**Obesity Lawsuits Banned In Michigan**

Michigan Governor Jennifer Granholm has signed legislation prohibiting civil lawsuits against the food industry filed by people who claim that food made them obese. The law is similar to those approved in a dozen other states, but not at the federal level. Under Public Act 367, sponsored by David Palsrok, R-Manistee, food sellers, manufacturers, distributors and others are not subject to civil liability for personal injury or death arising from weight gain, obesity or associated health conditions. The Michigan law does not prevent suits against companies accused of altering food and acting with malicious intent. Proponents of the legislation framed it as forcing people to take personal responsibility.

**MILENTEK Helps AFD Members Reduce Electrical Expenses With Lighting Retrofits**

When Paul Choukourian received his electric bill, he felt like he had won the lottery. "At just one of my buildings, I was paying $8,000 per month for electricity," he said. "Then I retrofitted my lighting and after that, my bill was only $5,500." Choukourian managed his family's portfolio of buildings at the time and once he completed the lighting retrofit at all the buildings, the combined energy cost savings was about $100,000 per month.

That experience influenced Choukourian to start MILENTEK (short for Millennium Energy Technologies), a full-service energy efficiency contractor that can perform energy audits to show customers how much they can save and how quickly an energy efficiency project will be profitable. MILENTEK also performs energy efficiency upgrades, installs generators and consults on deregulated electrical purchases at no cost to the customer.

Now, AFD members in good standing can enjoy energy savings and save on MILENTEK services as well. AFD has negotiated with the company to offer a 10 percent discount on lighting retrofits!

Here are some facts about lighting retrofits:

1. Lighting electrical expense can be reduced by up to 65% by installing new lamps and ballasts in existing fluorescent fixtures.
2. The CRI (color rendering index) and quality of new lighting systems is much higher than the older lighting systems.
3. New lamps and ballasts come with warranties and in most cases, no lamp burnouts will occur for at least 3 years.
4. New lamps and ballasts are more efficient and eliminate the annoying hum and flicker of the old.

**Talking Turkey**

It's time for AFD's annual Turkey Drive! In its 24th year, AFD and its members provide Thanksgiving turkeys for needy families across the Metro Detroit area. AFD's Charitable Activities Committee has pledged to raise enough money to provide turkeys for 1,700 needy families. But they can't do it alone. They need the help of all AFD members. A tax-deductible contribution of just $200 will provide Thanksgiving turkeys to 20 families. For more information please turn to page 14.

**What's New for the Holidays?**

**Spirits will soar this season.**

By Michele MacWilliams

Oh so much to sample and so little time! There was plenty of holiday cheer in Livonia during the AFD Holiday Beverage Show, September 21 and 22 at Burton Manor. Retailers swarmed to the many booths to sample the hot new items and learn about show specials and holiday packaging.

There were hundreds of products! It was impossible to sample them all, but I gave it my best. Here's a "spirit sampler" for your review.

New to Michigan, Happy Brand Spirits were a big hit. Sporting a big, round yellow happy face, the Russian vodka, Mexican tequila, run from Trinidad and gin from the UK were in their debut week in Michigan during the show.

-energy drinks were all the craze too. New from Payco,....

**Set Sail on the S.S. AFD!**

Make plans to join your friends and associates as we set sail from Penna's of Sterling for the AFD Annual Trade Dinner and Ball! This year we're cruising on the S.S. AFD, and you're all invited to the Captain's Dinner!

The date is Friday, February 11 at Penna's in Sterling Heights. Please see page 27 for details or call Michele MacWilliams at (248) 671-9600 for your Boarding Pass!
The Thrill of Victory...The Agony of the Feet!

By Mike Sarafa
AFD President

The Marathon: It’s like living a lifetime condensed into a matter of hours. There is joy and suffering, optimism and fear, elation and sadness and when you cross the finish line, the satisfaction of accomplishing what you set out to do without the obligation of dying when it comes to an end. —Rick Schick

The last time I had that particular feeling in my stomach was the night before the two-day state bar exam. This time it started when I awoke at 4:00 am Sunday morning from a restless night with all the same anxiety and anticipation. My longest run to date had been nineteen miles and the last three miles of that run were pretty tough. But I had made up my mind that I was going to do it and with the great support of many, many people, I did. I ran and completed the Detroit Free Press/Flagstar Bank Marathon.

With a 4:43:43 posted finish time, I didn’t break any records. But I did finish under my 4:45 goal that I set as part of the effort to raise money for the AFD/Pepsi Scholarship Challenge for the AFD Foundation. And we raised nearly $10,000 which will go a long way to help deserving young people pay for college. Thanks to all of you who pledged and contributed.

In the March 2004 edition of the AFD Food and Beverage Report, I wrote that part of my motivation for running the marathon was to reverse a declining health pattern. I made reference to my father’s stroke that confined him to a wheelchair without the ability to verbally communicate for the last seven years of his life. His stroke was caused by the lack of blood flow to the brain. One of the main goals of exercise is to keep the blood in you moving, realizing all the benefits of oxygen flow to all the cells.

In the course of my training I ran into people preparing for the Marathon who were raising money for every possible health affliction you can imagine including stroke, heart disease and cancer. That’s why I was also happy to answer the call of Governor Granholm and Mayor Kilpatrick to help make Detroit and Michigan healthier. For myself, I’ve lost nearly twenty pounds. I had been on medication for 15 years for chronic, ulcerative colitis. Miraculously, it’s gone now. Most of all, in these unsure times we live in, we need to do everything we can to reduce the risk to ourselves and our families of the things we can control.

It was a great event. The support on the course was unbelievable. I saw people that were ready to drop but for the support and

Mike’s Marathon, continued on page 12

-The Grocery Zone

By David Coverly

Yes, he made it! AFD President Mike Sarafa (right) poses with Mark “Chip” Rodgers and Donna Sheena from PizzaPapalis for a post-marathon photo.
King of Dollar Castle Expands Into Wholesale

By Michele MacWilliams

When the first dollar stores began opening in the early 1990s, many retail industry watchdogs tagged them as a trend that would soon run its course. The thinking was that as inflation set in and items began to cost the retailer more, stores would have to raise their prices or their number of products would be reduced until there was little to offer customers. Well, it didn’t happen. Dollar stores have grown into a major retail force. Now a mainstay of many strip malls, dollar stores have matured into a niche market that attracts loyal customers week after week.

Often thought of as the five-and-dimes of modern times, even some Farmer Jack, Food Basics and Spartan stores have jumped onboard with aisles dedicated to $1 items. Consumers of all income levels are drawn by $1 price tags on things like food, gift bags, cosmetics and novelty gifts. Once inside, they are often tempted to buy more because of the low prices.

"Dollar store merchandise can come from all sorts of sources including factory overruns, liquidation sales and imports," said Eddie Denha, president and chief executive officer of the 19-store Dollar Castle chain. His company, with headquarters in Hazel Park, also distributes $1 items to 122 Spartan, 13 Farmer Jack grocery stores and 15 Food Basics as well as a number of independent stores and gas stations in metro Detroit.

It is safe to say that Denha has raised the bar when it comes to the dollar store concept. With the buying power of his 19 stores, he is able to keep prices low. The stores are clean and neatly organized, making them a bargain hunter’s dream. Typically a dollar store ranges in size from 3,000 to 5,000 square feet. However, Denha’s newer stores break this mold. One store on the corner of Van Dyke and 10 Mile is a whopping 21,300 square feet.

Founded in 1992, Dollar Castle opened four new stores in the past year. Seven of the 19 Dollar Castle stores are franchises or licensed stores while the corporation operates the remaining 12 stores. Denha says that he is very selective when it comes to accepting a new franchisee, but also sees this as the logical way to grow his business. Although most of his stores are located in the Metro Detroit area, he has one store in Lansing and is currently looking to expand through franchises into other metropolitan markets in other states.

When choosing a store location Denha says, "We look for high density areas, with high traffic counts." In order for the store to be successful, Denha says that operation costs must be kept low. "There is an art to finding the right leases," he adds.

In addition to store location, Denha’s success is due to shrewd purchasing practices. "We import things ourselves and that saves a good deal of money. We also look to share overseas shipping containers with other businesses," he adds.

Going Wholesale

Now, the king of the Dollar Castle is expanding his empire into the wholesale business. Denha is opening what amounts to a dollar store for dollar-store owners. Denha is leasing the 100,000-square-foot former New York Carpet World Inc. showroom and warehouse at 23840 Eight Mile Road in Southfield and said about $500,000 will be spent on renovations. The facility will be a dollar-store marketplace - a showroom where vendors who sell dollar-store merchandise can sell their products to dollar-store owners.

"It’s going to be like a trade show type of setup," Denha said. "We’ve got people and vendors from across the country that we do business with and we are bringing them all together under one roof."

About 30,000 square feet of the building will be used for the marketplace and about 70,000 square feet will be used to store products for his own stores as well as products for his distribution company, Royal Distributors of Michigan Inc.

The marketplace is modeled after similar venues in Chicago and Las Vegas. Denha plans to hold about eight trade shows a year but also said that vendors and their customers will be able to do business there, year-round.

Denha also said he isn’t expecting much of a profit from his marketplace. "It’s really geared toward serving our stores better and having access to those companies we deal with on a regular basis," Denha said.

So, what will Denha do if the predictions of the industry gurus of the 1990s finally come true and inflation forces prices higher or limits the number of items that he can sell for $1? "We’re not seeing any major increases in prices. If we have to go over the dollar threshold one day, we’ll cross that bridge and redesign our concept. But for now, we see no change in sight."

Calendar

November 22 & 23
AFD Annual Turkey Drive
Metro Detroit
Contact: Michele MacWilliams
(248) 671-9600

February 8-12, 2005
National Grocers Association Annual Convention
Bally’s Las Vegas
Las Vegas, NV
(703) 516-0700

February 11, 2005
AFD Annual Trade Dinner and Ball
Pennal’s of Sterling
Sterling Heights, MI
(248) 871-9600

February 13-15, 2005
Food Marketing Institute MARKETECHNICS
Washington, DC
(202) 452-8444
www.FMI.org

April 19 & 20, 2005
AFD Spring Trade Show
Burtin Manor
Livonia, MI
(248) 671-9600

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to us, there's nothing like the smell of rotten eggs.

When it comes to natural gas, it's not what you see, but what you smell. Natural gas is actually odorless, so we add something to make it smell like rotten eggs. Why? Because we want to get your attention and keep you safe. So, if you suspect a gas leak or smell gas, leave the area at once, go to a location where you no longer smell gas and then immediately call DTE Energy's gas leak number: 800.947.5000. We'll respond promptly. And if we're not your local gas company, call whoever is immediately.
AFD Scores Two in Crain's Forty Under Forty

Since 1990, Crain's Detroit Business has devoted one special section in an autumn issue to identify men and women in the business community who have built solid careers before the age of 40.

In 1992, then AFD President Joe Sarafa was one of the 40 that Crain's chose to honor. Now, 12 years later, his brother and successor to the position of AFD president, Mike Sarafa has followed in Joe's footsteps.

In addition, Mark Sheena, AFD member and vice president of PizzaPapalis Inc. and Rio Wraps Management L.L.C., was also chosen.

According to Crain's, more than 200 people were nominated for this year's 40 under 40. In making the selections, Crain's asked nominees to provide extensive information about their careers and community activities. The panel of Crain's judges based their selections on the information provided by candidates and Crain's research. In the end, professional achievement was the most important qualification for selection. Here is a synopsis of what Crain's had to say about both:

**Michael Sarafa, 38**
During his first three years as president of the Associated Food Dealers of Michigan, Sarafa has focused on bringing technology to the association. New computers, improved software and better training have made everyone's job easier. Additionally, Sarafa has worked on improving the look of this publication, and recently moved the AFD headquarters into a newer building. The result has been a goal to increase membership by 30 percent in the next five years.

**Mark Sheena, 39**
When he graduated from Central Michigan University in 1987, Mark Sheena went immediately into the family-owned business, PizzaPapalis Inc. in Greektown. The company grew slowly at first, adding a couple of PizzaPapalis locations in metro Detroit. Then in 2000, the brothers opened a new restaurant called Rio Wraps on Jefferson Avenue near Harbortown. The expansion began. Since that time, Sheena has opened 17 additional Rio Wraps with 10 more expected to open within six months. There are also now nine PizzaPapalis restaurants. In addition, Sheena has just signed a deal to open franchises in southern Florida. AFD congratulates both men on their inclusion in the 2004 Crain's Detroit Business 40 under 40 special section.

Mondavi to Sell its Luxury Wine Division

Robert Mondavi Winery, a Napa Valley landmark for four decades, plans to sell the luxury side of the business, including the Robert Mondavi Winery in Oakville, and use the money to build its $15-and-under brands like Woodbridge, which faces stiff competition.

Mondavi officials say the sale could put the luxury business back in private hands and away from shareholders' short-term expectations. They believe there is more room for growth in the cheaper, high-volume brands and expect to realize $400 million to $500 million from the sale.

Under the divestiture plan, the company is selling the business that makes the signature Robert Mondavi Winery and Robert Mondavi Reserve wines that can go as high as $125 a bottle. Also for sale is Mondavi's share of the high-end Opus One winery, a joint venture with the Rothschild family of France and other winery operations.
Tradition, quality, pride.

THE WORLD FAMOUS BUDWEISER CLYDESDALES
When it Comes to Food, There’s Always Something New

The latest food launches detailed by Productscan Online (www.productscan.com) highlight some of the major issues at the forefront of food product innovation. These include added convenience in packaging, a new range of salt offerings as gourmet condiments, and a set of distinctive sweeteners for those of us with a sweet tooth but a taste for healthier options.

Think sweeteners are unhealthy? Meiji Seika would like you to think otherwise. Its new Sugar Save tabletop sweetener is not just a sugarless sweetener, it is also a source of dietary fiber and prebiotic. If you just can’t bear the idea of giving up sugar altogether, Merisant Worldwide has introduced a compromise for the US market made up of real sugar blended with no-calorie sweeteners. Equal Sugar Lite can be used for baking and measures cup-for-cup with sugar for convenient substitution, but with half the carbs and calories of sugar.

Other new low-calorie cooking ingredients in the Productscan Online database include a slightly unusual barbeque rub for fish, poultry, steaks and vegetables. The rub is a blend of savory spices combined with roasted coffee and cocoa and has been launched in the US by Jeremiah’s Pick Coffee Co.

Hormel Foods is using packaging to make its goods easier to use: Stagg Chili and Hormel Chili No Beans have been repackaged in the US in a new Smart Pak container. The 14.3 oz Tetra Recart box is said to offer consumers a variety of advantages, including ease-of-opening, easy pouring and space-saving stackability in kitchen cupboards.

Another new packaging innovation comes from Germany with Popcorn Co.’s Poppy Micro. The microwaveable popcorn comes in an inner bag and a box that expands as the contents pop. Once the popcorn is ready to eat, it can be served directly from the box in which it was popped.

There have also been some innovative formulations in the food market recently. Japan has seen the launch of Ezaki Glico’s green peas pretzel sticks, and a new pizza from Nippon Meat Packers that has a crust made with yogurt.

The US has received blueberry muffin frozen yogurt from Turkey Hill Dairy, Cajun-style sausages from Sara Lee, wine-flavored cheese from Northwoods Cheese, and asparagus salsa from Cedar Run Farms. France, meanwhile, has one of the prettier new food launches: Galeries Lafayette has introduced edible orchids, which apparently have a light endive flavor and certainly look very attractive.

-Datamonitor Expert View
A PROVEN TRACK RECORD

Nash Finch is proud to offer a lineup of store brand labels to meet any retail challenge.

Our **Our Family** and **IGA** brands offer your consumers the highest of quality at significant savings when compared to national brands. These labels have consistently performed well in cutting tests, often being preferred over the national brand equivalent.

The **Value Choice** label is the perfect tool to establish price image with your customers. Positioned to complement the IGA and Our Family label, **Value Choice** is the destination for the shopper who demands the ultimate in price value.

The **AVANZA** label completes our winning lineup. **AVANZA** targets the growing hispanic market and offers your store a variety of products that shoppers have previously had to find at specialty stores. This diversity in product mix offered by **AVANZA** gives your store a distinct competitive advantage.

Call us today and find out more about this winning combination.

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**PERFORMANCE DRIVEN**

NASH FINCH COMPANY

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1 800 828 5102

November/December 2004 | 9
What’s the Next Big Thing in America’s Battle With Obesity?

In October’s Facts, Figures and the Future - a joint publication of the Food Marketing Institute, ACNielsen, and Phil Lempert – FMI’s Michael Sansolo wrote about conclusions reached by Shopping For Health, the annual joint study done by the trade association and Rodale’s Prevention magazine. Some of the key points in this study, according to Sansolo, are:

• More than half of shoppers say health issues greatly influence shopping decisions and 55 percent say they try hard to eat healthier these days, up from 45 percent in the year 2000. Shoppers see healthy eating as better than medication as the way to manage their health issues. Nearly 60 percent say they try to eat healthier to avoid future health problems.

• Although a strong majority of shoppers are aware of many of the key food news stories in the past year-including mad cow disease, low carb diets and trans-fatty acids—they find the news less than helpful. Sixty percent say there is too much confusion in the news about nutrition and 46 percent say they have become less trusting of health professionals when it comes to diet. As a result, many see the cost and confusion as barriers to eating better.

• Shoppers continue to make strong use of nutritional information on product labels. Nearly 60 percent of shoppers check the information panel whenever they buy a product for the first time and another 25 percent do so at least part of the time. Shoppers say they do this to make certain they are buying healthy foods.

• Although the low-carb craze may be slackening, it’s easy to see the incredible impact it had. Some 22 percent of shoppers said they started buying certain products over the past year simply because of the product's carbohydrate content—a whopping 13 percentage point jump in the number from a year ago. Although fat content remains the most frequently examined element of any food product, the percentage citing fat as the determining factor actually declined in the past year. The others showing significant gain in influencing shopper choices were fiber content and calories (10% of shoppers cited each as the reason they select a product.)

Miller Targets Hispánic Beer Drinkers

With 75% of the Hispanic population under age 45, Miller Brewing has signed a $100-million deal with Spanish-language broadcaster Univision Communications to sponsor programs, highlight its products through product placements and air commercials on all of its broadcasting outlets.

— The Wall Street Journal
THE ORIGINAL...
WHEN GREAT TASTE AND LOW CARBS COUNT.

Check Out Your 6-Pack

MILLER LITE HAS 1/2 THE CARBS OF BUD LIGHT. **

**Total carbohydrates based on six 12-oz servings.
**Miller Lite contains 3.2 grams carbohydrates per 12oz, while Bud Light contains 6.6 grams carbohydrates per 12oz.
Cut Produce Showing Growth Potential

Pre-cut, pre-washed and packaged fruits and vegetables are the produce category showing the fastest growth, according to a new study from the International Fresh-cut Produce Association (IFPA). The category as a whole currently accounts for $12 billion in annual sales, with packaged salads generating $2.6 billion and fresh-cut vegetables $1.4 billion.

In addition, according to the report, while fresh-cut fruit currently generates $300 million in annual sales, the category is expected to more than triple to $1 billion in sales within the next four years.

Driving the growth, the study suggests, are convenience and changes almost certain to be included in the nation’s Food Pyramid.

Coke, Pepsi to Retool Packaging to Include More Nutritional Data

Coca-Cola and PepsiCo have announced plans to update the nutritional label on some of their products to spell out information for the entire package, rather than just one serving. Kraft Foods recently announced a similar move for its packaged products.

Mike’s Marathon, continued from page 3

encouragement of both the marathon organizers and general onlookers. There were hundreds of moving episodes of people helping people.

For my part, I could not have done it without the tremendous support, encouragement and well wishes of dozens and dozens of people. I’d like to thank Michele MacWilliams (AFD’s V.P. of Communications) and Domnita Sheena for running with me—although they both blew past me. I’d also like to thank Powerhouse trainers Omar Akl and Felix Nunley for helping to get me in shape.

Kevin Denha for inspiration and support and Pat Gregory (UHY Advisors) for helping me train, running with me and working out at the track.

The biggest thanks goes to Mark “Chip” Rogers for dedicating several weekends to join me for the long training runs—the toughest part of getting ready. And for staying with me at the marathon every step of the way at a pace that ended up being an hour longer than he would normally run. I truly would not have made it without him.

Finally, getting ready for this thing was a little time consuming. For allowing me that time and for her support, I thank my loving wife, Mariann.

Innovative Vending Machines Provide New Dining Options

Busy workers and others on the go may be glad to learn that new vending machines, with names such as “Automated Diner,” will provide everything from a freshly grilled hotdog to the latest DVD.

Kraft Foods’ own machine, the Carryout Cafe, automatically prepares and sends some of the company’s products, including Tombstone Pizza.

Products that were once put into vending machines have changed. Snack foods, such as chips, are no longer acceptable. All-natural, low-fat and high-protein snacks are putting up a fight.

Report: Kraft Appears Ready to Sell Two Candy Brands

Sources close to Kraft say the food company has put its Altoids and Life Savers brands up for sale, with Hershey Foods, Cadbury Schweppes and Wm. Wrigley Jr. all seen as potential buyers. The two brands could fetch as much as $1 billion, and their sale reflects Kraft’s decision to focus on its cookie, cracker and cheese brands.

-Investor’s Business Daily

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The most important investment decision you may ever make won’t be the choice of a stock, bond or mutual fund. It will be how you decide to allocate your assets. Most industry experts believe that up to 90% of long-term returns are directly attributable to this one decision. Asset allocation helps reduce volatility, minimize risk and optimize return. Sagemark Consulting can help you and your advisors develop and maintain a personalized, long-term asset allocation plan—one that balances things just the way you want. Find out more. Call us today.

Michael J. LoGrasso CLU, ChFC and John M. Bussa
Sagemark Consulting
26555 Evergreen Road 16th Floor • Southfield, MI 48076
800-382-8122
Senate Bills 1331-1336 have been introduced in Lansing to correct inequities in our electric supply system.

For months, CLEAR, the Citizens for Long-term Energy Affordability and Reliability, has been championing legislative reform to mandate fairness in the supplying of electricity to Michigan’s residents and businesses.

Fair Power Legislation requires all electricity suppliers to follow the same rules.

Currently, out-of-state energy suppliers can supply electricity while providing only minimal reserves. This threatens reliability throughout Michigan. Fair Power Legislation will require all energy suppliers to provide the same level of reserves. Today we simply don’t have the same level of backup as before Electric Choice.

Fair Power Legislation removes the threat of skyrocketing rates.

When all electricity suppliers follow the same rules, all consumers pay a fair price. Residents won’t have to pay too much in order to make up for businesses that pay too little. This protects residential and small business customers from skyrocketing rates.

Fair Power Legislation protects Michigan jobs more effectively than the current laws can.

Senate Bills 1331-1336 are carefully designed to protect small businesses from skyrocketing future rate hikes ... thus ensuring that more businesses will stay in business, and more workers will be hired and stay hired in Michigan. The current law makes no such commitment to our state or its citizens.

Senate Bills 1331 - 1336 will assure real competition for all electricity suppliers and customers. That’s why CLEAR supports Fair Power Legislation. And that’s why you should, too. Urge the Governor and legislature to support Fair Power Legislation.

To learn more call CLEAR at 1-866-99-Clear or visit us at clearmichigan.com.

To learn more...

VISIT clearmichigan.com
or CALL 1-866-99-CLEAR
A great time was had by all at the AFD Open House

Michigan State Representative Aldo Vagnozzi (third from right) made it official by presenting a resolution, signed by himself, Governor Jennifer Granholm and State Senator Gilda Jacobs to AFD Chairman Ronnie Jamil. Over 80 people enjoyed the October 5th event. Pictured here, (l to r) Chris Zebari, Alaa Naimi, Sam Dallo, Ronnie Jamil, Jerry Wotala, State Senator Martha Scott, Bill Viviano, Rep. Aldo Vagnozzi, Tom Waller, and Nancy Quarles.

Please help with AFD’s Annual Turkey Drive!
Thanksgiving is a time to reflect, give thanks and help those that have less. We are asking you to pitch in. We need your help! It is truly heartwarming to be a part of our annual Turkey Drive and to know that together, we have brightened the day for 1,700 needy families. To make a tax-deductible donation, please fill out the form below or call Michele MacWilliams at (248) 671-9600. Thank you.

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

Name ______________________________________________________________
Business ____________________________________________________________
Address _____________________________________________________________
Phone ___________________________ Email _____________________________

I will provide Thanksgiving turkeys for:

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

Fax to AFD at (248) 671-9610 or mail to
AFD Turkey Drive,
30415 W. 13 Mile Road,
Farmington Hills, MI 48334

Payment Method
By check: Make check payable to AFD Turkey Drive and send this form with your check.
By credit card: Circle one: MasterCard Visa
Card Number:______________________ Expiration Date:_____________________
V-Code # (last 3 digits on back of card)____
Signature ________________________

AFD wants to help retail stores prevent sales of alcohol, tobacco and lottery tickets to minors.

AFD is pleased to endorse D.J. King & Associates and their Age Verifier™ equipment from Scan Technologies.

Pricing begins as low as $275.00 plus tax, shipping and handling.

Please contact Dan Reeves at AFD, (248) 671-9600 for more information or to order the Age Verifier™.
A Brand New Look From A Trusted Name!

Quality is worth its weight in gold as we package our renowned dairy products in bright, bold new graphics and competitive imagery. Melody Farms already has a reputation for quality and freshness. Now your customers will see gold in our new packaging, window signs, fleet graphics and shelf talkers for your store.

Go for the gold.
Lottery Lowdown

Fantasy 5 a Big Hit

By Commissioner Gary C. Peters

As retailers, you know that products must change and evolve to match the needs of your customers, if you expect to run a successful business. Well, the Lottery is no different, so in September, we replaced Rolldown with Fantasy 5. I'm pleased to report that the launch was a huge success! As of mid-October, statewide sales were averaging $1.08 million per week. That's an 89 percent increase over average Michigan Rolldown sales during its final few weeks.

Rolldown had been in play since February of 2000. It was not surprising that the game was at the end of its run, as the life cycle for an online game is usually three to four years. Rolldown's sales had been declining for some time. But the jump that sales took with the switch to Fantasy 5—$979,000 in its first week—illustrates the importance of keeping products fresh and new.

In those first few weeks, we had a couple of big Fantasy 5 prize winners, which always helps boost sales. On September 17, three players shared the first jackpot of $171,000. Just a few days later, on September 19, one lucky player took home the $105,000 jackpot. Then again on September 24, one person won the jackpot of $184,285, and the very next day, the $100,000 jackpot was won by one lucky player. On September 28, the $110,000 jackpot went to one person, and on October 4, one person snagged the $249,691. And all that was only in the first three weeks!

And don’t forget that big sales for the Lottery mean big commissions for retailers.

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And don’t forget that big sales for the Lottery mean big commissions for retailers.

New Instant games:

On November 1st, two new games will be made available for order: $1 Money Train and $2 1 Dream Of Jeannie. Neither game will have a standing book order so retailers should call their Lottery Sales Representative to place their order.

On November 8th, four new instant tickets will start the holiday spirit rolling. The $10 Holiday Surprise game features four perforated tickets — two $1 games and two $5 games — packaged inside a colorful foil pouch. At least one winner is guaranteed inside every pouch — players can’t lose!

Also on sale on the 8th are the $2 Happy Holidays with top prizes of $25,000, the $5 Tis The Season with top prizes of $250,000, and the $1 Jingle Bills with $5,000 top prizes. Millions & Millions, the newest $20 ticket, goes on sale November 22 and features a top prize of $2,000,000 and over 1,000 prizes of $1,000. Players can win up to 25 times on every ticket, and up to $14 million in total prizes is available. Retailers, over $1,400,000 in commissions are available on this $20 game, with $1.20 earned on every ticket sale.

In addition to the Millions & Millions instant on November 22, look for the $2 Snow Bank with top prizes of $15,000, and the $1 Cash Tripler with top prizes of $3,333.
McCormick Distilling Co.
is proud to announce the appointment of

Trans-Con, Co.
as the new
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McCormick Blended Whiskey
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McCormick Gin
McCormick Gold Rum
McCormick Gold Tequila
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Ke Ke Beach Cream Liqueur
McCormick’s Irish Cream Liqueur
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Tequila Rose
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Or call your local member of the Trans-Con, Co. distribution family:

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Fabiano Bros., Inc.  
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serving Eastern and Northern Michigan and the U.P.

Henry A. Fox Sales Co.  
(800) 762-8730  
serving Western and Southwest Michigan

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Show trends, continued from front page.

Rip It Energy had the crowd energized because of its 99 cent pre-priced, 16-ounce packaging. Jones Soda’s Energy Drink now also comes in a 16-ounce size and Whoop Ass Energy Drink glows in black light.

Eggnog, beautifully packaged in a glass bottle with two premium rocks glasses is a special holiday treat from McCormick. From J. Lewis Cooper, Mohawk brings flavored vodka to your store and out the door at only $6.73 for the fifth.

Brian Pizzuti of National Wine & Spirits says that although sales in the Bourbon category are relatively flat, the high-end, single-batch bourbons are exploding. Basil Hayden’s, Booker’s, Baker’s 7 Years, Buffalo Trace and Eagle Rare are all prime examples of boutique bourbons that are flying off the store shelves.

Limoncello, a favorite of Italians for centuries, is now becoming popular in the states. In fact, the Villa Massa Limoncello is expanding so rapidly that they have recently introduced a Mandarin Liquor and Crema di Limoni. Miller’s Gin, the official Spirit of the Year for 2003 from the Chicago Tasting Institute of America, is distilled in England and blended in Ireland. Introduced at the AFD Holiday Show the product is new to Michigan.

When it comes to wine, Mark Bodtke of General Wine & Liquor predicted that Red Diamond from Washington State will be a top seller. Introduced in restaurants in the beginning of the year, it now retails for $9.99. Red Diamond comes from Chateau Ste. Michelle, Wine Spectator’s most awarded winery, and it is available in Chardonnay, Cabernet and Merlot.

Barry Downing thinks the catchy label and graphics on Mad Dogs & Englishmen wine from Spain will entice customers to give it a try. Grown in Jumilla, a new winemaker Southeast of Madrid, where summers can be hot, the result is a ripe, high quality wine with a low $7.99 retail price.

Southcorp featured their Little Penguin, a fruit-forward, easy drinking wine from Australia. At $6.99 retail, it is also easy on the pocketbook. From Alize, Bruce Bruckman was touting the new Alize Bleu made with passion fruit.

Cognac and vodka while Conrad Haremza said the 1800 Silver Tequila Reserve that was launched in May is now the number seven seller year-to-date.

Pravda, a vodka from Poland, was recently awarded the title of Number One Vodka in the World Beverage Championships in San Francisco.

Well, there you have it – a small taste of the hundreds of new products that were showcased at the AFD Holiday Beverage Show. If you didn’t come this year, be sure to put it on your calendar now (September 21 and 22, 2005). I can’t taste all of these by myself!
More scenes from the AFD Holiday Beverage Show

**Mazen Shaba and Joe Sarafa relax in the Hennessy booth**

**Jim Chuck from Frito Lay**

**Bruce Bruckman of Kobrand spoke about Alize at the General Wine reception.**

**And finally, an added attraction ... the beautiful ladies!**

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

— *A Christmas Carol*

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older lighting systems.

5. New lamps and ballasts burn cooler, reducing the heat generated and reducing the air conditioning load and cost.

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With the prices of electricity and natural gas jumping rapidly in the last few years, energy is one of the first, best, and easiest places to find long-term dollar savings. The latest lighting products also offer lighting characteristics that improve the visual effects of your building and improve product visibility.

Retrofitting fluorescent fixtures with the new high efficiency electronic system can save 65 percent. MILENTEK removes the old, inefficient T12 lamps and magnetic ballasts and replaces them with T8 lamps and electronic ballasts within the existing fixture. By retrofitting the existing fixtures, the cost is far lower than buying new fixtures. "A standard 2X4 fixture with 4 bulbs uses about 176 watts and when we are done retrofitting that same fixture, it will use about 60 watts and produce about 30 percent more light," says Choukourian.

An economic stimulus package passed by Congress in March 2002 gives businesses significant incentives for implementing energy upgrades. The IRS allows you to expense up to $100,000 of an energy project in the first year, rather than deducting the project over the life of the property. The incentives are only temporary and will end in late 2005.

Jason Yono, owner of Bottles and Stuff in Livonia, recently had his lighting system retrofitted by MILENTEK. "The lighting project was unbelievable!" said Yono. "It lowered my electric bill from $1,300 per month to $900 per month. The project paid for itself in a year. The crew was in and out in one day and the new lights made my store and product look ten times better."

You can contact MILENTEK at 248-808-4222 for a free energy audit & quote for your facility. Make sure that you mention that you are an AFD member to receive your 10 percent discount.

Save-A-Lot Looks to Expand in Metro Detroit

According to Crain’s Detroit Business, St. Louis-based Save-A-Lot, which opened its newest local store in Westland in September, wants to open an additional six to eight stores over the next year.

“We’re currently looking at a handful of sites in Detroit with real interest to open in what would be our next fiscal year,” Dan Kimack, Save-A-Lot manager of corporate communications told Crain’s.

Save-A-Lot is a division of Minneapolis-based Supervalu Inc., and currently has 25 stores in metro Detroit that are operated by licensees.

Frank Arcori, a former AFD chairman, is currently opening his sixth Save-A-Lot store in Roseville at Frazho Road and Gratiot Avenue in the Eastgate Shopping Center.

“They have a supportive team that allows you to open up a new retail location in a very structured and organized fashion,” Arcori told Crain’s.

Nationally, Save-A-Lot has 1,150 stores, including 850 operated by licensees and 90 stores in Michigan.

AFD President Mike Sarafa told Crain’s that Save-A-Lot is a viable alternative for many independent grocers but warns that the option isn’t for everyone.

“Many of their licensees are our members,” Sarafa said. "This discount category is the fastest-growing category of the grocery business."

However, Sarafa said, converting from a traditional grocery store to a Save-A-Lot requires the owner to reduce employees. "Plus," Sarafa added, "Save-A-Lot stores don’t offer the auxiliary services such as lottery, alcohol or tobacco sales that some stores offer."
The Associated Food Dealers of Michigan welcomes these new members who joined July through September 2004

- Vix Kersch Vending Co.
- Advance Me
- Little Lamb Baby Food Co.
- Gilhooley Pharmacy
- Land Mark Commercial Realty
- Conner Save-A-Lot
- Purity Foods
- Quick Sav Food Store #19
- BP Mart & Party Store/Gustafson’s Smoked Fish
- Captain’s Store
- Jim’s Jubilee #80
- Country Market
- Rite Aid
- Kathy’s Take a Break
- Hub Supermarket Inc
- Mr. Pizza Bootlegger
- Marons Market Inc
- M & N Market
- Stop N Shop #2
- Cantonburg Market Inc
- Harvest Liquor Shop
- Bens Supermarket
- Freedom Market Inc/Freddies IGA
- Sid’s Grocery
- Cloverleaf Market Inc
- Fast Stop Party Shop
- Nevada Supermarket Inc
- Twin Lakes Party Shoppe
- Muir Village Market Inc
- Campus Liquor Inc
- Village Butcher Shoppe
- Merriman Drugs
- Gils Market
- Trumbull Putnam Market
- Westside General Store
- The Pennfield Party Store
- Save A Lot
- Saint Ides Village Food Market
- Boomers Party Store & Pizza
- Ryan Express
- Barbara’s Cuisine
- Sunoco
- Alladin Liquor Store
- Samona Enterprises Inc
- Family Market
- Manton Mini Market
- Shop-N-Save
- Central Shop Rite
- Venckens Market
- Danny’s Fine Foods
- Commerce Lake
- Ya Ya’s Arcadia Management Inc
- Richard Take Out
- Interlink Media
- Efl Drugs
- Hanson and Associated
- Lubus Management
- Sparty’s Bar
- Badawest
- Heritage Products International
- Universal Wholesale Inc
- Heezen Bros Inc
- Capital Distributing Co.
- Dan Henry Distributing
- Windmill Party Store
- Hmong Oriental Market
- Davisburg & Dixie Liquor Shop
- Uncle Boomba’s
- B G’s Mini Market
- Quick Pac Food Store
- The Party Store
- Hearthstone Restaurant
- Cash Depot
- Vintage Wines
- A.S.C. Security Systems
- Milenek
- Pubidia, Inc.
- Power One
- Simplicity Wireless
- George Enterprises

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Ad-Tabs Games are Illegal Lottery

News from the Michigan Liquor Control Commission

The Michigan Liquor Control Commission and the Michigan Bureau of State Lottery have been involved in a lawsuit with F.A.C.E. Trading, Inc., which produces and distributes Ad-Tabs, a pull-tab type lottery game. The Commission and Lottery have always contended that Ad-Tabs are an illegal pull-tab game tantamount to a lottery and contrary to the state penal code. During the court proceedings, the Commission and Lottery were prohibited by an Injunction from taking any enforcement action against retailers selling Ad-Tabs. On June 30, 2004, the Honorable James R. Giddings, Ingham County Circuit Court Judge, ruled that Ad-Tabs do constitute a lottery or a gift enterprise forbidden by Section 372(1) of the Michigan Penal Code, being MCL 436.372(1). The Michigan Court of Appeals and the Michigan Supreme Court have denied a stay of the Circuit Court ruling pending appeal.

Accordingly, Judge Gidding’s decision is immediately effective and the selling or possessing of Ad-Tab game pieces is illegal and subject to enforcement action.

Enforcement Action:
Based on Judge Gidding’s decision, any licensee selling or possessing Ad-Tabs or any similar pull-tab lottery games not approved by the Michigan Bureau of State Lottery will be subject to enforcement action. Because of the extended time period for resolution of this matter, the Commission delayed enforcement for 30 days to allow for licensee notification.

Licensees of the Michigan Liquor Control Commission are advised that Ad-Tabs have been ruled to be an illegal lottery or gift enterprise contrary to Michigan statute by the Ingham County Circuit Court, and therefore contrary to Commission Rule 436.1013. The Commission has now allowed licensees a 30-day grace period from the Supreme Court’s Ruling before taking enforcement action and began enforcement actions on October 18, 2004.

In order to comply with Michigan law:
• Ad-Tab sales should cease immediately.
• All Ad-Tab game pieces were to be removed from licensed premises no later than October 17, 2004.
• Failure to cease sales and remove all Ad-Tab tickets from licensed premises by October 17 will result in enforcement action by the Michigan Liquor Control Commission. Failure to comply with this directive may result in a fine of up to $300 per charge, and/or license suspension, and/or license revocation.

How The New Cookie Crumbles

The Boston Globe reported on the revolution taking place in the cookie aisle, as manufacturers spend “millions of dollars to rid their products of trans fat on the assumption that anything other than a zero on the label will send sales plummeting.”

While federal regulations will require that trans fats be labeled beginning in 2006, suppliers are working overtime to deal with the requirements, “It’s having much more of an effect than the Food and Drug Administration ever predicted,” Michael F. Jacobson, executive director of the Center for Science in the Public Interest, tells the Globe. “Hopefully, it will save thousands of lives.” Companies that include Nabisco, Frito-Lay, and Pepperidge Farms are cited in the article as companies that, to varying degrees, are on the forefront of the anti-trans fat movement, though not as aggressively as Voortman Cookies, which has eliminated trans fats from its entire line of cookies.

Body Armor

Ultra-thin, lightweight, comfortable and flexible. Weight 1.9 lbs., 1/8 inch thick. Naturally concealable. Body Armor is responsible for saving the lives of thousands of law enforcement officers. Vest price is $599.00 or 5 easy payments of $125.00 plus tax.

Vest Rental for AFD Members
—$25.00 per month—

For information call Doug Saroki at 248-258-3900

*$150.00 deposit required + tax, 24-month minimum.

AFD

Redeem your manufacturers' coupons with us...

1-2-3

It's That simple! You can count on us!

Over 250 AFD grocers use our coupon redemption service... this is proof we do it the way grocers like it.

THAT'S IT. THE REST IS OUR JOB!

1. Put your coupons in a box or strong envelope.
2. Bring your coupons to AFD.
3. CASH YOUR CHECK!

You can count on us—we're

AFC Food & Beverage
AFD Chairman Receives Berkley City Council Resolution

Ronnie Jamil, AFD Chairman of the Board, recently received a resolution from the Council of the City of Berkley. The resolution was given to him at a September City Council meeting and was created to extend congratulations to Ronnie on his election to the Chairman’s position of AFD.

Jamil has been a board member of AFD for thirteen years and was elected as its chairman in January of 2004.

classified

BEST LOCATION IN THE THUMB—C-store:
Beer, Liquor, Lotto, 31 cooler doors. Surrounded by 5 chain hotels, 2 marinas, boat launch. 1/2 mile from Canadian border. $1.8 million. Only serious inquiries, please. 810-982-7750.

CHARLEVOIX BUSINESS FOR SALE—
Established Grocery Store in Northern Michigan known for its custom meats, fine wines, and specialty food items. Don’s IGA is a landmark to local and summer residents alike! Real estate, liquor licenses, equipment and fixtures included. Priced at $849,000. Call Lori Jodar at Boyne Realty: 231-439-4097.

DELI & ICE CREAM EQUIPMENT—Soft Serve freezer, pop machine, coffee equipment, deli doors, scales, deli cases, prep tables and lots more. Only 1 year old. Call phone 313-492-3392.

PALLETS—Let us pick up your 48x40 unwanted pallets each week or two and pay you cash. We’ll keep your back rooms clean. Phone 313-491-1500.

WE NEED—Outdated, close dated and discontinued products—food, candy, juices, etc. $$$.
Phone 313-491-1500. 100% tax write-off also available.

FOR SALE—Food Prep Equipment: Excellent Condition! 1) 28L Duty Beverage Air Refrigerated Sandwich/Pizza Prep. 5'- $1,500. 2) 18" Heat Seal Food Wrapper—$100. 3) U.S. Berkel 10" Stainless Steel Slicer—$200. 4) 2 Deck Pizza Warmer/Hutch—$200. 5) Hot Dog Rotisserie—$300. 6) JOM Gold 7-Dept. 8-PLU Cash Register—$150. 7) Kobuta Electronic Scale. 8-1$150 Contact George @ 810-227-8989 for info or offer.

FOR SALE—Liquor store, approx. 3800 sq. ft. 18 doors of cooler space. Lenawee County. Call 517-456-7249 for details.

FOR SALE—Liquor, Lotto, Deli, Pizza 10 miles west of Flint, buy 4-lane highway. Doing over $2,000/week. Excellent Lotto sales. Building and 2nd floor apartment. Large parking lot. Owner retiring. This is a well-established business (50+ years at this location). Price: $245,000. Call 810-621-3663.

FOR SALE—Magazine rack, 6 feet long, 2 tier with 4 rows per tier. Bought new, used only 6 months. Beige color. Asking $100.00 or best offer. Call 810-985-8261 and ask for Dave.


FOR SALE—Store fixtures with compressor and shelving. Call (734) 285-9633 and ask for Neil of Buteh

FAST FOOD DRIVE THROUGH—Open 86 days/year. Gross $500,000 per year. $200,000 down, 5 year term on $100,000 yearly rent option to buy land. (734) 428-9628. Raj's UNE CONVENIENCE STORE—with Mini Mart! What an opportunity! Totally remodeled with equipment and fixtures. Includes beer, wine, lotteries, and much more! Located in Fenton area. Call today on CD-797. Wonderful recreational land. 16.8 acres in Sanilac County. $200,000. Call Barb at Osentoski Realty at (989) 672-7777.

BANQUET HALL & RESTAURANT FOR SALE—Established includes real estate & everything. 10,000 sq. ft. Good money maker! Stark. Call for FREE recorded info. 24 hours—877-553-4830. ID#55016.

BRING ON THE GROCERIES—Ready to go. Totally remodeled with equipment and fixtures. Great location with high traffic. For information call 810-985-0760.

FOR SALE—5'4" store with bakery, ice cream & general merchandise. Good gross also. BP Gas silly brand new Clawson 10,000 gal. permits tank and enviro-flex piping. Located downtown Flushing. MI. Call 589-273-6246 for more information. Buy business and property or just business & lease property.

Managed Traditional Plan
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The most powerful Card in Your Wallet

It's the Blue Cross Blue Shield of Michigan member card, and it's honored by more doctors and hospitals in Michigan than any other health insurance card.

More people in Michigan carry this card with confidence. The Blue Cross card — it can't buy you everything, but what it does pay for, money can't buy.

For information about Blue Cross coverage available to AFD members, please call Melissa Varney at 1-248-671-9600.

www.bcbsm.com

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Never Underestimate the Power of Diplomacy

By Kathy Blake

Lieutenant Governor John D. Cherry Jr. has used his diplomatic skills throughout his career to make things happen. Prior to becoming Lt. Governor in 2003, he served two terms as state representative and four terms as state senator. Cherry was elected to the senate in 1986 and became Senate Democratic Floor Leader in 1990. He served as Senate Democratic Leader from 1995 through the end of his fourth term. Cherry said that as a caucus leader, he had to be able to work with Democrats and Republicans. He had to successfully negotiate with the other side. "It occurs on a daily basis, working with Democrats and Republicans to get bills passed through the legislature."

A good example of Cherry's negotiation accomplishments was his success at garnering bipartisan support to get Proposal A passed in 1994, (which reduced property taxes and increased the sales tax to provide more equitable funding for students). Cherry said it was a long process that required working hand in hand with Republicans. "Many bills are a product of compromise. Creating a bill that both sides of the aisle can support is the goal," he said.

Some of his best work was writing worker's rights legislation. He worked on rewriting the worker's compensation laws and helped develop the "worker's right to know" rules which requires employers to inform workers about hazards such as exposure to dangerous chemicals. Cherry said his 16-year stint in the Senate, (eight as Democratic Leader), was excellent preparation for his role as Senate President, part of his constitutional role as Lieutenant Governor. In this position he presides over the sessions and guides how the Senate conducts business. Cherry said he makes parliamentary rulings when there is a question of proceedings or when there's a question of which motions take priority and which are not debatable.

His main responsibilities as Lt. Governor are to preside over Senate sessions; to serve as governor when the governor leaves the state plus do what the governor asks him to do. As an example, Governor Granholm had asked Lt. Gov. Cherry to take a more active role in higher education by appointing him to chair the Commission on Higher Education and Economic Growth. He led an initiative to urge more Michigan residents to file for their federal Earned Income Tax Credit (EITC) which netted $32 million more than last year for Michigan residents. In total, Michigan families who qualified brought in more than $1 billion in EITC funds.

Many bills are a product of compromise. Creating a bill that both sides of the aisle can support is the goal.
—Lt. Governor John Cherry

Cherry is frequently called on for public appearances and speeches, and sometimes fills in for Governor Granholm at her request.

Lt. Governor Cherry was born in Texas and moved with his family at a young age to Michigan's Genesee county. His father worked for the telephone company and his mother worked for the Genesee County Animal Shelter. Both his parents served on the city council and his father also served on the school board.

Lt. Governor Cherry received a bachelor's degree in Political Science from the University of Michigan (U of M) in 1973, and a master's degree in Public Administration from the U of M in 1984. His first political job was administrative assistant to former State Senator Gary Corbin. He held that position for six years and then served as Michigan political director for the American Federation of State, County, and Municipal Employees, AFL-CIO until being elected state representative in 1982.

Cherry and his wife live in Genesee County with their two college-aged children. The Lt. Governor is an avid hunter and outdoorsman.

To reach Lt. Gov. John Cherry, call his office at (517) 373-6800 or write to him at State Capitol, PO Box 30013, Lansing, Michigan, 48909.
Spartan Stores Breaks Ground

Glen’s Markets in Harrison, Michigan will be the site of the first Quick Stop convenience and fuel center developed by Spartan Stores, a Michigan based grocery distributor and retailer. Spartan Stores Craig Sturken, Chairman, Spartan President and Chief Executive Officer and a host of Spartan executives broke ground in August at the construction site in front of the Harrison Glen’s Market. Community and business leaders, customers and store associates joined other members of Spartan’s executive team for the event.

"Spartan Stores is excited to begin the development of new convenience and fueling stations at various Glen’s and Family Fare supermarket locations in Michigan. Offering convenience and service are important to today’s consumers and central to our commitment to being a neighborhood supermarket," said Sturken.

"We are very pleased that Spartan Stores has chosen Harrison as the site for its first convenience and fueling center," said Deb Gadberry, President, Harrison Chamber of Commerce. "Spartan and Glen’s have made a significant contribution to this community and we look forward to the grand opening of this new store and gas station."

This new convenience and fueling station is part of the variety of products and services Glen’s and Family Fare offer to make it easier for time-starved consumers to satisfy their shopping needs in one location.

The new Glen’s Quick Stop will be constructed on the site of the Glen’s Market in Harrison, and will feature an ATM machine, lottery tickets, food items including deli sandwiches and doughnuts made in the adjacent supermarket, as well as various promotions and discounts for gasoline and supermarket shoppers.

When completed, the Glen’s Quick Stop will be the first convenience and fueling station developed by Spartan Stores. Spartan is currently in the process of selecting additional sites.

Grand Rapids, Michigan-based Spartan Stores, is the nation’s eighth largest grocery distributor with warehouse facilities in Grand Rapids and Plymouth. The Company distributes more than 40,000 private-label and national brand products to 330 independent grocery stores in Michigan. Spartan Stores also owns and operates 54 retail supermarkets and 21 deep-discount drug stores in Michigan and Ohio, including Family Fare Supermarkets, Glen’s Markets, and The Pharm.
The 89th Annual Trade Dinner and Ball of the Associated Food Dealers of Michigan

Platinum Sponsor: $10,000
(Limited sponsorships available)
- Three tables of 10 for dinner (VIP seating)
- 30-second video of fifteen company images for media presentation
- Title sponsorship signage for music, photo booth or centerpieces
- Half price on the ad of your choice in the Food & Beverage Report
- Use of four company products at dinner (or 4 additional images in media presentation)
  $600 for each additional table.

Gold Sponsor: $7,000
- Two tables of 10 for dinner (Prime seating)
- 15-second video or ten company images for media presentation
- Corporate signage at the dinner
- Half price on the ad of your choice in the Food & Beverage Report
- Use of two company products at dinner (or additional images in media presentation)
  $700 for each additional table.

Silver Sponsor: $4,000
- One table of 10 for dinner (Preferential seating)
- Five company images for media presentation
- Corporate signage at the dinner
- Half price on the ad of your choice in the Food & Beverage Report
- Use of one company product at dinner (or one additional image in media presentation)
  $800 for each additional table.

Bronze Sponsor: $2,500
- One table of 10 for dinner
- Two company images for media presentation
- Corporate signage at the dinner
- Half price on the ad of your choice in the Food & Beverage Report
- $900 for each additional table.

Tribute Sponsor:
- Champion logo on program
- Free advertisement in the Food & Beverage Report
- Free half-page ad in the program

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

Setting Sail
FEB. 11, 2005
6:00 P.M.
PENNA'S OF STERLING

Please call Michele MacWilliams at AFD
(248) 671-9600 for your Boarding Passes!
As your partner, we’re in it for the long haul.

At Spartan, your success is our business.
That’s why we’re totally committed to bringing you the tools you need to succeed — from our unparalleled product selection and quality, to our responsive customer service team, to our extensive distribution network.

“As an independent retailer, we value our long-standing relationship with Spartan Stores who provides us with distribution leverage coupled with marketing and merchandising support.”
— VG’s Food Centers
“Where People Make the Difference”
Fenton, MI

“Spartan is a gold mine for great deals and excellent customer support.”
— Steve DeYoung’s Big Top Market, Inc.
Plainwell, MI

“Although technology plays a key role in just about everything we do, the supermarket business is still about people, and thankfully Spartan Stores continues to be committed to keeping people on the front line.”
— Plumb’s Valu-Rite Foods
Muskegon, MI

For information on how Spartan Stores can help your business succeed call 818-876-2248 or visit our web site at www.spartanstores.com
AFD: Working hard for the food and beverage industry... for over 88 years!

Come Celebrate AFD's 20th Trade Show Anniversary

Sell to Thousands of Buyers In Just 2 Days
April 20 & 21, 2004 • Burton Manor

Two days with 10 full hours of uninterrupted selling!

A Selling Trade Show attracting buyers from convenience stores, supermarkets, specialty stores, drug stores and gas stations.
Qualified Buyers Guaranteed
A coupon book featuring your show specials will be handed to every attendee as they enter the show.

Partner with AFD!
- Ten no-conflict exhibit hours
- A forced floor plan
- Free promotional materials
- Dedicated exhibitor support
  - direct mail promotions
  - complimentary customer tickets
  - ad discounts
- Instant Access To:
  - convenience stores
  - grocery stores
  - specialty stores
  - drug stores
  - gas stations

20th Anniversary Show!
Thousands of Buyers under one roof!

2003 Attendee Demographics
- 44%
- 28%
- 13%
- 4%
- 3%

Vino Hesano, Glass Bottle Shoppe
"I'm on a research mission at the AFD Trade Show, looking for a fast food concept that will work in my store. I'm also interested in sampling any new beverages. The show is a unique place where you get to sample products before making any purchases."

Barb Yoder, Produce Palace
"I enjoyed the AFD Trade Show. I found some new products, bought a lot of deli items, and was able to save a substantial amount of time and money."

Fred Kesto, Family Food Center
"The only reason I attend the AFD Trade Show is for the special deals."

Call or e-mail Cathy at AFD for more information:
248-557-9600 or cwilson@afdom.org
Ask for a list of exhibitors when you call.

The Associated Food Dealers of Michigan is one of the largest trade associations in the country! We've been serving the food and beverage industry for over 88 years, and we have been hosting a successful selling trade show for 20 years.
EXHIBIT HOURS:
Tuesday, April 20, 2004
5 p.m. to 10 p.m.
Wednesday, April 21, 2004
4 p.m. to 9 p.m.

LOCATION:
Burton Manor, Livonia, Michigan

EXHIBIT FEES:
1 Booth $950
2 Booths $1800
3 Booths $2700
4 Booths $3400
4+ Booths $3400 + $750 for each additional booth
1+ Booths $1200
2.5 Booths $2150

AFD non-members: add $400 to the above prices.

Receive a 50% discount on all ads in the Food & Beverage Report.
Purchase a half or full page ad and receive free spot color too.

STANDARD BOOTH:
• 8 feet deep by 10 feet across • floor is carpeted
• back drop is curtained • two chairs provided • company name sign
• one 8-foot skirted table ($25 per additional table)
• 50 complimentary customer tickets
• unlimited ice is available

ELECTRICAL:
All electrical requirements must be made through Burton Manor.
All electrical costs will be borne by exhibitors.

CORKAGE:
All beer, wine and liquor that will be sampled must be purchased
through Burton Manor. The corkage is 15% on the wholesale cost.
Exhibitors may bring in their own alcohol if it will be used only
for display purposes. Please make arrangements at least two weeks
prior to the show with Sales Manager Susan Giffin at Burton Manor
(734) 427-9110, ext. 25.

DRAYAGE:
Assistance with move-in is optional; there is no charge. Exhibitors
utilizing storage space at Burton Manor prior to the show must make
arrangements through Burton Manor; there is a charge.

INSTALLATION:
Tuesday, April 20, 2004 • 8 a.m. - 3 p.m.
Wednesday, April 21, 2004 • 9 a.m. - 12 midnight
Thursday, April 22, 2004 • 8 a.m. - 12 p.m.
(Everything must be out by 12 p.m. (noon)—no exceptions)

DISMANTLE:
Secure Your Return-on-Investment Right Now:
1) Review the enclosed floor plan and choose your booth.
2) Fill out the enclosed contract and mail it to AFD with a 50% deposit.
Come Celebrate
AFD’s 20th Trade Show
Anniversary

Sell to Thousands of Buyers in just 2 Days!

Associated Food Dealers of Michigan
18470 West Ten Mile Road
Southfield, Michigan 48075

Contact: Cathy Willson • cwilson@afdom.org
248-557-9600 • Fax 248-557-9610
www.afdom.org
AFD Holiday Beverage Show

Join your peers on
September 21 & 22, 2004
at Burton Manor in Livonia

Show Hours:
Tues., Sept. 21, 2004 • 5-10 p.m.
Wed., Sept. 22, 2004 • 4-9 p.m.
Burton Manor, Livonia, MI
27777 Schoolcraft Road (I-96 just west of Inkster Rd.)

Exhibit in Michigan's premier holiday selling trade show attracting buyers from: convenience stores, supermarkets, specialty stores, bars, restaurants and drug stores.
Let AFD work hard to help you sell your holiday products and promotions! We've been serving the food and beverage industry for over 88 years, so we know how to plan, promote and execute a successful trade show.

★ Ten no-conflict exhibit hours
★ A forced floor plan
★ Free Promotional materials
★ Dedicated exhibitor support
  —Private tasting rooms
  —direct mail promotions
  —complimentary customer tickets
  —ad discounts

2003 Attendee Demographics:

Exhibit in the 2004 AFD Holiday Beverage Show!
2004
AFD Holiday Beverage Show!

SHOW HOURS: 
Tuesday, September 21, 2004
5 p.m. to 10 p.m.
Wednesday, September 22, 2004
4 p.m. to 9 p.m.

LOCATION:
Burton Manor, Livonia, Michigan

COSTS:
Member Rates:
1-9 Booths $800 each
10+ Booths $750 each
Non-members: $1,000 each booth

STANDARD
BOOTH:
• 8 feet deep by 10 feet across • floor is carpeted
• back drop is curtained • two chairs • company sign
• unlimited ice is available
• one 8-foot skirted table ($25 per additional table)

ELECTRICAL:
All electrical requirements must be made through
Burton Manor. All electrical costs will be borne by exhibitors.

CORKAGE:
All beer, wine and liquor that will be sampled must be purchased
through Burton Manor. The corkage is 18% on the wholesale cost.
Exhibitors may bring in their own alcohol if it will be used only for
display purposes. Please make arrangements before September
1st with Sales Manager Susan Giffin at (734) 427-9110, Ext. 25.

DRAYAGE:
Assistance with move-in is optional; there is no charge.

SETUP:
Tuesday, September 21, 2004 • 8 a.m. to 3 p.m.

TEAR DOWN:
Wednesday, September 22, 2004 • 9 p.m. to midnight
(Everything must be out by 12 a.m.—no exceptions)

To exhibit in the AFD Holiday Beverage Show:
1) Review the enclosed floor plan and choose your booth.
Every effort will be made to accommodate all booth location
requests.
2) Fill out the contract.
3) Send your contract and full payment to AFD.

Reserve your booth today in Michigan’s premier holiday trade show. For more information, call AFD at (248) 671-9600.
Associated Food Dealers of Michigan
30415 West Thirteen Mile Road
Farmington Hills, Michigan 48334
Phone (248) 671-9600 • Fax (248) 671-9610

Working hard for the food and beverage industry for over 88 years