



# FOOD & BEVERAGE REPORT

Associated Food Dealers  
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November 2003

**Working hard for our members.**

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Some great photos from the show floor.

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**Yes to recycling, no to bottle bill!**

A revamp is recommended.

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## It'll be a ball!

It's time to think ahead to AFD's Annual Trade Dinner and Ball. This time our theme is Casablanca! The date is Friday, February 6 so mark your 2004 calendar now! Please see page 19 for details.



# HAPPY THANKSGIVING

*Trend spotting at the AFD Beverage Journal Holiday Show*

## Spirits will be blue this Christmas

By Michele MacWilliams

Well, maybe aqua. Based on the colors of the spirits displayed at the recent AFD Beverage Journal Holiday Show, aqua is definitely the "in" color for the holidays. The products use different liquors as bases and they're all blends, but the similarity in color is startling. Destinee, Tarantula, Artic, Hpnnotiq and others glimmer like aquamarine jewels. Here's the scoop on the aqua concoctions:

Joe David of McCormick Distillers says that Tarantula is a citrus-flavored tequila. The company has come up with a ready-to-drink blue margarita



four-pack using Tarantula as its base.

Artic is Italian vodka fused with 100 percent fruit. Reborn in 2002, the company was purchased by Illva Saronno, who gave it new packaging



and a patented label. According to Jeff Hummer of Larid & Co, the same person who designed the Ferrari designed the bottle.

According to Sam Shammas, Destinee is a vodka/Cognac/tropical fruit flavor blend that has a popular price point of \$19.97 for a fifth. The 34-proof liquor shimmers like a jewel on store shelves.

See Blue Christmas, page 14.



## Liquor retailers closer to seeing relief



With AFD leading the way, off-premise liquor licensees may soon be permitted to mark-up prices on distilled spirits under substitute House Bill 4458, reported by the House Regulatory Committee on Tuesday, October 14.

The committee voted 9 - 0

to de-regulate the selling price, allowing retailers to sell spirits above the state set minimums but not below them. Additionally the unanimously-adopted amendment would have liquor taxes levied only on the minimum price set by the LCC rather than the final retail price.

The bill will now go to the House floor to be voted on by the entire House of Representatives and if successful there, it would go through the same process in the Michigan Senate.

AFD will continue to push for this legislation to pass and will keep you informed of its progress.

## It's Turkey Time!

Each year, with Autumn's arrival, comes AFD's annual Turkey Drive. In its 23rd year, AFD and its members provide Thanksgiving turkeys for needy families across the Metro Detroit area. AFD's Charitable Activities

Committee has pledged to raise enough money to provide turkeys for 1,700 needy families. But they can't do it alone. Please see page 4 for details.



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



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HAPPY  
HOLIDAY  
SEASON!**

*From The Pepsi Family*





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#### President's Message

## Helping others has its rewards



By Mike Sarafa  
AFD President

We are approaching the time of year when charities begin their big holiday donation push. Sometimes it seems that just about every time the phone rings, it's someone asking for money. However, doing something good for your community can also be good for your business. Participating

in charitable activities can boost your store's image, build goodwill (and business) in the community, and even help recruit and retain employees.

There are several ways that retailers can contribute to charity, including monetary donations, food donations and volunteer work. Each type of contribution has its rewards, but there can be pitfalls as well, so retailers should do their homework before making a commitment. Here are some suggestions from the National Association of Convenience Stores:

#### Monetary Donation

If you wish to make a monetary donation, make sure you do your research. Stick with organizations that you know and trust.

#### Food Donation

Contact your local food banks to find out what is involved in the process. Some food banks provide donors with storage containers and offer staff training so that employees will learn how to pack and store the

donations to ensure proper food safety. Before you begin donating, check out the Good Samaritan Food Donation Act, which provides donors with some protection in the event someone becomes ill from donated food.

#### Volunteer Work

When choosing to donate your time, make it a company event and get your employees involved as well. Find an organization that complements your company's philosophy and that your employees are interested in supporting. Tell your employees what cause the charity supports, how your store is going to support the charity and how they can get involved.

When choosing a charity, keep in mind the following pointers:

- Look for an organization with a proven track record.
- Make sure the assets are secure.
- Find out their policy on privacy.
- Check out the board of directors.
- Match up your current skills or skills you would like to learn with the charitable organization.
- Find a charity that matches your company's philosophy and that your employees will support.

## The Grocery Zone

By David Coverly



#### AFD's charitable solution – join our Turkey Drive!

When looking at NACS' suggestions for choosing a charity, AFD's Annual Turkey Drive fits all the criteria. We've been providing turkeys to needy families for 23 years now, and with the support of our generous members, we will once again put a turkey on the table of 1,700 Metro Detroit needy families. However, we can't do it without your help. Jim Garmo, the AFD Charitable Activities Co-Chair, is asking for your support. Let's not let him down! Please see his article and donation form on the next page.

I believe that all of us in the food industry are truly blessed and have many reasons to give thanks. AFD's Annual Turkey Drive provides an opportunity to unite for a great cause, give something back to our community and make the Thanksgiving holiday season a bit brighter for over 1,700 disadvantaged families. In closing, I would like to wish all AFD members a very happy Thanksgiving.

# It's time for our annual Turkey Drive

By Jim Garmo

AFD Charitable Activities Co-Chair

For the 23rd year, AFD is sponsoring its annual Turkey Drive. The Charitable Activities committee has pledged to put a Thanksgiving turkey on the table of over 1,700 metro Detroit families that may not otherwise be able to enjoy this special meal.

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

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

The list of charities that receive turkeys is extensive and covers a

good part of the Metro Detroit area. There is a real good chance that at least one of the organizations receiving turkeys is in the neighborhood of your place of business.

We need your help! AFD welcomes all donations, large or

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

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

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I will provide Thanksgiving turkeys for:

- \_\_\_\_\_ 20 families at \$200
- \_\_\_\_\_ 40 families at \$400
- \_\_\_\_\_ 50 families at \$500
- \_\_\_\_\_ 100 families at \$1,000

Signature \_\_\_\_\_

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

## Payment Method:

By check:

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

By credit card:

Circle one: MC Visa

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

# Calendar

November 24-25

**AFD Annual Turkey Drive**  
Metro Detroit  
(248) 557-9600

February 8, 2004

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

February 9-11, 2004

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

April 20-21, 2004

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



## Estate Planning With Life Insurance – What You Should Know

By: Randall A. Denha, Esq.\*

Most people don't realize it, but unless you plan carefully, there's a good chance the government will end up as a major beneficiary of your life insurance policy. While it is true that life insurance death benefits are paid income-tax-free to the beneficiary, the proceeds are generally counted as an asset of your estate for estate tax purposes.

### The Problem

Consider a client who passed away as a result of cancer in her mid-40s. Much of her sizable estate passed to her husband estate-tax-free, but among the assets that didn't was a \$100,000 insurance policy that named her son as beneficiary. Before her son could claim the cash, Uncle Sam scooped up \$45,000 of it.

The problem was that she bought the insurance herself and held the policy in her own name. When she died, according to the tax law, the payout became part of her taxable estate. What she should have done and what I advise clientele is to place the policy into an irrevocable life insurance trust ("ILIT"). Then the \$100,000 death benefit would have gone to her son both income and estate tax-free and could have grown into more than enough to cover his college tuition. It's an all too common mistake.

### What to Do

If your life insurance beneficiary is your spouse, generally there's no issue (unless of course your spouse predeceases); assets pass estate tax-free between husbands and wives no matter what the amount (as long as the spouse is a U.S. citizen). But if the beneficiary is anybody else, there are two paths to follow:

1. Have a trust (i.e., ILIT) buy the policy in the first place so that you are never the owner. That way, the policy is never a part of your taxable estate, but you can still designate as beneficiary whomever you want.
2. If you already have policies that may generate an estate tax liability, place them in an ILIT. But be aware that there are some complications. First, to eliminate deathbed transfers, the government mandates that you must survive the transfer by three years or your estate will be taxed anyway. Second, if the cash value of the policy — what you would get if you cashed the policy in now instead of when you die — is more than \$11,000, the transfer may use up part of your gift and estate tax exemptions, unless certain notices (i.e., Crummey Notices) are given to beneficiaries.

In the second case, you may want to set up the trust with multiple beneficiaries. That way you can transfer up to \$11,000 in cash value

per beneficiary without any negative tax implications. Still, you'll need a competent estate planning attorney to help you do the deal. I have always maintained that "Moving a life insurance policy is the easiest way to transfer wealth estate-tax-free."

\*Randall A. Denha of Cox, Hodgman & Giamarco is an attorney specializing in the areas of estate planning, wealth transfer planning and asset protection planning for high net worth individuals. Mr. Denha is an instructor at Oakland University's Certified Financial Planning Program. He is a frequent lecturer for various associations such as the Michigan Association of Certified Public Accountants (MACPA), Michigan Association of Osteopathic Family Practitioners (MAOFP), banks, life insurance companies and brokerage firms. Recently, Mr. Denha appeared in *Forbes* magazine in an article titled, "Partners, but not with the IRS."

Mr. Denha utilizes advanced estate planning techniques that go beyond the basics in Wills and Trusts that truly seek to shift wealth to the next generation, allow senior generation members to retain control and most of all disinherit one person — Uncle Sam.

### Statement of Ownership

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We are family-owned and have been in business since 1988. In recent years, we have been affiliated with the Better Business Bureau, the Associated Food Dealers and the Michigan Chamber of Commerce. We strive for excellence in our customers' satisfaction while always looking for better ways to fulfill their needs. We do provide in-store service on your racks and displays. This allows us to keep your business current in all the outcoming magazines as they are given to us. As always, you, as a retailer, have the option to refuse any magazines that you feel might be inappropriate for your store.

On behalf of all the employees and management of Suburban News/Magazines, we thank you again for your loyalty and support. To the new businesses with us, we will strive to bring you the same faithful service and dependability that you should expect from a shared interest.

Sincerely,

*Tony Kassab*

Owner, Suburban News/Magazines





## New \$20 bill enters circulation



A new, more colorful \$20 bill entered circulation recently. Banks received the new bills and

began distributing them to customers. The U.S. Bureau of Engraving and Printing (BEP) said it will take days

or even weeks for the bills to make their way to all communities in the United States and internationally. The

green, peach and blue-colored bills will co-circulate with the old \$20 bills.

Events marking the first purchases with the new \$20 notes were held in more than 30 U.S. cities and similar events will be held internationally.

"This is a historic milestone on two fronts: for the first time in modern history, U.S. currency features background colors other than black and green, and more importantly, this currency is the most secure U.S. currency ever, to protect against counterfeiting," said Tom Ferguson, BEP director.

The most noticeable difference in the new \$20 bill is the mix of colors. Color adds complexity to the note, making counterfeiting more difficult. The new bill maintains the traditional U.S. currency appearance and size and uses enhanced versions of the portraits and historical images of Andrew Jackson on the face of the note and the White House on the back. The redesign also features new symbols of freedom—a blue eagle in the background and a metallic-green eagle and shield to the right of Jackson's portrait.

The revamped \$20 bill retains three security features that were introduced in the late 1990s: a watermark, security thread and color-shifting ink.

New designs for the \$50 and \$100 bills are slated to be introduced in 2004 and 2005, respectively. Different colors will be used for each denomination, said the BEP. Redesigns of the \$5 and \$10 notes are being considered, but the BEP said that the \$1 and \$2 bills will not be changed.

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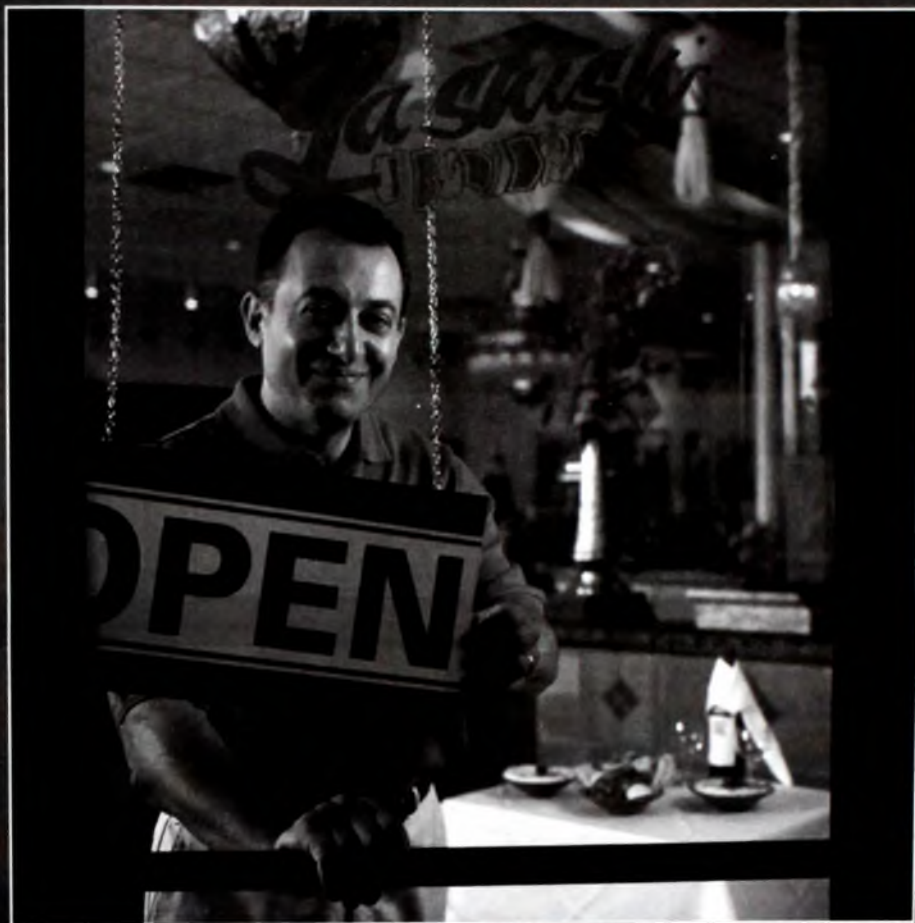


## Chocolate may become Hawaii's next big crop

Hawaii state legislators have approved \$10 million in bonds to help Hawaii Gold Cacao establish the state as a prolific chocolate producer. The company sees Hawaii's proximity to Asia, where chocolate consumption is a fraction of what it is in the U.S. and Europe, as a potential benefit.

-San Jose Mercury News

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## Readers respond to Reverse Vending article

*Editor's Note: In the September issue of the AFD Food & Beverage Report, AFD president, Mike Sarafa wrote an article about escalating costs of reverse vending. The two letters below are in response to Mr. Sarafa's article.*

Dear Mike Sarafa,

The history of reverse vending machines (RVMs) in Michigan does not support your call for soft drink and beer distributors to pick up some of the retailers' costs involved with reverse vending.

It is important to remember the RVMs were not something the beverage distributors wanted or sought. Indeed, the distributor community voiced significant misgivings, but the retailers insisted upon their introduction because of the financial savings it provided the retailer. The distributor did not legally have to accept the commingled containers coming from the RVMs, but finally reluctantly went along with the retailers to accommodate them and the financial gain it provided them.

In addition, distributors set up and operate the third party pick-up system for larger stores with RVMs. This was done to accommodate the retail community and increase the efficiency of their use of RVMs.



This was a significant, new out of pocket expense that the distributors pay for every week.

So indeed, Mike, the history of RVMs in Michigan actually shows that the distributor community has already accommodated the retail community – twice – both operationally and financially. We hope this background does not get lost or ignored as time goes on.

Sincerely,  
William E. Lobenherz  
Michigan Soft Drink Association

Dear Mr. Sarafa:

I am writing in regard to the conversation we had last month. We spoke about the article which was published in the September issue of your *AFD Food & Beverage Report*.

We discussed the article which was headed, "Reverse vending costs escalate". Since this article was published it is beginning to discourage customers from purchasing reverse vending machines.

As I mentioned in our conversation, Kansmacker does not charge the excessive costs stated in the article. Our charges per transaction do not exceed \$19.95.

When a service call is made it is only one charge, no matter how many new bar codes are inserted into the data system. For example: if a store is to request that fifteen new bar codes be entered into the system it will cost \$19.95, same as if they only need two new bar codes, the cost will still be \$19.95. Kansmacker's process of updating is done through a modem

connection from the Kansmacker headquarters directly to each machine.

Although the cost of these updates is not very high. It is encouraged by Kansmacker that the merchant request some sort of product or fund from the vendors to offset the cost of new product updates.

Kansmacker customers have never exceeded a yearly total of \$300 for bar code data updates. This is a result of Kansmacker's goals to focus on keeping services to their customers efficient and inexpensive.

Thank you for your time and consideration.

If you have any questions or concerns please feel free to contact me anytime at (248)249-6666. Thank you once again.

Sincerely,  
Nick Yono  
Kansmacker

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## HOW TO POUR THE PERFECT BUD.

Contrary to conventional wisdom, the right way to pour your Budweiser is directly down the center of your glass. This releases the carbonation naturally, allowing you to enjoy the always refreshing, never filling taste you've come to expect from the King of Beers.



## News Notes

### New study finds flaws in understanding of calories

Conventional logic in nutrition has held that when it comes to weight loss, all calories are the same, whether they come from proteins, fats or carbohydrates. But a new study from the Harvard School of Public Health found that dieters on a low-carb diet who consumed more calories than dieters on a low-fat diet, still lost more weight. Critics of the study say the dieters need to be studied over the next year to see if they keep the weight off before rewriting the rules on calories.

-Associated Press

### USA: Aurora Foods to merge with Pinnacle Foods

Troubled US food maker Aurora Foods has announced that it revised its financial restructuring plan so that Aurora will now be combined with Pinnacle Foods Corporation. St. Louis-based Aurora, whose brands include Duncan Hines baking mixes and Mrs. Butterworth's syrups, said buyout firms J P Morgan Partners and J W Childs Equity Partners would jointly buy a 49% equity stake in the combined company for \$83.7m.

-Reuters

### Rise in obesity numbers more severe than previously thought

Government researchers predict 40% of the U.S. population will be obese by 2010, and a separate study says severe obesity — usually people more than 100 pounds overweight — now affects one in 50 people. The head researcher on the severe obesity data says the condition will lead to a rise in diabetes and arthritis at a younger age, and these people have the highest health care costs.

-The Washington Post

### Honeybaked Ham tries different ways to develop year-round sales

While Honeybaked Ham receives 60% of its sales during the holiday season, it has launched several new products to boost year-round sales. The company sells lunch, offers take-home meals and has added hickory-smoked ham and two types of turkey to its product line. In addition, Honeybaked Ham offers free delivery programs to large companies and sells its products through retail food stores such as Papa Joe's in Rochester, Mich.

-The Detroit News

### J.M. Smucker sued over label claims

The lawsuit against JM Smucker alleges it misrepresented claims on its "100% Fruit" labels, contending that several varieties contain significantly less than the advertised amount of actual fruit. An attorney for those filing the lawsuit said that if this legal action is successful, the company could be forced to refund money to consumers or make a charitable contribution.

-Just Food

### Tab drinkers, a loyal bunch

Tab had its moment in the zeitgeist in the 1970s, when it was the pre-eminent diet soda, a title it maintained until Diet Coke muscled onto the scene in the 1980s. Tab drinker's search high and low for the drink, and some maintain Web sites extolling its virtues, proving that sometimes a brand's value is almost incalculable.

-Journal and Constitution

### Georgia-Pacific fights for paper towel crown

The company is preparing to release a new, softer and more absorbent version of its Brawny paper towel to further compete with Procter & Gamble's industry-leading Bounty product. The move is part of Georgia-Pacific's plan to focus on its line of consumer products such as toilet paper, paper plates and paper towels.

-Journal and Constitution

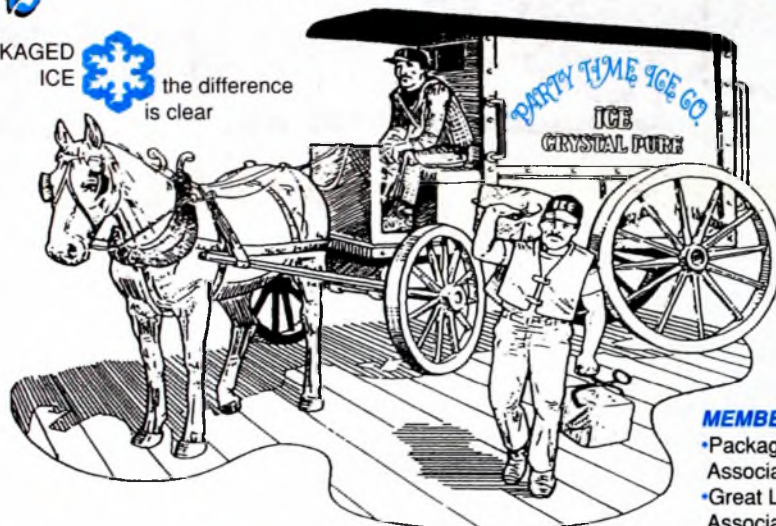
### E.U. looks to make ban on hormone-treated U.S. beef permanent

The European Union believes it has enough scientific evidence to permanently ban the import of U.S. hormone-treated beef because it believes the beef poses a health threat. E.U. studies say one hormone is a carcinogen, a claim the U.S. beef industry rejects. The National Cattlemen's Beef Association calls the move "pure protectionism."

-The Wall Street Journal

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Bud Light contains 6.6 grams of carbohydrates per 12 ounces.

AFD Food & Beverage Report, November 2003



## News Notes

### Food safety rules to go into effect in December

Beginning later this year, foreign companies must inform the FDA in advance of any food shipments being delivered to the U.S., currently at 25,000 a day. Further, all foreign and U.S. food facilities must register with the agency. The FDA is taking comments on the regulations but is not expected to make significant changes to the regulations.

-The Wall Street Journal

### A handful of nuts for health

Now recognized as having more health value than previously thought, the FDA, doctors and nutritionists tell consumers nuts are not as bad as once believed. In fact, nuts are high in unsaturated fats and seem to lower cholesterol and may be involved in reducing heart disease risks.

-Los Angeles Times

### Americans slowly shed weight

A recent survey found the percentage of overweight Americans dropped slightly from 56% to 55% between 1998 and 2002. While the drop is not significant, some feel it shows more consumers are starting to put more focus on nutrition and dietary habits.

### Mayor buys prescription drugs from Canada

The mayor of Burlington, Vt., took the first step to join other cities in buying prescription drugs from Canada to give to city employees. Saying the city "can't wait for federal action," Mayor Pete Clavelle asked the City Council to give his administration until December to investigate the possibility of importing drugs for city workers.

-The Boston Globe

### Wireless technology makes food shopping easier

Stop & Shop and CueSol, a Massachusetts-based technology consultant, have teamed up to create a "shopping buddy," a cart-based wireless shopping aide that aims to speed and simplify the food-shopping experience. Available in three Stop & Shops in suburban Boston, the system links the retailer's loyalty card and the shopping history it collects to a computer touch screen that performs several functions, including keeping a running total, identifying sales items and suggesting food combinations.

-Mass Market Retailers

### Levitra outperforms Viagra in study

In a study, almost half of men not responding to Viagra achieved successful sexual intercourse when taking Levitra. Analysts expect a strong battle between Viagra's Pfizer and Levitra's Bayer and GlaxoSmithKline for the top spot in the erectile dysfunction industry.

-MSNBC/Reuters

### Legal battle heating up over Canadian drugs

Several states have announced they are exploring the option of purchasing Canadian drugs to cut costs, a move the FDA so far has opposed. Currently the Justice Department is taking on the owner of Rx Depot and Rx of Canada in an Oklahoma courtroom, seeking to close his 85 stores that help seniors purchase Canadian drugs.

-The Sun /Associated Press

### Man Sentenced to Death in Post-September 11 Shooting

An Arizona jury handed down the death sentence in the case of a man who shot and killed an Indian immigrant gas-station owner after the September 11, 2001, terrorist attacks.

Frank Roque shot and killed Balbir Singh Sodhi, a Sikh. Sodhi had a beard and wore a turban, and law-enforcement officials think Roque mistook him for an Arab, reports CNN.com. An appeal of the verdict is mandatory.

The murder case led India to ask the U.S. government to take steps to prevent assaults on Sikhs living in the United States. Sodhi was one of several Sikhs thought to be of Arab descent and attacked following September 11.

"The jury brought justice back to our family," said Sodhi's brother Lakhwinder Singh Sodhi. "They brought the truth in front of the whole world and showed that we are all Americans."

After deliberating for six hours, jurors sentenced Roque to death by lethal injection.

During the trial, prosecutors stated that Roque targeted Sodhi because of racial hatred. Roque's attorneys argued that he was mentally ill and that the attacks of September 11 drove him to commit the acts of racial violence, according to CNN.com.

Roque must still be sentenced in two other shooting cases. On the same day he shot and killed Sodhi, Roque also shot at people from Afghanistan and Lebanon.

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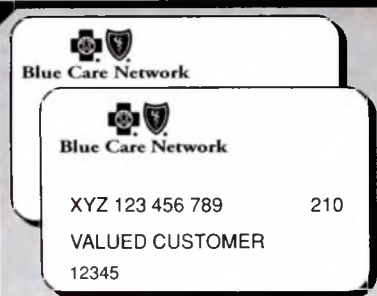
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## Show exhibitors "milk" a new trend

Consumers' thirst for variety in even the most traditional of products has led to a revolution in the dairy aisle and the products of that revolution created a stir in the exhibition aisles at the NACS Show 2003.

"People are looking for different beverage solutions and beverages that have health benefits," said Charles Kinsolving, brand manager of beverages for Dean Foods, which was showcasing its Hershey's MilkShake flavored-milk product.

The latest flavor additions to the MilkShake line are York Mint Chocolate and Strawberry. Other MilkShake flavors include Cookies 'n' Cream, Strawberry, Creamy Chocolate and Vanilla Cream.

Bravo Foods International Corp.'s entry into the flavored-milk market is Slammers. The company offers 100 percent milk Slammers MoonPie, Looney Tunes Slammers and Extreme Slammers varieties.

"We offer Extreme Slammers for 10 to 19 year olds, teens into extreme sports and skateboarding," said Bryce Boynton, account manager for Bravo. "The MoonPie is more for adults who grew up eating moonpies, and the Looney Tunes line is for kids aged 2 to 10."

Sparkling Cow is positioned as a healthy alternative for soda drinkers, especially teens and tweens.

The bubbly beverage comes in three fat-free flavors, Luscious Lemon, Outrageous Orange and Sweet Strawberry—all are 130 calories per serving. The company said that Sparkling Cow is enriched with vitamins A and D and has a two-year shelf life.

Dynamic dairy drinks were also on the menu at the Nestle booth. The company launched its Nesquik Ready-to-Drink (RTD) MilkShakes and Mocha-flavored Nesquik RTD Milk, co-branded with Nescafe, at the NACS Show 2003.

"With these new products, we are extending the success of the traditional Nesquik products to provide a convenient, delicious treat that brings fun and enjoyment to teens and young adults," said Andy Hill, marketing manager for Nestle Nesquik RTD.

An 8-ounce serving of Nesquik MilkShakes provide 40 percent of the Recommended Daily Value of calcium and 8 grams of protein.

## Holidays should be merry for retailers

Retailers will be decking their halls with lots of green this holiday season, according to two Bank One economists.

The economists predict that tax cuts, union bonuses and easy credit will encourage shoppers to increase their spending the most since 1999.

"We expect total retail sales to rise 6.3 percent in November and December from a year earlier—nearly double the pace of last year," said Bank One Chief Economist

Diane Swonk.

Consumers also will be spending more on luxuries, such as vacations and eating out, said Bank One Senior Economist Peter G. Glassman.

"Restaurants are expected to be a big winner this holiday season, with sales growing 7.8 percent from a year ago," forecasted Glassman.

Holiday hiring is also expected to pick up, especially at resorts and restaurants, Swonk said, adding that, "Unfortunately, this will provide only

modest help to the lackluster labor market."

Swonk said she doesn't expect an increase in overall hiring until 2004.

Swonk and Glassman cited a number of factors that will fuel holiday spending, including:

- The benefits of earlier income-tax cuts are still pouring in, with the cut in dividend taxes prompting many

**See Merry Retailers**  
page 15



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## Blue Christmas

Continued from front page

**All that glimmers is not aqua**  
When it comes to wine, there is another "Jewel" this year. Introduced in November of 2000, Jewel is the fastest growing winery in California.



Located in Lodi, south of Sacramento, Jewel offers nine different types of wines. From Cabernet to Chardonnay to Firma, a signature blend of Barbara, Cabernet and Sangiovese, all nine wines retail for a fixed price of \$9.99 nationwide. According to Paul Grieger of General Wine, the price is guaranteed never to go up.

Do ya Kuya? New from Allied

Domecq, Kuya is getting one of the biggest product launches in recent history. Rum infused with citrus and spice, Kuya is geared to the 21 to 30 year-old male demographic and the \$25 million advertising campaign will target that market.

Want to make points with your wine customers? Introduce them to Marques Casa Conchia, a Chilean wine distributed by J. Lewis Cooper. The numbers on this wine look good. With 91 points for

the Cabernet from Wine Spectator and a retail price of just \$11.99, Marques Casa Conchia adds up to profits for you!

Also new this year is a "Cabcentric" winery from Napa Valley and Sonoma County. E & J



Gallo purchased Louis M. Martini Vineyards earlier this year. The wine that was showcased at the AFD Beverage Journal Holiday Show was the first introduction since the ownership change. Dennis Rizzo of J. Lewis Cooper says the Napa cabernet retails for \$19.99 while the Sonoma variety is \$11.99.

Koala Blue, the trademark name of Pat Farrar and Olivia Newton-John's winery is another chart-topping wine. From Australia, the winery takes its name from the pair's trendy apparel stores. The distinct blue bottle (here we go again with the blue) sets the

winery apart. Both the Chardonnay and the Shiraz are packaged in cobalt blue bottles with synthetic color-coded corks (blue for Chardonnay and red for Shiraz). Although the



signature Koala Blue shop is located on trendy Rodeo Drive in Beverly Hills, the wine's price certainly does not reflect its roots. The 750ml retails for \$4.99 while the 1.5 liter is \$8.99.

Judging from the colorful displays and the optimistic air of the AFD Beverage Journal Holiday Show, this Christmas may be blue, but "spirits will" soar!

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

—A Christmas Carol

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## Grocer starts construction business

Former Vic's Market owner, Vic Ventimiglia, has taken up a new enterprise, called Hopper-Lamphear.

Vic has started a custom home building/renovation company. His business partners and he have over 30 years of combined construction and business experience.

They offer custom architecture, complete home renovations, custom home additions and brand new custom homes.

"We have done business with the AFD for years and I would like to continue that relationship with my new company as well," Vic states.

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

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

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

## Merry Retailers

Continued from page 13

companies to boost their dividend payouts and allowing investors to keep more of it.

- Recently signed United Auto Workers contracts include a signing bonus of \$3,000 which was payable in early October. That amounts to an annualized \$4 billion in extra spending power in the fourth quarter.

- Incomes are expected to remain in the black, supported by earlier productivity gains and a modest rebound in employment.

- Damages caused by Hurricane Isabel are expected to trigger additional spending on home repairs.

- Credit remains exceedingly easy, especially for consumers who have access to loans based on the prime rate, which is at its lowest level in 40 years.

- Consumer sentiment remains relatively buoyant, despite some recent setbacks. Consumers remain particularly confident about their current financial situations.

## Leinenkugel's Amber Light wins gold

Leinenkugel's Amber Light, the Jacob Leinenkugel Brewing Company's most recent addition to their family of brands, took home a gold medal at the Association of Brewers Great American Beer Festival, held in Denver September 25-27. The amber brew turned out a gold in the American-Style "Light" Amber Lager category.

This year's Great American Beer Festival, America's largest and most prestigious beer competition, featured more than 2,000 beers from nearly 400 American brewers. Gold, silver and bronze medals were awarded by the festival's Professional Judge Panel.

Winning awards is not new to the Jacob Leinenkugel Brewing Company, winning an impressive 13 prestigious beer awards in the last six years, at the Great American Beer Festival and World Beer Cup competitions.



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Costco, Bloomfield  
Costco, Commerce Twp.  
Costco, Livonia  
Costco, Roseville  
Costco, Shelby Twp  
Costco, Livonia

Costco, Madison Heights  
Cox, Hodgman & Giarmarco, P.C.  
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## Campbell's goes organic

Tomato juice made from organic tomatoes will be available from Campbell Soup next month. The organic juice will cost \$2.69 for a 46-ounce bottle, compared to \$1.99 for the same amount of juice made from conventionally grown tomatoes.

*-The Philadelphia Inquirer*

## PepsiCo keeps pace with on-the-go snackers

PepsiCo enjoyed another quarter of double-digit earnings growth, thanks in large part to its new portable snack, Lay's Stax chips, and Pepsi Vanilla.

The company reported earnings per share (EPS) for the third quarter of 2003 up over 15 percent to \$0.62, on a fully diluted basis. Year to date, earnings per share were up 17 percent to a total of \$1.64, on a fully diluted basis.

The company has found success with Pepsi Vanilla, which debuted this summer. The drink increased North American beverage sales by 6 percent.

PepsiCo's Frito-Lay division found favor with on-the-go consumers with its Lay's Stax. Frito-Lay's North American sales increased 7 percent in the third quarter.



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## Member Profile

# Elite Pest Management works out the bugs

By Kathy Blake

It may be a bug's life out there, but Elite Pest Management, (EPM) is ready to help retailers keep bugs and other pests from living it up. The pest management service provider's goal is to be the Premier Pest Control Company of the 21<sup>st</sup> century through total customer satisfaction. Founded in 2000, by Ken Matheny, Elite Pest Management of Roseville serves clients such as retailers, homeowners, restaurants and schools in Southeastern Michigan.

As a full service pest management company, EPM offers general pest control, bird control, bat control, mole control, animal trapping, gutter cleaning and pest inspections. They can create a customized pest management program for each client. "A lot of service providers have become specialized. We take care of the complete pest problem," said Matheny.

When a retailer calls for service, Matheny or one of his technicians, will go out and look at the whole situation starting with a thorough inspection to look for the points of entry for pests, such as broken door



Ken Matheny, owner/president, holds a bald-faced hornet nest.

sweeps. EPM makes a detailed report to the client and then goes to work fixing the root problems.

"We generally don't leave until we've fixed the problem. If we can't provide noticeable improvement in 30 days, then the customer can fire us," said Matheny. He added that they've never had to do that. In fact they have a very good track record with clients. "We get a lot of wows!" said Matheny.

He cites as an example of the work they have completed for a chain of florists who initially were having troubles with pigeons damaging

roofs. "We cleaned out chimneys and made other roof repairs. The owner was very happy with the results," said Matheny.

A Macomb County school called because they had a problem with bald-faced hornets. Matheny and his technicians, Jeff Bartnik and Duron Jenkins agree those particular hornets are the most aggressive pests. They went out

and treated the hornets nests, then as a general precaution, went back the next day to collect the nests. They shellacked and gave the nests to the schools for display in science classes.

EPM services over 50 percent of the 22 school districts in Macomb County, with more to come. "To get as far as we did in 2-1/2 years (of business) is our kudos," said Matheny. He said they have a highly respected Integrated Pest Management program.

All of Elite Pest Management's technicians are certified applicators and all of the staff are Integrated Pest

Management certified, including the office manager, Lisa Bruton and bookkeeper Barb Potter.

Matheny has been a licensed applicator for six years, and is extremely knowledgeable about the pest control field. Prior to starting up EPM, he was the marketing director for another pest control company. He has four degrees in pest management including: 7A-General Insect and Rodent; 7B-Wood Destroying Organisms; 7F-Mosquito and 8-Public Health. Many members of the Associated Food Dealers may remember Ken Matheny from when he was an AFD Board member in the early 1980s. At that time, he worked for Austin Meat Company. Some of his personal interests include bowling, golf, and he has an extensive record collection, with framed LPs in his office.

Elite Pest Management is excited to be a new member of the Associated Food Dealers of Michigan. All AFD members that sign up for a commercial monthly account will save 10% off their current pest control contract. For more information, please call (586) 294-7055.

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## Lottery finishes another exciting year and celebrates 30<sup>th</sup> Anniversary!



By Commissioner Gary Peters

The Michigan Lottery recently wrapped up fiscal year 2003, and what an exciting year it was! On November 13, 2002, the Michigan Lottery began its 30<sup>th</sup> year of operation. Over the past three decades the Lottery has seen many changes, but the one thing that has never changed is the Lottery's dedication to supporting kindergarten through 12<sup>th</sup> grade public education in the state of Michigan. In the Lottery's 30-year history, over \$11 billion has

been transferred to the state School Aid Fund, and we are very proud of our continuing role in helping the state invest in the future of Michigan's children!

In order to keep players interested in the Lottery's products and generating maximum funds for the state School Aid Fund, the Lottery's staff works hard to ensure that the game lineup is always fresh, fun and exciting.

That is why players were so excited in January when the Lottery kicked off the new year with the introduction of its new WINFALL game. WINFALL replaced the Lottery's Michigan Millions game.

Since its debut on January 19, 2003, the WINFALL game has created thousands and thousands of big money winners all across the state! Players love the new game because it offers so many ways to win and there are lots and lots of prize winners in each drawing. Sales for WINFALL in the past fiscal year show just how much players love the game, as they have increased by more than 10 percent over Michigan Millions sales in the previous fiscal year!

The WINFALL game wasn't the only strong performer in the Lottery's line up in fiscal 2003. We also saw significant sales increases in instant games, the Daily 3 & 4 Games and Keno.

When Michigan Lottery instant tickets debuted, there were only a few new games introduced each year. Today, the Michigan Lottery introduces more than 70 new instant ticket games each year! Instant games play a very important role in generating new revenue, as they comprise more than 40 percent of the Lottery's annual sales. In the past fiscal year instant ticket sales increased by more than four percent.

That increase in instant ticket sales can be attributed in part to innovations the Lottery has made in the types of tickets we offer. Many of the Lottery's instant tickets offer second-chance drawings in which non-winning tickets can be sent in to win fun and exciting prize packs. The biggest change in the past fiscal year to instant games involves the \$20 instant tickets. The Lottery has added an excitement-building new feature to the \$20 games – grand prize drawings to win the top prize. The Lottery has chosen to award the big top prizes in these games through a grand-prize drawing in order to enhance the game-playing experience and to offer more low- and mid-tier prizes in each game. In fiscal year 2003 two grand-prize drawings of this type were held – one in January and the other in June. Both lucky winners took home \$2,000,000 top prizes!

The Daily 3 & 4 Games are also a very important part of the Lottery's lineup, comprising over 42 percent of the Lottery's overall sales. These games have been a part of the Lottery's lineup for over 25 years and sales for both games increase each

Lottery, continued on page 25.



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# State Senator Dennis Olshove is a recognized leader

by Kathy Blake  
Senator Dennis Olshove, (D-Warren) is a freshman state senator. He is described as a good communicator who grasps concepts quickly with the ability to expedite a decisive plan of action.

Although this is his first year in the Senate, he's worked in Lansing before. After graduating from Michigan State University with a Bachelor's Degree in Communications, Olshove went to work in the auto industry. When his friend Curtis Hertel became a state representative for Detroit, he asked Olshove to come work for him as a legislative assistant. Olshove said he found the work interesting and felt he was good at it. Five years later, the state representative seat opened in his district for a special election. He felt he was a qualified political candidate. "I had as much expertise and as much to offer as anyone," Olshove said. He campaigned door-to-door with his wife by his side for six weeks finishing 2<sup>nd</sup> out of 10 in the primary. Although he didn't make it to the election, the term was nearly over. He won the primary next time and ousted the short-term Republican incumbent in the general election. Since then he was re-elected to office four times, until term limits went into effect.

In 1998, Olshove was elected to the Macomb County Commission and served two terms before being elected state senator in 2002. He was one of 27 new state senators taking office this year. Since there are only 38 senators in total, this made for a 71 percent turnover in the Michigan Senate mostly due to term limits.

With the new district boundaries, he serves parts of former Senators Arthur Miller and Ken DeBeaussiaert's districts combined. His district, the 9<sup>th</sup>, includes the cities of Warren, Center Line, Eastpointe, Fraser and St. Clair Shores which are in southern Macomb County.

He is the Assistant Democratic Caucus Whip. The senator's committee assignments include: Vice-Chair of Gaming and Casino Oversight; Vice-Chair of Technology and Energy; Banking and Financial Institutions; Commerce and Labor;



Senior Citizens and Veteran's Affairs.

## Energy and Technology committee

As former Chair of the Michigan House of Representatives Public Utilities committee, Olshove has followed the history of electric deregulation. Currently he is vice-chair of the Senate Technology and Energy Committee. Regarding the massive power outage affecting Michigan and northeastern states in August, Olshove said hearings to investigate the cause of the power outage and develop strategies for preventing future occurrences are underway. "Considering the personal and economic loss associated with such a massive power failure, it's imperative that we get to the bottom of what occurred," said Olshove. The Michigan Public Service Commission is looking into it as well. It is widely believed that the outage resulted from a power plant and transmission line that went out in northern Ohio.

Olshove wondered, "We want to know what role deregulation may have played in the power outage. In the power wielding grid, we're trying to get reliable electricity with the new marketing of electricity on the grid. Have we given up reliability? With all the lost wages, production and products, was it worth the penny per kilowatt saved with deregulation?"

Another issue that Olshove co-sponsored is a bill to allow utility companies to continue to offer appliance service plans. With deregulation, power companies were required to follow a code of conduct which separates services from the company. Consumer's Power had a very successful service program in the Warren area and when residents were notified that it would be discontinued, they were upset. The program allows customers to have appliances serviced as needed by paying a monthly fee. "This service was tremendously popular, especially with seniors," said Senator Olshove. Through active lobbying by seniors, he received hundreds of phone calls and letters, which is very uncommon, he said.

The committee is in the process of holding hearings to allow this service plan to be continued.

## Commerce and Labor committee

On the Commerce and Labor committee, Olshove said they're trying to help the tool and die and machining industry. "We're losing jobs to China, 24 percent of tool and die jobs were lost just from Michigan. For years shops have been closing." He said they're attempting to address that problem and are looking at tax credits to keep this industry here.

## Gaming and Casino Oversight committee

As Vice-Chair of Gaming and Casino Oversight, Olshove says the biggest news has been the recent legalization of gambling in bars and restaurants. Now these establishments are allowed to be licensed to offer club games including Club Keno and pull-tab games. Governor Jennifer Granholm established the new games and expects them to add \$50 million to the state coffers during the next fiscal year. Olshove said there has been an attempt by the Michigan Restaurant Association to allow lottery terminals for individuals to use in bars and restaurants. They are already allowed in large stores like Kroger and Meijer's.

Olshove is married with four sons. He said jokingly that if he'd known he was going to have four sons, he would have named them John, Paul, George and Ringo. It would have fit too because they all play musical instruments. The youngest are twin 11-year olds.

"Government is a dynamic sometimes fast moving process," the senator explains in his introduction on the Michigan Senate website, senate.michigan.gov, and he said he's glad to be a part of it.

To contact Senator Olshove, call (517) 373-8360, email sendolshove@senate.michigan.gov, or write The Honorable Dennis Olshove, State Senator, State Capitol, PO Box 30036, Lansing, MI 48909-7536.



## Preparing your store for disaster

The widespread destruction caused by Hurricane Isabel is a powerful reminder of the importance of creating a disaster-preparation plan for your business.

The U.S. Small Business Administration has outlined several strategies for preparing for disasters. There are four areas that should be addressed when preparing your store: facilities (buildings and equipment), operations, critical information and insurance.

It is important to develop a contingency plan in the event your store is not able to continue operations.

Retailers must consider if the store could be temporarily operated from a nearby storefront, and if important items, such as computers and inventory, could be moved in the event of an emergency. All possibilities should be considered in developing an emergency plan.

Here are some suggestions for disaster preparation:

- Keep an extra supply of any hard-to-replace parts or items. Make upgrades to your store now in order to avoid future problems. For example, re-enforce walls or shore up a nearby creek bank that may be

susceptible to flooding.

- Purchase a back-up generator for protection in the event of a power outage. This will be especially helpful in the protection of refrigerated inventory.

- Make arrangements with alternate vendors in the event that your primary vendors are not able to deliver. You should place occasional orders with these vendors to maintain an active customer status.

- Keep backups of all your important and sensitive files in another location. Pre-arrangements also should be made with vendors for

the speedy replacement of any critical hardware or software. Also, surge protectors should be used to protect all computers and phone lines.

- Review your insurance policy regularly. Does it cover the cost of replacing your vital equipment and facilities? It is also important to know what your policy does not cover. Most policies require additional riders for flood, windstorm, sewer backup and earth-movement coverage. Consider getting business-interruption insurance to help cover payrolls and vendor debt in the case of an emergency.



### Spartan creates Hug-A-Bear campaign

Spartan Stores is pleased to announce its participation in the 2003 National Fire Prevention week through the donation of stuffed teddy bears to the Hug-A-Bear program, sponsored by Spartan Stores security and health & safety departments.

"The Spartan Hug-A-Bear program collects new or lightly used stuffed animals from our associates and donates them to local fire departments," said Tim Barkowiak, Spartan Stores Corporate Security. "Fire departments are able to provide these stuffed animals to children who are victims of fires and other accidents. It's a rewarding program to everyone involved. And it also brings attention to the importance of fire prevention," said Tim.

Spartan Stores associates donated close to 200 stuffed animals. The stuffed animals were presented to Cutlerville, Hudsonville, Wyoming and Byron Township Fire departments in early October.

Based in Grand Rapids, Michigan, Spartan Stores, Inc. (Nasdaq: SPTN) owns and operates 54 supermarkets and 21 deep-discount drug stores in the Michigan and Ohio area, including: Ashcraft's Markets, Family Fare Supermarkets, Glen's Markets, Great Day Food Centers, Madison Family Market, Prevo's Family Markets and the Pharm. The company also supplies more than 40,000 private-label and national brand products to more than 330 independent grocery stores.



# The Vinery makes friends in Dearborn

By Michele MacWilliams

An unusual new convenience store has opened in Dearborn, positioned to serve the local residents and the Ford Motor employees that work in the area. Called the Vinery, the store is the brainchild of Louie and son Vince Nona, in partnership with cousins Gary and son Ray Foumia.

The idea for the store started when Louie Nona began looking for a new location. As owner of the popular



Salvaggio.

Vince is currently a senior at Oakland University and will graduate in April with a degree in business and

The Vinery also offers check cashing services, money orders, fax and copy services, utility payments and an ATM machine.

the printer. The intention is to pepper the nearby Ford plants with the menus to attract workers on their lunch hour.

Will Hill, a Dearborn resident and already loyal customer said that he has lived in the area for many years and watched as the different stores have come and gone from the general vicinity. He believes that Vince and Ray have a real gold mine in the Vinery. He loves the deli offerings and comes in often for lunch. "It's quick and easy. There's a park over there, you can sit right down where it's cool and breezy," he remarked with a laugh.

On the day of this interview, all the customers in the store were friendly and ready to give their impressions of the Vinery. They are happy to have the store as a new neighbor.

It appears that the Vinery has made a good first impression. Now, once the local factories and offices discover its fresh, homemade sandwiches and pizza, Vince and Ray won't have time to talk to reporters during lunchtime!



(l to r) Vince Nona, Ray Foumia and loyal customer Joe Pietronie in front of the large liquor selection.

Parkway Foods on East Jefferson in Detroit, Nona wanted to explore additional store options. He found a vacant storefront (formerly a Spartan store) on Pelham near Outer Drive in Dearborn and immediately fell in love with the location.

The Nona and Foumia families combined their efforts to create a concept and open the new store. They chose the name Vinery, because of its catchy sound and because the store stocks an extensive selection of wine. The Vinery opened on September 15, and was immediately well received by its customers in the neighborhood.

The younger generation cousins, Vince Nona (23) and Ray Foumia (26) run the Vinery. It is the first store that the pair has run, but neither is new to the retail food business. Both have worked in their family's stores and Ray also worked for Nino

general management. He currently juggles his time between college, managing the Vinery and working in his father's store, Parkway Foods.

Vince likes to think of the Vinery as "a convenience store on steroids," and he is right. The Vinery has all the typical convenience store trappings: coffee and soda to go, a large cooler for beer, wine and other beverages, and a grocery section that stocks the essentials. However, the store also has some added features that you don't find in most convenience stores. The liquor selection is impressive. It lines the entire cashier counter, which spans about 30 feet. They carry more wine and imported beer than most convenience stores too, which speaks to the customers that they intend to attract, Dearborn residents and the Ford employees in the area.



The extensive deli



*Lottery, continued from page 20.*

and every year. They are a player favorite that saw a combined sales increase of over 2.4 percent this past fiscal year.

The game that produced the largest percentage sales increase in fiscal year 2003 was Keno. This game has been part of the Lottery's lineup for the past 13 years. In the past fiscal year the Lottery saw an over 30 percent increase in Keno sales, as drawings for the game were expanded to seven days a week when Sunday drawings were implemented for the first time ever in the Lottery's 30-year history in October 2002.

Sales of tickets for all of the Lottery's games generated hundreds of thousands of cash prize winners. In total for fiscal year 2003, the Lottery awarded over \$918 million in prizes to lucky Lottery winners all over the state!

For all of this great success, I want to thank you — the Lottery's hard-working retailers! Your reward for helping increase sales for the Lottery's games is the more than \$121 million in commissions that Lottery retailers collected this past fiscal year. As we close the books on fiscal 2003, I want to thank each of you for your continued hard work and support of the Michigan Lottery. I look forward to working with each and every one of you in fiscal year 2004, and I am confident that our combined efforts will serve to make the coming year another very productive one!

**Seasons Greetings!** It's that time of the year to make your customers jolly with Michigan Lottery holiday-themed instant game tickets. Holiday instant tickets make great stocking stuffers, and by offering an appealing array of these games, you will be able to maximize your commissions.

This year, the Michigan Lottery is excited to offer five games in its holiday lineup. The newest \$10 instant game, "Winner Wonderland," with a \$500,000 top prize, will have your customers brimming with holiday cheer when it debuts on November 6. Though the snow may be flying, players will be seeing green on November 13 when these great new games hit store counters -- the \$1 "Merry Money" offering a \$5,000 top prize and the \$2 "A Wreath of Cash" with a \$25,000 top prize. Also, on November 13, customers will be whistling a happy tune when the \$5 "Sleigh Bills," with a whopping \$250,000 top prize, goes on sale. Finally, the cold winter days will be much warmer when your customers take a chance on the \$2 "Cash Flurries" offering a \$15,000 top prize.

This great lineup offers your customers an opportunity to stuff their pockets with a lot of extra dough this holiday season! I encourage you to prominently display the colorful point-of-sale materials the Lottery has provided for you to promote these holiday instant games and be sure to ask for the sale!

**Other New Instants.** In addition to the new holiday instant tickets, the Michigan Lottery is offering two other new instant games in November. On November 6, your customers will be wild with excitement when the new \$2 "Wild Time Doubler" with a \$30,000 top prize, goes on sale. Players can try their luck on November 20 with the \$1 "Triple Your Luck" with more than 400 top prizes of \$333.

**Office Closings.** Michigan Lottery offices will be closed on Tuesday, November 11 in observance of the Veteran's Day holiday. Lottery offices will also be closed Thursday, November 27 and Friday, November 28 in observance of the Thanksgiving holiday.

## FDA says 'high likelihood' of food-poisoning incident in 2004

The U.S. food supply is at risk from a terrorist attack in 2004, according to the U.S. Food and Drug Administration (FDA).

The FDA said that there is a "high likelihood" that a food-poisoning outbreak will occur next year.

The agency was led to that conclusion because of recent foodborne-illness outbreaks and intelligence reports that al-Qaida is planning to target the country's food supply, reports Reuters.

"FDA has concluded that there is a high likelihood, over the course of a

year, that a significant number of people will be affected by an act of food terrorism or by an incident of unintentional food contamination that results in serious foodborne illness," the FDA stated in a declassified report.

The FDA said there are "many points of vulnerability" in the U.S. food supply, which is particularly susceptible to a variety of biological and chemical agents. Salmonella, E. coli and ricin are considered

*FDA, continued on page 29*



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# Big crowds and plenty to pour at the AFD/Beverage Journal Holiday Show

*Held September 23 and 24 at Burton Manor in Livonia, smiles abounded from both exhibitors and attendees.*



*Really big crowds*



*DTE displayed their new generator.*



*Besides having fun, plenty of business was done!*



*Oh so much to taste!*



*Art One Sign Expo and friends*



*(1 to 4) General Wine's Mike Rosch, Mike Sarafa, MLCC Chair Nida Samona, Michigan Lottery Commissioner Gary Peters & AFD's Dan Reeves*



*Pepsi (Chris Zebari) & Faygo (Al Chittaro) together at the show!*



*The Faygo booth was popular.*



*DoYaKuya?*



*Jones Soda was a popular stop*



*The "Nurse" handed out shots.*



*The crew from General Wine & Liquor Company at their special wine tasting event.*





## They'll keep coming back for more

Instant tickets are great to give, great to get

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





# Yes to recycling, no to more bottle bill

A Senate Republican report released in late October will recommend a statewide revamp in recycling attitudes, but not an expansion in the state's 26-year-old bottle bill.

The 10-month-old Michigan Beverage Container and Recycling Task Force is suggesting that expanding the 10-cent bottle deposit to juice and water containers would be too narrow of a solution to the larger statewide problem of overall

**"We want to get the maximum bang for the buck and if that means going with an expansive recycling program, that would be satisfactory"**

poor recycling habits.

Apparently, several of the key interest groups that have watched the task force are on board if the recommended recycling initiatives

are expansive enough. This includes the Michigan United Conservation Clubs (MUCC), which had threatened to take a bottle bill expansion initiative to the voters if the Senate committee didn't recommend one.

"We want to get the maximum bang for the buck and if that means going with an expansive recycling program, that would be satisfactory," said MUCC executive director Sam Washington. "We'd have to see the

details, but this is a much, much larger problem than beverage containers. If we can address that by going in a different direction, we'd be silly not to shift gears."

Senate Majority Leader Ken Sikkema (R-Wyoming) created the "bottle bill committee" 16 days into 2003. He tapped Sen. Cameron BROWN (R-Fawn River Twp.) to head up a group of six GOP senators to drive around the state, taking testimony on the state's next recycling step.

The committee benefited from the cooperation of retailers and conservationists in June when the two competing interests agreed to unite on a proposal to raise landfill tipping fees \$3 per ton, with the proceeds going toward recycling efforts.

The tipping fee increase serves a dual purpose — to raise money for recycling and to discourage citizens (in-state and out-of-state) from landfill dumping.

The group said that Michigan, once a leader in the area of solid waste recycling, is falling behind other states, coming in 28th in the nation in expanded recycling efforts. To change this ranking, the hope is to get an expanded curbside recycling pick-up in urban cities and drop-off sites in rural communities. Washington stressed this plan again with Sikkema in a recent meeting.

While encouraging more curbside recycling will make the final draft, it's unclear whether the \$3 per ton tipping fee increase will.

The importance of earning conservationists' OK on the final product, however, can not be overstated. If MUCC or any other environmental group were to run a ballot proposal to expand the bottle bill over the task force's suggestions not to, it would damage the task force's credibility and crumble this union of merchants and conservationists.

Polling numbers show that expanding the bottle bill is a winner politically and Senate Republicans don't want the strong environmental work they've done up to now to be flushed by a messy bottle bill expansion fight at the ballot box.

Brown said the report is completed, being printed and will be released at a press conference in late October. He declined to dive into the details of the report.

"Our challenge and our task has been where we can best direct public policy," Brown said. "We have conducted nine public hearings and given people an opportunity to speak. All groups have been heard and their suggestions have been taken into consideration."

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## Home Pride introduces sugar free bread

Home Pride has just introduced a bread for those who are watching their sugar. Called Home Pride Sugar Free, it's made with 100 percent whole wheat and has no artificial preservatives, colors or flavors.

Best thing is that it tastes good too! The bread has just 1.5g of fat, 0 saturated fat, is low in sodium and relatively high (3g) in fiber. It is also lower in carbohydrates than traditional whole wheat bread, with 19g of carbs. per serving.

With no sugars and 5 grams of protein, it is a healthy and tasty alternative. Home Pride is baked and distributed by Interstate Brands.

For more information, talk to your Interstate Brands representative or call Chip Gerlach at (586) 792-7580.



### FDA, continued from page 25

particularly dangerous because they can be disseminated easily to food. The deadliest contaminants, according to the agency, are anthrax and botulism.

"The relative centralization of food production in the U.S. and the global distribution of food products give food a unique susceptibility," wrote the FDA.

NACS Daily previously reported that the FBI had issued a warning regarding possible terrorist attempts to use natural toxins, such as nicotine and solanine contained in old potatoes—to poison the nation's food and water. The warning was issued because of information found in terrorist manuals and documents at al-Qaida camps in Afghanistan.

Reuters stated that foodborne illness affects one out of four Americans each year, resulting in some 76 million illnesses and 5,000 deaths. The majority of these incidents are unintentional.

In related news, the Grocery Manufacturers of America (GMA) commended the FDA for drafting interim final bioterrorism rules for prior notice and registration that take into account the realities of food and agricultural trade.

"GMA and its member companies are pleased that FDA appears to have given a great deal of consideration to making the bioterrorism regulations workable," said GMA Vice President of Federal Affairs Susan Stout. "These interim rules are an example of what can be accomplished when the government engages all stakeholders to create regulations that meet the needs of FDA, the food industry and consumers to further protect the food supply without creating overly burdensome requirements."

FDA's interim final bioterrorism rules for prior notice and registration go into effect on December 12, 2003. The registration rule requires domestic or foreign facilities that manufacture, process, pack, distribute, receive or hold foods for human or animal consumption in the United States to register with FDA. The prior notice

rule requires importers to give the FDA advance notice of food shipments to the United States.

According to the GMA, key changes in the interim final rules include:

- FDA will now require companies to provide prior notice of shipment two to eight hours before delivery at the port of entry depending on the mode of transportation instead of noon the day before.

- FDA has partnered with the U.S. Customs Bureau to streamline the prior notice and registration process,

allowing companies to submit one form that will meet the needs of both agencies.

- FDA will use enforcement discretion for four months following December 12 to ensure that all foreign and domestic companies have an adequate amount of time to comply with the regulations.

NACS Daily previously reported that a Food Institute survey found that although many food firms are aware of the new requirements, few have taken action towards compliance.



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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
Bellino 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
Delicate 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
Josulete Wines, Inc.	(313) 538-5609
Kings Orchards	(877) 932-5464
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 & Spirits	(888) 697-6424
	(888) 642-4697
Oak Distributing Company	(810) 239-8696
Pepsi-Cola Bottling Group	
Detroit	1-800-368-9945
Howell	1-800-878-8239
Pontiac	(248) 334-3512
Pernod Ricard USA	(630) 922-6484
Petitpen, Inc.	(586) 468-1402
Schlitz 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:

Acosta-PMI	(734) 737-1250
Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
Hanson & Associates, Inc.	(248) 554-5339
J.B. Novak & Associates	(586) 752-6453
S & D Marketing	(248) 661-8109

## CANDY & TOBACCO:

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

## DAIRY PRODUCTS:

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

## ELECTRONIC AGE VERIFICATION

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

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

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

## ICE PRODUCTS:

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

## INSURANCE:

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

## LOGISTICS PLANNING

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

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

## MEAT PRODUCERS/PACKERS:

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

## MEDIA:

The Beverage Journal	(800) 292-2826
Booth Newspapers	(734) 994-6983
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Michigan Chronicle	(313) 963-5522
Suburban News - Warren	(866) 756-4000
Flint	(810) 785-4200
Trader Publishing	(248) 474-1800
WDFN-AM 1130	(313) 259-4323
WDIV-TV 4	(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
Nikhlas Distributors (Cabana)	(248) 582-8830
Rocky Peanut	(313) 871-5100
Variety Foods, Inc.	(586) 268-4900

## PROMOTION/ADVERTISING:

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

## RESTAURANTS:

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

## SERVICES:

1st Choice Insurance Agency	(586) 737-2339
AAA Michigan	(800) AAA-MICH
ABN AMRO Merchant Services	(517) 323-6027
Action Inventory Services	(586) 573-2550
Air One Telecom	(734) 741-0396
AirPage Prepay & Talk Cellular	(248) 547-7777
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
Cox, Hodgman & Giamarco, P.C.	(248) 457-7000
D.J. King & Associates	(800) 781-5316
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
Detroit Warehouse	(313) 491-1500
Digital Security Technologies	(248) 770-5184
Elite Pest Management	(586) 294-7055
Financial & Marketing Ent.	(248) 541-6744
FMS Accounting & Payroll Providers	(615) 294-4055
Follmer, Rudzewicz & Co. CPA	(248) 355-1040
Freedom Systems Midwest, Inc.	(248) 399-6904
Gadaleto, Ramsby & Assoc.	(800) 263-3784
Goh's Inventory Service	(248) 353-5033
Great Lakes Data systems	(248) 356-4100
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
Nordic Media Associates	(248) 625-0700
Norio 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
REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
SBC Payphones	(313) 551-7740
Shimoun, Yaldo & Associates, P.C.	(248) 851-7900
Salim Abraham, Broker	(248) 349-1474
Secure Checks	(586) 758-7221
Security Express	(248) 304-1900
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
T & L Acquisition	(313) 381-2266
T.D. Rowe Corp.	(248) 280-4400
TeleCheck Michigan, Inc.	(248) 354-5000
Travelers Express/Money Gram	(248) 584-0644
Variate Wireless	(248) 658-5000
Venzon 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 Brewster Sales	(989) 427-5858
Bunzl USA	(810) 714-1400
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Four Seasons Beverage & Equip.	(734) 254-0886
Hobart Corporation	(734) 697-3070
Martin Snyder Product Sales	(313) 272-4900
MSI/Bocar	(248) 399-2050
National Food Equipment	
& Supplies	(248) 960-7292
Taylor Freezer	(734) 525-2535
TOMRA Michigan	1-800-610-4866

## WHOLESALE/FOOD DISTRIBUTORS:

Ambassador Service Group	(248) 879-7704
Amendt Corp.	(734) 242-2411
Brownwood Acres	(231) 599-3101
Calverlee Supply	(586) 979-1370
Capital Distributors	(800) 447-8180
Central Foods	(313) 933-2600
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
D&B Grocers	(313) 928-5901
Dearborn Sausage	(313) 842-2375
Decanter Imports	(248) 446-4500
Deli Style Jerky	(734) 453-6328
EBY-Brown, Co.	1-800-532-9276
Economy Wholesale Cash & Carry	(313) 922-0001
Elegance Distributors	(517) 663-8152
Energy Brands	(231) 223-9451
Epstein Distributing Co.	(248) 646-3508
Fleming Company	(330) 879-5681
Food Services Resources	(248) 738-6759
General Mills	(248) 960-5237
Great North Foods	(989) 356-2281
Hamilton Quality Foods	(313) 728-1900
I & K Distributing	(734) 553-8282
International Ice	(313) 841-7711
International Wholesale	(248) 544-8555
Interstate Brands/	
Wonder Bread/Hostess	(586) 792-7580
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 587-6710
Karr Foodservice Distributors	(313) 272-6400
Kay Distributing	(616) 527-0120
Kitchen Et Cetera	(313) 567-6046
Kramer Food Co.	(248) 851-9045
L & L Jiroch/J.F. Walker	(517) 787-9880
L. B. Enterprises	(517) 546-2867
Liberty Wholesale	(586) 755-3629
Lipari Foods	1-(586) 447-3500
Mexico Wholesale	(313) 554-0310
Michigan Quality Sales	(313) 255-7333
Nash Finch	(989) 777-1891
Nikhlas Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Potok Packing	(313) 893-4228
Preferred Brands	(313) 381-8700
Robert D. Arnold & Assoc.	(810) 635-8411
Roundy's	(419) 228-3141
S. Abraham & Sons	(616) 453-6358
Schulz Coffee Co.	(616) 956-6815
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(734) 455-1401
Suburban News: Southfield	(248) 945-9000
Flint	(810) 785-4200
SuperValu Central Region	(937) 374-7814
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Maceri & Son, Inc.	(313) 568-0357
Tony's Pizza Service	(616) 795-0220
U.S. Ice Corp.	(313) 862-3344
Value Wholesale	(248) 967-2901
Weeks Food Corp.	(586) 727-3535
Wine Institute	(3



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