



# FOOD & BEVERAGE REPORT

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

Change Service Requested

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

VOL. 13, NO. 6

The official publication of the Associated Food Dealers of Michigan

June 2002

**Working hard for our members.**

## Inside

**Joe Sarafa's last  
President's Message**

• See page 3

**Meet Rep. McConico**

• See page 4

**Five Lakes Grocery is  
small but efficient**

• See page 10

**Jim Meyer speaks at  
Spartan Luncheon**

• See page 20

**Photos and fun at the  
AFD Trade Show**

• See page 22

## Legislative Update

### Senate to vote on permanent tax relief

Now that the house has voted, the Senate must act to make permanent the tax cuts President Bush signed into law last year.

Permanent Tax Relief passed in the House April 18 in a 229-198 vote to make permanent last year's \$1.35-trillion tax-relief package, which would have expired Dec. 31, 2010. The bill also

See tax cut, page 29

### Get ready to Golf!

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

## Sarafa replaces Sarafa

*AFD chooses new president*



After an extensive search, Michael Sarafa has been named President of the Associated Food Dealers of Michigan (AFD) replacing his brother Joe who is retiring after 16 years at the helm of one of the largest food and beverage associations in the country. Mike will take the position on July 1.

The executive recruiting arm of Follmer Rudzewicz Advisors, Inc. recommended Mike to the AFD search committee headed up by Chairman Terry Farida after screening or interviewing over 60 candidates for the position. Sarafa was the unanimous choice of the AFD board.

"Mike's familiarity with the industry, his education and legislative experience made his application top notch," said Gary Davis, AFD Board member and owner of Tom Davis & Sons Dairy.

Michael Sarafa has extensive experience both in the food industry and in

government. He is an attorney with his own Detroit-area practice, specializing in the legal, regulatory and governmental needs of businesses and trade associations.

Prior to that, he was a government affairs associate with Muchmore Harrington Smalley and Associates, a Lansing-based lobbying firm which he joined in 1998 after serving for 5 years as an executive assistant to Detroit Mayor Dennis W. Archer. In the late 1980's, Mike also served as a legislative staffer to House Minority Leader Paul Hillegonds, president of Detroit Renaissance, Inc.

"Mike is a natural leader who is committed to both free enterprise and community building. AFD has made a great choice," said Hillegonds.

"Mike has a terrific combination of political experience and business training, having a breadth of knowledge in both. He understands the hardest part of being an association representative; dealing with the problems of running a business while keeping a close eye on the political involvement of the organization," remarked Dennis Muchmore, co-founder of Muchmore Harrington Smalley and Associates.

See Sarafa replaces Sarafa, page 28

## AFD Trade Show gave taste of what's on the plate for 2002 and beyond

By Michele MacWilliams

How big is Michigan's retail food industry? Judging by AFD's Annual Trade Show, it's very big.

Held at Livonia's Burton Manor, the annual gathering of food distributors, manufacturers, retailers, equipment suppliers and related service companies, was bigger and better than ever.

"The show's attendance was up 24 percent from last year, which is huge," said Joe Sarafa, AFD president. Sarafa added that the show's attendance was up 15 percent from the record level set in 2000. "This is a very strong and positive indicator for Michigan's retail food industry," he added.

For retailers, the show was a chance to learn about new in-store equipment (such as check-cashing machines, surveillance units, ATMs and deep fryers. Games, prizes, friends and music by Elmo Thumm added to the festive atmosphere. In addition, new products were introduced and

show specials made the trip to Burton Manor not only interesting but lucrative as well.

Here are just a few of the new products that debuted at the show:

The big buzz was about **Vanilla Coke**. One bottle, in a "Top Secret" metal case, was seen at the show and all indications are that it will be the most explosive product introduction from Coca-Cola since Cherry Coke in 1985.

Speaking of pop news, **Faygo** just introduced a syrup program for fountain drinks. "This is our first endeavor into syrup and we feel that Faygo has a portfolio of flavors that will compliment

See On the Plate, page 6



**Don't Eat Bad Checks. Call TeleCheck.**

**TeleCheck Michigan**

*The Check Acceptance People*



23800 West Ten Mile Road, #150 • Southfield, Michigan 48034 • 248.233.9600 • 248.233.9550 fax • www.telecheckmichigan.com

Visit our Web site at: [www.afdom.org](http://www.afdom.org)

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



# The First Rule of Business: *Give the customer what they want.*



We've got all the brands and flavors people crave. That's why we're the preferred beverage company in Michigan. Improve your business. Call today for product information and sales opportunities.

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 Running Liquid Design are registered trademarks of South Beach Beverage Company, Inc. LIFTON and BRISK are registered trademarks of Lifton. Starbucks®, the Starbucks logo and Frappuccino® are registered trademarks of Starbucks Coffee Company, used under license. Dole and related indicia are trademarks of Dole Food Company, Inc.



## EXECUTIVE COMMITTEE

**Terry Farida, Chairman**  
Value Center Markets  
**Ronnie Jamil, Vice Chair Membership**  
Mug & Jug Liquor Stores  
**Fred Bully, 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 Zahari, 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 Nalmi**  
Thrifty Scot Supermarket  
**Vic Ventimiglia, Jr.**  
Vic's World Class Market  
**Brian Yaldoo**  
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 Rosch**  
General Wine & Liquor Co.  
**Clark Walker**  
Coca-Cola, Region 6  
**Tom Waller**  
CROSSMARK Sales Agency, Region 5

## ADVISORS

**Amir Al-Nalmi**  
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  
**Sheila 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  
**Gadaleta & Ramsby**  
Health Care  
**Pat Gregory**  
Follmer, Rudrewicz & Co. P.C.  
CPA

## President's Message

# Don't say good-bye, I'm not going far



By Joe Sarafa  
AFD President

As most of you know, I am stepping down as president of AFD on June 30<sup>th</sup>. Even though I am committed to staying active and involved with AFD after that, this will be my last President's message. If you read the front-page story, you know that my brother, Mike Sarafa, will take over as AFD's president. Mike is uniquely qualified for this position. Like me, he is an attorney and has also worked in the grocery industry. Unlike me, Mike has front-line experience working in government positions, both in Lansing and Detroit, and also as a

lobbyist. I am confident that his experience will create some positive changes in AFD and bring even more reasons for membership.

Although I will no longer be AFD's president, I'm not leaving AFD entirely. The Board has asked me to stay to help in the transition and to work on specific assignments. I won't be around to oversee the day-to-day operations but I won't be far away either.

In this, my last column, I want to take this opportunity to express my appreciation. I thank every employee who ever worked at AFD, every chairman I ever served, AFD's consultants, lawyers, lobbyists and CPAs, every board member who ever donated their time, every committee member who came to a meeting, every person who attended an event, every donor who gave a dollar to our PAC or foundations and every sponsor who supported our events. I also want to thank all of our endorsed programs participants particularly BCBSM and North Pointe Insurance

who have been around AFD as long as I have. Lastly I thank the legislators and staff, my fellow association executives, Michigan Recycling Partnership and all the people in state government that I have been fortunate to work with – especially in the departments of Agriculture, Lottery and Liquor Control. You are the individuals that make AFD great. You are my friends and for that I will be forever grateful.

I am a lucky man, lucky for all of the usual reasons. I live in a great country. I was born into a wonderful family. I have good health, a strong faith in God, an education that I'm proud of and a wife and two children who love me as much as I love them.

On top of all that, I am lucky to have grown up in the grocery industry.

Over the years I have worked by the business rules taught to me by several mentors: return all of your calls within 24 hours, always do the right thing, treat others as you would have them treat you, don't be afraid to take chances and give back to the community.

These rules have helped to raise the Associated Food Dealers of Michigan to one of the largest food and beverage associations in the country. However, AFD is not a one-man operation. AFD's success is due to all of you, all of AFD's members, staff, board and friends. It has been a true honor to serve you and Michigan's food industry over the past 16 years. I will forever be grateful!

## AFD MEMBERS: We want to hear from you!

The AFD Food & Beverage Report will print new product releases as space permits. The service is free to AFD members. Each month we also write feature stories about our members' businesses.

If you would like to see your name on the pages of the AFD Food & Beverage Report, call Ray Amyot at (248) 557-9600.

## The Grocery Zone

By David Coverly





## Highland Park's Rep. Bill McConico has a big job

By Kathy Blake

State Representative Bill McConico (D-6), Detroit, is working to save the city of Highland Park. "I sponsored a house resolution urging Governor Engler not to annex the city to Detroit. Dissolving the city shouldn't be considered," McConico said.

The city has been in a state of financial crisis for the past year and is currently \$20 million in debt. Residents were concerned that the governor would dissolve the city and force it to become part of Detroit or turn Highland Park into a township. Citizens took a bus to Lansing, May 7 to deliver a letter to the governor, stating their support for the city's declaration of bankruptcy.

In June 2001, Engler appointed Ramona Henderson Pearson as emergency financial manager of Highland Park. She recommended a plan for the city to declare bankruptcy to the state Emergency Loan Board. The board should decide this month on the city's fate.

Rep. McConico believes the city can develop fiscal stability by setting up a system to attract businesses. "Without a tax base, the city will always run a fiscal deficit," he explained.

The representative sponsored a city-wide trash cleanup on May 17 and 18, to make the city more appealing and boost citizen morale.

McConico is Co-Chair of the Urban Caucus, a bi-partisan coalition created to examine methods for improving the quality of life of Michigan's city residents.

The caucus developed a report, known as the Michigan Cities Report, detailing the progress or "lack of progress" in 13 Michigan cities. "We're looking at social programs that have worked and are encouraging local governments to take responsibility for their areas," said McConico. From the findings of the report, the caucus is considering what legislation should be created and where state funds should be used.

"We're looking at how we can best assist in updating infrastructure. The sewer systems in urban Michigan are the oldest in the country. We will set up funds for local municipalities to apply for money to use to repair and replace sewers and roads," says McConico.

Rep. McConico is a freshman representative for the 6th District, which encompasses Detroit, Highland Park and Hamtramck. He is Vice-Chair of the Criminal Justice Committee (Ranking Democrat), Education Committee, Commerce Committee, and the Civil Law and Judiciary Committee. He also serves



on the Appropriations Subcommittee for Corrections.

The 29-year-old representative was one of only six newly elected Democratic members to receive a vice chair assignment. He was also honored to be Assistant Minority Whip for the Democratic Caucus.

Actively involved in public policy for the past several years, Rep. McConico served as Chief of Staff for Rep. Artina Tinsley-Hardman in 1999, (at which time he was the youngest to serve in such a capacity in a Legislative Office). Representative McConico also worked on the staffs of U.S. Senator Wyche Fowler (D-Georgia) and U.S. Representative John Lewis (D-Georgia).

Bill McConico is a life-long Detroit Resident who graduated from the University of Detroit Jesuit High School. He then attended Morehouse College in Atlanta, Georgia, where he received a four year United Negro College Fund Scholarship. His commitment to academic achievement placed him on the National Dean's List. He was also named an AT&T Future Leader, President of Phi Alpha Theta (National Honor Society) and he received the Outstanding Scholar in History Award (three consecutive years).

McConico was involved in the community while he was a student. He was president of the National Pre-Alumni Council of the United Negro College Fund (NPAC) which represents the 41 member institutions and over 55,000 students. As NPAC President, he increased student fundraising and overall student contributions by 12% up to \$1.5 million and initiated a national mentorship program.

Bill McConico earned his law degree from Case Western Reserve University School of Law, in Cleveland, Ohio where he received a three-year, \$30,000 merit scholarship. He was recognized for his academic achievement and community involvement there. He says that during school, his most valuable

contribution to his law school and the nation, was through his work with the National Black Law Students Association, an organization of 8,000 law students with chapters in 15 foreign countries. He held the position of National Attorney General for the 1998-1999 school year. In this position, he authored the organization's official position papers on Affirmative Action and the Re-Authorization of the Independent Counsel Statute. He was also instrumental in exposing the United States Supreme Court's dismal record of hiring minority clerks, which ultimately led to the October 1998 NAACP-led protest in front of the Supreme Court.

Prior to being elected to the House, Rep. McConico was employed by the Highland Park School District in 2000, as a Special Education Teacher at the Barber Focus School. He remains an active member of the Highland Park Federation of Teachers.

Representative McConico is a faithful member of his community. He coaches a Little League football team. His many civic affiliations include: The National Bar Association; Metro Detroit Optimist Club; Morehouse Alumni Association; the Detroit Branch NAACP; Trade Union Leadership Council; Kappa Alpha Psi Fraternity, Inc; the 14th Congressional Democratic Party; the Pleasant Grove Baptist Church Board of Directors; the Black Caucus Foundation of Michigan Board of Directors; and Co-Chair of the Minority Caucus of the Young Democrats of America.

McConico has received special recognitions such as Ebony Magazine's 2001 30 Leaders of the Future Award; Michigan's Children 2001 Do Something Wonderful for Children Legislative Award and Who's Who among American Law Students.

He reported that he just passed his Michigan bar exams in May and is officially an attorney now. He plans to run for a second term as state representative this fall. He may be a shoe-in for that because he received 95 percent of the vote in the 2000 election.

McConico enjoys playing tennis and is an avid history buff, especially for the civil war era. He thoroughly enjoys "house and techno" music and hosts events throughout the Detroit area.

To reach the representative, call (517) 373-0144, email [repbillmcconico@house.state.mi.us](mailto:repbillmcconico@house.state.mi.us) or write The Honorable Bill McConico, State Representative, State Capitol, PO Box 30014, Lansing, MI 48909-7514.

## Calendar

June 23-25

**Grocers Care Celebration**  
NGA and FIAE  
Washington, D.C.  
(703) 516-0700

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  
Kalamacoo  
(202) 220-0710

September 24-25

**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

### 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:







*What you should know:*

**Our environmental commitment is deeply rooted in Michigan.** DTE Energy looks for ways big and small to enhance the quality of life. In fact, we're planting our 20 millionth tree in the state this year—so everyone can breathe a little easier in the future.

*Where you should go:*

**DTE Energy**



[dteenergy.com](http://dteenergy.com)

*For all the energy you'll ever need, e=DTE*



## Continued from front page

Not to be outdone, Pepsi is set to launch a new flavor. **Pepsi Blue** will debut this summer. (See story on page 8 for details.)

Company, Joe O'Bryan was busy handing out samples of the new **Hawaiian Punch Green Berry Rush**, a line extension of the number-one punch.

Also new at American Bottling is Deja Blue flavored waters. These non-carbonated drinks, which will be available in June, are brightly colored and come in Punch, Blueberry, Grape/ Strawberry and Peach/Mango

New at the Sherwood Foods section were **Funny Bagels**, complete lunch kits in six varieties. The good news for moms is that these pack-and-go lunches are nutritional as well as kid appealing. The beverage is 100 percent juice and they include a yogurt instead of a candy bar. A funny money promotion on the back allows kids to save up for toys and other free stuff.

Intended for display in the meat case, these never-frozen 16-ounce packages make a pre-sliced meat entrée for four in four minutes. Aaron Morris of Thomas E. Wilson said that at a suggested retail price of \$6.99, they are a quick, delicious and affordable alternative for the busy family.

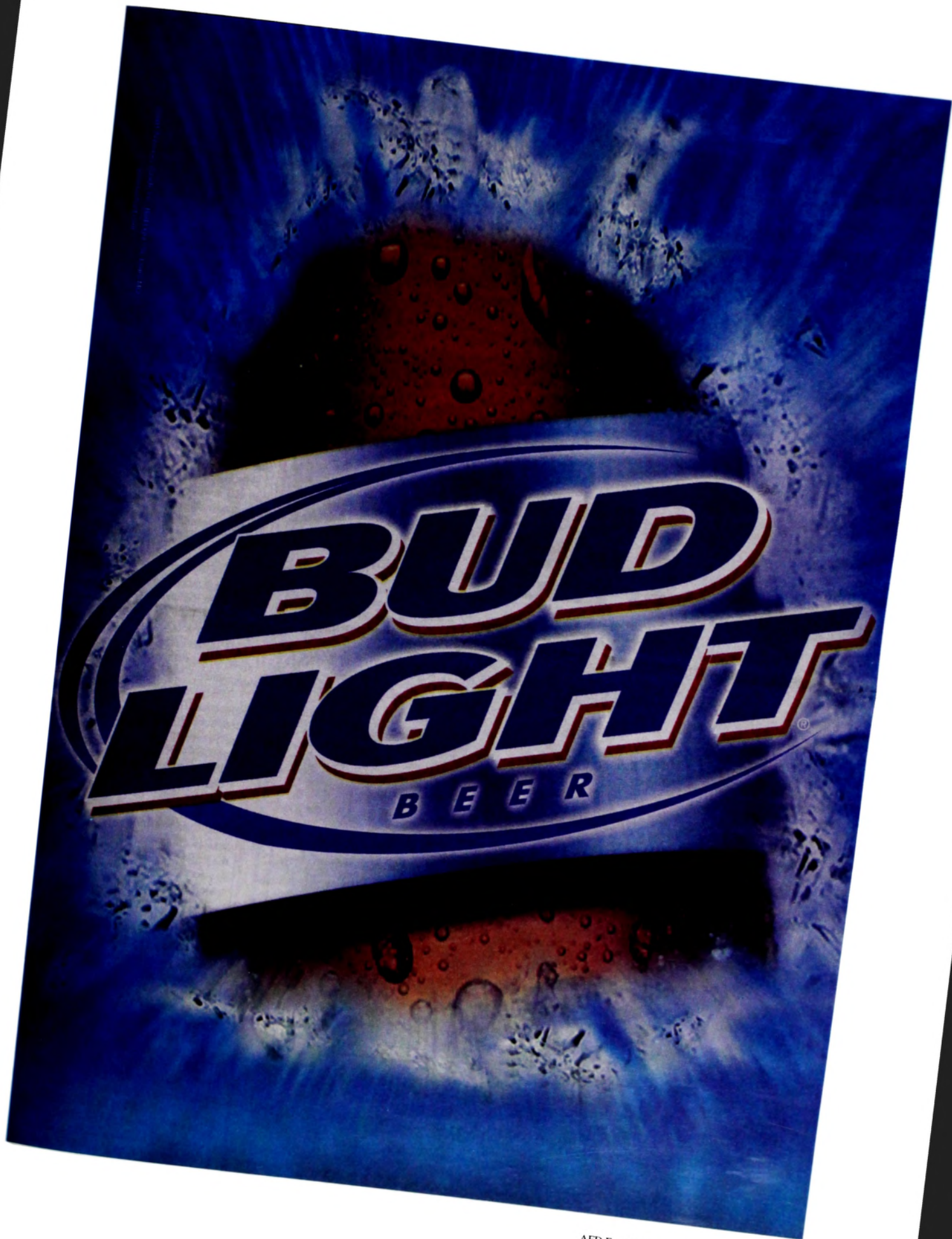
Lay makes snacking easier. Packaged in portable, resealable tube-like containers, the snacks can fit in a car's cup holder. The waist of the container is smaller in diameter than the top and bottom, making it easy to hold.

**From soup to nuts, the AFD Annual Trade Show had aisles of new and interesting products on display.**



6.....AFD Food &amp; Beverage Report, June 2002







## Miller, Allied Domecq launch Stolichnaya Citrona

Miller Brewing Co. and Allied Domecq Plc. have announced the regional debut of Stolichnaya Citrona, a malt beverage with a blend of citrus and other natural flavors. Available in 6-pack and 12-pack bottles, as well as 24-bottle cases, Stolichnaya Citrona was sampled at the AFD Trade Show in April and will be available in all states by June 3.

Sauza Diablo, the second citrus-flavored malt beverage created by the two companies, also will be available by June 3.

Both Stolichnaya Citrona and Sauza Diablo are brewed, distributed and marketed by Miller Brewing in the U.S. Each contains five percent alcohol by volume, approximately the same as most beers and other malt beverages.

## Coke puts 'fridge pack' on store shelves

Soda makers rarely tinker with packaging, and for good reason. It's time-consuming, often taking months of work just to study the issue. And it

isn't cheap. Converting a single production line can cost hundreds of thousands of dollars.

But Coca-Cola Enterprises (CCE) will make a big change: convert its 12 packs from the boxy style that debuted in 1977 to one that fits better in refrigerators.

An army of CCE staffers has been working behind-the-scenes on the switch in two test markets, Atlanta and Chicago.

The plan is to eventually convert all of CCE's system to the new 12 packs. It's the biggest change in packaging since Coke bottlers

switched to the so-called contour plastic bottle more than nine years ago.

John Sicher, editor and publisher of Beverage Digest, said packaging makes a difference in sales. "In the hyper-competitive cola wars, differentiation and added consumer value are important — and innovative packaging can be valuable on both counts," he said.

Until now, 12 packs have been arranged in three rows of four cans. The new format uses two rows of six cans. The change yields a package that is shorter and longer, fitting more easily into refrigerators.

## Pepsi Blue to debut

PepsiCo, thirsting for more of the sales generated by a cherry-red version of its Mountain Dew soda, will broaden the strategy by introducing a new, blue variation of its flagship soft drink this summer.

The Purchase, N.Y.-based company said that it will begin selling Pepsi Blue, a berry-flavored cola, in August, in a bid to reach more teens, the biggest consumers of carbonated drinks.

One of the few drinks to draw new consumers recently was Mountain Dew Code Red, a cherry-flavored drink introduced by Pepsi last spring that has become a quick success with teens. Both Code Red and Pepsi Blue have 16-year-old males as their target consumer.

This year, Pepsi said it expects to sell about 100 million cases of Code Red, out of total Mountain Dew sales of 850 million cases. A case is a standard industry measure equivalent to 192 ounces of a drink.

"Code Red is a great success model for us to follow," said Dave Burwick, senior vice president of marketing for Pepsi-Cola North America. "We basically hope Pepsi Blue can do for the Pepsi trademark what Code Red has done for the Mountain Dew trademark."

The new blue soda is the product of nine months of testing and market research, during which Pepsi asked teen consumers about more than 100 possible cola variations including banana and several citrus-blends.

Initially, a berry-flavored soda was not among the options offered, but teens in focus groups suggested the color and flavor, a blend of cola and something akin to raspberry, Burwick said.

Like Code Red, the new flavor will be introduced first in a 20-ounce bottle sold mostly in convenience stores and vending machines, with relatively limited marketing at first. The idea is to let teen consumers discover the drink for themselves, Burwick said.

**BORDEN June Is Dairy Month! BORDEN**

**TOM DAVIS & SONS DAIRY COMPANY**

**Introducing MR. PURE**

**MR. PURE FRUIT JUICES**  
16 Oz. Btls.

**MR. PURE FRUIT JUICES**  
32 Oz. Btls.

**MR. PURE ORANGE JUICE**  
64 Oz. Plastic

**Also Introducing**

**MAGIC ENERGY DRINKS**

**ORIGINAL HOME JUICES**

**Your Full Service Supplier Since 1946**

**Phone 248.399.6970**



## Fiscal Responsibility Coalition urges passage of budget

The Fiscal Responsibility Coalition is over 200 organizations from across America committed to federal spending controls and economic growth. AFD is a member of the coalition which urges the Senate to pass President Bush's budget.

President Bush has proposed a budget that includes reasonable increases in spending that allow us to win the war on terrorism, assure homeland security, and strengthen the American economy. President Bush presented a budget; the house passed a budget...

But the Senate? Nothing.

Senate Majority Leader Tom Daschle and budget committee Chairman Kent Conrad have not yet brought a budget resolution to the senate floor. From Mansfield and Muskie to Lott and Domenici, every Majority Leader and every Budget Chairman have passed a budget on the Senate floor – until now.

The Budget resolution should be debated by the Senate and must include spending caps for maintaining fiscal discipline.

## Breyers launches lactose-free ice cream

Good Humor-Breyers' launch of All Natural Lactose Free Ice Cream makes it possible for consumers who experience lactose intolerance to enjoy real ice cream rather than the soy or rice-based substitutes currently available on the market.

Lactose intolerance is the result of the body's inability to produce sufficient amounts of the lactase enzyme that aids in the digestion of dairy products. By adding lactase enzyme, Breyers breaks down the lactose (milk sugar) in its ice cream. The natural process results in a virtually lactose free ice cream that retains the full dairy flavor, the company claims.

Breyers new premium full fat ice cream is available in Natural Vanilla. It is all natural and 99 percent lactose free without being soy-based. Sold in half-gallon containers, it has a suggested retail price of \$5.09 and will be distributed nationally.

## New breads tempt consumers

The bread segment appears to be the hottest category this month with several selections for all types of consumers. Health food stores are laden with Barkat Brown and White Rice Breads and even a collection of Gluten-Free Breads. Different ways to consume cheese is also all the rage with an interesting introduction from Kraft called Rip-Ums Cheese Strips.

## News Notes

## Anheuser-Busch rolls out low-carbohydrate Michelob Ultra

Michelob Ultra has 96 calories, about the same as a light beer, but Anheuser-Busch says that the brand only carries 2.9 grams of carbohydrates, slightly less than a can of Miller Lite.

Outdoor and newspaper ads will carry a picture of the bottle with the line: "Lose the carbs. Not the taste."

Because the company claims that Michelob Ultra has received a better-than-expected response in its initial

markets, Anheuser-Busch executives say that they have decided to roll out the product nationally, the *Chicago Tribune* reports.

"We couldn't have anticipated the consumer demand," Dave Peacock, vice president of high-end brands at Anheuser-Busch, told the newspaper. "With the focus on low-carbohydrate diets today, we think it has a unique niche in the market."

## Food industry clashes with calorie cops

With 61% of Americans reported as overweight by the U.S. government, several groups are seeking solutions to the \$117 billion in health care problems caused annually by the epidemic. While some experts argue for taxes on soft drinks and junk food, industry experts contend such taxes limit consumer freedom. Legal experts warn that a lawsuit similar to those filed against the tobacco industry would be possible if it could be proven that food companies falsely advertised fatty foods as being healthy. – *Associated Press*

# LANCER

## FROZEN BEVERAGE DISPENSERS



**MODEL FBD 554**



**MODEL FBD 550**

**W**elcome 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

**FOOD EQUIPMENT INCORPORATED**

5350 E. Davison • Detroit, MI 48212

**(800) 899-9DCI**

Grand Rapids, MI 49603

**(616) 243-8863**



## Five Lakes grocery packs a lot of convenience into a little store



*Frieda Hampton in the store she calls home*

By Karen Braschayko

During the 25 years she has spent behind the counter of her own small grocery store, Frieda Hampton has watched both the children and the community she lives in grow up.

Five Lakes Grocery is a one-woman establishment ten miles from Lapeer, serving as a neighborhood convenience store for the surrounding homes. Newspapers, ice, cold beverages and a myriad of convenience items help customers avoid a trip "to town," and they often wish she had more.

Most of her sales are for soft drinks, cigarettes, and beer, but she remarked, "You'd be surprised what people call here for—curtain rods, headlights, tires, batteries...but I do have a lot of things.

A boy came in recently and said 'I bet you don't have this,' and I said I bet I do, and I did." He wanted a yo-yo. Frieda stocks an array of items seldom seen in stores so compact, from canned food to envelopes and school folders, to oil and antifreeze, stamps, and baby shampoo.

Her patrons are mainly her neighbors. "It doesn't do me any good to advertise—all of my customers just come from right back in here," she pointed to the surrounding homes. She does maintain a listing in the yellow pages, but being the only convenience store for miles is a large attraction, along with her ever-cheerful service, warm smile and neighborly chat.

The secluded store adjoins the Lapeer State Game Area, so seasonally hunters come in for supplies, particularly in the fall.

"There are lots of wild turkeys around here," she paused. "I'm surprised you didn't see some on your way in," she said during our interview in March.

Frieda remembers many of her customers' birthdays, so she often knows who's legitimately of age. "These kids around here can't wait to show me their ID, even though their parents were just in here a few days ago saying, 'so-and-so's going to be 18 or 21.'"

I stood by the counter as a customer asked for some cigars to reward himself for a day of yardwork. Frieda picked out a package, and then as the customer's son chose a soft drink they chatted about the neighborhood—the houses being built nearby, their neighbors, and their aging houses.

Frieda knows the man and his son by name as she knows nearly everyone who comes in, she says. She'll even find a home for the stray dog that comes along. Fliers of babysitters and local events hang above the counter; Frieda and her store are a connecting hub for the surrounding homes.

Working in shoes sales and then as a beautician for many years before she owned the store, Frieda remarked, "Every job I've ever had I stood up. I even stand up to eat," she laughed.

At Five Lakes Grocery she enjoys being able to talk to the customers who come in, most of all, as she did in her previous jobs. When I handed her my business card, she noticed that I live nearby,

and then asked me if I knew a family that used to live down the road from me, and I did, immediately connecting me to her vast circle. She even said she'd tell them I said hi, and told me about the night one of the children was born. Personal service is clearly a key part of her business and her life.

Frieda works the counter herself, twelve hours a day, seven days a week. "Well, if I have to go to the doctor or the dentist or something, my daughter comes in and helps." Outside of the store, she has time for little else but enjoys shopping occasionally.

She doesn't mind being alone, and she feels safe among her neighbors. Frieda will sometimes turn on the television she has behind the counter, but "just about the time you turn around, or go down to the basement, there's someone coming in." The steady stream keeps her going all day. Frieda also stocks the store herself.

Frieda and her husband followed other family members to the area and then laid their roots as well. Frieda's husband bought the store after two of his brothers had each owned it, so it had already been in the family for ten years. "My husband just said one day, 'We're going into business,'" she said with a smile. Although her husband passed away a few years later, Frieda kept the store.

Originally from Missouri, the Hamptons ended up in the Lapeer area for the same reason many others have: jobs in the General Motors assembly plants, about a forty-five minute

commute. She and her husband, and a sister- and brother-in-law, were on a road trip and decided not to go home to Missouri.

"We came here on vacation," she explained, and the GM jobs were so promising that they decided to stay, settling in Lake Orion and then in Attica, a rural community nearby. She and her husband moved close to Kings Mill, a small town near Lapeer, after purchasing the store.

Her daughter, like much of her family, lives close by. Her grandchildren are now grown, but they used to come to the store so she could watch them while her daughter ran errands.

"My granddaughter says, 'Grandma, I was raised in this old store—I had my bed right under there,'" Frieda waved under the counter. When her granddaughter, now set to graduate from Central Michigan University, went through a sports phase in her childhood, she carved the names of famous athletes on the back counter, Frieda pointed out with a hearty laugh. The store has clearly housed many important moments in the Hampton's lives.

For Frieda and her neighbors, Five Lakes Grocery is more than a business. It is a community gathering spot, a place to hear the latest neighborhood news, pick up a newspaper, have a soft drink and enjoy the simple pleasures of rural Lapeer life.



*Five Lakes Grocery*



DRINK



SINCE 1907



# TASTE THE RAINBOW!

CLASSIC 16 OUNCE GLASS BOTTLES. CONTACT FAYGO AT 313-925-1600 OR YOUR LOCAL FAYGO SALESPERSON.

© 2002 FAYGO BEVERAGES, INC. ALL RIGHTS RESERVED.



# Are dollar stores convenience stores?

Dollar stores are quickly beginning to "nickel-and-dime" food retailers out of a big chunk of business, says a report in the *Los Angeles Times*. And consumers are shopping less frequently in traditional grocery stores, while they are increasing their trips to supercenters like Wal-Mart and dollar stores, according to the latest "channel blurring" study from ACNielsen U.S.

With lower-income families and retirees continuing to make up a greater percentage of the population, there's never been more demand for bargain havens such as 99 Cents Only Stores, Family Dollar Stores Inc. and Big Lots Inc.'s Pic 'N' Save stores, the report says. And as they're growing, they're gaining increasing clout with manufacturers and access to better merchandise.

Despite very low prices, dollar stores also are seeing higher profit margins than their grocery competitors or even operators of discount supercenters, Mark Miller, an analyst with William Blair & Co., told the newspaper "They may be 'ankle biters' to Wal-Mart Stores and

most supermarkets now," Miller said. "But over time in aggregate, they pose a more significant challenge."

Although growth in the supermarket industry slowed last year, the number of new dollar stores almost tripled to 9,133 from the year before, ACNielsen's research shows.

To get shoppers coming in more often, many dollar stores are setting up refrigerated cases and offering popular perishable items such as frozen foods, milk, butter and eggs.

Because dollar stores in urban areas often are wedged into strip malls within densely populated neighborhoods, they may be more convenient than supermarkets or discount stores such as Wal-Mart, says the newspaper. And their smaller size—6,000 to 8,000 sq. ft. on average—makes them easier for

Channel	Household Penetration (%)				Trips Per Year			
	1998	1999	2000	2001	1998	1999	2000	2001
Grocery	100	100	100	100	85	83	78	75
Mass Merchandise	94	95	94	93	28	26	25	23
Drug	86	87	86	86	15	15	15	15
Supercenter	47	52	54	63	14	15	17	18
Dollar	47	52	55	59	9	10	10	11
Warehouse	49	50	49	50	9	9	10	10
Convenience/Gas	52	50	48	45	13	13	14	15

Source: ACNielsen Homescan 52 weeks ending 12/29/01

older people to navigate than the large stores of discounters such as Wal-Mart or Kmart Corp. "You can get in, grab items quickly and get out quickly," said Jim Kelly, vice chairman of Charlotte, N.C.-based Family Dollar Stores.

And increasingly, as these stores expand, consumers can get many of the same brand name items they would find at a supermarket—such as Tide detergent and Stouffer's frozen meals—but with a lower price. Some are closeouts, slow sellers or products that have gone through a slight change in packaging. But in some cases, they are new items or items in new sizes vying for the attention of the growing numbers of low-income shoppers.

Nestle is using Big Lots to test-market its Friskies pet food for dogs in economy-size cans. Wm. Wrigley Jr. Co. is selling packages of its Tape Twisters gum for kids, bundled up two for 99 cents, at Big Lots. Food, health and beauty aids and cleaning products make up 30 percent of the merchandise in Big Lots' 1,300 stores and are the hottest movers, with sales rising 19 percent in March over the same time last year.

Business is so good, said Albert Bell, Big Lots' vice chairman, that the chain is taking the unusual step—for a dollar store—of launching a national advertising campaign, rather than just the typical fliers. Bell told the paper that much of the company's recent success is linked to thinking like a supermarket and offering the food and cleaning aids consumers need most. "This is what customers want," Bell said. "And we know that our stores are more convenient than a giant grocery store or supercenter."

And consumers are shopping less frequently in traditional grocery stores, while they are increasing their trips to supercenters like Wal-Mart and dollar stores, according to the latest "channel blurring" study from ACNielsen U.S.

Supercenters and dollar stores are showing gains both in the percentage of households who shop in those channels and in the number of trips consumers take to them each year, the study shows.

"More than ever, grocery retailers

have to create a unique reason for shoppers to choose them," said Todd Hale, senior vice president of consumer insights, ACNielsen U.S. "The consumer has to associate the name on the store with something very positive and very different from the competition, whether it's the freshest produce, the best selection of seafood, or the most interesting and convenient-to-purchase prepared meals. Retailers could be doing much more with their frequent shopper databases to segment their customers and to develop strategies around each segment to grow their overall business."

All U.S. households still shop in traditional grocery stores, but the annual number of trips households make to such stores is continuing to decline. At the same time, both supercenters and dollar stores have shown strong gains in household penetration and smaller gains in annual trips.

Among supercenters, Wal-Mart has been especially successful at converting grocery store customers to Wal-Mart customers. An analysis of ACNielsen Wal-Mart Channel Service data shows much of the retailer's supercenter sales growth coming from traditional grocery store shoppers. While 7 percent of 2001 Wal-Mart Supercenter sales growth came from new shoppers and 21 percent came from existing shoppers who increased their Wal-Mart Supercenter spending, the majority—72 percent—came from a direct shift of dollars that had previously gone to other channels. Almost one-third of that "channel-shift" revenue growth came from the grocery channel.

The degree to which Wal-Mart is gaining at the expense of the grocery channel is actually somewhat less than would be expected, Hale said. "When you exclude the supercenter channel, grocery stores generated 40 percent of all-outlet revenue in 2001; therefore, of the channel-shift revenue growth experienced by supercenters, we would expect 40 percent to come from the grocery channel. The fact that it was 32 percent means grocers are having at least some measure of success defending their turf."



## 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**



A vertical Miller Lite beer bottle is the central focus, partially submerged in a dynamic splash of blue water. The bottle's label is clearly visible, showing the 'Miller Lite' logo and a small circular emblem at the bottom. The water around the bottle is captured in mid-splash, with numerous droplets and ripples, creating a sense of movement and freshness. The background is a deep, dark blue, making the lighter blue water and the bottle stand out.

# NECTAR OF THE GUYS

AT A PLACE  
CALLED  
**MILLER TIME**

Live Responsibly 

© 2002 Miller Brewing Company, P.O. Box 100, St. Louis, MO 63103



## DCI Food Equipment recognized as national top producer for Chester Fried Chicken



On May 4, 2002, Chester Fried Chicken hosted its national awards dinner in conjunction with the FMI Convention in Chicago. DCI Food Equipment of Detroit was recognized as being one of the top producers for Chester Fried by winning four out of five possible awards.

DCI is a distributor of the Chester Fried hot-food program. Chester Fried is a Quick Service Restaurant (QSR), program with proven success

in over 2,200 locations in the U.S. and around the world.

DCI received the following national awards from Chester Fried in 2001: the first place "Sales Award," for having top sales in the U.S.; the "One by One Award" in recognition of having the third most QSR installations in the Chester Fried Organization; the "Presidential Award" in recognition of outstanding sales growth and the "Over Quota

Award," in recognition for achieving over 100 percent of quota in 2001.

"The Chester Fried program has been successful in Michigan because we provide a quality end product, which is nationally recognized, but still affordable," said Remo Antonioli of DCI. "Our internal success is due to our teamwork. The sales people, office staff, warehouse workers and mechanical technicians, all work together, keeping in mind that our customers satisfaction and success is our top priority."

### Oakland County recovers over \$300,000 with bad check program

Since inception of its bad check program two years ago, Oakland County has recovered over \$300,000 from approximately 9,000 bounced checks. First time offenders of writing bad checks are the focus of the program. These bad check writers are notified by mail that they can avoid prosecution by making restitution, which involves paying a \$150 fine and attending an eight-hour class with instruction on the psychological and legal ramifications of bad check writing. The fines cover the cost of the classes and a percentage of the fees are returned to the county's general fund. There is no cost to taxpayers. The classes are taught at Wayne State University by instructors hired by a private company, American Corrective Counseling Services.

### Chalone named honorary chair of Winefest 2002

"WineFest 2002: Aged to Perfection" will feature Chalone Wine Estates as its honorary chair. WineFest 2002 will be held on Saturday, June 8 at 6 p.m. at the Ann Arbor Art Center.

Chalone Wine Group owns and operates 11 wineries in regions of the Napa Valley, Sonoma County, Monterey County, San Luis Obispo County, Washington State, and the Bordeaux region of France. With these distinctly different locations, Chalone assures that each wine estate produces wines that reflect its unique location.

## UPC code is 25 years old

Hard to believe, but the UPC (Universal Product Code) is 25 years old. It was first used in June 1974 at a Marsh Supermarket in Troy, Ohio. The first item scanned was a pack of Wrigley gum, and it changed the world of commerce forever.

According to the Uniform Code Council (UCC), the administrator of the UPC, there are five billion scans every day. The UPC allows retailers to control inventory, provide faster service at the POS, decrease training time for clerks, and make the gathering and accuracy of sales data a reality.

The future will bring us new technologies to identify products. Reduced space symbology (RSS) is a new technology developed by the UCC to place a bar code on smaller and perishable items. The Auto-ID Center at the Massachusetts Institute of Technology is developing the next generation of technology using radio frequency. NACS is involved with this effort as part of our Technology Standards Project.

If you would like to learn more about the NACS Technology Standards Project or other technology-related questions, please contact John Hervey, NACS Chief Technology Officer at 1-800-966-6227.

## Coke buys Seagram mixers

Coca-Cola Co. said it has acquired the Seagram's line of nonalcoholic mixers from the brand's European owners, Diageo PLC and Pernod Ricard SA.

The deal calls for Coke to acquire Seagram's club soda, seltzer, tonic and ginger ale brands. Terms of the all-cash transaction were not disclosed.

Atlanta-based Coke also said it had signed a long-term licensing agreement with Pernod Ricard for use of the Seagram's trademark, which was not part of the sale.

Coca-Cola bottlers already distribute about 75 percent of the Seagram's mixers in the U.S.

British-based Diageo and Pernod Ricard of Paris continue to own Seagram's alcohol brands, including Captain Morgan Original Spiced Rum, Crown Royal and Sterling Vineyards.

Vivendi Universal sold Seagram's beverage business to Diageo and Pernod Ricard in December.

### 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

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



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



## FMI: "A New Normalcy," abundant challenges remain for supermarket industry

The annual Food Marketing Institute (FMI) state of the industry presentation, "FMI Speaks," reported that while food retail sales increased 3.7 percent last year, same-store sales increased just 2.2 percent and, after discounting inflation, decreased 1.1 percent. This marks the third decline in real-dollar sales over the past five years, and, according to FMI Senior Vice President Michael Sansolo, it reflects a change in consumer buying habits...and a kind of "new normalcy" that the industry will have to get used to.

"As is almost always the case in hard times, consumers are dining out less and shopping more at supermarkets," Sansolo said. "This trend, however, is not ringing up more retail food sales because consumers are stretching their food dollars, buying more lower-cost items and economizing in other ways. As a result, solving the puzzle of top-line growth remains one of the industry's foremost challenges."

The report notes that supermarket size has leveled off to a median of 44,000 square feet, and the typical store carries 30,580 products. However, the range of products and services being offered by the nation's supermarkets continues to expand, with more than 21 percent of supermarkets offering in-store banks, 30 percent having pharmacies, almost 60 percent offering floral shops, more than seven percent featuring some sort of child care setup, and almost five percent with dry cleaning services.

### Joe David moves to McCormick Distilling



Joe David, a veteran of the wine and spirits industry, has taken a new position with McCormick Distilling Company. His new title is Area Manager for Michigan, Ohio and Pennsylvania. The products that he now represents include Tequila Rose, Kiki Beach, McCormick Irish Cream, Tarantella Tequila and the rest of the McCormick line of brands. Formerly from National Wine and Spirits, Joe has held positions within the industry for 25 years. You can reach Joe at (586) 254-5650.

"As food retailers increasingly offer nonfoods," Sansolo said, "just about every other type of retailer is selling food, blurring the lines separating the segments of this industry toward a future that is extremely hard to predict. The winner in this evolutionary process will be the consumer and the retailers who are smart enough to see the changing demands and agile enough to seize the opportunities first."

Among the major issues being addressed by food retailers:

**Food Safety.** The "Speaks" report said that 95.7 percent of food retailers monitor equipment temperatures, 68.8

percent monitor incoming perishables to ensure that products are safe to eat, and 72.9 percent monitor food-contact surfaces in the store. Eight in 10 retailers conduct regular food safety audits, and 58.1 percent use outside firms to perform these audits. More than 93 percent of retailers provide food-safety training for employees, and 66.7 percent educate food-handlers how to use the science-based safety discipline known as the hazard analysis and critical control point (HACCP) system. While only 13 percent of food retailers currently sell irradiated products, 29.5 percent plan to do so in the next 12 months.

**Technology Utilization.** Almost 42 percent of retailers offer some version of online shopping, and more than nine out of ten retailers use scanning data to measure their advertising impact. Nearly 80 percent of retailers say they use frequent-shopper data to do target customer mailings. Some 55 percent use computer data to schedule labor. Retailers also are using technology to control unpredictable energy costs, with 84.8 percent using electronic systems to control heating, ventilating and air conditioning, 81 percent to defrost cooling equipment, and 78.8 percent to manage lighting.



Leading Edge  
Technology,  
Experience  
& Service!



**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!

**RAPIDMONEY<sup>SM</sup>**  
**DINERO RAPIDO<sup>SM</sup>**

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.

- RapidMoney<sup>SM</sup> 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.
- RapidMoney<sup>SM</sup> will promote customer traffic to your store.

Money  
Transfers



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



*The Taste of*  
**melody farms**

# COOL DOWN

WITH THE HOTTEST TREATS IN TOWN

**Stroh's**  
HOMEMADE  
ICE CREAM

**NAEZIGER'S**  
ICE CREAM

**Mooney's**  
Premium  
ICE CREAM

**Sanders**  
CAKES  
TOPPINGS





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





## Campaign to increase liquor discounts applauded

Dear AFD,

Attached is my check covering membership dues to join your organization. I am joining because, after reading the last few issues of your publication, I have found them to be informative and in tune with many current issues facing small retailers such as myself.

I have a few comments regarding AFD's initiative to gain an increase in liquor discounts for SDD license holders. It's about time that such an initiative is being undertaken, and I applaud the effort. As all SDD licensees know, selling liquor is a risky business that requires a great deal of employee training, management attention and hard work. In spite of this, liquor profit margins are the lowest of all product categories in my store (except for the Lottery which also happens to be controlled by the state). Not only are liquor profit margins low to begin with, but when you add in all of the hidden costs such as license fees, special liquor taxes, mandatory liquor liability insurance costs, employee training costs, and the very real exposure costs to things such as "sting" operations, the actual profit potential is abysmal.

I am NOT in favor of a plan calling for a 17% discount minimum with no maximum retail price. Initially, this sounds like a good idea. However, such a formula could very well cause more harm than good to the thousands of small retailers in Michigan. While I am normally against price controls, in this instance uniformly controlled liquor prices provide small stores at least one equal playing field when competing against the large chain stores. The only variable missing is a more reasonable profit margin, which this initiative will provide. The large chains are already doing everything they can to drive small stores out of business (i.e. selling gasoline below cost). They don't need any more help.

Currently, customers are secure in the knowledge that they can purchase liquor from the little guy at the same price they would pay in the big stores. If the "No maximum retail price" were to be enacted, there is little doubt the large stores will make sure customers lose that security, and consequently make more liquor purchases in large stores. Customers will be made to "think" prices in large stores are cheaper, even if they may not be. Consumer perception of price is every bit as important as actual price in the

retail business. The "no maximum retail price" approach presents a very real danger of "unintended consequences" coming into play. Please give this plan careful consideration and thoroughly discuss it with other members before proceeding. Such an approach may set a dangerous, irreversible precedent.

Another approach is to go for a flat 22% discount (5% increase), and settle for 20% if that's all you can get. Alternately, I suggest a 20% discount on all bottles 750 ml and larger, and a 25% discount on all smaller sizes. It is normal for smaller packages to carry higher margins than large packages. Why should liquor be any different? A formula such as this will benefit ALL retailers without tipping the scales in anyone's favor or upsetting the playing field. It will provide an equally better margin for all retailers, large and small, while giving a much needed boost to small operators who tend to sell more liquor in smaller sizes.

Thank you for taking the time to consider my comments. Once again, I applaud you for your efforts.

Sincerely,  
Frank M. Colagiovanni  
Owner-Manager  
Cola's Cooler, L.L.C.

## AFD donates to Families of Freedom scholarships

Dear AFD:

Thank you so much for your gift of \$2,500 for the Families of Freedom Scholarship Fund. Your gift will help fund postsecondary education for the children and spouses of those killed or permanently disabled as a result of the September 11 Attack on America and the follow-up rescue efforts.

We are grateful to former President Bill Clinton and former Senate Majority Leader Bob Dole who are serving as co-chairs for the fund campaign for the Families of Freedom Scholarship Fund™. This Fund was created by Citizens' Scholarship Foundation of America (CSFA) in partnership with Lumina Foundation for Education. Lumina and USA Funds have provided challenge grants that will match the initial \$1.5 million in gifts from individual donors—which means that your gift will double in value!

Our goal is to secure a total of \$100 million for educational support for the victims' families through gifts from corporations, foundations, individuals, and from special fundraising events throughout America. With the help of generous and caring people like you, we are moving closer to this goal every day.

Again, thank you for your generosity. While the terrorist acts

have left us with sadness in all our hearts, we are truly grateful and very proud of the people and the organizations that have come forward to help with both their time and their money.

With appreciation and best wishes,  
William C. Nelsen, President  
Citizens' Scholarship  
Foundation of America

## Twin Towers Orphan Fund says thanks

Dear AFD,

On Behalf of the children who tragically lost their parents on 9/11, the Twin Towers Orphan Fund would like to say "Thank you." Your efforts and generosity have had a direct impact on the lives of these children.

Because of your efforts, we've been able to begin setting up individual "IRC Sec. 529" tax deferred, educational savings accounts in the names of each of the registered children. In addition, our physical and mental healthcare program allows for all normal and customary mental or physical health care needs, that are not being provided by other insurance coverage, charitable program or governmental aid, to be eligible for reimbursement or direct payment to provider.

The Twin Towers Orphan Fund has also been able to offer its registered children special benefits and services provided by other reputable organizations. For example:

- Dolphin Therapy Innovation will provide unique in-water dolphin therapy at marineland in St. Augustine, Florida for all TTOF children and their surviving parents or guardians. Dr. Faye of Dolphin Therapy Innovation, a clinical PhD psychologist is a leading authority of the use of marine mammals in treating posttraumatic stress disorders in adults and children. She will provide without charge her world-renowned three-day program for any with a serious desire to improve his or her well being through this unique program.

- The Tennessee Section of the U.S. Professional Golfers Association (PGA) is offering a special summer junior golf camperships for TTOF youngsters with strong interest in golf as guests of the PGA.

- "Kids For Kids 2001" is offering to send TTOF children to summer camp. All costs are covered. The camps reflect a broad base of interests and religions.

- Friendship Ambassadors Foundation, a charitable nonprofit organization will provide a free, four day camp in Mahopac, N.Y. "A Child's Retreat," sponsored by the International Lions, will include artists, therapists and TTOF young people ages 16 to 22.

These and future benefits are possible only because of your time, effort and generosity.

Thank You,  
Michele Weaver  
co-founder Twin Towers Orphan Fund

## Discount Long Distance Phone Service:

**4.9¢/min**

**All day...every day!**

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

**Clear Rate™**  
Communications


**Sign up your Home or Business NOW!**

Call AFD at 1-800-66-66-AFD or

Visit us online: [www.afdom.org/clearrate](http://www.afdom.org/clearrate)



# The 6 Steps to the Perfect Golf Swing:



**STEP ONE:  
The Address.**  
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:  
Shift Weight Forward.**  
Call Michele at (248) 557-9600 to make your Goodie Bag and/or Prize donations.



**STEP FIVE:  
MEET THE BALL!**  
Mark your calendar NOW! We're going to have a sensational day for a great cause!



**STEP SIX:  
Follow Through!**  
Call Michele at (248) 557-9600 to reserve your sponsorship packages and foursomes.

**NEW!  
\$1 Million  
Hole-in-One  
Contest!**

## AFD Scholarship Golf Outing 2002

Wednesday, July 17, 2002 • Wolverine Golf Course

**SHOTGUN  
START:  
9:30 A.M.**

### HOLE SPONSOR PACKAGES:

#### EAGLE—\$1,800

- one golf foursome
- a \$1,000 academic scholarship sponsorship
- 50% off ads in the Food & Beverage Report
- a plaque presented to your company
- a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

#### BIRDIE—\$1,500

- one golf foursome
- 50% off ads in the Food & Beverage Report
- a plaque presented to your company
- a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

#### PAR—\$1,000

- two golfers
- 50% off ads in the Food & Beverage Report
- a plaque presented to your company
- half a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

NON-SPONSOR OPTIONS: •\$750 per foursome or \$200 per golfer (dinner included) •\$75 dinner only (no golf)

### HOLE SPONSOR PACKAGES:

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!



**Experience the Perfect Swing  
at the Perfect Golf Outing!**

Call (248)  
**557-9600**  
for reservations



# Spartan's Jim Meyer speaks at luncheon preceding AFD Trade Show

By Michele MacWilliams



AFD was honored to provide a venue for a special luncheon just before the opening of the AFD Trade Show on Wednesday, April 24 at Burton Manor in Livonia. Spartan President and CEO Jim Meyer gave a Spartan State of the Industry overview to the large and attentive luncheon crowd.

Mr. Meyer began by saying that the past year was the most challenging he has experienced since he began with the company in 1973. Rumors were difficult to control and he wanted to dispel four of them. First, he has no intention of retiring. Second, there is no truth to the rumor that Kroger was buying Spartan. Third, SUPERVALU is not buying Spartan's distribution business and finally, the company is not for sale.

In the future, Meyer noted, acquisitions will continue to be a part of Spartan's growth plan. But the bottom line...Spartan is here to sell product.

As for Spartan's outlook? "There are big challenges ahead, but I'm not running," said Meyer. "As we work through this, we will be a much stronger company." He added, "Spartan is here to stay. We want to build our relationships, we're committed to growth."



After the luncheon, Mr. Meyer toured the AFD Trade Show. Here he talks with Kathleen Frantz of Cuisine de France.



Above: Bill and Bob Borchardt with Jim Meyer (center)

Left: Spartan's Phyllis DeSmet, an AFD board member, with Meyer

Jim Meyer began his career at Spartan stores back in 1973 as director of retail accounting and served a variety of positions before his promotion to senior vice president and CFO in 1989. In 1996 he became Spartan's chief operating officer and in July 1997 his role was expanded to president and chief executive officer. Then in August of 2000, the board gave him additional responsibilities when they elected him to chairman.

In 1998 Mr. Meyer led the charge to establish the convenience store division by combining Spartan's two largest subsidiaries, L & L/Jiroch distributing company and the J.F. Walker Company. This created the Midwest's leading supplier in products and services to the convenience store and supermarket industry.

He has provided the vision as well as the leadership for the company as a major driver behind Spartan's re-entry into the retail supermarket business. Since the company's first supermarket acquisition in 1999, Spartan Stores' retail base has grown to 102 supermarkets and 25 deep discount stores with annual sales of \$3.5 billion.

Jim Meyer is a board member of Food Distributors International and chairman of the board of Davenport University in Grand Rapids. He also serves on the board for: the Heart of West Michigan United Way, the Economic Club of Grand Rapids and the Employers Coalition for Healing Racism.



## Posthumus fundraiser draws crowd

Just before the luncheon, Spartan held a special fundraising reception for Lieutenant Governor Dick Posthumus.



Above: Thom Welch, Posthumus and Gary Davis  
Left: Mark Shammami, Central Foods, and Posthumus.



# DOUBLE FEATURE

First time ever, play both sides!



Introducing Double Feature, the first ever two-sided instant ticket from the Michigan Lottery. This game will shine in the spotlight with:

- Over \$1.8 million in retailer commissions
- Over \$17 million in total prizes
- Top prizes of \$500,000
- Up to 15 ways to win

Players will love Double Feature because they play both sides! They get more bang for their buck playing this unique game with:

- New pull tabs on the back
- Scratch to win games on the front
- Two sides full of "reel" action and "reel" excitement!

It's twice the fun!!





# AFD's Annual Trade Show "Swing into Spring" was a driving success!

*Held April 23 and 24 at Burton Manor in Livonia, retailers benefitted from show specials, contests, and new product introductions. More photos on page 28.*



Gary Garmo displayed a myriad of Mexican products and introduced the La Preferida brand to customers at his Mexico Wholesale Booth.



Miss Michigan, Becky Decker, was all smiles in the Faygo booth. Here, she poses with Ed Frost and Al Chittaro.



A great time was had by all!



Annette and Izzy Cipriano enjoy the Better Made Chips exhibited by Russ Leone.



A busy selling floor



Cuisine de France's Kathleen Frantz pulled hot, aromatic bread and rolls, freshly baked, from the oven.



Vests, LLC modeled Soft Body Armor. The vests are bullet proof, light and comfortable.



Gene from Jones Soda greets his good customer Ron Hibbs of Mister Ron's Market.



AFD V.P. Dan Reeves hands a crisp \$100 bill to Jennifer Najor of Superland Market. Prizes were given away every hour at the Trade Show.



Sharel Distribution Center sampled olive oils and pastas with sauces and breads. Delicious!



Spontaneous songs added to the high spirits of the show as Paulmark Insurance Agencies' Paul Ellinger introduced his singing group Elmo Thumm. If you missed their performance you can listen at [www.elmothumm.com](http://www.elmothumm.com).



## AFD On The Scene



Attendees could "taste the fun" at the Melody Farms booth.



Robert Radtke's crew exhibited shelving and equipment at the MSI/BOCAR booth.



Paul Ellinger was part of the fun!



Retailer Elias Konja of Mike's Party Store greets exhibitor Eddie Sarkozi of Sarkozi/Hollymatic Equipment.



Mark Trombley & Dante Spagnolo of Bar-S Foods gave out great prizes to lucky retailers.



Don LaFleur with his Vitamin Water



Nikhlas Distributors

**More photos on page 28**



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

**STEPHEN'S  
NUAD INC.**

**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](mailto: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!



## Ticket sales boosted by near record-level big game jackpot!



By Acting Commissioner James Kipp  
This past April, Michigan Lottery players came down with a case of

jackpot fever! The Big Game jackpot reached a whopping \$331 million for the April 16 drawing—the second largest Big Game jackpot ever.

Michigan Lottery players got a taste of what the new Mega Millions game, which replaced the Big Game on May 15, will bring. For the entire jackpot run, when it started at \$5 million on February 8 to when it reached \$331 million on April 16, Michigan Lottery players wagered more than \$94 million on Big Game tickets!

Jackpot-winning tickets were sold in three different states for the April 16 drawing. Jackpot winners hailed from Georgia, Illinois and New Jersey, but the Michigan Lottery had its share of happy Big Game winners as well. Among the seven Big Game states, there were 77 ticket-holders who matched the first five numbers drawn to win second-tier prizes of \$150,000. Of those 77 winning tickets, 12 were sold by Michigan Lottery retailers. Overall, Michigan Lottery players collected

more than \$4 million in cash prizes in the April 16 Big Game drawing!

The following Michigan Lottery retailers sold \$150,000 winning tickets:

- CVS/Pharmacy #08001 in Dearborn
- Amoco in Grand Rapids
- Sids Party Store SDM in Midland
- Levan Wine & Deli Shoppe in Livonia
- Busias Country Mart in New Buffalo
- Wesco #11 in Brooklyn
- Jim's Mart in Detroit
- New Northend Market in Oak Park
- Meijer #105 in Chesterfield Township
- Lucky Star Food Market in Flint
- Jefferson Fill-Up Inc. in River Rouge
- 23 Fuel Stop in Ottawa Lake

The enthusiasm for the growing jackpot shown by Michigan Lottery retailers, coupled with players' excitement about the nine different ways to win with The Big Game, have made The Big Game a huge success here in Michigan. The Big Game's popularity has steadily grown since its September 1996 introduction—so much, in fact, that it became Mega Millions on May 15, with the expectation of jackpots as high as \$500 million and the addition of two new states—New York and Ohio. In fiscal 2001, Michigan Lottery players collected more than \$75 million in Big Game cash prizes, including jackpots of \$43 million (\$22.9 million cash value) and \$107 million (\$57.7 million cash value)!

Congratulations to all of our retailers on increased Big Game ticket sales. Your patience and courtesy with customers is a big reason Lottery players keep coming back. Thank you for a job well done!

**"Golf & Cash" Redemption Reminder.** There are several different merchandise prizes in the "Golf & Cash" instant game that players can win, including golf balls, sets of clubs with a bag and umbrella, and certificates for a free round of golf for two at participating Michigan courses. If one of your customers has a winning "Golf & Cash" ticket, there will be one of three symbols revealed in the BONUS area of the ticket (bottom left corner):

- Golf Balls symbol—the winner receives one dozen Top-Flite, XL 3000 Super Long golf balls.
- Irons symbol—the winner receives one set of Top-Flite, XL

See Lottery,  
page 25



## 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

### EDUCATION

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

### ACTIVITIES

- 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



## New bread caters to kids who hate crusts

Parents looking for the greatest thing since sliced bread for their kids may find it in Sara Lee's IronKids Crustless Bread, which was unveiled at the Food Marketing Institute Show in Chicago.

The IronKids brand already caters to moms and kids with a calcium-fortified bread that has the fiber of whole wheat but looks and tastes like white bread.

With the new bread, Sara Lee removes the crust before packaging at its Paris, Texas, bakery.

Sara Lee says its research shows that 37% of kids ask to have the crust removed from their bread.

"Lives are so hectic today," says Matt Wall of IronKids, a brand Sara Lee acquired last August when it bought Earthgrains. "Consumers are screaming for simplicity, and any product that offers convenience has a leg up."

The bread will be available in at least 60% of the USA by July, which is when the marketing push will begin with:

**\* TV ads.** Kid-themed ads will promote both the product and the brand. "It will be an announcement orientation at the beginning, but we're hoping that Crustless will drive kids to the IronKids franchise," says Peter Reiner, senior vice president of marketing and research and development.

**\* Cruising.** Sara Lee will dispatch two IronKids Crustless PT Cruisers to stores around the country to offer

samples.

**\* Carbo-loading.** IronKids Crustless will be featured at a nine-city IronKids Triathlon Series. The brand name comes from a swim/bike/run competition Earthgrains began in 1985.

The loaf, now the size and shape of a typical sandwich loaf, is double-wrapped to keep air out.

Prices will be about \$2.29 for a 16-ounce loaf, a premium of about 20 cents to 50 cents over similar crusted breads.

## Lottery

Continued from page 24

2000' Irons (3-iron through pitching wedge) with one Top-Flite, stand bag and tour umbrella.

• Golf Certificate symbol—winner receives one round of golf for two with a cart at any of the participating Michigan courses.

These merchandise prizes should not be validated by a retailer. To receive golf merchandise or course certificates, winners must legibly print their name, address and phone number on the back of the ticket and mail it to the redemption facility using one of the pre-addressed envelopes supplied by the Lottery.

Winners may also address a standard envelope with proper postage and mail the ticket to:

HLP/Michigan Lottery  
P.O. Box 1400  
Coldwater, MI 49036

Please note that players should NOT send non-winning tickets or tickets that have won cash prizes to this P.O. Box. Non-winning tickets and tickets that have won cash prizes are not eligible for merchandise prizes. And remember, cash cannot be substituted for a merchandise prize.

## Senator champions milk vending machines for schools

New York Democrat Senator Chuck Schumer has been championing milk vending machines for schools in New York and nationwide. He has been citing Buffalo, New York's "vendi-milk" program to show that if given the opportunity, students will make healthier choices.

Schumer sees the program as a perfect fix for childhood dieting disasters and ailing New York Dairy farmers, and recently took the issue to Agriculture Secretary Ann Veneman to ask that the program be spread nationwide through the Child Nutrition Act or The National School Lunch Act. Both bills are set to expire this year, but Schumer has not drafted specific legislation on the milk vending machine issues to date.

For more information contact the N.G.A. Public Affairs Department at [PublicAffairs@nationalgrocers.org](mailto:PublicAffairs@nationalgrocers.org) or 703-516-0700.

Working Hard for the Food and Beverage Industry... **AFD** ASSOCIATED FOOD DEALERS OF MICHIGAN SINCE 1916 ...for Over 86 Years.

# Make the Connection

**AFD/Beverage Journal** Sept. 24, 2002 5-10 p.m.  
**Holiday Show** Sept. 25, 2002 4-9 p.m.  
**Burton Manor Livonia**

Admission ticket required. \$5 at the door.

Connect with FUN!  
Connect with DEALS!  
Connect with SPECIAL PROMOTIONS!  
The pieces fit, so make the connection. Attend the AFD/Beverage Journal Holiday Show.  
Connect with NEW PRODUCTS!

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

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



# Digital Security Technologies brings new options for surveillance systems

By Karen Braschayko

Have you ever neglected to put a tape in your surveillance system? Or wished you could access a particular moment instantly rather than wade through an entire tape? Would you like to set your cameras to record specific times automatically? Digital Security Technologies has created a digital camera surveillance system that can address these needs.

"I always ask the question, 'Have you ever forgotten to put the tape in the VCR?' and the answer is always yes," explained Michael Sisinger, regional sales manager of Digital Security Technologies. "We've eliminated the need for putting tapes in and made reviewing information readily accessible while the system is still recording. VCRs can't do that... The owner of the company is an electronic genius. He went out and looked at what the problems were in the industry and designed a solution."

According to Sisinger, digital



Michael Sisinger and Ted Reddish of Digital Security Technologies at the AFD Annual Trade Show

surveillance is far superior to videocassette-based systems, from accuracy and control to ability to search by exact time and day. Having

a surveillance system that works without interruption, even while past recordings are accessed, can be invaluable during a security situation for high-speed evidence retrieval. A frame can be printed on a color printer. Multiple simultaneous camera playback allows for all views of an incident to be seen at once, and every frame is time and date stamped for complete precision.

The high quality digital photography provides the opportunity to zoom in or out, and picture quality is adjustable. Recording time is unlimited. The system can even be backed up with a battery power system or automatically restarted after a power outage. The only thing missing is problems—the need to clean tape heads in VCRs, deteriorating videocassettes, and having to change tapes.

The entire computerized system is simple to use once Digital Security Technologies has created and installed it. Each system includes the computer which is designed to customer specifications, then serviced and altered as needed. Digital Security Technologies manages the entire comprehensive package "from cradle to grave," said Sisinger.

The completely customized systems can be designed to fit any location "from small to mammoth," Sisinger described; from a small convenience store to a major manufacturing facility with three systems. Each system can have from one to sixteen cameras. After sixteen, another system is created to work alongside. An owner of a convenience store remarked that the

new digital system would cost less than his VCR surveillance, though "that's not always the case," Sisinger conceded. But the digital system will always offer greater accessibility, accuracy, and flexibility, and, "We have the manufacturer—we can offer a competitive price," he explained. The systems are manufactured right here in Michigan.

The digitally based system has another big advantage: flexibility. Each camera can have a different schedule, record in different colors, and vary in frames per second. A camera records only when you want it to, all turned on or off by the computer. Greater accuracy than VCR systems is also achievable, since each camera can record from 1 to 120 frames per second. The system can also be set with alarms, radio frequency (RF) and motion detectors. Infrared (heat sensory) and nighttime filming are also offered. "Multiple cameras are available—high resolution, dome, covert, indoor or outdoor," said Sisinger. "Each system is designed from the bottom up to fit the customer's needs, and the possibilities are endless."

Another benefit of the Digital Security Technologies system is remote access, which Sisinger says is not as easily achieved with the videocassette-based method. "Remote viewing capability allows people to access their system from any location that has a computer and a connection—whether it's phone, LAN, cable modem, or DSL—just as if they were sitting there," Sisinger explained. Remote access can provide control of the system, and peace of mind, from almost anywhere.

Providing the surveillance recordings to law enforcement authorities is simple and high quality for more accurate evidence. Each system comes with a compact disc writer drive. In the case of a robbery, the incident is simply selected, copied to a CD, and handed to the police. Recorded information can be downloaded to a USB hard drive for archiving. "Feasibly for six months to a year. We have one client who wants to save two years, and we're doing that," Sisinger said.

Flexibility, greater accuracy in evidence, ease of use, and convenient remote access make digital surveillance an enhanced security solution. Reach Penny Golden at Digital Security Technologies at 1-888-230-5711, or [www.DSThiz.com](http://www.DSThiz.com).



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. (No need to count or sort).
- 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.

**YOU CAN COUNT ON US—WE'RE**





# 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.



# More fun at the AFD Annual Trade Show "Swing into Spring"



Tony Noga offers a "Fresh Idea in Franchising!" Long John Silver's and A&W Restaurants new Co-Brand Restaurant Quick Service Concept.



Mike & Maher Bashi and Emilie exhibit a new line, Grandpa's Old Fashioned Smoked Meats.



Tari Cherry Juice Concentrate is a proven health product from King's Orchard. Betsy King signs up a new customer.



Kowalski's Randy Vermilye scores a retailers golf score card during satisfying the hot dog and polish sausage cravings of hundreds of Kowalski fans.



The United ATM group handed out the big bucks and great prizes.



Pur-A-Nut and Pioneer Beef Jerky exhibited great snack foods.

**Big thanks to go to all exhibitors and retailers for making the show a great success!**

*Thanks for hosting a golf hole and adding fun to your booth!*

Bunzel, USA  
Coca-Cola  
Jones Soda  
Party Time Ice  
Detroit Edison  
American Bottling Co.  
Security Express  
Miller

**We appreciate our Trade Show Partners!**  
A special thanks to **Party Time Ice** for all the ice and the fine coffee selection from the **Coffee Connection!** Thanks also to our **\$1 Million Hole-In-One Sponsor, Ballantine's Scotch.**

## Sarafa replaces Sarafa

Continued from front page

In the food industry, Mike helped manage his family owned convenience store and later worked for a major Detroit-area grocery wholesaler.

His education is equally impressive. He received his law degree from Wayne State University Law School and a Masters of Government Administration from the University of Pennsylvania. Mike received his undergraduate degree from James Madison College at Michigan State University.

Arts and community relations play an important role in his life as well. Mike is a member of the public affairs committee for the Detroit Symphony Orchestra and the Detroit Institute of Arts. He is also a lifetime member of NAACP, a board member for the Arab Community Center for Economic and Social Services and is an active member of the Chaldean Community.

Mike and his wife Mariann live in Novi with their daughters Renna (3) and Yasmeen (1). They are expecting their third child in August.

"It is quite ironic that after such a long and extensive search, we chose a candidate that was right under our

noses," said Jim Bellanca, General Counsel to the AFD. Bellanca added, "The Board felt that it was important to explore all options in order to make the best possible decision. We can now say in confidence that we have."

### Outline of the recruiting process for AFD president:

- Follmer Rudzewicz Advisors Recruiting Consultant, Sally Hagerman, met with AFD Board Selection Committee.
- Detailed Behavioral Job Description developed.
- Over 60 resumes from a Crain's Detroit Business ad and networking sources were reviewed and narrowed to 11 candidates qualified for phone screening.
- In-depth personal interviews of the top four candidates, on site at Follmer Rudzewicz Advisors in Southfield.
- Narrowed field to three finalists.
- Background investigations and professional references on each candidate commenced.
- Two finalists interviewed on site at AFD.
- Final candidates addressed the AFD Board at their monthly meeting. The Board unanimously selected Michael Sarafa as its new president.

## Classifieds

**HAZEL PARK FOOD CENTER FOR SALE**—Same owner for 37 years. Call for details—248-543-2018. Ask for Tony.

**FOR SALE**—"C" store with bakery, ice cream & general merchandise, good gross also BP Gas with brand new Clawson 10,000 gal. perma tank and enviro-flex piping, located downtown Roscommon, MI. Call 989-275-6246 for more information. Buy business and property or just business and lease property.

**FOR SALE**—Ice Cream Maker and Pizza Oven. Call Patrick at (586) 725-2076.

**S.D.D. and S.D.M.**—Liquor Licenses for sale. Call 586-634-3658.

**FOR SALE**—12,000 sq. ft. supermarket located in pleasant thumb town. Remodel done in 1996. SDD-SDM license. Possible easy terms—MUST SELL (517) 879-7055 after 5:00 p.m.

**ITEMS FOR SALE**—(1) Hi-Low; (2) Jacks; (1) 20-Ft. Electric Conveyors, moveable; (1) 35-Ft. Conveyor; (1) 5-Ft. Showcase; (5) Sets Leather booths; (1) 400-Lb. Ice Freezer; More. Call for appointment: 1-313-274-0028.

**SHOWCASES FOR SALE**—3 foot to 6 foot and 3 foot to 4 foot. Call Neil at (248) 252-4674.

**PARTY STORE**—Choice location. Liquor, Beer, Wine, Deli, Lotto. Lapeer area. Interested buyers inquire to P.O. Box 622, Lapeer, MI 48226.

**SOFT SERVE ICE CREAM MACHINE**—Triple head, free standing machine for sale. Best offer. Call Art at (734) 675-7006.

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

**SDD/SDM LIQUOR LICENSES NOW AVAILABLE**—One in City of Livonia, One in City of Riverview. Must Sell! Call (248) 548-2900, x3033.

**FOR SALE: LIQUOR STORE**—Good location in Detroit on main thoroughfare. Also has deli and groceries. Beer, wine, lottery. Size: 4,000 sq. ft. business and property. For more information, call (313) 561-5390 evenings. Leave name, telephone number on answering machine.

**KITCHEN HOOD FIRE SYSTEMS AND EXTINGUISHERS**—Low discount pricing to all AFD members. New installs, remodels, inspections, recharging and testing. Also servicing auto paint booths and gas stations. All brands: **Anaui, Pyrochem, Range Guard**, Servicing Southeastern Michigan 24/7. Call Alan Ross at GALLAGHER FIRE EQUIPMENT—800-452-1540.

**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 in area of seven inland lakes. Ten miles from Lake Huron. Beer, wine, grocery, pizza, ice cream. 85% remodeled. Includes two-family home next door. \$299,000. Ask for Martha: 989-469-9341.

**SPECIALTY WINE SHOP FOR SALE**—SW Michigan location, SDD, SDM and Lotto. \$1.6mm revenues, \$100M+ cashflow. Owners retiring. Great opportunity with strong potential for growth. \$275,000+ inventory. The Stratford Company (Broker): 616-385-4101.

**MID-MICHIGAN**—Convenience store with gasoline. 3,350 sq. ft. of space and 1,070+ sq. ft. three bedroom ranch home. Centrally located between three separate lakes in year-round resort area. Steel building, dura seal roof, new 24-ft. nine-door walk-in cooler, new 12 x 8 walk-in freezer, kitchen, live bait room, beer & wine license, liquor license, fish and game agent, lottery agent. All fixtures and equipment included with sale. Call Harrison Realty at 989-539-2261. Price \$395,000.00 plus inventory.

**FOR SALE: CONVENIENCE STORE**—8 Mile & Beech Daly 2,425 sq. ft. Asking \$200,000.00 building, \$100,000 business, \$35,000 approx. inventory. Call Chandler, (248) 231-2661 for more information.



## Tax cuts, continued from front page

would permanently eliminate the federal estate tax.

Senate Majority Leader Tom Daschle (D-SD) is vowing to block the measure in the Senate. Republicans said that Democrats, by trying to stop the tax cuts and rate reductions from becoming permanent, are advocating a massive tax increase that would drag down the economy if the package of cuts is allowed to expire on Dec. 31, 2010.

The \$1.35-trillion package of tax cuts enacted last year will expire in 2010 due to an obscure Senate budget rule, which forbids any legislation that would increase the deficit, or reduce the surplus, that is projected beyond the budget's 10-year window. The tax relief package included a phase-out of the federal estate tax.

The "death tax" hurts small family businesses like those in the convenience store industry, said

Allison Shulman, NACS director of government affairs. Seventy-one percent of NACS member companies operate ten or fewer stores.

With a Senate vote on the horizon for permanent repeal of the estate tax, it is important to let your voice be heard. Senate Majority Leader Tom Daschle (D-SD) has agreed to a Senate vote on permanent repeal on the death tax by June 28. It will take 60 votes to pass the amendment. N.G.A. President and CEO Tom Zaucha said, "The vote will be close, I urge all independent operators to contact their Senators today." To contact Carl Levin, call 1-(202) 224-6221, email-senator@levin.senate.gov and Debbie Stabenow, (202) 224-4822, senator@stabenow.senate.gov.

## Mandatory country of origin labeling is delayed

House and Senate conferees agreed to a voluntary country of origin labeling provision from September 30, 2002 to September 30, 2004. Then on September 30, 2004, a mandatory program is scheduled to be implemented. Country of origin labeling will be required for muscle cuts of beef (including Veal), lamb, and pork, ground beef; ground lamb, and ground pork; farm-raised fish; wild fish; fresh fruits and vegetables; and peanuts. N.G.A. senior vice president and general counsel Tom Wenning said, "The country of origin agreement reflects the commitment

of Senate Democrat conferees to commodity producers. While the initial compliance costs will be borne by retailers, the entire industry will be affected because suppliers will have to adequately certify and label their products to assure compliance with the new law." N.G.A. strongly opposed mandatory country of origin labeling and has recommended that the Secretary of Agriculture be permitted to make a determination as to the effects on consumers and producers before mandating country of origin labeling. We will continue to work toward getting that message across.

## Added Advantages from Blue Cross Blue Shield

What is the first thought that comes to mind when you think of Blue Cross Blue Shield of Michigan or Blue Care Network? Health Insurance, right? AFD members that have Blue Cross Blue Shield health insurance should know that Blue Cross offers other advantages, such as:

**Blue Healthline** – Is a health information telephone line that gives members access to confidential guidance from registered nurses and offers an audio health library of 1,600 health topics.

**Blue Safe** – A program designed to help prevent injuries by offering discounts on safety-related equipment and products from top Michigan retailers.

**Living Healthy** – A magazine mailed twice a year that contains information on prescription drugs, disease and treatment, healthy recipes and other keys to wellness.

**Naturally Blue** – Members show their ID cards to get 20% discounts on acupuncture, massage therapy and nutrition counseling and substantial discounts on vitamins and herbs through Jamieson Laboratories.

**PersonalPath.com** – An Internet health resource that helps members learn how to take control of their health care and effectively navigate the health care system.

**Quit the Nic Program** – Members can enroll in this program to call a registered nurse for smoking cessation support.

**Weight Watchers** – Members receive a 20% discount off the registration fee and the initial 12-week program or a 25% discount off the registration fee and the initial 7-week program.

These extra value features are just a few more reasons to choose blue.



### 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!*



[www.bcbsm.com](http://www.bcbsm.com)

Member organizations and independent licensees of the Blue Cross and Blue Shield Association



# 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 ATMs, 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
Port 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 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
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. Tanakian 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
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
---------------------	----------------

## 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
Al Bourdeau Insurance	
Services, Inc.	(248) 855-6690
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
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Paulmark Agency	(248) 471-7131
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
Trader Publishing	(248) 474-1800
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
Niklas 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,	
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, Beatie, DeLisle	(313) 882-1100
Binnio & Binnio 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
Container Recovery System	(517) 229-2929
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
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
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
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. Shmoun, 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 Financial Home	(248) 569-8080
T & L Acquisition	(313) 381-2266
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
Whitley'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
Lipani 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
Niklas 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 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) 882-7638

## ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2200
Livemore-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wileiden & Associates	(248) 588-2358
Wolverine Golf Club, Inc.	(586) 781-5544



**Country Fresh Ice Cream Novelties**  
**Are So COOL... We Keep Them FROZEN!**

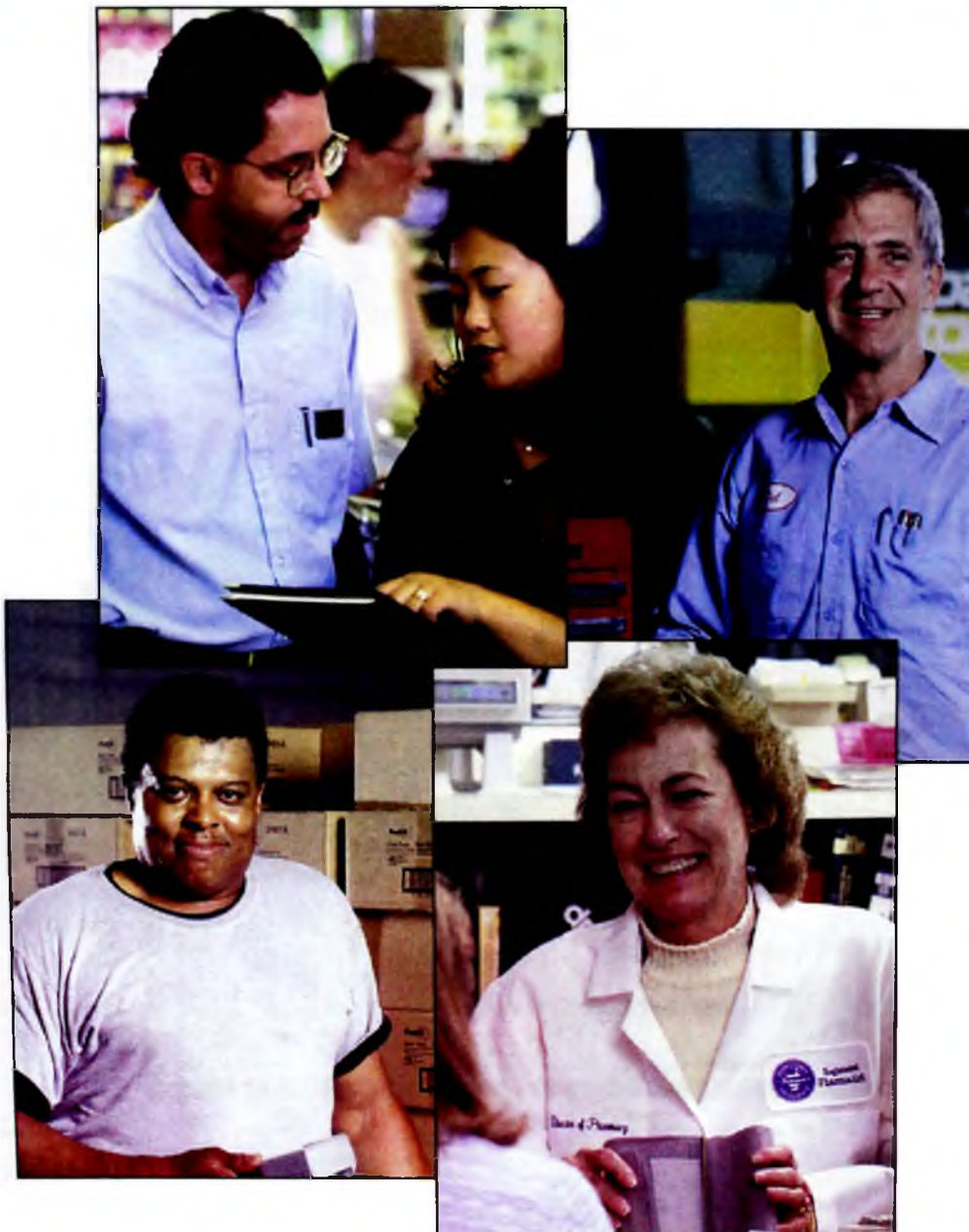








# There's a Place for YOU in Our Company!



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](http://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.

443200KT 8/01