What’s new for the holidays?

Spirits showcased at AFD’s Holiday Trade Show

By Michele MacWilliams

Oh so much to sample and so little time! There was plenty of holiday cheer in Livonia during the AFD/ Beverage Journal Holiday Show, September 25 and 26 at Burton Manor. Retailers swarmed to the many booths to sample the hot new items and learn about show specials and holiday packaging.

There were hundreds of products! It was impossible to sample them all, but I gave it my best. For those who were unable to come to the show to experience the sights, sounds, smells and tastes of the holidays first hand, here’s a “spirit sampler” for your review:

Jack Daniels created an ice slide to introduce their new Amarula liqueur to the U.S. It’s a creamy beverage that goes perfectly on ice.

J. Lewis Cooper featured Ciclon, a new gold rum, infused with natural lime flavor. “Your Coke won’t hit it,” is their tag line.

In August, Paul Masson introduced Cream Liqueurs, in chocolate hazelnut and mocha caramel flavors.

Cruzan featured a new vanilla rum. At a low 55 proof, it’s a beverage that will appeal to many. Baja Tango Orange Tequila is a new flavor that tastes like a creamcicle, according to Annette Knoth. It’s part of a cream-based tequila line, which includes Baja Luna Raspberry and Rosa Strawberry.

The good Captain Morgan was promoting his Private Stock, which sports a new, elegant bottle design and is priced at $19.97.

Brand new to the U.S. is Kahlua Especial, a 70-proof Kahlua with dark chocolate and cafe mocha. “Three weeks ago it was only available in duty free shops. We’re now rolling it out nationally,” said Matt Hickson of National Wine and Spirits. Mike Jablonski adds that it has been a tremendous hit overseas, with 22 percent growth over the past four years. They expect it to do well in the states.

Just in time for gift giving, Maker’s Mark is sporting special bottle tops in patriotic red, white and blue or in Michigan team colors of silver and blue, green and gold.

Ratings rise for North Pointe Insurance Co.

The employees and management of the North Pointe Group are proud to announce that the A M Best Company has raised the ratings of both North Pointe Insurance Company and Universal Fire & Casualty Insurance Company to B+ (very good). This follows a lengthy review process. North Pointe Insurance Company is AFD’s liquor liability company. For more information on AFD’s liquor liability program, call AFD at (248) 557-9600.

It’s Turkey Time!

Each year, with Autumn’s arrival, comes AFD’s annual Turkey Drive. In it’s 22nd year, AFD and its members provide Thanksgiving turkeys for needy families across the Metro Detroit area. AFD’s Charitable Activities Committee has pledged to raise enough money to provide turkeys for 1,700 needy families. But they can’t do it alone. Please see page 7 for details.

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Give the customer what they want.

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Milan: 734-439-2451
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Pontiac: 248-334-3512
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St. Joseph: 616-927-6904
Port Huron: 810-987-2183
Traverse City: 231-946-0452
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AFD is committed to increasing liquor discounts

It is to this last bullet point that I am devoting a good deal of time right now. I know that there are many important issues that face our industry, and we must be strategic when targeting those issues. We are concentrating our efforts on issues that will directly benefit our members.

The first issue on my agenda is the liquor discount increase. I call it "Project 20%" because our goal is to increase the discount from 17 percent to 20 percent. Retailers have not received an increase in 22 years and with the added operating costs that each store faces, we think it is time for an increase.

Increasing the liquor discount for SDD licensees is one issue that we can win, but not without your help. We are going to bat for all Michigan SDD licensees, and the more support we get, the better our chances are for success.

An increase in the liquor discount can mean substantial increases for SDD retailers. As an example, a store with yearly liquor sales of $500,000 will receive an additional $15,000 annually. Stores with sales of $800,000 will see an additional $24,000 profit. In addition to the increase in your liquor discount, the value of your license will increase and you will make additional money on your existing inventory.

We are committed to helping our retailers, one strategic issue at a time. However, we can’t win this without your support. AFD is working to put money in your pockets but we can’t do it without your financial assistance. Supporting our Political Action Committee (PAC) is the only way that we will be able to fight for this discount increase.

I am pleased to say that at the October reception, we received support and pledges from our SDD retailers. They stepped up to the plate for the AFD PAC. Here is a list of retailers that have committed to our cause:

These retailers have committed $1,000 each:
- John Lostia - (3 stores at $1,000 each)
- Brandon George - Red Wagon Wine Shoppe
- Luke Hakim - D & L Market
- Kahlid Founia - Express Liquor Party Store
- Basil Valdo - Ashton Drugs
- Mark Karmo - Falcon Properties
- Jamal Qoja - Park Lane Party Store
- Mark Dallo - Matthew’s Food & Liquor
- Albert Amori - Amori's and Palace Liquor ($1,000 each)

To date, we have commitments of $12,000 from these retailers which puts us on our way to our goal of $100,000. Now I’m asking for the support of the remaining SDD retailers. This is an investment in your bottom line. AFD is going to bat for you, but it takes money to get this done. I am asking you to do two things:

1) Call Dan Reeves at the AFD office (248) 557-9600 to make your pledge.
2) Plan to attend our Project 20% PAC Dinner on Tuesday, November 12, 2002 at 7:00 p.m. at the Southfield Manor. Tickets are $150 each and we can only accept personal checks. You may purchase tickets from Dan. Retailers that attended the October reception were also given tickets to sell.

Thank you in advance for supporting AFD’s Political Action Committee. We need all SDD licensees to make an investment now which will soon reap substantial rewards for all of us.
In the "Spirit" at the AFD/Beverage Journal Holiday Show

Continued from front page

white or maize and blue. (Think they would be a hit at tailgate parties?) How do you like your grappa? Perhaps it is best in Swarovski crystal holiday gift packaging that features a 15-bundle of 50-ml bottles in assorted flavored vodkas. Their newest flavor is Dutch (of course) chocolate. They also feature a gift pack with Van Gogh paintings on glasses.

The crowds were getting their "Just Desserts" at the William Grant & Sons booth. It's a new cream liqueur, introduced just two weeks prior to the show. Down the aisle, A. Hardy U.S.A. showcased their Gozio Amaretto, a smooth, new product to the states. What's your passion? If it's Alize, a blend of French Cognac and passion fruit – you'll be happy to hear that a new flavor, Wild Passion, is arriving in January. Alize is a refreshing drink that is 84 percent passion fruit and 16 percent cognac for a proof of 32. Well, there you have it. A small taste of the hundreds of new spirits that were showcased at the AFD/Beverage Journal Holiday Show. If you didn't make it this year, be sure to come next September. I can't taste all these by myself!

Donald Gundle passes away

Industry loses a leader and friend

Don Gundle, a leader in the food industry and close friend to AFD, died on October 13 at his home in Farmington Hills after a 2-year battle with cancer. He was 67 and a founder of the Gleaners Community Food Bank.

In the 1980s and 1990s, Mr. Gundle was an owner of Pfeister food brokerage and in the mid 1990s merged the company with a national food brokerage to form Crossmark. He stayed on to smooth the transition, then retired in the late 1990s.

Pfeister had been formed in much the same way. In the 1970s, Mr. Gundle had started his brokerage, Gundle & Ross, which he merged into Pfeister.

Mr. Gundle was active in the food business and the community. He belonged to the Associated Food Dealers of Michigan and the Association of Sales and Marketing Companies.

He sat on the boards of the Muscular Dystrophy Association and the Rose Hill Center, a facility in Holly, Michigan that treats the mentally ill.

Mr. Gundle was born in Detroit and attended St. Mary’s of Redford School. After graduation, he married Jeannine Biheau and moved to Massachusetts, where he served in the Army.

Returning to Michigan, he began his food service work with Procter & Gamble, then worked for Paul Inman Associates before starting his firm.

The funeral was held on October 16 at St. Fabian Catholic Church in Farmington Hills.

Voluntary recall of turkey and chicken products

Pilgrim’s Pride Corporation, doing business as Wampler Foods Inc., a Franconia, Pa., establishment, is voluntarily recalling approximately 27.4 million pounds of fresh and frozen ready-to-eat turkey and chicken products that may be contaminated with Listeria monocytogenes, the U.S. Department of Agriculture’s Food Safety and Inspection Service announced.

The products involved in the recall include turkey and poultry sold freshly sliced or made into sandwiches at deli counters and in individually sold packages of sliced deli meats. The recall does not include fresh turkeys — only cooked products. The products were produced at the company’s Franconia, Pa., facility between May 1 and Oct. 11.

In addition, the establishment has voluntarily suspended operations. The turkey and chicken products were distributed to retail stores, restaurants and institutions nationwide.

This is an expansion of an Oct. 9 recall of 295,000 pounds of turkey and chicken products. Brands involved in the recall include Wampler Foods, Block & Barrel, Bonos, Golden Acre, Reliance and a number of private labels. Web links to the complete list of products being recalled and to the press release from USDA’s Food Safety and Inspection Service are available from N.G.A.’s website at http://www.nationalgrocers.org. These documents are also available on the Food Safety and Inspection Service website at www.fsis.usda.gov.

Calendar

November 5
Election Day
REMEMBER TO VOTE!!!

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

February 24-27
NACS Leadership Assembly
Ritz Carlton, Naples, FL
www.nacsonline.com

April 9 – 10, 2003
19th Annual AFD Trade Show
Burton Manor, Livonia
Contact: Ginny Bennett
(248) 557-9600

July 16, 2003
AFD Scholarship Golf Outing
Wolverine Golf Course
Macomb Township
(248) 557-9600

Statement of Ownership

The AFD Food & Beverage Report (USPS 062-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers of Michigan at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within The AFD Food & Beverage Report may not be reproduced without written permission from the AFD.

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

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

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (248) 557-9600 or (989) 386-9666.

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- NACS
- IFDA
- NCA
- Food Industry Association Executives

4...AFD Food & Beverage Report, November, 2002
Lose the carbs. Not the taste.

With fewer carbs, fewer calories and the same great Michelob taste, ULTRA is the ultimate reward for an active lifestyle.

2.6 grams of carbohydrates. 95 calories.
A chocolate bar that’s good for you?
Now that’s functional indulgence

Walsh's HVC Lizard Chocolate, LLC, introduced SoBe Chocolate Bars at The NACS Show. The bars combine Walsh's premium chocolate with SoBe's functional ingredients, including taurine, ginseng and guarana.

Walsh’s Chocolate Bars come in four varieties—“Drive,” “Energy,” “Power” and “Tsunami”—and contain 65 percent to 75 percent chocolate. According to Walsh, most chocolate bars only contain about 15 percent chocolate.

SoBe reports that one of the health benefits of eating chocolate with a high concentration of cacao is an increase in antioxidants called flavanoids, a category of polyphenols, which may prevent cell damage and reduce the risk of cancer and other age-related chronic diseases.

The candy bars will be sold exclusively at participating 7-Eleven stores through the end of the year. The product will be available to all convenience stores in January 2003.

A growing concern: study reports 1 in 3 Americans are obese

Obesity is becoming a bigger problem for Americans, according to a new study published in the Journal of American Medical Association (JAMA). The study finds that one in every three adults is obese and almost two-thirds are overweight.

The Washington Post reports that from 1999 to 2000, the number of overweight adults increased from 3 percent to 65 percent of the population, according to the Centers for Disease Control and Prevention (CDC).

The CDC also reports that from 1999 to 2000, the number of people with extreme obesity, for example, a 5-foot-10-inch person who weighs 280 pounds-increased from 3 percent to almost 5 percent.

“The greatest concern is about African-American women,” said William H. Dietz, co-author of the JAMA paper about extreme obesity and director of the CDC’s Division of Nutrition and Physical Activity. “More than half are obese, and 15 percent have a BMI [body mass index] greater than 40.”

A BMI of 30 or greater is classified as obesity, while a BMI of 40 or more is defined as extreme obesity.

The study also found a rise in obesity among children and teens. The researchers found that almost 16 percent of 12 to 19 year olds were overweight. Ten percent of kids age 2 to 5 were overweight, and 15 percent of those between the ages of 6 and 11 were overweight.

The Bush administration and Congress are now scrutinizing this weighty issue. This week, First Lady Laura Bush and former U.S. Surgeon General David Satcher hosted the Healthy Schools Summit to encourage physical activity and proper nutrition among youths. In addition, bills to address the obesity issue have been introduced in the Senate and House.

Top grocery stores ranked by supermarket news

To probably no one’s surprise, Wal-Mart Supercenters was ranked the number one grocery store in terms of sales by Supermarket News.

The publication recently ranked the top 75 grocery stores in an industry that racks up $682.3 billion in sales in the U.S., according to the U.S. Department of Commerce.

Wal-Mart Supercenter sales make up about 30 percent of total corporate sales, which were $217.8 billion in 2001. The company’s 2002 grocery sales are estimated at $63.3 billion.

The four grocery stores rounding out the top five and their sales were:
- Kroger Co. - $50.1 billion
- Albertsons - $37.9 billion
- Safeway - $34.3 billion
- Ahold USA Retail - $23.2 billion

Managed Traditional Plan
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Blue Care Network HMO

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

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

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

www.bcbsm.com

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Fleming still strong

Fleming Cos. employees received a memo from Mark Hansen, chairman and CEO of the company, stating that "the current status of our business is strong and, therefore, our depressed stock price is not reflecting our strengths."

According to morningnewswheet.com, Fleming is in the process of selling its retailing units and is faced with investor lawsuits claiming the company misled the markets about the health of its retail division.

The company's stock price has fallen in recent months.

In the memo to the company's employees, Hansen commented on Fleming's connection to Kmart, saying, "Simply put, we are not dependent upon any single channel of distribution, nor any single customer, customer category or format for our long-term success. The stock will take care of itself, and investors will be rewarded for their faith and patience."

It's time for our annual Turkey Drive

By Jim Garmo
AFD Charitable Activities Co-Chair

For the 22nd year, AFD is sponsoring its annual Turkey Drive. The turkey drive committee has pledged to put a Thanksgiving turkey on the table of over 1,700 metro Detroit families that may not otherwise be able to enjoy this special meal.

The list of groups that ask for turkeys grows each year, and believe me, they are all worthy of our support! There are many more requests than we could ever fill. However, with your help, we can make 1,700 families happy this holiday.

Thanksgiving is a time to reflect, give thanks for what we have and help those who have less. We are asking all of you to pitch in. You can really make a difference. A $200 tax-deductible donation to the AFD Turkey Drive will provide turkeys for 20 families! Just think, you can give Thanksgiving turkeys (12 pounds each), bread and stuffing to 20 local, needy families for about the cost of a night on the town.

The list of charities that receive turkeys is extensive and covers a good part of the Metro Detroit area. There is a real good chance that at least one of the organizations receiving turkeys is in the neighborhood of your place of business.

We need your help! AFD welcomes all donations, large or small. It is truly heartwarming to be a part of our annual Turkey Drive and to know that together, we have brightened the day for 1,700 needy families. To make a tax-deductible donation, please fill out the form below or call Michele MacWilliams at 248-557-9600. Thank you.

Yes! I want to provide Thanksgiving dinner to needy Metro Detroit families.

Name_________________________
Business_______________________
Address_________________________
Phone__________________________
Email___________________________

I will provide Thanksgiving turkeys for:

20 families at $200
40 families at $400
50 families at $500
100 families at $1,000
Other__________________________

Payment Method:

By check:
Make check payable to AFD Turkey Drive and send this form, with your tax-deductible check, to:
AFD Turkey Drive, 18470 West Ten Mile Road, Southfield, MI 48075.

By credit card:
Circle one: MC Visa
Card Number:_____________________
Expiration Date:_____________________
Signature__________________________

Please return by fax 248-557-9610 or by mail to the address above.

FritoLay's 4-Star FALL LINE-UP

• FritoLay is not just a salty snack company.
• All items can be purchased in the DSD Route system to ensure Freshness.
• Ask your FritoLay Route Sales Representative about these items today!
The Associated Food Dealers of Michigan welcomes these new members who have joined in July through September 2002

A & L Market #2
Amy's Liquor
Avita's Market
Baker Boys of Grand Traverse
BKM of Pigeon (Little Caesars)
Border Canina
Boyne Mobil
Briggs Supermarket
C.A.R.E.
Calverley Supply
Cass Market
Champs of Battle Creek
Charlies Corner
Cold Spot Party Store
Concord Mgt - Rite Aid #4695
Country Store
D & R Market
D. J. King & Associates
Dearborn Liquor & Deli
Decanter Imports
Deluxe Market
Dollar Giant
Downtown Liquor
Family Food Center
Fast Track
Franks Mini Market
Goldside Market
Grand Food Mart
Horton Bay General Store
Ideal Party Store
K Z Discount
Kansmacker Sales
Karen's Kafe at North Valley
Kay's Korner
Korner Kitchen Market
Larry's Foodland
Major Wine & Deli
Mapleview Liquor & Wine
MarketPlace Solutions
Megadon
Memphis Supermarket
Michigan Quality Sales
Mid Way Party Store
Mr. Pita
New Northend Liquor
Nofar Properties
Oakridge Super Market
Palace Plaza Liquor
Party Place Market
Peanut Barrel
Pick & Save Market
PissaPapalis Rivertown
PissaPapalis Corp.
PizzaPapalis Greektown
PizzaPapalis Southfield
Putnam Ent. DBA Goal Post Pizza
Rio Wraps Bloomfield
Rio Wraps Southfield
Roundy's
Sam's Food & Liquor
Sharon's Concession
Smokers Outlet
Smokers Outlet
Smokers Outlet Sterling III
Smokers Outlet-Eastpointe
Smokers Outlet-Shelby Twp.
Smokers Outlet-Sterling Hts.
Smokers Outlet-Troy Tobacco
Smokers Outlet-Waterford
Square Lake Deli
Sylvan Quality Market
Target II Market
United Liquor
Variete Wireless
Windmill Pizza & Party II
Wine Cellars Fine Wines
Woodland Party Store Too

With a market that's more competitive than ever, you need a banking partner that's more capable than ever. One that offers global strength, financial stability, and industry expertise, whether you're competing locally or globally. Standard Federal Bank gives you all this and more. As part of the ABN AMRO global banking network – one of the world's ten largest banks – we provide a complete range of financial solutions, including commercial lending services, treasury management, international and foreign exchange products, e-Commerce capabilities, cash letter services, and more. So put a world of experience to work for you – the commercial banking experts of Standard Federal Bank.

Spartan Stores names James F. Wright to board of directors

Spartan Stores, Inc. (Nasdaq: SPTN) announced the election of James F. Wright to the board of directors for a term of 3 years, expiring in 2005.

Mr. Wright brings an experienced career that spans over 30 years of retail strategy, operations and management to Spartan Stores, Inc. Mr. Wright currently is President and Chief Operating Officer of Tractor Supply Company, (Nasdaq: TSCO) based in Nashville, Tennessee since November 2000.

He served as President and Chief Executive Officer of a 150-store chain of tire stores headquartered in West Palm Beach, Florida.

He also held executive positions with K-Mart Corporation, Troy, Michigan and Western Auto Supply Company, Kansas City, Missouri.
Ephedra, a popular weight-loss supplement, has come under increasing scrutiny, with the American Medical Association (AMA) calling for an outright ban of the product.

A hearing of the Senate Subcommittee on Oversight of Government Management, Restructuring and the District of Columbia, heard testimony that ephedra can cause heart attacks and be deadly even to the healthiest of people, reports Reuters. The government is determining whether to restrict the sale of supplements, which can now be bought over the counter.

Ephedra, also called ma huang, speeds up metabolism—which is why it is marketed as a weight-loss supplement. But this effect can also lead to heart-rhythm defects, according to the AMA.

Royal Dutch/Shell Group of Cos. said it will cut 30% of its U.S. gasoline stations by June 2004, or 6,000 stations, about double the number it had previously planned to reduce, The Wall Street Journal reports.

The Anglo-Dutch oil concern, which is 60%-owned by Royal Dutch Petroleum Co. of the Netherlands and 40%-owned by Shell Transport & Trading Co. of the U.K., said the more-aggressive station reduction would increase its chances to improve profitability. Shell, which bought part of Texaco Inc.’s interest last year in two refining and marketing ventures, has vowed to turn around its U.S. refining and marketing business, the lowest-performing part of its global portfolio. In the U.S., Shell has badly trailed chief competitors Exxon Mobil Corp., BP Plc. and most other competitors in per-barrel profitability, says the newspaper.

France ended a six-year embargo on British beef imports

French Prime Minister Jean-Pierre Raffarin ended a ban on British beef imports that was implemented in 1996. The decision was made after the French food safety standards agency concluded that BSE is no longer a health threat.

EU to vote on biotech labeling measures

Documents filed with the World Trade Organization indicate the European Union plans to require food companies to label products containing genetically modified ingredients. Amidst U.S. concerns, European agriculture and environment ministers will vote on the measure. If approved, the measure could become law next year.

Marathon Ashland to brew up business with Folgers Cafés

Marathon Ashland Petroleum signed a deal with Procter & Gamble Co. to test Folgers Cafés in several Marathon-branded convenience stores.
Wal-Mart’s Workforce to Surpass Entire U.S. Armed Forces

If Wal-Mart’s workforce growth plans over the next five years hit the giant retailer’s targets, it will outnumber the U.S. armed forces in personnel, according to an August 26 USA Today article.

To give perspective to the growth plans - which call for the hiring of more than 1 million employees between now and 2007, most of them in its overseas operations - it’s the equivalent of hiring the population of Rhode Island. The new hires would both cover natural attrition and also take the company’s workforce to two million people, up from 1.3 million today, which is just about the size of the U.S. convenience store industry workforce. The U.S. armed forces personnel totaled 1.4 million in 2000.

The aggressive plan will continue with the same labor targets that Wal-Mart currently recruits - minorities and female applicants and part-time, college-age workers. The company does not disclose pay information, but unions that have pressed the company for wage increases put front-line workers’ salaries at $7 to $8 an hour. Analysts say wages may in some cases be higher because they vary by location and job position.

A principal recruiting tool that the behemoth will use is promotion opportunity. Reports indicate that 65% of the company’s managers began in hourly jobs. Wal-Mart will continue its push on college campuses, where the company is well known for tapping diversity. About 48% of the trainees Wal-Mart hires are minority and 50% are women, which is accomplished in part by contacting minority fraternities and sororities and visiting traditionally minority-dominated college campuses.

The USA Today article concludes with mention of the company’s frugality and its reputation as a so-so employer when it comes to wages. Where the company does score is on health insurance. Sixty percent of Wal-Mart employees say they joined the company for the health benefits.

Roll Out the Barrels! Kar’s Holiday Barrel Program
Pistachios and Other Favorites
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Spartan stores announces grand opening of Family Fare supermarket in Wyoming, Michigan

Spartan Stores, Inc. is pleased to announce the grand opening of its new 50,000-square-foot supermarket in Wyoming, Michigan. The new store is located at 28th Street and Michael Avenue southwest. The new Spartan Stores' supermarket is part of the Rogers Plaza, also being renovated and re-opening this month.

Grand Opening activities began with a ribbon cutting ceremony at the entrance to the store. Shoppers were invited to join the celebration with a grand opening sweepstakes that includes prizes such as a Zenith 50" big screen projection television, a 50" style dinner with ice cream sampling, musical entertainment, and free products for the first 200 customers.

The new Spartan Store is a key retail site for Spartan Stores, Inc. retail store development and serves as an anchor store for the new retail shopping center. “Spartan Stores is excited to open our new Wyoming Family Fare neighborhood supermarket, and we believe this new store will be a valued addition to this area,” said James B. Meyer, chairman, President and Chief Executive Officer of Spartan Stores, Inc.

This new store features innovative decor with a focus on product freshness and convenience. Customers will enjoy fresh seafood, an extensive bakery and deli as well as products from around the world. There will also be a specialty market with "Food To Go," to meet the changing needs of today's families. All of these features will be in keeping with Spartan Stores' neighborhood market philosophy.

Development of the new Family Fare adds more than 200 new permanent jobs to the Wyoming area.

Food Processing Center assists start-up and existing food manufacturers

Have you been told over and over again that you should take your family's secret recipe to the marketplace? Or maybe you are a restaurateur/chef exploring the sale of a house specialty, or a storeowner contemplating the development of a private label product or a producer considering adding value to an agricultural product.

The Food Processing Center at the University of Nebraska has a program designed to help food manufacturing entrepreneurs.

There are many questions to be answered before a product reaches the marketplace. What regulatory agencies govern the food industry? What are the labeling requirements? What type of packaging does a product need? How is a competitive price for a product determined? Where can an entrepreneur turn for help?

The Food Processing Center at the University of Nebraska has a program designed to help food manufacturing entrepreneurs.

The Food Entrepreneur Assistance Program begins with a one-day "From Recipe to Reality" seminar that provides entrepreneurs with an understanding of the issues they will need to consider when starting a food manufacturing business, including: market research and selection, product and process development, packaging and labeling, pricing and cost analysis, product introduction to the marketplace and sales, promotional materials, food safety and sanitation, and business structure. Entrepreneurs can gain valuable information on the basics of starting a food business that could take months to research on their own.

Following the seminar, affordable fee-based services are available to those participants who decide to launch their own food business. During the "From Product to Profit" phase, entrepreneurs will receive step-by-step assistance tailored to their specific business venture. To protect valuable business ideas, all work is conducted with complete confidentiality.

The Food Processing Center not only assists entrepreneurs but it is a one-stop resource for programs and services for existing food manufacturers in improving their efficiency, productivity and profitability equipped to work with products in every major food group including grains and cereals, fruits, vegetables, dairy products, and meat and poultry. The Food Processing Center can help create new and improved food products, conduct nutritional evaluation and testing, and assess consumer reaction to taste, appearance and texture. The center can also help increase shelf life and improve product safety, develop manufacturing and packaging techniques, evaluate distribution channels, and capture the attention of consumers with a complete spectrum of marketing and promotional services.

The Food Processing Center is one place where you will find it all - a talented staff of business consultants and food scientists, technical facilities, and an extensive network of industry contacts. Hundreds of companies come to the Food Processing Center each year for everything from routine composition analysis to comprehensive assistance with developing and marketing new products.

To receive a Food Entrepreneur Assistance Program informational packet and registration form or information on other services please contact: Arlis Burney, Food Processing Center, University of Nebraska-Lincoln, 143 H.C. Filley Hall, Lincoln, NE 68583-0928, Phone (402) 472-8930.

Retro candy for the retro crowd

Several companies, including Groovy Candies, Sweet Nostalgia and Hometown Favorites, have in recent years begun marketing candy products popular from the 1950's through the 1980's. Favorites include Pixy Stix, Wonka Bonbheels and Pop Rocks, all of which contribute to the $24 billion in annual candy sales, according to the National Confectioners Association.
Cool New Holiday Games
The sales will warm up your season

Look what just blew in for the holidays! Four great new holiday-themed instant tickets, each designed to whisk more holiday shoppers into your store. Stock up and recommend them — along with the great variety of other instant tickets — as perfect holiday gifts. Take advantage of this selling season, before the holidays are gone with the wind!
Basket Ease makes assembling gift baskets a breeze

By Karen Braschayko

Out of a small town in Minnesota came one of those “why didn’t someone think of that sooner?” kind of ideas.

After years in the produce industry, making fruit baskets, Lawrence Knutson knew well the problems involved. Trying to fit pieces of fruit into an attractive shape and then package it securely is a feat beyond most tempers.

So thirty years ago Knutson designed a basket that was easy to stack. He created a simple plastic scalloped shape that would hold apples and oranges firmly and allow a graceful pyramid on top. No frustration, no angst.

Knutson ordered “one semi load and sold them all in one trip that first year,” Rebecca Gibson of Sales and Marketing at Basket Ease explained. The next year he had four designs and ordered twice as much of each. He worked out of his home for five years, and then the booming business demanded expansion.

And now, due to better and better ideas, “If he’s not the number one supplier of fruit baskets, he’s very close to number one,” explained Gibson, who is also Lawrence Knutson’s niece.

The family-owned business has grown to include Knutson as CEO, his son as president, and a list of extended family members who hold various positions. It’s a comfortable place to work, Gibson says, and three of the non-relative employees are sisters themselves.

Knutson patented his designs in plastic and wicker, and the innovative shapes have given him a near monopoly on plastic fruit baskets. To improve his product, he experimented with different types of shrink film for wrapping. His modifications have now become industry standards.

With Basket Ease, crafting perfection when assembling a fruit basket takes little more than the instruction sheet included in each delivery. Recommendations for stacking the fruit make assembly trouble-free. A simple turntable makes sealing the shrink wrap effortless—a heat gun aimed at the turning basket shrinks the plastic wrap into a tidy, elegant shape. And that’s all it takes.

The baskets can be purchased by themselves or as a package, complete with all bows, shrink wrap, shred, celery, gift tags, and inserts included.

The plastic baskets come in a variety of cheerful colors, with tinted and patterned shrink film available. Holiday greetings, autumn leaves, bunnies, and roses and hearts make perky wrappings.

Each model has specially designed wraps, which speed up the shrinking process and create a professional look. The corners are removed from the wraps during manufacturing to make shrinking nearer and easier. Holes are pre-punched in the wraps to prevent fogging and allow moisture to escape.

“These are wonderful!” a future customer exclaimed at the recent AFD Holiday Show. “We own a couple of grocery stores and I make a lot of fruit baskets. It’s not something you want to do with small children around. Grapes can spill all over the floor. I’ve thrown fruit before in frustration!” she laughed. Her delight at discovering a simple improvement that would make her life easier was more than apparent.

Basket Ease is not just for fruit. “The concept is that you could merchandise an entire store in baskets,” explained Gibson. Beer on a bed of nuts for that brother who needs a relaxing evening, romance novels with a mug and tea to a newly single friend, baby food for expectant parents, cough drops with a box of tissues for the unwell, wine with glasses and fine chocolates to congratulate an engaged couple—the possibilities are endless, creative, and suitable for all times of the year.

Christmas is the biggest gift season, but wicker baskets with handles (theirs fold for easier shipping) make great Easter gifts as well. In fact, contents, wraps and bows can be adapted to any holiday or special occasion. Wicker can also be shaped into a variety of novelty baskets: squirrels, deer, turkeys, trees, houses and sleighs are a few examples.

These can be stuffed with nuts and candy as well as fruit. Wooden nut crackers add a decorative touch, or almost any item can be added to make that special gift for a special person, whatever the occasion,” says Gibson. “The basket is sure to be kept and reused, long after the contents are consumed.”

The plastic baskets are made “right here in America, just around the corner from the warehouse. That’s rare,” Gibson explained. Having the manufacturer a block away is splendidly convenient, especially around Christmas: a large order can be filled within one week.

Gibson emphasized, “No sale is too small. We sell to a lot of independents. They get the same service, same importance as someone who’s going to buy ten or twenty times as much.” Basket Ease will ship by whatever method you prefer—whether it’s a single box or a semi-load.

“My uncle will be 80 in February. He can still put that thing together,” Gibson said, pointing at a fruit basket. “in two minutes. He’s proud of that.”

Contact Rebecca Gibson at 1-800-733-3168 or basketease@integraonline.com.
Clark files for chapter 11 reorganization

Daily operations will continue; White Hen excluded from filing

After denying rumors of a bankruptcy filing, Clark Retail Enterprises Inc. and its parent, Clark Retail Group Inc. today filed voluntary petitions for reorganization under Chapter 11 of the U.S. Bankruptcy Code “to alleviate short-term liquidity issues,” the company announced in a statement. The company said the filing should assure the continued flow of products to its stores and allow the company to continue to serve its customers.

“Our stores and offices will continue to operate without interruption,” said Clark’s President and Chief Executive Officer Brandon K. Bamholt. “Our management team will remain in place.”

Excluded from the filing is Clark’s White Hen Pantry Inc. subsidiary, a convenience store chain in the Chicago area with approximately 250 outlets. Its exclusion from the filing should ensure that White Hen’s franchise operations will continue as normal, and its vendors will be paid without interruption, the company said.

Clark also announced that it has received a sizeable commitment for $56.2 million in debtor-in-possession (DIP) financing from Clark’s largest shareholder, Apollo Investment Fund IV L.P., to support the payment of post-petition operating, vendor and employee obligations. “Our $56.2 million DIP should assure all of our vendors that we are committed to a continued supply of all post-petition goods and services,” Bamholt said.

Like the rest of the industry, Clark has been hurt by steep declines in gasoline margins, a weak economy, decreased consumer spending in the aftermath of September 11 and intense competition, the company said. These industry conditions created the need for the company to seek a Chapter 11 reorganization, it added.

“The Chapter 11 process will provide the company with the time and means to resolve its financial issues,” Bamholt said. “This action will represent a new beginning that will allow a financially stable Clark to put the liquidity challenges of the past behind it, so that management can focus on operating the business and providing customers with even better levels of service and availability of product.”

Clark filed its Chapter 11 petition in the U.S. Bankruptcy Court for the Northern District of Illinois, Eastern Division in Chicago. It is being advised in its Chapter 11 cases by Stutman, Treister & Glatt as its reorganization.

A note of thanks

Note: This letter was sent to Dan Reeves, AFD’s Vice President.

Dear Mr. Reeves:

Thank you for serving on the Eight Mile Boulevard Association’s 2002 Clean Team steering committee.

Please know the success of the seventh annual event was due in large part to your leadership and guidance. Over two dozen teams took part in Clean Team and nearly 40 businesses were considered for Beautification Awards. We appreciate your participation during judging.

In addition, several hundred dollars were raised in sponsorships, including that of Associated Food Dealers. The funds will help us carry out our ongoing mission to develop the Eight Mile corridor in southeast Michigan.

Thank you again.

Sincerely,

Leslie Anne Brittain
Executive Director
Rep. Jerry Kooiman is steadfast for keeping taxes stable

State Rep. Jerry Kooiman, (R-Grand Rapids), hit the campaign trail hard to keep his position for a second term. With the census redistricting and changing demographics, the percentage of Democrats increased in his district from two years ago, when the Republican state representative was first elected.

Kooiman represents the east side of Grand Rapids which is the second largest city in the state. He says the city has some of the wealthiest areas and some of the poorest. There is substantial minority growth especially with the Hispanic population.

Grand Rapids is home to the largest office furniture manufacturer in the U.S., Steelcase Corp., as well as numerous large food companies such as Spartan Stores, Inc., Gordon Foods, Vineyards Distributors, Meijers, and D&W Food Centers.

For the past two years, Kooiman has focused the majority of his time and attention to education, transportation, and funding equity issues. Representative Kooiman was one of only seven freshman legislators appointed to the Appropriations Committee which develops the state’s $38 billion annual budget. He serves on the following Appropriations subcommittees: Vice Chair of Transportation; Vice Chair of Community Colleges; member of Capital Outlay; member of Family Independence Agency and member of Judiciary.

Kooiman is seeking reappointment to the Appropriations committee for his second term. "We need someone from my area to insure that when we’re making budget cuts, our interests are not lost in the process," said Kooiman. He added, "We also need individuals who are establishing priorities for "right-sizing government"." Kooiman is concerned that due to budget cuts, the state might try to increase taxes for business, which would hurt the economy. He is hoping they can resume the single business tax phase-out.

Representative Kooiman came to the state legislature with extensive experience at the federal level, having served as an aide to two Members of Congress for the prior 16 years. Kooiman received his Bachelor of Arts Degree in Political Science from Calvin College in Grand Rapids, Michigan in 1984. The representative interned his senior year with the late Congressman Paul B. Henry, when he was still a state senator. Henry asked Kooiman to be office manager for the Henry for Congress Committee. Kooiman accepted and stayed on as a staff assistant in Henry "s Grand Rapids office from 1985-1992. When Henry died, Kooiman then served as Congressman Peter Hoekstra’s (R-Holland) Director of Constituent Services from 1993-2000.

Kooiman said that 16 years of service with Henry and Hoekstra gave him a unique opportunity to learn public service from individuals who modeled integrity, honesty and moral courage.

In 1994, Representative Kooiman mounted a successful campaign for an open seat on the Kent County Board of Commissioners and served in that capacity for six years until his election to the State House of Representatives. During his three terms on the Commission, he served in numerous positions, including: Chair of Legislative and Human Resources Committee; Chair of Kent County Board of Public Works; Chair of Transportation; Chair of Transportation Subcommittee; and a member of the Subcommittee on Public Transportation, the Convention Facility Expansion Governance Committee and the Grand Rapids/ Kent County Convention and Visitors Bureau. During his tenure there, the county built a new hall of justice without a tax increase, expanded the convention center and passed a millage for senior citizens.

Key themes for his campaign for state representative were education reform, improving transportation infrastructure, funding equity for west Michigan, common sense government through regulatory and budgetary reform, smart growth strategies for our community and pro-family/pro-life policies.

Representative Kooiman has been involved in his community, serving as an Elder and Sunday School Teacher and Deacon at Alger Park Christian Reformed Church. He was a coordinator of the Alger Park Habitat for Humanity Project.

Kooiman also has served as a member of Secchia Millennium Commission; the Grand Rapids Area Transit Authority, the Grand Rapids Planning Commission, the Grand Rapids Community Development Citizens Committee, the Kent County Judicial Case-flow Committee, the Kent County Republican Executive Committee and he has served as a Republican Precinct Delegate.

The representative is married with three children. He and his family enjoy camping and he enjoys playing golf.

To reach Rep. Kooiman, call (517) 373-2668, email jerrykooiman@house.state.mi.us or mail to State Representative Jerry Kooiman, P.O. Box 30014, Lansing, Michigan 48909-7514.

State Representative Jerry O. Kooiman
R-75th District, Grand Rapids (east side)
Appropriations Subcommittees:
Vice Chair of Transportation
Vice Chair of Community Colleges
Member of Capital Outlay
Member of Family Independence Agency
Member of Judiciary
Friday, February 14, 2003, Valentine's Day at Penna's of Sterling

Co-Chairs: John Jonna, Merchants Fine Wine and Syd Ross, General Wine and Liquor Co.

**Platinum Sponsor: $10,000**
- Three tables of 10 for dinner (VIP seating)
- 30-second video or fifteen company images for media presentation
- Title sponsorship signage for: music, photo booth or centerpieces
- Full page ad w/ spot color in the Food & Beverage Report
- Use of four company products at the dinner (or four additional images in media presentation)
- $600 for each additional table

**Gold Sponsor: $7,000**
- Two tables of 10 for dinner (Prime seating)
- 15-second video or 10 company images for media presentation
- Corporate signage at the dinner
- 1/2 page ad in the Food & Beverage Report
- Use of two company products at the dinner (or two additional images in media presentation)
- $700 for each additional table

**Silver Sponsor: $4,000**
- One table of 10 for dinner (Preferential seating)
- Five company images for media presentation
- Corporate signage at the dinner
- 1/4 page ad in the Food & Beverage Report
- Use of one company product at the dinner (or one additional image in media presentation)
- $800 for each additional table

**Bronze Sponsor: $2,500**
- One table of 10 for dinner
- Two company images for media presentation
- Corporate signage at the dinner
- 1/8 page ad in the Food & Beverage Report
- $900 for each additional table

Please call Michele MacWilliams for reservations and sponsorship information:
(248) 557-9600

**Attention Sponsors:**
New video presentation will feature footage shot on location at your place of business. Excellent marketing tool!
Helping store employees deal with ethnic hostility

As anchors of the communities they serve, convenience stores are impacted by tragedies that strike their neighborhoods. The impact of the terrorist attacks of Sept. 11, 2001 was felt by every community in the country. The repercussions of these tragedies continue to impact communities, especially those that have experienced ethnic hostility in the past.

The following information was developed by the National Association of Convenience Stores to help employees deal with disasters and how to address violence directed towards stores or employees.

1. Dealing with Ethnic Hostility

The convenience store and petroleum marketing industry, serving millions of customers a day, has experienced isolated threats against its Muslim and Arab employees - and those who appear to be of these descents. These threats are of great concern to all Americans. Here are some suggestions to help you mitigate the anger and threats:

• Contact law enforcement officials and secure extra officer visits to store.

How it helps: A stronger police presence deters violence and reassures employees.

• Wear patriotic shirts, buttons, pins, etc. to demonstrate allegiance to the U.S.

How it helps: Visible signs of support for U.S. can defuse anger and violence.

• Display signs and flyers outlining support of the U.S., as well as flyers listing definitive ways customers and employees can help (e.g., food drives, charitable donations).

How it helps: Displays support and suggests concrete steps for helping the cause which can defuse anger and create a positive response to situations.

• Display a sign describing your company's efforts in the crisis.

How it helps: Customers and employees need to know that the company cares and is doing something to help.

• Post numbers for crisis hotlines clearly visible to employees and customers, and encourage their use.

How it helps: Anger and violence often result from feelings of helplessness and grief; hotline counselors provide a caring professional to deal with feelings.

• Ask store managers to spend as much time as possible at the point of sale, providing a visible management presence.

How it helps: A strong management presence sends a strong message that the manager cares about his employees, and will not tolerate violent or abusive behavior.

• Prominently display a large U.S. flag outside your store. Correct usage of the flag can be found on the Star-Spangled Manners Web site: http://www.chinfo.navy.mil/navpalib/allhands/sh0697/index-pg18.html

How it helps: A flag sends a strong message that the company, the store, and the employees support the efforts of this country.

• Consider a fundraising program using credit card swipes to “purchase” American flags, ribbons, or buttons. Proceeds (e.g., $1/flag) will be collected by the store and donated to relief organizations.

How it helps: Displays support and demonstrates solidarity.

• Encourage employees to keep their voices modulated, smooth, and low, in face of anger or potential violence.

How it helps: Loud or angry retorts to an angry customer will only escalate the situation.

• Know your company contacts for customers, employees, and the company corporate office.

How it helps: Having a way to “vent” often provides an alternative to abusive language or violence from a customer.

• Communicate the message shared by our nation’s leaders: President Bush urged Americans that, “we must be mindful that as we seek to win the war that we treat Arab-Americans and Muslims with the respect they deserve.”

How it helps: Showing that high-visibility leaders also are committed to this effort adds additional support.

• Communicate your employees your position. Bob Gordon, president and CEO of The Store 24 Companies, and former NACS chairman, distributed an open letter to all of his employees. It said: “...we employ many people from the Middle East, from countries stretching from Morocco to Bangladesh. We are happy to have them here with us. They are honest and hardworking and contribute to our company and our country. They are good people and we are proud that they are our colleagues. Some Americans may be suspicious or direct anger against these people, an anger they do not deserve. All of us at Store 24 should support them, let them know they are part of us, and speak up for them in case suspicion or anger is expressed towards them. The real enemy must be found, but in America the innocent must be cherished and protected.”

How it helps: Shows all of your employees that you support them and adds credibility to your efforts.

2. Dealing with Customer Hostility

Some Americans may be suspicious or direct anger against these people, an anger they do not deserve. All of us at Store 24 should support them, let them know they are part of us, and speak up for them in case suspicion or anger is expressed towards them. The real enemy must be found, but in America the innocent must be cherished and protected.

Liquor discount increase draws interest from retailers

AFD Lobbyist, Mike Rasnake, and Senator Cherry (Lieutenant Governor candidate) were guest speakers at the October 14 reception where AFD President Mike Sarafa outlined plans to increase the liquor discount from 17 percent to 20 percent.

SDD retailers were very interested in AFD’s proposed liquor discount increase. After the speeches, Mike Sarafa answered questions.
Holiday Spirits provide a taste of the season to come!

A huge crowd of retailers waited in line to “Make the Connection” at the AFD/Beverage Journal Holiday Show on September 25 and 26 at Barton Manor in Livonia.

Holiday spirit abounded throughout the show floor as exhibitors brought out their finest products.

Retailers sampled beer, wine, liquor, liqueurs, and got a taste of what’s new and exciting to order for their holiday inventory.

Everyone got to see the latest in equipment and services for bars, restaurants and grocery stores.

Customers checked out air purifiers from Mountain Air, beverage fryers and ovens from Michigan Carbonic, cash registers from Data Systems, and slush machines from DCI and Four Seasons Beverage.

New products were of special interest for the upcoming season. Frank Kaminskas, Inc. showed comical bar ware, gift items and bar metalware, including a wine cart and decorative wine storage unit with a big lock. He had a nice representation of Anheuser Busch steins.

Basket Ease brought their unique patented basket bases and supplies that makes putting together a holiday basket a breeze. The Basket Ease ladies were very creative and used their booth neighbors products to show what they can do.

The violinist serenaded the crowds and Santa checked to make sure all the boys and girls were good, while saying a big “holiday welcome” to all the folks waiting to register.

Everyone tried his or her luck at the puzzle. AFD Services Manager, Sheila Reeves, assisted five lucky puzzle piece players who won flat-screen TVs, portable CD players and a refrigerated wine cooler. AFD Vice President Dan Reeves called names chosen to win a $100 cash prize every hour.

Thanks to these AFD partners:

Thanks to Coffee Connection’s Brian Savoie and Eddie Downey who provided us with their hospitality and their best brews.

A big hand to Party Time Ice who, once again, provided all the ice for the show. Thanks to Martin McNulty and the Knowlton family for the generous donation of their product.

Did you enjoy the Munchies snack mix? We have Jim Chuck at Frito-Lay to thank for this crunchy treat. Bet you couldn’t eat just one either!

Thanks to Cathy Pavick and the MLBA. We were delighted to have their members attend the show.
Taking orders

Dan Mathies of Chateau Fontaine and Michael Field of Black Star Farms represented Michigan wines.

The music was lively and Santa was jolly!

"Good as Gold," says Santa.

Josulete’s Herb Roheim offered his newest German imports to Kal Shaba and Guss Kram

More? Yes or no!

It was a really big show!

We know everyone who attended the AFD/Beverage Journal Holiday Show felt like a winner but these eight left $100 richer!

Alaa Qarana, Maria’s Bakery, Ypsilanti
Karen DeCoursey, Woodland Party Store, Brighton
Ellen Teall, Opperman’s Cork & Ale, Saginaw
Michael Kruger, Northside Market, Badger
Romson Matti, Diamond Liquor, Detroit
Michelle Maddox, Campau Corner, Alton
Gus Saffo, Joy Food, Detroit
Lori McKensie, Falsetta’s, Ann Arbor

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Congratulations to Mr. and Mrs. Tom Abro. They won a beautiful flat-screen TV!

Beer from the former Soviet Union was a hit.

More to sample!

Well, that's one way to sell a store!

AFD and Holiday Show Attendees...

AFD's Sheila Reeves congratulates Hani Yono. He won a CD player in the puzzle contest.

Hold on to your products! There is a pirate on board!

AFD Food & Beverage Report, November, 2002
Need wine? Head to the C-store
One convenience retailer finds heady niche

The Castleton Village Store is not a typical convenience store, says the Rutland Herald in Vermont. In an industry "under duress," a retailer needs to find a niche to lure and keep customers, says the report. Owner John Rehlen found his store's niche—wine.

The store offers wines from vineyards in Chile and Australia, France and Italy and Spain, California and New York. They sell from $3.99 in the sale bin to $40 for a bottle of Chateau Neuf du Pape.

"C-stores derive the large percentage of their sales from a relatively small number of products," said Rehlen. "A mini-mart can come in with relatively small space and add the gas and the canopy. We're in a service business, and if we don't offer service, convenience, politeness, a range of products, then we're not fulfilling a need and we're not going to be successful."

He added, "Location is the best part of the battle. In the middle of a small village, we're providing a service. We do a pretty good job of meeting the community's needs."

He said his guiding principle is, "If it sounds good, let's give it a try and then hone it." So there's Green Mountain coffee to pour and staff and other regulars to schmooze with.

There's local maple candy to sweeten the sip and locally grown apples to eat.

Rehlen has owned the store since 1973. He also owns the Benson General Store. In Castleton, he owns the Pizza Place and the Birdseye Diner, forming a downtown triangle in this village of students and professors, teachers and artists. There are no traditional c-stores in the village, but there are several a mile or so up the road.

The company's bookkeeper is Robert Stauder, whose passions are travel, geology, food and wine. As innkeeper of Springfield's Hartness House Inn for several years, it was Stauder's job to know his wines. He made it his business to learn the wine business inside and out. So when he suggested enlarging and refining Castleton Village Store's wine list several years ago, Rehlen said, "Go to it!"

It grew slowly at first, but now has reached a level where the store has become a destination for wine shoppers. The customer profile includes people from all around the lakes area, including people from Lake George, N.Y., the second-home owner, the year-round Vermonter, the Vermont wine drinker, he said. And more younger people are experimenting with the less-expensive wines, professors at Castleton State College are usually avid wine drinkers and both groups are knowledgeable about wine.

Weddings and parties also form a growing part of the business, which increases sharply over the holidays.

Vanilla Coke boosts soft drink firm's earnings
Robust North American sales of Vanilla Coke, diet Coke with Lemon and Minute Maid juice products contributed to the eight percent increase of Coca-Cola's quarterly earnings. The No. 1 soft drink company says the popularity of the new products increased its unit case volume by nine percent. —Yahoo/Reuters

SAVE THESE DATES:
April 9 and 10, 2003
That's when AFD's 19th Annual Trade Show takes place. Called "Treasure of Values," the show is the key to big sales and larger profits. It all takes place at Burton Manor in Livonia. Look for more information in this magazine. Exhibitors, call Ginny Bennett at (248) 557-9600.
By Acting Commissioner James Kipp

Michigan Lottery ticket sales approached $1.69 billion in fiscal year (FY) 2002, roughly four-percent over last year. Lottery retailers earned $119 million in commissions this past fiscal year, ahead of last year. Lottery retailers who benefited from strong Lottery sales. According to unaudited figures, lucky Lottery players took home $918 million in prizes this past fiscal year. But, the proudest accomplishment for the Lottery this past year. The continued success of these long-running games is partially due to the debut of the new Daily 3 & 4 EXTRA game.

In May 2002, the Lottery introduced its first-ever double-sided instant game ticket called "Double Feature." This ticket offered a $500,000 top prize and was a popular new concept with players. Additionally, the Lottery offered a couple of different promotions attached to the instant games in FY 2002.

In February 2002, the Lottery distributed coupons that offered players one free $2 instant game ticket with the purchase of a $5 instant game ticket. The promotion was so popular, that the Lottery brought it back in April and September 2002. The Lottery also teamed up with McDonald's restaurants to offer customers a coupon for a free $1 Michigan Lottery instant ticket or $1 off any higher-priced instant ticket with the purchase of a Bacon Ranch Crispy Chicken Sandwich Extra Value Meal. This promotion was also very popular with Lottery retailers statewide.

In FY 2002 a National Association of Convenience Store (NACS) study conducted by Ernst and Young further supported the position that Lottery products are an integral part of each and every retailer's product line. The study showed that Lottery is the second-highest product sales category, which clearly demonstrates the value of Lottery products to your business as a whole.

With that in mind, as the Lottery begins to look ahead to fiscal year 2003, we are focused on keeping our game lineup fresh and exciting for your customers.

Lottery Lowdown

Sales and Commissions Up in Fiscal Year 2002
Brits cook up an “alternative” fuel

Rising fuel prices has prompted some residents of Burry Port, Wales, to turn to an “alternative” fuel source for their diesel cars, a homemade concoction of vegetable oil and methanol.

What has the local officials steamed isn’t the potential damage to the car or the distinctive odor likened to French-fry grease that cars running on the concoction emit, it’s that the perpetrators are evading taxes, reports the New York Times.

“If you use a substance as a fuel to propel a vehicle on the road, you have to pay duty at the rate of the substance used as an alternative,” said Robert Buxton, a law-enforcement spokesperson for the Department of Customs and Excise.

Vegetable oil costs 42 pence a liter at the local ASDA supermarket; the law would require people who use the cooking oil as car fuel to pay an additional 46 pence a liter in tax—the same as they do for gasoline.

Vegetable-oil sales at ASDA stores have grown throughout Wales, according to ASDA Manager Paul Martin.

The news of Burry Port’s homemade fuel has some alternative-fuel proponents concerned about the potential negative public-perception impact on the bio-diesel industry.

“When people are out there doing that and they have engine problems, the public assumes that bio-diesel causes problems. They don’t know it was a homemade fuel,” said Joe Jobe, executive director of the National Bio-diesel Board.

ASDA’s Martin hopes common sense will ultimately prevail, saying, “Cooking oil is for cooking. If it was to act as diesel, it would say ‘diesel’ on it, wouldn’t it?”
Traverse City store causes a buzz

By Ginny Bennett

According to an aerodynamic theory that may be readily demonstrated, a bumblebee cannot fly. But the bumblebee, being unaware of this, goes ahead and flies anyway--and manages to make a little honey every day!

Roy’s General Store in Traverse City began as a tiny bait shop and today resembles a busy bee hive. It is a big family business and all the members are creating a buzz as they visit with customers, answer calls and assign responsibilities. It is remarkable how busy the bees are and how well they are flying. They are bringing home the honey for a number of families.

Roy and Dora Hentschel’s hive supports 30 employees, including 18 family members and 12 others that “feel like family,” according to their daughter Kathie Hentschel Cadwell.

The business had its beginnings as a small country bait shop on the outskirts of Traverse City, at the corner of Hammond Road and Three Mile Road. Over the years it has grown until today it is a grocery store, hardware store, garden center, gas station and repair shop.

Roy’s dream was to buy the corner and build a business for the fishermen that fished the many lakes in the area. In June of 1958, just in time for bass fishing, he opened the drive-up bait shop.

Soon the neighbors in the area asked if Roy could carry a few essentials; bread, milk, eggs, etc.; so they wouldn’t have to drive all the way into town. In 1964, “Roy’s Bait Shop” became “Roy’s General Store” and as the customers asked for items, he wrote them on a want list and began stocking more things. Then Shell Gas was added. “This is how we grow to what we are today,” says Roy’s daughter Kathie. “We try to satisfy our customer’s needs.”

In the eyes of this writer, Kathie could be considered the “queen bee.” The store opened on her sixth birthday and she has been involved right from the beginning. Even her husband Gary pitches in. This is Kathie’s version of their story:

“In 1973 we moved our merchandise to our larger building never closing our doors in the move. We moved in the majority of our inventory one night after the store closed. Our family and friends all came to help. We changed the old store building into a tire and gas station and the new building stocked groceries, beer, wine, hardware, bait and tackle.

In 1978 we changed the old store and quit the tire business. We began to carry a full line of hardware. We moved the hardware over from the new building and we began stocking a full-service meat and produce department. In 1990 after 26 years with Shell, we switched to BP.

By 1995 the old building was in need of a lot of repairs and not big enough to carry all the hardware items the customers were requesting. We had also started selling chain saws and other small equipment. We decided to build onto the new building, more than doubling the size. A new warehouse/work shop building would accommodate a place for brother Ben so he could work full time on small engine repairs. He had been working on them, part time, at home.

Kathie went on to say that today Roy’s continues to grow, with and for the neighborhood customers. Soon the store will add hot carry-out food to the cold selections currently available.

Roy and Dora both work other jobs while getting the business going. They retired from the Traverse City bus garage. Roy was a driver and Dora was an aide.

Their oldest son, Richard, has worked for the Grand Traverse County Road Commission for 32 years. He is in upper management and getting close to retirement. Son Robert, “Bob,” is the hardware manager and also is on the township board of trustees. He plans to run for Supervisor. Daughter Kathie has managed the grocery store since 1973 and continues to manage the grocery department and employee personnel.

Son Tim works for the city road department and part time for the family business, two or three nights a week. Son Ted runs the office and does the bookkeeping. He is the president of Hentschel Inc. Son Ben manages the OPE (outdoor power equipment) repair shop and is a certified service technician for Briggs and Stratton, one of a few in the U.S. He also repairs Husqvarna and other outdoor power equipment.

Now the third generation works in the business. Richard’s son David and daughter Sheila both work other jobs and part time at the store as cashier/shift managers. Bob’s son, Rob, takes care of the 15 computers, the security system, phones and fills in wherever else he is needed. Bob’s daughter, Tiffany, does the bookkeeping. One of the parts of her job is keeping track of all the inventory.

Roy still comes and participates in some of the store functions, like cooking on the grill for special occasions and greeting customers. He keeps pretty busy as a retiree. Dora says she worked hard for the business for many years and is content to stay out of it.

As if there isn’t enough hustling taking place at the Hentschel “hive,” the family takes on good causes, too. In August, special snowflake pledge notes covered the walls at Roy’s store. A special bar-b-que was being planned to raise funds to keep the ski hill open. Traverse Cities’ Mt. Holiday had closed after a tragic accident that killed the owner. The Hentschel’s dedication to the ski hill was due to its’ importance to their customers and the local community.

Traverse City is becoming a major Michigan city and the store is even closer to downtown. The entire area continues to grow. Changes to the store are happening again. A new awning is anticipated which will pull together the entire 10,000 square feet, to give it a new, fresh look. It was as unlikely that a little corner bait shop could become so successful that a whole family could make their living there as it was for a bumblebee to fly. It is a good story of how hustling to make a living can really pay off.

Now a fourth generation is “buzzing” around. Roy and Dora are great-grand parents. There is every indication that Roy’s General Store will continue and prosper to serve yet another generation.

Thanks to Kathie Hentschel Cadwell for keeping track of all the Hentschels for this story.
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Executive education at Cornell came to learn how to gain a leadership assembly show. Shared their insights on standing and Howard Stoeckel, executive is the essence of strategy. "There can differentiate water, we can...simply executing better isn't strategy," he said. Drake said that retailers must want to attend the NACS Leadership Assembly. The assembly brings industry leaders an opportunity to learn, network with colleagues and friends, and challenge their current leadership thinking. It is also a chance to meet with key suppliers and partner, making new connections with the industry's leading manufacturers and wholesalers. The next Leadership Assembly will be held February 24-27, 2003, in Naples, Fla. For more information, contact Vollie Melson, NACS' director of leadership initiatives, at (703) 518-4282 or vmelson@nacsonline.com.

To gain additional competitive insights, retailers may want to attend the NACS Leadership Assembly. The assembly brings industry leaders an opportunity to learn, network with colleagues and friends, and challenge their current leadership thinking. It is also a chance to meet with key suppliers and partners, making new connections with the industry's leading manufacturers and wholesalers. The next Leadership Assembly will be held February 24-27, 2003, in Naples, Fla. For more information, contact Vollie Melson, NACS' director of leadership initiatives, at (703) 518-4282 or vmelson@nacsonline.com.


"But they are also learning to do small-box convenience well. They've got brand power, purchasing power, supply-chain efficiency, customer-driven category management and strong customer relationships.

What's more, Annan reported that big-box retailers do not perceive conventional convenience store retailers as a threat. "They're oil companies first and retailers twenty-first," he said of the big-box retailers' view of convenience stores. "They (traditional convenience retailers) will never be a threat to big-box retailers unless they wake up one day and decide to be retailers first. Convenience retailers are viewed as "so unprofessional-we're easy meat." Annan also stressed, "We do not understand our shoppers' needs. We sit in Monday morning meetings and decide what they want, while big-box retailers ask customers what they want."

What's the solution? Leadership, according to Annan. To survive, Annan said senior management in leading convenience store retail companies must work directly with the most senior leaders at manufacturer companies to overhaul the value chain in the channel.

"Now is the time to do something about it, because if you don't, big-box retailers will take it-and you won't get it back," he said.

Annan's presentation was based on a study srcg ltd. conducted that combines insights from 30 convenience industry CEOs in the United Kingdom, United States, Europe, and Asia Pacific. The findings also reflect extensive consumer research. For a copy of the study, visit the convenience store section of www.srcg.com

All NACS Show workshops are available on audiotape from the NACS Center on-site in Orlando or via the Web site or from support@cstorecentral.com.
Will functional gum stick in the marketplace?

Forget that cup of coffee in the morning, just pop a couple pieces of Jolt Caffeine-Energy Gum in your mouth. Two pieces of Jolt gum equals one cup of coffee, according to the manufacturer.

"Functional gum, in other words, gum that does stuff, is a $500 million category and so far, convenience stores have missed out on that market," said Kevin Gass of Gum Runners, which showcased Jolt gum at The NACS Show.

It wasn’t easy to make a cafffeinated gum, according to Gass, because of caffeine’s naturally bitter taste. "This product was two years in development," he said, adding that "the great thing about gum is that it’s the best delivery system for caffeine because it goes through your gums. It doesn’t spill like coffee or stain your teeth."


Staying true to its "healthy refreshment" philosophy, SoBe’s gum is infused with herbs and vitamins. For example, citrus-punch flavored "Energy" contains guarana, ginseng and taurine, while "Liz Blizz" has a tropical fruit flavor and features echinacea and vitamin C.

"SoBe has the potential to be a lifestyle brand, our customers are incredibly loyal," said Kristine Hinck, SoBe’s director of public relations. "We wanted to enter a market where we could be a pioneer and nobody had a gum with herbs and vitamins.

"This won’t make you run faster or jump higher, but if you’re going to choose something to drink before you are active, it might as well do something good for you," Hinck added. "This is not so much a ‘good-for-you’ option as a ‘better for you’ option."

SoBe Gum was the result of a team-merchandising project with 7-Eleven, Inc., South Beach Beverage Company and Lotte U.S.A., Inc. Wrigley’s also had functional gum at the show. Orbit gum is a whitening gum with the same active whitening ingredient as in Crest toothpaste. The company also showcased Eclipse gum and Eclipse Flash Strips that dissolve in the mouth. Mike Rumsey, Wrigley’s regional sales director/south-convenience stores, said, "It's designed for discreet breath-freshening when chewing gum isn’t appropriate, like before an interview.

Wal-Mart supercenters to sell used cars

Wal-Mart Stores, Inc. in Bentonville, Arkansas, plans to lease space at five of its supercenter stores in the Houston area to a new used-car chain planned by Asbury Automotive, Inc. of Stamford, Connecticut. Asbury Automotive, Inc. is a publicly traded chain of new-car stores. Used cars will be sold out of modular buildings on land adjacent to the stores for less than the Kelley Blue Book value, an oft-cited industry guide. All vehicles will be sold with a five-day money-back guarantee.

Congratulations to the Gumma family

Last month the AFD Food & Beverage Report ran an article about how Susie’s Party Shoppe in Madison Heights built a replica of the New York skyline out of lottery tickets. They did this as a salute to the victims of September 11, 2001.

At that time, Peter Gumma, son of store owner Johnny Gumma, was working in the store as he awaited the results of his medical exams. We are happy to report that Peter passed all his exams with flying colors. Please refer to him now as Doctor Gumma!

Peter Gumma (right) with proud father Johnny Gumma.
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