

Food & Beverage **REPORT**

The official publication of the Associated Food Dealers of Michigan

January 2004



NewsBITES

Here's looking at you, kid

Make plans to join your friends and associates at the AFD Annual Trade Dinner and Ball. This year the theme is Casablanca and we have some surprises in store!

Our giant-screen media presentation will feature the movie Casablanca with some surprising twists. Sponsors, please call Michele MacWilliams at (248) 557-9600, so that you can be a part of this special movie presentation!

The date is Friday, February 6 at Penna's in Sterling Heights. Please see page 21 for details or call Michele MacWilliams at (248) 557-9600.



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AFD defends Detroit convenience stores

On December 10, Detroit Mayor Kwame Kilpatrick announced a major crackdown on liquor and beer/wine stores in the City of Detroit. He called to ban stores within a quarter mile of schools, ban new neighborhood liquor and beer/wine stores, and request moratorium on license transfers and extensions. He also ordered Detroit police to increase sting operations and Detroit building inspectors to sweep the city and cite sign and code violations.

AFD President Mike Sarafa responded to the Mayor's attack with an editorial that appeared in the Detroit News on Monday, December 15. Below is his response.

Detroit stores work to reduce liquor licenses

By Mike Sarafa /
Special to The Detroit News

Detroit Mayor Kwame Kilpatrick's announcement that he is launching a crackdown on liquor stores is well intentioned but ill conceived.

The mayor is quoted as saying "these stores have spread like a cancer throughout the city pouring alcohol into the neighborhoods." Not only is this statement devoid of truth, it is destructive to the goodwill and progress that many of us have

worked toward for the last 20 years.

Let's deal with the facts:

First, there is no spread of small liquor stores. The actual number of active liquor licenses within Detroit's limits has gone down nearly five percent in five years. Our organization agrees that there are

C-Stores, continued on page 16.



Mayor Kilpatrick with AFD Board during a reception in 2002

State Senate postpones action on liquor pricing bill

In spite of intense, last-minute lobbying by AFD, the Michigan Senate failed to take action on House Bill 4458, which removes the cap on how much a retailer can charge for liquor.

As all liquor licensees know, liquor profits in Michigan are currently restricted by a mandatory pricing formula that limits retailer's gross profits to only 17 percent of the state mark-up. Currently licensees are not allowed to let market dictate profit.

Without this "cap" on gross profits, retailers would have the flexibility to raise their prices, as they deem appropriate. In doing so, retailers

would be able to substitute their own sound judgement and knowledge of market conditions for one-size-fits-all mandated prices.

We are asking all SDD licensees to contact Senate Majority Leader Ken Sikkema (517-373-0797), Senate Majority Floor Leader Beverly Hammerstrom (517-373-3543) and Senate Democratic Leader Robert Emerson (517-373-0142) and urge them to pass House Bill 4458 without amendments.

AFD will push for final passage immediately upon the Senate's return to session in January.

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AFD plans for the future



By Michael G. Sarafa
AFD President

It's hard to believe that we are already going full steam ahead into 2004. As we enter the New Year, AFD is in the midst of many changes and improvements. We're thinking ahead to better serve our members.

The first change is something that you are experiencing right now. We have enhanced and upgraded this publication, the *AFD Food & Beverage Report*. In addition to its new masthead, size and paper, you will also notice improvements in editorial content. We know that you are busy and we want every story that you read to be interesting and relevant.

In February, you will experience something new at AFD's Annual Trade Dinner and Ball. Our traditional slide show media presentation will be replaced by our own version of Casablanca, which is the theme of the dinner. In addition to the great food, fabulous entertainment, photo booths and caricature artists, there will also be special surprise gifts for all attendees. Don't miss this exciting event! Please see page 21 for details.

President's MESSAGE

The next big change for AFD is an office move. The board has authorized us to investigate new locations and we plan to make a move some time this spring. We realize that our current facilities are in need of a facelift and that the building's layout is no longer conducive to our present working environment. The new offices will better reflect our strong commitment to our members and employees, by providing a suitable, comfortable environment for meetings and for work.

I was recently appointed to the Governor's Council of Economic Advisors (see related story on page 6.) This position gives AFD an even stronger voice within Michigan's government and a direct line to our Governor's office. We continue to work on legislation and regulatory initiatives that help improve your bottom line while growing the size of the AFD Political Action Committee and increasing overall political influence in Lansing. The front page of the *AFD Food & Beverage Report* will keep you apprised of our progress.

We've also engaged Mort Crim Communications Inc. (MCCI) to assist us with strategic communication planning and public relations. We are looking forward to amplifying AFD's well-established reputation in the food and beverage industry to opinion-makers and the public at large. MCCI CEO Terry Oprea will be working directly with AFD.

A final small, but notable improvement includes a venue change for the AFD Foundation Golf Outing. This year we will be teeing off at beautiful Fox Hills in Plymouth. Their courses are very highly rated, and they are known for excellent cuisine. Mark your calendar for Thursday, July 22, and join us for a fabulous day on the links.

As we move forward into 2004, I would like to take this opportunity to wish all of you a very happy, healthy, safe and prosperous New Year.

The Grocery Zone

By David Coverly



Custom Tailored Security

Security presents a paradox for facility owners. They must protect their assets and prevent liability for incidents that may occur on their property, but the costs associated with security systems designed to meet every possible contingency can be astronomical.

Uniformed security officers and electronic equipment each offer unique advantages to facility owners, but expertise in both areas is difficult to find from a single source.

Electronic Security

Rudy Patros, Senior Security Consultant for Guardian Alarm Company, believes that the most common mistake that facility owners make is in viewing security as a commodity. Video cameras, for example, can be an effective addition to a building protection plan, but they can also lead to a false sense of security if they are installed or positioned inappropriately.

Patros says that through a new Guardian program called GISS (Guardian Integrated Security Solutions), his company evaluates each potential camera view to ensure maximum effectiveness.

"We see a lot of misplaced cameras," said Patros. "People will put too many cameras in too many areas when they could accomplish the same thing with fewer cameras in strategic areas. If they are recording onto VHS tapes, it can get very expensive and the quality of the recording deteriorates progressively. If they are recording digitally, they are using a tremendous amount of hard drive space."

Technicians with Guardian's GISS Division begin each project with an analysis of the facility. By knowing the physical layout of the building and what assets are in place, they can ascertain what level of protection is needed in each space. They also minimize the expense associated with camera storage by utilizing event-driven recording. These cameras can be preprogrammed to only activate

under certain conditions. Motion is a common activator, but the cameras can also be set to record all activity at certain times based on the owner's wishes.

Images from the cameras are fed directly into the GISS Command Center via a dedicated, high-speed communication link.

Intervention specialists can view these images at one of several

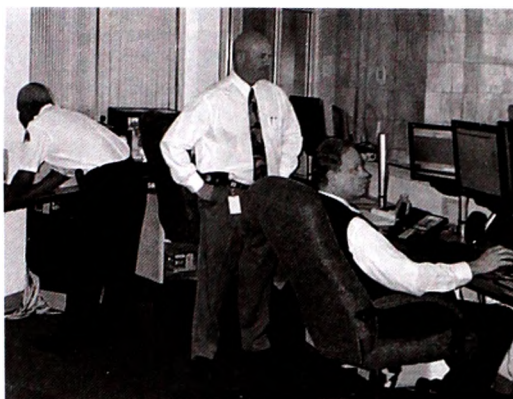
stations in the command center, where they can easily manipulate the camera, zoom in, or even switch to another camera at the same site.

A second screen in the command center allows users to access a list of specific protocols that were developed with each facility owner. If an intruder is spotted, for example, the operator will know exactly what steps the owner wants taken and in what order.

A third screen at each station requires the intervention specialists to key-in detailed resolutions of each event for future use. If an owner expects an after-hours UPS delivery, for example, arrangements to allow access for the delivery person can be made in advance. Intervention specialists can open doors or gates from the command center to accommodate the delivery and can even question the delivery person over a two-way communication system.

Human Security

Much like security cameras, security officers can only be effective if they



Above: Guardian Alarm GISS command center

Left: Rudy Patros

are placed properly at a site.

"We realize that security officers are not always utilized properly," said Patros. "We review their log books and we can determine that there is not a lot of activity during certain parts of the day."

At many facilities, the best solution may be to utilize officers during the day and switch to electronic surveillance at night.

"Not a lot of people are looking at you at 3:00 a.m. on a Sunday morning," said Patros. "Security officers pick up on that fairly quickly and human nature can kick in. They may sit in one place a little too long or just get a little lax."

Guardian combats this trend with site inspections achieved through a combination of roving supervisors, electronic alerts and video/audio patrols. "We don't want to create a harsh environment for our officers, but our remote viewing capability is great for quality control," said

Guardian Alarm, continued on next page.

Calendar

January 11-14, 2004
Food Marketing Institute Midwinter Executive Conference
Scottsdale, AZ
(202) 452-8444

January 20-21, 2004
Convenience U - Empowering Convenience Retailers
Metro Toronto Convention Centre
Toronto, Canada
(416) 504-0504 x109
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February 6, 2004
AFD Annual Trade Dinner
Casablanca, As Time Goes By
Penna's of Sterling
Sterling Heights, MI
(248) 557-9600

February 9-11, 2004
NGA Annual Convention
Paris Las Vegas Hotel
Las Vegas, Nevada
(703) 516-0070

April 20-21, 2004
AFD 20th Annual Buying Trade Show
Burton Manor
Livonia, MI
(248) 557-9600

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AFD works closely with the following associations:



Guardian Alarm, continued from previous page.

Patros. "We've seen a dramatic increase in the quality of service provided by our security officers and the system actually boosts their morale. Typically guards are out by themselves and they do not feel like a part of a team. Our system lets us apply a team approach."

The quality of the security team can also be enhanced with electronic systems. Generally speaking, the best security officers are the ones with the most extensive training and experience. Guardian places these senior officers in the GISS command center while paying more junior employees to physically patrol their sites.

Security officers in the field can be equipped with panic buttons that send a signal to the GISS command center and automatically activates the cameras that are closest to the security officer. They can receive instructions via a two-way audio system, allowing the more experienced intervention specialist in the command center to serve as a remote back-up and summon law enforcement or roving Guardian patrols as needed.

Electronic systems will never replace the judgment that can only come from a human operator.

The Benefits of Integration

For an added sense of security, "Guardian also can remotely escort employees out to their vehicles at night," said Patros. "By simply hitting a button on their way out, an employee can instantly contact security and have us virtually escort them to their vehicle. We can see and hear them, as well as project out image and voice to the site. This security presence is a tremendous deterrence and helps people feel safe."

Walking employees out to their vehicles demonstrates just one of the benefits of integrating electronic equipment with trained security specialists. The August blackout that paralyzed area businesses also graphically demonstrated the advantages of an integrated

approach to electronic and physical security. As electronic systems failed, facility owners began a desperate struggle to find trained security officers to patrol their sites.

"We have about 1,000 uniformed security officers," said Patros. "We also have about 2,200 employees throughout our five Divisions. By reallocating some of our alarm

responders to cover some locations, we were able to get security officers out to all of our sites immediately." Since Guardian has a long history of training security officers, they were uniquely positioned to provide their alarm responders with the basic information that they would need to fill in as security officers.

"Because Guardian has expertise

with electronic systems as well as security officers, we can create a customized plan that utilizes both components to provide a total security solution," adds Patros. "It really boils down to what the customer is trying to accomplish. I truly believe that the best security plans include an integration of electronic and physical elements."

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Jennifer Granholm appoints AFD President to the Governor's Council of Economic Advisors

Dear Mr. Sarafa,

I am pleased to appoint you to the Governor's Council of Economic Advisors, for a term commencing on November 26, 2003 and ending on October 7, 2007.

I have every confidence that you will find great personal satisfaction in this important position and that the State of Michigan will benefit from your background and experience.

It is a great and noble privilege to serve the people of Michigan. I know that you will do the people's work with excellence and integrity and that you will never take lightly the responsibility the people have given you.

Thank you for taking on this challenge and thank you for working with me to build a strong and bright future for our great state.

Warm personal regards.
Sincerely,

Jennifer M. Granholm
Governor



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Spartan

Spartan Stores announces new package design

Spartan Stores' is pleased to announce a new package design for Spartan brand products. The new design is based on the conclusions of extensive consumer research and testing. The new design focuses on fresh product images, while maintaining the Spartan "green" consumers are familiar with in a new modernized Spartan brand logo. More than 1,300 Spartan brand products will be transitioned into the new package design and be completed at the end of 2004.

Spartan's consumer research established:

- Spartan brand has 98% brand recognition in the state of Michigan.
- Nine out of ten shoppers felt the

new label was more appealing than the current green label.

- Consumers preferred the new label six to one to the current green label, and
- Consumers felt products with the new label were a better quality than those with the current label.

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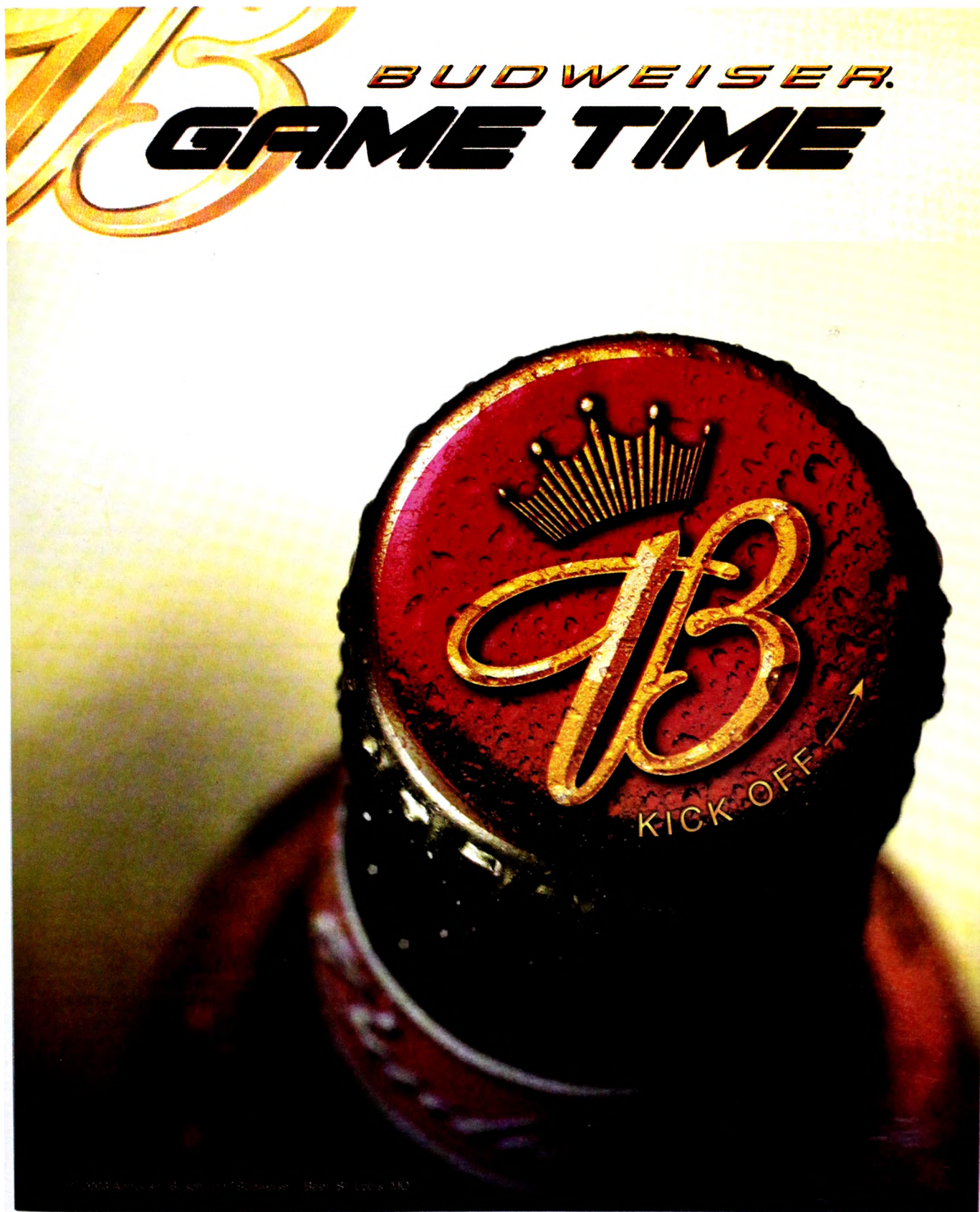
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NewsNotes

Lieberman calls for federal probe into junk food marketing

Sen. Joseph Lieberman (D-Connecticut), who is campaigning for his party's presidential nomination, has called for a Federal Trade Commission (FTC) investigation into the marketing practices of junk food manufacturers that would determine whether there is a connection between junk food advertising and the rise in obesity among youngsters.

The senator, as part of what he is calling a "family-friendly" agenda, said that if elected president he would call for three interim steps to be taken by the FTC:

- Require junk food advertisements to include nutritional information that includes parental warnings similar to those in movie ads.

- Require the prominent posting of nutrition information on fast food chain menu boards.

- Regulate the food sold in school cafeterias and in-school vending machines.

A Lieberman campaign spokesman said that the senator will not define what junk food is, leaving that to dietary and health care experts.

Health experts sound warning about childhood obesity

A dramatic increase in Type II diabetes in children is being blamed on overeating and obesity. Experts call the problem "catastrophic," and say that for the first time, a new generation of children is being raised who will have a shorter life expectancy than their parents.

-Rochester Democrat and Chronicle

State-run supermarkets being considered in Pennsylvania

Officials are considering a move to open state-run supermarkets in urban areas not being served by major grocery chains. Some neighborhoods are only being served by "mom and pop" stores that don't sell fresh meat and produce. -Pittsburgh Post-Gazette

Overseal offers yeast alternative to HVPs

Overseal is offering a yeast blend alternative to yeast extract flavor enhancers that have become a popular replacement for hydrolyzed vegetable proteins in food products. Supermarket chains started removing HVPs from their products amid concerns they contained dichloropropanols, which might be carcinogenic.

-FoodNavigator

TV watching linked to decreased produce consumption in children

For every extra hour of TV watched, children eat 0.16 fewer servings of fruits and vegetables, which resulted in one less serving than recommended every six days, a study found. Children in the U.S. spend more time watching TV than any other activity, except sleeping.

-The Hollywood Reporter

FDA works to gauge cloned food safety

Without knowing the particular hazards of food from cloned animals, the FDA is struggling with how best to judge its safety. There is not a lot of research from which to gauge safety, and one FDA official admits, "When you're talking about cloning, it's very different, because we have not been able to identify a particular hazard."

-The Miami Herald

Worker output soars

Worker productivity rose 9.4% in the third quarter, the highest spike in 20 years. U.S. corporate profits for the quarter topped \$1 trillion, the first time that has happened according to the Bureau of Economic Analysis. -USA TODAY

Egg prices skyrocket

The increase in high-protein, low-carb diets has pushed egg prices to 20-year highs, according to many industry analysts. Eggs have long been considered bad for arteries, though the upswing in those following the Atkins diet has forced many to re-evaluate their notion of the nutrition in eggs.

-Los Angeles Times

Untimely reporting of workplace injuries is costly

Workplace injuries reported within a week of when an injury occurs are 18% less expensive compared to those reported within two weeks, according to a Hartford Financial Services Group study. Injuries reported five weeks or later end up costing 45% more than those reported within one week.

-American City Business Journals

Chocolate: An affordable obsession

Consumers are getting hooked on fine chocolate, as evidenced by the dozen or so new boutique chocolatiers that have opened in New York since 2000. At Dean & DeLuca, Michael Recchiuti's chocolate comes with instructions, while other chocolate sold there is identified by the vintage year.

-The New York Times



A balancing act for the serious investor.



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Bronze Sponsor: \$2,500

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- Corporate signage at the dinner
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IDDBA offers scholarship money to dairy, deli, or bakery employees

The international Dairy•Deli•Bakery Association (IDDBA) offers scholarships to part-time or full-time students who are eligible employees in the dairy, deli, or bakery business and attending almost any accredited school. Applicants must be employed in a supermarket dairy, deli, or bakery department or by a company that services those

departments, such as food manufacturers, brokers, or distributors.

The application deadlines for the scholarship program are January 1, April 1, July 1, and October 1. Applicants should have an academic major in a food-related field (such as culinary arts, baking/pastry arts, or

food science), business, or marketing and a grade point average of 2.5 or higher.

The next deadlines for applying are April 1 and July 1, 2004. Previous IDDBA scholarship recipients are eligible to reapply. Payment will be made jointly to the student and their school.

Scholarship applicants can visit the IDDBA Web site, www.iddba.org, and click on "Scholarships," then "Undergraduate/Graduate" for more information or to print an application form or call Karen in the IDDBA Education Department at 608-238-7908.

IDDBA has awarded 121 undergraduate scholarships totaling \$81,675 since the program's beginning in 2001.

Coors Brews Up Low-Carb Beer

Low-carb fans soon can toast with a new beer by Coors Brewing Company. Coors' Aspen Edge super-premium, low-carbohydrate beer will be available in 6- and 12-pack bottles on- and off-premises in 10 states on March 1, 2004, with a planned nationwide expansion prior to the end of 2004.

"We are excited to offer consumers a full-flavor, low-carbohydrate beer," said Sara Mirelez, brand manager for Aspen Edge. "We know beer drinkers have come to expect exceptional taste, quality and drinkability from Coors. Aspen Edge carries on that tradition for those who want fewer carbs."

The launch will be supported by a full media campaign, including a mix of television, outdoor, radio, print and sponsorships, depending upon the market. In addition, a full line-up of point-of-sale and merchandise will enhance product visibility throughout the year. Full details of the product and launch plan will be released at a later date.

-NACS

WineAmerica news

David Sloane of WineAmerica made presentations to the State Directors of the Department of Agriculture from across the country, in Idaho in September. In the presentation, entitled "Importance of Local Wineries to American Agriculture and Rural Development," he noted that grapes are now the most valuable fruit crop in the nation and is one of the largest crops without federal subsidies.

A copy of his Powerpoint presentation is available at www.wineamerica.org/publicpolicy/stateissues.htm.



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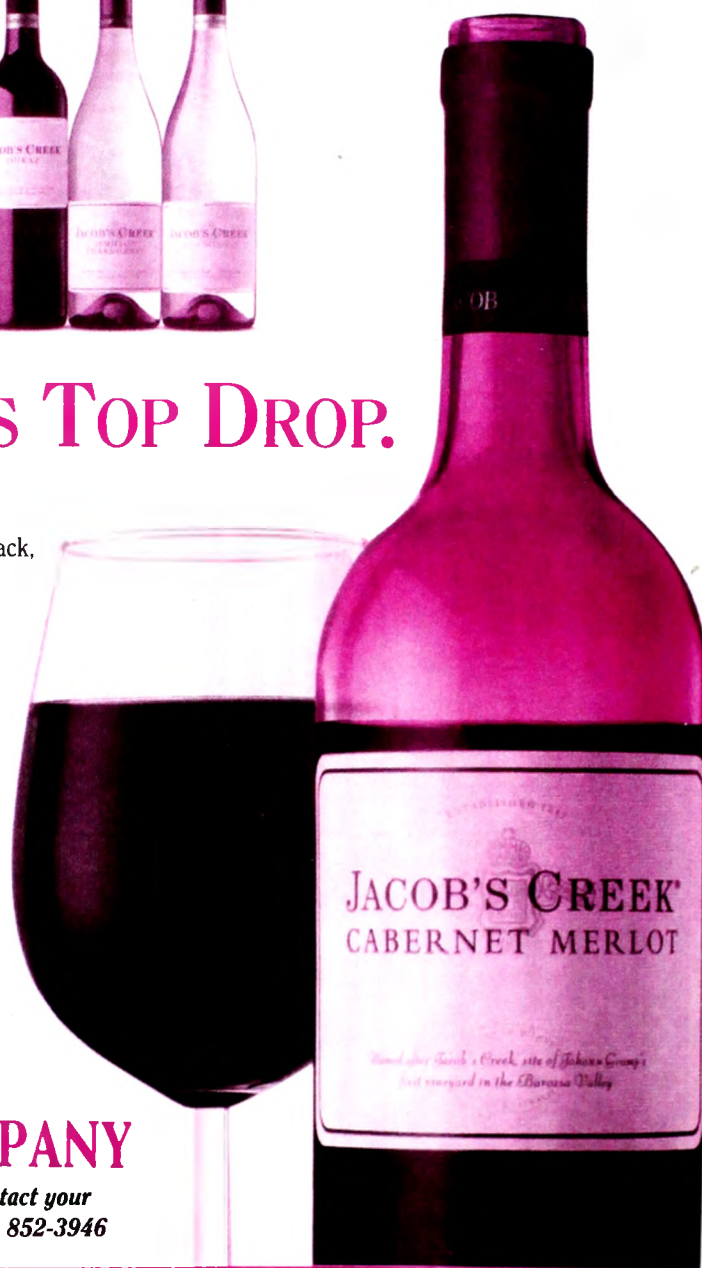
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Operating chief takes No. 1 job at Coke bottler

Coca-Cola Enterprises named a new chief executive in December, elevating a longtime insider to the job.

John Alm, CCE's president and chief operating officer for the past four years, will take the CEO position this month.

He replaces 63-year-old Lowry Kline, who has been CEO since April 2001. Kline will remain with the Atlanta bottling giant as executive chairman of the board of directors.

The ascension of Alm, 57, is not a surprise, however, given that many had predicted he would someday hold the CEO job.

Alm, among the most colorful characters in the beverage industry, flunked out of college -- twice -- before finally getting a degree in finance from the State University of New York at Buffalo in 1973.

He arrived in the beverage business

in 1980 when he became chief financial officer of Johnston Coca-Cola Bottling Group in Chattanooga.

When Johnston Coca-Cola merged with CCE in 1991, Alm was named chief financial officer of the combined company.

He has been with CCE ever since.

Steve Heyer, Coca-Cola's president and chief operating officer, called Alm a great business partner.

"His leadership, creativity and commitment to execution give me confidence that, together, we can

build an even stronger business," Heyer said.

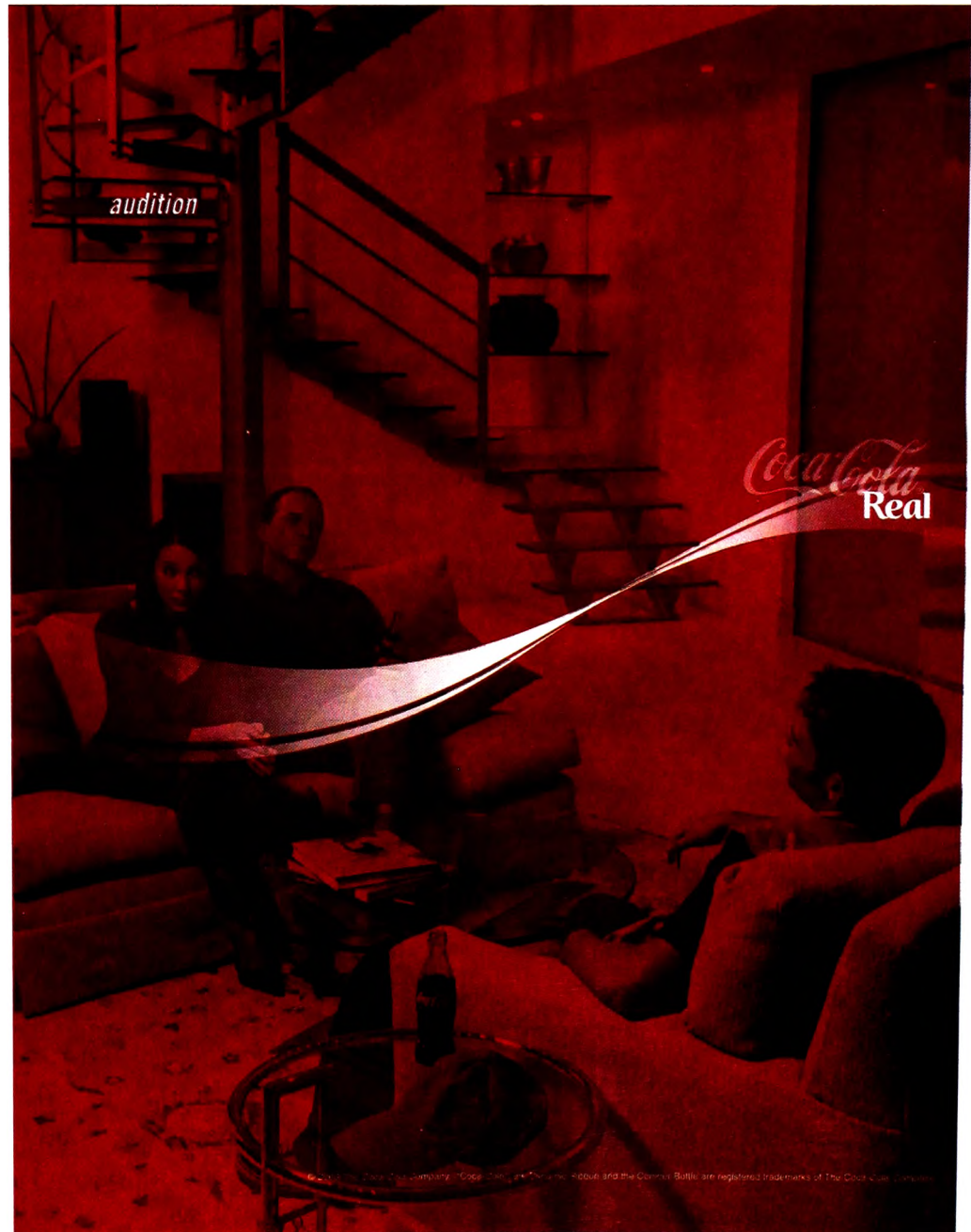
Kline, an industry veteran, will continue to be active with Alm "in developing the long-term strategic business plans for the company," CCE announced.

Project Blueprint: The search is on for creative beer gadgets

Labatt Blue's "Project Blueprint" -- the collision of art, science, and Labatt Blue -- is a national search for the next wonder of the beer gadget world.

The creator of the top beer gadget will get their invention developed and produced by Project Blueprint engineers along with a \$10,000 cash prize. Five secondary winners will receive each of the three flagship Blueprint items developed by the Labatt Blue team: a beer-dispensing cooler with matching Muskoka Chair; a remote control six-pack cooler, and a goalie mask beer dispenser.

Consumers can enter their design on www.labattblue.com (click on "Project Blueprint" for entry form and details). Entries will be accepted through June 15, 2004. You must be 21 or over to enter.



Busch's and Fair Trade team up

Busch's Supermarket chain has teamed up with Fair Trade to sell Organic Solidario coffee, a brand of Espresso Royale coffees located in Ann Arbor. The Organic Solidario brand is part of Busch's enhancement of their store's coffee selections. The product is locally roasted by Perk & Brew Corp.

Fair Trade certification guaranteed consumers that the coffee they purchase come from democratically organized cooperatives of small farmers that are paid a living wage for their crop. Fair Trade offers a system of monitoring, set up to ensure that both producers and importers are meeting a specific set

of social and environmental issues.

Brenda Moore, President of Perk & Brew said, "We are proud of Busch's for being a socially responsible retailer. The grocery market is an area of growth for fairly traded coffees".

Fair Trade Solidario is available in all Busch's stores.

Ashby's wins "Best New Ice Cream Flavor of the Year"

Ashby's Sterling Ice Cream of Oak Park, has been recognized by its peers at the National Ice Cream Retailers Association's 70th annual convention held at the Hyatt Regency Hotel in New Orleans, LA with an award for "Best New Flavor of the Year" Pineapple Upside Down Cake competed against 50 other new ice cream flavors submitted by 35 ice cream companies from around the nation to win a first place blue ribbon. All samples were tasted "blindly", meaning the judges did not know which companies submitted which flavors.

Ashby's Sterling Ice Cream also received a merit award based on the more technical standards of ice cream — butterfat, overrun, stabilizers, mouthfeel, etc. A blue ribbon was awarded to Ashby's Vanilla flavor for having the top technical scores among all ice cream companies submitting samples.

These and other award-winning Ashby's Sterling ice cream flavors are available at Ashby's Sterling ice cream retailers throughout Michigan and the United States.

Convenience versus healthier eating

Convenience has dominated food and beverage growth in recent history in the competitive battle for consumption. However, there are definite signs that "you-are-what-you-eat-or-drink" is on the move and that we will see the kind of innovation and growth that "do-it-for-me" did for convenience products. The dynamics of this growth in the current year reflect different consumer perspectives on what constitutes "healthier eating and drinking," often related to which diet is in favor. Benefits such as less fat or less calories are contrasted by lower carbohydrates, but higher fat.

-Times&Trends

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Michigan retailer sells one of three jackpot-winning Mega Millions tickets



By Commissioner Gary Peters

Since the Big Game became Mega Millions in May 2002, Michigan Lottery retailers have sold two jackpot-winning tickets. The second jackpot winning ticket was sold just recently for the November 11, 2003 drawing. The lucky retailer that sold the \$23.3 million winning ticket was Centre Street Shell #4780, 2019 W. Centre Ave., in Portage. The owner of Centre Street Shell #4780 earned a \$2,000 commission for the jackpot-winning ticket he sold.

A lucky Michigan resident was one of two individuals to match all six winning numbers in the November 11 drawing to win a share of the jackpot. The other two winning tickets were sold in Georgia and won by a Roswell resident.

I had the honor of presenting In Ro of Battle Creek with his check at Lottery headquarters. The winner chose to take his winnings in a one-time, lump sum payment for \$13,333,333 (before taxes).

In addition to the jackpot winning ticket, two Michigan Lottery retailers sold second-tier prizes of \$175,000 for the November 11 Mega Millions drawing. The following Michigan Lottery retailers sold \$175,000 winning tickets:

- Speedway #3558 in Hartford
- Lee's Market in Newport

Congratulations to all of our retailers! Your patience and courtesy with customers is a big reason Lottery players keep coming

back. Thank you for a job well done!

Free instant ticket coupon

Beginning January 11, the Michigan Lottery will offer its players special promotional coupons offering one free \$2 instant game ticket with the

purchase of any \$5 instant game ticket. The coupons will be distributed in more than 1.6 million newspapers across the state.

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 53 percent commission on a \$5 instant ticket sale!

Lottery, continued on page 17.

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C-Stores, continued from front page.

too many unused liquor licenses available in Detroit. That's simply because there are fewer people living here now.

The number of available licenses in each city is based on population and is reallocated every 10 years after the national census. During the last 40 years, Detroit's population — and its quota of licenses — has declined by about 38 percent. Although the quota has gone down substantially, the actual number of licenses has only declined by about 8 percent.

The reason for this disparity is that for years, every license created never expired. If a business closed, the license was either transferred or stayed on an "inactive" list indefinitely. The Associated Food Dealers (AFD), with the backing of other industry groups, supported a change in the rules that lets licenses expire if they are inactive for three years.

The mayor's approach also needs to

recognize the rights of individuals and businesses and stay within good code and law enforcement procedures. When it comes to moratoriums and closures, neither storeowners nor mayors are above the law. If liquor license applicants meet the rigorous state requirements and the nearly insurmountable requirements of city ordinances, they

While the mayor painted just one store last week, he used a very broad brush that implicated an entire industry in the city.

are, as a matter of law, entitled to a license.

Further, a license cannot be taken away without due process and a full airing of the matter in the appropriate regulatory and legal institutions that are designed to protect people's rights.

We are sorry that the mayor's

statements, which stressed signage over substance, seemed intended to throw out more than 30 years of cooperation and communication that dates back to the administrations of Coleman Young and Dennis Archer. We at the AFD have worked with the City Planning Commission and City Council and recently supported a zoning ordinance that expressly addresses the concentration of liquor stores in the city as well as their proximity to schools and churches.

We have worked with the Building Department director to educate our members about code enforcement and compliance with city codes and zoning ordinances. Just last March the AFD sponsored a forum for our Detroit members with all of the police precinct commanders, lieutenants and inspectors present to have a dialogue on these and other issues. For example, the AFD has regularly published pictures of drug paraphernalia along with urgings not to carry such items.

Yet, on this matter of seemingly critical urgency, the organization

that is best positioned to help the mayor achieve his objectives was not contacted, consulted or advised. The question remains: Is the goal to improve the situation for Detroiters and their neighborhoods, or just to grab headlines?

Finally, the fact remains that many of Detroit's liquor stores are also their neighborhood's grocery stores and, in some cases have been so for more than 40 years. These are the stores that give back to the communities they are in every day — whether they support the local church, sponsor the neighborhood Little League team or donate to the school in the area.

While the mayor painted just one store last week, he used a very broad brush that implicated an entire industry in the city. That industry includes many good, law-abiding businesspeople whose stores have contributed to neighborhood stability. Still, there are problems that need to be addressed and, despite our disagreements about the mayor's approach, we stand ready to help.

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Lottery, continued from page 15.

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, 2004) the sales goal is set at a 2 3/4 percent increase over the same quarter in 2003.

I strongly encourage you to take advantage of this opportunity to showcase the Lottery's instant games in your stores, and don't forget to ask for the sale!

"\$2,000,000 Fortune" Grand Prize Drawing! Sales of the "\$2,000,000 Fortune" instant game tickets are soaring! This \$20 instant ticket features a \$2,000,000 top prize that will be awarded during a special grand-prize drawing event. Winners of \$1,000 prizes in this game are automatically entered into the drawing to be one of the five grand-prize drawing finalists. All \$1,000 prizes must be claimed by the close of business on Wednesday, January 7, 2004 to be eligible for the finalist drawing. The drawing for the five finalists will be held on Friday, January 9, 2004. Lottery officials will notify the five finalists by telephone and by mail after the drawing takes place.

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

Unclaimed Prize

In addition to all of the big winners this month at the Lottery, unfortunately, other prizes currently remain unclaimed and one of those prizes is set to expire in February.

The following \$175,000 Mega Millions prize, if unclaimed, will expire on February 11, 2004:

Draw Date: February 11, 2003

Game: Mega Millions

Winning Numbers: 18-20-23-48-49
Gold Mega Ball 10 (match the first five numbers)

Prize: \$175,000

Retailer and City: Mr. C's Pizza and Deli #2, Grosse Pointe Farms

All unclaimed Lottery prizes revert to the state School Aid Fund after one year from the draw date. For more information about any unclaimed Michigan Lottery prize, you can call the Lottery's Public Relations office at 517-373-1237.

New Instant The Michigan Lottery is proud to announce the

debut of seven new instant games in January. Players will be wild with excitement on January 8 when the \$10 "Million Dollar Mania," offering a whopping \$1,000,000 top prize, goes on sale! The \$2 "Kisses and Riches" instant game offering a sweet \$14,000 top prize, debuts on January 15 -- just in time to be a great Valentine's Day gift!. Your sales will be red hot on January 15 with the introduction of the \$5

"Super Red Hot Cashword" instant game with a \$300,000 top prize. Two new games will hit store counters on January 22 -- the \$3 "Wheel of Fortune," with a \$50,000 top prize, and the \$1 "Instant Daily 3," offering a \$3,000 top prize. Players will be crazy for instant cash winnings on January 29 when the \$5 "Wild Crazy 8s" debuts with a \$200,000 top prize.

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Creating legacies is his job

By Michele MacWilliams

There aren't many people that can say they have created legacies for thousands of families, but that is exactly what Randy Denha is doing.

An attorney with Cox, Hodgman & Giammarco, P.C. in Troy, Denha specializes in estate and asset protection planning and business planning. His job is to protect the assets of his clients, for now, for retirement and for subsequent generations.

"In terms of tax advice, we are the best," says Denha proudly. He adds that Cox, Hodgman & Giammarco has the most up-to-date tax information and that the company continually monitors changes that may affect their clients. For over 15 years, they have been among the fastest growing law firms in the Midwest.

Clients range from individuals and

small businesses to governmental bodies and Fortune 500 companies. They provide attorneys with specialized expertise in nearly every area of the law.

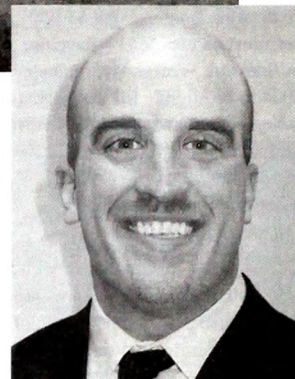
Areas of practice include: banking and finance, business planning, creditors' rights, criminal law, employee benefits, employment and labor, environmental law, estate planning, family law, government law, health care law, insurance defense, international law, litigation, mergers and acquisitions, real estate and taxation.

Choosing an attorney for something as personal as estate planning or as critical as business planning is a difficult decision. Denha says that many of his clients come to him by word of mouth. One satisfied client tells another. He also receives many referrals from attorneys that specialize in other aspects of the



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Randy Denha right



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law. Denha's niche is business owners, real estate companies and physicians. "I represent half the AFD Board and general membership," he adds.

The goal is to "disinherit Uncle Sam," while maintaining an estate that can be passed on to its heirs with as little taxation and hassle as possible.

"I review thousands of documents each year and see lots of mistakes," he adds, noting that not all people who seek estate-planning advice receive what is best for their particular situation. Denha believes that strong, up-to-date advice is critical for estate planning. Without

it, a mistake today could potentially cost millions to the client's estate.

A graduate of the University of Detroit School of Law, Denha went on to receive his Masters of Law and Estate Planning from the University of Miami School of Law. He has been practicing since 1997 at Cox, Hodgman & Giammarco. Denha also teaches a certified financial planning program at Oakland University and is a frequent speaker to other tax attorneys, medical organizations, brokerage companies and insurance agencies.

You can reach him at (248) 457-7205 or by email at rad@disinherit-irs.com

A BIG THANK YOU to all the volunteers and donors for our 23rd Annual AFD Turkey Drive. With your help, we were able to provide the Thanksgiving turkey for over 1,700 needy Metro Detroit families!
See more photos on pages 20 and 27.

Heartfelt thanks to our Turkey Drive Committee and volunteers for a job well done!

Gary M. Davis
Jamal Garmo
Brian S. Yaldoo
Terry Farida
Wendy R. Acho
Fouad Ashkar
Sam Dallo
Harley Davis
John Denha
Chip Gerlach
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Eddie Kassab
Nick Kizy
John Loussia
Dr. Jacob Mansour
Alaa Naimi
Kevin Najor
Jim O'Shea
Bill Viviano
Chris Zebari (and his daughters)

Eddie Zeer
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Drew Davis
Sam Sherer
Joe Sarafa
Joseph Sarafa
Aly Sarafa
Pat Hermes
Raymond Lozano
Stephanie Beau
Pamela Woodside
Clifton Manus
(Apologies if we missed someone!)

A special thanks to our co-chairs, Jim Garmo and Brian Yaldoo for all your hard work. We are also eternally grateful to Spartan Stores, Standard Federal Bank, Value Center Market, Tom Davis & Sons Dairy and Interstate Brands/Wonder Bread/Hostess. We couldn't have done it without you!



Left, Turkey Drive Co-Chairs Jim Garmo and Brian Yaldoo speak to reporters.

Below, Volunteers pose with Rev. Thompson at Christ Cornerstone Baptist Church in Detroit.



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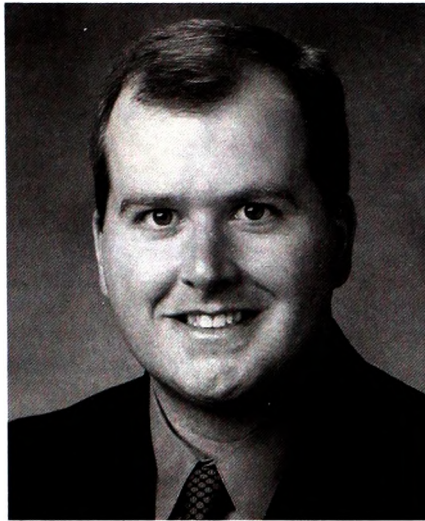
By Kathy Blake

State Representative Craig DeRoche (R-38-Nov), helped AFD last fall by supporting the liquor discount increase. "It was an important move for us to make in order to allow retailers to price items so that they could make money," explained DeRoche. The liquor discount increase would deregulate the selling price of distilled spirits, allowing retailers to sell spirits above the state set minimums but not below them. The bill, House Bill 4458 passed and is now progressing through the Senate.

Background

DeRoche first found an interest in politics while attending Central Michigan University, (CMU) in 1990. He responded to an advertisement to work on a congressional campaign. "While working there, I learned how important it is for individuals to get involved and to get behind people who can do good things," said DeRoche.

He earned a Bachelor's Degree in Finance at the college in three years, to conserve living expenses and tuition costs. "When you try to finish your degree in three years, it is essential to learn time management," he said. Additionally, DeRoche squeezed in extracurricular activities into his busy schedule. He was president of his fraternity, Theta Chi, and was named outstanding student leader by the CMU president. "Extra activities are an



important part of college. Through them you make contacts that can help your career and friendships that will enhance your life," he said.

After college, DeRoche moved back to Novi and started up several small businesses. He founded a computer software company to automate government auctions for Oakland County, the State of Michigan and several communities. He started an insurance agency that provides workers compensation solutions for a few of the largest employers in Michigan. Being a small business owner made him a strong proponent for reduced taxes and limited governmental regulation.

In 1996, he ran for state representative but lost. People became familiar with him and sought him out for his opinions on local issues. He became appointed as chair of a group called Vision 20/20, which was planning what the city of Novi should be like in the year 2020. He decided to run for city council and was elected to the Novi City Council in 1997 and 1999.

Fixing Roads

During his first year in Lansing, the Republican representative led the opposition to Governor Granholm's veto of 34 major Michigan road

projects. "Oakland County residents are spending more time than ever away from their families because they are stalled in traffic," said DeRoche. "Traffic jams are affecting the quality of life in our area."

On the last day of the 2003 state budget deliberations, Granholm announced she was willing to continue funding some of the originally vetoed road projects, such as the Beck Road and Wixom interchanges on I-96, (key

travel routes for Novi residents).

DeRoche's district includes the cities of Novi, Wixom, Walled Lake and part of Northville. He represents an area which is experiencing a lot of residential growth. However, he doesn't see urban sprawl as a problem. He said, "If you boil the urban sprawl issue down, you're talking about freedom and the right to own property."

Committee work

As Vice-Chair of the Commerce committee, DeRoche worked on eliminating the requirement for item pricing. "We're the only state besides Massachusetts that requires item pricing. It is actually impeding economic development because of the substantial costs, (for merchants)," said DeRoche.

Rep. DeRoche also worked on House Bill 5164, which would enable business owners to deduct the cost of employee training from their taxes. He explained that the single business tax is based on revenues that can be reduced by expenses. He said for example, "The premiums paid for health care can be deducted from the owner's revenue when calculating taxes."

Detroit Water and Sewer

Rep. DeRoche was recently appointed to a bipartisan committee

charged with reviewing the policies and procedures of the Detroit Water and Sewer Department. DeRoche said, "The state currently regulates other utilities because of the health, safety and welfare concerns of Michigan residents. For example, Consumers Energy has 2.1 million customers and their pricing and practices are heavily regulated. In contrast, residents do not have a voice in how water rates are set or the business process. It is logical that the Legislature look into the activities of the Detroit Water Board as it affects 4.3 million customers in 125 communities in eight counties."

Family

His parents moved here from the Upper Peninsula. His grandfather emigrated from Sweden to Ellis Island when he was 16. DeRoche was raised in the Detroit area with his parents and two brothers. His father worked at Ford in human resources and his mother stayed at home, tutoring neighborhood children. "Mom was an influence in the lives of many kids. By tutoring she was helping people one at a time," said DeRoche.

DeRoche is very active in his church. In 1996, he was elected by the congregation to be an elder. "It sounds kind of funny to be a 26-year old elder but I consider the church a very important part of family life," he said.

He lives in Novi with his wife and two preschool children. In his rare spare time, he builds furniture for his home. He enjoys skiing, hunting and golfing.

Contacting the representative

To reach Rep. DeRoche, call (517) 373-0827, email craigderoche@house.mi.gov or write The Michigan House of Representatives, State Representative, The Honorable Craig DeRoche, The State Capitol, PO Box 30014, Lansing, Michigan, 48909.

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

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

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

COMPLETE DISHWASH SETUP—Hobart Commercial AM-14 Dishwasher with large wraparound 4-piece stainless workstation, complete with preheater and large 3-compartment sink—\$4,995 or best offer. Other equipment also available at liquidation prices. 989-8876-8236—Tom.

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

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

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

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

Alcohol may not be food for brain

Moderate alcohol consumption, which appears to be beneficial to the heart, may not be so good for the brain, according to a new study showing that middle-aged drinkers had smaller brains than non-drinkers.

The study found that moderate drinking not only did not protect

against stroke, but it also was associated with brain atrophy, presumably the result of brain cell death.

The study, by researchers at Johns Hopkins University, used magnetic resonance imaging to look at the brains of 1,909 people in their mid-50s who were categorized by their

drinking habits, which ranged from those who never drank to moderate drinkers (more than seven drinks a week).

The researchers found that as drinking increased, brain atrophy was more common, although the amount of reduced brain size was very small.

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Mona Lisa Wine Shoppe is a trusted friend

By Kathy Blake

Sumar and Samer Mona opened the Mona Lisa Wine Shoppe nearly a year ago, in February. The brothers took a fire-damaged store that had been closed for two years and transformed it into a neat, clean and successful beer, wine and tobacco store. "We basically started from scratch," said Sumar (Sam).

They also had to start from scratch in building a good reputation. They are becoming known for their ability to acquire specialty beers and their eagerness to please customers. "Our customers are all our friends. We treat them like family," said Sara, who is married to Sam's brother, Samer.

Sam added, "We've got a few that come in and hang out." He calls the early ones his first shift and the evening customers his second shift. Sam is at the store from open to close, which is 10 a.m. to 11 p.m., Monday through Saturday and 12pm to 8 pm on Sunday.

Sam says they receive five to 10 calls per day for specialty beers. With 24 hours notice, they can furnish kegs from a selection of over 70 brands of beer. Sitting atop an aisle is a 12 pack of The Three Stooges Beer. On the facing aisle is an uncommon beer from Holland, called Grolsch beer and down the aisle is EKV, a German beer that is 11 proof, twice the alcoholic content of the average beer.

Sam says he has the biggest beer selection in the area. Customers come from as far as Taylor to purchase beer. He also has a respectable wine selection including Caymus Vineyards Special Reserve that they started carrying after a customer request. He said they sell a couple bottles a week of the \$145 a bottle wine. They also sell Mona Lisa wine for the namesake. A Limousine company orders cases of wine and champagne for their clients.

Located at 1435 Airport Road, the Mona Lisa is at the southwest corner of M-59 and Airport Road. Next door is Everybody's Cafe which is a coney-style restaurant. Being off the main road makes it easier for customers to get in and out of the parking lot and there's a protected left turn onto M-59 so it's not difficult to get back onto M-59 going either way.

Sam formerly managed Vino's Wine Shoppe in Commerce where he worked for five years before going to work for his father's cigar shop. Sam learned about running a business from Vino's and from his father, Ghalib (Gabe). Gabe had owned a liquor store in Warren for 25 years, using the Mona last name in the store name, Mona Lisa. Sam's goal has always been to become a business owner like his father and he even named his shop after his father's liquor store. Gabe, who is also an AFD member, sold the liquor store over 10 years ago and now owns Lil Havana, a cigar shop in West Bloomfield. He helped Sam and Samer open their store. Gabe made sales projections for Sam and told him, "this is all you'll make the first year, but it will get better as your business grows." Sam said he was pleased to report that they exceeded those figures for the first year within five months of opening. His father was pleasantly surprised, and helps out wherever he can. He also furnishes cigars.

Sam's mother, Layla, helps out at the store now and then and makes sandwiches and soups to sell. Sam's other brother, Surmed and wife Leslie offer their support too. Their 11-year old daughter approves of the store especially the bountiful supply of candy, chips and soda.

Sara works full-time at the shop helping customers. She brings a personable flair to the family business. She and her husband,



Above: Sam Mona and sister-in-law Sara Mona.



Left: Mona Lisa Wine Shoppe

Samer, do the bookkeeping, budgeting and inventory tracking. Samer, who is nicknamed Sam just like both his brothers, helps with customers when needed. He and Sara are in charge of ordering all the non-alcoholic items, such as food for sandwiches, snack items, magazines, cigarettes, convenience items and soft drinks.

They recently purchased a pizza oven and started making and selling pizzas by the slice and for carryout too. They also make pizzas and sandwiches to order. Their most requested is the steak and cheese sandwich. They also offer meatball subs, Italian subs, turkey and cheese croissants and corned beef subs. They serve Layla's homemade chicken noodle soup and chili.

"We only purchase grocery items

that constantly move," said Sam. They reserve one aisle only for grocery items, one aisle for candy, chips and snack foods, two racks of magazines and the rest is beer and wine except the counter which holds a humidor for cigars, a Zippo lighter case and cigarettes including uncommon brands. They sell lottery tickets and hope to have a lottery terminal within a month or two.

Sam is building a good business using the time-honored approach of catering to the customer. By becoming a reliable source for customers in search of particular beers and wines, he is establishing a client base and forging friendships. He carries on the family tradition of welcoming customers into the Mona Lisa and making them feel comfortable. Then like a trusted friend, they return again and again.

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ASSOCIATES:

American Synergistics (313) 427-4444
Canadian Consulate General (313) 567-2208
Livernois-Davison Flonst (248) 352-0061
Minnch's Boats & Motors (810) 748-3400
Wieden & Associates (248) 588-2358
Wolverine Golf Club, Inc. (586) 781-5544

More photos from our famous Turkey Drive!



Above, volunteers pose for a quick shot.

Upper right, volunteers give thanks with a hard-earned feast of their own.

Right, Toni MacIwain from Ravendale speaks to the crowd.

Lower right, The Tom Davis & Sons Dairy truck housed tons of turkeys!



Attention Food and Beverage Industry:



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

- Wholesalers • Brokers • Manufacturers • Distributors
- Liquor, Beer & Wine Distributors & Principals
- Food Processors • Banks • Phone Companies

Reach a group of 25,000* of your best prospects each month by advertising in AFD's Food & Beverage Report!

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

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

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

Monthly Theme/ Promotion Schedule

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

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

Associated Food Dealers of Michigan

18470 West Ten Mile Road
Southfield, MI 48075

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



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