



FOOD & BEVERAGE REPORT

Associated Food Dealers
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Working hard for our members.

October 2001

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Nationwide

Nation's food retailers unite to support disaster relief effort

Donations of food, money and emergency assistance begins just hours after attack.

Food retailers across America have been responding to the recent terrorist attacks with donations of money, food, water, blood and other emergency assistance to rescue and relief efforts, according to the Food Marketing Institute (FMI).

"Time and again, food retailers across this great country have rallied together to help disaster victims," said FMI President and CEO Tim Hammonds

"This list was compiled just three days after the terrorist attacks and is just a sample of the outpouring of support from our industry,"

See Disaster relief, page 6



AFD urges Detroiters to get involved with Angel's Night

Over the past few years, and thanks to the thousands of Detroiters who volunteer, the City of Detroit has been able to greatly reduce the number of arson fires during the days surrounding Halloween.

This year, Detroit's 300th birthday, has seen tall ships sailing on its river, Stevie Wonder singing under the stars and the opening of an expanded science center. There is no doubt that Detroit is moving in the right direction. The city wants to continue that momentum and is once again asking for the help of its residents and businesses.

Every Halloween, the citizens and businesses of Detroit make a strong statement to would-be arsonists: We care about our city and we will protect it! Angels' Night 2001, scheduled for October 29 through 31 and led by Mayor Dennis W. Archer, will once again unite more than 30,000 concerned metro Detroiters in a common goal – to stop those who want to destroy the city.

Here's what you can do:
Adopt-a-Building – Volunteers will watch the vacant and abandoned commercial buildings that might become the targets of arsonists during the three-day Halloween period. The city is asking for volunteers to watch a vacant commercial structure for a six-hour period, from 6 p.m. to midnight on October 30 and call 9-1-1 to report suspicious activity.

Porch Light Program – Residents and businesses are asked to turn on the front and back outside lights between dusk and dawn on October 29 through 31.

Eyes and Ears – Businesses are needed to watch their neighborhoods throughout the Halloween period. Volunteers are asked to carefully watch their neighborhood, being aware when something out of the ordinary occurs and call 9-1-1 whenever something illegal happens; don't assume someone else will make the call. They should also become familiar with any vacant or abandoned structures in the neighborhood and make a point of checking on them as often as possible.

Other ways to help:
• Remove debris around the perimeter of your business.
• Notify your waste disposal company to empty your receptacle on **OCTOBER 30**.

• Carefully monitor your sale of products containing flammable liquid.

To volunteer call (313) 224-4415 or sign up on the City's website at www.ci.detroit.mi.us



With our Great Lakes, inland lakes and abundance of rich, fertile soil, Michigan harvests a wide variety of agricultural products. From apples to zucchini, we are fortunate to live in a state that provides a healthy variety of fruits, vegetables, meat, fish and fowl. Michigan is also a great state in which to do business. From the distributor that sells his products out of a station wagon to the food-manufacturing giants, Michigan is home to them all. Whether you were "Made in Michigan" yourself, or adopted this state as your own later in life, this funny,

mitten-shaped peninsula is your home and a great one it is.

In this issue we profile Michigan companies and provide information on products that are made in Michigan. We also feature a special section dedicated to Michigan wines. Take a look! There are many reasons that we can be proud of our state. We dedicate this issue to the bounty our soil provides and the food and beverage-related companies that choose to make this great state their home. Michigan product and business profiles begin on page 32.

Talking Turkey



Helping others has its rewards!

For the 21st year, AFD is sponsoring its annual Turkey Drive. The turkey drive committee has pledged to put a bird on the Thanksgiving table of over 1,700 Metro Detroit families that may not otherwise be able to enjoy this special meal.

You can make a difference! We always welcome your help in raising

funds and distributing turkeys. It is truly heartwarming to be a part of our annual Turkey Drive and to know that together, we have brightened the day for all these needy families. To help, or to make a donation, call Michele MacWilliams at (248) 557-9600.

A Toast to Michigan wines

Join us on Friday, October 26 for AFD's popular wine-tasting event, Toast Michigan: Savor the Flavor of Michigan Wines at the Excalibur Banquet Hall in Southfield from 5:00 to 8:30 p.m. Over 50 Michigan wines will be available for tasting from 17 different wineries.

Tickets are just \$30 per person and are available at the door or by calling AFD at (248) 557-9600.

Encourage your customers to attend and learn more about our state's wines! AFD can provide postcards and small posters to any store that would like to promote this event to their customers. More information and a program begin on page 28.

Visit our Web site at: www.afdom.org

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President's Message

America's new war is cause to unite



By Joe Sarafa
AFD President

As the rubble is cleared from the terrorist attacks of September 11, many of us are searching to make sense out of the chaos.

I truly believe that Americans are fundamentally decent, peace-loving and compassionate people. We struggle, particularly now, to know the right thing and to do it. And we are, the overwhelming majority of us, people of faith, believers in a just and loving God.

We are in pain now. We are mourning and we are in shock. Some may feel angry and want to lash out against Americans of Middle Eastern descent.

I pray that this doesn't happen. President George W. Bush, in his speech to Congress on September 20,

said, "no one should be singled out for their ethnic background or their religious faith."

Let no one turn against our own American brothers and sisters, regardless of race or religion. Instead, let's use these horrific events as stepping-stones to understanding.

Yes we are shaken, but we are not beaten. We must continue with our lives, building strength through unity.

If there ever was a time to forget our differences, this is that time. Right now, we must reach out to our neighbors and do whatever we can to help each other. Our industry has already rallied to aid those hurt by the attacks and I thank everyone who traveled to New York to lend a hand and those who gave money, sent products or donated blood.

Now it is time to help each other cope.

Show your patriotism by flying an American flag. Let your customers know that we stand together – regardless of race, creed or color – and that we share in the shock, concern and grief of these terrible events. If you don't have the ability to fly a flag, post a sign in your window to show support for our country.

Thank your local police and

firefighters. They are our true heroes, who risk their lives every day for our safety.

Help by giving blood. Call the Red Cross and make an appointment to donate blood. The Southeast Michigan phone number is 1-800-448-3543. Even though they have been bombarded with blood donations, they will still need more next month.

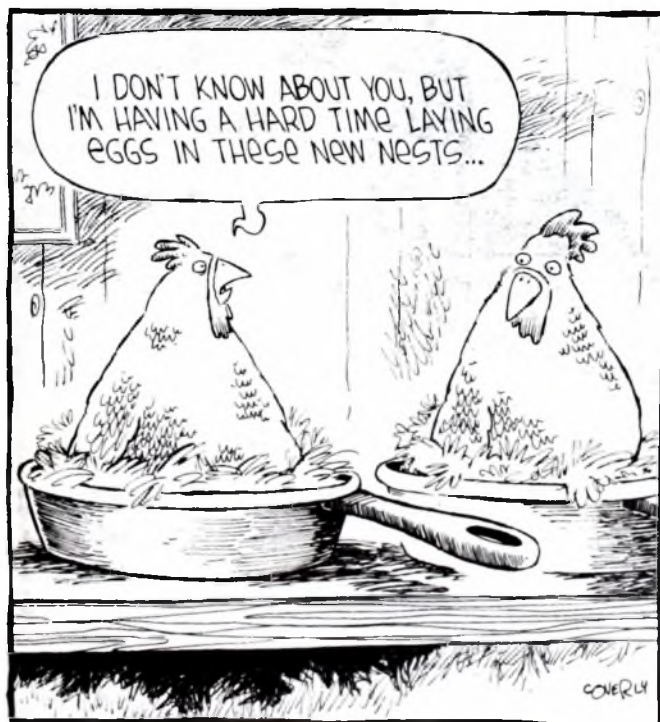
Donate money too. The Red Cross 1-800-435-7669 and the Salvation Army are both excellent organizations that are working to help those devastated by these events. To donate to the Salvation Army, put "bomb relief" in the memo portion of your check and send it to 16130 Northland Drive, Southfield, MI 48075.

You can get your customers and employees involved in the donation process by agreeing to match the funds that they give to the cause. Have them bring their donations to your place of business (checks preferred, made out to the charitable organization). Set a deadline for all donations. Keep a tally of the amount of donations and post a sign – that changes often – with the amount of money your employees and customers have donated and which your store will match.

Pray for the victims, their families and our country. Remember, above all, we are Americans and as Americans we will weep, we will mourn and we will rise in defense of all that we cherish. God Bless America!

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.

Sprouts—not meat—causing half of all food-borne illnesses

Sprouts, those crunchy little greens that liven up salads, can make you sick, and the odds are a lot higher that they are more dangerous and pathogen-laden than red meat.

Not that the meat industry wants to spread any bad news, but a new study reported by ABC News and published in August's *Annals of Internal Medicine* found that more than one-half of confirmed food-borne illnesses in California were linked to alfalfa or clover sprouts in 1996 and 1998.

The study investigated six multi-county outbreaks of bacterial infection in California from 1996 through 1998. There were 600 confirmed cases of disease and two deaths associated with eating sprouts. The study estimates that an additional 22,800 people were infected, but never realized that sprouts were the cause. The study's lead author, Janet Mohle-Boetani of the Los Angeles County Department of Health Services, reported that during the study periods, sprouts caused more outbreaks than any other food; though the common perception is that undercooked meat, and eggs and contaminated water supplies are usually at the top of the offender list when it comes to *E. coli* O 157:H7 and salmonella.

The seeds from which sprouts are grown are often the source of the bacteria. The seeds can be contaminated by irrigation water, fertilizer containing animal manure, or by grazing livestock. To grow sprouts, the seeds are put into a rotating drum and misted with warm water. They are left at room temperature to sprout, providing a perfect incubator to increase the population of bacteria that may be present. The sprouts are most often eaten raw on salads and sandwiches, leaving the bacteria unharmed. The Food and Drug Administration suggests cooking the sprouts in order to kill any bacteria that might be present. "In order to minimize risk for food-borne illness, avoid raw sprouts," said a spokesperson for the FDA. Washing sprouts is not effective, because bacteria on the seed can become internalized during sprouting.

The FDA recently released a consumer advisory for sprouts. Guidelines were also put in place for decontamination of seeds. All growers are required to sanitize the seeds chemically before growing sprouts. The FDA has also approved irradiation for decontaminating seeds, but not for sprouts.

Statement of Ownership

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AFD works closely with the following associations:



Calendar

October 22-24

Discover Food Safety Solutions
2001 International Food Safety Congress
(312) 715-1010, ext. 368

October 26

"Toast Michigan," all-Michigan wine tasting
Excalibur Banquet Center
Southfield
(248) 557-9600

October 28-30

Produce Marketing Association Convention
Philadelphia, Penn.
1-800-456-2753

November 28-29

Americas 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
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Spartan Stores announces two new community and education support programs

In August, Spartan Stores, Inc., introduced two new community and education support programs that will provide needed dollars to non-profit organizations and schools throughout Michigan and Ohio.

On August 20, Spartan Store customers had their first opportunity to enroll in the programs that allow them to choose a favorite school, church, or non-profit community group to receive a percent of their monthly shopping expenses, donated by Spartan Stores.

"The potential of this program to raise needed dollars for our communities and schools is exciting and we hope it will be a valuable tool in helping non-profit organizations and schools fund their programs and purchase the equipment they need to achieve their goals," said James B. Meyer, Spartan Stores, Chairman, President and CEO.

The first program called eScrip designates between 1-2% of an individual or family grocery expense each month for up to three non-profit organizations of their choice. Spartan Stores will then provide those designated dollars to the participating organizations throughout the year. The designated non-profit groups and schools also need to enroll in the program.

The second program called Extra Credit for Education allows shoppers to designate the school of their choice to "earn" extra credit from their monthly grocery purchases. Each time a shopper totals their grocery bill, one percent of the net amount of that transaction—minus sales tax and purchases of money orders, lottery tickets, postage stamps, alcohol and tobacco—will be credited from Spartan Stores to the school selected by the shopper. Schools accumulate credit between September 9 and March 23, 2002, then exchange it to purchase items such as computers, TV's, globes, maps, software, musical instruments, art supplies, etc.

The process is simple and easy. Shoppers sign up for the programs in one of their neighborhood Spartan owned stores, Family Fare Supermarkets, Great Day Markets, Ashcraft's Markets, Glen's Markets, Prevo's Family Markets, and Food Town and participating Spartan supplied stores. They receive an electronic key tag with their

designated school or community group recorded on it. Each time a shopper "scans" the key tag at checkout, the school or non-profit group they've chosen begins the electronic accrual of dollars and credit toward educational equipment, special programs and projects, even tuition. Schools and community groups are also being contacted to enroll in the program.

Pepsi Bottling to expand Pepsi Twist

Lemon-flavored soft drink goes nationwide after test market success.

Pepsi Bottling Group Inc., the largest bottler of PepsiCo Inc. beverages, will continue to sell lemon-flavored Pepsi Twist and Diet Pepsi Twist, expanding sales nationally starting in the fourth quarter, according to *Bloomberg News*.

Pepsi Bottling said in April it would sell the flavored soft drinks in some markets from Memorial Day to Labor Day, the peak summer-selling

season. PepsiCo, the second-largest soft-drink maker, owns about 40 percent of Pepsi Bottling.

The company decided to sell the drinks nationwide because they did so well in test markets, said CEO Craig Weatherup. Coca-Cola Co. introduced Diet Coke with lemon last month, in order to compete with PepsiCo Inc. on the lemon-flavored front.

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Disaster relief Continued from front page

says Joe Sarafa, president of the Associated Food Dealers of Michigan. "Many food manufacturers and independent retailers are donating their time, resources and money as well. As our hearts go out to the victims and their families, we commend the industry for its immediate and broad response," he adds.

Some examples of the ways food retailers are providing assistance:

- * Albertson's, Inc., Boise, ID and the American Red Cross have joined forces to support disaster relief efforts for those affected by the terrorist attacks, including in-store fundraising

and blood drives. The fundraising program will run for at least four weeks, and the company has pledged to match all funds raised up to \$50,000. All money collected will be donated to the American Red Cross National Disaster Relief Fund.

- * Ahold USA, Sterling, VA and its chain member companies has launched the American Heroes Fund. Customers are asked to make contributions, which Ahold is matching up to one million dollars.

- * Clemens Markets, Kulpsville, PA is collecting donations and conducting a clothing drive. The company is also flying American flags at all of its stores in a demonstration of solidarity.

- * Farm Fresh Markets, Virginia

Beach, VA announced that it is doing all of the following: Print advertising support to promote American Red Cross blood drives; radio broadcasts to promote blood and money drives at Farm Fresh stores; refreshments for all Red Cross blood drives and lunches for Red Cross volunteers; donation of \$5,000 from the Farm Fresh Charitable Foundation to relief efforts; a 13 hour live broadcast with WVEC-TV Channel 13 to raise money; ongoing collections at all 37 Farm Fresh stores through front end registers – more than \$63,000 raised so far; and sponsorship of a major event to assist the Red Cross at the end of the month.

- * Fleming Companies, Inc., Dallas,

TX is working with the American Red Cross on blood donations, volunteering, monetary and in-kind contributions. The company will also match associates' financial contributions to the Red Cross. Additionally, Fleming announced that its company-owned stores – including Food4Less, Rainbow Stores and Yes!Less – will be accepting customer donations for relief operations.

- * The Great Atlantic & Pacific Tea Company, Inc. (A&P), Somerset, NJ said that its U.S. supermarkets will accept donations to benefit the American Red Cross Disaster Relief Fund. Customer donations, in the form of cash or checks are being accepted at the courtesy counters in all stores. A&P also made a corporate donation to the fund.

- * Harris Teeter set up areas in each of their stores to collect needed items that will be sent to affected areas. The stores located in the area of the Pentagon have provided supplies, food and water for the clean up and

Nation's food retailers unite to support disaster relief effort

rescue effort and personnel.

- * Heinen's, Inc., Warrensville Heights, OH has donated gift certificates and other merchandise as prizes for a company wide, associates only raffle with all proceeds going to the Red Cross.

- * Kroger Co., Cincinnati, OH is accepting donations to benefit the American Red Cross Disaster Relief Fund. Shoppers can round up their grocery bills or make a donation via check or credit card. One hundred percent of the donations will be provided to the fund.

- * Lowe's Food Stores, Inc., Winston-Salem, Inc. is accepting customer donations for the American Red Cross.

- * Marsh Supermarkets, Indianapolis, IN is promoting a day of prayer and mourning and the wearing of red, white and blue. In addition, the company is inviting customers to donate one dollar at checkout by adding it onto their bill. Proceeds benefit the American Red Cross.

- * Minyard Food Stores, Inc., Coppell, TX is collecting money for the American Red Cross and hosting radio broadcasts at retail locations to promote customer donations.

- * Neimann Foods, Quincy, IL is selling t-shirts for five dollars with all proceeds going to the Red Cross.

- * Pathmark Supermarkets, Carteret, NJ announced two programs for people affected by the recent tragedy at the World Trade Center. Customers may contribute up to \$5 at all Pathmark Supermarkets by using in-store scan cards, with collected funds sent to American Red Cross Disaster Relief. Pathmark also is donating truckloads of vital products to help the victims of the disaster as well as providing food and other



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materials to the rescue workers.

* Price Chopper, Schenectady, NY is implementing a chain-wide disaster relief program in all stores. This program, entitled "My Help Counts," will allow customers to make cash donations at the checkout register. All proceeds will go to the American Red Cross. In Albany, the company will partner with Channel 13 to raise funds.

* Publix Super Markets, Lakeland, FL is offering customers the opportunity to donate money to the American Red Cross. The company's Atlanta division is also supporting blood drives by donating refreshments to the donors.

* Randall's Food Markets and KPRC-TV, Channel 12 in Houston have partnered to offer the "Neighbors in Need" fundraising program in all Houston-area Randall's stores. All proceeds from one- and five-dollar scan cards purchased by Randall's customers will go to the American Red Cross National Disaster Relief Fund.

* Safeway, Inc., Pleasanton, CA is raising money for the American Red Cross through its 1,750 stores across the country. Signs encourage both shoppers and employees to make contributions. All Safeway, Vons, Dominick's, Randall's, Tom Thumb, Carr's and Genuardi's stores are participating in the fundraising efforts. In addition, Safeway's Eastern Division has donated a significant amount of emergency merchandise, such as water, batteries, milk and other food items to the Red Cross and the Salvation Army, as well as local fire departments in the Washington, D.C. and Northern Virginia areas.

* Shaw's Supermarkets, Inc., East Bridgewater, MA is working with the American Red Cross and America's Second Harvest to raise funds and donations.

* ShopRite, Carteret, NJ has made a contribution of \$100,000 to establish a fund to benefit the families and individuals who have been impacted by this terrible disaster. Customers can make donations to the fund at any ShopRite store. Cashiers have the ability to add \$2 and/or \$5 to the customer's purchase. Donations will be distributed to victims through the Salvation Army and the American Red Cross. Additionally, the company has provided the New York and New Jersey law enforcement, area hospitals and rescue squads with food, bottled water, diapers, formula and transportation in addition to other supplies requested.

* Spartan Stores, Inc., Grand Rapids, MI, placed the familiar red kettles associated with The Salvation Army outside their Family Fare, Prevo's, Glen's, Ashcraft's and Great Day stores in West and North Michigan. Cash donations will be accepted and donated to The Salvation Army for distribution to relief efforts in those cities. In addition, Spartan Stores will make a cash donation of \$15,000 on behalf of the company and their associates to

the disaster relief effort.

* SUPERVALU, Inc., Minneapolis, MN donated \$25,000 to the American Red Cross to assist in the disaster relief efforts. In addition, localized efforts are being organized at SUPERVALU distribution centers and stores across the country, including blood drives and product donations. All SUPERVALU retail companies are coordinating their efforts through the Red Cross.

* Wegmans Food Markets, Rochester, NY launched a checkout donation program that allows customers to donate one dollar or more to the American Red Cross Disaster Relief Fund. The chain also reports that stores in each of its market areas are providing food and

beverages to local American Red Cross chapters. The company's efforts began with four Wegmans tractor-trailers arriving in New York City. Three of the trucks were filled with cots, blankets, and pillows that were requested by New York City Police from a Rochester-area police-supply company. The fourth was filled with \$16,000 of products Wegmans donated. The company worked directly with the NYC Red Cross to identify needed items, including paper products, hand sanitizers, plastic utensils, food and beverages. The trucks received a NY State Police escort in order to be sure they arrived to their appointed destination.

* Winn-Dixie Stores, Inc.,

Jacksonville, FL has an "Even-It-Up" program to benefit the American Red Cross Disaster Relief Fund. Customers may even their total up to the next dollar and Winn-Dixie will make up the difference as a donation. Customers may also make a donation in any amount and add it to their bill. The proceeds will be given directly to the Fund.

For the latest information on rescue and relief efforts, please visit the websites of the American Red Cross (www.redcross.org), the Salvation Army (www.salvationarmy.org), United Way of New York (www.uwnyc.org), Federal Emergency Management Agency (www.fema.gov) and America's Second Harvest (www.secondharvest.org).

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MLCC meeting holds useful information

Dear AFD Members: Two times each year the Michigan Liquor Control Commission holds an open meeting, where anyone can attend. As immediate past chairman of the Liquor Control Commission Advisory Committee, I felt that the minutes from this meeting were particularly important to AFD members. The next open meeting will be in December. AFD will continue to keep you abreast of MLCC's decisions.

— Joe Sarafa, AFD President

Minutes of the monthly meeting of the Michigan Liquor Control Commission

Held: Wednesday, July 11, 2001
Best Western of Sault Ste. Marie,
Sault Ste. Marie - 10:10 a.m.

Present: Daniel J. Gustafson,
Chairman; Walter R. Keck,
Commissioner; Claudia L. Gartin,
Commissioner; Ena Weathers,
Commissioner; James M. Storey,
Commissioner; Julie Wendt, Director
of Licensing; Kenneth Wozniak
Commission Aide; Mark Smith,

Director of Enforcement Division;
Linda LeBombard, Enforcement
Division; Kim Peters, Enforcement
Division; Irene Mead, Asst. Attorney
General; Sharon Martin, Commission
Aide; Lori DeClercq, Hearing
Reporter; Jean Allison, Server
Training Coordinator

The meeting was called to order by
Chairman Gustafson.

**MOVED BY COMMISSIONER
KECK, SUPPORTED BY
COMMISSIONER WEATHERS,
AND UNANIMOUSLY CARRIED,**
that the minutes of the Commission
Meeting of May 9, 2001, be approved
as written and presented.

Commissioner Weathers advised
that she has been attending the
monthly meetings of the Michigan
Coalition to Reduce Underage
Drinking (MCRUD) and that current
projects include: for about the past
three weeks MCRUD has been
sending support letters to retailers who
have been successful in decoy
operations; establishing an 800
number to the MLCC for citizens to
report any underage drinking;
establishing a web page to report any
incidents of intoxicated persons or
other violations of the liquor law.

Mr. Wozniak reported on

legislative activity. He advised that
according to the 2000 census the
population of Detroit has declined to
951,000 and House Bill 4873 would
lower the population requirement in
Section 916 of the Code to 750,000
to exempt Detroit from local approval
of dance permits, entertainment
permits, and topless activity permits;
Senate Bill 338 provides for video
gaming in race tracks and on-premise
liquor licensed establishments with a
limit of 5 video gaming machines per
liquor licensed establishment; Senate
Bill 339 allows the Commission to
investigate violations of the Video
Gaming Act and to suspend or revoke
a license or impose a fine of up to
\$300 for violations of gaming statutes
or rules; Senate Bill 357 which would
allow the issuance of SDM licenses
to persons owning or operating gas
station convenience stores with 900
square feet of retail space or an
inventory of at least \$10,000 of
qualifying merchandise; Senate Bill
527 adds Section 206 to require the
Commission to integrate an on-line
ordering system for placing spirit
orders with Authorized Distribution
Agents (ADAs) by July 1, 2002.

Mr. Wozniak added that House
Bill 4200 which would increase the
penalties for minors who purchase,
attempt to purchase, consume, or
attempt to consume or attempts to
possess alcoholic liquor to include a
90-day imprisonment passed the
House and has been forwarded to the
Senate Judiciary Committee; House
Bill 4540 which would exempt the
Commission, ADAs, and wholesalers
licensed by the Commission from the
requirements of the General Sales
Tax Act to report tax exempt sales
passed the House on May 8; Senate
Bill 331 which provides for the
issuance of a Class G-1 license for
the sale of beer, wine and spirits, or a
Class G-2 license for the sale of beer
and wine, to members only at a
privately owned golf course passed
the Senate 33-2 and has been referred
to the House Committee on
Regulatory Reform. He stated that a
House resolution was introduced on
June 21 by Detroit area legislators
urging the Commission to halt the
transfer of SDD licenses in the City
of Detroit because of over-licensing.

Mrs. Martin reported on hearing
and appeal activity. She advised that
162 violation hearings were
conducted in May; there were 688
violation complaints pending hearing
and 247 violation complaints pending
disposition; there were 252 violation
dispositions in May; 131 decisions
were rendered through hearings and
121 acknowledgements were
processed. Mrs. Martin advised that
247 licensed establishments were

fined in May resulting in total fines of
\$127,680.00 and that 26 licensed
establishments received license
suspensions. She stated that 293
violations were submitted in May.

Ms. Wendt reported on Licensing
Division activity. She advised that as
of April 30, 22,350 retail licenses
were renewed for 16,150 retail
businesses; 325 licenses were renewed
in the office from April 16 through
April 30; 1,083 delayed renewals were
processed in May. Ms. Wendt stated
that the Department of Treasury
forwarded 257 requests for a stop on
renewal of liquor licenses for
outstanding state tax payments and
that, as of June 25, \$9,936,808 in
outstanding tax liability was due and
owing and that currently 31 accounts
are outstanding in the amount of
\$1,566,557. She advised that 37 of the
50 development district licenses
authorized under MCL 436.1521 have
been issued; and that 3 of the 20 resort
licenses authorized under MCL
436.1531(4) have been approved, 7 of
the 10 resort licenses authorized under
MCL 436.1531(3) have been
approved.

Mr. Smith reported on Enforcement
Division activity. He advised that 896
violations were reported by
Enforcement investigators from
January-May, 2001, compared with
917 for the period January-May, 2000;
local law enforcement agencies
submitted 503 violations during
January-May, 2001, compared with
553 for the period January-May, 2000;
Enforcement investigators
investigated 1,104 complaints during
the first five months of 2001,
compared to 932 for the same period
in 2000. Mr. Smith stated that 1,583
controlled buy stops were conducted
from January-May, 2001 (1,515 for
the same time period in 2000)
resulting in 466 violations and of
these violations, 49% of the clerks
requested and checked valid
identification prior to the sale. Mr.
Smith stated that license application
investigations have increased from
945 last year to 990 this year.

Mrs. Allison presented two
proposed Orders for the
Commission's consideration to
appoint Health Communication, Inc.
and the Michigan Licensed Beverage
Association as administrators for their
server training programs. After
discussion, **IT WAS MOVED BY
COMMISSIONER KECK,
SUPPORTED BY COMMISSIONER
GARTIN, AND UNANIMOUSLY
CARRIED,** that the request of Health
Communications, Inc. for appointment
as an authorized administrator for its
server training program known as
TIPS (Training for Intervention
Procedures) and the request of the

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Michigan Licensed Beverage Association for appointment as an authorized administrator for its server training program known as TAM (Techniques of Alcohol Management), be approved in accordance with the provisions of MCL 436.1906, effective August 1, 2001. Copies of the Orders are on file in the Commission's supplemental minutes record.

Discussion took place on the request of Attorney Jay Yelton, III, on behalf of National Wine & Spirits, for a Declaratory Ruling on the applicability of Sections 603, 609, 205(3) of the Michigan Liquor Control Code and Rule 436.1035 of the Commission's "General" rules to a specific situation where one entity is serving as the Authorized Distribution Agent, wholesaler and broker for a particular supplier. Mr. Wozniak advised that Mr. Yelton submitted a similar request on March 30, 2001 which was denied by the Commission on April 24, 2001 since a lawsuit had been filed in federal court on these issues; subsequently, the lawsuit has been dismissed and Mr. Yelton has resubmitted the request for a Declaratory Ruling.

Mr. Yelton addressed the Commission and advised that the Declaratory Ruling questions the application of the three-tier distribution system (supplier, wholesaler, and retailer) to the privatized distribution system which utilizes Authorized Distribution Agents (ADAs) for the delivery of spirit products. He questioned whether the statutes prohibit an ADA from acting as ADA, wholesaler, and broker for a particular supplier and delivering both wine and spirit products from the same vehicle. Mr. Yelton further questioned the practice of an ADA sharing with its suppliers the cost savings associated with transporting wine and spirit products in the same delivery vehicle.

After discussion, IT WAS MOVED BY COMMISSIONER KECK, SUPPORTED BY COMMISSIONER STOREY, AND UNANIMOUSLY CARRIED, that the request of Attorney Jay Yelton, III, on behalf of National Wine & Spirits, for a Declaratory Ruling on the applicability of Sections 603, 609, 205(3) of the Michigan Liquor Control Code and Rule 436.1035 of the Commission's "General" rules to a specific situation where one entity is serving as the Authorized Distribution Agent, wholesaler and broker for a particular supplier, be issued. A copy of the request is on file in the Commission's supplemental minute record.

MOVED BY COMMISSIONER KECK, SUPPORTED BY COMMISSIONER WEATHERS, AND UNANIMOUSLY CARRIED, that the meeting adjourn. Time of adjournment - 11:01 a.m.

Imported candy pulled from store shelves

Hundreds of retailers nationwide have pulled a popular jelly candy from store shelves after the government warned Americans that the product, imported from Asia may be a choking hazard. The candy has been linked to the deaths of three U.S. children, according to the Associated Press.

The Food and Drug Administration issued a statement on Friday saying it was still investigating the candy, sold under a variety of names such as Jelly Yum and Fruit Poppers.

The FDA learned of the candy concern last week and began investigating whether the products should be removed from stores. But while that probe continues, agency officials decided that consumers needed to be warned.

The candy is linked to the deaths of two children in California and a third in Washington, as well as more than a dozen deaths worldwide. In the California cases, rescue workers said they couldn't dislodge the sticky gel from the children's throats.

The gel candies are individually

paced in small, soft plastic cups. The brightly colored candies have become popular over the last two years among American children after they met with success in Asia.

The sweet gel, called conjac jelly, usually comes with a piece of fruit inside. Health officials warn the gel does not readily dissolve in the mouth.

Some jars carry a label warning that the candies are not safe for children under age 6, others age 3; still others bear no warning.

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Fleischmann's Royal Rasp.	750	9591-6	12	5.94	6.06	7.12
Fleischmann's Royal Orange	1.75	9588-6	6	12.31	12.55	14.75
Fleischmann's Royal Orange	750	9627-0	12	5.94	6.06	7.12
Fleischmann's Royal Lime	1.75	9139-0	6	12.31	12.55	14.75
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Tobacco firms to cut back global ads, marketing

The three largest multinational tobacco companies, under mounting pressure from governments worldwide, plan to announce today that they will curtail some of their global advertising and marketing practices, the Wall Street Journal reported in its online edition.

Philip Morris Cos. in the U.S., British American Tobacco Plc in the U.K., Japan Tobacco Inc. and four smaller cigarettemakers have together agreed to adhere to minimum global standards that will, among other things, effectively pull their ads off television and radio and eliminate celebrity endorsements, adds Reuters.

According to the newspaper, the companies began negotiating the current, voluntary pact early last year as the United Nations public health agency, the World Health Organization, stepped up efforts to promote a global treaty to curb cigarette smoking. A draft of the treaty, called the Framework Convention on Tobacco Control, is still being drafted by delegates from 191 countries and so far calls for strict, enforceable limits on tobacco marketing.

Though the companies' new standards tighten marketing restrictions in countries where there currently are few, some of the

measures are less stringent than those the tobacco firms follow in the U.S., Canada, Western Europe and even in some developing countries, the report said.

In the U.S., for example, cigarettemakers not long ago agreed, as part of a 1998 settlement with state governments, to halt advertising on billboards. They have been

banned from television and radio advertising for years. Under the new international plan, however, billboards are still permissible if they are located more than 100 meters from schoolyard perimeters. Thailand has banned all cigarette advertising—an option being considered in other nations, the article said.

The companies pledge to halt ads

that suggest that smoking enhances popularity or athletic, professional or sexual success. The companies also agreed not to use advertising "aimed at" or with "particular appeal to" youth. Another measure specifies that clothing imprinted with cigarette brands be made available only in adult sizes, according to the newspaper.

Fast casual becomes customer favorite

Many Americans weaned on McDonald's Big Macs and Burger King's Whoppers, are sidling away from traditional fast food and stepping into a relatively new breed of restaurant chains claiming to balance quick counter service with the menu and atmosphere of a casual restaurant.

Throughout the United States, better-than-drive-thru, without touching not-quite-sit-down restaurants are sprouting up under the industry rubric, "fast-casual," the Chicago Tribune reports. Bakery and sandwich shop Panera Bread and deli chain Schlotsky's Inc. are two of the hottest restaurant companies in this emerging category.

"People who have grown up on fast food are now older, they have

more money in their pocket, but they still want and need the speed and convenience of fast food," said consumer analyst Bob Sandelman, president of Sandelam and Associates.

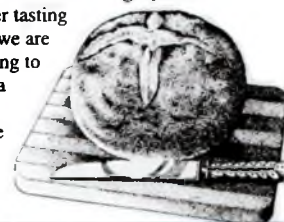
Fast-casuals raked in \$1.3 billion in sales in 2000, according to Chicago-based food service and restaurant consulting firm Technomics. The trendy stops are customer favorites across the country, repeatedly scoring higher than fast-food chains in quality and service despite their higher prices, which can run \$12 and up.

Mexican chain Chipotle Grill, whose Web site reads "Mexico on \$5 a day," may charge that much for its standard burrito. But make the burrito a meal with chips, guacamole and a beer and the check jumps to around \$10.

Lunch at Panera Bread averages

about \$6, double the average fast-food check, but half the price of a casual dining tab, said Panera CFO, William Moreton.

Even in the midst of a slowing economy, industry experts said the more expensive fast-casuals will flourish. "It's just part of a larger trend," said St. Joseph University food marketing professor John Lord. "There is an increasing emphasis on time. We want things quicker and better tasting and we are willing to pay a little more for it."



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Hot Stuff	JA-01700-V	41200-01700-9
BBQ	JA-00300-V	41200-00300-2
Salt & Sour	JA-01741-V	41200-01741-2
Zestidos Nacho	JA-01460-V	41200-01460-2
O-KE-DOKE Cheese	JA-00805-V	41200-00805-2
Popcorn		

October 1st - November 4th



Is it true what they say about the green ones?

Since the early 70's the rumors about the aphrodisiac powers of green M&M's have been circulating from college campuses to city streets. "We actually find it pretty amusing," says M&M/Mars' Michelle Weese. "The company line is that we neither confirm nor deny that the rumor is out there."

Instead the company is using the urban myth in it's newest advertising campaign. The sexy M&M character, Green, was introduced in 1997, and has been in two recent television commercials. One in which she is in her trailer without her shell as her embarrassed producer walks in and the other as a pin-up on the wall of a teenager whose parents are confused and concerned.

The ad campaign suggestively titled, "What is it about the Green ones?", will run through the fall and feature green M&M's stamped with the Green's come-hither face, tucked into M&M bags starting this month.

Coke said to be eyeing Nantucket Nectars

To compete with PepsiCo Inc. in the burgeoning alternative drinks market, Coca-Cola Co. may be preparing to acquire the Nantucket Nectars line of juice and tea products, analysts told Reuters. Alternative drinks, also known as "functional beverages," include bottled waters, all-natural juices and teas containing ginseng and other herbs. The market is estimated to be worth \$5 billion annually.

Atlanta-based Coca-Cola, the world's No. 1 soft drink company, has come under pressure in recent months to respond to some deals that appear to have given Purchase, N.Y.-based Pepsi a lead in this segment, Reuters says. Last year, Pepsi paid an estimated \$370 million for a majority stake in South Beach Beverage Co. and control over the SoBe line of herb-spiked fruit, energy and tea drinks. Pepsi also acquired the Gatorade sports drink through its acquisition of Quaker Oats Co.

Kellogg, Disney make pact

Kellogg Co. and Walt Disney Co. have signed a multiyear accord to jointly develop and sell cereal. Pop-Tarts pastries and Eggo waffles based on Disney characters. The co-branded breakfast products will be in stores next year. — *Ad Week*

Egg warning coming to store coolers

Unpasteurized eggs must now carry a new warning label that is being mandated by the US Food and Drug Administration (FDA). The label, aimed at consumers, is designed to prevent cases of Salmonella enteritidis, the cause of 300,000 illnesses in the U.S. each year.

The wording of the label reads: "To prevent illness from bacteria, keep eggs refrigerated, cook eggs until yolks are firm and cook foods containing eggs thoroughly."

Tax rebate hasn't raised Wal-Mart sales

Wal-Mart Stores Inc. confirmed at an analysts' meeting that U.S. tax rebate dollars have not had a huge impact on its sales, Reuters reports. Wal-Mart spokesmen said the company expects consumers to continue to watch their budgets closely in the second half of the year.

The company, which is cashing the rebate checks at no charge, said that sales increases occurred mostly on high-priced, low-margin items like computers and televisions.

Group asks FDA to ban Ephedra

The Public Citizen Health Research Group filed a petition Sept. 5 asking the FDA to ban dietary supplements containing ephedra, widely used in more than 200 products designed to increase energy and help users lose weight. The group cites data from the American Association of Poison Control Centers that show adverse events linked to ephedra increased to 407 in 1999 from 258 in 1998 and 211 in 1997. The supplement has been linked to heart attacks, strokes and other health problems. — *MSNBC*

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News Notes

P&G remaking its biggest global brand

Procter & Gamble is retooling its biggest global brand — Pampers — with a three-product series named Pampers Baby Stages, launched in Europe in late August. A relaunch of Pampers Premium in North America is possible; the company hopes the effort will tighten the sagging diaper business. — *The Cincinnati Enquirer*

ConAgra recalls mislabeled soups

ConAgra Grocery Products is recalling 290,000 pounds of chicken

and rice soup because the label doesn't list eggs or wheat flour, two common allergens. The products are sold under the name Healthy Choice Soups, Chicken with Rice. — *Associated Press*

Wal-Mart to stop accepting Interlink debit-cards

Wal-Mart Stores Inc. will not accept the Interlink network debit-card system, starting Oct. 13, because Interlink doubled its transaction fees. Interlink is owned by Visa International. — *Associated Press*

Scientists debate health benefits of chocolate

The British Heart Foundation has dismissed results of a study that suggest chocolate is good for the heart, calling the message reckless. The study — headed by Carl Keen, professor of nutrition and internal medicine at the University of California — shows that eating chocolate rich in flavonoids can have positive cardiovascular effects. — *BBC News*

Bad economic times are good times for coupons

According to the *Detroit News*, retailers and manufacturers are showing a renewed interest in the use of coupons to stimulate the sluggish retail side of the economy. This move is being well received by weary consumers with coupon use being up in the first half of the year. This is in line with what has happened during previous economic downturns. A study by NCH NuWorld Marketing, a coupon-processing and promotion company, found that coupon redemption rates were higher during economic slowdowns in 1980-83 and in 1990-91. NCH estimates that 81 percent of the U.S. population uses coupons, and 25 percent of those shoppers will frequently use coupons.

Supermarkets the star of pharmacy growth

According to a new report by the Food Marketing Institute, supermarkets led the pharmacy industry in terms of retail pharmacy growth. The report, *Report From the 2001 Supermarket Pharmacy Survey*, reveals that supermarkets led the pharmacy industry in growth in terms of both market share and prescription volume in 2000. According to Janice Jones, director of research at FMI, pharmacies increase traffic and provide a marketing tool for the entire store by cross-merchandising products and providing nutrition and diet information. There are about 8,800 supermarket pharmacies in operation, or about 17 percent of all the retail pharmacies in the U.S. are located in supermarkets. FMI predicts that 68 percent of all new supermarkets will contain a pharmacy. During 2000 supermarket pharmacies had sales of \$16.9 billion.

U.S. workers putting in longer hours

A report by the International Labor Organization, an agency of the United Nations, has found that Americans worked more last year than workers of other industrialized nations and more than those in developing nations, except for South Korea and the Czech Republic.

Traditionally, developing nations show higher worker-hour rates because of their transition to a market economy. U.S. workers now work more hours than those in former workaholic Japan.

— *The Washington Post*

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Frito-Lay launches three new snack kits

Frito-Lay Inc. has rolled out three snack kits, featuring top brands of chips with complementary dips in one convenient package: Doritos Nacho Cheesier Dip and Chips, Wavy Lay's Original Potato Chips and Ranch Dip and Fritos Scoops and Chili Cheese Dip.

These new snack kits will create a "powerful" kit portfolio, which currently features Tostitos and Cheese Dip, the No. 1 selling Frito-Lay snack kit, and Ruffles Original Potato Chips and French Onion Dip, launched in April 2001, says the Plano, Texas-based snack company.

The new Frito-Lay Snack Kits will be sold for \$1.99 each and will be available nationwide in early September in convenience stores, supermarkets and mass merchandisers. Frito-Lay is the snack food division of PepsiCo Inc., Purchase, N.Y.

The company's first snack kits, which do not require refrigeration, were launched nationally in early 2000. The outer packaging doubles as a serving tray and provides a protective barrier for the chips and dip inside, making them portable enough to survive a trip to the office or soccer field.

Change in Michigan's Liquor Code

Gov. John Engler is expected to sign a bill into law that will change Michigan's liquor code to allow restaurant servers to sample wine. Until now the law prohibited such sampling at places holding a commercial license unless a wine distributor organized the tasting.

The law, which is a blanket prohibition against sampling includes servers. It's original intent was to prevent bars and restaurants from giving away alcohol. Thirty-six other states allow customers and employees to sample wine. Matt Prentice, president of Unique Restaurant Corp., has led the fight to change the law after he received a violation for giving away a bottle of pinot noir in a contest. That's when he found out that the law also prohibits employee sampling.

"I taste with my staff before every shift," Prentice said. "I know the reason for the law. At one time, people were abusing the system, having all-you-can-drink nights for \$5. But how dare they tell me I can't educate my staff," he was quoted as saying in *Crain's Detroit Business*.

Other fine-dining establishments have found the law difficult to obey. Restaurant staff need to know which wines go with food because customers often ask for recommendations. Organizing formal tastings with a distributor is impractical and can be expensive.

Lottery Bureau gives ultimatum

Facing its second straight year of declining ticket sales, the state Lottery Bureau is telling retailers to either put up or give up.

Acting Lottery Commissioner James Kipp has sent a letter to 361 of the state's 6,700 retailers who sell tickets for jackpot drawings, telling them the bureau could impose a fine or pull the terminals that produce the jackpot tickets if they don't increase sales. This terminal would then be moved to another store. According to

the Lottery, the retailers targeted have consistently missed the \$1,200 weekly minimum sales quota during the first six months of 2001.

The decline in ticket sales, down nearly \$94 million from last year, has been blamed on three factors: the slowing economy, competition with casinos and "jackpot fatigue," a phenomenon when its players won't buy lottery tickets until jackpots swell to more than \$50 million.

Welch's introduces "consumer-friendly" juice size, packaging New 10-oz. polypropylene bottle to hit c-stores this month.

Welch's says that it has become the first major juice company to offer a 10-oz. plastic bottle for its line of single-serve products, including 100% juices, juice cocktails and juice drinks.

The new polypropylene bottle is resealable and shatterproof, adds the Concord, Mass.-based firm.

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New flagship store for Spartan

Spartan Stores, Inc. is pleased to announce its intent to build a new 50,000 square foot grocery store in Wyoming, Michigan. The new store will be built on the site of the former Montgomery Ward department store at Roger's Plaza at 28th Street between Clyde Park and Michael SW. The current structure will be razed to allow for the construction of the new grocery store which is expected to be completed in Fall, 2002. The plan will be considered by the city of Wyoming Planning Commission.

The new Spartan Store will be a

key retail site for the city of Wyoming's "town center" concept and serve as an anchor store for the shopping plaza.

"Spartan Stores is very pleased to be able to build our flagship store right here in West Michigan. We are also excited about being part of the city of Wyoming's re-development plans," said James B. Meyer, Chairman, President and Chief Executive Officer of Spartan Stores, Inc.

This new flagship store will be one of Spartan Stores' largest and feature

an innovative décor with a focus on product freshness and convenience. Consumers will enjoy fresh seafood, an extensive bakery and deli as well as products from around the world. There will also be a specialty market with "Food to Go," to meet the changing needs of today's families. All of this will be in keeping with Spartan Stores' neighborhood market philosophy.

Development of the new Spartan Store also will mean the creation of more than 100 new permanent jobs plus an undetermined number of

construction jobs over the next year.

This new store is part of Spartan Stores, Inc. business strategy to develop and acquire retail stores in Michigan and Ohio. Since 1999 Spartan Stores, Inc. has acquired or developed 127 retail grocery and pharmacy stores in Michigan and Ohio and is now the largest publicly traded grocery retailer headquartered in West Michigan.

Based in Grand Rapids, Michigan, Spartan Stores, Inc. (Nasdaq:SPTN) owns and operates 102 supermarkets and 25 deep-discount drug stores in Michigan and Ohio, including: Ashcraft's Markets, Family Fare Supermarkets, Food Town, Glen's Markets, Great Day Food Centers, Prevo's Family Markets and The Pharm. 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 6,600 convenience stores.

"Rocket Widget" serves up draught Guinness in a bottle

Guinness Bass Import Co. has launched Guinness Draught in a Bottle. The new Guinness package contains the "Rocket Widget" that allows drinkers of the stout to enjoy authentic draught Guinness straight from the bottle.

Draught Guinness has traditionally been a tap beer, available in bars, pubs and restaurants-served in a pint glass. In 1992, the company introduced Guinness Draught in a Can, which allowed Guinness drinkers to purchase the beer off-premise at liquor stores, convenience stores and supermarkets; however, the device that allowed this innovation-a free-floating ball widget containing the gas mixture necessary for Guinness-requires drinkers to pour the beverage into a pint glass in order to get a "true" Guinness experience and taste.

The Rocket Widget was realized after \$13.5 million and several years of research and development, says the company. The plastic, rocket-shaped device floats freely inside the bottle and is activated once the bottle is opened, releasing a mixture of CO2 and NO2 each time the bottle is tipped up for a sip. Just as if the Guinness was pulled from the tap, this mixture of gas gives Guinness a creamy head.

Stamford, Conn.-based Guinness Bass Import Co., and Guinness UDV North America Inc. are the spirits, wine and beer divisions of Diageo Plc. in the U.S. and Canada.



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New Pops for Moms & Pops

New lollipops aimed at teens and adults have been turning up in the candy aisle of convenience stores, grocery stores and other retailers, says a recent report in the *Wall Street Journal*. Many of these new or extended product lines are being marketed to adult consumers as dieting and smoking cessation aids, and the "exotic" flavors appeal to more mature palettes.

Chicago-based Tootsie Roll Industries Inc. is offering yogurt-flavored, fruit-smoothie and hot-chocolate lollipops. Spangler Candy Co., Byron, Ohio, has introduced three new kinds of Dum Dums-buttered popcorn, fruit punch and orange cream-its first new flavors in five years. It plans to increase Dum Dums production by 35% by the end of the year, says the report.

And some companies are coming out with on-a-stick versions of existing brands. Mars Inc., Hackettstown, N.J., plans to introduce Starburst Fruit Chew lollipops next month, following Hershey, Pa.-based Hershey Foods Corp., which last year introduced the Jolly Rancher lollipop.

Strong demand is driving the trend, the *Journal* says. Annual U.S. lollipop sales have increased steadily, to \$198.5 million in 2000 from \$137.9 million in 1997, according to Information Resources Inc., a Chicago market research firm, the report says. John McMillin, a food-industry analyst at Prudential Securities,

believes that the surge in the candy's popularity has much to do with its convenience. The confectionery sector is growing at triple the pace of the overall food industry, he told the *Journal*, and some of the fastest growth is found in foods that can be eaten with one hand, including chocolate bars and lollipops.

Day Spring Enterprises Inc., Buffalo, N.Y., maker of Rainbow Pops, last year launched a premium line with "intense flavors," such as Strawberry Parfait and Raspberry Sorbet. These new pops feature

upscale packaging, including cardboard sleeves around the candy bulb instead of the usual cellophane wrappers emblazoned with a lollipop stick man, and are sold in shops such as Linens 'N Things. The company hopes that lollipops will also appeal to dieters, with an average of 60 calories per pop, says the report. Weight Watchers has even assigned a low point value to suckers as snacks, it adds.

Others are marketing lollipops as substitutes for smoking. Day Spring recently started selling the "popstop,"

a plastic stand in which people can rest their pops while they make calls or answer e-mail. "The popstop is to lollipops what the ashtray is to cigarettes," Jeff Baran, a company sales manager, tells the newspaper.

Chupa Chups SA, Barcelona, Spain, eager to find its niche in the American market is targeting 12-to 34-year-olds with its lollipops. Its print ad in *Cosmopolitan*, *Glamour* and *Rolling Stone* shows a woman in silly lingerie. The pop's slogan: "Smart Mouth You Got There."

Disney introduces fruit juices and drinks from Minute Maid

New Disney fruit juices and juice drinks bring the fun of Mickey, Pooh and friends to supermarkets, starting this month.

Disney Xtreme! Coolers™ are available in kid-friendly, single-serve pouches, packaged with engaging games and challenging puzzles. Xtreme! Coolers are high on flavor and low on sugar (25% less sugar than the average of leading kids' juice drinks), and they're fortified with Vitamin C and Calcium.

Disney Hundred Acre Wood™ 100% Juices in single-serve drink boxes are perfect for lunches and snacks for younger children. Hundred Acre Wood Juices feature apple and other flavorful fruit juice blends, also fortified with Vitamin C and Calcium. Created by

The Minute Maid Company, both juice products are also available in multi-serve plastic bottles. Look for more details on Disney.com.

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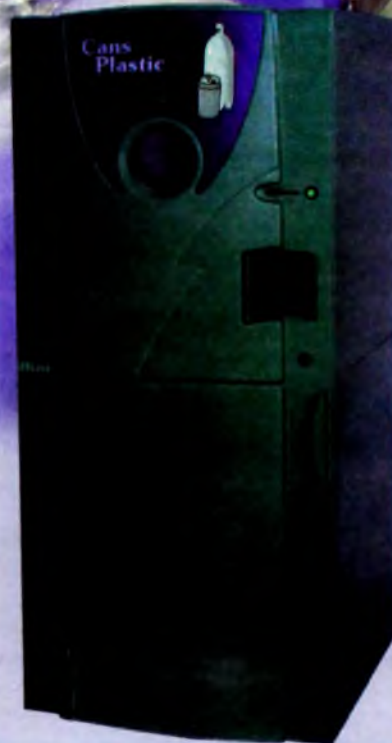
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Popular, portable pizza can pull in traffic and punch up profit

But being successful in this competitive foodservice category means being able to deliver a quality product...sometimes literally.

Pizza, according to one convenience store foodservice manager, is the ultimate convenience food. It is a fast, easy, hot meal choice that seems to fit the needs of busy grab-'n-go consumers—a foodservice offer that can increase store traffic and sales. But unlocking pizza's potential in a c-store setting means offering a quality product in a competitive market. The key may not be the product so much as the program. You have to find a pizza program that's right for your operation, your pocketbook and your market. Your pizza program should give you a competitive edge.

DeAnn Tracy has been the owner/manager of Tank-N-Tummy, a small single store in rural Cleveland, Oklahoma, for 26 years. About 3 1/2 years ago, Tracy decided to add pizza to her store offering. After researching possible options, she decided to try a national brand program that uses frozen dough balls for the pizza crust and also offers pizza-type sandwiches including

calzone and stromboli. Ease of preparation, a small footprint and start-up costs, and service amenities helped Tracy make her decision.

"I might have attempted a pizza program on my own, but I wouldn't have been as successful," Tracy feels. "I picked this program because it was 'do-able' and affordable and required little space. These are important for a small businessperson."

Because she is a single operator in a rural area, Tracy likes being able to purchase all her pizza ingredients from the supplier. She likes the production training offered by the



brand and the ongoing customer service—all of which gave her the confidence to try a pizza operation, she says. She also likes being able to use frozen dough balls instead of trying to make her own crust.

"This is

something that my people can handle," she says.

She purchases all ingredients except for bread from the supplier. "We order our bread locally," she says. "It costs more, but it's fresher. Other than that, we follow all instructions."

The supplier provides employee training, including a video and new-employee reading packets. Special training is provided to use

the dough press required to prep the frozen dough balls. Depending on how busy it is, from one to two employees are needed at the pizza counter. Other than the main pizza cook, pizza employees can—and often do—cross over into other store activities like cleaning and customer assistance. Because employees must be age 18 to operate a dough press, most of the pizza employees are in their mid 20s, although the main pizza cook is 45.

Tracy feels she benefits in other ways by being affiliated with a national supplier. She gets brand-name soda equipment and syrup at reduced rates because of her pizza program affiliation. The pizza company offers quarterly specials, in which she always participates. "People know we will have a special and they ask what it is," she says. Examples of recent specials: two large pies with two toppings for \$14.99, and a medium single-

See Popular Pizza, page 24

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9/11/01

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Michigan Sugar Company
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Popular Pizza, continued from page 22

topping pie, medium supreme pie and a large order of bread sticks for \$14.99. The supplier also offers POS materials, outside banners, and pizza box stickers with Tank-N-Tummy's name, address & phone number.

"They give me very good support," Tracy says. "We don't really have to do any local advertising, just the Yellow Pages, because we get benefits from the company's advertising. National recognition always helps you."

The pizza offer serves lunch and dinner. Because the surrounding area is so rural, most pizza sales are pre-ordered, take-out whole pies, although there is walk-in traffic, especially for sandwiches at lunch. No merchandiser equipment is needed beyond the small counter space fronting the prep area. Prices run \$8.99 for a single-topping large pie, \$9.99 for a supreme, and \$10.99 for a Big 10 special (every topping). Calzones are \$6.99, specialty calzones are \$7.99 and strombolis are \$6.99. Pizza sales run 200 to 250 pies per week. The gross profit margin for the program is 60%, minus labor and utilities.

Since she started offering pizza, Tracy has also seen a 25% increase in

video rentals and significant increases in beer and soda sales—all of which she feels were stimulated by pizza sales. "It's been very successful," she says of her pizza endeavor. "It's really rounded out our business."

Site-specific strategy

At United Refining Company (Warren, PA) Food Service Manager Dennis Peters has also seen that pizza sales spur beverage sales. His company currently is experimenting to determine what kind of pizza program works best at United locations.

United Refining operates 303 Kwik Fill gas stations in New York, Ohio and Pennsylvania, including 186 with Red Apple c-stores attached. Thirty-five locations offer foodservice

and the company has tried a proprietary pizza program, using a frozen dough supplier, in 10 to 15 locations. Recently, United decided to "audition" some other programs.

"We wanted to take it to the next level," Peters says. "We embarked on an expansion program and renovated 60 locations. Then we started looking more seriously at foodservice."

In 1999, United built a new store in Ellicottville, NY. Part of the store's design was provided by a national franchise pizza brand. In the same year, the company opened non-franchised branded pizza programs in its Williamsport, PA and Hamburg, NY stores. The two brand programs were chosen to fit specific markets.

"Do your homework," advises Peters. "Check your demographics and review all your options."

"The Ellicottville store's program required a franchise fee and 10% royalty on gross sales. But Peters says the success of the offer in that market has been worth it. "It's set between two Indian reservations in a resort town, which has skiing and a lot of festivals—a very upscale clientele. We wanted a brand name for that market and we feel stronger with it."

The non-franchised program offered lower start-up costs as well as more flexibility to fit a variety of store and/or market situations. But Peters advises would-be pizza operators to look at the long-term picture before making a decision between franchise vs. non-franchise. "Things aren't always what they seem," he cautions.

Although United paid no franchise fee and pays no royalty on sales of the non-franchised pizza product, it does pay more to the supplier for ingredients and supplies—creating higher operating costs and a slightly higher retail price. "That's not necessarily a bad thing," says Peters, who says his company is happy with the performance of its two non-franchised programs. "But you need to know from the beginning whether you're going to be paying now or paying later."

One of the biggest benefits of using any branded program is the consistent quality of the product, which Peters says is important because all three of his branded programs compete with local pizza shops. This consistency happens because both suppliers provide good training and require specific preparation techniques—which also help to keep product costs down. "Strict guidelines mean no creativity, but creativity can be expensive," he says.

Brand suppliers also offer design help and equipment packages. In addition to helping design the Ellicottville store, the branded supplier also helped United deal with local signage restrictions, eventually coming up with signage customized to the store's situation. United chose to purchase all equipment for the two programs, including dough presses, proofers, ovens and prep tables, from the respective suppliers.

See Popular Pizza, page 26

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All told, the previous two Bonus Play promotions resulted in 826,000 free wagers. So get ready for another Bonus Play round — it's sure to be the biggest news in town.





Popular Pizza

Continued from page 24

All three brand locations sell mostly personal-size pies, chiefly at lunchtime. The franchised program sells between 800 to 900 pies per week, while each non-franchised program does about 600 per week. Retail prices are \$2.49 for plain cheese and \$2.69 (franchise) and \$2.99 (non-franchised) for supremes.

For the time being, Peters has no plans to expand either brand, preferring instead to analyze long-term results of the test locations. "We're going to work on our existing

programs," he says. One of the things he will be watching: what other types of food cross-market well with pizza. Chicken seems to be a good companion offer, he says. "We have found that if customers are buying one, many also ask for the other," he says.

Pizza pushes other sales

Customers are requesting a variety of other products with their pizza at Dara's Fast Lane in Manhattan, KS, says General Manager Peter Gavigan—especially since Dara's put a literal interpretation on the meaning of "product delivery."

Dara's, with seven stores in the Manhattan area, had two of its stores participating in a non-franchised branded pizza program for

approximately five years. About a year and a half ago, the pizza supplier developed a concept for home delivery of not only pizza, but other store items as well. Dara's, which had previously experimented with delivery, decided to give it a try.

"This is a small college town, with about 20 other pizza places," says Gavigan, who receives bonuses based on sales increases. "We can survive on the walk-in trade, but to increase sales, we had to offer an edge."

The edge is delivery of other items along with the pizza.

Since advertising its new slogan, "Delivery A 2 Z," Dara's has seen a 40% to 45% increase in business. Pizza customers, many of them college students, started out asking

for chips and beverages to accompany their pizza but since have gotten comfortable with asking for almost anything in the store. "We deliver everything but alcohol," Gavigan says. The most requested item is tobacco, followed closely by milk, groceries and health and beauty aids, especially aspirin and other pain relievers.

"Seventy percent of our delivery sales have \$6 to \$10 in added grocery items," says Gavigan. "Very few order pizza alone. At a minimum, most also get soda and chips."

The program is so successful that Dara's bought three delivery vehicles, each equipped with a cell phone, and sometimes has to supplement its "fleet" by asking delivery personnel to use their personal cars as well. Gavigan keeps a core staff of about seven drivers, who make \$5.25 per hour and 31¢ per mile and keep all tips. Delivery policies and charges are: food only—\$5 minimum, \$1 delivery; food and groceries or groceries only—\$10 minimum, \$1 delivery.

Customers can pay for their delivered order by cash, check or credit card. When an order is placed, the person taking it figures the total and asks how the customer will be paying. If by check or credit card, all pertinent information is taken over the phone. If payment will be by cash, the driver is given exact change. "That way, he doesn't have to carry around a lot of cash," Gavigan says.

The pizza supplier provides neon car signs, money bags, food carriers and a delivery guidebook containing tips for successful delivery. A company representative visits the store every two weeks or so to offer advice and counseling. The supplier also helps pay for some advertising, although Dara's picks up most of the cost. Gavigan has advertised the program with signs, radio and newspaper ads and flyers. One of the things that surprised him: Walk-in business increased along with delivery sales.

Negative surprises have been few. Gavigan says the recent harsh winter increased delivery requests. Other than a driver having to be rescued from a snow bank, he says, "our biggest problem has been drivers getting lost in rural areas. Sometimes they get stuck waiting for long trains, but the delivery slip has the customer's phone number so the driver can call if he is lost or delayed."

Dara's delivery service has not only increased store business. It has also created good will and exposure in the surrounding community. Gavigan says his "audience" has increased. "It's been a lot of fun, and nice to watch it grow," he says. "We are locally owned, and local people are happy with us."

In satisfying your audience, it seems that an old theatrical adage can be applied to the successful performance of pizza in convenience stores:

It's all in the delivery.
—Convenience Store Decisions:
4 / 2001

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The little Red Wagon that could

By Michele MacWilliams

I met a man some time ago that was in the mail order business. Dealing mainly with kitchen gadgets, he promoted his items in television ads and in catalogues. One day he was offered an opportunity to import perfume and sell it to his customers. Not knowing much about perfume, he took a whiff thought it smelled nice and bought the load. What a mistake! He couldn't give the stuff away.

The moral, as he told me, is to do what you do well and when presented with an opportunity, learn before you leap.

The same thing could be said for selling wine. Just because a particular bottle tastes good to one person doesn't mean it will sell. Just because a wine sells one year doesn't mean it will be a success the next.

There are thousands of wineries in the world and each year all the rules change as new vintages are introduced. Not only do wines change so do the tastes of wine drinkers. What was popular 10 years ago is passé today. How could anyone ever keep track?

"You have to have a passion for it," says Brandon George, co-owner of The Red Wagon Shoppe in Rochester Hills. Along with partner Michael Laurencelle, the pair has managed to carve a substantial niche for their store in the southeast Michigan wine sales market.

Located on Rochester Road between M-59 and the center of town, the Red Wagon sits in a corridor of competition. Nino Salvaggio's Market, Merchant of Vino Whole Foods and Papa Joe's are all within a few miles. So are Meijers, Farmer Jack, Kroger, Sam's Club and Costco.

When consumers have so many choices, why would they shop at a relatively small (6,800 square feet of floor space) independent specialty store instead of a chain that presumably would have more buying power and therefore lower prices?

Brandon says his customers want selection and service. "We stock over 3,000 wines, more than any of our competitors. Our customers know they can find what they want here."

Either Brandon or Michael is at the store all hours of operation. "Where else," Michael asks, "can customers go to get advice first-hand from the owner of the store?"

The two men are surprisingly young to have gained so much knowledge for this business. Brandon, just 28, is a business graduate of Western Michigan University. Michael is only three



Brandon George

years older.

The Red Wagon was started 36 years ago by Bill George. The original Red Wagon, which was recently sold, is located at 15 and Livernois in Clawson.

In the late 1970s, Bill spotted a corner lot for sale on Rochester Road. The lot was large and appealing. Bill offered its owner a price that was substantially lower than the asking

ground up. Sadly, Mel passed away just after Brandon graduated from college. "I came to work full time, right out of school," says Brandon. "College helped me with the bookkeeping aspect of the business, but most of my knowledge was learned from my uncle, Bill."

In another setback, Bill George passed away a little more than a year ago, leaving his son-in-law, Michael Laurencelle, to fill his shoes.

"I learned a great deal about wine from my father-in-law before I ever got involved in the store," says Michael. When he was courting his wife, Rhonda, the two men would relax together on Sundays with a bottle of wine.

Bill convinced Michael to become a partner in the store when he was diagnosed with cancer. Bill said that looking back on his life, the one thing he regretted most was that he didn't spend enough time with his family. "He didn't want me to make the same mistake. Since the store was a success and Brandon was on board, Bill felt that I could help run the business and have time for my family



price, but it was all the money he had. The owner scoffed at the offer and turned him down. A year went by and the lot hadn't sold. One day Bill received a call from the owner, asking if he was still interested in the property. Bill bought it and then was faced with the prospect of building another store.

Already extremely busy with the Clawson store, he brought his brother, Mel, in as a partner. Mel was an engineer at Ford Motor Company and was close to retirement.

Brandon is Mel's son and has worked at The Red Wagon since he was 15 — stocking shelves, bagging purchases and sweeping floors — literally learning the business from the

too," Michael said.

Running a store wasn't the first career choice for Michael Laurencelle. He entered the armed services in order to gain needed experience so that he could join the CIA. He worked his way up to the Special Forces Fifth Group — known as the Green Berets and was there for four years before returning to civilian life.

Out of the service, he started an auto and boat detail company and was working long hours. Bill convinced him to sell the business and with Brandon, buy into Red Wagon.

Together, Brandon and Michael have carried the business — begun by the generation that preceded them —



into the new millennium.

The Red Wagon Shoppe is truly a specialty wine and spirits store. There is no produce and very little in the way of groceries. Instead, over 3,000 different wines line the shelves. A good selection of Riedel crystal glasses, openers and other wine paraphernalia take one isle, while the center of the store is devoted to spirits. Just about every imaginable brand is available.

"We even have the complete Erté collection of Cognac, which retails for about \$14,000," Brandon adds proudly.

In the back of the store a large humidor provides an extensive selection of cigars and tobacco products. "We're not a party store, we're not a grocery store, we don't sell produce, just vices," Brandon adds with a smile.

Michael and Brandon actively promote their store. They've just inked a \$25,000 cable television advertising contract and a website, listing all 3,000 wines, is in the works.

The store also hosts wine-tasting events. Their most recent, at the Townsend Hotel in Birmingham, drew over 250 customers.

"We host the events to give customers an opportunity to try different wines. It's a lot of work, but the efforts pay off in repeat sales," says Brandon.

Soon The Red Wagon Shoppe will have a new look. The pair is investing \$150,000 to update and brighten the interior. Mosaic tile will cover the entrance floor, bright colors will lighten up the walls and a seating area with leather chairs will be carved out of a corner.

Learning the business, and gaining a passion for it, has been key to the success of The Red Wagon Shoppe. Surrounded by competition, Brandon George and Michael Laurencelle work diligently to stay one step ahead. There is no doubt that they have learned, rather quickly, to do their job well, and learn before they leap.

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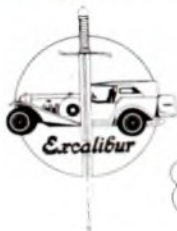
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**MICHIGAN
Grape & Wine
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Each October, AFD dedicates this issue to Michigan's food industry. It is only fitting that this is also the month we feature our popular all-Michigan wine tasting event. We sincerely believe you will enjoy the wonderful wines our state has to offer.

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

Many thanks go to the Michigan Grape and Wine Industry Council, Excalibur Banquet Center and Coca-Cola/Dasani Water, as a portion of the proceeds will benefit PFUND

Enjoy the evening!
Sam Dallo
 Chairman
 Associated Food
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Great Lakes Great Wines

Michigan Wines Are Really 'Cool'!

It is generally recognized that the best grapes come from cooler rather than warmer growing areas. Michigan's cool northern vineyards near Traverse City are on the 45th parallel. In Europe, many of the greatest growing areas are even further north, and Bordeaux and Chianti Classico are actually at the same latitude. Grapes grown in these cooler regions tend to produce wines with more finesse, balance and elegance.

Wine Styles and Grape Varieties

Not only do Michigan wines have quality, they also have variety: styles to please any palate. Much of this stylistic diversity is due to the large number of different grape varieties grown. An increasing percentage of Michigan wines are made from European grape varieties – as are those grown in California. Of particular interest are: Riesling, Chardonnay, Pinot Noir, Pinot Grigio, Cabernet Franc and Merlot.

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



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

The Select Michigan® Great Lakes, Great Tastes theme

The Lake Effect

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

Viticultural Regions

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

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

A Growing Industry

Michigan's wine industry is getting bigger as well as better. There are over 25 licensed wineries in the state, compared to just 17 in 1995 and vineyard area has increased 24% in the last three years. Sales at each winery continue to grow as consumers become more aware of the quality and diversity of wines available. This is a great time to support and enjoy Michigan Wines!

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

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

October is Michigan Wine Month

Linda Jones, Executive Director
 Michigan Grape and
 Wine Industry Council

As we embark upon the busy fall season and Governor Engler signs a declaration honoring the month of October as Michigan Wine Month, members and staff of the Michigan Grape and Wine Industry Council reflect on recent strides made in the development of the wine industry in Michigan.

Harvest outlook

Acres of wine grapes in the state continues to expand, with a 24 percent increase in the past three years. The outlook for the 2001 harvest looks promising from a quality standpoint. However, certain wine grape varieties in some parts of the state will suffer reductions in yield due to poor conditions during spring pollination. Watch spring releases carefully for limited availability on some of the state's best wines.

World-class quality

Michigan wines continue to earn prestigious awards at competitions around the country when judged alongside the best wines of the world. For a complete list of the 300-plus awards won by Michigan wines in 2001, please contact the council office at (517) 241-4468.

Lifting our spirits

Two Michigan wineries launched new products containing distilled spirits produced from Michigan fruit. St. Julian Wine Co. and Black Star Farms have bottled their first eaux de vies and fruit spirit-fortified wines, which are currently available for sale only at the wineries.

New publications

A new guide book entitled "Wineries of Michigan" was released in July by Debra Tadevich, published by Publishing Plus. It contains a wealth of information on each winery and beautiful four-color photographs.

The September/October issue of *Michigan History* magazine features a cover story on the history of Michigan's wine industry. For information on obtaining copies of these publications, contact the council office at (517) 241-4468.

Consumer awareness at an all-time high

The support of the Michigan wine industry by the trade – retailers, distributors, restaurants and hospitality schools – continues to parallel consumer excitement about the wines of the Great Lakes State. We appreciate your interest and support in telling the story of Michigan wine, as you continue to serve as ambassadors for the industry.

Toast Michigan Participating Wineries



Bel Lago Vineyards and Winery

Charlie Edson

Distributed by Veritas

The scenic family owned vineyards overlook Lake Leelanau. Over 80 varieties and clones of grapes produce a wide array of award winning wines.

Black Star Farms

Rosalind Giffer

Distributed by Decanter

The winery at Black Star Farms is a state of the art winery as well as a stately bed and breakfast. It is already well known for making 'world class' wines. Located just south of Suttons Bay on the Leelanau Peninsula.

Bowers Harbor Vineyards

Spencer Stegenga

Distributed by Vintage Wine Company

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

Chateau Chantal

Mark Johnson

Distributed by AHD/Vintners

An 'Old World' atmosphere comes with this beautiful winery and bed and breakfast that straddles the

highest ridge on the Old Mission

Peninsula. It offers some of the most spectacular winery scenery in the Great Lakes. The surrounding vineyards yield grapes for award-winning wines.

Chateau Grand Traverse

Ed O'Keefe, Sean O'Keefe, Rhonda Riebow

Distributed by J. Lewis Cooper & Decanter

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

Chateau de Leelanau

Self Distributed

The newest of a nest of six wineries just south of Suttons Bay. Already they have won many gold medals for an exciting array of sparkling, red and white wines. Chateau de Leelanau is also our only winery owned by women.

Chateau Fontaine

Self Distributed

Big Paw vineyards has been a longtime supplier of grapes to area wineries. Now they have opened their own winery at the foot of those vineyards south of Lake Leelanau. The view is lovely and so are the wines.

Ciccone Vineyard

Silvio and Joan Ciccone

Self Distributed

Ciccone wines are made from Estate Grown grapes tended by the Ciccone family. Harvesting and winemaking are done by hand to emphasize the natural balance and delicacy of the grapes.

K. Edward Winery

Kirk Rasmussen

Self Distributed

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

Leelanau Wine Cellars

Bob Jacobson

Distributed by General Wine Company

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

Peninsula Cellars

Top awards at wine competitions are routine for this small winery on the Old Mission Peninsula. You will find their tasting room in an old schoolhouse on Center Road. They specialize in wines from named vineyards on the peninsula.

Raftshol Vineyard

Warren Raftshol

Self Distributed

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

Shady Lane

Debra Core

Distributed by Elite Brands

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

St. Julian Wine Co.

Ted Zuiderveen

Distributed by L&L Wine World

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

Tabor Hill

Bob Zimmerman, Steve Mertes

Distributed by General Wine Company

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

Warner Vineyards

Patrick Warner

Distributed by General Wine Company

Warner Vineyards is one of the oldest names in the Michigan wine industry. Their lovely historic location in Paw Paw is worth a visit.

Zafarana Vineyards

Ken Zafarana, Mike Vetrano

Distributed by AHD/Vintners

The Zafarana family vineyards are on the Old Mission Peninsula. The wines are hand crafted to their specifications at a nearby winery.

'Toast Michigan' is one of the rare opportunities to taste these fine wines.

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Michigan's Wineries



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 Ciccone – 231.271.5551
 Chateau de Leelanau – 231.271.8888
 Chateau Fontaine 231.256.0000
 Decanter – 800.477.6645
 Elite – 248.922.9770
 L&L/Wine World – 800.767.1015
 K. Edward – 810.786.1921
 Raftshol – 231.271.5650
 Veritas – 313.925.6930
 Vintage Wine Company – 810.294.9390
 Viviano Wine Company – 800.686.8466
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Aunt Mid is a trailblazer for packaged produce

Aunt Mid Produce Company was founded in 1948 with the concept that it could provide a quality product in a carefully designed package while minimizing time and labor for the homemaker.

From Port Huron in the east to Ironwood in the west and Niles in the south, clear north to Copper Harbor, many successful businesses call Michigan their home. On the next few pages we profile a few of the many interesting companies that are proud to be from this great state.

Spinach was the

first vegetable that was introduced as a consumer package for Aunt Mid. This package, because of its success, has since become the "Trailblazer" to many more Aunt Mid consumer products that are so prevalent in today's produce departments.

Today, with over fifty years of experience, Aunt Mid combines the best of "Old World Care and Attention" together with "New World Advances and Technology." These qualities are what make the Aunt Mid Produce Company a trusted leader in the consumer-size packaging industry.

Aunt Mid is now introducing Baby-Cut Carrots packaged ready-to-eat in a 1 or 2 lb. resealable bag.

"Chaser" - Freedom from hangovers

Why suffer hangover pain when you can take Chaser? Chaser is a new, all-natural, doctor-developed formula that prevents hangovers. Chaser caplets work inside the stomach while you drink, attracting and absorbing hangover-causing toxins present in alcoholic beverages, then passing them out of the body before they can do their damage. Chaser is safe, containing no caffeine, aspirin or acetaminophen. It works on beer, wine and liquor. And it's clinically proven effective in double-blind placebo controlled studies. Chaser can be sold wherever alcoholic beverages are sold or consumed and is an ideal way to increase sales. A complete marketing program including media support and POP materials is available. For more information, call Living Essentials in Walled Lake at 248-960-1700 or visit the website at www.doublechaser.com.



Absopure quenches Michigan's thirst for 93 years

The Absopure Water Company has been providing Michigan consumers with products that "makes everything taste better" for 93 years.

Absopure was introduced in 1908 by the General Necessities Company located in Detroit's Fairview Station at the foot of Lyncaste Avenue. Absopure began by delivering ice to Detroiters by horse and carriage.

By the 1920s, Absopure was selling water in glass bottles. Glass was then replaced by plastic in the late 1950s.

Today, Absopure sells over 30 different packages of water including spring, distilled, naturally fluoridated, infant as well as naturally flavored carbonated water called Cap 10.

Absopure Spring Water gently flows from our own deep protected source beneath the rolling hills of Southern Michigan. Through nature's own filtration process, Absopure water slowly rises to the surface, both fresh and delicious.

The water is then bottled and distributed from our facilities in Plymouth, Michigan.

Absopure provides direct store delivery in Southeastern Michigan as well as through distributors in other parts of the State.

Absopure is proud to do business in Michigan and looks forward to providing products that "makes everything taste better" for another century.

For information regarding the sales and delivery of Absopure Products to your store, please contact Mark Sarafa at (734) 451-2518.

Nantucket Nectars offers pop alternative

Nantucket Nectars offers six different juice lines, including fruit juices, juice cocktails, teas and lemonades, herbally-enhanced juices, not from concentrate lemonades and teas, and 100 percent freshly

blended juices. Nantucket Nectars are all natural, with no artificial colors, flavors or preservatives.

Each line was created with one goal in mind: to make the best tasting juice using the highest quality ingredients. For more information on these alternative drinks or "functional beverages", call (617) 868-3600 or visit the website at www.juiceguys.com.



No Small Potatoes...

In volume and sales, potatoes are Michigan's leading produce commodity. In 2000, nearly 1.5 billion pounds of potatoes were harvested, from as far south as Monroe County to as far north as Iron County in the Upper Peninsula.

Michigan is the nation's leading producer of summer or "new" potatoes and potatoes for chip processing. Harvest begins in July and ends in October. Montcalm and Bay counties are major Michigan producers of potatoes.

The most popular type of Michigan potato used to make potato chips is the round white variety. Michigan's potato industry has become dependent upon consumer demand for potato chips. 67 percent of Michigan production is used in making potato chips.

Jays Potato Chips is proud to have been using Michigan potatoes for close to 75 years. We've continued to select the finest potatoes Michigan has to offer. Each and every potato is inspected to ensure it's quality. They're then washed, sliced and cooked to a golden brown and delivered fresh daily. According to a survey conducted by the Detroit News, Jays potato chips were rated number #1 among local and national brands tested for delivering the best taste and flavor. And that's no small potatoes!

Visit Jay's website at www.jaysfoods.com for additional information or call 800.752.5309. And remember - since 1927, "You can't stop eating 'em."



Faygo

**Faygo is a
"flavorite"**

Detroit landmark

Faygo Beverages, Inc. of Detroit is an original Michigan company, founded in 1907. In its 94 years, Faygo has had over 100 flavors, and markets about 50 currently. Many of today's flavors are just the same as they were when the company started, including Redpop, Orange, Fruit Punch and Rock & Rye. Faygo has also developed its *Ohana* line of non-carbonated drinks, Lemonade, Lemon Iced Tea, Punch, Kiwi Strawberry and Mango Punch.

Part of Faygo's marketing strategy is to continually freshen its line with flavors, and this summer Faygo introduced Candy Apple (from a consumer contest), Moon Mist Red, and now Moon Mist Blue all with outstanding success.

Faygo has just introduced three new flavors:

- Candy Apple, whose flavor and label were created by a lady from Monroe, Michigan.
- Moon Mist Red, a blend of citrus and cherry, and caffeinated.
- Moon Mist Blue, a unique blend of citrus and berries, and also caffeinated.

Each one of these three items has surpassed all of Faygo's volume expectations.

Faygo promises even more exciting new flavors for the year 2002. For more information call 313-925-1600.

Apple Creek Farm= gourmet teas and spices

Apple Creek Farm Inc. in Ray, Michigan has been in the business of gourmet foods since 1996, specializing in flavored & herb teas and spice mixes. Its decorative labeling and packaging makes the product line appealing to the food and gift market. Their current line includes, Victorian Tea, Childrens Tea, Michigan Cherry Tea, Mulling Spice and Wild Game spice. For more information, call 810-749-9115 or email mervyn@i-is.com.

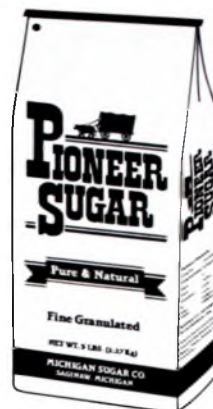
Michigan Sugar: From beets to sweets

Michigan Sugar Company is a group of sugarbeet processing facilities in Caro, Carrolton, Crosswell and Sebwaing. The

company was formed in 1906 when six sugarbeet processing companies merged. Michigan Sugar packages their brand, Pioneer Sugar as well as various store brands.

The company processes more than 2 million tons of sugar beets grown in Michigan each year. Michigan is the

fifth largest sugarbeet producing state in the nation. Over the years, Michigan Sugar has greatly improved sugar processing capacity. Today, its four sugar processing facilities are capable of producing as much



as 35 times as much sugar per season as when they were built almost 100 years ago.

The sugar industry has a significant, positive impact on Michigan's economy. Each job in the sugar industry creates 2.43 jobs in support industries.

Michigan Sugar Company annually donates 60,000 pounds of sugar to non-profit organizations. To contact the company call (989) 799-7300.

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Representative David Woodward wants Michigan to lead use of alternative fuel

By Kathy Blake

Born in our nation's 200th year, State Representative David Woodward is Michigan's youngest state representative, even in his second term. While in college, he went to work for his predecessor, Rep. John F. Freeman, as a legislative aide. When Freeman was term-limited, Woodward became elected to fill the position at the ripe old age of 22.

In light of the attack on the United States last month, there will be discussion in Lansing on contingency plans for Michigan to make sure we're equipped to respond to any terrorist activities within our state. "We also need to maintain a united front in support of our country and make sure the federal government presses forward to hold people who are responsible accountable," Woodward says.

Rep. Woodward, who serves on the Energy and Technology committee, believes Michigan should be jumping to explore alternatives to gasoline fuel.

"We need to diversify our energy portfolio and become as energy sufficient as possible with the instability in sources of foreign oil. I would like to see Michigan take a lead in developing new energy sources," Woodward says adding, "Instead of drilling new oil wells, we should be exploring new types of energy. Fuel cell technology is a clean natural energy alternative. It is renewable in itself and very efficient. It is being used now and although not widespread, it is incredibly promising and has been shown to be able to reduce our use of crude oil."

Fuel cell batteries produce a reaction allowing hydrogen molecules to be pulled off of water and then replaced.

Rep. Woodward also serves on the Insurance and Financial Services and Veteran Affairs committees and he was elected by his colleagues to serve as vice-chair of the House Democratic Caucus.

He presides over the 34th House district in Southeast Oakland County which includes the cities of Hazel Park, Madison Heights and the southern half of Royal Oak. The suburban district is fully developed with residential and commercial use,



but infrastructure funds are still needed to improve and maintain existing sewage, water, roads, school buildings and bridges. He believes public transportation needs to be more

"I would like to see Michigan take a lead in developing new energy sources."

widely developed.

"We need a comprehensive growth plan for Oakland County and Michigan as a whole. We need a 20-year plan focused on smart growth initiatives," Woodward explains.

Since taking office, Woodward has championed legislation on several different issues. Last year, for example, he introduced a bill requiring medical facilities to use the latest in medical technology including needle-less technology. The purpose of this initiative is to protect medical employees by decreasing the likelihood of their contracting a blood-borne pathogen through a needle stick injury.

Earlier in the year he worked on a home heating package which includes tax credits for weatherizing and purchasing newer, more efficient furnaces. If the Senate passes the bill, it would enable more people to qualify for tax credits and it will be

implemented this winter.

Rep. Woodward will be introducing a bill requiring schools to have anti-hazing policies to protect the safety and well-being of students.

To strengthen protection of First Amendment rights, Rep. Woodward will introduce a bill against SLAPP lawsuits, (Strategic Lawsuits Against Public Participation). "These lawsuits are frivolous claims of slander or libel," says Woodward, adding, "We have received support and more than 10 states already have forms of anti-SLAPP legislation.

While in college, he was active in student government. He started out as a pre-med student and then went into environmental health care. He kept his interest in environmental issues yet graduated with a Bachelor of Science in Mathematics and minor in Economics from Wayne State University in Detroit.

He remains passionate about protecting the environment and pushes for prevention of air and water pollution by holding polluters accountable.

Rep. Woodward is active in his community and supports fundraisers for AIDS, Leukemia and Lupus research and support.

Woodward is a very athletic person who enjoys camping, an interest he gained as a child in Cub Scouts, the YMCA and with his family. He says, "I've camped at every region of the state. One of my capacities as a state representative is to ensure these places are there for people to visit in the future." Woodward also enjoys music and reading.

To reach Rep. Woodward, call (517) 373-3818, or email: dwoodward@house.state.mi.us or write to: Michigan House of Representatives, Representative David Woodward, P.O. Box 30014, Lansing, MI 48909-7514.

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

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

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

ITEMS FOR SALE—(1) Hi-Low; (2) Jacks; (1) 20-Ft. Electric Conveyors, moveable; (1) 35-Ft. Conveyor; (1) 5-Ft. Showcase; (5) Sets Leather booths; (1) 400-Lb. Ice Freezer; More. Call for appointment: 1-313-274-0028.

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

PARTY STORE—Choice location. Liquor, Beer, Wine, Deli, Lotto. Lapeer area. Interested buyers inquire to P.O. Box 622, Lapeer, MI 48826.

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.

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

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

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 517-539-2261. 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.

28,000 SQ. FT. SUPERMARKET FOR SALE—Open house August 7, 8, 9. 9 a.m.-2 p.m. 2 Miles north of I-75 on Baldwin Road in Orion Twp. North of Great Lakes Crossing Mall. Call 248-391-2212.

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PFUND

PFUND benefits research of neurological diseases

This year, AFD's wine-tasting event, Toast Michigan, will benefit a charity called PFUND. Many of you may not know what this organization does. Here is an explanation of the type of work that PFUND does:

The Program for Understanding Neurological Diseases (PFUND) encompasses basic research, patient care and education. The program has three goals: to advance our understanding of the pathogenesis (development) of neurological diseases, to speed up the development of new treatment options and to provide information on the importance of basic science research in the understanding of disease and in developing new treatments.

There are over 30 members of the PFUND at the University of Michigan Health System including research scientists, clinical scientists and scientists-in-training from the Departments of Neurology, Neurosurgery, Internal Medicine and Otolaryngology, and from the Neuroscience and the Cell and Molecular Biology programs.

Our fundamental idea is that one basic process, oxidative stress, underlies many neurological diseases, such as:

- Amyotrophic Lateral Sclerosis (ALS, or Lou Gehrig's disease)
- Alzheimer's, Parkinson's and Huntington's diseases
- Complications of diabetes

Oxidative stress occurs in nerve cells, or neurons, when the cells are attacked by toxins in the body called oxygen-free radicals. Enzymes that normally fight off those attack are deficient in certain people, for reasons not always understood.

Once oxygen-free radicals penetrate neurons, a slow deterioration begins that leads to a kind of cell death called apoptosis. The work of Eva Feldman and fellow researchers aims to understand the many steps that lead to oxidative stress, in hope of testing factors that may interrupt or reverse it. For more information, please contact Program Director, Eva L. Feldman, M.D., Ph.D., at (734) 763-7274 or by email at efeldman@umich.edu

Verizon Wireless introduces Nation's first Web ready, Palm-powered wireless handset



Verizon Wireless recently launched the first nationally available phone that combines a digital phone, palm handheld computer and wireless modem all in one unit. The Kyocera QCP-6035, or Smartphone, combines a personal digital assistant (PDA) with the connectivity and features of a wireless phone. The QCP-6035 is a CDMA Trimode handset that

combines the most popular leading edge technology.

You can use the telephone features and the organizer features together or independently. Along with its Internet access capability, this Smartphone keeps you in touch with everything. For more information call Verizon Wireless at 1-800-388-0919 or visit www.VerizonWireless.com.



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With the recent addition of Michigan National to our team, Standard Federal Bank now offers your business one of the Midwest's most talented banking teams and most comprehensive product lines. Whether you're competing locally or globally, they'll help your operation work smarter and your money work harder. As part of the ABN AMRO global banking network — one of the world's largest banks with over 3,500 locations —

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Michigan National

Back by Popular Demand – Michigan Rolldown Bonus Play!



by Acting Commissioner James E. Kipp
Michigan Rolldown is truly "on a roll" as it continues to grow in

popularity with players all over the state, with sales over \$72 million since its inception in February 2000. In June, the Lottery gave players an extra opportunity to win big with the Michigan Rolldown "Bonus Play" promotion. The Lottery gave away over 389,000 free wagers in this buy five – get one free promotion, and the promotion helped increase average daily sales by 12.4 percent.

I'm pleased to announce that the Michigan Lottery has chosen to bring back the Michigan Rolldown "Bonus

Play" promotion this month! From October 22 to November 17, 2001, Rolldown players who purchase a five-panel wager get a sixth "easy-pick" free. Those customers who purchase a 10-panel wager will get two "easy-picks" free. This promotion is not only good for Lottery players, but it is great for retailers, as well. Every five-panel ticket sold earns 20 percent more sales commission for you, and because multi-draw wagers are also eligible for this promotion, your extra commissions will really

increase!

I encourage you to prominently display your point-of-sale materials for this promotion, and be sure to "ask for the sale."

Michigan Millions Superplay
With the popularity of the Michigan Rolldown "Bonus Play" promotion, the Lottery chose to run a similar promotion – "Super Play" – for the Michigan Millions game over the past couple of months. The "Super Play" promotion ran from July 23 through September 1, 2001. During the promotion, Michigan Millions players who purchased a five-panel wager got a sixth "easy pick" free. Those customers who purchased a 10-panel wager got two "easy picks" free.

The Lottery gave away over 1.2 million free wagers and the promotion helped increase sales by 7.5 percent. The Lottery's Michigan Millions game debuted just over seven months ago, and during that time the Lottery has awarded over \$49 million in cash prizes to lucky Lottery players all across the state.

Your help in displaying point-of-sale materials for this special promotion and asking for the sale helped make it a success. I would like to thank all of you for your support of this recent promotion!

Summer Sweeps Incentive
Lottery retailers all across the state were rewarded during July, August and September for carrying top-selling instant game tickets, 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! Each month, 200 retailers each received a \$500 bonus for meeting the above-mentioned qualifications. Congratulations to all of the retailers who received Summer Sweeps bonuses!

New Look for "Wild Time Doubler." The Michigan Lottery is bringing back one of its most popular instant games – "Wild Time Doubler" – but with an extra-special feature this time. This is a new technique known as "color pulsing" – a process where quantities of a single game are introduced, or "pulsed," over a period of time. When "Wild Time Doubler" hits counters on October 25, you can look forward to it showing up in three different colors – green, yellow, and red, with the first run being green. This is the first time the Michigan Lottery has included pulsing in its instant ticket printing. Each pulse will share the same game number; however, the instant ticket color schemes will vary throughout the life of the game.

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or (248) 557-9600

popular \$3 instant game, which hit ticket counters all over Michigan in April, proved to be very popular. Sales, to date, have exceeded \$13 million and the Lottery has awarded nine Harley-Davidson Sportster® 1200 Custom motorcycles to winners all over Michigan. In addition, over 329,000 bonus entries were received for the second-chance drawings which included Harley Davidson, brand merchandise prize packs (telephone, blanket, T-shirt, and playing cards.) Your help in displaying point-of-sale materials and "asking-for-the-sale" have helped make the Harley Davidson game one of the Michigan Lottery's best-selling instant games!

New Instant! The Lottery is introducing five exciting new instant games in October. Debating on October 4 – and just in time for Halloween – is the \$2 "Creepy Crawly Cash," offering a top prize of \$31,000. Coming out on October 11 is another popular \$1 instant game – "Double Doubler" – with a top prize of \$4,000. The new \$2 instant game "Lucky Times 10," with a top prize of \$20,000, is sure to be "lucky" for players when it arrives at ticket counters on October 18. Finally, look for two new instant games on October 25: the \$1 "Stinkin' Rich" with a top prize of \$6,000, and the \$2 instant game, "Wild Time Doubler," with a top prize of \$30,000!

Nuts to you from Kar Nuts



Kar Nut Products Company, a snack nut manufacturer founded in Detroit and based in Ferndale, continues to increase production and grow sales in Michigan as well as other national markets. Kar's recently completed a plant expansion and added a second shift to keep up with demand.

Nick Nicolay, president and owner of Kar's, attributes the growth of the company to their innovation in product content, changes in package sizes and presentation, and taking advantage of the new information regarding the healthy aspects of nuts in a diet. Kar's has always offered a healthy, fresh snack alternative to candy, chips and chocolate products.

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

Kar's Nuts was founded in 1935 by the Karpe family, who began roasting nuts out of their house in Detroit near

Tiger Stadium. In 1946, Kar's moved to its current Ferndale location. In 1967, Nicolay's father purchased the company and it has been in the family ever since.

Nicolay continues to push public awareness of the peanut category and the nutritional benefits of nuts.

"Research shows including nuts as a part of your diet is a good thing. Consumers are now more educated regarding proper use of fat in their diet. Nuts are low in saturated fat, a bad fat, and high in monounsaturated and polyunsaturated fats, good fats," states Nicolay. For Kar's this translates into renewed interest in their products. Nicolay adds, "We need to continue to offer new products to satisfy educated consumers."

In 2001, Kar's introduced three

new products in the fruit and nut category with their new value size packages. These products are Nut N' Yogurt Mix, Sweet N' Salty Mix and Apple Nut Krunch. Each product is a mix of different nuts, fruits and sweet items.

With the introduction of these products, Kar's discovered a consumer preference for value-sized packages. With their primary customer base of convenience and gas station outlets, Kar's tested large packages retailing for \$2.99. The result – sales immediately increased. "The emphasis on larger sizes has led us to re-merchandise the store racks, putting the value-priced items in a more eye level location. And we experienced higher retail sales and profits, a good situation for everyone," comments Nicolay.

Kar's Nuts is located at 1525 Wanda Avenue in Ferndale. Today their line of packaged nuts and mixes are found in thousands of retail stores throughout Michigan and the region. For more information about Kar Nut Products Company, please call 248-541-7870 or visit their website at www.karsnuts.com.

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National Wine & Spirits	(888) 697-6424
Encore Group, Trans-Con, Co.	(888) 642-4697
	(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
Earthgrains	(734) 946-4865
Interstate Brands Corp.	(313) 591-4132
Koeplinger Bakeries, Inc.	(248) 967-2020
Oakrun Farm Bakery	(800) 263-6422
S & M Biscuit Dist. (Stella D'Oro)	(810) 757-4457
Taystee Bakeries	(248) 476-0201

BANKS:

ATM of Michigan	(248) 927-4830
Michigan National Bank	1-800-225-5662
North American Interstate	(248) 543-1666
Peoples State Bank	(248) 548-2900
United ATM's, Inc.	(248) 358-2547

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Ak Wa Water	(248) 627-3747
Allied Domecq 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
Belino 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.	(313) 412-5318
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Garden Foods	(313) 584-2800
Global Interactive Technology	(517) 681-2729
General Wine & Liquor Corp.	(313) 867-0521
Gourmet International, Inc.	(800) 875-5557
Great Lakes Beverage	(313) 865-3900
Hubert Distributors, Inc.	(248) 858-2340
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 & Sprits	(888) 697-6424
	(888) 642-4697

NAYA, USA	(248) 788-3253
O.J. Distributing, Inc.	(313) 533-9991
Oak Distributing Company	(810) 239-8696
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.	(410) 468-1402
Red Bull North America	(248) 229-3460
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	(734) 737-1250
Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
The Greeson Company	(313) 305-6100
Hanson & Associates, Inc.	(248) 354-5339
International Sales Group, Inc.	(810) 754-5662
J.B. Novak & Associates	(810) 752-6453
James K. Tamakan 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
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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:

Country Fresh Dairies	(800) 748-0480
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
U.S. Ice Corp.	(313) 862-3344

INSECT CONTROL:

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

Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
Gadaleto, Ramsby & Assoc.	(800) 746-0166
Frank McBride Jr., Inc.	(810) 445-2300
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 988-8888

LOGISTICS PLANNING

SaTech Logistics, Inc.	(248) 203-9500
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MANUFACTURERS:

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

MEAT PRODUCERS/PACKERS:

Alexander & Hornung	(313) 921-8036
Bar S Foods	(248) 414-3857
Burdick Packing Co.	(616) 962-5111
Gainor's Meat Packing	(517) 269-8161
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100
Kowalski Sausage Company	(313) 873-8200
Metro Packing	(313) 894-4369
Nagel Meat Processing Co.	(517) 568-5035
Pack 'Em Enterprises	(313) 931-7000
Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Strauss Brothers Co.	(313) 832-1600
Wolverine Packing Company	(313) 568-1900

MEDIA:

The Beverage Journal	1-800-292-2896
Booth Newspapers	(734) 994-6983
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
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:

Items Galore	(810) 774-4800
Toffler Marketing	(810) 263-9110

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Detroit Popcorn Company	1-800-642-2676
Enro-Lay, Inc.	1-800-350-5014
Germack Pistachio Co.	(313) 393-2000
Grandura Shearer's Potato Chips	(313) 522-3580
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Nikolas 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:

Enterprise Marketing	(616) 531-2221
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,	
Eshaki & 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
Amentech Pay Phone Services	1-800-809-0878
AMT Telecom Group	(248) 862-2000
Andrew Brothers Inc.	

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AON Risk Services	(248) 359-6080
Automated Collection Systems	(248) 354-5012
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
Cellular One—Traverse City	(231) 922-9400
Central Alarm Signal	(313) 864-8900
Check Alien	(231) 775-3473
Checkmate Systems	(313) 263-3556
Cherry Marketing Institute	(517) 669-4264
Consolidated Vendors Corp.	(231) 739-2202
Container Recovery System	(517) 229-2929
Cornelius Systems	(248) 545-5558
CPS/LQ Solutions	(313) 259-0000
Credit Card Center	(248) 476-2221
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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
Eskey, Com. Inc.	(317) 632-3870
Financial & Marketing Ent.	(248) 541-6744
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Frank Smith Re/Max in the Hills	(248) 646-5000
Gadaleto, Ramsby & Assoc.	(800) 746-0166
Garmo & Co., CPA	(248) 737-9933
Goh's Inventory Service	(248) 353-5033
Great Lakes Data Systems	(248) 356-4100
Great Lakes News	(313) 359-1001
Grocery Street.Com	(248) 901-1530
Guardian Alarm	(248) 423-1000
J & B Financial Products LLC	(734) 420-5077
Jerome Urcheck, CPA	(248) 357-2400 x257
Karub Associates	(517) 482-5000
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Meter Mate	(800) 843-6283
Metro Media Associates	(248) 625-0700
Michigan Bankard Services	(517) 323-6017
Nationwide Communications	(248) 208-3200
NexTel Communications	(248) 213-3100
Nordic Electric, L.L.C.	(734) 973-7700
North American Interstate	(248) 543-1666
O'Riley Realty & Investments	(248) 689-8844
Paul Meyer Real Estate	(248) 398-7285
PaineWebber	(248) 737-5422
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
Sai 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 Federal Home	(248) 569-8080
Staver & Souve, PC	(734) 374-1900
Harold T. Stulberg, R.E., Broker/24 Hour	(248) 351-4368
T.D. Rowe Corp.	(248) 280-4400
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 564-0644
Venzon Wireless	(248) 763-1563 or (517) 896-7000
Western Union	(248) 887-1702
Western Union Financial Services	(248) 888-7423

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	(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
Ernie's Refrigeration	(517) 847-3961
Hobart Corporation	(734) 697-3070
Kansmacker	(517) 374-8807
Lauver's Cash Register	(313) 294-2600
Martin Snyder Product Sales	(313) 272-4900
MSI/BOCAR Store Fixtures	(248) 399-2050
National Food Equipment & Supplies	(248) 960-7292
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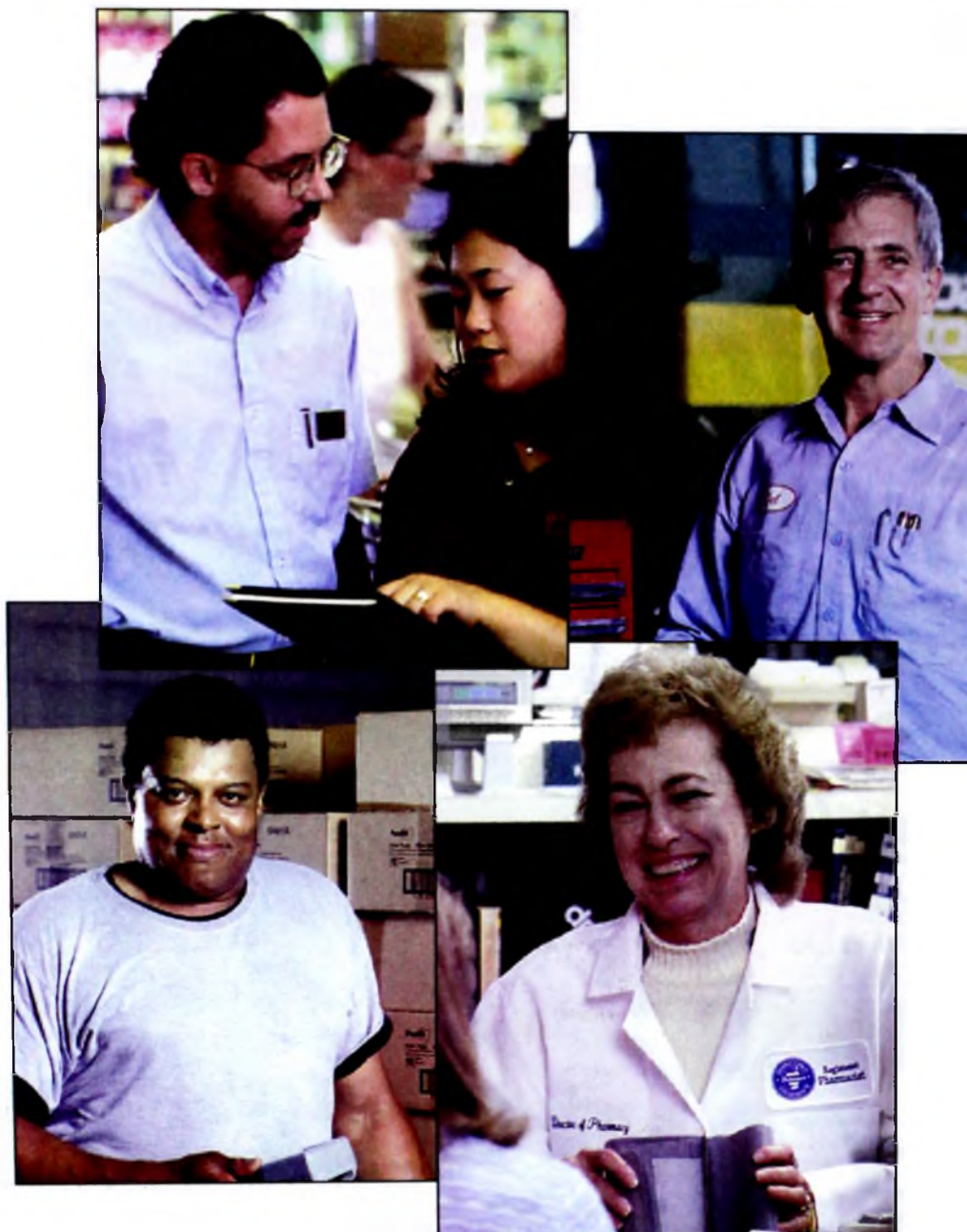
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