Sarafa calls for $75 million disaster relief for stores

Michael G. Sarafa, president of the Associated Food Dealers of Michigan, is calling for $75 million in disaster relief for Michigan's retail food industry. "In spite of the great job that DTE Energy did to restore power and our law enforcement officials efforts to keep order during the recent power outage, our retail food stores suffered great losses," explained Sarafa. He maintains that over $50 million in perishable foods were lost due to lack of refrigeration. Looting also occurred and many stores suffered loss of income because they could not stay open without power. Sarafa said that many stores chose to give product away before it went bad, instead of throwing it away. "The unfortunate part is that many of the retail food stores that suffered the greatest losses are uninsured or underinsured," said Sarafa, noting that insurance companies are reluctant to provide insurance to businesses in certain areas. "Unfortunately rethinking occurs with business interruption insurance and disaster insurance as well." Sarafa added, "If Governor Granholm is going to seek federal disaster relief, then part of that equation should include the businesses that suffered the greatest losses, which includes the retail food industry."

Step into the limelight at the AFD / Beverage Journal Holiday Show

Plan to attend this important trade show, September 23 & 24, at Burton Manor in Livonia. See pages 38 and 39 for show specials and details. Here are some of the latest industry trends, straight from the experts:

- Luxury Items Are Soft (except for Vodka)
- New Products Are On Fire!

AFD asked some industry leaders about the trends in the liquor industry. Here's what they had to say:

Ronnie Jamil, Mug & Jug Liquor Stores
"Mid priced products dominate sales in every category across the board. The luxury product trend is over... for now."

Ralph Gallozi, Golden Wine Cellar
"If it's new or flavored, I can't keep it on the shelves. In the flavored drink race, rum and vodka are neck and neck. The new malt beverages are also very popular, but brand loyalty is minimal so a category leader is still not evident."

Faiez Asmary, National Wine & Spirits
"The spirits industry is continuing to do its part to help the Michigan budget problems. In 2002 spirits contributed almost $200,000,000 in revenues to the state. That is almost five times more than beer and 27 times more than wine."

Kellogg increases earnings 17.3 percent
Kellogg Company gained 17.3 percent in the 2003 second quarter for strong company-wide sales. The company earned $203.9 million or 50 cents per share for the April-June period compared with $173.8 million, or 42 cents per share the previous year's quarter.

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Entry will not be processed without the proper invoice as a support document.

Entry forms received after September 30th, 2003 will be returned and will not be processed. Limit one entry per store location.

For more information call (248) 322-5450.

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ENTRY FORMS RECEIVED AFTER SEPTEMBER 30TH, 2003 WILL NOT BE PROCESSSED. LIMIT ONE ENTRY PER STORE LOCATION.
Reverse vending costs escalate

By Michael G. Sarafa
AFD President

Michigan’s $3.3 billion bottle deposit business is bigger and coOLER than you might think. Over the years, since the bottle bill took effect in 1978, the reverse vending industry has become big business. Retailers have had to absorb the costs of the reverse vending units and their maintenance. The only alternative is to staff a bottle return area, which in many cases costs more and clutters valuable floor space with dirty, empty bottles and cans.

Reverse vending is often the best solution for large, high-volume retailers. Customers deposit their own cans and bottles as the machines accept as a return. The retailer gets blamed for carrying empty containers that customers get mad when they can’t return the empty containers and the product must have a new SKU number in the reverse vending machine’s computer can be over $100. If you think about it, costs can creep up fast.

Eddie Kasab of Food Basket Supermarket in Pontiac feels that the distributors must take responsibility for this cost when they introduce a new product. He suggested that manufacturers should either pay the reverse vending company or the retailers.

Another point that Kasab made is that distributors get mad when they purchase a new product and then they can’t return the empty containers because the SKU hasn’t been changed in the reverse vending machines yet. The retailer gets blamed for carrying a product that they aren’t able to accept in return.

We spoke to a number of soft drink and beer company representatives to accept as a return.

However, a retailer recently brought something to my attention that impacts all stores that use reverse vending machines. Reverse vending companies charge a fee each time that they reprogram or add an SKU number in a machine. Each new product must have a new SKU number. The fee to add each new SKU in the reverse vending machine’s computer can be over $100. If you think about it, costs can creep up fast.

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We spoke to a number of soft drink and beer company representatives to get an idea of how many new products they introduce each year. Matt Rosenthal from Faygo said that his company introduced “four new items this year, in two different package sizes, that’s eight SKUs and the year isn’t over yet.”

Other pop and beer companies weren’t quite as aggressive with new product introductions, but overall, we estimate that retailers must cope with at least 20 SKU changes a year. At $110 to $120 each time, that can run to a hefty $2,200 to $2,400 annually per store, on top of maintenance fees and other reverse vending charges!

This is big business. It also keeps employees at reverse vending companies very busy. However, this cost clearly should not be the responsibility of the retailer.

For new, stores must reman the collection site for returnable bottles and cans, an issue that AFD is continually addressing with our state. In the meantime, lowering related costs is a major concern for AFD and its members. I am calling on the beer and soft drink manufacturers to take responsibility for their own costs, including the cost of new products. Until they are made accountable, the costs associated with the Bottle Bill will continue to be an ever-increasing burden on retailers.

The Grocery Zone

By David Covenly

AFD Members: We want to hear from you!
Is your store celebrating an anniversary? Did you just remodel or open a new facility? The AFD Food & Beverage Report wants to know. We will print information about our members, as space permits. Each month we also write feature stories about our members’ businesses. If you would like to see your name on the pages of the AFD Food & Beverage Report, call our editor, Michele MacWilliams at (248) 557-9600.
Convenience Store Corner

Check for counterfeit coupons

Retailers should be on the lookout for counterfeit coupons. According to an alert issued by the Coupon Information Center (CIC), "homemade" coupons are being circulated on the Internet. Such activity is a criminal offense and penalties can be severe. CIC reports that offenders are being identified and will be prosecuted. Some of these coupons are sold via auctions that involve the transfer of electronic files or "unlimited," "Internet" or home-printed coupons. CIC said one eBay auction has already been the subject of litigation and no longer sells coupons.

The National Grocers Association (NGA) advised retailers to look for:
• Homemade coupons produced on home computer printers
• Coupons printed on standard photocopy or computer paper
• Uneven edges from being cut out by hand and or with paper cutters
• Altered expiration dates
• Offers for free products

Retailers should train their staff members to watch for coupons that have an old print date from the 1980s but a current expiration date, which means that an old coupon has been altered.

The following is a partial list of counterfeit "Free Product" coupons identified so far: Maybelline Wetshine Diamonds Lipstick; Salon Selectives Hair Products; Ertensmann’s Products; Mott’s Apple Sauce; Reynolds Aluminum Wrap; Haagen Dazs Ice Cream; Ball Park Franks; Planters’ Nuts; No Nonsense Hosery; Electrasol; Snedders of Hanover Pretzels; Tropicana products up to $6 off; Thomas Toast R Cakes, no expiration; Dove Body Wash Bars, up to $6.99; Dove Hair Care up to $4.99; Slimfast in 1 can or bar, (many coupons); Pepsi 12-Pack, exp. 12/31/03; Lender’s Bagels, no exp.; Peter Pan Peanut Butter; Scott’s Mega Roll paper towels; SpeedStick Deodorant for Women/Men; Velveeta Loaf, no exp.; Progresso Soup, no exp.; Bird’s Eye Vegetables; Starkist Tuna, Mountain Dew Live Wire 12-Pack; M&M’s Candy; Frito-Lays; Ragú Spaghetti Sauce.

Note that additional counterfeiters are being identified almost daily in this developing situation. Please go to www.cents-off.com for more information.

Avoiding motivational ironies

Managing and motivating employees remains a constant challenge for business owners, including those in the convenience store industry. Fostering a work force that provides top-notch service will pay dividends in repeat business and increased sales. Rob Nelson, founder of Nelson Motivation, Inc., in San Diego, and author of Please Don’t Just Do What I Tell You! Do What Needs To Be Done. Every Employee’s Guide to Making Work More Rewarding, 1001 Ways to Reward Employees and Managing for Dummies, shared his insights for managing your business’s most valuable asset—your employees:

"Motivation" is one of those words that is commonly used to describe the fuzzy notion of "why we do what we do." There are numerous ironies about motivation that make the topic all the more difficult to understand. Here are some of the top ironies of motivation:

Most managers think money is the top motivator—it’s not. What employees really want is to be valued for a job well done by those they hold in high esteem. Compensation is important, but most employees consider it a right—an exchange for the work one does.

What motivates others is often different from what motivates oneself. To have a motivating work environment, managers must be sure to reward the behavior they desire with recognition that is valued and meaningful to their employees—not just themselves. To do this, managers must start with the motivational needs of their employees and build from there.

Things that are the most motivating to employees tend to be relatively easy to do and cost the least. Personally recognizing employees’ accomplishments can be easy to do, but most companies overlook the power and possibilities of no-cost recognition and rewards. Motivating employees can also be done within the context of most every job in the workplace.

Fun, simple and creative rewards work best to motivate employees. It is often the fun aspects of a celebration that make recognition a positive and motivating experience—the simpler and more creative, the better.

Managers don’t tend to focus on employee motivation until it’s too late. Regenerating poor morale is more difficult than doing little things along the way to keep it high. An ounce of prevention is worth a pound of cure. Companies should strive to consistently keep motivation and energy high.

The irony of all of this is that what motivates people the most takes so relatively little to do—just a little time and thoughtfulness for starters. Whatever your situation, start today to build on what’s being done to make employees feel valued for the work they do.

Amlpayingtoo muchforpayroll?

Answer: The labor needs of a store are defined by several factors, including sales volume, loyalty sales, foodservice and motor-fuel sales. The following are the industry labor averages reported in NACS (National Association of Convenience Stores) 2003 State of the Industry report.

In 2002, in-store sales per labor hour had risen to $65, up from $56 the year before. However, the total store sales per labor hour, which includes gasoline sales, had fallen to $186 from $201 in 2001. The industry average for total store labor hours—including the store manager—remained constant at 298, with average wages per hour increasing to $9.66 and total labor cost per hour climbing to $11.48. Also, the average store employed 11.4 people and experienced a management turnover rate of 26.2 percent per year and an hourly employee turnover rate of 127.1 percent per year. These figures represent the industry averages and can provide a benchmark for labor expenditures at the store level.

NACS also offers a labor budgeter that can be used to determine the correct amount of labor for a store. The budgeter contains the average amount of labor per employee per hour required for most of the tasks completed in a convenience store. Once store specifics such as size and sales volume have been entered, the proper number of hours needed to perform all of the store tasks can be determined.

4.AFD Food & Beverage Report, September, 2003
Brown-Forman Spirits Americas welcomes you to the AFD/Beverage Journal Holiday Show!

GLENMORANGIE SINGLE HIGHLAND MALT SCOTCH WHISKY

BROWN-FORMAN SPIRITS AMERICAS
Consumers bulking up on ‘better-for-you’ products

“Better-for-you” products are enjoying increased popularity as obesity concerns prompt consumers to purchase more “light, lean, low and less-of” brands.

According to the newest issue of GMA/IRI Times & Trends, supermarket sales of better-for-you foods, which include soy products, nutritional/energy/wellness bars, weight-control items, and bottled energy, sport and water beverages, have averaged 18 percent growth over the past five years.

In addition, sales of “light, lean, low and less-of” brands increased 6.7 percent to $5.9 billion during 2002, and the sales of popular weight-management beverages grew from $6.7 billion in 2001 to $7 billion in 2002.

“Products geared toward healthful eating, including lower-fat, no-fat and reduced-sodium meals, snacks and drinks experienced significant growth over the past few years,” said Mike Diegel, director of communications for the Grocery Manufacturers of America. “This is clearly a sign that consumers are more aware of the importance of nutrition and a balanced diet. The food industry will continue to address this demand by offering more of these alternatives.”

The increased public attention to health and nutrition is evident in the sales of products containing soy, which have grown 60.7 percent over the past five years. Sales of nutritional/energy/health bars have experienced a boost as well, rising 38 percent during the same period.

Supermarket industry has the urge to merge

Supermarkets were one of the few sectors of the food industry actively acquiring or merging with other companies in the first half of 2003, racking up 20 deals (up from 12 during the first six months of 2002), a number of which were buying operations from Fleming Cos., which is divesting its retail operations.

One sizable buy was grocery wholesaler and retailer Roundy’s winning bid for 31 Rainbow Foods stores in a bankruptcy auction. The third quarter began with C&S Wholesale Grocers’ agreement to acquire Fleming Cos.’ wholesale grocery business.

On the whole, food-industry merger-and-acquisition activity was tepid in the first half of 2003. The Food Institute tracked 194 transactions, down 11 percent from the same period in 2002 and a drop of 34 percent from the first six months of 2001.

— Spartan Stores, Inc., sold 17 Food Town stores in Michigan and Ohio.

Merger and acquisition among food-processing firms held steady—at 46 deals versus 49 during the first half of 2002. Investment firms/banks, which were striking a record number of deals in 2002, slowed their pace, making 13 purchases, about half of their level of activity from the first half of 2002.

Meanwhile, Spartan Stores, Inc., sold 17 Food Town stores in the Toledo, Ohio, and Southeast Michigan markets. The Kroger Co. represented the largest purchase, buying 13 of the stores. Spartan also sold its L&L/Turoch and J.F. Walker convenience distribution unit to The H.T. Hackney Co.

The end of the second quarter saw the FTC approval of the $2.8 billion merger of Nestle Holdings and Dreyer’s Grand Ice Cream, after the firms agreed to shed three Dreyer’s ice cream brands and Nestle’s U.S. distribution assets.

Other notable deals: Wal-Mart Stores agreed to sell its McLane food distribution unit to Warren Buffett’s Berkshire Hathaway and announced plans to sell its Merit Distribution Services business to Swift Transportation Co. Starbucks Corp. disclosed a deal to acquire Seattle Coffee Co. from AFC Enterprises in a $72 million transaction, while Pilgrim’s Pride Corp. agreed to buy the chicken operations of ConAgra Foods for $990 million deal, making it the No. 2 U.S. chicken producer.
we're supporting a business incubator that'll hatch 80 new businesses.

This local community project includes an international welcome center and shopping district. It will grow new businesses and create 190 new jobs. We're proud to support community development programs, as well as programs for education and the environment. But giving is also a personal matter. That's why you'll find me and other DTE Energy employees volunteering our time in the community, fixing up neighborhoods, tutoring young people, planting trees and cleaning waterways. As a company and as individuals, we know we have the power to make a difference.
The Food Marketing Institute (FMI) and the Grocery Manufacturers of America (GMA) are among the supporters of a new proposal by Sen. Larry Craig, R-Idaho, to combat what has become one of the most serious retail security challenges — organized retail theft (ORT).

The Organized Retail Theft Act of 2003 (S. 1553) would treat shoplifting by organized, professional rings as federal felonies, with escalating penalties commensurate with the harm done. The proposed law would impose prison terms of up to 10 years for anyone associated with organized shoplifting, including the thieves, fences, repackagers, and legitimate wholesalers, retailers, and flea market operators. It would also allow victims to pursue civil lawsuits to recover the value of the goods stolen and to be compensated for injuries caused by such products.

"Organized shoplifting has multiple victims," said FMI president and CEO Tim Hammonds. "The economic impact extends to the industry, consumers, and even to the government in lost taxes. Our laws fall woefully short in giving our criminal justice system the power to deter these crimes and adequately punish the offenders. Most are subject to state laws that treat organized retail theft as misdemeanors. The federal government can prosecute only when the criminals cross state lines," Hammonds added.

A recent FMI study — A Report on Organized Retail Theft — noted how ORT is different from petty shoplifting for personal use. ORT involves professional theft rings that move quickly from community to community to steal large amounts of merchandise that is then repackaged and sold back into the marketplace.

The rings target such popular, high-value items as over-the-counter (OTC) medications, infant formula, razor blades, camera film, batteries, videos, DVDs, and smoking-cessation products, according to the FMI report.

"Consumers are at risk when ORT gangs steal the items and do not keep them under the required storage conditions," the report stated. "If the products are near the end of their expiration dates, ORT middlemen will change the expiration date and lot numbers to falsely extend the shelf life of the product. In addition, cough and cold products are popular with ORT rings because they can be sold to clandestine labs that manufacture methamphetamine."

Industry research estimates that ORT costs food retailers up to $15 billion a year and all retailers $34 billion.

McDonald's tries its hand in crab cake business

About 35 McDonald's in Maryland, Virginia and southern Delaware plan to serve crab cakes following a two-year test run. The crab cakes are advertised on radio, TV and billboards throughout the Delmarva peninsula. The Sun

Global Update Seed ingredient goes before U.K.'s FSA

An Irish company has submitted an application to the U.K.'s Food Standards Agency to approve the use of whole and ground chia seed in foods. The chia plant belongs to the mint family and is known to contain high levels of omega-3 fatty acids. -FoodNavigator

Low-carb specialty stores attract Atkins diet followers

About 15 million to 30 million Americans are losing weight with the help of low-carb, high-protein diets. The trend is driving business to the U.S.' 200 stores that specialize in low-carb, high-protein products. Michelob and Russell Stover are among mainstream companies that plan to offer low-carb versions of their products. -USA TODAY

Kraft loses two top execs

The food manufacturer's president of North American business and its group vice president of the North American biscuit business recently submitted their resignations to pursue other opportunities. Kraft stock price dropped when news of the departures made public, but analysts projected the company will still hit its growth targets. -USA TODAY/Reuters
Bacardi Flavors
Now available through
TRANS CON
Holiday Show Trends
Continued from page 1

Faiez Asmary, National Wine & Spirits: “Michigan is the largest control state in the nation and ranks sixth overall in spirits volume. The industry is up a little over 3% for the first six months of 2003 against an increase of less than 1% for all of 2002. Part of the growth can be attributed to the industry’s stepped up advertising. Cable TV stations now are showing regular commercials on brands like Crown Royal, Malibu, Baileys, and Jack Daniels. On network TV, brands like Smirnoff are getting their name out by advertising the new “Maltemative” brands like Smirnoff Ice. There also is an increase in radio, for example Kahlua is currently running spots. Along with print and outdoor, spirit marketers are getting the word out to the consumer.

Vodka remains the number one category, with strong growth coming from ultra premiums and flavors. Ultra Premium brands like Belvedere, Chopin, Vox, and Grey Goose, are leading the category that has seen its sales grow almost eighteen times since 1998. New brands like Ciroc, the first Vodka distilled from grapes, should keep the category strong for the future. Flavors are still a strong category with new entries almost monthly. Stoli introduced Cranberry and Citrus, both clear and brilliant with good fruit flavors. Absolut has several new flavors led by Vanilla. Smirnoff is still #1 in volume and recently introduced Green Apple. Look for other new non-traditional flavors, like Chocolate and Pineapple (both vodkas are available from Vincent VanGogh), to continue to expand and grow.

Following the non-traditional trend, rum is seeing the flavor trend happening in the category. Koya, a new fusion rum that has spices and a touch of citrus, is sure to bring new drinkers into the rum category. Captain Morgan Original Spice Rum is the category leader and the largest selling item in the state. Bacardi also has added flavors like vanilla and coconut to its line of rums.

Even the coffee category is expanding flavors, Kahua introduced Kahua Espresso, an ultra premium blend of Arabica coffee beans, the same ones used by Starbucks, and higher proof alcohol to intensify the flavor. Canadian whiskies are looking toward premiums for growth. Canadian Club’s Classic 12, aged in wood for 12 years before release, joins Crown Royal’s Special Reserve and VO’s VO Gold.

Bourbons continue to grow, again the premiums such as Maker’s Mark and Knob Creek, are showing the highest increases. Jim Beam and Jack Daniels Tennessee Whisky are the category leaders.

Steven Dodge, General Wine and Liquor Company: “One of the hottest brands in Michigan not to mention the country is Hpnotiq which is a blend of Imported Vodka, Cognac, and natural fruit. I have never seen a brand that had so much consumer demand before it was introduced into a market. The first two months we showed sales close to 25,000 cases. The brand has yet to slow down and is continuing to perform very well in all consumer markets. One brand that is truly remarkable is Jagermeister. This brand has cut across all age groups and is showing growth well over 50% across the country and close to 70% growth here in Michigan. Another hot category I have to mention is the Imported Vodka category. Grey Goose, Ketel One, Three Olives and Finlandia Vodka are all doing extremely well as consumers look for high quality brands to enjoy. The Cognac category is also showing great growth. Remy Martin brands have been extremely hot with the sales of VS, VSOP and XO growing at double digit rates. All in all consumers will try new brands and if that brand fits a need, consumers will support it.”

Alan MacDonald, Click Wine Group: “The collectors’ wine category has been soft since September 11th, due to decreased travel and the corresponding decline in corporate dinner functions. The fastest growing segment in the wine industry is the $5 to $8 bottle of wine.”

Wanda Brown, Wanda’s Last Call: “Hpnotiq is in-vogue at the bars right now (liqueur made with vodka, passion fruit and cognac). The newest rage is to add a shot of cognac to Hpnotiq, changing the drink to a green color, and making it an Incredible Hulk. Flavored martins and cosmopolitans are also very popular.”

Bob Watson, CVS Pharmacy: “The most popular item in our stores is mid level priced vodka, and malt beverage sales remain strong. The new flavored liquors have also been selling well.”

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Fleming to sell 2.7 billion square feet

Fleming Cos. Inc., a leading food distributor, is selling off close to 2.7 billion square feet of retail and warehouse space. The company catapulted into a Chapter 11 bankruptcy after its main customer, Kmart, canceled its contract. The 62 locations span 20 states.

There are no minimum prices for the mixed bag of assets, part of which will be auctioned Oct. 14, with bids due by Oct. 9. An internal analysis of the projected take-home pay is being kept confidential. "At the end of the day, we'll take the highest and best offer if it benefits Fleming," Michael Matlat of Keen Consultants LLC in Great Neck, NY, tells GlobeSt.com.

Matlat says he's already fielded a lot of inquiries about pieces of the package. Up for auction are 14 fee-owned locations, including vacant land, and 13 leaseholds of retail and warehouse space. Offers are being taken on another 34 leaseholds of retail and warehouse space, but they are not part of the October auction.

Fleming is based in Lewisville, north of Dallas, started unloading holdings long before an April 1 filing for Chapter 11 protection in US Bankruptcy Court in Delaware. The bankruptcy came three months after its main contractor, Kmart, terminated the Fleming supply contract as part of its Chapter 11 recovery.

Land tracts, ranging from one acre to 12.6 acres, in Florida, Kentucky, Louisiana, North Carolina, Oklahoma, Texas and Wisconsin are on the block. The package includes an owned, 156,842-sq.-ft. warehouse in Marshfield, WI, and a sandwich leasehold for a 140,000-sq.-ft. warehouse in Woodbridge, NJ. The retail sandwich leaseholds are located in Arkansas, California, Florida, Kansas, Nebraska, Texas, Virginia and Wisconsin. The locations range from 15,000 sq. ft. to 140,000 sq. ft. and carry termination dates from this October through October 2012.

"What we have here is some prime, prime real estate," Matlat said in a press release. The 34 leased sites up for sale, but not auction, range from 7,650 sq. ft. to 351,324 sq. ft. The near 2.1 billion sf carry expiration dates from February 2004 through Dec. 31, 2023.

What if you could get a glimpse of your financial future?

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Frito-Lay offers healthier alternatives

A Smart Snack ribbon label will be appearing on Frito-Lay snacks, beginning with Baked! Lay's potato crisps, and will tout some of the product's nutrition information, such as zero grams of trans fats, no cholesterol and 1.5 grams of fat per serving.

"The Smart Snack ribbon label is a key initiative that we are implementing to positively impact the way America snacks," said Tracy LaRosiliere, vice president of marketing, Sensible Snacks, Frito-Lay North America. "This new label will serve as a guide for people who are looking for clear direction on the most healthful snack options."

Miller expands category management

Miller Brewing Company recently licensed and went live with Space Planning by Intactix™, a software product from JDA® Software Group, Inc. A JDA client since 1992, Miller upgraded to the latest version of JDA's space planning planogramming software. Miller expects its space management implementation to boost productivity and market share by delivering profitable, localized category recommendations and shelf assortments to its extensive network of retail customers.

According to Jeff Schouten, Miller's group director of category management, JDA's powerful space management solutions will help them enhance their value as category captain by objectively driving category growth.
Miller Lite has 1/2 the carbs of Bud Light and 1/3 fewer carbs than Coors Light.
And with only 96 calories, it has the fewest calories of all three.
It’s Miller Time™.
Larry Farida, Wine Cellar Fine Wines: "I bought a lot of gift sets at the show last year. The Holiday Show is a great place to preview products that you've heard about, but haven't seen in person. Presentation is really important in my stores, so I want to buy products that look good on the shelves."

Show Hours:
Tues., Sept. 23, 2003 • 5-10 p.m.
Wed., Sept. 24, 2003 • 4-9 p.m.
Burton Manor, Livonia, MI
27777 Schoolcraft Road

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

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

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

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

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

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

Associated Food Dealers of Michigan: working hard for the food and beverage industry for over 87 years
AFD staff members shoot it out at Lieutenant Governor John Cherry’s annual sporting clay tournament. Pictured from left, Melissa Varney, AFD executive assistant, AFD President Mike Sarafa, Lieutenant Governor John Cherry, AFD Vice-President Dan Reeves and Cheryl Twigg, AFD office manager.

White-hot trend: teeth whiteners

Retailers of health-and-beauty items have reason to smile—consumer spending on teeth whiteners increased 90 percent in the last year.

So far, the two major players in this market are Procter & Gamble and Colgate-Palmolive. Together they took in 84 percent of the money spent on teeth whiteners in the last year. The companies have spent $81 million dollars to market these products, reports the New York Times.

Procter & Gamble’s Crest Whitestrips garnered $718.2 million dollars in sales, while Colgate-Palmolive’s Simply White collected $72.5 million dollars in the 52-week period ending March 23. Whitestrips have a higher price tag, so the amount of sales is closer than the figures might suggest. Whitestrips sold 5.5 million units and Simply White sold 5.5 million units.

Reminiscent of the cola wars, the two teeth-whitening titans have been clashing as competition in the segment heats up. In November 2002, Colgate faced a complaint with the Better Business Bureau arguing the validity of some claims made in Crest commercials. In the commercials, it was suggested that the Simply White gel washed off in minutes, making it less effective than the Whitestrips. Crest stood by its claim: the Better Business Bureau has not announced its decision.

Now consumers have even more whiteners to choose from as each company has developed a product for nighttime use. Procter & Gamble created Night Effects, while Colgate-Palmolive has developed Simply White Night.

Other companies have launched whitening products to clean up on the trend, including Biostim, Mentadent and Rembrandt. There are also teeth-whitening gels, such as Opalescence, on the market.
SuperValu looks to pick up some Fleming operations

SuperValu has signed a letter of intent to buy Fleming's operations in La Crosse and Milwaukee and Massillon, Ohio, from C&S Wholesale Grocers. "We look forward to completing this unique opportunity to leverage our distribution network in the Midwest," said Jeff Noddle, SuperValu chairman and chief executive officer.

-American City Business Journals

Marsh to build intuitive store by Christmas

Marsh Supermarkets is building a 65,000-square-foot store in Fort Wayne, Indiana. The store, Marsh's first in the area, will have lower ceilings, shorter aisles and organization will be more intuitive than other stores.

-The News-Sentinel

TV dinners get a twist

The traditional boxed meals, popularized by Swanson in the 1950s, now are categorized as "frozen meals," and accounted for $7.4 billion in sales last year. Though turkey-and-stuffing and Salisbury steak are still offered, other choices now include chicken curry and low-carb roasted catfish.

-Progressive Grocer

J.P. Morgan to acquire Pinnacle Foods

Hicks, Muse, Tate & Furst is selling Pinnacle Foods to J.P. Morgan Partners, in a partnership with C. Dean Metropoulos, for $485 million.

-American City Business Journals

Low-cal aspartame still safe, scientists say

Despite rumors, warnings and reported cases of side effects associated with the artificial sweetener aspartame, scientific review has consistently shown that it is safe.

-Chicago Tribune

Pharmacies sprout up at grocery stores

A report from the Food Marketing Institute finds pharmacy outlets in supermarkets are set to increase almost 9% this year compared with 3% last year. As food sales decline or remain flat, stores increasingly are relying on pharmacies to bolster revenues.

-The Arizona Republic

Overweight teens may face adulthood of cardiovascular risk

A new report finds that nearly 1 million U.S. teenagers suffer from metabolic syndrome, a condition associated with being overweight and linked to diabetes and heart disease. Other studies have reported that 22% of U.S. adults have metabolic syndrome, but this is the first time researchers have looked at its presence in teenagers.

-The Washington Post

Canadian online pharmacies still offer cut-rate drugs

Canadian pharmacies are looking for options as drug manufacturers limit their distribution. Online pharmacies in Canada say they are having a hard time getting medications to resell, which could lead to fewer bargains.

-The Wall Street Journal

P&G rolls out new line of cleaning products

Procter & Gamble has introduced Pro Line, a line of janitorial cleaning products that are targeted to distributors and janitorial companies. The company says it is looking to expand its Commercial Products Group to $1 billion during the next five years with the new line of cleaners.

-The Cincinnati Enquirer

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16. AFD Food & Beverage Report, September, 2003
Introducing VOX Raspberry

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Excite your senses with delicious, new VOX Raspberry Flavored Vodka. The incomparable smoothness of VOX Vodka is blended with the essence of fresh raspberries for an alluring aroma and irresistible flavor.

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-Richard Carington, Market Spirits Commissioner (Pressing, The Pub Reporter)

"*****"
"Possibly the finest raspberry flavored spirit I've tried to-date."
-Albert Hebbe, Spirits Connoisseur (Star World)
McDonald's leads list of favorite quick-serve restaurants

While nearly 40% of adults surveyed said they have seen news about healthy foods in the last month, 80% said they continued eating at quick-serve restaurants, according to a survey by BigResearch. The survey also asked participants to identify their favorite quick-serve restaurant; McDonald's topped the list, followed by Wendy's, Burger King, Taco Bell and Subway. -CBS MarketWatch

CoolBrands goes low-carb

Jumping on the low-carb bandwagon, the country's third-largest ice cream manufacturer shortly will introduce a creamy, high-fat, yet low-carb version of some of its premium ice creams. CoolBrands International is working with the Carb Solutions division of NBTY, a nutritional supplements manufacturer, to develop the new desserts. -The Wall Street Journal

China screams for ice cream

In an effort to increase sales of its ice cream, China's Beijing Allied Faxifood has entered into a partnership with another company that will handle marketing and sales of the dairy treats. In China's hypercompetitive market, ice cream prices have dropped an estimated 20% to 30% in the past year. -The Wall Street Journal

LifeSavers roll out new flavors

From February to April, some 2 million people voted online for their favorite new flavors to create the new LifeSaver lineup. Raspberry, watermelon and blackberry emerged victorious. These flavors take the place of orange, lemon and lime, while pineapple and cherry will stay as part of the five-flavor roll. The candy-maker decided to change the flavor lineup because sales were sliding for 68-year-old traditional five-flavor roll. ACNielsen research found that rolled hard-candy sales, which exclude mints, dropped 21 percent through July 12 compared with the same time in 2002, reports USA Today.

"There has been a lot of new competition and a lot of new things coming into the market. Bringing new flavors in and taking other flavors out is a little shock to folks, but that's what they like," said Andrew Burke, category business director for Kraft Foods' LifeSavers.

Competition in the candy aisle is indeed intense. Mintel Global New Products Database found that 498 new candies—not including chocolate varieties—were introduced in the last year. Of the various LifeSavers products, the five-flavor roll is still the most popular. "It's a classic. It's been around for 68 years," said Burke. "People remember growing up with it."

To ease consumer acceptance of the new five flavor roll, LifeSaver decided to offer online voting. "We said, 'Let's give them a chance to voice their opinion and help us pick the new face for a classic,'" said Burke.

Consumers could pick from 11 flavor choices, including the five traditional flavors, plus tangerine, mango, melon and tangerine. Burke anticipates a shorter run for this new flavor combination. "Tastes change, and everything else changes," he said. "This has opened things up. Potentially other flavors could come in. We've changed the way we're looking at this business."

Groceries take on an international flavor

Asian-influenced stores are cropping up in shopping centers previously anchored by traditional grocery stores. Stores such as Super H Mart, Grand Mart and Global Food offer some standard items but also include foods and cooking supplies from Asia, Latin America and around the globe. -The Washington Post
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Faygo celebrates state-of-the-art facility

By Paige Chittaro

With 96 years of bottling Detroit's hometown soft drinks, the remodeling of the Faygo building in Detroit was a celebration for the city. On July 29, Faygo threw a party to celebrate the remodeling of their state-of-the-art bottling facility at 3579 Gratiot Avenue. The program included brief comments from city, state and Faygo officials, along with a Detroit-based menu, plenty of Faygo and a chance to win prizes.

People were everywhere drinking their favorite flavor and talking about the memories they had growing up drinking Faygo pop. Among them was Detroit’s Mayor, Kwame Kilpatrick who said that everyday on his way home from Cass Tech High School he had “a Red Pop and Better Made Potato Chips.”

Along with the mayor, other important figures spoke including: Senator Hansen Clarke’s communication director, Carolyn Troutt and Councilwoman Alberta Talabi.

Stan Sheridan, president of Faygo Beverages said, “The building is a recommitment to the city.” With that commitment, Faygo employs many Detroiters, and is dedicated to the community in which they work.

Sheridan handed over $2,500 to the mayor to help the efforts of the Detroit Police Foundation.

A little Faygo history

In 1907, two Russian immigrants, Ben and Perry Feigenson, created a piece of Detroit history by opening Faygo’s first storefront facility on Hastings at Wilkins. Originally bakers in Russia, the brothers created unique soda flavors from their own cake frosting recipes. The first of these unique flavors were strawberry, grape, and fruit punch. Naming themselves Feigenson Brothers Bottling Works, they made their product one day, then loaded their horse-drawn wagon the next day, and sold bottles of the soda for three cents or two for a nickel. They called their drink “pop” because of the noise it made when opening the bottle.

In 1921, they changed their name to Faygo to fit on their bottles better, and in 1935 they moved into the famous building on Gratiot Avenue.

From the ’50s through the ’70s, many commercials hit television including:

• The animated “Faygo Kid” saying, “Which way did he go? Which way did he go? He went for FAAAAAAYYGOOOO!”

• “Herkimer the Bottle Blower” being “too pooped to participate” until he drank Faygo Uptown pop.

• Gilderseeve’s singing the “Faygo Boat Song” (Remember when you were a kid…) which rose to number three in popular music charts, selling 75,000 records for 25 cents each.

Faygo Beverages was then purchased by the National Beverage Corp. of Fort Lauderdale, Florida in 1986.

The flavor “Cherry Festival” became a hit in the ’90s. It was made with real Michigan cherries, and was named after the annual Traverse City event.

With over 50 flavors total, and four new flavors this year (Diet Key Lime Pie, Diet Coconut Creme Pie, Ohana Very Berry, and Ohana Tropics), and now with a new, state-of-the-art facility, Faygo still makes Detroit proud.
We had such a good time at the AFD Annual Foundation Golf Outing that we just had to
print a few more photos. Let's hope for great weather again next year!

Coca-Cola's Madison Heights team. Ken
Hebert, Steve Grammer, Steve Brett.

General Wine's Rick Kral, Paul Konopacke, Terry
Fleming and Mike Rosch.

Coca-Cola's Nick Bon, Katy Cole, Mark VanGheluwe
and Steve Wyka.

The Burton Manor Team

Mark Helzer, Tom O'Callaghan, Jim
Trischett, and Tom Vella from Anheuser-
Busch and Hubert

Authorized Cellular's Carl Gianotti,
Hugh Gall, Dave Gagnon and Greg
Gagnon

The CROSSMARK Team: Greg Gillons,
Mike Mackiewicz, Mike Lafollett and
Chuck Potter

The Skyy Vodka girls

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Congratulations to AFD on another successful Holiday Trade Show!

See you 7Up representative for more information on these promotions.
“Front Pair Pay at” promotion is back!

Some of the Lottery’s most popular promotions have been tied to the Daily 3 & 4 games, and the “Front Pair Payout” promotion is no exception. That is why I am pleased to announce the return of the Daily 4 “Front Pair Payout” promotion.

The Michigan Lottery first ran this great promotion in April 2001 and it was an enormous hit with players all across the state. Beginning September 8, 2003 and running through September 28, 2003, players whose $1 straight bets match the first two numbers drawn will receive a $10 payout. The odds of matching the front pair are a mere 1 in 101, which is easier to win than any other Daily 4 prize! Daily 4 winning numbers are drawn twice a day – midday (12:58 p.m.) and evening (7:28 p.m.) – and this great new promotion applies to both drawings.

With all of these extra $10 winners coming to your stores to collect their prizes, you can look forward to increased sales as many players will want to try their luck again. Just like any other prize cashed in-store, retailers will also receive the two-percent redemption commission on every valid front pair match paid.

“WINFALL DAYS OF THUNDER” PROMOTION. The fourth, and final, drawing in the “WINFALL Days of Thunder” promotion will be held on Wednesday, September 10, 2003. All valid entries must be received by Monday, September 8 to qualify for the final drawing for a 2003 Ford Thunderbird convertible. Entries will be accepted by mail at the official entry address, by drop off at Lottery regional offices or by submission via the Internet at the Michigan Lottery’s Web site at www.michigan.gov/lottery.

UNCLAIMED MEGA MILLIONS PRIZES. While many lucky players claimed great cash prizes this month at the Lottery, unfortunately, there are several $175,000 Mega Millions prizes that have not yet been claimed. All unclaimed prizes revert to the state School Aid Fund after one year from the draw date.

Draw Date: Feb. 11, 2003
Game: Mega Millions
Prize: $175,000
Winning Numbers: 18-20-23-48-49
Retailer: Mr. C’s Pizza & Deli #2, Grosse Pointe Farms

Draw Date: June 10, 2003
Game: Mega Millions
Prize: $175,000
Winning Numbers: 14-15-23-32-52
Gold 37 (match first five)
Retailer: Grand Ledge Shell, Grand Ledge

Draw Date: June 13, 2003
Game: Mega Millions
Prize: $175,000
Winning Numbers: 12-15-16-20-51
Gold 33 (match first five)
Retailer: Meijer #109, Commerce Township

Draw Date: June 20, 2003
Game: Mega Millions
Prize: $175,000
Winning Numbers: 1-2-3-12-37
Gold 35 (match first five)
Retailer: Toma Quick Service, Clinton Township

For a complete listing of unclaimed Lottery prizes, please visit our Web site at www.michigan.gov/lottery. If your store sold a top-prize winning ticket that has yet to be claimed, please be sure and remind your customers to check their tickets.

NEW INSTANTS. The Lottery, Continued on Page 29
Mr. Fix It runs for Congress

By Kathy Blake
State Rep. John DeRossett, R-Manchester, has used his problem solving skills in Lansing and now is reaching beyond that to a seat in Washington, D.C., as Republican nominee for Michigan's 7th district. “My life experiences put me at an excellent advantage to becoming elected in the 2004 elections,” says DeRossett. He has a reputation of being a very hard worker. “I know how to stay focused on the campaign. I’ve had tough campaigns, and met the challenge of getting out there everyday, presenting myself as a candidate,” he adds.

The rep. started early in his life fixing things. While in high school, he worked 10 p.m. to 6 a.m., stocking shelves at a grocery store. In his junior year, he bought his first house that needed fixing up. Using his carpentry and electrical skills learned from his father, he made the home suitable for a profit. This would become a career for him later. He continued stocking shelves at the grocery store and took on other responsibilities in the meat and produce departments as well.

DeRossett says the grocery store experience has helped him all through his life because of the very valuable people skills he learned there. The experience also reinforced his strong work ethic.

After graduation, he married his high school sweetheart and went to work at Ford Motor Company where he was elected board member of the Ford Credit Union. That’s where he says he gained experience in developing cooperation between labor and management. He continued buying houses to fix up and after a few years, he left Ford to start his own business, DeRossett Construction, Inc. He ran the business for over 30 years, building new homes, reconstructing historical and damaged homes and turning older, overlooked homes into duplexes. His company was on State Farm Insurance Company’s preferred list for disaster restoration. He was always interested in historical homes and restoring them. He employed as many as 35-50 workers and subcontractors at a time. “I was very cautious to complete projects on time and on budget,” DeRossett says. It was important to him to maintain a good reputation.

Running a small business gave DeRossett considerable insight into the effects that government has on business owners. “As legislators, we always need to be conscious of not burdening our small businesses, which are the backbone of our economy,” he said.

He put aside his successful and profitable company after joining the Michigan legislature. “When elected, I finished the contracts I had. I never wanted anyone to accuse me of using my political position to make a profit,” he explained.

Legislative background

DeRossett is known as a problem solver. “When my phone rings, the Mr. Fix It in me wants to respond. My office has been complimented on how it handles constituent problems,” he said.

Prior to the 2001 redistricting, DeRossett represented the 55th district, which covered portions of Lenawee, Monroe & Washtenaw Counties. His previous committee assignments included Chair of the Agriculture and Resource Management, Land Use and Environment and Transportation. He sponsored three Public Acts in his first term and 12 in his second term.

Now in his third term, he represents the 52nd District, which includes northern & western Washtenaw County and the northeast portion of the City of Ann Arbor.

He is currently Chairman of the Transportation Committee and is a member of the Agriculture, the Land Use and Environment, the Local Government and Urban Policy and the NCSTL Transportation Committees.

Legislation
DeRossett sponsored House Bill 4482, which is part of a five-bill package to create the Michigan Land Bank Redevelopment Fast Track Authority. The purpose is to clear the titles on an estimated 10,000 state-owned tax reverted properties. These properties generate zero property tax revenue and drag down the value of surrounding properties. The primary goals of the Fast Track Authority are to remove legal impediments to the redevelopment of government-owned tax reverted properties, including municipal properties. Since most of these properties are in urban areas, returning them to productive use would revitalize urban areas and encourage better land use.

“This will enable Michigan to redevelop existing properties so we are able to preserve open space and precious farmland,” said DeRossett.

“Rather than develop farmland and woodland, we should encourage investment in areas with infrastructure already in place.”

The measure establishes a new method to clear titles by allowing local governments to exempt tax reverted parcels from property taxes for up to five years and borrow money at low interest rates from the state to facilitate clearing additional titles.

A new tax would be imposed on the property with half the proceeds going to local governments clear titles on other tax reverted property or repay state loans. The remainder of the tax revenue would go to state and local services.

“This is part of an effort I've been working on for over four years,” DeRossett said.

He also helped install the Unified State Construction Code. Previously there were three codes and it could cost as much as $3,000 more to build an identical house in one area versus another because of the different codes.

As Chairman of the Transportation Committee, DeRossett attended a press conference in Detroit with U.S. Representative Tom Petri, (R-WI) who is the Chairman of the Federal Highways and Transit subcommittee of the House Transportation and Infrastructure Committee. Chairman Petri’s subcommittee has primary jurisdiction over reauthorization of the federal highway bill, the Transportation Equity Act for the 21st Century (TEA 21). The act needs to be reauthorized in Congress by Sept. 30 to continue funding to the states. Currently Michigan receives 88 cents in return for every dollar on the highway portion of transportation taxes sent to the Highway Trust Fund in Washington, making Michigan a donor state. The act will provide each state with a minimum of 95 percent return on its contributions to both the mass transit and highway accounts of the Highway Trust Fund. Michigan’s return for highway funding would increase by roughly $72 million more each year.

Michigan currently receives 43 percent return on funds it contributes to the Mass Transit Account. It would mean an additional $67 million annually or a 95 percent return, enabling the state to better address mobility needs in metropolitan and rural areas.

Another transportation issue that DeRossett sponsored was House Bill 4010 to promote development of alternative energy sources in Michigan. The bill was passed into law, and is now called Public Act 5 of 2003. It provides tax incentives for bio-based fuel production facilities.

DeRossett

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By Michele MacWilliams

Retailers can save hundreds, thousands or even tens of thousands of dollars on credit card processing fees with a new endorsed program offered exclusively to AFD members. "AFD has teamed up with National Processing Services LLC (NPS), to bring our retail members a very cost-efficient credit card processing program," said Mike Sarafa, AFD president.

National Processing Services is the largest marketing and sales support arm in the North Platform for Chase Merchant Services, the world’s largest processor of Visa and MasterCard transactions. In addition, Chase has relationships with American Express, Diner’s Club, Discover, Novus, and JCB, enabling them to process all credit card types.

Laith Yaldoo and Jimmy Nafso, both of whom have extensive retail experience, manage NPS. Laith’s family owns a convenience store while Jimmy’s has supermarkets. "As retailers, we felt that we were taken advantage of by different processors and sales persons. Most retailers don’t understand how credit card processing works. We decided to investigate, and found that by getting into the business we could save ourselves considerable money, and help other retailers too," says Jimmy Nafso.

NPS not only looks at the rates charged by credit card processors, but also the proper set up of an account; they consult with each individual retailer to lower all related costs. "Laith’s background, as an attorney, comes into play. We consult with retailers and provide a program that will improve their processing and lower their overall costs, while giving them superior service," Nafso added.

The bottom line is that we understand the retailer and we work with each one to provide the best possible program for them," Yaldoo says that while the background work can be extensive, it makes the process painless for the retailer. "A retailer can start by sending in their current monthly processing statement from their current credit card processing company. We first make sure that you are a member in good standing before we’ll look at everything, from rates to processing fees and surcharges and we’ll provide a program specifically designed for that particular retailer’s needs," Yaldoo added.

To receive a no-obligation quote, fax to NPS at (248) 540-7910, or call NPS toll-free at 866-NPS-VISA (677-8472).
Little G&D Liquor makes big impact in Cadillac

By Michele MacWilliams

Thirty-two years ago Margo and Paul Kurtzman packed all their belongings and moved from Detroit to the small town of Cadillac. Work was hard to find in a good environment to raise a family.

They had a two-year-old son, Paul Jr., and they were hoping for a baby girl, Melissa, in 1971. They moved from Detroit to the small town of Cadillac for the opportunity to run a bowling alley/pizza pub. They had a two-year-old son, Paul Jr., and they were hoping for a baby girl, Melissa, in 1971.

The Kurtzmans couldn’t refuse. A thirty-two years ago Margo and Paul Kurtzman packed all their belongings and moved from Detroit to the small town of Cadillac. Work was hard to find in a good environment to raise a family. They had a two-year-old son, Paul Jr., and they were hoping for a baby girl, Melissa, in 1971. They moved from Detroit to the small town of Cadillac for the opportunity to run a bowling alley/pizza pub. They had a two-year-old son, Paul Jr., and they were hoping for a baby girl, Melissa, in 1971. They worked at the bowling alley for six years, saving money to concentrate all his energies on the family business.

In 1980 the Kurtzmans added a deli counter and their subs and sandwiches were an immediate hit. They quickly outgrew their cramped quarters and in 1981 moved across the parking lot to their present location, tucked into the same strip mall as a Glen’s Supermarket.

Ten years later, due to the popularity of their food-to-go, they took over the retail space next door and expanded the store to its present 4,000 square feet. Two pizza ovens were added as well.

Paul Jr. grew up working at G&D. “I was in second grade when my parents bought the store. I’ve never really worked anywhere else.” He remembers, adding, “This is where I want to be.”

Although Cadillac has a large influx of summer vacationers, a strong local customer base is G&D’s main focus.

“We see a lot of the same people in here everyday,” says Paul Jr. Lunch is the busiest time in the store, although it is open from 9:00 a.m. until 1:00 a.m. weekdays and until 2:00 a.m. on Fridays and Saturdays. A steady flow of customers grab soda from the coolers and then either head over to the deli counter for a sub, salad or sandwich, or go to the liquor counter, where they can choose a slice of hot, homemade pizza.

Paul Jr. is proud to say that since 1984, G&D has been selling slices of fresh, homemade pepperoni pizza for just $1 each. They plan to hold the price at a buck for the foreseeable future. An even better deal, is passed on one of the two large pizza warming ovens, tempting customers to order two slices and receive a can of pop for just 25 cents more. Two slices of pizza and a pop for just $2.25? Cadillac residents know a good deal and the steady stream of customers attest to it.

Although Cadillac has grown considerably over the years, the deli department remains a small town feel. It is tidy, but not slick, like some of the newer chain convenience stores.

Typical of a local store that has expanded over the years, the floors are sloped and a bit uneven. A stranger to Cadillac would never think that some of the best pizza, subs, salads and sandwiches in town are made in the kitchen behind this small store. However, G&D’s famous “Wexford county-wide” for their BLT Pizza, which is topped with - as you may guess - bacon, lettuce, tomato and ranch dressing.

Fifteen full and part-time employees work in the store including kitchen staff, who mix pizza and bread dough in the large, commercial mixer and bake pizzas in the two huge, state-of-the-art pizza ovens everyday. All of this is housed in a sparkling clean kitchen in the back of the store.

The Kurtzman family has made G&D a real part of the community. They cater to their customers by offering a bit of everything and they even deliver. “We make quite a few runs every day,” says Paul. Paul Jr. is a big part of their delivery business, but Paul says that the store will deliver anything that they carry.

During a recent visit, regular customer Roxanne Hines made a point of noting the charitable contributions of G&D. Little leagues, cheerleaders, sports teams, Special Olympics and the local schools all benefit from the store’s generosity. “We try to do as much as we can,” adds Paul Jr., who says that the local sports teams and charities often ask G&D to provide pizzas for their special functions.

G&D is the epitome of a small, family-owned business. In addition to Paul Jr., Margo and their son Paul Jr. (who are the three co-owners) wife Tracie and her brother Shawn also work in the store. Paul and Tracie’s two children, Paulie, age six and Katie, age eight, “help” as well. Both know the advantages of their dad’s job.

Paul Kurtzman Jr., age 26, says that the store, which is open from 9:00 a.m. until 1:00 a.m. weekdays and until 2:00 a.m. on Fridays and Saturdays, is a local store that has expanded over the years, the floors are sloped and a bit uneven. A stranger to Cadillac would never think that some of the best pizza, subs, salads and sandwiches in town are made in the kitchen behind this small store. However, G&D’s famous “Wexford county-wide” for their BLT Pizza, which is topped with - as you may guess - bacon, lettuce, tomato and ranch dressing.

Fifteen full and part-time employees work in the store including kitchen staff, who mix pizza and bread dough in the large, commercial mixer and bake pizzas in the two huge, state-of-the-art pizza ovens everyday. All of this is housed in a sparkling clean kitchen in the back of the store.

The Kurtzman family has made G&D a real part of the community. They cater to their customers by offering a bit of everything and they even deliver. “We make quite a few runs every day,” says Paul. Paul Jr. is a big part of their delivery business, but Paul says that the store will deliver anything that they carry.

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Good things come in pairs.

Once again Daily 4 players win just by matching two!

It's the return of Front Pair Payout — September 8 through 28 — and Daily 4 players who match the first two numbers drawn on their $1 straight ticket win $10.

With odds of matching the front pair a mere 1 in 101, this month we will pay out a lot more in Daily 4 prizes. So what do all these $10 winners mean to you? Increased sales, real excitement and 2% redemption commissions on every valid front pair paid.

Remember — Front Pair Payout is September 8-28, with both midday and evening drawings, so let your customers know and make the most of this opportunity. Front Pair Payout makes the Daily 4 better than ever.

$1 STRAIGHT BETS ONLY. Odds of winning straight pair: 1 in 101. Daily 4 odds: Straight: 1 in 10,000; 4-Way Box: 1 in 2,500; 6-Way Box: 1 in 1,666; 12-Way Box: 1 in 833; 24-Way Box: 1 in 416.
Meet the AFD 2003 Scholars

The AFD Foundation is proud to award scholarships for the 2003/2004 school year to these deserving students. Thanks to the support of our sponsors from the AFD Foundation Golf Outing in July, we were able to award 30 scholarships this year.

Christopher
Ammori
Submitted by: Hibbard Party Store
Sponsored by: Michigan Lottery
Chris will be attending Wayne State University in Detroit in the fall. He graduated in 2003 from Brother Rice High School in Birmingham. He was a member of the National Honor Society. He played varsity football and received the Spanish Achievement Award.

Rebecca Brooks
Submitted by: Maria's Italian Bakery
Sponsored by: Authorized Cellular/Verizon Wireless
Rebecca will be a sophomore at the University of Michigan in Ann Arbor. She graduated from Wayne Memorial High School in Wayne in 2002, where she was a member of the National Honor Society and the National Hispanic Honor Society. She was on the girl's soccer team, ski club and was involved in the Hugh O'Brian Youth Leadership Organization. She is on the University of Michigan's Equestrian Team, and belongs to the D.E.C.A. business club.

Scott Caddy
Submitted by: Holiday Market
Sponsored by: Miller Brewing Company
Scott plans to attend his first year of college at Eastern Michigan University in Ypsilanti. He graduated from Dorrer High School and was a member of the Marching Band, played in the symphony and jazz bands and was the president of the Boys Forestry club. He also ran track and cross country.

Jackie Canan
Submitted by: Oliver T's
Sponsored by: Diageo
Jackie will be attending Michigan State University in East Lansing this fall. She graduated from Lakeshore High School in Livonia, where she was a salutatorian. She was a member of the National Honor Society, National Art Honor Society and was on student council. She received the Phi Beta Kappa Certificate of Recognition and the Youth Commission Honor Roll certificate. She received Central Michigan's University Board of Trustees Scholarship and was the Society of Women Engineers Certificate of Merit recipient. She also volunteered for the March of Dimes.

Heather Drake
Submitted by: Foster's Supermarket
Sponsored by: Faygo Beverages
Heather will be a senior at Michigan State University in East Lansing. She graduated in 2001 from Manton High School in Manton where she was a member of the National Honor Society and received the MEAP scholarship. She is a member of the FCE club, CUSAC and is on the Dean's List.

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

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

Associated Food Dealers of Michigan
18470 West Ten Mile Road
Southfield, MI 48076
Call Ray Amyot at 810-356-9666 or 248-557-9600 • Fax 248-557-9610

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State of Michigan's Largest Distributor of:
WINES • CHAMPAGNES • SPIRITS
NON-ALCOHOLIC • CIGARS

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Taste the new selections from all over the world!
GENERAL WINE & LIQUOR COMPANY
is proud to present the finest Wet Goods presented by the Best Suppliers in this Nation:

Wines, Spirits, Beers, Non-Alcoholic Beverages
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• 21st Century Brands
• A. Hardy USA
• A&M International
• Allied Domecq
• Barton Brands
• Brown Forman
• Canandaigua Wine
• Caravella
• Carriage House Universal
• Chalk Hill Winery
• Charles Jacquin
• Charles Krug Winery
• CK Mondavi
• Combrio
• Corterra Wine
• David Sherman Corp.
• Deloach
• DiagCo
• Distillerie Stock
• Franzreh & Sohn
• Gaetano Specialty
• Global Wine—Jewel
• Great Lakes Liquor
• Heaven Hill Dist.
• JG Imports
• Jewel
• Kendall Jackson
• Kobrand
• Leelanau Wine Cellars
• Mott's-Acosta
• Nicholas Enterprises
• Paramount
• Pernod Ricard
• Purple Wine Co.
• Raymond Vineyards
• Remy Amerique
• Rolar Imports
• Royal Wine
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• Sidney Frank Importing
• South Corp. Wine
• Stimson Lane Winery
• Swedish Beverage
• Tabor Hill
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• Tod Hunter Imports
• Tony Marchetti
• U.S. Distilled Products
• Vintage Estates Wine
• Whitehall Lane Winery
• White Rock Dist.
• Winesthesellers, Ltd.
• Wm. Grant & Sons

For more information please contact your sales representative or call (313) 852-3946
Anthony Hamilton
Submitted by: NAACP
Sponsored by: Kowalski Companies
Anthony plans to attend Hampton College in Hampton, Virginia. He graduated from the Detroit School of Fine & Performing Arts in 2003. In high school he was a dance major, a member of the National Institute of Health, was on the National Honor Society and the All City Student Council. He played soccer and was active in his church.

Emily Heiler
Submitted by: Stillwater Grill
Sponsored by: Strategic Planning Concepts/Sagemark Consulting, Inc.
Emily will be a senior at Michigan State University in East Lansing. She graduated from Haslett High School in Haslett in 2000. While in high school she was a member of the National Honor Society and president of the key club. She was drum major in the Haslett Marching Band, was on the dance team and earned the Gold Award in Girl Scouts. In college, she is a part of the Family and Child Ecology Club and is on the Dean’s List.

Kimberly Edsall
Submitted by: Vitel’s Food and Beverage
Sponsored by: Anheuser-Busch
Kimberly will be a junior at Aquinas College. She graduated from Rogers High School in Wyoming, Michigan in 2001. She was valedictorian, on the National Honor Society, and members of the key and drama club. She was on SADD’s executive council, was on the cheer team, played golf and was in band. She also was the co-captain of the science Olympia team. In college, she is a member of Tri-Beta, the Aquinas cheer team and the Aquinas College wind ensemble.

Laura Forton
Submitted by: Frito-Lay
Sponsored by: Frito-Lay
Laura plans to attend the University of Pennsylvania in Philadelphia, Pennsylvania. She graduated from Lahser High School in 2003 where she held a 4.0 grade point average and was a National Merit Scholar and National Hispanic Scholar.

Ann Hermiz
Submitted by: Country Farm Market
Sponsored by: Standard Federal Bank
Ann will be a sophomore at Oakland Community College. She graduated in 2001 from John H. Pershing High School in Detroit. She was a member of the Yellow Ribbon Prevention Program and secretary of the National Honor Society.

Kimberly Edsall
Submitted by: Vitel’s Food and Beverage
Sponsored by: Anheuser-Busch
Kimberly will be a junior at Aquinas College. She graduated from Rogers High School in Wyoming, Michigan in 2001. She was valedictorian, on the National Honor Society, and members of the key and drama club. She was on SADD’s executive council, was on the cheer team, played golf and was in band. She also was the co-captain of the science Olympia team. In college, she is a member of Tri-Beta, the Aquinas cheer team and the Aquinas College wind ensemble.

Laura Forton
Submitted by: Frito-Lay
Sponsored by: Frito-Lay
Laura plans to attend the University of Pennsylvania in Philadelphia, Pennsylvania. She graduated from Lahser High School in 2003 where she held a 4.0 grade point average and was a National Merit Scholar and National Hispanic Scholar.

Ann Hermiz
Submitted by: Country Farm Market
Sponsored by: Standard Federal Bank
Ann will be a sophomore at Oakland Community College. She graduated in 2001 from John H. Pershing High School in Detroit. She was a member of the Yellow Ribbon Prevention Program and secretary of the National Honor Society.
National Honor Society. She was Spanish Club secretary and played AAU basketball. She was a Saint Mary's College Presidential Scholar.

Joseph Krystyniak
Submitted by: Sharon's Short Stop
Sponsored by: Petprem, Inc.
Joseph will be attending Michigan State University in East Lansing in the fall. He graduated from Chippewa Valley High School in Clinton Township, where he was summa cum laude, a member of the National Honor Society and captain of the soccer team. He also received the math department’s Outstanding Student Award.

Scott Lemons
Submitted by: Spartan Stores
Sponsored by: National Wine & Spirits Corp.
Scott will be attending Albion College in Albion in the fall. He graduated from Portage Northern High School in Portage in 2003. He was an honors student for four years and was recognized as Who’s Who Among American High School Students. He received national honor roll and all state honors. He also played varsity soccer.

Rita Michlisich
Submitted by: Fortino’s
Sponsored by: Peoples State Bank
Rita will be a sophomore at Purdue University in West Lafayette, Indiana, studying mechanical engineering. She graduated from Grand Haven High School in Grand Haven in 2002. In high school, she received All State Academic, the German Student of the Year, and Rotary Student of the Month. She was a member of the National Honor Society, president of the Grand Haven Youth Foundation and a member of the golf team. At Purdue, she has been on the Dean’s List and has received semester honors. She is also a member of the Society of Women Engineers and APO Co Ed Service Organization.

Lydia Nafsu
Submitted by: Chaldean Federation
Sponsored by: Central Distributors of Beer
Lydia will be attending Wayne State University in Detroit. She graduated Valedictorian from Utica High School in Utica in 2003. She was a member of the National Honor Society throughout high school.

Jeffrey Najor
Submitted by: Rite Way True Value
Sponsored by: CROSSMARK
Jeffrey will be attending his first year at Albion College in Albion. He graduated from Brother Rice High School in Bloomfield Hills.

Sarah Najor
Submitted by: Cracker Barrel
Sponsored by: North Pointe Insurance Company
Sarah will be attending the University of Michigan in Ann Arbor. She graduated from Marian High School in Bloomfield Hills, where she was on the honor roll all four years. She received the President’s Academic Excellence Scholars.

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Scholars
Continued from page 35

Award and was the Honorary Michigan Competitive Scholar. She was All School Board president, and was on the National Honor Society and French Honor Society.

Francine Orow
Submitted by: Warren Market
Sponsored by: DTE Energy
Francine will be a freshman attending Oakland University in Rochester in the fall. She graduated from Notre Dame Preparatory High School in Pontiac, where she received the American Citizen Award and was titled magna cum laude. She received high honors and excellence in English, Spanish, math, and art.

Thomas Pavlak
Submitted by: Coca-Cola
Sponsored by: Coca-Cola
Thomas will be a freshman attending the University of Notre Dame in Indiana this fall. He graduated from Dewitt High School in Dewitt. He was co- valedictorian, National Honor Society Treasurer, and senior class secretary. He played varsity soccer, varsity track, was a member of the Quiz Bowl team and a member of Business Professionals of America. He was also named Notre Dame Scholar.

Matthew Pisching
Submitted by: Eastown Distributors
Sponsored by: Eastown Distributors
Matthew will be a sophomore at the University of Michigan in Ann Arbor. He graduated in 2002 from De La Salle Collegiate High School in Warren. He was valedictorian, a National Merit finalist, and the Free Press’ Scholar Athlete. He was the captain of the Science Olympiad and the varsity golf team. At college, he received the William J. Branstrom Freshman Prize and was the State of Michigan Robert C. Byrd Honors Scholar. He is also on the Dean’s List and is involved in Michigan Interactive Investments.

Bryan Reid
Submitted by: Drake’s Market
Sponsored by: Isar Nut
Bryan will be a senior at the University of Michigan in Ann Arbor. He graduated in 1999 from Lincoln Consolidated in Ypsilanti, where he was the captain of the wrestling team, and was on the honor roll. At the University of Michigan, he is on the Dean’s List, received University Honors, and is Vice President of Sigma Gamma Tau.

Christina Shamoun
Submitted by: Ellsworth Party Store
Sponsored by: General Wine & Liquor
Company
Christina plans to attend her first year at the University of Michigan in Dearborn. She graduated from Southfield Lathrup High School in Lathrup Village. She was secretary of D.E.C.A. student marketing association, and was the vice president of a Chaldean youth group.

Mary Shelly
Submitted by: Duffy’s Derby
Sponsored by: Brown-Forman
Mary will be a sophomore at the University of Michigan in Ann Arbor. She graduated in 2002 from Croswell-Lexington High School in Croswell. She was a member of the band and Quiz Bowl. She was also captain of the English Academic Games, and a member of the National Honor Society.

Scholars
Continued on page 40
National Wine & Spirits congratulates AFD and the Beverage Journal on another successful Holiday Trade Show!
**AFD / Beverage Journal Holiday Show**  
**“Step Into The Limelight”**  
September 23 & 24, 2003

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### General Wine & Liquor

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<td>McCormick</td>
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**Show Hours:**  
Tuesday, September 23  
5:00 p.m. – 10:00 p.m.  
Wednesday, September 24  
4:00 p.m. – 9:00 p.m.

Burton Manor, Livonia  
27777 Schoolcraft Road.  
(South side of the I-96 service drive between Inkster and Middlebelt roads)

Ask your sales rep. for a half-price coupon to the show. AFD members receive FREE TICKETS!  
watch your mail!
**Bursanti** will be sampling their five best sauces and salsas. Purchase 20 cases of product and receive a display rack and two free cases of product. A Bursanti gift basket will also be raffled off at the show.

**Receive 10% off your first order from Coffee Connection**

Sample some unique varietals at the Delicato Family Vineyards booth. Ask for a tasting of the varietals from Clay Station Vineyards—your run of the mill wine.

**Four Seasons Beverage & Equipment** will give retailers free Slush or Granita with the purchase of a one, two or three bowl manual or auto-fill Slush Machine.

**Freedom Systems Midwest**

Freedom Systems Midwest allows retailers to view their businesses live, anywhere, anytime. The Freedom System of remote viewing will control employee theft, productivity, customer service and all forms of profit shrinkage, increasing bottom line profits. Show Special: receive a free start-up package ($500 in savings).

**Show Special:**

- Receive 10% off your first order from Coffee Connection
- Sample some unique varietals at the Delicato Family Vineyards booth. Ask for a tasting of the varietals from Clay Station Vineyards—not your run of the mill wine.
- Five best sauces and salsas from Bursanti. Purchase 20 cases of product and receive a display rack and two free cases of product. A Bursanti gift basket will also be raffled off at the show.

**New at Galaxy Wine from Dr. Swami and Bone Daddy’s:**

- Pucker, Vox Raspberry Margarita
- Lightening is a blue raspberry flavored vodka that is mixable or enjoyed straight up
- Today’s hottest drink trend. Blue Lightening is a blue raspberry flavored vodka that is mixable or enjoyed straight up
- Try new Hunch Punch, a rich blend of cranberry flavors, orange juice and ginseng
- Introducing: Grey Goose La Vanille, the world’s best tasting vodka with a whisper of French vanilla
- Kar Nut Products has a new holiday shopper available only at the show.
PROFILES

Sheena Tapo
Submitted by: Great Giant
Sponsored by: Interstate Brands-Wonder Bread/Hostess
Sheena will attend Michigan State University in East Lansing as a freshman in the fall. She graduated from Flint Northern High School in Flint, where she was recognized as Who's Who in American High School Students. She received the Salute to Black Scholars Award, was on the National Honor Roll, and was flute section leader in the marching band.

Andrea Wittier
Submitted by: Roundy's
Sponsored by: Barton Brands/Canandaigua Wine Co.
Andrea will be a senior at the University of Findlay in Findlay, Ohio. She graduated in 2001 from Fort Jennings High School in Fort Jennings, Ohio. She was the valedictorian, in student government, and was a member of the National Honor Society. She was a Girl Scout and played basketball and soccer. At college, she has been on the Dean’s List and was the Collegiate All-American Scholar. She is a member of the Pre-Veterinary Medicine club, and is on the Varsity English Equestrian Team.

Amber Zelley
Submitted by: Pepsi Bottling
Sponsored by: Pepsi Bottling
Amber will be a sophomore at the University of Michigan. She graduated from Grand Blanc High School in Grand Blanc in 2003 where she was class secretary and in the top 10 of her class. At college, she has made the winter semester’s Dean’s list and was involved in Alternate Spring Break. She is active at St. Mary’s student parish and attends church retreats.

Michigan State Fair wine competition results announced

Wine experts from around the world and across the state gathered at the Kellogg Hotel and Conference Center in East Lansing for the 26th Michigan State Fair Wine and Spirits Competition. Judges came from Germany, California, Indiana and France, and included two Master Sommeliers, a Master of Wine, wine writers, winemakers and the director of another prestigious competition.

The quality and quantity of wines entered were the highest ever. Many of the entries had already won Double Gold, Best of Class and Best of Competition awards at other events. Participating in his second Michigan competition, Dan Berger, L.A. Times wine writer and director of the Riverside International Competition, commented that “Michigan’s wines have definitely arrived: they are no longer merely on their way.”

The 20 expert judges awarded 23 gold medals, 52 silver medals and 74 bronze medals to more than 250 wines entered. They also awarded Best of Class honors to five wines:

•Best Dry White Wine: Peninsula Cellars Gewurztraminer Manigold Vineyard 2002
•Best Semi-Dry White Wine: Gill’s Pier Semi-Dry Riesling 2002
•Best Red Wine: Tabor Hill Cabernet Franc 2002
•Best Sparkling Wine: Chateau de Leelanau “Andante” Sparkling Riesling 2000
•Best Dessert Specialty Wine: Fenn Valley Vidal Ice Wine 2002

This list is notable in that it includes wineries from all the state’s wine grape-growing areas: Old Mission Peninsula, Leelanau Peninsula, Fennville and the Lake Michigan Shore. It also includes a new winery, Gill’s Pier, which entered only one wine in the competition.

For a complete list of medal-winning wines, or for more information about the wines and wineries of Michigan, contact the Michigan Grape and Wine Industry Council online at www.michiganwines.com or by phone at (517) 373-1104.

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**SHOW SPECIALS**

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**NATIONAL WINE & SPIRITS CORPORATION**

National Wine & Spirits has some exciting new gift packs for the show. Also come by the booth and sample these new items:

- Kaya Fusion Rum
- Baileys' Mini's
- Cinco Vodka
- Megellan Gin
- Stoli Cranberries & Stoli Citrus
- Destinee (cognac)
- French Kiss (vanilla schnapps)
- Kahluá Especial, an ultra premium blend of Arabica coffee beans, the same ones used by Starbucks, and higher alcohol volume to intensify the flavor.

Pacific Wine Partners will be sampling its new 3.0 liter, Vintage Dated Cask Wine called Hardy’s Stamp of Australia.

Cool down at the U.S. Ice booth: purchase ice at wholesale prices during the show hours only.

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**Where are they now?**

Every year AFD awards 20 to 30 scholarships to deserving students. Since receiving AFD scholarships in the past, our winners have gone on to do great things! Here are a few of their stories.

By Paige Chittaro

- In 1999, Lauren Abro of Farmington Hills received her scholarship. She then attended the University of Michigan Ann Arbor, where she got her Bachelor’s of Science in Mechanical Engineering. She received many scholarships including General Electric’s First Year Fellowship and the Lawrence Corten Undergraduate Engineering Scholarship. Throughout her studies she worked on projects at the Michigan Transportation Research Institute and also planned a large career fair with over 150 attending. She studied abroad in Florence, Italy, and also made the Dean’s List. Currently she works as a design engineer at Toyota Technical Center in their instrumental panel division. She plans to get her MBA and possibly pursue a patent law degree.

- In 1999, Danielle Albert received her scholarship. Originally from Davison, she resides now in East Lansing while getting her Master’s in Forensic Biology. As an intern, she was a Graduate Teaching assistant at Michigan State and hopes to work further in the forensic and biotech fields.

- Dru Bemthal received her scholarship in 2000. Originally from Saginaw, she is now attending Pennsylvania State University and is working on a master’s degree. She received her bachelor’s degree in Horticulture at Michigan State University. She

intended at Sri Lanka nursery in Grand Haven and also worked at the Growing in Place Community-Supported Agricultural Farm in Mason. While at MSU she was on the Dean’s List every semester and received the Outstanding Senior Award. She plans to get her PhD so she can become a university professor.

- In 2000, Ryan Bronz received his scholarship. He moved from Saginaw, Michigan to the University of Berkeley, California where he was treasured of his fraternity, Delta Tau Delta. He is a material science and engineering and works on the transport of medications for a division of Berkeley Manufacturing, inc. Engineering Business Ventures. He has a Bachelor’s in Civil Engineering and is working on a Master’s in Environmental Engineering.
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  3000 Stephanie Hwy
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Dinorah Espinoza-Dykstra
Pharmacist

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