“Independents’ Day”

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

Retail marketing, one neighborhood at a time

By Michele MacWilliams

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

He maintains that this old adage places too much importance on "dirt strength," when it is only one piece of the puzzle. For success he believes that the independent retailer should focus development strategy on creating a facility that identifies and meets the requirements of a specific marketplace (i.e., the singular trade area of that one individual retail outlet). A close relationship between retailers and their suppliers is also a key element of success.

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

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

So, what are the trends? Concerned about the U.S. economy, American consumers continue to incorporate economizing behaviors in their weekly grocery shopping, according to the Food Marketing Institute (FMI) Report, Trends in the United States: Consumer Attitudes & the Supermarket, 2002. The report also shows that, along with a strong desire for value, consumers are seeking healthier mealtime solutions and more variety from food retailers. Despite a decrease in spending overall, for both the household grocery bill and per-person expenditures, the report shows that consumers are spending more at their primary store and that the total satisfaction with supermarkets remains high. Consumers are also spending less on restaurant takeout and are expressing more interest in preparing home-cooked meals at least three times per week — a significant change from previous years.

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

Shoppers seek new store features

Trends 2002 finds that shopper satisfaction with

See Independents’ Day page 28

Get ready for the Holidays!

The weather may be warm and sunny, but the holidays are just around the corner. Mark your calendar now for the AFD/Beverage Journal Holiday Show, September 25 & 26 at Bertson Manor in Livonia. See page 29 for details!
The First Rule of Business:
Give the customer what they want.

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

Canton: 517-379-8836
Detroit: 313-835-0910
Flint: 810-237-7100
Kalamazoo: 616-381-0650
Grand Rapids: 616-793-4500
Howell: 517-545-2600

Lakeland: 989-379-2364
Lansing: 517-372-0271
Milan: 734-439-2451
Mt. Pleasant: 989-773-3158
Port Huron: 989-281-5912
Saginaw: 989-755-1020

Petoskey: 231-347-5563
St. Joseph: 616-907-6904
Port Huron: 810-987-2181
Traverse City: 231-946-1045
West Branch: 989-345-7955
Chairman's Message

AFD PAC means power for our members

Working to protect your bottom line

By Terry Farida, AFD Chairman

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

Restaurants and packaged liquor

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

Liquor discount increase

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

Gas stations selling beer & wine

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

Sunday lottery drawings

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

Other important issues

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

- We support small market health insurance reform, creating a level playing field between for-profit and non-profit health insurance providers. With some work, reform will make BCBSM insurance more affordable for small businesses.
- AFD is monitoring a potential increase in cigarette taxes. Our legislature is looking at options to increase this tax by 50 cents per pack to aid the budget deficit. Cigarette taxes now stand at 75 cents per pack. Retailers will surely lose revenue to bordering states and to smugglers if taxes are increased as expected.
- AFD has been fighting a legislative amendment that would prohibit cigarette manufacturers from offering retailers "shelf rebates," which, if passed, would further decrease the already tight margin on cigarettes.
- AFD supports a comprehensive recycling program, which will move toward removing bottles and cans from stores.
- Finally, House Bill 6170, which increases fines for minors attempting to purchase alcohol, is a bill that AFD supports. This bill removes some of the burden of proof from retailers & places it on minors.
- As you can see, AFD has a very busy legislative agenda and it is all aimed at saving or making money for our members! However, we can't do it alone. It takes a strong and powerful Political Action Committee to take on this aggressive agenda. I am asking for your help on this. Give generously to the AFD PAC. We can only accept personal checks made out to AFD PAC. Use the form below and mail in your contribution today!

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

Name __________________________
Address __________________________
City __________ State __________ Zip ______
Phone __________________________
Employer __________________________
Occupation __________________________
Address __________________________
City __________ State __________ Zip ______
$1,000 __________ $500 __________ $250 __________ $100 __________

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

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

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

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

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Vanilla, it’s everywhere!

By Michele MacWilliams

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

On the streets, people flocked to their local grocery or convenience store to be the first on their block to try the new vanilla-flavored cola. “I don’t understand what all the fuss is about, Jones has had a Vanilla Cola since 1997,” said Gene Mezo of Jones Soda. He says the flavor is very popular with college kids. Because it has less sugar than some of the other Jones sodas. So what is the big deal anyway? Perhaps it’s as simple as our fondness for vanilla.

For centuries the vanilla bean has flavored recipes around the world. It is a sweet, comforting and familiar flavoring. The top selling dairy product with the popular vanilla flavoring, “The top selling International Delight (coffee creamer) is French Vanilla and the number two is French Vanilla Light,” Davis says that vanilla is one of the familiar flavors that is being used to boost sales of products that, until now haven’t benefited from the flavorful bean. Nesquik recently introduced Very Vanilla Milk. There’s also Moovers Vanilla Shake, reduced-fat milk. Vanilla has crossed the line into the spirits category as well. Last fall, Smirnoff introduced Vanilla Twist Vodka, while Stoli Vanil has been around for five years. From General Wine there’s Burnett’s Vanilla Vodka.

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

So why do we love vanilla? Perhaps it’s about comfort. Vanilla is a flavor that brings back fond childhood memories for many of us. The aroma that vanilla creates when baking cookies, or the taste of a real vanilla malt from the ice cream parlor is something we can relate to and enjoy no matter how old we become. Maybe the popularity of the flavor has something to do with our desire for comfort. Or maybe not. Perhaps vanilla just makes things taste better.

M&M web site traffic skyrocketed 145%

Traffic to the M&M Mars web site skyrocketed 145 percent in May due to Internet surfers voting for the newest M&M candy color. According to Netcom/NetRatings, MMS.com attracted 336,000 surfers logging on at home during the week ending May 19, compared to 137,000 visitors the week prior.

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

During the same time period, Mars Inc. Snackfoods ran an online advertising campaign alerting Web surfers of the debut of a new candy color, asking surfers to vote for their favorite color. Online “hits” for the Mars ad campaign grew 170 percent to 25.5 million during the week ending May 19, compared to 9.4 million a week earlier.

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

— Reuters News Service

The Grocery Zone

By David Caverly

Calendar

Wednesday, July 17
AFD Annual Golf Outing
Wolverine Golf Course, Macomb Township
Contact: Michele MacWilliams
(248) 557-9600

August 11-15
FMI Operations Course
Western Michigan University Kalamazoo
(282) 226-0710

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

November 26
AFD Annual Turkey Drive
Metro Detroit
Contact: Michele MacWilliams
(248) 557-9600

February 14, 2003
AFD Annual Trade Dinner
Penna’s of Sterling
Contact: Michele MacWilliams
(248) 557-9600

Statement of Ownership

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

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AFD works closely with the following associations:

AFD, its Board of Directors, staff or members. Bylined articles reflect the opinions of the writer.
Follmer Rudzewicz becomes founding member of Information Technology Alliance

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

The Information Technology Alliance is a non-profit member-based association of leading firms and companies engaged in the development, delivery, and/or support of technology solutions for small and mid-sized businesses.

“This early acceptance by our target audience is most encouraged and goes beyond our expectations,” says Ron Eagle, president of ITA.

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

7-Eleven ready to party

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

7-Eleven has begun unveiling its much-anticipated plans to celebrate 75 years in convenience retailing next month. On July 11, 2002, the company will launch a nostalgic salute to the company’s humble ice-box beginnings, and a futuristic view of the world of convenience retailing. To celebrate with customers, participating 7-Eleven stores will offer a free 7-11 oz. Snapple drink of their choice to the first 1,000 customers that day.

Products and packaging reminiscent of items sold in the company’s early years will also be available at participating stores.

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

Get Quenched!

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

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

News Notes

Campaign targets stores that sell to underage drinkers

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

The MLCC has run 10,000 stings in the past three years at convenience stores, groceries, bars and restaurants, according to Mark Smith, head of the MLCC enforcement division. “The majority passed and were not selling to minors but we need to find those who are,” Smith said. About 3,600 licensees were charged with violations last year.

The Pepsi Bottling Group is hiring

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

Pepsi offers an industry leading benefits package.

Job seekers can inquire 24/7 about current career positions using Pepsi’s automated phone and web systems: 1-877-276-2774 or visit the website at www.pepsi.isg2.com.
Dog N Suds all washed up?

While big franchisees convert to Sonic, c-stores could be the answer for brand

Although Dog ‘n’ Suds drive-ins, a 1960s and ‘70s Midwest restaurant icon, made something of a comeback in the mid-1990s, it is fading away again, says a report in the Indianapolis Star & News.

Mark and Carl Unger, Dog ‘n’ Suds’ largest franchisees, are converting their 12 Indiana Dog ‘n’ Suds restaurants to Sonic drive-ins. But convenience stores may offer a lifeline for the brand.

Miller sold to SAB for $5.6 Billion

SABMiller to become world’s No. 2 brewer

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

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

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Just what the world needs: Purple carrots

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

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

Starbucks going beyond coffee

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

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

Stewart’s launches diet cream soda

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

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

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

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

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

Ask your sales person about available Meat Snacks

The variety you want is here...

• and here,
• and here,
• and here,
• and here,
and here,
and...

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Made in MICHIGAN

for Snack Lovers Everywhere.

Full line supplier of nuts, meat snacks and candy.

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www.karsnuts.com
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6.----AFD Food & Beverage Report, July 2002
You don’t bring this lady home late.

LIVE LIKE A KING™

Budweiser

www.budweiser.com

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AFD Food & Beverage Report, July 2002...7
NACS changes address

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

1600 Duke Street
Alexandria, VA 22314-3436
USA

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

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

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

Verizon provides free digital software upgrade

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

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

What you need to do:

1) Power on your Verizon Wireless phone.
2) Dial *228 from your home digital coverage area, followed by the SEND key.
3) When prompted, press option #1.
4) Press END, to end your call.

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

Lay’s polls Americans for next chip flavor

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

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

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

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

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

FMI Board approves merger with FDI

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

The approval was expected. All that remains now is for FDI’s membership to ratify the merger. FMI CEO Tun Hammonds said that the “early returns on this approval vote look very good. If the members vote in favor of the merger, it will be effective January 1, 2003. FDI president John Block will be an executive vice president of FMI, as well as president of FMI’s new wholesale division.

McDonald’s eyes retailing

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

“We need to think of ourselves as a retailer,” says Matthew Paul, McDonald’s CFO. “What else can we do on that real estate that can make us a whole lot of money?”
The 6 Steps to the Perfect Golf Swing:

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

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

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

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

STEP FIVE: Meet the Ball!
Mark your calendar NOW! We're going to have a sensational day for a great cause.

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

AFD Scholarship Golf Outing 2002
Wednesday, July 17, 2002 • Wolverine Golf Course

HOLE SPONSOR PACKAGES:

EAGLE—$1,800
- one golf foursome
- $1,000 academic scholarship sponsorship
- 25% off ads in the Food & Beverage Report
- a plaque presented to your company
- a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

BIRDIE—$1,500
- one golf foursome
- 25% off ads in the Food & Beverage Report
- a plaque presented to your company
- a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

PAR—$1,000
- two golfers
- 25% off ads in the Food & Beverage Report
- a plaque presented to your company
- half a company hole sponsor sign on tee
- signage at the club house
- exposure in the Food & Beverage Report
- special gift for each golfer

Non Sponsor Options:
- $1,500 per foursome or $250 per golfer (dinner included)
- $75 dinner only (no golf)

HOLE SPONSOR PACKAGES:
All packages include: continental breakfast, BBQ lunch, dinner reception with open bar, snacks and beverages on the course, green fees with cart, free use of driving range and door prize eligibility. You are also automatically qualified for all gaming holes, including longest drive, hole-in-one for $10,000 and more!

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

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

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

Dunn also said that Coca-Cola has pulled back from using its "Life Tastes Good" main tagline for the Coca-Cola brand following the September 11 terrorist attacks. That campaign debuted last spring after a campaign based on the word "enjoy.”

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

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

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

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

Pepsi to debut Diet Code Red
Low-calorie Mountain Dew extension on launch pad

Pepsi-Cola Co. is launching a diet version of its Mountain Dew Code Red, approximately one year after the soft drink's big rollout last May, the marketer said, according to a report by Ad Age.

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

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

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

Wrigley joins breath strips industry

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

The company reportedly has budgeted a $20 million TV, print, radio and sampling campaign to run October through September 2003. Eclipse Flash Strips are expected to join Listerine PocketPaks, a Pfizer product, in the projected $225 million a year breath strip industry. Brandweek.

Were you the lucky trade show winner?

Trade Show attendees enthusiastically played AFD's $1 Million Hole-In-One contest. Winners are invited to test their skills and luck at the AFD Golf Outing. Winners will participate in a putt-off for a chance to hit a hole-in-one. Winners are: Louie Barbato, KitKat Dave O’Leary, Cornwalls Country Store Ron Kobler, Oakridge Market - Pepsi winner Ron Papuga, Nino Salvaggio’s International Marketplace - General Wines Winner Ken Kolacki, Mid Cor Stores - Sherwood Food Distributors Steve Bahri—Pine Knob Sunoco Paul Foster - Foster’s Super Markets.

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Flavored milk aimed at keeping kids drinking dairy

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

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

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

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

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

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

"This is an opportunity to keep them drinking milk," says the report. The Nesquik brand is licensed by Nestle USA Inc. to three regional dairy producers that cover the U.S. from their plants in Seattle, Boston and Los Angeles.

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

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

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

The survey, conducted by a coalition of dairy industry groups, showed that milk consumption among children ages 6 to 12 reached 28 gallons per capita in 2001 — the highest level in 10 years. The study found that both white milk and flavored milk consumption increased, and it noted the increased emphasis on advertising milk as a "hip" product. "We think single-serve played a role in that," Weis said.

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

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

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

The Hershey's flavored milks carry an extended shelf life because they have been ultrapasteurized, which makes it easier for Dean to ship the product throughout the country.
Scanning drivers’ licenses offers multiple benefits to retailers

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

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

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

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

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

As for the privacy issues raised by such information tracking, states have imposed laws limiting the kind of information that can be captured and how that information can be used. “It’s really the same information as the front of the license,” Frank Murdelbaum, chairman and chief executive of Intelli-Check, a manufacturer of license-scanning equipment based in Woodbury, N.Y., told the Times. “If I were to go into a bar and they had a photocopier, they could photocopy the license or they could write it down. They are not giving us any information that violates privacy.”

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

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

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

By Karen Braschayko

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

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

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

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

After years of what could be called folk stories, researchers have learned that flavonoids and anthocyanins in cherry juice are the compounds that make so many appreciate the pain relief it brings. These anthocyanins and bioflavonoids are natural compounds which work similarly to aspirin, naproxen, and ibuprofen. They are also the colorants in cherries.

Researchers at Michigan State University have identified three powerful anthocyanins in tart cherries that have the potential to inhibit growth of colon cancer tumors as well as relieve pain and inflammation. Fruits and vegetables contain these flavonoids, but they are particularly abundant in the rich red hue of cherries, tart varieties especially. And tart cherry juice contains anthocyanins in greater concentration and convenience than eating the cherries themselves.

According to Betsy King, tart cherry juice has the potential to help those who suffer from inflammation, arthritis, and gout with no risk. Many elderly and middle-aged patients are forgoing over-the-counter medications and beginning to drink cherry juice, as research has shown it to be a natural and perhaps a more effective alternative. Anthocyanins help to shut down the enzymes that cause tissue inflammation in the first place, so tart cherry juice may prevent, rather than just treat, the pain. Anthocyanins may provide up to ten times more anti-inflammatory relief than aspirin, according to King.

The other health benefits cherries have to offer are vast. Melatonin, widely taken as a natural sleep aid, is found in significant quantities in cherries. Extensive research has shown that melatonin enhances the body’s natural sleep patterns and circadian rhythms. Just a few cherries may have very positive results in inducing more restful sleep.

Researchers at the University of Texas Health Science Center have identified substantial levels of melatonin in tart cherry juice concentrate.

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

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

Customers send the Kings fan mail from all over. Some call it "cherry pie in a glass."

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

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

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

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

Visit www.kingorchards.com or call toll free (877) 937-5464. Order forms for tart cherry juice concentrate, dried cherries, and trail mix await. King Orchards' extensive website has won awards for its attractive design. Maps and 'Betsy's Update,' a delightfully written posting of seasonal fruit, helps guide customers to the orchard stands. In addition, King Orchards has also compiled many links to sites about apples and events in Traverse and northern Michigan.
National Wine & Spirits congratulates AFD on another successful Scholarship Golf Outing. Way to go, Class of 2002!
Secure Check Cashing Systems brings new technology
to customer’s fingertips

By Karen Braschayko

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

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

Skinner says that with the time and money saved by preventing bad checks, the Secure Check Cashing System pays for itself. Trust increases customer loyalty. From convenience stores and supermarkets to pawnshops, gas stations, and check cashing outlets, many retailers are already experiencing the benefits of this system. “It makes you feel safe to do business,” as one client said. “The Secure Check Cashing System has significantly reduced our losses, increased productivity, and made our jobs easier,” boasted a representative from Mayfair Market.

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

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

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

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

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State Senator Shirley Johnson uses a sensible approach to government

By Kathy Blake

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

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

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

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

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

Currently she serves on the Appropriations Committee, "We're looking at close to a $400 million deficit, for 2003 and an even bigger problem in 2004," says Senator Johnson who believes that there will be cuts in all programs. "Nothing will be left untrusted," said Johnson.

State Senator, 13th Senate District-Royal Oak
Member, Senate Appropriations Committee
Chair, Career Development and Strategic Fund Agency Subcommittee
Vice Chair, General Government Subcommittee
Member, Capital Outlay Subcommittee
Member, Community Health Subcommittee
Vice Chair, Senate Education Committee
Member, Senate Families, Mental Health and Human Services Committee
Member, Legislative Council
Chair, Legislative Services Subcommittee
Member, Senate Great Lakes Task Force

"Of all the states around, we probably have the best economy, but the economy is really slow across the country," Johnson is actively participating in numerous other issues affecting the state as a whole. She proposed the creation of a task force to create a Medicaid Buy-In program so Michigan's working disabled, as valuable assets to the workforce, can retain health insurance and benefits in order to assist businesses and communities.

Prior to becoming a senator, Johnson served 18 years in the House of Representatives from 1981 to 1999 where she co-authored the 1995 welfare reform bill requiring welfare recipients to work. She voted for all 24 tax cuts from 1990 to 1998, saving taxpayers a combined $8.5 billion. She also is the first woman to hold leadership positions in the House Appropriations Committee, Social Services Subcommittee and the Capital Outlay Subcommittee.

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

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

Johnson has represented the 13th Senate District this fall and the demographics are in her favor.

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

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

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

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

Watch for House passage of vertical drivers' licenses for minors

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

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

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

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

The Department of State reports that creating vertical drivers' licenses or personal identification cards for persons less than 21 years of age would result in a one-time cost of $1 million. This amount would cover converting to vertical drivers' licenses and state personal identification cards for people under 21 years of age would result in a one-time cost of $1 million.
We wish you great success for the 2002 Scholarship Golf Outing.

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- WD Bundles
- Ashton
- Leon Jimenes
- Dunhill
- Sosa
- Arturo Fuente
- Montecristo
- Hamilton by H. U. P. M. A. N. N.
- Macanudo
- La Gloria Cubana
- Zino
- Acid
- Griffins
- Excalibur
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- Fonseca
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For more information please contact your sales representative or call (313) 852-3946
Secure Check Cashing

Continued from page 20

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

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

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

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

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Leading up

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

The leader of the organization sets the precedent for policy and behavior. There are four enduring values of leadership: strategic thinking, persuasive communication, decisive action, and exciting the troops (engendering passion). Leaders must clearly and continually articulate the mission and give all employees a sense of ownership and pride.

Factors that contribute to increasing staff passion are: optimium of purpose, consistency, and demonstrating a positive attitude.

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

It is imperative for every company to have a mission statement. Can you recite yours? “AFD - working hard to improve the bottom line of our members” is ours. We try to live by that everyday. That is why the AFD staff attends seminars – to improve performance and excite passion.

Taking the time to attend events like these can reinforce a company’s mission and give all employees a sense of ownership and pride.
State highlights food date-marking requirements

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

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

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

- Retail food establishments (grocery stores, etc.) must clearly and conspicuously mark by month and day all packaged perishable food.
- These dates may not be altered and packages shall not be repackaged with a date on the package different than the original.
- MDA inspectors routinely check package dates on inspections and seize any violative products. Stores found to have violated these rules are also subject to penalties that include criminal prosecution and fines up to $2,500.

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

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

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

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

Dear AFD

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

Please call or email me anytime at your convenience.

Best Regards,

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President
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Michigan Lottery Players Love The EXTRA Chance To Win!

When the Daily 3 & 4 EXTRA game was introduced on May 16, the Lottery was hopeful it would be popular with players. At the time this was written, after just two weeks of EXTRA sales, it is clear that EXTRA is a big hit with Daily game players! Compared to the same period last year, sales for the Daily games themselves totaled $4,11 million, roughly 10 percent of all Daily game sales. Compared to the same period last year, sales for the Daily games themselves have increased $1,95 million—or seven percent. Since the Daily games comprise roughly 43 percent of the Lottery’s total ticket sales each year, the new EXTRA game is expected to play a prominent role in increasing revenue in 2002. Lottery staff members have already received many favorable comments about the EXTRA game. I encourage you to keep your customers informed about how to play the game and be sure to “ask for the sale.”

By Acting Commissioner James Kipp

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“Harley-Davidson,” Instant Ticket Update. On April 11, the $3 “Harley-Davidson,” instant game was brought back to stores, offering players another round of chances to win great instant cash prizes and Harley-Davidson motorcycles. In addition to the instant game prizes, the Lottery is conducting four second-chance bonus drawings. In the first bonus drawing, conducted May 10, Greg Josel of Lake Orion rode away with the grand prize, a Harley-Davidson, Sportster 1200 Custom motorcycle. In the second bonus drawing, conducted May 17, Ralph Bridges of Warren followed suit, winning the grand prize motorcycle in the May 31 drawing. At press time, the July 12 drawing had not yet taken place and the final bonus drawing will be conducted on August 23, 2002.

Additionally, two $50,000 prizes remain unclaimed. This game is very popular with players thanks to your dedication to displaying “Harley-Davidson,” point-of-sale materials in your store. Your efforts to inform players about this game are greatly appreciated!

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

- Abbey Wine & Liquor Shop, Southfield
- Action Liquor Shop, Warren
- Angelo’s Food Specialties, Benton Harbor
- Barrel & Bottle Party Store, Detroit
- Boulevard Food Center, Detroit
- Cherry Belt Party Store, Inkster
- College Liquor Shoppe, Detroit
- Cox Beer Store, Temperance
- Elzas Grocery, Erie
- Glass Bottle Shoppe, Detroit
- Liverino’s McGraw Party Store, Detroit
- Meijer #123, Southgate
- MGM Food Center, Detroit
- New Northend Market, Oak Park
- New Super Fair Foods, Detroit
- Oak Liquor and Wine, Oak Park
- Paper Palace Bookstore, Hamtramck
- Sax Discount, Taylor
- Shoppers Market Centerline, Center Line
- Shoppers Market, Warren
- Smokers Best Buy, Oak Park
- Stop N Shop, Saginaw
- Toma Foods, Dearborn
- Winners Square, Hamtramck
- Congratulations to all of you on a job well-done!

Unclaimed Prizes. In addition to all the big winners this month at the

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26....AFD Food & Beverage Report, July 2002
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Independents’ Day
Continued from front page

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

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

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

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

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

One neighborhood at a time

The successful retail and personal service in any (or almost any) industry must focus on neighborhood marketing, says Fisher. An operation must recognize the specific customer base it serves. National advertising campaigns, signs on the hoods of cars and double-walled tankers do not ultimately matter in the realm of retailing. What truly matters is how each individual store serves the wants of the customer base that exists in its neighborhood. According to Fisher, this retail principle does not vacillate—depending on whether the unit is along an interstate, in the center of a subdivision, in the inner city or in any other targeted location.

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

Saving money is important
Although Trends finds that shoppers spent more at their primary supermarket in the past year, the report also notes that shoppers continue to include alternative sources for fulfilling at least a portion of their grocery list and for saving money.

Visits to warehouse clubs continued to increase, from 14 to 16 percent. Younger consumers are using this format most often—24 percent of shoppers under 25 report shopping in warehouse clubs, up eight percentage points in just the past year.

Another alternative format sought by consumers includes discount stores that carry grocery items, used by 28 percent (unchanged from 2001), and low-price/no frills grocery stores, used by 1 percentage point of consumers, a dip of three percentage points.

Competing with large chains, warehouse clubs and alternative formats is a growing problem for the independent market. So how does the independent thrive?

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

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

Reading the pulse of your customer is also key to survival. Fisher says to listen to what is being said around you. Listen to your employees and your customers. It is the spirit and energy of the neighborhood that will tell you how to serve the neighborhood. Innovation has never been a “trickle down” phenomenon; it is centered on the analysis of what results you can correctly serve us what.

Retailing in its purest sense is aligning a facility with reality as it exists today and constantly adjusting as reality changes.

Lottery, continued from page 26

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

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

School Aid Fund after one year from the draw date.

New Instant-$ Customers will have five more reasons to visit your stores this July and August as we

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

Notable trends in supermarket feature factors:
* More than 8-in-10 (83 percent) of shoppers say that fresh meat department with a butcher is very or somewhat important. Nearly one-third of these consumers also report that meat packaged at a central location outside of the store—case-ready—is not as good as meat packaged at the store, whereas only 6 percent believe case-ready meat is better.
* Monthly use of in-store pharmacies increased by seven points to 28 percent. An additional 19 percent use the pharmacy less than once per month. Supermarket pharmacy users report very high levels of satisfaction with this service.
* Almost all supermarkets carry private-label or store brands, and use of these products increased five points to 87 percent. Only 4 percent of respondents say they never purchase these products. Consumers deem important when shopping for personal service. (1) Hi-Low; (2) Jacks; (1) 20-items

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WELL ESTABLISHED PARTY STORE—10 miles north of Detroit. 5-7/8 sq. ft., 5,000 sq. ft., 2 blocks from Blue Water Bridge. Beer, Wine and Lotto. 8,000 sq. ft. store equipped with deli taken over by department store. Wine house includes real estate and equipment. Always shows profit. Owner retiring—interested? Please call (810) 985-5702.

SPECIALITY WINE SHOP FOR SALE—Shelby township. License, 3200 sq.ft., street, deli and grocery. Located on Dequindre Road in Warren. 160 miles from GM. Call Alan Ross at GALLAGHER FIRE EQUIPMENT—800-412-1754.

FOREST HILL LOCATION— Convenience store with gasoline. Located on Main, 2 blocks from Blue Water Bridge. Beer, Wine and Lotto. 8,000 sq. ft. store equipped with deli taken over by department store. Wine house includes real estate and equipment. Always shows profit. Owner retiring—interested? Please call (810) 985-5702.

FOR SALE—$200,000 building. Call Harrison Realty at 989-539-2261. Price $395,000.00 plus inventory—equipment included with sale. Call Harrison Realty.

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