



FOOD & BEVERAGE REPORT

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

Change Service Requested

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

VOL. 13, NO. 4

The official publication of the Associated Food Dealers of Michigan

April 2002

Working hard for our members.

Inside

Economic upturn ahead?

• See page 3

Meet Rep. Stewart

• See page 4

Lapeer's Annrook Party Store is a local favorite

• See page 7

America looks Down Under for great wines

• See page 46

Governmental Affairs

No change in taxable food items

The National Council of State Legislators along with the Streamlined Sales Tax Implementing States has begun meetings to develop a national simplified tax code. Those involved with the Streamlined Sales Tax Project have created new definitions of food that will affect how many states tax products such as candy, soft drinks and dietary supplements. Due to the new definitions, many states will need to redefine what is taxable and what is not.

Fortunately, Michigan will NOT be affected because of how the Michigan General Sales Tax Act is written. Michigan's Constitution prohibits imposition of sales or use taxes on "food for humans except in the case of prepared food intended for immediate consumption as defined by law." Michigan will continue to only tax food when it is intended for immediate consumption. See story, page 41.

AFD to go after liquor profit increase

"In unity there is strength" —Aesop

As all holders of SDD licenses know, there hasn't been an increase in liquor discounts in over 20 years. Your costs of doing business keep going up but your liquor discount remains the same.

The Associated Food Dealers of Michigan is going all out to get retailers an increase. Your discount is currently 17% and we want it increased to 20%, or the alternative, a 17% discount with no maximum retail price. This will not happen overnight as we expect a great deal of resistance. We

anticipate that this process will take between 9 - 18 months to accomplish, but we won't rest until it happens!

Where do you fit in and what can you do? Become a member of AFD. We know that many of you are already members and we thank you for your loyalty. Yet there are many of you that are not. We need you as a member to make sure the MLCC knows that there is a unified effort behind this movement.

You may be called upon to write letters and make telephone calls to legislators

and others to ensure that they know that we are serious about the need for this increase.

Why do we think this effort will be successful? With your help, AFD will dedicate the time, the money and the people power to get the job done. Just as we did when AFD was the only association to step up and stop the MLCC from doing away with the half-mile rule. And AFD is on the forefront of other MLCC issues like allowing wine tastings in your stores.

Together we will make a difference.

What consumers think about bottle deposits

The Michigan Recycling Partnership had a survey conducted by Marketing Resource Group to find out whether the public is opposed to expanding the bottle bill. Here are results from that survey.

Michigan's bottle deposit law doesn't impact recycling rates

Michigan's bottle deposit law may be the most successful environmental law in the state's history, with 96 percent of Michigan's voters consistently supporting the law. Despite its popularity, the law—a litter control

See Bottle Deposit Law, page 47.

Swing into Spring at AFD's Annual Trade Show!

You could win a chance at \$1 Million!

We'll see you at AFD's annual Buying Trade Show, "Swing into Spring," April 23 and 24 at Burton Manor in Livonia. See new products and get great special show deals. Plus, AFD will be giving away prizes and MONEY throughout the show! See our SHOW SPECIALS and additional information beginning on page 17.

Top 11 reasons to come to the AFD Trade Show:

1. Have Fun
2. See and taste new products
3. Save money on show specials
4. Play games, win prizes
5. Meet industry leaders and visit with old friends
6. Support your association
7. Maybe even have a chance to win a Million Dollars
8. Offer new services to your customers
9. Learn about current trends
10. Check out the latest in technology and equipment
11. Have more fun

Don't Miss it!



AFD Chairman Terry Farida and Board Member Al Chittaro of Faygo Beverages say "Come on Down!"



Endorsed by



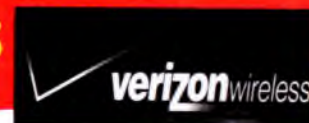
Be the first to get your palm on today's hottest phone.

Verizon Wireless

Wireless solutions to Fit Your Business Needs!

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

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



Join in.

www.verizonwireless.com

Visit our Web site at: www.afdom.org

*For bigger profits,
remember this number.*



The best brands and unequalled support...
that's why Pepsi is the #1 beverage company in Michigan.
For product information and sales opportunities, call today.

Coldwater: 517-279-8436
Detroit: 313-832-0910
Flint: 810-237-7100
Kalamazoo: 616-381-0950
Grand Rapids: 616-285-8200
Howell: 517-545-2600

Lachine: 989-379-3264
Lansing: 517-321-0231
Milan: 734-439-2451
Mt. Pleasant: 989-772-3158
Pontiac: 248-334-3512
Saginaw: 989-755-1020

Petoskey: 231-347-6663
St. Joseph: 616-927-6904
Port Huron: 810-987-2181
Traverse City: 231-946-0452
West Branch: 989-345-2595



PEPSI, PEPSI-COLA, MOUNTAIN DEW, AQUAFINA, FRUITWORKS, SIERRA MIST and the Pepsi Globe design are registered trademarks of PepsiCo, Inc. SOBE and the Bottling Label Design are registered trademarks of South Beach Beverage Company, Inc. LIPTON and BRISK are registered trademarks of Lipton. Starbuck®, the Starbucks logo and Frappuccino® are registered trademarks of Starbucks Coffee Company, part of the Hoegaarden, Beck and related groups are trademarks of Beck & Co. Inc.

EXECUTIVE COMMITTEE

Terry Farida, Chairman
Value Center Markets
Ronnie Jamil, Vice Chair Membership
Mug & Jug Liquor Stores
Food Daily, Vice Chair Community Relations
Medicine Chest
Gary Davis, Vice Chair Legislation
Tom Davis & Sons Dairy Co.
Thomas Welch, Vice Chair Future Planning
Hollywood Super Markets
Chris Zebari, Treasurer
New Hudson Food Market
Al Chittaro, Secretary
Faygo Beverages, Inc.

EMERITUS DIRECTORS

Sam Dallo
In 'N Out Foods
Bill Viviano
House of Prime
Mark Karmo
Golden Valley Food Center
Nabby Yono
Orchard Food Center
Frank Arcori
V.O.S. Buying Group

RETAIL DIRECTORS

Phyllis DeSmet
Spartan Stores, Inc. Region 3
Jim Garmo
Shopper's Valley Market, Region 2
James Hooks
Metro Foodland
Raad Kathawa
Ryan's Foods, Region 1
Nick Kizy
Warrendale Food Center
Alaa Naimi
Thrifty Scot Supermarket
Vic Ventimiglia, Jr.
Vic's World Class Market
Brian Valdo
Woodward Long Lake Shell
Jerry Yono
Imperial Sunoco

SUPPLIER DIRECTORS

Brian Belobradic
Anheuser-Busch, Inc.
Frank Bodi
Pernod Ricard USA
Earl Ishbia
Sherwood Food Distributors
Mike Roach
General Wine & Liquor Co.
Clark Walker
Coca-Cola, Region 6
Tom Waller
CROSSMARK Sales Agency, Region 5

ADVISORS

Amir Al-Naimi
Joy-Thrifty Scot
Tom Simaan
Lafayette Park Market
Sam Yono
Ramada Southfield

AFD STAFF & CONSULTANTS

Joseph D. Sarafa
President and Publisher
Daniel Reeves
Vice President
Cheryl Twigg
Office Manager
Melissa Varney
Executive Assistant
Shelia Reeves
Services Manager
Harley Davis
Coupons
Danielle MacDonald
Special Events Consultant
Ginny Bennett
Special Events Manager
Ray Amyot
Advertising
James V. Bellanca Jr.
Bellanca, Beattie & DeLisle
Legal Counsel
Michele MacWilliams
Metro Media Associates, Inc.
Public Relations, Special Events,
AFD Food & Beverage Report Editor
Karoub Associates
Legislative Consultant
Gadaletto & Ramsby
Health Care
Pat Gregory
Folmer, Rudzewicz & Co. P.C.
CPA

President's Message

Economic upturn is predicted for U.S. as we learn from the past



By Joe Sarafa
AFD President

On September 11, the United States of America changed; our economy, our politics, our culture, and our lifestyles. Some of these changes will be temporary, while others more lasting, and some even permanent.

At the National Grocers Association Convention 2002, February 11 - 14 in Las Vegas, a two-part session featured the respected economist Stuart Varney.

formerly the host of CNN's Money Line News Hour and currently the CNBC commentator for the *Wall Street Journal*.

His analysis of our nation provided a valuable business-planning framework for the audience. Varney believes that our economy is in a rebound state, which is good news for us all.

Three major economic impacts of 2001

To set the stage, Varney said there were three occurrences that greatly impacted our economy last year and lead us into a recession:

1. The rise and fall of NASDAQ - where \$4 trillion of investor wealth was wiped out
2. Globalization - world trade doubled in the 1990s
3. September 11 - Events of this day pushed our economy overboard.

Varney also said that the U.S. economy had a lot going for it before this recent recession. Employment played a key role. While unemployment in the U.S. was below 4 percent, Western Europe has experienced double-digit rates for many years. The U.S. also has a

lower unemployment rate than Japan.

One key reason is the computer industry - which is an American industry. Computers hold the future for our economy and we are in the forefront of the industry. Look to nano technology - miniature computers - to be the next big trend.

Inflation, too, is almost non-existent. Our current rate is around 1.6 percent.

Now for growth

According to Varney, this recession will be out of here by the end of the year with mild growth, no inflation and low interest rates. Expect tax cuts of about 2 to 2 1/2 percent and money supply increases of 10 percent.

Politically the shift of our country will be defense and the restoration of our economy. The events of September 11 have brought us together culturally and this bond will remain strong.

Varney also sees a shift in our media preferences. We are looking to Fox News and the Internet and moving away from the old elite media including the major television stations, the *Wall Street Journal* and the *Washington Post*.

Legally there will be some changes too. There is currently a strong dislike by Americans for our legal system. Because it has become such big business, Varney believes that this will lead to tort reform.

Because the pieces are nearly all in place for a sustained recovery, Varney predicts the stock market will record mild gains of six to eight percent, with inflation at about 1 percent. After a year of turmoil, terrorism and uncertainty, that sounds pretty good!

The Grocery Zone

By David Coverly



Important late breaking story!

House schedules vote on permanent repeal on death tax

The House has scheduled a vote on a bill to make the \$1.35-trillion tax relief law, which was passed last year, permanent. Included in this package would be the permanent repeal of the death tax.

Please contact your House member and urge their support for efforts to make the death tax and the entire \$1.35-trillion tax relief package permanent.

Rep. Stewart has a "voice" in Lansing

by Kathy Blake

State Representative John C. Stewart (R-Plymouth), found his voice in high school and sang his way to Europe with the high school and college glee clubs. He still performs regularly as a soloist and with the Legislator's Quartet and the Men's Glee Club of his church. The Legislator's Quartet will be singing the National Anthem at the Tigers' game at Comerica Park on May 14.

Not only does Stewart use his voice in song, but also in defense of small business. As an attorney in private practice, he is a tenacious advocate for small business owners and knows the difficulties they face. Recently he received a recommendation for Legislator of the Year from the Small Business Association of Michigan, (SBAM).

"Small businesses are the heartbeat of the economy and I want to preserve that," Stewart said.

In the legislature, he plans to work on improvements for the Single Business Tax, unemployment compensation taxes, workers' compensation taxes and personal property taxes.

"I look at issues before me as a self-employed attorney who lived off straight commission," he said.

Stewart serves on the Appropriations committee and the subcommittees on Higher Education, Transportation, Corrections and he is Vice-Chair of the Judiciary subcommittee. "As a freshman representative, I was very fortunate to be assigned to Appropriations," said Stewart.

He is a Republican representing the 20th district which includes the communities of Plymouth, Northville and Livonia in western Wayne county.

Stewart describes his district as being moderately conservative and very densely populated. "Wayne county has more people than 17 states," he says. Yet, Detroit is in the top 6th or 7th place for worst roads nationally. "We're the gateway to Wayne county. M-14, I-275 and I-96 all intersect in my district. I love orange barrels," says Stewart.

He invited MDOT to Plymouth to discuss construction plans for the metro Detroit area. "In the spring and throughout the summer, construction becomes a major point of discussion in this area," he said. "This lets people know where the orange barrels

are going to be placed. If we know ahead of time what areas are going to be affected, we can plan accordingly. With information comes an understanding of why MDOT makes the decisions it does and how we are positively impacted by road improvement."

His community is within 24 miles of four state universities. The four public high schools in his district had 256 merit scholarship award winners last year.

People in his district are very active in community, church and school activities, he says. Two of the largest churches in Michigan are in his district: Temple Baptist and Our Lady of Good Council.

Several high-profile politicians live in Stewart considers himself to be an old-fashioned Republican. He admired his father, Robert, who passed away last year, at the age of 92. "My father taught me the value of self-employment and straight commission," says the Representative. His father, a member of Kiwanis, was honored last year for 65 years of perfect attendance at meetings.

Rep. Stewart has practiced law as a general private practice lawyer for 25 years in Wayne County. He's a member of the Plymouth Chamber of Commerce, the Plymouth Colonial Kiwanis Club and is an elder at the First Presbyterian Church of Plymouth. He was a Plymouth Township trustee from 1988-1992.

The representative and his wife, Beth, are very involved in their community and schools. "We are Mr. and Mrs. Community," he says. They restored an old bungalow house in downtown Plymouth, which holds his office and three other attorney's offices. His wife is the director for the Plymouth Historical Museum which is



in a 26,000 sq. ft. building downtown. They take 6,000 students through it each year and according to Stewart, it has the largest Abraham Lincoln collection of memorabilia in Michigan, says Stewart.

Stewart received his bachelor's degree from Eastern Michigan University, his master's at Wayne State University and his law degree at DCL/Michigan State University. He grew up in Wyandotte, and graduated from high school in 1967. His family was very involved with the campaigns of former Governors Romney and Milliken. Both of his sisters are retired teachers of the Trenton School District.

He and his wife have two daughters, who are entering adulthood. He and his wife enjoy a dinner out weekly at one of the multitude of small restaurants in downtown Plymouth.

The representative enjoys running and ran in the Detroit International Marathon twice in the mid '90s. He still jogs three miles, three times a week.

To reach Representative Stewart call him at (517) 373-3816, email: johnstewart@house.state.mi.us, or write State Representative John Stewart, P.O. Box 30014, Lansing, MI 48909-7514.

Calendar

April 9-11

MPA/MACS Trade Show
Amway Grand Plaza, Grand Rapids
(517) 487-9139

April 23 and 24

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

May 5-7

FMI Show
McCormick Place, Chicago
1-800-974-9769
www.fmishow.org

May 5-7

International Fancy Food and Confection Spring Show
National Association for the Specialty Food Trade
Chicago, IL
(212) 482-6440

Wednesday, July 17

AFD Annual Golf Outing
Wolverine Golf Course,
Macomb Township
Contact: Michele MacWilliams
(248) 557-9600

Statement of Ownership

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

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

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

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

AFD works closely with the following associations:



NATIONAL

wine & spirits corporation

SMIRNOFF

Courvoisier

KAHLUA

**JOSE
CUERVO**

Crown Royal

*National Wine & Spirits invites
everyone to visit us at
Booths 175-177-179 at the AFD
"Swing Into Spring" Trade Show.*

CAROLANS.
IRISH COFFEE CREAM

Liquor

Captain Morgan's

Canadian Club



**FIVE
O'CLOCK**

beautiful.
TEQUILA
ROSE
dangerous.

Tequila
Cuervo
1800
Product of Mexico

Chopin
VODKA

BELVEDERE
VODKA

Be better - much better - or don't bother

"If these ideas (presented during the 2002 NACS Leadership Assembly) are so powerful, why aren't more companies using them? And if leaders are so smart, why are people's jobs so hard?" asked William Taylor, founding editor of Fast Company magazine, during his closing presentation on the final day of the Leadership Assembly. His answer: "It's hard stuff."

Actually, it's never been harder for companies to do business, said Taylor, citing three fundamental transformations: Customers are more demanding, employees expect more, and the business environment is rapidly changing.

Taylor said that it's never been a better time to be a customer, and it's never been a worse time to serve them. "We live in an era in which no matter how much we want to delight customers, they want more," he said. The reason for higher customer expectations - and their demands - is simple: "There is so much stuff out there." In retail, people can get what they need in a number of different, competing channels, he said. "With so much stuff out there, being average is

an outstanding way to go out of business."

Just as customer demands have increased, so have the demands of employees. The number-one factor in employees' job productivity is their relationship with their immediate supervisors. This means that a business' most vital resource should be its middle managers that oversee these employees. However, most

The number-one factor in employees' job productivity is their relationship with their immediate supervisors.

businesses give these managers very few tools to guide their employees' productivity. "Before you win big in the product area, you need to win big in the talent area," Taylor said.

The business environment itself has also undergone a transformation, and is changing fast, said Taylor. The Internet provided a whole new set of ways to conduct business. "The Internet, at its heart, isn't about commerce - it's about connections," said Taylor. "Look at its three 'killer

apps' - e-mail, instant messaging, and Napster. They all have one thing in common: they allowed people to express themselves and share their passions," he said. "We thought the Internet was a new industry, but it was just a prolific lab for experimentation."

With all of these transformations, Taylor had three "takeaways" he offered on leadership:

Keep people focused on the future, not the past.

People are pathological learners. "We learn the most from those who are least like us. Unfortunately, most of us spend our time around people most like us."

Great leaders manage to exude genuine self-confidence, but also true humility. "The job description today is not to be the smartest person in the room, but the one smart people will come to."

Taylor urged attendees to "begin with a different idea." He said that in Fast Company's case, it did not consider itself to be in the magazine business, but instead in the teaching business.

In addition, he said, it is not good

enough to just do things a little better than your competition. In fact, you shouldn't even measure yourself against the competition.

Unfortunately, "in most companies, strategy is mimicry," he said. Instead, at truly successful companies, there is one unique idea that defines the company, whether Dell or Southwest Airlines. "It's very easy to describe it; it's very difficult to do it," Taylor said.

Next year's Leadership Assembly will take place Feb. 23-26, 2003, in Naples, Fla. There are other upcoming learning opportunities for the industry's mid-level managers - the people whom Taylor identified as critical to a business' success. The NACS Executive Program at Cornell University (July 28-Aug. 2 in Ithaca, N.Y.) is designed to give rising executives the skills, knowledge and inspiration to be positioned for the industry's next generation of leaders. The NACS Leadership Challenge also provides industry retailers with new skills to meet tomorrow's business challenges. For information on either program, contact Vollie Melson at (703) 684-3600, ext. 382.



SUBURBAN
MAGAZINES

NEWS

Wholesale Distributor

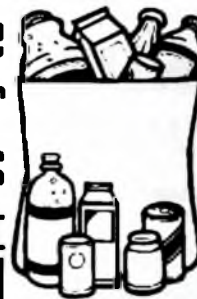
Metro Detroit • Suburban News
24808 Romano • Warren, Michigan 48091
810-756-4000 • Fax 810-756-4060



GDALETO, RAMSBY & ASSOCIATES

An Authorized Managing Agent

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



Group Health

Weekly Disability

**Long Term
Disability**

**Guarantee Issue
Life**



Blue Cross
Blue Shield
Blue Care Network
of Michigan
Blue Cross Blue Shield of Michigan and Blue Care
Network of Michigan are independent licensees of
the Blue Cross Blue Shield Association

For information about Blue Cross
coverage and proposals available to

AFD members, call:

800-748-0166 or 517-351-4900

mail@gdaletoramsby.com

Lapeer store allows couple to “retire” into working for themselves

By Karen Braschayko

Friendly greetings, personal service, community connectedness, and hands-on ownership have made a hit of the compact party store just east of Lapeer's historic downtown. In their seventh year as owners of the East Annrook Party Store, Marc and Jennifer Anderson are content with their continuing growth and success. From 150 beverage choices to shampoo and microwave meals, East Annrook Party Store has been refined to offer an array of items in efficient space and accommodate customer requests. Boasting “the coldest drinks in town—and the electric bills to prove it,” says Jennifer Anderson, the store's selection and size have expanded to serve as a convenience store for the surrounding neighborhoods.

Marc Anderson worked in downtown Lapeer's Oliver Credit Corporation for seventeen years. When it was bought out by a national company, and the party store came up for sale, Marc saw the opportunity for he and Jennifer to retire from their jobs and start their own business in 1996. Jennifer owned a tanning salon first before joining Marc at the party store and was also trained as a social worker. “They needed my brain,” she said with a laugh. Neither had run a convenience store before, but their dedication and involvement every day of the week has made the store a success.

“It's a money-making little party store,” Marc Anderson said. “It's small, but it works.” His next challenge is to figure out where to display the liquor they will be selling as soon as the license comes through, making efficient use of space. Marc



Marc and Jennifer Anderson inside their store.

calls himself “the cleaning boy and the stock boy,” deconstructing and washing out a cooler on my visit.

Jennifer welcomed the opportunity to use her skills as a social worker without the complications. “I still do it here—if somebody has a problem I'll listen and try to help them out...but I don't have to do the paperwork.” And she likes how much faster the day goes by, especially during the summer when kids come in for pop and treats. A popular park is located right across the street.

East Annrook Party Store is now a promising family business that will be passed down “as long as they want it,” Jennifer joked. Marc's daughter Erin Carmack manages the store. The Andersons have seven children between them, and each has been involved with the store from running for groceries to remodeling.

Like most small town buildings, the one housing East Annrook Party Store and a neighboring nail salon has a history that older residents remember. It housed a Texaco station as Marc was growing up, and then a smaller party store until the Andersons took over. The former storage room, once a garage, was opened up to create room for more coolers and a wider range of convenience foods and products, such as bread, canned goods, medications, and coffee. Very little is kept in storage, so items are fresh. Lottery sales are a big part of the business,

and they'd sold \$3,200 the week I visited. “We have our daily regular lottery people, some with the same numbers over and over and over. But we have a lot of winners.”

East Annrook Party store is known around Lapeer and beyond for its strict ID policy. (AFD's Dan Reeves conducted TIPS training for the store.) The policy makes some customers angry, but “they don't get [alcohol or tobacco] if they don't have ID or we don't know them,” Jennifer said. And by know them, the Andersons mean they've checked the ID so many times they've memorized it. “We know a good 70% of customers,” Jennifer said, and after seeing she and Marc greet by name nearly every customer who came in, and ask about their families and weekend plans, I had no doubt. Jennifer was proud of checking the IDs of some customers the previous Saturday night. Two men she had not seen before, of borderline age, turned out to be police officers. “I asked the right guys,” she smiled. Had she failed to ask for ID, it might have alerted the officers. “We've busted several stings,” Jennifer said, noting too that most of their employees are thirty and older, so they don't hesitate to refuse customers without ID. The Andersons are grateful for their “loyal customer base,” to which Jennifer credited their success and happiness. “They go out of their way to come here—they're friends.” She appreciates the safety she feels for herself and her

employees when working at night. They recognize and chat with nearly every customer, and the local police regularly patrol Nepessing Street, looking inside to make sure all is well. They encourage friendliness in their employees, and it has made friends of many patrons. Many employees have been with them for years.

East Annrook Party Store works to support the community even further. The Andersons are part of the Lapeer Area Chamber of Commerce, and Marc is a member of the Lapeer Optimist Club. The Optimists run the famed beer tent at the Lapeer Days, a festival held downtown in August, which has raised much money for playground equipment in the many Lapeer parks. In the store they play the local radio station, broadcasting from just four blocks away. Marc grew up in Lapeer and has watched its rapid growth, especially in recent years. The couple lives thirty miles away in Mayville, which is “nice and quiet, like Lapeer used to be.” Their home is on a private lake, and their new profession gives them the flexibility and time to “spend a good many hours just floating around.” They adore their five grandchildren and take frequent trips to visit. Marc bowls and plays pool. The Andersons appreciate that they have more time to enjoy family and friends now.

Satisfied with their choice to abandon secure jobs, “The Best Little Party Store in Lapeer” has given the Andersons the chance to “retire” into working for themselves, enjoying time with family and friends as part of their new career. “What's most important is we work for ourselves,” said Marc.



Cars line up outside the compact East Annrook Party Store.



Small, yet efficient

U.S. seeks new restrictions on cigarette sales, marketing

The Justice Department is seeking a number of new restrictions on the sale and marketing of cigarettes, including elimination of slotting fees paid to retailers, an end to trade promotions and giveaways, and new "graphic health warnings" on packs, the *Wall Street Journal* reported.

"NACS is committed to growing and defending this core category," said Lyle Beckwith, NACS' senior vice president for government relations. "Because of the importance this case has to retailers of tobacco products, NACS has followed it closely since its inception in 1999.

NACS is investigating the affects that this settlement might have on the convenience store industry's ability to market tobacco products to adult consumers, and will take appropriate actions to defend our industry's rights."

The proposal is part of a recent exchange of documents between the Justice Department and major cigarette manufacturers engaged in the government's three-year lawsuit against the tobacco industry. The suit alleges fraud, racketeering, and conspiracy by the companies to conceal the health risks of tobacco.

The lawsuit was launched under the Clinton administration, but Attorney General John Ashcroft last year called for settlement talks in the case.

In the new settlement documents, the *Wall Street Journal* said, the Justice Department wants to require that the tobacco industry:

- Eliminate slotting fees paid to retailers for favorable placement of products
- End trade promotions and giveaways
- Forbid use of "light," "low-tar," and "mild"
- Ban cigarette vending machine sales

• Restrict all cigarette advertising to black and white, print only. Half the ad space must be used for "graphic" health warnings

• Disclose all ingredients and additives, manufacturing methods, and market research

• Require that half of a cigarette pack surface carry graphic health warnings and messages from the U.S. Surgeon General

• Require cigarette packs to carry health leaflet inserts

The tobacco industry defendants have rejected the lawsuit's allegations and have been fighting the case in court since 1999. A federal judge in 2000 narrowed the government's case, dismissing a number of damage claims while allowing the allegations of fraud and racketeering to proceed. But these latest documents indicate the Justice Department has obtained new evidence to bolster its case, the *Journal* reported.

A Philip Morris Cos. spokeswoman declined to comment on specific remedies outlined in the Justice Department document, calling the case "a politically motivated suit filed by the Clinton administration" that should be dismissed. R.J. Reynolds Tobacco Co. said the Master Settlement Agreement between the industry and state attorneys general "comprehensively addresses the issue of underage smoking" and added that the company would fight further restrictions.

Vector readies launch of 'Quest' nicotine-free cigarette

Vector Group Ltd. announced that its new, nicotine-free cigarette product will be named Quest and will be available nationwide beginning in the third quarter of 2002. The company also said it would combine the sales and marketing functions of its Liggett Group and Vector Tobacco subsidiaries into a new entity, Liggett Vector Brands Inc.

Quest cigarettes will be sold in Lights and Menthol Lights variants, in both box and soft packs, the company said, and will be supported by a \$40-million advertising and marketing campaign.

Quest cigarettes utilize a proprietary process that enables the production of a tobacco cigarette that is nicotine-free and tastes and smokes like a conventional cigarette, Vector said. Because they are nicotine-free, Quest cigarettes also contain a greatly reduced level of the most potent tobacco specific nitrosamine, known as NNK, believed to be one of the leading contributors of lung cancer.

Sunflower Seed Shipper

Original plus 2 NEW FLAVORS
ON SALE for 79¢
(REG. 99¢ — Beginning April 2002)



The value you expect is here...



- and here,
- and here,
- and here,
- and here,
- and here,
- and here,
- and...



Made in MICHIGAN
for Snack Lovers Everywhere.
Full line supplier of nuts, meat snacks and candy.

1-800-KAR-NUTS
www.karsnuts.com

KAR NUT PRODUCTS CO. • FERNDAL, MI 48220



Never second-guess the manager empty-handed.

OFFICIAL BEER



©2002 Anheuser-Busch, Inc. Budweiser® Beer, St. Louis, MO

Budweiser
KING OF BEERS

Want to be a great company like GE?

Noel Tichy knows how

"Jack Welch is an (expletive deleted).... Jack Welch is the greatest CEO GE has ever had." Both sentences were printed on the first page of Noel Tichy's book "Control Your Destiny or Someone Else Will."

"Winners never take the easy way out," said Tichy during his presentation at the NACS Leadership Assembly. "It's not cruel, it's honest," and it's something that Welch understood, said Tichy.

Tichy said that great leaders don't seek to win popularity contests. They also have an "edge" and know that difficult decisions, such as downsizing - are sometimes necessary. While keeping an unproductive employee may seem to be the easy way out, it is cruel and dishonest, said Tichy.

Eliminating unproductive employees early is actually more humane than when they are mid-career and have more family obligations. Tichy reminded attendees that in his early years, Welch was savaged for his

downsizing moves and dubbed "Neutron Jack."

Tichy should know a bit about Welch, whom Fortune magazine named manager of the century. For three years, Tichy directed General Electric's worldwide development efforts. Tichy is currently director of the Global Leadership Program at the University of Michigan Business School.

This edge that great leaders possess is just one aspect of a great company, said Tichy. Great companies all have leaders that communicate their "teachable point of view" in which values, ideas, and emotional energy are expressed.

And perhaps there was no CEO more committed to teaching than Welch. "You leverage your organization by teaching," said Tichy. He stressed that this education process is a continuous effort, and must be part of the everyday culture, with leaders never resting on laurels. As Welch

had noted, "Yesterday's press clippings wrap today's fish."

"Winning companies have strong values," said Tichy, adding that these values define desirable behaviors and support the organization's central goals. And a positive value system encourages great ideas, he said. Enron had values, Tichy noted. "The problem with that company is that they didn't teach them."

In terms of "emotional energy," Tichy said that employees are either an "energy pump or an energy sump." Leaders, such as Welch, are able to either improve negative performers or transition them to another company. GE, Tichy said, is obsessed with finding and cultivating "A" employees, mentoring "B" employees into "A" employees, and either quickly improving "C" employees or helping them transition to jobs at other companies.

What about the disparaging comment that Tichy wrote in his book about Welch? Actually, it was a compliment. So what did Jack Welch think of these comments? "He loved the book."

New campaign is warming consumers to frozen foods

The National Frozen and Refrigerated Foods Association has launched a new industry-wide campaign, Bring us to Your Table! Freezer Favorites.

With the endless variety, convenience and nutrition aspects of frozen foods, the industry is changing consumers' perceptions of frozen food through the new campaign. The initiative is communicating to consumers that the frozen food aisle offers everything from complete meal solutions, to complimentary side dishes, to snacks and meals in a hurry.

The Bring us to Your Table! Freezer Favorites campaign is a year-round effort to show the meal solution aspects of frozen foods across all categories and brands. The slogan was chosen for its positive appeal to consumers to view their freezer as the modern-day pantry. Together with mouth-watering food photography, the slogan communicates the quality, good taste and meal solution aspects of frozen foods.

For more information on frozen food tips, storage guidelines and recipes, visit www.nfraweb.org.

INTRODUCING GO SNACKS

THE INNOVATIVE NEW PRODUCT LINE FROM
FRITO-LAY THAT WILL DRIVE ENORMOUS GROWTH
IN THE SALTY SNACK CATEGORY



Visit us at
BOOTHS 226-228
at the 18th Annual
AFD Trade Show
April 23 & 24



Visit us at
BOOTHS 226-228
at the 18th Annual
AFD Trade Show
April 23 & 24

- Designed for busy, on-the-go consumers
- Supported by a \$25 million marketing campaign
- 5 SKUs proven in test markets to be big winners
- Containers come with a convenient, recloseable cap

GO SNACKS Logo, DORITOS Logo, 3D's Logo, SANGRIA CHEESE Logo, DANGEROUSLY CHEESY Logo, CHESTNUT CHEESE Logo, CHESTNUT CUPCAKE Logo, CHESTNUT CUPCAKE Character, ASTEROIDS FLAMENCO Character, FRITOS FRITOS Logo, DORITOS, FRITO LAY, FRITO LAY Logo and FOOD FOR THE FUN TV (TM) are trademarks used by Frito-Lay, Inc. ©2002

FOUND ONLY ONE PLACE
ON THE PLANET.

From the heart of Africa comes a
liqueur beyond the borders
of anything you've ever
tasted. Amarula is made
from the fruit of the
mystic marula tree
found only on
African plains. Exotic.
Creamy. Game taste.
Every drop is worth
the trip.



AMARULA



Amarula is a rare find. Appreciate it accordingly.
17% alcohol by volume (34 proof). Imported by Brown-Forman Beverages Worldwide, Sante Fe, Louisville, KY 40202.

Settlement unlikely in Michigan price gouging case

A pre-trial settlement appears unlikely in a lawsuit involving a three-convenience-store operator in Michigan accused by the state of price gouging, the *Midland Daily News* reported.

Bobbie Jean Harvey, who owns three stores, was accused by Michigan Attorney General Jennifer Granholm of violating the state's consumer protection laws by raising gasoline prices from 25 to 50 percent in the hours following the Sept. 11 terrorist attacks. Harvey is among a handful of Michigan marketers who have rejected Granholm's offer to apologize, refund money, pay fines,

and admit wrongdoing.

Harvey's attorney submitted as evidence letters from Harvey's fuel distributor, who sent updates on the morning of Sept. 11 warning customers to expect price changes and to adjust retail prices accordingly. Harvey's supplier could not guarantee price or when shipments would be received.

The warning on available fuel supplies came as customers were lining up to buy gasoline at Harvey's stores, the newspaper said. Her stores raised prices and imposed a \$50 limit, but that did not slow the rush. Her stores were forced to close early.

By the next morning, Harvey's supplier rescinded the previous day's warnings, and her stations rescinded the price hikes, the *Detroit Free Press* said. In the succeeding days, the company refunded overcharges to customers, even returning more money than the company actually took in.

In a pretrial statement, Harvey's attorney also said that Harvey was not the proper defendant in the case because she was acting as an officer of the corporation, and that the attorney general's office did not acknowledge receipt of certain documents.

Crawford named to FDA post

Dr. Lester M. Crawford Jr., D.V.M., Ph.D., has been appointed to the post of deputy commissioner of the U.S. Food and Drug Administration, effective immediately. Health and Human Services Secretary Tommy Thompson announced recently. The appointment makes Crawford the senior official at the FDA, pending the appointment of an FDA commissioner.

"Lester Crawford has devoted his career to promoting safer products for the public, and he brings to the FDA valuable experience and leadership skills," Thompson said.

Crawford joins the FDA after spending the last nine years as Director of the Center for Food and Nutrition Policy of Virginia Polytechnic Institute and State University in Alexandria, VA. (The Center was previously at Georgetown University from 1993-2001.) He also acted as executive director and interim executive director of the Association of American Veterinary Medical Colleges and was executive vice president of the National Food Processors Association from 1991-1993.

"At a time when food safety and security are at the top of everyone's minds, it is appropriate to have a leader with a strong food safety background in a top FDA position," said FMI President and CEO Tim Hammonds. "Under Dr. Crawford's leadership, the food industry and consumers can expect policies driven by science for the public good."

IMPONDERABLES:

Thoughts by George Carlin

- Why do we say something is out of whack? What is whack?
- When someone asks you, "A penny for your thoughts" and you put your two cents in...what happens to the other penny?
- Why is the man who invests all your money called a broker?
- When cheese gets its picture taken, what does it say?
- Why do croutons come in alright packages? Aren't they just stale bread to begin with?
- Do Lipton Tea employees take coffee breaks?
- What hair color do they put on the driver's licenses of bald men?

LANCER

FROZEN BEVERAGE DISPENSERS




MODEL FBD 554

MODEL FBD 550

Welcome to the future of quality and performance. Introducing Lancer's FBS Series of frozen beverage dispensers... **the 550 and the 554.**

- Stylish, sleek design
- Large, contemporary graphics
- "Next generation platform" for future upgrades.
- State-of-the-Art technology

Limited counter space? No problem. Choose the **FBD 550** with the smallest footprint currently available; it will fit in the smallest of spaces. If space is not a problem, try our **FBD 554**, with four barrels available for a variety of brands; sure to provide a refreshing frozen beverage every time, while you

INCREASE YOUR PROFITS!

For more information, contact your local LANCER Distributor at:

DCI

DETROIT

(800) 899-9DCI

FOOD EQUIPMENT INCORPORATED

GRAND RAPIDS

(616) 243-8863

NEVER MISS A
GENUINE
OPPORTUNITY



© 2001 Miller Brewing Co., Milwaukee, WI



Lottery debuts first-ever double-sided instant game ticket



By Acting Commissioner James Kipp

For the first time ever, the Michigan Lottery is introducing a two-sided instant game ticket. The \$10 "Double Feature," offering a \$500,000 top prize, will hit ticket counters statewide on May 9, 2002. The front of the ticket features three scratch games, while the back of the ticket features three pull-tab games.

With 15 different ways to win, and great overall odds of 1 in 2.85, customers will be flocking to your stores to purchase this new ticket. I

encourage you to prominently display your point-of-sale materials for "Double Feature."

Free instant ticket coupon. In February, Lottery players throughout the state redeemed special promotional Lottery coupons that offered one free \$2 instant game ticket with the purchase of any \$5 instant game. Those coupons were distributed via select home-delivered newspapers and they were a huge hit with your customers!

Due to the huge success of the first instant ticket coupon promotion, the Lottery has chosen to distribute another "Buy a \$5 Instant Ticket, Get a \$2 Instant Ticket Free" coupon on April 7, 2002 in more than 1.6 million home-delivered newspapers across the state.

The redemption method on the new coupons is exactly the same as it was for the first coupon. When a customer comes into your store, makes a \$5 instant game purchase and presents a valid coupon, all you need to do is give them the \$2 instant game ticket of their choice. Simply scan the barcode on the coupon at the time of purchase, then enter the underlined five-digit number from the coupon through your terminal. You do not need to turn the coupons in to the Lottery. Instead, handle the coupons as you would a validated instant game ticket. You will receive a 2-percent cashing commission on each coupon you take in!

Region 1 Lottery Office is moving. Effective April 12, the Region 1 Lottery Office will be moving from The State of Michigan Plaza Building on Sixth Street in Detroit to: **Cadillac Place, 3060 W. Grand Blvd., Suite L-600, Detroit, MI 48202.** The new phone number at the Cadillac Place office will be: (313) 456-4040. If you have customers who visited the Sixth Street office, please inform them of the change.

Harley-Davidson instant game to return this summer. The "Harley-Davidson" instant game was so popular last summer, we've brought it back for a second time at the request of players and retailers alike! Available April 11, each \$3 ticket offers players the opportunity to win one of six Harley-Davidson Sportster 1200 Custom motorcycles (one more than last year) or one of two \$50,000 cash prizes. Players who don't win have the opportunity to enter a second-chance drawing.

Each of the four second-chance drawings will feature one Harley-Davidson Sportster 1200 Custom motorcycle winner, and 300 other lucky winners will receive Harley-Davidson prize packs in each drawing. The prize packs include: a telephone, a blanket, sunglasses, car/truck mats, a license plate cover, leather cap, flashlight and T-shirt.

To enter the second-chance drawing, players must send in two non-winning "Harley-Davidson" instant tickets. Second-chance drawings will be held on May 10, May 31, July 12 and August 23. Entries must be received seven days prior to the drawing date.

Introducing...

NEW Jays HOT STUFF LINE!

IT'S HOT HOT HOT!

25¢

Potato Chips

On the Border

On the Border

On the Border

On the Border

O'KE-DOKE

O'KE-DOKE

O'KE-DOKE

O'KE-DOKE

99¢

Jays

Call 800-752-5309 to place your order.

www.jaysfoods.com



Another Great Road Trip!

Sell 'em a chance
to hit the road on a
Harley-Davidson®
Sportster® 1200
Custom™
Motorcycle!



Two Ways for Players to Win!

Scratch and Win Instantly

- 6 Harley-Davidson® Sportster® 1200 Custom™ motorcycles will be awarded
- Win up to \$50,000 instantly
- Win up to 12 times
- Over \$8,000,000 in total cash prizes
- Over \$1,000,000 in retailer commissions

BONUS Drawings!

- Players send in two non-winning tickets to enter
- Four BONUS drawings to be held
- For each drawing, one Harley-Davidson® Sportster® 1200 Custom™ motorcycle and 300 Harley-Davidson® prize packs will be awarded



2002 H D



AFD Trade Show Testimonials: Join your peers at

AFD's 18th Annual Buying Trade Show

April 23 and 24, 2002!

At Burton Manor, Livonia, MI

"The AFD show is valuable to us because of the deals," said Joyce Polsky from Fox Hills Medi Mart.

"I go to the show to learn about the latest trends in the industry, and see if any unique ideas are appropriate for our stores,"

said Thom Welch from Hollywood Supermarkets

"I'm looking for new products; I want to see something different,"

said Richard Schiff from Richard's Drugs.



Show Hours:

Tues., April 23, 2002
5 p.m. - 9 p.m.

Wed., April 24, 2002
2 p.m. - 8 p.m.

Ask for more details about winning a million dollars!



"I came to the show with a specific agenda, to purchase products that could be used for a Spring/ Summer promotion,"

said Bill Schmid from Manhattan Marketplace.

Admission ticket required. - \$5 at the door
No bags allowed in or out. Proper attire, please.
The law demands that you must be at least 21 years of age to attend this Trade Show.

"My customers are looking for fast and easy meals-on-the-go, so I want to see branded food concepts,"
said Jay Beydoun from Jay's Redford Amoco.

Call Ginny at AFD for more information at (248) 557-9600 or gbennettafd@pop.net.



Don't miss the AFD Trade Show on April 23 & 24, 2002 at Burton Manor in Livonia.

You could have the chance to win \$1 million!

Exhibitors:

AAA
A & W Restaurants
Absopure
ABN AMRO Merchant Services
(AAMS) formerly Michigan
Bankard Services
Acosta-PMI
American Bottling Company
Anheuser Busch
Ashby's Sterling Ice Cream
Associated Food Dealers of Michigan
Bar-S Foods
BetterMade Potato Chips
Blue Cross Blue Shield Blue Care
Network of Michigan
Brehm Broaster
Brown Forman Beverages
Bunzl Michigan
Central Alarm
Central Foods, Inc.
Coca-Cola Bottling Company
Coffee Connection
Cuisine d' France
DCI Food Equipment
Detroit Edison
Detroit Warehouse

EFT Direct
Envipco
Faygo Beverages
Frito-Lay
Four Seasons Beverage & Equipment
Garden Foods
General Wine & Liquor Company
Glacéau Energy Brands
Great North Foods
I & K Distributors
InterState Food Brokers
Java Jo's
Jays Foods
Jones Soda Co.
JS Advisor Enterprises
Kansmacker
Kar Nut Products
King Orchards
Kowalski Companies
Lipari Foods
Long John Silver's
Meadowbrook Insurance
Melody Farms
Michigan Lottery
Miller Distributing
MSI / Bocar
National Wine & Spirits
North America Medical
Nikhlas Distributors
North Pointe Insurance
Party Time Ice
Pepsi-Cola
PMCR Financial
Pointe Dairy Services
PopCo Inc.
POS Systems Group
Potok Packing
Purelacqua, Inc.
Sarkozi Equipment
Secure Checks
Security Express
Sherwood Food Distributors
SoBe Beverages
Spartan Stores
Standard Federal
Strohs / Mooney Ice Cream
Suburban News
Superior Dairy
Taylor Freezer
TeleCheck
Tom Davis & Sons Dairy
Tomra MI

Trader Publishing
Tri-Cities Tobacco Reduction
United ATM's
U.S. Ice Corp.
Verizon Wireless
Vernors
Vests L.L.C.
Western Union



There's no end to the excitement!
With over 100 companies there is something
for everyone: deals, new products, games,
prizes, cash giveaways, fun, and the chance to
win \$1 million.

**Associated Food Dealers of Michigan
18th Annual Buying Trade Show**
Tuesday, April 23, 2002 - 5 p.m. to 9 p.m.
Wednesday, April 24, 2002 - 2 p.m. to 8 p.m.
Burton Manor
27777 Schoolcraft Rd., Livonia, MI



IT'S LIKE A FRANCHISE, ONLY BETTER.

GENUINE BROASTER CHICKEN®

It's the franchise-free program that provides today's smart foodservice operator with what's most important—a high-quality, branded product that sells and sells ...without the high cost of franchise fees or royalties.

With Broaster, you get the time-proven, turnkey Broaster Chicken concept. You get the branded look and marketing support of an industry leader. You get to keep every penny you earn.

*Call today to find out how you can become a
licensed Broaster operator and discover our "System For Success."*



BREHM BROASTER SALES, INC.

P.O. Box 557 • 1350 Industrial Pk.
Edmore, Michigan 48829

(989) 427-5858 • 1-800-627-1172 • Fax 1-989-427-4050



Just a sample of the Trade Show Deals, New Products, & Prizes

Check out **C** for cash prizes, **M** for win a million dollars and **P** for prizes!



Buy 10 cases of Absopure products and receive four cases free.

American Bottling Group is introducing Hansen's Energade in orange or citrus flavors. Receive a \$2.50 discount on all 23.5 ounce purchases of the new Energade flavors. A new Hawaiian Punch will also be introduced at the show. Greenberry Rush (available in 2 liter 12 pack and 20 ounce). Other show specials are as follows. Purchase four

cases of 20 ounce Arizona products and receive one case free. And purchase four cases of 16 ounce Mystic products and receive one case free.

Anheuser-Busch is introducing Bacardi Silver, a



premium malt beverage with the flavors of Bacardi rum and citrus; it's clear, refreshing and less sweet.

Associated Food Dealers of Michigan get \$25 off an AFD membership when



you sign up at the show. In addition, you will receive 13 months of member benefits for the price of 12 months.



Bar-S Foods: buy 10 cases, mix or match, of Bar-S 3 pound bun-size sausage and receive two cases free.

Come by the Bar-S booth to see the new 1/4 pound Frank; it will be the hit of the summer.



Blue Cross Blue Shield Blue Care Network of Michigan

Blue Cross Blue Shield of Michigan will be raffling off golf prizes at their booth.

Purchase a Broaster Pressure Fryer from Brehm Broaster Sales



and receive a free start-up package (\$500 in savings).



Brown Forman will be sampling two of its newest products. Look for Appleton Estate Rums, from Jamaica's finest family of rums. Come and sample Amarula Cream, which is a fabulous blend of nature's best cream, and liqueur from a unique South African fruit, the marula.



Technology from **Central Alarm Signal**: a new wireless communication system. The system links your alarm system directly to the central monitoring facility, without wires or telephone lines.

Cash Prizes: AFD will be giving away cash, on the spot, in your pocket.

CALL ABN ♦ AMRO MERCHANT SERVICES FOR A LOW CREDIT CARD PROCESSING RATE QUOTE!



ABN AMRO Merchant Services LLC (formerly Michigan Bankard™ Services), together with the Associated Food Dealers, offers a Payment Processing program tailored specifically for AFD Members! AFD members participating in this program receive **low** credit card processing rates and **NO** hidden fees.

ABN AMRO Merchant Services offers:

- Credit & Debit Card Processing
- Online e-Commerce Processing Solutions
- Check Acceptance Solutions
- Electronic Benefit Transfer (EBT)
- Equipment and Reporting Solutions
- Award Winning Chargeback Performance for 10 consecutive years

Take advantage of these great AFD member benefits by calling the AAMS professional sales team at 1-877-434-2194.

Associated Food Dealers' Endorsed Credit & Debit Card Processor



ABN AMRO Merchant Services



Buy four cases of coffee at the **Coffee Connection** and receive the fifth case free.

The Cuisine de France Concept is a profitable in-store bakery program that includes fresh bakery products, training, equipment and support. Come and see their new line of "The Ultimate Thaw and Serve" and new Take and Bake Garlic lines. Show Specials from Cuisine de France: buy 15 cases of Take and Bake Garlic Flat Bread, Garlic pull apart bread, and Garlic Baguettes (five of each) and get five cases free. Buy five cases from a range of European pre-proofed freezer to oven pastries and get one case free. Buy 10 cases of baguettes and get two cases free. Buy 10 cases of any Thaw and Serve and get one case free.



Come see and sample the new Lancer Frozen Carbonated Beverage Machine from DCI Food Equipment.

EFT
Direct will award a free electronic billing software



package, valued at \$700, to one lucky winner at the show. (Some restrictions apply. Requires service agreement). Also receive \$1,000 off the price of a check cashing unit on orders secured at the show. Also from EFT Direct - PRIZES!! You could win a JetSpa luxury bath spa, or an inflatable T-Rex dinosaur, or a 5 hour amazing digital DVD called "Walking with Dinosaurs."



Envipco is offering a 5% discount and free installation on all equipment orders secured at the show.



You'll get a kick out of the new products offered by Faygo Beverages: Faygo Moon Mist Red (cherry flavor with high caffeine), and Faygo Moon Mist Blue (berry flavor with high caffeine). Also try Faygo Candy Apple, which tastes just like the candy apple at the cider mill. Picked by the public. Faygo Candy Apple was last year's winning flavor.

See **SHOW SPECIALS**
Continued on page 20



UNITED ATM of AMERICA IS A WAREHOUSE DISTRIBUTION and SERVICES CENTER

WE OFFER FREE 5 YEAR PARTS & LABOR ON ALL MERLIN ATMS



PLUS: With a purchase of your ATM you get these additional items FREE when you mention this ad!!

- ★ Banner
- ★ Pole Sign
- ★ Faux Neon Sign
- ★ Transaction Processing
- ★ 100% of the Surcharge = Zero Cost!

\$\$\$ GREAT SALES OPPORTUNITY \$\$\$
FOR SELF-MOTIVATED INDIVIDUAL
EARN \$60,000 PER YEAR OR MORE
& MONTHLY RESIDUALS FOR LIFE!!!
FOR FURTHER INFORMATION PLEASE CALL
(248) 358-2547



The point is . . .
Color makes a difference!



Electronic Design, Imaging & Printing

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

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

E-mail: help@nuad.com

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

SHOW SPECIALS

Continued from page 19

Four Seasons Beverage and Equipment is offering show specials at or below cost on slush, granita, cocktail mixes and equipment.

Great show specials from **Garden Food Distributors**. Buy 10 cases of Fresh and Pure, 32 ounce, and get 10 cases of 16 ounce free. Buy 25 cases of Arizona, 24 ounce cans, and get 10 cases free.



Glaceau Energy Brands has a great show special for both new and existing customers. For new customers, purchase six cases of Vitamin Water or six cases of Smart Water Sport and receive three free cases. For existing customers, purchase five cases of Vitamin Water and receive one free case.

GENERAL WINE & LIQUOR COMPANY

General Liquor has got some exciting new product introductions: an orange cream tequila called Baja

Tango, a premium American Vodka called 3 Vodka, Finlandia Lime Vodka, Ketel One Citron Vodka from Holland, and super premium Ultimat Vodka.

General Wine will be sampling many new wines and two new premixed drinks: new varietals from Marcus James, Vendange White Merlot, Talus Shiraz and Pinot Grigio, Inglenook 1.5 liter Cabernet, Merlot, Chardonnay and Pinot Grigio, from Australia Penfolds Rawson's Retreat and Thomas Hyland, and Gato Negro from Chile. Also sample two new premixed drinks, Red Square and Caribbean Twist.

Show specials from **I & K Distributors**: Yoder's 3 pound Salads in four varieties \$1.99 / \$11.94 case, Yoder's 2 pound Mashed Potatoes in two varieties \$1.60 / \$19.20 case, Reno's 24 ounce Pizza Pepperoni \$2.10 / 12 60 case, and Tennessee Pride Roll Sausage in three varieties \$1.44 / \$17.88 case.

InterState Brands will be introducing some new products just for the show:



Hostess Coconut Cakes, HomePride Buttermilk, HomePride Honey Wheat Berry, and HomePride Stone Ground Wheat.



Buy one case of **Jays Foods** new Hot Stuff Line and get one case free.

Sample **Java Jo's** new product, frozen Mocha-Ice. It's sold from the freezer, ready to eat with a spoon, or customers can heat it in the microwave and drink it with a straw like a soft shake.

Kar Nut Products has some great show specials. Kar's 4 ounce Hot Sunflower Seeds and BBQ Sunflower Seeds are available for 99 cents (available in 96 count shipper May 2002).



Enjoy **King Orchards'** 32 ounce Tart Cherry Juice concentrate for \$9.00 a quart, which is a \$1.00 off regular price (offer good on orders through May). You will also get free

shipping on all orders placed at the show.



LIPARI FOODS

Lipari Foods is introducing Gourmet Dining Entrees - a whole meal in a bag. There are 11 low fat, low sodium varieties, all of which are individually bagged inside the master bag for freshness.

Miller Brewing will be sampling their newest product, Skyy Blue, a refreshing ready-to-drink alcohol malt beverage that offers a blend of citrus flavors and other natural flavors containing vodka - look for the distinctive cobalt blue bottle.



Million Dollars: you could have the chance to win \$1 Million.

(Courtesy of Allied Domecq).

PopCo has some great show specials on Orangina and Gibraltar Spring Water. Orangina: purchase

SeeSHOW SPECIALS

Continued on page 22

MERCHANT SERVICES



A NUCLEUS OF SERVICES

P.M.C.R.

1-800-794-3271



A.T.M. SALES



A.T.M. SERVICES



CHECK SERVICES



PHONE CARDS



AMERICAN EXPRESS



GIFT CARDS



COLLECTIONS



Master Card



DEBIT CARDS



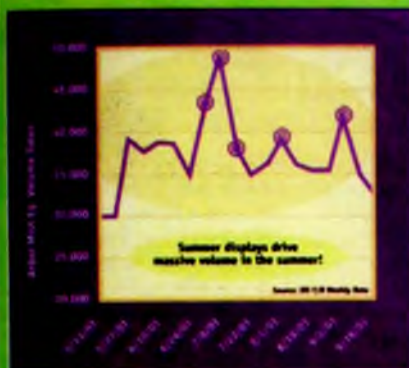
DISCOVER



MERCHANT SERVICES



MERCHANT SERVICES



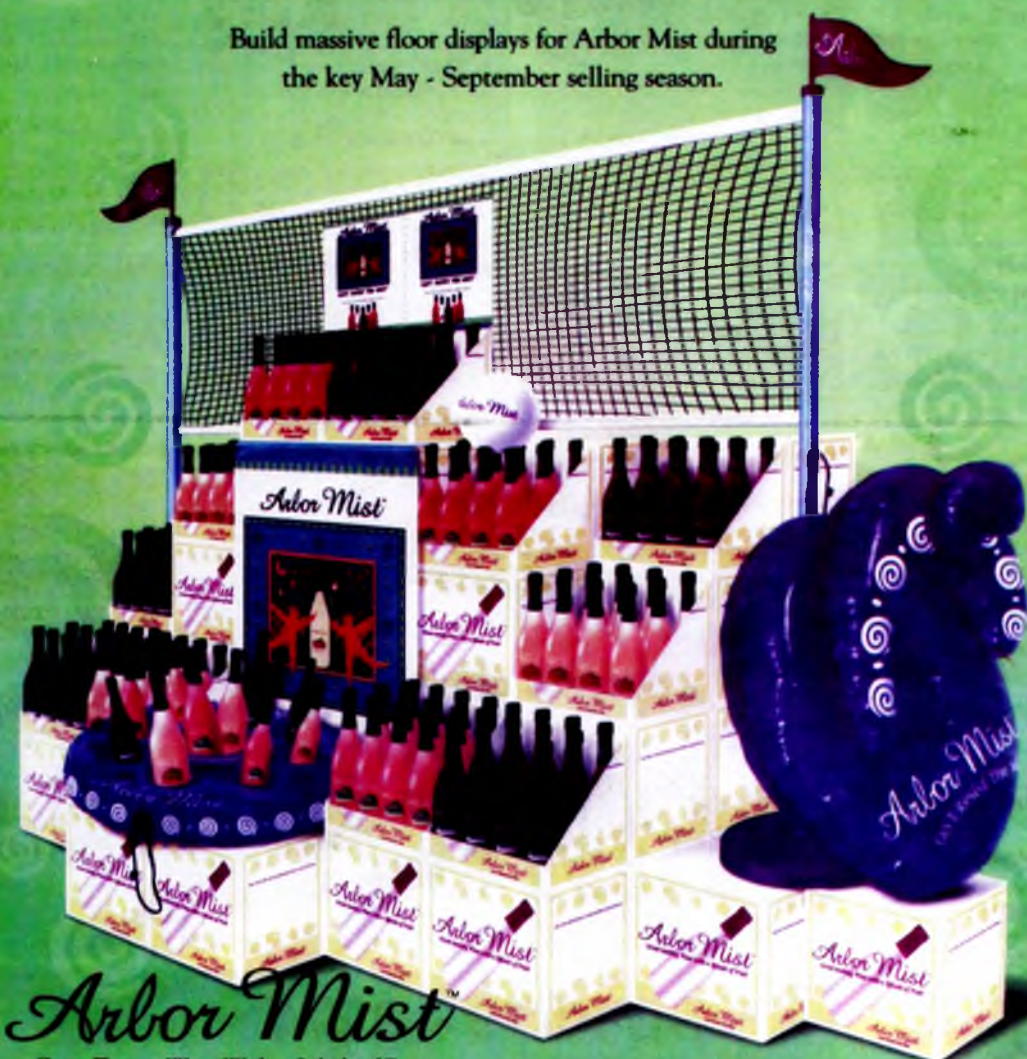
Summer is a HUGE VOLUME Opportunity for ARBOR MIST!

- Arbor Mist is the #1 Summer Wine with Fruit!
- Incredible Brand Recognition!
- National Television Advertising Will Support This Program.

SUMMER 2002 DISPLAY PROGRAM

IT'S BIG, REALLY BIG...

Build massive floor displays for Arbor Mist during the key May - September selling season.



Arbor Mist
Great Tasting Wine With a Splash of Fruit

For more information, call
**GENERAL WINE &
LIQUOR COMPANY**

Phone (313) 826-3600
Fax (313) 867-4039
E-mail: { @GWLC.com

SHOW SPECIALS

Continued from page 20

five cases of 10 ounce 6/4packs and get one free, or buy three cases of 16 ounce 24 pack loose and get one free, or buy four cases of 1 liter 12 pack loose and get one case free, or buy four cases of 12 ounce 4/6pack cans and get two cases free. Gibraltar Spring Water: buy five cases and get four cases free, any size mix and match.



Every two hours during the show, POS Systems Group will award free point of sale software which includes two hours of free training (\$999.00 value).

Prizes: play the fun games, win the great prizes.

Order Canadian purified water NOW from PureLacqua, Inc., and don't pay until August 2002 (available in 8 ounce, 16.9 ounce, 20 ounce and 1 liter, regular or sport cap).



Spartan Stores has some outstanding show only specials on a variety of items.



TAYLOR

Purchase or lease a Frozen Carbonated Beverage Freezer from Taylor Freezer and receive 12 boxes of syrup at no charge.

Any AFD members that sign up for TeleCheck Michigan's services will only pay half the membership fees. You will also have an opportunity to win dinner for two at one of Detroit's most exclusive restaurants.



Tom Davis & Sons Dairy has some great show specials and new product introductions. Expect special pricing on Mr. Pure Juices and Spring Water. A new product called Home Juice will be introduced at a special price. Sample new Odwalla seasonal flavors. Ask about the new Ashby's

Sterling co-branding concept. And don't forget to try the new Impulse Ice Cream Novelties.

Purchase a Greenlink Merlin ATM machine from United ATM's for only \$3995.00, and receive five years of free parts and labor: you will also get a free gift.

Soft Body Armor saves lives. Vests LLC offers bullet resistant vests that are light, flexible, concealable and extremely comfortable. The vests weight 1.9 pounds are .17 inches thick, and will stop bullets traveling up to 1500 feet per second (including 9 mm, 357 magnum, and 44 magnum hand guns).



There's no end to the excitement! With over 100 companies there is something for everyone: deals, new products, games, prizes, cash giveaways, fun, and the chance to win \$1 million (Courtesy of Allied Domecq).

Associated Food Dealers of Michigan
18th Annual Buying Trade Show
Tuesday, April 23, 2002 - 5 p.m. to 9 p.m.
Wednesday, April 24, 2002 - 2 p.m. to 8 p.m.
Burton Manor
27777 Schoolcraft Rd. Livonia, MI



THE PERFECT DRIVE TO GREAT SAVINGS!



WITH
**SHERWOOD
FOODS**

**VISIT OUR
BOOTHS
APRIL
23 & 24**

**OUTSTANDING
PRICES FOR THE
NEXT FIVE WEEKS—
THROUGH
MEMORIAL DAY!**

36 booths filled with outstanding show rebates, incentives, and buying opportunities from the Midwest's leading distributor of Meat & Deli products!

Our vendors will showcase:

- Poultry
- Beef
- Lamb
- Pork
- Veal
- Fish
- Deli
- And Many More Items!

**Don't miss
your chance to win
\$1 MILLION with a
hole-in-one!**



LOOK FOR THESE VENDORS AT OUR BOOTHS:

- Advantage Sales
- Armour
- Ball Park
- Beef International
- Brown Packing Company
- Carl Buddig
- ConAgra Poultry
- Cooper Farms
- Dutch Brand
- E.W. Grobbel & Sons
- Empire Food Brokerage
- Excel Corporation
- Gold Kist
- Gusto Packing
- Hygrade
- IBP/TAV
- Jimmy Dean
- John Morrell & Co.
- Klement's Sausage
- Kraft
- Kretschmar
- Mama Rosa
- Manchester Farms
- Maple Leaf
- National Beef
- OnCor
- Oscar Mayer
- Patrick Cudahy
- Smithfield
- Tennco
- Townsend
- Tyson
- Wayne Farms

Pre-Register with your Sherwood
Foods Sales Representative
or Call for More Information

(313) 366-3100

Michigan food regulations seminars held for food stores and food service operations

Seminars will be conducted at various locations in Michigan by Food Service Associates, a nationwide leader in food safety education. Their trainers have extensive hand-on experience in actual food operations. The seminars will cover food laws.

The Michigan Food Law of 2000, applies to all food and food service establishments, including grocery stores, convenience stores, restaurants, institutional food

operations and caterers.

This law contains the rules and regulations for both food service operations and stores of all types that are involved in the preparation and service of food. It also addresses the inspection procedures utilized by health departments and the Michigan Department of Agriculture.

These seminars are designed to assure that key personnel of all food establishments and food service operations are fully aware of the

requirements of this law. This seminar is not the Michigan Food Manager Certification Program.

Using the HACCP self-inspection procedures presented in this seminar will help to assure that your establishment complies with all of the standards of Michigan's Food Law.

With clients in all 50 states, they have trained over 50,000 food professionals in food safety management, through their own professional development programs

and on behalf of hundreds of state, district, county and city health departments.

All who attend will be awarded a certificate of training. No test is required for this certificate.

All owners, managers and other key employees of all food service establishments and food stores that prepare food will benefit from this seminar. They will learn the rules for receiving, storing, refrigerating, preparing, handling, cooking, cooling, reheating and serving food: the standards for health and hygiene of personnel; and the regulations for cleaning and sanitizing equipment.

Participants who pass the option free examination will receive a special upgraded certificate.

Under the food law, "a person in charge" must be present at all times when the establishment is open and/or working with food.

"Persons in charge" must be able to demonstrate knowledge of food safety and the requirements of the Michigan Food Law. Taking the free optional, end-of-course exam and earning this special certificate is an excellent way to show that you have this required knowledge.

For registration information, call 1-800-442-2277.

Seminars will be held at the following locations from 9 a.m. to 4 p.m., lunch is not included:

Livonia - May 6
Burton Manor
Lansing - May 7
Best Western Midway
Cadillac - May 8
Best Western Bill Oliver's
Kalamazoo - May 9
Fetzer Center, Western Michigan University
Gaylord - May 15
Otsego Club
Flint - May 16
Ramada Inn & Conference Center

Get Quenched!

Absopure
Natural Spring Water
Is Available
In Just The Right Size
For People On The Go!

Absopure®
THE REHYDRATION DRINK®

Naturally clean, naturally clear Absopure.
Available at fine stores everywhere.

Absopure
Tastes Great Because It
Comes From Our
Own Natural Source In
Pristine Southern
Michigan!



There's a fungus among us

New meat substitute is fungus grown

A new meat substitute is being introduced in U.S. supermarkets that is made from fungus. Popular in Europe, the meat substitute is protein-rich with minimal calories and high fiber. Called mycoprotein, the meat substitute is made into a variety of products such as chicken nuggets, ground beef and lasagna. It is marketed under the trade name, Quorn.

The fungus was discovered growing on farms near London and is now grown through fermentation and then mixed with egg and flavorings and shaped into meat.

Tomato products may ward off prostate cancer

A new study shows men who consume tomato products two or more times a week may reduce their chances of developing prostate cancer. Tomatoes contain lycopene, an antioxidant thought to protect against cancer by absorbing oxygen-free radicals.

Eating cooked tomatoes was particularly beneficial, according to the study, which showed that regularly eating tomato sauce, ketchup and other tomato-based foods lowered the prostate cancer risk by as much as 36 percent.

Dr. Edward Giovannucci of Brigham and Women's Hospital and the Harvard School of Public Health, the first author of the study, said it supported earlier research involving foods such as tomatoes that were high in lycopene, a powerful antioxidant.

"These most recent findings add support to the notion that a diet rich in tomatoes and lycopene-containing foods, as well as other fruits and vegetables, may reduce the risk of prostate cancer," Giovannucci said.

A report on the study appeared in the *Journal of the National Cancer Institute*.

Researchers analyzed the food choices and prostate cancer histories of more than 47,000 men and found that those who ate at least two meals a week containing tomato products lowered their risk of prostate cancer by 24 percent to 36 percent.

Giovannucci said that lycopene is thought to protect against cancer by absorbing oxygen free-radicals, which are chemicals created during metabolism that can damage the genetic structure of cells.

Lettuce shortage could drive up prices

California's worst lettuce shortage in 15 years could affect the U.S., according to state agricultural specialists. More than 50% of the country's lettuce comes from California. Farmers attribute the shortage to unusually cold weather, which stunted the growth of crops.

—Los Angeles Times

Affluent Consumers still buy luxury goods

Six months after the Sept. 11 terrorist attacks, high-income American consumers have changed their shopping rationale, but not their habits, a survey finds. More consumers say they buy luxury items in a quest for well-being instead of status. The survey says quality and value are more important to affluent consumers than brand names.

—Advertising Age

Snapple brings five new flavors to the mix

Snapple has five new varieties coming to market. New additions to the Snapple line include: Snapple Apple, Snapricot Orange, Very Cherry tea, Lime green tea and Diet Lime Green Tea:

Snapple Apple is a new twist on the first drink that Snapple introduced.

Snapricot Orange is a blend that combines the flavor of sweet oranges and plump apricots for a juiced-up taste.

Very Cherry Tea is a blend of cherries with real brewed tea.

Snapple added tangy lime to green tea in **Lime Green Tea**, (green tea accounts for 26% of the premium iced

tea category), and **Diet Lime Green Tea**.

Each bottle will be "bonnetted" with color-coded checkerboard caps so consumers can identify their favorite flavors in no time: Snapple Iced Teas wear yellow checkerboard caps, Diet Snapple beverages don white checkerboard caps and Snapple juice drinks are topped with blue checkerboard caps. In addition, the word "new" will be printed on the tamperbands of each new flavor, so consumers can

identify the five new Snapple flavors at first glance!

The Snapple Beverage Group, a unit of Cadbury Schweppes, plc (NYSE:CSG), has a beverage brand portfolio that includes Snapple, Mystic, Orangina, Stewart's and Yoo-hoo.



Central Alarm Signal, Inc. to deploy new secured digital wireless alarm monitoring

Central Alarm Signal, Inc. has reached an agreement with AES-IntelliNet to deploy a secure wireless communication network, owned and maintained by Central Alarm Signal, Inc.

The system links your alarm system directly to the central monitoring facility without wires or telephone lines. Telephone lines are widely used to link alarm systems to the central station—and the criminals know it. Burglars now routinely cut the telephone lines to homes, businesses—even whole neighborhoods—before breaking in. Plus, the telephone system itself is susceptible to problems caused by weather, accidents, equipment failures and natural disasters. Any of these problems could prevent your important alarm messages from reaching the central station, police and fire response personnel.

Advantages of the AES-IntelliNet Network

AES-IntelliNet provides a fast, direct link between your alarm and the central station. Your alarm signals reach the central station in two seconds or less on average. Compare that with 30-60 seconds for most telephone and cellular technologies. The secure status of the wireless connection is checked continually over the active network.

It's a full 2-way, digital secure communications network. Every alarm message is confirmed and acknowledged, 2-way networks are far more reliable than 1-way systems, which cannot confirm that the message was received.

AES-IntelliNet uses exclusive "smart" routing technology to ensure that your alarm message gets through by the fastest path available. Your critical alarm messages have many paths to reach the central station. In

central alarm signal, inc

contrast, a telephone line provides only a single path. If that single path fails for any reason, the link fails.

Central Alarm Signal, Inc. has been

providing highly specialized security services to the Greater Metropolitan Detroit area since 1969. These services include burglary, fire, CCTV, access control, central station monitoring and True 24-hour service for its customers. Visit Central Alarm Signal at www.99panic.com or call toll free—1-800-99-PANIC for more information.



Redeem your manufacturers' coupons with us . . .

1-2-3

It's That simple! You can count on us!

Over 250 AFD grocers use our coupon redemption service . . . this is proof we do it the way grocers like it.

- 1** Put your coupons in a box or strong envelope.
- 2** Bring your coupons to AFD.
- 3** CASH YOUR CHECK!

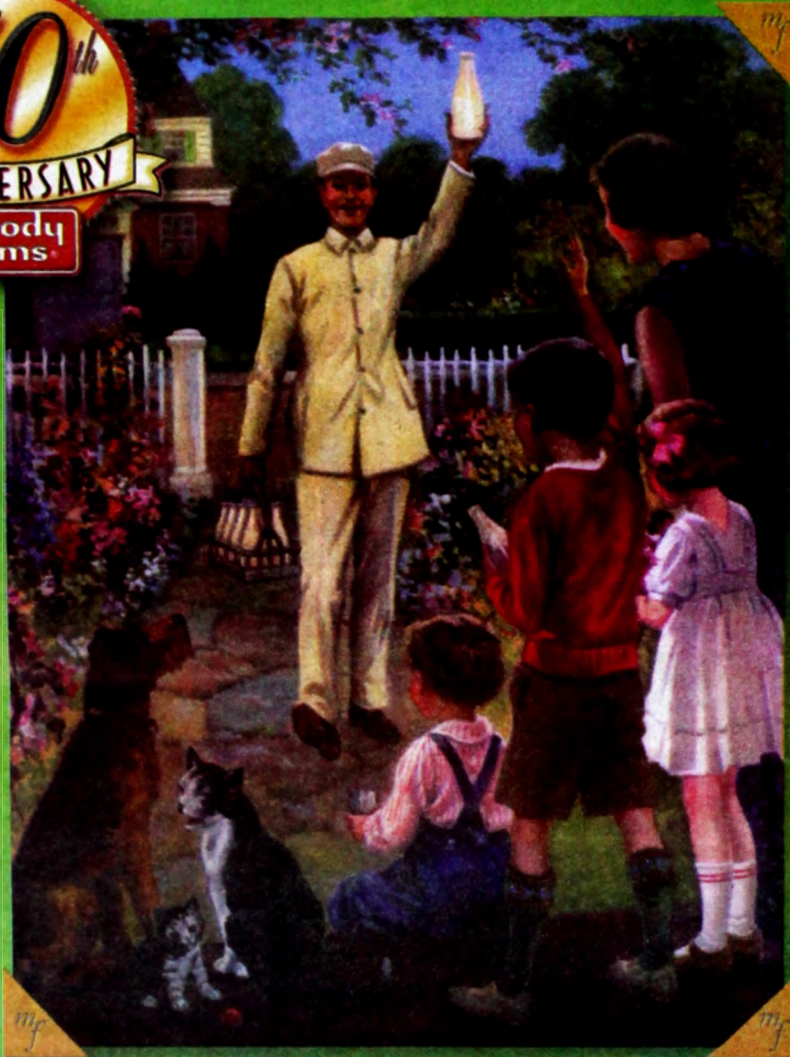
THAT'S IT . . . THE REST IS OUR JOB!

- Quick, efficient and accurate processing of your coupons is started immediately.
- We will send you a check for full face value of all acceptable coupons.

YOU CAN COUNT ON US—WE'RE



From Our Family to Yours



For Your Good Health...

**melody
farms®**

Fresh Dairy Products Since 1950

Sanders
CAKES
TOPPINGS

Stroh's
HERSHEY'S
ICE CREAM

Mooney's™
ICE CREAM

NAEZIGER'S

1-800-686-6866 (option 2)

Melody • licious Melody • lightful Melody • lectable

*The Coca-Cola Bottling
Company of Michigan
Thanks the City of Detroit
for 100 Great Years*



President Bush signs economic stimulus legislation

Capping a five-month process with a three-day flurry of action, President George W. Bush signed a scaled-down economic stimulus package into law, March 9.

FMI President and CEO Tim Hammonds attended the Rose Garden bill signing ceremony, attended by the president and First Lady, Vice President Dick Cheney, key cabinet members and House and Senate leaders from both parties. Tom Potter, a deli department manager with a Giant Food store in Reston, VA, stood on the dais with the President

and other workers.

March 7, the House overwhelmingly passed the Job Creation and Worker Assistance Act of 2002 (H.R. 3090) by a vote of 417-3. The Senate followed suit March 8, passing the measure by a vote of 85-9.

FMI applauds the bipartisan effort in the House and Senate to include a two-year, retroactive extension of the Welfare-to-Work and Work Opportunity Tax Credit programs, which expired on Dec. 31, 2001.

Political and budgetary pressures

resulted in a scaled-down version of economic stimulus legislation, compared to the three previous bills approved by the House. However, this is a drastic improvement over bills containing only unemployment benefits without any business tax relief that twice passed the Senate. The final bill contains many provisions important and favorable to the supermarket industry.

H.R. 3090 contains the following provisions:

A 30 percent "bonus" depreciation provision allowing

businesses to write off 30 percent more in depreciation of capital investments in the next three years. That is, 30 percent of adjusted basis may be expensed in the year the asset is placed in service provided the property has a recovery period of 20 years or less. Businesses owning passenger automobiles (with gross weight less than 6,000 pounds) will be able to depreciate them faster; an additional \$4,600 may be deducted in the first year of the automobile's use.

Extends several expiring tax provisions, including the Work Opportunity Tax Credit and the Welfare to Work Tax Credit, retroactively, for two years, through Dec. 31, 2003.

Extends the Net Operating Loss carryback period from two to five years and waives the Alternative Minimum Tax depreciation for this allowance. For tax years 2001 and 2002, businesses will be able to apply for tax refunds as far back as five years, when they have failed to make a profit (previously limited to two years).

Provides a 13-week extension of unemployment benefits (from regular 26 weeks in most states) for workers who exhaust their regular benefits and who live in a state with an unemployment rate of at least 4 percent.

Significant unemployment payroll tax relief in the form of an \$8 billion transfer of Federal Unemployment Tax Act (FUTA) revenue to state UI trust accounts, and does NOT include objectionable expansions of UI eligibility and increases in weekly benefit amounts. The extended benefits are payable to workers who filed an initial claim for UI benefits after March 15, 2001, and exhausted their regular state UI benefits (with 20 weeks of work or equivalent wages prior to separation).

Provides tax benefits for the reconstruction of New York City, including wage credits, similar to the Work Opportunity Tax Credit, for those with less than 200 employees, within the New York Liberty Zone.

The Joint Committee on Taxation estimated the total cost of the bill at \$42.9 billion over 10 years, through 2012.

Legislators Who Voted Against Economic Stimulus

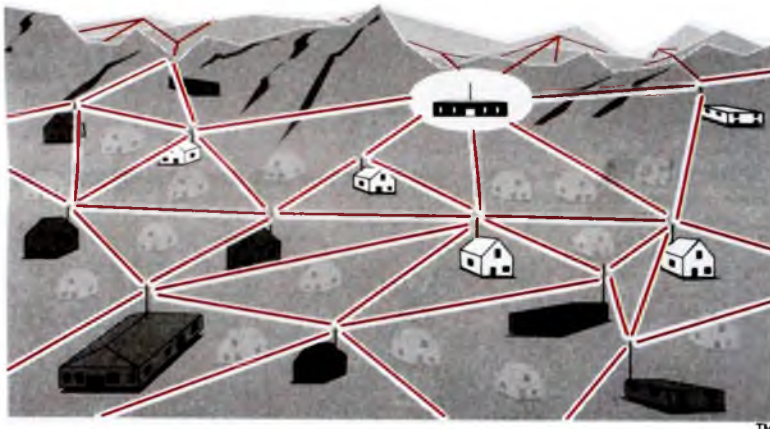
The following members of Congress voted against the Job Creation and Worker Assistance Act (H.R. 3090):

Senate (8D, 1R): Byrd (D-WV), Carper (D-DE), Chafee (R-RJ), Conrad (D-ND), Dayton (D-MN), Dodd (D-CT), Feingold (D-WI), Levin (D-MI), Rockefeller (D-WV). Not voting: 6.

House (3D, 0R): Boyd (D-FL), Stenholm (D-TX), Taylor (D-MS). Not voting: 15.

Wireless Alarm Monitoring Secure. Reliable. Smart.

Criminals Can't Cut What They Can't See!



**Link Your Alarm System Directly To Our Central Station
Without The Use of Telephone Lines or Cellular Networks**

Come See Us at
the AFD Food &
Beverage Show

central alarm signal, inc
Professional Security Services

Providing Peace of Mind Since 1969

Stop By Booth
213 For More
Details!

1.800.99.PANIC

www.99panic.com
www.CentralAlarmSignal.com

Safety in Numbers

People in certain jobs are known to face a higher risk of workplace homicide, but certain safety measures—such as ensuring that employees don't work alone at night—appear to cut this risk, a new study shows, says Reuters. And a combination of measures works best, it concludes.

Researchers found that businesses that eliminated "solo work" at night, or took certain other safety precautions such as providing bright exterior lights, substantially lowered the odds that an employee would be killed on the job.

Yet other widely used crime deterrents, such as video surveillance cameras and posted signs stating the business has limited cash on hand, did not make a dent in robbery-related homicides alone, according to findings published in the *Journal of the American Medical Association*.

Overall, "administrative measures"—business policies on factors such as the number of employees on duty and how often bank deposits are made—appeared to

offer the most worker protection, the study's lead author, Dr. Dana Loomis of the University of North Carolina at Chapel Hill, told Reuters.

Loomis and colleagues looked at 105 North Carolina workplaces where an employee had been killed between 1994 and 1998. They compared these workplaces with a random sample of similar businesses in the state.

According to Loomis, a small majority of the homicides occurred in industries traditionally considered "high-risk," such as convenience

stores, restaurants, gasoline stations and taxi cab services; however, the researcher added, homicides occurred in a wide range of business types, "from manufacturing to real estate management." And 40 percent of the homicides, the investigators found, were not robbery-related, but instead involved disputes between workers or with managers or clients. Some disputes involved a worker's domestic partner or family member. With these types of homicides, traditional robbery deterrents were

largely ineffective, the report indicates; however, a few safety measures—for example, having locked doors, bright lighting and alarms—did appear to offer some protection, the authors note.

While only a few safety measures had a significant impact by themselves, the researchers found that businesses with several tactics in place emerged as having the lowest homicide risk. Workplaces with five or more measures in place were 50 percent to 90 percent less likely to see an employee homicide.

What to do if you lose your purse or wallet

We've all heard horror stories about fraud that's committed in your name, address, SS#, credit, etc. A thief can wreak havoc on your life using the contents of your purse or wallet.

Here's some critical information to limit the damage in case this happens to you or someone you know. As everyone always advises, cancel your credit cards immediately, but the key is having the toll free numbers and your card numbers handy so you know whom to call. Keep those numbers where you can find them easily. File a police report immediately in the jurisdiction where it was stolen, this proves to credit providers you were diligent, and is a first step toward an investigation (if there ever is one).

But here's what is perhaps most important—Call the three national credit reporting organizations immediately to place a fraud alert on your name and SS#. The alert means any company that checks your credit, knows your information was stolen and they have to contact you by phone to authorize new credit.


The numbers are:

Equifax: 1-800-525-6285

Experian (formerly TRW): 1-888-397-3742

Trans Union: 1-800-680-7289

Social Security Administration (fraud line): 1-800-269-0271



The most **Powerful Card** in Your Wallet

Managed Traditional Plan

Community Blue PPO

Blue Care Network HMO

It's the Blue Cross Blue Shield of Michigan member card, and it's honored by more doctors and hospitals in Michigan than any other health insurance card.

More people in Michigan carry this card with confidence. The Blue Cross card — it can't buy you everything, but what it does pay for, money can't buy.

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

You and the **POWER** of *Blue!*



Member organizations and member organizations of the Blue Cross and Blue Shield Association

www.bcbsm.com

Five essential elements of a team

Again and again, it's been proven that teams outperform individuals. But you can't just throw people together and call them a team. It's the right kind of team that outperforms individuals.

Five elements characterize successful teams:

Small size. The more people on a team, the more difficult it is to interact and make decisions. The most successful teams have fewer than 10. Keep this in mind when you assemble a team.

Complementary skills. Managers sometimes pick people based on

personal chemistry or rank. Don't make this mistake. You need a variety of skills, talents and abilities. Three "skill sets" are required: technical, problem-solving and decision-making, and interpersonal skills. Fill all three when you assemble a team.

Common purpose and performance goals. There must be a long-term goal. Every intermediate goal must correlate with the major goal. Caution: Don't get involved defining the team's mini-goals.

Teams work best when they're given a broad mandate by management and

then do the job on their own.

A common approach. No team heads out of the starting gate with every member working together smoothly. Give the team ample time to discover the best way for everyone to work together. Soon enough people will be assigning themselves specific tasks, setting and sticking to schedules, finding ways to make decisions and revising them later if necessary.

Mutual accountability. When a group of people holds itself collectively accountable, it's a team. Finally, employees may be

concerned that a good team's superior performance threatens individual accomplishment. It doesn't. The best teams take advantage of every member's unique skills and expertise - which is why working with a good team is an opportunity for the best people to distinguish themselves and achieve more than they could have alone. - *Today's Wholesaler*

Beverage Associations finalize merger plans

At a joint meeting of the boards of directors of the National Association of Beverage Retailers (NABR) and the National Licensed Beverage Association (NLBA), both organizations finalized plans for their forthcoming merger, to take place July 1.

The merged association, to be named American Beverage Licensees (ABL), voted to select Berman and Co. as its government affairs firm and to name the joint political action committee as the American Beverage Licensees Political Action Committee (ABLPAC).

The NLBA represents licensed beverage retailers, including more than 14,000 bars, restaurants, taverns, and liquor stores nationwide. The NABR represents off-premise licensees in the "open" or "license" states and on-premise proprietors in markets across the nation.

ABL said it will represent its membership before Congress and any federal agencies affecting the organization, its affiliates, and members of the licensed beverage industry. The organization will have its headquarters in the Washington, DC area.

Minute Maid Plans To Fortify Orange Juice With Vitamin D

Coca-Cola-owned Minute Maid has announced plans to add Vitamin D to calcium-fortified fruit juices starting in April. Vitamin D, which aids in the absorption of calcium, will be added to their Premium Home-Squeezed Style orange juice and Premium Blends products, the company said. Minute Maid Vitamin D and calcium-fortified juices will set a new nutritional standard in the \$3.1 billion chilled orange juice category, and will play a strong role in continuing the growth momentum for Minute Maid branded products during the coming year.

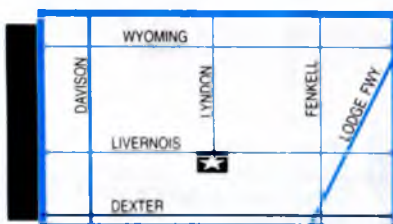
- *Houston Chronicle/Bloomberg*

CENTRAL FOODS WHOLESALE



- Full Line of Grocery • Dairy • Frozen
- H.B.C. • Candy • Tobacco
- No Minimum Purchase for Delivery
- You Pick Up Your Order and Save the Order Charge!

—Serving Michigan's Grocers Since 1988—



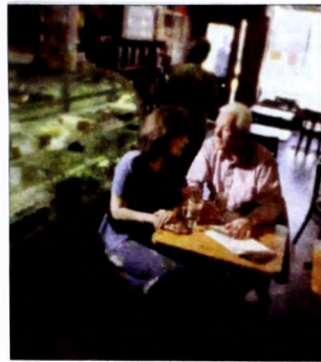
14500 Livernois
Detroit, MI 48238
Phone (313) 933-2600
Fax (313) 933-3617



Each day, Michigan's
public schools receive
over \$1.5 million.



Last year, retailers
earned over \$114 million
in commissions.



We all win

As a Michigan Lottery retailer, you play an important role in helping to make Michigan a better place to learn, work and live. Every time you sell a ticket, Michigan school children get funding for needed supplies and resources. Thank you for teaming with the Michigan Lottery to provide products and services that help improve life for all of us. You see, one way or another, we all win.



Every week, players
win an average of
\$16 million in prizes.



AFD provides "no cost" member employee benefits

One of the greatest challenges facing businesses today is finding and retaining quality employees. Once you have found the right people you want to do everything you can to keep them.

The Associated Food Dealers can help you by offering "no cost" benefits to your valuable staff members. AFD member employees can take advantage of several benefit plans that will save them money.

Verizon Wireless, AAA Michigan and Clear Rate Communications allow employees of AFD members to enroll in their programs at AFD member discount rates.

Whether it is home or auto insurance, discounted cellular phone service and equipment, or a long distance telephone program, the savings can be substantial. And the best part is... there's no cost to you!

This is a win-win situation for everybody. Your employees get the savings on these programs and you will look like a hero. What better way to instill loyalty than to give them the opportunity to buy into programs at rates they can't get on their own?

To find out more about these programs, please call Sheila Reeves at (248) 557-9600.

AFD's Video Library: training is the key

In today's ever-changing world, the need for quality employees has never been greater. Once you have found that "perfect" employee, then what? In order to get the most out of the new hire you must train them to do the job correctly and efficiently. How do you go about it?

Fortunately the Associated Food Dealers of Michigan can help you through their vast loan library of training videos. The library contains a large selection of training videos to meet your needs in areas of customer relations, employee health and safety, food safety and sanitation, marketing and merchandizing, loss prevention and training and development.

These videos are available for a maximum of two weeks and are loaned to AFD members at no charge. Non-members are charged a \$20.00 rental fee. A \$5.00 shipping and handling fee is assessed. (There are no shipping and handling charges for tapes that are picked up and returned to AFD) A refundable \$50.00 Visa/Mastercard deposit is required.

DETROIT METROPOLITAN BUSINESS OWNERS!

Let's Build A Better Detroit Together!

We want to support and know the businesses that are helping to shape Detroit's economic future.

Place your ad today in

THE AFRICAN AMERICAN YELLOW PAGES

(Detroit's Premier Business Directory)

Will promote and market your business

■ Locally ■ Nationally ■ Worldwide Web

•Resource Section •African American Business Section •Women Business Section •Diversity Section •Youth Section •Coupon Section •Free! Services

Let's **SHOW THE WORLD** the **FACES** and **PLACES** OF DETROIT'S BUSINESS COMMUNITY

30% OFF Introductory "AD" Prices

DISPLAY ADS	
Intr.	Your Price
2X4" AD.....	\$600.00 \$420.00
1/4 page.....	\$1000.00 \$700.00
1/2 page.....	\$1800.00 \$1260.00
Full Page.....	\$2500.00 \$1750.00
3 Line Listing.....	\$150.00

OR USE "THE BUSINESS BUDDY PLAN!"

Two Businesses, the same size AD for 1/2 of the Introductory Price!

Portion of all advertising dollars will go to AAA Awards and Scholarship Fund for Detroit Metropolitan Youth.

Your Business Should Be
In **AAYP!**



Beverly Smith/Publisher

GET LISTED NOW!
CALL (313) 961-3289

Bank receives award

Life Directions honors Standard Federal Bank and Jack Kresnak at tribute dinner at Detroit Opera House

Standard Federal Bank and Children First Reporter Jack Kresnak of the *Detroit Free Press* were in the spotlight during Life Directions, Inc.-Detroit's Annual Tribute Dinner March 21 at the Detroit Opera House.

Standard Federal Bank received Life Directions' Lifetime Achievement Award for its more than 15 years of support for the organization's Peer Motivation program at Western International High School. Standard Federal has made both financial-more than \$400,000-and personal contributions through the work of its employees on the Life Directions Board of Trustees and various committees.

Life Directions works with and for the benefit of young people, particularly those who are economically poor, ages 13 through 35, to foster the attitudes needed for growth into responsible adults.

If you still have the original Kansmacker, call us for repairs or tune up specials. **We are the only authorized service provider.**



**20 YEARS
and still
running!**

20

**REASONS WHY
YOU SHOULD BUY**

KANSMACKER

BRAND REVERSE VENDING MACHINES

1. A single machine accommodates Plastic, Aluminum and Glass all in the same machine!
2. The most Expert sales personnel in the food industry!
3. First in Container Recycling
4. 20 years in manufacturing container recycling systems
5. Made In Michigan!
6. Standard 110-Volt power outlet
7. Large container capacity
8. Third party compatible
9. High-speed telephone modem
10. High-speed container processing



**IT'S THE
3-IN-1
MACHINE!**

11. Affordable service contracts
12. Fast and reliable service
13. 5-second report processing
14. Lifetime Crusher system
15. Fast and easy-to-repair with no sophisticated components
16. On wheels for easier movement and sanitation
17. Holds over 10,000 bar codes
18. Fast updates of new products
19. We can train your staff to minimize service
20. Scannable receipts.

Don't be fooled by lower priced, lower quality machines offered by our competitors.

**REMEMBER:
You Get What You
Pay For!**

For more information regarding KANSMACKER BRAND REVERSE VENDING MACHINES, please contact **NICK YONO** at

**800-379-8666
or 248-249-6666**

**Made
In
Michigan**

Nick can explain why!

The state of health care coverage for small business

Where are we and how did we get here?

By Chris Hall
Coalition for Health Insurance
Market Reform

More and more small businesses across Michigan can't afford to pay the high cost of insuring their employees. They are running out of options, and unless there is reform in the small group insurance market, many of these small businesses may be forced to go out of business. Sound grim? It is. And it's getting worse.

In the beginning

In 1980, the state legislature crafted Public Act 350. The measure set guidelines for Blue Cross Blue Shield of Michigan (BCBSM) to be, among other things, the "insurer of last resort." The Blues have proudly filled this role, as it has become the insurer of millions of Michigan citizens during the past 22 years.

It has also put BCBSM at a competitive disadvantage with commercial insurers in the small group market. That's because the commercial carriers can accept

younger, healthier workers while choosing to not insure older, less healthy employees.

The Blues, as the insurer of last resort, must insure this group, and it costs them a whole lot more to do so. Which means it costs the small business owners more too.

No winners on an uneven playing field

This "cherry picking" by the commercial carriers has created an uneven playing field that is hurting small business and the families they insure.

Take this one example: A small business looking for the most affordable plan chose to enroll a healthy, 23 year old employee with a commercial carrier. It enrolled a 64 year old female employee with diabetes in the company Blues plan. The business was willing to pay a little more to insure the older employee to get a break on the rate for the younger one. Looked like a good idea at the time.

Then the young employee was

diagnosed with terminal liver cancer and filed a claim. The commercial carrier responded with a rate increase of \$10,000 a year...every month...until the business was paying more than \$80,000 a year to insure a handful of employees.

There are thousands of businesses that have lived this kind of horror story...and it's why a new legislation needs to be written that addresses the inequities in the small group market that impact small business and the Blues.

Fixing the problem

There is a solution. It's an insurance model proposed by the National Association of Insurance Commissioners (NAIC). Forty-seven other states have adopted it. Michigan should too. The NAIC model limits rate increases, not only by the Blues, but for commercial carriers, too. Essentially it evens the playing field and eliminates "cherry

picking."

Coalition forms

The Coalition for Health Insurance Market Reform (CHIMR) was created to help enact these much-needed reforms. One hundred and forty sponsoring organizations have now come together to speak in one voice to change the way insurance companies operate in Michigan. CHIMR members are working with BCBSM to enact the NAIC model.

There is a lot at stake

And the governor's office and legislature indicate they are willing to fix the problem.

We want to hear from you

Your story, your testimony can be key to making reform a reality. This is your chance to make a difference. For your business. For your family. For your employees. For Michigan.

Stand up and be heard. Lansing is listening. To contact CHIMR call (517) 485-2195.

A Fresh Idea in Franchising!

INTRODUCING: Long John Silver's and
A&W Restaurants New Co-Brand Restaurant

- Partner with two of America's favorite quick service concepts
- A&W recognized as 1st "Hot Again" concept by Nation's Restaurant News
 - A&W ranked #4 by QSR magazine for drive-thru service
 - A&W selected as one of Bond's top 50 foodservice franchises
 - A&W #7 by National Petroleum News Top 20 Fast Food Companies
 - Long John Silver's is America's largest quick service seafood chain
 - Long John Silver's ranked 1st in our category by Entrepreneur Top 500
 - Long John Silver's leads the QSR seafood with over 50% market share

"It's fantastic! A&W and Long John Silver's
compliment each other so well."

Kendall Jetton, Arkansas Franchisee

Single brand development is also available.

Contact Tony Noga, 800-545-8360 or 586-264-4446
email to: tnoga@ygest.com Visit us online at www.ygest.com

Enjoy integrated operations
while leveraging your real estate,
labor and overhead costs



This is not an offer to sell a franchise. An offer can only be made by prospectus.

Don't your employees deserve the security and peace-of-mind of Wayne County's HealthChoice?

With over 2,000 businesses and more than 21,000 members, Wayne County's HealthChoice is the fastest-growing health-care coverage in Michigan.



Not only because of its unmatched affordability - you and your employee each pay just \$43 a month* - but because of the exceptional quality of care HealthChoice provides.

"For the cost, we couldn't believe the coverage could be this good," said Juan Haygood, owner of Pete's True Value Hardware. "But it's true: HealthChoice is everything it says it is, and more."



Including coverage for doctor's visits, emergencies, hospitalization, even prescription benefits. From a choice of six excellent provider networks.

For you, the Wayne County business owner, that means attracting better employees and retaining your best workers. For your employees and their families, it's peace-of-mind, security, not having to worry about being able to afford health care when needed.



And if your business isn't in Wayne County ... maybe it should be.



h e a l t h
CHOICE

Healthcare Coverage that's Good for Business.

Call 1-800-WELL-NOW

* Single employee pays \$43/mo. and employer pays \$43/mo.; family coverage costs more; prices in 2001 may vary slightly. Call 1-800-WELL-NOW for more information.

Vendor overcharging

"Overcharging" occurs when a vendor charges WIC participants more for supplemental food than non-WIC customers, or charges WIC participants more than the current shelf price (the price marked on the item, shelf, or sign).

WIC vendors must also give WIC participants the sale price of a food or they will be considered to be "overcharging."

"Overcharging" is a serious violation of the WIC program. Three or more incidents of "overcharging" the WIC program by a vendor carries a mandatory sanction consisting of termination of the WIC Vendor Contract and a three-year disqualification from the WIC program. This mandatory sanction is required by USDA regulations and is found in the most current WIC Vendor Sanction Policy. The vendor may also be disqualified from the Food Stamp Program.

Warning letters will *not* be sent to vendors prior to taking sanction actions for overcharging or other mandatory sanctions.

WIC Program

WIC Program Federal Regulations require that state agencies establish procedures to ensure that the public has an opportunity to provide comment on the development of the WIC Program State Plan of Operations.

The Michigan Department of Community Health will accept written comments regarding the operation of the WIC Program in Michigan between March 1, 2002 and April 30, 2002. Comments may be related to any aspect of the operation of the WIC Program in Michigan. These comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan. Comments should be mailed to: WIC Division, Michigan Department of Community Health, P.O. Box 30195, Lansing, MI 48909.

Coupon processing delays

WIC has encountered WIC vendor payment delays caused by problems with the quality of coupon paper. This unfortunately causes every coupon price to be entered into the automation equipment twice. This delay means vendor payments will take up to six weeks to process after the coupons are received at WIC.

Northern Vendors contract expiration reminder

The current contracts with WIC authorized vendors in the northern part of the state will expire on June 30, 2002. Below is a list of the northern counties:

Alcona	Houghton	Montmorency
Alger	Huron	Newaygo
Alpena	Iosco	Oceana
Antrim	Iron	Ogemaw
Arenac	Isabella	Ontonagon
Baraga	Kalkaska	Osceola
Bay	Keweenaw	Oscoda
Benzie	Lake	Oshtemo
Charlevoix	Lapeer	Presque Isle
Cheboygan	Leelanau	Roscommon
Chippewa	Luce	Saginaw
Clare	Mackinac	Sanilac
Crawford	Manistee	Schoolcraft
Delta	Marquette	Shiawassee
Dickinson	Mason	St. Clair
Emmet	Mecosta	Tuscola
Genesee	Menominee	Wexford
Gladwin	Midland	
Gogebic	Missaukee	
Grand Traverse		

Change of ownership during processing period

The WIC program policy regarding change of ownership during the application processing period states that for northern vendors, the new owner of a WIC authorized store will not be considered for authorization under the change of ownership policy if the change of ownership occurs between May 31, 2002 and June 30, 2002.

If a change of ownership of a currently authorized vendor in the northern part of the state occurs between 5/31/02 and 6/30/02, the new owner may submit a request for an application for WIC authorization. Upon receipt, the application will be placed on a waiting list for consideration as a new vendor after July 1, 2002. The authorization criteria for new vendors will then be used.



The Value Leader

Visit us at
www.bar-s.com

Bar-S Foods Co. produces high quality meat products including sliced bacon, luncheon meats, smoked hams, smoked sausage and...

Bar-S Original Jumbo Franks -- America's #1 Selling Hot Dog!

Contact: Mark Trombley • 734-422-3367

Discount Long Distance Phone Service:

4.9¢/min

All day...every day!

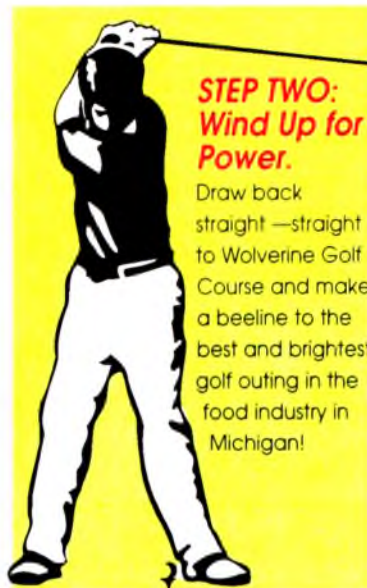
- ▶ Local Toll, In-State & State-to-State
- ▶ No Monthly or Hidden Fees
- ▶ No Special Dialing Required
- ▶ No Contracts or Minimum Usage
- ▶ 18-Sec. Minimum / 6-Sec. Billing

Clear Ratetm

Communications

Sign up your Home or Business NOW!
Call AFD at 1-800-66-66-AFD or
Visit us online: www.afdom.org/clearrate

The 6 Steps to the Perfect Golf Swing:



AFD Scholarship Golf Outing 2002

Wednesday, July 17, 2002 • Wolverine Golf Course

HOLE SPONSOR PACKAGES:

Complete Eagle, Birdie and Par Sponsorship Packages and General Foursomes are now Available. All packages include: continental breakfast, BBQ lunch, dinner reception with open bar, snacks and beverages on the course, green fees with cart, free use of driving range and door prize eligibility. You are also automatically qualified for all gaming holes, including Longest drive, hole-in-one for \$10,000 and more!

Back by
Popular Demand:
"Guess Your Distance"



Experience the Perfect Swing
at the Perfect Golf Outing!

Call (248)
557-9600
for reservations

FDI board approves plan for umbrella organization with FMI

Foodservice distributors to form stand-alone association

The Board of Governors of Food Distributors International (FDI) approved a plan for future trade association representation of its membership, which now includes both grocery wholesale companies and foodservice distributors on March 2.

Under this plan, subject to ratification by the full membership, wholesale grocery companies will join an umbrella organization with members of the Food Marketing Institute (FMI), a Washington, DC-based organization representing grocery retailers as well as some of the current grocery wholesale members of FDI. Wholesalers will be encouraged to maintain membership in or join FMI.

FDI will continue all of its activities throughout 2002, including its lobbying efforts on Capitol Hill, its education and research functions, communications services, industry relations activities, and its on-line service, Food FleetXchange.

FDI's Day in Washington and Thomas Jefferson Awards in June, the Midyear Executive Conference in September, and the Productivity

Convention and Exposition in Atlanta in October will take place as scheduled.

Foodservice distributors who are now members of the International Foodservice Distributors Association (IFDA), the foodservice component within FDI, will form a new stand-alone trade association specifically focusing on foodservice issues and concerns.

All of IFDA's 2002 programs will proceed as scheduled, including its Sales & Marketing Conference in November, its leadership in the Efficient Foodservice Response (EFR) project, and the President's Conference sponsored in partnership with the International Foodservice Manufacturers Association (IFMA) in November. IFDA will also continue its sponsorship of the Day in Washington and Thomas Jefferson Awards program.

The action came at FDI's Annual Business Conference in Dallas, TX, and will be effective January 1, 2003, if it is ratified by the membership. That vote will come in a mail ballot within the next few months.

Consideration of these actions has been underway for several months,

explained FDI President John R. Block. A number of wholesale grocers have expressed their concern about the need for efficiencies and reduced demand on time and resources, he said.

At the same time, foodservice distributors have felt an increasing need to be able to more sharply focus on their own business issues and alliances, which often are quite different from the wholesale channel, said IFDA President John Gray.

Under the plan, to be submitted to the FMI Board for approval in May, Block will serve as executive vice

president at FMI and be in charge of the wholesale component, which will also be represented by a Wholesale Advisory Board and have several new seats on the FMI Board of Directors. An Executive Committee, an Industry Relations Committee, Government Relations Committee, and legal counsel will support the Wholesale Advisory Board.

Gray will serve as president of the new, independent IFDA, which will continue its operations in Falls Church, VA as part of FDI until the new organization is launched.

The Secret Behind Heinz's Marketing Success

Heinz's most recent popular product is the EZ Squirt purple ketchup, pushing the ketchup company's sales growth of 8% in the condiment category. One of the company's key strategies is paying close attention to consumer trends, which has delivered tangible marketing value. Heinz also is focusing on packaging to lure consumers to the point of purchase.

—*Sales & Marketing Strategies and News Magazine*

H.J. Heinz announced that acquisitions and a 23% increase in marketing efforts for new products contributed to the 25% dip in quarterly earnings.

—*Pittsburgh Post-Gazette*



Mid-West's Largest Distributor of Quality Products

- Complete Offering Of Premium Deli Products
- Bakery Products To Meet Any Need
- Specialty Grocery Items For That Unique Look
- Full Line Of Packaging & Supplies



14253 Frazho Road, Warren MI. Phone 586-447-3500

Labor Department info available via website link

Food Distributors International (FDI) has established a special link on its web site www.fdi.org, with the U.S. Department of Labor to provide easy access information about confusing and frustrating federal labor laws.

The new service connects members to the Department's new "elaws Advisors" (Employment Laws Assistance for workers and small businesses), Web-based educational tools that offer employers and employees access to information about federal employment laws at any time, free of charge. They address common labor issues such as:

- Family and Medical Leave
- Fair Labor Standards
- Occupational Safety and Health
- Small Business Retirement Savings
- Poster Requirements

"With elaws, any person with access to the Internet can find free and accurate information about employment laws affecting them with the simple click of a mouse," U.S. Secretary of Labor Elaine L. Chao

said. "The elaws Advisors are a valuable set of tools for America's 21st Century workforce. They have the power to provide instant information to anyone at anytime."

"We are happy to make this information available to FDI member companies," said FDI President and CEO John R. Block. "Labor laws and regulations can be tough enough to deal with and anything we can do to make things easier is a plus."

The elaws Advisors mimic the interaction an individual might have with a DOL representative by asking questions, providing information, and directing the individual to the appropriate resolution. DOL aims to offer a pleasant experience that yields real answers and real results, and plans to continually develop new Advisors to further assist America's employment community.

"Normally it would cost a

business owner lost hours and countless phone calls to find the answers to employment questions," Block said. "With elaws, that can all change."

The elaws Advisors are part of the Compliance Assistance Initiative set forth by the Department of Labor to help America's 21st-century workforce and its employees better understand their rights and responsibilities in the workplace.

Helpful numbers to keep on hand

Michigan Department of Agriculture	1-800-292-3939
Michigan Liquor Control Commission	(517) 322-1400
Michigan Lottery	(517) 335-5600
WIC	(517) 335-8937
EBT Customer Service	1-800-350-8533
Food and Nutrition Service/Food Stamps	
Detroit	(313) 226-4930
Grand Rapids	(616) 954-0319
Michigan Consumer and Industry Services	(517) 373-1580
Michigan Department of Treasury/Tobacco	(517) 241-8180
Michigan Department of Attorney General	(517) 373-1110

To reach your representative or senator, call the numbers below to get the phone number for your district.
House of Representatives: (517) 373-0135
Senate: (517) 373-2400

TAYLOR FREEZER OF MICHIGAN, INC.

BKI

Fresh ideas in foodservice equipment

New Large Window Combi's



The Rotisserie Leader



Merchandising Magic



NEW "Ultimate" Line of Hot Cases



Finest & Safest Fryers Built



More High Profit Lines . . .

#1 Selling Blast Chillers

Increase your Profit and Food Safety at the Same Time!



- Innovative Cooking & merchandising Equipment
- Professional Training & Merchandising Support
- Parts & Service At 3 Service Centers in Michigan

Contact Your Taylor Consultant
Joe Stevens at 1-800-292-0031, Ext. 30

Consumers not as bubbly about soft drinks

Soft drinks continue to lose their fizz among consumers as bottled water and other noncarbonated drinks gain popularity.

Growth in the U.S. carbonated soft drink industry was relatively flat during 2001, and per-capita consumption of the bubbly beverages fell for the third year in a row, according to reports by market research firms.

Traditional cola drinks continue to dominate the soft drink aisle, but shelf space is under assault by noncarbonated beverages, including

the fast-growing bottled water sector. Market leader Coca-Cola Co.'s soft drink volume fell by 0.2% during 2001, while archrival PepsiCo Inc. earned a 1.3% volume increase, according to Beverage Digest, a Bedford Hills, N.Y.-based newsletter. By contrast, Red Bull, an energy drink popular with younger people, registered a 118.8% increase in volume.

Although Pepsi's existing diet drinks registered gains, the company drove additional sales with its new Mountain Dew Code Red and Pepsi

Twist beverages, according to Gary A. Hemphill, vice president of Beverage Marketing Corp., a New York-based research firm.

Though best known for their carbonated brands, the nation's two leading beverage companies got a huge boost from noncarbonated beverages. Pepsi's noncarbonated sales, including juices and the fast-growing water sector, grew by 35%, while Coke's noncarbonated sales rose by 23%, according to Beverage Marketing Corp.

Water brands provided most of that lift.

"Not to use a bad pun, but water clearly is draining volume from some of the other carbonated categories," said John Sicher, editor and publisher of Beverage Digest. "The carbonated soft drink market grew by 0.6% in 2001, but we estimate growth in bottled water at 30%."

The flagship cola brands—Coke Classic and Pepsi—still account for a third of all carbonated drink sales. Add the diet equivalents, and colas contribute half of the industry's sales. But cola companies are scrambling to get a piece of the noncarbonated market. PepsiCo, for example, markets the Aquafina brand, while Coca-Cola sells Dasani bottled water.

Water, the trendy Mountain Dew Code Red and a growing number of juice and energy drinks are the beverage industry's response to the increasingly diverse tastes of Americans.

During the early 1990s, the carbonated beverage industry enjoyed year-to-year growth in the 2% to 3% range. In recent years, however, the cola companies have been broadening their offerings to generate sales growth.

Walgreen and CVS competition heats up

Walgreen, the Number One U.S. drugstore chain in terms of sales, has plans to add 475 stores by Aug. 31 and another 2,000 this decade, as it goes head-to-head with CVS Corp. in a number of key markets, Dow Jones reported.

CVS Corp., with just over 4,000, is gearing up for increased competition by aggressively recruiting new pharmacists—pay packages start at \$75,000, with stock option plans. CVS hired nearly 1,100 pharmacists in the second half of 2001 and its pharmacies are now fully staffed, the company said. The company has plans to add stores in high-growth markets such as Las Vegas, Chicago, Dallas, and Orlando, Florida. CVS also plans to close or merge underperforming stores.

Long-term prospects for the drugstore's chains are good. Dow Jones said, as the aging U.S. population will demand more prescriptions and as pharmaceutical companies create new products. Analysts say the chain drugstores business is highly volatile right now, after several years of rapid growth for big companies buying out independent stores and smaller chains.

Walgreen, with about 3,600 stores, said it is on track to have more than 6,000 by 2010. Rite Aid Corp., the number three U.S. chain, has 3,500 stores but is struggling to maintain its market position as it works through cash flow concerns, Dow Jones said.



Great North FOODS
Serving Michigan Grocers Since 1930





The Right Products
○○○○○○○○

Competitive Prices
○○○○○○○○

On Time Delivery
○○○○○○○○

Unparalleled Service
○○○○○○○○

Professional Sales Staff
○○○○○○○○

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




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

Visit us on the WEB: www.greatnorthfoods.com

FMI calls for streamline of food definition

by Tim Hammonds
FMI President and CEO

The Food Marketing Institute (FMI) applauds the Streamlined Sales Tax Project (SSTP), the National Council of State Legislators (NCSL) Task Force, and now, the Streamlined Sales Tax Implementing States (SSTIS), in their goal of simplifying the current sales tax system.

The SSTP created a definition of food that contained among others, subsets of soft drinks, candy and confections, and prepared foods. Instead, FMI has urged the adoption of the federal food stamp definition because it is an inherently simple definition that has been used by the retail industry for over thirty years to deliver benefits to those in need.

When a retailer receives authorization into the food stamp program by the USDA field office, the retailer is presented with a list of eligible and ineligible food items. And, because this is a federal program, all authorized food items are federally defined, and already universal across state lines.

While historically FMI has preferred the food stamp definition, it is recognized that some members of Congress may object to the definition because of the negative revenue implications for states that currently tax certain food groups.

If the food stamp definition cannot be accepted, FMI believes the current SSTP food subcategories are not a viable alternative, because they in themselves are confusing. For instance, the candy definition states that, "candy shall not include any preparation containing flour."

This creates potential confusion to both retailer and consumer because there are some candy products that do contain flour. For example, a Kit-Kat bar contains flour, yet a Snickers bar does not.

Arbitrary definitions add to that confusion. The SSTP's prepared foods definition is an example of this. It defines a prepared food as one where "two or more ingredients are mixed or combined by the seller (emphasis added) to make a single item."

This drastically affects retailers that make and sell their own signature products. It further unfairly levies a tax on certain products when the same product in the store could be untaxed if it is made by a different company. (Why is a loaf of bread prepared at the store level taxed while a loaf of bread prepared in the factory is not?)

This confuses retailers and it confuses consumers. A complicated

assortment of varying tax rates and exemptions creates a huge potential for innocent mistakes, delays at the checkstand, customer dissatisfaction and thus, uneven compliance. It's also very important to understand that many smaller grocers do not have front-end scanning systems.

In addition, a new set of definitions inconsistent with any currently existing in the industry would force retailers into an

expensive and time-consuming project to identify the ingredients of each product that might fall into a subcategory and to reprogram their front end systems to accommodate the proper tax status of those products.

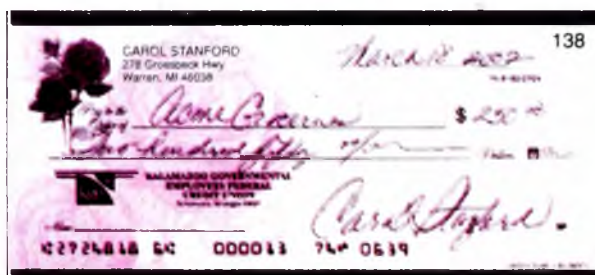
This would inevitably lead to enforcement actions and fines for inadvertent technical violations of the new definitions. Working with the states to preserve their current definitions of taxable food would

minimize these burdens.

FMI urges Congress to continue efforts to simplify the subcategory definitions by working closely with all interested parties, including food retailers, which will be affected by them.

As changes are considered, legislators must be sure that alternatives to the current system truly deliver a less complex and more equitable system.

Can you tell which is the bad check in 10 seconds or less?



TeleCheck Michigan can. Guaranteed.

Welcome! AFD members are invited to stop by our booth during the April 23-24 trade show to see the new and improved TeleCheck Michigan rate package for all members. TeleCheck Michigan will hold drawings for special prizes. AFD members can also enter for a chance to win dinner for two at one of Detroit's most exclusive restaurants, as well as a chance to win some cash.

TeleCheck Michigan is the state's leading provider of paper and electronic check services. Our check

guarantee and verification programs help businesses safely and efficiently accept checks. TeleCheck Michigan provides businesses with access to the industry's largest and most accurately maintained databases and risk management systems. Subscribers include department stores, clothing and grocery stores, restaurants, hotels, airlines, casinos, financial institutions and automobile dealerships.

Check out our new services and giveaways at the TeleCheck Michigan booth!



MICHIGAN

95% Approval in 10 Seconds

Specialty foods survey released at NGA convention identifies opportunities for independent retailers

Survey identifies how retailers can use specialty foods to meet their customers' growing demand for unique, natural, organic, and ethnic foods.

By properly developing their specialty foods departments, retailers have an opportunity to attract more consumers into their stores and build both sales and profits, according to the 2002 Specialty Foods Survey developed exclusively for the

National Grocers Association (N.G.A.). The report was conducted by Dakota Worldwide, a Bloomington, Minnesota based market research company, and presented at the association's Annual Convention and Concept Show, held February 11-14 at the Paris Las Vegas Hotel in Las Vegas, Nevada.

The study revealed that specialty foods departments, if developed correctly, can establish the

independent retailer as a special stop for consumers looking for a large variety of quality merchandise. It also shows that while the opportunity exists for retailers, these merchants must incorporate a number of strategies to fully take advantage of them.

"If retailers want to make a dent in the specialty foods business they must make a commitment to the category," explained Elliott Olson, chairman of

Dakota Worldwide. "To do so, retailers will have to attack this issue one store at a time and one consumer at a time. They have to show that they are serious about the specialty food business."

The study found that retailers are catching on to the benefits of specialty foods. Nearly all of the 140 retailers surveyed said that a proper specialty foods display did much to enhance their overall product selection and variety, produced higher sales per customer, and improved margins. However, the report also revealed that some retailers are not doing enough with specialty foods given its ability to differentiate retailers from the competition.

The study found that retailers are catching on to the benefits of specialty foods.

"This report shows an interesting paradox," commented Jay Rosengarten, president of The Rosengarten Group, based in Tarrytown, N.Y. "While retailers seem to be well aware of the benefits of getting involved with specialty foods and how they can help them attract consumers, they do not seem willing to support the category in terms of competitive pricing and offering the right selection of merchandise."

Rosengarten says that the typical supermarket has about 30,000 SKUs with just 1,500 to 2,000 devoted to specialty foods. "This is proof that retailers do not seem to realize the true impact of specialty foods," he said. "If they want to compete with the large supercenters and Wal-Mart they need to create an environment that can enhance the store image."

N.G.A. president and CEO Thomas K. Zaucha adds that the findings of the report once again show independent, community-based retailers can develop niches that separate them from their larger competitors. "This report reveals that we can utilize specialty foods to attract consumers to our stores based on the fact that they cannot get the product and service elsewhere," he stated. "Independent retailers and wholesalers need to take advantage of these things to set themselves apart."

For more information or to order the Specialty Foods Survey, please contact N.G.A.'s Catherine Donaldson at 703-516-8811 or cdonaldson@nationalgrocers.org.

Hot New Products . . . From 7 Up-Detroit!



Arizona Natural Tonics

•Stress •Energy
•Power •Memory
20 Oz. Btls.



Green Berry Rush
Hawaiian Punch
20 Oz. Plastic



Hansen's
Energade Drinks
•Citrus •Orange
Giant 23.5 Oz. Cans



Mistie
All Natural Drinks
•Mango Mania •Tropical Haze
•Purple Reign •Peach Cranberry
16 Oz. Btls.

Contact your 7 Up-Detroit
Representative for
more information

Visit us at
BOOTH 197
at the AFD
Trade Show 2002

April 23 & 24 • Burton Manor

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

FACT: Our state law restricting the sale of tobacco products to minors is designed to protect our youth from an unhealthy addiction that they may continue throughout their lives.

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

FACT: Michigan's merchants continue to do an excellent job of checking I.D.'s despite the fact they often face harassment. A recent 2002 Youth Tobacco Compliance checks in Detroit, indicated that out of 477 stores visited, 98 stores sold to minors.

When your teenager or child is asked for identification, thank the clerk for doing his or her part to protect Michigan's kids.



THE MYTRAC MISSION:

The Metro Youth Tobacco Reduction Advisory Council engages youth, ages 11-19 in peer leadership, advocacy and tobacco reduction strategies that will reduce the initiation of youth smoking and

educate individuals, families and communities of the dangers of second-hand smoke. For more information about MYTRAC, please call (313) 876-4048, Fax (313) 876-0913 or visit the Tri-Cities' web site at www.tricityies.org

"We Check Because We Care" is sponsored by:

- ✓ The Michigan Department of Community Health Tobacco Section
- ✓ The Deroit Health Department Bureau of Substance Abuse—Prevention
- ✓ The Tri-Cities Tobacco Reduction Coalition—Call (313) 876-4048.

To join the Metro Tobacco Reduction coalition, fill out form below:

—TEAR HERE/PLEASE PRINT CLEARLY—



Name _____	Age _____
School: _____	Grade _____
Birth Date _____	Month _____ Day _____ Year _____
Home Address _____	
City/State/Zip _____	
Home Phone () _____	Sex: <input type="checkbox"/> M <input type="checkbox"/> F
Please list other organizations of which you are a member: _____	
Check One _____	

Fine Family Products of Garden Foods Distributors



Chocolate Moose
Tropicana
Blue Falls Spring Water
Blue Ox Energy Drinks
Old Towne Soda

Gatorade
Blue Luna Snacks
Quinchy
Dana Spring Water
Eleve Spring Water

Thunderhead Beverages
V-8 Splash
Fresh Pure Splash
Arizona 20-Oz. Cans
Ocean Spray

Garden Foods Distributors

6430 Wyoming Avenue ♦ Dearborn, MI 48126

Phone: 313-584-2800 ♦ Fax: 313-584-2802

Dannon promotes Denise Austin video

Dannon Natural Spring Water is running a spring promotion on 30 million bottles featuring Artisan Home Entertainment fitness star Denise Austin. Artisan also allies with Burly Bear Network for the spring film, National Lampoon's Van Wilder. The \$5.7 billion U.S. bottled water category is growing fast, led by Perrier Group's Poland Spring line, with Danone-owned Dannon waters as No. 2 and Pepsi's Aquafina and Coke's Dasani in full pursuit. The "Spring into health with Denise Austin" offer, running March to May, will see red banners on about 30 million bottles in six- and 12-packs, plus package bursts. Inserts offer video coupons for customers who buy five spring water products and send in UPCs for a free, exclusive 15-minute Austin workout video. On-pack references direct customers to the Lifetime cable channel's LifetimeTV.com, home to Austin's own Web site. Her latest one-hour workout tome, Get Fit Fast Abs, hit stores March 26 with Dannon coupons. —BrandWeek

Adolph Coors Co. plans to reintroduce Zima

Adolph Coors Co., the No. 3 U.S. brewer, may join with another company to offer spirits-based drinks and plans to reintroduce Zima, its flavored, clear malt drink, in core markets, the company said. Speaking to financial analysts and institutional investors in New York, Coors executives said the company will introduce new marketing for Zima, which has been a weak seller in recent years after a strong introduction.

Golden, Colorado-based Coors, known for such beer brands as Coors Light and Killian's, also said it will introduce a new product, which it called "Zima's wild cousin." The company said it was considering some new spirits-based drinks, and was in discussions with other companies. —Reuters

Faster food at McDonald's in Dallas

Five Dallas-area McDonald's stores are testing a cashless payment system that allows customers to use their TollTag and PassKey tags to pay for their food and drink.

A small, credit card size tag is mounted on the inside windshield of the customer's vehicle, and a reader at the store identifies the car as being driven by a tag owner. The customer is asked if he or she would like to pay using cash or the tag system.

FMI establishes security center

Food Marketing Institute (FMI) President and CEO Tim Hammonds and National Infrastructure Protection Center (NIPC) Director Ronald L. Dick signed an agreement establishing a public/private sector partnership with the Food Industry Information Sharing and Analysis Center (ISAC) led by FMI.

The Food Industry ISAC has a three fold mission:

- Provide information and analysis that will enable the food industry to report, identify and reduce its vulnerabilities to malicious attack, and to recover from any attacks as quickly as possible.

- Help the NIPC and FBI's Weapons of Mass Destruction Operations Unit identify credible threats and craft specific warning messages for the industry.

- Have experts available to help the NIPC and FBI assess specific threats.

ISAC's serve as voluntary industry contact points for gathering, analyzing and disseminating information between companies and the multi-agency NIPC based at the FBI headquarters in Washington, DC.

This new initiative does not replace any existing mechanisms for reporting criminal or terrorist incidents to law enforcement bodies or regulatory agencies, Hammonds said. "The purpose of the Food Industry ISAC is to centralize this information so that patterns can be identified and threats can be assessed in the light of data gathered by federal national security agencies."

Established by a Presidential Directive, NIPC serves as the nation's assessment, warning and law enforcement entity for threats or attacks against the nation's critical infrastructures. All other executive branch departments are directed to share information about threats, warnings and actual attacks with NIPC. Seven industry ISACs have been established: Food, Oil & Gas, Electric Power, Banking & Finance, Information Technology, Telecommunications, and Water.

ONLY LICENSED
MICHIGAN COMPANY

YES MICHIGAN

Consistently voted #1 for Customer
Service in the Industry!

Leading Edge
Technology,
Experience
& Service!

SECURITY EXPRESS

VoiceStream
WIRELESS
AUTHORIZED DEALER

**prepay
pricing
AND
coverage**

**CALL
248-355-5033**

**Additional
Services:**

- Utility Payments
- Pre-Paid Phone Cards
- Check Cashing/Advances
- Money Transfers

**MONEY ORDERS
1-248-304-1900**

Building Quality in a Growing Market
Discover Security Express Money Orders

SECURITY EXPRESS OFFERS YOU:

- Profits from Increased Store Traffic
- Low Cost
- Money Orders in Seconds
- Speed Reporting and No Bookkeeping
- Expert Sales Consultation

**Call Us
For Any Of
These
Services!**

**LLAME GRATIS PARA
REGISTRARSE
CALL FREE TO REGISTER
1-877-822-5928**

**¡YA LLEGO! RAPIDMONEYSM
DINERO RAPIDOSM IT'S HERE!**

MONEY TRANSFER SYSTEM

Transfer money throughout the world with a high margin of profit to you and very low cost to your customers.

- RapidMoneySM customers will receive information via our advertising promotions and public relations program in your market.
- Your business and locations will be included in our advertising.
- RapidMoneySM will promote customer traffic to your store.

**Money
Transfers**



**Security Express Money Orders
1-248-304-1900**

America looks Down Under for great wine and good wine values

By Michele MacWilliams

Price and quality are the two main reasons that Australian wines are becoming increasingly popular in the U.S.

"The American dollar is worth twice in Australia what it is worth here," says Barry Downing of General Wine and Liquor, which distributes many Australian wines.

"The Australians have been making exceptional wine for many years," says Downing. "America is discovering them now, because of their price structure."

Downing says that the Australians are "culturally exciting people who love their wine." Although the continent has a population of just 19 million, Downing says that they consume as much wine as we do in the states!

Some very fine wines are coming out of Australia. In fact, one of the world's most exquisite, rare and highest rated wines comes from South Australia: Penfolds Grange Hermitage. Rated 97 points and named wine of the year by Wine Spectator magazine, it is the favorite

wine of Jacques Nasser, Ford Motor's recently fired CEO.

Christopher Cook, the wine writer for the Oakland Press, says that it is one of the most sought-after wines from anywhere in the world. The current release, the 1997, retails from \$185 to \$200 and up. "The quantities of Grange vary each year, but are pretty small. Because it is in such demand, Penfolds has allocated about 500 bottles to Michigan," Cook writes in his November 5, 2001 column.

But Australia doesn't only produce expensive wines. Lindemans, a winery synonymous with affordability, is the first to come to mind when talking value. The multi-district blends made by Lindemans have nearly 40 years of history. The success of the winery is founded upon their consistency, quality and affordable price.

For value, Elias Francis of General Wine recommends selections from one of the oldest wineries in Australia, Wyndham Estate, which started in 1828. Yangarra Park and Jacobs Creek are also favorites. "Customers bought pallets of Jacobs

Creek at the AFD Holiday Show," says Francis. "It is a very good wine for the retail price of between \$7.99 and \$8.99." Yangarra Park is the Australian winery of Kendall Jackson. Customers familiar with the Kendall Jackson quality and consistency will also find the same attributes in their counterpart from Down Under. The price is as palatable as well, retailing from \$9.99 to \$10.99 for their Cabernet, Chardonnay, Merlot or

Shiraz.

Downing points to Penfolds Shiraz/Cabernet Sauvignon 1999. Retailing at \$11.99, he believes it is one of the nicest wines in its price range.

From the table wines of Lindemans to Penfolds Grange Hermitage, the variety and price range of the wines from Down Under offer something for every wine lover.



The winemaking regions of Australia

Australia's winemaking regions lie in the southern portion of the continent, primarily in South Australia and Victoria. Because the continent is so large and the population so small, the Aussies can be choosy when it comes to their grape-growing regions. Downing says that the Southern Australia has some of the most versatile areas for growing grapes in the world.

Hovering around 1,500 feet in elevation with a typically cool climate, the Adelaide Hills region is well suited for high quality white wines, while the warm inland district of Barossa Valley remains the heartland of Australia's wine heritage. Big, ripe styles of wine are the order of the day here.

Renowned for producing intensely floral Rieslings, the Clare Valley also performs with succulently flavored Shiraz and Cabernet Sauvignon.

Home of the "terra rossa" soils and limestones, Coonawarra's cool climate makes it the area for Australia's leading premium red wines with intense, deep flavors. Eden Valley is a cool region with many vineyards situated high on exposed hillsides; the longer growing season results in perfumed Rieslings and elegant reds.

The maritime influence from the nearby Gulf St. Vincent provides a temperate growing season and rich, powerful red and white wines in the McLaren Vale and the cool climate of Padthaway provides a consistent and productive.

In New South Wales, the Hunter Valley experiences regular drought and floods and would seem to be an improbable place to grow grapes. Nevertheless, since 1825, vignerons persisted, and have been amply rewarded and produce benchmark, classically Australian Shiraz and Semillon.

Yarra Valley, in Victoria, is a jewel in Australia's vineyard landscape. This cool climate district is not only one of the most picturesque, but also makes some of Australia's finest Pinot Noir and Chardonnay.

Also in Victoria, Great Western's high summer daytime temperatures and cold nights result in spicy, Rhone-like reds and whites.

Finally, a far-flung outpost of Australian viticulture, Margaret River sits on the ruggedly beautiful southwestern coast. The district enjoys an excellent climate with warm, dry summers. Cabernet Sauvignon, Chardonnay and Semillon all excel.

Step into the future!



Point of Sale Software
For Touch Screens
can you time and money

featuring **Posiflex TP6000**

Compact Touch Screen Terminal
with Credit Card Swipe

**We can help build
your business with:**

- Affordable Point of Sale Software
- Touch Screen Cash Registers
- Barcode Readers
- "Quick and Quiet" Receipt Printers
- Automated Order Processing
- Accounting Data Interface

Automation Pays!

Prices start at

Under \$1,000



plus
Full Service
Technology Support

Call us
for a
free demo!

**Marketplace
Solutions**

of Michigan, LLC

800-291-6218

*We'll manage the technology,
so you can manage the store.*

Bottle Deposit Law

Continued from Front Page

initiative—has had no impact on Michigan's woefully inadequate recycling rate (just 17.6 percent versus a 27 percent average of the Great Lakes States).

Support for expanding the bottle deposit law drops

Despite initial support for expanding the bottle deposit law, support for expansion drops by more than 25 percent, and strong opposition to expansion nearly triples once people know about expansion. Here's why:

- The current deposit law only reduces waste by two percent; expansion only reduces waste by another .5 percent.
- Costs would increase by 8-cents per container.
- It would be difficult to maintain a safe environment for food handling.
- It won't reduce litter.
- It would be inconvenient to stores to return all the additional containers.

Opposition to expansion has broad-based support when voters learn more

- Location – Support for expansion drops significantly—by two-thirds—on the west side of the state, in metro Detroit, and in Northern Michigan. Support is cut in half in the Thumb and the Cadillac/Traverse City/Soo. Support drops by almost half in mid-Michigan. In Macomb County, support drops completely off the map, from 71 percent to -8.
- Party affiliation – Republicans move the most, with support for expansion dropping from 59 percent to just 10 percent. Support from ticket splitters and Democrats drops by slightly more than half.
- Gender – Male support for expansion drops by almost half; female by more than two-thirds.

A majority support ending deposits and increasing recycling

Despite the huge success of Michigan's existing bottle deposit law, a majority of others, 57 percent, support ending the current deposit law and increasing recycling, either with curbside pick-up or at drop-off redemption centers, for all types of trash (including soft drink and beer containers). Only a third oppose the concept. Support is especially strong in Macomb County, at 71 percent, and in mid-Michigan, at 68 percent. Support is consistent across all party lines, but is slightly higher among young adults (64 percent aged 18-34) and women (60 percent).

People support replacing the bottle deposit law with comprehensive recycling because:

- Bottle deposit laws ignore more than 98 percent of the solid waste stream; recycling programs would keep much more out of landfills.
- Curbside recycling would be much more convenient.
- The current \$180 million cost of the law would be cut by more than 60 percent.
- Non-beverage litter has increased; establishing comprehensive recycling would reduce both beverage and non-

beverage litter.

Michigan's recycling rate is at only 17.6 percent—far below the 27 percent average of all other Great Lakes states.

Michigan voters would replace the deposit law with comprehensive recycling first

The more voters learn, the more likely they are to support changing the current Michigan bottle deposit law to a new comprehensive recycling program. In order, they prefer: changing the deposit law to

comprehensive recycling with curbside pick-up (35 percent); leaving the existing deposit law exactly as it is (24 percent); expanding the deposit law with recycling redemption centers (16 percent); expanding the deposit law with in-store drop-offs (15 percent.)



Our outstanding service has made North Pointe #1!

North Pointe Michigan's Leader in Liquor Liability for 14 years running!

- Competitive Rates
- Endorsed by AFD for 14 consecutive years
- Never assessable, no deductibles, policy fees or surplus lines tax
- Available through the Independent Agent Network with over 1,000 agencies to serve you



(800) 229-NPIC
Fax: (248) 357-3895

Admitted, Approved and Domiciled in Michigan

or call AFD at:
(248) 557-9600
or
(800) 666-6AFD

Jay's promotes O'Shea

Jim O'Shea has been named vice-president of sales for Michigan, Ohio and Indiana by Jay's Foods, L.L.C. Formerly the regional sales manager, O'Shea has worked for Jay's for four years. He previously worked in the tobacco industry for 18 years.

O'Shea serves on the Board of Trustees for the Penrickton Center for blind children. The center cares for children who are blind with at least one other disability. He is a past president of the Northeast Detroit Lions Club.



Johnson Wax to buy Unilever unit

The European Commission has given the cleaning products company clearance to buy DiverseyLever — the commercial cleaning subsidiary of consumer group Unilever — for \$1.6 billion. The deal is to expand Johnson Wax Professional's product line and international reach. DiverseyLever's products are used to clean hospitals, restaurants and hotels. The combined company would have 11,000 employees worldwide and 40 manufacturing sites. —Reuters

Kroger makes food bank donations

The supermarket chain has donated more than 25 million pounds of food and other goods to banks associated with America's Second Harvest, the nation's largest domestic food assistance distributor. "Kroger is proud to support America's Second Harvest in providing emergency food assistance to needy families who have been hit hard by the weak economy," Kroger's CEO said.

— Supermarket News

Chiquita rebirth has investors, rivals eyeing bid

A group of U.S. and Latin American investors, led by investment banker Latin America Finance Group, may bid \$800 million for the banana producer, which is about to emerge from bankruptcy under a reorganization plan set last November. The group's interest may spark a response from rival fruit producers Dole and Fyffes. Chiquita's creditors are expected to take over 95.5% of the company on Friday if the reorganization plan is approved by a U.S. bankruptcy court. No formal offer has been made yet.

—Financial Times

Kellogg Vice Chairman to retire

Former Keebler CEO instrumental in integration of two companies

Sam K. Reed, Kellogg Co. vice chairman and member of the board of directors, retired effective March 26. He is not standing for re-election to the board.

During his career, Reed served as president and chief executive officer of Keebler Foods Co. from 1996 until its acquisition by Kellogg in March 2001. He was named to his current Kellogg positions at the time of the acquisition.

"Sam was an invaluable asset to Kellogg Company during the acquisition of Keebler and has played a key leadership role in the successful and smooth integration of the two companies," said Carlos M. Gutierrez, Kellogg chairman and chief executive officer. "In addition to the great Keebler brands, we will continue to benefit from the state-of-the-art distribution system and information technology infrastructure which he helped leverage into competitive assets at Keebler and which are now part of Kellogg's business."

—CSP Information Group



Delivers In More Ways Than One.

One Source

MANY RESOURCES

FINANCIAL

- Blue Cross/ Blue Shield Health Care
- Ameritech Payphone Program
- Verizon Wireless
- Coupon Redemption Program
- Clear Rate Long Distance
- MasterCard/Visa Acceptance
- Northpointe Liquor Liability Insurance
- Security Express Money Orders
- AAA Auto & Home Insurance
- Star Workers Compensation Insurance

- Full Time Lobbyist
- AFD PAC Committee
- Legislative Updates
- Liaison with Governmental Agencies

- A/VLoan Library
- T.I.P.S. Seminars
- Legal Consultation
- Accounting Advice
- Monthly **Food & Beverage Report**
- Scholarship Awards

- Annual Trade Show
- Formal Trade Dinner
- Scholarship Golf Outing
- Annual Seniors Picnic
- Thanksgiving Turkey Drive
- Beverage Journal Holiday Show

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

ASSOCIATED FOOD DEALERS OF MICHIGAN
18470 West Ten Mile Road • Southfield, Michigan 48075

1-800-66-66-AFD

or (248) 557-9600

TeleCheck Michigan offers chance to win dinner and cash at AFD Trade Show

TeleCheck Michigan is part of the TeleCheck system, which is the nation's leading provider of paper and electronic check services. TeleCheck can tell a good check from a bad one in ten seconds or less and can save you hundreds of dollars or more.

TeleCheck Michigan is offering a new and improved sign-up package for AFD members. Any AFD members that sign-up for TeleCheck Michigan's services will only pay half the membership fees. AFD members will have an opportunity to learn about these savings and incentives at the Trade Show on April 23-24 and the TeleCheck Michigan sales staff will be on hand to explain and answer any questions. TeleCheck Michigan wants their potential clients to understand what they do and how TeleCheck Michigan can be a great asset.

TeleCheck Michigan staff will be handing out sample checks to attendees who can then visit the TeleCheck Michigan booth and process his or her check through the

terminal. If the check is approved, the amount on the check will be given in cash to that person.

AFD members will also have an opportunity to win dinner for two at one of Detroit's most exclusive restaurants. At the TeleCheck booth, there will be a sign with 30 checks on it. Attendees are encouraged to pick out the bad checks. HINT: there will be up to five bad checks on the board. Members will be asked to write down the bad checks. Winner(s) will be notified within two weeks.

Pepsi, Starbucks team for 'DoubleShot' Cold Coffee

Starbucks Corp. and PepsiCo plan to sell cold bottled coffee under the Starbucks DoubleShot label. Bloomberg News Service reported. The new beverage is set to go on sale this month. DoubleShot is different from Starbucks' Frappuccino bottled drink, said company spokeswoman Megan Behrbaum. Frappuccino is a milky coffee drink that comes in six flavors, while DoubleShot has a strong coffee flavor, she said. Ready-to-drink coffee products have had "significant growth" in the past three years, Behrbaum said. In a related development, PepsiCo said it plans to launch Mr. Green, a green-tinted carbonated beverage with caffeine and ginseng, under its SoBe line, according to *Beverage Digest* magazine. Not all Pepsi bottlers are expected to initially distribute the new brand, the magazine said, because Mr. Green is formulated to taste similar to Dr. Pepper, which is also carried by a number of Pepsi bottlers.

Jack Daniel's joins 'Malternatives' rush

Brown-Forman Corp. said it plans to introduce a Jack Daniel's flavored malt alcohol beverage this summer in a partnership with Miller Brewing Co., Reuters reported.

Miller will produce and distribute the new drink, which will be available this summer, Brown-Forman said.

Miller has already made several other forays into the growing "malternatives" sector, teaming with Skyy Spirits, makers of premium Skyy vodka, to make a malt beverage called SKYY Blue, as well as planning to launch Stolichnaya Citrona and Sauza Diablo in May.

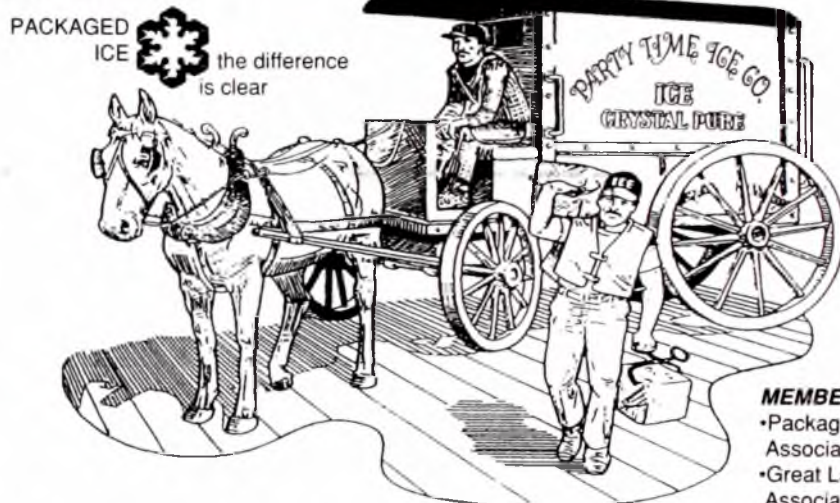
Stolichnaya Citrona offers a blend of citrus and other natural flavors containing Stolichnaya vodka. Sauza Diablo is the first flavored malt beverage with natural flavors containing tequila and margarita-inspired citrus flavors, the companies claim.

Stolichnaya Citrona and Sauza Diablo will be brewed and distributed by Miller in the U.S. Stolichnaya Citrona's packaging incorporates Stoli's Russian-inspired clear bottle and red and gold graphics. Sauza Diablo features dark, "devilish" packaging with Sauza's signature logo.

Available in six-pack bottles, 12-pack bottles and 24-bottle cases, both Stolichnaya Citrona and Sauza Diablo contain five percent alcohol by volume, the companies said. A six-pack will cost \$6.99, a spokesperson for Allied Domecq told Reuters.

- CSP

PARTY TIME ICE CO.
1755 Yeager Street
Port Huron, MI 48060
800-327-2920 • 810-987-7100



MEMBER:
•Packaged Ice Association
•Great Lakes Ice Association

CRYSTAL PURE ICE

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



SUPPORT THESE AFD SUPPLIER MEMBERS

AUTHORIZED LIQUOR AGENTS:

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

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Dolly Madison Bakery	(517) 796-0843
Earthgrains	(734) 946-4865
Interstate Brands Corp.	(313) 591-4132
Oakrun Farm Bakery	(800) 263-6422
S & M Biscuit Dist.	
(Stella D'Oro)	(586) 757-4457
Taystee Bakeries	(248) 476-0201

BANKS:

ATM of Michigan	(248) 427-9830
Comerica Bank	(313) 222-4908
Financial Corp.	(313) 387-9300
North American Bankcard	(248) 269-6000
North American Interstate	(248) 543-1666
Peoples State Bank	(248) 548-2900
Standard Federal Bank	1-800-225-5662
United ATM's, Inc.	(248) 358-2547

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Allied Domecq Spirits USA	(248) 948-8913
American Bottling	(313) 937-3500
Anheuser-Busch Co.	(800) 414-2283
Bacardi Imports, Inc.	(248) 476-6400
Bellino Quality Beverages, Inc.	(734) 947-0920
Brown-Forman Beverage Co.	(734) 433-9989
Canandaigua Wine Co.	(586) 468-8650
Central Distributors	(313) 946-6250
Coca-Cola Bottlers of MI	
Auburn Hills	(248) 373-2653
Detroit	(313) 825-2700
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Pon Huron	(810) 982-8501
Coors Brewing Co.	(513) 412-5318
Delicato Family Vineyards	(248) 766-3451
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Garden Foods	(313) 584-2800
General Wine & Liquor Co.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Jim Beam Brands	(248) 471-2280
Josulete Wines, Inc.	(313) 538-5609
Kings Orchard	(877) 937-5464
Leelanau Wine Cellars	(231) 386-5201
Michigan Grape & Wine Industry Council	(517) 373-1104
Miller Brewing Company	(414) 259-9444
National Wine & Sprits	(888) 697-6424
	(888) 642-4697
Oak Distributing Company	(810) 239-8696
Pepsi-Cola Bottling Group	
- Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(248) 334-3512
Petipren, Inc.	(586) 468-1402
Red Bull North America	(248) 229-3460
Seven-Up of Detroit	(313) 937-3500
Stony Creek Brewing Co.	(313) 299-5411
Tri-County Beverage	(313) 584-7100
UDV-North America	1-800-462-6504

BROKERS/REPRESENTATIVES:

Acosta-PMI	(734) 737-1250
Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
Hanson & Associates, Inc.	(248) 354-5339
J B Novak & Associates	(586) 752-6453
James K. Tamakan Company	(248) 424-8500

S & D Marketing	(248) 661-8109
CANDY & TOBACCO:	
Philip Morris USA	(734) 591-5500
R.J. Reynolds	(248) 475-5600

CATERING/HALLS:

Emerald Food Service	(248) 546-2700
Farmington Hills Manor	(248) 888-8000
Karen's Kafe at North Valley	(248) 855-8777
Penna's of Sterling	(586) 978-3880
Southfield Manor	(248) 352-9020
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(586) 949-2280

DAIRY PRODUCTS:

Country Fresh Dairies	(800) 748-0480
Golden Valley Dairy	(248) 399-3120
Melody Farms Dairy Company	(734) 525-4000
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

EGGS & POULTRY:

Linwood Egg Company	(248) 524-9550
---------------------	----------------

FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Sunnyside Produce	(313) 259-8947

ICE PRODUCTS:

International Ice, Inc.	(313) 841-7711
Party Time Ice Co.	(800) 327-2920
U S. Ice Corp.	(313) 862-3344

INSURANCE:

1st Choice Insurance Agency	(586) 737-2339
AAA Michigan	(800) AAA-MICH
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	(248) 354-6110
Gadaletto, Ramsby & Assoc.	(800) 263-3784
js Advisor Enterprises	(810) 242-1331
Frank McBride Jr., Inc.	(586) 445-2300
L. Bourdeau Insurance Services, Inc.	(248) 855-6690
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 988-8888

LOGISTICS PLANNING

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

MANUFACTURERS:

Home Style Foods, Inc.	(313) 874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kraft General Foods	(248) 488-2979
Nabisco, Inc.	(248) 478-1350
Old Orchard Brands	(616) 887-1745
Philip Morris USA	(616) 554-0220
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

MEAT PRODUCERS/PACKERS:

Bar S Foods	(248) 414-3857
Family Packing Distributors	(248) 738-5631
	or (313) 873-3999
Gainor's Meat Packing	(989) 269-8161
Hartig Meats	(313) 832-2080
Hygrade Food Products	(248) 355-1100
Kowalski Sausage Company	(313) 873-8200
Nagel Meat Processing Co.	(517) 568-5035
Pelkie Meat Processing	(906) 353-7479
Potok Packing Co.	(313) 893-4228
Strauss Brothers Co.	(313) 832-1600
Wolverine Packing Company	(313) 568-1900

MEDIA:

The Beverage Journal	(800) 292-2826
Booth Newspapers	(734) 994-6983
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
The Employment Guide	(800) 752-8926 x230

Michigan Chronicle	(313) 963-5522
WDFN-AM 1130	(313) 259-4323
WDIV-TV4	(313) 222-0643

NON-FOOD DISTRIBUTORS:

Items Galore	(586) 774-4800
--------------	----------------

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Frito-Lay, Inc.	1-800-359-5914
Germack Pistachio Co.	(313) 393-2000
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Nikhlis Distributors (Cabana)	(248) 582-8830
Rocky Peanut	(313) 871-5100
Vanety Foods, Inc.	(586) 268-4900

PROMOTION/ADVERTISING:

Enterprise Marketing	(616) 531-2221
Huron Web Offset Printing	(519) 845-3961
J.R. Marketing & Promotions	(586) 296-2246
PJM Graphics	(313) 535-6400
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(586) 777-6823

RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
The Golden Mushroom	(248) 559-4230
Palace Gardens	(810) 743-6420

SERVICES:

1st Choice Insurance Agency	(586) 737-2339
AAA Michigan	(800) AAA-MICH
A & R Delivery	(810) 638-5395
Abbott, Nicholson, Eshaki & Youngblood	(313) 566-2500
Action Inventory Services	(586) 573-2550
Air One Telecom	(734) 741-0396
AirPage Prepay & Talk Cellular	(248) 547-7777
American Mailers	(313) 842-4000
Andrews Brothers Inc.	
Detroit Produce Terminal	(313) 841-7400
AON Risk Services	(248) 359-6080
Bellanca, Beatrice, DeLisle	(313) 882-1100
Binn & Binn Investment Co.	(248) 540-7350
C. Roy & Sons	(810) 387-3975
Canteen Services	(616) 785-2180
Cateraid, Inc.	(517) 546-8217
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Cherry Marketing Institute	(517) 669-4264
Container Recovery System	(517) 229-2929
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
The Employment Guide	(800) 752-8926 x230
Eskye Com. Inc.	(317) 632-3870
Financial & Marketing Ent.	(248) 541-6744
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Gadaletto, Ramsby & Assoc.	(800) 263-3784
Goh's Inventory Service	(248) 353-5033
Great Lakes Data systems	(248) 356-4100
J & B Financial Products LLC	(734) 420-5077
Karoub Associates	(517) 482-5000
Al Bourdeau Insurance Services, Inc.	(800) 455-0323
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Metro Media Associates	(248) 625-0700
Michigan Bankard Services	(517) 323-6017
Nordic Electric, L.L.C.	(734) 973-7700
North American Interstate	(248) 543-1666
Paul Meyer Real Estate	(248) 398-7285
Payment Authority, The	(248) 879-2222
Quality Inventory Services	(586) 771-9526
REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
Sal S. Shmoun, CPA	(248) 593-5100
Salm Abraham, Broker	(248) 349-1474
Security Express	(248) 304-1900
Serv-Tech Cash Registers	(800) 866-3368
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
T D Rowe Corp.	(248) 280-4400
TeleCheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644

Verizon Wireless	(248) 763-1563
	or (517) 896-7000
Western Union Financial Services	(513) 248-4900
Westside Cold Storage	(313) 961-4783
Whitey's Concessions	(313) 278-5207

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Ernie's Refrigeration	(989) 847-3961
Four Seasons Beverage & Equip.	(734) 254-0886
Hobart Corporation	(734) 697-3070
Martin Snyder Product Sales	(313) 272-4900
National Food Equipment & Supplies	(248) 960-7292
North American Interstate	(248) 543-1666
Serv-Tech Cash Registers	(800) 866-3368
Taylor Freezer	(313) 525-2535
TOMRA Michigan	1-800-610-4866
United Marketing Assoc.	(734) 261-5380
Wadie Makhay Produce Specialist	(248) 706-9572

WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors	(800) 447-8180
Central Foods	(313) 933-2600
Chase Farms Frozen Food Process	(231) 873-3337
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
Dolly's Pizza	(248) 360-6440
EBY-Brown, Co.	1-800-532-9276
Economy Wholesale Cash & Carry	(313) 922-0001
Elegance Distributors	(517) 663-8152
Energy Brands	(231) 223-9451
Epstein Distributing Co.	(248) 646-3508
Fairway Packing Co.	(313) 832-2710
Fleming Company	(330) 879-5681
Food Services Resources	(248) 738-6759
Great North Foods	(989) 356-2281
Hamilton Quality Foods	(313) 728-1900
Hav-A-Bar	(810) 234-4155
I & K Distributing	(734) 513-8282
International Ice	(313) 841-7711
International Wholesale	(248) 544-8555
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6408
Kay Distributing	(616) 527-0120
Kingston Distributing	(989) 872-3888
Kramer Food Co.	(248) 851-9045
L&L Jiroch/J.F. Walker	(517) 787-9880
L B Enterprises	(517) 546-2867
Liberty Wholesale	(586) 755-3629
Lipan Foods	1-(586) 447-3500
Mr. Dee's Gourmet Foods	(734) 747-8475
Mr. Pita	(586) 323-3624
Nash Finch	(989) 777-1891
National Bulk Foods	(313) 292-1550
Nikhlis Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Preferred Brands	(313) 381-8700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(734) 455-1400
Suburban News: Warren	(586) 756-4000
Flint	(810) 785-4200
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Macen & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0220
U S. Ice Corp	(313) 862-3344
Value Wholesale	(248) 967-2900
Weeks Food Corp.	(586) 727-3535
Wine Institute	(313) 882-7630
ASSOCIATES:	
American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2200
Livermore-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wileden & Associates	(248) 588-2358
Wolverine Golf Club, Inc.	(586) 781-5544



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

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

There's a Place for YOU in Our Company!



Our company is committed to providing an environment where we respect and value the individuality of each of our associates. We own and operate 127 supermarkets and drug stores and are a distributor for 350 independent grocery stores and 6,600 convenience stores. As a result, we offer a wide variety of opportunities. To learn more about our company and the careers we offer, visit our website at www.spartanstores.com.

accountants
designers
buyers
cashiers
bakers
meat cutters
produce specialists
deli clerks
truck drivers
interior designers
department managers
graphic artists
pressmen
printers
typesetters
computer technicians
marketing counselors
financial experts
media specialists
warehouse selectors
grocery baggers
pharmacists
office assistants
cooks
stockers
floral arrangers
merchandisers
construction managers
real estate buyers
trainers
customer service reps.
copywriters
operation specialists
mechanics
communication technicians
public relation consultants
cake decorators
distribution clerks
retail auditors
business analysts
systems engineers
scanning specialists
production coordinators
human resources specialists
warehouse supervisors
frozen foods managers
company vice presidents
inventory controllers
bill processors
category analysts
receptionists



SPARTAN STORES, INC.
THE FOOD PEOPLE

A publicly traded company.

4430001 8/01