



FOOD & BEVERAGE REPORT

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The official publication of the Associated Food Dealers of Michigan

May 2002

Working hard for our members.

Inside

Michigan looks at drivers
license changes
• See page 3

Meet Rep. Plakas
• See page 4

Mug & Jug celebrates
birthday • See page 14

Randazzo's makes
produce dazzle! • See
page 24

Governmental Affairs

Michigan Legislature passes Unemployment Insurance Law changes

On April 11, Michigan's legislature passed legislation to change the Unemployment Insurance law. Some of the most significant changes, supported by the Michigan Chamber of Commerce are as follows:

- Maximum weekly benefit increased to \$362.
- No waiting week.
- A tax reduction for employers who don't lay off any workers for five years.
- Tax savings for employers by reducing taxable wage base from the first \$9,500 of wages to the first \$9,000.
- Provides that severance pay must be used to offset employment benefits.
- Reduces paperwork for employers by setting base period threshold at \$200.
- Shifts the burden of proof to the claimant, when claimant voluntarily quits
- Disqualifies claimants who are suspended for misconduct.
- Increases civil penalties for fraud.



AFD provides opportunity to connect on the course

Looking for a good way to connect with retailers while showing your support of Michigan's food industry and AFD's Scholarship Program? Think about becoming a sponsor for the AFD Annual Golf Outing.

Your generous support allows AFD to award scholarships to deserving students in our industry, plus it's a great way to greet old friends and make new ones! This year AFD's popular golf outing is scheduled for Wednesday, July 17 at Wolverine Golf Course in Macomb Township. Check page 15 for details and call Michele MacWilliams (248) 557-9600 to reserve your sponsorship!

Urge senators and representatives to support SOT repeal

With Congress back in session, now is the time to keep important issues facing the convenience store industry in front of your elected leaders as the agenda for Congress is determined.

Foremost of importance to the convenience store industry is repeal of the special occupational tax on alcohol (SOT), an annual \$250 tax per store that retails alcohol products. The SOT

also assesses a \$500 annual tax per wholesale location, and a \$1,000 annual tax per vintner and distiller location. "This tax, which was originally established to generate revenue for the Civil War, costs the industry over \$30 million each and every year," said Allison Shulman NACS' director of

See SOT, page 10



Putt-ing along at the AFD Annual Trade Show

"Swing into Spring"

They were wheeling, dealing, chipping and putting at AFD's Annual Trade Show at Burton Manor, April 23 and 24. More photos next month!

7 Up's Joe O'Bryan at hole No. 7 of "Links of AFD."

Special Report: Snacks & Beer

Consider dinnertime for salty snacks

Most convenience stores reserve bundling salty snacks for lunchtime items. However, data indicates there is just as good of an opportunity to bundle salty snacks with dinner items.

"Where we see snacking come into play is in the evening and late night day-parts, where (snack shoppers) are more pronounced," says David Portalatin, account executive for The NPD Group, Houston.

For example, more than 23% of the shoppers in a c-store between 6 and 10 p.m. are chip and pretzel shoppers.

"Don't overlook dinner day-part merchandising for snack bundles with other products instead of just lunch," Portalatin says.

Another interesting attribute of salty snacks is the large number of women who buy them, making it a good category for attracting the female demographic.

"The customer mix of salty snacks is more likely to be female than the customer mix of all shoppers in general. More than 47% of salty snack customers are female versus 40% of all c-store shoppers. The salty snack category should not be overlooked as a way to reach the female market," says Portalatin.

Regardless of who is eating salty snacks and when,

the sale of snack food has consistently grown over the last several years.

"People are trying to do the traditional (sit-down) meals, but (they) don't have time so they might stop at a c-store and grab a few things to snack on while they are driving or on the run," says Ann Wilkes, vice president of communications

for the Snack Food Association, Alexandria, VA.

Wilkes adds that if people are watching their caloric intake, they are more likely to lessen portions than they are to cut out snacking entirely.

- CSP

More on Snacks and Beer, page 32

TOTAL SNACK SALES

SNACK SALES HAVE STEADILY INCREASED OVER THE LAST SEVERAL YEARS ACROSS ALL CHANNELS.



Sales (in billions) Source: Snack Food Association

Visit our Web site at: www.afdom.org

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

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Flint: 810-237-7100	Milan: 734-439-2451	Port Huron: 810-587-2161
Kalamazoo: 616-381-0950	Mt. Pleasant: 389-722-3158	Traverse City: 231-946-0452
Grand Rapids: 616-285-8200	Pontiac: 248-334-3512	West Branch: 989-345-2595
Howell: 517-545-2600	Saginaw: 989-755-1020	



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Chairman's Message

Ohio retailers get "vertical" license; Michigan looks at license changes too



By Terry Farida
AFD Chairman

On March 1, Ohio began issuing "vertical" drivers licenses to those under the age of 21. This followed a successful campaign for the licenses by the Ohio Association of Convenience Stores (OACS).

The new licenses are great because they will assist retailers in their efforts in guarding against sales to minors of tobacco and alcohol. The new license, while employing the same color scheme as the current underage license, has the picture and biographical information printed in a vertical or portrait format instead of a horizontal, or landscape, layout.

The new license also clearly indicates when the person turns 18 and includes a separate line stating when the person turns 21.

OACS worked with Ohio's Department of Public Safety to develop the license, which will benefit the convenience store industry, bars and restaurants as well as law enforcement. The group believes that the new license will be a major tool in helping the fight against illegal purchases by minors.

AFD is working with our own legislature to develop a drivers license that will make it easy to tell whether a person is of legal age to purchase tobacco or alcohol with just a glance. House Bill 5566 has been introduced to provide for a color-coded driver license: red - under 18 years of age, yellow - at least 18 but less than 21 years of age, and green - 21 years of age or older.

A similar bill, introduced by Loren Bennett, was introduced in the Senate. AFD supports these measures and I urge all of you to encourage your legislators to work together to pass this important bill. AFD believes that these color-coded licenses will reduce sales to minors by **at least 50 percent!**



Pepsi takes lead with its Scholarship challenge

Four years ago, the then-chairman and chief executive officer of PepsiCo, Roger A. Enrico, decided to give his \$900,000 annual salary to the company's scholarship fund for employees who earn less than \$60,000 a year.

PepsiCo's foundation already was offering scholarships, but Mr. Enrico wanted to do something personal to say thanks to his employees.

Roger Enrico is now PepsiCo's vice chairman and hasn't collected an annual salary since 1998. He has certainly set an example and made a point of giving back to his employees by donating to the scholarship fund.

Pepsi's policy of giving may begin at the top, but it doesn't stop there. Two years ago AFD established the AFD/Pepsi Scholarship Challenge Drive. Our goal is to raise \$1 million for Michigan students who may not qualify for other scholarships. Pepsi so believes in giving back, both to its employees and to the community, that the company will match every dollar raised, with a guaranteed donation of \$500,000.

This is where you come in. The AFD/Pepsi Scholarship Challenge Drive is a scholarship program for low income, deserving youth that are capable of attending college but may not be eligible for other scholarships. Students that are low income often work after school, which limits extracurricular involvement and makes it difficult to obtain top grades. The mission of the AFD/Pepsi Scholarship Challenge Drive is to help make college a reality for students who might not otherwise be able to afford tuition.

You have an opportunity to donate the gift of education.

We are not asking you to be as generous as Mr. Enrico. We'll accept donations in any amount! You can make a one-time contribution in any denomination you choose and Pepsi Bottling Group will match it. Or you may name your own scholarship and create a lifelong legacy.

Mr. Enrico should be an inspiration to us all. Giving to the AFD/Pepsi Scholarship Challenge Drive is really a gift to Michigan's future. For more information, please call Michele MacWilliams at (248) 557-9600.

The Grocery Zone

By David Coverly



Rep. Jim Plakas helps people in need

by Kathy Blake

State Rep. Jim A. Plakas, (D-Garden City) lends a helping hand again and again. Once awarded the Ford Motor Company's National Town Crier Bell Award, Plakas is devoted to helping people through public service and participation in charitable organizations.

Representative Plakas represents the 17th district which covers Garden City, Inkster, Wayne and a portion of Westland. He was elected by an overwhelming majority of 78 percent of the votes cast.

Plakas serves on the House Appropriations Committee. He is a member of the Subcommittees on K-12 School Aid/Education, Transportation and Agriculture.

On the Transportation subcommittee, Rep. Plakas worked with his colleagues on Act 51. The Act states how money is to be returned to local governments for road improvements. "The state has not been compliant. Some of that money has gone to the Secretary of State's office and the Treasury. Our community has been shorted \$102,000 for road maintenance and repair," says Plakas.

"In response to an Executive Order from the Governor, money was taken from the K-12 budget stabilization which made it necessary to cut some adult education and reading programs. Plakas doesn't believe these cuts should be made. "A strong society is built on a foundation of education. We could be doing a better job of getting children ready for college," he says.

In addition to education, the Representative is concerned with whether people can afford healthcare. "At the pharmacy, I was standing behind a man who needed prescription refills. He asked the pharmacist how much each one cost and then put some of the bottles back in his pocket. Are we doing all we can to help these people? The day I leave Lansing, I want to say that I helped to pass legislation to improve people's lives," says Plakas.

Born in Detroit in 1929, Plakas holds the distinction of being the senior State Representative. He is retired from Ford Motor Company and through the years, he has



State Representative Jim A. Plakas

Democrat
District 17- Cities of Garden City, Inkster, Wayne, and a portion of Westland
Committee- Appropriations:
Subcommittees- K-12 School Aid/Education, Transportation and Agriculture

remained involved in government and civil service. He is a Korean War veteran having served in the US Army Counter Intelligence Corp.

The Representative was Councilmember and then Mayor of the Garden City Council for seventeen years, a record number of term for any Garden City Councilmember.

He has been active in the Democratic party since 1957: as precinct delegate, president of the Garden City Democratic Club, member of the State Central Committee and was a district representative for Congressman William D. Ford.

"I would like to sit down with members of the Associated Food Dealers and learn more about their concerns. I'm available to anyone concerned on what we're doing in Lansing. I welcome phone calls or letters. When we react without input from the people involved, we don't make good legislation. We need to be sure our legislation truly impacts people in a positive vein."

Plakas has a legacy of community service and volunteerism. He served on the Nankin Transit Commission, (senior citizen transportation), and is former chairman of the Central Wayne Sanitation Authority. He is a member of the Masons and the Shriners and currently serves on the Garden City Hospital Board of Trustees. He sat on the Library Board, the Garden City Planning Commission, as an advisory to Schoolcraft Community College and the Mayor's Committee for the Underprivileged Children.

Plakas was a volunteer probation officer for five years, which he says was an enjoyable experience. Not only is Plakas a very civic-minded citizen, he describes the people in his district as being very active in the community. "We're always trying to help others in need. Our community is extremely active in serving," he says.

"My goal as a State Representative is to concentrate on my assigned areas and be a good general practitioner," he says.

"I would like to sit down with members of the Associated Food Dealers and learn more about their concerns. I'm available to anyone concerned on what we're doing in Lansing. I welcome phone calls or letters. When we react without input from the people involved, we don't make good legislation. We need to be sure our legislation truly impacts people in a positive vein," Rep. Plakas says.

Plakas graduated from Northern High School, Henry Ford Trade School and the Henry Ford Apprentice School as a journeyman tool and diemaker. He attended Henry Ford Community College, Lawrence Institute of Technology and the Ford Engineering Program, majoring in mechanical and automotive engineering. The Representative and his wife, Dorothy, are very involved in their community, church and schools. They are members of Saints Constantine and Helen Greek Orthodox Church. He spends most of his free time with his wife and their extended family. "I have many great nieces and great nephews," says Plakas. He also enjoys reading, golf and keeping up on national current events.

To reach Representative Plakas call him at (517) 373-0849, email: jimplakas@house.state.mi.us, or write State Representative Jim A. Plakas, P.O. Box 30014, Lansing, MI 48909-7514.

Calendar

May 5-7

FMI Show

McCormick Place, Chicago

1-800-974-9769

www.fmishow.org

May 5-7

International Fancy Food and Confection Spring Show

National Association for the Specialty Food Trade
Chicago, IL

(212) 482-6440

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

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AFD works closely with the following associations:



Coca-Cola receives award for environmental leadership

The Coca-Cola Company recently received an award for its responsible stewardship of the environment. Global Plastics Environmental Conference for its support of comprehensive recycling programs in North America recognized Coca-Cola.

Coca-Cola and its bottling partners, including Coca-Cola Bottling Company of Michigan, have a long-standing commitment to protect, preserve and enhance the environment. Coca-Cola recognizes that its long-term success depends on quenching the thirst of

consumers each day in an environmentally sound and sustainable manner.

The Coca-Cola system is steadfast in its support of comprehensive recycling programs. Coca-Cola has spent \$15 million over the last ten years on research and development of technologies that facilitate the use of recyclable packages. Additionally, Coca-Cola purchases \$2 billion system-wide annually on recycled content supplies and materials. Almost fifty percent less material is used to make one of Coca-Cola's containers today than twenty years ago.

"At Coca-Cola, we believe the best environment for our success is the best possible ecological environment. Responsible stewardship is a top-priority of Coca-Cola Company and its bottling partners," said Percy Wells, community affairs division manager for the state of Michigan.



Percy Wells (left) of Coca-Cola Bottling Company, Dr. Subramanian of SPM Technologies, Stephanie Rowbotham of Coca-Cola USA Operations and Jeffrey E. Hansen of Coca-Cola North America



AFD sponsors donate \$5,000 to Sept. 11 tragedy survivor funds

AFD recently wrote checks to two organizations that are helping those affected by the September 11, 2001 tragedies. Sponsorship dollars from the AFD Trade Dinner Ball made it possible for us to donate \$2,500 to the Families for Freedom Scholarship Fund and also gave \$2,500 to the Twin Towers Orphan Fund.

The Families of Freedom Scholarship Fund was created to provide education assistance for post secondary study to financially needy children and spouses of those killed or permanently disabled as a result of the September 11, 2001, terrorist attacks in the United States. Specifically, the Fund will benefit children and spouses of the victims, including airplane crew and passengers, World Trade Center and Pentagon employees and visitors, and relief workers, including firemen and policemen.

The Twin Towers Orphan Fund was created by more than 40 public relations professionals around the nation collectively acting in response to the tragedies affecting families and children in New York, Los Angeles, Boston, Washington, San Francisco and elsewhere by the national disasters of September 11.

Funds are earmarked for the long-term well being of children that were made orphans, or lost a single parent. All donations collected will be used to provide those children with long-term educational and housing assistance as well as mental and physical health care.

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Miller summer promotion offers the chance to "discover the high life"

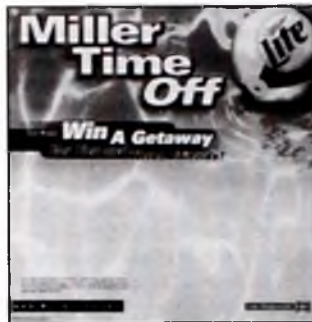
A summer tour of the land of the free and the home of the High Life just got easier through a promotion developed by Miller High Life to give the "High Life Man"—and his family—an American-style road trip this vacation season.

"The High Life man is an independent thinker who doesn't want to take a run-of-the-mill summer road trip," said Mario Austin, brand promotions manager. "This promotion connects with our award-winning Miller High Life advertising, giving retailers a seamless program that captures the attention of a very

receptive audience."

Centerpiece of the summer promotion, which runs from early May through July, is a display featuring A Man's Guide to the Open Road, a travel map featuring national parks and monuments, the best roadside eateries, out of the way sites the High Life man would want to visit, and camping locations across the country. Also included are tips for travel, background information on High Life-style destinations and travel games.

The guide features offers for a Miller High Life-identified Coleman



Stainless Steel Cooler, offers for the Lonely Planet Travel Guide and Roadfood booklet, and discount

coupons from eateries across America. The guide is available on Miller High Life displays in off-premise locations where legal.

Point-of-sale materials show the High Life man and his camper parked outside a destination spot somewhere off the beaten path. The copy line states: "A Man Doesn't Get Lost, He Explores." Off-premise display items include the travel guide offer kit, case, cards, imprint banners, dangles, stickers and basewrap. On-premise materials include table tents, pennants, and imprint streamers and imprint banners.

Winning a vacation this season would be even better and Miller says "yes!" to that idea too with a dual brand (Miller Lite and Miller Genuine Draft), on-and off-premise spring/summer promotion that gives winners a weeklong vacation—the perfect way to spend a little "Miller Time."

These promotions give legal-drinking-age consumers just what everybody wants in the summer vacation? Winners can take three friends along on exciting vacations, choosing between:

- "high roller" suite in Las Vegas
- resort in Key West, Florida
- beach house in Malibu, California

In all, ten Grand Prize vacations will be awarded. Trips will include airfare, lodging for six nights, and \$2000 in spending money. Secondary prizes include barbecue grills and portable bars.

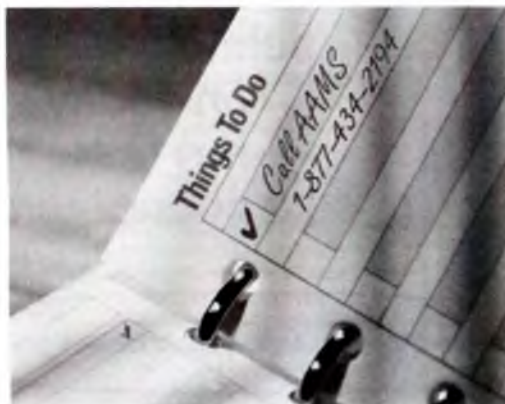
Off-premise where legal, consumers can enter the sweepstakes via an "Instant Win" game card available in specially-identified promotional packages of Miller Lite and Miller Genuine Draft. Winning cards will reveal an "Instant Win" message.

Off-premise point-of-sale materials include a display spectacular, display cards, case cards and basewrap.

On-premise where legal, instant game cards can be given to consumers for a choice to win coolers and t-shirts. Point-of-sale materials include banners, table tents, and wall decorations and string pennants.



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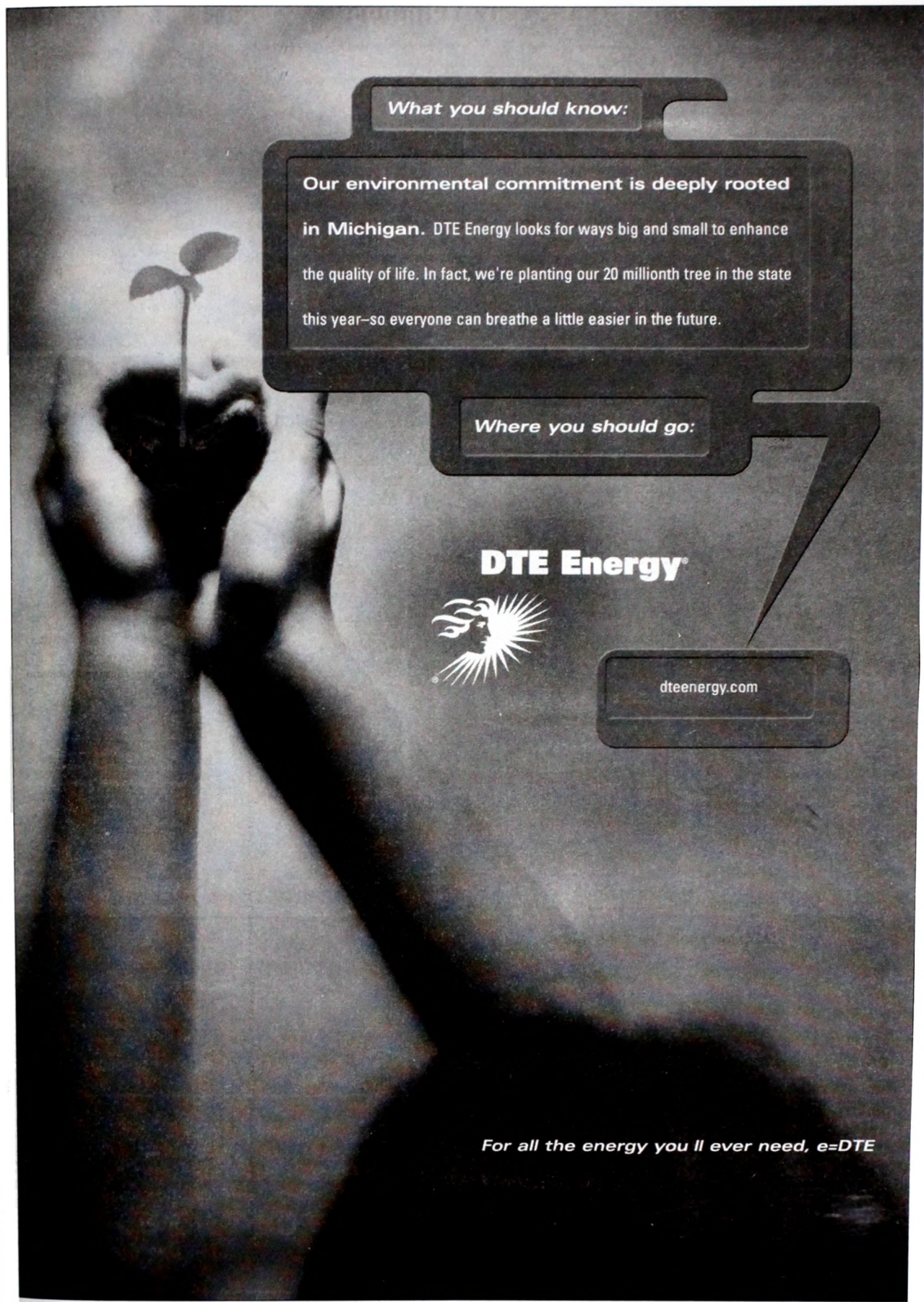
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Shopping for groceries and preparing meals still play an important role in the majority of U.S. households. Most consumers shop for groceries on a weekly basis and care “deeply” about getting the most for their dollar, according to a recent eBrain Market Research Online Poll.

percent said 24-hour operations were most important. A preferred shopper program came in second with 21 percent of respondents naming the service as most important.

Brand loyalty varies across categories. Consumers exhibit more brand loyalty toward general merchandise items than consumables. For example, 54 percent said they

"Consumers are clearly value conscious when it comes to groceries," said Tim Herbert, director of research for eBrain. "Frequent shopper programs, store brands, coupons and sales all play significant roles in the decisions consumers make at the grocery store."

Prevent back sprains and strains

Lower back injury, the most common work-related injury, can cause you lifelong pain and limit your ability to work and provide for yourself and your family. We suggest all employees read this!

Follow these simple steps:

- Put on gloves if you will be lifting rough equipment.
- Wear sturdy shoes, so you can focus on the load, not on your unprotected toes.
- Get a good grip and good footing. Place one of your feet next to the load and the other one behind it.
- **BEND YOUR KNEES**, not your back, to get under the load. This is the single most important thing to remember about lifting.
- Use your hands, not your fingers, to grip the load.
- Keep the load close to your body.
- Never twist your body as you lift. Turn your whole body by using your feet.

Before you lift, always determine the weight of the load. Although some individuals may be able to lift over 70 pounds safely, most men shouldn't lift more than 37 pounds. Most women shouldn't lift more than 28 pounds. Even if you can lift a heavier load, it doesn't mean that you should. Get someone to help you.

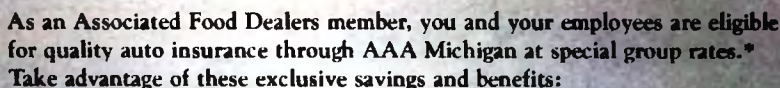
Always pay attention to back pain. If you experience a simple strain or sprain, give yourself a rest. Stay away from heavy lifting until the injury heals. If you lift with an injured back, you may develop severe back problems.

If you regularly lift heavy loads or frequently strain your back, you should consider an exercise program to get into good physical shape. Your program should include aerobics, weight training, and stretching exercises.

You may find it helpful to wear a back brace when lifting is necessary.

Half of the workers in the United States suffer back injuries during their working lives. You can avoid being a statistic by following the suggestions we have given you.

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Helpful numbers to keep on hand

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

To reach your representative or senator, call the numbers below to get the phone number for your district.

House of Representatives:
(517) 373-0135

Senate:
(517) 373-2400

SOT

Continued from front page

government affairs.

Shulman said that bills to repeal the special occupational tax on alcohol have been introduced in both chambers of Congress. "It's crucial that we garner large support for these bills," she said. "Please contact your members of congress in both chambers and urge them to cosponsor H.R. 984 in the House and S. 808 in the Senate."

U.S. Representatives

James Barcia (D-Bay City, District 5)
(202) 225-8171

David Bonior (D-Mt. Clemens,
District 10) (202) 225-2106

Dave Camp (R-Midland, District 4)
(202) 225-3561

John Conyers, Jr. (D-Detroit, District
14) (202) 225-5126

John D. Dingell (D-Dearborn, District
16) (202) 225-4071

Vernon J. Ehlers (R-Grand Rapids,
District 3) (202) 225-3831

Peter Hoekstra (R-Holland, District 2)
(202) 225-4401

Dale E. Kildee (D-Flint, District 9)
(202) 225-3611

Carolyn Cheeks Kilpatrick (D-Detroit,
District 15) (202) 225-2261

Joe Knollenberg (R-Bloomfield Hills,
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Case studies: Employees and customer service are keys to success

An emphasis on hiring great employees and delivering outstanding customer service are the keys to retail success, according to the speakers at the "Case Studies From Outside the Industry" session during the second day of NACS' 2002 Leadership Assembly.

Boomerangs, play houses, grape scissors, and broccoli saws are among a few of the reasons that Superquinn is recognized as a global leader despite its relatively small size—17 stores. The grocery company has used every tool at its disposal to accomplish its mission: to be a world-class team renowned for excellence in fresh food and customer service.

One of the company's founding philosophies is the "boomerang principle," said Superquinn's Deputy Chairman Eamonn Quinn. The principle is simple and powerful in helping employees figure out what to do in any situation: "in every deed, focus on persuading the customer to return."

Another guiding principle that Quinn cited was "IOTFC." Quinn paraphrased the acronym to "I own that company" and explained that the company seeks to create positive retail shopping experiences that lead customers to feel that Superquinn "is theirs." A simple example of IOTFC at work is children's playhouses. Every Superquinn, now has one. Children prefer Superquinn, and so do their parents, who have a more relaxed shopping experience.

Customer-friendly innovations abound at Superquinn stores. Grape scissors and broccoli saws are offered in the produce area to help customers customize the size of the bunch of grapes they want and cut unwanted broccoli stalks from their purchase.

"Theater"—which Quinn defined as giving customers a visual show—is another important element of enhancing the exceptional customer experience at Superquinn. Theater also helps increase the bottom line. Sausage and bread making are now up front and visible for customers to see. Quinn said that even the simple act of slicing of fresh bread in front of customers has tripled their bread sales. Superquinn also established a visible, staffed cheese market in which sales of some cheeses saw 100-fold sales increases. Why? "Because we brought the freshness forward and made it available for customers to see," said Quinn.

Food safety, a big issue in Europe with concerns over meat safety, is addressed with Superquinn's DNA-based Traceback System, in which meat can be traced to the farmer who raised the cattle, inspired customer confidence in the safety of the product. The system recently won the prestigious IGD Unilever Award.

Employees are also key to the exceptional customer service. The

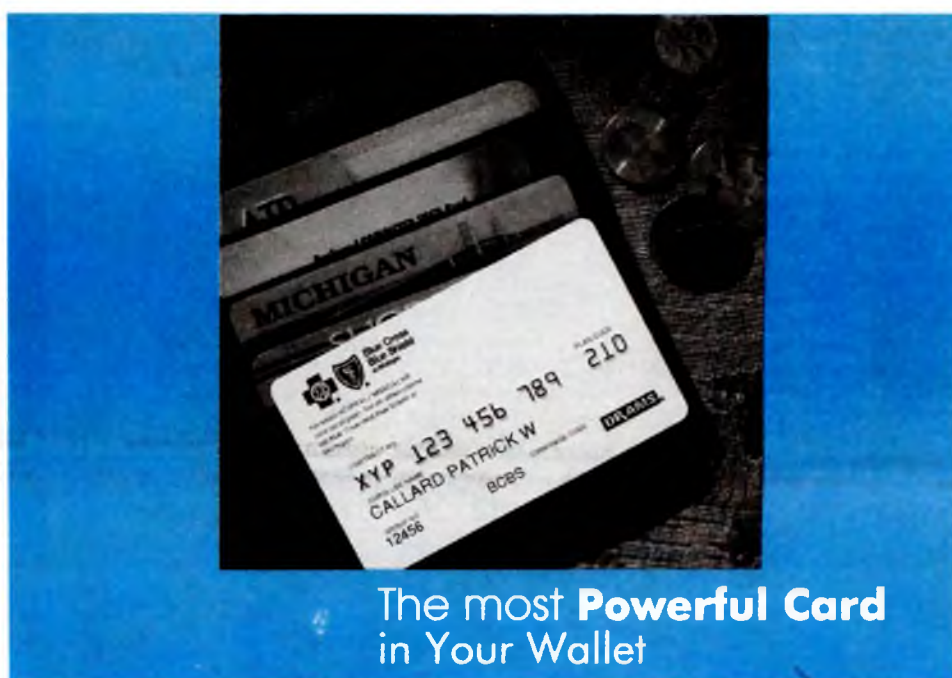
company's "chief among the brothers" programs, modeled on a program developed by Carrefour, allows every manager to present best practices to other managers on specific issues that they have examined over the previous three months. This examination of retail excellence allows Superquinn managers to stay current on best practices.

Superquinn's learnings are now being applied to convenience stores. The company is partnering with Texaco on two new pilot stores call SuperQ. Two SuperQs are now up and running in Dublin.

Another speaker at the session was The Container Store CEO and President Kip Tindell. The Container Store "is fanatical when hiring great employees"—on all levels—said CEO and President Kip Tindell. "You can't be great at retail if you don't take care of part-time people, as well as full-time," he said, noting that the company provides paid medical and dental benefits, as well as paid vacation, to part-timers. The company's emphasis on finding and rewarding great employees has led Fortune magazine to name the company the "Best Company to Work for in America" two years in a row—

2000 and 2001—and ranked it number two in 2002.

Tindell said that the company's emphasis on respect and integrity runs throughout its operations, allowing it to thrive in "over-stored" retail environment and shatter retail employment stigmas. Among its effective tactics is "the bravery to pay well," despite the advice of some company stakeholders to limit salaries. Tindell said that the company pays 50 to 100 percent above the average retail salary. Ten percent of store sales go toward salaries, approximately three times the retail average.



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Legislative information from Lansing

Great Lakes Study

An eight member task force from the Michigan Senate recently unveiled an extensive report calling for aggressive action to protect the Great Lakes by enacting new limitations on aquifer withdrawals; enacting new clean air standards; enacting a ban on directional oil and gas drilling; calling on Congress to ban ballast water discharges; and, attacking sewage overflows. The oil and gas groups immediately registered their concern with the recommendation banning directional drilling. The Governor has backed renewed drilling and the Natural Resources Commission has said it is willing to consider new lease applications for drilling. The report identifies 17 issues with the 66 recommendations. The entire report is available online at www.senate.state.mi.us/gop/greatlakesreport/conservationreport.pdf.

Term Limits

With news that Idaho has become the first state to repeal its term limits, officials looking to make changes in Michigan's term limit law said there is a chance an effort will be made to expand the current limit in the November election. The proposal would not deal with the two terms limits on the Governor, Secretary of State and Attorney General.

Broadband

With all the broadband discussion recently at the Capitol, one might assume the public has a good idea what is involved. Not so according to a poll just released by the Lansing polling firm EPIC/MRA. Less than a quarter of Michigan residents know what broadband is, which reveals the need for education on the issue as debate goes forward at the Capitol. Only 24 percent of those surveyed correctly identified broadband as a high-speed Internet service.

In Senate hearings on the Governor's proposal, administration officials stressed the need for this infrastructure and that it should be available to every phone in the state. The proposal creates a tax of 5 cents per foot of right away that would be split between the state (1 cent) and the local governments (4 cents). This is a major obstacle to passage of the package. Neither local governments nor the phone companies want to shoulder the costs involved and believe it should be passed on to the customer. The larger cable services companies claim their concern is local government regulations which offer an impediment to the expansion of broadband service.

Straight Ticket Voting

Michigan voters can no longer choose a political party's slate of candidates with a single selection on their ballot under a bill signed January 11 by the Governor. Five days later the State Democratic Party Chairman announced that the party would begin a referendum drive to force a public vote on legislation banning straight-party voting.

Republicans have called the elimination of the straight-ticket option a needed reform that will force voters to judge each candidate on the ballot instead of blindly voting for a party's slate of candidates. Democrats claim it is an effort to weaken Democratic candidates further down the ticket. To put the issue on the ballot, 152,000 signatures had to be collected by March 21. More than 30 states already outlaw straight party voting on the ballot, although it had been a fixture of Michigan election law for more than a century.

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Mug & Jug celebrates 20th birthday

On March 30, Mug & Jug in Berkley celebrated its 20th birthday. To congratulate the popular convenience store, the city of Berkley posted a message on the marquis of the old Berkley Cinema. AFD salutes Mug & Jug, which has been an active member for its entire 20 years in business!



Is your business celebrating a special event or significant anniversary? We want to know! We'll publish your story (as space permits). Call Michele MacWilliams (248) 557-9600 with details.

Far Left: Wasim Jamil stands in front of the Berkley Mug & Jug.

Left: The Berkley Cinema congratulates Mug & Jug.

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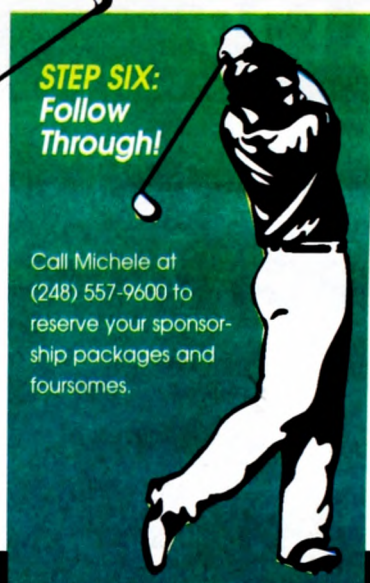
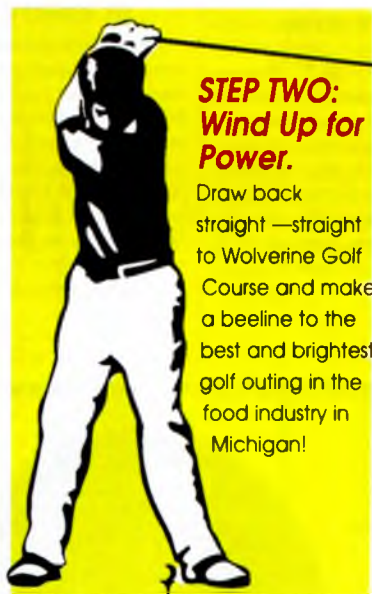
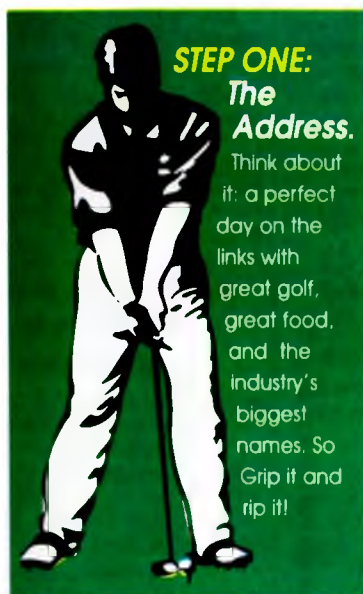
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News Notes

GMA, Progressive Grocer join forces

GMA is teaming up with Progressive Grocer magazine to publish a special supplement, "The Power of Brands" — an insightful and colorful examination of brands and their special affinity with America's popular culture, families, global image and its retail outlets.

More than 22,965 supermarket headquarters executives will receive "The Power of Brands," which also will be distributed to all attendees of the GMA Executive Conference in June.

Frito-Lay tries reverse marketing test

Frito-Lay has pulled its fat-free Wow! chips from store shelves to track consumers' reaction on low- or no-fat snacks, reports say. The launch of Wow! chips four years ago was met with disappointing sales. But the company says despite stagnant demand, Wow! sales topped \$150 million in 2001.

— Advertising Age

U.S. adults inactive in leisure time

Almost 40% of American adults never exercise during their spare time, a National Center for Health Statistics survey shows. The most recent data on physical activity combine results of the 1997 and 1998 National Health Interview Survey, totaling survey respondents to 68,556. Health experts say the survey emphasizes Americans' need to exercise to combat obesity and adult-onset diabetes.

—The Washington Post

Phillip Morris confirms SAB talks Statement ends denials of Miller sale rumors

After the release of a similar statement from potential suitor South African Breweries plc., Philip Morris Cos. Inc. released this brief statement: "We confirm that we are in discussions with South African Breweries regarding a potential transaction involving Miller Brewing Co. We plan to make no further comment."

Summer gas prices will be lower than last year

U.S. drivers will pay an average \$1.46 for a gallon of gasoline during the busy summer driving season, eight cents lower than last summer's average but the third highest on record, says a Reuters report, citing a forecast by the Energy Information Administration.

Cadbury may venture into mineral water business

Cadbury Schweppes reportedly is planning to take on Evian and Perrier by purchasing a small premium water brand. The U.K. beverage and confectionery group appears to be following soft drink rivals PepsiCo's and Coca-Cola's footsteps into the bottled-water business.

—Financial Times

Snapple to roll out snappy, quirky marketing campaign

In an effort to refresh yet stay true to its odd-ball image, Snapple Beverage Group is expected to present TV commercials, posters and Web ads featuring bottles of Snapple products "dressed" in miniature wigs, hats, helmets and ties. The \$40 million campaign is aimed at making Snapple more noticeable in an overcrowded beverage market, according to the company.

—The New York Times

The voice of the grocer is on the air

Ernie Harwell, who's retiring at the end of the season as the Detroit Tigers' play-by-play broadcaster, is already taking a side job.

Harwell is now the "voice" for the Kroger Co. of Michigan in a series of 10 new radio ads. The ads, created by McCann-Erickson Detroit, already have been airing and will continue throughout the season on WXYT AM 1270.

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Visa, Mastercard seek to limit retail plaintiffs in lawsuit

MasterCard and Visa U.S.A. have asked the U.S. Supreme Court to review a lower court ruling that would make about 4 million retailers, including convenience store retailers who accept Visa and MasterCard, parties to an antitrust lawsuit against the credit card networks, *Reuters* reported.

"What this case means to

convenience store retailers, particularly those who sell fuel via pay at the pump, is the opportunity to recover credit/debit card fees they may have overpaid," said Teri Richman, NACS senior vice president, strategic initiatives & alliances. "The overpayment would have occurred when the Visa or MasterCard debit/check card was processed as if it were a credit card."

The 1996 lawsuit led by Wal-Mart Stores, Inc. seeks as much as \$100

billion in damages from the credit card networks, claiming that the networks used their market power to force merchants to accept their debit cards. Visa and MasterCard, which together control more than 75 percent of U.S. credit card sales, argue that retailers must honor all their cards. A New York appeals court denied the card networks' motion to stop the millions of retailers from getting class certification.

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ATM scam costs retailer's customers \$200,000

San Mateo police have arrested a suspect they believe was involved in putting a "skimmer" device on an ATM at a local petroleum marketing location and taking more than \$200,000 from about 80 customers, the *San Francisco Chronicle* reported.

With dozens of reports of fraudulent ATM charges coming in, police soon made the connection with the Coast retail site on Hillsdale Boulevard. The police found a credit card "skimmer" - a small device containing a magnetic card skimmer and memory chip. Police believe the device was used to record ATM card numbers from customers who handed the sales associate a card before going to pump fuel.

Police are seeking a man who approached the store owner about buying the site last fall, and who worked at the store part time in order to learn the business. In the meantime, the store's owner has spent \$35,000 on new pumps with built-in card readers.

Pepsi Bottling Group to buy Seaman's Beverages


The Pepsi Bottling Group, Inc. announced that it has signed a letter of intent to acquire Canadian bottler Seaman's Beverages Limited, located in Prince Edward Island, Canada. The terms of the transaction, which is expected to close this month, were not disclosed.

"We are very pleased to add this bottling operation to our existing Canadian territories," said John T. Cahill, CEO of Pepsi Bottling Group. "We intend to build on the strength of this business, while respecting the culture and regulatory environment of Prince Edward Island."


Pepsi Bottling Group, the world's largest manufacturer, seller, and distributor of Pepsi-Cola beverages, distributes approximately 85 percent of all Pepsi-Cola products sold in Canada.


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Hershey eyes convenience store channel for growth

Hershey Foods Corp., the biggest U.S. candy maker, is increasing its focus on the convenience store channel to drive growth, the *Wall Street Journal* reported.

Hershey's CEO Rick Lenny, who began his tenure as the company's chief executive last year, is credited by analysts with shaking up Hershey's corporate culture and making the convenience channel a greater priority. Competitors such as Nestle SA and Mars, Inc. have long considered convenience stores an important selling stage, the newspaper said, but Hershey is now making an effort to grow its product variety and sizes to appeal to the convenience customer.

Central to Lenny's strategy is reinvesting cost savings into flashier marketing efforts, the newspaper said, as well as developing an umbrella-brand strategy to better leverage the company's well-known brand names. Among other plans, Hershey is also set to open a 2,500-square-foot retail store in New York's Times Square.

During the past year, teams of Hershey managers have traveled to 7-Eleven stores nationwide, scouting new opportunities for candy sales. Hershey has been overly dependent on sales of seasonal bagged items, the newspaper said, and is increasing its focus on single impulse-type items.

News Notes

Pepsi unseats Coke as NFL soft drink sponsor

PepsiCo, Inc. has unseated rival Coca-Cola Co. as the official soft drink sponsor of the National Football League, ending Coke's 19-year sponsorship relationship with the league, *Reuters* reported.

The terms of the deal between the NFL and Pepsi have not been disclosed, but *Reuters* said it could be in the same neighborhood as the deal worked out on last week between the NFL and Coors Brewing Co. Coors became the official beer sponsor of the NFL in a deal reportedly worth \$300 million.

"Our research shows that most people really don't see a distinction between being a national sponsor or being a major advertising and marketing partner, particularly at the local level where there is a great deal of passion between the fans and the local team," Coca-Cola spokesman Bill Marks said. Coca-Cola plans to turn its attention to increasing its marketing with 20 of the 32 individual NFL teams, as well as a large number of college and local football programs.

Coca-Cola, which *Reuters* said had been negotiating vigorously with the NFL, is currently the official soft drink sponsor of the National Hockey League, the National Basketball Association and NASCAR racing.

Monsanto asks for USDA permission to commercialize modified corn

Monsanto has asked the Agriculture Department to approve a genetically modified corn that resists larvae of a corn rootworm pest. The company's request to grant the crop non-regulated status is backed by studies and tests that show the crop is not a risk to the environment.

—*Reuters*

Phillip Morris raises price of cigarettes

Phillip Morris Cos. has instituted a 4.5 percent increase in the list price of its cigarettes and other tobacco products, the *Wall Street Journal* reported.

Wall street analysts and cigarette wholesalers had expected the move, the newspaper said. Although cigarette prices have climbed sharply in recent years as the tobacco companies raised money to cover payments to state governments under the \$206 billion 1998 tobacco settlement, some analysts said less of this increase is likely to be needed to fund settlement payments.

After a staggering 31 percent price increase in 1999, cigarette price increases moderated to some extent during 2000 but still registered an 11.2 percent price increase.

According to the 2001 NACS State of the Industry report, cigarette price increases added approximately \$3.9 billion to total industry sales in 2000. However, the SOI pointed out that the convenience store industry had an actual decline in real sales in 2000, as the price increases for 2000 added up to \$42.4 billion while actual total industry sales rose only \$35.4 billion.



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Former Rudzewicz Advisors Inc. joins Michigan Quality Council

The Michigan Quality Council announces the addition of Follmer Rudzewicz Advisors, Inc., one of the nation's leading professional accounting firms, as its newest sustaining member, according to council director Bill Kalmar.

The Michigan Quality Council is supported by Governor John Engler to promote Total Quality Management (TQM) practices in businesses, educational institutions and organizations throughout Michigan. One of the Council's primary functions is to oversee the

Michigan Quality Leadership Award given each November to recognize organizations for outstanding quality management.

"As a leading professional accounting firm, Follmer Rudzewicz is focused on providing privately owned companies with accounting and business solutions," said Chris Peterson, principal at Follmer Rudzewicz Advisors, Inc.

"Most companies are facing the reality that they need to develop an ISO 9000 based quality system in

order to remain competitive in today's market. Our dedicated team of professionals provides the necessary direction to build and maintain a usable system," Peterson added.

The Follmer Rudzewicz Advisors team of quality consultants provides assistance with ISO/QS 9000 pre-registration. Their quality systems are used to enhance business processes and improve profitability for privately held businesses in a variety of industries.

WMU offers professional development courses

Offered in partnership with Western Michigan University, Managing the Total Store – Maximizing People and Profits at Store Level is a highly interactive weeklong course, focusing on the complex operations side of the supermarket industry.

Geared for individuals who are in store management positions, it is also ideal for those seeking to improve their knowledge of overall store operations. Course content includes food industry trends, store layout, financial analysis, merchandising, retail technologies, recruiting and retaining employees and much more!

The emphasis is on practical information for day-to-day supermarket operations. Plus, store tours of innovative local operators are part of the total learning package. This course is also the perfect complement to the Managing the Total Store: Leadership Course.

Tuition: FMI members \$1695, non-members \$2495. Tuition includes accommodations, most meals; all course materials and store tours. For more information, call (202) 220-0720.

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BAKERY: Bolling Gas bread oven, Berkel bread slicer, Super Systems proofer, bread racks and pans, showcases.

DELI: Hussman 4' hot deli display, BK Industries DR-34, 18 amp, Henny Penny pressure fryer, shrink-wrap table, pans, containers.

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Here's a good argument for wearing gloves

Roughly three out of five consumers say they'd be more likely to return to a restaurant if they saw its employees wearing gloves as a defense against foodborne illness, according to a new study from NPD Foodworld.

The study, released at the Food Safety Summit here, was sponsored by FoodHandler, a supplier of disposable gloves. The survey also found that 82% of respondents have a more positive impression of a restaurant that requires staffers to wear gloves; 77% would choose a place where gloves were mandated over one where workers were bare-handed; and 70% are willing to pay a few cents more for the food handled by persons wearing gloves.

NPD researchers noted that almost all the respondents noticed when gloves were being used, and more than three-fourths understood that the handcoverings were intended to thwart pathogens.

The research house suggested that about 23% of consumers felt that gloves were "overdoing it."



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Randazzo's makes produce dazzle

By Karen Braschayko

In the metro Detroit area, few names are associated with fresh produce as the name Randazzo. Still headed by the Randazzo family, Randazzo's Fresh Markets have adapted with the times and continue to thrive under the hands-on management of Sonny Randazzo, Maria Randazzo-Purchiaroni, and of course their father Nino Randazzo.

Maria explained the evolution of the Randazzo stores, which began in the seventies. Back then the demand was for fair produce at cheap prices, but now customers want the finest produce available at a fair price, and Randazzo's selection has changed to accommodate. "Our goal is to stay as competitive as possible—and to remain fair." Their motto is "The Freshest and Finest Available," with the goal of single-store food shopping.

Randazzo's Fresh Markets have expanded far beyond fruit to butcher-quality meats, a bakery, deli, and even fine wines. "We try to meet the needs of customers and offer one-stop shopping with everything they need right here," Maria says.

Fresh-cut flowers, pastas, seasonings, and dairy round out Randazzo's selection, creating a full service grocery store. There are many imported specialty foods, and the Randazzos offer new products to suit their customers. The wine department was recently enlarged to include a wide range of finer wines and a knowledgeable full-time employee to answer customer's questions.

Primetime Meats handles the bright, well-staffed meat department,



Maria Randazzo-Purchiaroni, Nino Randazzo and Sonny Randazzo

offering "all fresh, butcher-cut products," Maria said. The seafood selection is extensive and encompasses many unusual items including squid and octopus.

The bakery offers freshly baked bread, pastries, pies, wedding cakes and other special occasion desserts.

Prepared foods have become a significant part of the business as well. The store has its own chef to prepare hot entrees, such as lasagna trays, pasta and meat dishes. Near the deli is a bar of vegetable salads that include artichoke, pepper, and bean. A variety of olives are available for customers to self pack.

Even with the evolution, the focal point of the store is still the bright rows of high quality fruits and vegetables. Sonny Randazzo says that produce is still eighty percent of the business. "It's why people come here—it's what sets us apart from others," Maria explained. "Fruit markets have an edge...we always have fresh produce available," and that's the main attraction.

Randazzo's Fresh Markets are in two locations, in Warren at 13 Mile Road and Schoenherr, and the newer store on Hayes Road at 22 1/2 Mile

housing would boom around them. Other businesses have stretched north as well.

"We're happy with the decision," Maria smiled, explaining that the stores exterior will be remodeled this fall, giving it a completely updated look.

Randazzo's has a fresh, friendly appeal. Wide, open aisles, a colorful mural, and lots of light show off the well-thought, careful product arrangement. The mural, covering the top of the back wall, is an outdoor scene of a farm, complete with cows and lots of color. It serves to remind customers of our food's origin. Burlap and vine disguise the support columns, and bright metal tubs hold produce.

Even with the large selection and broad resources, Randazzo's Fresh Market preserves a small-town feel and community relationship. Employees recognize many customers who come in daily to get supplies for lunch and dinner. Many restaurants shop at Randazzo's as well, knowing that they can find the finest produce available. Local businesses return year after year for holiday fruit baskets. Randazzo's began internet

Day, flowers and vegetables are available as bedding plants, especially popular at the Warren store.

Christmas wreaths, poinsettias, and fruit baskets are popular seasonal items as well. Gorgeous hydrangeas and lilies are available around Easter.

In addition, the store donates extensively to organizations that benefit individuals with multiple sclerosis and children with disabilities.

Sonny and Maria began in the store as children. "I started when I was ten years old, standing on a milk crate, pushing buttons on the register. We both grew up knowing we'd work in the business," explained Maria.

Sonny earned a bachelor's at Northwood University and Maria at Albion College. "It wasn't until after we completed college that we took on responsible, secure roles," Maria reassured.

Maria, now married with two children, handles the administrative tasks in the office and Sonny, also married, is in charge of store operations and produce. He learned the process from his father, and now he is the one combing Eastern Market in Detroit at 4:30 every morning, selecting the produce for both stores. Although Sonny is considered an expert authority on matters of produce, Nino Randazzo "still has final say. He lets us know when we get out of line," Maria laughed. "It's welcomed. One thing I have to say is, of all the schooling I've ever had, my father has been my best teacher."

Randazzo's website, displaying the fruit baskets and cheese trays available, is <http://randazzofreshmarket.com>.



Maria Randazzo-Purchiaroni

Road in Macomb Township. The Macomb store was completed in 1991, before there was much development of any kind in the area, but the Randazzos saw that



Randazzo's Fresh Market in Macomb Township offers "the freshest and finest available."

President Bush speaks to Fiscal Responsibility Coalition

On April 16, President George W. Bush addressed members of the Fiscal Responsibility Coalition in room 450 of the Dwight D. Eisenhower Executive Office Building in Washington, D.C. AFD is a member and supporter of this coalition. Because the President was speaking directly to our industry, we felt it important to include his entire speech. Of importance, the President thanked the coalition members for support of his proposed budget, which includes three goals:

1. Reasonable increases in spending to win the war on terrorism.
2. Assure homeland security, and
3. Strengthen the American economy.

The President also stressed that Congress must refrain from excessive spending and last year's tax cuts must become permanent, especially the repeal of the estate tax.

The President concluded by urging all Americans to combat terrorism by doing good deeds in support of those in need.

Here is the speech, in its entirety:

3:15 p.m. EDT

THE PRESIDENT: Well, thank you all very much. I appreciate you coming and giving me a chance to discuss the budget — (laughter) — of our country.

First, I want to thank Ted Fowler and Grady Rosier for leading this mobile effort to make sure that Congress gets the message that fiscal sanity and discipline is important as we fight our war against terror.

I want to thank the members of my administration who are here, the Deputy Director of the OMB. I don't know where "The Blade" is, but — (laughter) — he's traveling. But I want to thank you all very much for making up the -Fiscal Responsibility Coalition.

Now, last night was not only the night people were supposed to file their taxes, but Congress is supposed to file its budget. The House has, and the Senate hasn't acted yet. But I want you to know that we fulfilled our responsibility. And I want to talk about budgeting in the face of the war against terror and budgeting in the face of a slowdown in our economy.

It's an important issue because sound budgeting is going to determine whether or not, and sound appropriating is going to determine whether or not people are going to be able to find work.

First, I think it's important on any budget to set priorities. And I want to

share with you the three priorities that I've set and why I did it. Homeland security: we've doubled the amount of money available for homeland security because my most important job is to protect our homeland. I need to be able to say to the American people that you can go about your lives because we're doing everything we can to protect you, and we are.

We've got money in our budget for first time responders — those are your police and your fire and your emergency medical teams — so that they can have a capacity to respond to any emergency that may occur, if one does. We've got money for bioterrorism in our budget. We've got medicines available. We're beefing up the public health units around the country. We've got money in our budget for border security. I mean, let's be frank about it, we've got to know — do a better job about knowing who's coming in and why they're coming into America, how long they intend to stay, and whether or not they're staying for as long as they say they're staying.

We beefed up our Coast Guard, to make sure that our ports and — ports of entry are better protected. We're doing a much better job here in America of communicating between law enforcement agencies. We've got money in our budget to modernize the capacity for the FBI to communicate internally, as well as with other law enforcement agencies around the country.

You just need to know that any time we get any hint that somebody might be thinking about doing something to America, we're responding. We're chasing down every possible lead to make sure the homeland is secure.

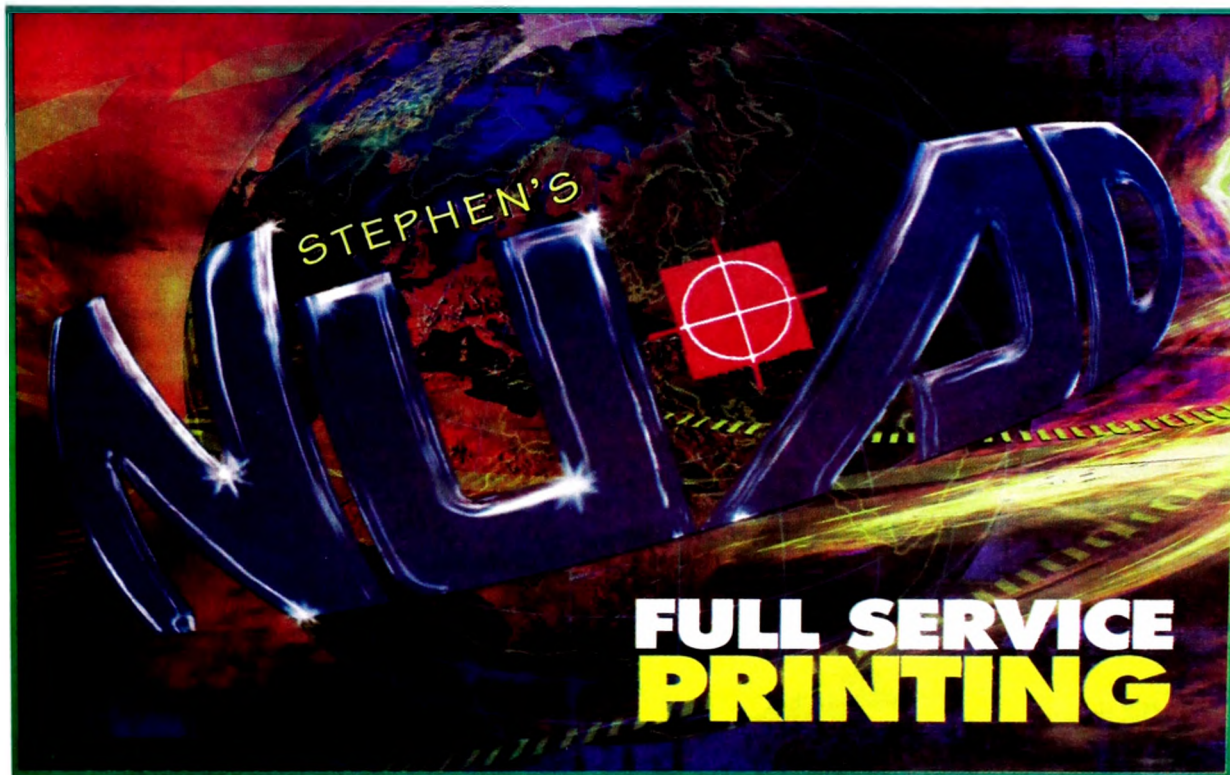
But the reality is that the way to secure the homeland is to find these killers, wherever they try to hide, and bring them to justice. That's the best way to secure America. I know some Americans wonder what is — how long this is going to go on. The answer is, for however long it takes. History has called us into action. We're not going to blink; we're not going to get tired. We're going to do what is necessary to defend our freedoms.

I like to tell people in these speeches I'm giving, that I can't imagine what went through the mind of the killers. They must have thought we were so materialistic, so self-absorbed, that all we were going to do was file a lawsuit. (Laughter.) They found out that we think differently here.

And so my budget prioritizes our national defense. It's the biggest increase in the defense budget in 20 years. And there are a couple of reasons why. First, any time we send our troops into harm's way, they've got to have the best training, the best equipment, the best possible pay. I mean, we owe it to our soldiers that it be this way.

And secondly, the size of the budget

See President, page 29



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Two new Michigan Lottery games to debut this month



By Acting Commissioner James Kipp
Extra, extra, read all about it—

Lottery players can win on the spot for only \$1 extra with the new Daily 3 & 4 EXTRA game! Beginning May 16, Daily 3 & 4 players will have an extra reason to visit your stores. Since the Daily games started in the late 1970s and early 1980s, players have enjoyed playing their favorite numbers each day. Now, with the introduction of the EXTRA game, players will have the opportunity to win both "on the spot" and in the daily drawings! EXTRA gives players the chance to win instantly while waiting for their special numbers to be drawn. Players who purchase a Daily 3 or Daily 4 ticket can ask for the EXTRA play for just one additional dollar!

The three or four EXTRA numbers, respectively, are randomly chosen and printed at the bottom of the ticket, with a certain prize amount listed underneath each number. Players can win up to \$500 instantly by matching the EXTRA numbers that are in the same position as the Daily 3 or Daily 4 numbers they played for the regular drawings.

For example, if a player plays "176" as his or her Daily 3 numbers and has 1 (with a \$50 prize underneath), 5 (with \$5 underneath) and 6 (with \$50 underneath) as his or her EXTRA numbers, he or she wins \$100 instantly because the EXTRA numbers matched the 1 and 6 in that player's Daily 3 number. Prizes can be redeemed immediately, and players will receive a reissue ticket good for their regular Daily 3 or Daily 4 drawing.

EXTRA is an extension of the already popular Daily games, and we are very excited about it—and expect that your customers will be too! The EXTRA game offers overall odds of winning a cash prize of 1 in 5.92. With instant prizes from \$2 to \$500, customers statewide will be flocking to your stores to try their luck—daily!

Big Game Changes. The Big Game will soon be getting bigger—so big that the name of the game will be changed to Mega Millions! The upcoming addition of the New York and Ohio lotteries to the Big Game group necessitated the creation of the new Mega Millions game.

Tickets for the Mega Millions game will go on sale Wednesday, May 15, at a cost of \$1 per wager. The first Mega Millions drawing will be conducted on Friday, May 17, at 11 p.m. Mega Millions jackpots will begin at \$10 million, but if there is no top prize winner(s) in the final Big Game drawing on Tuesday, May 14, The Big Game jackpot prize will roll into and be part of the jackpot for the first Mega Millions drawing.

The Mega Millions game is expected to achieve an average jackpot of \$80 million—with a potential to surpass \$500 million, which is based upon expected ticket sales across all participating jurisdictions. In addition to the increased minimum jackpot and the anticipated higher average jackpot level, secondary prizes have increased in seven of the nine prize levels—with great overall odds of 1 in 43 of

winning a cash prize. With Mega Millions, players first choose five numbers from a pool of 52 white ball numbers. Then, they choose a single number from a pool of 52 Gold Mega Ball numbers.

Mega Millions tickets will be sold exclusively in Michigan, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, Ohio and Virginia.

The Michigan Lottery is excited about the introduction of this new game. The Big Game has been very popular with Michigan Lottery players since it started over five years ago. We expect Mega Millions will continue to build upon The Big Game's success.

Look for more information about this new game in your May 2002 *Gameline*. Additionally, I strongly encourage you to prominently display your Mega Millions point-of-sale materials.

Mega Millions Coupons Start May 19! To help introduce your customers to Michigan's new online game, Mega Millions, the Lottery is giving players all over the state a

See Lottery, page 33

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Residents of northern Michigan's cherry country have sworn by tart cherry juice for the relief of arthritis pain for generations. Now, researchers at Michigan State University have confirmed the extraordinary anti-inflammatory properties of Michigan tart cherries. Tart cherries have also been found to be significant sources of anti-oxidants and melatonin.

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in the exact position and
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**Win
on the
spot!**

**EXTRA means players can
win NOW and win LATER!**

Introducing EXTRA, a hot new kind of on-line game that gives your customers a chance to win now and win later when they play the Daily 3 & 4! And here's more:

- On sale May 16, 2002.
- Customers can play and win EXTRA seven days a week!
- Regardless if they win or lose with EXTRA, players still have a chance to win in the midday or evening drawings.
- Odds of winning are a mere 1 in 5.92.

And when Daily 3 & 4 EXTRA players win instantly in your store, they'll have extra money to spend on the spot!



Retailers score win with new direction on ergonomics

The Occupational Safety and Health Administration intends to make an announcement shortly regarding the agency's direction on workplace ergonomics regulation. Most importantly, it appears that OSHA intends to work with trade associations and other business groups to put together industry-specific task guidelines—something NACS had strongly supported.

"The Labor Department agrees with NACS on the need for industry-specific guidelines," said Allison Shulman, NACS director of government affairs. "NACS commends the Labor Department for taking this approach and focusing on compliance assistance."

NACS has learned that the Department of Labor's (DOL) announcement on ergonomics will include four main points:

1) Voluntary industry-specific task guidelines—DOL will not promulgate another rule on ergonomics, but instead will work with trade associations and other business groups to put together industry-specific task guidelines.

Shulman added that NACS intends to work with DOL to ensure that NACS' current guideline is acceptable.

2) Strengthening enforcement—DOL intends to focus enforcement efforts on those companies that have several complaints for the same tasks.

3) Compliance and training assistance—DOL has strengthened its compliance and training assistance program, and will work with employers toward compliance rather than seeking citations.

4) Ergonomics research—DOL is commissioning another study to fill in the gaps in existing research on workplace ergonomics, which has been widely criticized.

In a major legislative victory for the convenience store and petroleum marketing industry, Congress last year voted to repeal the far-reaching workplace ergonomics rulemaking that had been put forward during the Clinton administration. A NACS study of the draft rule found that it would have cost an average convenience store \$20,000 to implement in the first year and \$4,700 a year for the following four years. As

the Bush administration's Labor Department has worked toward a new approach to ergonomics regulation. NACS has testified that a voluntary industry specific guideline was better than a standard, and has continually urged OSHA to focus on compliance assistance.

Region 1 Lottery Office Moves to Cadillac Place

The Region 1 Lottery (Detroit) office moved to a new location effective April 12. The new location is:

3060 W. Grand Blvd.
(corner of Cass & W. Grand)
Suite L-600, Cadillac Place
(former GM Bldg.)
Detroit, MI 48202
The new phone number is:
(313) 456-4040

Jane Sossi Belcours wins leadership award

The Michigan Business & Professional Association (MBPA) announced outstanding honorees for the annual "Women & Leadership in the Workplace" awards on April 18 at the Burton Manor in Livonia.

Janet Sossi Belcours, president of the Roma Café, Inc., was an honoree of the Small Business Achievement award.

The Roma Café Inc. is Detroit's oldest restaurant. Janet has been involved in this family owned establishment for 22 years. Ten years ago her father Hector Sossi retired after 62 years, turning day to day operations over to his daughter. Since that time, Janet has increased sales and revenues over 25% with predicted forecasts for another stellar year for 2002.

In addition to her business, she is involved in many community efforts. She is a board member of the Wayne County Economic Development Corporation, board member of Wayne County Brownfield Development and board member of the Buoy 7 Police youth action group. In addition, Belcours is involved with the M.S. Society, National Restaurant Association, Michigan Restaurant Association and Regina High School Mothers Guild.

Classifieds

CONVENIENCE STORE (Beer & Wine), East Lansing, MI—Inventory approximately \$60,000.00. High volume store in the best location in East Lansing. East Lansing serves a local population of 100,000 people, plus 46,000 faculty, staff, undergraduates, and graduates employed or enrolled at Michigan State University. Operated as a pharmacy/drug store from 1950-1984. Operated as a convenience store from 1985 to present (no Lottery). Employees: 5. 3,300 square foot building with basement storage. Minimal competition; stable population. Financing: cash. Transitional support and training only; owner retiring. Contact Sid Rosenberg at (517) 332-7072.

SUPERMARKET EQUIPMENT FOR SALE—Freezer case, produce case, scanning system (3 checkouts), beverage case; meat and restaurant equipment. Call (313) 925-0511 or (810) 381-3343. **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.

FOR SALE: HAZEL PARK—Well established small supermarket, about 6,000 sq. ft. Same owners for over 35 years. Money maker—easy to run. Call Tony for details, (248) 543-2018.

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: **Annul, 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.

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+ cash flow. Owners retiring. Great opportunity with strong potential for growth. \$275,000+ inventory. The Stratford Company (Broker): 616-385-4101.



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President,
continued from page 25

request ought to indicate to the American people that we're in it for the — and the enemy, by the way — that we're in this for the long pull; that there is no calendar on my desk that says, oh by the way, this thing must end by such and such a moment. That's just not the way I'm thinking, and it's not the way our military is thinking. And the Congress needs to understand that as well, that it's expensive to fight for freedom, but it's not too expensive, because it's freedom we fight for.

These people, these terrorists still want to hit us. They're cold-blooded murderers, that's just what they are, and we're denying them places to hide. And, slowly but surely, we're going to get them. And just ask their chief operating operator, Abu Zubaydah, what it's like to be on the wrong side of the United States of America. We got him, and America's safer for it, but there's more out there.

I feel the same way, by the way, about nations that are going to develop these weapons of mass destruction, who have got a history of hating America, hating freedom, and using these weapons against their own people, for example. I've got one country in mind, as I laid out that characteristic. (Laughter.)

But we can't, for the good of our children and for the sake of our future, allow them ever to team up with an al Qaeda organization, and try to hold us hostage or hold the free world hostage. And it's just not going to happen. I'm going to be patient and deliberate, be steady. And our budget reflects that.

And so — and the third priority has been to make sure that we promote economic vitality and growth. And so the priority in the budget was the tax cut that many of you worked on and is now in place. And I will tell you that I remember giving speech after speech after speech saying our economy needs a tax cut. It's important to let people have their own money so that they can spend and, when they do, demand increases and then somebody will meet that demand with a good or a service, and then somebody will be able to find work. And it made a huge difference in our — in the vitality of our economy that we cut the taxes. Those taxes need to be permanent, by the way. And I look forward to working — (applause).

And the budget also included a blueprint for the economic stimulus plan that I signed. And, again, I want to thank some of you in this room for working on this — a good thing. (Applause.)

And so I urge Congress to get moving on the appropriations process, particularly when it comes to the Defense bill. Generally, here in Washington, they wait and put the Defense bill out last. I'm not going to read any reasons why into that; it just happens. I'll let the experts tell you why.

It seems like to me if we're at war — and we are at war — that they ought to get the Defense appropriations bill out first, and not play games with the Defense appropriations. (Applause.) And so I'm asking Congress to do that. I've made this clear to the leadership. I had a breakfast; they were — seemed to be very responsive. And now it's time for the appropriators to act.

I also asked Congress to pass the

supplemental that we submitted. It's emergency funding for defense and homeland security and economic security, and we'd like to get that done by Memorial Day. It's time for them to get that supplemental passed.

The key, however, in making sure that this all fits together, is that Congress understand the consequences of excessive spending beyond the priorities. The budget we submitted sets our priorities. But areas outside of our priorities will increase in expenditure by 2 percent — which is a pretty darn healthy increase in times of war.

It means that we're going to meet other obligations. The education bill, for example, is an increase, after a substantial increase from last year. And one of the things that I'm urging Congress is to make sure that when they begin to think about programs and what they're going to spend

the money on is to think of the lessons of the past. We must not repeat the mistakes in the '60s, when increased spending required by war was not balanced by slower spending in the rest of government. That the appropriators thought, what the heck, we'll just spend it on everything without any fiscal discipline in Washington, D.C. And, as a result, in the '70s, we faced unemployment and growing deficits and spiraling inflation.

In times of — now is the time for us to be responsible when it comes to spending the people's money. That's not to say it's not always time to be responsible when it comes to spending the people's money, but it's a time to be disciplined. The lesson ought to be clear that when you have excess spending, it's going to cost people their jobs. And

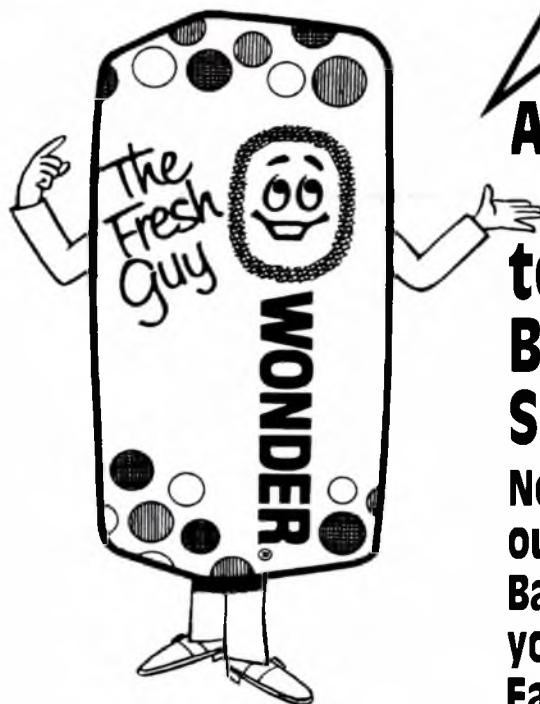
Congress has got to be very careful about that.

The recession — no question, I remember when I was campaigning, I said, would you ever deficit spend? And I said, yes, only if there were a time of war, or recession, or a national emergency. Never thought we'd get — (laughter and applause.) And so we have a temporary deficit in our budget, because we are at war, we're recovering, our economy is recovering, and we've had a national emergency. Never did I dream we'd have the trifecta. (Laughter.)

But the key is to make sure it's as small as possible. And to make sure it doesn't last very long. And so you'll hear some who say, well, let's raise taxes as the way to deal with this temporary deficit. That, of course, would slow the

See President, page 33

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FMI and FDI agree to joint publication of *Food Distributor* magazine

The Food Marketing Institute (FMI) and Food Distributors International (FDI) have agreed to jointly publish *Food Distributor* magazine beginning with the May/June issue.

Food Distributor, which has been the official voice for FDI and its wholesale food and foodservice distributors, will continue its focus on distribution, but will begin incorporating into its pages significant retail content of interest to FMI member companies.

To mark the announcement of this landmark event, *Food Distributor* will publish in May/June 2002 as a special that will be delivered to the FMI leadership and the FMI Convention May 5-7 in Chicago, in addition to all of the magazine's regular subscribers.

The magazine will continue to publish on a bi-monthly schedule for the remainder of 2002.

Conference and Grocers Care Celebration slated for June 23-25 in Washington, D.C.

Plan to attend and make your voice heard with other retailers,

wholesalers, government relations specialists, and state association executives on such issues as permanent repeal of the estate tax, preserving competition and consumer choice, stopping mandatory country of origin labeling, assuring workable pension rules, and opposing ergonomics mandates.

This event, cosponsored by N.G.A.

and Food Industry Association Executives (FIAE), will highlight a Grocers Care Celebration on Monday evening, June 24 to recognize those retailers, wholesalers, and manufacturers whose civic, community, and charitable contributions have made significant impacts throughout the years.

On Tuesday, June 25, Hill visits will be scheduled with targeted members of Congress. In a February 6, 2002 letter to N.G.A., President Bush praised the efforts of retailers and wholesalers by saying,

"I commend the members of the N.G.A. for your ongoing commitment to professionalism, service, and excellence in your industry. I also applaud your efforts to promote economic growth by creating jobs for our citizens. You are an integral part of our communities and help contribute to the prosperity of our Nation."

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System Security measures catch thieves

Thanks to the timely and thorough processing of a retailer's stolen instant lottery ticket report by Natalie Mohammed, GTECH National Response Center/Michigan (NRC/MI) Operation Specialists (OS), two Michigan thieves are in jail.

At 7:20 AM on February 14, 2002 Natalie processed a Stolen Instant Ticket Report from a Jackson, Michigan retailer (51232). Natalie immediately placed the stolen books of tickets on a security hold status. At 7:40 AM the same morning, Michigan Bureau of State Lottery Security (MBSL Security) utilizing our IVAL system, identified validation attempts on the stolen books. After securing descriptions of the suspects from retailers, MBSL Security contacted the police who apprehended the two suspects shortly thereafter. Robert Jansen, Director Michigan Bureau of State Lottery Security said, "Thanks to the NRC's quick action, two suspects were taken into custody."

Don't miss the AFD Annual Golf Outing, July 17, 2002 at Wolverine Golf Course in Macomb Township. Mark your calendar now and turn to page 15 for details!



It's official: Vanilla Coke

The Coca-Cola Co. announced that Vanilla Coke—Coca-Cola with a hint of vanilla—will be introduced initially in the U.S. with distribution starting May 15, followed by a rollout in Canada. Rumors about the introduction had been circulating for several weeks.

Packaging graphics for Vanilla Coke will feature the "Coke" brand name, rather than "Coca-Cola," in the script of the Coca-Cola trademark. The dynamic ribbon device, or "wave," also returns to reinforce the connection to the Coca-Cola brand.

The company also announced the repositioning and new graphic look for Cherry Coke, consistent with the design elements of Vanilla Coke packaging.

Coca-Cola introduced diet Coke in 1982; Cherry Coke in 1985 and later a diet version; diet Coke with lemon in 2001; and now Vanilla Coke.

Welcome new members!

The Associated Food Dealers of Michigan welcomes these new members who have joined in January through March 2002:

1st Choice Insurance
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Dearborn Sausage Co.
Double Barrel Party Store
Duffy's Derby
Four Seasons Beverage & Equipment
Glen's Cove
Java Jo's
JS Advisor Enterprises
K-4 Brothers
Kettlewell's Foodland
King Orchards
Mediterranean Lounge Club
Michael Wine Shoppe
Northside Party Store
Outriggers
PMCR Card Services
Pointe Liquor
Save-A-Lot
Trade Fair Supermarket
Troy Tobacconist
Western Market

Readers go nuts for Kar's Sweet N Salty Mix

Kar Nut Products' *Sweet N Salty Mix*, one of the most popular snacks in the vending industry, was recognized as Runner Up in the Salted Snack category of the 2002 *Automatic Merchandiser* Reader's Choice Awards.

This combination of raisins, nuts and chocolate came in second to Frito-Lay *Doritos Nacho Cheesier*. Kar's President, Nick Nicolay, accepted the Award on March 9th at the National Automatic Merchandizing Association (NAMA)

2002 Spring Expo in Las Vegas.

"This is the first time we've gotten this kind of recognition," says Nicolay. "And for a little guy like us to be named along with food industry giants like Hershey, Kellogg, Pepsi, Nestles, and M&M/Mars is a real honor. We couldn't be more pleased."

The *Automatic Merchandiser* Reader's Choice Awards recognize the best selling, most profitable, and most requested vending products on the market each year. Readers choose

by filling out ballots (included in *AM*'s December and January issues) for snacks in a variety of categories. *Sweet N Salty Mix* qualified for both the Candy and Salted snack categories due to its unusual marriage of coated chocolate morsels with dried fruits and nuts.

Since it was introduced four years ago, Kar's national and regional distributors have consistently ranked *Sweet N Salty Mix* among the top twenty of all candy slot vending products sold.

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Knowing peak sales times can help sell suds

Customer distribution by demographic

Age of purchaser	All shoppers	Beer shoppers	Gap
21-24	6.70%	8.20%	1.5
25-34	24.60%	23.30%	3.7
35-44	28.00%	32.40%	4.4
45-54	20.20%	18.40%	-1.8
55-64	11.20%	8.50%	-2.7
65+	9.30%	4.20%	-5.1

Household income	All shoppers	Beer shoppers	Gap
Under \$25,000	31.70%	37.20%	5.5
\$25,000-\$44,999	27.20%	27.20%	1.5
\$45,000-\$69,999	20.40%	20.40%	-1.8
\$70,000+	20.70%	15.20%	-5.5

Gender	All shoppers	Beer shoppers	Gap
Male	59.80%	67.60%	7.8
Female	40.20%	32.40%	-7.8

Customer distribution by day-part

Day-part	All shoppers	Beer shoppers	Gap
Morning 6-10 a.m.	20.40%	17.20%	-3.2
Midday 10 a.m.- 2 p.m.	21.90%	17.30%	-4.6
Afternoon 2-6 p.m.	27.50%	30.50%	3
Evening 6-10 p.m.	22.10%	24.90%	2.8
Late night 10 p.m.-2 a.m.	5.80%	8.00%	2.2
Earling morning 2-6 a.m.	2.30%	2.10%	-0.2



Obviously beer is one of the staples of any convenience store. However, treating the category like a day-part can maximize beer sales.

More people buy beer during the afternoon day-part. But more people buy everything during the

afternoon day-part because that's peak customer traffic time according to The NPD Group. By looking at the gap, which is beer shoppers minus all shoppers, you can determine at what time of day customers will be more likely to be shopping for beer.

"We look at the gap to discern how beer shoppers are different from all shoppers as a whole. That's where we see beer shopping is skewed toward the afternoon, evening and late night day-parts," says David Portalatin, account executive for The NPD Group, Houston.

If you have some transitional

merchandising space, consider offering iced-down beer during the afternoon, evening and late night day-parts, suggests Portalatin.

"During that midday day-part, you might want to have that (beer) rolled away and replace it with something else that is more appropriate to that 10 a.m. to 2 p.m. day-part, such as grab-and-go sandwiches," says Portalatin.

Studying the demographics of the core buyers of certain categories helps to understand what type of customer you're going to drive into the store with that category.

"It helps you strategically manage the overall category mix for maximum efficiency," says Portalatin.

C-store shoppers are typically male, but the gap indicates that even a larger percentage of beer shoppers at c-stores are male.

For example, nearly 60% of all shoppers are male, but more than 67% of beer shoppers are male. Likewise, 40.2% of c-store shoppers are female, and only 32.4% of beer shoppers in c-stores are female. —CSP

Graph source: NPD Group Data collected January - October 2001

Candy, candy everywhere!

With candy in the top five categories as a percentage of in-store sales, where the product is located in the store can go a long way toward boosting sales within the candy category. But the question is not where to merchandise candy, but in how many places in the store should candy be merchandised.

Historic review

"Candy has always been in multiple places within a store, as a general rule, dating back to the Dark Ages of convenience stores when you had penny candy that was really a penny," says consultant Steve Montgomery, president of b2b Solutions LLC, Lake Forest, Ill.

Approximately 9% of c-stores display candy only at the front counter, according to Mosaic InfoForce, Chicago. And, 57% of c-stores have candy only on in-aisle shelves.

The data comes from a national convenience store benchmarking study conducted by Mosaic InfoForce, which is a joint venture of Mosaic Group Inc. and Information Resources Inc. The company provides data collection and field marketing services.

Information was collected from



4,776 c-stores between Sept. 24 and Oct. 7, 2001. The results provide retailers a category benchmark. The CSP series kicked off in January with a detailed look at food and beverages.

More than 80% of Mosaic's c-store survey respondents merchandise candy on in-aisle racks. Front counter displays are also popular, followed by side counter. Most retailers believe in using in-aisle racks to display their candy products. To maximize customer exposure, retailers can place impulse items such as candy in the middle aisles of its store, so that most foot traffic proceeds from the front door past the candy aisle over the cooler.

Here and there

"Best practices today would tell

you that you ought to merchandise candy in multiple locations to capture sales in times when candy might not have been the primary reason for the person entering the store," Montgomery says.

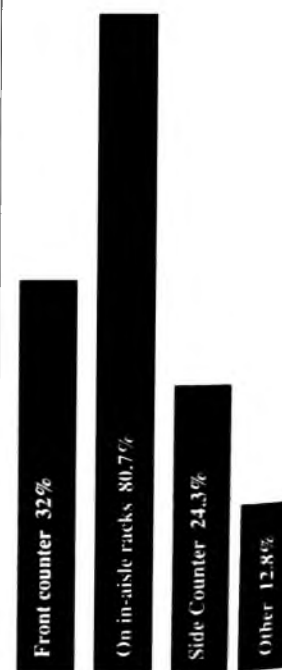
A large percentage of customers who buy candy also buy coffee or soda, according to Montgomery. He says the key is to market portions of the candy category at locations throughout the store where a candy bar, for example, could go with some other instore items, such as coffee or soda.

"I would advocate that c-store retailers merchandise candy in multiple locations. You might have candy in the aisle that would be on the way to or from the cooler, given the normal traffic pattern. You might want to merchandise different parts of candy at the counter for someone who forgot gum or mints," says Montgomery.

"Where, how much and how you price (candy) is driven by company strategy and tactics," he adds.

Montgomery also suggests retailers look to their distributors and manufacturers for additional statistical information they might have on ways to maximize their instore sales.

Where retailers merchandise candy



Source: Mosaic InfoForce

President, continued from page 29

economy down. It would make deficits worse.

The best way to make sure that we get rid of this deficit, this short-term, temporary deficit is to continue stimulating our economy, more jobs, more growth equals more tax revenues. And at the same time, have strong fiscal discipline here in Washington, D.C.

If we restrain spending, even though we're at war, even though our economy is still clunking along, if we react responsibly, we can return to a balanced budget, something I want, as early as 2004. But tough choices on Capitol have to be made.

I intend to help them make those choices. I want them to — (applause.) I think we can do so in the spirit of cooperation, focusing on what's best for America. This doesn't have to be a time for harsh partisanship, where people are trying to advance their own political agendas as opposed to focusing on what's best for the country.

What's best for the country is winning the war on terror, buttoning up

the homeland, and keeping this economy growing so people can find work. That's what's best for the country. And we don't have to get into needless partisan screeching over the budget. We've got to be wise and reasonable with the people's money.

And we've got to have some goals. And I've set the goals in terms of the war, and set the goals in terms of the homeland. Our economy needs to get growing. But we also can focus on making sure we end this deficit. And we can do so, if the United States Congress does not overspend. And that's what I'm here to ask for your help on.

I know you're interested in our country. I know you're most interested in the budgeting process. And we need your help, to help them hold the line on spending.

You've got a tool, and that's called

your voice, and the people you work with. And I've got a tool, and that's called a veto. (Laughter and applause.) And perhaps — and together — (applause).

I don't think that's going to be necessary, because I believe, in this difficult time for America, there's a common spirit on Capitol Hill, and one that we can promote and use for the benefit of the people.

And let me conclude by telling you, as people who've got influence in your communities and around the country, that there is a way you can help fight this war against terror, beyond trying to affect the budget, make sure you keep employing people. And that is to love your neighbor like you'd like to be loved yourself; that if you're interested in fighting evil, do some good, mentor a child, tell your own children you love them every single day, help a shut-in, get your church or

synagogue or mosque to feed the hungry.

Always remember there are pockets of despair and hopelessness in America, pockets of — places where — but a place that can be changed, as a result of a loving soul entering someone's life. The best way to fight evil in America is, do some good. And it's those collective acts of kindness and decency and compassion which will not only — stands America squarely in the face of evil, but which will turn the evil acts done to us — incredible good for people, people all around the country.

This is a great country. There's no doubt in my mind that not only will we be able to achieve peace, but we'll achieve a hopeful America for everybody.

Thank you all for coming, and may God bless.

(Applause.)

Lottery

Continued from page 26

chance to cash in on Mega Millions for free! Players aren't the only ones who benefit from the coupons: retailers get a 12-cent commission for each coupon redeemed. That's twice the normal sales commission for a \$1 purchase!

Starting May 19, coupons will arrive in select home-delivered newspapers across the state. Each coupon is good for one free Mega Millions "easy pick" with the purchase of a \$1 Mega Millions "easy pick" wager. Both wagers will be eligible for the next available drawing.

To redeem, simply press the purple "COUPON" key on the terminal and scan the bar code on the front of the coupon. The terminal will then automatically generate a two-panel, "easy pick" Mega Millions wager for the next drawing.

To manually redeem coupons, press the "COUPON" key on the terminal and type in the 15-digit number on the front of the coupon. Once the "SEND" key is pressed, the terminal will print out a two-panel, "easy pick" Mega Millions wager for the next drawing.

During the promotion, sales reports and weekly invoices will keep track of the number of coupons redeemed on the "Coupon" line. This amount will be subtracted from total "sales" resulting in credit for each coupon redeemed at your store.

Each Mega Millions coupon can only be redeemed once. After June 15, the free offer expires and coupons will no longer be redeemable.

"Wild Wild Time" hits stores on May 30, and will have your customers going wild for the \$30,000 top prizes!

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Dolly Madison Bakery	(517) 796-0843
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(Stella D'Oro)	(586) 757-4457
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North American Interstate	(248) 543-1666
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Anheuser-Busch Co.	(800) 414-2283
Bacardi Imports, Inc.	(248) 476-6400
Bellino Quality Beverages, Inc.	(734) 947-0920
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Canandaigua Wine Co.	(586) 468-8650
Central Distributors	(313) 946-6250
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Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501
Coors Brewing Co.	(513) 412-5318
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E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
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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
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
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- Howell	1-800-878-8239
- Pontiac	(248) 334-3512
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Gadaleto, Ramsey & Assoc.	(800) 263-3784
JS Advisor Enterprises	(810) 242-1331
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North Pointe Insurance	(248) 358-1171
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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

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Booth Newspapers	(734) 994-6983
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Detroit News	(313) 222-2000
Detroit Newspaper Agency	(313) 222-2325
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Trader Publishing	(248) 474-1800
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Germack Pistachio Co.	(313) 393-2000
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Rocky Peanut	(313) 871-5100
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ABN AMRO Merchant Services	(517) 323-6027
Action Inventory Services	(586) 573-2550
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AirPage Prepay & Talk Cellular	(248) 547-7777
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Andrews Brothers Inc.	
Detroit Produce Terminal	(313) 841-7400
AON Risk Services	(248) 359-6080
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Binn & Binn Investment Co.	(248) 540-7350
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Check Alert	(231) 775-3473
Cherry Marketing Institute	(517) 669-4264
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Detroit Edison Company	(313) 237-9225
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Market Pros	(248) 349-6438
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Paul Meyer Real Estate	(248) 398-7285
Payment Authority, The	(248) 879-2222
POS Systems Management	(248) 689-4608
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REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
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TeleCheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644
Verizon Wireless	(248) 763-1563
or (517) 896-7000	
Western Union Financial Services	(513) 248-4900
Westside Cold Storage	(313) 961-4783
Whitey's Concessions	(313) 278-5207

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

WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors	(800) 447-8180
Central Foods	(313) 933-2600
Chase Farms Frozen Food Process	(231) 873-3337
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
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
Kap's Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6400
Kay Distributing	(616) 527-0120
Kingston Distributing	(989) 872-3888
Kramer Food Co.	(248) 851-9045
L&L Jiroch/J.F. Walker	(517) 787-9880
L.B. Enterprises	(517) 546-2867
Liberty Wholesale	(586) 755-3629
Lipari Foods	1-(586) 447-3500
Mr. Dee's Gourmet Foods	(734) 747-8475
Mr. Pita	(586) 323-3624
Nash Finch	(989) 777-1891
National Bulk Foods	(313) 292-1550
Nikhlis Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Preferred Brands	(313) 381-8700
Robert D. Arnold & Assoc.	(810) 635-8411
S. Abraham & Sons	(248) 353-9044
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(734) 455-1400
Suburban News: Warren	(586) 756-4000
Flint	(810) 785-4200
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Maceri & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0220
U.S. Ice Corp.	(313) 862-3344
Value Wholesale	(248) 967-2900
Weeks Food Corp.	(586) 727-3535
Wine Institute	(313) 882-7630

ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2208
Livemore-Davison Florist	(248) 352-0081
Minnich's Boats & Motors	(810) 748-3400
Wileiden & Associates	(248) 589-2358
Wolverine Golf Club, Inc.	(586) 781-5544

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply	(313) 491-6550
Brchm Broasier Sales	(989) 427-5858

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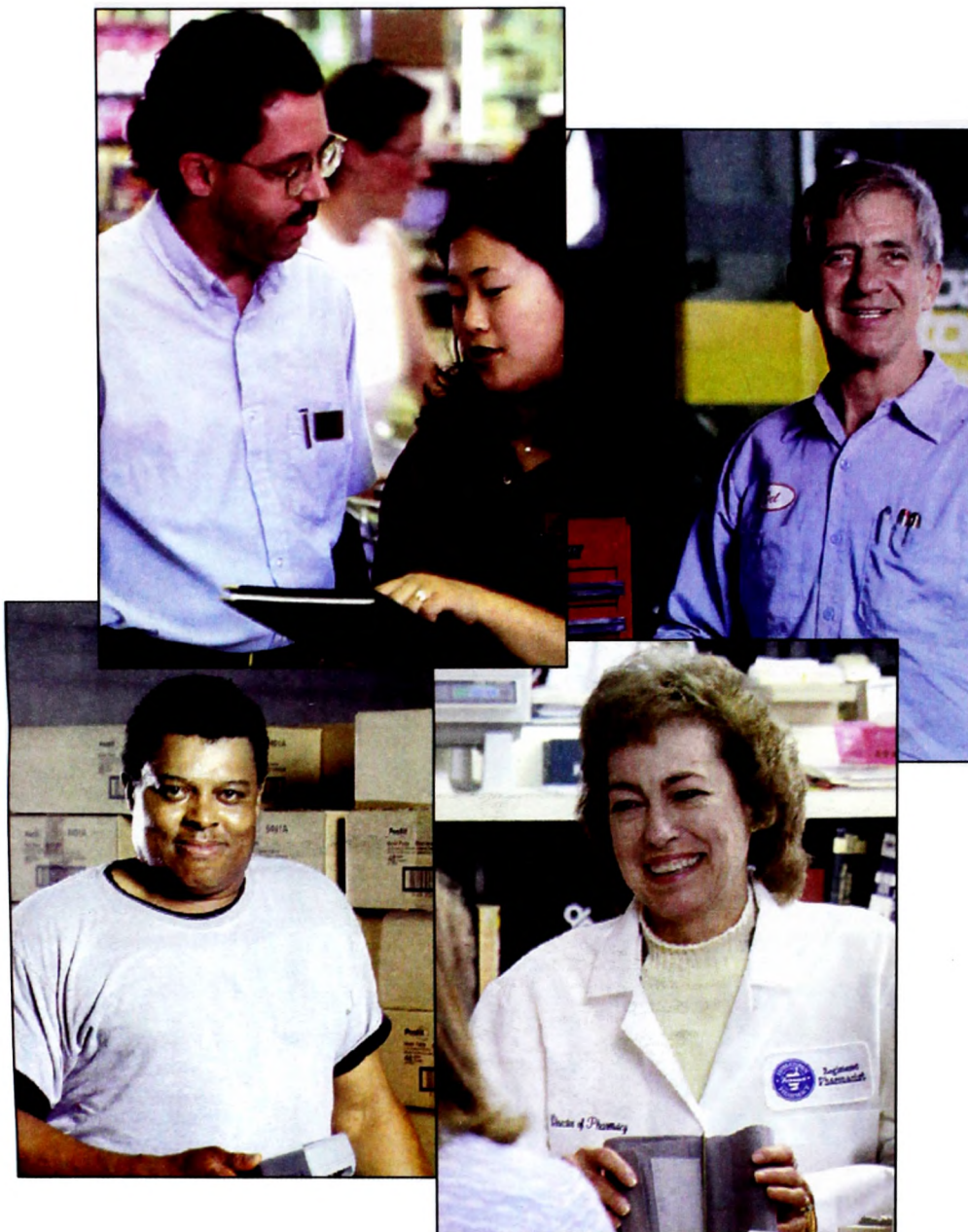
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