



FOOD & BEVERAGE REPORT

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VOL. 12, NO. 11

The official publication of the Associated Food Dealers of Michigan

November 2001

Working hard for our members.

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Legislative Update


No workers' comp tax this year

We are pleased to report that the legislature has restored funding for the Bureau of Workers' Disability Compensation (BWDC) for fiscal year 2002 without a new tax on workers' compensation in Michigan. The bill now goes to the governor's desk for approval.

First the Engler administration proposed a \$15.8 million tax on workers' compensation to be paid entirely by job providers. When this proposal was defeated, they proposed as an alternative diverting \$15.8 million in funding from the unemployment insurance system to the BWDC. Legislators rejected that proposal as well.

The final step was taken last month, when the state House of Representatives passed Senate Bill 223, the budget bill providing funding for the Department of Consumer & Industry Services, which houses the

See No workers' comp, page 8



Join us for
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AFD's Annual
Trade Dinner
and Ball
Friday, February 8, 2002
Penna's of Sterling
Sponsorships are available, please call Michele MacWilliams at (248) 557-9600.
A portion of every sponsorship will go to help the victims of the National tragedy.

It's turkey time!

Helping others has its rewards!

For the 21st year, AFD is sponsoring its annual Turkey Drive.

You can make a difference! We always welcome your help in raising funds and distributing turkeys. It is truly heartwarming to be a part of our annual Turkey Drive and to know that together, we have brightened the day for needy families in our area. To help, or to make a donation, call Michele MacWilliams at (248) 557-9600.



State Lottery makes major announcement

For the first time ever, the Michigan State Lottery will promote a \$20 instant ticket for the holidays with 26 chances to win and a \$2 million top prize.

Sunday on-line drawings could begin before the end of the year. With casinos cutting into lottery sales, retailers can expect a big boost in Sunday sales and an increase in store traffic on Sundays as well.

Beginning January 1, 2002, the Lottery will introduce a new incentive plan for instant tickets. Increase your instant ticket sales by two percent for the quarter over last year and get an extra one percent commission on all instant game sales for the quarter. Watch for more information in this and future issues of the AFD Food & Beverage Report.



Getting the Holiday Spirit!



Sampling Australian wine at the AFD/Beverage Journal Holiday Show, September 25 & 26 at Burton Manor. More photos on page 22.

AFD Beverage Journal Holiday Show offered a host of new products

By Michele MacWilliams, Editor

Touring the AFD/Beverage Journal Holiday show in October, exhibitors throughout the aisles offered new products, seasonal packaging and special pricing. Here are just a few of those that caught this editor's eye:

Rum is hot this holiday season, with many distributors featuring unique selections, flavors and beautiful packages.

Paul Schincariol featured Whalers Hawaiian Rum. Beautifully packaged, he says it is an aromatic, sweet rum that makes a great gift at \$11.95 for 750ml.

J. Lewis Cooper featured something new from Bacardi. Called Bacardi O, it is pure

Bacardi rum infused with the essence of ripe oranges. Its lively flavor is intended to provide a spirit of independence from infused vodkas. Advertising for the product asks, "Are you Type O?"



Kim Hall from David Sherman was excited about the new Admiral Nelson Coconut Rum. Made with Puerto Rican Rum, it is reasonably priced at \$8.93 for 750ml, but looks like it costs much more.

As always, vodka was also important, as many companies expanded product lines and holiday packaging.

Sean Petrie, Vice

**See Holiday Show
Products, page 23**



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Chairman's Message

Tax Reform Coalition sets aside priorities to back Bush crisis plans



By Sam Dallo
AFD Chairman

AFD applauds the members of the Tax Reform Coalition as they set aside individual legislative lobbying efforts to rally around President Bush. The Coalition – which includes Food Distributors International (FDI), the National Association of Wholesale Distributors, the Food Marketing

Institute (FMI) and the National Federation of Independent Businesses – is supporting the President's agenda to deal with our national crisis.

The Coalition's objective is to complete the job of tax reform, including making permanent the estate tax cuts recently passed by Congress and supporting other measures to improve the nation's economy.

Tax Relief Coalition members came together originally to promote a major tax relief bill, but it is evolving into a powerful and effective coalition for building consensus on a variety of important economic issues.

Regardless of individual association or industry priorities, the Coalition is now working to promote the agenda that gets the country back on its feet in the shortest possible time.

The Tax Coalition action came as the Bush administration officials met with congressional leaders to discuss possible components of a bipartisan economic stimulus package that

Congress is considering.

We all recognize that the President and Congress are now facing an incredibly difficult challenge. Since September 11, America has suffered in many, many unimaginable ways. As the cost in human lives and economic hardship continues, it is our responsibility as Americans to close ranks behind our president and our leaders.

The Tax Reform Coalition is representing our industry with united support on a national level. Locally, I would like to see all of us rally to support our state and federal government's efforts to bring the perpetrators to justice, help the victims of terrorism and secure our safety. We are witnessing unprecedented bipartisan support throughout our government and AFD applauds these efforts.

Space for lease

AFD has second-floor office space available. This space is excellent for 1, 2 or 3 people. We offer a great location, easy freeway access and friends right downstairs! For information, call Cheryl at the AFD office (248) 557-9600.

The Grocery Zone

By David Coverly



AFD MEMBERS:

We want to hear from you!

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

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

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

N.G.A. echoes our industry's sentiments

Editor's Note: We felt this letter would be of interest to all AFD members:

October 10, 2001

Secretary Tommy G. Thompson
Department of Health and Human Services
200 Independence Avenue, S.W.
Hubert H. Humphrey Building
Washington DC 20201

Dear Secretary Thompson,

Recent events and press stories have heightened the awareness for all Americans of the importance to ensure the safety of our nation's food supply. On behalf of the thousands of independent retailers and wholesalers, who service them, the National Grocers Association pledges that our industry will remain vigilant and maintain the highest standards to ensure a safe food system.

N.G.A. is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. An independent retailer is a privately owned or controlled food retail company operating in a variety of formats. Some are publicly traded but with controlling shares held by the family. Most independent operators are serviced by wholesale distributors, while others may be partially or fully self-distributing. N.G.A. members – from the warehouse to the time of delivery to the consumer at the retail shelf – are committed to doing their part in collaboration with the appropriate governmental agencies to assure a continued safe and wholesome food supply.

In addition, as the Department of Health and Human Services considers new safety initiatives, N.G.A. pledges our full cooperation to work with you in efforts to maintain the highest food safety standards possible.

Sincerely,
Thomas K. Zaucha
President and CEO
National Grocers Association

Statement of Ownership

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AFD works closely with the following associations:



Calendar

November 19-20

AFD's Annual Turkey Drive
Help provide turkeys to Metro Detroit's needy

Contact: Michele MacWilliams
(248) 557-9600

November 28-29

America's Food & Beverage Show & Conference
Miami Beach Convention Center,
Miami, Florida
(305) 871-7910

February 8

An Evening In Paris
AFD's Annual Trade Dinner and Ball

Penna's of Sterling
Contact: Michele MacWilliams
(248) 557-9600

April 23 and 24

AFD Annual Trade Show
Burton Manor, Livonia
Contact: Ginny Bennett
(248) 557-9600

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Botulism Food Safety Advisory

Consumer Fact Sheet

In August and September 2001, several cases of botulism, a life-threatening illness caused by the bacteria *Clostridium botulinum*, were reported in the United States. Frozen, fully cooked products were suspected of causing these illnesses. The Food Safety and Inspection Service advises all consumers to handle frozen, fully-cooked products in accordance with these food safety recommendations.

In the Store

Before buying frozen, fully-cooked products, carefully inspect the container or package. If the package is punctured, torn, partially opened, or damaged in any other way that might expose the contents to the outside environment, do NOT purchase the product.

Do not purchase frozen products that appear to have thawed and refrozen.

Reject all swollen or gassy containers or spoiled foods.

Buy food from reputable dealers, with a known record of safe handling. Buy frozen products only if they are frozen solid and only if stored in the freezer case.

Observe any use-by or sell-by dates on the package.

At Home

When you open the container, inspect the product. Do not use products that are discolored, moldy, or have an off odor. Do not use products that spurt liquid or foam when the container is opened. Do not taste the product to determine if it is safe.

Follow the preparation instructions on the product label.

Handling Possibly Contaminated Products

Report any suspect commercial food products to your local health department. Or call the

USDA Meat and Poultry Hotline (1-800-535-4555; TDD/TTY: 1-800-256-7072) for further instructions.

If a suspect food is opened in your facility, thoroughly scrub the can opener or other utensils, containers, counters, etc., that might have contacted the food or its container. Discard any sponges or cloths used in the cleanup. Wash your hands thoroughly.

Promptly launder any clothing that might have been splattered upon.

Botulism is a rare but serious paralytic illness caused by a nerve toxin. Symptoms of botulism include double vision, blurred vision, drooping eyelids, slurred

speech, difficulty swallowing, dry mouth, and muscle weakness. The illness can cause paralysis, respiratory failure and death. Symptoms usually occur from 18 to 36 hours after eating contaminated food. Anyone concerned about an illness should contact a physician.

For further information contact the Food Safety and Inspection Service Food Safety Education Staff Meat and Poultry Hotline: 1-800-535-4555 (Toll-free Nationwide), 1-800-256-7072 (TDD/TTY)

FDA says food-borne illness dropped in 2000

Fiscal 2000 was a very good year—at least according to the Food and Drug Administration. (FDA)—and among the highlights was a decline in the incidence of food-borne illnesses. Here are just several of FDA's most consequential food-safety achievements in that time span:

Food-borne illness appeared to decline, thanks to new food-safety programs and surveillance tools, such as PulseNet, FoodNet and the National Antimicrobial Resistance

Monitoring Network.

The FDA developed improved methods for detecting and/or characterizing pathogens such as cyclospora and *E. coli* and developed draft risk assessments on public health risks associated with listeria in ready-to-eat foods.

The volume of high-risk U.S. food inspections nearly doubled vs. the previous year, as did the number of international inspections.

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Report predicts strong growth for online grocers

Food and drinks ordered over the Internet could top \$55 billion in sales in the United States and Europe by 2005, according to a study by market analysts Datamonitor, *Reuters* reported.

The study estimated the global online food and beverages market would grow by almost 80 percent annually over the coming four years, *Reuters* said, with the United States accounting for well over half of the total. One area of strong potential for

online food and drink retail will be seen in niche products, such as fine wines and luxury, gourmet and organic foods, the study said.

The study's profile of a typical U.S. online grocery shopper is a 35-44 year old white female homeowner with teenage children, earning \$50,000-80,000 per year. In contrast, the study identifies the average European customer as male, younger, and earning two-thirds as much.

Star Scientific test-markets 'Stonewall' Snuff

Star Scientific, Inc. said that it has launched test marketing of two moist and dry snuff products very low in tobacco-specific nitrosamines (TSNA) brand-named Stonewall. The two non-combustible tobacco products will be sold in a selection of stores in the Richmond and Chase City, Va. areas.

Star said it intends to phase in other test markets for Stonewall moist and dry snuffs.

The tobacco in both Stonewall moist and dry snuffs is 100 percent StarCured Virginia tobacco that is cultivated by U.S. farmers participating in the StarCured tobacco-curing program. Star Scientific said it believes that the Stonewall products offer enhanced flavor, as well as reduced toxins, for adult tobacco consumers who want to make an informed choice about their use of smokeless tobacco products.

"We believe that we have a responsibility to inform adult tobacco users about the reduction in TSNA's we have been able to achieve in our smokeless tobacco products, as well as the significant differences between smoked and smokeless tobacco.

Therefore, our marketing theme is 'Know Your Snuff.' We believe an informed adult tobacco consumer is our best potential customer," said Paul L. Perito, chairman, president, and CEO of Star Scientific.

"Safer Cigarette" production begins

Vector Tobacco has started production of a cigarette that it claims has fewer cancer-causing ingredients than traditional cigarettes.

Vector Tobacco says its new Omni cigarette brand is made with a chemical treatment that reduces certain cancer-causing elements in cigarette smoke. A second product, Omni Free, will come out next year using the treatment, plus a new type of tobacco genetically engineered to contain virtually no nicotine.

Vector Tobacco, owned by Miami-based Vector Group Ltd., is a sister company to the Liggett Group Inc. Investors apparently believe the new products are more than smoke and mirrors, having driven Liggett's stock up more than 200 percent over the past year. One of the biggest investors in Vector Group is Carl Icahn, the billionaire financier.

Important food stamp program change

Effective immediately, only foods that are hot at the point of sale are ineligible from food stamps.

Foods that are *not hot when presented at the point of sale*, even if they are heated before they are taken out of the store, are now eligible.

Foods that are eaten in the store continue to be ineligible.

If you have any questions, please contact your USDA Food and Nutrition Field Office at (651) 290-3805.

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News Notes

7-Eleven serves up new breakfast deal

Morning combo features more flavorful sandwich

7-Eleven is serving up a bigger, better breakfast deal for consumers used to eating their early meal on the run. The Big Morning Combo Meal features a hot breakfast sandwich and a 12-ounce hot beverage for \$2.49. Customers can choose from a sausage, egg and cheddar cheese sandwich on a buttermilk biscuit or English muffin, or an egg and cheddar cheese croissant sandwich with choice of ham or bacon.

Coca-Cola unveils \$150 million ad campaign

Program tied to much anticipated Harry Potter film

Coca-Cola has unveiled a new \$150 million marketing and advertising campaign linked to the eagerly anticipated film "Harry Potter and the Sorcerer's Stone."

Atlanta-based Coca-Cola said the campaign would combine traditional marketing efforts—such as television ads and in-store promotions—with reading tours, book giveaways and library donations.

Earlier this year, Coca-Cola signed a deal with AOL Time Warner Inc. making the soft drink giant the sole global marketing partner for the movie based on the popular Harry Potter children's series of books by J.K. Rowling. The Warner Bros. movie is due to be released on Nov. 16.

Coca-Cola said more than 850 million of Coca-Cola, Minute Maid and Hi-C promotional packages would feature Harry Potter imagery in retail outlets and more than 29 million free 20-ounce Coca-Cola products would be handed out to consumers.

The company expects to hand out 9 million movie cash certificates to consumers and offer 100 families of four in the United States free trips to England as part of the Hogwarts Castle Adventure promotion. Another 700 families will win trips through retailers.

Coca-Cola is backing its campaign, which is targeted at the United States and 36 other countries, with television, radio and online ads, according to Reuters. The U.S. television ads premiered Oct. 15 under the tagline "Live The Magic."

As part of its Harry Potter campaign, Coca-Cola has donated \$18-million to the Reading Is Fundamental (RIF) literacy organization, which will place more than 100,000 hardcover books in classrooms and community centers across the United States.

IdeaBeat.com to cease operations

IdeaBeat.com, which provided online news coverage of the retail convenience store and other industries, announced that it has taken its site offline after three years of publishing.

Kevin Coupe, vice president of content, in an e-mail to subscribers said the uncertain economic climate and the current state of Internet business as reasons for the decision to cease operations.

"This is certainly disappointing to

us. We had great and ambitious plans for IdeaBeat. But all is not lost. The spirit that guided us is already inspiring new plans," Coupe said.

Sara Lee expands into meat snacks

Acquires Trail's Best brand

Sara Lee Corp. has agreed to acquire the assets of FHS Inc., a private holding company that owns Trail's Best Snacks Inc., a U.S. producer of meat snacks and beef jerky. The terms of the agreement were not disclosed.

P&G, Unilever settle spy case

Reuters reports that Procter & Gamble and Unilever have settled their dispute about P&G's pilfering confidential information about Unilever's hair care products from company trash cans.

While terms of the settlement were not formally disclosed, *The New York Times* reported that a person close to the negotiations said that P&G will pay Unilever about \$10 million, plus agree to a third-party audit of new P&G hair-care products.

P&G Chairman John Pepper said in a statement that the settlement would not impede P&G.



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Pocket scanner spots bacteria in food

The British weekly *New Scientist* was cited as reporting that bug-ridden burgers may be a thing of the past, thanks to a scanner capable of detecting dangerous bacteria in food.

The story says that the device, called ImmunoFlow, is about the size of a personal stereo and capable of detecting tiny concentrations of notorious food toxins such as salmonella, listeria and *Escherichia coli* 0157.

The story says that the gadget has tiny glass beads coated with millions of antibodies that stick to different types of bacteria, and another set of antibodies, carrying a luminous marker, then attach themselves to the combinations of antibodies and bacteria, thus giving a telltale glow indicating that the food will make you sick.

The inventor, Bart Weimer, a microbiologist at Utah State

University, is selling ImmunoFlow to food processing companies, which want to check that their production is clean and safe from germs.

But the device is so small that Weimer believes it will also interest health inspectors, so that they can deliver on-the-spot justice to dirty restaurants and grubby food hawkers.

At present, it takes at least a day for a lab to grow a culture of bugs from a food sample to see whether they are toxic or not.

Farm Security Act passes U.S. House of Representatives

The U.S. House of Representatives passed H.R. 2646, The Farm Security Act of 2001, by a vote of 291-120. The 10-year bill would authorize \$73.5 billion in new funding for agriculture subsidies and public nutrition programs, as well as export, conservation, food safety and agriculture research programs.

The White House and the Office of Management and Budget were opposed to the Bill based on policy and budget objections. The following is a summary of several amendments of interest to AFD members:

- An amendment to reauthorize the Northeast Dairy Compact was ruled non-germane and not voted on by the House. Rep. Sanders, I-VT, offered an amendment that would have essentially established the compact on a national level. The amendment was defeated 194-224.

- An amendment that would have reduced sugar subsidies was defeated 177-239.

- An amendment to require retailers to place country of origin labels on produce was adopted 296-121.

Both the Chairman and Ranking Member of the Agriculture Committee and the subcommittees of jurisdiction fought hard to defeat this amendment. Only three Members spoke in favor of the Bono Amendment and they did not attempt to answer the questions of the Committee Leadership about the complications/effectiveness of country of origin labeling.

While this is a significant set back, it is not the end result. The Senate Agriculture Committee has not yet written a Farm Bill, and may not do so until next year. However, parts of the House Farm Bill could be attached to other legislation such as Agriculture Appropriations or an anti-bioterrorism bill.

No Work Comp Continued from front page

BWDC by transferring it from other sources within the Department.

It is important to note that this provides a one year solution to the dispute over the appropriate mechanism for the funding administration of Michigan's mandatory workers' compensation program. The administration has said that a similar effort to impose a new tax on employers will be proposed again as a part of the 2003 budget process. The Director of the BWDC has projected a 25% increase in the budget for next fiscal year, which would mean a \$20 million tax.

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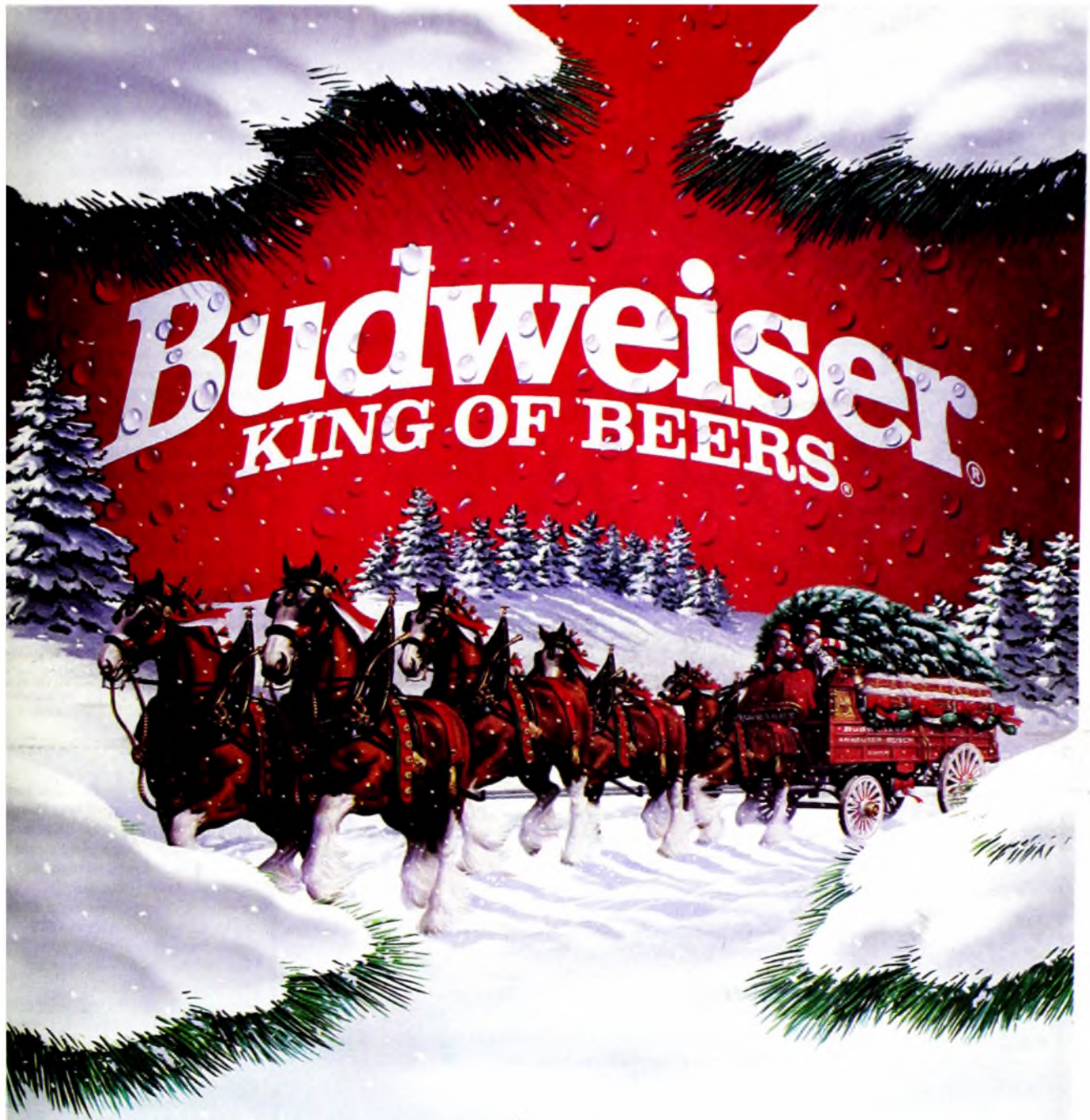
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Lottery Finishes Out Another Exciting Year



By Acting Commissioner James Kipp

The Michigan Lottery recently wrapped up fiscal year 2001, and what an exciting year it was! The excitement started in February when the Lottery kicked off the new year with the introduction of its new Michigan Millions game. Michigan Millions replaced the Lottery's Michigan Lotto game, which debuted in August 1984.

On June 16, 2001, the Lottery saw its first Michigan Millions

jackpot winner – an anonymous woman from Detroit who won a \$40 million jackpot (\$19.8 million cash value). She bought the winning ticket at Devonshire Drug in Detroit. This jackpot set a new record for the largest in-state Michigan Lottery jackpot won by a single ticket holder!

She wasn't the only lucky jackpot winner in fiscal 2001 though. Two lucky Michigan residents won Big Game jackpot prizes this past fiscal

year. On November 28, 2000, Eban Cooper of Redford Township won a \$43 million Big Game jackpot (\$22.9 million cash value). His winning ticket was sold at Kwicky Liquor Party Shop in Redford Township. Just two short months later – on January 30, 2001 – Linda Calliea of Chesterfield Township won a \$107 million Big Game jackpot prize (\$57.7 million cash value). Her winning ticket was sold at Mama's Pizzeria and Party Store.

In addition to the big jackpot winners, there were many other top-prize winners as well. In total for fiscal year 2001, the Lottery awarded over \$870 million in prizes to lucky Lottery winners all over the state!

During fiscal 2001, the Lottery introduced several different special promotions – Michigan Rolldown "Bonus Play," Michigan Millions "Super Play" and the "Front Pair Payout" and "Back Pair Payout" promotions attached to the Daily 4 game. "Bonus Play" and "Super Play" offered buy five – get one free incentives, and together the promotions awarded over 2,000,000 free wagers and increased sales impressively. These two promotions were also good for retailers, as they received 20 percent more sales commission on each five-panel ticket sold.

The "Front Pair Payout" and "Back Pair Payout" promotions were also highly successful in fiscal 2001. In the past, many of the Lottery's most popular promotions have been tied to the Daily games, and these promotions were no exception! Daily 4 players were awarded extra \$10 prizes when their \$1 straight bet matched the first two ("Front Pair Payout") or last two ("Back Pair Payout") numbers drawn. These extra \$10 winners brought increased sales to retailers all over Michigan, as players wanted to try their luck again with their extra winnings.

Your reward for helping increase sales for the Lottery's games is the more than \$115 million in commissions that Lottery retailers collected in fiscal 2001. In addition to the regular retailer commissions, the Lottery also offered three different incentive programs to retailers in fiscal 2001. The "\$1,000,000 Jackpot" Sweepstakes offered an extra \$2,000 cashing bonus to the retailers who sold the two \$1,000,000 top-prize winning tickets in the "\$1,000,000 Jackpot" instant game. "More Money Mother's Day" allowed retailers the opportunity to win \$300 extra for selling more "Lucky Mom" instant

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See Lottery, page 25

Très Magnifique!

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- \$600 for each additional table

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- Two tables of 10 for dinner (Prime seating)
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- Corporate signage at the dinner
- 1/2 page ad in the *Food & Beverage Report*
- Use of two company products at the dinner (or two additional images in media presentation)
- \$700 for each additional table

Silver Sponsor: \$4,000

- One table of 10 for dinner (Preferential seating)
- Five company images for media presentation
- Corporate signage at the dinner
- 1/4 page ad in the *Food & Beverage Report*
- Use of one company product at the dinner (or one additional image in media presentation)
- \$800 for each additional table

Bronze Sponsor: \$2,500

- One table of 10 for dinner
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How to handle Anthrax and other biological agent threats

Advice from the U.S. Government

Many facilities in communities around the country have received anthrax threat letters. Most were empty envelopes; some have contained powdery substances. The purpose of these guidelines is to recommend procedures for handling such incidents.

DO NOT PANIC

1. Anthrax organisms can cause infection in the skin, gastrointestinal system, or the lungs. To do so the organism must be rubbed into abraded skin, swallowed, or inhaled as a fine,

aerosolized mist. Disease can be prevented after exposure to the anthrax spores by early treatment with the appropriate antibiotics. Anthrax is not spread from one person to another person.

2. For anthrax to be effective as a covert agent, it must be aerosolized into very small particles. This is difficult to do, and requires a great deal of technical skill and special equipment. If these small particles are inhaled, life-threatening lung infection can occur, but prompt

recognition and treatment are effective.

SUSPICIOUS UNOPENED LETTER OR PACKAGE MARKED WITH THREATENING MESSAGE SUCH AS "ANTHRAX"

1. Do not shake or empty the contents of any suspicious envelope or package.

2. PLACE the envelope or package in a plastic bag or some other type of container to prevent leakage of contents.

3. If you do not have any container, then COVER the envelope or package with anything (e.g., clothing, paper, trash can, etc.) and do not remove this cover.

4. Then LEAVE the room and CLOSE the door, or section off the area to prevent others from entering (i.e., keep others away).

5. WASH your hands with soap and water to prevent spreading any powder to your face.

6. What to do next:

• If you are at HOME, then report the incident to local police.

• If you are at WORK, then report the incident to local police, and notify your building security official or an available supervisor.

7. LIST all people who were in the room or area when this suspicious letter or package was recognized. Give this list to both the local public health authorities and law enforcement officials for follow-up investigations and advice.

ENVELOPE WITH POWDER AND POWDER SPILLS OUT ONTO SURFACE:

1. DO NOT try to CLEAN UP the powder. COVER the spilled contents immediately with anything (e.g., clothing, paper, trash can, etc.) and do not remove this cover!

2. Then LEAVE the room and CLOSE the door, or section off the area to prevent others from entering (i.e., keep others away).

3. WASH your hands with soap and water to prevent spreading any powder to your face.

4. What to do next:

• If you are at HOME, then report the incident to local police.

• If you are at WORK, then report the incident to local police, and notify your building security official or an available supervisor.

5. REMOVE heavily contaminated clothing as soon as possible and place in a plastic bag, or some other container that can be sealed. This clothing bag should be given to the emergency responders for proper handling.

6. SHOWER with soap and water as soon as possible. Do Not Use Bleach Or Other Disinfectant On Your Skin.

7. If possible, list all people who were in the room or area, especially those who had actual contact with the powder. Give this list to both the local public health authorities so that proper instructions can be given for medical follow-up, and to law enforcement officials for further investigation.

See Anthrax,
page 18

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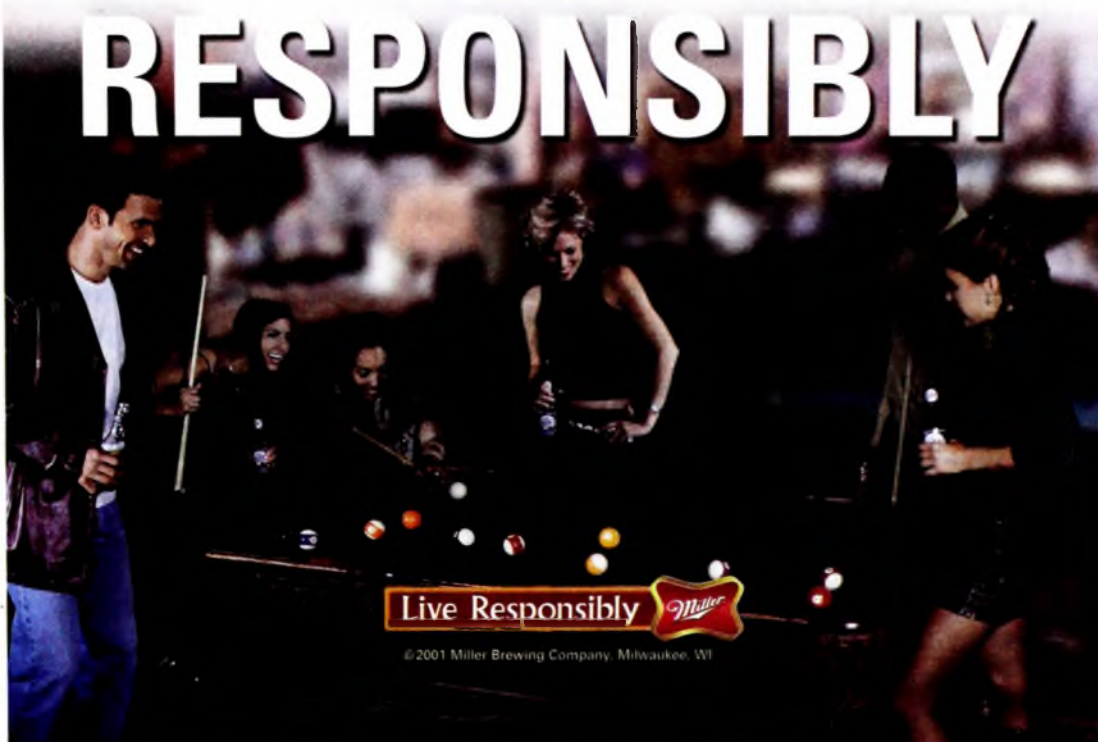
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One I.D. check could prevent a lifetime addiction

Every day 3,000 young people become regular smokers. In fact, almost all nicotine addictions begin before the age of 18. One of every three youth that begins smoking today will die of tobacco related illness. Each year more than 367,000 African American children suffer from respiratory diseases caused by second-hand smoke.

The Tri Cities Tobacco Reduction Coalition, a program of the Detroit Health Department is dedicated to improving the health of Tri Cities residents by promoting a tobacco-free lifestyle through community action, social change and advocacy projects.

The Coalition recognizes second-hand smoke as an environmental hazard and advocate for smoke-free environment. There is no "SAFE" level of tobacco smoke in the interest of the public's health.

Environmental tobacco smoke is a combination of smoke inhaled by the smoker and the smoke that comes from the burning end of a cigarette, cigar or pipe. Environmental tobacco contains 4,000 chemicals including 43 cancer-causing agents.

Our state law restricting the sale of tobacco products to minors is designed to protect our youth from unhealthy addiction that they may

continue throughout their lives.

Checking I.D.'s is the key element of a successful program to halt the sale of tobacco products to minors.

During the month of July, the Tri Cities Tobacco Reduction Coalition in joint collaboration with the Detroit Junior Police Cadets, conducted SYNAR Checks throughout the city of Detroit. The following is the findings:

*Retailers who would sell to minors—22

*Retailers who would not sell to minors—58

*Bad addresses, out of business or don't sell tobacco products, not accessible to youth—21.

Michigan's merchants continue to do an excellent job of checking I.D.'s despite the fact they often face harassment. A recent 2001 Youth Tobacco Compliance checks in Detroit indicated that out of 247 stores visited, 82 sold tobacco products to minors.

The Tri Cities Tobacco Reduction Coalition and the Metro Youth Tobacco Reduction Advisory Council both working under the auspices of the city of Detroit Health Department is committed to reducing tobacco use one day at a time.

For more information or to join the coalition, call 313-876-4048.

Cigarette prices to go up a dime

U.S. smokers can expect to see cigarette prices rise about 10 cents a pack this month, say analysts who follow the tobacco industry, according to Reuters. The price hike is partly due to an increase in the federal excise tax and partly because the industry still has the power to raise prices despite a long-term trend of declining consumption, analysts told the news agency.

"We are forecasting a modest increase of around 10 cents per pack toward the end of October or November," said Bonnie Herzog, a tobacco industry analyst at Credit Suisse First Boston. Cigarette prices are still low in the United States," said David Adelman, a tobacco industry analyst at Morgan Stanley. "They're low by global standards relative to our level of income."

Analysts expect a price increase, led by industry leader Philip Morris Cos. Inc., of about 10 cents a pack. A premium pack of cigarettes like Marlboro currently costs about \$3.12, including discounts by manufacturers, said Rob Campagnino, a tobacco industry analyst at Prudential Securities. But prices vary greatly because of local taxes. Philip Morris would not comment on speculation about pricing.

Five cents of the expected increase will cover a hike in the federal excise tax on cigarettes that takes effect on January 1. How much more the industry raises prices will be a test of its pricing power, analysts said.

Many analysts said revenue from price hikes more than makes up for any resulting decline in sales volume, as many smokers find it hard to give up the habit. CSFB's Herzog estimated that a 10 percent price increase leads to only a 3 percent decline in volume. The industry already raised prices 14 cents a pack in April.

Industry marketing promotions will keep smokers from seeing the full impact of the price increase, at least initially, analysts said. Still, U.S. cigarette consumption has fallen steadily by about 1 percent to 2 percent a year over the long term as consumers have chosen to stop smoking due to health concerns, rising costs or both, analysts told Reuters.

Some analysts said cigarette consumption may have increased slightly after the September 11 attacks. "Anecdotally, I've seen evidence to support that," Prudential's Campagnino said, citing conversations with wholesalers and retailers.

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Respect your elders!

Employers who have lamented the lack of "good" people to hire in our changing economy need only take a look around. There is a growing demographic group in this country, historically overlooked by employers, but perhaps the strongest source of new employees as we continue into the 21st century.

The ranks of senior citizens, age 55 and older, is multiplying by the minute. Someone in this country turns 55 every seven seconds. According to the US Census Bureau, the aging of the baby boom generation is causing

an unprecedented shift in the age balance in the United States. More than 20 percent of the US population will be 65 or older in just 30 years, compared to only 12 percent today.

Combined with an increase in the average life span by four to six years, there is a definite graying of America. Unfortunately, too many employers don't recognize the inherent benefits of employing these experienced adults.

Believe it or not, but a growing population of seniors really wants to work. There is a senior who is a

cashier for a grocery store in Houston that has been in the same store and position, for more than twenty years. And, an 84 year old clerk in a hotel in Charleston that has been in that position for 27 years, despite owning two homes worth more than \$1 million.

There are countless other stories like these. Why? Because Seniors like to work because they like the interaction with people. Because it keeps them busy and makes them feel useful and part of a greater team.

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Friday, February 8, 2002

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for more information!

Anthrax, continued from page 12

QUESTION OF ROOM CONTAMINATION BY AEROSOLIZATION:

For example: small device triggered, warning that air handling system is contaminated, or warning that a biological agent released in a public space.

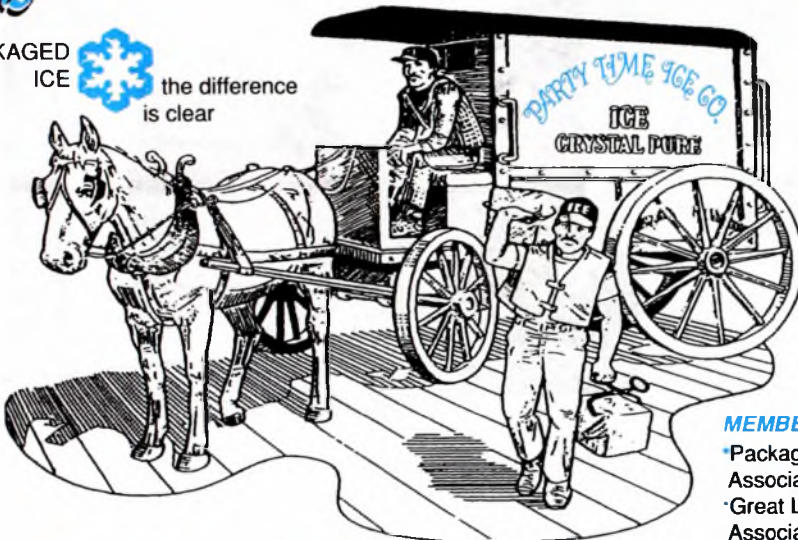
1. Turn off local fans or ventilation units in the area.
2. LEAVE area immediately.
3. CLOSE the door, or section off the area to prevent others from entering (i.e., keep others away).
4. What to do next:
 - If you are at HOME, then dial "911" to report the incident to local police and the local FBI field office.
 - If you are at WORK, then dial "911" to report the incident to local police and the local FBI field office, and notify your building security official or an available supervisor.
5. SHUT down air handling system in the building, if possible.
6. If possible, list all people who were in the room or area. Give this list to both the local public health authorities so that proper instructions can be given for medical follow-up, and to law enforcement officials for further investigation.

HOW TO IDENTIFY SUSPICIOUS PACKAGES AND LETTERS Some characteristics of suspicious packages and letters include the following:

- Excessive postage
- Handwritten or poorly typed addresses
- Incorrect titles
- Title, but no name
- Misspellings of common words
- Oily stains, discoloration or odor
- No return address
- Excessive weight
- Lopsided or uneven envelope
- Protruding wires or aluminum foil
- Excessive security material such as masking tape, string, etc.
- Visual distractions
- Ticking sound
- Marked with restrictive endorsements, such as "Personal" or "Confidential"
- Shows a city or state in the postmark that does not match the return address.

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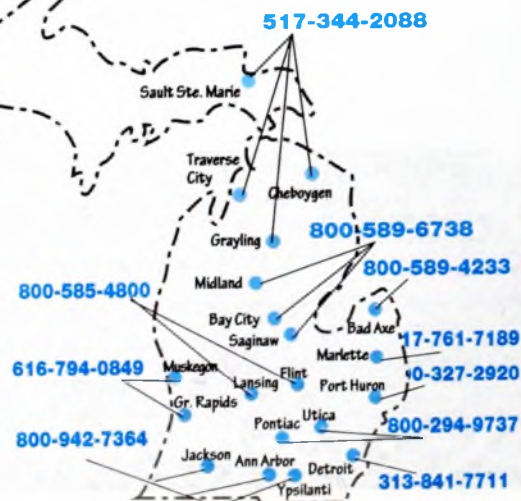


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Pontiac Grocer gives back to the community

By Ginny Bennett

In Pontiac there are few stores with the ongoing history of People's Food Market. Originally one of several markets of the same name, the Peoples Market at 700 Auburn, between Martin Luther King Blvd. and Opdyke is the only one that remains open. This People's Food Market is owned by Sam and Salem Roumayah.

Sam Roumayah says People's Market is in a prime location. He has owned it with his brother since they bought 50 percent in 1976 and they have owned it outright since 1984. For this People's Market to survive where others have not, is due at least in part, to a simple business philosophy.

Sam believes that, even more important than location, being an honest businessman, providing exceptional customer service and serving the surrounding community has helped their business thrive. He didn't mention cleanliness, but as a consumer I noticed how clean and bright the store looked.

It is community service that the Roumayah brothers are known for. Thank you letters testify to their generosity. Why would People's Market donate to a church across the other side of Pontiac? "We never say no," declares Sam.



Long-time AFD member Sam Roumayah in front of People's Market

This has been the case throughout their long-time membership with AFD. Sam believes they have been members since they bought the store. They have helped AFD provide Thanksgiving dinner for the needy for many years. Their annual donation has helped to support AFD's turkey drive this year for 1,600 families.

Sam looks to AFD for ideas to make his store better. He likes to attend AFD's trade shows to see new products, see what is new that can make his store better and visit with other retailers. "As an AFD member I have a forum in which to express my ideas," says Sam.

Always interested in how the store can be better, the Roumayahs remodeled in 2000. Business has increased. The building was built in 1927 and originally was a gas station. In 1942 the store was added. An original and special feature of the store is the terrazzo floor; durable and looking like new after all these years. The entire building is 6,500-square feet but the selling floor is 3,700 square feet. In the recent, extensive remodel, the door was moved from the front to the side. A future plan involves pushing back the east wall where Sam will install built-

in coolers.

The store features a meat market, beer, wine and groceries. From hardware to socks and from motor oil to sewing thread, the store stocks a variety of items. Sam's services include Lotto, ATM, money orders, cell phones and pagers, copy and fax. He says he has to be competitive to stay in the business. He plans on keeping the store up-to-date and possibly adding hot food as a draw. He realizes the role his store plays in the neighborhood.

Sam says lots of their customers have lived in the area and are able to walk to the store. These loyal customers appreciate being spoken to by name. He knows that many rely on his store for their basic needs. He makes sure they can always find what they want.

Sam and his family came from Iraq in 1966 with "just the shirts on their backs." He worked for an older brother. At the time Sam was a student at Cooley High and he graduated from Southfield High in 1970. Business had to come first and working non-stop meant college was out of the question.

A father of four, Sam is able to provide his children with the college education he highly values. His children

could work in the store, "they have that knowledge and experience in their pocket," says Sam. But he is grateful they have a choice. His oldest is 18 and after graduation will study computer or electrical engineering. Both Sam and Salem have four children; each has two boys and two girls.

As Sam looks to the future he wonders what will be next. So many opportunities have presented themselves in recent years. Dealing with credit cards, ATMs, pagers, and faxes have all offered new business avenues.

Being a businessman in Pontiac has been a good experience for the Roumayahs. It is a good city to work in and it is a privilege to work with the administration. "We are happy to be part of this city," says Sam.

Sam Roumayah says he would like to eliminate hatred in the world and live in harmony. He believes in doing what he can to promote world peace. And to that end he lives by his own advice, "be sure to be part of the community by sharing what you have. Treat people with respect and be honest with everyone." It has worked for him.



Salem Roumayah, co-owner



Sam, behind the counter

We've got big plans for the holidays.

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Scenes from the AFD/Beverage Journal Holiday Show

Retailers got into the festive, holiday "spirits" as they learned of new products and took advantage of show specials at Burton Manor in Livonia, September 25 and 26.



Special thanks to Party Time Ice Co. of Port Huron for providing all the ice for the entire show. Also a big thanks to The Coffee Connection of Madison Heights for the great coffee!



DCI featured a frozen, carbonated beverage machine with a larger capacity. This new version is available in 3-barrel and 4-barrel countertop units.



The Miller booth was very popular!



Dapper Elias Francis of General Wine



The Jones Boys!



Todd Roberts of Merchants Fine Wine and Brian Pizutti of National Wine & Spirits



Sam Shoukri of Showerman's and Henry Elkoury of General Wine & Liquor



Smiles at Security Financial!



Comerica presented a stocking to winning entree Elliott Ring of Security Financial



**Holiday Show Products,
continued from front page**

President – Sales Midwest for Luctor International, featured Vincent Van Gogh Vodka. The bottles depict Van



Gogh masterpieces. For the holidays, they provide a gift set of 4 glasses. Ironically, he was stationed next to Absinthe, the contemporary version of Absente, the romantic and mysterious liquor that many believe drove Van Gogh to cut off his ear!

Keeping with the famous artist theme, from the makers of Skyy Vodka, comes Vermeer Dutch Chocolate Cream Vodka. It's a spirit-based cream liquor which Dan Kruchen of J. Lewis Cooper says has a shelf price of \$22.95 for 750ml. The liquor takes its name from 17th century Dutch master painter, Johannes Vermeer, who is best known for his use of light, color and scale to portray the beauty of everyday life.

George Zrinyi and Mark Woy were excited to report that Absolut

Co. and Jim Beam Brands have joined forces to become Future Brands. Zrinyi is the Michigan State Manager for Future Brands.

Rick Kral of Barton Brands is offering a new, commodity priced vodka. Called Fleischmann's Flavored Vodka, Kral says it is 1/3 the price of premium vodkas. It retails for under \$7 for 750 ml and is attractively packaged to look like a higher-end product. Kral says the flavor is there, and the price is attractive.

But what would the holidays be without wine? General Wine kicked off the show with a reception that featured the wines of Australia. Price and quality are the two primary reasons that Australian wines are becoming increasingly popular, says Barry Downing. He points out that the American dollar is worth twice in Australia what it is worth in the States. Popular Australian labels include Penfolds, Lindemans, Wynns Seppelt, Devil's Liar, Coldstream Hills and Seaview.

Gary Warseke of Leone Imports was excited about the Delicato Shiraz 2000, which won a gold medal and was voted Best of California out of 128 wines. With a retail price of \$5.99 for 750 ml bottle, John Schlicht of Leone Imports says it is certainly a best buy. He maintains that one out of every 20 bottles of wine produced in the U.S. has grapes from the Delicato

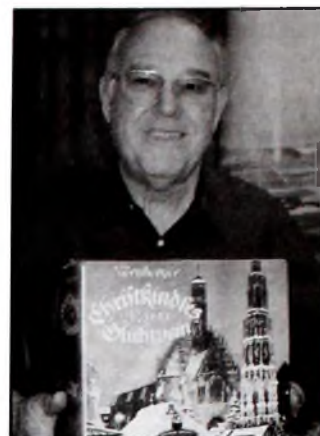


Vineyards. With 126 vineyards in 13 countries and 20 square miles of vineyards in Monterey, Delicato is the largest continuous vineyard in the world.

Tony Dalton was excited about a new wine release from the Trinchero Family Estate, makers of Sutter Home. Called Trinity Oaks, it is a new mid-priced line that retails for



\$7.99 to \$9.99 and received a "Best Buy" and 86 points for the Cabernet and 85 points for the Chardonnay from Wine Enthusiast.



Numberger Markt-Kluhwein anyone? I bet you didn't know that the Bavarian city of Nurnberg is known for its traditional Gluhwein, or "Glow Wine." This spiced wine is mulled according to tradition and is a combination of red wine, sugar and spices. It is served hot and is a special treat on a cold day. Beautifully bottled in an old-world style, it is available through Josulete Wines.

With all the new products and special prices, the holiday season offers retailers a reason to celebrate!

**May God Bless our
Great Country.**

9/11/01

With all loyal Americans
the heroic efforts of
safety and military
channel, and we mourn the loss
of our fellow Americans, in the
recent National catastrophe.

Together, we will stand strong.

STEPHEN'S
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Retailers discuss what's next for convenience store foodservice

by Tracye Graves

It's been said that man cannot live on bread alone, but with margins shrinking, many convenience store operators have begun relying more heavily on "bread" to earn a better living. That is, increase profitability.

Whether it's the bread wrapped around a made-to-order hamburger or the bread holding together a mound of fixings on a prepackaged sub, no matter how you slice it, foodservice can be a viable opportunity for c-stores.

"Nothing requires more labor and proper execution, but nothing can add more potential gross profit dollars than foodservice," said Grant Wilson, director of sales for Cincinnati-based Pierre Foods, during CSP's State of the Industry Executive Summit. The roundtable was moderated by Jeff Miller of Miller Oil and Kay Segal of CSP.

C-store retailers are carving out their foodservice niche with everything from quick-serve

restaurants to self-serve offerings. Even major oil companies are joining the ranks. Exxon Mobil, for example, is looking to gain its share of the foodservice dollar with its On the Run Cafe, a newly developed proprietary line of self-serve and made-to-order offerings.

Although finding the right foodservice operation can be tricky business from labor and tracking sales to developing a consistent, quality offering that consumers trust, most retailers believe in the profitability power of foodservice in some form or another.

What's in a name?

Many c-store retailers consider branded Quick-Serve Restaurants (QSRs) to be growth opportunities. However, some are still weighing the operational pros and cons from taking a hands-off approach by leasing or opting to own to maintain quality, image and controls. While the jury is still out on these and other issues retailers grapple with including labor

and increasing competition, QSRs are generating approximately \$3.1 billion or 22.5% of foodservice dollars, according to the NACS State of the Industry report. QSRs pulled in about \$126 billion in sales in 2000.

"QSRs are good opportunities for travel plazas and c-stores," said Mark Falkenstein, business development manager for Arby's.

Adding a QSR provides consumers with an increased variety of offerings that can translate into increased sales. But several discussion participants cautioned that consumers aren't buying into limited-menu "express" locations. "What works best is a full-blown, blow out," Falkenstein said. "Express sites are out, nobody knew they were there."

On the other side of the fence, several retailers are swearing by proprietary programs as the way to go to maximize cost efficiencies, maintain labor, controls and image, as well as convey a point of difference.

Jeff Miller, president of Norfolk, Va.-based Miller Oil Co., has moved away from branding and is developing the chain's proprietary offering.

"We couldn't get consistency across stores," he said. "We had Arby's, Burger King and weren't good at any of it."

Although Mechanicsville, Va.-based Fas Mart Convenience Stores already operates several Dairy Queens, Brad Chivington, vice president of marketing for the company, said it too is developing its proprietary line. The chain is taking it a step further by adding "components that are modular and can go in and out of stores based on demographics," Chivington said.

Salt Lake City-based Maverik

Country Stores is also on team proprietary. "We don't want a product that anybody else has," said Zann Horlacher, director of foodservice for the chain, which offers its own line of pizza and sandwiches.

Chris Chila, foodservice category manager for Waltham, Mass.-based Store 24, said the company's proprietary packaged sandwiches made by a third-party commissary has been successful for the past three years. "We had about 30 delis and a few Taco Bells in the past, but our commissary-prepared sandwiches are our future."

Manufacturers like Pierre Foods are getting on board by developing proprietary programs for c-stores. "I see the future moving toward packaged products because it cuts labor," said Wilson of Pierre Foods. "Customers coming into c-stores several times a day want variety," said Vicki Steinbrook, director of sales and marketing, White Castle Distributing. "Our product serves customers who want branded products, as well as the operator who doesn't want a full-service operation."

"Sara Lee's proprietary branded programs are very successful because a retailer can have complete control," said Earle Davis, director/vice president of Sara Lee's c-store group.

Chivington of Fas Mart said manufacturers should understand specific needs and goals of retailers and assist with development as well as promotion. A canned program can't work for every retailer, Chivington said.

Rich Levin, vice-president of marketing for Turkey Hill Mini Markets, Lancaster, Pa., agreed,

See QSRs, foodservice for C-stores, page 28

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Lottery, continued from page 10

game tickets in fiscal 2001 than they did in fiscal 2000. Finally, the Summer Sweeps incentive program awarded \$500 bonuses to 200 retailers each month during July, August and September for carrying top-selling instant games, displaying point-of-sale materials and for participating in the standing book order program. Over the three-month period, the Lottery awarded \$300,000 to 600 retailers!

As we close the books on fiscal 2001, I want to thank each of you for your continued hard work and support of the Michigan Lottery.

\$20 Instant Game Ticket!

For the first time ever, the Michigan Lottery is introducing a \$20 instant game ticket. The new game is sure to make Lottery players' holiday season bright, with a \$2,000,000 top prize – the largest instant game prize the Lottery has ever offered! The new game is appropriately called, "\$2,000,000 Holiday" and it hits ticket counters all over the state on November 8, featuring up to 26 different ways to win on one ticket (the most ways ever to win on a Michigan Lottery instant ticket) and overall odds of 1 in 2.37. In past holiday seasons, the Lottery's \$10 instant games have sold very well and we expect this new \$20 game to be a big hit as well.

There are no standing book orders for this new game and pre-orders placed with Gtech Tel-Sell will be shipped to arrive in stores on November 8. "\$2,000,000 Holiday" can be ordered through your terminal beginning on November 8.

'Tis The Season! In addition to "\$2,000,000 Holiday," the Michigan Lottery also has six other holiday instant games available in November. As you already know, instant tickets make great stocking stuffers, and your customers will definitely have a wide variety of styles and price-points to choose from this holiday season.

The \$2 "Blizzard Bingo" hits ticket counters on November 1 offering a top prize of \$30,000. Also on November 1, the Lottery's newest \$10 offering, "Merry Millions," will go on sale with a top prize of \$1,000,000 that is sure to make any customer's holiday a happy one! The \$25,000 top prize on the \$2 "Treasures Under The Tree" instant game will bring smiles to players' faces when it goes on sale on November 8. On November 15, two more games – the \$5 "Jingle Bell Bucks," with a \$250,000 top prize and the \$1 "Dashing Through The Dough," with a \$5,000 top prize – will line customers' pockets with lots of extra dough this holiday season. Finally, on November 21, hearts all over the state will be warmed by the \$15,000 prize available on the \$2

"Frosty's Fortune." I encourage you to keep an ample supply of these holiday tickets on hand, as they are likely to be very popular with your customers.

Big Game Winner Awareness.

Since The Big Game began in September 1996, the Michigan Lottery has awarded 10 Big Game jackpot prizes and over 360 \$150,000 Big Game second-tier prizes to winners all over the state. Beginning November 12, you will be able to see just who some of those lucky winners are when the Lottery begins airing two television commercials featuring both jackpot winners and lucky players who have won \$150,000

prizes. Be on the lookout for this new commercial, as it is sure to bring even more Big Game customers to your stores!

Back Pair Payout Daily 4 Promotion.

The Lottery recently finished up its latest Daily 4 game promotion – "Back Pair Payout." Like the "Front Pair Payout" promotion conducted in April, the "Back Pair Payout" promotion was very successful. In the "Back Pair Payout" promotion, which ran from September 3 to September 29, 2001, players were awarded a \$10 prize when their one-dollar straight bet matched the last two numbers drawn.

The Lottery paid out more than \$640,000 in additional Daily 4 prizes during the four-week promotion. Retailers all across Michigan enjoyed increased sales due to this promotion, as many players tried their luck again with their extra \$10 in winnings. I want to thank all of our hard-working retailers for promoting the "Back Pair Payout" promotion in their stores. Your display of point-of-sale materials and asking for the sale made this promotion very successful!



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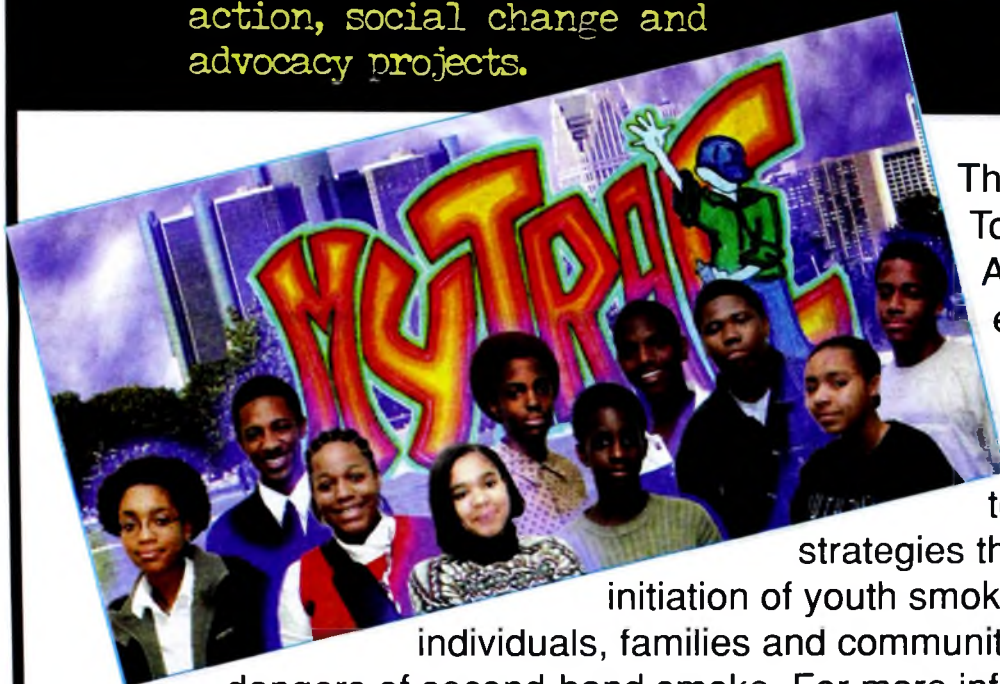
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FACT: Every day, 3,000 young people become regular smokers. In fact, almost all nicotine addictions begin before the age of eighteen.

FACT: One of every three youths that begins smoking today will die of a tobacco-related illness.

FACT: Each year, more than 367,000 African-American children suffer from respiratory diseases caused by second-hand smoke.

FACT: The Tri-Cities Tobacco Reduction Coalition, a program of the Detroit Health department, is dedicated to improving the health of Tri Cities residents by promoting a tobacco-free lifestyle through community action, social change and advocacy projects.



The Metro Youth Tobacco Reduction Advisory Council engages youth, ages 11-19 in peer leadership, advocacy and tobacco reduction

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These instants are sure to heat up store traffic!



A great selection of holiday fun!

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- Over \$13.7 million in total prizes • Win up to 16 times
- Win up to \$1,000,000

\$5 Jingle Bell Bucks

- Earn 30¢ on each ticket • Over \$1 million in retailer commissions
- Over \$9.2 million in total prizes • Win up to 12 times
- Win up to \$250,000

\$2 Treasures Under the Tree

- Over \$600,000 in retailer commissions
- Over \$4.8 million in total prizes • Win up to 10 times • Win up to \$25,000

\$1 Dashing Through the Dough

- Over \$400,000 in retailer commissions
- Over \$3.1 million in total prizes • Win up to \$5,000



Happy Holidays from the Michigan Lottery!

QSRs, foodservice for C-stores continued from page 24

saying manufacturers should come to the table with "all the pieces."

Faster and fresher

There is greater pressure to turn product quicker and fresher, the group agreed. The partnership between product and equipment manufacturer is key, explained Hans Volk, national sales manager for Roundup Food Equipment, Carol Stream, Ill. "It's really about how the product formula and equipment can work together to maintain the quality of the product longer," he said.

"No one wants to buy the last one," said Horlacher of Maverick

Country Stores. "We're keeping our bakery counters full by making less more often. I'd rather throw away five and sell 20 than throw away one and only sell five."

There's a cultural mindset in convenience stores that's fixed on inventory control, Miller of Miller Oil explained. The group agreed that c-store foodservice staff has to be trained to a new mindset of building inventory to highest sales rather than lowest.

Go back to the basics, suggested Mike McDonough, Piccadilly Circus. That means smiling, being friendly and offering hospitality, he said.

"The basics are free, but nobody

likes them because there's no "wow" factor," he explained. "But if we get people to come back, we can up the profit of all categories."

Can't get a better "wow" than that.—CSP

Rice Krispies Treats get new look

Kellogg USA recently introduced new packaging for the whole line of Kellogg's Rice Krispies Treats squares. Kellogg says it wanted a more dominant brand personality. The new packaging includes food photography. —Supermarket News

Classifieds

FOR SALE—Ice Cream Maker and Pizza Oven. Call Patrick at (586) 725-2076.

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

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

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PARTY STORE—Choice location. Liquor, Beer, Wine, Deli, Lotto. Lapeer area. Interested buyers inquire to P.O. Box 622, Lapeer, MI 48226.

SOFT SERVE ICE CREAM MACHINE—Triple head, free standing machine for sale. Best offer. Call Art at (734) 675-7006.

PORT HURON LOCATION—2 blocks from Blue Water Bridge. Beer, Wine and Lotto. 8,000 sq. ft. grocery equipped with deli, bakery and meat department, with smoke house. Includes real estate and equipment. Always shown profit. Owner retiring—no reasonable offer refused. More information: call (810) 329-4198.

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

FOR SALE: LIQUOR STORE—Good location in Detroit on main thoroughfare. Also has deli and groceries. Beer, wine, lottery. Size: 4,000 sq. ft., business and property. For more information, call (313) 561-5390 evenings. Leave name, telephone number on answering machine.

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PARTY STORE FOR SALE—Beer, wine, Lottery, deli and grocery. Located on Dequindre Road in Warren. Call Sam at (586) 756-4010.

FOR SALE—Party Store in Warren. Excellent location! Good business with GREAT income. Call Sam or Mike at (586) 751-6440.

ESTABLISHED PARTY STORE—Port Huron, MI. High traffic area. SDD, SDM and Lotto. Owner retiring. Leave message: (810) 985-5702.

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

WELL ESTABLISHED PARTY STORE—160 miles north of Detroit in area of seven inland lakes. Ten miles from Lake Huron. Beer, wine, grocery, pizza, ice cream. 85% remodeled. Includes two-family home next door. \$299,000. Ask for Martha: 989-469-9341.

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

MID-MICHIGAN—Convenience store with gasoline, 3,350 sq. ft. of space and 1,070+/- sq. ft. three bedroom ranch home. Centrally located between three separate lakes in year-round resort area. Steel building, dura seal roof, new 24-ft. nine-door walk-in cooler, new 12 x 8 walk-in freezer, kitchen, live bait room, beer & wine license, liquor license, fish and game agent, lottery agent. All fixtures and equipment included with sale. Call Harrison Realty at 989-539-2261. Price \$395,000.00 plus inventory.

FOR SALE: CONVENIENCE STORE—6 Mile & Beech Daly. 2,425 sq. ft. Asking \$200,000 building. \$100,000 business, \$35,000 approx. inventory. Call Chandler, (248) 231-2661 for more information.

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

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Representative Reeves is a proven leader

By Kathy Blake

State Representative Triette E. Reeves, (D-13), is a leader for her district as well as Fisherman Ministries where she is minister for her congregation. She is a spiritual leader for her church and says she serves her constituents with the wisdom God gives her.

Reeves has been using that wisdom in Appropriations Committee as she and her colleagues re-adjust the state budget due to lack of projected income. "This is a budget crunch time for our state and this country," says Reeves. "We're cutting a budget that's already been approved. The cuts are for the state to get through this year," Reeves explains, "The reason for the needed cuts is due to the drastic turn in the economy which caused sales to drop and in turn decreased sales tax revenue. All of our estimates and budgets are based on revenue estimates," Reeves added. "We also had several tax cuts, nearly 20, that went into effect this year."

"Our focus in committee is to make sure our priorities are maintained and continue funding what really effects the safety and livelihood of our citizens. We're hoping for an economic upswing after the first of the year," says Reeves.

Reeves is in her second term representing her Northwest Detroit district. As a member of the Appropriations Committee, Rep. Reeves serves on three subcommittees. She is minority vice-chair of Corrections and serves on the General Government and the Natural Resources and Environmental Quality subcommittees.

Born Triette E. Lipsey, she is a lifelong resident of Detroit, graduating from Redford High School in 1982. She received her Bachelor of Arts in Public Administration with a minor in Economics.

After graduation, Reeves went to work as legislative aide to former State Representative Teola P. Hunter for four years. "In that position, I was mentored by Hunter in not only politics but how to serve people," Reeves says.

Following the resignation of Hunter, who vacated the 5th district office to become Wayne County Clerk, Reeves rallied community members to call for a special election to replace Hunter. Reeves was elected to serve a brief, partial term in 1992.

Rep. Reeves has a demonstrated record of service in Detroit and in Lansing. She worked for the



Democratic Speaker of the House, Curtis Hertel. She was the public affairs coordinator for the Detroit Democratic Caucus from 1995-1998 and currently serves as precinct delegate. Her history in Democratic politics extends from her memberships in the Young Democrats and the NAACP's Young Adult Committee, to managing the citywide get-out-the-vote effort for the 1996 Clinton/Gore victory campaign. She also organized Wayne County Community College's 1991 millage effort and managed Congressman John Conyer's 1994 re-election victory.

In 1995, Reeves began to minister at a small church in Detroit where she

helped start a food bank for northwest Detroit. When Reeves sought election for her first full term in 1998, she wanted to get to know her district and decided to walk the entire area.

"Although the socioeconomic status of our district is higher than most of Detroit, there are areas which resemble third world countries with children in poverty. It was depressing. Walking with my husband and supporters, we would pass 3 vacant lots with tall grass, then a couple vacant houses and then come upon people living in abject poverty. Everyday I went home I was drained. My commitment was to not forget," Reeves proclaimed.

"Economically, I was not a whole

lot better off than the people I wanted to represent. My husband and I were both unemployed," Rep. Reeves related. Fortunately, he landed a good job right after the primary. She was overwhelmingly elected to her current state representative seat for the 13th district which includes much the same area as the 5th district which she served briefly in 1992. The district lines were redrawn.

The district is home to a distribution center for Farmer Jack/A&P, which is a large employer. Farmer Jack recently closed a supermarket which was located adjacent to senior citizen housing, leaving the district without a chain supermarket. To assist the seniors, Farmer Jack is now providing bussing to grocery stores twice a week. "We've worked with Farmer Jack to make sure that service is provided and is handicapped accessible," says Reeves.

She continues to operate the Food for Life Community Food Bank. It's a year-round food bank and she works with schools, Gleaners and The Hunger Action Coalition. They assist seniors, children and families in temporary need. "Most social programs aren't targeted for our district because the average socioeconomic status of our seniors is too high," says Reeves. She helped establish the food bank because many seniors fall under that average.

Rep. Reeves is married with three young children. She is working on her Theology Certificate. To reach the representative, call (517) 373-6990. You can email to her at treeves@house.state.mi.us or mail to State Rep. Triette Reeves, P.O. Box 30014, Lansing, Michigan 48909.

Helpful numbers to keep on hand

Michigan Department of Agriculture	1-800-292-3939
Michigan Liquor Control Commission	(517) 322-1400
Michigan Lottery	(517) 335-5600
WIC	(517) 335-8937
EBT Customer Service	1-800-350-8533
Food and Nutrition Service/Food Stamps	
Detroit	(313) 226-493
Grand Rapids	(616) 954-0319
Michigan Consumer and Industry Services	(517) 373-1580
Michigan Department of Treasury/Tobacco	(517) 241-8180
Michigan Department of Attorney General	(517) 373-1110

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Red Pelican Food Products	(313) 921-2500
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Strauss Brothers Co.	(313) 832-1600

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Variety Foods, Inc.	(586) 268-4900

PROMOTION/ADVERTISING:

Enterprise Marketing	(616) 531-2221
Huron Web Offset Printing	(519) 845-3961
J.R. Marketing & Promotions	(586) 296-2246
PJM Graphics	(313) 535-6400
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(586) 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, Eshaki & Youngblood	(313) 566-2500
Action Inventory Services	(586) 573-2550
AirPage Prepay & Talk Cellular	(248) 547-7777
American Mailers	(313) 842-4000
Andrews Brothers Inc.	
Detroit Produce Terminal	(313) 841-7400
AON Risk Services	(248) 359-6080
Bellanca, Beattie, DeLisle	(313) 882-1100
Binn & Binn Investment Co.	(248) 540-7350
C. Roy & Sons	(810) 387-3975
Canteen Services	(616) 785-2180
Cateraid, Inc.	(517) 546-8217
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Cherry Marketing Institute	(517) 669-4264
Container Recovery System	(517) 229-2929
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
Economy Wholesale	(313) 922-0001
The Employment Guide	(800) 752-8926 x230
Eskye Com, Inc.	(317) 632-3870
Financial & Marketing Ent.	(248) 541-6744
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Gadaleto, Ramsby & Assoc.	(800) 746-0166
Goh's Inventory Service	(248) 353-5033
Great Lakes Data systems	(248) 356-4100
J & B Financial Products LLC	(734) 420-5077
Karoub Associates	(517) 482-5000
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Metro Media Associates	(248) 625-0700
Michigan Bankard Services	(517) 323-6017
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
Quality Inventory Services	(586) 771-9526
REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
Sal S. Shimoun, CPA	(248) 593-5100
Salim Abraham, Broker	(248) 349-1474
Security Express	(248) 304-1900
Serv-Tech Cash Registers	(800) 866-3368
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
T.D. Rowe Corp.	(248) 280-4400
Telecheck Michigan, Inc.	(248) 354-5000
Traveler Express/Money Gram	(248) 584-0644
Venzon Wireless	(248) 763-1563
or	(517) 896-7000

Western Union Financial Services	(513) 248-4900
Westside Cold Storage	(313) 961-4783
Whitey's Concessions	(313) 278-5207

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Emie's Refrigeration	(989) 847-3961
Hobart Corporation	(734) 697-3070
Martin Snyder Product Sales	(313) 272-4900
National Food Equipment & Supplies	(248) 960-7292
North American Interstate	(248) 543-1666
Serv-Tech Cash Registers	(800) 866-3368
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:

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
Dolly's Pizza	(248) 360-6440
EBY-Brown, Co.	1-800-532-9276
Elegance Distributors	(517) 663-8152
Energy Brands	(231) 223-9451
Epstein Distributing Co.	(248) 646-3508
Fairway Packing Co.	(313) 832-2710
Fleming Company	(330) 879-5681
Food Services Resources	(248) 738-6759
Great North Foods	(989) 356-2281
Hamilton Quality Foods	(313) 228-1900
Hav-A-Bar	(810) 234-4155
I & K Distributing	(734) 513-8282
International Ice	(313) 841-7211
International Wholesale	(248) 544-8555
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6400
Kay Distributing	(616) 527-0120
Kingston Distributing	(989) 872-3888
Kramer Food Co.	(248) 851-9045
L&L Jiroch/J.F. Walker	(517) 787-9880
L B Enterprises	(517) 546-2867
Liberty Wholesale	(586) 755-3629
Lipari Foods	1-(586) 447-3500
M&L Distributors	(517) 623-0420
Mr. Dee's Gourmet Foods	(734) 747-8475
Mr. Pita	(586) 323-3624
Nash Finch	(989) 777-1891
National Bulk Foods	(313) 292-1550
Nikhlis Dist.	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Preferred Brands	(313) 381-8700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(313) 455-1400
Suburban News: Warren	(586) 756-4000
Flint	(810) 785-4200
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Maceri & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0220
U.S. Ice Corp.	(313) 862-3344
Value Wholesale	(248) 967-2900
Weeks Food Corp.	(586) 727-3535
Wine Institute	(313) 882-7630

ASSOCIATES:

American Synergetics	(313) 427-4444
Canadian Consulate General	(313) 567-2208
Livernois-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wilden & Associates	(248) 588-2358
Wolverine Golf Club, Inc.	(586) 781-5544



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