



FOOD & BEVERAGE REPORT

Associated Food Dealers
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July 2003

Working hard for our members.

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VIA's products from Russia, with love
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Gleaners provides food for those in need
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Proposal may lift ban on rest-area business

The Bush administration, backed by the Federal Highway Administration, has proposed lifting the decades-old ban on commercializing rest areas.

A part of the six-year highway and transportation funding bill that the Bush administration released last month is a provision to allow state-run pilot programs incorporating gasoline fueling and foodservice operations into rest areas.

However, the impact of lifting the ban could have far-reaching consequences. The *Augusta Chronicle* reports that Georgia's \$8.6 billion network of truck stops, restaurants and gas stations could see a significant impact on their sales. In fact, sales could drop off by 50 percent if the ban is lifted, according to the National Association of Truck Stop Operators (NATSO), which called fighting the measure its top legislative priority.

With more states facing budget shortfalls, the idea of lifting the ban to help raise revenue is drawing support from the states. "It would save tax dollars, and it is an income generator," Georgia Department of Transportation spokeswoman Karlene Barron told the *Chronicle*.

AFD members rally to stop additional Lottery license fees

On Tuesday, June 17, AFD learned that the Senate Appropriations Committee was taking a vote the very next day on a bill that would raise Lottery license fees. Normally the bill would have been sent to subcommittee, where AFD would have been allowed to testify. This process was bypassed for Senate Bill 590, which was sponsored by Senator Valde Garcia (R-Howell).

If passed, the bill would raise the Lottery license application fee to \$200 and add a brand new, \$100 annual license renewal fee for any business that currently has a lottery license.

AFD sprang into action and sent a blast fax to all retail members. The fax explained that the bill was set for vote, and asked retailers to contact the members of the Senate Appropriations Committee immediately and ask them to vote no.

Retailer response was so overwhelming that action on

the bill was postponed. However, the issue is sure to come up again, as our legislators struggle to balance the budget and find additional revenue sources.

To be prepared to address this issue, and other pressing legislative issues (see President's Message, page 3), we are asking you to provide us with some information. We need your fax number and email address! Although we have many fax numbers already, email is the fastest and most economical way to reach many of our members. Below is a short form that you can fax, or email back to us. We'll keep you informed, if you tell us the best way to reach you. We promise not to fill your e-mail box with messages that you don't need. We'll only write about issues that are important to you and those that affect your bottom line.

Take a moment now, so that we can keep you in the legislative loop!

Yes! Keep me in the Legislative Loop!

Send me faxes or emails regarding legislative issues that affect the food industry.

Name

Company Name

Address

Phone Fax

Email

Fax to (248) 557-9610 or fill out form at www.afdom.org

It's Tee Time!



The Canandaigua group plotting their strategy.

AFD's Annual Foundation Golf Outing is just around the corner. Better head out to the driving range for some practice, because competition will be fierce! We're once again taking over Wolverine Golf Course in Macomb Township on Wednesday, July 16. Shot Gun Start is at 9:30 a.m. and our scholars are counting on you. If you haven't registered yet, call Michele right away at (248) 557-9600.

AFD Food & Beverage Report wins Award of Excellence

Michele MacWilliams, editor of the *AFD Food & Beverage Report* was recently awarded the Communicator Crystal Award of Excellence for Association Magazine.

The Communicator Awards is an international awards competition founded by communication professionals to recognize excellence in the communication field. Entries are judged by industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for their industry. There were 3,730 entries worldwide.

Each entry is carefully

scrutinized and graded by award-winning professionals who have been chosen based on their extensive experience and proven creativity in the communications field.



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President's Message

Legislative agenda keeps us busy



By Mike Sarafa
AFD President

The past several weeks have brought a great deal of activity on the legislative front concerning issues of importance to AFD members. The AFD staff, our two lobbying firms and our industry partners have been working hard to fight for food and beverage retailers. As with the end of any legislative session, pressure mounts to move stalled bills, complete outstanding state issues (i.e. the budget) and further advance various special interest agendas. As of this writing, the legislature is tentatively scheduled to adjourn for their summer recess before July 4th.

Below is a summary of issues AFD has been working on:

- **Small Market Health Insurance Reform** – Great progress has been made on a package of bills that would level the playing field between Blue Cross Blue Shield (BCBS) and other commercial insurance carriers. The goal is to provide some relief on the escalating costs of health insurance—especially for BCBS subscribers. Various versions of the bills are expected to be negotiated among representatives of the House, Senate and the insurance industry and a final agreement should be reached soon.

- **Video Lottery Games for Bars and Restaurants** – The proliferation of casino gaming in Michigan has been accompanied by a significant decline in the state's lottery play. As the state's partners in the lottery business, retailers have an important stake in any effort that would further erode our lottery business. In an effort to increase state lottery revenues, the lottery commission has proposed video gaming for bars and restaurants. The real competition for video gaming is the casinos and racetracks. The Lottery Commission predicts a net gain of approximately \$50 million for state coffers if the new game is implemented. AFD is monitoring this proposal and

evaluating any potential negative impact on retail lottery sales.

- **Beer and Wine Licenses** – AFD has had legislation drafted that would close the loopholes in the liquor statute that has allowed gas stations to receive beer and wine licenses. The intent of the original legislation was to allow big box retailers (such as Meijers) with beer and wine licenses to build gas stations on outlets—not to allow gas stations to sell beer and wine. This legislation would attempt to clarify the law and prevent further abuse in its interpretation and implementation.

- **Increasing the Liquor Discount** – AFD has made significant progress in our efforts to achieve the first discount increase in over 22 years. Key figures in the Legislature and the Granholm Administration are supportive. The Liquor industry and some key Republican legislators are still opposed to the idea if it means raising the tax on liquor. Some in the liquor industry continue to push the concept of having the state set the minimum at 17% while allowing the retailer flexibility to set the shelf price anywhere above the minimum. We are continuing to press the issue with all the relevant stakeholders and hope to have a bill introduced by this Fall if not sooner.

- **SB 590** – (See cover story) This bill would increase the fee for lottery license applications and create a new \$100 annual renewal fee. AFD and our members mobilized to communicate to the legislative sponsor and other supporters of the bill the inherent unfairness of imposing such a fee. We have had much discussion over the past couple of years with government officials explaining to them why the lottery is no longer profitable for retailers. Rather than addressing our concern, a bill was proposed that would further exacerbate the problem. AFD will remain vigilant on this issue.

It is very important that the retail community continue to actively support our legislative agenda. It's in your interest to do so. AFD's strength is our membership and our best weapon in the political arena is our grassroots program.

We would like to be able to reach you more quickly and easily when issues of importance to all of us arise. Sometimes this happens with little or no notice. Thus, the best way to reach store owners nowadays is by fax and e-mail. Please take a minute to fill out the form on the front page and return it to us. By working together, we can protect our industry and help improve our members' bottom line!

The Grocery Zone

By David Coverly



Rio Wraps/PizzaPapalis opens in Dearborn

By Paige Chittaro

With an upbeat Mariachi band greeting guests on the sidewalk and the aroma of freshly baked pizza in the air, Mark and Joseph Sheena celebrated the opening of their second dual concept restaurant with partners Tom Stegeman (Rio Wraps) and Eddie Sahroman (PizzaPapalis). The RioWraps/PizzaPapalis dual concept restaurant opened its doors at 22022 Michigan Avenue in Dearborn on June 11.

PizzaPapalis is well known for their Chicago style deep dish pizza. Rio Wraps is similar to a "Mexican Subway," where the customer can build their own wrap.

Dearborn Mayor, Michael Guido was on hand, and is proud that the Sheenas picked Dearborn for its place of business. "Dearborn is the cutting edge of hospitality and great food choices," he says. "And because the restaurant concept is expanding quickly, the franchise will do well," Guido said.

Top right: (l to r) Tom Stegeman, Joseph Sheena, Mary Sheena, Mayor Michael Guido, Kari Guido and Mark Sheena at the grand opening.

Bottom right: Mariachi band greeted guests in front of the new restaurant.



Coke apologizes to Burger King

Marketing test was rigged, panel finds

In June, Coca-Cola admitted that a high-level employee faked a marketing test involving one of the company's largest customers, Burger King.

The disclosure prompted a rare rebuke from Burger King and, hours later, a written apology from Coke's president and chief operating officer.

The extraordinary exchange highlighted a day in which Coke admitted to some—but not all—of the allegations raised by a former employee, Matthew Whitley. In May, Whitley sued Coke, saying he was fired for complaining about a host of problems in the company's fountain unit.

The suit has put the spotlight on Coke's fountain unit, which now includes an informal investigation by the Securities and Exchange Commission.

Whitley's allegations center on Coke's U.S. fountain operations, which serve big restaurants like McDonald's, Burger King and Wendy's.

In a statement issued, Coke confirmed Whitley's charge that a company official, who no longer works for Coke, falsified a marketing test involving Burger King.

Coke also announced that it will take a \$9 million write-down in the value of several assets from the company's fountain operations.

Otherwise, Coke officials said they found no evidence to support several of Whitley's other claims.

The rise of the middle-ground restaurants

The quickest-growing segment of the food service industry is expected to be the "fast-casual" restaurants, industry observers say. These middle-ground restaurants are predicted to account for more than half the industry by the end of the current decade. —*The McKinsey Quarterly*

Organic food producers get bigger

As the market for organically produced food has grown to the tune of \$9 billion a year, companies such as PepsiCo and Coca-Cola are showing that organic doesn't mean small. Pepsi has released organic chips and salsa under its Tostitos brand, and Coke purchased organic juice producer Odwalla.

—*The Sun (Baltimore)*

French fries on the fly

Tasty Fries, Inc., unveiled its French Fry Vending Machine last month.

The patent-protected vending machine prepares, cooks and dispenses freshly made fries. The total cooking time is approximately 90 seconds for each order; subsequent orders take less than 60 seconds. The fries are cooked in cholesterol-free oil using state-of-the-art robotics and technology, said the company.

"This machine is the culmination of many years of research and testing. It incorporates all of the positive and proven features from our prototype and pre-production model," said Edward C. Kelly, president and CEO. "We feel that our proprietary potato product and the multipatented process which produces these freshly made french fries are the features and functions that place this machine in the forefront of vending technology."

Calendar

July 16

AFD Foundation Golf Outing
Wolverine Golf Course
Macomb Township
(248) 557-9600

July 25-29

American Culinary Federation National Convention
Washington, DC
1-800-624-9458

September 23 - 24

AFD Beverage Journal Holiday Show
Burton Manor, Livonia
(248) 557-9600

October 11-14

NACS Convention & Exposition
Chicago, IL
(703) 684-3600

October 17-21

Produce Marketing Association Annual Convention & Expo.
Orlando, FL
(302) 738-7100

October 26 to 29

Food Distributors International Productivity Convention & Expo
Nashville, TN
(703) 841-2400

Statement of Ownership

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Beer may be part of a healthy diet

When planning the menu for special BBQs or family dinners, why not use ingredients that provide some real nutritional benefits that also enhance the flavor of your favorite foods? Believe it or not, we're talking about beer!

Many are aware that substituting wine or beer for water in several of your favorite recipes will enhance the flavor of foods, but did you know that a recent literary review by the University of Texas Southwestern Medical Center at Dallas of

independent clinical research conducted on possible health effects of beer suggests that responsible consumption of beer may be part of a healthy lifestyle? According to the American Journal of Clinical Nutrition, beer provides:

- 11% of dietary protein
- 9% of dietary phosphorous
- 5% of dietary niacin
- 12% of dietary carbohydrates
- 7% of dietary riboflavin

And it's not just wine that might help prevent heart disease. According

to Dr. Margo Denke, associate professor at the University of Texas Southwestern Medical Center at Dallas, "Studies that have evaluated whether a specific type of alcohol (wine, beer or spirits) is associated with a greater or lesser cardiovascular benefit have failed to conclusively identify one form of alcohol superior to another. Specifically, people who drink light or moderate amounts of beer enjoy the same lower risk for coronary heart disease as people who drink light or moderate amounts of

wine.

A number of studies published in medical journals including the British Medical Journal and the New England Journal of Medicine have observed that moderate drinking may be associated with a 30-40% lower rate of heart disease.

The biologic mechanisms linking moderate beer and wine intake to reduced rates of cardiovascular disease may include increases in HDL cholesterol levels (the good cholesterol).

Small-business looks on the bright side

The downturn in the economy has hurt small retail businesses, but owners say they are optimistic that the economy and their businesses will improve over the next three months despite ongoing competition from retail giants, according to recently released survey results from DollarDays International.

"We deal directly with small businesses and mom-and-pop stores around the country and we know the economy has hurt them, but we really wanted to understand their mindset and feelings about the future," said Marc Joseph, president of DollarDays. "Small business is a big factor in the national economy, accounting for 51 percent of the private sector and economy and many business experts believe that if small businesses succeed, the rest of the American economy is sound, too."

According to survey findings, 65 percent of respondents say the sour economy has hurt their business compared with 32 percent who say they are unaffected. However, 75 percent of small-business owners say they expect business to improve over the next three months compared with 28 percent, and 64 percent are optimistic about the economy compared with 34 percent. Seventy percent said they have kept the same number of employees over the last 12 months compared with 24 percent who have decreased their staff.

When asked what the greatest challenge facing their business is, it was almost evenly divided, with 34 percent responding that it's competition from retail giants and 33 percent saying it's access to merchandise. Obtaining new clients received 29 percent of the vote.

"Small, independently owned stores are competing with retail giants," says Joseph. "In order to succeed, small-business owners know that their customers are looking for the same price, selection and service that they obtain from the chain superstores. But small storeowners also know that chain stores have advantages that they don't." —NACS



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Starbucks Japan to sell lattes and liquor

Japanese customers will soon be able to choose between a cup of joe and hair of the dog at the country's Starbucks coffee shops.

Starbucks Coffee Japan Co. will apparently modify its articles of incorporation to enable it to sell liquor at its June 24 shareholders' meeting, reports the *Financial Times Limited*.

The move is an attempt to boost profits by appealing to a wider market, according to sources who spoke to the *Financial Times*.

Starbucks Coffee Japan has not indicated when liquor sales would begin and which stores would offer

News Notes

the expanded drink menu. Sources suggest that the company may be offering alcoholic beverages at select units that operate after midnight.

Nestle & Colgate roll out dental gum

Nestle and Colgate-Palmolive have inked a deal to develop and market "portable oral care" products. The companies' first product is Colgate Dental Gum, which is being test marketed in U.K., Ireland and Canada. —*Financial Times*

Insurance hikes cut into worker solidarity

With workers being forced to pay higher premiums for their company's health insurance plans, some employees at smaller firms are taking a vested interest in their coworkers' lifestyle habits, as they may affect insurance rates. The result has pitted thin versus overweight, young against old and smokers against non-smokers. —*The Wall Street Journal*

Remaining Kohl's Food Stores to close

A&P, the parent of Kohl's Food Stores, indicated it will be closing the remaining 23 Kohl's stores by mid-August. The closings are expected to affect about 1,500 employees.

—*The Green Bay News*

Wild Oats adopts "green" packaging

Wild Oats Markets is the first grocer in the U.S. to use "container," packaging that looks plastic but turns into compost when disposed. The grocer is testing the new container in 11 of its Pacific Northwest stores.

—*Progressive Grocer*

Rice and beef souring U.S.-Mexican trade relations

The U.S. has appealed to the World Trade Organization to assist in a dispute with Mexico over rice and beef exports. Mexico alleges American farmers are dumping their goods domestically while increasing prices to Mexicans. Mexico imports 20% of its beef and is the largest export market for U.S. rice and beef producers. —*Houston Chronicle*

USDA: No decision on easing beef restriction

The USDA has given no timeline for lifting its ban on imported Canadian beef products. Agriculture Secretary Ann Veneman is carefully examining the safety of beef from Canada, following the discovery a month ago of a BSE-infected cow.

—*Reuters*

Cholesterol drug may benefit diabetics

Pfizer recently released a study that showed diabetic patients who took the cholesterol-lowering drug Lipitor had fewer heart attacks and strokes. Currently 17 million Americans have diabetes, and health officials say that number will soon rise significantly.

—*SmartMoney Magazine*

Kellogg to roll out active wear

The Special K collection is a new woman's apparel line targeted at active women. The clothing line was designed in conjunction with Bruce Brown Fashions. —*just-style.com*



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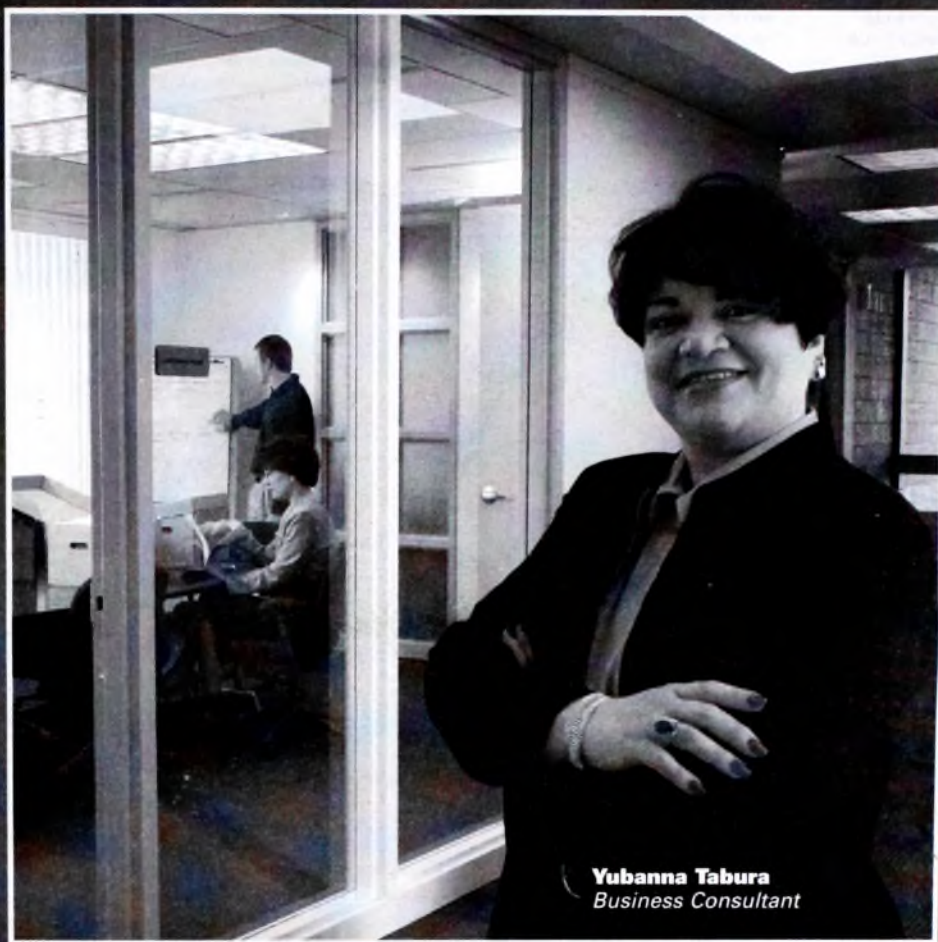
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Yubanna Tabura
Business Consultant

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New Products

Pies and tropical fruit create four new Faygo flavors

Faygo Beverages recently unveiled four new flavors, adding Diet Key Lime Pie, Diet Coconut Cream Pie, Ohana Very Berry, and Ohana Tropics to its lineup.

The four new flavors bring Faygo's count to 50, the most in the industry.

"No beverage company has as many different flavors as we do," says Faygo Beverages President Stan Sheridan. "We try to create new flavors that will excite consumer's taste buds. Year after year we impact



the beverage industry with unique flavor combinations, while maintaining production on Faygo classics like Rock & Rye and Redpop."

With the additions of Ohana Very Berry, a mix of blueberry, strawberry and raspberry flavors; and Ohana Tropics, a combination of melon, mango, and guava flavors—the non-carbonated Ohana line has grown to seven since being introduced in 1996.



The new Ohana flavors will initially be sold in 24oz and two liter bottles; and the new Diet Flavors will be sold in 20oz bottles and 12packs of cans—eventually all four flavors will be available for purchase in all size varieties.

Faygo, recently voted "Detroit's Best Pop" by the Detroit Free Press, can be found in all 50 states, and the District of Columbia. For more information about Faygo and its products, log on to www.faygo.com, or contact Matt Rosenthal, Faygo Marketing Director at 313-925-1600.



NEWS

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Blitz Power Gum

Blitz Power Gum has developed two power-packed flavors—Freshmint and Spearmint. The gum is packaged in a distinctive, slim plastic case. Blitz Sugar Free Power Gum (using Splenda as the exclusive sweetener) answers the consumer's desire for a delicious, flavor-packed, sugar-free, breath-cleansing gum in a convenient, discreet package. For more information, contact Schuster Marketing at (888) 254-8948.

Rainbow Rice Krispies Treats® Squares

After success with Rainbow Chips Deluxe®, Kellogg's Snack Division has extended this deliciously colorful idea to the Rice Krispies Treats® Squares line of products. Rainbow Rice Krispies Treats® Squares come in 1.3 oz. single serve pouches and consist of the original Rice Krispies Treats® Squares flavor topped with fun, colorful chocolate candies. To learn more about Kellogg's Rainbow Rice Krispies Treats® Squares, call 1-800-55-ERNIE.



**Hot Summer,
Cold Bud Light!**

New Products

Fudge Shoppe® Mini Deluxe Grahams

Kellogg's Snack Division is going strong with the introduction of Fudge Shoppe® Mini Deluxe Grahams, now available in convenience and drug stores. Fudge Shoppe® Deluxe Grahams have been a family favorite since 1957, and they are now available in a fun, snackable mini version! These fudge covered graham crackers are sold in convenient 2 oz. snack size packages. To learn more about Kellogg's Snack Division's Fudge Shoppe® Mini Deluxe Grahams, call 1-800-55-ERNIE.

Labatt packages new 20-Can Mountain Pack

Labatt Blue, the #1 Canadian beer in the U.S., is setting a new trend in packaging innovation with the new Mountain Pack, a mountain-shaped 20-pack of Labatt Blue or Labatt Blue Light cans. With convenient slots for carrying and dispensing cans, the Mountain Pack will set new standards in the cooler case, on the display floor, and in the refrigerators of new and loyal Labatt Blue and Labatt Blue Light import beer drinkers, says Devin Kelly, director of Canadian brands for Labatt USA.

Labatt Blue, first brewed in 1951, is the #1 selling Canadian beer and the #3 imported beer in the United States. Blue's clean, refreshing taste is a classic lager that is light in color with a slight hop aroma, good balance, fruity character and slightly sweet taste. Also famous for its clean, pure and refreshing taste, Labatt Blue Light is the #2 Canadian import behind Labatt Blue, and one of the leading import light beers in the U.S.

Lemon Twist V8

New Lemon Twist V8 juice combines a blend of 8 vegetable juices with the fresh taste of lemon. Each 6-ounce serving contains a full serving of vegetables, and is an excellent source of Vitamins A & C. Lemon Twist V8 juice is available in a 12-ounce, single serve bottle.

7-Eleven to roll out private-label beer

To capture part of the \$60 billion-a-year beer industry, 7-Eleven plans to introduce Santiago. The private-label beer is from El Salvador and is designed to go head-to-head with Mexico's Corona, currently the top-selling imported brew in the U.S.

—The Wall Street Journal

Snapple-a-Day™ Meal Replacement Beverage

A daily dose of essential 24 vitamins and minerals has never tasted or looked so good. In light of America's search for a solution to its growing weight and fitness woes, Snapple is introducing its new meal replacement beverage... Snapple-a-Day™, in three fruit flavors - Strawberry Banana, Peach and Tropical Blend.

Wrigley gets patent for gum that could improve love life

The Wm. Wrigley Jr. company obtained a patent for a functional gum featuring the anti-impotence drug Viagra.

The gum would include a dose of sildenafil citrate, the chemical name for Viagra, made by Pfizer Corp. Wrigley says gum is "an improved dosage form and method of treating erectile dysfunction," according to the *Chicago Sun-Times*.

Taking Viagra via the gum form could help prevent certain side effects of the pill form, such as an upset stomach. Wrigley also said that the gum would work faster than the pill—about two minutes to a half-hour compared with an hour or longer for the pill.

"There's a significant difference between securing a patent and developing a product," said Wrigley spokesperson Christopher Perille. "There's no work being done on a product [containing sildenafil citrate], nor is any currently anticipated."

If Wrigley does decide to produce the functional gum, it would have to get FDA approval, and consumers may be required to get a prescription for the gum.

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- a company hole sponsor sign on tee
- signage at the club house
- exposure in the *Food & Beverage Report*
- special gift for each golfer



BIRDIE—\$1,500

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



PAR—\$1,000

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Dan Mulhern is key to Governor Granholm's leadership team

Behind every great leader is a supportive spouse

By Kathy Blake

Throughout his career Daniel Granholm Mulhern has proven his leadership training expertise. His skills have turned out to be a great asset to his wife, Governor Jennifer Mulhern Granholm, Michigan's first woman governor.

As the first husband of a governor in Michigan's history, First Gentleman Mulhern is a role model for men with wives in high profile jobs everywhere. He describes his primary responsibility as the traditional duties of a governor's spouse: "Make sure the governor and her kids are happy, healthy and have plenty of support." He and the governor have two daughters and one son. Mulhern is involved in his children's activities, like coaching their older daughter's basketball team.

His work history of training and consulting for Detroit area organizations and his Harvard education make him an excellent addition to the governor's team. As First Gentleman, Mulhern's responsibilities include providing leadership development for the Governor's cabinet.

Another of Mulhern's top priorities is to aid the Governor in improving Michigan's image as a great place to work. "It is the Governor's vision that when you say 'Michigan, people think of a place with an incredible history of innovative products and services' and a place that is developing the most outstanding workplace culture in the world," said Mulhern.

Recently, the governor appointed the First Gentleman as chair of the Michigan Community Service Commission (MCSC). This agency is responsible for funding and supporting programs to encourage Michigan residents to volunteer and mentor. "As chair, I will direct the commission and its staff to help us strengthen and improve mentoring programs for children under the auspices of Mentor Michigan," Mulhern said.

Mentor Michigan was started in 1999 by Jennifer Granholm, when she was Michigan's Attorney General, First Lady Michelle Engler, and former Detroit Piston Isiah Thomas, in partnership with the Prosecuting Attorney's Association of Michigan (PAAM).

The program has recruited 4,000 adults to mentor children who have



had a light brush with the legal system. Mulhern said he is committed to increasing the volunteer ranks to 10,000 in the next four years and expanding the program beyond delinquency prevention.

"Mentoring gives a child a safe place, a great start, and a healthier outlook," Mulhern said. "Mentoring rewards both the child and the adult who serves as a mentor. As MCSC chair, I will use this platform to expand and improve mentoring programs in Michigan, giving children access to caring, responsible adult role models who can make a tremendous difference in their lives by investing some time each week," said Mulhern. "This will be a great benefit for children who have had a light brush with the criminal justice system and need guidance, those who are having trouble focusing on school, or those who want to spend time with an adult who can share a talent or job skill with them."

Mulhern said Mentor Michigan can help connect Mentor volunteers with children in their local communities through Michigan's networks, such as the 33 Volunteer Centers, 12,000-strong Senior Corps members, or the literally hundreds of after-school programs.

A mentor himself, Mulhern grew up in an Irish-Catholic family in Inkster and Lathrup Village, near Detroit. As the third of seven children born to Mary and Jack Mulhern, he graduated from the University of Detroit Jesuit High

School.

He received a bachelor's degree in religious studies from Yale University and began teaching theology at Tampa Jesuit High School. He then moved to New Orleans where he was the executive director of THE Center, a multi-purpose community center serving the disadvantaged.

He went back to continue his education at Harvard Law School, where he met his future wife. They found a common interest and team taught a leadership class at Tufts University near Boston. The two

were married and also graduated with honors in 1986.

While attending Harvard, Mulhern began his formal study of leadership under Ronald Heifetz, co-director of leadership programs at the John F. Kennedy School of Government at Harvard University.

Mulhern returned to Michigan with his bride. He started out practicing law and then went to work for Congressman Sander Levin. After that he directed the youth services division for Wayne County and raised funds for his alma mater, the University of Detroit Jesuit High School.

He has taught leadership classes at Wayne State and University of Michigan Dearborn. He was awarded a WK Kellogg National Leadership grant in 1993, which allowed him to further his study of leadership with nationally renowned scholars. He publishes a weekly e-column called "Reading for Leading" directed toward leaders in Michigan and throughout the country. Mulhern is working on a book which is focused on character, integrity and leadership. He has interviewed more than 60 local, national and international political leaders.

The First Gentleman has been teaching and practicing leadership for the past fifteen years. His areas of expertise include strategic planning, executive team leadership and individual leadership training and coaching. His most recent work is in individual and organizational development.

When working with clients, he first uses the idea, "Always begin with the end in mind," from the book, "The 7 Habits of Highly Effective People" by Stephen R. Covey. He says he starts out by getting people to do that hard work by asking them, "What are you really trying to accomplish? Are you really committed or not?" This helps people become unified around the goal or desired end outcome.

He co-founded the Mulhern Hastings Group, a leadership and organizational development firm, located in downtown Detroit in 1999. Clients have included law firms and school districts, art and cultural organizations, tier one auto suppliers and health care systems.

While with the firm, he helped develop an impressive client list including John Lore, former President of Sisters of Saint Joseph Health System; David Gad-Harf, Executive Director of the Jewish Community Council; Dr. James Clor, Superintendent of Warren Consolidated Schools; Robert Naftaly, CEO of PPOM; and Sharon Madison Polk, President of Madison Madison International. Organizational clients include: Blue Cross Blue Shield, Plunkett & Cooney, Warren Consolidated Schools, Wayne County RESA, TAC Automotive, and the Wayne County Corporation Counsel office.

The First Gentleman decided to leave the Mulhern-Hastings Group when his wife became governor to focus more attention on his family. He will continue to teach leadership in his new capacity in the Granholm Administration by taking on challenging projects, such as Mentor Michigan.

As for the First Gentleman's primary responsibility, he says that keeping his family grounded is his top priority. "The context isn't really that important. I grew up low-income, but that doesn't define me. The questions (that people have about you) are still the same, 'Who are you? What are your values?'" With his children, Mulhern emphasizes that the Governor's residence has nothing to do with who they are. He says the children are very supportive of their mother and her work. Under their father's executive team training, Michigan's First Family makes a winning leadership team for the state. To reach the office of the First Gentleman: (517) 241-0534 or write to Firstgentleman@michigan.gov.

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News Notes

Ho, Ho, Ho... the Holidays are coming!

It may feel like summer now, but believe it or not, the busy holidays are just around the corner. Get prepared now by marking down these dates: September 23 and 24. That's when the AFD/Beverage Journal Holiday Show comes to Burton Manor in Livonia. Join other industry leaders as we "Step into the Limelight" to see and sample all the great new products and show specials for the holiday season. See page 27 for details. Exhibitors, please call Danielle or Michele at (248) 557-9600 to reserve your booth space now!

McDonald's wows consumers with new campaign

Looking to capitalize on improving sales and rising stock prices, McDonald's announced its new slogan — "I'm lovin' it," — along with a new advertising campaign. The restaurant plans to attract younger consumers with ads that feature celebrities and pulsating music as part of the effort to establish McDonald's "lifestyle." —USA TODAY

Unlicensed soy to be more closely monitored

Monsanto plans to require exporters in Brazil to sign license agreements to ship Roundup Ready soy and to begin paying royalties next year. A representative of a Brazilian farming cooperative called the move "premature," saying "there's no point discussing royalties until the government takes a position" on biotech foods. —Boston.com/Associated Press. —The Wall Street Journal

Brawny men tout paper towel's uses

Georgia-Pacific is expected to roll out a new campaign this weekend featuring new types of Brawny men. The new ads are targeted at raising Georgia-Pacific's share of the paper-towel market to beyond 12% through 2008. —The Wall Street Journal

Prepared meals experience resurgence

The prepared meals category gained more than 7,500 new products between 2000 and 2003, according to Mintel. The new varieties and range extensions are fueled by ethnic flavors and low-fat, low-calorie meals. —Just Food

Survey shows Americans want to help overweight children

A poll released yesterday showed 62% of the 1,002 adults surveyed support requiring restaurants to list nutrition information including calories on menus, while 59% oppose a special tax on junk food. The poll, commissioned by the Harvard Forums on Health, also found 76% of respondents would support serving more healthful schools lunches and offering more physical education classes. —USA TODAY

Bacon's renaissance

Bacon sales have increased 21% in the past few years, and many credit low-carb diets for the upswing in sales. Dieticians argue the Atkins diet has made people eat more meat, but they also conceded that bacon is hard to resist for anyone who enjoys it. —The Christian Science Monitor

Former Rite Aid CEO pleads guilty

Martin L. Grass pleaded guilty to conspiracy in an accounting fraud. Grass faces an eight-year prison sentence and fines totaling more than \$3.5 million. He is the first CEO of a major firm to be held criminally accountable for accounting discrepancies. —The Wall Street Journal

Natural health products enjoy increased demand

Despite a 1.2% decline in 2002 of health and beauty care sales, natural personal care grew 10% to \$4.1 billion. This sales spurt has prompted companies to focus on developing alternative therapies using natural ingredients. —HAPPI

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FMI spotlights private label products

A critical component of differentiation for U.S. food retailers and a key driver of store sales, and shopper loyalty, according to new FMI study

As food retailing competition intensifies across the nation, private label store brands have become an increasingly important element of differentiation among U.S. food retailers and a key driver in total store sales and shopper store loyalty, according to a new report from the Food Marketing Institute (FMI), *Building Shopper Loyalty With Store Brands*. The report, released at the 2003 FMI Show, also finds that consumers see improving quality with private label products and many believe that they are a better overall value than name-brand products. To purchase, or for more information, please contact the FMI Store at (202) 220-0723.

Safeway cutting 13% of administrative positions

The country's third-largest grocer announced it will cut 940 managerial positions over the next six to 12 months. More than 250 of the cuts are open positions that will not be filled. —*San Francisco Chronicle*

Gallup Poll: Most Americans eat out at least once a week

A Gallup Poll conducted April 14 to 16 found that about 40% of households that earn \$75,000 or more annually ate out three or more times a week. The survey shows no decline in dining out compared with April 2001; in fact, there was a small increase in the rate of eating out.

—*The Gallup Organization*

Companies not buying terror insurance

Less than 20% of medium-sized commercial properties have signed up for insurance against foreign terrorist accounts, which insurers now must provide for by law. Property owners in New York and other "Tier 1" cities are scared off by the high cost, according to a roundtable of insurers.

The DNA diet

Scientists estimate that 20% of the population responds poorly to conventional diets. In about 20 years they hope these people will be able to get their nutritional genomics tested, meaning that a small blood sample will reveal what diet would best serve their specific body needs.

—*The New York Times*

News Notes

FTC sets sights on coral calcium marketers

Arguing the claims of coral calcium marketers are false, the Federal Trade Commission announced it is taking legal action against those that sell it. In widely run infomercials, Coral Calcium Supreme is touted as a cure-all to diseases such as heart disease and cancer, though the government claims it is false advertising.

—*The Plain Dealer/Associated Press*

Target moves wholesale distribution to Supervalu

Retailer Target Corp. said it has tapped groceries distributor Supervalu Inc. to supply 31 of its food-selling stores.

Target recently canceled a distribution deal with Fleming Cos., which in April filed for bankruptcy.

A Target spokeswoman said the retailer moved its contract to Supervalu effective June 6. She told Reuters Fleming's Core-Mark division would however, continue distributing candy to the 31 SuperTarget outlets in Texas, Louisiana and Oklahoma.

Target's deal with Fleming represented under 2 percent of Target's total store supply purchases, Cathy Wright added. The news of the contract cancellation coincided with an announcement by Fleming that it is exploring a possible sale of its grocery wholesale division.

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Supervisor's guide to reporting claims

AFD members can lower Workers Compensation costs through AFD's own insurance company, Star Insurance.

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- Claims reported one month after Workers' Compensation injuries have 45% higher average costs!
- Most states require that employers report Workers Compensation injuries within 7 days of the accident.

The PROMPT reporting of Auto, General Liability, property and Workers' Compensation losses allow your insurer to investigate and handle your claims in a timely manner.

You can help!

- As a member of the management team, you can help enforce your organization's rules for reporting claims and train your employees on the importance of prompt claims reporting.
- Make sure your employee handbook or rules include a policy statement on the need for prompt reporting of claims. This rule should apply even when the accident or loss

seems minor.

- Instruct your employees to report ALL claims IMMEDIATELY!
- Communicate your organization's procedure for the reporting of claims to employees now and during future meetings.
- Post a notice that stresses the importance of prompt claims reporting on bulletin boards.
- Monitor and enforce the prompt reporting of claims.
- Document the accident or loss. Get all the details necessary to report the claim.
- Report the loss to your insurer by fax whenever possible.

By taking these simple steps, you can help to control the cost of a claim. You will also have the information you need to implement measures to prevent or reduce the likelihood of a claim recurring.

To get a quote on Workers Compensation, contact Joel Weingarden of J.S. Advisors at (586) 242-1331.

Fax complete loss reports to 1-248-358-3251 or mail them to: Meadowbrook Claims Service, 26600 Telegraph Road, Southfield, MI 48034

Fleming mulls selling its businesses

Fleming is exploring a sale of its mainstay grocery wholesale business and its Coremark unit, a supplier to convenience stores.

The decision follows the loss of business from retailer Target Corp., which tapped rival distributor Supervalu to supply its discount stores that have full groceries. Fleming, in the midst of closing some unprofitable units, said it received interest from buyers, which can include industry rivals or those in complementary businesses.

Fleming purchased Coremark in April 2002 to expand into the growing convenience store market.

The two units essentially make up what's left of Dallas, Texas-based Fleming, which was once the largest U.S. food distribution company, shipping food to customers ranging from small convenience stores to discount chain Kmart Corp.

Fleming filed for bankruptcy protection in April after it lost its contract with Kmart, a key customer. Kmart, known now as Kmart Holding Corp., recently emerged from bankruptcy.

Fleming declined to identify who the interested parties were.

A Fleming spokesman said the company was assessing selling either some parts of each of the divisions or each as a whole.

"What the outcome may be, it's hard to say," the spokesman, Shane Boyd, told Reuters.

Fleming will still make day-to-day improvements on the operations as it restructures under bankruptcy protection, he said.

Fleming said it has about \$200 million of negotiated vendor credit lines, which should help the company be able to service its remaining distribution customers.

By the end of July, it said it will close wholesale divisions in Geneva, Alabama; Lafayette, Louisiana; and Superior, Wisconsin.

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Exotic Drinks from Russia with love

By Karen Braschayko

Beverages from Eastern Europe, Russia, Georgia and other unexpected origins are rising in popularity. From wine preserved in clay vessels for an earthy aftertaste, to apricot infused vodka, the trend for Eastern European products is gaining momentum as customers discover and acquire a taste for these timeless beverages.

VIA Distributors began importing European fineries to Michigan four years ago. The Farmington Hills company wholesales in 36 states. Items from Russia, Georgia, Czech Republic,

Ukraine and Poland, make up 70 percent of the business. Italian, French and German goods make up the other 30.

"We've experienced a tremendous interest in Eastern European beers," said Igor Dashevsky, Vice President of Marketing at VIA Distributors. Interest has spread beyond ethnic enclaves and into the general population. Dashevsky explains that Eastern Europe has a 1,000 year brewing tradition. Pilsner, likely the most popular style of beer in the world, began in the Czech Republic town of Pilsen. Trade agreements first made the beers available in the United States only a few years ago.

A shining *New York Times* review of Czech and Ukrainian beers in January 2001 brought in business from everywhere. "We were getting calls from Iowa," said Dashevsky. "At first it was sporadic, but now the beers are more and more popular."

Recently VIA Distributors began importing the #1 German beer, Holsten.

VIA Distributors sells Massandra wines, which were not available to the public for 80 years. Favorably featured in *Wine Spectator*, they are



Igor Dashevsky

sought after by collectors. VIA is also an exclusive distributor of Stalin wines from Georgia, the kind Roosevelt drank at the 1924 Yalta Conference.

Vodka is a chief product, and VIA has a selection of the finest. "This year we started one of the best vodkas available, from the Cristall Distillery in Moscow," said Dashevsky. Lithuanian Prezidento Vodka is also prized world wide. "People are absolutely excited when they try this vodka. It's two-times distilled and

three-times filtrated," Dashevsky said.

The current trend of infusing liqueurs with fruit is something that the Italians take very seriously. The fruit must be prepared for 90 days to prevent discoloration, making the production period long but the results pleasing. VIA Distributors carries liqueurs infused with pears, oranges, and other handsome fruits. Soon they will carry vodkas infused with fruit as well. For more information, call VIA Distributors toll free at (877) 639-8895.

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Lottery Lowdown

Michigan Lottery players get revved up for Harley-Davidson® Instant Ticket Coupon Promotion!



By Commissioner Gary Peters

On July 20, 2003, Michigan Lottery players will have yet another reason to be excited about the Harley-Davidson instant game—the “Buy One \$3 Harley-Davidson Instant Ticket, Get a \$1 Instant Ticket Free” promotion. The Lottery will insert coupons into more than 1.6 million select home-delivered newspapers throughout the state.

Each \$3 Harley-Davidson ticket offers players the opportunity to win one of three Harley-Davidson Heritage Softail Classic motorcycles or one of two \$50,000 cash prizes. Players who don't win can enter their

non-winning Harley-Davidson tickets into a second-chance drawing.

The Lottery will conduct four separate Harley-Davidson instant game second-chance bonus drawings connected to this game, selecting 235 players in each drawing to win an official Harley-Davidson merchandise prize pack. On October 17, the Lottery will draw one lucky winner from the 940 total winners of Harley-Davidson merchandise prize packs to win a Harley-Davidson Softail Classic motorcycle.

To enter the second-chance drawing, players must send in two non-winning “Harley-Davidson” instant tickets to the address provided on the ticket back. Tickets can also be entered online at <http://www.michigan.gov/lottery>.

Million-Dollar Retailers. I am proud to announce that the following Michigan Lottery retailers met or exceeded \$1 million in Lottery sales in Fiscal 2002:

- Oak Liquor and Wine, Oak Park
- MGM Food Center, Detroit
- Shoppers Market, Warren
- New Northend Market, Oak Park

- Action Liquor Shop, Warren
- Glass Bottle Shoppe, Detroit
- Angelos Food Specialties, Benton Harbor

- Stop N Shop, Saginaw
- Abbey Wine & Liquor Shop, Southfield

- Cox Beer Store, Temperance
- Shoppers Market, Center Line
- Boulevard Food Center, Detroit
- Smokers Best Buy, Oak Park
- Livernois McGraw Party Store, Detroit

- Toma Foods, Dearborn
- New Super Fair Foods, Detroit
- Barrel & Bottle Party Store, Detroit

- Treasure Island, Southfield
- Oakland Liquor Party Shoppe, Southfield

- Meijer #23, Lansing
- Levan Wine & Deli Shoppe, Livonia

- College Liquor Shoppe, Detroit
- Meijer #123, Southgate
- Joe's Liquor & Wine Shop, Detroit

- Sax Discount, Taylor
- Meijer #28, Flint
- Cherry Belt Party Store, Inkster

- Light House Liquor, Oak Park
- Larry's Market, Detroit
- Friendly Neighbor Convenience, Wyandotte

Congratulations to all of you on a job well-done!

Unclaimed Prizes. In addition to all the big winners this month at the Lottery, unfortunately, a number of prizes currently remain unclaimed.

If your store has sold a top-prize winning ticket that has yet to be claimed by its rightful owner, be sure and remind your customers to check their tickets, as any one of them could have a winner and not realize it! All unclaimed prizes revert to the state School Aid Fund after one year from the draw date. Following is a list of current unclaimed Lottery top prizes:

Date: June 21, 2002

Game: Mega Millions

Prize: \$175,000

Winning #'s: 13-18-32-39-49 Gold Mega Ball 06 (match first five)

Retailer & City: 7-Eleven #17629, Royal Oak

See Lottery, Page 30

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Helping Gleaners can help your business

By Michele MacWilliams

With massive government budget cuts and increasing unemployment, Southeast Michigan's hungry are gaining in population and need. More than ever, Gleaners Community Food Bank is looking to the private sector to help feed those less fortunate.

"We are experiencing a time in Gleaner's history where demand for our services is on the increase and our financial and product resources are on the decrease," states Agostinho "Augie" Fernandes, Jr., president of Gleaners Community Food Bank. "Moreover," he adds, "the people who depend on us through our 300 agencies are faced with indescribable challenges of unemployment and increased costs for basic needs."

"We are bracing ourselves for continued hardships and preparing to meet the needs of those less fortunate." When asked about Gleaners' future, he says, "today our vision is 20/20: we can clearly see a 20 percent increase in the need for our goods and services and a 20 percent decrease in our funding and resources."

Since April 1977, Gleaners Community Food Bank has served the hungry of our region. The organization takes its name from the Bible's book of Ruth, which described "gleaning" as gathering grain left in fields by reapers.

Today Gleaners secures, stores and distributes food to local non-profit agencies and charities in the five Southeast Michigan counties. They secure food from farmers, grocery stores, supermarkets, food distributors, food processors and individuals through canned food drives. Last year alone, Gleaners distributed 24 million pounds of food to agencies serving the hungry.

"Since September 11, 2001, we have clearly seen an impact and devastating effects on Southeastern Michigan's food banking system. The events of 9/11 still negatively impact the economy; affecting jobs, the stock market, retirement accounts, investments, foundation portfolios and other resources that



Gleaner's President, Agostinho (Augie) Fernandes, Jr.

non-profits like Gleaners rely on to sustain individuals and communities. There is less money to give and more families than ever to feed," adds Fernandes.

It's as though the effects of 9/11 actually reached into the kitchens of senior citizens on fixed incomes, single parent households, the ill, disabled, unemployed and the working poor and rendered them less able to put food on their tables.

Gleaners' most recent hunger study, in November of 2001, showed that 59 percent of the hungry in Southeast Michigan are children and seniors. Many seniors are now facing the quandary of paying escalating prescription drug costs or trying to buy food. Children now report to school to get a hot meal as much as to get an education.

What, as members of the food industry, can we do? Fernandes says that we can support the Gleaners

"Drive for 1.5." Gleaners must raise an additional \$1.5 million to maintain its current operations, which will distribute 25 million pounds of food this year to 300 agencies.

"We are calling on the corporate community

to help us obtain the resources to meet our goal," Fernandes adds.

He is asking for donations, both monetary and surplus food.

"When you donate to Gleaners Community Food Bank, remember one dollar generates sixteen meals. Two hundred and fifty dollars can go a long way toward feeding a family for a year." A cash donation may qualify for a Michigan tax credit, as well as a federal income tax deduction.



Gleaners welcomes surplus food donations (boxed or canned); they may be delivered to the food bank or Gleaners will pick up the donations. Gleaners continues to meet or exceed the same federal food-handling and safety regulations governing the food and grocery industry. The Bill Emerson Good Samaritan Food Donation Act of 1996 encourages the donation of food and grocery products to non-profit organizations that distribute to those in need. You will also receive a tax deduction for your food donations. If you have perishable food to donate, Gleaners will connect you with Forgotten Harvest or another area organization that distributes prepared foods.

To find out more, call Gleaners Community Food Bank at (313) 923-3535.



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Hottest new items!**

**Any way you look at it,
this is one awesome ticket**

Get your players headed in the right direction with \$2,000,000 Fortune, the exciting new \$20 instant game from the Michigan Lottery. With over 1,000 winners of \$1,000, best overall odds of any instant game and \$1.20 commission on every ticket sold, you're gonna want to stock up on these. And players have the chance of winning a cool \$2,000,000 in the Grand Prize drawing. \$2,000,000 Fortune – this ticket will have lots of people finding their way to your store.

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Outing. Congratulations, Scholars!*

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O'CLOCK**

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Frequently asked questions

Answers to these questions come from the National Association of Convenience Stores (NACS).
If you have a question, you can submit it online at www.nacsonline.com

Question: How can I increase my coffee sales?

Answer: Coffee is hot. According to the National Coffee Council, more than 107 million people—52 percent of the adult population—drink coffee on a daily basis in the United States. Another 25 percent drink coffee on an occasional basis. The majority of coffee, 64 percent, is consumed at breakfast. In 2001, the average convenience store coffee sales were \$31,875. Hot dispensed beverages of all kinds have a gross margin in excess of 60 percent.

It is not surprising, then that in a recent CSP survey of retailers there are four main areas where they will focus their attention this year: expanding their coffee section, foodservice, buying stores and selling stores.

Here are some suggestions to help you take advantage of the expanding coffee market:

- * Employ a coffee host/hostess.
- * Check your water quality on a regular basis.
- * Keep the coffee area clean and well stocked.
- * Don't let the coffee get stale.
- * Establish a "coffee express line."
- * Have cup trays available to make it easy for customers to buy multiple cups for colleagues.
- * Establish a gourmet-coffee line.
- * Establish a "coffee lovers" discount program for regular customers.
- * Offer a free breakfast item with the purchase of a large cup of coffee.
- * Invest in high-end coffee-making equipment and train staff to properly use the equipment.
- * Offer gourmet teas and hot chocolate to expand your customer base.

Here are some resources to help you brew up more coffee business:

Web Resources

Coffee Universe, <http://www.coffeeuniverse.com/>
The National Coffee Association, www.ncausa.org

Magazine Articles

- "Aiming for a Full Pot," written by Jill Bruss and published in *Beverage Industry*, January 2003
- "Coffee is Hot," written by Gee Devine and published in *NACS Magazine*, September 2002
- "Geared Up," written by Matthew Enis and published in *Convenience Store News*, December 16, 2002
- "Kick in the Cup," written by Dave Scopinich and published in *Convenience Store Decisions*, February 2003
- "Outlook Survey 2002," written by Bill Grabarek and Steve Holtz, and published in *CSP*, December 2002

Question: How do I handle employees being called up for military service?

Answer: A growing concern of employers is the loss of manpower when employees are called to active duty. As an employer, you may be wondering what your obligations are to an employee who has been called to military service and is away from his or her job. While your employees will want to know their rights in their absence and upon their return to the workplace after their service is finished.

Here are some resources to help answer employers' and employees' questions regarding this issue:

* **The Uniformed Services Employment Rights Act of 1994 (USERRA).** The USERRA was enacted in October of 1994 and has been updated several times since then. It explains the rights and responsibilities of both the civilian employers, as well as those in the National Guard and Reserves. The previous law explained many of these rights, but the new law expands these rights as well as addresses other issues of employment that are affected.

* **U.S. Department of Labor (DOL).** The DOL created an "elaw" USERRA Advisor to help veterans understand employee eligibility and job entitlements, employer obligations, benefits and remedies under the act. The Veterans' Employment and Training Service developed this advisor.

* **National Committee for Employer Support for the Guard and Reserve (ESGR).** ESGR personnel can help reservists and employers with questions regarding the USERRA. Call (800) 336-4590 or go to <http://www.esgr.org>.

The above resources are provided as information only and are not intended to take the place of professional legal advice.

Question: How can I prevent inventory loss?

Answer: According to the 2002 State of the Industry (SOI) report, merchandise loss, or shrink, at retail totaled \$6,950 per store in 2001. Minimizing the paper-loss portion of shrink may help the store manager determine if a shoplifting or internal theft problem exists. Paper loss can be created by:

- * Posting a different quantity of product than was actually received.
- * Not posting the invoice for product that was received.
- * Selling an item for a retail price different from that at which it was received without posting a markdown or markup to adjust the price.
- * Posting incorrect markup

and markdown amounts.

- * Not posting markups or markdowns at all, when needed.

You can learn more about managing inventory with the *NACS Marketing Toolkit for Store Operations*. Here are some of the topics covered in this resource:

- * Ensuring timely and accurate execution of all store-level elements of promotions
- * Accepting price downloads weekly or as necessary; ensuring store-level scan accuracy (if applicable)
- * Immediately notifying pricebook of pricing errors (if applicable)
- * Maintaining awareness of competitive prices especially on key items and reporting as

appropriate

- * Managing and controlling merchandise inventory levels, maintaining efficient inventory turns

* Reordering proper quantities of store inventory; notifying appropriate person of overstocks, date code issues, and out-of-stocks

- * Suggesting local advertising and promotional opportunities
- * Identifying local vendor logistical issues/problems and notifying the appropriate person
- * Implementing and maintaining store sets and planograms
- * Overseeing vendors and/or contractors involved with resets and ensuring that they follow planograms provided
- * Providing feedback on local customer product needs and wants

Employees theft and shoplifters account for \$36 billion annually

Retailer theft has climbed to \$36 billion a year, according to the Ernst & Young Study of Loss Prevention. This loss is a combination of both internal theft by employees and theft by shoplifters, and when combined with inventory management errors, rises to a staggering \$46 billion a year. This number inevitably leads to high prices being passed on to the consumer, reports the *Denver Post*.

Denver's Twist and Shout record store is an example of how far some retailers will go to reduce theft. Storeowner Paul Epstein has 60,000 magnetic CD cases throughout his store to ensure the disks aren't stolen, coupled with 14 surveillance cameras, which are monitored 12 hours a day by an employee.

"This has allowed me to go home and sleep and relax without freaking out," said Epstein.

Epstein's strategy of focusing on preventing shoplifting is similar to that of most retailers, but it relatively ignores the problem of employee theft. The Ernst & Young study found that employee theft accounted for 46.6 percent of the losses, while shoplifter theft accounted for 31.8 percent. The study also revealed that companies recovered an average of \$223 per shoplifter apprehended compared with \$1,525 for each employee.

"Retailers spend most of their efforts to stop shoplifting, when most of the losses are from employee theft. They need to do a better job of identifying this," said Jay McIntosh, director of retail and consumer products at Ernst & Young.

**AFD/Beverage Journal
HOLIDAY SHOW**

Step Into the Limelight!

Join your peers on September 23 & 24, 2003
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Show Hours:
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 Burton Manor, Livonia, MI
 7777 Schoolcraft Road

Ask your Sales Rep for Tickets!
 Admission Ticket Required.
 \$10 at the door. No bags allowed in
 or out. The law demands that you
 be at least 21 years of age
 to attend this show.

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."

Dano Bennett,
BD's Mongolian Barbecue:
 "It was great to see all of the cutting
 edge new products under one roof.
 I didn't have to leave Michigan
 and attend one of the national
 shows to keep abreast of the
 latest trends."

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."

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."

Take your Turn on the Red Carpet!
Call AFD for more information at: (248) 557-9600

Associated Food Dealers of Michigan: working hard for the food and beverage industry for over 87 years

Liquor Commission's online ordering gaining popularity

The new Michigan Liquor Control Commission (MLCC) Internet Liquor Ordering website has been quickly gaining users since it was introduced in November of 2002.

From its humble start of 16 orders in November 2002, the program has quickly grown to over 1,600 orders per month. Participation reached over 2,000 orders in May 2003. The Commission's expectations of how many would initially use the system to place liquor orders have been exceeded.

Liquor Commission Chairwoman Judy Allen said, "We're very pleased so far with the response to our newest customer service offering. Licensees are telling us they like being able to see their order on the internet. They say seeing the order in print before its placed helps cut down on ordering errors. Licensees also like being able to place just one order for all their products."

The online system also tells licensees what inventory is in stock, so they can easily make substitutions or other changes, if necessary.

Licensees need to have a password to use the system. They get the password while visiting the MLCC offices, by calling 800-701-0513, or by sending an email to: mlccpasswordrequests@michigan.gov. Please include your name, business name, business address, license number, and if you know it, your business ID.

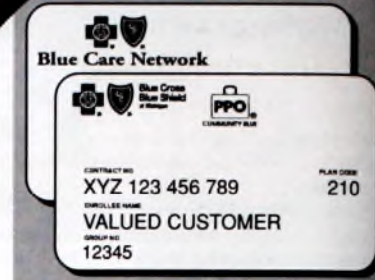
There is no cost to licensees who use the online system.

MLCC's Liquor Internet Ordering System sends an email summary of the liquor order along with a confirmation number. System users do not have to provide any payment information online. They just simply place their order.

The order is sorted and totaled automatically by Authorized Distribution Agent. The system gives licensees their delivery day too.

"If anyone is unfamiliar with ordering over the Internet, we have staff here to help you through the process. Really, it's very easy, and we invite all our liquor licensees to try it," said Chairwoman Allen.

**AFD
Endorsed**



Do you have a drug card?

AFD offers eligible members Blue Cross Blue Shield Blue Care Network of Michigan coverage through AFD's sponsored program for groups from 1 to 99 employees. The program guarantees coverage regardless of your medical condition and includes a drug card (dental and vision available for groups of 5 or more).

Networks Available
Managed Traditional

Blue Choice POS
Blue Care Network HMO

Carry the Blue card that is honored by more doctors and hospitals in Michigan than any other health insurance card.

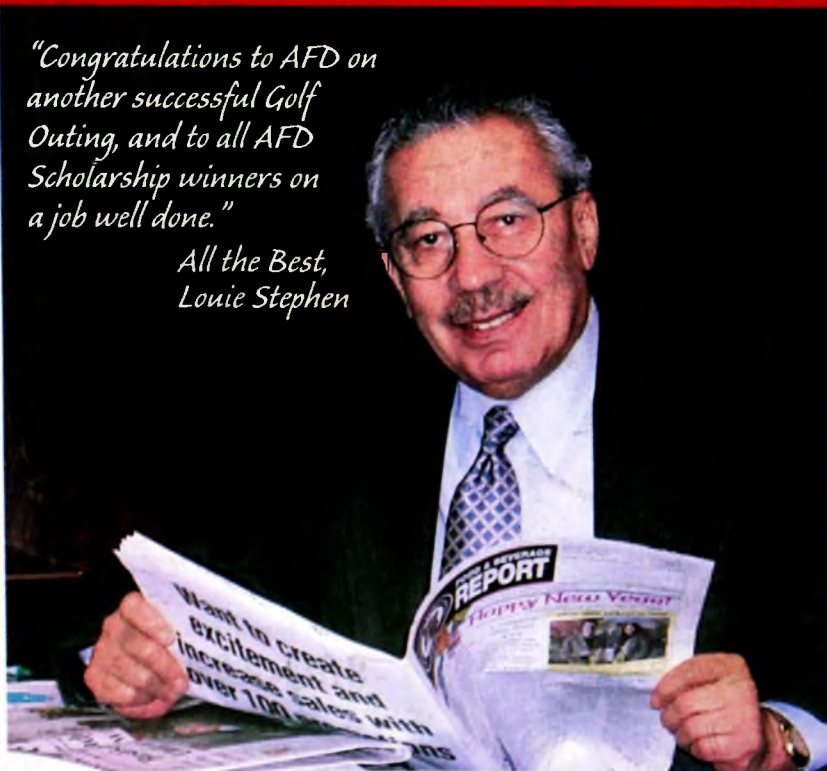
For information on AFD's endorsed Blue Cross program available to AFD members, call: **Sheila at (800) 666-6233 or sreeves@afdom.org**



Stephen's Nu-Ad prints for Detroit's Finest:

"Congratulations to AFD on another successful Golf Outing, and to all AFD Scholarship winners on a job well done."

*All the Best,
Louie Stephen*



Michigan wines receive prestigious awards

Michigan wines and wineries are in the media spotlight lately; and it's not just in Michigan, it's happening across the country. The reason? Michigan wines have been winning a significant number of top awards at regional, national and international wine competitions.

Over the course of four days in March, more than 3,000 wines from around the world were judged at the Tasters Guild International Wine Competition. Michigan wines were awarded 25 Gold Medals and two Double Gold. A Double Gold Medal is awarded when all judges on two separate panels are in agreement on the Gold Medal status of a wine. St. Julian Wine Co. of Paw Paw received the most awards for Michigan, with one Double Gold and 10 Gold Medals. Chateau Grand Traverse, Old Mission Peninsula, also had a Double Gold; and Bel Lago Vineyard and Winery, Leelanau Peninsula, had five Gold Medals.

In May, the largest and most prestigious competition in America, the Los Angeles County Fair "Wines of the Americas" competition awarded a Best of Class to Tabor Hill Winery's 2002 Traminette, a hybrid grape variety similar to Gewurztraminer. According to Mike Merchant, winemaker at Tabor Hill, "Traminette is selling really well in our tasting rooms, too. We just wish we had more available." In addition, Gold Medals were awarded to the Tabor Hill 2002 Semi-Dry Riesling and the Chateau Grand Traverse 2002 Late Harvest Riesling. Tabor Hill is in the Lake Michigan Shore region of southwest Michigan.

At the International Eastern Competition, also in May, Old Mission Peninsula wineries had an impressive showing. Peninsula Cellars won trophies for Best Riesling and Best White Wine of the competition with their 2002 Semi-Dry Riesling. In addition, Chateau Grand Traverse received a Double Gold Medal for its 2002 Late Harvest Riesling as well as seven Silver Medals.

Peninsula Cellars Winemaker Bryan Ulbrich said, "I wish I had more of the semi-dry to sell, but people who are patient will find that six months from now our Select Riesling 2002 is actually the better wine. We selected the best batches for that one." Chateau Grand Traverse's Sean O'Keefe said the awards confirm his belief that Riesling is the signature grape of his region.

To learn more about the wineries and vineyards of Michigan, call (800) 292-3939 or visit www.michiganwines.com. For more information about the Michigan Wine and Food Festival, call (800) 600-0307 or visit www.palacenet.com.

Dr. Pepper/Seven Up makes a bid to gain customer loyalty

Dr Pepper/Seven Up is looking for the highest bidder—and hoping to gain a legion of loyal customers with the launch of LiquidLoot.com, the soft-drink company's consumer-loyalty program and Web site presented by eBay.

At LiquidLoot.com, consumers will be able to bid on music concert trips, autographed movie collectibles, electronic equipment, etc. As part of the LiquidLoot.com promotion, consumers will be able to collect points from specially marked Dr.

Pepper/Seven Up soft-drink products, including 12-packs, 2-liters and 20-ounce bottles of 7 Up, Diet 7 Up, Cherry 7 Up, Sunkist Orange Soda, dnL, A&W Root Beer and Canada Dry Ginger Ale, and use the points to bid on music and entertainment-oriented merchandise and experiences in an online auction-style promotion.

"All of us at Dr Pepper/Seven Up are very excited about the introduction of LiquidLoot.com and are looking forward to rewarding our

consumers for their loyalty... by providing fun and unique items, and experiences to bid on using their LiquidLoot points," said Holly Mensch, vice president of marketing and innovation for Dr Pepper/Seven Up. "In addition, this promotion allows our brands to capitalize on eBay's reach to more than 69 million registered users, while utilizing the fun of online auctions to engage consumers, drive loyalty and frequency of purchase."

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Lottery.

Continued from pg. 20

Date: July 30, 2002
Game: Mega Millions
Prize: \$175,000
Winning #'s: 02-06-22-27-44 Gold Mega Ball 01 (match first five)
Retailer & City: Cracker Barrel Party Center, Canton
Date: February 11, 2003
Game: Mega Millions
Prize: \$175,000
Winning #'s: 18-20-23-48-49 Gold Mega Ball 10 (match first five)
Retailer & City: Mr. C's Pizza & Deli #2, Grosse Pointe Farms
Date: May 13, 2003
Game: Mega Millions
Prize: \$175,000

Winning #'s: 17-20-47-49-50 Gold Mega Ball 34 (match first five)
Retailer & City: Pilot Travel Center #019, Bridgman

New Instants. Customers will have eight more reasons to visit your stores this July, when our newest instant games debut. On July 3, hopefully diamonds will be everyone's best friend with the \$2 "Diamond Dollar Bingo," offering a \$30,000 top prize. The \$10 "Money Carlo" bonus game will also make its debut on July 3, featuring a \$500,000 top prize. The temperature outside won't be the only thing that is red hot as the \$2 "Red Hot Doubler," with a \$35,000 top prize. It will hit store counters on July 10. The Lottery will

unveil its newest \$20 instant ticket, which offers a \$2 million top prize and more than 1,000 prizes of \$1,000, on July 17 -- "\$2,000,000 Fortune." Also on July 17, the \$1 "Hit \$50," with a \$500 top prize and more than 10,000 \$50 prizes, goes on sale. The \$2 "Cool Hand Loot," offering a \$21,000 top prize, hits Lottery retailer ticket counters on July 24. Finally, the \$5 "Big 5," featuring a \$55,000 top prize, goes on sale on July 31. Also in July, the player favorite -- "Bingo Mania" -- is back at stores statewide, offering a \$300,000 top prize.

Classifieds

FOR SALE—68 feet of Tyler service meat case—\$3,400.00. 36 feet of Tyler service deli case—\$1,800.00. 16 feet of self-service, open cheese case, 3 decks—\$2,000.00; (2) Hatco food warmer merchandisers, large capacity, will hold up to 20 rotisserie chickens—\$1,000.00 each. Remodeling store—all equipment in perfect condition. Market Square, 1964 Southfield Road, Birmingham, MI 48009. Phone 248-644-4641; Fax 248-644-1849.

1997 24' SEARAY SUNDANCER—Low mileage, sleeps 4, galley. Call Mary at 734-262-5983.

FULL LINE CONVENIENCE STORE—with Mini Storage! What an opportunity! Totally updated structure & top of the line equipment! Includes beer, wine, liquor and lotto license. Gasoline. Cigarettes, Groceries, Pop, Coffee, Cappuccino, slushes, Sandwiches and Pizza. Located in thumb area. Call today on CO-797. Wonderful recreational land, 108.6+ acres in Sanilac County \$239,000. Call Barb at Osentoski Realty at (989) 672-7777.

BANQUET HALL & RESTAURANT FOR SALE—Hamtramck. Includes real estate & everything 10,000 sq. ft. + Good money maker \$560K. Call for FREE recorded info 24 hours—877-533-8360 ID#2018.

RECENTLY VACATED—21,000 square foot lease space for grocery store. Just remodeled, new equipment, excellent location on high volume street in Saginaw. Great opportunity. call 216-595-0780.

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

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

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

COMPLETE DISHWASH SETUP—Hobart Commercial AM-14 Dishwasher with large wraparound 4 piece stainless workstation, complete with preheater and large 3-compartment sink—\$4,995 or best offer. Other equipment also available at liquidation prices. 989-876-8236—Tom.

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.

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

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 parts, booths and gas stations. All brands. **ABUL Pyrochem Range Guard**, Servicing Southeastern Michigan 24/7. Call Alan Ross at GALLAGHER FIRE EQUIPMENT—800-452-1540.

COUNTRY PARTY STORE—Owner retiring. Beer, wine, lotto. Salem Township. Only \$45,000. Ask for George (313) 460-9194.

FOR SALE—1) 12 Berkel electronic scales & computer & software—\$500 each or all for \$4,000. 2) 68-foot custom wood knee knocker bread rack—\$100 for all displays along front of deli or meat counter. 3) Slow Cooker & Hold Oven (needs 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.



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or (248) 557-9600

Parents picking prepaid cards for teens

Prepaid cards are a growing category for convenience stores—and the category is likely to continue growing thanks to recent endorsement by parents.

Survey research released by Visa USA reveals that parents of Visa Buxx cardholders prefer prepaid cards for their teens because they are an effective payment method for emergencies and safer than carrying a pocketful of cash when teens are away from home.

Visa Buxx prepaid cards are

funded in advance and controlled by parents. When teens make purchases, they are drawing from a limited amount of funds predetermined by their parents.

According to Visa USA research, the top reason parents cited for deciding to get their teen a Visa Buxx prepaid card was for travel. Also, 96 percent of parents cited safety as a major benefit of their teen's card, saying that it was safer than carrying cash, which could be easily lost or stolen. Ninety-three percent said that prepaid cards were an effective method of payment in an emergency.

"Parents find that Visa Buxx cards are helpful in cases of emergency because they can add funds instantaneously over the Internet or by phone," said Rhonda Bentz, director of public affairs at Visa USA. "If a teen has a flat tire and needs immediate funds, all the parent has to do is log on or make a quick phone call, and parents like that assurance."

Visa USA research shows that 81 percent of parents of Buxx cardholders say it is important to them that their teens have this prepaid payment card to be used on class trips

and summer vacations. Parents also say that the prepaid credit card provides a powerful financial

teaching tool because managing the prepaid amount on the card helps teens learn budgeting skills.

"Many parents view prepaid cards as safer than cash because if the card is lost or stolen, cardholders have zero liability for any unauthorized purchase," said Bentz.



"With Visa Buxx, parents have the ability to control and monitor the account while giving their teen some independence to make financial decisions during their trip," she added. "Families like the prepaid Visa Buxx system because everyone participates in the process of teaching teens how to budget, from the oversight parents have of funds to the hands-on experience teens get with payment cards before they're out on their own."

Points reward system is a growing trend

Four grocery stores in the Seattle area are reviving the S&H Green Stamps, which were popular during the 1960s and '70s. Shoppers can redeem points for discounts on store merchandise or exchange them for free products on S&H's catalog or Web site, or they can spend them with S&H retail partners, including Avon, Eddie Bauer, CompUSA, Sur La Table and others.

—The Seattle Times

Helpful numbers to keep on hand

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

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

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

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Contact your Taylor Consultant Paul Nelson at
1-800-292-0031

Miller Brewing Company to sponsor Harley-Davidson® 100th Anniversary

This summer, as hundreds of thousands of Harley Davidson enthusiasts make the pilgrimage to Motorcycle Mecca, Miller Brewing Company is launching a number of initiatives to commemorate the 100th Anniversary of its Milwaukee neighbor. The culmination of the Harley Davidson 100th Anniversary celebration will take place with a party in Milwaukee this August, but consumers nationwide will have an opportunity to celebrate a century of an American classic throughout the summer, thanks to the official malt beverage sponsor of the celebration.

The excitement will kick off in



June with the unveiling of commemorative Miller Lite and Miller Genuine Draft 24-ounce cans in honor of the 100th Anniversary of Harley-Davidson. There will be eight limited-edition cans available to consumers, with each can featuring a look back at Harley-Davidson history from the 1903 first Harley-Davidson motorcycle to today's 100th Anniversary Fat Boy motorcycle. Legal-drinking-age consumers can purchase the cans wherever Miller Lite and Miller Genuine Draft are sold, but these special edition cans will only be on retail shelves until August.

"Miller is thrilled to be raising its collective glasses to Harley-Davidson in honor of such a momentous occasion," said Donna Lorr, brand promotions manager for Miller Brewing Co. "What could be better than two classic American companies teaming up to bring consumers the ultimate summer experience."

The party continues throughout the summer as consumers will have additional opportunities to take part in the Harley-Davidson 100th Anniversary. Miller will give away 100 Harley-Davidson motorcycles to consumers throughout the country via www.millertime.com or through local promotions in their hometown. The celebration will be capped off in August as Miller will award trips to the "Party of the Century," a Milwaukee event that promises to be the world's largest Harley-Davidson Bash.

Miller Brewing Company and Harley-Davidson have been Milwaukee neighbors for a hundred years. The two companies reside across the street from each other on Highland Avenue on the city's west side and have been an integral part in shaping the city's economy.

St. Louis-based Zipatoni developed the promotional program for Miller's celebration of the Harley-Davidson 100th Anniversary, as well as out-of-home advertising to support the program. Ogilvy&Mather/New York developed print and radio advertising.

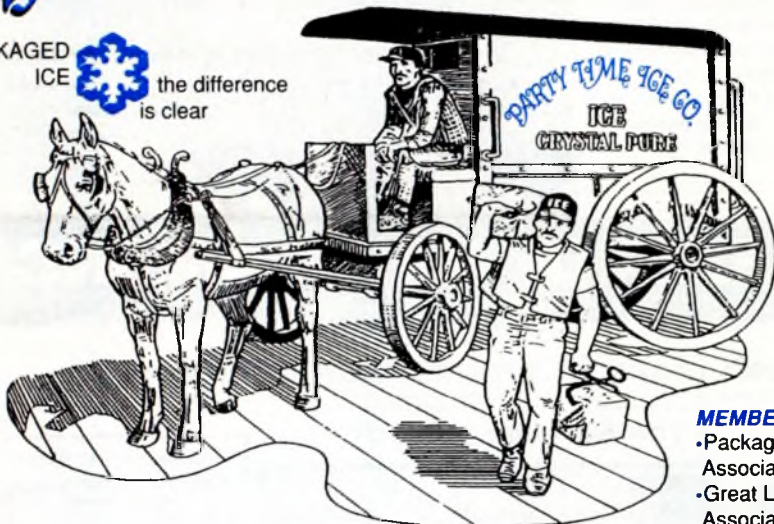
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State of Michigan!



Rice Krispies celebrates 75th Anniversary with a jingle-singing contest

"The Talking Cereal" is hosting a singing contest to celebrate Rice Krispies' 75th anniversary.

Rice Krispies' Jammin' Jingle Contest kicked off with a special "Casting Call" event held in Nashville at the Country Music Association's annual Fan Fair. At Fan Fair, kids aged 4 to 12 had the opportunity to appear with Snap! Crackle! Pop! and perform the latest Rice Krispies jingle. Fan Fair's aspiring performers will be eligible to enter the national contest and win the Jammin' Jingle Contest's grand prize: a VIP trip to the annual Country Music Association Awards on November 5, in Nashville.

Kellogg is planning to host Jammin' Jingle events across the country, including Detroit, Los Angeles, New York, Orlando and San Francisco. Rice Krispies' fans can also enter the contest by following directions on Rice Krispies cereal boxes or by logging on to www.ricekrispies.com

Michigan Department of Agriculture responds to BSE in Canada

By Dan Wyant, Michigan Department of Agriculture Director

Michigan is an active partner with the U.S. Department of Agriculture (USDA) and Food and Drug Administration (FDA) in efforts to help ensure that the state and country remain free from Bovine Spongiform Encephalopathy, or BSE.

Since the announcement of BSE in Canada last month, the Michigan Department of Agriculture (MDA) has been in consultation with both federal veterinary animal health officials and food safety officials, Governor Granholm's office, and many of the state's food and agriculture industry organizations.

The federal government has authority and jurisdiction over such international animal health issues. MDA supports the actions of USDA and FDA as prudent and appropriate. These are important precautionary measures to take until investigators know more about what initially appears to be an isolated case in Canada.

Extensive safeguards, referred to as the "triple firewall," have been put in place over the past 14 years to prevent the possibility of BSE. Specifically:

- The first critical firewall is ensuring appropriate import controls. As early as 1989, USDA banned the import of cattle from countries with BSE. USDA continues to review and adjust import controls as necessary.
- The second critical firewall is ensuring careful surveillance. USDA Food Safety Inspection Service veterinarians are stationed at all federally-inspected slaughter establishments and check cattle for signs of disease, including BSE. Any animal with signs that could possibly be indicative of BSE are removed from the plant and further tested. Just last year, nearly 20,000 cattle were tested for the disease, all of which tested negative.

- The third critical firewall is ensuring that all Michigan and U.S. cattle are fed only approved feed. Since 1997, the U.S. Food and Drug Administration has banned the feeding of any protein derived from mammals to ruminant animals (cow, sheep, bison, goat, deer, elk). In Michigan, inspectors have checked each of the states approximately 225 livestock feed manufacturers regularly since 1998, and will continue to inspect all firms regularly to assure continued compliance.

MDA will continue to work closely with its federal, state, local, university and industry partners to maintain the safety and wholesomeness of our state and nation's food supply.

Whole Foods Market first national certified organic grocer

Quality Assurance International (QAI, Inc.), global leader in organic certification services, applauded the successful efforts of Whole Foods Market in earning QAI Organic Certification for Retailers.

"Through its pursuit of this voluntary organic certification, Whole Foods Market has demonstrated, once again, its commitment to the organic consumer and to the preservation of the integrity of organic consumer and to the preservation of the integrity of organic foods from field to shopping cart," said Ellen P. Holton, QAI Director of Marketing.

Though retailers currently fall within the exclusions of the USDA's

National Organic Program's required organic certification, grocers must continue to demonstrate organic compliance. In order to gain QAI organic retailer certification, grocers must verify current organic certification status of products; maintain an extensive record-keeping process that demonstrates the audit trail of organic product is intact; ensure organic products are appropriately protected from comingling with conventional products and contamination with prohibited materials; thoroughly train employees in the handling practices of organic products; and open

facilities to on-site inspections among other requirements.

"The implications of Whole Foods Market's recent organic certification are significant. Clearly, the organic consumer has been given an even greater sense of confidence in the marketplace. Moreover, as other conscientious retailers follow Whole Foods Market's lead and successfully earn QAI organic retailer certification, they too, will gain the ability to close the loop in preserving organic integrity that will exponentially raise the confidence level of even more organic consumers," said Holton.

Attention Food and Beverage Industry:



Food & Beverage Report MEDIA INFO & DATA

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| | |
|----------------|---------------------------------------------|
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| 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 "Independents' Day" |
| September..... | AFD/Beverage Journal Show/Wine & Spirits |
| October..... | "Made In Michigan" |
| November..... | Holiday Features |
| December..... | Industry Trends |

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| 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 |
| Taystee Bakeries | (248) 476-0201 |

BANKS:

| | |
|------------------------|----------------|
| ATM of America | (248) 358-2547 |
| ATM of Michigan | (248) 427-9830 |
| Comerica Bank | (313) 222-4908 |
| 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:

| | |
|---------------------------------|----------------|
| Absopure Water Co. | 1-800-334-1064 |
| Allied Domecq Spirits USA | (248) 948-8913 |
| American Bottling | (313) 937-3500 |
| Anheuser-Busch Co. | (800) 414-2283 |
| Bacardi Imports, Inc. | (248) 476-6400 |
| 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 | (248) 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 |
| Joselite Wines, Inc. | (313) 538-5609 |
| Kings Orchards | (877) 937-5464 |
| Leelanau Wine Cellars | (231) 386-5201 |
| McCormick Distilling Co. | (586) 254-5650 |
| Michigan Grape & Wine | |
| Industry Council | (517) 373-1104 |
| Miller Brewing Company | (414) 259-9444 |
| National Wine & Sprts | (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 |
| Pernod Ricard USA | (630) 922-6484 |
| Petipren, Inc. | (586) 468-1402 |
| Schul Coffee Co. | (616) 956-6815 |
| Seven-Up of Detroit | (313) 937-3500 |
| Stony Creek Brewing Co. | (313) 299-5411 |
| Tri-County Beverage | (313) 584-7100 |

BROKERS/REPRESENTATIVES:

| | |
|---------------------------|----------------|
| Aconia-PMI | (734) 737-1250 |
| Bob Arnold & Associates | (248) 646-0578 |
| CrossMark | (734) 207-7900 |
| Hanson & Associates, Inc. | (248) 354-5335 |
| J.B. Novak & Associates | (586) 752-6452 |
| S & D Marketing | (248) 661-8105 |

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 |
|------------------------|----------------|

EGGS & POULTRY:

| | |
|---------------------|----------------|
| Linwood Egg Company | (248) 524-9550 |
|---------------------|----------------|

FRESH PRODUCE:

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

ICE PRODUCTS:

| | |
|-------------------------|----------------|
| International Ice, Inc. | (313) 841-7711 |
| Party Time Ice Co. | (800) 327-2920 |
| 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 |
|------------------------|----------------|

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 |
| Niklas Distributors (Cabana) | (248) 582-8830 |
| Rocky Peanut | (313) 871-5100 |
| Variety Foods, Inc. | (586) 268-4900 |

PROMOTION/ADVERTISING:

| | |
|-------------------------------|----------------|
| Enterprise Marketing | (616) 531-2221 |
| Huron Web Offset Printing | (519) 845-3961 |
| 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) 932-4026 |

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 |
| Al 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 |
| Binn & Binn Investment Co. | (248) 540-7350 |
| BMC Grocery Systems Specialists | (517) 485-1732 |
| Business Machines Co. (BMC) | (517) 485-1732 |
| C. Roy & Sons | (810) 387-3975 |
| Canteen Services | (616) 785-2180 |
| Cateraid, Inc. | (517) 546-8217 |
| Central Alarm Signal | (313) 864-8900 |
| Check Alert | (231) 775-3473 |
| Cherry Marketing Institute | (517) 669-4264 |
| Clear Rate Communications | (248) 968-4290 |
| Closed Circuit Communications | (248) 682-6400 |
| 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 |
| Financial & Marketing Ent. | (248) 541-6744 |
| FMS Accounting & Payroll Providers | (615) 294-4055 |
| Follmer, Rudzewicz & Co., CPA | (248) 355-1040 |
| Gadaleto, Ramsby & Assoc. | (800) 263-3784 |
| Goh's Inventory Service | (248) 353-5033 |
| Great Lakes Data systems | (248) 356-4100 |
| 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 Electric, 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 |
| Quality Inventory Services | (586) 771-9526 |
| REA Marketing | (989) 386-9666 |
| Sagemark Consulting, Inc. | (248) 948-5124 |
| 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 |
| Variatex 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) 427-5890 |
| 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) 254-0000 |
| 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:

| | |
|--------------------------------|----------------|
| Amendi Corp. | (734) 242-2411 |
| Brownwood Acres | (231) 599-3101 |
| Calverlee Supply | (586) 979-1370 |
| Capital Distributors | (800) 447-8100 |
| Central Foods | (313) 933-2000 |
| Consumer Egg Packing Co. | (313) 871-5090 |
| CS & T Wholesalers | (248) 582-0000 |
| D&B Grocers | (313) 928-5901 |
| Dearborn Sausage | (313) 842-2375 |
| Decanter Imports | (248) 446-4500 |
| Deli Style Jerky | (734) 453-6300 |
| EBY-Brown, Co. | 1-800-532-9200 |
| Economy Wholesale Cash & Carry | (313) 922-0000 |
| Elegance Distributors | (517) 663-8100 |
| Energy Brands | (231) 223-9400 |
| Epstein Distributing Co. | (248) 646-3500 |
| Fleming Company | (330) 879-5600 |
| Food Services Resources | (248) 738-6000 |
| General Mills | (248) 960-5200 |
| Great North Foods | (989) 356-2500 |
| Hamilton Quality Foods | (313) 728-1500 |
| I & K Distributing | (734) 513-8200 |
| International Ice | (313) 841-7711 |
| International Wholesale | (248) 544-8200 |
| Interstate Brands/ | |
| Wonder Bread/Hostess | (586) 792-7580 |
| Jerusalem Foods | (313) 538-1500 |
| Kaps Wholesale Foods | (313) 567-6700 |
| Karr Foodservice Distributors | (313) 272-6400 |
| Kay Distributing | (616) 527-0100 |
| Kitchen Et Cetera | (313) 567-6000 |
| Kramer Food Co. | (248) 851-9900 |
| L&L Jiroch/J.F. Walker | (517) 787-9000 |
| L.B. Enterprises | (517) 546-2000 |
| Liberty Wholesale | (586) 755-3000 |
| Lipari Foods | 1-586-447-5100 |
| Mexico Wholesale | (313) 554-0310 |
| Michigan Quality Sales | (313) 255-7000 |
| Nash Finch | (989) 777-1100 |
| Niklas Distributors (Cabana) | (248) 582-8830 |
| Norquick Distributing Co. | (734) 254-1100 |
| Potok Packing | (313) 893-4228 |
| Preferred Brands | (313) 381-4000 |
| Robert D. Arnold & Assoc. | (810) 635-4000 |
| Roundy's | (419) 220-5100 |
| S. Abraham & Sons | (616) 453-0000 |
| Schul Coffee Co. | (616) 956-6815 |
| Sherwood Foods Distributors | (313) 366-5100 |
| Spartan Stores, Inc. | (734) 455-0000 |
| Suburban News: Southfield | (248) 940-0000 |
| Flint | (810) 785-4200 |
| SuperValu Central Region | (937) 374-7000 |
| Tiseo's Frozen Pizza Dough | (586) 566-0000 |
| Tom Macci & Son, Inc. | (313) 567-6700 |
| Tony's Pizza Service | (616) 780-0000 |
| U.S. Ice Corp. | (313) 800-0000 |
| Value Wholesale | (248) 963-0000 |
| Weeks Food Corp. | (586) 727-0000 |
| Wine Institute | (313) 887-0000 |

ASSOCIATES:

| | |
|----------------------------|----------------|
| American Synergistics | (313) 427-0000 |
| Canadian Consulate General | (313) 567-2000 |
| Livernois-Davison Florist | (248) |

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