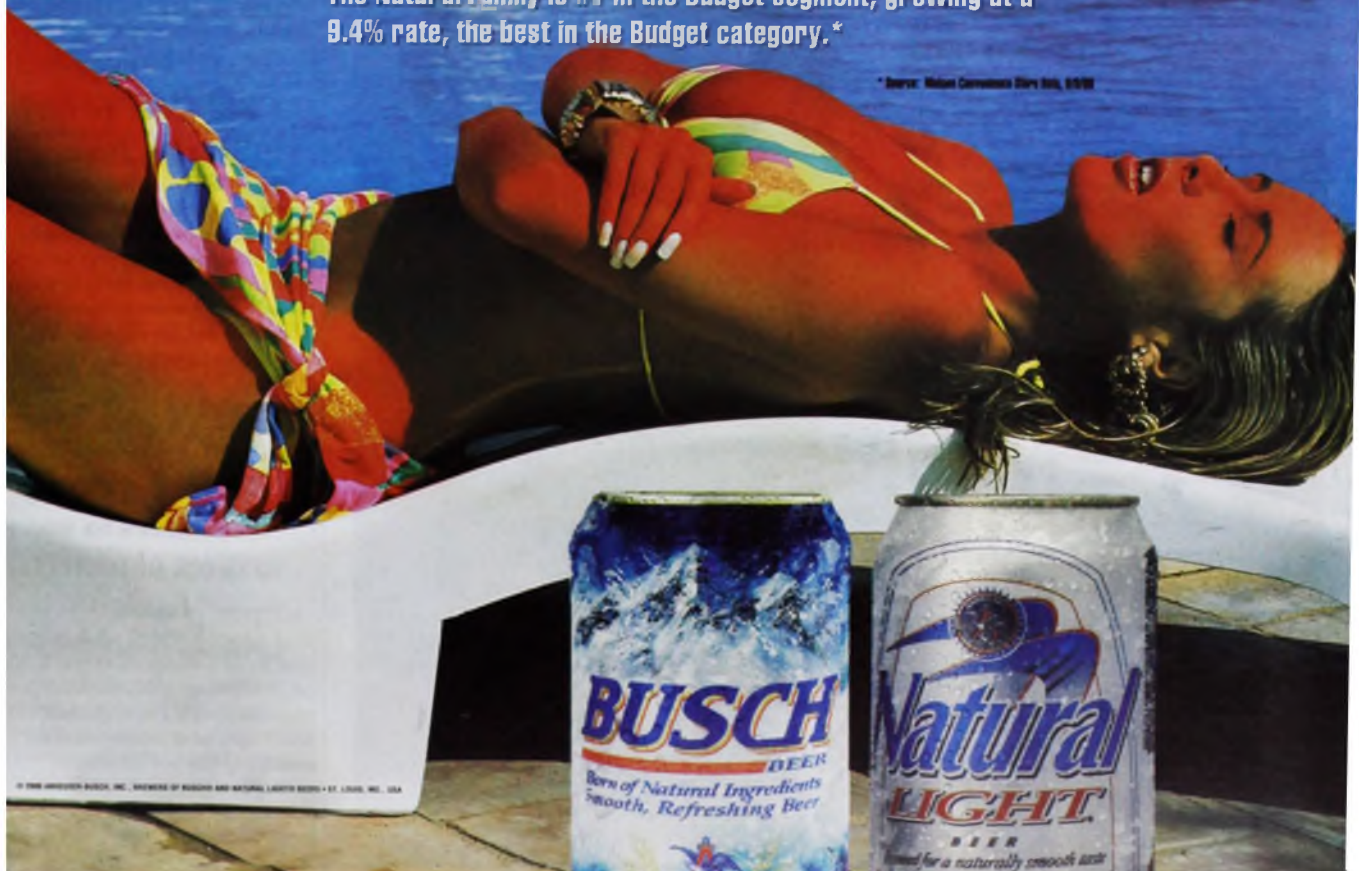
To maximize your total beer category profits, it makes sense to  
1) focus on the faster-turning, higher-margin Premium brands,  
2) reduce the slower-turning Sub-Premium SKUs, especially since the  
Sub-Premium category is showing a decline.

If you do feature Sub-Premiums, it is more profitable to promote the  
faster-turning category leaders.

The Busch Family is #1 in the Popular segment, with a 70.7% share...  
outselling all other competitors combined.\*

The Natural Family is #1 in the Budget segment, growing at a  
9.4% rate, the best in the Budget category.\*

\* Source: Nielsen Consumer Store Sales, 9/9/99



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## Kmart nabs Wal-Mart exec

Kmart Corp. gained a new weapon in its ongoing battle with Wal-Mart by recruiting that company's vice president of merchandising into its ranks.

John Owen, former vice president of merchandising for Bentonville, Ark.-based Wal-Mart, has joined Kmart as senior vice president and general merchandise manager of hardline goods.

Owen spent 10 years at Wal-Mart, where he was instrumental in marketing exclusive and private label brands as well as developing hardline assortments on a global scale.

## Earl Holton receives Sydney Rabb Award from FMI

Earl Holton, the retired president and vice chairman of Meijer Inc., received the Sydney R. Rabb Award from the Food Marketing Institute (FMI) at the organization's Annual Midwinter Executive Conference in Boca Raton, Fla.

The award is given annually for industry and community service.

## Bleak forecast on crop supply and export

Several economic reports predict little chance of a Farm Belt recovery in the immediate future. The Farm Belt has nearly a year's supply of corn on hand — the largest glut in thirteen years. A combination of big crops worldwide and weak trade means U.S. farmers probably will be dependent upon government aid again in 2001.

-*The Wall Street Journal*

## Perfetti gives Mentos maker a fresh start

Dutch confectionery company Van Melle, famous maker of Mentos and Fruitella, has agreed to a takeover by Italian confectioner Perfetti. The move, which ends Van Melle's century of family control, will form the sixth-largest sweets and chewing gum company—*The New York Times*

## Smithfield moves on after losing IBP

Smithfield Foods Inc. on Jan. 4 moved to decrease its stake in beef-processing giant IBP Inc. to less than 5%. Smithfield lost a bidding war for IBP to Tyson Foods Inc. on Jan. 3.

-*Reuters*

## FDA issues advisory on fish containing mercury

The FDA issued an advisory Jan. 12 warning pregnant women to avoid consuming shark, swordfish, king mackerel or tilefish due to high levels of mercury that can damage a fetus' nervous system. The warning was also extended to young children and nursing mothers. - *ABC News*

## Coca-Cola To Buy Planet Java

Coca-Cola has signed a letter of intent to buy P.J. Bean Co., maker of Planet Java coffee. This is a small foray into the growing noncarbonated-drink market for Coke, which intends to expand its noncarbonated line internally and through acquisitions.

*The Wall Street Journal*

## Bill would allow consumers to sue makers of biotech foods

A bill sponsored by Massachusetts Sen. Brian A. Joyce, D-Milton, would allow consumer lawsuits against food manufacturers if a bioengineered food was suspected of causing allergies, nutritional loss or a decrease in antibiotic resistance. The bill was criticized by food industry representatives, who reminded legislators that it was the federal government that said bioengineered foods do not require labels. -*The Boston Globe/Associated Press*

## Stop Losing Money Handling Bottles And Cans!

### TOMRA's New DUO Does It Faster, Easier And Saves You Money.

- DUO costs less than \$12,000\*
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- Allows more display and storage space
- Builds sales traffic and volume
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From its compact footprint and simple 120 volt power requirements to its speed and ease of use, the DUO is designed for small to mid-size stores.

By accepting, compacting, sorting and bagging up to 830 containers, it cuts clutter up front and adds more storage in back. It eliminates mis-redemption by only recognizing bar codes from the brands you sell. And, as a sales and traffic builder, DUO allows customers more time to shop.

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## Quaker Oats offers CEO incentive to stay

Quaker Oats Co. CEO Robert Morrison stands to make about \$19.3 million if he remains with Quaker for at least 18 months after PepsiCo Inc. finishes its acquisition. PepsiCo sought Quaker, maker of sports-drink titan Gatorade, to better position itself against rival Coca-Cola.

## Online ad firm says internet ads work

DoubleClick's CFO Stephen Collins says online advertising works. Collins says the market in every medium is suffering a dry spell but that advertising is not going away. — *Forbes*

## Pet food a growth industry

Pet pampering has spurred growth in the U.S. pet-food industry by 6.5 percent — twice as fast as human-food sales. Most growth is in the high end market, led by Procter & Gamble's Iams brand and Colgate-Palmolive's Hill's Science Diet. Companies introduced about 400 cat- and dog-food products last year. — *The St. Louis Post-Dispatch*

## Demand for newsprint falling

Newsprint producers will likely have trouble forcing through a price increase scheduled for March 1, given the slowing of advertising spending. Newsprint demand has suffered amid rising newsprint costs and declining advertising revenue.

## Farmer Jack adds supermarkets in Saline, St. Clair

Farmer Jack Supermarkets has invested \$18 million and opened two new stores: at 1335 E. Michigan in Saline and at 6711 Carney Drive in St. Clair.

## Antibiotic-free meat

Some health experts say antibiotic residue in meat should be of little concern to consumers — unless they are allergic — because it won't affect human resistance to the drugs. Researchers at Tufts University Medical School, however, contend the reason to buy antibiotic-free meats is not to stop the transfer from animals to humans but to prevent the spread of antibiotic-resistant bacteria. *The New York Times*

## Spartan sells Shield Insurance Services

Spartan Stores, Inc. announced today that the company has sold its insurance business, Shield Insurance Services, Inc., to The Campbell Agency, Inc. in Byron Center, Michigan. Terms of the transaction were not disclosed.

According to James B. Meyer, Spartan Stores' chairman, president and CEO, the sale of Shield Insurance Services is in keeping with Spartan Stores' corporate strategy to focus on its retail and wholesale grocery business.

"Nearly all of Shield's associates involved in its agency operations will

remain with The Campbell Agency, providing a seamless transition for its customers. Customers will be able to call the same contacts at the same telephone number for customer service," said The Campbell Agency Chairman and CEO Merle Barnaby.

Spartan Stores will retain the underwriting, safety and claims component of Shield Insurance Services, which employs 23 associates.

Shield Insurance Services is located at 3900 Sparks Dr. SE in Grand Rapids and The Campbell Agency is at 325 84th St. SW in

Byron Center.

Based in Grand Rapids, Michigan, Spartan Stores owns and operates 118 supermarkets and drugstores in Michigan and Ohio, including: Ashcraft's Markets, Family Fare Supermarkets, Food Town, Glen's Markets, Great Day Food Centers and The Pharm banners. The company also distributes more than 40,000 private-label and national brand products to more than 350 independent grocery stores and serves as a wholesale distributor to 9,600 convenience stores.

# Congratulations

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## Central Distributors of Beer salutes local efforts to fight alcohol abuse



Management staff of Central Distributors of Beer: (l to r) Rob Partain, Sales Manager; Jim Caleca, Director of Marketing; Karen Wilson, President; Bill Bailey, Vice President and General Manager; and Bill Ventola, Director of Consumer Awareness, Education and Training



Central Distributors of Beer President Karen Wilson and Livonia Mayor Jack Kirksey present Romulus Police Officer Alan Hays with an award for outstanding enforcement of drunk driving laws.

Drunk driving and underage drinking statistics have declined steadily for almost two decades, according to independent federal research. Therefore, Central Distributors of Beer, for the second straight year, honored the individuals that have made a difference in the fight against alcohol abuse and underage drinking in our local area.

New government numbers show that drunk driving fatalities among adults and teenagers are at all time lows. Since 1982, according to the U.S. Department of Transportation, adult drunk driving fatalities nationally have declined 42%. During the same period, teenage drunk driving fatalities are down a whopping 61%.

Teen drinking is at its lowest level since 1979. The number of teens (ages 12-17) who report having a drink in the past month is 47% lower in 1999 than in 1982. Central Distributors of Beer, Inc. wanted to mark this progress, congratulate the people of Wayne County and honor the leaders in the responsibility movement.

On December 15, 2000, at Laurel Manor in Livonia Central Distributors of Beer presented 20 local individuals or organizations with the We All Make A Difference Award to honor their efforts to combat alcohol abuse and underage drinking in Wayne County.

Police Officers, High School SADD advisors, civic leaders, servers and server trainers who have made a difference in the fight against alcohol abuse were honored.

The abuse of alcohol hurts not only the abuser, but also their family, friends and the community. Alcohol abuse and illegal underage drinking has a negative effect on our industry and our business. That's why we are taking the lead to encourage responsible drinking and prevent drunk driving and underage drinking.

### THE 36TH ANNUAL WESTERN MICHIGAN UNIVERSITY FOOD MARKETING CONFERENCE March 26 & 27, 2001 "2001: A FOOD INDUSTRY ODYSSEY"

#### Featured Speakers



Marnette Perry  
The Kroger Company



Dave Perron  
Meijer, Inc.

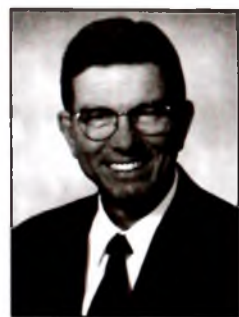


Duane Knapp  
Brand Strategy, Inc.



George Shaheen  
Webvan

#### Expert Panel



Michael Gorshe  
Accenture  
(Formerly Andersen Consulting)



Craig MacDonald  
Unilever/Best Foods



Frank DiPasquale  
National Grocers Association



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ANOTHER GOOD REASON TO BE A DESIGNATED DRIVER



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## USDA drops proposal to limit WIC retailers

In June, 1999 the United States Department of Agriculture (USDA) proposed a drastic overhaul of the rules that govern the manner in which food retailers offer food to Special Supplemental Nutrition Program for Women, Infant and Children (WIC)

participants. Within the proposal was a new federal mandate that would have required state WIC agencies to impose limits on the number of retailers that can participate in the program, regardless of their qualifications.

The food industry strongly objected to this proposal and the Food Marketing Institute (FMI) engaged in an aggressive lobbying campaign.

The USDA recently issued the final Food Delivery Systems rule and

the proposal to require states to implement vendor-limiting criteria was dropped.

This proposal had the potential to harm many small retailers and to inconvenience WIC participants.

## We all screamed for ICE CREAM!

A great time was had by all at the Ashby's Sterling Ice Cream Flavor Day, where guests were asked to choose their favorite flavors of Ashby's Sterling Ice Cream for the 2001 ice cream season. Held at the Holiday Inn in Dearborn on January 21, kids of all ages enjoyed sampling "Goopy Chewy Turtle Brownie," "Tangerine Dream," "Tin Lizzie Classic" and many other delicious and unique flavors.



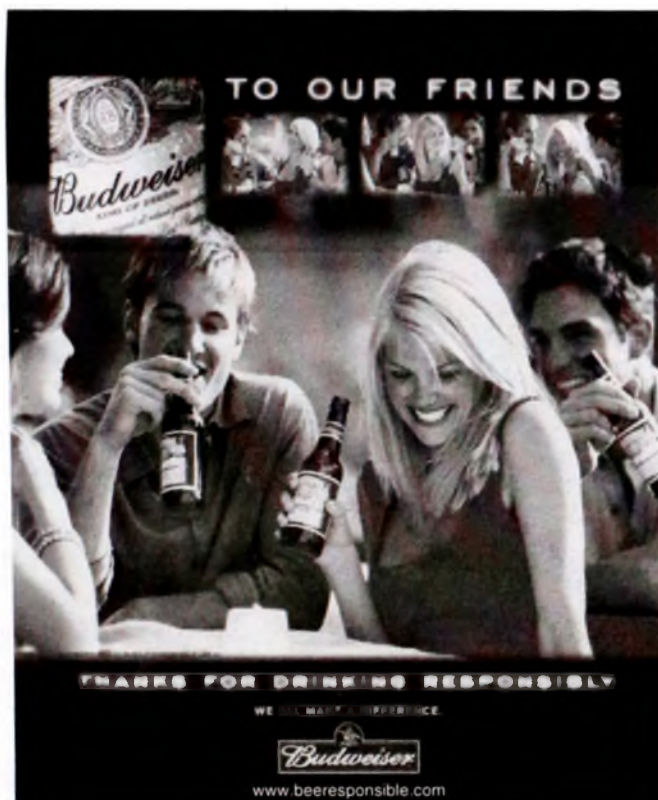
*Rosco the Clown entertained the kids*



*Kids love ice cream!*



*Cheryl Davis, Dristen Davis and Libby Frizzell enjoy a break in the action.*



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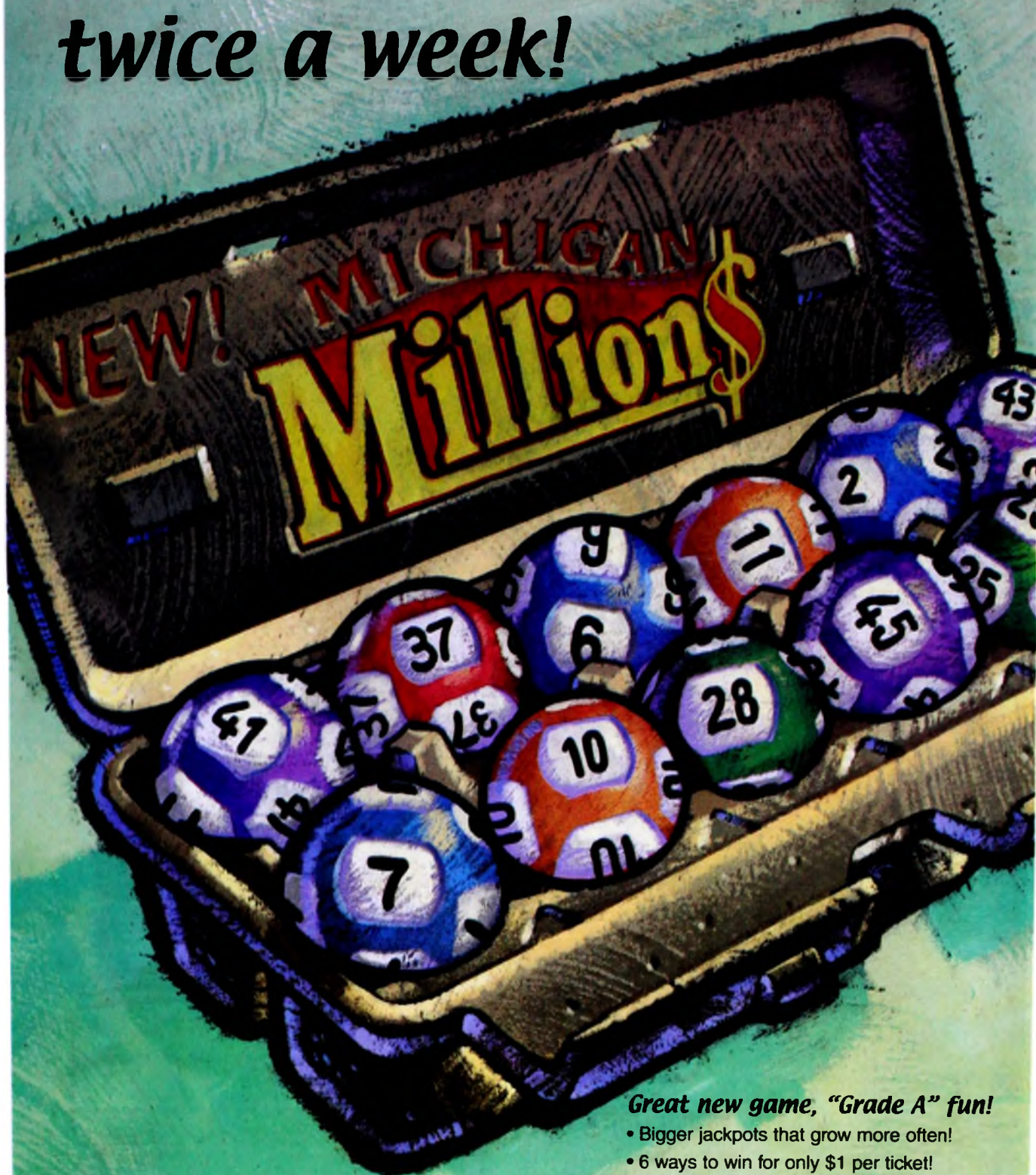
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**Coca-Cola Bottling Company of Michigan**  
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**Coca-Cola Bottling Company of Michigan**  
**500 Sales Center**  
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**Coca-Cola Bottling Company of Michigan**  
**Auburn Hills Sales Center**  
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**Coca-Cola Bottling Company of Michigan**  
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## Representative Mike Kowall brings jobs back home

by Kathy Blake

State Representative Mike Kowall, (White Lake/Waterford), sponsored a bill last year that is good for companies which lease railroad cars. The bill became Public Act 341 which took effect Jan. 1, giving a 25 percent public utility tax credit for rail car repair expenses incurred in Michigan.

Kowall saw a need for action when a rail car repair facility in his district closed, eliminating 120 jobs last July. TTX, of Chicago, closed its Waterford facility because of high taxes, according to Jack Etzkorn, assistant vice president of taxes and real estate for TTX.

Rep. Kowall said it was unfair to Michigan. "In all surrounding states, they do not pay this tax, but Michigan is paying a horrendous tax on labor and it forced companies to roll the cars out of state to have repair work done."

Rep. Kowall believes this new law will bring a rail car repair business back to his district. When TTX

closed, the loss sent ripples throughout his district's economy. The workers who were unionized, mostly lived and shopped in Waterford. The facility has remained vacant since the summer closing. "After all, what else can you do with a building that has a railroad track running through it?"

Waterford is not the only community that will be affected by the new law. Etzkorn says it will help Port Huron and Midland as well.

Rep. Kowall says the next tax credit on the horizon will be for energy use. The cost of natural gas



has skyrocketed throughout the country. The price has increased in Michigan. Kowall believes President Bush will develop an energy policy. Now that Spencer Abraham is Secretary of the U.S. Energy Commission, Kowall believes there will soon be a plan that is good for Michigan. He believes that having a contact in

Washington will benefit our state.

Kowall, who is a member of the Michigan House Standing Committee on Energy and Technology, says the group will be working on energy tax credits for applying additional insulation to structures and shutoff protection for low income households.

The representative is vice chair of the Economic Development committee and he serves on the Conservation and Outdoor Recreation committee and the Great Lakes and Tourism committee as well.

He says an environmental issue that will be on the front burner will be what to do with scrap tires. After the massive recall of tires last year, there is a glut of scrap tires. The legislature needs to come up with ways to recycle and reuse them.

A conservation issue that Rep. Kowall says is becoming increasingly sensitive for Michigan is protecting our Great Lakes water. "The Western states want our water, but our lake levels are low already," says Kowall. "We need to be sure no more water is sent than necessary. The water around our peninsula is what brings people here," he says. "We have an agreement with Canada to not send water outside the Great Lakes Basin." The Great Lakes has the largest concentration of fresh water in the world, aside from Russia, Kowall explains.

With the low lake levels in Michigan, the government has subsidized loans to small marinas for dredging. This should help boaters this spring.

A furniture maker by trade, Kowall became politically inclined almost by accident, he reports. "I was working in a gentleman's house. He was a Republican precinct delegate who conned me into becoming a delegate.

Within a year, I was director of all White Lake precincts." As a delegate, his duty was to go door to door in his immediate neighborhood to inform voters. As a director, he went to conventions and voted on who would lead the county Republican party and ultimately the state party.

Kowall served on the White Lake Township Planning Commission for nine years and two of those years, he was chairman. He was the chairman of the White Lake Township Site Plan Review Committee, and he served on the Zoning Board of Appeals, Road and Bike Path Committee and was Oakland County Liason. He co-chairs the bi-party Oakland County Legislative Delegation.

Kowall is very involved in his community and volunteers for Christmas in April, an organization that makes home improvements for homeowners in need at no charge.

He's a former U.S. Naval Sea Cadet and is still involved with the cadets. A friend of his is commander of training on a 90-foot Yard Patrol ship docked in the Clinton River. The ship is on loan from the Navy.

The Cadets discovered an underwater forest in Lake Huron that they found to be 6,500 years old. It is believed that the St. Mary's River overflowed spilling a large body of water into Lake Huron suddenly covering the forest, according to Kowall.

Kowall is working on a five-year plan for training and recruiting young people to join the Cadets. He said they give tours of the ship for boy scouts and other groups.

Kowall belongs to numerous organizations such as the Huron Valley Alliance for Education, several conservation clubs and numerous business associations.

Kowall's district is home to the busiest airport of its size in the country. Daimler-Chrysler flies direct to Germany from there and Penske, Kmart, Federal Mogul, GM and Ford all use the airport.

His district has changed from growing corn and beans to growing subdivisions in the past 10-20 years, he says. He has sponsored a \$12.5 million road project for reconfiguring Williams Lake Road where it jogs at M-59 in Waterford, says Kowall. The M-5 connector in Novi creates too much traffic spilling out on Williams

**See Rep. Kowall  
Page 31**

**NATIONAL**  
*wine & spirits corporation*

**SMIRNOFF.**

*Coronasis* **Kahlua** **JOSE CUERVO**

**National Wine & Spirits  
salutes AFD on its  
successful "2001—A Space  
Odyssey" Trade Dinner**

**CAROLANS.** *beautiful* **TEQUILA** *Chopin* **ROSE** **FIVE O'CLOCK** **RAIN BUI.**  
*Irish Coffee Cream* *dangerous* **VODKA**

**Tequila** **CUERVO** **LAVA** **Canadian Club.**  
**1800** **BELVEDERE**  
*Product of Mexico* **VODKA**



## Salim Y. Sarafa is remembered for his leadership

Salim Y. Sarafa, a leader in the Chaldean community, passed away December 1, 2000 from pulmonary failure and complications from a stroke he had suffered in 1995.

Sarafa helped start the Chaldean-Iraqi Association of Michigan and became the first president of the association in 1954 serving three terms.

"The Chaldean community would not be where it is today without Salim's leadership in the early days," said brother-in-law Michael J. George, chairman of Melody Foods, Inc.

Sarafa served on the St. Michael's school board and helped develop a

school to teach students Arabic.

He served as vice-chairman of the Associated Food Dealers of Michigan and was active in the National Association of Arab-Americans, the American-Arab Anti-Discrimination Committee and the Republican Party at the state and national levels.

Sarafa was born in Telkaif, Iraq in 1921, earned an education degree for the University of Baghdad and began teaching high school in 1942. Then he served in the Iraqi Army, rising to second lieutenant. He came to the United States in 1951 and lived with the George Jonna family while working in their store, Union Pacific Market. In 1953, he opened his own

store and met and married Margaret George.

He and four partners opened Big Dipper Market, Detroit's largest independent supermarket at the time. In 1968, he became involved in the real estate business and retired in 1995.

He is survived by three sons, Joe, Michael and Mark; two daughters, Judy Jonna and Doreen Mangrum and 10 grandchildren. Sarafa's wife, Margaret, died in 1998.

Contributions may be made in Salim's memory to the AFD Foundation at 18470 West Ten Mile Road, Southfield, MI 48075.

## Online food takes off, despite growing pains

The Internet food industry is expected to see revenues double this year, to \$1.1 billion, but damaged food, late deliveries and disappointed customers persist. However, analysts at Morgan Stanley Dean Witter say that what the industry promises, such as fewer grocery lines and unique product availability, will lead to further growth nationwide.

*Best wishes to AFD  
at your  
"2001: A Space Odyssey" Trade Dinner.  
Have a Great Millennium!*

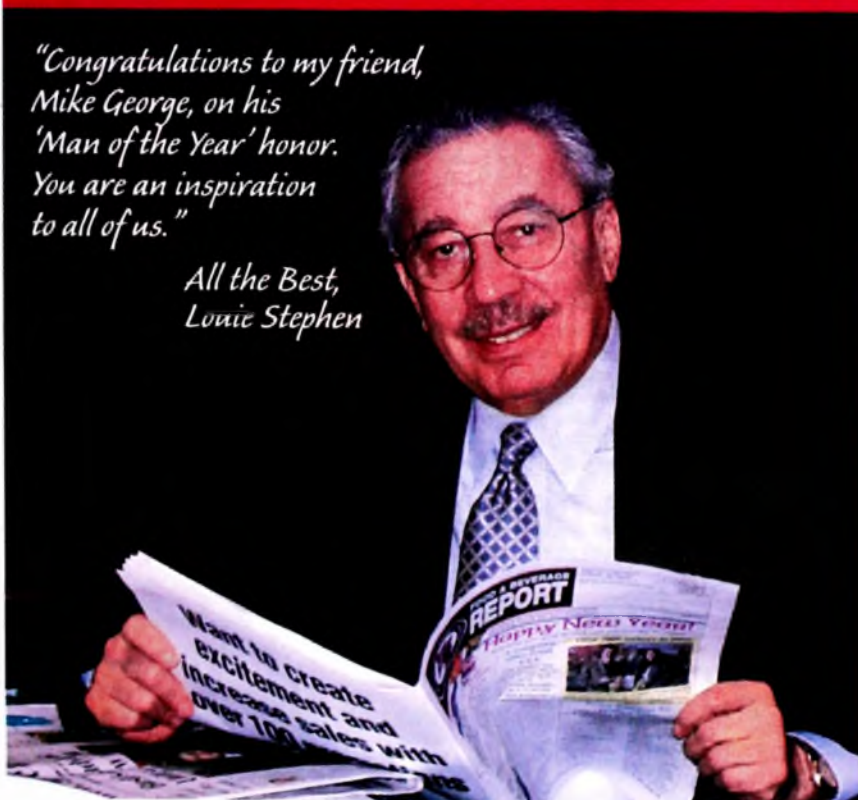
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## Stephen's Nu-Ad prints for Detroit's Finest:

*"Congratulations to my friend,  
Mike George, on his  
'Man of the Year' honor.  
You are an inspiration  
to all of us."*

*All the Best,  
Lonie Stephen*



## Term Limits

Continued from page 10

about the long-term effects of the programs they support.

Opponents charged that limits were inherently anti-democratic, that people should be free to elect whomever they want to office and that voters already had the power to limit terms by simply voting incumbents out of office. It's clear, however, that most Michiganians felt that the system was a stacked deck that needed a corrective. They sensed something unfair about a system that allows incumbents to amass so much power and attention that challengers can rarely win. Moreover, we already

fix all sorts of restrictions on who can hold office, no matter how popular they may be—from age and residency requirements to two four-year terms for the president.

Without long-term legislators, according to another anti-term limit argument, no one will be able to control the bureaucracy. But legislators control the purse and the power to govern the bureaucrats any time they want to, and we must not overlook the unholy alliances built up between bureaucracies and long-term legislators. It is a fact that long-term lawmakers from both parties vote for more bureaucracy than do lawmakers who have been in office for shorter times.

**Michigan citizens saw term limits as a positive reform to change the incentives of legislators so they should think more about the good of the state and less about their next campaign.**

In 1992, large numbers of concerned citizens saw term limits as a positive structural reform, a necessary step to change the incentives of legislators so they would think more about the good of the state and less about the next campaign. Voters wanted to ensure a regular supply of fresh blood and new ideas in government. They wanted to open the system to more people from a variety of professions. They wanted to make public officials less responsive to organized, well-heeled lobbies and more interested in serving the general welfare of society.

Term limits were never intended as a magic bullet for any real or perceived flaw in government. Sooner or later, people in a free and democratic society get the government they vote for. Term limits cannot ensure good government if voters with bad ideas replace bad legislators with other bad people.

Nonetheless, it's premature to draw any sweeping conclusions about Michigan's brief experience with term limits. We have a new House, but we still have the same governor and a Senate not yet directly affected by the 1992 amendment. We have lost some institutional knowledge and expertise that longtime legislators possessed, but the newcomers have brought fresh perspectives, a diversity of professional backgrounds, and a little more youthful vigor to the Legislature.

The first class of new House members since term limits took effect has not done a bad job. They created a reform board to take over Detroit's failing school system. They cut the state income tax and began a phased elimination of the Single Business Tax. Those who want to scrap limits or lengthen terms have yet to offer an attractive trade-off, such as the restoration of a part-time Legislature—something with which 40 states manage to govern themselves rather well.

Perhaps developments yet to unfold will make a case for changing the constitution again. But for now, the reasons voters approved term limits in 1992 still have enough merit to warrant giving the experiment more time.

*Lawrence W. Reed is president of the Mackinac Center for Public Policy, a research and educational organization headquartered in Midland.*

## Sara Lee to sell French bakery unit

Sara Lee Corp. will sell its French bakery unit, Brossard, to French food group Saveurs de France. Sara Lee said it is selling the bakery to focus on other products.



## How do you like them apples?

If you're an independent retailer, SUPERVALU can help you get to the real core of how to stay competitively polished and fresh in today's ever changing retail environment. As the nation's leading food distribution company and tenth largest food retailer, we have the capabilities to supply you with a grove of dedicated professionals who can assist you in picking the right variety of services to fit your business. You're in business to harvest sales and profits, and any way you slice it, SUPERVALU is the right choice to help you reap a bumper crop.

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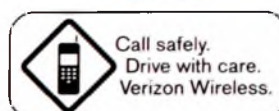
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## New "Michigan Millions" game to replace Michigan lotto



by Commissioner Don Gilmer

Saturday, February 24, 2001 marks the date of the very last drawing for the lottery's Michigan Lotto game. Michigan Lotto, which was introduced in 1984, has seen a decline in popularity over the past few years. That is why the Michigan Lottery has decided to replace the lagging game with a new game called "Michigan Millions," which offers more ways to win and bigger jackpots. Tickets for the Lottery's newest on-line game go on sale February 25, and the first drawing is on February 28.

"Michigan Millions" is a departure

from Lotto because it offers six different ways to win, double that of Michigan Lotto. The new game features a "Wild Ball" that offers players more opportunities to win bigger prizes. In addition to the jackpot, there are five other ways to win, from \$5 up to an estimated \$20,000.

"Michigan Millions" players will select six numbers from a field of 51. Drawings will be held twice a week, Wednesday and Saturday, at 7:28 p.m., and the cost to play is \$1 per wager. During the drawing, the Lottery draws six numbers and anyone matching those six numbers will win the jackpot! The Lottery then draws a seventh number, the Wild Ball, from the remaining 45. In addition to the jackpot, there are five other ways to win with or without the Wild Ball.

The top five prizes in "Michigan Millions" are pari-mutuel and, therefore, may vary from drawing to drawing. Pari-mutuel prizes are based upon the number of tickets sold and the number of prizes at each

level. The prize for matching three numbers plus the Wild Ball is always \$5.

Players are not the only ones who will win big with this new game! The Lottery expects to see thousands of match three plus Wild Ball winners for each drawing, so Lottery retailers can expect to see many players turn those \$5 prizes into more Lottery ticket sales!

The launch of "Michigan Millions" will be accompanied by a statewide television and radio advertising campaign to help boost sales in your stores. Each Lottery retailer will receive a full array of point-of-sale materials. I encourage you to prominently display these materials to generate interest in the new game. Additionally, a newspaper insert will be sent to adults across the state containing a coupon good for a buy one, get one free ticket for this exciting new game. These coupons will entice many customers to come to your stores to try out the new game, and you will get twice the regular commission for

a \$1 sale!

**Michigan's Newest Millionaire!** Eban Cooper of Redford Township is still in disbelief after winning a Michigan Lottery Big Game jackpot prize! Cooper was the only Big Game player to correctly match all six winning numbers in the November 28, 2000 Big Game drawing. The jackpot that night was worth \$43 million, but Cooper opted to collect his prize in one lump-sum payment of \$22,970,084, the present cash value of that day's jackpot, before taxes. The lucky man purchased the winning Big Game "easy-pick" ticket at Kwicky Liquor Party Shop, 25825 W. 7 Mile Road, in Redford. Congratulations to Mr. Cooper and Kwicky Liquor Party Shop!

**New Instants!** The Lottery is introducing five exciting new instant games in February. The new \$2 "Royal Suit" went on sale January 29, offering a top prize of \$21,000. Your customers will be singing the

See Lottery, page 25



## Look for These and Many More New Items from Frito Lay in 2001!





## Nestle considers expansion after Ralston acquisition

Nestle is hoping to beef up operations in other high-growth areas such as bottled water, nutritional supplements and food service following its acquisition of Ralston Purina Co. *The Wall Street Journal*

## Imperial sugar files Chapter 11

Texas-based Imperial Sugar Co., the nation's largest processor and marketer of refined sugar, filed for

Chapter 11 bankruptcy protection Jan. 16. The company, which has processed sugar since 1843, attributes the filing to unprecedented decline in prices and a heavy debt load. Imperial also has cited high energy prices as a factor. *Financial Times*

## Kmart gains two major players, sheds grocery suppliers

Two investors have bought a large stake in Kmart. Investors Ronald Burkle and Kenneth Abdalla purchased a 6% stake in the company since September. They hold about 29

million shares of Kmart stock worth more than \$200 million, according to a Securities and Exchange Commission filing released recently. *-Detroit Free Press*

## Fish may cut risk of stroke

A study of nearly 80,000 women found that eating 4 ounces of fish two to four times a week may cut risk of stroke 48%. The findings, in today's *Journal of the American Medical Association*, also revealed slight risk reductions in women who consumed fish at least once a week. *Associated Press*

## AFD receives Spirit of Detroit Award

In recognition of exceptional achievement, outstanding leadership and dedication to improving the quality of life, the Associated Food Dealers of Michigan received the Spirit of Detroit award for its successful 2000 Turkey Drive.

The award was presented on January 10, 2001 by the Detroit City Council.

## Lottery, continued from page 24

Lottery's praises on February 5 when the \$1 "Musical Cats" hits ticket counters, with a \$2,000 top prize. The truly amazing \$5 "Amazin' Eights" debuts on February 12, offering a top prize of \$250,000! "Amazin' Eights" features three different playstyles on one ticket and awesome overall odds of 1 in 3.90. The luck of the Irish could be with your customers who purchase "Four Leaf Cash" The new \$2 game, on sale February 19, features a top prize of \$17,000. Last, but not least, the \$2 "Struck by Luck" will go on sale February 26, offering prizes up to \$25,000.

### "\$1,000,000 Jackpot"

**Sweepstakes Promotion.** Just a reminder that in addition to the \$2,000 cashing bonus retailers receive for selling a \$1,000,000 Jackpot" top-prize winning ticket, the Lottery will award retailers an additional \$2,000 prize for selling a top-prize winning ticket in this game. I encourage you to stock up on these tickets, display them prominently in your stores, and recommend them to your customers.

**Unclaimed Prize.** In March, the following \$150,000 Big Game prize is set to expire:

**Draw Date: March 14, 2000**

**Game: Big Game**

**Winning #'s: 1-8-9-22-47**

**Gold Ball 27**

**Prize:\$150,000**

**Retailer & City:**

**Mayfair Food Market, Inc.  
9433 Grand River Avenue  
Detroit**

All unclaimed prizes revert to the State School Aid Fund after one year from the draw date. In the case of a Big Game prize, in which all Big Game states have contributed to funding the prize, Michigan's allotted share of the prize money will be transferred to the state School Aid Fund. For more information about any unclaimed Michigan Lottery prize, you can call the Lottery's Public Relations office at (517) 335-5640.

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



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

**Detroit Edison**



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## Michigan tax credit can benefit retailers

Under Public Act 184 of 1999, businesses may earn a credit on their Single Business Tax of up to \$2,000 for each high school student they bring into their company as a registered apprentice. The tax credit covers up to 50 percent of the wage-related costs and up to 100 percent of the costs of classroom related instruction paid by the employer while the apprentice is in high school.

The U.S. Department of Labor, Bureau of Apprenticeship Training

has trained and certified nearly 70 coordinators located at career and technical education centers around the state. These coordinators are available to work with employers to develop apprenticeship agreements, assess students and refer them for interviews.

Companies interested in participating in an apprenticeship program can call Dan Reeves at AFD. (248) 557-9600, for more information.

## Congratulations to AFD on your 85th Annual Trade Dinner!



**J. Lewis Cooper Co.**

Proudly Introduces  
from Italy

**Bella Sera**



## National Grocers Association and Supermarketlearning.com form alliance to market e-learning to independent retailers

SupermarketLearning.com, a provider of e-Learning solutions for the supermarket industry, has partnered with the National Grocers Association (N.G.A.), to provide a skills compliance-based e-Learning library available to the NGA constituency.

"When you supply content to an industry, you want to create alliances to help get your message out," said Tony Alexander, president of SupermarketLearning.com. "N.G.A. has allowed us an opportunity to partner in an exciting endeavor, and extends to us a robust channel of distribution."

The addition of the SupermarketLearning.com library

helps broaden the range of the superior offerings already available through N.G.A. The library is available via SupermarketLearning.com's online university, CBT CD-ROM's, and via VHS videotape.

"We are excited about the potential of our web-based learning tools and resources," said N.G.A. Senior Vice President Frank DiPasquale. "Our partnership allows us to provide another efficient e-business program for our members. It is essential to our members that we continue to focus our energies on providing web-based technologies for a multitude of disciplines."

## A new packaging design for Miller

The first significant change since the Icehouse brand's introduction in 1994—reinforces what adult beer drinkers say they enjoy most about the Icehouse look: reliable, honest, contemporary but not trendy; lighthearted, but authentic and traditional. The new packaging

leverages the brand's Plank Road iconography, which has traditionally welcomed consumers to a familiar place where life is to be enjoyed. "We're very excited about the new packaging," said Matt Peloquin of the Icehouse brand. "The new design will give us a greater advantage at retail."



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If it's a box, we can get out of it.  
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The Michigan Lottery realizes that a big part of our success is due to thousands of Michigan retailers just like you. That's why, with all new \$2 instant games introduced after October 1, 2000, you'll continue to earn 7% commission. That's 14 cents for every ticket you sell!

So remember to stock up on our newest \$2 instant tickets — Gold Rush, Sweetheart Cash, Royal Suit, Four Leaf Cash, and Struck by Luck — and see your profits soar!

**GOLD RUSH**  
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7% commission!



**STRUCK BY LUCK**  
On Sale February 26  
7% commission!





## Rochester Hills Market experiments with power solution

By Ginny Bennett

In July of 1999 disaster struck Papa Joe's Gourmet Marketplace, a benchmark specialty store in Rochester Hills. The store is home to several concessions including its gourmet meat market, House of Prime-owned and operated by Sam Sciarrino.

Sam Sciarrino, related the details of the event from a detached perspective that was far removed from the reaction he likely had on a hot summer day when he returned from out of town to find his store in crisis. A windstorm caused the power to go out, as Sam recalled, which caused House of Prime to lose everything that day.

Between House of Prime and a second Papa Joe's concession, New England Seafood, the loss was more than \$200,000. Insurance covered only a portion of that.

Detroit Edison helped find a solution for the problem in a unique and positive way. "There are good people at Detroit Edison that want to do the job right," says Sam.

House of Prime was selected by Detroit Edison to become part of a new experimental pilot operation which would help DTE gain extra power during peak times and would assure that House of Prime would never again suffer catastrophe due to lack of power.

It is Sam's understanding that the program was not meant as a payoff or



*Beautifully displayed prepared meats tempt customers at House of Prime*

a settlement but House of Prime was chosen as a partner because Detroit Edison was exploring the idea of the experiment when the outage occurred and they became a logical choice, due to the circumstances.

In the fall of 2000, DTE provided Papa Joe's with a generator that will service the entire 30,000 square-foot facility in case of an emergency. The generator installation had to be approved by Rochester Hills to meet code and EPA requirements. So far the generator hasn't been tested during an actual power outage but DTE is doing a good job of testing the system once a month, according to Sam. Every first Monday of the month it is run for about an hour. If there is a blackout, a sensor kicks in within one to two minutes. It was tested for a full three days and the 15,000 square feet of refrigerated area ran at 100 percent.

The generator pilot program hasn't had a full year to measure its worth to

both partners. Edison will benefit when they can turn off the power during heavy summer usage times—approximately 12 to 15 days per season. The pilot program is scheduled for six years and will be evaluated after two to three years.

Sam Sciarrino must feel better now that he can control the effect of any future power outage.

### House of Prime "done to perfection"

One glance around House of Prime speaks volumes about Sam's organizational capabilities. He is a perfectionist. Not one fingerprint mars the glass cases, every case divider is positioned exactly and counter top spaces are efficiently maintained with high quality literature and professional signage. Sam has the highest of standards and nothing escapes his scrutiny.

House of Prime's reputation and

high standards have made this store a local sales success. Now, success is beginning to build for the store's internet business.

With over 850 items available at House of Primes web site, customers who demand high quality can receive it in northern Michigan, in California or in Paris.

"We're just one year into this web business," says Sam, "but I feel that in the future, a good percentage of our customers will use the internet to buy our products."

An e-mail order was hanging by Sam's desk. A Californian was buying a list of items—including oxtails—from House of Prime, over the Internet.

"Our products are first class," Sam relates, "we have Provimi Veal; Maverick Beef products (which are 2001 Olympic Committee approved), Certified Angus Beef and California lamb, certified American, and Genuine Amish and Bell & Evans All-Natural poultry."

Sam maintains that his aged beef is the best money can buy, and as far as he knows House of Prime is the only Michigan butcher shop selling 30, 60 and 90-day aged beef.

Meat is shipped to internet customers in a USDA approved container to arrive next day by 10:00 a.m. "The cost of shipping is the only downside to Internet sales," according to Sam. "We keep the true product cost separate from the shipping cost, which is high. Add our cost-plus shipping and we'll be 10 to 15 percent

**See House of Prime,  
page 31**



*Sam Sciarrino, general manager of House of Prime*



*House of Prime is the gourmet meats concession for Papa Joe's Gourmet Marketplace.*



## Training a requirement of new liquor law

Businesses that serve liquor must have a supervisory employee on duty who has completed a state-sanctioned alcohol serving training course by mid-2002.

House Bill 5668, sponsored by Michael Green, R-Mayville, will require businesses that serve liquor to have a supervisory employee on duty who has completed a state-sanctioned alcohol serving training course. The law will pertain to any business requesting a liquor license after July 1, 2002. It will apply to new licensees or situations in which an existing licensee transfers more than 50 percent of the business to a new owner.

Although industry associations already offer training programs, the 2,400 member Michigan Licensed Beverage Association wanted mandatory training. Studies showed that new licensees weren't requiring any training.

The law was designed to improve public safety, and reduce the lawsuit liability of bars, restaurants and other liquor serving establishments.

## Preventing workplace violence:

**Know the warning signs!**

In order to protect your employees from potential danger and prevent injuries it is necessary that managers, supervisors and employees (one of your best sources of indicators) be aware of behavior and personality traits which are representative of potentially dangerous individuals. These include:

- Direct or veiled threats of harm;
- Intimidating, belligerent, harassing, bullying or other inappropriate and aggressive behavior;
- Frequent conflicts with superiors and other employees;
- Fascination with weapons, especially the act of bringing a weapon to work;
- Statement by an individual suggesting approval in the use of violence to resolve a problem;
- Statements indicating severe depression and comments regarding suicide;
- Drug and/or alcohol abuse; and,
- Extreme changes in the behavior of an individual.

## Liquor industry donates to Children's Hospital

*The Michigan Liquor Vendors Association, Distilled Spirits Council of the United States (DISCUS) and the President's Forum (made up of liquor industry representatives) donated \$12,500 that was matched by the Children's Hospital Foundation to make a \$25,000 donation to the Children's Oncology Department of Children's Hospital in the name of the late Jacqueline Stewart, former Chairperson of the Liquor Control Commission.*



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## NRF de-emphasizes "R-word" at annual convention

The National Retail Federation attempted to soften the blow of the current economic slowdown for thousands of members and product and services vendors converging upon New York this week for its 90th Annual Convention.

The NRF released its Winter 2001 Retail Sales Outlook on Monday, in which it acknowledged the slowing economy but predicted the industry could avoid a recession this year, thanks to low inflation, efforts by the Federal Reserve Board to soften the landing and loosening labor markets.

NRF chief economist Rosalind Wells said "This year will be a

sobering one for the economy and retail sales... Because we have become accustomed to vigorous expansion, this pullback will make us feel uncomfortable. The key for retailers will be to put events into proper perspective and plan accordingly."

The group has reduced its forecast for real GDP growth this year to 2.7 percent, compared to the 5.1 percent increase experienced last year. Real consumer spending decelerated for most of last year and will slow further in 2001, averaging an increase of 3.3 percent for the year versus 5.4 percent last year, according to the NRF.

## Meat Labeling Continued from page 1

major cuts of single ingredient meats including steaks, pork tenderloin, chicken and turkey. The nutrition information for chicken breasts, whole turkeys and steaks will be required on the label by the manufacturer, or posted by the retailer at the point of purchase. Nutrition information for ground or chopped products, including ground beef, pork and turkey would be required on the package labels.

The proposal is a response to the stipulation that if less than 60% of producers and retailers are voluntarily providing nutrition information FSIS is to create rules to require nutrition labeling. It changes the voluntary labeling program for these meats to a mandatory labeling program. The rule was published until January 18, 2001, and it will have a 90 day comment period ending April 18, 2001. The rule can not take effect until USDA considers public comments and decides to issue a final rule.

## GENERAL WINE & LIQUOR COMPANY

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PLAYBOY	TE-AMO	HAMILTON	Romeo & Julieta	HAMILTON
BY		BY		BY
DON DIEGO	MACANUDO	WIKES MIX	LAS CARRILLAS	CHAIRMAN'S RESERVE
ASTRAL GRAND RESERVE	LA DIVA	WD BUNDLES	ZINO	ROYAL BUTERA
PARTAGAS	ASHTON	ACID	LA AURORA	GOURMET DESSERT
LEON JIMENES	GRIFFINS	AVO	DON LINO	DUNHILL
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## Rep. Kowall Continued from page 20

Lake Road causing gridlock at M-59. "M-DOT really stepped up to the plate, they were being proactive in this case," Kowall says.

The representative is president of Accurate Woodworking Inc., a family-owned business his father started in 1950. He and his staff design and build contemporary cabinets and furnishings for homes and businesses.

Rep. Kowall is a graduate of Henry Ford High School in Detroit. He has attended Oakland County Community College. The representative is married with two children, one who just graduated from college with a teaching degree. The family traveled together to the presidential inauguration last month. Rep. Kowall is a sportsman and enjoys fly fishing.

To reach Rep. Kowall, call (517) 373-2616, email: mkowall@house.state.mi.us or write: The Honorable Mike Kowall, State Representative, P.O. Box 30014, Lansing, MI 48909-7514.

## Welcome AFD new members

*The Associated Food Dealers of Michigan welcomes these new retail members who have joined in the fourth quarter of 2000:*

7-11 Food Store  
After Tax Dough  
Alman Enterprises, Inc. (Gas Station)  
Babylon Enterprises (Market)  
Balducci's Market Place  
Blazer Foods  
Buddy's Mini Mart  
Chase Farms (Frozen Food Processor)  
Chiarelli's Village Market  
Coleman's 4 Seasons Market  
Gobles Grocery  
Groveland Food Castle  
Hi Lo Market #2  
Hillcrest Services  
Kim's Oriental Market  
L.B. Enterprises  
Lavi Corp.  
Mariner Shell  
Mister Tom's Market  
Mr. J's Liquor & Pizza Shop  
R P McMurphy's  
Royalty Foods  
Stooge's Ice Cream  
The Cellars Wine Shop  
The Employment Guide  
Tony's Party Store  
United Marketing Assoc. (Equipment)



## House of Prime Continued from page 28

higher-item for item. But our product is superior."

The meat industry has changed dramatically over the last 20 years, says Sam. Swinging carcasses were once the standard of quality for a meat market but he insists that packaged beef that arrives vacuum packed is 100 percent dependable and the best product available today. The freshest, most dependable meat arrives at the butcher shop in a box and not as a carcass hanging from a hook in a truck.

From these boxed products, House

of Prime prepares 21 different sausages, made in-house and a wide variety of meats prepared to "grab-and-go" that only need to be cooked according to the printed directions provided by House of Prime. This trend has not abated after five years and Sam believes it can only become more popular in the future. House of Prime regularly offers over 40 different prepared items in their case.

It appears the trend away from eating red meat has subsided. "There is more balance," he says, "consumers are realizing that the amount you eat is a better predictor of good health and a quality life style." That is good

news for the meat business.

House of Prime can offer first class products as they always have and now as a result of their partnership with Detroit Edison, they can be assured of always being able to provide them in a wholesome manner regardless of the hand that Mother Nature deals. It is just one more thing Sam Sciarrino will be able to keep in his control.



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## More and more c-stores co-brand with fast food chains

In 1974, a convenience store and a fried chicken franchise decided to go into business together thus beginning a trend now known as co-branding: when a c-store and national or regional fast-food establishment open their doors together. This trend continues to grow at an amazing rate with big name fast-food chains, like McDonald's, Domino's Pizza, and Subway Sandwich Shops to name a few, scrambling to find c-store partners.

Co-branding can benefit both partners. Some retailers see it as a way to increase profit margins as well as the volume in their stores, while various fast-food chains see it as an opportunity to grab choice corners or locations beneficial to their prompt service. Co-branding may also help retailers and fast-food chains with expansion and growth. Some fast-food chains will provide store development plans, as well as possible site identification to the

stores they have, or would like to co-brand with.

There are other considerations to look at when thinking of co-branding. Some fast-food chains will negotiate to share startup or maintenance costs, or allow the retailer to keep their soda fountain and coffee programs. Retailers may also want to consider the fast-food chains' menu for consistency. Mike Conway of Conway Oil Co. (who co-branded with McDonald's) says, "With McDonald's

we get a brand that not only gets it right, but probably is the first fast-food chain to create a consistent offering in all of its stores. No matter where you go, you know when you enter a McDonald's you can expect the same quality offering."

There are other ways to incorporate foodservice programs within c-stores. The unbranded proprietary programs are the most popular. This is a foodservice program sans a brand name.

Acquiring a brand name unique to a particular store is another type of branded propriety program.

In a recent foodservice study, regarding co-branding, conducted by Convenience Store News, 83% of the respondents chose to go with unbranded proprietary programs. 37% chose national or regional branded programs, and 35% chose branded programs that provided their stores with a brand name unique to them. The study also showed almost identical average gross margins from respondents with either unbranded or branded programs in place. The average net margin was 9 points higher for operators with branded proprietary programs in place.

Regardless of the program chosen, it is important to consider all factors involved in adding foodservice. One c-store operator had this to say regarding co-branding: "Leasing space to national brands is highly recommended, (but) retailers should investigate wisely before entering this concept. Food costs, labor and equipment can kill these programs."

## Coke plans dairy goods

Got milk? Think coke.

The Atlanta-based soft drink giant plans to market milk-based products to children as part of a wider effort to stay ahead in the billion-dollar soft drink industry.

Though Coke isn't revealing many details about "Project Mother", its new initiative to develop dairy-based products, the company has announced plans to test at least five milk drinks early next year.

Coke has been taking strategic steps to establish itself as a total beverage company. Coca-Cola spokesman Rob Baskin said.

The company also is in the early stages of research and development with juice-based beverages and other proposals, Baskin said. Among the ideas are in-home water purification systems, kiosks that would allow customers to use the Internet and personalized packaging.

## The Public Affairs Assembly

### The Future Is Now Make a Difference

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This has truly been one of the closest and most important elections in history. No one in America will ever again question the value of their vote. The House and Senate are more narrowly divided now than anytime since the 1950s. This gives us a great responsibility and opportunity to meet in Washington and work with both parties so that they understand and support us on key industry issues. Join us in March to get to know your new members of Congress and build on those relationships you've already established. Your participation at the 2001 Public Affairs Assembly can make a difference.

Last year, nearly 300 food industry executives met with both Democratic and Republican lawmakers to promote and protect our interests. Those visits helped the industry win a huge victory in the battle to repeal the estate tax and in the fight to stop the ergonomics regulation. Following the 2000 Public Affairs Assembly, Congress sent the Death Tax Elimination Act to the White House with overwhelming bipartisan support. Then, the Senate followed the House's lead and approved language that would prevent OSHA from finalizing its ergonomics rule.

This year, let's keep up the momentum and build on those achievements. Estate tax relief, health care reform and many other important industry issues will be in play. Don't miss your opportunity to help shape legislation. Come to Washington and unite with other industry executives to help lawmakers understand your concerns.



Call Dan Reeves  
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for more  
information

March 26 & 27, 2001  
The Grand Hyatt  
Washington, DC



## Dear AFD,

Again the people of Detroit and the Wolverine Human Services, thank you and your agency for the kind donation of turkeys. I can never express the thanks and positive feeling that we want to express to you and all those organizations that donated the turkeys. Without a doubt your association will forever live in our hearts.

You have not only provided turkeys for the poor and needy, but you also instilled into their hearts the love and respect that we carry for individuals and organizations such as yours. Again thank you and God bless you all.

Sincerely,  
Charles Dukes  
Community Liaison

I am writing to acknowledge your continued support of Evergreen Children's Services Thanksgiving Holiday Baskets for our most needy families by donating 32 turkeys.

Evergreen is very fortunate to have the support of your company. As a child welfare agency, our mission is to improve the lives and conditions of children and families in our care. With the involvement of community companies like Associated Food Dealers of Michigan, we feel very successful in our endeavors.

On behalf of the agency and our Board of Directors, I would like to thank you for your past and present support regarding our request for turkeys. Together, we are helping many families at the holidays.

Sincerely,  
Felicia L. Hogan  
Senior Accountant

Thank you for your recent in-kind donation of 52 turkeys for the Thanksgiving holiday. These turkeys were given to needy families in our Foster Care/Adoption Program and also in our P.R.I.S.M. (Project Recovery Intensive Services for Mothers) Program.

Oakland Family Services is a private, non-profit, human service agency with programs that focus on strengthening disadvantaged children and families. For more than 80 years, individual and community support has helped us to help others who struggle with difficult and overwhelming problems. On their behalf, we extend our appreciation for your caring and kind support.

Sincerely,  
Michael S. Earl  
President/CEO

The entire St. James Community and myself would like to extend the warmest blessings to all of you at the Associated Food Dealers of Michigan. Samira Mansour, one of our most active parishioners, has contributed three Thanksgiving turkeys to some of the most needy parishioners of our church community. We are most grateful for this act of generosity on your part and Samira Mansour.

Again, thank you for the generous gift of turkeys.

Best regards and blessings,  
Fr. Robert L. Wurm  
Pastor

The Holiday season is well on its way now! The grapes are in and fermenting, all is well. We just received all the details from your wonderful event, attendance/food/music was all a great success, thank you very much from us at Bowers Harbor Vineyards as well as the whole wine industry. It is because of people like yourself that things HAPPEN and we really appreciate that. Thanks again.

Sincerely,  
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(Spencer Stegenga)

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

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 796-0843
Interstate Brands Corp.	(313) 591-4132
Koeplinger Bakeries, Inc.	(248) 967-2020
Meu/Taysee	
Oven Fresh Bakery	(734) 946-4865
S & M Biscuit Dist. (Stella D'Om)	(810) 757-4457
Taysee 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
AK Wa Water	(248) 627-3747
Allied Domeq Spirits USA	(248) 948-8913
American Beverage Marketers	(913) 451-8311
American Bottling	(313) 937-3500
Anheuser Busch Co.	(800) 414-2283
Arcadia Brewing Co.	(616) 963-9520
Bacardi Imports, Inc.	(248) 476-6400
Bellino Quality Beverages, Inc.	(734) 947-0920
Brown-Forman Beverage Co.	(734) 433-9989
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	

Auburn Hills	(248) 373-2653
Detroit	(313) 825-2700
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501

Coffee Express	(734) 459-4900
Coors Brewing Co.	(513) 412-5318
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Global 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
Hubert Distributors, Inc.	(248) 588-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Jim Beam Brands	(248) 471-2280
Josulete Wines, Inc.	(313) 538-5609
L & L Wine World	(248) 588-9200
Leelanau Wine Dist.	(231) 386-5201
Michigan Grape & Wine Industry Council	(517) 373-1104
Miller Brewing Company	(414) 259-9444
National Wine & Spirits	(888) 697-6424
	(888) 642-4697

NAYA, USA	(248) 788-3253
O.J. Distributing, Inc.	(313) 533-9991
Oak Distributing Company	(248) 674-3171
Pabst Brewing Co.	1-800-935-6533
Pepsi-Cola Bottling Group	
- Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(248) 334-3512
Petitpre, Inc.	(810) 468-1402
Seagram Americas	(248) 553-9933
Seven-Up of Detroit	(313) 937-3500
South Beach Beverage Co.	(234) 223-9451
Southcorp Wines North America	(248) 795-8938
Tri-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
CrossMark	(734) 207-7900
The Greeson Company	(248) 305-6100
Hanson & Associates, Inc.	(248) 354-5339
International Sales Group, Inc.	(810) 754-5662
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(248) 424-8500
Marketing Specialist, Inc.	(248) 626-8300
S & D Marketing	(248) 661-8109

## CANDY & TOBACCO:

American Vending Sales	(248) 541-5090
Brown & Williamson Tobacco	(248) 350-3391
Philip Morris USA	(313) 591-5500
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Emerald Food Service	(248) 546-2700
Farmington Hills Manor	(248) 888-8000
Karen's 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

## FISH & SEAFOOD:

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
Gadaletto, 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

## MANUFACTURERS:

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

## MEAT PRODUCERS/PACKERS:

Alexander & Hornung	(313) 921-8036
Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Gainor's Meat Packing	(517) 269-8161
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100
Krowalski 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-TV4	(313) 222-0643
WWW-AM/FM	(313) 259-4323

## NON-FOOD DISTRIBUTORS:

Toffler Marketing	(810) 263-9110
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## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Frito-Lay, Inc.	1-800-359-5914
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580

Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Nikhtlas Distributors (Cabana)	(313) 571-2447
Pioneer Snacks	(248) 862-1990
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(810) 268-4900
Vitner Snacks	(810) 365-5555

## PROMOTION/ADVERTISING:

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

## RESTAURANTS:

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

## SERVICES:

AAA Michigan	(313) 336-0536
A & R Delivery	(810) 638-5395
Abbott, Nicholson, Quilter, Exshak & Youngblood	(313) 566-2500
Action Inventory Services	(810) 573-2550
ADT Security Services, Inc.	(248) 583-2400
AirPage Prepay & Talk Cellular	(248) 547-7777
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-809-0878
AMT Telecom Group	(248) 862-2000
Andrews Brothers Inc.	

Detroit Produce Terminal	(313) 841-7400
Ann Klempner Red Carpet Keim	(734) 741-1262
AON Risk Services	(248) 359-6080
Automated Collection Systems	(248) 354-5012
Bellanca, Beattie, DeLisle	(313) 882-1100
Binno & Binno Investment Co.	(248) 540-7350
C Roy & Sons	(810) 387-3975
Canteen Services	(616) 785-2180
Cateraid, Inc.	(517) 546-8217
Cellular One- Traverse City	(231) 922-9400
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Checkcare Systems	(313) 263-3556
Cherry Marketing Institute	(517) 669-4264
Consolidated Vendors Corp.	(231) 739-2022
Container Recovery System	(517) 229-2929
Cornelius Systems	(248) 545-5558
CPS/I.Q. Solutions	(313) 259-0000
Credit Card Center	(248) 476-2221

Dean Nadeem Ankonu, JD Attorney At Law	(810) 296-3967
Deford Distributing	(517) 872-4018
Detroit Edison Company	(313) 237-9225
Economy Wholesale	(313) 922-0001
The Employment Guide	(800) 752-8926, x230
Ekyc.Com, Inc.	(317) 632-3870
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Frank Smith Re/Max in the Hills	(248) 646-5000
Garmo & Co., CPA	(248) 737-9933
Goh's Inventory Service	(248) 353-5033
Great Lakes News	(313) 359-1001
Grocery Street.Com	(248) 901-1530
Guardian Alarm	(248) 423-1000
J & B Financial Products LLC	(734) 420-5077
Jerome Urchick, CPA	(248) 357-2400, x257

Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Meter Mate	(800) 843-6283
Metro Media Associates	(248) 625-0700
Nationwide Communications	(248) 208-3200
Nordic Electric, L.L.C.	(734) 973-7700
North American Interstate	(248) 543-1666
Paul Meyer Real Estate	(248) 398-7285
Payment Authority, The	(248) 879-2222
Prudential Securities, Inc.	(248) 932-4480
Quality Inventory Services	(810) 771-9526
Retail Accounting Service	(313) 368-8235
REA Marketing	(517) 386-9666
Safe & Secure Investigations, Inc.	(248) 425-4775
Sagemark Consulting, Inc.	(248) 948-5124
Sal S. Shimon, CPA	(248) 593-5100
Security Express	(248) 304-1900
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
Staver & Souve, PC	(734) 374-1900
Harold T. Stulberg, R.E., Broker	

24 Hours	(248) 351-4368
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644
Verizon Wireless	(248) 763-1563
or	(517) 896-7000
Western Union	(248) 887-1702

Western Union Financial Services	(248) 888-7423
Whitey's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(517) 427-5858
Cost Savings & Reduction Specialists	(561) 398-9396
Culinary Products	(517) 754-2457
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Hobart Corporation	(734) 697-3070
Kansmacker	(517) 374-8807
Martin Snyder Product Sales	(313) 272-4900
MSI/BOCAR Store Fixtures	(248) 399-2050
National Food Equipment & Supplies	(248) 960-7292
North American Interstate	(248) 543-1666
Olender Equipment	(734) 458-8850
Oreck Floor Care Centers	(810) 415-5600
Sarkozi-Hollymatic Equipment	(313) 381-5773
Serv-Tech Cash Registers	(800) 866-3368
Swanson Commercial Food Equipment Services	(800) 762-8277
Taylor Freezer	(313) 525-2535
TOMRA Michigan	1-800-610-4866
United Marketing Assoc.	(734) 261-5380
Wadie Makhay Produce Specialist	(248) 706-9572

## WHOLESALE/FOOD DISTRIBUTORS:

AK/WA Water Co.	(248) 627-4737
Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Chase Farms Frozen Food Process	(231) 873-3337
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
EBY-Brown, Co.	1-800-532-9276
Family Packing Distributors	(248) 738-5631
or	(313) 873-3999

Fleming Company	(330) 879-5681
Food Services Resources	(248) 738-6759
Great North Foods	(517) 356-2281
Hamilton Quality Foods	(313) 728-1900
Hammell Music, Inc.	(248) 594-1414
Hav A-Bar	(810) 234-4155
I & K Distributing	(734) 513-8282
Items Galore	(810) 774-4800
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Kay Distributing	(616) 527-0120
Kramer Food Co.	(248) 851-9045
L&L Jiroch/J.F. Walker	(517) 787-9880



Associated Food Dealers of Michigan  
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**17TH ANNUAL  
SELLING  
TRADE SHOW**

# AFD'S WHEEL OF

# FORTUNE

## TRADE SHOW

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MANOR  
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- **Save Time and Money.** It's your one stop shopping place!

Watch your mail for more information. Booth space is still available.  
Please call Ginny at AFD with any questions: (248) 557-9600,  
E-mail at [gbennettafd@pop.net](mailto:gbennettafd@pop.net) or [www.afdom.org](http://www.afdom.org)

The law requires  
that you be at  
least 21 years of  
age to attend this  
show.

Admission ticket  
required.

**Exhibitors are selling products  
and services at discounted prices,  
so come ready to buy!**

**BIG  
DEALS!**

# Does your private label offer customers a Double- Your-Money-Back Guarantee?



Consumers reach for quality Spartan brand products over 4.5 million times a week - a brand that offers them over 2,000 ways to save. While Spartan brand has enjoyed extensive consumer popularity and acceptance for over 45 years, it now carries a double-your-money-back guarantee! This instills even greater consumer confidence in Spartan brand products. And with Spartan retailers marketing Spartan brand at a higher gross and lower shelf price than national brands, they strengthen profits, enjoy a competitive advantage and build store and brand loyalty. Isn't it time you switched your private label to Spartan brand?

*Take Advantage of Our Strengths.*



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