AFD urges Detroiters to get involved with Angel's Night

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

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

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

Here's what you can do:

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

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

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

Other ways to help:
- Remove debris around the perimeter of your business.
- Notify your waste disposal company to empty your receptacle on OCTOBER 30.
- Carefully monitor your sale of products containing flammable liquid.

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

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

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

**A Toast to Michigan wines**
Join us on Friday, October 26 for AFD’s popular wine-tasting event, Toast Michigan. Savor the Flavor of Michigan Wines at the Excalibur Banquet Hall in Southfield from 5:00 to 8:30 p.m. Over 50 Michigan wines will be available for tasting from 17 different wineries. Tickets are just $30 per person and are available at the door or by calling AFD at (248) 557-9600.

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

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Please call AFD at 1-800-66-66-AFD.

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President's Message

America's new war is cause to unite

As the rubble is cleared from the terrorist attacks of September 11, many of us are searching to make sense out of the chaos. I truly believe that Americans are fundamentally decent, peace-loving and compassionate people. We struggle, particularly now, to know the right thing to do and to be. And we are, the overwhelming majority of us, people of faith, believers in a just and loving God. We are in pain now. We are mourning and we are in shock. Some may feel angry and want to lash out against Americans of Middle Eastern descent. I pray that this doesn't happen.

Right now, we must reach out to our neighbors and do whatever we can to help each other. Our industry has already rallied to aid those hurt by the attacks and I thank everyone who traveled to New York to lend a hand and those who gave money, sent products or donated blood. Let it be time to help each other cope.

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

Let no one turn against our own American brothers and sisters, regardless of race or religion. Instead, let's use these horrific events as stepping-stones to understanding. Yes we are shaken, but we are not beaten. We must continue with our lives, building strength through unity. If there ever was a time to forget our differences, this is that time. Right now, we must reach out to our neighbors and do whatever we can to help each other.

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

Thank your local police and firefighters. They are our true heroes, who risk their lives every day for our safety.

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

Donate money too. The Red Cross 1-800-435-7669 and the Salvation Army are both excellent organizations that are working to help those devastated by these events. To donate to the Salvation Army, put “bomb relief” in the memo line of your check and send it to 16130 Northland Drive, Southfield, MI 48075.
Sprouts—not meat—causing half of all food-borne illnesses

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

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

The study investigated six multi-county outbreaks of bacterial infection in California from 1996 through 1998. There were 600 confirmed cases of disease and two deaths associated with eating sprouts. The study estimates that an additional 22,800 people were infected, but never realized that sprouts were the cause. The study’s lead author, Janet Mohle-Boetani of the Los Angeles County Department of Health Services, reported that during the study periods, sprouts caused more outbreaks than any other food; though the common perception is that undercooked meat, and eggs and contaminated water supplies are usually at the top of the offender list when it comes to E. coli O157:H7 and salmonella.

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

The FDA recently released a consumer advisory for sprouts. Guidelines were also put in place for decontamination of seeds. All growers are required to sanitize the seeds chemically before growing sprouts. The FDA has also approved irradiation for decontaminating seeds, but not for sprouts.
Spartan Stores announces two new community and education support programs

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

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

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

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

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

"The process is simple and easy. Shoppers sign up for the programs in one of their neighborhood Spartan owned stores, Family Fare Supermarkets, Great Day Markets, Ashcraft's Markets, Glen's Markets, Prevo's Family Markets, and Food Town and participating Spartan supplied stores. They receive an electronic key tag with their designated school or community group recorded on it. Each time a shopper "scans" the key tag at checkout, the school or non-profit group they've chosen begins the electronic accrual of dollars and credit toward educational equipment, special programs and projects, even tuition. Schools and community groups are also being contacted to enroll in the program.

Pepsi Bottling to expand Pepsi Twist

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

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

Pepsi Bottling said in April it would sell the flavored soft drinks in some markets from Memorial Day to Labor Day, the peak summer-selling season. PepsiCo, the second-largest soft-drink maker, owns about 40 percent of Pepsi Bottling.

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

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Absopure Tastes Great Because It Comes From Our Own Natural Source In Pristine Southern Michigan!
Disaster relief
Continued from front page

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

Some examples of the ways food retailers are providing assistance:

* Albertson's Inc., Boise, ID and the American Red Cross have joined forces to support disaster relief efforts for those affected by the terrorist attacks, including in-store fundraising and blood drives. The fundraising program will run for at least four weeks, and the company has pledged to match all funds raised up to $50,000. All money collected will be donated to the American Red Cross National Disaster Relief Fund.

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

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

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

* Fleming Companies, Inc., Dallas, TX is working with the American Red Cross on blood donations, volunteering, monetary and in-kind contributions. The company will also match associates' financial contributions to the Red Cross. Additionally, Fleming announced that its company-owned stores — including Food4Less, Rainbow Stores and Yes/No — will be accepting customer donations for relief operations.

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

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

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

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

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

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

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

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

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

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6...AFD Food & Beverage Report, October 2001

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materials to the rescue workers.

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

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

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

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

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

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

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

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

- Wegmans Food Markets, Rochester, NY launched a checkout donation program that allows customers to donate one dollar or more to the American Red Cross Disaster Relief Fund. The chain also reports that stores in each of its market areas are providing food and beverages to local American Red Cross chapters. The company's efforts began with four Wegmans tractor-trailer arrivals in New York City. Three of the trucks were filled with cots, blankets, and pillows that were requested by New York City Police from a Rochester-area police-supply company. The fourth was filled with $16,000 of products Wegmans donated. The company worked directly with the New York Red Cross to identify needed items, including paper products, hand sanitizers, plastic utensils, food and beverages. The trucks received a NY State Police escort in order to be sure they arrived to their appointed destination.

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

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

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Member FDIC
Dear AFD Members:

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

– Joe Sarafa, AFD President

Minutes of the monthly meeting of the Michigan Liquor Control Commission

Held: Wednesday, July 11, 2001
Present: Daniel J. Gustafson, Chairman; Walter R. Keck, Commissioner; Ena Weathers, Commissioner; Claudia L. Gartin, Commissioner; James M. Storey, Commissioner; Julie Wendt, Director of Licensing; Kenneth Wozniak, Commission Aide; Mark Smith, Director of Enforcement Division; Linda LeBomard, Enforcement Division; Kim Peters, Enforcement Division; Irene Mead, Ass. Attorney General; Sharon Martin, Commissioner Aide; Lori DeClercq, Hearing Reporter; Jean Allison, Server Training Coordinator.

The meeting was called to order by Chairman Gustafson.

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

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

Mr. Wozniak reported on legislative activity. He advised that according to the 2000 census the population of Detroit has declined to 951,000 and House Bill 4873 would lower the population requirement in Section 910 of the Code to 750,000 to exempt Detroit from local approval of dance permits, entertainment permits, and topless activity permits; Senate Bill 338 provides for video gaming in race tracks and on-premise liquor licensed establishments with a limit of 5 video gaming machines per liquor licensed establishment; Senate Bill 339 allows the Commission to investigate violations of the Video Gaming Act and to suspend or revoke a license or impose a fine of up to $300 for violations of gaming statutes or rules; Senate Bill 357 which would allow the issuance of SDM licenses to persons owning or operating gas station convenience stores with 900 square feet of retail space or an inventory of at least $10,000 of qualifying merchandise; Senate Bill 527 adds Section 206 to require the Commission to integrate an on-line ordering system for placing spirit orders with Authorized Distribution Agents (ADAs) by July 1, 2002.

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

Mrs. Martin reported on hearing and appeal activity. She advised that 162 violation hearings were conducted in May, there were 688 violation complaints pending hearing and 247 violation complaints pending disposition; there were 252 violation dispositions in May; 131 decisions were rendered through hearings and 121 acknowledgments were processed. Mrs. Martin advised that 247 licensed establishments were fined in May resulting in total fines of $127,680.00 and that 26 licensed establishments received license suspensions. She stated that 293 violations were submitted in May.

Ms. Wendt reported on Licensing Division activity. She advised that as of April 30, 22,350 retail licenses were renewed for 16,150 retail businesses; 325 licenses were renewed in the office from April 16 through April 30; 1,083 delayed renewals were processed in May. Ms. Wendt stated that the Department of Treasury forwarded 257 requests for a stop on renewal of liquor licenses for outstanding state tax payments and that, as of June 25, $5,936,808 in outstanding tax liability was due and owing and that currently 31 accounts are outstanding in the amount of $1,566,557. She advised that 37 of the 50 development district licenses authorized under MCL 436.1521 have been issued; and that 3 of the 20 resort licenses authorized under MCL 436.1513(3) have been approved.

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

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

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

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

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

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

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

Imported candy pulled from store shelves

Hundreds of retailers nationwide have pulled a popular jelly candy from store shelves after the government warned Americans that the product, imported from Asia may be a choking hazard. The candy has been linked to the deaths of three U.S. children, according to the Associated Press. The Food and Drug Administration issued a statement on Friday saying it was still investigating the candy, sold under a variety of names such as Jelly Yum and Fruit Poppers.

The FDA learned of the candy concern last week and began investigating whether the products should be removed from stores. But while that probe continues, agency officials decided that consumers needed to be warned. The candy is linked to the deaths of two children in California and a third in Washington, as well as more than a dozen deaths worldwide. In the California cases, rescue workers said they couldn’t dislodge the sticky gel from the children’s throats. The gel candies are individually paced in small, soft plastic cups. The brightly colored candies have become popular over the last two years among American children after they met with success in Asia.

The sweet gel called conjac jelly, usually comes with a piece of fruit inside. Health officials warn the gel does not readily dissolve in the mouth. Some jars carry a label warning that the candies are not safe for children under age 6, others age 3; still others bear no warning.
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The three largest multinational tobacco companies, under mounting pressure from governments worldwide, plan to announce today that they will curtail some of their global advertising and marketing practices, the Wall Street Journal reported in its online edition.

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

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

Though the companies' new standards tighten marketing restrictions in countries where there currently are few, some of the measures are less stringent than those the tobacco firms follow in the U.S., Canada, Western Europe and even in some developing countries, the report said.

In the U.S., for example, cigarette makers not long ago agreed, as part of a 1998 settlement with state governments, to halt advertising on billboards. They have been banned from television and radio advertising for years. Under the new international plan, however, billboards are still permissible if they are located more than 100 meters from schoolyard perimeters. Thailand has banned all cigarette advertising—an option being considered in other nations, the article said.

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

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

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

"People who have grown up on fast food are now older, they have more money in their pocket, but they still want and need the speed and convenience of fast food," said consumer analyst Bob Sandelman, president of Sandelamn and Associates.

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

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

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

Even in the midst of a slowing economy, industry experts said the more expensive fast-casuals will flourish. "It's just part of a larger trend," said St. Joseph University food marketing professor John Lord.

"There is an increasing emphasis on time. We want things quicker and better tasting and we are willing to pay a little more for it."

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<thead>
<tr>
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<td>Popcorn</td>
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Is it true what they say about the green ones?

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

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

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

Coke said to be eyeing Nantucket Nectars

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

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

Kellogg, Disney make pact

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

Egg warning coming to store coolers

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

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

Tax rebate hasn't raised Wal-Mart sales

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

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

Group asks FDA to ban Ephedra

The Public Citizen Health Research Group filed a petition Sept. 5 asking the FDA to ban dietary supplements containing ephedra, widely used in more than 200 products designed to increase energy and help users lose weight.

The group cites data from the American Association of Poison Control Centers that show adverse events linked to ephedra increased to 407 in 1999 from 258 in 1998 and 211 in 1997. The supplement has been linked to heart attacks, strokes and other health problems. MSNBC

THE NEW LOOK OF VODKA.

Rarely have form and function come together so perfectly as they have in new VOX vodka. Inside the stunning package is an outstanding vodka. A vodka that is distilled for incredible smoothness, unimpeached clarity and a cool touch.

How do we know VOX is the next big thing? It's made an immediate impact with consumers in initial markets, redefining the ultra premium vodka segment, which has posted triple digit growth for the last 4 years.

VOX is now available nationally, supported by consumer advertising and merchandising. Contact your firm Beam Brands sales representative for more information about this latest addition to our portfolio of exceptional brands.


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**P&G remaking its biggest global brand**

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

**Bad economic times are good times for coupons**

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

**News Notes**

**Scientists debate health benefits of chocolate**

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

**ConAgra recalls mislabeled soups**

ConAgra Grocery Products is recalling 290,000 pounds of chicken and rice soup because the label doesn’t list eggs or wheat flour, two common allergens. The products are sold under the name Healthy Choice Soups, Chicken with Rice. — Associated Press

**Wal-Mart to stop accepting Interlink debit-cards**

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

**Supermarkets the star of pharmacy growth**

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

**U.S. workers putting in longer hours**

A report by the International Labor Organization, an agency of the United Nations, has found that Americans worked more last year than workers of other industrialized nations and more than those in developing nations, except for South Korea and the Czech Republic. Traditionally, developing nations show higher worker-hour rates because of their transition to a market economy. U.S. workers now work more hours than those in former workaholic Japan. — The Washington Post

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Easiest way to give is 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.

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**14 AFD Food & Beverage Report, October 2001**
NEVER MISS A
GENUINE OPPORTUNITY
Frito-Lay launches three new snack kits
Frito-Lay Inc. has rolled out three snack kits, featuring top brands of chips with complementary dips in one convenient package: Doritos Nacho Cheesier Dip and Chips, Wavy Lay's Original Potato Chips and Ranch Dip and Fritos Scoops and Chili Cheese Dip.

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

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

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

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

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

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

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

Lottery Bureau gives ultimatum
Facing its second straight year of declining ticket sales, the state Lottery Bureau is telling retailers to either put up or give up. Acting Lottery Commissioner James Kipp has sent a letter to 361 of the state's 6,700 retailers who sell tickets for jackpot drawings, telling them the bureau could impose a fine or pull the terminals that produce the jackpot tickets if they don't increase sales. This terminal would then be moved to another store. According to the Lottery, the retailers targeted have consistently missed the $1,200 weekly minimum sales quota during the first six months of 2001.

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

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

Welch's says that it has become the first major juice company to offer a 10-oz. plastic bottle for its line of single-serve products, including 100% juices, juice cocktails and juice drinks. The new polypropylene bottle is resealable and shatterproof, adds the Concord, Mass.-based firm.
CAUTION: CONSIDERED EXTREMELY DELICIOUS FLAVORS.

IF YOU WOULD LIKE MORE INFORMATION REGARDING THE MOST WANTED FAYGO FLAVORS, CONTACT THE FBI @ 313 925-1600.
New flagship store for Spartan

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

The new Spartan Store will be a key retail site for the city of Wyoming’s “town center” concept and serve as an anchor store for the shopping plaza.

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

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

Development of the new Spartan Store also will mean the creation of more than 100 new permanent jobs plus an undetermined number of construction jobs over the next year.

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

Based in Grand Rapids, Michigan, Spartan Stores, Inc. (Nasdaq SPST) owns and operates 102 supermarkets and 25 deep-discount drug stores in Michigan and Ohio, including: Ashcraft’s Markets, Family Fare Supermarkets, Food Town, Glen’s Markets, Great Day Food Centers, Presvo’s Family Markets and The Pharm. The company also distributes more than 40,000 private-label and national brand products to more than 350 independent grocery stores and serves as a wholesale distributor to 6,600 convenience stores.

“Rocket Widget” serves up draught Guinness in a bottle

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

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

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

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

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

The confectionery company Mars Inc., the maker of the Jolly Rancher lollipop, is offering yogurt-flavored, fruit-smoothie and hot-chocolate lollipops. Day Spring Enterprises Inc. is offering fruit juices and juice drinks from Minute Maid. Disney introduced fruit juices and drinks from the movie "Tarzan."

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

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.

The bottom line...
TOMRA's new DUO is simple, easy to use and saves you money.
Call your TOMRA representative today.

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Phone: 800-610-4866 e-mail: bc@tomrana.com

...and handy for long drives. "The popstop is to lollipops what the ashtray is to cigarettes," Jeff Baran, a company sales manager, tells the newspaper. Day Spring Enterprises Inc., Buffalo, N.Y., maker of Rainbow Pops, last year launched a premium line with "intense flavors," such as Strawberry Parfait and Raspberry Sorbet. These new pops feature upscale packaging, including cardboard sleeves around the candy bulb instead of the usual cellophane wrappers emblazoned with a lollipop stick man, and are sold in shops such as Linens 'N Things. The company hopes that lollipops will also appeal to dieters, with an average of 60 calories per pop, says the report.

Weight Watchers has even assigned a low point value to suckers as snacks. "The popstop is to lollipops what the ashtray is to cigarettes," Jeff Baran, a company sales manager, tells the newspaper. Day Spring Enterprises Inc., Buffalo, N.Y., maker of Rainbow Pops, last year launched a premium line with "intense flavors," such as Strawberry Parfait and Raspberry Sorbet. These new pops feature upscale packaging, including cardboard sleeves around the candy bulb instead of the usual cellophane wrappers emblazoned with a lollipop stick man, and are sold in shops such as Linens 'N Things. The company hopes that lollipops will also appeal to dieters, with an average of 60 calories per pop, says the report.

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

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

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

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

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

Because she is a single operator in a rural area, Tracy likes being able to purchase all her pizza ingredients from the supplier. She likes the production training offered by the brand and the ongoing customer service—all of which gave her the confidence to try a pizza operation, she says. She also likes being able to use frozen dough balls instead of trying to make her own crust.

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

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

Tracy feels she benefits in other ways by being affiliated with a national supplier. She gets brand-name soda equipment and syrup at reduced rates because of her pizza program affiliation. The pizza company offers quarterly specials, in which she always participates.

"People know we will have a special and they ask what it is," she says. Examples of recent specials: two large pies with two toppings for $14.99, and a medium single-
Over 1,400 sugar beet growing families work together to deliver Pioneer® Sugar to tables across our great state. Their commitment to growing the best quality sugar beets, combined with Michigan Sugar Company’s dedication to quality, have made Pioneer® the #1 selling brand of sugar in Michigan.

For more information, contact Barry Brown, Vice President, Sales & Marketing at 1.517.799.7300.

Michigan Sugar Company
Saginaw, Michigan
Popular Pizza, continued from page 22

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

Since she started offering pizza, Tracy has also seen a 25% increase in video rentals and significant increases in beer and soda sales—all of which she feels were stimulated by pizza sales. “It’s been very successful,” she says of her pizza endeavor. “It’s really rounded out our business.”

Site-specific strategy
At United Refining Company (Warren, PA) Food Service Manager Dennis Peters has also seen that pizza sales spur beverage sales. His company currently is experimenting to determine what kind of pizza program works best at United locations. United Refining operates 303 Kwik Fill gas stations in New York, Ohio and Pennsylvania, including 186 with Red Apple c-stores attached. Thirty-five locations offer foodservice

For 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.

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Michigan Rolldown Sales Increases Are Still the Talk of the Town

18% statewide increase in sales – Now there’s something to talk about!

The Michigan Rolldown Bonus Play promotion has been so successful for our retailers, we’re bringing it back! From October 22 to November 17, Rolldown players buying a five-panel wager get a sixth Easy Pick free — and retailers get 20% more commission on every ticket sold.

All told, the previous two Bonus Play promotions resulted in 826,000 free wagers. So get ready for another Bonus Play round — it’s sure to be the biggest news in town.
Popular Pizza
Continued from page 24

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

For the time being, Peters has no plans to expand either brand, preferring instead to analyze long-term results of the test locations. "We're going to work on our existing programs," he says. One of the things he will be watching is what other types of food cross-market well with pizza. Chicken seems to be a good companion item, he says. "We have found that if customers are buying one, many also ask for the other," he says.

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

Dara's, with seven stores in the Manhattan area, had two of its stores participating in a non-franchised branded pizza program for approximately five years. About a year and a half ago, the pizza supplier developed a concept for home delivery of not only pizza, but other store items as well. Dara's, which had previously experimented with delivery, decided to give it a try. "This is a small college town, with about 20 other pizza places," says Gavigan, who receives bonuses based on sales increases. "We can survive on the walk-in trade, but to increase sales, we had to offer an edge."

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

Since advertising its new slogan, "Delivery A 2 Z," Dara's has seen a 40% to 45% increase in business. Pizza customers, many of them college students, started out asking for chips and beverages to accompany their pizza but since have gotten comfortable with asking for almost anything in the store. "We deliver everything but alcohol," Gavigan says. The most requested item is tobacco, followed closely by milk, groceries and health and beauty aids, especially aspirin and other pain relievers.

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

The program is so successful that Dara's bought three delivery vehicles, each equipped with a cell phone, and sometimes has to supplement the "fleet" by asking delivery personnel to use their personal cars as well.

Gavigan keeps a core staff of about seven drivers, who make $5.25 per hour and 31¢ per mile and keep all tips. Delivery policies and charges are: food only—$5 minimum, $1 delivery, food and groceries or groceries only—$10 minimum, $1 delivery.

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

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

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

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

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

It's all in the delivery.

Convenience Store Decisions: 4/2001
I met a man some time ago that was in the mail order business. Dealing mainly with kitchen gadgets, he promoted his items in television ads and in catalogues. One day he was offered an opportunity to import perfume and sell it to his customers. Not knowing much about perfume, he took a whiff thought it smelled nice and bought the load. What a mistake! He couldn't give the stuff away.

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

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

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

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

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

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

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

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

The two men are surprisingly young to have gained so much knowledge for this business. Brandon, just 28, is a business graduate of Western Michigan University. Michael is only three years older. The Red Wagon was started 36 years ago by Bill George. The original Red Wagon, which was recently sold, is located at 15 and Livernose in Clawson.

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

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

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

Brandon is Mel's son and has worked at The Red Wagon since he was 15 — stocking shelves, bagging purchases and sweeping floors — literally learning the business from the ground up. Sadly, Mel passed away just after Brandon graduated from college. "I came to work full time, right out of school," says Brandon. "College helped me with the bookkeeping aspect of the business, but most of my knowledge was learned from my uncle, Bill."

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

"I learned a great deal about wine from my father-in-law before I ever got involved in the store," says Michael. "When he was courting his wife, Rhonda, the two men would relax together on Sundays with a bottle of wine. Bill convinced Michael to become a part owner in the store when he was diagnosed with cancer. Bill said that looking back on his life, the one thing he regretted most was that he didn't spend enough time with his family. He didn't want me to make the same mistake. Since the store was a success and Brandon was on board. Bill felt that I could help run the business and have time for my family into the new millennium."

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

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

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

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

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

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

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

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

Brandon George
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

$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 Wines Are Really 'Cool'!

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

Wine Styles and Grape Varieties

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

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

The Lake Effect

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

Viticultural Regions

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

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

A Growing Industry

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

Select Michigan

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

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

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

Participating Wineries

Bel Lago Vineyards and Winery
Charlie Edson
Distributed by Veritas
The scenic family owned vineyards overlook Lake Leelanau. Over 80 varieties and clones of grapes produce a wide array of award winning wines.

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

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

Chateau Chantal
Mark Johnson
Distributed by AHD/Vintners
An ‘Old World’ atmosphere comes with this beautiful winery and bed and breakfast that straddles the highest ridge on the Old Mission Peninsula. It offers some of the most spectacular winery scenery in the Great Lakes. The surrounding vineyards yield grapes for award winning wines.

Chateau Grand Traverse
Ed O’Keefe, Sean O’Keefe, Rhonda Rebow
Distributed by J. Lewis Cooper & Decanter
For over 25 years Chateau Grand Traverse has been producing ‘world class’ wines on the Old Mission Peninsula. Owned and operated by the O’Keefe family, this state of the art winery and vineyard operation pioneered European grape growing in northern Michigan. Its Riesling and Chardonnay continue to earn international acclaim.

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

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

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

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

Leelanau Wine Cellars
Bob Jacobson
Distributed by General Wine Company
One of the oldest wineries on the Leelanau Peninsula is the furthest north in Omena. They receive numerous awards for their ‘Tail-Ship’ Chardonnay. Their newest wines are the ‘Sleeping Bear’ wines – both excellent values.

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

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

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

St. Julian Wine Co.
Ted Zuiderven
Distributed by L & L Wine World
Michigan's oldest and largest winery has also been voted ‘Winery of the Year’ by Tasters Guild International. St. Julian is an ever growing, family owned winery with tasting rooms throughout the state.

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

Warner Vineyards
Patrick Warner
Distributed by General Wine Company
Warner Vineyards is one of the oldest names in the Michigan wine industry. Their lovely historic location in Paw Paw is worth a visit.

Zafarana Vineyards
Ken Zafarana, Mike Vettraino
Distributed by AHD/Vintners
The Zafarana family vineyards are on the Old Mission Peninsula. The wines are hand crafted to their specifications at a nearby winery.

Toast Michigan” is one of the rare opportunities to taste these fine wines.
Detroit Area Wine Distributors:
General Wine Company – 313.867.0521
J. Lewis Cooper – 313.278.5400
Ciccone – 231.271.5551
Chateau de Leelanau – 231.271.8888
Chateau Fontaine 231.256.0000
Decanter – 800.477.6645
Elite – 248.922.9770
L&L/Wine World – 800.767.1015
K. Edward – 810.786.1921
Rafshol – 231.271.5690
Veritas – 313.925.6930
Vintage Wine Company – 810.294.9390
Viviano Wine Company – 800.686.8466
AHD/Vintners – 800.782.2924

Michigan Grape & Wine
Industry Council
P.O. Box 30017, Lansing, MI 48909
Phone: (517) 373-1104
www.michiganwines.com

Michigan's Wineries

Great Lakes. Great Wines.
Wines worth exploring, savoring, sharing.

Michigan's vintners invite you to visit their tasting rooms and discover their rich and rewarding wines.

For point-of-sale materials and winery information:
www.michiganwines.com
517.373.1104

Michigan Grape and Wine Industry Council
Join us at Toast Michigan at the Excalibur on October 20
From Port Huron in the east to Ironwood in the west and Niles in the south, clear north to Copper Harbor, many successful businesses call Michigan their home. On the next few pages we profile a few of the many interesting companies that are proud to be from this great state.
Michigan Sugar: From beets to sweets

Michigan Sugar Company is a group of sugarbeet processing facilities in Caro, Carrolton, Crosswell and Sebewaing. The company was formed in 1906 when six sugarbeet processing companies merged. Michigan Sugar packages their brand, Pioneer Sugar as well as various store brands.

The company processes more than 2 million tons of sugar beets grown in Michigan each year. Michigan is the fifth largest sugarbeet producing state in the nation. Over the years, Michigan Sugar has greatly improved sugar processing capacity. Today, its four sugar processing facilities are capable of producing as much as 35 times as much sugar per season as when they were built almost 100 years ago.

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

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

Detroit landmark

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

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

Faygo has just introduced three new flavors:

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

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

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

Apple Creek Farm= gourmet teas and spices

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

AFD Food & Beverage Report. October 2001...
Representative David Woodward wants Michigan to lead use of alternative fuel

By Kathy Blake

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

In light of the attack on the United States 5 months ago, there will be discussion in Lansing on contingency plans for Michigan to make sure we’re equipped to respond to any terrorist activities within our state. “We also need to maintain a united front in support of our country and make sure the federal government presses forward to hold people who are responsible accountable.” Woodward says.

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

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

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

He resides over the 34 House district in Southeast Oakland County which includes the cities of Hazel Park, Madison Heights and the southern half of Royal Oak. The suburban district is fully developed with residential and commercial use, but infrastructure funds are still needed to improve and maintain existing sewage, water, roads, school buildings and bridges. He believes public transportation needs to be more widely developed.

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

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

“Since taking office, Woodward has championed legislation on several different issues. Last year, for example, he introduced a bill requiring medical facilities to use the latest in medical technology including needle-less technology. The purpose of this initiative is to protect medical staff and patients from needle stick injury.

Earlier in the year he worked on a home heating package which includes tax credits for weatherizing and purchasing newer, more efficient furnaces. If the Senate passes the bill, it would enable more people to qualify for tax credits and it will be implemented this winter. Rep. Woodward will be introducing a bill requiring schools to have anti-bullying policies to protect the safety and well-being of students.

To strengthen the protection of First Amendment rights, Rep. Woodward will introduce a bill against SLAPP lawsuits, (Strategic Lawsuits Against Public Participation). “These lawsuits are frivolous claims of slander or libel,” says Woodward, adding “We have received support and more than 10 states already have forms of anti SLAPP legislation. While in college, he was active in student government. He started out as a pre-med student and then went into environmental health care. He kept his interest in environmental issues yet graduated with a Bachelor of Science in Mathematics and minor in Economics from Wayne State University in Detroit.

He remains passionate about protecting the environment and pushes for prevention of air and water pollution by holding polluters accountable. Rep. Woodward is active in his community and supports fund-raisers for AIDS, Leukemia and Lupus research and support. Woodward is a very athletic person who enjoys camping, an interest he started out as a pre-med student and then went into environmental health care. He kept his interest in environmental issues yet graduated with a Bachelor of Science in Mathematics and minor in Economics from Wayne State University in Detroit.

He remains passionate about protecting the environment and pushes for prevention of air and water pollution by holding polluters accountable. Rep. Woodward is active in his community and supports fund-raisers for AIDS, Leukemia and Lupus research and support. Woodward is a very athletic person who enjoys camping, an interest he acquired at a young age. He says, “I’ve camped at every region of the state. Currently, I’m getting into tent camping which is a whole new experience. The current camping trend is to rent tents which is a great way for people to get a feel for the outdoors.”

Woodward enjoys music and reading.

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

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

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

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

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

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

Oxidative stress occurs in nerve cells, or neurons, when the cells are attacked by toxins in the body called oxygen-free radicals. Enzymes that normally fight off those attack are deficient in certain people, for reasons not always understood. Once oxygen-free radicals penetrate neurons, a slow deterioration begins that leads to a kind of cell death called apoptosis.

The work of Eva Feldman and fellow researchers aims to understand the many steps that lead to oxidative stress, in hope of testing factors that may interrupt or reverse it. For more information, please contact Program Director, Eva L. Feldman, M.D., Ph.D. at (734) 763-7274 or by email at feldman@umich.edu

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

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

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

We’ve united our capabilities to give your business the strength of a worldwide banking leader.

With the recent addition of Michigan National to our team, Standard Federal Bank now offers your business one of the Midwest’s most talented banking teams and most comprehensive product lines. Whether you’re competing locally or globally, they’ll help your operation work smarter and your money work harder. As part of the ABN AMRO global banking network – one of the world’s largest banks with over 3,500 locations – Standard Federal gives you immediate local access to a diverse range of financial solutions, including commercial lending services, treasury management, international and foreign exchange products, e-Commerce capabilities, cash letter services, and more. With a market that’s more competitive than ever, look to a financial partner that’s more capable than ever. The worldwide commercial banking services of Standard Federal Bank.
Back by Popular Demand – Michigan Rolldown Bonus Play!

In June, the Lottery gave players an extra opportunity to win big with the Michigan Rolldown “Bonus Play” promotion. The Lottery gave away over 399,000 free wagers in this buy five – get one free promotion, and the promotion helped increase average daily sales by 12.4 percent.

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

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

Michigan Millions Superplay

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

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

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

Summer Sweeps Incentive

Lottery retailers all across the state were rewarded during July, August and September for carrying top-selling instant game tickets, displaying point-of-sale materials and for participating in the standing book order program. Over the three-month period, the Lottery awarded $300,000 to 600 retailers! Each month, 200 retailers each received a $500 bonus for meeting the above-mentioned qualifications. Congratulations to all of the retailers who received Summer Sweeps bonuses!

New Look for “Wild Time Doubler.”

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

For more information on any of these excellent programs, call:

Associated Food Dealers of Michigan
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1-800-66-66-AFD
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• Formal Trade Dinner
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• Beverage Journal Holiday Show

ACTIVITIES

For more information on any of these excellent programs, call:

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36 AFD Food & Beverage Report, October 2001
popular $3 instant game, which hit ticket counters all over Michigan in April, proved to be very popular. Sales, to date, have exceeded $13 million and the Lottery has awarded nine Harley-Davidson Sportsters $1200 Custom motorcycles to winners all over Michigan. In addition, over 329,000 bonus entries were received for the second-chance drawings which included Harley Davidson, brand merchandise prize packs (telephone, blanket, T-shirt, and playing cards). Your help in displaying point-of-sale materials and “asking-for-the-sale” have helped make the Harley Davidson game one of the Michigan Lottery’s best-selling instant games!

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

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

Nick Nicolay, president and owner of Kar’s, attributes the growth of the company to their innovation in product content, changes in package sizes and presentation, and taking advantage of the new information regarding the healthy aspects of nuts in a diet. Kar’s has always offered a healthy, fresh snack alternative to candy, chips and chocolate products. “Kar’s Nuts has always produced a quality product and maintained a high standard of only purchasing first rate or fancy grade nuts, and our distribution system is designed to allow us to maintain control over the product in retail outlets to ensure freshness for the consumer,” said Nicolay.

Kar’s Nuts was founded in 1935 by the Karpe family, who began roasting nuts out of their house in Detroit near Tiger Stadium. In 1946, Kar’s moved to its current Ferndale location. In 1967, Nicolay’s father purchased the company and it has been in the family ever since.

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

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

In 2001, Kar’s introduced three new products in the fruit and nut category with their new value size packages. These products are Nut N’ Yogurt Mix, Sweet N’ Salty Mix and Apple Nut Kunch. Each product is a mix of different nuts, fruits and sweet items.

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

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

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