



FOOD & BEVERAGE REPORT

Associated Food Dealers
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The official publication of the Associated Food Dealers of Michigan
Working hard for our members.

July 2002

Inside

AFD has a busy legislative agenda

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Secure Check Cashing offers hassle-free program

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Legislative Update

Death for permanent death tax repeal

Permanent repeal of the estate tax collapsed last month, as a 54-to-44 vote in favor of repeal was six votes short of the 60 needed for approval.

Forty-one Democrats, one Independent, and two Republicans opposed letting the bill move forward, while 45 Republicans and nine Democrats supported repeal.

The vote came just days after the House of Representatives passed a permanent repeal, and in the face of President George W. Bush's call to make the repeal last beyond its Dec. 31, 2010 expiration.

The GOP promised to use the defeat as an issue in the election campaign this fall. Democrats defended their position as being responsible at a time when expenses are going up during a time of war against terrorism, saying that it was a mistake to cut the nation's revenue.

Two Democratic alternatives also were rejected.



By Michele MacWilliams
"Time and time again retail pundits have brazenly stated that the three most important factors in the success of any retail facility are location, location, and location. That statement was not true when it was first uttered, it is not true today, and it will not be tomorrow," states Jim Fisher, founder and CEO of IMST Corp., a retail location analysis firm that serves the convenience store/petroleum, foodservice, supermarket and specialty retail industries.

He maintains that this old adage places too much importance on "dirt strength," when it is only one piece of

the puzzle. For success he believes that the independent retailer should focus development strategy on creating a facility that identifies and meets the requirements of a specific marketplace (i.e., the singular trade area of that one individual retail outlet).

A close relationship between retailers and their suppliers is also a key element of success.

"I think that one major concern of the independent retailer right now is the lack of support from brokers and manufacturers," says Thom Welch of Hollywood Super Markets. He sites consolidation in the

manufacturing and brokerage industries as a major factor in the lack of support. "When a broker can make one call for a large order from a chain instead of 10 to independents, who will he call first?" Welch believes that more resources should be focused on the independent markets. Participation in trade shows and industry-sponsored events is one way that suppliers can remain in personal contact with the independent retailer. "I know that there is a lot of business that is being left on the table," Welch adds.

Faced with competition from warehouse clubs and chains with greater buying power, the independent market must be particularly savvy. Retailers must study trends in the industry, then use this information as it relates to the customers in each market area.

So, what are the trends?

Concerned about the U.S. economy, American consumers continue to incorporate economizing behaviors in their weekly grocery shopping, according to the Food Marketing Institute (FMI) Report, *Trends in the United States: Consumer Attitudes & the Supermarket, 2002*. The report also shows that, along with a strong desire for value, consumers are seeking healthier mealtime solutions and more variety from food retailers.

Despite a decrease in spending averages for both the household grocery bill

and per-person expenditures, the report shows that consumers are spending more at their primary store and that their overall satisfaction with supermarkets remains high. Consumers are also spending less on restaurant takeout and are expressing more interest in preparing home-cooked meals at least three times per week — a significant change from previous years.

Consumers also express a high level of confidence in the safety of food purchased at supermarkets and convenience stores and they are showing an increased interest in irradiated food products. As with nutrition, most consumers feel that they are primarily responsible for ensuring the safety of the food they consume and many follow food safety practices at home.

Shoppers seek new store features

Trends 2002 finds that shopper satisfaction with

See Independents' Day page 28

Get ready for the Holidays!

The weather may be warm and sunny, but the holidays are just around the corner. Mark your calendar now for the AFD/Beverage Journal Holiday Show, September 25 & 26 at Burton Manor in Livonia. See page 29 for details!

Retail marketing, one neighborhood at a time

"Independents' Day"

On July 4th, we celebrate our independence as a country. This month, in a play on words, AFD salutes our "independent" supermarkets and convenience stores with a cover story that gives you ideas on how retailers can remain independent and win market share.

It's Tee Time at Wolverine!



Get ready to Golf!

AFD's Annual Scholarship Golf Outing at Wolverine Golf Course is scheduled for Wednesday, July 17, with a shotgun start at 9:30 a.m. If you haven't signed up yet, call Michele NOW! (248) 557-9600. See details on page 9.

Visit our Web site at: www.afdom.org

AFD Food & Beverage Report, July 2002.....1

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Chairman's Message

AFD PAC means power for our members

Working to protect your bottom line



By Terry Farida, AFD Chairman

Summer is traditionally a time when legislative issues slow down. The House and Senate recess for summer vacation and little is accomplished in their absence. Well, that certainly isn't the case this year. AFD has been working around the clock on important issues that directly affect our members.

Restaurants and packaged liquor

The first, which has taken a great deal of time and effort, is Senate Bill 1312, which if passed would allow on-premise licenses (restaurants, bars & hotels) to sell liquor for off-premise consumption. In his first week on the job, AFD President Mike Sarafa, with Joe Sarafa's assistance, was able to derail this issue - at least temporarily. Obviously AFD strongly opposes this bill since it has the potential to add 7,841 new liquor permits in Michigan. We have been successful in holding off the bill for now, but it may come up again in the fall. The executive committee has directed AFD to continue to educate legislators on the devastating effects this bill could have on our industry. And we WILL be vigilant.

Liquor discount increase

Another extremely important issue is a liquor discount increase. Since there hasn't been an increase in 22 years, we believe that Michigan SDD licensees are due to receive one. This initiative is something that AFD is taking on single-handedly and will require considerable assistance from our members. When Mike Sarafa or one of your fellow retailers calls you for help, please chip in. We are asking you to give your time and money. A little investment now could reap major increases to your bottom line. **WE NEED YOUR SUPPORT ON THIS!**

Gas stations selling beer & wine

Another issue that continues to be raised in our legislature is a proposal to allow gas stations to sell beer and wine. AFD members feel that allowing gas stations this opportunity would critically dilute current grocery and convenience stores sales, lead to increased sales to minors and be a burden on our law enforcement agencies. We have been lobbying against this for many years now and so far our efforts have paid off. However, the petroleum industry continues to push this matter and it will take assistance from you to keep this bill at bay.

Sunday lottery drawings

The Department of Treasury estimates that Michigan's two-year budget will have shortfalls exceeding \$700 million. In an effort to raise revenue, the Bureau of State Lottery has proposed Sunday Lottery drawings. AFD is engaged in major negotiations on your behalf regarding this issue. Sunday Lottery drawings should be tied to an increase in commissions. Considering the budget crisis, however, Sunday Lotto drawings may become a reality soon.

Other important issues

AFD is also working on additional legislative issues that can affect your bottom line:

- We support small market health insurance reform, creating a level playing field between for-profit and

non-profit health insurance providers. With some work, reform will make BCBSM insurance more affordable for small businesses.

- AFD is monitoring a potential increase in cigarette taxes. Our legislature is looking at options to increase this tax by 50 cents per pack to aid the budget deficit. Cigarette taxes now stand at 75 cents per pack. Retailers will surely lose revenue to bordering states and to smugglers if taxes are increased as expected.

- AFD has been fighting a legislative amendment that would prohibit cigarette manufacturers from offering retailers "shelf rebates," which, if passed, would further decrease the already tight margin on cigarettes.

- AFD supports a comprehensive recycling program, which will move toward removing bottles and cans from stores.

- Finally, House Bill 6170, which increases fines for minors attempting to purchase alcohol, is a bill that AFD supports. This bill removes some of the burden of proof from retailers & places it on minors.

- As you can see, AFD has a very busy legislative agenda and it is all aimed at saving or making money for our members! However, we can't do it alone. It takes a strong and powerful Political Action Committee to take on this aggressive agenda. I am asking for your help on this. Give generously to the AFD PAC. We can only accept personal checks made out to AFD PAC. Use the form below and mail in your contribution today!

Yes! I want to support the AFD PAC and all the work they are doing for me.

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Please send personal checks only, made out to AFD PAC.

Mail to:

AFD Political Action Committee
18470 West Ten Mile Road
Southfield, MI 48075

If you have questions, please call Dan Reeves at (248) 557-9600.

Vanilla, it's everywhere!

By Michele MacWilliams

On Wednesday, May 22, the comedy news program "The Daily Show" (Comedy Central, 6:30 p.m. EST) ran a skit on the new Vanilla Coke. The actors lightheartedly poked fun at all the hoopla around the product's introduction. During the skit, Vanilla Coke was tested on an "Ah Factor" scale. It received a whopping 172 "Ahs," the highest ever recorded.

On the streets, people flocked to their local grocery or convenience store to be the first on their block to try the new vanilla-flavored cola.

"I don't understand what all the fuss is about, Jones has had a Vanilla Cola since 1997," said Gene Mezo of Jones Soda. He says the flavor is very popular with college kids because it has less sugar than some of the other Jones sodas. So what is the big deal anyway? Perhaps it's as simple as our fondness for vanilla.

"For centuries the vanilla bean has flavored recipes around the world. It is a sweet, comforting and familiar taste; a taste we openly welcome," says Tom George, owner of Harbortown Market in Detroit.

At the April AFD Trade Show, vanilla flavoring was everywhere.

"Vanilla is always our number one-selling ice cream flavor," said Gary



Davis of Tom Davis & Sons Dairy. However, he points to newer dairy products with the popular vanilla flavoring. "The top selling International Delight (coffee creamer) is French Vanilla and the number two is French Vanilla Light," Davis says that vanilla is one of the familiar flavors that is being used to boost sales of products that, until now haven't benefited from the flavorful bean. Nesquik recently introduced Very Vanilla Milk. There's also Moovers Vanilla Shake, reduced-fat milk.

Vanilla has crossed the line into the spirits category as well. Last fall,

Smirnoff introduced Vanilla Twist Vodka, while Stolichnitski has been around for five years. From General Wine there's Burnett's Vanilla Vodka.

Vanilla is adding enhanced flavor to other spirits too. Dr. McGillicuddy's Vanilla Liquor and Cabana Boy Vanilla Spice Rum are good examples.

So why do we love vanilla?

Perhaps it's about comfort.

Vanilla is a flavor that brings back fond childhood memories for many of us. The aroma that vanilla creates when baking cookies, or the taste of a real vanilla malt from the ice cream parlor is something we can relate to and enjoy no matter how old we become.

Maybe the popularity of the flavor has something to do with our desire for comfort. Or maybe not. Perhaps vanilla just makes things taste better.



Calendar

Wednesday, July 17

AFD Annual Golf Outing

Wolverine Golf Course,

Macomb Township

Contact: Michele MacWilliams

(248) 557-9600

August 11-15

FMI Operations Course

Western Michigan University

Kalamazoo

(202) 220-0710

September 25-26

AFD/Beverage Journal Holiday Show

Burton Manor, Livonia

Contact: Ginny Bennett

(248) 557-9600

November 26

AFD Annual Turkey Drive

Metro Detroit

Contact: Michele MacWilliams

(248) 557-9600

February 14, 2003

AFD Annual Trade Dinner

Penna's of Sterling

Contact: Michele MacWilliams

(248) 557-9600

Statement of Ownership

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AFD works closely with the following associations:



M&M web site traffic skyrockets 145%

Traffic to the M&M Mars web site skyrocketed 145 percent in May due to Internet surfers voting for the newest M&M candy color, according to Nielsen/NetRatings.

MMS.com attracted 336,000 surfers logging on at home during the week ending May 19, compared to 137,000 visitors the week prior.

Purple took the top spot as the most popular color choice. Thirty percent of the total audience visiting the site voted for purple, 19 percent wanted aqua, while pink garnered 9 percent.

During the same time period, Mars Inc. Snackfoods ran an online advertising campaign alerting Web surfers of the debut of a new candy color, asking surfers to vote for their favorite color.

Online "hits" for the Mars ad campaign grew 170 percent to 25.5 million during the week ending May 19, compared to 9.4 million a week earlier.

"The recent online ad campaign by M&Ms is a great case study in how Web advertising can build brand awareness and drive site traffic," said Charles Buchwalter, vice president of media research for NetRatings.

— Reuters News Service

The Grocery Zone

By David Coverly



Follmer Rudzewicz becomes founding member of Information Technology Alliance

Centerprise Information Solutions – the technology group of Follmer Rudzewicz Advisors, Inc. has been recognized as a founding member of the Information Technology Alliance (ITA).

The Information Technology Alliance is a non-profit member-based association of leading firms and companies engaged in the development, delivery, and/or support of technology solutions for small and mid-sized businesses. "This early acceptance by our target audience is most encouraged and goes beyond our expectations..." says Ron Eagle, president of ITA.

ITA's membership levels are: Practice Firms and Group T – the top technology infrastructure and/or consulting firms in the small and middle market space, Alliance Partners – vendors and associations of firms such as the AICPA, CPA firm associations, and state CPA societies that focus on the small to medium business sector, and Consultants to the Technology Profession – people and organizations who provide business advice and education to technology firms and companies.

7-Eleven ready to party

Will honor 75th Anniversary with giveaway and festivities in New York

7-Eleven has begun unveiling its much-anticipated plans to celebrate 75 years in convenience retailing next month. On July 11, 2002, the company will launch a nostalgic salute to the company's humble ice-dock beginnings, and a futuristic view of the world of convenience retailing. To celebrate with customers, participating 7-Eleven stores will offer a free 7.11-oz. Slurpee drink of their choice to the first 1,000 customers that day. Products and packaging reminiscent of items sold in the company's early years will also be available at participating stores.

"For 75 years, our loyal customers have made us the world's favorite neighborhood retailer," said 7-Eleven president and CEO Jim Keyes. "7-Eleven stores in cities and suburbs in North America plan to celebrate this anniversary with a special thank you to our 7 million customers that shop our stores each day."

News Notes

Campaign targets stores that sell to underage drinkers

The Michigan Liquor Control Commission, (MLCC), has set up a toll-free hotline and web site for reporting businesses suspected of selling alcohol to minors. Commission chairman Dan Gustafson said this will help the MLCC and local police target those businesses in their sting operations. Billboards and public service announcements will be broadcast on the radio and television and the state will spend \$150,000 on paid ads in the Lansing and Jackson

area. If those ads are effective, the state will expand to cover other areas.

The MLCC has run 10,000 stings in the past three years at convenience stores, groceries, bars and restaurants, according to Mark Smith, head of the MLCC enforcement division. "The majority passed and were not selling to minors but we need to find those who are," Smith said. About 3,000 licensees were charged with violations last year.

The Pepsi Bottling Group is hiring

Pepsi Bottling Group is actively recruiting new team members. Pepsi is hiring seasonal transport drivers, relief/swing drivers, store merchandisers, general laborers, fork-lift drivers and production technicians.

Pepsi offers an industry leading benefits package.

Job seekers can inquire 24/7 about current career positions using Pepsi's automated phone and web systems: 1-877-276-2774 or visit the website at www.pepsi.isg2.com.

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News Notes

Dog N Suds all washed up?

While big franchisee converts to Sonic, c-stores could be the answer for brand

Although Dog 'n' Suds drive-ins, a 1960s and '70s Midwest restaurant icon, made something of a comeback in the mid-1990s, it is fading away again, says a report in the *Indianapolis Star & News*. Mark and Carl Unger, Dog 'n' Suds' largest franchisees, are converting their 12 Indiana Dog 'n' Suds restaurants to Sonic drive-ins. But convenience stores may offer a lifeline for the brand.

Miller sold to SAB for \$5.6 Billion

SABMiller to become world's No. 2 brewer

Philip Morris Cos. Inc. made a long-anticipated announcement of an agreement with South African Breweries Plc. to merge Miller Brewing Co. into SAB to form the world's second-largest brewer. The transaction, valued at approximately \$5.6 billion, including \$3.6 billion in stock and \$2.0 billion in Miller debt, is expected to close in July, subject to customary regulatory review and SAB shareholder approval.

Upon closing, South African Breweries Plc. will change its name to SABMiller Plc., and it will continue to be headquartered in London. Graham Mackay, current chief executive of SAB, will lead the new entity as chief executive, John D. Bowlin, current president and chief executive officer of Miller, will be responsible for SABMiller's businesses in the Americas and will report to Mackay.

Just what the world needs: Purple carrots

The Times of London reports that a British grocer will begin selling purple carrots this summer, marketing it as a variety that is actually healthier than traditional orange carrots. The carrots will be purple on the outside, orange on the inside. The paper reports that as opposed to being some sort of modern marketing gimmick, this is actually a return to the carrots original color.

Beginning in the 14th century, carrots were purple, white and yellow...but growers in Holland changed the color during the 16th century during the Dutch fight for independence from Spain, in support of William of Orange. Next year, the British grocer plans to sell bunches of carrots in a rainbow of colors.

Starbucks going beyond coffee

On the heels of a report that said McDonald's is exploring the possibility of branching out to sell nonfood merchandise, Starbucks Coffee Co. is doing some exploring of its own in that regard, says an Associated Press report.

With compact discs, coffeemakers, chewing gum for coffee drinkers and now the launching of a new board game in 800 U.S. stores this week, Seattle-based Starbucks is expanding its nonbeverage and nonfood product mix.

Stewart's launches diet cream soda

The folks at Stewart's Beverages are introducing a new fountain-style soda this summer that is sure to appeal to diet soda fans, Stewart's Diet Cream Soda.

With the popularity of Stewart's traditional Cream Soda on the rise, up 9 percent over the last year, Diet Cream is expected to be a hit.

It's calorie-free, caffeine-free and has the unforgettable rich and creamy vanilla taste of cream soda.

"We have a knack for making diet sodas taste as good as the originals. That's why our Diet Root Beer has quickly become a best-seller of Stewart's," says Bruce Bollingeri, director, Stewart's Brand.

Diet Cream Soda takes consumers back to days when life was simpler. And, in keeping with the bottle's nostalgic look, it is topped off with a crown cap.

Ask your sales person about available Meat Snacks



The variety you want is here...

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- and here,
- and here,
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NACS changes address

The National Association of Convenience Stores (NACS) moved its office several blocks to its new office building. The new NACS address:

1600 Duke Street
Alexandria, VA 22314-3436
USA

The main contact numbers for the NACS office will remain the same:

Phone: 703-684-3600
Fax: 703-836-4564

To provide a window of time while you change your files, all mail to the current NACS address at 1605 King Street in Alexandria will be forwarded to the new office (1600 Duke Street) for six months.

News Notes

Verizon provides free digital software upgrade

In order to provide you with enhanced digital service, Verizon Wireless is offering you a FREE digital software upgrade for your current digital phone.

Some benefits of this upgrade include longer battery life, fewer dropped or blocked calls, and a clear, crisp connection in even more major metropolitan areas!

What you need to do:

1) Power on your Verizon Wireless phone.

2) Dial *228 from your home digital coverage area, followed by the SEND key.

3) When prompted, press option #1.

4) Press END, to end your call.

This call is airtime-free, takes less than 1 minute, and can be made anywhere from your home digital coverage area! (Most digital phones sold after January 2000 can take advantage of this offer.) After the call is completed, enjoy the ability to connect to the digital network in more parts of the country, plus digital benefits including fewer dropped calls and longer battery life.

McDonald's eyes retailing

McDonald's Corp. is exploring the idea of selling non-food items in its restaurants to drive up sales beyond its mainstay hamburgers, fries and soft drinks, *The Wall Street Journal* reports. McDonald's executives are calling the strategic project simply "extension."

"We need to think of ourselves as a retailer," says Matthew Paul, McDonald's CFO. "What else can we do on that real estate that can make us a whole lot of money?"

Lay's polls Americans for next chip flavor

Frito-Lay and Miss America 2002 Katie Harman are asking Americans to vote for their favorite potato chip flavor in the Lay's Tastes of America promotion, which celebrates regional tastes across the country.

In May, Lay's Potato Chips unveiled the first of its Lay's Tastes of America flavor series: Memphis BBQ and California Cool Dill, which are available in stores now. Two of the winning flavors will replace these flavors and will be featured in November for a limited time.

The Tastes of America vote is modeled after the Miss America competition, the company says. The five flavor finalists will represent five regions of the country, and consumers will vote for a "crowning" flavor and a "1st runner-up" flavor.

The flavor finalists include San Antonio Salsa, New Orleans Cajun Gumbo, Coney Island Hot Dog, Maui Onion and Wisconsin Cheddar.

In August, Miss America 2002 will travel to the winning city and crown the winning flavor. Visitors to www.lays.com will have a chance to win a trip to one of the two regions that inspired the Lay's Tastes of America flavors: Memphis or San Diego.

FMI Board approves merger with FDI

In May, the Food Marketing Institute (FMI) board of directors approved a plan that would merge the organization with the wholesale group Food Distributors International (FDI).

The approval was expected. All that remains now is for FDI's membership to ratify the merger. FMI CEO Tim Hammonds said that the "early returns" on this approval vote look very good.

If the members vote in favor of the merger, it will be effective January 1, 2003. FDI president John Block will be an executive vice president of FMI, as well as president of FMI's new wholesale division.



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

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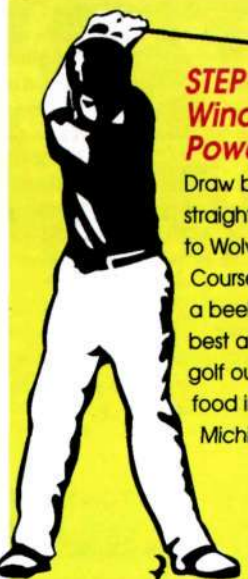
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Think about it: a perfect day on the links with great golf, great food, and the industry's biggest names. So Grip it and rip it!



**STEP TWO:
Wind Up for Power.**
Draw back straight—straight to Wolverine Golf Course and make a beeline to the best and brightest golf outing in the food industry in Michigan!



**STEP THREE:
Keep your eye on the Prize:**
It's time to plan for the future. Start now with an AFD Scholarship Golf Outing Sponsorship and help educate kids in YOUR industry. This year, AFD plans to award at least 30 academic scholarships.



**STEP FOUR:
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AFD Scholarship Golf Outing 2002

Wednesday, July 17, 2002 • Wolverine Golf Course

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- a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

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Coke sweet on chocolate, but not alcohol

Coca-Cola Co. sees a chocolate drink as something the company probably needs to create, a top company executive said, according to a Reuters report. Coca-Cola thinks that chocolate drinks are an interesting niche opportunity. Jeffrey Dunn, president and chief operating officer of Coca-Cola North America, said during a presentation at the Beverage Forum conference in New York City.

Dunn said that while he does not see it as a huge category in the future, chocolate is "probably something" that Coca-Cola needs to participate in.

As reported in *CSP Daily News*, Coca-Cola plans this summer to roll out Choglit, a chocolate-flavored dairy drink, through Beverage Partners Worldwide, a joint venture of Coke and Nestlé.

Dunn also said that Coca-Cola has pulled back from using its "Life Tastes Good" main tagline for the Coca-Cola brand following the September 11 terrorist attacks. That

campaign debuted last spring after a campaign based on the word "enjoy."

Coke is slated to roll out new commercials this year, but they will not share a central phrase, Dunn said. He said he is not overly anxious to just have a new tagline out there for the sake of having one.

He said that a campaign for the company's new Vanilla Coke is airing now.

Dunn said that the company may look to use a few different taglines that have the same overall theme, in a way that Anheuser-Busch Cos. Inc. does with its Bud Light brand.

Finally, in response to a question at the conference, Dunn said that a foray into alcoholic beverages would be a "significant" strategic shift for Coke and that he doesn't see anything right now; however, he added: "Never say never."

Pepsi to debut Diet Code Red

Low-calorie Mountain Dew extension on launch pad

Pepsi-Cola Co. is launching a diet version of its Mountain Dew Code Red, approximately one year after the soft drink's big rollout last

May, the marketer said, according to a report by *Ad Age*.

National advertising is expected to support the launch, the report says. Omnicom Group's BBDO Worldwide, New York, handles advertising for most of Pepsi-Cola's carbonated soft drinks.

This is the second recent line extension for the beverage company. Last month, Purchase, N.Y.-based PepsiCo Inc. said it will launch berry-flavored Pepsi Blue in August in single-serve, 20-oz. bottles, similar to how it debuted Code Red last year. The company took a "grassroots" approach to marketing its cherry-flavored Mountain Dew product.

For Diet Mountain Dew Code Red, the company has placed a pop-up notice on the www.codered.com website alerting consumers that the new variation is coming.

Wrigley joins breath strips industry

Wm. Wrigley Jr. says it is poised to enter the breath strips industry with its Eclipse Flash Strips.

The company reportedly has budgeted a \$20 million TV, print, radio and sampling campaign to run October through September 2003. Eclipse Flash Strips are expected to join Listerine

PocketPaks, a Pfizer product, in the projected \$225 million a year breath strip industry. *Brandweek*.

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Flavored milk aimed at keeping kids drinking dairy

With milk consumption declining, the nation's dairy processors are betting on the success of a new line of chocolate, strawberry and other flavored milks sold in single-serve bottles and powered by big-money brand names such as Hershey's and Nesquik, says a report in the *Milwaukee Journal Sentinel*.

The flavored milks are aimed largely at younger consumers, including teenagers, in hopes of reversing a long-term shift from milk to sodas, juices and other beverages favored by them. If the companies can keep kids interested in milk, they will continue to buy it as they mature into adults and have children of their own.

"This is an opportunity to keep these young people as milk drinkers, rather than lose them altogether in the future," Joseph Weis, an executive at dairy processor Foremost Farms Inc., told the newspaper.

Dean, the nation's largest dairy processor, recently launched Hershey's MilkShake, a line of flavored milks backed by a big ad campaign aimed at teens. Dean promoted its Hershey's product line—including flavors such as creamy chocolate and cookies 'n cream—at the recent Food Marketing Institute show in Chicago. Dean's image-

conscious marketing campaign to make milk a "cool" product drew a lot of attention at the show.

"It definitely is about bringing image to the dairy case," Patty Herbeck, director of marketing at Dean's Morningstar Foods Inc.

Milk consumption among children ages 6 to 12 reached 28 gallons per capita in 2001 — the highest level in 10 years.

subsidiary, told the paper.

Dean also showed off its TV spots for Hershey's flavored milks that will run during shows aimed at teenagers, including the coming ABC broadcast of the Summer X Games. And the company announced a promotional contest with prizes that include a Nintendo GameCube video game machine, coupons to Sam Goody music stores and Microtunes FM radios.

Dean is not the only milk company targeting the teen market, says the report. The Nesquik brand is licensed by Nestle USA Inc. to three

regional dairy producers that cover the U.S. from their plants in Seattle, Boston and Los Angeles.

Also, Foremost Farms continues to post sales increases of its single-serve flavored milk product line, launched in 1998 through its Waukesha, Wis.-based Golden Guernsey Dairy unit. Foremost sells Grip It/Sip It, in Wisconsin, Michigan's Upper Peninsula, the Chicago area and the Minneapolis-St. Paul area.

Flavored milk is an investment in the future, Weis said. Grip It/Sip It was designed to keep teenagers from dropping milk in favor of sodas, juices and other drinks, Weis said. "Where we really lose milk consumers is when children become teens and 'tweens' and are given more independence in their beverage consumption decisions," he said.

"A recent survey of milk consumption among kids provides evidence that the investment in single-serve flavored milk is beginning to pay off," Weis said.

The survey, conducted by a coalition of dairy industry groups, showed that milk consumption among children ages 6 to 12 reached 28 gallons per capita in 2001 — the highest level in 10 years. The study found that both white milk and

flavored milk consumption increased, and it noted the increased emphasis on advertising milk as a "hip" product. "We think single-serve played a role in that," Weis said.

Foremost's single-serve flavored milk sales increased about 14 percent in 2001, Weis said, largely because of an expansion of the Grip It/Sip It line into more schools and convenience stores.

Dean also has seen sales increases, but the company declined to provide specific information for its single-serve product line. Dean introduced its Milk Chugs single-serve flavored milks in 1997. The Hershey's product line was launched in late 2001 by Suiza Foods Corp., which later merged with Dean.

Dallas-based Dean is spending \$15 million marketing its Hershey's flavored milks and its Folgers Jakada, a new chilled coffee and milk beverage, Herbeck said. The Hershey's brand name also brings a higher price for consumers, and higher profit margins for retailers and processors, the report says.

The Hershey's flavored milks carry an extended shelf life because they have been ultrapasteurized, which makes it easier for Dean to ship the product throughout the country.

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Scanning drivers' licenses offers multiple benefits to retailers

If preventing the sale of age-controlled products to minors weren't motivation enough, retailers are discovering there may be marketing opportunities in using electronic age-verification systems.

According to a recent *New York Times* article, convenience store operators and other proprietors are finding the potential to target market using age-verification data captured through scanned drivers' licenses - within legal limitations - as a new motivation to invest in the equipment.

"Any marketing tool that we have that makes us different than our competition is an advantage," said Terry Giebel, controller for Polka Dot Dairy/ Tom Thumb, a 100-unit chain near Minneapolis that installed age-verification equipment from Logix Co. to avoid the sale of tobacco products to underage buyers. Since then, the company has figured it can also use data captured by the system to target market, according to the *Times*. "We could do direct marketing to people who are smokers," Giebel

told the paper.

Paul Barclay, owner of The Rack, a popular Boston bar, told the *Times* he can develop highly targeted promotions using the data, and potentially use it to negotiate better deals with his beverage suppliers. "You swipe the license, and all of a sudden someone's whole life as we know it pops up in front of you," Barclay said. "It's almost voyeuristic. It's not just an ID check, it's a tool."

According to the report, Barclay can, for any given night or hour, break down his clientele by sex, age, ZIP code or other characteristics. If he wanted to, he could find out how many blond women named Karen over 5 feet 2 inches came in over a weekend, or how many of his customers have the middle initial M. More practically, he can build mailing lists based on all that data and keep track of who comes back.

As for the privacy issues raised by such information tracking, states have imposed laws limiting the kind of information that can be captured and

how that information can be used.

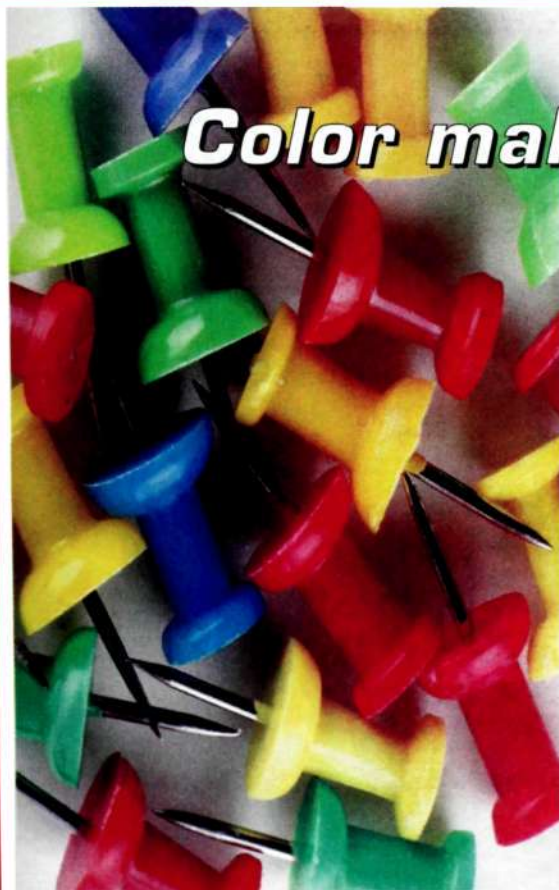
"It's really the same information as the front of the license," Frank Mandelbaum, chairman and chief executive of Intelli-Check, a manufacturer of license-scanning equipment based in Woodbury, N.Y., told the *Times*. "If I were to go into a bar and they had a photocopier, they could photocopy the license or they could write it down. They are not giving us any information that violates privacy."

Meanwhile, a recent poll conducted with Tallahassee, Fla., residents points to the difficulty in spotting a fake ID, and demonstrates high support for making it illegal to manufacture or sell false IDs. Florida law already makes it a misdemeanor to use a false ID to buy alcoholic beverages, tobacco or other age-restricted products; legislation is pending in the state that would close a loophole by also criminalizing the production, distribution and selling of fake IDs.

The Research Network, a polling

company conducting the research on behalf of the Florida Beer Wholesalers Association, asked 400 men and women how confident they were in their ability to spot a fake or real ID and then showed them two IDs—one real, the other fake. As testament to the highly sophisticated production capability of those "in the business" of making fake IDs, over 60 percent were not very confident in their ability to tell the fake from the real ID. In fact, one in three chose the wrong one.

"We work with our retail partners in the community to provide ongoing training so servers and sellers of alcohol can spot fake IDs," said Mitch Rubin, Executive Director of the FBWA. "So having more ammunition to crack down on these false ID mills is a great thing." Rubin also praised the bill's sponsors, Sen. Locke Burt (R) and Rep. David Russell (R), for taking the initiative to offer measures that further help the industry prevent underage drinking. A vote was expected soon on the bills.



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The cherry is royal at King Orchards

By Karen Braschayko

A family business, King Orchards, north of Traverse City in Central Lake, Michigan, has grown from a carefully-run family orchard into a conscientious producer of tart cherry juice, a product all the rage for its potent pain reduction.

Touted by researchers and users alike for multiple health benefits, tart cherry juice is currently the subject of many studies to determine just why so many people are singing in exaltation. When researchers at Michigan State University began to determine concrete evidence of pain alleviating properties in tart cherry juice, the King family expanded their orchard business. King Orchards now produces high quality tart cherry juice concentrate shipped across the United States and Canada.

"We're excited to be in the cherry juice industry right now, with all of the things that are happening," Betsy King smiled. "It's fun to be working in something where people are so thankful. I don't think a week goes by that we don't receive a letter from someone saying how much cherry juice has helped them." Betsy pointed to the hand-written letter on the table. "It's fun to get this kind of response."

Customers send the Kings testimonials that they are proud to share: "Only had the cherry juice a week and it's working already! I am being treated for fibromyalgia and arthritis. Hate taking the meds. Doc said this is a great alternative!" emailed L.S. from Michigan. "The cherry juice has worked wonders for my husband and I. I no longer have neck pain and my husband no longer has a burning sensation in his legs," J.G. from Indiana wrote. Another customer praised the taste over other brands, "Now that I have yours I can't drink the old cherry juice. I had to dump it. I just can't believe anything could taste so fresh and so



(l to r) Jim, Rose, Betsy and John King in front of King Orchards

like cherries."

After years of what could be called folk stories, researchers have learned that flavonoids and anthocyanins in cherry juice are the compounds that make so many appreciate the pain relief it brings. These anthocyanins and bioflavonoids are natural compounds which work similarly to aspirin, naproxen, and ibuprofen. They are also the colorants in cherries. Researchers at Michigan State University have identified three powerful anthocyanins in tart cherries that have the potential to inhibit growth of colon cancer tumors as well as relieve pain and inflammation. Fruits and vegetables contain these flavonoids, but they are particularly abundant in the rich red hue of cherries, tart varieties especially. And tart cherry juice contains anthocyanins in greater concentration and convenience than eating the cherries themselves.

According to Betsy King, tart cherry juice has the potential to help those who suffer from inflammation, arthritis, and gout with no risk. Many elderly and middle-aged patients are forgoing over-the-counter medications and beginning to drink cherry juice, as research has shown it to be a natural and perhaps a more effective alternative. Anthocyanins help to shut down the enzymes that cause tissue

inflammation in the first place, so tart cherry juice may prevent, rather than just treat, the pain. Anthocyanins may provide up to ten times more anti-inflammatory relief than aspirin, according to King.

The other health benefits cherries have to offer are vast. Melatonin, widely taken as a natural sleep aid, is found in significant quantities in cherries. Extensive research has shown that melatonin enhances the body's natural sleep patterns and circadian rhythms. Just a few cherries may have very positive results in inducing more restful sleep. Researchers at the University of Texas Health Science Center have identified substantial levels of melatonin in tart cherry juice concentrate.

Vitamins C and E, powerful antioxidants linked to the prevention of heart disease, are both significant in tart cherry juice. Vitamin C aids the effectiveness of vitamin E. Vitamin E helps prevent the oxidation of LDL, "bad cholesterol," in the arteries. When the recent research began to point out these health benefits of tart cherry juice, the cherry industry listened up, and so King Orchards began to offer a high quality product. "Lots of people sell cherry juice, but our niche is, we're the grower. We provide cherry juice straight from the orchard. We're small—we're not a processor," Betsy King explained.

The Kings chose to sell tart cherry juice in concentrate rather than full form because of stability and convenience for the consumer. The natural, 100% juice concentrate has a longer shelf life, and for daily users, takes up much less refrigerator space. Refrigerated, tart cherry juice is safe for six months, frozen for one year, and King Orchards can ship it safely. Customers drink the concentrate as is, or mix with water, club soda, or other juices for an especially tasty drink. Some call it "cherry pie in a glass."

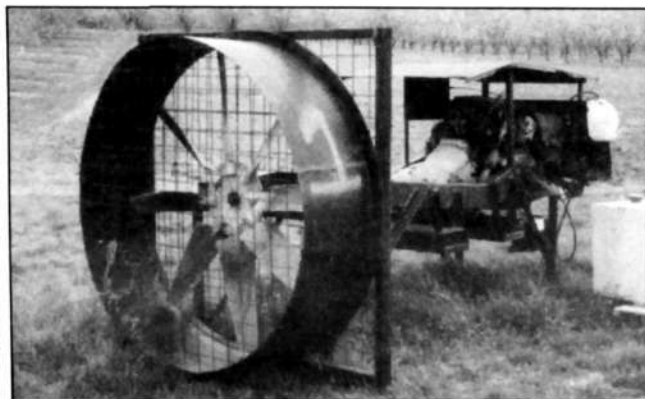
The Kings carefully grow their trees with hands-on maintenance and techniques learned from years of experience. Large fans blow air through the orchard to prevent frost. Gold cherries, of limited use, must be planted near the black sweet cherries so they can cross-pollinate. They rent bees to make sure there will be enough to pollinate.

John and Betsy King and their four children, along with John's brother Jim, his wife Rose and their two children, are in their 23rd season growing many varieties of cherries, apples, peaches, nectarines, strawberries, and vegetables.

From the orchards, the beautiful Grand Traverse Bay serves as a backdrop. "For a good fruit property, you have to be near the bay. It tempers the weather," Betsy explained. "We always have the wind here. I have a friend who lives only three miles away, and the weather can be completely different. This is a good spot for growing fruit."

King Orchards is a first generation farm. John and Jim King were inspired to farm by the orchard jobs they held on Old Mission Peninsula as they grew up. Due to their dedication and the hard work of their families, the dream has prospered. "We're awfully happy to have the opportunity to be here," Betsy said.

Visit www.kingorchards.com or call toll free (877) 937-5464. Order forms for tart cherry juice concentrate, dried cherries, and trail mix await. King Orchards' extensive website has won awards for its attractive design. Maps and "Betsy's Update," a delightfully written posting of seasonal fruit, helps guide customers to the orchard stands. In addition, King Orchards has also compiled many links to sites about apples and events in Traverse and northern Michigan.



Giant fans keep the frost off the orchards.



Trade Show attendees got a taste of King Orchards' tart cherry juice concentrate.

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Secure Check Cashing Systems brings new technology to customer's fingertips

By Karen Braschayko

Ever wish you could reduce your share of the \$55 billion bad checks processed each year? Lost profits, lost time dealing with banks, attorney fees, and telephone charges add up to not only monetary loss but mistrust of your clientele and agonizing hassle.

Secure Check Cashing Systems uses internet resources and biometric technology to reduce the possibility of bad checks by 90%, according to Anthony Skinner, the company's head of technology. Putting their 32 years of experience in the check cashing business to work, the founders of Secure Check Cashing have worked to make their system first in its class. As technology improves, the company has been able to make their concept of a reliable and accurate check cashing service available at a reasonable price. Called not only "powerful and fast," but "magnificent" by clients, Secure Check Cashing Systems provides a solution to bad check problems.

Skinner says that with the time and money saved by preventing bad



Anthony Skinner (left) of Secure Check Cashing Systems talks to a customer at the AFD Trade Show in April

checks, the Secure Check Cashing System pays for itself. Trust increases customer loyalty. From convenience stores and supermarkets to pawnshops, gas stations, and check cashing outlets, many retailers are already experiencing the benefits of this system. "It makes you feel safe to do business," as one client said. "The Secure Check Cashing System has significantly reduced our

losses, increased productivity, and made our jobs easier," boasted a representative from Mayfair Market.

Preventing bad checks is an easy process that even speeds up service. The addition of a MICR scanner to the system enables the store owner to verify the account status of the check issuer and in most cases, will

identify a bad check before it is cashed.

Registering a customer into the system for the first time is a quick process. Their ID, photograph, copy of the check, comments and any other information are entered into the database for future use. After registering they will only need their fingerprint.

"Biometrics by definition, is the

study of human characteristics. In the security and law enforcement industry, Biometrics have become synonymous with fingerprinting and facial recognition," explained Skinner. "During the registration process, the customer presents their identification documents, such as a driver's license, to the clerk, who in turn enters this information into the computer. After a few seconds, the customer is asked to place their finger onto a scanner, an image of their print and a digitalized template is created for future use. When the customer returns, they will only need to place their finger onto the fingerprint unit to recall the information that was previously entered. 'No more searching for that ID card!'"

Skinner described how the information can be used at other locations by using the internet. "The software creates a database that interacts on the internet with other locations." However, customer

See Secure Check Cashing
Page 24



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State Senator Shirley Johnson uses a sensible approach to government

By Kathy Blake

State Senator Shirley Johnson (R-13th Senate District) co-sponsored legislation to make life simpler for retailers and decrease the purchases of alcohol and cigarettes by minors. Along with State Senator Loren Bennett, she introduced a bill to issue vertical instead of horizontal drivers' licenses and state personal identification cards for people under 21 years of age. The proposed measure which passed in the Senate last month, would amend Public Act 222 of 1972. The legislation is currently in a House committee.

"I know that proprietors are thrilled," said Johnson. This really gives them another tool to prevent sales to minors."

Instead of having to examine each driver's license, retailers can instantly tell if a person is too young to purchase alcohol. The card holder's birth date would be printed in red and the licenses would contain the date on which the person would become 18 and 21 years of age. Johnson said the bills are supported by the Secretary of State, the Liquor Control Commission, Michigan Beer and Wine Wholesalers, Miller Brewing, Mothers Against Drunk Drivers, and numerous others agencies and companies. She said that 13 other states already use this system.

Since March 1999, Senator Johnson has represented the 13th Senate District which includes the cities of Birmingham, Bloomfield Hills, Clawson, Madison Heights, Royal Oak, Troy, Pleasant Ridge, Huntington Woods, Hazel Park and Ferndale. Due to recent redistricting, she will not represent Pleasant Ridge, Huntington Woods, Hazel Park and Ferndale and will add Berkley and Bloomfield Township in the next term.

Johnson became a senator in a special election to replace Michael Bouchard who left to become Oakland County Sheriff. At that time she became the first female senator in Oakland County and one of only five in the state. Now six of the 38 state senators are female and Johnson believes the election this fall will bring more.

Currently she serves on the Appropriations committee. "We're looking at close to a \$500 million deficit, for 2003 and an even bigger problem in 2004," says Senator Johnson who believes that there will be cuts in all programs. "Nothing will be left unturned," said Johnson.



"Of all the states around, we probably have the best economy, but the economy is really slow across the country."

Johnson is actively participating in numerous other issues affecting the state as a whole. She proposed the creation of a task force to create a Medicaid Buy-In program so Michigan's working disabled, as valuable assets to the workforce, can retain health insurance and benefits in order to assist businesses and communities.

Prior to becoming a senator, Johnson served 18 years in the House of Representatives from 1981 to 1998 where she co-authored the 1995 welfare reform bill requiring welfare recipients to work. She voted for all 24 tax cuts from 1990 to 1998, saving taxpayers a combined \$8.5 billion. She also is the first woman to hold leadership positions in the House Appropriations Committee, Social Services Subcommittee and the Capital Outlay Subcommittee.

Before her election to the House, Johnson was appointed chairperson of Oakland County's Housing and Urban Development Board in the late 1970s. Her main task was rehabilitating senior housing. "We figured out a way for people to pay back the loans incrementally. Some could only afford to pay \$5 per month, but they wanted to pay it back," said Johnson. "It was very gratifying that they didn't just want a handout."

Johnson has kept actively involved in community and school affairs for all of the 35 years she has lived in Royal Oak. She has been a coordinator for the March of Dimes and Muscular Dystrophy Association. She is a charter member of the Royal Oak Concerned Citizens for Better Schools, a member of the Royal Oak Boys and Girls Club, a member of the advisory committee to Oakland County Probate Court and

State Senator, 13th Senate District-Royal Oak

Member, Senate Appropriations Committee

Chair, Career Development and Strategic Fund Agency Subcommittee

Vice Chair, General Government Subcommittee

Member, Capital Outlay Subcommittee

Member, Community Health Subcommittee

Vice Chair, Senate Education Committee

Member, Senate Families, Mental Health and Human Services Committee

Member, Legislative Council

Chair, Legislative Services Subcommittee

Member, Senate Great Lakes Task Force

the advisory board for the South Oakland YMCA.

Johnson has received numerous special recognitions. To name a few: in 2000, she was named Legislator of the Year by the Association for Children, Mental Health; received the 2001 "Do Something Wonderful for Children" legislative award and received a 2002 Legislator of the Year Award from United Cerebral Palsy of Michigan and the Michigan Credit Union League.

Constituents have found that Senator Johnson is accessible. John Lossia of Merchant's Fine Wine said, "I was impressed with her quick response to my call. I voiced my concern over some pending legislation and she got back with me quickly, saying that she was pleased to hear from me and unaware of our issues," Lossia added, "All we can ask for is that the people who represent us be open to communication so they understand both sides of the issues. I'm glad she took the time to listen."

She plans to run for a second term as state senator this fall and the demographics are in her favor.

Johnson said that after the recent year's redistricting, the percentage of Republicans in her district grew from 53 percent to 62 percent.

She says her agenda is based on common sense Republican principles that reflect the values of her constituents. Johnson credits her mother, who was very active on Republican campaigns, for her interest in politics.

Senator Johnson enjoys reading mystery novels. She and her husband of 45 years, are both avid readers and enjoy going to movies together. Her husband is a retired general counsel for General Dynamics yet keeps a busy schedule teaching as an adjunct professor at Oakland University and chairing the Oakland County Mental Health Board. They have two grown sons and one newborn grandson. Senator Johnson looks forward to her visits with her baby grandson.

To reach the Senator, call 1-877-SEN-13TH, or email SensJohnson@Senate.State.mi.us or write Shirley Johnson, State Senator, State Capitol, PO Box 30036, Lansing MI 48909-7536.

Watch for House passage of vertical drivers' licenses for minors

Senate bills 924 and 925 could cut alcohol and tobacco sales to minors in half by making it easier for retailers to discern the age of purchasers.

State Senators Shirley Johnson and Loren Bennett introduced the bills to issue vertical instead of horizontal drivers' licenses and state personal identification cards for people under 21 years of age. The bills passed the Senate on May 16. They are currently in the House committee on Transportation. Both bills, which AFD strongly supports, would require the new formats beginning on July 1, 2003.

Instead of having to examine each driver's license, retailers will be able to tell if a person is too young to purchase alcohol at a glance. The cardholder's birthdate will be printed in red and the licenses will contain the dates on which the person becomes 18 and 21 years of age.

The bills would also require that the Secretary of State issue a vertical – or portrait – license on the first renewal of an existing identification card or license issued to a person under 21. For persons over 21, the licenses would remain horizontal – or landscape – in form.

The Department of State reports that creating vertical drivers' licenses or personal identification cards for persons less than 21 years of age would result in a one-time cost of \$1 million. This amount would cover contracting and conversion costs for the licenses and identification cards. Senate Bill 925 appropriates \$1 million of State Services Fee Fund revenue for this purpose.

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sales representative or call (313) 852-3946*

Secure Check Cashing
Continued from page 20

information is used only in the Secure Check Cashing System, thus personal financial privacy is not compromised.

The system is not based just on a driver's license or single piece of identification. Multiple ID fields are used, including the customer's photograph, for more accurate security. The software allows the cashier to print the client's photo on the check. The customer's file has extensive comment fields to communicate valuable information to the clerk.

"Each check gets scanned, and a color copy is made for reference sake," said Skinner, "the system stores four fingerprints." Secure Check Cashing Systems also has internet search capabilities for instant results on a customer's history. The system can search by thumbprint alone as well.

The Secure Check Cashing System comes as a complete unit. The hardware is included with the purchase of software. A digital camera to photograph customers, scanners, a color printer, and flat monitor make the system self-sufficient and complete.

Secure Check Cashing Systems even warrants the equipment.

Software is constantly enhanced, so the system downloads updates and patches for continued improvement and accuracy. Secure Check Cashing uses the latest technology in biometrics, and improvements are added to the system when available.

The company works persistently to advance their systems. New product developments include automated check cashing machines, automatic bad check detection, biometric association to bank cards, and advanced personal ID authentication. Facial recognition will be integrated into the software as well, rendering the system even faster and more powerful.

Secure Check Cashing Systems is based in Warren, Michigan, and "has the largest share in the Detroit market," according to Skinner, and is rapidly spreading to locations in Chicago, Ohio, and California. The years of research, development, and hard effort, based on the company's motto "Catch them before they catch you!" have paid off as the company grows across the country.

Reach Secure Check Cashing, Systems, at (586) 758-7221, or learn more on their website www.securecheckcashing.com.

Leading up

by Melissa Varney

Strengthening relationships within a company and with its customers is a concern for all organizations including associations like the Associated Food Dealers of Michigan. To better service our customers, the AFD staff recently attended a phone/Internet seminar entitled "Maximizing Results: Building Staff Passion and Performance." One underlying message of the seminar was clear. The two factors that can profoundly affect any company's ability to maximize results are its leader and its staff.

The leader of the organization sets the precedent for policy and behavior. There are four enduring values of leadership: strategic thinking, persuasive communication, decisive action, and exciting the troops (engendering passion). Leaders must clearly and continually articulate the goal that everyone is working toward. Keep communication lines open between all staff members to get feedback from all departments. Leaders should create a "leading up," friendly environment through communication and listening skills. "Leading up" is expressing yourself

persuasively in both directions (up and down management).

When staff passion is present in an organization, it is passed onto the customer or member. Think of staff passion as staff members contributing positively to the company. Small goals will add up to a big outcome. Every company must establish defined goals that will help company growth. Factors that contribute to increasing staff passion are: optimism of purpose, consistency, and demonstrating a positive attitude.

All employees should be encouraged to ask themselves, "what contributions should I be making to improve my company?" Encourage them to be creative.

It is imperative for every company to have a mission statement. Can you recite yours? "AFD - working hard to improve the bottom line of our members" is ours. We try to live by that everyday. That is why the AFD staff attends seminars - to improve performance and excite passion. Taking the time to attend events like these can reinforce a company's mission and give all employees a sense of ownership and pride.

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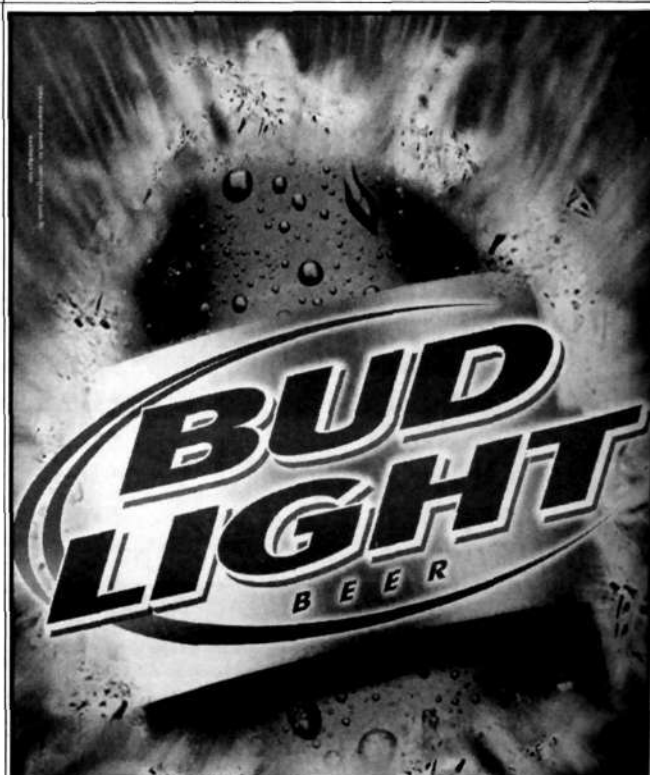
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State highlights food date-marking requirements

After receiving numerous inquiries, Michigan Department of Agriculture (MDA) Director Dan Wyant today highlighted the state's strict date-marking requirements for food products sold in Michigan. The inquiries and concerns were based on a *Dateline NBC* episode regarding practices of re-dating meat packages.

"We want to reassure consumers that ensuring a safe food supply remains MDA's top priority. Michigan law prohibits the re-dating of food items and MDA enforces these standards," Wyant said. "In Michigan, we are very fortunate to have developed solid partnerships, along with a deep commitment to food safety, with federal and state regulators, consumers, the retail food industry, university researchers, and producers."

Under Michigan food safety laws, the "sell by" or "sell before" date is highly regulated. Specifically:

- Retail food establishments (grocery stores, etc.) must clearly and conspicuously mark by month and day all packaged perishable food.

- These dates may not be altered and packages shall not be rewrapped or repackaged with a date on the package different than the original.

MDA inspectors routinely check package dates on inspections and seize any violative products. Stores found to have violated these rules are also subject to penalties that include criminal prosecution and fines up to \$2,500.

Wyant said that it is important to note that the sale of food is not prohibited after the date, provided the product is wholesome and sound and clearly identified as having passed the date.

As an added precaution, consumers are always reminded to cook foods thoroughly to a safe internal temperature by using a meat thermometer. (Please visit www.fsis.usda.gov/oa/thermy/bro_text.htm#chart for a complete listing of food temperature rules.) As always, consumer complaints can be directed to MDA via its toll-free hotline, 800-292-3939, or through any of the department's regional offices.

Wyant added that Michigan's food safety program is unique and comprehensive in that all its programs covering farm to table food regulation (animal health, feed, pesticides, food processing, dairy, meat, eggs, and retail food and food service) are housed in one agency, MDA. Only one other state (Pennsylvania) has consolidated its programs in a similar fashion.

In addition, with a strong support

of the Governor and Michigan Legislature, MDA has completely overhauled all of its food safety laws and regulations covering food and dairy products within the past two years. More than 25 laws and regulations have been updated and consolidated into three major laws, with more focus on preventing foodborne illnesses.

Dear AFD

It's been a pleasure to meet you all. I think your team is the best team I've ever seen in any membership organization. With a leader like you, I'd throw my support on AFD any time, anywhere.

Please call or email me anytime at your convenience.

Best Regards,

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Michigan Lottery Players Love The EXTRA Chance To Win!



By Acting Commissioner James Kipp

When the Daily 3 & 4 EXTRA game was introduced on May 16, the Lottery was hopeful it would be popular with players. At the time this was written, after just two weeks of EXTRA sales, it is clear that EXTRA is a big hit with Daily game players!

Through June 5, EXTRA sales totaled \$4.11 million, roughly 10 percent of all Daily game sales. Compared to the same period last year, sales for the Daily games themselves have increased \$1.95 million—or seven percent.

Since the Daily games comprise

roughly 43 percent of the Lottery's total ticket sales each year, the new EXTRA game is expected to play a prominent role in increasing revenue in 2002. Lottery staff members have already received many favorable comments about the EXTRA game. I encourage you to keep your customers informed about how to play the game and be sure to "ask for the sale."

"Harley-Davidson," Instant Ticket Update. On April 11, the \$3 "Harley-Davidson," instant game was brought back to stores, offering players another round of chances to win great instant cash prizes and Harley-Davidson motorcycles. In addition to the instant game prizes, the Lottery is conducting four second-chance bonus drawings. In the first bonus drawing, conducted May 10, Greg Jozel of Lake Orion rode away with the grand prize, a Harley-Davidson, Sportster 1200 Custom motorcycle, while Ralph Bridges of Warren followed suit, winning the grand prize motorcycle in the May 31 drawing. At press time, the July 12 drawing had not yet taken place and

the final bonus drawing will be conducted on August 23, 2002.

To date, Christian Remington of Bath is the only player to instantly win a Harley-Davidson, Sportster 1200 Custom motorcycle by scratching a lucky "Harley-Davidson," instant ticket. That means five lucky instant-win motorcycle tickets are still out there! Additionally, two \$50,000 prizes remain unclaimed. This game is very popular with players thanks to your dedication to displaying "Harley-Davidson," point-of-sale materials in your store. Your efforts to inform players about this game are greatly appreciated!

Million-Dollar Retailers. I am proud to announce that the following Michigan Lottery retailers met or exceeded \$1 million in Lottery sales in Fiscal 2001:

- Abbey Wine & Liquor Shop, Southfield
- Action Liquor Shop, Warren
- Angelos Food Specialties, Benton Harbor
- Barrel & Bottle Party Store, Detroit

- Boulevard Food Center, Detroit
 - Cherry Belt Party Store, Inkster
 - College Liquor Shoppe, Detroit
 - Cox Beer Store, Temperance
 - Ellas Grocery, Erie
 - Glass Bottle Shoppe, Detroit
 - Livernois McGraw Party Store, Detroit
 - Meijer #123, Southgate
 - MGM Food Center, Detroit
 - New Northend Market, Oak Park
 - New Super Fair Foods, Detroit
 - Oak Liquor and Wine, Oak Park
 - Paper Palace Bookstore, Hamtramck
 - Sax Discount, Taylor
 - Shoppers Market Centerline, Center Line
 - Shoppers Market, Warren
 - Smokers Best Buy, Oak Park
 - Stop N Shop, Saginaw
 - Toma Foods, Dearborn
 - Winners Square, Hamtramck
- Congratulations to all of you on a job well-done!
- Unclaimed Prizes. In addition to all the big winners this month at the

See Lottery, Page 28

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Independents' Day

Continued from front page

grocery store performance remains high, with 77 percent giving their supermarket a rating of 8 or higher (on a scale of 10). Sixty-seven percent of these customers would definitely recommend their store to a newcomer, a slight dip from the 70 percent recorded last year.

The top three features *Trends* consumers deem important when choosing a primary supermarket are a clean, neat store; high-quality fruits and vegetables; and high-quality meat. All of these features, which retained the same relative ranking from the 2001 survey, were identified by shoppers to be "very important" in store selection.

Low prices moved up the scale to score a tie for the third most important feature factors, increasing to 84 percent from 77 percent; and the importance of a fast checkout declined after nearly a decade of steady increases.

"It has long been said that appearance, image and brand are significant factors in determining if a potential customer will stop at a specific location. However, this relates only to the first time a customer stops. True habitual patterns of consumer behavior are tied to the personality of the facility. In other words, it is the combined effect of the total shopping experience, the transaction, presentation, cleanliness, variety of products/services, personnel and all myriads of individual elements that must be addressed on an ongoing and daily basis. It is that endless pursuit of perfection and absolute customer satisfaction," added Fisher.

Other key considerations reported in the FMI study include use-before/sell-by dates, money-saving specials, convenient store layout, fast checkout and personal safety outside the store.

One neighborhood at a time
"The successful retail operation in this (or any other) industry must focus on neighborhood marketing," says Fisher. An operation must recognize the specific customer base it serves. National advertising campaigns, signs on the hoods of racecars and double-walled tankers do not ultimately matter in the realm of retailing. What truly matters is how each individual store serves the wants of the customer base that exists in its neighborhood.

According to Fisher, this retail principle does not vacillate depending on whether the unit is along an interstate, in the center of a subdivision, in the inner city or in any other targeted trade area. Retailers must identify the single or

multiple levels of the trade area and then build a business development strategy that relates to that area. Neighborhood marketing requires that each individual retail outlet creates and responds on an individual basis.

Saving money is important

Although *Trends* finds that shoppers spent more at their primary supermarket in the past year, the report also notes that shoppers continue to include alternative sources for fulfilling at least a portion of their grocery list and for saving money. Visits to warehouse clubs continued to increase, from 14 to 16 percent. Younger consumers are using this format most often — 24 percent of shoppers under 25 report shopping in warehouse clubs, up eight percentage points in just the past year.

Other alternative formats sought by consumers include discount stores that carry grocery items, used by 28 percent (unchanged from 2001), and low-price/no frills grocery stores, used by 10 percent of consumers, a dip of three percentage points.

Competing with large chains, warehouse clubs and alternative formats is a growing problem for the

independent market. So how does the independent thrive?

Developing personal relationships with suppliers, manufacturers and distributors is important. As Welch suggested, this is becoming more and more difficult in this society of high-speed Internet, voice mail and company consolidations.

Participating in industry-sponsored events (trade shows, golf outings, special industry dinners) is one way to bring the retailer and wholesaler together to begin cementing relationships.

Reading the pulse of your customer is also key to survival. Fisher says to listen to what is being said around you. Listen to your employees and your customers. It is the spirit and energy of the neighborhood that will tell you how to serve the neighborhood. Innovation has never been a "trickle down" phenomenon; it is centered on the analysis of what must be to correctly serve what is. Retailing in its purest sense is aligning a facility with reality as it exists today and constantly adjusting as reality changes.

Notable trends in supermarket features:

- * More than 8-in-10 (83 percent) of shoppers say that a fresh meat department with a butcher is very or somewhat important. Nearly one-third of these consumers also report that meat packaged at a central location outside of the store — case ready — is not as good as meat packaged at the store, whereas only 6 percent believe case-ready meat is better.
- * Monthly use of in-store pharmacies increased by seven points to 28 percent. An additional 19 percent use the pharmacy less than once per month. Supermarket pharmacy users report very high levels of satisfaction with this service.
- * Almost all supermarkets carry private-label or store brands, and use of these products increased five points to 87 percent. Only 4 percent of respondents say they never purchase these products.
- * Eighty-four percent report the availability of ethnic foods, consistent with 2001.
- * Nearly 8-in-10 (79 percent) report that their primary store offers gourmet foods, up from 70 percent.
- * Organic or natural foods are carried by 71 percent of stores, up from 67 percent.
- * The availability of a self-checkout service increased to 25 percent, from 16 percent in the past year. More significantly, 49 percent of consumers surveyed use this service when it is available.
- * More than half (54 percent) of shoppers surveyed use gasoline services at their supermarket if available, another indication that consumers strongly prefer a one-stop shopping experience.

—Trends in the United States: Consumer Attitudes and the Supermarket 2001

Lottery, continued from page 26

Lottery, unfortunately, a number of prizes currently remain unclaimed.

If your store has sold a top-prize winning ticket that still has not been claimed by its rightful owner, be sure and remind your customers to check their tickets, as any one of them could have a winner and not realize it! All unclaimed prizes revert to the state School Aid Fund after one year from the draw date.

New Instants. Customers will have five more reasons to visit your stores this July and August, when our

newest instant games debut! On July 11, the \$3 "Battleship" instant ticket will be available, offering a \$50,000 top prize. "50's Fever," a \$1 ticket with a \$500 top prize (and nearly 7,000 prizes of \$50), will hit ticket counters statewide on July 18. Your customers are sure to win big when playing the \$10 "Big Money Action" game, offering a \$1 million top prize, available July 25. On August 1, bingo buffs will rejoice when the \$2 "Bingo Nut" goes on sale, offering a \$30,000 top prize. Also on August 1, as summer really heats up, the \$1 "Hot Diggity Dollars" will be available, giving players a chance to win a \$4,000 top prize.

Classifieds

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

PORT HURON LOCATION—2 blocks from Blue Water Bridge. Beer, Wine and Lotto. 8,000 sq. ft. grocery equipped with deli, bakery and meat department, with smoke house. Includes real estate and equipment. Always shown profit. Owner retiring—no reasonable offer refused. More information: call (810) 329-4198.

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PARTY STORE FOR SALE—Beer, wine, Lottery, deli and grocery. Located on Dequindre Road in Warren. Call Sam at (586) 756-4010.

FOR SALE—Party Store in Warren. Excellent location! Good business with GREAT income. Call Sam or Mike at (586) 751-6440.

ESTABLISHED PARTY STORE—Port Huron, MI. High traffic area. SDD, SDM and Lotto. Owner retiring. Leave message: (810) 985-5702.

FOR SALE—Liquor, deli, pizza. Brighton area. High volume corner! Business & property available. Contact George at (313) 460-9194.

WELL ESTABLISHED PARTY STORE—160 miles north of Detroit—seven inland lakes. Ten miles from Lake Huron. Beer, wine, grocery, pizza, ice cream. 85% remodeled. Includes two-family home next door. \$299,000. Ask for Martha: 989-469-9341.

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FOR SALE: CONVENIENCE STORE—6 Mile & Beech Daly 2,425 sq. ft. Asking \$200,000 building. \$100,000 business. \$35,000 approx. inventory. Call Chandler (248) 231-2661 for more information.

FOR SALE—Major specialty food market located in Ann Arbor, MI. 9600 sq. ft. building can be purchased or leased (734) 975-8883.

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Josulate Wines, Inc.	(313) 538-5609
Kings Orchards	(877) 937-5464
Leelanau Wine Cellars	(231) 386-5201
McCormick Distilling Co.	(586) 254-5650
Michigan Grape & Wine Industry Council	(517) 373-1104
Miller Brewing Company	(414) 259-9444
National Wine & Spirits	(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
Petitpre, 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. Tamarkin 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 Kafé 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
Pointe Dairy	(248) 589-7700
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

EGGS & POULTRY:

Linwood Egg Company	(248) 524-9550
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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
Quincy Ice Co.	(248) 968-4290
U.S. Ice Corp.	(313) 862-3344

INSURANCE:

1st Choice Insurance Agency	(586) 737-2339
AAA Michigan	(800) AAA-MICH
Al Bourdeau Insurance Services, Inc.	(248) 855-6690
Capital Insurance Group	(248) 354-6110
Gadaleto, Ramsby & Assoc.	(800) 263-3784
JS Advisor Enterprises	(810) 242-1331
Frank McBride Jr., Inc.	(586) 445-2300
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Paulmark Agency	(248) 471-7130
Rocky Husaynu & Associates	(248) 988-8888

LOGISTICS PLANNING

SaTech Logistics, Inc.	(248) 203-9500
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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
Trader Publishing	(248) 474-1800
WDFN-AM 1130	(313) 259-4323
WDIV-TV4	(313) 222-0643

NON-FOOD DISTRIBUTORS:

Items Galore	(586) 774-4800
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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
Nikhlas Distributors (Cabana)	(248) 582-8830
Rocky Peanut	(313) 871-5100
Variety 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, Services, Inc.	(313) 566-2500
Esshaki & Youngblood	(313) 566-2500
ABN AMRO Merchant Services	(517) 323-6027
Action Inventory Services	(586) 573-2550
Air One Telecom	(734) 741-0396
AirPage Prepay & Talk Cellular	(248) 547-7777
Al Bourdeau Insurance	
Services, Inc.	(800) 455-0323
American Mailers	(313) 842-4000
Andrews Brothers Inc.	
Detroit Produce Terminal	(313) 841-7400
AON Risk Services	(248) 359-6080
Bellanca, Beattie, DeLisle	(313) 882-1100
Binn & Binn Investment Co.	(248) 540-7350
BMC Grocery Systems Specialists	(517) 485-1732
Business Machines Co. (BMC)	(517) 485-1732
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
Clear Rate Communications	(248) 968-4290
Container Recovery System	(517) 229-2929
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
Detroit Warehouse	(313) 491-1500
Digital Security Technologies	(248) 770-5184
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
Gadaleto, 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
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Metro Media Associates	(248) 625-0700
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
POS Systems Management	(248) 689-4608
Quality Inventory Services	(586) 771-9526
REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
Sal S. Shumoun, CPA	(248) 593-5100
Salim Abraham, Broker	(248) 349-1474
Security Express	(248) 304-1900
Serv-Tech Cash Registers	(800) 866-3368
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
T & L Acquisition	(313) 381-2266
T.D. Rowe Corp.	(248) 280-4400
TeleCheck Michigan, Inc.	(248) 354-5000
Travelers ExpressMoney 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
Whitney's Concessions	(313) 278-5207

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Bunzl USA	(810) 714-1400
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
MSI/Bocar	(248) 399-2050
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
Dearborn Sausage	(313) 842-2375
Deli Style Jerky	(734) 453-6328
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
Grandpa's Jerky	(313) 963-1130
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) 272-6400
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
Lipari 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
Nikhlas 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 Flint	(586) 756-4000 (810) 785-4200
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Maceri & 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) 567-2208
Livermore-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wilden & Associates	(248) 588-2358
Wolverine Golf Club, Inc.	(586) 781-5544

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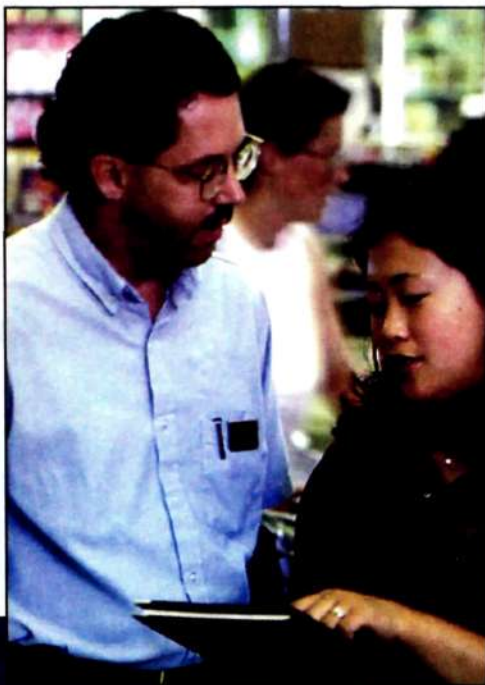
Available From:

Tom Davis & Sons
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Country Fresh, LLC
800-748-0480

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800-858-7707

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 copywriters
 operation specialists
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 communication technicians
 public relation consultants
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 distribution clerks
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 systems engineers
 scanning specialists
 production coordinators
 human resources specialists
 warehouse supervisors
 frozen foods managers
 company vice presidents
 inventory controllers
 bill processors
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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.



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