



# FOOD & BEVERAGE REPORT

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The official publication of the Associated Food Dealers of Michigan

December 2003

Working hard for our members.

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## It will be a ball!

It's time to think ahead to AFD's Annual Trade Dinner and Ball. This time our theme is Casablanca!

The date is Friday, February 6 so mark your 2004 calendar now! Please see page 27 for details.



# Season's Greetings

## Liquor pricing bill passes House, goes to Senate

By Mike Sarafa,  
AFD President

Last month House Bill 4458, which would allow larger profit margins for liquor retailers, passed the House of Representatives on a vote of 66 to 41. The bill is now under consideration by the Senate Economic Development, Small Business and Regulatory Reform Committee. It is critical that all retailers take the time to contact

their State Senator and encourage them to support HB 4458. We have included a complete list of Michigan Senators and their phone numbers on page 23.

AFD has been working relentlessly with the Michigan Liquor Control Commission on this matter. If the state removes the current 17 percent "cap" on gross profits as the bill proposes, retailers would have the flexibility to raise

prices as they deem appropriate. Under this plan, retailers would still be protected from downward price pressure. The 17 percent gross profit margin would be the "floor," below which prices could not be lowered. Retailers would be able to account for market realities in setting prices.

The profit opportunity is enormous. According to the Distilled Spirits

Council of the United States, if licensees were able to achieve a 25 percent margin on just one quarter of their liquor business, it would mean an additional \$11.5 million in new gross profits - all of which would go directly to the retailer's bottom line.

Please, contact your Senator today and ask him or her to support HB 4458, which removes the cap on liquor profits!

## What America eats 2003

Parade magazine's annual survey of the nation's food consumption and preparation habits, appeared last month in newspapers all over the country. Here are some interesting tidbits that relate directly to those in the food industry:

- Nine out of ten Americans purchase convenience-oriented foods, and 25 percent of those surveyed said they use more such products than they did two years ago. Good news for savvy convenience stores.
- Ten years ago, people spent 49 minutes preparing weeknight dinners, and that's down to 31 minutes today...and people would like to shave another four minutes off the prep time. This again speaks to our hurried lifestyles.
- Flavor is rated the top criteria for foods consumed by Americans.
- Almost one-third of Americans currently diet, and

two thirds of those surveyed said they look for "healthy ingredients" when buying food. The "low carb" diets continue to change buying habits. Breadmakers met last month at a summit to discuss declining sales in the wake of these diets.

- Almost nine out of ten Americans eat dessert at least once a week, and the national average is three desserts a week. Looks like refined sugar will never go out of favor.
- Two thirds of the women polled said they usually prepare dinner, down from 89 percent a decade ago. And 25 percent of men polled said they do everything in the kitchen.
- Two thirds of those polled said they eat breakfast during the workweek, 75 percent of the time at home. Here is an excellent opportunity to increase in-store sales.

## Another successful Turkey Drive!



Thanksgiving turkeys were given to over 1,700 needy families in Metro Detroit, thanks to the AFD Turkey Drive. A big THANK YOU to all the volunteers and supporters of this annual event. A special thanks to Spartan Stores, Interstate Brands/Wonder Bread Hostess, and Tom Davis & Sons Dairy. We couldn't do it without our great Charitable Activity Co-Chairs, Jim Garmo and Wendy Acho. Details and more photos next month!

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





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#### Chairman's Message

## AFD offers \$2,000 reward for crime spree suspect



By Terry Farida  
AFD Chairman

AFD has learned that the same suspect may have committed a series of recent robberies.

Jim Chuck of Frito-Lay said that within the last few weeks numerous drivers have been victims. However, drivers aren't the only targets. The robbery suspect has also entered stores. Most of the robberies have occurred on Detroit's west side between Telegraph & Livernois, Eight Mile & Grand River Ave.

Police have released this sketch of a suspect and say that he is armed and dangerous. If you recognize him, please contact your local police immediately! AFD is offering a \$2,000 reward for information that

leads to the arrest and conviction of this person.

During the holiday season the incidences of robberies increase. People, who are otherwise law-abiding citizens may feel the pressure to provide gifts for their family and resort to crime. Others take advantage of the season, when more cash changes hands than any other time of the year. AFD warns its members to be particularly careful during the holidays.

One of the best ways to deter robberies is to keep as little cash in the register as possible. This can be done through the use of drop safes. In higher volume stores, the best way to keep cash available yet under control is to have more than one register in operation with a minimum of \$50 in cash kept in each register. To keep delivery personnel safe, pay them with checks or money orders.

Store operators can take an active role in making their businesses "unattractive" for robberies. One of those steps involves having well-lit stores on the inside and the outside.

Well-lit places scare off would-be robbers. They don't want to be seen; they'd rather operate in shadows and

the darkness. You should make it a practice to test all of your lights during the day to make sure they work and to change them immediately if they don't.

I also urge you to avoid establishing a pattern when banking. You must always try to go directly to the bank without making any stops. The store's banking bag should be placed inside another bag and that bag should be kept under the driver's seat, out of sight. Always lock your car doors. This is good crime prevention advice any time, but particularly important when making a bank deposit.

When arriving at the bank, whether using a night depository or the lobby, pick your parking spot carefully and look in all directions before unlocking and exiting your car. Try to use "drive-up" night depositories where possible. Don't give a would-be robber any chance to rob you.



AFD is offering a \$2,000 reward for information that leads to the arrest and conviction of the person responsible for a recent series of robberies.

Here are some additional tips from the National Association of Convenience Stores:

- \* Make sure that proper lights have been turned on, and replace or report any burned out bulbs immediately.
- \* Acknowledge each customer when he/she enters the store (make eye contact, greet the customer).
- \* In single-coverage stores, stock the cooler before midnight. Stay out on the sales floor.
- \* Parking lots should be cleaned only during daylight hours.

See Crime Spree,  
Page 12

## The Grocery Zone

By David Coverly





# A weighty issue - the RETAILER is responsible for accurate weights

*You could be fined...even if you have a service provider for your scales!*

## Accurate weights and measures "IS" good business!

When was the last time you checked the accuracy of your deli, produce, fish, or meat packing scale? Are you giving product away? Or, even worse, are you risking your good firm's reputation by selling less than the quantity represented?

Accurate weights and measures is good business for operations, and it is the responsibility of the Michigan Department of Agriculture's Weights and Measures Program to ensure that an equitable and fair marketplace exists across the state. MDA Weights and Measures utilizes a proactive educational and compliance assistance approach to assist businesses and their customers with their weights and measures questions, concerns and needs.

MDA Weights and Measures is working with the Associated Food Dealers of Michigan to disseminate important information to its membership related to recent amendments to the Weights and Measures Act, P.A. 283 of 1964, as amended. In April of 2002, following a cooperative effort with the service industry - those who install and calibrate commercial devices - Michigan's Legislature provided rules by which to administer a "Voluntary Registration Program for Servicepersons and Agencies". What does that mean for members of Michigan's food and beverage industry? It means you now have an opportunity and a method by which to better select and control your equipment selection and service needs. Registrants in this program must possess certified standards with which to calibrate, enact repairs, or install new equipment. Technicians must demonstrate their competence and by scoring an 80% or higher on Weights and Measures administered exams on P.A. 283; National Institute of Standards and Technology (NIST) Handbook 44 - General Code; and Handbook 44 specific device codes (i.e. retail computing scales). Those applicants that satisfy all of the requirements for registration are held accountable to the requirements of P.A. 283, thus promoting uniformity in device selection, service, and utilization. For example, an operator uses a non-registered serviceperson to install a new meat packing scale. If tare information is programmed incorrectly, resulting in short weight packages, under Michigan Law, only the operator can be held accountable.

However, if a registered serviceperson is employed, the service agent can be held accountable either in whole or in part. This registration program is designed to help promote the service industry while at the same time improving an operator's quality assurance program. You may also access a list of Michigan's registered servicepersons and companies. By visiting our web-site at [www.michigan.gov/mda](http://www.michigan.gov/mda). Click on "certification, licensing, and registration" to navigate to "Weights and Measures" site information.

The following Q&A's deal with owner/operator responsibilities and seek to dispel some common misconceptions.

### As an owner, am I still responsible for any violations that occur in my business?

An individual or corporation that utilizes a weighing or measuring device to sell a commodity by weight, measure, or count is liable for any prohibited act under the law. This includes violations involving employees acting on behalf or in concert with the operator.

### What can I do to increase my quality control and improve my compliance rate?

First, review your maintenance schedule to ensure that your weighing and measuring devices are operating properly and within legal limits.

Secondly, you must ensure that your managers and their staff are properly trained to conduct your business. Can they properly operate your packaging equipment? Does everyone know what, how and why "tare" is used? The failure to properly account for tare weight when packaging an item (both pre-pack or over-the-counter) accounts for the vast majority of weights and measures complaints received, and violations documented within the food and beverage industry.

Finally, don't just leave the motor running! Operators, managers, and employees must work together to conduct "internal" reviews of the operation. Have the tare values changed? Are the net weights indicated on packages correct? Are new devices programmed properly and confirmed to be accurate? Are the devices being properly maintained? Good communication is vital to any

See Weights & Measures  
Page 26



## The buck stops here

*By James V. Bellanca, Jr.*

Several years ago AFD worked with the Department of Agriculture to attempt to decriminalize the enforcement provisions of the law regulating short weight and fat content. In the old days, if a storeowner was found to be in violation of the Act, there was little the Department of Agriculture could do to correct the problem, except to

### Not only did the service provider not properly instruct the meat managers on the operation of the new scale, but also the company itself entered inappropriate tares.

prosecute in criminal court. The result was that storeowners were being dragged into district court and faced with criminal liability for, in many cases, either innocent actions or ordinary negligence. A plan was developed whereby the Department of Agriculture had two choices. They could bring a criminal action in the most egregious of offenses, or they could schedule an administrative hearing and offer the storeowner an opportunity to explain his position, correct the action and pay a small fine.

The new law has worked very well.

Unfortunately, with modern technology has come a new problem. In the old days scales were much less complicated. So, while the task of programming the scale for tares was time consuming, it was also difficult to make a mistake. This isn't true anymore. Modern technology has made scales much more efficient, but also much more complicated. Scales will measure in the thousandths, for

See Buck Stops  
Page 26

## Calendar

January 11-14, 2004

**Food Marketing Institute  
Midwinter Executive Conference**  
Scottsdale, AZ  
(202) 452-8444

January 20-21, 2004

**Convenience U - Empowering  
Convenience Retailers**  
Metro Toronto Convention Centre  
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[ndashner@fulcrum.ca](mailto:ndashner@fulcrum.ca)

February 6, 2004

**AFD Annual Trade Dinner  
Casablanca, As Time Goes By**  
Penna's of Sterling  
Sterling Heights, MI  
(248) 557-9600

February 9-11, 2004

**NGA Annual Convention**  
Paris Las Vegas Hotel  
Las Vegas, Nevada  
(703) 516-0070

April 20-21, 2004

**AFD 20th Annual Buying Trade  
Show**  
Burton Manor  
Livonia, MI  
(248) 557-9600

### Statement of Ownership

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AFD works closely with the following associations:



## But What About the Marshmallows?

As if we needed another reason to enjoy hot chocolate, now Cornell University researchers report that the sweet libation is full of health-boosting antioxidants.

According to a study published in the *Journal of Agricultural and Food Chemistry*, a cup of hot cocoa is packed with more antioxidants than a cup of red wine or tea, reports *FoodNavigator.com*.

The Cornell researchers tested a cup of hot water with 2 tablespoons of pure cocoa powder—similar to that of an instant-cocoa packet—a cup of water with a green-tea bag, a cup of black tea and a glass of red wine. They found that the cocoa contained the greatest concentration of antioxidants. The amount was twice as strong as the red wine, two to three times greater than the green tea and four to five times greater than the black tea, says

*FoodNavigator.com*.

The scientists said that cocoa may be sipped hot or cold, but hot cocoa seems to release more antioxidants than the cold version.

## Strange doings in Roswell

Stephen Cooke, a 60-year-old school-bus driver thought he had good luck once he found out that he had one of the three winning tickets in the \$70 million Mega Millions jackpot drawing.

It turns out his luck was even better than he first assumed—upon walking into Georgia Lottery offices, he learned he also had purchased the second of the three winning tickets, plus he had two other winning combinations worth \$150 each.

After learning that he had a winning combination, Cooke said that he didn't bother to check the rest of his tickets.

But Georgia Lottery officials knew something he didn't—two winning tickets were purchased at the same time and same place—the SaveRite at 10800 Alpharetta Highway in Roswell.

"The Georgia Lottery people kept querying me about what place I bought my ticket and what time," Cooke told the *Atlanta Journal-Constitution*. "I thought that was strange. I already had a winner."

Lottery officials encouraged Cooke to check the rest of his tickets, providing a security guard for him to return home. There he found that not only did he have another winning ticket, but also had two \$150 winners.

At the conclusion of Cooke's eventful date, he went home with approximately \$26.6 million, based on choosing the cash lump-sum payout.

## News Notes

### Note to robber: wear clothes, you'll blend in!

A man suspected of trying to shoplift from a Minnesota convenience store was apprehended and will likely face a few additional charges, given the fact that he was intoxicated and naked despite the rainy, windy weather.

*The Associated Press* reports that a 38-year-old man staying at a motel in Marshall, Minn., decided to drop by a local convenience store without wearing any clothes. He was spotted by onlookers running from his hotel room on one side of Marshall's busiest street to the store on the other side.

Once inside, a store employee noticed that the man appeared to be stealing items. Meanwhile, the store manager, who was at the time backing out of the parking lot, noticed the naked man entering the store and went in to chase him out.

The man was then chased back to his hotel room where he decided to get dressed before leaping from the second-floor balcony and hurting his leg in the process.

Police apprehended the suspect and say, not surprisingly, that he appeared to be under the influence of either drugs or alcohol.

## Helping U.S. Troops Phone Home

The USO hopes to brighten the holidays for U.S. troops stationed in Iraq by providing them with calling cards so that they can call home.

The USO is collecting donations for "Operation Phone Home" to make international calling cards available for each U.S. service member stationed in Iraq in time for the holidays.

Donations can be made by visiting the USO Web site at [www.uso.org](http://www.uso.org) or by calling (800) 876-7469 and specifying your gift is for the "USO Operation Phone Home" campaign.



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## News Notes

### Nestle sweetens holiday travel

Nestle hopes to sweeten traveling over the holidays with Nestle Toll House Candy Bars.

Among the candy's attraction to travelers — the bars are individually wrapped so they are easy to eat on the road, noted Nestle.

Nestle Toll House Candy Bars come in two-piece bars with a suggested retail price of \$.55, or in a resealable bag containing individually wrapped, snack-size bars (suggested retail price \$2.99 to 3.29).

### Point and talk

A Japanese phone company has put its finger on a new cell-phone technology.

NTT DoCoMo's new Finger Whisper is a wristwatch phone that turns a person's finger into an earpiece, reports *BBC News*.

The gadget's wristband converts sounds into vibrations that can be heard by placing a finger in the ear. To answer a call, a person touches together his forefinger and thumb, and then places the forefinger in the ear to hear the caller. To end a call, the user

once again touches the forefinger to the thumb.

Finger Whisper does not have a keypad to dial numbers, instead users say the number they want to call out loud and the device's voice-recognition electronics decipher the information and dial the number.

According to *BBC News*, recent cell-phone earpiece innovations also use sound induction transmitted via the skull's bones to enable users to hear callers. To speak, users talk into a microphone on the wristband.

### Wal-Mart tunes into a new revenue stream

Wal-Mart hopes to sing all the way to bank when it debuts a new online music store.

*The Wall Street Journal* and the *New York Post* have both reported that sources have said the retailer could launch an online music store soon.

According to the *Journal*, Walmart.com has partnered with Geneva Media on the music store, which will stock some 200,000 songs for download. The cost of downloading a song from Wal-Mart's online store is expected to come in under the 99 cents other competitors charge, said the sources.



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### Cadbury considers dietary labels

Cadbury Schweppes may put "diet advice" on its labels in the U.K., though it has not decided what the information would include. A company spokeswoman said the company is considering the labels in order to provide more information regarding the elements of a balanced diet. —*Just Food*

### Coke rethinks marketing in schools

Coca-Cola's new guidelines for in-school marketing will include not offering carbonated beverages during the school day, but rather a "full array" of products like waters and juices in response to health concerns about soft drinks being sold in schools. —*The Wall Street Journal*

### U.S. Smokeless Tobacco hikes prices

U.S. Smokeless Tobacco Company announced wholesale price increases on its moist smokeless-tobacco products.

Wholesale prices on all Copenhagen and Skoal products increased by 12 cents to \$2.81 per can, Rooster increased by 16 cents to \$2.44 per can and Red Seal increased by 16 cents to \$1.87. The price increases took effect in early November.

The company's primary brands are Copenhagen, Skoal, Rooster and Red Seal. The company said it is the only smokeless-tobacco manufacturer to sign the Smokeless Tobacco Master Settlement Agreement (STMSA). Under the STMSA, the company voluntarily adopted an array of advertising and promotional restrictions and agreed to pay \$100 million towards programs to reduce youth access to tobacco products and combat youth substance abuse.

## Busting cigarette cravings

Now here's a real smoking-cessation support system—a Swiss lingerie maker has created a bra to help women kick the habit.

According to the *Star*, the bra contains perfume capsules that trigger an unpleasant taste when smoking a cigarette, in addition to helping to ease withdrawal symptoms.

The habit-fighting scents include lavender, which is said to act as a sedative, and jasmine, which makes the cigarettes unsavory, explained manufacturer Triumph International.

The "anti-smoking manifesto" bra also contains liquid titanium to banish cigarette smoke.



## Question of the Month

### How can I better capture impulse purchases?

**Answer:** An impulse shopper is typically someone who is in a good mood, younger and has more time for browsing. There are two types of impulse shoppers—those who remember something they need once they see it, and those who see an item and decide they want it. Catering to the impulse shopper can help boost sales in your convenience store.

But how do you capture those impulse buys? Merchandising, merchandising, merchandising.

Here are 10 suggestions to help you capture impulse purchases:

1. Be creative in your merchandising/display techniques.
2. Use themes that highlight unusual items and renew interest in everyday items.
3. Emphasize special products.
4. Bundle a top seller with an item that complements it.
5. Rotate stock and displays to encourage frequent visits to your store.
6. Place product displays in high-traffic areas where they will be highly visible.
7. Make sure your associates are knowledgeable about the product and can answer customers' questions.
8. Keep the display clean and well stocked.
9. Build displays with safety in mind.
10. Change out an item that isn't selling.

-NACS

## News Notes

### Credit card rivals compete for consumers' and retailers' loyalty

Visa and MasterCard are heavily promoting the use of their cards in advance of the \$200 billion holiday shopping season. One analyst asserts the promotions are partially intended to help the credit card companies win back the favor of retailers, following a multi-billion-dollar class-action settlement with stores earlier this year concerning card usage policies.

-USA TODAY

### Pepsi Vanilla grabs market share

In its first four weeks on store shelves, PepsiCo's Pepsi Vanilla grabbed a 1.2% share of the carbonated soft-drink market in convenience stores, leaving Coke's Vanilla Coke with about 1% of the market. One analyst describes these products as "transitional tools" that are part of drink makers' efforts to explore new ways to increase their business.

-USA TODAY

### Asian foods gaining popularity

The frozen ethnic foods market saw a total of \$2.2 billion in sales for 2001, according to the American Frozen Food Institute. Italian foods came in first with \$1.68 billion; Mexican cuisine was second at \$488 million, and Asian foods ranked third with \$463 million, a 12.3% increase for that food group from the previous year. To take part in the rising popularity of frozen Asian foods, manufacturers such as ConAgra Foods and Uncle Ben's have introduced products and brands targeted toward the mass market.

-Prepared Foods



## NEWS

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## Latest Italian trend? Obesity

The traditional Mediterranean diet of fish, olive oil and fruit is giving way to the American trend of snacking on higher-fat foods, making obesity the latest health concern in Italy and across Europe. In many European countries, up to 30% of adults are obese. Sweden has responded by enacting voluntary restrictions on TV advertising of certain foods, and the British Medical Association is pushing for a 17.5% "fat tax" on snack foods.

- USA TODAY

## "Brand America" campaign to avoid previous rhetoric

The campaign, spearheaded by a group of industry executives and politicians, seeks to promote products and services from American companies. "Brand America" will avoid mistakes by previous pro-American campaigns that included in-your-face rhetoric by using gentler advertising and increased educational programs touting American goods.

-The Detroit News

## Cheers to dark beer!

Guinness used to be promoted as a "good for you" beer until the manufacturers dropped the tagline. But recent health findings about dark beer may prompt the company to revive the slogan.

Wisconsin University researchers found that dark beer, such as Guinness, may help prevent heart attacks, reports *FoodNavigator.com*.

In a study involving dogs, the researchers discovered drinking a pint of dark beer a day had the same effect as taking aspirin in reducing the risk of heart attack.

The scientists tested light and dark beers on dogs that had narrowed arteries, comparable to humans who have heart disease. The study demonstrated that dark beer decreased markers for platelet aggregation, which can result in clotting that can trigger heart attacks in those with heart disease, according to *FoodNavigator.com*.

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## Former Kmart execs hit with new lawsuit

The *Detroit Free-Press* reports that a new civil suit has been leveled at six former Kmart executives, accusing them of essentially bleeding the company dry for perks, loans and bonuses even as it was teetering on the edge of bankruptcy. The suit says that these executives cost Kmart more than \$1 billion before the January 2002 bankruptcy filing.

According to the *Free-Press*, the suit alleges that former CEO Chuck Conaway expanded the company's private jet fleet from three to six, hired a dozen pilots and then used the fleet for personal family trips. Former company president Mark Schwartz is said to have charged the company for a new fence and gate as well as more than \$2 million in moving expenses; in addition, Schwartz is accused of authorizing more than \$100,000 in nanny payments for some company executives.

According to the paper, Kmart's former executive vice president and chief supply chain officer, Anthony D'Onofrio, "had Kmart pay for his apartment, a Jaguar, food for a year, \$15,000 in dental work for his wife and gifts. He also is accused of taking a \$12,000 payment from one vendor and accepting a trip to Asia for him and his girlfriend from another vendor."

The civil suit was filed by the Kmart Creditor Trust in Oakland County Circuit Court.

- Morning News Beat

## Hershey to release breath freshener

Hershey Foods plans to release Ice Breakers Liquid Ice in March. They are round gels filled with mint oil that the company says are less intense than other breath fresheners while still cooling the mouth. - *Candy Business*





There are sleigh rides, and then there are sleigh rides.

  
**BUDWEISER**

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## Economic uncertainty won't dampen holiday spirits

The predictions about the economy might be frightful, but many consumers will still find holiday shopping delightful, according to a RoperASW survey.

The annual holiday-shopping forecast survey reveals how much, where and when Americans plan to spend their money during the holiday season.

According to the study, 19 percent of Americans plan to increase their holiday gift spending, compared with

16 percent in 2002. Additionally, almost half of consumers (48 percent) plan to spend \$500 or more, and the average spending amount (among those who will be purchasing gifts) will increase from \$853.10 in 2002 to \$929 in 2003. Americans also plan to add another person to their gift lists, with the average number of people increasing from 11 in 2002 to 12 this season.

Books/CDs and movies are taking the top spot on American's shopping

lists with 71 percent planning to purchase them as gifts, edging out clothing and apparel, which dropped from 75 percent in 2002 to 65 percent this year.

The study also found personal electronics becoming more popular, with 35 percent of Americans planning to purchase electronics as gifts this year up from 29 percent in 2002.

Family and friends will have a significant impact on holiday-

shopping decisions as they ranked first when asked the major source for gift ideas with 76 percent of consumers turning to them for advice. Sixty percent say in-store sales promotions have a major influence,

**Roper ASW research has proven that 10 percent of the population tells the other 90 percent what to buy, where to eat and who to vote for.**



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CRN0101-0711

53 percent cite print advertising, 37 percent said TV advertising, followed by the Internet at 23 percent and radio advertising at 18 percent.


In fact, 60 years of RoperASW research has proven that 10 percent of the population tells the other 90 percent what to buy, where to eat and who to vote for. This group, "The Influentials," is the source of word-of-mouth in this country. The Influentials have made more than 600 million recommendations in the past year with 76 million around movies, 33 million around retail stores, 23 million around clothing and 15 million around consumer electronics.

"The data reinforces our belief that word-of-mouth continues to be the most-effective means of marketing," said Ed Keller, CEO of RoperASW and author of *The Influentials*. "Many of the must have items of holidays past were popularized primarily by conversations."

Despite holiday decorations seemingly creeping into stores earlier than ever, most Americans will wait until the last minute to shop—good news for convenience stores, which provide many convenient gift solutions. Just 17 percent of consumers will complete their shopping right after Thanksgiving and only 26 percent will be done by the first two weeks in December. As shopping late becomes increasingly popular, 25 percent of consumers don't expect to complete their holiday shopping until the week before Christmas and 10 percent don't expect to be done until Christmas Eve.


"Americans are accustomed to sales and realize procrastination can pay off during the holiday season with retailers marking down items as the calendar flips closer to Christmas," said Keller. "If retailers start sales early or consumers begin to see sought-after items moving quickly, they may speed up their shopping plans." - NACS





**THE MILLER LITE HAT TRICK:**  
**GREAT TASTE,**  
**LESS FILLING**  
**AND HALF THE CARBS OF**  
**BUD LIGHT**

**MAKE IT MILLER LITE, DETROIT.**  
**Miller GOOD CALL**

Live Responsibly  Miller Lite contains 32 grams of carbohydrates and 96 calories per 12 ounces. Bud Light contains 6.6 grams of carbohydrates and 110 calories per 12 ounces.  
©2003 Miller Brewing Co., Milwaukee, WI



## Crime Spree

Continued from page 3

- \* Trash should be taken out only during daylight hours.
  - \* Store back doors should be kept closed after dark.
  - \* Post police, fire, ambulance, manager/franchisee, and other emergency phone numbers near the phone.
  - \* No unauthorized persons are allowed behind the counter.
  - \* Offer complimentary coffee to uniformed police.
  - \* Observe your own company's cash policy by keeping cash in the register at a minimum.
  - \* Encourage exact change or smallest possible bill.
  - \* Drop all bills \$20 or greater immediately.
  - \* Keep safe locked and keys secured.
  - \* Display signs without blocking the view of the counter.
  - \* Turn on proper lights at dusk.
- Keep both the store interior and exterior brightly lit.
- \* Spend time on the sales floor whenever you can.
  - \* Watch for and report suspicious acts.

## Applying for a liquor license? Here's some advice from the Michigan Liquor Control Commission

The liquor license application process generally follows these steps:

You submit an Initial Application form (LC 1135) and receive from the MLCC an application package.

You complete all items in your application package, pay the inspection fees and your request becomes authorized for investigation.

An Enforcement Investigator will advise you regarding the items needed to complete the investigation.

You must provide ALL items requested when you meet with the investigator.

The investigation report is then forwarded to the Lansing office where it is reviewed by Licensing Division staff and presented to the Commission for a decision.

If approved by the commission you will receive a closing package

including a Contract for Licensing.

Once you have provided all the requested documents, signed the Contract for Licensing and paid the requested fees, you may pick up your license or have it mailed.

To avoid delays we suggest you:

- Make sure all of the documentation that is requested is enclosed with your application. This means including a Purchase Agreement and Property Document if one is involved in the transaction, and all of the documents related to your Corporation, Partnership or LLC.

- Pay your inspection fees, \$70 for EACH license.

- Either you or your attorney complete your forms in a timely manner and double check the completeness of the application.

Remember to SIGN EVERY FORM!

- Have ALL of the items the investigator requested ready when he or she arrives for the investigation.

- Contact your local police department and local governing body to assist them in handling your application.

- Please be sure to provide the Commission with EVERY item on the approval checklist in your closing package.

The speed with which you get your license depends on you!

The Michigan Liquor Control Commission has offices in Lansing, Farmington, Escanaba, Gaylord, and Grand Rapids. Reference the MLCC website for forms, information, frequently asked questions, and contact phone numbers.  
[www.cis.state.mi.us/lcc](http://www.cis.state.mi.us/lcc)

## Checking out self-checkout

A new survey reveals that not all shoppers are crazy about the do-it-yourself trend in checkout.

ACNielsen U.S. reported that 61 percent of U.S. households have used self-checkout lanes, with 32 percent of those agreeing that "they are great." Many more shoppers who have tried the do-it-yourself checkout lanes (52 percent) said "they are OK," and 16 percent called them "frustrating." The research comes from a new ACNielsen Homescan consumer panel survey of 61,500 nationally representative U.S. households.

Usage of self-checkout lanes is greatest among larger, high-income, younger and more educated households. As for the future, 70 percent of those who have tried self-checkout lanes plan to use them again. Just 25 percent of those who have never tried the lanes plan to do so in the future.

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

For information on AFD's endorsed Blue Cross program available to AFD members, call:  
**Sheila at (800) 666-6233 or**  
**[sreeves@afdom.org](mailto:sreeves@afdom.org)**



## Integrated Campaign Kicks Off With New TV Spots

Miller Brewing Company announced the inauguration of a marketing campaign with a renewed emphasis on Miller as a brewer with a history of and dedication to brewing great-tasting products of the highest quality. The new strategy is geared toward re-energizing Miller's trademark and building greater meaning and relevance for the name "Miller" in the minds of beer drinkers, by focusing on the brand's most vital assets – the individuality, quality and taste of its beers.

Miller senior executives introduced their new "beer-centric" Miller trademark program – which will encompass the Miller Lite and Miller

Genuine Draft brands – to its U.S. distributors recently, along with the commitment to remain aggressively on course for years to come. Miller will take a fully integrated approach with its new direction, including new programming in advertising, experiential marketing and promotions, all of which will, in some way, salute and tout Miller's products and legacy as a great brewer. The campaign kicked off with the 60-second spot "Anthem" which airs during national college football broadcasts.

"This is simply the first step of many in the turnaround of the Miller

trademark and we are confident in our strategy," said Bob Mikulay, executive vice president for marketing at Miller. "Miller Brewing Company was built on the foundation of the individuality, quality and flavor of our beers, and we're going to make it our business to celebrate that."

After the new television advertising launches, Miller will carry its new brand identity into all marketing disciplines beginning this month. Experiential marketing, for example, will focus on reaching consumers where they are making their beer drinking choices. Miller is also planning fewer, but more impactful promotions and merchandising efforts

to help perpetuate the new "beer-centric" focus of the brewery among consumers.

"Almost 150 years ago, our founder said his goal was to delight beer drinkers with 'a confoundingly good glass of beer.' We want consumers to again feel that way when they see the Miller signature on their bottle of beer," said Mikulay. "Miller's new position will go far beyond broadcast advertising. It's about living and breathing the Miller brand. This is the brewery that introduced America's first successful light beer and revolutionized the cold-filtered brewing process with Genuine Draft, and we have a lot to shout about."

## Focusing on carbs: new ads say Miller Lite has only 3.2 Carbohydrates

Miller Brewing Company debuted three new television spots this past weekend under Miller Lite's Amazing Facts campaign. The 15-second spots, currently airing on network television, play up Miller Lite's low-carbohydrate, low-calorie and award winning taste benefits compared to its domestic brew competitors.

The new advertisements follow the success of the initial Amazing Facts campaign launched in August targeting beer drinkers who watch their carbs. The campaign includes television, radio, print and out-of-home advertisements produced by Ogilvy & Mather. The simple 15 second television spots differentiate Miller Lite with its award-winning taste and only 3.2 grams of carbohydrates to the other major domestic light beers that have at the least 5 grams — and some more than 6 grams of carbs — in 12 ounce servings of their light beers.

"This campaign is simply about Miller Lite facts," says Erv Frederick, Vice President Trademark Marketing, Miller Brewing Company, "and because there is a lot of focus on carbs right now, it's important for us to let consumers know that there's a significant difference between Miller Lite and the other mainstream light beers. With only 96 calories and 3.2 carbs, light beer drinkers deserve to know they can have a great brew with a low-calorie and low-carbohydrate Miller Lite."

Miller Brewing Company launched Miller Lite, the first successful low-calorie, low-carb beer in 1975. Miller Lite is brewed with the finest barley and choicest hops and has taken home the Gold Medal three times for Best American Light Lager at the World Beer Cup awards.

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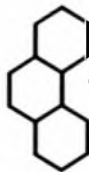
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Michigan Lottery	(517) 335-5600
WIC	(517) 335-8937
EBT Customer Service	1-800-350-8533
Food and Nutrition Service/Food Stamps	Detroit (313) 226-4930
	Grand Rapids (616) 954-0319
Michigan Consumer and Industry Services	(517) 373-1580
Michigan Department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

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

House of Representatives	(517) 373-0135
Senate	(517) 373-2400

## The Costco advantage

A recent article in *Fortune* magazine took a look at the ways Costco has proven to be a formidable competitor to Wal-Mart and is, in fact, one of the few companies that Wal-Mart fears.

"During the past ten years Wal-Mart has gone through five CEOs and countless stratagems at Sam's Club trying to assume its customary command," *Fortune* reports. "All have been thwarted by Costco Wholesale, the master of the cavernous space."

"Consider some figures. Sam's

Club has 71% more U.S. stores than Costco [532 to 312], yet for the year ended Aug. 31, Costco had 5% more sales [\$34.4 billion vs. an estimated \$32.9 billion]. The average Costco store generates nearly double the revenue of a Sam's Club [\$112 million vs. \$63 million]."

One big difference between the two companies, according to the magazine: Costco CEO James D. Sinegal, who has created the culture that makes the company unique. "He caps Costco's markups at 14% [department store markups can reach 40%]. He offers the best wages and benefits in retail [full time hourly

"We think when you take care of your customer and your employees, your shareholders are going to be rewarded in the long run." -James D. Sinegal

workers make \$40,000 after four years]. He gives customers blanket permission for returns: no receipts; no questions; no time limits, except for computers - and even then the grace period is six months."

*Fortune* notes that Sinegal and Costco recently have been criticized by analysts for not sufficiently reducing labor costs and trimming health care costs, with one analyst suggesting that Costco is better at taking care of customers than shareholders. Sinegal's response: "We think when you take care of your customer and your employees, your shareholders are going to be rewarded in the long run. And I'm one of them [the shareholders]; I care about the stock price. But we're not going to do something for the sake of one quarter that's going to destroy the fabric of our company and what we stand for."

Another thing that makes Sinegal unique: "Sinegal has also kept himself in the good graces of subordinates by limiting his pay. His \$350,000 salary last year was practically cause for drumming him out of the *Fortune* 500 CEO club; and at his own request, he took no bonus for the third consecutive year. He does have \$16.5 million worth of options, but he's intent on capping his salary and bonus at about twice the level of a Costco store manager."

While Wal-Mart's Sam's Club division is trying hard to be more competitive with Costco, *Fortune* notes that Sinegal thrives on the competition. "We've succeeded by being a moving target, by hitting them where they ain't," says Sinegal. "We need constant reminders to keep us on our game. I say at our management conferences that the amount Wal-Mart grows in just one year is the equivalent of Costco's size."

## Happy Holidays from McCormick

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## Pomegranate Juice Concentrate now available to consumers

Brownwood Acres Foods, Inc., a 58-year-old family business announces the availability of it's Wonderful Pomegranate Juice Concentrate on it's website [www.brownwoodacres.com](http://www.brownwoodacres.com) or by calling toll free 1-877-591-3101. Brownwood hopes to have the Pomegranate Concentrate picked up by it's Nationwide retail distribution channels in the next few months.

Daily consumption of 1/2 ounce of Wonderful Pomegranate Juice Concentrate (equal to 1 medium pomegranate) is the easiest way to

enjoy all of the health benefits of Pomegranates. Medical research has shown the promising results as follows:

- Heart Health - Studies in laboratory mice have show that consumption of Pomegranate Juice reduced the buildup of plaque in the lining of the inner artery. In fact, it reduced the size of atherosclerotic lesions by 44% - Aviram, M. et al, American Journal of Clinical Nutrition 2000, 71:1062
- Reduction of LDL (bad) Cholesterol - Studies in the American

Journal of Clinical Nutrition have shown that the antioxidants found in Wonderful Pomegranates reduce the LDL oxidation in mice, and help to lower blood pressure in hypertensive humans.

- Neutralize Free Radicals - Wonderful Pomegranates contain antioxidants like Polyphenol. Antioxidants help repair damage done to the body's cells by Free Radicals, (unstable oxygen molecules associated with cancer, heart disease and the effects of aging).

## Competition heats up among convenience vendors

Have convenient stores become too convenient? Convenience store owners say more than half of their customers pay for gasoline via credit or ATM card, and therefore never have to enter the store. And that's a problem, say convenience store owners, because it's what's sold inside the stores that increases their profits.

Last month, FFP Partners of Fort Worth, Texas, which owns 280 stores and gas outlets in 10 states, filed for Chapter 11 bankruptcy protection. The company operates Kwik Pantry, Nu-Way, Economy Drive-In and Taylor Food Mart. FFP Partners blamed discounted fuel prices by supermarket chains for its financial troubles, reports the *Fort Worth Star-Telegram*.

Discount stores such as Wal-Mart and Costco, as well as big supermarket operators like Albertsons and Tom Thumb, offer lower gasoline prices, usually through preferred-customer cards. Although these stores have fewer locations, they often charge 20 percent or more below the nominal competitive price, which can hurt smaller operations.

Competition has become fierce among convenience stores, and the larger chains--with their larger buying power--are squeezing the smaller operators' profit margins. Besides the increased at-the-pump credit-card purchases, smaller unit size and lower sales volume, smaller convenience store owners worry about decreasing coffee and cigarette sales--hurt by the proliferation of specialty coffee shops like Starbucks and Internet cigarette sales, according to the *Star-Telegram*.

NACS Director of Communications Jeff Lenard was interviewed by the newspaper and said that the industry has become increasingly fragmented. Although the number of convenience stores has remained constant in recent years, the industry is trending toward consolidation.

## The rise of soy milk

Sales of soy milk are expected to increase 12% this year, marking a faster increase than many other dairy products. Consumers seem to be drawn to soy milk's health benefits, including high protein, calcium and vitamin content, as well as to its ability to fight and prevent several diseases. - *Just Food*

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## New look, new feel for a Pontiac store

By Karen Braschayko

A block of Auburn Road in Pontiac recently received a facelift, thanks to the renovation of the former Food Basket supermarket. Now called More Food 4 Le\$\$, the owners also updated their Misin Sok Laundry next door, improving the look of the entire strip mall.

"We remodeled the store to increase sales and keep a step ahead of the competition in the area," said Eddie Kassab, who is partner with his



Eddie (left) and Mike Kassab

brother Mike.

The exterior of the store was resurfaced to a harmonious tan with red accents. A modern architectural design and landscaping adds an upscale, fresh look to the mall.

The store was completely refurbished, with all new coolers, floors, ceilings, check-outs, shelving and new compressors," said Eddie.

"Working here is a lot easier now," added Samir Kassab, Eddie's brother and produce manager.

As part of the overhaul, the store was renamed More Food 4 Le\$\$\$. The new title emphasizes management's effort to keep prices competitive and meet the needs of their customers. More Food 4 Le\$\$\$ offers a dollar item section and a cell phone distributor in the front of the store as well.

"We cater to the Hispanic and Mexican people who live near here," Eddie said. The store has a large section of Goya brand foods and Hispanic specialties.

Reaching out into the community is an important marketing tool for More



Food 4 Le\$\$\$.

Eddie prides himself as a successful fund-raiser. He has become one of the AFD turkey drive's most dependable volunteers. Eddie meets with other storeowners, asking them to contribute, and then helps distribute turkeys to the Pontiac NAACP and Oakland Human Services. He sees this as a great way to help the needy and it benefits More Food 4 Le\$\$\$, as residents and customers see this community service in a positive light.

Sharing comes naturally for the Kassab brothers since they come from a family of fourteen siblings. They are among nine brothers and five sisters, the children of Sabria and Shamon Kassab. Eddie began working in the family business when he was just eight years old. His father



The interior is clean and bright



Produce department

and brothers have worked in the business too. "I caught the bus from school everyday to downtown Detroit to our first store," said Eddie. He's worked in the grocery business ever since.

"Hopefully it goes on to my kids now," said Eddie. He has six children. The two oldest already work at the store, and Eddie's wife helps out four

days per week. This is a good thing, since he loves to spend time outdoors with his family. A couple of times each month they escape "Up North" where Eddie has a cottage and 80 acres where the children can ride four-wheelers. Living off the land is the life Eddie enjoys most. He is a sportsman and lives for the opportunity to bow hunt and fish.

But to his dismay, Eddie's offspring haven't caught his outdoorsman bug. "I live outdoors," he said. The kids enjoy their dirt bikes though, he added.

It seems Eddie's philosophy of life includes keeping a delicate balance between hard work, family, hobbies, fun and volunteer work. "Hard work is my business philosophy," says Eddie. In his free time, Eddie enjoys all the good things that his hard work has brought to his family.



## Legislator Profile

### Rep. Sal Rocca shows how hard work brings success in America

State Representative Sal Rocca (R-30, Sterling Heights, Utica)  
Chair of the House Regulatory Reform Committee  
Conservation & Outdoor Recreation Committee  
Health Policy Committee  
Senior Health, Security & Retirement Committee

By Kathy Blake

State Representative Sal Rocca (R-30-Sterling Heights), is an Italian immigrant who keeps his family and American citizenship close to his heart. Born in Italy, he moved here with his parents and siblings when he was 7 years old. "Being born in a foreign country, you're ingrained with a strong work ethic. Immigrants lack language skills but come over here and work hard to make sure their kids are taken care of," said Rocca. He became the family interpreter, because he learned to speak and read English before his parents. "I can remember my parents telling me stories of life under Mussolini and the Nazi occupation," recalls Rocca. "When you hear about political and economic oppression like that you

develop a special appreciation for the freedom we have in America," he added.

Protecting that freedom is Rocca's top priority. He introduced legislation for the House and the Senate to recite the

Pledge of Allegiance at the start of each day. Governor Engler vetoed the bill suggesting that the House and Senate make a rule for it. As a result of Rocca's efforts, both the Senate and the House have added the rule to recite the pledge every day of session.

When Rocca graduated from Southeastern High School in Detroit, he got a job on the Chrysler assembly line. Then he qualified for an apprenticeship at General Motors and through night school, he



became a journeyman. During the recession of the early '70s, Rocca was laid off and couldn't find another job using his skills elsewhere. He became a real estate agent to support his family. His new profession provided more than just an

income. "Home ownership is one of the chief elements of the American dream. This is especially true for immigrants from countries where owning your own home is prohibited or prohibitively expensive," he said.

Rocca believes that protecting home and business owners' investments is a priority for our government.

"Small business owners are job producers, they're the people that pay the taxes," he said. "If that investment is not paying off, then we

have to make legislation that protects them," said Rocca. For this reason, he sponsored a bill to help retailers. House Bill 4458 which would deregulate the selling price of distilled spirits, allowing retailers to sell spirits above the state set minimums but not below them.

"The problem that I first ran into was that it would cost the state \$22 million for the liquor discount increase," said Rocca. As chair of the Regulatory Reform committee, he and his peers came up with an alternative which would allow retailers to increase their profit without taking tax money away from the state. "The bill allows retailers to establish their prices based on market conditions," said Rocca. The bill passed and is now progressing through the Senate.

Rocca also sponsored a bill that would remove sales tax from over-the-counter medications. He believes it should be in the same class as food, calling it a "tax on pain," in reference to pain relievers and medicated ointments.

Rep. Rocca is the Dean of the

See Rocca on page 21.

*"And it was said of him  
that he knew how to  
spend Christmas well, if  
any man alive possessed  
the knowledge. And may  
it be said of us,  
and all of us. And so,  
as Tiny Tim  
exclaimed, God  
bless us, everyone!"*

*—A Christmas Carol*



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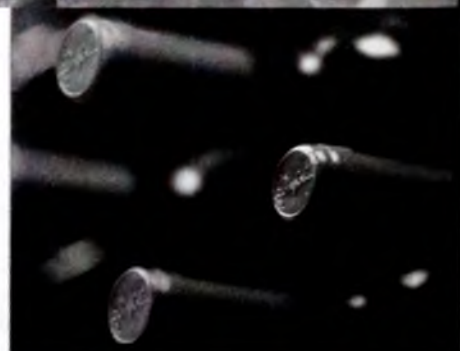
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Rocca, continued from page 19.

Michigan House of Representatives because he has served more terms than any other representative. Since term limits took effect, state representatives can now only serve three consecutive terms, (six years). Rocca is serving his 11<sup>th</sup> term dating back to January 1975 when the district included Troy and Warren in addition to the current cities. He didn't run for re-election in 1994, because his father was ill. "Family structure is very important, when you're an ethnic family living in a strange land," he explained. Rep. Rocca's wife, Sue Rocca campaigned in his place and won the 1994 election, and was re-elected twice more to fulfill the three-term limit. While Sal Rocca was tending to his father, he was elected to the part-time position of Macomb County Commissioner which was his wife's previous position. After his father died, Sal was ready to go back to Lansing. When his wife's term limits were ending, he successfully ran for the state representative seat, proving his district's loyalty to the Rocca family name.

When Sal Rocca started his political career 30 years ago, he was a Democrat. He changed his party affiliation to Republican and won the 1992 election. "I changed parties because I felt more comfortable in the Republican philosophy. It wasn't because my opinions changed, or that the party changed. I've always believed that people should be elected based on their ideas and their philosophy. People should always come first and party affiliation should come after that," said Rocca. Fortunately for him, he lives in an independent voting district in which voters make independent decisions based on issues that are important to them. "I won elections consistently as a Democrat and as a Republican. It doesn't matter what party the person is. What matters is how well they represent what the people want. People in an elected position should make independent decisions in the best interest of the people they represent."

When Rocca's parents died, he had this epitaph engraved on their headstone, "Brave modern day pioneers who came to this land of freedom and opportunity to make a better life for their family." He said, "My hope is that someday the same can be said of me."

Rocca has two grown children and lives in Sterling Heights with his wife Sue and their four cats. Sue is a Macomb County Commissioner and a registered nurse.

To reach Rep. Rocca, call (517) 373-7768, email, [srocca@house.state.mi.us](mailto:srocca@house.state.mi.us), write The Michigan House of Representatives, State Representative, The Honorable Sal Rocca, The State Capitol, PO Box 30014, Lansing, Michigan, 48909.

## Nickel design to change

For the first time in 65 years, the design of the nickel has been changed.

The current nickel design was introduced in 1938.

U.S. Mint Director Henrietta Holsman Fore unveiled the two new designs for the reverse (tails side) of the 2004-dated nickel at the Mint's headquarters in Washington, DC.

"This is a historic moment for the



nation—the first change in our nickel in 65 years," said Fore. "These nickels honor Thomas Jefferson and commemorate the 200th anniversary of the Louisiana Purchase, the momentous agreement that doubled the size of our country, and the remarkable expedition of Captains Meriwether Lewis and William Clark, who



journeyed more than 8,000 miles from Virginia to the Pacific Ocean and back to see the lands and the people of the great Northwest."

Americans will see the first newly designed nickel in the spring of 2004, and the second design will be put into circulation in the fall of 2004. On April 23, President Bush signed legislation authorizing the secretary to change the design of the nickel through 2005 to commemorate the bicentennials of the Louisiana Purchase and the Lewis and Clark expedition.



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Lieutenant Governor **John D. Cherry**  
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Republican of District 37, Traverse City  
Office Phone: (517) 373-2413  
SenJAllen@senate.michigan.gov

**Jim Barcia**  
Democrat of District 31, Bay City  
Office Phone: (517) 373-1777  
SenJBarcia@senate.michigan.gov

**Raymond E. Basham**  
Republican of District 8, Taylor  
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SenRBasham@senate.michigan.gov

**Virg Bernero**  
Democrat of District 23, Lansing  
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SenVBernero@senate.michigan.gov

**Patricia L. Birkholz**  
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SenPBirkholz@senate.michigan.gov

**Michael Bishop**  
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SenLBrater@senate.michigan.gov

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SenCBrown@senate.michigan.gov

**Nancy Cassis**  
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SenNCassis@senate.michigan.gov

**Deborah Cherry**  
Democrat of District 26, Burton  
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SenDCherry@senate.michigan.gov

**Irma Clark-Coleman**  
Democrat of District 3, Detroit  
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SenIClarke-Coleman@senate.michigan.gov

**Hansen Clarke**  
Democrat of District 1, Detroit  
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SenHClarke@senate.michigan.gov

**Alan L. Cropsey**  
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**Beverly S. Hammerstrom**  
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SenBHardiman@senate.michigan.gov

**Gilda Z. Jacobs**  
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SenWKuipers@senate.michigan.gov

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**Bruce Patterson**  
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See Senate on page 28.



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## Holiday Instantants make great last minute gifts!



By Commissioner Gary Peters

Each year, the Michigan Lottery gets into the holiday spirit by introducing special holiday-themed instant tickets. This year the Lottery is offering five new holiday games that are sure to brighten any player's day. All of these games went on sale in November.

The Lottery's newest \$10 instant game, "Winner Wonderland," with a \$500,000 top prize, will give players a chance to win an avalanche of cash. Though the snow may be flying, players will be seeing green with the \$1 "Merry Money" offering a \$5,000 top prize and the \$2 "A Wreath of Cash" with a \$25,000 top prize. Your customers will surely have a

day that's merry and bright while playing the \$5 "Sleigh Bills," with a whopping \$250,000 top prize. Finally, your customers will be brimming with holiday cheer with the \$2 "Cash Flurries," offering a \$15,000 top prize.

I encourage you to prominently display the colorful point-of-sale materials the Lottery has provided for you to promote these holiday instant games and be sure to ask for the sale! The Lottery will be airing radio and television advertisements that will surely bring holiday shoppers into your stores. Those advertisements began airing on November 27, 2003 and will run through December 24, 2003. To ensure you will be able to meet the increased demand for instant game tickets during the holidays, I encourage you to stock up on a variety of games now!

**"\$2,000,000 Fortune" Grand Prize Giveaway!** Sales of the "2,000,000 Fortune" instant game tickets are soaring! This \$20 instant ticket features a \$2,000,000 top prize that will be awarded during a special grand-prize drawing event. Winners of \$1,000 prizes in this game are automatically entered into the drawing to be one of the five grand-

prize drawing finalists.

All \$1,000 prizes must be claimed by the close of business on Wednesday, January 7, 2004 to be eligible for the finalist drawing. The drawing for the five finalists will be held on Friday, January 9, 2004.

Lottery officials will notify the five finalists by telephone and by mail after the drawing takes place.

The \$2,000,000 grand-prize drawing event will take place at the Palace of Auburn Hills during halftime of the Detroit Pistons v. Washington Wizards basketball game on Friday, January 16, 2004. It's a slam dunk that one of the lucky five finalists will walk away as Michigan's newest multi-millionaire!

**Lottery offices closed for the holidays.** Lottery offices will be closed on Wednesday, December 24; Thursday, December 25 and Friday, December 26, 2003 in observance of the Christmas holiday. Also, Lottery offices will be closed on Wednesday, December 31, 2003; Thursday, January 1, 2004 and Friday, January 2, 2004 in observance of the New Year's holiday.

**No draws on Christmas day.** In observance of the Christmas holiday, regular Thursday drawings for the

Daily 3, Daily 4, Michigan Rolldown, and Keno games will not be conducted on Thursday, December 25, 2003. All Michigan Lottery drawings will resume their regular schedule on Friday, December 26, 2003.

**Goodbye, Change Play.** On Sunday, November 16, 2003, the Michigan Lottery bid farewell to the Change Play game. The last drawing for Change Play was held on Saturday, November 15, 2003. Winning Change Play tickets will still be valid for one year from the date of the drawing. Change Play generated approximately \$1,000,000 for the state School Aid Fund.

**New Instantants for December.** The Michigan Lottery is pleased to announce the arrival of seven new games to the instant ticket lineup in December. On December 4, the newest \$20 offering -- "Casino Millions" -- goes on sale with the \$2,000,000 top prize to be given away during a grand-prize drawing event. This great new game is loaded with \$1,000 prizes! Also on December 4, the cold days of winter will warm up

See **Lottery** on pg 26.

**To Our Valued AFD Customers:**  
**THANK YOU for Your Support**  
**in 2003**

**May You and Your Family Have**  
**a Happy Holiday Season**  
**and A Prosperous New Year.**



**Your Friends At Frito-Lay**





## They'll keep coming back for more

Instant tickets are great to give, great to get

Your customers will love all these terrific new holiday instant tickets from the Michigan Lottery. The variety of prices and fun holiday themes will have them singing a happy tune as they stock up for their holiday gift giving. There's even the \$20 Casino Millions with a \$2 million top prize – a gift customers might want to keep for themselves. So stock up and keep the door open. These festive holiday instant tickets are sure to bring customers back for an encore!





## Lottery,

continued from page 24.

with the \$1 "Hot Dice" offering a \$7,000 top prize. Making those cold days even warmer on December 11 will be the \$2 "Red Hot Tripler," with a \$35,000 top prize, and the \$2 "3 Wishes" bonus game with a \$30,000 top prize. Players will flock to store counters on December 18 when the \$1 "Decades of Dollars," offering a \$6,000 top prize, makes its debut. Customers will have the opportunity to roll in dough when the \$2 "\$25,000 Bankroll," with a \$25,000 top prize, rolls its way into stores on December 29. Finally, also on December 29, it's a slam dunk that players will be

running to your stores to buy the new \$3 "Detroit Pistons" instant ticket, which offers a \$50,000 top prize.

This ticket will be twice as nice because it also offers several second-chance prize drawings for NBA "Dream Trip" travel prizes and merchandise prize packs.

**Happy Holidays!** I want to stress to you how much I appreciate all of the hard work and dedication you have shown in promoting Lottery games during the past year. Your continued support of Michigan Lottery products has a direct impact on the Lottery's success. Best wishes to you and your families for a safe and happy holiday season!

## Weights & Measures

Continued from page 4

operation; a problem can't be fixed if no one knows about it.

In closing, MDA Weights and Measures wishes to thank the Associated Food Dealers of Michigan for this opportunity to present some information that we hope will assist you in your firm's day to day operation. Please contact the Weights and Measures Program at 517-655-8202, for more information regarding the law, the serviceperson registration program, or any compliance assistance needs you may have.

## Buck stops here

Continued from page 4

instance. Recently a storeowner relied on his service provider to monitor his scales and train his employees to enter appropriate tares for the hundreds of items on his meat counter. Not only did the service provider not properly instruct the meat managers on the operation of the new scale, but also the company itself entered inappropriate tares. The effect of which was that in spite of the store owners reasonable efforts to assure that his customers were receiving the most accurate information regarding the weight of the product they were buying, he was in effect offering his product with effectively "no tare" deduction on weight. This problem came to the attention of the Department of Agriculture and it appeared that it had existed in excess of a year.

Both the storeowner who was well meaning and the Department of Agriculture are faced with a monumental decision. How do they rectify the situation and appropriately punish the storeowner for his negligence because in the end the buck always stops with the owner. You can delegate authority to your employees to do certain actions in your store like insert tares or ask for proof of age or monitor your WIC program, but in the end, you cannot delegate responsibility. In the end the storeowner is always responsible. Responsible in this case means a very large fine under the non-criminal portions of the statute or perhaps in the light of the enormity of the mistake, criminal prosecution.

When you buy a scale, make sure that the company that sells the scale and/or services it, has been licensed by the State of Michigan. Require that your service provider demonstrate to you that he has a current license with the State of Michigan indicating that he fully understands the Michigan law and has otherwise complied with the law. If the service provider is licensed and the mistake in training can be traced to him, then the State can look to the service provider for its fine. In the end, if you can demonstrate to the governing authorities on a state, local or federal level that you have reasonably done everything you could to protect the public and to implement the laws as they have been promulgated, you will be given the benefit of the doubt and while a fine may be assessed or a penalty imposed, it will always be much less severe than those imposed on store owners who simply shrug their shoulders and say "I didn't do it, somebody else did."

That is no defense.

# Attention: Management

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- Corporate signage at the dinner
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Senate, continued from page 23.

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Democrat of District 38, Ishpeming  
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Mail for all senators can be addressed as follows:

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If you don't know who your senator is, call Carol Morey Viventi, Secretary of the Senate, at (517) 373-2400.

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

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

**BUSINESSES FOR SALE**—Franchise Bagel Store—located in the western suburbs. Strong growth and track record of the franchise make this an excellent opportunity. Turnkey operation. Asking \$220,000; Liquor Store—Macomb County. Revenue of \$900k., asking \$275,000 plus inventory. Terms available; Grocery Store—Over \$2.0mm in sales, cash flow \$350,000. Land contract. Wayne County. For more information, call Empire Business Brokers, Jay Houghton, 248-547-1642.

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

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

**CONVENIENCE STORE**—Deli, Pizza, Storage Coolers, ----- square foot. Business and Equipment. Call 734-946-9036.

**FOR SALE**—1) 12 Berkel electronic scales with computer & software—\$500 each or all for \$4,000. 2) 68-foot custom wood knee knocker bread racks—\$100 for all (displays along front of deli or meat counter). 3) Slow Cooker & Hold Oven (needs a starter switch)—\$200. 4) Hatco Food Warmer Merchandiser, large capacity, will hold up to 24 rotisserie chickens—\$1,000. All equipment is in perfect condition. Market Square, 1964 Southfield Road, Birmingham, MI 48009. 248-644-4641; Fax 248-644-1849.

## Attention Food and Beverage Industry:



**Food & Beverage Report  
MEDIA INFO & DATA**  
Working hard for Michigan's Food & Beverage Industry

- Wholesalers
- Brokers
- Manufacturers
- Distributors
- Liquor, Beer & Wine Distributors & Principals
- Food Processors
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*Reach a group of 25,000\* of your best prospects each month by advertising in AFD's Food & Beverage Report!*

\*2.5 Pass Along Readership. 10,000 circulation includes every supermarket, drug store, convenience store and specialty food market... virtually the entire retail food industry in Michigan!

**New Feature:**  
Call for information regarding the new  
**STANDBY RATE PROGRAM**

If you're reading this message, we can help you increase your company's market share in Michigan. Our rates are competitive and layout and design personnel are available to give your own special flair to your ad.

Join other successful companies that advertise in *The Food and Beverage Report*. Call for more information, rates, or to schedule an ad. Our readers look forward to learning more about your company, your product and your services.

### Monthly Theme/ Promotion Schedule

January.....Store Design, Equipment  
February.....Trade Dinner  
March.....Service Organizations  
April.....AFD Buying Trade Show  
May.....Beer & Snacks  
June.....Deli & Dairy  
July.....Scholarship Golf Outing  
August.....Meet Our Scholars  
September....."Independents' Day"  
October.....AFD/Beverage Journal Show/Wine & Spirits  
November....."Made In Michigan"  
December.....Holiday Features  
December.....Industry Trends

### Associated Food Dealers of Michigan

18470 West Ten Mile Road  
Southfield, MI 48075

Call Ray Amyot at 989-386-9666  
or 248-557-9600 • Fax 248-557-9610





# DIWE promotes greater understanding of wine, while supporting local charities



By Michele MacWilliams

Admit it - wine tasting can be intimidating, even for those who sell it. There is always so much to learn, and so many products to know and try. Here in the Metro Detroit area it is sometimes difficult to get a good wine education because this area isn't exactly known for its wine events.

Enter DIWE - the Detroit International Wine Experience - to make wine understandable, comfortable and enjoyable for all - and to offer world-class wine events and educational resources in the city better known for cars and Motown than grapes and glasses.

"We teach, not preach, the joy of drinking wine, tasting wine, cooking with wine, pairing food with wine and being with people who enjoy wine," says Bob Visconti, division manager for Southcorp Wines and also president of DIWE.

According to Visconti, DIWE is unique in that its mission is to provide wine education and appreciation and benefit local charities in the process. "Our mission is simple - bring the leaders of the wine industry together to judge wines in the local market, educate people on the available selections, let people enjoy those selections... and use any money we make to support deserving local charities in our region," he adds.

The DIWE is a non-profit organization carrying a 501c3 status, with a host of partners, sponsors, volunteers, beneficiaries and other organizations that support it and believe in its mission.

"I've been working in the Detroit wine market for over 20 years now and in that time I've discovered a few important things. First, wine sales in this area are lower than they are in smaller cities around the

country. Second, there have historically been very few opportunities for people in this area to learn about and enjoy great wines." With these observations, Visconti adds "I've also learned that people in this region will go out of their way to support deserving local charities. The formation of the DIWE was a direct response to all those observations. I got together with other people who have an interest in helping people in this region learn about wine and we formed this group to provide educational opportunities and support local organizations who really need our help in the process. It seems like a great way to give back to the community and it's definitely been worth it," Visconti enthuses.

Charity partners that benefit from



DIWE programs include the St. Vincent and Sarah Fisher Center, The Children's Center and the Schoolcraft College Culinary Salon Team.

Sponsors range from local wine distributors and suppliers to major corporations to small companies who help out with services and donations for events.

## The competition

Each year since 2001, the Detroit International Wine Experience hosts Michigan's largest juried wine competition. Wines from around the world are judged on a 20-point scale developed in conjunction with Master Sommelier, Madeline Triffon.



## Tastings and Seminars

The Detroit International Wine Experience offers a range of activities for people of all experience levels. Here is a list of some of their events:

**Wine Down Wednesdays** - Beginning in January, the DIWE will host special tastings the last Wednesday of every month. Each event will offer an opportunity to sample premium wines, taste dishes from around the world, learn about food and wine pairings and socialize with wine lovers from around the region. DIWE members receive discounts on ticket prices.

**After Flow - May 15, 2004, Schoolcraft College Culinary Institute, Livonia** - This is your opportunity to taste all our competition wines; sample food prepared by Schoolcraft's nationally recognized culinary team and participate in a silent auction of premium items, including trips, dinners and more. A rare opportunity to taste wines not normally presented at public tastings; all proceeds will benefit DIWE charity partners.

**St. Vincent & Sarah Fisher Center Garden Party - June 13, 2004, St. Vincent & Sarah Fisher Center, Farmington Hills** - This popular summer food and wine tasting benefits the St. Vincent and Sarah Fisher Children's Center. All wines will be from the DIWE Competition. For more information, visit [svsfccenter.org](http://svsfccenter.org).

**Grand Tasting/ Fall Festival- September 24, 2004, Ford Field (tentative), Detroit** - Hosted at Ford Field, this inaugural Grand Tasting is an opportunity to sample 800 of the finest wines from around the world. Music, food and wine education opportunities will round out this weekend of events. All proceeds benefit DIWE charity partners.

Judges are drawn locally, nationally and internationally and are chosen because of their extensive knowledge of wine. Winners in this annual event receive medals and recognition as leaders in the regional wine market. All medal-winning wines are available for tasting at the After Flow and the St. Vincent and Sarah Fisher Center Garden Party.

If you are interested in learning more about DIWE and becoming a member, contact their executive director, Robyn Tennison, at 586-795-2164 or online at [www.detroitwineexperience.com](http://www.detroitwineexperience.com).





# SUPPORT THESE AFD SUPPLIER MEMBERS

## AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor	(248) 852-3918
National Wine & Spirits	(888) 697-6424
	(888) 642-4697
Encore Group/Trans-Con, Co.	(888) 440-0200

## BAKERIES:

Ackroyd's Scotch Bakery	
& Sausage	(313) 532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	(313) 522-1100
Interstate Brands/	
Wonder Bread/Hostess	(586) 792-7580
S & M Biscuit Dist. (Stella D'Oro)	(586) 757-4457
Tasteez Bakeries	(248) 476-0201

## BANKS:

ATM of America	(248) 932-5400
ATM of Michigan	(248) 427-9830
Bank One—Business Banking	(313) 270-1835
Comerica Bank	(313) 222-4908
Diamond Financial Products	(248) 331-2222
Financial Corp.	(313) 387-9300
North American Bankard	(248) 269-6000
Peoples State Bank	(248) 548-2900
Standard Federal Bank	1-800-225-5662

## BEVERAGES:

Absoopure Water Co.	1-800-334-1064
Allied Domecq Spirits USA	(248) 948-8913
American Bottling	(313) 937-3500
Anheuser-Busch Co.	(800) 414-2283
Bacardi Imports, Inc.	(248) 476-6400
Bellini Quality Beverages, Inc.	(734) 947-0920
Brown-Forman Beverage Co.	(734) 433-9989
Brownwood Acres	(231) 599-3101
Canandaigua Wine Co.	(586) 468-8650
Central Distributors	(734) 946-6250
Coca-Cola Bottlers of MI	
Auburn Hills	(248) 373-2653
Detroit	(313) 825-2700
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501
Coffee Connection	(586) 583-1765
Coors Brewing Co.	(513) 412-5318
Delicato Family Vineyards	(248) 766-3451
Diageo	(800) 462-6504
E & J Gallo Winery	(248) 647-0010
Eastown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Future Brands	(248) 471-2280
Garden Foods	(313) 584-2800
General Wine & Liquor Co.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributing	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Java Joe's	(734) 439-3280
Jovalete Wines, Inc.	(313) 538-5609
Kings Orchards	(877) 937-5464
Leelanau Wine Cellars	(231) 386-5201
McCormick Distilling Co.	(586) 254-5650
Michigan Grape & Wine	
Industry Council	(517) 373-1104
Miller Brewing Company	(418) 259-9444
National Wine & Spirits	(888) 697-6424
	(888) 642-4697
Oak Distributing Company	(810) 239-8696
Pepsi-Cola Bottling Group	
Detroit	1-800-368-9945
Howell	1-800-878-8239
Pontiac	(248) 334-3512
Pemod Ricard USA	(630) 922-6484
Petitpre, Inc.	(586) 468-1402
Schul Coffee Co.	(616) 956-6815
Seven-Up of Detroit	(313) 937-3500
Stony Creek Brewing Co.	(313) 299-5111
Tri-County Beverage	(313) 584-7100

## BROKERS/REPRESENTATIVES:

Acosta-PMI	(734) 737-1250
Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
Hanson & Associates, Inc.	(248) 354-5339
J.B. Novak & Associates	(586) 752-6453
S & D Marketing	(248) 661-8109

## CANDY & TOBACCO:

Altria Corp. Services, Inc.	(734) 591-5500
Brown & Williamson Tobacco Co.	(734) 462-2931
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Farmington Hills Manor	(248) 888-8000
Karen's Cafe at North Valley	(248) 855-8777
Penna's of Sterling	(586) 978-3880
Southfield Manor	(248) 352-9020
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(586) 949-2280

## DAIRY PRODUCTS:

Country Fresh Dairies	(800) 748-0480
Golden Valley Dairy	(248) 399-3120
Melody Farms Dairy Company	(734) 525-4000
Mexico Wholesale	(313) 554-0310
Pointe Dairy	(248) 589-7700
Serra Cheese Co.	(586) 790-8000
Superior Dairy Inc.	(248) 656-1523
Tom Davis & Sons Dairy	(248) 399-6300

## ELECTRONIC AGE VERIFICATION

D.J. King & Associates	(800) 781-5316
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## EGGS & POULTRY:

Linwood Egg Company	(248) 524-9550
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## FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 843-0840
Sunnyside Produce	(313) 259-8947

## ICE PRODUCTS:

International Ice, Inc.	(313) 841-7711
Party Time Ice Co.	(800) 327-2920
Quincy Ice Co.	(248) 968-4290
U.S. Ice Corp.	(313) 862-3344

## INSURANCE:

1st Choice Insurance Agency	(586) 737-2339
AAA Michigan	(800) AAA-MICH
Al Bourdeau Insurance	
Services, Inc.	(248) 855-6690
Capital Insurance Group	(248) 333-2500
Gadaleto, Ramsby & Assoc.	(800) 263-3784
JS Advisor Enterprises	(810) 242-1331
Frank McBride Jr., Inc.	(586) 445-2300
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
North Star Insurance Agency	(248) 398-5550
Paulmark Agency	(248) 471-7130
Rocky Husaynu & Associates	(248) 851-2227

## LOGISTICS PLANNING

SaTech Logistics, Inc.	(248) 203-9500
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## MANUFACTURERS:

Art One Sign Expo, Inc.	(248) 591-2781
Home Style Foods, Inc.	(313) 874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kraft General Foods	(248) 488-2979
Nabisco, Inc.	(248) 478-1350
Old Orchard Brands	(616) 887-1745
Philip Morris USA	(616) 554-0220
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

## MEAT PRODUCERS/PACKERS:

Bar S Foods	(248) 414-3857
Family Packing Distributors	(248) 738-5631
or (313) 873-3999	
Gainor's Meat Packing	(989) 269-8161
Hartig Meats	(810) 557-0055
Hygrade Food Products	(248) 355-1100
Kowalski Sausage Company	(313) 873-8200
Nagel Meat Processing Co.	(517) 568-5035
Potok Packing Co.	(313) 893-4228
Strauss Brothers Co.	(313) 832-1600
Wolverine Packing Company	(313) 568-1900

## MEDIA:

The Beverage Journal	(800) 292-2826
Booth Newspapers	(734) 994-6983
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Michigan Chronicle	(313) 963-5522
Suburban News—Warren	(586) 756-4000
—Flint	(810) 785-4200
Trader Publishing	(248) 474-1800
WDFN: AM 1130	(313) 259-4323
WDIV-TV4	(313) 222-0643

## NON-FOOD DISTRIBUTORS:

Items Galore	(586) 774-4800
J & B Medical Corp.	(248) 324-8900

## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	(313) 925-4774
Frito-Lay, Inc.	1-800-359-5914
Jay's Foods	(800) 752-5309
Kar Nut Products Company	(248) 541-7870
Mexico Wholesale	(313) 554-0310
Nikhlis Distributors (Cabana)	(248) 582-8830
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(586) 268-4900

## PROMOTION/ADVERTISING:

Art One Sign Expo	(248) 591-2781
Enterprise Marketing	(616) 531-2221
Huron Web Offset Printing	(519) 845-3961
PJM Graphics	(313) 535-6400
Stanley's Advertising & Dist.	(313) 961-7177
Stephen's Nu-Ad, Inc.	(586) 777-6823

## RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
Palace Gardens	(810) 743-6420
Pizza Papalis Corp.	(248) 540-2426
Rio Wraps	(248) 540-2426

## SERVICES:

1st Choice Insurance Agency	(586) 737-2339
AAA Michigan	(800) AAA-MICH
ABN AMRO Merchant Services	(517) 323-6027
Action Inventory Services	(586) 573-2550
Air One Telecom	(734) 741-0396
AirPage Prepay & Talk Cellular	(248) 547-7777
AI Bourdeau Insurance	
Services, Inc.	(800) 455-0323
Alarm-Medic	(248) 349-9144
American Mailers	(313) 842-4000
AMT Telecom Group	(248) 862-2000
Andrews Brothers Inc.	
Detroit Produce Terminal	(313) 841-7400
AON Risk Services	(248) 359-6080
Ayers Business Systems	(630) 420-9962
Bellanca, Beattie, DeLisle	(313) 882-1100
Binno & Binno Investment Co.	(248) 540-7350
BMC Grocery Systems Specialists	(517) 485-1732
Business Machines Co. (BMC)	(517) 485-1732
C-21 Travis/Real Estate	(586) 206-9000
C. Roy & Sons	(810) 387-3975
Canteen Services	(616) 785-2180
Cateraid, Inc.	(517) 546-8217
Central Alarm Signal	(313) 864-8900
Check Alert	(231) 775-3473
Cherry Marketing Institute	(517) 669-4264
Clear Rate Communications	(248) 968-4290
Closed Circuit Communications	(248) 682-6400
Cox, Hodgman & Giarmarco, P.C.	(248) 457-7000
D.J. King & Associates	(800) 781-5316
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
Detroit Warehouse	(313) 491-1500
Digital Security Technologies	(248) 770-5184
Eljine Pest Management	(586) 294-7055
Financial & Marketing Ent.	(248) 541-6744
FMS Accounting & Payroll Providers	(615) 294-4055
Follmer, Rudzewicz & Co., CPA	(248) 355-1040
Freedom Systems Midwest, Inc.	(248) 399-6904
Gadaleto, Ramsby & Assoc.	(800) 263-3784
Goh's Inventory Service	(248) 353-5033
Great Lakes Data systems	(248) 356-4100
Guardian Alarm	(248) 233-1645
Kansmacker	(248) 249-6666
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Marketplace Solutions	(989) 235-5775
Metro Media Associates	(248) 625-0700
Nordic Electrc. L.L.C.	(734) 973-7700
Paul Meyer Real Estate	(248) 398-7285
POS Systems Management	(248) 689-4608
Preferred Merchant	
Credit Resources	(616) 794-3271
REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
SBC Payphones	(313) 551-7740
Shimoun, Yaldo & Associates, P.C.	(248) 851-7900
Salim Abraham, Broker	(248) 349-1474
Secure Checks	(586) 758-7221
Security Express	(248) 304-1900
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
T & L Acquisition	(313) 381-2266
T.D. Rowe Corp.	(248) 280-4400
TeleCheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644

Variatee Wireless	(248) 658-5000
Verizon Wireless	(248) 763-1563 or (517) 896-7000
Western Union Financial Services	(513) 248-4900
Westside Cold Storage	(313) 961-4783
Whitey's Concessions	(313) 278-5207

## STORE SUPPLIES/EQUIPMENT:

Alarm-Medic	(248) 349-9144
Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Bunzl USA	(810) 714-1400
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Four Seasons Beverage & Equip.	(734) 254-0886
Hobart Corporation	(734) 697-3070
Martin Snyder Product Sales	(313) 272-4900
MSI/Bocar	(248) 399-2050
National Food Equipment	
& Supplies	(248) 960-7292
Taylor Freezer	(734) 525-2535
TOMRA Michigan	1-800-610-4866

## WHOLESALE/FOOD DISTRIBUTORS:

Ambassador Service Group	(248) 879-7704
Amendi Corp.	(734) 242-2411
Brownwood Acres	(231) 599-3101
Calverlee Supply	(586) 979-1370
Capital Distributors	(800) 447-8180
Central Foods	(313) 933-2600
Consumer Egg Packing Co.	(734) 871-5095
CS & T Wholesalers	(248) 582-0865
D&B Grocers	(313) 928-5901
Dearborn Sausage	(313) 842-2375
Decanter Imports	(248) 446-4500
Del Style Jerky	(734) 453-6328
EBY Brown, Co.	1-800-532-9276
Economy Wholesale Cash & Carry	(313) 922-0001
Elegance Distributors	(517) 663-8152
Energy Brands	(231) 223-9451
Epstein Distributing Co.	(248) 646-3508
Fleming Company	(330) 879-5681
Food Services Resources	(248) 738-6759
General Mills	(248) 960-5237
Great North Foods	(989) 356-2281
Hamilton Quality Foods	(313) 728-1900
I & K Distributing	(734) 531-8282
International Ice	(313) 841-7711
International Wholesale	(248) 544-8555
Interstate Brands/	
Wonder Bread/Hostess	(586) 792-7580
Jerusalem Foods	(313) 538-1581
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6400
Kay Distributing	(616) 527-0120
Kitchen Et Cetera	(313) 567-6046
Kramer Food Co.	(248) 851-9045
L&L Jiroch/J.F. Walker	(517) 787-9880
L B Enterprises	(517) 546-2867
Liberty Wholesale	(586) 755-3629
Lipari Foods	1-(586) 447-3500
Mexico Wholesale	(313) 554-0310
Michigan Quality Sales	(313) 255-7333
Nash Finch	(989) 777-1891
Nikhlis Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Potok Packing	(313) 893-4228
Preferred Brands	(313) 381-8700
Robert D. Arnold & Assoc.	(810) 635-8411
Roundy's	(419) 228-3141
S. Abraham & Sons	(616) 453-6358
Schul Coffee Co.	(616) 956-6815
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(734) 455-1400
Suburban News: Southfield	(248) 945-9000
Flint	(810) 785-4200
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Maceri & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0220
U.S. Ice Corp.	(313) 862-3344
Value Wholesale	(2



*where is football town? five hours before gates open.*



*Coca-Cola*  
Real

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11087MKT10 02



## DON'T MISS OUT!



Attend AFD's 19th Annual Trade Show. Buy some products in the SFD section of 36 booths, and you will be eligible to try to win a prize. The more you buy, the more chances you'll receive.

***Did we mention that we are offering outstanding deals?***

*The law demands that you must be at least 21 years of age to attend this Trade Show.*

## IT'S REALLY EASY . . .

- All Sherwood Food customers receive free admission into the AFD Trade Show. Preregister by mailing in this form, and you will receive a badge in the mail. No waiting in long lines!

- If you do not mail in the form, please bring it with you to the show, or you will be charged \$10.

## YOU CAN'T LOSE!

We will have some amazing deals on the following products:

- BEEF
- CHEESE
- DELI
- PORK
- POULTRY
- SEAFOOD
- TURKEY

*Of course, we will be introducing some new products.*

### TRADE SHOW HOURS:

***Wednesday, April 9, 2003 • 5 p.m. - 9 p.m.***

***Thursday, April 10, 2003 • 2 p.m. - 8 p.m.***

**Burton Manor, Livonia, Michigan**

*Call your Sherwood Food Representative at (313) 366-3100  
or call Ginny at AFD at (248) 557-9600.*

### OVERNIGHT ACCOMMODATIONS:

***Holiday Inn—\$109  
(734) 464-1300***

***Comfort Inn—\$72  
(734) 458-7111***



**CUT OFF THIS PANEL AND SEND IT TO AFD BY MARCH 22, 2003**

*Admission into the Trade Show is free for all SFD customers who register.*

Name: \_\_\_\_\_  
FIRST NAME LAST NAME

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Associated Food Dealers of Michigan • 18470 West Ten Mile Road • Southfield, MI 48075





## SHERWOOD FOOD DISTRIBUTORS

18615 Sherwood  
Detroit, Michigan 48234

AFD's 19th Annual  
**Buying Trade Show**  
Wednesday, April 9, 2003  
5 p.m. - 9 p.m.  
Thursday, April 10, 2003  
2 p.m. - 8 p.m.

Look inside for more details about  
saving money and winning great prizes!

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## Associated Food Dealers of Michigan

18470 West Ten Mile Road  
Southfield, Michigan 48075

19th Annual AFD  
*Selling Trade Show*  
*Treasure of Values*

**Burton Manor**  
Livonia, MI

**April 9 & 10, 2003**

Two days with 10 full  
hours of uninterrupted  
**SELLING!**

A SELLING Trade Show  
attracting buyers from  
convenience stores,  
supermarkets, specialty stores,  
drug stores and gas stations



**Sell to thousands of buyers in just two days!**

*Working hard for the food & beverage industry for over 87 years!*





## The AFD Selling Trade Show:

# Your Key to Added Sales!

**"I place a lot of orders at the show,"  
said Jimmy Samona from 3 Brothers Party Store.**

### Partner with AFD

- Ten no-conflict exhibit hours
- A forced floor plan
- Free promotional materials
- Dedicated exhibitor support
  - direct mail promotions
  - complimentary customer tickets
  - ad discounts
- Instant access to:
  - convenience stores
  - supermarkets
  - specialty stores
  - drug stores
  - gas stations

#### David Najor from Farmers Market

"The show experience is great. It gives you a chance to see and test products first-hand, and cash in on some opportunities. It's nice to purchase items in a different environment away from the store, matching names with faces and building relationships."



#### Al McKenna from Jack's Fruit Market

"I attended the AFD Trade Show looking for new equipment. Check scanning scales and reverse vending machines were of special interest to me last year. The great thing is that everything is under one roof, so it makes my job easier."



#### Steven Dudas from Rite Aid

"I want to see the new products coming to the marketplace."

#### Mike Kassab from 3M Sunoco

"I went to see people that I hadn't seen in a while. I also really enjoy walking around to look at the new products. And there are always some good deals."

The Associated Food Dealers of Michigan (AFD) is one of the largest trade associations in the country. We've been serving the food and beverage industry for over 87 years, and we have been hosting a successful selling trade show for 19 years.

**Call or E-mail Ginny at AFD for more information at  
(248) 557-9600 or [gbennett@afdom.org](mailto:gbennett@afdom.org).**

**Ask for a LIST OF EXHIBITORS when you call.**

# Unlock the door to Profits!

## Exhibit Hours:

Wednesday, April 9, 2003  
Thursday, April 10, 2003

5 p.m. - 9 p.m.  
2 p.m. - 8 p.m.

## Exhibit Fees:

1 booth	\$950
2 booths	\$1800
3 booths	\$2700
4 booths	\$3400
4+ booths	\$3400 + \$750 for each additional booth

1+ booths	\$1200
2.5 booths	\$2150



Receive a 50% discount on all ads in the Food & Beverage Report.  
Purchase a half- or full-page ad and receive free spot color, too.

**AFD Non-Members: add \$400 to the above prices.**

## Standard Booth:

- 8 feet deep by 10 feet across
- back drop is curtained
- company name sign
- 50 complimentary customer tickets
- one 8-foot skirted table (\$25 per additional table)
- floor is carpeted
- two chairs provided
- unlimited ice available

## Location:

Burton Manor, Livonia, Michigan

## Electrical:

All electrical requirements must be made through Burton Manor.  
All electrical costs will be borne by exhibitors.

## Corkage:

All beer, wine and liquor that will be sampled must be purchased through Burton Manor. The corkage is 15% on the wholesale cost. Exhibitors may bring in their own alcohol if it will be used only for display purposes.  
Please make arrangements at least two weeks prior to the show with Sales Manager Susan Giffin at (734) 427-9110, ext. 25.

## Drayage:

Assistance with move-in is optional; there is no charge.  
Exhibitors utilizing storage space at Burton Manor prior to the show must make arrangements through Burton Manor; there is a charge for this service.

## Installation:

Wednesday, April 9, 2003 8 a.m. - 4 p.m.

## Dismantle:

Friday, April 11, 2003 8 a.m. - 12 p.m.  
Everything must be out by 12 p.m. (noon)—no exceptions.

## Secure Your Return-on-Investment Right Now:

- 1) Review the enclosed floor plan and choose a booth.
- 2) Fill out the enclosed contract and mail it to AFD.





**19th Annual AFD Selling Trade Show**  
***Treasure of Values***  
***Sell to thousands of buyers***  
***in just two days!***



***Associated Food Dealers of Michigan***

18470 West Ten Mile Road  
Southfield, Michigan 48075

Contact: Ginny Bennett • [gbennett@afdom.org](mailto:gbennett@afdom.org)  
Phone **248-557-9600** • Fax **248-557-9610**  
**[www.afdom.org](http://www.afdom.org)**



# AFD/Beverage Journal HOLIDAY SHOW

**Step Into the Limelight!**  
September 23 & 24, 2003 • Burton Manor

Showcasing your products  
and services to qualified  
buyers from supermarkets,  
convenience stores,  
specialty stores, bars,  
restaurants  
and drug  
stores.

AFD: Working hard for  
the food and  
beverage industry for  
over 87 years!



**Exhibit in Michigan's Premiere Holiday Trade Show!**



***promotions! We've been serving the food and beverage industry for over 87 years, so we know how to plan, promote and execute a successful trade show.***

- ★ Ten no-conflict exhibit hours
- ★ A forced floor plan
- ★ Free promotional materials
- ★ Dedicated exhibitor support
  - private tasting rooms
  - direct mail promotions
  - complimentary customer tickets
  - ad discounts

#### 2002 ATTENDEE DEMOGRAPHICS:



#### **Larry Farida, Wine Cellar Fine Wines**

"I bought a lot of gift sets at the show last year. The Holiday Show is a great place to preview products that you've heard about, but haven't seen in person. Presentation is really important in my stores, so I want to buy products that look good on the shelves."

#### **Dano Bennett, BD's Mongolian Barbecue**

"It was great to see all of the cutting edge new products under one roof. Everything I needed for my bar was available at this show."

#### **Eric White, White's Streetside Tavern**

"This is a new business for me, so I went to the show to meet with sales reps. I wanted to know how products were moving, before I committed to any purchases."

#### **Jeff Oppermann, Oppermann's Cork 'N' Ale**

"I use the Holiday Show as a training tool for my employees. We walk the show floor trying to become familiar with the products. Our customers ask a lot of questions, so it is very important that my employees have extensive product knowledge."



**Step Into the Limelight!**  
**Exhibit in the AFD/Beverage Journal Holiday Show!**



# Take Your Turn on the Red Carpet!



## SHOW HOURS:

Tuesday, September 23, 2003  
5 p.m. to 10 p.m.  
Wednesday, September 24, 2003  
4 p.m. to 9 p.m.

## LOCATION:

Burton Manor, Livonia, Michigan

## COSTS:

### Member Rates:

1-9 booths	\$750 each
10-19 booths	\$725 each (2nd choice of booth space)
20+ booths	\$675 each (1st choice of booth space)

**Non-members:** Add \$400 to the above prices.

## STANDARD BOOTH:

- 8 feet deep by 10 feet across • floor is carpeted
- back drop is curtained • two chairs • company sign
- unlimited ice is available
- one 8-foot skirted table (\$25 per additional table)
- exhibitors are responsible for sampling cups

## ELECTRICAL:

All electrical requirements must be made through Burton Manor.  
All electrical costs will be borne by exhibitors.

## CORKAGE:

All beer, wine and liquor that will be sampled must be purchased through Burton Manor. The corkage is 15% on the wholesale cost. Exhibitors may bring in their own alcohol if it will be used only for display purposes. Please make arrangements before Sept. 1st with Sales Manager Susan Giffin at (248) 437-8188, ext. 22.

## DRAYAGE:

Assistance with move-in is optional. There is no charge.

## SETUP:

Tuesday, September 23, 2003 • 8 a.m. to 2 p.m.

## TEAR DOWN:

Wednesday, September 24, 2003 • 9 p.m. to 12 a.m. (midnight)  
(Everything must be out by 11 p.m. —no exceptions)



### To exhibit in the AFD/Beverage Journal Holiday Show:

- 1) Review the enclosed floor plan and choose your booth. Every effort will be made to accommodate all booth location requests.
- 2) Fill out the contract.
- 3) Send your contract and full payment to AFD.

**Reserve your booth today in Michigan's premier holiday trade show.**  
**For more information, call AFD at (248) 557-9600.**



## ***AFD/Beverage Journal Holiday Show***



### ***Step Into the Limelight!***

**Associated Food Dealers of Michigan**

18470 West Ten Mile Road  
Southfield, Michigan 48075

Contact:

**248-557-9600 • Fax 248-557-9610**

**[www.afdom.org](http://www.afdom.org)**