



FOOD & BEVERAGE REPORT

Associated Food Dealers
18470 W. 10 Mile Rd.
Southfield, MI 48075

Address Service Requested

PRSRT STD
U.S. Postage
PAID
DETROIT, MI
PERMIT#36

VOL. 12, NO. 9

The official publication of the Associated Food Dealers of Michigan

September 2001

Working hard for our members.

Inside

AFD partners with eSkye Solutions for scholars

• See page 3

Meet Rep. Gilda Jacobs

• See page 6

Top ten convenience store sales

• See page 10

Discount Drinks offers low prices every day

• See page 16

Results of State wine competition

• See page 35

What's New

WMU and FMI offer store operations conference

Western Michigan University is hosting "Managing the Total Store: Operations Course" October 14-18, 2001 in Kalamazoo. The five-day conference will feature speakers such as: Harold Lloyd, of Lloyd & Associates; Norine Larson, Larson Enterprises; and Dr. Ed Mayo and Dr. Frank Gambino of Western Michigan University.

It will be a very informative conference; one we all could benefit from. For more information, contact Kim Roberts (202) 220-0720 or email kroberts@fmi.org.

Made in Michigan Special Edition

Help us celebrate the bounty of Michigan products during our October Made in Michigan special edition. Please call Ray Amyot at (248) 557-9600 or 1-800-66-66-AFD to be a part of this exciting publication.

It's the Holiday Season at AFD!

Make your plans now for the AFD/Beverage Journal Holiday Show at Burton Manor, September 25 and 26



Livonia is the place to be for holiday "spirits" on September 25 and 26 as we bring the popular AFD/Beverage Journal Holiday Show to Burton Manor. Taste new products and buy them in a convenient, time-saving, one-stop shopping spree. More details and show specials begin on page 32.

To learn about the trends at the AFD/Beverage Journal Holiday Show, we spoke to local experts:

David Beauchamp from Champs Pub

"At Champs Pub, flavored martinis are very popular; the newest rage is an Apple Martini. We also have a lot of customers that enjoy crafted beers."

Adhid Miri from Copper Canyon Brewery

"The emergence of upscale casual dining has changed the product culture. Consumers today want to be seen in trendy establishments indulging in the newest beverages. As a result, product decisions are heavily influenced by consumers' lifestyle choices. Luxury is the name of the game and manufacturers have responded by producing higher quality products."

Steven Dodge from General Wine & Liquor Company

"Premium spirit items continue to out perform the market. Brands like Grey Goose, Ketel One, Remy Martin VSOP and Jagermeister are growing at double-digit rates. However,

the hot sensation this year has to be the flavored rums and vodkas. Several new brands such as Cabana Boy Rum, Burnett's Raspberry Vodka, Grey Goose L'Orange Vodka and Finlandia Lime Vodka have taken the market by storm. Cabana Boy Rum, which is available in several hot flavors such as Raspberry, Orange, Pineapple and Citrus, has been selling faster than we can keep it in stock. Burnett's flavored Vodkas have been an instant success as well. The packaging on Burnett's products is fabulous and really pulls consumers to the product. Consumers are looking for new items that are different and exciting. The spiced rum category is another example of consumers turning their attention to something different. The category is growing at the speed of light with no sign of slowing. You have the big boy leading the way but you also have brands like Admiral Nelson Spiced Rum showing triple digit

See Holiday Trends Page 4

Senior Picnic was fun in the sun for everyone!



Volunteers around the grill (from far right) Sommer Kassab, Janice Najor, Jason Najor, Dan Reeves, Jodie Blake, Linda Anderson, Mathew Loussia, John Loussia, Laurence Yaldo, Lisa Kalou. Story and more photos on page 36.

"Toast Michigan" at AFD's Michigan wine tasting

Mark your calendars! Friday, October 26 is **Toast Michigan: Savor the Flavor of Michigan Wines**, a repeat of the successful AFD all-Michigan wine tasting event in Southeast Michigan. This year it will benefit PFUND, a program for understanding neurological diseases at the University of Michigan Health System.

Sponsored by AFD and the Michigan Wine and Grape Council, the night of wine, specialty hors d'oeuvres and music by Johnny Rodriguez & His Firey Latin Jazz Band will be hosted at the **Excalibur Banquet Hall in Southfield from 5:00 to 8:30**

p.m. Over 50 Michigan wines will be available for tasting. In addition, every guest will receive a souvenir wine glass as a remembrance of the evening and a complimentary dessert coupon from Excalibur Restaurant.

"Michigan has some wonderful wineries. Many people don't know about the great wines that our state produces. This event is designed to showcase our best," says Joe Sarafa, AFD president.

Tickets are just \$30 per person and are available at the participating wineries or by calling AFD at (248) 557-9600 or 1-800-66-66-AFD.



Summer is not gone yet! We still have more shots from our Annual Scholarship Golf Outing! See page 35

Visit our Web site at: www.afdom.org

**DO THE
NEW
DEW**



MOUNTAIN DEW, MOUNTAIN DEW CODE RED and the CODE RED design are trademarks of PepsiCo, Inc.

OFFICERS

Sam Dallo, Chairman
In 'N' Out Foods, Region 4
Terry Farida, Vice Chair, Future Planning
Value Center Markets
Fred Daily, Vice Chair, Legislation
Medicine Chest
Gary Davis, Vice Chair, Membership
Tom Davis & Sons Dairy Co.
Ronnie Jamil, Treasurer
Mug & Jug Liquor Stores
Chris Zebari, Secretary
New Hudson Food Market

EMERITUS DIRECTORS

Bill Viviano
House of Prime
Mark Karmo
Golden Valley Food Center
Nabby Yono
Orchard Food Center
Frank Arcori
V.O.S. Buying Group
Amir Al-Naimi
Joy-Thrifty Scot

RETAIL DIRECTORS

Phyllis DeSmet
Spartan Stores, Inc. Region 3
Jim Garmo
Shopper's Valley Market, Region 2
James Hooks
Metro Foodland
Raad Kathawa
Ryan's Foods, Region 1
Alaa Naimi
Thrifty Scot Supermarket
Vic Ventimiglia, Jr.
Vic's World Class Market
Thomas Welch
Hollywood Super Markets
Brian Yaldoo
Woodward Long Lake Shell
Jerry Yono
Imperial Sunoco

SUPPLIER DIRECTORS

Brian Belobradic
Anheuser-Busch, Inc.
Frank Bodi
Seagram Americas
Al Chittaro
Faygo Corp.
Earl Ishbia
Sherwood Food Distributors
Clark Walker
Coca-Cola, Region 6
Mike Rosch
General Wine & Liquor Co.
Tom Waller
CROSSMARK Food Trade, Region 5

ADVISORS

Tom Simaan
Lafayette Park Market
Alan Stotsky
F&M Drugs
Sam Yono
Ramada Southfield

AFD STAFF & CONSULTANTS

Joseph D. Sarafa
President and Publisher
Daniel Reeves
Vice President
Judy Shaba
AFD Service Group
Sheila Reeves
Services Manager
Harley Davis
Coupons
Danielle MacDonald
Special Events Consultant
Ginny Bennett
Special Events Manager
Ray Amyot
Advertising
Cheryl Twigg
Office Manager
James V. Bellanca Jr.
Bellanca, Beattie & DeLisle
Legal Counsel
Michele MacWilliams
Metro Media Associates, Inc.
Public Relations
Special Events
AFD Food & Beverage Report Editor
Karoub Associates
Legislative Consultant
Gadaleta & Ramsby
Health Care
Pat Gregory
Follmer, Rudrewicz & Co. P.C.
CPA

Chairman's Message

AFD welcomes new sponsor eSkye Solutions to Scholarship Program



By Sam Dallo
AFD Chairman

I am proud to announce that eSkye Solutions is the newest sponsor of the AFD Scholarship Program. Each year AFD awards at least 30 academic scholarships. High school seniors and college freshmen, sophomores and juniors, who are employees of an AFD member company and/or whose parents are employees of an AFD member company are eligible to apply for a scholarship.

As part of its sponsorship, eSkye Solutions will donate \$1.00 to the AFD Foundation every time an AFD member or SDD licensed retailer



places an order request for alcohol beverage product from your ADA through the eSkye Solutions Internet system.

Dennis Mock, eSkye Solutions area manager for the Great Lakes District says that eSkye Solutions is delighted to participate in such a worthwhile and beneficial program as the AFD scholarship program. He adds that the company believes in supporting our industry's youth.

eSkye Solutions has created an online network that allow retailer (both on and off-premise operators to place beverage alcohol order requests via the Internet. Making the current process of placing orders in Michigan easier than ever. Retailers, such as AFD members, may use the eSkye Solutions system to:

- Place and proof-read order requests by item number or by Par/

Inventory sheets

- Reduce the time it takes to place an order request
- Analyze, manage and forecast inventory
- Analyze sales through downloadable reports
- Learn new training and hiring tips from industry consultants such as Robert Plotkin and Marvin Shanken Communications

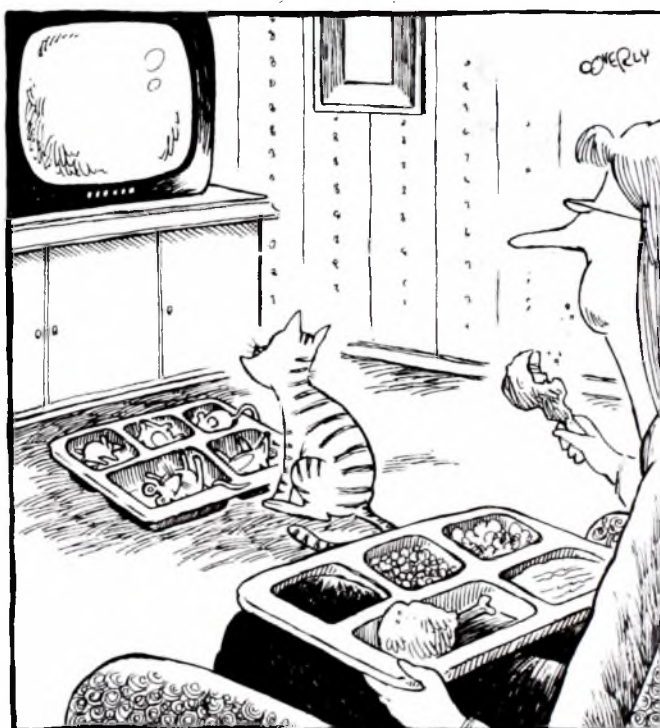
Users of the system save time and effort by placing order requests through quick entry (item code numbers) or PAR Sheet updates over the Internet to your desired ADA. eSkye Solutions members can easily verify and confirm order requests before submitting to ADA's and therefore reduce errors resulting in overshipment, under shipment, or wrong product.

eSkye Solutions will be exhibiting at the AFD Holiday Show this September 25 and 26. I encourage you to visit them in booth #149. While at the booth, learn more about the eSkye Solutions online beverage management system.

As a special show bonus, register and place your order while at the show and receive a \$10 gas card just for taking the time to try the system. eSkye Solutions will also donate \$1.00 to the AFD scholarship program at that time.

The Grocery Zone

By David Coverly



AAA wants recipes

You will be receiving a flyer in the mail soon regarding AAA Michigan's non-alcoholic drink recipe contest. You or one of your customers could win \$500. AAA is looking for creative recipes for party drinks with no alcohol—the kind of drinks party hosts can serve to discourage drunk driving.

Authors of the best 15 recipes will be invited to mix their drinks in person during the second week in October in contests in Traverse City, Grand Rapids and Detroit. First prize in each contest will be \$500. Runners-up receive \$250 and third place earns \$150.

Please post the flyer when you receive it, so that your customers have an opportunity to enter. To receive a contest entry form, call 1-800-AAA-MICH (222-6424). Deadline for entries is September 30.

Holiday Trends

Continued from
Front Page

growth by offering an incredible product at a good price."

Jim Roth from Good Time Party Store

"When I started in the retail business 34 years ago, gin outsold vodka 10 to 1. Today the higher priced vodkas are the most popular items in my store. I predict that holiday shoppers will stick to the luxury brands, and that higher priced vodkas will remain a dominant force in the market."

Faiez Asmary from National Wine & Spirits

"Today the spirits industry is characterized by flavor, with vodka brands like Smirnoff and Stol leading the way. Flavored rums, such as Whalers, are also very trendy; consumers are anxiously awaiting imminent new product introductions. The flavor explosion is expanding into other categories too, as we see the introduction of flavored Canadian Whiskeys such as, Revelstoke and Dr. McGillicuddy's Fireball. We are also noticing the continual steady growth of tequilas, despite the availability issue and current price hike. For example, Jose Cuervo, Cuervo 1800 and Sauza continue to entice buyers

with creative new ways to consume their products."

Madeline Triffon from Unique Restaurant Corp.

"Cosmopolitans still rule the day, with sweet and savory martinis coming in a distant second. High end vodkas are also in-vogue. Keeping with that luxury trend, our consumers are ordering premium wine by the glass. Although still important, Chardonnay and Merlot have become mainstream. People want to experiment, and will eagerly order tasting portions. Consumers today are more educated, and their drink choices reflect a desire for higher quality products."

Calendar

September 23-25

FMI I/T Leadership Forum
Sheraton Bal Harbour
Beach Resort
Bal Harbour, Florida
(202) 451-8444

September 25-26

**AFD Beverage Journal
Holiday Show**
Burton Manor, Livonia
Ginny Bennett
(248) 557-9600

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

Statement of Ownership

The AFD Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers of Michigan at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within The AFD Food & Beverage Report may not be reproduced without written permission from the AFD.

The opinions expressed in this magazine are not necessarily those of the AFD, its Board of Directors, staff or members. Bylined articles reflect the opinions of the writer.

POSTMASTER: Send address changes to AFD Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (248) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:



Verizon Wireless



Be the first
to get your
palm
on today's
hottest
phone.



Wireless solutions to fit your business needs!

Endorsed By:



Call Verizon Wireless Today!

To start new service call 1-800-388-0919
If you're a current Verizon Wireless customer
call 1-877-955-0505

Ask about our special discount for Associated Food Dealers members and their employees and don't forget to mention that you're a member of AFD

Kyocera is a registered trademark of Kyocera Corporation

Join in.

www.verizonwireless.com

verizon wireless

GENERAL WINE & LIQUOR COMPANY

State of Michigan's Largest Distributor of:

- A. Hardy USA
- Austin Nichols Wine
- Barton Brands
- Brown Forman
- Canandaigua Wine
- Cannon Wine
- Caravelle
- Charles Jacquin
- CK Mondavi
- Conbrio
- Corterra
- David Sherman Corp.
- Davies & Co.
- DeLoach
- Distillerie Stock
- Gaetano Specialty
- Geyser
- Great Lakes Liquor
- Heaven Hill Dist.

**Wines
Spirits
Beers
Non-Alcoholic
Beverages
&
Cigars**

- Kendall-Jackson
- Kobrand
- Mott's
- Leelanau Wine
- Magic "Energy Kick"
- Newton
- Raymond Vineyards
- Remy Amerique
- Royal Wine
- Seagram's Classics
- Sebastiani Vineyards
- Sidney Frank
- South Corp.
- Stimson Lane
- Tod Hunter Imports
- U.S. Distilled Products
- White Rock Dist.
- William Grant & Sons
- Winesellers Ltd.

*General Wine & Liquor Company is proud to
present the following Fine Cigars:*

DON TOMAS	ASTRAL	MONTECRISTO	H. UPMANN	DON DIEGO
PLAYBOY		HAMILTON		HAMILTON
BY	TE-AMO	BY	Romeo & Julieta	BY
DON DIEGO		H. UPMANN		DAVIDOFF
MACANUDO	MAKERS MARK	LAS CABRILLAS	CHAIRMAN'S RESERVE	LA GLORIA CUBANA
ASTRAL GRAND RESERVE	LA DIVA	WD BUNDLES	ZINO	ROYAL BUTERA
PARTAGAS	ASHTON	ACID	LA AURORA	GOURMET DESSERT
LEON JIMENES	GRIFFINS	AVO	DON LINO	DUNHILL
EXCALIBUR	PUNCH	CAO	SOSA	DON HERMAN
DON TOMAS CAMEROON				



DISTRIBUTORS OF FINE WET GOODS

*For more information please contact your sales
representative or call (313) 852-3946*

Jacobs pursues "quality of life" for Michigan residents

by Kathy Blake

State Representative Gilda Jacobs (D-Huntington Woods), returned to the House this year for her second term and moved up the echelon to become Democratic Floor Leader. Jacobs helped her caucus develop a new agenda which emphasizes "quality of life" by addressing several issues including economic effects on Michigan workers, land use and its impact on urban, suburban and rural areas, and improving early education.

"Michigan families have sent us here to address issues they all have in common—strengthening schools, improving health care, and making families safer," said Jacobs. "The caucus is on the front lines of issues that affect every community in this state, including child care, job training, transportation, health care and emergency needs. One third of Michigan's low-income families pay more than 20 percent of their income for child care, much higher than the national average of 16 percent. If we expect mothers to leave welfare to join the workforce, we have to follow through on our commitment to ensure that quality child care is available and affordable," explains Jacobs.

The representative is the first woman to serve as House Democratic Floor Leader. Her responsibilities include coordinating legislative activity for the House Democratic Caucus and participating in strategy sessions with other members of the House Democratic leadership team. "I'm a spokesperson for the Caucus, speaking to the media and interest groups and taking their queries back to Caucus. I interact with the Majority Floor Leader and keep our caucus up to date on floor activity," says Jacobs.

It was a great honor to be elected second highest ranking Democrat by the House Democratic caucus," exclaims Jacobs. Minority Leader Kwame Kilpatrick is the highest ranking Democrat.

Jacobs represents the 35th House District, which includes Huntington Woods, Oak Park, Pleasant Ridge,

Berkley, Ferndale and Royal Oak Township. Jacobs describes her district as covering the spectrum of socio-economic demographics. "It's a diverse community, which is why I really love serving it," says Jacobs. Her district consists mostly of older bedroom communities with tree and sidewalk-lined streets.

In addition to being Minority Floor Leader, Jacobs' committee assignments include the House



Oversight and Operations (Minority Vice-Chair), House Television and Oversight, Legislative Council (Minority Vice-Chair) and the House Fiscal Governing Board.

Jacobs will be introducing a bill requiring prepared foods to have a "consume by" date suggesting when it should be eaten versus the "sell by" date that is currently used. She is also working on legislation for disclosure of prescription costs by pharmacies to patients with insurance coverage and medical privacy protection. "We want to restrict the sharing of private medical information by doctors and insurance companies to protect patients," says Jacobs.

During her first term as state representative, Jacobs held the position of assistant Democratic floor leader and served as chair for the 12th District Democratic party in 1999. Prior to entering the state legislature, she represented the 23rd district as an

Oakland County Commissioner from 1995 through 1998, in addition to being Democratic Caucus Chair for the years 1996 through 1998.

The representative was also the facilitator of an Oakland County mental health coalition from 1996 to 1998.

In addition to serving on various standing committees of the Oakland County Board of Commissioners, Representative Jacobs was a member

of the Substance Abuse Advisory Council, the Breast and Cervical Cancer Advisory Council; the Community Development Advisory Council, the Oversight Committee for the evaluation of Haven's Coordinated Approach to Domestic Violence Program and many others.

Jacobs was the first woman ever elected to the Huntington Woods City Commission. She was initially elected to fill a vacancy, yet served on the commission from 1981 to 1994 and was Mayor Pro Tem her last year.

She worked as administrative aide to State Senator Doug Ross from 1978 to 1982. Prior to that, she was a special education teacher in the Madison School District for four years after

college. She graduated from the University of Michigan with a bachelor of science degree in education and a master of science degree in behavioral sciences in education in 1971. Representative Jacobs is affiliated with numerous community organizations and has received several awards including the Wonder Woman Award from the Women's Survival Center in Pontiac.

She is married with two daughters, who are college graduates, one of whom is getting married this month. The representative and her husband will be celebrating their 30th wedding anniversary with a trip to Malaysia and Thailand.

To reach Representative Jacobs call her at (517) 373-0478, email: gjacobs@state.mi.us, or write State Representative Gilda Jacobs, P.O. Box 30014, Lansing, MI 48909-7514.

New study aims to solve challenge of out-of-stock products for DSD categories

Reducing out-of-stock products at the retail level is the ultimate goal of a new project being launched later this summer by GMA's Direct Store Delivery (DSD) Committee. The study - to be conducted by Roland Berger & Partner, LLC - will explore out-of-stock issues and solutions for DSD categories in the grocery channel.

Participants in the study will conduct in-store audits over a two-week period in 20 stores throughout Atlanta, Dallas, Chicago and Los Angeles, assessing the extent of DSD out-of-stocks.

The study also aims to understand shoppers' loyalty and shopping behavior when encountering a DSD product out-of-stock, determine root causes and develop solutions to reduce DSD out-of-stocks.

"Ensuring that products are on the shelf and available for purchase where and when the consumer wants to buy them is critical to building customer loyalty, increasing sales and boosting profitability for both the retailer and the manufacturer," said Joe Hoff, vice president, national retail sales, Anheuser-Busch Companies, Inc. and chair of the GMA DSD Committee. "We know from earlier studies that out-of-stocks are a challenge across the industry, and across categories. Our goal is to take the lead in addressing the problem from a DSD perspective and to find workable solutions that manufacturers and retailers can jointly execute and benefit from."

The out-of-stocks study will help provide manufacturers and distributors with information and insights on the extent of DSD product out-of-stocks and root causes of out-of-stocks, as well as how consumers behave when confronted with DSD out-of-stocks.

Manufacturers involved in the project include Anheuser Busch Companies, Coors Brewing Company, The Coca-Cola Company, Dean Foods Company, Dr Pepper/Seven-Up, The Earthgrains Company, Frito-Lay, Kraft Pizza Company, Miller Brewing Company, Nabisco, Inc., Pepperidge Farm, Pepsi-Cola Company and Schwan's Consumer Brands.

GMA expects to release the study by the end of this year.

News Notes

PepsiCo sees more Quaker synergies

Raises estimate to \$400 million

PepsiCo has raised to \$400 million its estimate of annual synergies from its recently completed merger with Quaker Oats Co., the company said yesterday in a webcast to investors.

PepsiCo said that, based on analysis since merger plans were announced in December, it has identified ongoing merger-related cost savings and revenue enhancement opportunities that will reach \$400 million a year by 2005. That is \$170 million more than the company's initial estimate of \$230 million. Between \$140 million and \$175 million of the synergies are expected to be achieved by the end of 2002, says PepsiCo, Purchase, N.Y.

"We knew last year that the merger of PepsiCo and Quaker created lots of great opportunities," said PepsiCo Chairman and CEO Steve Reinemund. "After months of detailed analysis, it is clear that the opportunities are even greater than we initially projected."

Coke's battle with Gatorade

Powerade relaunch sets sites on market leader

Coca-Cola Co. says that its recently relaunched Powerade sports drink was "gaining momentum and braced to better challenge Gatorade," according to a report by Reuters. PepsiCo Inc.'s newly acquired Gatorade is the leader in the sports drink market. "In the three months that the brand has begun the relaunch, we have gained share in the marketplace...the first time it has happened in a long time," Rohan Oza, senior brand manager of Powerade, told Reuters.

San Francisco scientists use off-patent drugs to treat CJD

Scientists from the University of California at San Francisco have administered quinacrine, an anti-malaria drug, and chlorpromazine, a psychosis treatment, to two patients suffering from Creutzfeldt-Jakob disease (CJD). Preliminary results of the study show promise against prions: brain-killing particles that trigger CJD and mad cow disease. UCSF scientists plan to work with Britain's National CJD Surveillance Unit to expand clinical trials of the two drugs. —*Financial Times*

New payroll services to be made available

For those without bank accounts, Visa U.S.A. and other companies soon will provide payroll services to replace paychecks with debit cards linked to a bank account. The cards will allow workers to get cash from an automated teller machine and pay for merchandise with plastic instead of cash. The services benefit employers by cutting the costs of printing and distributing checks, and benefit workers by saving them money on check-cashing.

—*USA Today*

Kimberly-Clark's ad campaign "celebrates buns"

Kimberly-Clark's advertising campaign — internally dubbed "celebrating buns" — for its new wet toilet paper called Cottonelle Fresh Rollwipes includes TV spots featuring a montage of rear ends and print ads featuring an extreme close-up of a sumo wrestler's backside. Kimberly-Clark hopes to normalize the use of wet toilet paper and promote its product without getting the "teen-boy locker-room laugh."

Fitness guru creates line of all-natural baked goods

Stephen Lincoln, director of group fitness for David Barton Gyms in New York City, has created a line of all-natural protein-packed baked goods. The line, The Protein Bakery, aims to compete for health-conscious individuals who can't imagine life without pastries. The creations resemble regular sweets in fat and sugar content but have no preservatives, are wheat-free with high fiber and have no partially hydrogenated oils.

—*The New York Post*

How do you get from
power lines
and pipe lines
to shorelines
and lifelines?

Easy—through the power of giving.

Power lines and pipelines can deliver much more than electricity and gas. Thanks to the work of the DTE Energy Foundation, they can deliver funds to support cultural institutions. Or contribute to the economic well being of our schools and communities. They can even produce hot meals, seedlings and medicine and, best of all, hope for thousands of Michigan residents.

This year, the DTE Energy Foundation will continue its tradition of service by donating millions of dollars to a wide range of non-profit organizations throughout the state. Along with that, DTE Energy employees will invest thousands of hours of their own time to support those charities they believe in. Because at DTE Energy we all believe that community is our greatest resource.

DTE Energy Foundation

www.dteenergy.com

Orange with Attitude.

Are you type **O**? **BACARDI O**

ORIGINAL ORANGE FLAVOUR
BACARDI RUM WITH NATURAL ORANGE FLAVOUR

See Your Bacardi Representative

News Notes

Eating at home making a comeback

Americans are eating fewer meals out, according to a survey just released by the NPD Group. In the year ending in February 2001 the average American ate three percent fewer meals outside the home than they did the previous year — the largest drop in eating out since the research firm first began conducting the annual survey in 1979.

On average, Americans ate out about 137 times last year as compared to 141 the year before. NPD also reports that the average meal in a restaurant cost \$4.92 during this period, which was up about four percent from the \$4.72 the year before. The company will release the full research report in October.

Sam's Club woos customers with diamonds

Wal-Mart's warehouse club, Sam's Club, is now using diamonds and other luxury goods to woo well-to-do customers who traditionally have patronized Costco for gourmet foods and upscale brands. Sam's is making its stores brighter and adding colorful signs as well as brand names, such as Ralph Lauren bedding, and beefing up its fresh-foods department with steamed shrimp.

—The Wall Street Journal

Extreme sports, hip-hop become marketing push

Extreme sports — activities such as BMX riding, skateboarding and snowboarding — are becoming more commercial, and hip-hop is beginning to blend in. Nonsport brands such as Clairol's "Xtreme FX" hair-color line and PepsiCo's Mountain Dew soda are positioning themselves within the burgeoning hip-hop/sports youth demographic in a marketing initiative.

Pork Board launches hammy ad campaign

The National Pork Board launched a national ad campaign this month to encourage consumers to buy the other white meat. The board hopes to boost sales and revive the industry's 15-year-old slogan, "Pork. The Other White Meat," by using adages such as "I scream, you scream, we all scream for pork loin," and "One potato. Two potatoes. Three potatoes. Pork."

—The Des Moines Register

Webvan shareholders unlikely to recover money

Webvan shareholders are not likely to recover any money from the liquidation of the bankrupt online grocer. Webvan said it expects to raise enough money to be able to distribute funds to unsecured creditors but not to equity shareholders.

—The San Jose Mercury News

Iceland Spring turns to "sex sells" formula

Iceland Spring, now ThorSpring, is turning up the heat by combining the "sex sells" ad formula with picturesque scenery in Iceland. The campaign is part of a company-wide effort to advance the brand, which began with changing the company name. To stay within the \$2 million budget, the new campaign will appear only in print.

—The New York Times

Land O'Lakes introduces new milk packaging

To prevent oxidation—the chemical process that affects taste, nutrition and freshness—Land O' Lakes Fluid Dairy Products is introducing milk in half-gallon and gallon opaque, 100%-recyclable FlavorTight jugs in convenience stores, grocery stores and other retail stores this month. The FlavorTight jug protects milk from exposure to ultraviolet and fluorescent light, which the company says is helpful in retaining fresh flavor and keeping vitamins intact.



SUBURBAN
MAGAZINES

NEWS

Wholesale Distributor

Metro Detroit • Suburban News
24808 Romano • Warren, Michigan 48091
810-756-4000 • Fax 810-756-4060



Cigarettes dominate top 10, with foodservice a far second

Cigarettes continue to be the number one product in the industry, accounting for 35.8 percent of in-store sales in 2000, according to the National Association of Convenience Stores' State of the Industry report. It is a category that has steadily grown stronger for convenience stores.

In 1981, cigarettes represented 15 percent of industry sales, less than half of what they represent today. "What that means," said Bob Swanson of NACS, "is that we've been increasing cigarette sales at about one percentage point a year."

The No. 2 category, foodservice, showed a slight decline in 2000, dropping down to 13.3% of sales. No. 3 in the ranking, packaged beverages, showed a slight increase, up 1.3% to account for 12.3% of sales in 2000.

Combined, the top 10 categories represent a critical 88.9% of industry sales.

Changes in the top 10 categories this year include beer moving from

third to fourth place, swapping positions with the packaged beverage category. Excluding stores that do not sell beer, the category would actually be in the No.2 slot. Beer holds a 14.6% industry average of stores that sell beer as a percent of in-store sales.

Also flipping positions from last year is the fluid milk category at No. 7, bumping general merchandise down to No. 8. Both categories showed a slight drop in 2000, fluid milk products dropped two-tenths of a percentage point and general merchandise five-tenths.

Making the top 10 this year are packaged sweet snacks and other tobacco, pushing publications and edible grocery off the top 10. Packaged sweet snacks jumped from 1.6% of in-store sales in 1999 to 2.3% in 2000. Other tobacco, which includes smokeless tobacco and cigars, went from 1.2% of in-store sales to 1.5%.

More than half of all convenience store sales are derived from the top three categories, which combined represent 61.4% of industry sales in 2000. Only half of the top 10 categories showed growth in 2000, with the majority remaining relatively flat or showing slight decreases. Categories showing increases include cigarettes, packaged beverages, salty snacks, packaged sweet snacks and other tobacco products.

SOURCE: 2001 NACS/CSNews Industry Databank

TOP 10 IN-STORE SALES

RANK	ITEM	1999	2000
1	Cigarettes	34.9%	35.8%
2	Foodservice	13.6%	13.3%
3	Packaged beverages	11.0%	12.3%
4	Beer	11.2%	10.9%
5	Candy	3.9%	3.9%
6	Salty Snacks	3.0%	3.4%
7	Fluid milk products	3.0%	2.8%
8	General merchandise	3.2%	2.7%
9	Packaged sweet snacks	1.6%	2.3%
10	Other tobacco	1.2%	1.5%



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





TAKE THE LEAD. BE A DESIGNATED DRIVER.

WE ALL MAKE A DIFFERENCE.®



www.beeresponsible.com

Coupons making a comeback

A drop in consumer spending and a preference for larger discounts has retailers and manufacturers taking another look at coupons as a way to stimulate sales. Coupon use has grown at a steady clip over the first half of the year.

Phil Lempert, a food-industry analyst and creator of www.supermarketguru.com, a website that follows food-industry trends, agrees. "There's no question about it. Coupon use and redemption is on the rise."

Other research has concluded that during the recessions of 1980-83 and 1990-91, coupon redemption rates were higher than during any other period.

Along with traditional newspaper and direct mailers, coupons are also making their way onto the Internet through sites including Save.com, Valu-Page.com, ValPak.com and CouponSurfer.com. Consumers can pick and choose coupons to print or receive through the mail for use in select stores.

Estimates show that 81 percent of the U.S. population uses coupons when they shop. Of that total, 25 percent said that they use them on every trip to the store.

Prices increased on summer favorite

Just as the weather heated up so did the price of summer's coolest treat—ice cream. The reason for the rise is that the principal ingredient of ice cream is milk fat, and its price has risen 71 percent over the past six months.

No one seems to agree on why this has happened, but it's affecting large manufacturers, smaller dairies and mom-and-pop ice cream outlets. The industry blames a new government pricing system, while Agriculture Department officials point to a seasonal slowdown in milk production.

In January of 2000 a new milk pricing system went into effect. It's design was to bring uniformity to the how much dairy farmers earn. To do this the bill tied the cost of milk fat to the price of butter, which has nearly doubled since then. The price of butter has risen from \$1 a pound in March 2000 to \$1.90 per pound in May 2001.

Representatives of the USDA attribute the rise to the recent studies indicating that butter is not as unhealthy as experts once thought. This increased competition for milk fat by makers of butter, cheese and ice cream.

At the same time the demand for milk fat was rising and the new rules created three price classes, scaled from butter on the low end, to cheese and ice cream at the high end.

According to William Oldenburg, vice-president of operations for Dreyer's Grand Ice Cream Inc., the nation's largest manufacturer, you pay more for milk fat that goes into ice cream than you do for milk fat that goes into making cheese even

though the quality remains identical for both. He has been lobbying Congress for relief from what he says are unfair and overly-complicated price regulations.

On the other hand Jerry Redding of the Agriculture Department points out that, "It's strictly supply and demand. Prices tend to go up in the summer because there's more demand and cows don't give as much milk in summer because of the heat."

Detroit's Hostess Bakery to close

The Hostess Cake bakery on Oakman Boulevard will be closing its door on September 23, according to the *Detroit Free Press*. The plant, which opened in 1929, will leave and with it 233 jobs.

Interstate Bakeries Corp., of Kansas City, MO had considered closing the Detroit bakery for a number of years because the plant is outdated. The plant is slower and less efficient than others in the company.

Employees will be offered transfers to any of the 62 bakeries across the country, including Grand Rapids and Toledo. The transfers will depend on the number of jobs available, the proximity of the nearest bakery, and the employees' interest in moving.

The bakery's production for Michigan and Ohio markets will be transferred to other bakeries in the Midwest.

Alizé DE FRANCE proudly supports the

**Associated Food Dealers
of Michigan**

and their

Scholarship Fund



©2001 Kabrand Corp. Alizé de France, imported from France by Kabrand Corp., New York, NY 10% alc. by volume. Alizé Cognac, 40% alc. by volume.

On sale Aug. 30
Earn 18¢
on each ticket

TRIPLE EXCITEMENT

REWED UP AND
READY TO SELL!

On sale Aug. 23
Earn 60¢
on each ticket

On sale Sept. 6
Earn 30¢
on each ticket

Shift into four-wheel drive with the newest games from the Michigan Lottery!

\$3 Trucks and Bucks • Over \$900,000 in retailer commissions • Over \$7,000,000 in total prizes • Win up to 11 times • Win up to \$50,000 or an SUV

\$10 Big Cash Casino • Over \$1,800,000 in retailer commissions • Over \$17,000,000 in total prizes • Win up to 14 times • Win up to \$1,000,000

\$5 Sports Action • Over \$1,200,000 in retailer commissions • Over \$11,000,000 in total prizes • Win up to 7 times • Win up to \$250,000

WIN UP TO \$250,000!
SPORTS ACTION
FOOTBALL FEVER
HATY
MICHIGAN LOTTERY

WIN UP TO \$1,000,000!
BIG CASH Casino
Spin to Win
MICHIGAN LOTTERY

WIN UP TO \$50,000 OR AN SUV!
TRUCKS AND BUCKS
OVER \$7 MILLION IN CASH PRIZES!
MICHIGAN LOTTERY

Lottery says goodbye to Commissioner Gilmer



by Acting Commissioner Jim Kipp

The Lottery sadly said goodbye to Commissioner Don Gilmer when Governor Engler recently appointed him as State Budget Director in late July. Like everyone else at the Lottery, I am very sad to see Commissioner Gilmer leave. He was a great Commissioner and he will be truly missed by all who had the opportunity to work with him.

I am, however, honored to be appointed by Governor Engler to serve as the Lottery's Acting

Commissioner. I have worked for the Lottery for the past 13 years, most recently as Chief Deputy Commissioner and prior to that, as Deputy Commissioner for Planning and Operations. The role of Acting Commissioner is not entirely new to me, as Governor Engler appointed me Acting Commissioner once before from May to December of 1994.

Over the past couple of years, many of you have gotten to know Commissioner Gilmer and have

learned he always listened, with an open mind, to what you had to say. I plan to continue that positive and fruitful working relationship with each and every Lottery retailer. Beyond the retailer base, I must and will keep an open ear to the millions of Michigan Lottery players who support our games.

I feel lucky to be working with the experienced and knowledgeable staff here at the Lottery. I plan to make full use of their expertise and insight to help me continue with the steady course we are currently following. I am sure the remainder of fiscal 2001 will be a learning experience for me in many different ways. With your enthusiasm and the Lottery's continued support, I hope to accomplish the goals we have set for the year.

Back Pair Payout Daily 4 Promotion

Some of the Lottery's most popular promotions have been tied to the Daily 3 & 4 games. I am proud to announce that the Lottery has a brand new Daily 4 promotion beginning September 3 and running through September 29. The "Back Pair Payout" will award Daily 4 players a \$10 prize when their one-dollar straight bet matches the last two numbers drawn. The odds of matching the back pair are just 1 in 101, which is much easier to win than any other Daily 4 prize! The Lottery expects to pay out more than \$700,000 more in Daily 4 prizes due to this promotion. With all of these extra \$10 winners coming to your stores to collect their prizes, you can look forward to increased sales as many players will want to try their luck again. Just like any other prize cashed in-store, retailers will also receive the 2-percent redemption commission on every valid back pair match paid.

Summer Sweeps Reminder

The "Summer Sweeps" incentive program could help you win an extra \$500 in September. This is the final month this program will be offered! In order to have your store entered in the drawing, instant-only retailers need to be on standing book order for the entire month, carry a minimum of the top five selling instant games in their district and validate a minimum of \$250 in prizes for the month. Lottery retailers who sell both on-line and instant tickets are also eligible for this promotion. Those stores must be on standing book order for the entire

www.bcbsm.com

For Community Blue PPO,
Blue Care Network HMO,
Blue Choice POS or
Blue Managed
Traditional. For so
many reasons, choose
Blue Cross Blue Shield
of Michigan.

For information
about Blue Cross
coverage available
to AFD members,
please call Judy Shaba at
1-800-66-66-AFD.

We're listening.
We're learning.



Blue Cross
Blue Shield
Blue Care Network
of Michigan

For you. For life.

Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

See Lottery, page 18

GRAB A MILLER LITE



**IT'S
MILLER
TIME!**



**THINK WHEN
YOU DRINK**

Discount Drinks – Low, everyday prices

by Ginny Bennett

In 1994 (Jerry) Gerald and Hope Hand turned over their Wyandotte store, Discount Drinks, into the capable hands of their son Patrick, then 22 years old.

At one time Jerry Hand co-owned Discount Drinks stores in Monroe, Farmington Hills and Canton, all of which are now owned by various former partners.

Back then, Jerry was known in the metro area as the "pop king" because of the quantity of soda pop he sold from these four stores. Under Pat's direction the Wyandotte store continues its remarkable growth. Sales percentages have increased for 21 straight years-month to month.

The original idea behind Discount Drinks came from the concept of one low everyday price.

Jerry once owned a janitorial service. As a consumer and a provider for his family, he was frustrated by the way pop prices varied from store to store. One week there would be a sale here, another week a sale there, with the consumer always struggling to find the cheapest price. Out of his frustration grew the idea that a good viable business could be built around the promise of a good price and good service, everyday. It seemed like a fair way to do business.

Pat says his Dad is his mentor now. And he mentions that his Mom still offers a lot of help too. "The two worked side by side," says Pat. They became known for consistent, honest pricing everyday. That business philosophy has continued to work for Pat.

Jerry Hand's commitment to fair business practice is pretty well known. Pat says, "my Dad is the fairest man I know." Others would agree. Pat likes to relate a story about his Dad he heard when he participated in a Garland golf outing a few years ago and was chatting with a pop company representative. The fellow was relating stories about retailers that he knew. When the rep told Pat one story about a retailer it sparked familiarity with Pat.

The rep said, "He's a guy that you had to respect even if you didn't like him. He was always fair, especially in the way he treated salespeople. I thought he was fair even if I didn't agree with his decision."

The more they chatted the more it occurred to Pat that the rep was talking about his Dad, Jerry Hand.

The rep was embarrassed to learn that he was speaking of Pat's dad, but the two men had a good laugh.



(l to r) Bryan Patton, Rick Jones, Pat Hand, Dave Houston and store manager Chris Nordwall

The Hands must have done something right throughout time to have such a remarkable month-to-month upward sales record from the beginning. Pat has continued to steadily increase sales. He really understands his inventory and confides that he relies on old fashioned "gut feeling" to track sales and doesn't have scanners at check-out.

Discount Drinks markets their product lines by catering to "the party." They have a good reputation in the area and draw from a wide circle of loyal customers. Store employees tend to have their own loyal clientele, too. Local party places recommend Discount Drinks as a one-stop party shop where they can buy all their alcohol, kegs, bar supplies and paper goods. They rent super coolers and tappers and sell up to 55 barrels a week during busy summer weeks. They have a good reputation for being right on the nose with their orders for events. Word-of-mouth is the best advertising and they have built a good relationship with the party business.



Owner Pat Hand

The party idea is working and Anheuser-Busch awarded a plaque to Discount Drinks that recognizes their sales status as the number one independent account for Anheuser-Busch in the entire state of Michigan for 2000. They are also number one in total case sales for Central Distributors of Beer, Inc. In 2000 they sold 55,541 cases of Anheuser-Busch product. That is a lot of parties!

Beer is a big seller but wine sales have multiplied as well, with a 15 percent year-to-date, monthly growth increase. Discount Drinks' wine selection has improved over the years. This follows the U.S. trend and has caused Pat to rearrange space to accommodate a bigger assortment. The price and the variety is unique in the area. Two and a half years ago they combined two buildings to afford more shelf space to fast selling bottles. What was once a single 8-foot shelf space for jug wines has expanded to the current 1,500 square-foot space. Continual growth in all the departments has instigated several moves and expansions to the current 10,500 square-foot store.

Typically, party stores are open long hours. Pat is happy that his store hours are shorter than most. Discount Drinks is open daily from 8 a.m. to 9 p.m. He has about 12 employees.

Pat graduated from John Carroll University in Cleveland, Ohio with a marketing degree. He enjoyed his five years there and eventually ended up working in Chicago before coming back to the family business. Once an

enthusiastic golfer, now Pat thinks of himself as a family man. Only 29, he and his wife Lorena have already had four children, in just five years. He says his wife is "tough" and he gives her a lot of credit for all the hard work she has taken on. He too, is very dedicated to his family and values his time spent with them. He is very proud of Gerald, five; Mackenzie, three; Ryan, one-and-a-half; and six-week-old Sean. "One child didn't change my life dramatically, and neither did number two, but when the responsibility of child number three came along, I am a family man," Pat exclaims with gusto.

His hours vary a lot in the store and because of reliable, long-time, trusted employees, Pat feels he can sometimes get away. Now discretionary time is family time.

After college graduation, running the store really wasn't his plan. Yet Pat appreciates the opportunity that his parents gave him when they entrusted the store to him. He plans to have another store someday that he can start on his own. Pat has a "personal controversy" about taking something that his parents worked so hard to build. It is just a feeling based on principle, but he'd like to feel the pride that comes from being personally responsible for his own success. He has learned this from his parents and perhaps to Pat that just seems fair. In the meantime it is a good dream to pursue.



Discount Drinks on Fort Street in Wyandotte

NATIONAL

wine & spirits corporation

SMIRNOFF

Courvoisier

Kahlúa

**JOSE
CUERVO**

*National Wine & Spirits invites
everyone to visit our booths at
the AFD/Beverage Journal
Holiday Show September 25 & 26.*

Tequila
Cuervo
1800
Product of Mexico

beautiful
TEQUILA
ROSE
dangerous

CAROLANS
IRISH COFFEE CREAM
Liquor



**FIVE
O'CLOCK**

**RAIN
BUN**
VODKA

Chopin
VODKA

Stoli

Canadian Club

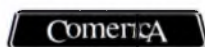
BELVEDERE
VODKA



**If it's a block, we've been around it.
If it's a box, we can get out of it.
If it's a business, we can help build it.**

Experience. Creativity. Decisiveness. These are qualities that define a Comerica banker — qualities that can help your small business succeed. No matter what shape a challenge or opportunity takes, we can help you meet it. Triumphant. With a full array of financial services, we're the bank you can start with, grow with and stay with. After a century and a half, Comerica remains the leader in business banking because we get things done. If your business needs a bank that's been around the block — a bank that gets things done — call today and put Comerica to work for you.

Please call us at 1-800-829-5214



We listen. We understand. We make it work.™

Comerica Bank. Member FDIC. Equal Opportunity Lender.
www.comerica.com

Lottery, continued from page 14

month, carry a minimum of the top ten selling instant games in their district and display the point-of-sale materials required (i.e. jackpot boards, brochures and brochure holders and current kit—any two elements—plus starlight frame and door decal). Each month, 200 lucky retailers will win \$500 each. Instant only retailers should talk with their Tel-Sell representative for more details, while retailers who sell both on-line and instant tickets should contact their Lottery DSR for more information.

New Instants

The lottery is excited to debut four new instant games in September. On September 6 the Lottery will introduce the \$5 "Sports Action," with a top prize of \$250,000. Instant ticket lovers will flock to your store on September 13 when the \$2 "Fall Fest" goes on sale offering a \$25,000 top prize! On September 20, players will be hunting for the big bucks when the \$1 "Buck Buck Dough" instant ticket goes on sale with a \$2,000 top prize! Finally, your customers will be pocketing extra cash with the \$2 "Billiard Bucks" which goes on sale September 27, offering a \$30,000 top prize.

AFD accepting nominations for Board of Directors

It is time to choose our new AFD Board of Directors for 2002. Any voting member of the association may be nominated to sit on our board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated in writing, no later than October 19, 2001. All nominations require the support of 26 other members in good standing or a majority vote by the nominating committee. If you are a retail member, you must seek a retail position on the board. If you are a general member, you must be nominated for a general director's position.

In addition, the AFD will accept nominations for regional directors' positions for regions 3 and 4. Please send your nominations with supporting signatures to the AFD Nominating Committee, 18470 West Ten Mile Road, Southfield, Michigan, 48075.

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



***The point is . . .
Color makes a difference!***



Electronic Design, Imaging & Printing

17630 East Ten Mile Road • Eastpointe, Michigan 48021
Phone (810) **777-6823** • Fax (810) **777-1434**

Visit our Website: <http://www.nuad.com>

E-mail: help@nuad.com

- **Full Service Printing**
- **Full Service Design Team**
- **Insert Advertising a Specialty**
- **State-of-the-Art Electronic System**
- **World-Class Printing at a Down-To-Earth Price!**

*The Associated Food Dealers of Michigan
and Michigan Grape and Wine Industry Council
cordially invite you to*

Toast Michigan

Savor the Flavor of Michigan Wines

Friday, October 26, 2001

5:00 p.m. to 8:30 p.m.

*Excalibur Banquet Center
28847 Franklin Road, Southfield, MI 48034*

\$30 per person includes:

- Wine sampling of over 50 Michigan wines
- Souvenir wine glass
- Hors d'oeuvres
- Free dessert coupon for Excalibur Restaurant

Music by Johnny Rodriguez & His Firey Latin Jazz Band

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



Call (800) 66-66-AFD

A portion of the proceeds to benefit PFUND

*(Program For Understanding Neurological Diseases)
You must be 21 years of age to participate.*



*MICHIGAN
Grape & Wine
INDUSTRY
COUNCIL*



Fresh?



I'll say!

For Your Good Health...

**melody
farms®**

Fresh Dairy Products Since 1950

1 - 800 - 686 - 6866 (option 2)

ENJOY
ONE ON
ICE



© 2001 The Coca-Cola Company. "Coca-Cola," the Contour Bottle design and the Red Die Cap are trademarks of The Coca-Cola Company.

Golf outing benefits Yvonne Stark's battle with cancer

By Michele MacWilliams

It has been just a little over a year since Yvonne Stark, chain sales analyst for Miller Brewing Company, was the vivacious co-chair of AFD's Scholarship Golf Outing. Since that time, she has gone through an ordeal that makes most of our troubles pale in comparison. Yvonne has been courageously fighting Melanoma cancer. In the past few months, she has endured several surgeries and is currently being treated at the U of M Medical Center.

The ordeal started in December

2000, when she was diagnosed with Melanoma, a fast-moving and deadly form of skin cancer. In February 2001 she underwent surgery to remove three lymph nodes and take the skin off most of her back. Unfortunately, one of the lymph nodes came back positive for malignant cancer and another surgery was ordered.

On March 14 doctors removed seven more lymph nodes under her left arm, which fortunately came back negative. The surgery was so invasive that Yvonne had to go to

physical therapy for two months to regain the use of her left arm.

She then began a month of high-dosage treatments with a drug called Interferon. Every day, her family drove her to the University of Michigan Cancer Center for an eight-hour process that left her feeling flu-sick, tired, and weak. She was also losing her hair.

Today, Yvonne is still under Interferon treatment, only she administers it by injection to herself three times a week. This she will do until May 2002.

Without treatments her chance of survival is only 40 percent. With the Interferon the survival rate is 55 percent.

To help defray some of the costs of Yvonne's treatment, her friends and family have organized a golf outing which will take place on October 7 at Cracklewood Golf Club in Macomb Township. Organizers are looking for golfers, hole sponsors and product donations. A hole sponsorship is \$125, the outing is \$75 per person, dinner-only tickets are \$10 for adults and \$5 for kids 6 to 12 years old. They expect to feed 1,000 people and are grateful for all donations. Food that is needed for the event is listed below.

Cracklewood Golf Club is located at 18215 24 Mile Road, east of Romeo Plank Road, and just south of Wolverine Golf Club, where AFD hosts it's annual golf outing. Registration begins at 7:00 and there will be a shotgun start at 8:00 a.m. Snacks are provided at the turn and a pasta dinner follows.

From the Metro Detroit area, take I-96 east to I-696 east. Exit at Van Dyke and go north. Van Dyke will turn into M-53 near 18 Mile Road. Stay to the right and follow M-53 north. Exit onto 23 Mile Road and go east. Go left on Hayes to 24 Mile Road. Go right on 24 Mile Road, past Romeo Plank and Cracklewood will be on the left.

To donate product, sign up as a hole sponsor or golfer call: Bob & Bonnie Stark (810) 598-4045; Kim Rithaler (810) 415-0647; Tina Porta (810) 598-3098; Sherri or Ron Gilbertson (810) 598-7893

Food needed for benefit

Mostaccioli
Sauce
Hamburger
Spices
Dinner rolls
Yellow Onions
Parmesan Cheese
Coffee
Stir Sticks-500
Sugar Packets-1000
Half n Half-1000
Sweet N Low-300
Coffee Filters-500 large
Butter-1000 single squares
Salad ingredients
Desserts
Salt & Pepper
Napkins
Chinet Plates
Plastic Silverware-heavy duty
Garbage bags
Toilet Paper
Raffle Tickets
Beer
Soft Drinks
Cups

Stop Losing Money Handling Bottles And Cans! TOMRA's New DUO Does It Faster, Easier And Saves You Money.

- DUO costs less than \$12,000*
- Optional side module accepts glass bottles
- Allows more display and storage space
- Builds sales traffic and volume
- 30 day No-Risk trial

From its compact footprint and simple 120 volt power requirements to its speed and ease of use, the DUO is designed for small to mid-size stores.

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

* Plus tax and installation

The bottom line...

TOMRA's new DUO is simple, easy to use and saves you money.

Call your TOMRA representative today.



Helping the World Recycle!

To get the details, including TOMRA's purchase and lease options, call: Bryan Cairns, Tomra Michigan, 1044 Durant Drive, Howell, MI 48843
Phone: 800-610-4866 e-mail: bcairns@tomrana.com





PROUDLY PRESENTS

M A D E I N MICHIGAN

**SPECIAL
EDITION**

Celebrate Harvest Time In Michigan!

As a bonus to advertisers of Michigan made products, *The Food & Beverage Report* will publish editorial copy about your company and/or products without charge. Also, there is no added charge to advertise in this special section; regular contract rates apply.



**October
2001**

Send in your advertising and editorial copy today.

However, editorial copy must reach AFD by September 10. We reserve the right to edit submitted material to fit space available.

The Food & Beverage Report offers you total market coverage in Michigan ... with circulation at 10,000+ and readership at 25,000*. Our distribution includes the retail food trade including major food stores, independent food stores, party stores, manufacturers, wholesalers and distributors.

**Let Customers
Know You Support
and Promote Michigan-
Made Products!**

*Average 2 1/4 readers per copy

**For additional information and rates, call
1-248-557-9600 • 1-800-66-66-AFD**

Thinking Summer

Scenes from AFD's Scholarship Golf Outing, July 18 at Wolverine Golf Club



First-place winner Lou Donagrandi of Pepsi - Flint (second from left) presents 11th place trophies to the National Wine & Spirits team, Faiez Asmary, Greg Mauloff, Dale Rennell and Steve Null.



Greg Drys, Orlando Woods, Albert Chittaro and Al Chittaro of Faygo



Blue Cross/Blue Shield team Deirdre Scott, Kim Sarasin, Linda Regal and Diane Wolfenden

Associated Food Dealers of Michigan sincerely thanks these companies for their generous support of our 2001 Academic Scholarship Golf Outing:

Eagle Sponsors

AAA of Michigan
American Bottling Company / 7Up Detroit
Absopure Water Company
Anheuser-Busch, Inc.
Brown-Forman Beverage Co.
Central Distributors of Beer
Coca-Cola Bottling Co.
CROSSMARK Food Trade
DTE Energy
Eastown Distributors
Faygo Beverages
General Wine & Liquor Company
Guinness UDV
Interstate Brands-Wonder Bread/Hostess
Kar Nut Products
Kobrand
Kowalski Companies
Melody Farms
Miller Brewing Company
National Wine & Spirits Corp.
North Pointe Insurance Company
Peoples State Bank
Pepsi-Cola (Detroit)
Petitpre, Inc.
Philip Morris U.S.A.
SaTech Logistics
Seagram Americas
Spartan Stores
Verizon Wireless

Birdie Sponsors

Acosta
Barton Brands
Batson & Associates
Michigan National Bank
Quality Inventory Specialists

Par Sponsors

Bellanca, Beattie & DeLisle
Great Lakes Beverage Company
Michigan Bankard Services
Sherwood Foods
Tom Davis & Sons Dairy

Volunteers

Mike Reeves
Kathleen Reeves
Jared Twigg
Stephanie Keene
Dick Bennett
Nora Fisher
Liz Arbus
Ryan MacWilliams
Sean Morrison
Jessica VanVienen
Becky Henrich
Kim Bartyola
Brooke Garwood
Cari Sekelsky
Melanie Campbell
Donya Fields
Andy Patros



Kenneth Atchoo of McK's Wine Shoppe in Garden City enjoys a dog at the turn.



Omar Ammori of the Beverage House in Clawson



Seagrams Tim Jenzen and Ralph Pugliese



Tim Harkins, Darwin Daniels, Angela Williams and Loring King

Dear AFD:

Thank you for your efforts once again in accommodating us at the AFD Golf Outing at Wolverine Golf Course. The outing was great. We at Pepsi Detroit look forward to this event every year as somewhat of a "holiday" if you will. We are never disappointed and always have fun.

I know how difficult it is to pull something like this together. We all appreciate it very much.

Sincerely,
Chris Zebari
Pepsi Detroit

A special thanks to Party Time Ice. On a hot summer day, we really appreciated the cool donation!

Study aims to improve handling of discontinued products

While no industry-wide data quantifying the total cost of discontinued products exist, companies participating in a new survey estimate that 10 to 40 percent of an individual company's total volume of "unsaleable" products can be attributed to discontinued products.

The findings are highlighted in a new white paper - "Improving Efficiencies in Product Discontinuation" - released by the Joint Industry Unsaleables Steering Committee, comprising members of Grocery Manufacturers of America, Food Distributors International and Food Marketing Institute. The paper defines the major problems in the existing process for handling discontinued products and offers recommendations for making the process more efficient and less costly.

The white paper suggests nine key elements for a successful discontinued product program:

- A clear focus on reducing total supply chain inventory costs
- Increased lead time compared with current practices
- Coordination across divisions among trading partners
- Internal coordination across divisions within manufacturer and retailer companies
- Several types of analyses-sales, market, consumer, variety and profit-to support discontinuation-related decisions
- Specific plans to facilitate transition from old to new products
- Accountability for discontinuation costs included in new item introductions
- Specific disposition plans for product in all warehouses in stores
- Special action steps for residual inventory of seasonal items at the end of each season or holiday

Additionally, the report finds that discontinued products costs are additive, with the highest level occurring when items are removed at the end of the supply chain, i.e., reclamation centers. Removing discontinued products earlier in the supply chain may be less costly than processing them through reclamation centers, the white paper notes.

"Inadequate communication about discontinued products is one of the core factors driving inefficiencies and adding costs to the total supply chain," notes Bob Cristofono, chair of the Discontinued Products Workgroup of the Joint Industry Unsaleables Steering Committee and manager, unsaleables reduction, The

Pillsbury Company. "This white paper is an important first step in opening those lines of communication."

The report was authored by Prime Consulting Group, Inc. and released at the Joint Industry Unsaleables Management Conference, which took place July 25-27 in Vancouver.

New pharmacy service announced

The drugstore industry is about to get a new electronic link to help transfer prescription information between pharmacies and physicians. The new service is named SureScript Systems Inc. and is a joint venture of the National Community Pharmacy Association and the National Association of Chain Drug Stores. Members of both associations will be offered membership in SureScript Systems.

SureScript Systems is the drugstore industry's answer to Rxhub, which is a similar service that was organized by three of the largest prescription drug plan providers. The pharmacy associations have reportedly been worried that Rxhub will encourage too much of their business to switch to mail order prescription fills, which seems to be a growing trend.

J. Lewis Cooper Co.



BELLA SERA

Literally translated, "Beautiful Evening", Bella Sera is an Italian wine that captures the essence of life on the Italian countryside. Bright sunshine all season long and hilly vineyards make the perfect growing conditions for these excellent wines.



J. Lewis Cooper Co.

Contact your J. Lewis Cooper Representative for more information

(313) 278-5400

Supermarket industry supporting Fed effort to streamline rules for electronic check conversion and returned check collection

The Food Marketing Institute (FMI) is supporting efforts by the Federal Reserve and the National Automated Clearing House Association (NACHA) to streamline electronic check conversion and returned-check-collection programs.

The Federal Reserve created the opportunity recently by issuing a "commentary" on Regulation E that changes the rules for customer authorization of electronic payments and payment of returned checks. A signed authorization is no longer

required. The Federal Reserve commentary would allow retailers the option of receiving consumer authorization by posting a sign at the point of sale notifying shoppers of the new check-processing rule.

"The proactive Federal Reserve commentary regarding Regulation E, the ACH system, and electronic check conversion provides real and measurable opportunities for retailers," said Ted Mason, director, EPS network services and emerging technologies at FMI.

"Paper checks are the largest dollar volume tender passing through supermarket checkouts," he said, "and are often handled in-store five or more times before reaching the bank. New electronic check conversion programs, based on recent Federal Reserve commentary, could improve the check-handling efficiencies of multilane retailers and provide enhanced customer convenience during the checkout process."

FMI and its members are now working with NACHA to align its

electronic check conversion and collection rules with the commentary. The Federal Reserve statement specifically addresses the interpretation of Regulation E rules governing emerging electronic check conversion and returned-check collection programs. NACHA is crafting rules that will allow innovation by retailers, financial institutions and processors in designing efficient electronic check conversion and check-collection programs.

Prior to the new Federal Reserve commentary, most retailers considered ACH electronic check conversion rules "too cumbersome to implement, too hardware intensive and too expensive to manage," according to Mason. "Written authorization had to be obtained from the consumer to convert checks to ACH transactions and the signed authorizations had to be stored by retailers for a long period of time.

"Trading one piece of paper — a check — for another — a signed authorization — did not make economic or practical sense to retailers. It has hindered the adoption of check conversion programs by supermarkets."

Assuming NACHA rules become aligned with the Federal Reserve commentary, retailers will have the flexibility to design balanced check conversion and collection programs based on customer service and convenience, operational efficiencies and individual company risk assessments.


Ad spending beneficial during downturn

Some advertisers are spending more and worrying less during the ad industry's worst downturn in a decade. Major marketers are seeing a boost in sales and profit as a result of increased spending on advertising.

—USA Today

Procter & Gamble teams with Wrigley to fight cavities


Procter & Gamble will team with chewing gum giant Wm. Wrigley Jr. Co. to create cavity-fighting chewing gums. The two aim to develop a new line of teeth-cleaning, smile-whitening chewing gums that could be introduced within the year. Wrigley will license various P&G trademarks and oral-care technologies to develop, market and distribute gums with oral-care benefits, according to the companies. —Reuters




We Put Profits on ICE!




Choose from a complete line of high production single flavor, twist flavor, floor model, or space-saving countertop units.




We'll provide you with a customized cost and profit analysis to help you get started. What's more, we'll be happy to assist with merchandising and after-sale service.



Electro Freeze machines take only a small amount of floor space and yet generate some of the highest margins in the foodservice industry: up to 80%!




We offer the finest quality freezers on the market with proven reliability, durability, energy efficiency and ease of cleaning and maintenance.



Electro Freeze is one of the leading manufacturers in soft serve, yogurt and slush with over a half-century of experience.

For more information, contact your local ELECTRO FREEZE Distributor at:



FOOD EQUIPMENT INCORPORATED

5350 E. Davison • Detroit, MI 48212

(800) 899-9DCI

KENWORTH

food equipment co.

1200 Godfrey S.W.
Grand Rapids, MI 49503

(616) 243-8863



Good things come **BACK** in pairs.

The Daily 4 Back Pair Payout – September 3rd through September 29th!

April's Front Pair Payout was a huge success so we brought it back:

- Over \$700,000 in additional prizes paid out • An extra 17,600 winners each week • Statewide sales up as much as 8.3% per day

From September 3rd through September 29th, Daily 4 players win \$10 when their \$1 straight bet matches the LAST two numbers drawn. With all of the extra \$10 winners that will be produced, you should expect another spike in Daily 4 sales. You'll definitely be glad that this limited time promotion is BACK!

Remember – Back Pair Payout is September 3-29 with both midday and evening drawings, so let your customers know it's for a limited time and to make the most of this opportunity. With Back Pair Payout, the Daily 4 is better than ever!

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





The Right Products



Competitive Prices



On Time Delivery



Unparalleled Service



Professional Sales Staff



**We Keep It Simple,
You Keep The Profits**



Call: Ron Baxter, Pete Bilitzke or
Customer Service at
(989) 356-2281 or (800) 968-0117
Fax us at (989) 354-4571

Visit us on the WEB: www.greatnorthfoods.com



*Working Hard
for the Food and
Beverage
Industry for
Over 85 Years*

AFD/Beverage Journal Holiday Show

Heat Up Your Holiday Savings

September 25, 2001 • 5 p.m. - 10 p.m.

September 26, 2001 • 4 p.m. - 9 p.m.

Burton Manor, Livonia

Featuring:

- Exciting new product introductions
- Special holiday products, packaging and promotions
- Outstanding "show-only" deals
- And an opportunity to learn about the trends in the industry

**For more
information
contact Ginny at
(248) 557-9600**



The law requires that you be at least 21 years of age to attend this show. Proper attire please. No bags in or out.

SAME SPIRIT.

New Spirited Attitude.

M.W. Heron would be proud.
For him, being a New Orleans
bartender wasn't just a job. It
was an attitude. Now, over 125
years later, his one-of-a-kind
creation is far more than a
smooth tasting, versatile brand
—it's an American icon. Look
for Southern Comfort in its
new bottle. One that'll make it
easier for your customers to
get into the spirit of things.
Which is just what M.W. Heron
would have wanted.



The fun, unique spirit of New Orleans.

Southern Comfort Company, Liquors, 21-20% Alc. by Volume, Louisville, KY ©2001

SouthernComfort.com

Know your Comfort level. Please drink responsibly.

Contact Your Brown-Forman Representative

TASTE

VARIETY

Now
Available!
Kar's
99¢
Super Snack
Shipper

SERVICE

VALUE

**We've got you covered
in *every* direction!**

Full line supplier of nuts, meat snacks and candy

1-800-KAR-NUTS

KAR NUT PRODUCTS CO. • FERNDALE, MI 48220 • www.karsnuts.com

AFD/BEVERAGE JOURNAL HOLIDAY SHOW

Heat Up Your Holiday Savings!

September 25 & 26, 2001 • Burton Manor, Livonia

2001 Exhibitors as of August 27, 2001:

Absolute Air / Honeywell
ADT Security Services
Anheuser-Busch
Associated Food Dealers of MI
BEVINCO
The Coffee Connection
Comerica
DCI Food Equipment
Delicato
eSkye Solutions

Future Brands LLC

Absolut Spirits Company
Jim Beam Brands

General Wine & Liquor Co.:

General Wine:
Acosta PMI — Motts
Austin Nichols
Barton Brands LTD
Brown-Forman
Canandaigua Wine
Cortera
Davies & Company

Jeds
Kendall-Jackson
Kobrand Corp.
Krug / Mondavi
Leelanau Wine Cellars
"Magic" Energy Kick
Remy Amerique
Royal Wine Company
Seagram Chateau & Estates
Southcorp
Stimson Lane
Stock

General Liquor:

Austin Nichols
Better Beverage Imports
Brown-Forman
Charles Jaquin
David Sherman Corp.
Distillerie Stock
Donya Michigan
Heaven Hill Distillers
Inovatec
Kobrand Corp.
Paramount
Pearl Vodka
Remy Amerique
White Rock Distillers
William Grant & Sons

Great Lakes Division:

A. Hardy USA
Barton Brands LTD
Mango Bottling
Nicholas Enterprises
Shaw-Ross International
Sidney Frank Imports
Todhunter Imports
Great North Foods

J. Lewis Cooper Co.:

Allied Domecq Wines
Bacardi
Brown-Forman
E & J Gallo Winery
Koan Spirits / Zodiac
Marie Brizard
Skey Vodka
UDV-North America
Jones Soda Company
Josulete Wines, Inc.
Kansmacker
Living Essentials
Michigan Liquor Control
Commission
Miller Brewing Company
Monterra

National Wine & Spirits:

Allied Domecq
Bishop Wine
Crillon Co.
Laird & Co.
Luctor International
McCormick Distillers
Majestic Distillers
Millennium Co.
Palm Bay Imports
Phillips Co.
Sazerac Co.
Shaw-Ross Co.
Spirit of Hartford
St. Maarten
UDV-North America
Wilson Daniels
Zaren Imports
North American Interstate
Party Time Ice
Security Financial/Voice Stream
Sherwood Foods
Tri-Cities Tobacco Reduction
United ATM's
U.S. Ice

Viviano Wine Importers:

M. Trinchero / Sutter Home
Franciscan / Estancia
Cavit
Verizon Wireless

FORGOTTEN HARVEST
Presents A Night of Laughter
for Action Against Hunger
Comedy Night 2001
Saturday, October 20—8:00 p.m.
The Millennium Center in Southfield
Ticket Information: (248) 350-FOOD (3663)

Featuring Comedian
Richard Jeni
and A Cappella Jazz Group

Event Sponsors:
J. Walter Thompson
The Laura Deibel and Tim Allen Foundation

Presenting Sponsor:
ERHARD BMW
THE ULTIMATE DEALER

THE GRAYMONS
SINCE 1948

MISC16287

AFD/BEVERAGE JOURNAL HOLIDAY SHOW Heat Up Your Holiday Savings!

September 25 & 26, 2001 • Burton Manor, Livonia

New Products & Show Specials



Anheuser-Busch will be sampling three new products: Doc Otis which is a lemonade malt beverage, 180 which is an energy drink, and Killarney's.

For a limited time only, Brown Forman Beverages will be selling a special edition from Jack Daniels Country Cocktail called Autumn Citrus Punch; samples will be available at the show.



Coffee Connection is now roasting Sumatra Coffee. Buy one case and receive a free sampler pack.



Dekuyper will be mixing some of the newest drinks with their Pucker flavors at the Future Brands LLC booth.



Place an on-line liquor order at the show with e.Skye Solutions and receive a free \$10 gas card.

This is just a small sample of the new products and trade show only discounts that will be available.

GENERAL WINE & LIQUOR COMPANY

General Liquor will be introducing some new flavored products: Burnett's Vodka available in Orange, Raspberry and Citrus, and Finlandia Lime Vodka, and Cabana Boy Rum available in Orange, Pineapple, Raspberry, Vanilla Spiced and Wild Cherry. Samples will also be available for award winning Pearl Vodka, which was named Best Vodka in the World Spirits Competition. Also look for gift sets; Christian Brothers Brandy comes packaged with a camera this holiday season.



General Wine will be sampling many new products, such as "K" a refreshingly different draft cider imported from England. Also look for new premium Australian wines to be introduced, and come sample, Magic, a New Age energy drink.

GENERAL WINE & LIQUOR COMPANY GREAT LAKES DIVISION

Great Lakes Division has some new holiday gift packs: Cruzan Rum Cream comes with glasses, Extase XO is packaged with a crystal glass, and the Fris gift pack includes a martini glass. Also look for some new flavored vodkas. Fleischmann's Vodka is available in Lime, Orange and Raspberry and Fris Skandia has a new Lime Vodka for buyers to sample. Sample a unique new product line called Tooter's, which are ready-



to-drink shooters packaged in shot glasses: Tooter Bamamahana, Tooter Kaikazi, Tooter Melon Balls, Tooter on the Beach and Tooter Purple Tooter.



From IGA Corporate, Great North Foods will be introducing two fantastic new programs for smaller stores, IGA EXPRESS for c-stores and EVERYDAY IGA for superettes.



J. Lewis Cooper will be sampling a new wine from Italy called Bella Sera.

BEVINCO offers new way to eliminate bar "shrinkage"

The hospitality industry suffers from a "shrinkage" problem that exceeds any other business sector due to the nature of the product-alcohol. However, this loss is not an unavoidable part of bar ownership.

An independant BEVINCO auditor will customize a system for your business to audit your bar and provide you with a confidential report that accounts for every single drop of liquor, wine and beer poured in your bar. Implementing a sophisticated software program, an auditor will provide you with a weekly report that accounts for every drop of beer, wine and liquor poured in your bar.

Bryan Boyadjian, BEVINCO representative, will exhibit at the upcoming AFD/Beverage Journal Holiday Show and explain how his system can help your bar service eliminate loss.

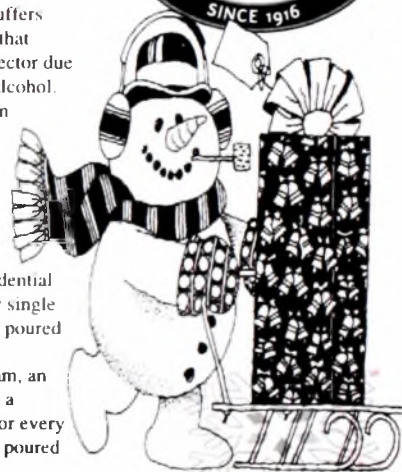


Living Essentials will be giving away free samples of Chaser, the potent pill that prevents hangovers. Chaser is all-natural, doctor developed and clinically proven effective. It contains no caffeine or aspirin and is guaranteed to work. It's an ideal product to offer wherever liquor is sold or served. **Show Special:** purchase two cases of Chaser and receive one case free.



Visit the Michigan Liquor Control Commission booth to pick up a "Guide for Michigan Retail

Liquor Licensees" or an application to purchase liquor products with Electronic Funds Transfer (EFT).



Show Specials

Continued

MONTERRA

The Essence of Monterey

Monterra Wines sport a new label, with oceanviews of Monterey Bay. They will feature special pricing for the show on the Cabernet, Merlot and Chardonnay. Delicato wines will also be sale priced for show attendees.

NATIONAL wine & spirits corporation OF MICHIGAN

National Wine & Spirits will be sampling four new flavors from Smirnoff: Vanilla, Citrus Twist, Raspberry and Orange. Also look for new Kahlua Martini's and two new spiced Canadian Whiskeys, Revelstoke and Fireball. Tullamore Dew Irish, a premium Irish Whiskey, will also be available. And don't forget to sample Villa Massa Lemon Liqueur.



Enter to win a free ATM machine at the North American Interstate booth.

PARTY TIME ICE CO.

As the exclusive distributor of "Fiready" packaged firewood, Party

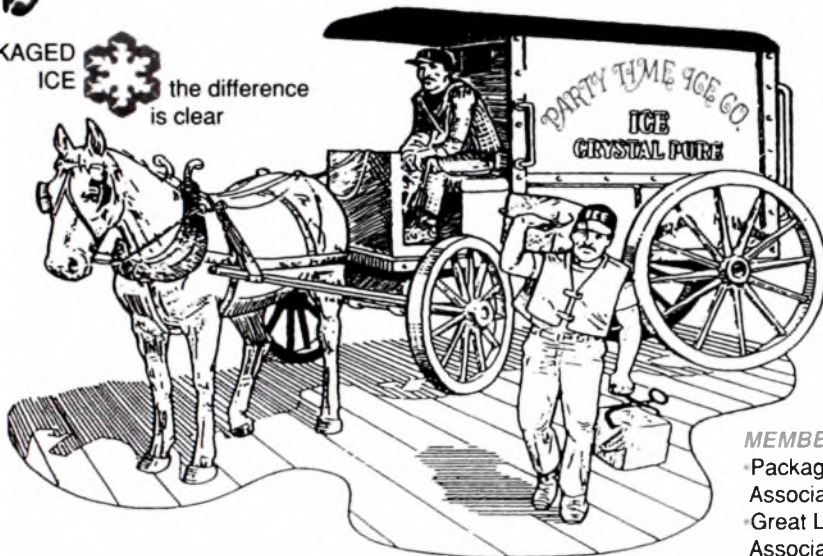
Time Ice is offering a show only special: purchase a one pallet minimum (90 units / pallet) of "Fiready" packaged firewood for \$3.59 per unit (S.R.P. of \$5.99).



PARTY TIME ICE CO.

1755 Yeager Street
Port Huron, MI 48060
800-327-2920 • 810-987-7100

PACKAGED ICE the difference is clear



MEMBER:
Packaged Ice Association
Great Lakes Ice Association

CRYSTAL PURE ICE

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



Ben & Jerry's co-founder pushing grease-cutters

Ben Cohen, co-founder of the Ben & Jerry's ice cream franchise, plans to announce today that his "venture philanthropy" company Barred Rock Fund has bought an environmentally friendly cleaning-products maker, Sun & Earth, in partnership with a nonprofit near Philadelphia. Cohen's investment fund buys companies in low-income neighborhoods where he can raise wages and improve employee benefits. Cohen plans to use cause-related marketing to sell a commodity product.

—The Boston Globe

Reebok working double-time to market water

Reebok's Fitness Water has begun its national rollout at selected venues, including Reebok-sponsored events, sports events, retail outlets and grocery chains. According to Jonathan Cronin — vice president of marketing at Clearly Canadian Beverage Corp., which holds the license to produce Fitness Water — the first priority is to build distribution in major U.S. cities like New York, Boston and Seattle.

—Advertising Age

Kroger takes steps to halt cart-nappings

Kroger has supplied four of its grocery stores in Cincinnati, Ohio, with a system designed to keep shopping carts on store property. The system consists of an underground electric "fence" that locks one of the front wheels on a cart; a metal plate keeps people from putting the cart into a wheelie on its rear wheels. On average, a shopping cart is stolen every 90 seconds.

—The Cincinnati Enquirer

Classifieds

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

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

FOR SALE—12,000 sq. ft. supermarket located in pleasant 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 48226.

SOFT SERVE ICE CREAM MACHINE—Triple head, free standing machine for sale. Best offer. Call Ari 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 Onon Twp. North of Great Lakes Crossing Mall. Call 248-391-2212.

SPACE AVAILABLE—AFD has second floor office space available. Excellent for 1- or 2-people. Great location, easy freeway access. Call Cheryl at (248) 557-9600.

Results of the Michigan State Fair Wine Competition

Experts Evaluate Michigan's Wines

Thirty-eight gold medals were awarded in August to wines entered in the Michigan State Fair Wine Competition. Nationally recognized judges also awarded 79 silver medals and 52 bronze medals to 221 entries.

The competition was held at the Kellogg Hotel and Conference Center on the campus of Michigan State University and included prominent wine professionals from as far away as California. The competition is open to wines made by licensed wineries from grapes grown in Michigan.

Five panels of four judges each began at 9 a.m. in a cool, quiet room to evaluate wines identified only by a number. They worked until late afternoon and announced the winners immediately following the competition. Complete results are available at www.michiganwines.com or by calling (800) 292-3939.

The top wines of the competition, following a vote of all the judges, were:

Best of Category - Dry White:
Peninsula Cellars 1999 Gewurztraminer

Best of Category - Red: Raftshol Vineyards 2000 Pinot Noir

Best of Category - Sparkling:
Shady Lane Cellars 1995 Blanc de Blanc Brut

Best of Category - Semi Dry White: Tabor Hill 2000 Traminette

Best of Category - Specialty: St. Julian Wine Co. Solera Cream Sherry
Sixteen percent of the wines entered in the competition had already won gold medals or higher awards at other national and international competitions. The Michigan judges showed they could be more strict by denying gold medals to several of these previous winners.

The Michigan State Fair Wine Competition is sponsored by the Michigan Grape and Wine Industry Council, which is administered by the Michigan Department of Agriculture. Agriculture Department director Dan Wyant said Tuesday that the large number of wineries winning top awards showed the strength of the industry and its commitment to quality. Linda Jones, program manager for the council noted that Michigan wineries were also winning top awards in other major competitions including Pacific Rim International, San Diego National, International Eastern and Tasters Guild International.

The superintendent and chief judge of the competition is Christopher Cook, a wine writer, enthusiast and judge at several international competitions. Cook said that in the more than ten years that he has been participating in the Michigan competition, the quality of the wines has skyrocketed, and he is proud to share these wines with discriminating friends around the world. He also noted that two-thirds of the entries were dry wines, and that two-thirds of the wines were from classic European varieties.

Dr. Robert Small, director of the Los Angeles County Fair Wine Competition, took the opportunity to visit some of Michigan's wineries prior to the competition. "I agree with my colleague, Bob Thompson, that the drier Alsatian style Rieslings, Pinot Gris and Gewurztraminer are particularly successful; but I was also very impressed with the sparkling wines," said Small.

In addition to Dr. Small, other distinguished judges included:

- Dr. G. Stanley Howell, head of the viticulture and enology program at Michigan State University and longtime wine enthusiast and researcher.

- Bob Thompson, veteran judge at major California wine competitions, and author of *The Wine Atlas of California and the Pacific Northwest*, as well as other books and articles.

- Madeline Triffon, master sommelier and director of wine for the Unique Restaurant Corporation.
- Joe Borrello, executive director of Tasters Guild International.

- Dr. Bruce Bordelon, professor of viticulture at Purdue University.

- Richard Scheer, internationally recognized wine expert and owner of the Village Corner wine shop in Ann Arbor.

- Sandra Silfven, author of the *Detroit News Wine Report* at www.detroitnews.com.

- Steven Brook, veteran of the Liquor Control Board of Ontario and owner/winemaker at gold-medal-winning Grape Tree Estate Winery near Windsor.

- John Jonna, member of the Michigan Grape and Wine Industry Council and owner of Merchants Fine Wines in Dearborn, Royal Oak and Grosse Pointe.

- Ron Kreuger - wine and food editor for the *Flint Journal*.

2001 Michigan State Fair Wine Competition Gold Medals

Bel Lago
1998 Brut
1999 Auxerrois
Chateau Chantal
2000 Gewurztraminer
Chateau de Leelanau
1999 Cabernet Franc
1999 Late Harvest Riesling
Chateau Fontaine
1999 Pinot Gris
Chateau Grand Traverse
1999 Select Harvest Dry Riesling
1999 Riesling Ice Wine
1998 Barrel Fermented Chardonnay
1998 Chardonnay Reserve
Fenn Valley
Silver Cuvee Brut
Harmony Ruby Red
1998 Late Harvest Vignoles
Good Harbor Vineyard
Cherry Harbor Red
L. Mawby
Talisman
Blanc de Blanc
Leelanau Cellars
2000 Late Harvest Johannesburg
Riesling Reserve
1998 Tall Ship Chardonnay Reserve
Leelanau Ltd.
Pear
Nicholas Black River Vineyard & Winery
2000 Black River Red
Peninsula Cellars
1999 Gewurztraminer
1999 Cabernet Franc/Merlot - Hogsback Vineyard
Raftshol Vineyards
2000 Pinot Noir
1999 Chardonnay
Shady Lane Cellars
1995 Blanc de Blanc Brut
St. Julian Wine Company, Inc.
1998 Chambourcin
Cream d'or
Passionate Peach Champagne
Solera Cream Sherry
1999 Merlot
Raspberry Infusion
Pear Brandy
Cherry Brandy
Tabor Hill
2000 Traminette
Winery at Black Star Farms
1999 Arcturos Semi Dry Riesling
1998 Blanc de Blanc Sparkling
Wyncroft
1998 Chardonnay - Avonlea Vineyard

Associated Food Dealers hosts 11th annual free picnic for senior citizens on Belle Isle

Grocers donate food, Council President Gil Hill provides entertainment and volunteers

The Associated Food Dealers of Michigan (AFD) and Detroit City Council President Gil Hill hosted a free picnic lunch on Belle Isle for Detroit's senior citizens. Called the "Senior Citizens Appreciation Day Picnic," it took place at Belle Isle shelter 8, Wednesday, August 15, 2001 from 11:00 a.m. until 3:00 p.m. This is the 11th year that grocers teamed up with Council President Gil Hill to host this free party for 3,000 seniors. Hot dogs, snacks, salads, fruit, beverages and ice cream were served and there was musical entertainment. Emergency medical services and blood pressure testing were on hand. The Detroit Police Department Junior Police Cadets and other volunteers served the food and cleaned up afterward.



Detroit's Junior Police Cadets assembled and served over 3,000 lunches!



Representatives of CARE (Chaldean Americans Reaching and Encouraging) Lawrence Yaldo, Sommer Kassab, Lisa Kalou and Janice Najor were a big help at the picnic.



Spartan's Phyllis DeSmet chats with Dan Reeves of AFD.



Detroit City Council President Gil Hill was popular with the media.



Event organizer John Loussia of Value Wholesale flips hot dogs for the hungry crowd.



A group of seniors enjoyed a friendly game of Tripoli.



The Fired Up Couch Potatoes helped seniors burn off their lunches to music.

GADALETO, RAMSBY & associates

An Insurance Marketing System

Your **ONE**
source
for
today's
most
valued
BENEFITS



Group Health
Weekly Disability
Long Term Care
Long Term Disability
Guarantee Issue Life



Blue Cross Blue Shield of Michigan and Blue Cross Network of Michigan are independent members of the Blue Cross Blue Shield Association.

For information about Blue Cross coverage and proposals available to AFD members, call:
800-748-0166 or 517-351-4900
mail@gadaletoramsby.com



Linda Anderson (right) of Acosta, brought her daughter Leida (left) and friend Jodie Blake (center) to help cook and serve hot dogs.



Council President Gil Hill and the Associated Food Dealers of Michigan extend a heartfelt thanks to the donors and volunteers for helping to make the 11th Annual Seniors Picnic even a bigger success than ever:

7-Up Detroit/American Bottling Co.
AAA
Absopure Water
Ameritech Pioneers
Bone Loss Prevention Center
Coca-Cola Bottling Co. of Michigan
Communications & Creative Services Department
CROSSMARK Food Trade
Detroit Edison
Dr. Shirley T. Sherrod
Emergency Medical Services
Faygo Beverages
Fired UP Couch Potatoes
Health Alliance Plan (HAP)
Housing Department
Mayfair Market
Melody Farms
New Super Fair Foods
Party Time Ice
Pepsi-Cola
Police Department
Junior Police Cadets
Recreation Department
Roscoe Thomas, Disc Jockey
Senior Citizens Department
Spectrum Human Services
Mr. Jesse Allen
The CARE Group
The Honorable Mayor
Dennis W. Archer
Thorne Apple Valley
Value Center Market
Value Wholesale
Vitner Snacks
Wisconsin Physician Services/HCEA
Wonder Bread / Hostess Cakes



There were tons of Wonder buns!



Neil Yaldo (left) of Parkway Foods on East Jefferson, with customer and friend Jurinell Walker. Yaldo spent the afternoon enjoying the nice weather and entertainment with customers from his store.

Jumbo Mortgages Made Easy!

6.699%^{APR} *, 0 pts.
to \$1,000,000
5/1 ARM



Jack Abbo
Phone: 248.668.9841



**MEMBER
FDIC**

* Rates as of August 27, 2001, subject to change without notice. Credit approval required.

SUPPORT THESE AFD SUPPLIER MEMBERS

AUTHORIZED LIQUOR AGENTS:

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

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 796-0843
Farthgrains	(734) 946-4865
Interstate Brands Corp.	(313) 591-4132
Koepfingler 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) 427-9830
Michigan National Bank	1-800-225-5662
North American Interstate	(248) 543-1666
Peoples State Bank	(248) 548-2900
United ATMs, 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
Bellino Quality Beverages, Inc.	(734) 947-0920
Brown-Forman Beverage Co.	(734) 433-9989
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	

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

Coffee Express	(734) 459-4900
Coors Brewing Co.	(513) 412-5318
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
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
Jovalete Wines, Inc.	(313) 538-5609
L & L Wine World	(248) 588-9200
Leelanau Wine Dist.	(231) 386-5201

Michigan Grape & Wine Industry Council	(517) 373-1104
Miller Brewing Company	(414) 259-9444
National Wine & Spirits	(888) 697-6424
	(888) 642-4697

NAYA, USA	(248) 788-3253
O.J. Distributing, Inc.	(313) 533-9991
Oak Distributing Company	(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) 344-3512
Pettipiece, Inc.	(810) 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
Vineyard-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	(248) 305-6100
Hanson & Associates, Inc.	(248) 354-5339
International Sales Group, Inc.	(810) 754-5662
J.B. Novak & Associates	(810) 752-6453
James K. Tamakian Company	(248) 424-8500
Marketing Specialist, Inc.	(248) 626-8300
S & D Marketing	(248) 661-8109

CANDY & TOBACCO:

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

CATERING/HALLS:

Emerald Food Service	(248) 546-2706
----------------------	----------------

Farmington Hills Manor	(248) 888-8000
Karen's Kale 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
--------------------------------------	----------------

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
-------------------------	----------------

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.	(410) 445-2300
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Rocky Husayn & Associates	(248) 988-8888

LOGISTICS PLANNING

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

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 Hilldale 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
Phillip Morris USA	(616) 554-0220
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600
Alexander & Homung	(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
Metol Packing	(313) 894-3269
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
Frito-Lay, Inc.	1-800-359-5914
Germack Pistachio Co.	(313) 393-2000
Grandma Shearer's Potato Chips	(313) 522-3580
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Nikhlas Distributors (Cahana)	(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) 638-5595
Abbott, Nicholson, Quilter	
Esshaki & Youngblood	(313) 566-2500
Action Inventory Services	(810) 573-2550
ADT Security Services, Inc.	(248) 583-2400
AirPage Prepay & Talk Cellular	(248) 547-7777
American Mailers	(313) 842-4000
Ameritech Pay Phone Services	1-800-809-0878
AMT Telecom Group	(248) 862-2000
Andrews Brothers, Inc.	
Detroit Produce Terminal	(313) 841-7400
Ann Klemper Red Carpet Keim	(734) 741-1262
AON Risk Services	(248) 359-6080
Automated Collection Systems	(248) 354-5012
Bellanca, Beattie, DeLisle	(313) 882-1100
Birno & Birno Investment Co.	(248) 540-7350
C. Roy & Sons	(810) 387-3975
Canteen Services	(616) 785-2180
Cateraid, Inc.	(517) 546-8217
Cellular One—Traverse City	(231) 922-9400
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Checkcare Systems	(313) 263-3556
Cherry Marketing Institute	(517) 669-4264
Consolidated Vendors Corp.	(231) 739-2202
Container Recovery System	(517) 229-2929
Cornelius Systems	(248) 545-5558
CPS/LQ Solutions	(313) 259-0000
Credit Card Center	(248) 476-2221
Dean Nadeem Akouny, JD	
Attorney At Law	(810) 296-3967
Deford Distributing	(517) 872-4018
Detroit Edison Company	(313) 237-9225
Economy Wholesale	(313) 922-0001
The Employment Guide	(800) 752-8926 x230
Eskeye.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
Karoub Associates	(517) 482-5000
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Law Offices Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Meter Mate	(800) 843-6283
Metro Media Associates	(248) 625-0700
Michigan Bankard Services	(517) 323-6017
Nationwide Communications	(248) 208-3200
Nexiel 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 Funeral Home	(248) 569-8080
Staver & Souve, PC	(734) 374-1900
Harold T. Stulberg, R.E. Broker	
24 Hours	(248) 351-4368
T.D. Rowe Corp.	(248) 280-4400
Telecheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644
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
North American Interstate	(248) 543-1666
Olender Equipment	(734) 458-8850
Oreck Floor Care Centers	(810) 415-5600
Sarkozi-Hollymatic Equipment	(313) 381-5773
Serv-Tech Cash Registers	(800) 866-3368
Swanson Commercial Food Equipment Services	(800) 762-8277
Taylor Freezer	(313) 525-2535
TOMRA Michigan	1-800-610-4866
United Marketing Assoc.	(734) 261-5380
Wadie Makhay Produce Specialist	(248) 706-9572

WHOLESALE/FOOD DISTRIBUTORS:

AKWA Water Co.	(248) 627-4737
Capital Distributors	(313) 369-2137
Central Foods	(313) 933-2600
Chase Farms Frozen Food Process	(231) 873-3337
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
Dolly's Pizza	(248) 360-6440
EBY-Brown, Co.	1-800-532-9276
Elegance Distributors	(517) 662-8152
Energy Brands	(231) 223-9451
Epstein Distributing Co.	(248) 646-3500
Fairway Packing Co.	(313) 832-2710
Family Packing Distributors	(248) 738-5631 or (313) 873-3999
Fleming Company	(330) 879-5681
Food Services Resources	(248) 738-6759
G & A Ent. Food Processing	(517) 543-8002
Great North Foods	(517) 356-2281
Hamilton Quality Foods	(313) 728-1900
Hammell Music, Inc.	(248) 594-1414
Hav-A-Bar	(800) 234-1155
Hoekstra Meat Co.	(616) 343-2124
I & K Distributing	(734) 513-8282
International Ice	(313) 841-7711
International Wholesale	(248) 544-8555
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 727-6400
Kay Distributing	(616) 527-0120
Kingston Distributing	(517) 872-3888
Kramer Food Co.	(248) 851-9045
L&L Jiroch/J F Walker	(517) 787-9880
L B Enterprises	(517) 546-2867
Liberty Wholesale	(810) 755-3629
Lipan Foods	1-(810) 447-3500
M&L Distributors	(517) 623-0420
Mr. Dee's Gourmet Foods	(734) 747-8475
Mr. Pita	(810) 323-3624
Nash Finch	(517) 777-1891
National Bulk Foods	(313) 292-1550
Nikhilias Dist.	(248) 582-8830
Norquack Distributing Co.	(734) 254-1000
Preferred Brands	(313) 381-8700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sherwood Foods Distributors	(313) 366-3100
Spatan Stores, Inc.	(313) 455-1400
State Fair Wholesale, Inc.	(248) 542-3535
Suburban News, Warren	(810) 756-4000
Flint	(810) 785-4200
Super Food Services	(517) 777-1891
SuperValu Central Region	(937) 374-7874
T.J. Spices, Inc.	(810) 790-7100
Tison's Frozen Pizza Dough	(810) 566-5710
Tom Macen & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0220
U.S. Ice Corp.	(313) 862-3344
Value Wholesale	(248) 967-2900
Vanderpool Distributing Co.	(231) 733-2076
Weeks Food Corp.	(810) 727-3535
Wine Institute	(313) 882-7630
Ypsilanti Food Co-op	(313) 483-1520

Country Fresh™

The Dairy Best Pints
Are Ready to Roll!



For more information on the NEW Pints or any of our other fine dairy products please call 1-800-748-0480, ext. 1659.

Country Fresh, LLC • 4460 44th St. SE • Grand Rapids, MI 49512

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



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

Take Advantage of Our Strengths.



SPARTAN STORES, INC.
THE FOOD PEOPLE

Visit our web site at www.spartanstores.com

2532MKT2 01