It’s the Holiday Season at AFD!

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

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

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

David Beauchamp from Champs Pub

“Champs Pub, flavored martinis are very popular; the newest rage is an Apple Martini. We also have a lot of customers who enjoy craft beers.”

Adhid Miri from Copper Canyon Brewery

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

Steven Dodge from General Wine & Liquor Company

“Premium spirit items continue to outperform the market. Brands like Grey Goose, Ketel One, Remy Martin VSOP and Jagermeister are growing at double digit rates. However, the hot sensation this year has to be the flavored rums and vodkas. Several new brands such as Cabana Boy Rum, Burnett’s Raspberry Vodka, Grey Goose L’Orange Vodka and Finlandia Lime Vodka have taken the market by storm. Cabana Boy Rum, which is available in several hot flavors such as Raspberry, Orange, Pineapple and Citrus, has been selling faster than we can keep it in stock. Burnett’s flavored Vodkas have been an instant success as well. The packaging on Burnett’s products is fabulous and really pulls consumers to the product. Consumers are looking for new items that are different and exciting. The spiced rum category is another example of consumers turning their attention to something different. The category is growing at the speed of light with no sign of slowing. You have the big boy leading the storm. Cabana Boy Rum, Burnett’s Raspberry Vodka, and Finlandia Lime Vodka have been an instant success as well. The packaging on Burnett’s products is fabulous and really pulls consumers to the product. Consumers are looking for new items that are different and exciting. The spiced rum category is another example of consumers turning their attention to something different. The category is growing at the speed of light with no sign of slowing. You have the big boy leading the storm.”

For more information, contact Kim Roberts.

Volunteers around the grill (far right) Sommer Kassab, Janice Najor, Jason Najor, Dan Reeves, Judee Blake, Linda Anderson, Matthew Loussia, John Loussia, Laurence Yohlo, Lisa Rubow. Story and more photos on page 36.

“Toast Michigan” at AFD’s Michigan wine tasting

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

Sponsored by AFD and the Michigan Wine and Grape Council, the night of wine, specialty hors d’oeuvres and music by Johnny Rodriguez & His Firey Latin Jazz Band will be hosted at the Excalibur Banquet Hall in Southfield from 5:00 to 8:30 p.m. Over 50 Michigan wines will be available for tasting. In addition, every guest will receive a souvenir wine glass as a remembrance of the evening and a complimentary dessert coupon from Excalibur Restaurant.

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

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

CODE RED

with a rush of cherry

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AFD welcomes new sponsor eSkye Solutions to Scholarship Program

By Sam Dallo
AFD Chairman

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

As part of its sponsorship, eSkye Solutions will donate $1.00 to the AFD Foundation every time an AFD member or SDD licensed retailer places an order request for alcohol beverage product from your ADA through the eSkye Solutions Internet system.

Dennis Mock, eSkye Solutions area manager for the Great Lakes District says that eSkye Solutions is delighted to participate in such a worthwhile and beneficial program as the AFD scholarship program. He adds that the company believes in supporting our industry’s youth. eSkye Solutions has created an online network that allow retailer (both on and off-premise operators to place beverage alcohol order requests via the Internet. Making the current process of placing orders in Michigan easier than ever. Retailers, such as AFD members, may use the eSkye Solutions system to:

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

AAA wants recipes

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

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

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

growth by offering an incredible product at a good price.”
Jim Roth from Good Time Party Store

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

Faiez Asmary from National Wine & Spirits

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

Madeline Trignon from Unique Restaurant Corp.

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

Calendar

September 23-25
FMI I/T Leadership Forum
Sheraton Bal Harbour
Beach Resort
Bal Harbour, Florida
(202) 451-8444

September 25-26
AFD Beverage Journal Holiday Show
Burton Manor, Livonia
Ginny Bennett
(248) 557-9600

October 22-24
Discover Food Safety Solutions 2001 International Food Safety Congress
(312) 715-1010, ext. 368

October 26
“Toast Michigan,” all-Michigan wine tasting
Excalibur Banquet Center
Southfield
(248) 557-9600

October 28-30
Produce Marketing Association Convention
Philadelphia, Penn.
1-800-456-2753

Statement of Ownership
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4 AFN Food & Beverage Report, September 2001
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Cigars

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DON TOMAS CAMEROON

ASTRAL
TE-AMO
HAMILTON
HAMLET
Romeo & Julieta

MONTECRISTO
MACKERS MARK
LAS CABRILLAS
CHAIRMAN’S RESERVE

H. UPMANN
H. UPMANN

DON DIEGO
HAMILTON
BY
DAVIDOFF
LA GLORIA CUBANA
ROYAL BUTERA
GOURMET DESSERT
DUNHILL
DON HERMAN

WD BUNDLES
ZINO
LA AURORA
DON LINO
SOSA

For more information please contact your sales representative or call (313) 852-3946
Jacobs pursues “quality of life” for Michigan residents

by Kathy Blake

State Representative Gilda Jacobs (D-Huntington Woods) returned to the House this year for her second term and moved up the echelon to the House Democratic Caucus Chair for the years 1996 through 1998. She is also the facilitator of an Oakland County mental health coalition from 1996 through 1998.

The representative was also the facilitator of an Oakland County mental health coalition from 1996 through 1998. In addition to serving on various standing committees of the Oakland County Board of Commissioners, Representative Jacobs was a member of the Substance Abuse Advisory Council, the Breast and Cervical Cancer Advisory Council, the Community Development Advisory Council, the Oversight Committee for the evaluation of Haven’s Coordinated Approach to Domestic Violence Program and many others. Jacobs was the first woman ever elected to the Huntington Woods City Commission. She was initially elected to fill a vacancy, yet served on the commission from 1981 to 1994 and was Mayor Pro Tem her last year. She worked as an administrative aide to State Senator Doug Ross from 1978 to 1982. Prior to that, she was a special education teacher in the Madison School District for four years after college. She graduated from the University of Michigan with a bachelor of science degree in education and a master of science degree in behavioral sciences in education in 1971.

Representative Jacobs was affiliated with numerous community organizations and received several awards including the Wonder Woman Award from the Women’s Survival Center in Pontiac. She is married with two daughters, who are college graduates, one of whom is getting married this month. The representative and her husband will be celebrating their 30th wedding anniversary with a trip to Malaysia and Thailand.

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

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

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New payroll services to be made available

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

—USA Today

Kimberly-Clark’s ad campaign “celebrates buns”

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

—The New York Post

Coke’s battle with Gatorade

Powerade relaunch sets sites on market leader

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

San Francisco scientists use off-patent drugs to treat CJD

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

PepsiCo sees more Quaker synergies

Raises estimate to $400 million

PepsiCo has raised to $400 million its estimate of annual synergies from its recently completed merger with Quaker Oats Co., the company said yesterday in a webcast to investors. PepsiCo said that, based on analysis since merger plans were announced in December, it has identified ongoing merger-related cost savings and revenue enhancement opportunities that will reach $400 million a year by 2005. That is $170 million more than the company’s initial estimate of $230 million. Between $140 million and $175 million of the synergies are expected to be achieved by the end of 2002, says PepsiCo, Purchase, N.Y.

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

Fitness guru creates line of all-natural baked goods

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

Easy—through the power of giving

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

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

DTE Energy Foundation

www.dteenergy.com
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Eating at home making a comeback

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

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

Sam’s Club woos customers with diamonds

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

—The Wall Street Journal

Extreme sports, hip-hop become marketing push

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

Pork Board launches hammy ad campaign

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

—The Des Moines Register

Webvan shareholders unlikely to recover money

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

—The San Jose Mercury News

Iceland Spring turns to “sex sells” formula

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

—The New York Times

Land O’Lakes introduces new milk packaging

To prevent oxidation—the chemical process that affects taste, nutrition and freshness—Land O’ Lakes Fluid Dairy Products is introducing milk in half-gallon and gallon opaque, 100%-recyclable FlavorTight jugs in convenience stores, grocery stores and other retail stores this month. The FlavorTight jug protects milk from exposure to ultraviolet and fluorescent light, which the company says is helpful in retaining fresh flavor and keeping vitamins intact.
Cigarettes dominate top 10, with foodservice a far second

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

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

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

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

Changes in the top 10 categories this year include beer moving from third to fourth place, swapping positions with the packaged beverage category. Excluding stores that do not sell beer, the category would actually be in the No.2 slot. Beer holds a 14.6% industry average of stores that sell beer as a percent of in-store sales.

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

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

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

SOURCE: 2001 NACS/CSNews Industry Databank

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<td>Fluid milk products</td>
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<td>8</td>
<td>General merchandise</td>
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<td>9</td>
<td>Packaged sweet snacks</td>
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<td>10</td>
<td>Other tobacco</td>
<td>1.2%</td>
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More New Items from Frito Lay in 2001!
TAKE THE LEAD. BE A DESIGNATED DRIVER.

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Budweiser

www.beeresponsible.com
**Coupons making a comeback**

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

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

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

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

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

**Prices increased on summer favorite**

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

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

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

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

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

According to William Oldenburg, vice-president of operations for Dreyer's Grand Ice Cream Inc., the nation's largest manufacturer, you pay more for milk fat that goes into ice cream than you do for milk fat that goes into making cheese even though the quality remains identical for both. He has been lobbying Congress for relief from what he says are unfair and overly-complicated price regulations.

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

**Detroit's Hostess Bakery to close**

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

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

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

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

---

**Alizé de France** proudly supports the **Associated Food Dealers of Michigan** and their **Scholarship Fund**

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

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

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

$5 Sports Action • Over $1,200,000 in retailer commissions • Over $11,000,000 in total prizes • Win up to 7 times • Win up to $250,000
The Lottery sadly said goodbye to Commissioner Don Gilmer when Governor Engler recently appointed him as State Budget Director in late July. Like everyone else at the Lottery, I am very sad to see Commissioner Gilmer leave. He was a great Commissioner and he will be truly missed by all who had the opportunity to work with him.

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

Over the past couple of years, many of you have gotten to know Commissioner Gilmer and have learned he always listened, with an open mind, to what you had to say. I plan to continue that positive and fruitful working relationship with each and every Lottery retailer.

Beyond the retailer base, I must and will keep an open ear to the millions of Michigan Lottery players who support our games.

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

Back Pair Payout Daily 4 Promotion

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

Summer Sweeps Reminder

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

See Lottery, page 18
GRAB A MILLER LITE

IT'S MILLER TIME!
Discount Drinks – Low, everyday prices

by Ginny Bennett

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

At one time Jerry Hand co-owned Discount Drinks stores in Monroe, Farmington Hills and Canton, all of which are now owned by various former partners. Back then, Jerry was known in the metro area as the “pop king” because of the quantity of soda pop he sold from these four stores. Under Pat’s direction the Wyandotte store continues its remarkable growth.

Sales percentages have increased for 21 straight years-month to month. Sales percentages have increased for 21 straight years-month to month.

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

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

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

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

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

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

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

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

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

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

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

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

Pat graduated from John Carroll University in Cleveland, Ohio with a marketing degree. He enjoyed his five years there and eventually ended up working in Chicago before coming back to the family business. Once an enthusiastic golfer, now Pat thinks of himself as a family man. Only 29, he and his wife Lorena have already had four children, in just five years. He says his wife is “tough” and he gives her a lot of credit for all the hard work she has taken on. He too, is very dedicated to his family and values his time spent with them. He is very proud of Gerald, five; Mackenzie, three; Ryan, one-and-a-half; and six-week-old Sean. “One child didn’t change my life dramatically, and neither did number two, but when the responsibility of child number three came along, I am a family man,” Pat exclaims with gusto.

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

After college graduation, running the store really wasn’t his plan. Yet Pat appreciates the opportunity that his parents gave him when they entrusted the store to him. He plans to have another store someday that he can start on his own. Pat has a “personal controversy” about taking something that his parents worked so hard to build. It is just a feeling based on principle, but he’d like to feel the pride that comes from being personally responsible for his own success. He has learned this from his parents and perhaps to Pat that just seems fair. In the meantime it is a good dream to pursue.
National Wine & Spirits invites everyone to visit our booths at the AFD/Beverage Journal Holiday Show September 25 & 26.
Lottery, continued from page 14

month, carry a minimum of the top

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

New Instants

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

AFD accepting
nominations for
Board of Directors

It is time to choose our new AFD
Board of Directors for 2002. Any
voting member of the association may
be nominated to sit on our board.
In order to be eligible, you must be
a member in good standing for no less
than the prior 12 months and you
must be nominated in writing, no later
than October 19, 2001. All
nominations require the support of 26
other members in good standing or a
majority vote by the nominating
committee. If you are a retail
member, you must seek a retail
position on the board. If you are a
general member, you must be
nominated for a general director’s
position.

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

Our board of directors sets policies
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involved by nominating candidates
you feel will devote their time and
talent to represent the food industry
with professionalism and integrity.

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Excalibur Banquet Center
28847 Franklin Road, Southfield

$30 per person includes:
• Wine sampling of over 50 Michigan wines
• Souvenir wine glass
• Hors d’oeuvres
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Music by Johnny Rodriguez & His Firet Jazz Band

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Golf outing benefits Yvonne Stark’s battle with cancer

By Michele MacWilliams

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

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

On March 14 doctors removed seven more lymph nodes under her left arm, which fortunately came back negative. The surgery was so invasive that Yvonne had to go to physical therapy for two months to regain the use of her left arm. She then began a month of high-dosage treatments with a drug called Interferon. Every day, her family drove her to the University of Michigan Cancer Center for an eight-hour process that left her feeling flu-sick, tired, and weak. She was also losing her hair.

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

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

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

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

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

To donate product, sign up as a hole sponsor or golfer call:

Bob & Bonnie Stark (810) 598-4405; Kim Rithalder (810) 415-0647; Tina Porta (810) 598-3098; Sherri or Ron Gilbertson (810) 598-7893

Food needed for benefit

Mostaccioli
Sauce
Hamburger
Spices
Snacks
Dinner rolls
Yellow Onions
Parmesan Cheese
Coffee
Stir Sticks-500
Sugar Packets-1000
Half n Half-1000
Sweet N Low-300
Coffee Filters-500 large
Bread-1000 single squares
Salad ingredients
Desserts
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Soften Drinks
Cups

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For details on TOMRA’s DUO contact:

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Thinking Summer
Scenes from AFD’s Scholarship Golf Outing, July 18 at Wolverine Golf Club

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

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

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

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

Omar Ammos of the Beverage House in Clawson

Seagrams Tim Jenzen and Ralph Pagliero

Tim Harkins, Darwin Daniels, Angelo Williams and Loring King

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

**Eagle Sponsors**
- AAA of Michigan
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- Absopure Water Company
- Anheuser-Busch, Inc.
- Brown-Forman Beverage Co.
- Central Distributors of Beer
- Coca-Cola Bottling Co.
- CROSSMARK Food Trade
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- Faygo Beverages
- General Wine & Liquor Company
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- Dick Bennett
- Nora Fisher
- Liz Arbous
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- Sean Morrison
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- Melanie Campbell
- Donny Fields
- Andy Petros

**Birdie Sponsors**
- Acosta
- Barton Brands
- Batson & Associates
- Michigan National Bank
- Quality Inventory Specialists

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

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

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

Sincerely,
Chris Zebari
Pepsi Detroit
Study aims to improve handling of discontinued products

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

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

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

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

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

Inadequate communication about discontinued products is one of the core factors driving inefficiencies and adding costs to the total supply chain," notes Bob Cristofono, chair of the Discontinued Products Workgroup of the Joint Industry Unsaleables Steering Committee and manager, unsaleables reduction, The Pillsbury Company. "This white paper is an important first step in opening those lines of communication."

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

New pharmacy service announced

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

SureScript Systems is the drugstore industry's answer to Rxhub, which is a similar service that was organized by three of the largest prescription drug plan providers. The pharmacy associations have reportedly been worried that Rxhub will encourage too much of their business to switch to mail order prescription fills, which seems to be a growing trend.
Supermarket industry supporting Fed effort to streamline rules for electronic check conversion and returned check collection

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

The Federal Reserve created the opportunity recently by issuing a "commentary" on Regulation E that changes the rules for customer authorization of electronic payments and payment of returned checks. A signed authorization is no longer required. The Federal Reserve commentary would allow retailers the option of receiving consumer authorization by posting a sign at the point of sale notifying shoppers of the new check-processing rule.

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

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

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

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

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

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

Ad spending beneficial during downturn

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

-Procter & Gamble teams with Wrigley to fight cavities

Procter & Gamble will work with chewing gum giant Wm. Wrigley Jr Co. to create cavity-fighting chewing gums. The two aim to develop, market and distribute lines of teeth-cleaning, smile-generating chewing gums with oral-care technologies that will allow new ultrasonic gum gums with oral-care benefits, according to the companies.

-Procter & Gamble will team with chewing gum giant Wm. Wrigley Jr Co. to create cavity-fighting chewing gums. The two aim to develop, market and distribute lines of teeth-cleaning, smile-generating chewing gums with oral-care technologies that will allow new ultrasonic gum gums with oral-care benefits, according to the companies.
Good things come BACK in pairs.

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

April's Front Pair Payout was a huge success so we brought it back:
• Over $700,000 in additional prizes paid out • An extra 17,600 winners each week • Statewide sales up as much as 8.3% per day

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

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

$1 STRAIGHT BETS CINY. Odds of winning straight pair 1 in 101. Daily 4 odds: Straight 1 in 10,000; 4-Way Box 1 in 2,500; 6-Way Box 1 in 1,666; 12-Way Box 1 in 833; 24-Way Box 1 in 416.
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September 25, 2001 • 5 p.m. - 10 p.m.
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Future Brands LLC
- Absolute Spirits Company
- Jim Beam Brands

General Wine & Liquor Co.:
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  - Austin Nichols
  - Barton Brands LTD
  - Brown-Forman
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- Kobrand Corp.
- Krug / Mondavi
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- Spirit of Hardwood
- St. Maarten
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- Wilson Daniels
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Comedy Night 2001

Saturday, October 20 — 8:00 p.m.
The Millennium Center in Southfield
Ticket Information: (248) 350-FOOD (3663)

Featuring Comedian

Richard Jeni

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

Presenting Sponsor:
- ERHARD BMW

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

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

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

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

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

Visit the Michigan Liquor Control Commission booth to pick up a "Guide for Michigan Retail Liquor Licensees" or an application to purchase liquor products with Electronic Funds Transfer (EFT).

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

Living Essentials will be giving away free samples of Chaser, the potent pill that prevents hangovers.

Chaser is all-natural, doctor developed and clinically proven effective. It contains no caffeine or aspirin and is guaranteed to work. It's an ideal product to offer wherever liquor is sold or served. Show Special: purchase two cases of Chaser and receive one case free.

Visit the Michigan Liquor Control Commission booth to pick up a "Guide for Michigan Retail Liquor Licensees" or an application to purchase liquor products with Electronic Funds Transfer (EFT).

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

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

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

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

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

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

Place an on-line liquor order at the show with eSkye Solutions and receive a free $10 gas card. This is just a small sample of the new products and trade show only discounts that will be available.
Monterra Wines sport a new label, with oceanviews of Monterey Bay. They will feature special pricing for the show on the Cabernet, Merlot and Chardonnay. Delicato wines will also be sale priced for show attendees.

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

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

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

As the exclusive distributor of “Fiready” packaged firewood, Party Time Ice is offering a show only special: purchase a one pallet minimum (90 units / pallet) of “Fiready” packaged firewood for $3.59 per unit (S.R.P. of $5.99).

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

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

—The Boston Globe

Reebok working double-time to market water

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

—Advertising Age

Kroger takes steps to halt cart-nappings

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

—The Cincinnati Enquirer
Classifieds

FOR SALE—Ice Cream Maker and Pizza Oven. Call Patrick at (810) 755-3076.

FOR SALE—Hazel Park-Well established small supermarket about 6,000 sq. ft. Same owners for over 35 years. Money too small to keep up. Call Tony to discuss. (248) 543-0518.

FOR SALE—2,000 sq. ft. supermarket located in pleasant suburb. Remodeled in 1992. SOD/SDM license. Price: Terms must be SELL. (517) 870-7055 after 5:00 p.m.

ITEMS FOR SALE—(1) Hi Low; (2) Jacks: (1) 20-Ft. Electric Conveyors: (1) 5-Ft. Showcase: (5) Leather booths: (1) 400-Lb. Ice Freezer. Offer for best price for all or separate. Call for appointment: 3-1374 2-0228.

SHOWCASES FOR SALE—3 to 6 foot and 6 to 9 foot. Call at (248) 252-0560.


ONE ICE CREAM MACHINE—Triple head, free standing machine for sale. Best offer. Call Art at (734) 765-7006.

FOR SALE: Two separate lakes in year-round resort area 2 bedrooms, free standing machine for sale. Best offer. (313) 581-5390 evenings. Leave message on answering machine.


FOR SALE—12,000 sq. ft. supermarket located in Lapeer. Located next door $299,000. Ask for Martha. 989-557-9600.

FOR SALE—One in City of Livonia, One in City of Warren. Call Sam at (810) 751-6440.

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


SOD/SDM LIQUOR LICENSES NOW AVAILABLE—(1) 1270-400 sq. ft. near Windsor. Call (586) 518-2000.

FOR SALE: Great location in Detroit on main thoroughfare. Has deli and groceries, Beer, wine, lottery. 3,400 sq. ft. business and property. For more information call: (313) 561-5390 evenings. Leave name, telephone number on answering machine.

PARTY STORE FOR SALE—Beer, wine, lottery, deli and grocery. Located in Depue, MI. In Warren. Call Sam at (734) 756-4100.

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

BEECH DALLY—2,425 sq. ft. Asking $200,000 building, or leased (734) 975-8883.

SPACE AVAILABLE—AFD has second floor office space available. Excellent for 1- or 2-person office. Great location: easy highway access. Call Cheryl at (248) 567-9600.

Results of the Michigan State Fair Wine Competition

Experts Evaluate Michigan's Wines

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

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

Five panels of four judges each began at 9 a.m. in a cool, quiet room to evaluate wines identified only by a number. They worked until late afternoon and announced the winners immediately following the competition. Complete results are available at www.michiganwines.com or by calling (308) 292-3199.

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

- Best of Category - Dry White: Peninsula Cellars 1999 Gewurtzraminer
- Best of Category - Red: Rafshol Vineyards 2000 Pinot Noir
- Best of Category - Sparkling: Shady Lane Cellars 1995 Blanc de Blanc Brut
- Best of Category - Semi Dry White: Tabor Hill 2000 Traminette
- Best of Category - Sparkling: Shady Lane Cellars 1998 Cabernet Franc

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

- Dr. G. Stanley Howell, head of the viticulture and enology program at Michigan State University and longtime wine enthusiast and researcher.
- Bob Thompson, veteran judge at major California wine competitions, and author of The Wine Atlas of California and the Pacific Northwest, as well as other books and articles.
- Madeline Trifon, master sommelier and director of wine for the Unique Restaurant Corporation.
- John Bolbroe, executive director of Tasters Guild International.
- Bruce Bordelon, professor of viticulture at Purdue University.
- Richard Scheer, internationally recognized wine expert and owner of the Village Corner wine shop in Ann Arbor.
- Steven Brook, veteran of the Liquor Control Board of Ontario and owner/winemaker at gold-medal-winning Grape Tree Estate Winery near Windsor.
- John Jonas, member of the Michigan Grape and Wine Industry Council and owner of Merchants Fine Wines in Dearborn, Royal Oak and Groove Pointe.
- Ron Kreuger—wine and food editor for the Flint Journal.

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

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

AFT Food & Beverage Report, September 2001...
Associated Food Dealers hosts 11th annual free picnic for senior citizens on Belle Isle

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

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

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

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

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

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

A group of seniors enjoyed a friendly game of Tripoli.

The Fired Up Couch Potatoes helped seniors burn off their lunches to music.
Council President Gil Hill and the Associated Food Dealers of Michigan extend a heartfelt thanks to the donors and volunteers for helping to make the 11th Annual Seniors Picnic even a bigger success than ever:

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Emergency Medical Services
Faygo Beverages
Fired Up Couch Potatoes
Health Alliance Plan (HAP)
Housing Department
Mayfair Market
Melody Farms
New Super Fair Foods
Party Time Ice
Pepsi-Cola
Police Department
Junior Police Cadets
Recreation Department
Roscoe Thomas, Disc Jockey
Senior Citizens Department
Spectrum Human Services
Mr. Jesse Allen
The CARE Group
The Honorable Mayor Dennis W. Archer
Thorne Apple Valley
Value Center Market
Value Wholesale
Vitner Snacks
Wisconsin Physician Services/HCFA
Wonder Bread / Hostess Cakes

There were tons of Wonder buns!

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

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

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