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Ten mega-trends for 2003

Each year at this time, the news media is packed with stories that aim to predict our future. The tabloids usually predict the end of the world, business magazines try to predict our economy, and fashion magazines give us a glimpse at what the stars will be wearing. Well, we’ve reviewed our share of predictions and feel that those of Robert Dilenschneider are probably the most accurate. He assembled his after conducting about 100 interviews with leading bankers, economists, academics, politicians, journalists and others. He is head of a Manhattan based international public relations firm, and the author of eight books.

Here are ten trends from Dilenschneider’s latest report:

One: Short-term, we are in a frozen state

We appear to be stalled now in almost every sector of life. Yet it is clear that all we know and have known, is on the cusp of dramatic change; that extraordinary progress is only a short time away, reflected in revolutionary advances in chemistry, physics, biology, genetics and communications that will alter our lives radically. But many people have lost a good deal of money providing the necessary capital to fund these promised advances and are hesitant to step forward and assume additional risk.

But before we can move ahead, we must find ways to become comfortable with the challenges around us and be prepared to operate within an ever-uncertain environment.

Two: Long-term, the outlook is good

The U.S. labor force has grown just over one percent a year during the past decade, but, remarkably, economic productivity has doubled. Housing and automotive markets are firm and should continue to hold. But we are beginning to see slippage in consumer durables, and there may be some cutback in their expenditures.

Long-term projections call for annual economic growth well in excess of three percent in the U.S. Other economies are slated to grow as well.

Despite the impact of the ongoing terrorist challenge, the overall economic outlook remains positive. Asia, and particularly India and China, hold great opportunities.

See Mega Trends Page 20

AFD Board of Directors and staff wish all readers a very happy, safe and prosperous new year!

AFD kids spread holiday cheer!

Wow, what a good looking group! The kids of AFD members helped deliver turkeys to needy families across Metro Detroit on Tuesday, November 25. This year AFD was able to provide over 1,700 families with Thanksgiving turkeys. AFD says THANKS, KIDS! You were a big help. More photos on page 26.

The key to savings: AFD’s Trade Show

Here's a New Year’s Resolution you'll want to keep: Resolve to add the 19th Annual Buying Trade Show to your “must do” list for 2003. AFD is planning ten full hours of uninterrupted buying, along with fun and terrific prizes.

With many booths already filled, exhibitors are making plans that guarantee excitement for trade show attendees. New products will be introduced at the show and exhibitors show specials will help your bottom line for months to come.

This will be a perfect opportunity to place your orders for Passover, Easter and Memorial Day. Bring your shopping list! Watch your mail as AFD will be sending several reminders. Plan now to join your peers and unlock the door to savings!

See the ad on page 23 and call Ginny at AFD for more information at (248) 557-9600.

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The First Rule of Business:
Give the customer what they want.

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

**AFD looks to the future**

Excerpts from the President's Annual Report to the AFD Board of Directors

By Michael G. Sarafa

On July 1, 2002 I became President of AFD, taking the helm of a well-respected, well-financed and well-known trade association. Under our board's guidance and Joe's leadership, AFD became the true voice of the food and beverage industry in Michigan among industry leaders, political officials and the media.

In the area of events, AFD's trade shows, golf outing and trade dinner have been unqualified successes. Sustained membership and service revenues have made AFD financially viable for years to come. This financial security will allow us to focus on the main challenge ahead—namely to continue to find new and innovative ways to provide value to our membership.

Membership is the core of any trade organization. Sustaining it and growing it will be critical to our future success. Only the most innovative and value-oriented associations will thrive in the future. Among food associations, industry trends suggest that survival and success will be even greater challenges.

Independents have always survived these and other marketplace challenges by doing what our members do so well—that is to provide better customer service, convenience, quality and value than any other competitor in their market area, big or small. Well-trained employees and responsiveness to customers' needs are the underpinnings of most successful independent businesses. For AFD, responsiveness and value for our members is also the order of the day.

As we have initiated projects in the past, industry consolidation means that AFD will have to adapt to the changing environment. With shrinking resources from members, service providers and corporations, all associations are looking to cut costs and achieve economies of scale. One option that remains on the table is to merge or affiliate with other organizations with which we have common ground.

AFD must continue to prevent further erosion of our members' traditional customer base. AFD is best situated to help accomplish this by remaining a strong advocate for our members in the legislative and regulatory areas. There is a vast array of special interests in the food and beverage industry. From time to time, those interests run contrary to ours. We will continue to be a strong advocate and actively promote initiatives that hurt our members and support legislative and regulatory initiatives that are in the best interests of our members and our association. AFD can do more to advocate "best practices" as an educational tool and broadcast examples of them as a promotional tool.

In the area of fundraising, there is much work to be done. We have made a good start at increasing the size and prominence of our Political Action Committee (PAC). We have committed to our goal of raising $100,000 per cycle and are convinced that tying PAC fundraising to specific issues is a good model.

With respect to our scholarship endowment, AFD must take advantage of the huge community of corporate and civic endowments and charities. Organizations similar to AFD but no more deserving or deserving receive hundreds of thousands of dollars a year from corporate and civic endowments and charities. Organizations similar to AFD but no more deserving or deserving receive hundreds of thousands of dollars a year from...
107th Congress: How did key issues fare for convenience stores?

The 107th Congress opened with a flash in early 2001 and closed with a fizzle by late 2002. During the session, a strong Republican showing in the legislative session that would rife with partisan politics and a legislative agenda that both benefited business and attacked it. Fortunately, when Congress finally adjourned, its record of legislative activity was more beneficial than harmful for convenience store retailers.

The Congress and the new administration began under an umbrella of optimism for most industries. For the convenience store industry, an administration comprised of several energy-sector executives fed positive anticipation about actions that would help the industry. During the fall of 2001, the new administration supported this assumption, but by May 2002, the environment changed dramatically. The defection of Sen. Jim Jeffords (I-VT) from the Republican Party effectively shifted control of that chamber to the Democratic Party and set the stage for a contentious 18 months. Under the leadership of Senate Majority Leader Tom Daschle (D-SD) and the influence of committee chairmen, including Sen. Ted Kennedy (D-MA), the business friendly agenda was tossed on its head.

Diverse leadership yields unique tax policy, industry issues moved forward

The adverse conditions under which the 107th Congress operated produced mixed tax policy. Faced with an economy slipping into recession, President Bush honored his campaign pledge to enact widespread tax reform for working Americans and their employers. For convenience store retailers, this resulted in two primary benefits—a tax rebate that gave individuals more money to spend on retail outlets and a phase-out of the death tax. Unfortunately, the phase-out of the death tax was tainted with a 2010 sunset provision, and efforts to remove the sunset provision continually failed in the Democratic-controlled Senate.

A major win for the industry on tax policy came earlier in 2002 when the Internal Revenue Service (IRS) agreed to review the depreciation schedule for gasoline pump canopies. Retailers had argued that canopies should have a five-year depreciation schedule, while the IRS has continually argued that it should remain at 15 years unless a retailer has proven that his or her canopy is not inherently permanent. It is expected that the IRS will release final guidance on the depreciation schedule of canopies by the end of January 2003.

The National Association of Convenience Stores (NACS) was successful in getting legislation introduced that would give states a remedy to go after those Native American tribes who are not in a state compact and who don’t collect and remit state excise taxes on motor fuel and tobacco sales to non-Native Americans. Rep. Don Young (R-AK) introduced the “State Tribal Tax Fairness Act,” and NACS generado support for this bill within the House Resources Committee. Also, support for the repeal of the Special Occupational Tax on alcohol (SOT), which costs the industry more than $30 million annually, continued to grow. President Bush is expected to introduce an economic-stimulus package early next Congress.

Energy Policy fizzled out, industry dodges bullet

The pro-business agenda at the beginning of the 107th Congress also gave rise to widespread optimism about the future of America’s energy infrastructure. This process, however, was among the more distressing efforts of the 107th Congress. Launched with promise and vigor by President Bush early during the first session, the administration and Congress were prepared to take great strides to reduce U.S. dependence on foreign sources of oil and enhance its energy security, paving the way for a robust economy. Unfortunately, the switch in control of the Senate set the stage for a contentious debate between the forces of production and those of conservation.

For the convenience store industry, the president’s initial plan held great promise that the government would finally take a responsible look at the problems associated with the proliferation of boutique fuels, perhaps leading to policy that would stabilize the markets. Unfortunately, the rise of Sen. Daschle to majority leader presented him with a unique opportunity to develop an energy policy that would benefit his farmer constituents by greatly increasing the market share for corn-derived ethanol. The effort to address boutique fuels, which had been touted by leaders in both the House and the Senate, was forgotten.

Online Lottery sales stalled

For the second Congress in a row, Rep. Bob Goodlatte (R-VA) introduced legislation to permit online sales of lottery tickets. NACS was again able to garner strong bipartisan support for killing this effort. Be on the lookout for Goodlatte to continue his push for sales of lottery tickets online.

Mixed results on food safety

Throughout 2002, protecting the nation’s food supply became a top priority for Congress and the administration. The U.S. Health and Human Services (HHS) Administration will be moving forward with the rulemaking process in the coming year. The industry lost a battle on “country of origin” labeling, which was included in the farm bill. This bill would mandate retailers to mark the bin of fruits, vegetables and meat with the country in which those items originated. This requirement is voluntary for two years while the U.S. Department of Agriculture (USDA) promulgates a rule.

Living to fight another day

The political shift of the 107th Congress threatened to impose significant hardships on the business community in general and the convenience store industry in particular. However, many bullets were dodged and several of the industry’s own shots hit their targets. The 108th Congress will hopefully present a more favorable balance of power as pro-business Republicans once again control both chambers; but retailers should not be too complacent. There remain influential members of Congress with personal agendas that could negatively impact a store’s operations.
Presenting . . .

A Valentine Ball

The 87th Annual Trade Dinner and Ball
of the Associated Food Dealers of Michigan

Friday, February 14, 2003, Valentine’s Day
at Penna’s of Sterling

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

Attention Sponsors:
New video presentation will feature footage shot on location at
your place of business.
Excellent marketing tool!

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

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

Silver Sponsor: $4,000
• One table of 10 for dinner (Preferential seating)
• Five company images for media presentation
• Corporate signage at the dinner
• 1/4 page ad in the Food & Beverage Report
• Use of one company product
  at the dinner (or one additional image
  in media presentation)
• $600 for each additional table

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

Please call Michele
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Spend a romantic
evening enjoying
superb cuisine,
dancing and
entertainment with
more than 1,000
industry leaders!
bonds, utilities and other Fortune 500 companies. The contributions that AFD and our members make to their communities, the economy and to the business and civic life of Michigan are immense. We should not be bashful when it comes to taking advantage of these opportunities.

We will continue to do all we can as AFD staff to serve our members on a day-to-day basis, with the aim of helping you increase your bottom line. I want to wish all of you a very happy, healthy and prosperous New Year.

"We've saved, we've scrimped. We've nipped and tucked. We've reprioritized and we've spent our rainy-day fund, and we're still not there," said Utah Gov. Mike Leavitt, referring to the drastic measures states will likely take to address their budgetary crises.

The country's governors warned last week that budget and government-services cuts, as well as higher taxes are likely next year as states grapple with the dire budget shortfalls, reports USA Today.

The National Conference of State Legislatures said that 31 states have budget shortfalls—from Delaware's $44 million to California's $61 billion. States must balance their budgets each year by levying taxes and reducing expenditures.

Cigarettes, alcohol and gasoline are likely targets of tax increases in the new year as states seek new sources of revenue. Raymond Schepach, executive director of the National Governors Association, said that some states may boost sales and income taxes. It is also possible that some towns may increase property taxes.

Raising cigarette taxes may generate more problems than profits for the states. Increased cigarette taxes are having the unwanted effect of promoting black-market activity. Cigarette smuggling has become a lucrative pursuit for criminals and even terrorists.

Mars and Hershey raising prices

Candy-makers Hershey Foods Corp. and Mars Inc. raised wholesale prices on their U.S. chocolate bars in response to rising costs of cocoa and other commodities.

Hershey, the largest U.S. chocolate-maker with brands such as Hershey's Kisses and Reese's peanut-butter cups, said it would boost the wholesale price on all its chocolate bars beginning Jan. 1. Standard-size 1.55-ounce bars will rise 10.8 percent, while smaller increases on other products will limit the overall rise to about 3 percent, the company said.

Privately held Mars Inc., the second-largest U.S. chocolate-maker, confirmed that its Masterfoods USA unit had raised wholesale prices on its single M&M packs, Snickers, and other chocolate bars by about 10 percent beginning in December. Most of its loose bars weigh about 2 ounces.

"The moves, which mark the candy-makers' first major increases in more than five years, follow a sharp rise in the price of cocoa and moderate gains in other commodities, such as sugar.

"The candy-makers' price increases come on the heels of wholesale price increases by Nabisco Oreo cookie-maker Kraft Foods Inc. and Keebler cookie-maker Kellogg Co. Those companies depend on cocoa as a key ingredient in cookies.

Want to know what's new?

Keep up on important issues facing the food and beverage industry with AFD's new email program. Be assured that you won't receive dozens of emails everyday and we will never sell our email list. We don't email unless it is important!

To sign up, email to Dan Reeves at dreeves@afdom.org. In the message block simply say SIGN ME UP! We'll do the rest.

If you prefer, fill in the form below and fax it to Dan at (248) 557-9610.

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Governors prepare to lower the budget boom

Continued from page 3

Electro Freeze is one of the leading manufacturers in soft serve, yogurt, slush, shakes and frozen cocktails.
Michigan trade associations address youth tobacco issues

The Associated Food Dealers of Michigan and other Michigan trade associations recently met in Las Vegas, Nevada as part of the Compliance thru Collaboration (CtC) forum designed to address issues related to the underage sale of tobacco products across the state. The group focused on developing a state-specific strategy of collaboration to more effectively confront and eliminate illegal tobacco sales.

Michigan retailers should be proud of their recent progress report on youth sales to minors. The most recent data collected by the Center for Substance Abuse Prevention (CSAP), a division of the U.S. Department of Health and Human Services (HHS), show that Michigan retailers sold tobacco illegally only 17.2% of the time, much lower than the federally imposed goal. Those numbers show considerable advancement considering that just a year ago Michigan was in violation of federal law because officials had determined a 26.8% non-compliance rate, when the federal goal for Michigan was 22%. Although a compromise was made with the federal government to avoid stiff sanctions last year, continued non-compliance would have put the state in danger of losing a large portion of their $83 million in substance abuse grant monies from HHS. “We are convinced that more hard work is needed to keep these compliance numbers stable at this high rate. The collaborative effort with all stakeholders is the most efficient and effective way to make this happen,” noted Dan Reeves, AFD Vice President.

Along with the retail progress of the past decade has come the recognition among America’s retailers that they should control their retail counters. The challenge is to capture this commitment and convert this philosophy into a way of life that consequently becomes an ID Culture recognizing that tobacco, and other age restricted products, are for adults only!

The Compliance thru Collaboration program is a national initiative developed by the Smokeless Tobacco Council that brings together major stakeholders in a state to work together toward eliminating underage tobacco access. Representatives from Ohio, Wisconsin and Mississippi also attended the 2-day event.

Helpful numbers for retailers

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

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AFD Food & Beverage Report, January, 2003...
Minimall brings opportunity to Southwest Detroit

A piñata full of ideas and dreams has showered over Southwestern Detroit's Mexican-American community.

In the past, the secret to retail business success for this part of the city was to draw suburbanites. The flavorful food of Mexico and other Hispanic cultures was the usual attraction. Stores with ethnic products and restaurants did bring customers. Mariachi bands, weekend marketplaces and Latino hospitality made the journey worthwhile.

It took an outsider, a Chaldean, to provide what was missing in Southwest Detroit. Longtime grocer and developer, Sam Yono, recognized the tremendous opportunity to vitalize the business district, resulting in La Plaza Mercado, a $10 million, 30,000 square-foot retail center to serve the West Vernor neighborhood.

Yono, along with nephew Sal and sons Sal and Randy, started purchasing property seven years ago. "Sheer tenacity made this possible," said Kathleen Wendler, president of Southwest Detroit Business Association. She also recognized the efforts of SBDA Real Estate Manager, Deborah Sumner, who worked tirelessly with the Yonos to forge a relationship with the Mexican-American community. Sumner's patience has been rewarded with jobs. Most construction project workers came from the neighborhood. Businesses in the finished complex employ over 100 workers, 95 percent from the neighborhood, says Yono.

In 1999, the average West Vernor household income was $26,000. The demographic of the area has changed dramatically with Hispanic households doubling and displacing low-income families. Census figures show a gain of 48 percent in household income over the 1990s. The key to this statistic is the fact that Hispanic household size is increasing while other groups are declining.

Speaking of the new mall project, Wendler exclaimed, "We are all the beneficiaries," as she addressed the grand opening crowd. Gathered in La Plaza Mercado crowd were TV cameras, dignitaries, friends, family, neighboring business owners and community leaders. Theresa Zajac, SBDA program director stressed that this effort will act as a catalyst to other businesses.

The project centerpiece is Vemor Ferreteria Do It Best Home Center. The hardware store has numerous items that formerly required a trip to the suburbs. The hardware and home improvement center is the responsibility of Sal Yono. The Yono's Vemor Investments, Inc. financed the minimall and will continue to be visible as they also run the Money Center and Cell Phone Store and La Plaza Coney Island and Grill, a restaurant with an outdoor patio.

Sam spoke briefly to the grand opening guests thanking them for their cooperation. "This is your home," he assured, with a courtesy typically extended by Spanish speaking cultures. Yono commented that he was forewarned not to invest in the Detroit neighborhood. "We didn't lose one brick," he exclaimed, impressed by the loyal, honest integrity he found in the people from the neighborhood. Banks weren't forthcoming with funding either. However, "Comerica was there for us," he added.

The city of Detroit also blessed the project. Mayor Kwame Kilpatrick's Multi-Cultural Liaison, Fred Feliciano, applauded the new development as being vital to Detroit's rebirth. The Yono's are building another Detroit retail center at Livernois and Joy Road. They also own two other hardware stores in Detroit and another in Redford Township.

As this piñata of potential spills out over the city, Sam Yono's dream will be fulfilled. New jobs, tax revenue, hope and revitalization to long-forgotten environs of Detroit, will continue the Yono family's long-time commitment to Detroit.

The minimall is at the corner of Vemor and Lansing, just west of Clark Street. Other stores in the mall include Foot Locker, Check & Go; Bandera Impuestos Tax Service; Dulsoria Sonrisas, a candy store; China House, Chinese Food; and Amigo Mediterranean Restaurant.

Kathleen Wendler addresses the group assembled in the 14,000 square-foot hardware store

"We didn't lose one brick," said Kathleen Wendler, president of Southwest Detroit Business Association, while other groups are declining.

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We Encourage Ice
Paramount Coffee Company names two vice presidents

Paramount Coffee Company, headquartered in Lansing, Michigan, has named Robert Leyko, Vice President of Service and Dan Kreft, Vice President of the Gourmet Division.

Robert Leyko has been with Paramount over thirty three years. He brings extensive knowledge and experience to his new position. Prior to being named Vice President of Service, Leyko managed the service department for Paramount, developing one of the most comprehensive service and equipment programs in the coffee industry.

Dan Kreft is a graduate of Michigan State University in Food Systems Economics. He has been with Paramount since July of 1995. Kreft has been instrumental in expanding Paramount’s gourmet retail operations. Kreft will be responsible for overseeing the needs and growth of the Paramount’s Gourmet Retail Division.

AFD welcomes new director

Wagon Wine Shoppe in Rochester Hills, to its Board of Directors. Brandon began working in the store at the age of 15. His father and uncle, who are now deceased, previously owned the store.

Brandon graduated with a Bachelor’s in Business Administration from Western Michigan University. He is a resident of Troy and brings 14 years experience in the food industry. Brandon became an AFD member two years ago when he became co-owner of Red Wagon with Michael Laurencelle.

Governor appoints Allen to Liquor Control Commission

Governor John Engler appointed Judith Allen, of Delta Twp., as chair of the Michigan Liquor Control Commission in December. The commission is an independent agency within the Department of Consumer and Industry Services that works to streamline operations, improve customer service, and protect the public. Allen replaces Dan Gustafson, who was recently named executive director of the Michigan Gaming Control Board.

"I am proud to appoint Judy Allen as chair of the Liquor Control Commission," said Governor Engler. "During her 20 years of public service, she has developed a thorough understanding of management, budget, legislative and administrative issues. Her time as chief of staff to Senate Majority Leader Dan DeGrow has prepared her well to lead the Liquor Control Commission."

Allen’s appointment as chair of the Liquor Control Commission was effective December 16, 2002, and will expire June 12, 2004.

Markley named to Michigan Beef Industry Commission

Governor John Engler named Charles Markley to the Michigan Beef Industry Commission, which is responsible for encouraging the sale and use of beef and beef products in Michigan through promotion, research, education, consumer marketing or other activities. In addition, the commission serves as a liaison between the beef industry and other food industries.

Markley, of Bryon, is the owner of Markley Farms. He replaces Jack Knirk, of Quincy, who died. Markley is appointed to represent cattle feeders for a term ending May 31, 2004.
Allied Domecq unveils Academy of Wines & Service Excellence

Allied Domecq Wines USA (ADWUSA) unveiled details of an ambitious and comprehensive Academy of Wine & Service Excellence trade program.

"While the long-term programming will offer something for everyone, our initial efforts will focus on our core audiences: retailers, brokers, in-house sales teams, restaurateurs, and our emerging global partners. The Academy will feature an entirely new, comprehensive, multi-tiered series of wine education programs," says Master Sommelier Evan Goldstein, Allied Domecq’s new Director of Wine and Hospitality Education.

"We’re raising the bar as training and education have become value-added business imperatives in the increasingly competitive environment."

While initial efforts will take place in the field, the Academy will also conduct courses at Allied Domecq’s six California wine properties, including the newly completed Clos du Bois hospitality center in Sonoma County.

Topics covered in the ongoing series of classes will include intensive training on wine geography and production, viticulture and winemaking, food and wine pairings (introductory level, advanced and customized), wine tasting skills and comprehensive tastings, and multifaceted on-premise server training. There will be additional focus topics and other useful “tricks of the trade,” including the art of developing a wine list, staging a successful winemaker dinner, the basics for conducting blind tastings, and building powerful on-premise incentive programs.

To learn more about ADWUSA’s Academy of Wine & Service Excellence, or for a free downloadable brochure, go to allieddomecqwines.com and register at the Trade Site. Registration is free. After January 2003, the Academy’s website will be wineacademy.org. For further information, contact Evan Goldstein at (707) 473-2356 or the Academy office at (800) 375-9002.

Reminder:
WIC vendor surveys are due

There are two different surveys being conducted at this time, a full line survey and a pharmacy survey. Surveys must be completed and returned by the due dates indicated on each survey.

If you are a WIC authorized full line vendor and you have an in-store pharmacy, you must complete both surveys and return both by the due dates indicated on each survey.

Mail the completed survey(s) to:
Michigan Department of Community Health
WIC Vendor Relations Unit
2150 Apollo Drive
Lansing, MI 48906-7071

I’m Dreammming of a Glazed Doughnut
Retailer rolls out new pastry to compete with Krispy Kreme

Hampton Roads, Va., will be the test market for Dreammm, 7-Eleven’s “new and improved” glazed doughnut, says a report in The Virginian-Pilot, Norfolk, Va. The Dreammm doughnut, which resembles a Krispy Kreme’s Original Glazed doughnut, will hit shelves at 226 7-Elevens from the Outer Banks of North Carolina to Williamsburg. But according to Des Hague, vice president of fresh foods for 7-Eleven Inc., it is “a totally new formula. It’s a new mix.”

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

Roundy’s picks up more Pick ‘n Save outlets

Roundy’s plans to purchase seven Pick ‘n Save supermarkets in Wisconsin; terms of the deals were not disclosed. An official said Roundy’s acquisition signals the ongoing consolidation trend in the food retailing industry.

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You and the POWER of Blue!
Beverages dominate top new products

According to IRI's just released 2001-2002 New Product Pacesetters: Food & Beverage report, seven of the top ten leading new products are beverages. Soft drinks led the way, with four new carbonated beverages totaling $661 million in first year sales. Smirnoff Ice, whose introduction virtually created a new beer, wine, spirits category, also had a phenomenal first year with sales well in excess of $100 million. Kool-Aid Jammers and Propel Fitness Water round out the list of blockbuster new beverages.

Coke can goes chic

Coca-Cola Co. is testing a new 8.4-ounce can that resembles the sleeker cans favored by energy drinks, according to Advertising Age. The regular Coke can is a squat 12-ounces. The slim, red can is being tested at New York City nightclubs such as Lit and Trust, and boutiques such as Mac cosmetics. Marketing analysts say the move is an effort to appeal to young consumers who become easily bored with the status quo and tradition.

Heyer named Coke COO

Coca-Cola named Steven Heyer president and chief operating officer, the first outsider to rise so high at Coke. Heyer, 50, has been in line for the spot since joining Coke as president of new ventures from Turner Broadcasting nearly two years ago. He becomes heir apparent to Chairman and CEO Douglas Daft, who was elevated in an executive shake-up three years ago.

New packaging graphics for Diet Coke

Diet Coke, Coca-Cola Light, Caffeine-Free Diet Coke, Caffeine-Free Coca-Cola Light and Diet Coke with Lemon all have a new look worldwide, a spokesperson for the Atlanta-based soft drink company said. The packaging update follows a similar move last month by PepsiCo, which unveiled new graphics for Pepsi-Cola and Caffeine-Free Pepsi-Cola. U.S. consumers will be the first to see new Diet Coke packaging graphics in the marketplace in early 2003. Similar graphics will be rolled out in other parts of the world throughout 2003.

The current design has been in place since 1997. The purpose of the new design is to "contemporize" the look and strengthen the brands' relationship with today's consumers, said the Coke spokesperson. Changes to the graphics are subtle and represent a slight graphic enhancement to the traditional trademarks. The new design retains many familiar elements. The ribbon device has been returned to the package for the first time since 1997. The ribbon provides an appropriate link to Coca-Cola heritage and "adds an additional element of fun and dynamism to the package." The new packaging also uses two variations of silver, enhancing its contemporary look.

Correction

In the December, 2002 issue of the AFD Food & Beverage Report an incorrect phone number was listed for Cuisine de France. The correct number is (847) 318-5340. We apologize for any inconvenience that this may have caused.

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Lack of physical activity, junk food on school campuses cited for youth obesity

About 26% of California students, ages 6 to 19, are overweight and 40% are not physically fit, according to a two-year study conducted by the Robert Wood Johnson Foundation. Independent experts say the junk food on school campuses and school's non-compliance with state physical education mandates are partly responsible for students' health. —Los Angeles Times

FDA commissioner to review food labeling for health claims

FDA Commissioner Mark McClellan will look at ways to get the most effective health information to consumers. McClellan cites the omega-3 fatty acid content and its potential health benefits as something food companies have been unable to promote because of the strict labeling rules. —The Wall Street Journal

Chile becomes fourth NAFTA partner

The U.S. and Chile have agreed on a free-trade pact that would eliminate tariffs on 85% of goods within 12 years. U.S. Trade Representative Robert Zoellick said if Congress approves the trade accord, it would add $4.2 billion to the U.S. gross domestic product. —The Washington Post

Note: Lottery machines don’t work at home

The following news item appeared in the weekly “News of the Weird,” published December 6. This story appeared under the subhead “Least Competent Criminals.”

“Masters of technology: Burglars hit the K Bros Service Station in Everson, Penn., in November and lugged away the lottery-ticket machine, perhaps hoping to print themselves some winning tickets; a lottery spokesperson said the machine works only when it’s hooked up to lottery headquarters.”

Value of dollar stores grows

Dollar stores are enjoying a new cachet—and increased profits—thanks to a “cheap chic” makeover. Following the example set by Wal-Mart and Target, dollar stores have revamped their concepts to appeal to a wider audience, reports Knight-Ridder Business News. It looks like the investment was worth it. A study by Information Resources Inc. found that 56 million U.S. households said they shopped in a dollar store in 2002 compared with 53 million in 2001. Analysts say dollar stores are also benefiting from a change in consumer attitude that embraces bargain hunting and finds cheap chic trendy.

“The days when people would say they wouldn’t go into one of those stores are over,” according to Connell Radcliff, owner of 1st Carolina Properties that leases shopping-center space to Dollar Tree. “There’s a huge change that’s gone on in the consumer’s mind.”

Burger King bought for $1.5 billion

Diageo announced last month that it sold Burger King for $1.5 billion to Texas Pacific Group, Bain Capital and Goldman Sachs Capital Partners. Previously, the equity-sponsor group had planned to buy the fast-food concept for $2.26 billion, but later renegotiated the deal with Diageo, reports the Associated Press. Diageo began to look for a buyer for Burger King in June 2000 in order to concentrate on its core beverage business. The company sells alcoholic beverages including Johnnie Walker, Guinness and Smirnoff. “This ownership group is outstanding,” said Burger King CEO John Dasburg. “They fully understand and support our strategy, our programs and our people.”
Economy Wholesale grows to meet customer demands

By Michele MacWilliams

Right off the bat, Economy Wholesale is impressive. Their phone number, 313-922-0000 is something that even the largest Fortune 500 companies can’t acquire. How did they do it?

“Well, a little luck, and diligence,” says Mark Yousif, company co-owner.

Together with partner Isam Askar, the two started Economy Wholesale in 1993. The pair had been in the wholesale automotive petroleum products business since 1982 and saw an opportunity. The business was called Four Seasons Oil Company and our customers were primarily independent convenience stores and gas stations. They expressed a need for a more diverse product line so we opened Economy Wholesale and began carrying paper products, detergents, snacks and a limited selection of groceries as well as petroleum products,” stated Yousif.

At the time, they were located in a 20,000 square-foot warehouse on Bellevue in Detroit. Over the years the company grew. As the customer base and product selection increased, the need became evident. In 2001, Yousif and Askar were presented with the opportunity to purchase the building adjacent to theirs. They jumped on the offer, updated the facility to suit their needs and in 2002, moved into a beautiful, modern 60,000 square-foot facility.

Today they distribute over 6,800 different products, including cigarettes, candy, health and beauty needs, dollar items, cleaning products and groceries. Their delivery business stretches north to Flint and south to the Ohio border near Toledo.

The company recently opened a cash and carry outlet that is available to general business clientele.

“We’ve been successful because we know how to provide good customer service,” stated Yousif. He adds that Economy Wholesale’s prices are also extremely competitive. “We do our best to provide our customers with what they want – good products at great prices.”

So what is on the horizon for Economy Wholesale? The partners have once again discovered a niche that needs filling. They will soon open a membership warehouse club for the general public. Yousif says that the retail warehouse club will be housed in the same building as their wholesale business, but will be open to the general public, with the purchase of a membership.

“We will be the only warehouse membership club in the city of Detroit,” says Yousif. He believes that the residents in his community will welcome the opportunity to shop at a warehouse club within the city limits. The partners say that their warehouse is close to Eastern Market and can draw customers that live and shop in the area.

However, Askar and Yousif know that business customers, are their bread and butter. “Our business customers will always pay lower prices that walk-in consumer business,” assured Yousif.

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Flint’s Jack Minore brings a city influence to Lansing

Legislator Profile

by Karly Blake
State Representative Jack Minore, (D-Flint) learned about the needs of an urban area by serving on the Flint City Council for 15 years. Unlike many of his peers whose resumes include mostly township and county government positions, Rep. Minore brought urban experience to the table. “There aren’t very many of us from city government. As a minority member, I’ve contributed a great deal because of my background in city politics,” says Minore.

Prior government experience
Elected to the Flint City Council in 1983, Minore served two terms as President of the Council and three terms as Vice-President. He served as City Council liaison in the creation of the Bishop Airport Authority and served as Council Representative on the Joint City/County Water Study Committee. Active in the Michigan Municipal League and the National League of Cities (NLC), he was a member of the NLC’s Environment League of Cities (NLC), he was a member and officer of the State Central Committee of the Michigan Democratic Party.

Committee assignments
Rep. Minore, begins his third term in Michigan’s 92nd Legislature, with new committee assignments and the title of Assistant Minority Leader. His last term committee assignments included Minority Vice-Chair of the Employment Relations, Training and Safety committee and member of the Tax Policy committee and the Local Government and Urban Policy committee.

Serving on the Local Government and Urban Policy committee, Minore brought a city influence to the committee, which was otherwise dominated by former county and township officials.

On that committee, he worked to develop a tax abatement policy for abandoned properties which reduced the amount of time those properties could remain vacant. “I had a significant hand in drafting that legislation,” Minore says. He helped pass significant changes in unemployment insurance benefits including raising the maximum per week benefit from $300 to $362 and providing a break to employers as well. “There was such a large surplus in the unemployment fund, that the committee provided a $10 million break to employers,” he added.

Rep. Minore said that the Tax Policy committee is looking to draft legislation for tax abatements for undergoing improvements in their houses. The homeowners are not taxed on these improvements for 12 years, according to Minore.

Minore was one of the founders of the “Music in the Park,” a summer concert series held in the park near downtown Flint. This is the 13th year for Music in the Park. Rep. Minore continues to emcee the concerts and chair the committee. “We’ve raised $100,000 for concerts, celebrating diversity with performances by such varied artists as a Mexican Mariachi band, a predominantly black choir, an Irish duos, and a country quartet, to name a few,” says Minore.

Flint involvement
Being a Flint native, Minore has long been concerned with the health of the downtown area. “The area experiencing the most growth is the educational area. Flint has three colleges in or near downtown. The University of Flint is right downtown, Kettering University is to the west and Mott Community College is to the east,” he said.

While on the Flint City Council, Minore helped start a master plan for downtown Flint renovation at Mott Community College. He represented the council serving on the boards of the Brownfield Development Authority, during its start-up, the Economic Development Corporation, the Tax Increment Finance Authority, and The Growth Alliance. He was instrumental in creating neighborhood enterprise zones for Flint. This enables residents in designated neighborhoods to receive tax abatements for undergoing extensive improvements on their houses. The homeowners are not taxed on these improvements for 12 years, according to Minore.

Minore was one of the founders of “Music in the Park,” a summer concert series held in the park near downtown Flint. This is the 13th year for Music in the Park. Rep. Minore continues to emcee the concerts and chair the committee. “We’ve raised $100,000 for concerts, celebrating diversity with performances by such varied artists as a Mexican Mariachi band, a predominantly black choir, an Irish duos, and a country quartet, to name a few,” says Minore.

Background
Rep. Minore attended Flint schools graduating from Flint Northern High School. He attended Flint Junior College, now Mott Community College, then went on to receive a Bachelor of Arts from the University of Michigan-Flint and a masters in Education from Eastern Michigan University. He has done post masters work at the U of M, MSU and Oakland University. Minore became involved in politics while he was in college. He served on the McCarthy presidential campaign and worked on the cause for civil rights and the anti-war movement.

Minore served as a classroom teacher for 31 years, teaching every level from elementary through college. Much of his career was as a special education teacher at Whaley Children’s Center. He was also very involved in the Flint Teacher’s Union. From 1993 to 1998, he served as the executive director of the Genesee County Bar Association - responsible for overseeing the budget, personnel, publications and management of the office.

Community activities
Rep. Minore has been a supporter of various community agencies including Salem Housing Task Force, Christ Episcopal Center, Music at St. Paul’s and the Flint Jazz Festival. He has been a member and supporter of several groups - mostly those dealing with children, the arts or the environment. He was a founding member of the Genesee Recycling Coalition, serves on the Board of the Flint River Watershed Coalition and the Friends of the Flint River Trail, and is a member of the Sierra Club. He is a former Board member of the Flint Youth Theatre. He also currently serves on the Library of Michigan Board of Trustees.

“As a legislator, I try to remain active in the community. My philosophy is government can and should be a service to the people. We (legislators) should always be concerned with how our actions impact individuals and local communities,” said Rep. Minore.

Personal
Rep. Jack Minore is the father of four grown children and now has four grandchildren. He enjoys reading as well as hiking, bicycling and cross country skiing. He is a music lover and enjoys theater and travel. Although he enjoys music tremendously, he has no musical talent, according to his choir director friend, who says, “I can teach anyone to sing except maybe Jack Minore.”

To reach Rep. Minore, call him at (517) 373-7515, email: jminore@house.state.mi.us, or write: The Honorable Jack Minore, State Representative, State Capitol, P.O. Box 50014, Lansing, MI 48909-7514.
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©2003 Coca-Cola Company. Powerade, the design of the crest, Mountain Blast, and Very Fast Power are trademarks of the Coca-Cola Company.
January 18, 2003 will be the final drawing for the Michigan Millions game. Tickets for the Lottery’s newest game - WINFALL - will go on sale on Sunday, January 19, with the first drawing being held on Wednesday, January 22.

Michigan Lottery players statewide have been asking for an exciting, easy-to-play game that offers great cash prizes and frequent payouts. Your customers will be happy to learn that exactly what WINFALL offers.

WINFALL is a lot like the old player favorite - Michigan Lotto. Players will choose six numbers from a pool of 49 numbers, match five - win $2,500; match four - win $100 and these prizes are guaranteed amounts. But, WINFALL goes one step further - match three numbers to win a $5 prize, and when the jackpot hits $5 million it stops growing and that's when the game gets really exciting!

When the announced jackpot reaches $5 million and no one matches the six winning numbers for that drawing, players will get a "WINFALL"! In this situation, all of the prize money, including the cash accumulated in the jackpot, is paid out to match five, match four and match three winners in that drawing and each of these lower-level prizes increases by approximately 10 times! Instead of one winner taking home millions, WINFALL creates thousands of big-money winners statewide. The next drawing will then start with a $2 million jackpot.

If no one matches all six numbers in the final Michigan Millions drawing on January 18, the jackpot prize money will automatically be the rollover to the jackpot for the first WINFALL drawing. If the remaining Michigan Millions jackpot exceeds $5 million and no one matches all six numbers in the first WINFALL drawing, the jackpot prize money will be paid out to winners at the other prize levels.

I encourage you to prominently display your point-of-sale materials for this great new game. The Lottery expects to see thousands of match three winners for each drawing, so Lottery retailers can expect to see many players turn those prizes into more Lottery sales.

As was the case with Michigan Millions, WINFALL drawing results will be announced at 7:29 p.m. on Wednesday and Saturday evenings during the live television broadcast.

Free Instant Ticket Coupon. In February, April and September of 2002, Lottery players throughout the state redeemed special promotional Lottery coupons that offered one free $2 instant game ticket with the purchase of any $5 instant game ticket. Those coupons were distributed via selected home-delivered newspapers and they were a huge hit with your customers!

Due to the great success of the first three instant coupon promotions, the Lottery has chosen to distribute another “Buy One $5 Instant Ticket, Get One $2 Instant Game Ticket Free” coupon on January 26 in more than 1.6 million home-delivered newspapers throughout the state. The coupon expires on February 23, 2003. Your customers are not the only ones who will benefit from this promotion.

It also creates an opportunity for Lottery retailers to earn an additional 5 percent commission on a $5 instant ticket sale!

Don’t forget that an extra one percent sales commission is available to retailers who meet or exceed their quarterly sales goals. This quarter (January 1 – March 31, 2003) the sales goal is set at a two-and-one-half percent increase over the same quarter in 2002.

I strongly encourage you to take advantage of this opportunity to prominently feature the Lottery’s instant games in your stores, and don’t forget to ask for the sale! "$2,000,000 Celebration"

Grand-Prize Drawing. On Friday, January 31, 2003, the Michigan Lottery will conduct the "$2,000,000 Celebration" instant game grand-prize drawing and the lucky winner will walk away with the $2 million top prize!

This $20 instant ticket went on sale September 5, 2002 and all instant winners of $1,000 in the game are automatically entered into the drawing after their ticket has been validated at a Lottery office or licensed claiming center by the close of business on Friday, January 24, 2003. Approximately 2,000 players will qualify for the drawing.

Winners who have been entered into the drawing must contact the Lottery’s Public Relations office at (517) 373-1237 if they plan on attending the drawing. Winners do not need to attend the drawing to win.

Michigan Lottery Celebrates 30 Years. On November 13, 2002, the Michigan Lottery began its 30th year of operation. Over the past 30 years, the Lottery has seen many changes, but the one thing that has never changed is the Lottery’s dedication to supporting kindergarten through 12th grade public education in the state of Michigan.

I want to take this opportunity to thank you for your 30 years of hard work and support of the Michigan Lottery.

Holiday Closings. Michigan Lottery offices will be closed Wednesday, January 1 for the New Year’s holiday and on Monday, January 20 in honor of Martin Luther King, Jr. Day.

New Instant Games for January. This month, the Michigan Lottery will unveil five new games and one bonus game. The $2 “Wild Time Doubler,” with a $30,000 top prize, goes on sale January 2. Your customers could collect big bucks with the new $1 “Wheel of Fortune,” which offers a $50,000 top prize and has stores on January 9. Instant ticket lovers will flock to your store on January 16 when the $2 “Hearts On Fire” goes on sale offering a $14,000 top prize. Players will experience double the fun on January 23 with the newest $10 offering, "$1,000,000 Double Down,” featuring a $1 million top prize. The $2 “Gold Fever,” with a $35,000 top prize, will be available at ticket counters on January 30. The $1 “Lucky Sign” BONUS game, which offers a top-prize of $1,000, will be available at select retailers on January 30.
Your players will love WINFALL! It's a great new game that's lots of fun, has lots of winners and is easy to play. Players win by simply matching 6, 5, 4 and even 3 numbers. And if no one matches all 6 numbers when the jackpot reaches $5 million, then all the prize money, including the cash in the jackpot, is paid out to the match 5, 4 and 3 winners increasing those prizes by about 10 times! You and your players will fall for the fun of WINFALL.
Mega Trends
Continued from front page

Three: The challenge to America
American leadership is being challenged today as it has not been since the Great Depression of the 1930s, when the U.S. leaned isolationist and seemed to turn a blind eye to mounting global problems.

The jeers and heckling that greeted Secretary of State Colin Powell at the recent World Summit on Sustainable Development were just one manifestation of increasing hostility to what is perceived as American arrogance and go-it-alone posture.

While over 100 heads of government attended the Summit in Johannesburg, President Bush sent Secretary Powell and provided him with little to offer in the way of attacking the problems of global warming and the widespread poverty and disease affecting much of the Third World nations.

This is a dramatic switch from a year ago, when President Bush won global support for his declaration of a war on terrorism. But the wave of U.S. corporate scandals, the precipitous drop in the equity markets at home and abroad, and the anxiety over the prospect of a U.S. invasion of Iraq have all contributed, justified or not, to an erosion of respect for American leadership and President Bush’s policies.

Four: Europe’s weakening bond
Immediately following the attacks on the World Trade Center and Washington, a deep bond was established between the U.S. and Europe — perhaps embodied in a leading French daily’s banner headline on September 12: “We Are All Americans!”

Today that bond has been weakened considerably. Some cite our unwillingness to co-operate on the Kyoto Agreement to battle global warming or to hand over U.S. nationals to the proposed International Criminal Court or America’s stand on trade policy for steel and farm products. Others cite the U.S. support for hard-line Israeli Prime Minister Ariel Sharon.

But the real and often unstated reason is, most probably, America’s power, arrogance and wealth, underscored by the overconfident nature of our individual conduct during the past two decades.

Five: Facing the Saudi problem
Tensions between Saudi Arabia and the United States are at an all-time high. Saudi investors have withdrawn billions from the U.S. The extremist Wahabi sect of Islam is tolerated, and probably funded, by the Saudi government to keep its followers in line, and to keep them active throughout the Kingdom, teaching young people about the evils of the West. Indeed, it is suggested that the Wahabi are teaching young people in virtually every mosque in the Middle East and Europe to hate the West.

Major oil companies have been denied access to prime Saudi oil fields. And a multi-million dollar propaganda campaign on behalf of Saudi Arabia by lobbyists and public relations firms is already in full throttle.

Six: The Russian Connection
Speculation is building that the U.S. will deepen its ties with Russia as an offset to uncertainty in the Middle East.

Much must still be overcome. Still, a closer relationship, if accomplished, could lead to huge new markets and opportunities as well as more economic certainty for the U.S. and the West.

Seven: Trouble south of the border
The instability that has plagued Latin America for the last century appears to have no end in sight. Economic collapse and cases of violence in countries like Colombia, Peru and Argentina are leading the region to still rougher waters.

The Bush Administration has turned its attention to trying to stabilize the economies of Argentina, Brazil and Uruguay. In Dilenschneider’s opinion, the Administration should not permit its focus on the War Against Terrorism to distract it from pushing for the Pan-American Free trade agreement the President spoke of at the Montreal conference in 2001.

The NAFTA agreement opened up new opportunities for growth between Mexico and the United States.

Eight: IT levels the playing field
In 1990, U.S. companies spent 19 percent of their capital budgets on information technology. In 2000, these companies spent 59 percent.”

Companies and countries around the world are beginning to do the same. Indeed, the concept of broadband in telecommunications has already been more widely accepted in many countries than in the U.S.

What this means is that a more competitive capability is evolving around the world. Very little of this capability has yet to come to the bottom line. Most has gone back to the customer in the form of lower prices, better services and a
The NACS Dozen:
12 members of Congress earn perfect marks

Two senators and 10 representatives earned perfect scores from the National Association of Convenience Stores (NACS) based on their voting records in the recently concluded 107th Congress. NACS based its scorecard on how members of Congress voted on legislation critical to the convenience store and petroleum-marketing industry brought before each chamber—12 votes in the Senate and 10 votes in the House of Representatives were included in the scorecard.

The two senators earning perfect marks from NACS on all 12 key votes were John Kyl (R-AZ) and John Ensign (R-NV). Both will return for the 108th Congress. Meanwhile, 10 representatives earned perfect scores from NACS: Rob Simmons (R-CT), Chris Shays (R-CT), Nancy Johnson (R-CT), Mark Souder (R-IN), Fred Upton (R-MI), Charles Bass (R-NH), Lindsey Graham (R-SC), Zack Wamp (R-TN), Frank Wolf (R-VA) and Greg Ganske (R-IA). All of the representatives were reelected and will return for the 108th Congress except for Ganske, who lost his bid for a Senate seat.

Issues included in both the House and Senate scorecards were support for making the death tax repeal permanent, opposing efforts for an ethanol mandate, support for reasonable health-care reforms that would increase employer costs and killing the Clinton administration’s ergonomics rule, which would have cost the industry $20,000 per store. In the Senate, an additional vote permitting retailers to open their doors to charities without fear of unionization of their employees was included. Details on both scorecards can be found at www.nacsonline.com by clicking on “Government Relations,” and then on “Congressional Locator.”

“We applaud these members of Congress for their strong support and understanding of the importance of convenience stores within the community,” said Bill Douglass, NACS’ vice chairman of government relations and CEO of Douglass Distributing Co. in Sherman, Texas.

NACS developed the scorecard to compare how members of Congress supported issues important to the convenience store and petroleum-marketing industry, targeting several key votes during the 108th Congress.

Among the issues it rated were votes on small business tax cuts and easing federal regulations for small businesses.

The NACS Dozen:
12 members of Congress earn perfect marks

Heinz easy-pour bottle is a popular squeeze

It seems the company can’t make enough side-down Easy Squeeze bottles. “We can’t keep up with the demand,” Heinz Chairman Bill Johnson told analysts after reporting slightly better-than-expected fiscal second-quarter earnings.

The first of the new bottles began showing up in grocery stores just before Labor Day. Already, Easy Squeeze sales account for 10.3 percent of the U.S. dollars spent on ketchup, a hefty portion of Heinz’s 59 percent share.

By comparison, the mystery color ketchup promotion that the company ran several months ago captured 2.5 percent of the dollars spent.

A recent Business Week magazine listing of the best products of 2002 cited both the Heinz side-upside down bottle and that of competitor Hunt’s, which was introduced last summer.

Heinz easy-pour bottle is a popular squeeze

The National Grocers Association SUPERMARKET SYNERGY SHOWCASE (S³) 2003

Heinz easy-pour bottle is a popular squeeze

The National Grocers Association’s (N.G.A.) full registration “Value Package” covers the following convention events and programs:

- 4 Convention General Sessions
- Over 30 Educational Workshops
- Trading Partners Strategic Business Solutions
- 3 Super Breakfast Sessions
- N.G.A. Financial Management Conference
- Supermarket Synergy Showcase (S³)
- Interactive Concept Show — Operational Services and Fuel Center Marketing, Applied Technology and Store Fixtures, Center Store Sales, Specialty, Ethnic and Whole Health Foods, Fresh and Prepared Foods, and Ethnic Marketing & Lifestyle Solutions
- Store Tours
- National Best Bagger Contest
- Chairman’s Reception and Gala featuring Paul Anka
- Aspen Club Dinner and All-American Dance Party
- Closing Brunch by Women Grocers of America

GROUP DISCOUNT RATES — A FREE registrant for every 4 full registrants... and a FREE spouse registrant for every 4 spouse registrants.

Low airline rates to Las Vegas — Plus additional DISCOUNTS from major airlines:
- United (1-800-521-4041, code 596CH)
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- America West (1-800-548-7575, code 7273)
- National Airlines (1-800-757-5387, Group NE0371)
The King of Warren

By Ginny Bennett

Fairline Food Center's reputation for good service has earned them the nickname "The King of Warren." Samir Pattah, co-owner of Fairline is happy to live up to that name. He likes to be called the King of Warren Avenue, that is. The store is at 16520 W. Warren just east of Southfield Freeway. Satisfied customers started the "king" thing, says Samir.

Unusual customer loyalty brings shoppers from areas across Metro Detroit like one couple from Dearborn Heights I encountered in the deli aisle. They were eager to share the reason they would come so far out of their way. "It is the cold cuts and cheese," said the wife. "It's the meat," said her spouse. They return week after week because of the variety, quality and choices. Being a super shopper, the wife described her favorite deli meat. She liked it Polish style, very mild, and her husband liked a spicy variety. "We can both get what we want here at Fairline," the Bucher Shop is a big draw, too. Regulars come from Farmington Hills, Woodhaven, Redford, Wyandotte, Trenton and Lexington.

The 20,000 square-foot store has a full line of groceries. They carry everything you'd expect and a few surprises. "We are open to new products," says Jimmy. "I'll try any new line or new salesman's product. They get a chance to sell it and my customers get a chance to try it. We are happy to offer our shoppers the latest items. If it sells we all win."

Other winners include the entire Warrendale community. Leaders appreciate the generosity and support of the folks at Fairline. Churches within a five-mile radius depend on Fairline for donations.

Most of Fairline's customers come from the Warrendale community. Point of Sale (P.O.S) Coordinator, Toni Perez, also lives in the neighborhood. She has worked at the store for 12 years. Although a WSU graduate, Toni doesn't regret not working as a teacher, in her field. Happy with her work she is grateful for the opportunity and support of the community she is a part of.

"We try to treat everyone the same," and the two partners agree, "We don't discriminate between who is family. We treat everyone as family."

Samir and his brother-in-law, Gamal (Jimmy) Hermiz, have been partners since May 1986. The first twelve years the partnership included Louie Boji. He sold his shares in 1997 to develop other interests. Their involvement, says Samir, was a happy one. He speaks with respect and fondness of Boji. "He is an excellent person," Samir emphasized. Boji went into the computer business before developing Boji Towers in Lansing. The 25-floor tower is across from the Capitol.

The "King of Warren" won't disappoint shoppers whether they come for the special meat, the good service or because of the friendly folks who work there, Samir says. "We enjoy the name and we work hard to deserve it."
AFD’s 19th Annual Buying Trade Show

Treasure of Values

Burton Manor
Livonia, MI
April 9 & 10, 2003

Wednesday, April 9, 2003
from 5 p.m. to 9 p.m.

Thursday, April 10, 2003
from 2 p.m. to 8 p.m.

Admission Ticket Required.

Call Ginny at AFD
for more information at
(248) 557-9600 or
gbennett@afdom.org

The law demands that you be at least
21 years of age to attend this Trade Show.
Proper attire, please. No bags allowed in or out.

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

Mike Kassab from 3M Sunoco
“I went to see people that
I hadn’t seen in a while.
I also really enjoy walking
around to look at the new
products. And there are
always some good deals.”

Jimmy Samona from 3 Bros. Party Store
“I place a lot of orders
at the show.”

Steven Dudas from Rite Aid
“I want to see the new products
coming to the marketplace.”

Al McKenna from Jack’s Fruit Mkt.
“I attended the AFD Trade Show looking
for new equipment. Check scanning
services and reverse vending machines
were of special interest to me last year.
The great thing is that everything is under
one roof, so it makes my job easier.”

Join Your Peers! Unlock the Door To Savings!
Pepsi Bottling Group Detroit spreads holiday cheer

Over 2,000 Detroit elementary school children were treated to a visit from Santa (jolly old Chris Zebari) just prior to the holidays. Pepsi Detroit adopted three elementary schools, Hubert Elementary, Dixon Elementary and Campbell Elementary. Pepsi Detroit employees visit the schools and serve the children a Pizza Hut lunch with Pepsi products, of course. During the visit, Santa Claus talks to the students as he visits each room about staying in school, saying no to strangers and drugs and being good. This is followed by a picture-taking session where each child gets a Polaroid shot with Santa and an educational gift. The Detroit Police Department will be taking part this year visiting each school with a squad car during the Pepsi visits.

“We are a community focused company, we do business in the City of Detroit and do so many things with children throughout the year. This is a favorite because so many of these children would not otherwise have a chance to see Santa. The message we send to these kids is clear: stay in school, work hard and strive to achieve your goals,” said Zebari.

Mega Trends
Continued from page 20

knowledge level that minimizes marketplace ignorance and challenges monopolies that freeze many consumers out. Look for more people to benefit from this in the next few years as they go online and information technology spreads to all parts of the world, creating greater parity and a much higher level of competitiveness among cultures.

Nine: The new danger of asbestos

Asbestos litigation is threatening to overwhelm corporate America. Since Johns-Manville declared bankruptcy 20 years ago as a result of its huge asbestos-related liability, at least 55 other U.S. corporations have followed suit. Nearly 40 percent of these companies have filed for bankruptcy protection only in the past year-and-a-half, and the trend is ominous for the future.

It has been estimated that 1,000 to 2,000 American companies are currently being sued for asbestos-related disease claims and that overall liability may reach $200 to $275 billion over the next 20 years. Yet, most health experts believe that asbestos-related disease is a rapidly...
Liquor License application process tips

The State of Michigan Liquor Control Commission has made these suggestions for the application process:

• Submit an initial application form (LC 1135) and receive from the MLCC an application package.

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

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

• Provide all items requested when you meet with the investigator.

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

• If approved by the Commission you will receive a closing package including a Contract for Licensing.

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

To avoid delays, the Commission suggests:

• Make sure all the documentation that is requested is enclosed with your application. This means including a purchase agreement and property document if one is involved in the transaction, and all of the documents related to your corporation, partnership or LLC.

• Pay your inspection fees, $70 for each license.

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

• Have all of the items the investigator requested ready when he or she arrives for the investigation.

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

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

For more information refer to the MLCC website, www.cis.state.mi.us/lcc.

Mega Trends
Continued from previous page

diminishing public health problem, and has been for the past 30 years.

As more corporations go bankrupt, the plaintiffs’ bar has broadened the search for solvent companies, however tenuous their links to asbestos.

There is a growing recognition in Congress that a legislative solution to the asbestos litigation crisis may be the only way out, although the powerfully connected trial lawyers trade association has vowed to fight any such move to the death. If these efforts prove futile—as so many have in the past—expect many more American corporations, including some of the largest, to be swallowed up in the maw of the asbestos monster over the next decade.

10: A mysterious environmental monster

No one knows or understands the consequences of the so-called “Asian Brown Cloud,” but it is certain that the result will not be welcomed by the world. This “Cloud” is a vast blanket of smog that over 200 prominent scientists, from the U.S. and abroad, agree is nearly two miles thick and extends over much of South Asia and the Indian Ocean.

It consists of fly ash, black carbon, sulfates and nitrates plus many organic substances and derives from dramatic increases in the burning of fossil fuels in vehicles, factories and power facilities; from far-ranging Indonesian forest fires; and from millions of cookers burning wood and cow dung.

At the very least, this “Cloud” is leading to weather changes for the whole world, a decline in crop productivity, damage to forests, acid rain and significant respiratory diseases for countless thousands.

Right now, there is no check on the “Cloud.” Scientists need more time to study how to eliminate this environmental threat— if, indeed, that is possible— but its impact on business and politics will be overwhelming.

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AFD Food & Beverage Report, January, 2003......25
Associated Food Dealers of Michigan grocers provided 1,700 turkeys to designated churches and civic groups

The Associated Food Dealers of Michigan and Detroit-area neighborhood grocers, provided 1,700 families in the Metro Detroit area with turkeys for their Thanksgiving dinners. In addition to turkeys, Wonder Bread and Wonder Bread Stuffing were also provided. This is the 22nd year that the group has given away turkeys for the holidays. Turkeys were picked up by representatives of charitable organizations on Monday, November 25 at Value Center Market in Warren. AFD delivered turkeys to additional charitable organizations on Tuesday, November 26.

AFD thanks Charitable Activities Committee co-chairs Jim Garmo and John Denha and all the committee members and volunteers. You guys were great!

AFD thanks all those who helped with the Turkey Drive 2002

Charlie McCallum of Spartan
Clifton Munsu of DTE Energy
Phyllis DeSmet of Spartan
Dena Chapman of DTE Energy
Pamela Woodside of DTE Energy
Lee Soloman of Value Center Market
Iqbal Singh of DTE Energy
Glen McClellan
Jennifer Napor
Danielle Doby
Monica Doby
Karen A. Johnson
Nancy Moudding
Sonya Hao
Talal Toma
Augren Kalaaho
Masoon Tato

And thanks to the kids of AFD
Travis Karmo
Brittany Hao
Mark Karmo
Bronson Yaldoo
Justin Karmo
Samantha Garma
Jena Naimi
Eddie Zeer a.k.a. "Junior"
Firas Alosachie
Toby Zeer

Wendy Acho of Standard Federal Bank
Sam Diao of In N Out Food Store #11
Gary M. Davis of Tom Davis & Sons Dairy Co.
Harley Davis of AFD
John Denis of 8 Mile Foodland
Phyllis DeSmet of Spartan Stores, Inc. / Plymouth
Terry Fardis of Value Center Market #1217
Jim Garma of Shopper's Valley Market
Chip Gerlach of Interstate Brands Corporation
Janey Golani of Assyrian American National Federation
James E. Hunter of Amheuser-Busch, Inc.

Rocky Huaynu of Professional Insurance Plans
Ronnie J. Jamil of Mug & Jug Liquor Store
Mark Karmo of Falcon/Golden Valley Food Center
Eddie Kassab of Food Basket Supermarket
Nick Kay of Warrensle Food Center
John Loussia of Value Wholesale
Boushra Mansour of Chaldean Federation of America
Dr. Jacob Mansour
Paul Marks of Greeson Company
Saad Marouf of Chaldean Federation of America

The group gives turkeys to Rev. Obie Mathews at Little Rock Baptist Church.

AFD thanks its charitable activities committee for all their support!

Alas Naim of Thrifty Scot Supermarket
Jim O’Shea of Jays Foods
Don Parks of Interstate Brands Cisp.
Wonder Bread/Hosers Cake
Mark Shemmann of Central Foods Inc.
Thomas Sokol of DTE Energy
Bil Viviano of House of Prime, LLC
Brian S. Yaldoo of Woodward Long Lake Shell
Chris Zebari of Pepsi Bottling Group
Eddie Zeer of Security Express
Tom Zeer of Security Express
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1-800-66-66-AFD
or (248) 557-9600
More from our Turkey Drive

The Associated Food Dealers of Michigan, the Chaldean Federation of America and the businesses below are proud to host the 21st Annual Turkey Drive and wish you a very happy holiday season!

12 & Evergreen Shell
7 Wise Food
8 Wise Foodland
S & Hilton Market, Ferndale
Alford Drugs
American Paper
Apolis Foods
Art Robbie
Art of Japan, Fine Wine
Asian American National Federation
ATM with Denny's, Sterling Road
Avery Bakeries, Inc.
Banner Super Market
Banner Supermarket, Schaefer
Bar S Foods
Balancia, Battle & Del's
Belleville Foodland
Bronco's Party Store
C.A.R.E.
Central Foods Inc.
Chaldean American Ladies of Charity
Chaldean Federation
Cloverleaf Amoco & Grill
Comerica
Cranston Bar, Inc. Southfield
Crossmark
Detroit Edison
Dr. Jacob Maroore
DTE Energy
Family Foods, Detroit
Falcon/$ Golden Valley Food Centers
Farnerm John
Farmington Hills Wine & Liquor
Fischer's Southfield Muffler & Brake
Forest Advertising Group
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Galeanni Wine & Liquor Shop
Golar Valley Dairy
Hobart Corporation
Holistic Market, Canton
Hollywood Supermarket, Inc.
House of Prime, Birmingham
Huron Web
In 'N Out Food Centers
Kool-Aid
Kolarta Bazaar
Kwik Market
Kwown Supermarket
Linwood Food Co.
Livelio Foods
M & K Party Store
Mayfair Market
Marathon Telegraph & Tel.
Market Square of Birmingham
Mazoo Foods
McKee's Southfield
Metro Food Center
Metro Foods
Metro Mache Associates
Metro Supermarket, Inc.
Meihoe Development
Mrs. Paul's Standard Meat Market
New Super Fair Foods
Oak Ridge Markets
Oakland Farmers Party Shoppe
Orchard - 10 Market
Orchard Market
Palace Party Shoppe, Southfield
People's Food Market
Pizzazz & Pizza & Grill
Piz & Save
Pine Cone Food Center
Piper's Market
Plum Hollow Market
Professional Insurance Planners
REMAX Classic, Farmington Hills
Republic Bank
Ruska Party Store
Ryan Foods

Special thanks to Interstate Brands – Wonder Bread/Hostess, Spartan Stores Inc., Value Center Market, DTE Energy, Standard Federal Bank and Tom Davis and Sons Dairy Company!

We at the Church of the Resurrection wish to express our sincerest appreciation. Your donation of the turkeys and bread will help us to help others who are in need in our community. Again, thank you for making it possible to bless others this Thanksgiving.

To all the AFD members who generously supported our annual Turkey Drive, please read these letters! They are meant for you, because without your support we could never provide Thanksgiving turkeys to the needy families in the Metro Detroit area.

The Mt. Zion Missionary Baptist Church received the (60) turkeys and bread donations. We want you to know that we appreciate your kindness and generosity, and I know the people that received the turkeys also thank you.

We will certainly support your stores, especially the Golden Valley Store, and the stores in the downriver area.

Sincerely,
Joseph B. Barlow, Jr., Senior Minister
Mt. Zion Missionary Baptist Church

The Pine Grove Missionary Baptist Church wishes to thank you and your company for its donation of free turkeys and bread for families in need. We appreciate your kindness and generosity.

Sincerely,
Deborah Porter, Pastor
Pine Grove Missionary Baptist Church

We thank you on behalf of the families who received turkeys and bread from your association. Thank you for your concerns for your fellowman. God bless you all.

Respectfully,
Elder William Elum
Fellowship Church of God in Christ

I am writing to express our thanks and appreciation for providing us with 48 turkeys. We were able to serve many undervolunteered families during this holiday season.

Thank you again for your assistance toward this event. We look forward to working with you in the future.

Sincerely,
Charles H. Ellis, II
Greater Grace Temple

The Ferndale Goodfellows would like to thank you and your organization for your generous donation of turkeys and bread for the less fortunate in our community.

Ms. Samara Mansor of St. James Church delivered eight turkeys and eight loaves of bread to our facility last week. We delivered the food to eight needy families in our community just in time for Thanksgiving.

Thank you for your generosity and time given this year. It's people like you and your staff that make the world a better place for all of us.

Thank you,
Sincerely,
Ferndale Goodfellows

Classifieds

FOOD EQUIPMENT FOR SALE—BKI Rotisserie Machine, Charbroil Grill, Deep Fryer, Soft Serve Ice Cream Machine. Contact Friedie or Jason at (313) 925-0511.

SUPERMARKET EQUIPMENT FOR SALE—Hust department equipment, shared fridges, garage, stainless steel trim, etc. Call 810-506-4604.


FOR SALE—C&F store with bakery, ice cream & general merchandise, goodwill plus ABF Gas with brand new Crawton 10,000 gal. permise tank and service new pygong located downtown Flushing.

Call 810-372-6344 for more information. Buy business and property or just business and lease property.

S.D.D. & S.D.M.—For sale.


517-817-7059 after 5:00.

SHOWCASES FOR SALE—1 foot to 6 foot and 3 foot to 4 foot. Call Ken at (284) 252-4674.


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) 339-9198.


FOR SALE—LICOR STORE—Good location in Detroit on main thoroughfare. Also has deli and groceries. Beer, wine, tobacco. Size 4,000 sq. ft. business and property. For more information call (313) 561-5390 evenings. Leave name, telephone number on answering machine.

KITCHEN HOOD FIRE SYSTEMS AND EXTINGUISHERS—Discount pricing to all AFD members. New installs, remodels, inspections, recharging and testing. Also servicing all types of booths and gas stations. All brands. Ansul, Pyrochem, Ranger, Guard, Servicing Southeastern Michigan 24/7. Call Ali Ross at GALLAGHER FIRE EQUIPMENT—800-433-1540.

FOR SALE—Party store in Warren. Excellent location! Good business with GREAT income. Call Sam or Mike at (586) 751-6640.


BUYING/MANAGING—Scandar Stover. Inc. is seeking a Buy/Merchant. Reporting directly to the CEO. We are looking for a professional that would match our existing and marketing strategies. Electing to become our primary marketing contact. The position requires an outgoing personality and ability to establish and maintain effective contact with key individuals. Excellent communication and organizational skills are necessary. Must be able to work evenings and weekends. Send resume to Spartan Stores, Inc., Human Resource Department, 9175 Saginaw Road, Pinckney, MI 48169-4194.

The classifieds are intended for use by those interested in selling or buying various items. Ads may be located throughout the directory and may include goods and services ranging from homes and vehicles to retail businesses and professional services.
We, the Salvation Army Bagley Corps, would like to take this time to formally thank you for your generous donation of 60 turkeys. We really appreciate your thoughtfulness and generosity.

We hope that you continue to be a blessing to those who come in contact with you, for you truly have been a blessing to our efforts to help those that are less fortunate.

God Bless You,
Envoy Otis Green, Corps Administrator
Salvation Army Bagley Corps

Thank you for making our church a distribution point for the turkeys this holiday season. Our vision is to provide support services to the immediate community in which our church resides.

We are dedicated to meeting the mental, spiritual, emotional, and physical needs of people. We clearly recognize that the preaching of the gospel is but one vital component to changing the hearts and lives of people. Your support enables us to meet a portion of the tangible needs the people who reside in our community have.

Thank you again for your attempt to change our community one life at a time.

Sincerely,
Darryl H. Ford Sr., Pastor
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