



# Food & Beverage REPORT

The official publication of the Associated Food Dealers of Michigan

July 2005

## Just In

### Granholtz signs wine-to-go bill

Michigan restaurant diners will now be able to take home any unfinished bottles of wine under a bill signed by Governor Jennifer Granholm. With the removal of the ban, the state joins 30 other states that permit recorked wine bottles to be taken home.

Before the signing of SB 199 (PA 21, immediate effect), state law had prohibited wine purchased for on-premises consumption to be taken away.

The Michigan Restaurant Association, the Michigan Beer and Wine Wholesalers Association and other proponents said the removal of that ban would serve as an incentive for diners to buy a full bottle without having to worry about drinking it all to get the full value of the purchase. They also said it could lessen chances of over-imbibed diners getting behind the wheel of a vehicle.

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## AFD to host two Holiday Beverage Shows

By Michele MacWilliams

In order to better serve retailers across the state, AFD along with a team of industry partners, will host two Holiday Beverage Trade Shows this year.

"Our original holiday show has become so popular that we began feeling the pressure to offer one on the west side of the state," said AFD President Mike Sarafa.

The AFD West Michigan Holiday Beverage Show will take place on Tuesday, September 20, from 2:00 p.m. until 8:00 p.m. at the DeVos Place in Grand Rapids.

"We are excited about this new show and look forward to working with AFD," said Kim Gary of Kent Beverage.

"AFD is adding this new trade show as a service to our members

in Western and Northern Michigan, to make it easier for them to see and sample new products and take advantage of show specials," Sarafa added.

### A new venue for a popular show

Immediately following the Grand Rapids event, AFD will host its popular Southeast Michigan Holiday Beverage Show on Wednesday and Thursday, September 21 and 22 at The New Exposition, Convention & Conference center in Novi.

"The Novi venue is a brand new,



beautiful facility," stated Sarafa, adding that the new location is not only convenient for retailers in the Metro Detroit area, but also for those in Ann Arbor and Lansing.

Both shows will offer retailers the opportunity to sample and purchase items specifically for the lucrative holiday season. Show specials will be offered, as well as gift packages and holiday-specific promotional items.

AFD provides free admission and parking to both shows for its members. There will be an admission fee for non-members. Discount coupons are available through beer, wine and liquor distributors. For more information see pages 14 and 15 or call Cathy Willson at AFD (248) 671-9600.

## Hot new items and trends showcased at AFD Trade Show

By Michele MacWilliams

Great deals, new items and services were around every bend at the AFD Annual Trade Show. Held April 19 and 20 at Burton Manor, here are just a few of the products that caught our attention:

**Dollar Store meat and other perishables.** -Dollar stores are not just for cleaning products and hair clips. Today, customers can find a whole



lot of their shopping list items in the aisles of a dollar store. To compete, many grocery stores are opening dollar aisles or sections. Sunny Acres offers a line of produce designed to fill those dollar store refrigerator cases. They started about four years ago with a line of meat products, (hot dogs, bologna, etc...) and now have over 60 mostly perishable products, including pita bread and cheeses, that wholesale for 75 cents each and are designed to sell for \$1.00.

### Items & Trends,

Continued on page 24.

### Here's your chance to connect on the course!

It's time to sign up for the Annual AFD Foundation Golf Outing, scheduled for Wednesday, July 13 at the beautiful Fox Hills in Plymouth. If you are looking for a good way to connect with others in the industry and have a great time, then place your marker (on the calendar that is) to set aside this important tee time!

Your support allows the AFD Foundation to award 30 scholarships to deserving students in our industry, plus it is a great way to greet old friends and make new ones! See page 13 for details and call Michele MacWilliams (248) 671-9600 to reserve your sponsorship, because you know it's important to "follow through!"



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## President's MESSAGE

## Supreme Court strikes down state bans on direct wine shipments



By Mike Sarafa  
AFD President

Most of you know by now that the US Supreme Court voted 5-4 to allow U.S. consumers to buy wine from out-of-state wineries, ruling against states that have banned such shipments. The specific court ruling applies to laws in Michigan and New York that make it a crime to

buy wine from out-of-state wineries, but other states with such laws will have to adhere to the judgment of the court that these prohibitions are discriminatory and anti-competitive.

The ruling was not completely unexpected although the 5-4 vote shows that it could have gone either way. The majority opinion was authored by Justice Kennedy who acknowledged that states have broad power to regulate liquor. But the ruling went on to say that the power could not be used to discriminate between in-state and out-of-state wineries. "This power, however, does not allow states to ban, or severely limit, the direct shipment of out-of-state wine while simultaneously authorizing direct shipment by in-state producers" Kennedy wrote. In an elaboration that could have dramatic consequences for the future of Michigan's three tier system and other

regimes like it, Kennedy questioned state authority to regulate liquor simply to protect their own economic interests.

The central debate was between the 21st Amendment to the Constitution, which ended Prohibition but gave states the right to regulate alcohol and the principles of free flowing and even-handed interstate commerce. In the end, interstate commerce won out.

It is likely that state legislators and the Liquor Control Commission will seek to modify state law to comply with the Supreme Court Ruling. One possibility is that states could prevent out-of-state direct shipping by also banning in-state direct shipping. Then all businesses would be treated equally. Another option would be to come up with a way to allow limited direct shipment for all wineries.

As retailers, we should pay close attention to this issue. Large scale direct shipment will hurt our in-store sales. But even more important are the implications for the entire framework that we have operated under with only modest changes for the last 80 years. The competitive marketplace is changing. What exactly the future holds, no one knows. What we do know is that the tension between the need to regulate alcohol on one hand, and a free and open economy on the other, will continue.

## The Grocery Zone

By David Coverly



## AFD members make Crain's Private 200 list

Congratulations go to AFD members Plastipak Holdings, Inc./Absopure and Sherwood Food Distributors. Both companies were among the top 15 in Crain's Detroit Business' top Private 200 companies. The list of privately held companies is an approximate compilation of the largest in Wayne, Oakland, Macomb, Washtenaw and Livingston counties that do not have stock traded on public exchanges. The list is ranked by 2004 revenue.

# Fresh Approach brings sumptuous produce and meats to Royal Oak

By Michele MacWilliams

The first thing that you see when walking through the doors of Fresh Approach is the beautiful produce. Apples to your right, oranges, lemons and bananas on your left. Customers must walk through a beautiful and tempting display of fruits and vegetables before getting to any other department in the store.

Matt Dakho (28) is the proud and enthusiastic owner of Fresh Approach. He explains that the store is undergoing a remodel and that although most of the major work is complete, some of the details are not yet in place.

Located at 805 South Campbell in Royal Oak, the 10,000-square-foot store caters to those who live in the area. It's a neighborhood store that many walk or ride their bikes to. However, the meat and produce are world class.

It is clear that Dakho is the backbone of Fresh Approach. His enthusiasm is contagious and it spills over to his employees, most of whom he inherited from the previous owner, the Welch family of Hollywood Market fame. "I think that a store takes its owner's personality," says Dakho. It's true. The store is lively, bright and upbeat - just like Dakho - who travels extensively in search of new ideas to implement in his store.

Although the original store opened in the late 1940s, Dakho didn't take ownership until last September. Since that time he has made many improvements including the purchase of new refrigerators and coolers, a custom wine rack and a new cash register system. His check stands, liquor counter, and shelving were custom made. During the construction, which is still taking place, Fresh Approach hasn't closed. Because of this, the remodel has taken a little longer but hasn't inconvenienced customers. "We want to be completely finished by Christmas," Dakho adds.

## The core of the store

Customers come to Fresh Approach

for its meat and produce. Sure, the store carries canned soup, toilet paper and laundry detergent too, but the main focus of the store is its perishables. Three times a week, Dakho heads down to the Eastern Market and Detroit produce terminal early in the morning to hand pick the fruits and vegetables. By doing this, he is able to provide beautiful produce at very reasonable prices.

"My heart is in produce," Dakho exclaims, adding that a good produce department will make a store.

Dakho's second passion is his meat department. All his beef is USDA Choice Angus and he features some remarkable specials - like prime rib for \$5.99 a pound - that draw customers from miles away.

Under the direction of the Fresh Approach butcher Tim Newmann and his assistant Charlie Draheim, the meat department grinds choice beef four to five times daily. They also offer freshly ground turkey and lamb.

Sausage is another specialty. "We make all our own sausages here, with our own recipes," beams Dakho.

Fresh Approach offers over two dozen varieties of homemade, fresh sausage. They also make kabobs and do a brisk business in their Cajun, Italian, garlic chicken and Jack Daniel's varieties. Dakho says they can hardly keep up with demand in the warm weather, especially for the Jack Daniel's.

In the deli, homemade salads take



Matt Dakho in his Fresh Approach store



Produce is abundant and appealingly displayed.

center stage. Hummus, tabbouleh, potato salad and noodle salad are all house made. The favorite is their poppy-seed chicken salad which, like the house-made sausage, "is hard to keep in stock."

Specialty cheeses, imported and micro-brew beers, a large selection of imported and domestic wine, specialty soft drinks and a few gourmet chips and snack items round out the upscale offerings at Fresh Approach.

All these things are a real hit with the store's clientele.

"My philosophy is pretty simple," states Dakho. "I give my customers the kind of quality and fresh food that I am proud to take home to my own family, at prices that a family can afford."

Judging from the store, Dakho's family surely eats well.

## Calendar

July 13, 2005

AFD Scholarship Golf Outing  
Fox Hills, Plymouth, MI  
(248) 671-9600

September 20, 2005

AFD W. Michigan Holiday Beverage Show  
DeVos Place, Grand Rapids, MI  
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AFD works closely with the following associations:





# New grocery smart carts guide customers through the aisles

New supermarket carts equipped with touch screens will guide shoppers to the tomatoes or toothpicks, let them order deli meat without standing in line and keep a running tally of purchases.

IBM's "shopping buddy" has been test-marketed at Stop & Shop stores in Massachusetts and is being rolled out this summer. A competing device called Concierge, made by Springboard Retail Networks Inc., is being tested by Canadian stores in June and July.

"The whole model is driven by advertisers' need to get in front of consumers," said Springboard spokesman Michael Alexandor. "They're not watching 30-second TV ads anymore."

## Download shopping list

People can use a home computer to make their shopping list. Once at the store, they can use their preferred customer card, or a key that fits on a keychain, to log into a system that will organize their trip through the aisles.

If they're looking for toothpicks, they can type in the word or pick it from a list, and the screen will display a map showing where their cart is and where they can find the toothpicks.

The Concierge and IBM's cart are equipped with the miniature equivalent of GPS, the global positioning satellite system. Sensors can track the devices to see right where any given cart is, so that as a customer turns into an aisle, the screen can show what's there on the shopping list and which items are on sale.

The systems also keep a running tally of what is purchased. Many stores do so already by signing shoppers up for preferred customer cards, but what's new is that the store can offer special discounts based on the buying habits of shoppers using the carts or tell them while they're in the store that one of their favorite products is on sale.

## Calculating the bill

As products are picked from the shelves, they can be scanned right at the cart. When the shopper is finished, the device figures out the bill. At the checkout, all that is left is to pay and bag groceries.

There are differences between the Concierge and the shopping buddy. The Concierge is mounted on the handle of a shopping cart. With the buddy, shoppers get their carts first

and then pick up a buddy as they walk into the store. It fits into a holder on the cart.

The Concierge has a barcode scanner on the bottom of the panel, while the buddy has a detachable wand to scan the items.

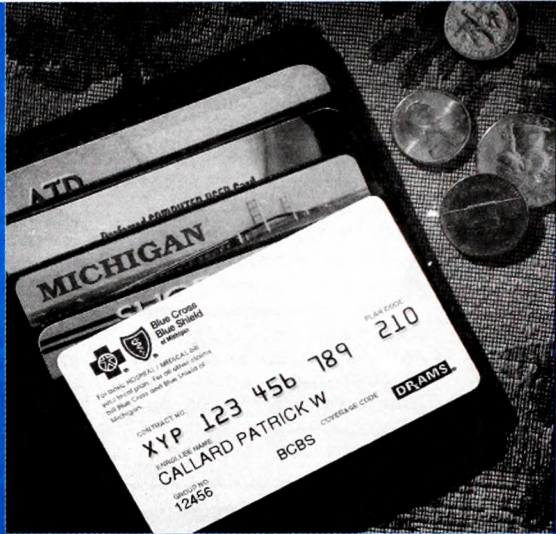
Shoppers already say they like using the self-checkout stand, said Michael Sansolo, senior vice

president of FMI. It's fast as well as entertaining — a mom can have her kids help bag the items, he said. FMI research indicates self-checkouts will outnumber checkouts with grocery clerks in the next 10 years, he said.

Like self-checkouts, a smart grocery cart is a way to help stores make shopping trips more convenient, which, along with discounts and

other incentives, can cultivate loyalty, Sansolo said.

The new computerized shopping assistants don't come cheap. To buy the buddy devices and install sensors and charges will cost the average store about \$160,000, Lawler said. Alexandor said the Concierge will cost stores about \$500 apiece.



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## NewsNOTES

### Wine packaging gets creative

There are reports in the media about how, as winemakers wrestle with a shortage of cork and how switching to other closures might affect consumer perceptions of their products, one Italian winemaker plans to use glass stoppers in its wine bottles.

The glass stopper is said to be less expensive than cork and both aesthetically appealing and functional.

The *Japan Times* reports on a new wine trend taking place in Australia – wine in a can, marketed by Barokes Australia, which uses aluminum cans that "have a resin-based lining to safeguard the wine's taste and bouquet."

The company says that taste tests have suggested that wine tastes as good sipped from these cans as from glass.

### Wisconsin to limit OTC cold medicine sales

Wisconsin lawmakers have voted overwhelmingly to restrict the sale of over-the-counter cold medicines and require the products to be shelved behind the pharmacy counter in an effort to curb meth production. -*Milwaukee Journal Sentinel*

## Cash businesses squeezed by Patriot Act

Under new Patriot Act federal security regulations, some major banks are beginning to drop their small business customers that cash checks or sell money orders.

The Bank Security Act has the goal of preventing money laundering and closing routes for moving cash underground. Its new rules mean that banks are more responsible to keep a strict eye on their "money-serving businesses." Rather than deal with the new rules, many banks are simply dropping such

clients, which includes many AFD members, that cash checks or sell money orders.

"For all the wrong reasons, large banks are running away from cash business customers because they are not willing to do the extra work required to comply with the Patriot Act," stated AFD President Mike Sarafa. "The best bet for people that get these 'kick-out' letters is to take their business to their community bank," he added.

### Spoonful of sugar is too much for waist watchers

The *New York Times* reported in a front-page story that "low-sugar has become the new low-carb. Food makers are rushing to meet demand from consumers concerned with their waistlines and healthier eating by providing an array of new products, some of them aimed at children. But scientists are divided over how positive this development is, questioning whether the change will help people lose weight, and how healthful the artificial sweeteners are."

According to the NYT, virtually every major manufacturer is introducing low-sugar products and considering new product lines to meet this demand. And, it writes, "propelled in part by the popularity of the sugar substitute sucralose, or Splenda, the food industry last year introduced 2,225 sugarless or sugar-reduced products in the United States, according to the research firm ProductsCan Online. This figure is more than double that of two years ago and represents 11 percent of all new products in 2004."

### Spartan sparring could lead to sale

The *Grand Rapids Press* reports that Loeb Partners, the biggest single shareholder in Spartan Stores with 7.8 percent of the company, is pushing to elect its own slate of candidates to the company's board of directors and wants to change the company bylaws so that Spartan can be sold "to the best and highest bidder."

"We are aware of the request and are reviewing it," Jeanne Norcross, Spartan's vice president of communications, told the paper. "We believe that SEC rules don't allow us to comment any further."

Spartan, the nation's eighth largest grocery wholesaler, owns dozens of retail units, and generates \$2 billion in annual sales. The company has been undergoing something of a revival since the arrival of Craig C. Sturken in 2003 as CEO, and its stock price has tripled in that time.

### Study links red wine consumption, reduced cataract risk

New research associates the moderate consumption of red wine with a reduced risk for cataract development. The small study found that people who drank moderate levels of red wine had half the risk of developing cataracts than nondrinkers or heavy drinkers. -*Medscape*

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## NewsNOTES

### Supermarket sizes to shrink

Industry analysts say food retail chains are re-thinking the idea that bigger is better, opting for stores with smaller footprints and more cozy atmospheres. "Supermarkets can get it right by reducing their size. We'll see stores shrink to about 40,000 to 50,000 square feet," said Mark Heckman, president of Strategic Retail Solutions.

-KPMG's Insiders

### RC Cola celebrates 100 years with promotions

Cadbury Schweppes Americas Beverages will conduct a full summer of promotions to boost its RC Cola brand and mark 100 years since the product was launched. Formerly named Royal Crown Cola, consumers' verbal shorthand was eventually adopted. The brand was the first cola distributed nationally in an aluminum can and the first to introduce diet and non-cafeinated varieties.

-Food Ingredients First

### Kroger introduces online service

In a move to compete with specialty and gourmet retailers, The Kroger Co. will take "Kroger Special Order" from a beta phase to full operation. The online consumer ordering function at Kroger.com helps the \$56 billion retailer offer lower-volume items to discriminating consumers who might otherwise shop elsewhere for unusual items too costly to carry on the grocer's shelves. Dry goods will be featured first, possibly expanding later to frozen goods and perishables.

-MSNBC

### Low-carb dieters eat less

Dieters who eat carb-restricted diets tend to eat less overall, according to a new study from researchers at Temple University. Researchers believe the results add to the notion that carbohydrate-rich diets actually stimulate the appetite.

-Knight Ridder

### What in the world?

Recently NACS Daily took a look at news headlines from across the globe. Here are some of the interesting and sometimes relevant stories that they found.

**Gilbarco Veeder-Root's Contactless Smart Card Reader** has been certified for use with ExpressPay from American Express. The company is the first gas pump manufacturer to attain this certification. Gilbarco's Contactless Smart Card Option enables gas pumps equipped with CRIND to read ExpressPay, available as a fob that hangs on a key chain and can also be embedded in a traditional American Express card.

**Combos convenience store** customers in Utah are paying for their items with their finger, thanks to BioPay. The technology uses a customer's finger image and a chosen PIN to authorize a debit payment from their checking account. Combos installed BioPay in February and has processed over 1,000 biometric payments in over two months.

**New flavors and updated packaging** of Borden Cremora powdered non-dairy creamer products are hitting store shelves. Shoppers can now look forward to sprucing up their coffee with a reformulated original version of Cremora, as well as new flavors such as Dulce de Leche, Nutty for Hazelnut and Ooh-la-la-Vanilla.

**Lollipops have come a long way.** A new lollipop flavor introduced by Kronic Kandy, available to those aged 18 or older, tastes more like hemp (marijuana) than grape or cherry. Kronic Kandy's hemp-flavored—not laced—lollipop is distributed by Hydro Blunts. Other flavors include Chronic, Blue Bonic, Purple Haze, Hydro, and Acapulco Gold.

**Higher gas prices** are the least favorite aspect of long car trips, according to a survey commissioned by hotwire.com. A majority (64 percent) listed gas prices as their top concern, followed by bad radio stations/no reception (40 percent), boredom (36 percent), uncomfortable seats (35 percent) and kids acting up (23 percent). Ellen DeGeneres topped the list of celebrities most would like to have as a travel companion, garnering 21 percent, followed by Oprah at 17 percent. The least popular? Musician and activist Bono (3 percent) and American Idol's Simon Cowell (2 percent).



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# AFD Foundation Golf Outing 2005



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## World's hottest chili launched

American chili maker Blair Lazar claims to have concocted the fieriest chili powder possible, the BBC reports. At 8,000 times hotter than Tabasco sauce, it is distilled from several tons of fresh peppers and sold in a white, crystalline powder. -BBC

## Kroger introduces program to benefit schools

Kroger's new Earning Plus Learning program, which enables shoppers to dedicate a portion of their grocery bill to local schools, will replace the grocer's Commitment Card charity program. Kroger said it will contribute a maximum of \$1 million for the 2005-2006 school year. -Journal and Constitution

## Haagen-Dazs debuts low-fat line

The ice cream giant is launching its first-ever line of low-fat products that contain half the fat of its original lineup, according to the company. Haagen-Dazs "Light" flavors include vanilla, coffee, mint chip and cherry fudge truffle, and will be made using a European process that uses slow, low-temperature blending. -FoodNavigator

## Self-heating container targets on-the-go culture

Wolfgang Puck-branded lattes in self-heating containers will initially be available in Kroger stores, but there are plans to expand to other retailers. Technology inventor OnTech is already looking beyond coffee to hot chocolate, soup, baby formula and hot cereal. -The New York Times

## Now they're cooking

The *Detroit Free Press* reports that Southfield-based From Scratch Cooking has a hot concept that retailers should note: "You pay \$199 for 12 meals (the company offers 14 entrees that change every month). You come in and everything is waiting for you. You are guaranteed to walk away with 12 meals that feed four to six people each. There's no cleanup and the company also provides all the fixings."

On the menu recently: Taco Pasta, Italian Calzone, Stoli Pasta, Mexican Chicken Lasagna, Lowfat Baked Fish Fillets, Bourbon and Brown Sugar Glazed Flank Steak, Honey Baked Pork Chops, Stuffed Potato Boats, Stuffed Florentine Pasta, Stuffed Green Peppers, Baked BBQ Chicken, and Flank Steak Roll-Up.

## Detroit considers tax on fast food

Detroit politicians reportedly are considering the imposition of a two percent tax on all fast food, hoping that the revenue that would be generated by such a levy would help close the city's \$300 million budget deficit.

Even though Detroit was rated as the nation's third fattest city by *Men's Health* magazine, the residents will have to eat a lot more fast food in order to close the budget gap; even proponents of the tax say that it would likely raise just \$17 million in the next fiscal year.

There's another problem. The city hasn't defined exactly what "junk food" is for purpose of the tax - while McDonald's and Wendy's obviously would be covered, there is some question whether Starbucks would be included.

## The return of the butcher

Independent grocers are bringing back butchers to provide better service and higher quality meats for their customers. While Whole Foods Market has added full-service butchers to its locations, other stores feature more streamlined services.

-Los Angeles Times

## Harvard study finds reduced diabetes risk from low-fat dairy

Consumption of low-fat dairy products - skim milk, yogurt, ice cream and cheese - correlates with a lower risk of developing diabetes, according to a study of 40,000 middle-aged men by the Harvard School of Public Health, as reported in the *Archives of Internal Medicine*. The link might be due to whey proteins or magnesium, which aid insulin in regulating blood sugar. Sour cream, whole milk and cream cheese consumption doesn't have the same correlation, according to the study. -MSNBC/Associated Press

## Congress approves plan to ease foreign visa restrictions on seasonal workers

Congress has approved an emergency plan that will make it easier for U.S. businesses to hire seasonal workers from other countries. The plan, which is part of an \$82 billion Iraq and Afghanistan military spending bill, would waive the annual visa cap for temporary workers who held seasonal, nonagricultural jobs in the U.S. within the last three years and returned to their countries afterward. -USA TODAY

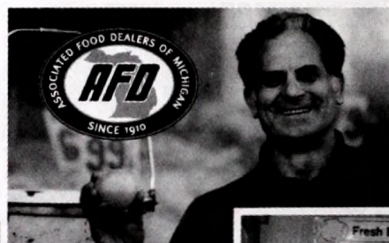
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## Tigers help celebrate "Opening Day" at Kar's Nuts

To celebrate "Opening Day" at Kar's Nuts' new Madison Heights facility, Kar's hosted an event for customers and their new neighbors, highlighted by the appearance of Tiger legends Frank Tanana and Willie Horton.

Guests dined on hot dogs and other ballpark fare, including Kar's Nuts, while touring the state-of-the-art facility. Playbacks of old games piped throughout the building and an

organist played ballpark tunes.

The history of Kar's is closely tied to baseball. The Karpe family began the business in 1933 when they began selling home-roasted nuts at Tiger Stadium.

"When I look at this new facility, I think about how far we've come in the last 70 years," said Nick Nicolay, Kar's Nuts president and CEO. "I'm very excited to share our success with our new neighbors and our customers." The new building is located at 1200 E. 14 Mile, east of John R Road.

At 131,000 square feet, Kar's new facility is over two times the size of its former Ferndale location. The new building was completely renovated and new roasting equipment was purchased, which will boost

production and quality control.

The new facility will also allow Kar's to schedule public plant tours.

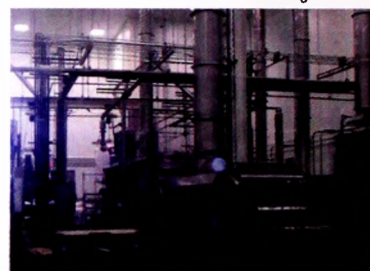
Kar's offers a variety of nuts and dried fruit, packaged primarily in single-serve sizes for sale in convenience stores, vending machines and club stores across the US. Kar's currently processes nearly 20 million pounds of product annually, which equates to about 100 million packages.



Tiger baseball legends Willie Horton (left) and Frank Tanana pose with Kar Nuts' John and Leigh Zebari



Partygoers dined on baseball fare



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# Miller Brewing named Beverage Forum Company of the Year

Miller Brewing Company received the prestigious Beverage Forum Company of the Year award in New York City for its outstanding performance in 2004. Miller's recognition was in the large company category (more than \$1 billion).

"This is a great honor and we will enjoy celebrating this recognition," said Norman Adami, Miller Brewing

Company president and CEO. "We look forward to continuing the turnaround of Miller Brewing Company and positioning it for sustainable future growth."

Each judge named the top three beverage companies in two categories (companies above \$1 billion and below \$1 billion). Judges ranked the top three companies on

categories ranging from "depth of top management" to "position for future growth"

For the first time in the last 15 years, Miller Brewing Company grew overall market share in 2004 on the heels of its flagship brand Miller Lite, which grew more than 12.5 percent, according to Beer Marketer's Insights, making Miller

Lite America's fastest growing beer in 2004.

"The outstanding performance of the brewer's flagship brand is the result of ground-breaking marketing and impeccable in-outlet execution that have transformed the brewer from distant competitor to number-two with a bullet," read The Beverage Forum awards program.

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## Consumer Reports tests Diets

It's not unusual to see customers checking labels for carb content, calories and fat grams when strolling up and down store aisles. Whether they just want to eat smarter and healthier, or are officially on a diet, *Consumer Reports* magazine put America's favorite weight loss programs to the test.

Based on pounds lost, nutritional value, how easy the program is to follow and dropout rates, Weight Watchers and Slim-Fast rounded out the top two spots of the magazine's ratings. The high protein "The Zone" diet was rated third for having considerably less fat than the Atkins diet, which came in at the bottom of the list. The magazine says Atkins rates well for weight loss, but not for retention and nutrition.

Although other programs including Internet-based eDiets, Jenny Craig, South Beach and Volumetrics were included in the review, *Consumer Reports* says it did not rank those particular diets because not enough independent clinical studies had been done on them to allow for comparison.

To help consumers stick to their diets, Weight Watchers and Slim Fast offer a variety of products available on store shelves.

Weight Watchers has launched its own line of branded food items, including breads, cereals and frozen food items, through partnerships with Whitman's, Wells' Dairy and Organic Milling Co.

Slim-Fast offers its branded line of diet fare featured in its Optima low-sugar products, original Slim-Fast ready-to-drink shakes and low-carb products that include shakes, meal replacement bars and snack bars.



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# WIC nutrition program criticized in report

The WIC program lags behind current dietary standards, according to a report that suggests ways to revamp the 30-year-old food plans.

Encouraging program participants to breast feed, eat more whole grains, fruits and vegetables and cut down on some dairy products are among recommendations made

in a federally funded study by the Institute of Medicine.

The proposals would mark the most dramatic changes made to the kinds of foods offered through WIC — the Special Supplemental Nutrition Program for Women, Infants, and Children — which serves some 8 million people per

month, including about half of all infants in the United States.

The WIC nutrition plans have hardly changed since their 1970s debut, creating a gulf between the foods provided for in the vouchers and what the government now recommends Americans eat.

For example, the only fresh

produce available through the program is carrots for breast-feeding moms. Participants can buy plenty of juice, though nutritionists now favor fresh fruit instead.

## Revised food plans

The panel suggested cutting by more than half the monthly juice allowances and instead provide \$8-\$10 vouchers to buy fresh produce.

For children, the monthly allowance of eggs would be cut by about half to one dozen, and milk vouchers would cover 2 1 cups a day, instead of 3.2 cups. Cheese would go from a monthly maximum of 4 pounds under most plans, to no more than 1 pound.

The recommendations also take into account new cultures and tastes by expanding the selection of produce and whole grains and allowing participants to buy yogurt, tofu or soy instead of milk.

Under a bill signed by President Bush last year, the Agriculture Department has 18 months from the release of the institute's report to update WIC's food packages.

## Produce marketing answers consumer taste for convenience

Produce companies are working hard to help Americans increase their consumption of fruits and vegetables from the current average of 1.8 servings per day. Innovations showcased at a recent trade show include pre-diced red and sweet onions, expanded bagged salad varieties and fresh-cut fruit in cups, all addressing consumers' desire for convenience as they seek healthier options. —*Chicago Sun-Times*

## Organic foods industry cooks up "Star Wars" tie-in

The Organic Trade Association has launched a marketing effort with an online short film, in which vegetables and fruits inhabit the roles of "Star Wars" characters. "Store Wars" features "Chewbroccoli," "Princess Lettuce," and the "Cuke Skywalker." —*Supermarket News*



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# From rags to silk and satin

Chair Covers & Linens founder fills unique niche

By Michele MacWilliams

*Editor's note: The AFD Food & Beverage Report normally profiles companies that have something to do with the retail food industry, typically a retailer, a wholesaler or a supplier of the food industry. This month we break with tradition to bring you the story of Chair Covers & Linens, a company that AFD has watched grow from its inception. They have been providing the beautiful chair covers, table linens and decorations for AFD's Annual Trade Dinner for eight years.*

## The Numbers

- 140 Employees
- 14 offices across the U.S.
- 2 corporate aircraft
- 8 years in business
- 2 to 3 trips to China per year
- 3 to 4 container loads of fabric imported each year

It started when two friends met for a working lunch back in 1996. Todd Lloyd and Sandy Comeau decided to meet at Todd's florist shop to take a critical look at their careers. Instead of analyzing what they were doing and what they could do better, the pair wiped the slate clean and started with where they wanted to be.

For Todd, it was working at a job that he could do at 2:00 p.m. or 2:00 a.m. He wanted flexible working hours and conditions and a business that wasn't solely dependent on him, so that it could eventually run without his day-to-day input. He also wanted to make more money than he was currently bringing in with his fledgling florist and party planning business.

Sandy also wanted control over her time, but she had additional needs. She wanted to coordinate her work with family life and someday live in the country.

After much discussion, it was evident that the only type of business that they were aware of that fit their criteria was mail order.

Then an interesting thing happened. The mail came. In it was a Brides magazine with an advertising section in the back. As Todd flipped through the pages, an ad for Trinity wedding rings caught his attention. If this company could sell wedding rings via mail order, why couldn't he sell his chair covers and linen service that way too?

Todd had already determined that the most profitable aspect of his current business was the rental side, where customers rented chair covers and additional linens from him for special events — usually weddings.

He had a particular flare for pairing materials and colors to set a beautiful table. The finishing touches brought by the color-coordinated linen tablecloths, napkins and chair covers were popular with Todd's current customers. Now, in a brainstorm, he saw clearly the path his company should take.

The next day he called Brides magazine and placed an ad. It was a gutsy move, because advertising in a national magazine is considerably more expensive than the periodic ad in local publications that most florists are accustomed to placing. The price was steep, \$48,000 for an annual contract; but Todd bit the bullet and placed the ads.

Remarkably, the first day that the magazine hit the streets, he had 110 calls for brochures! Of course he didn't have one yet and had to scramble to fulfill the requests.

Todd was now officially in the mail order business. With the help of his parents, he was quickly cutting and sewing chair covers, napkins and tablecloths to ship across the country. Since this was a service business, the linens would then be shipped back to him.

Success was phenomenal. But even though the business was primarily mail order, it actually required Todd to travel across the country to many of the special events. Todd quickly realized that human contact was important in this new aspect of his success.

Since he was clocking enormous

hours on commercial airlines, he decided to look at other avenues. He got his pilot's license and purchased a single-engine Mooney — a four-seat aircraft that could take him more quickly to his closer destinations. Flying became

a passion and soon he had his jet pilot's license and a turboprop jet.

By 1997, Todd Lloyd was out of the florist business altogether and had incorporated as Chair Covers & Linens. Realizing that he needed to have a physical presence in the major market areas, (flying back and forth across the country was extremely taxing) he bought a building in Atlanta and opened a second location there. Pittsburg was next and the rest just followed suit.

"The locations I've chosen were determined by staff," says Todd. If there was a part of the country where I could locate someone, then that's where we went."

His Atlanta location was first staffed by Bill Hamilton, who was recommended to Todd by a client. Hamilton is now the national sales manager and trains new staff across the country.

Todd credits much of his success to his staff. "One thing I do really well is choose good people," he says proudly, adding that his staff is the backbone of his company. "They have made me what I am."

In addition to Bill, Todd says his sister, Rachael Torok, is an integral part of his business.

Although Chair Covers & Linens invests and relies heavily on its employees and their relationship with customers, today the company also invests extensively in advertising. "Three to five percent of revenue is earmarked for advertising," says Todd.

Most of that is spent on magazine



and internet ads. "Because of the nature of our business, we must continually reach new customers," says Todd. "We may provide chair covers for a wedding and work closely with the bride for months, but then never work with her again."

Expansion into new market areas is the company's primary mode of growth. "We have identified 26 markets across the U.S.," states Todd, adding that they can open two to three offices per year. They will add Dallas and Chicago this year.

"Now it's about balance," he adds. "I spend a good deal of time away from the business. I think it is important for me to get away and have quiet time to reflect on where the company is and where I want it to be. I think that the biggest failure that people have is getting too emotionally involved with their work."

For Todd Lloyd, his company Chair Covers & Linens has provided precisely the formula needed to reach the goals he set for himself back at that lunch meeting in 1996.

So one might ask, what happened to Sandy and her aspirations?

"She is doing great," says Todd. She started a hand-made mail order soap company called Earthly Delights. The business grew enough to allow for her family to move to a farm in Angola, Indiana, where she makes her soap and ships it to clients across the country.

So while Todd went from rags to silk, Sandy is "cleaning up" in the organic soap business.



# Winning Mega Millions ticket means more than just jackpot for player



By Commissioner Gary C. Peters

I am sure that by now, every Lottery retailer knows that one lucky Michigan player won the \$208 million Mega Millions jackpot on April 22. Obviously, it was a big day for Ralph and Mary Stebbins of Port Huron, who claimed their prize just a week later.

But what might not be as obvious is that the Stebbins family was not the only winner in that Mega Millions drawing. The residuals are many, and at the top of the list of beneficiaries is the retailer who sold the winning ticket, River District Market in Port Huron.

Michigan Lottery retailers receive

a six percent commission on ticket sales. A regional comparison shows our commission is the highest (Indiana and Ohio, 5.5 percent; Illinois, 5 percent), and it is also among the highest of any state lottery. Retailers also receive a two percent cashing commission on tickets claimed at their store for prizes up to \$600, and a two percent bonus commission, up to \$2,000, on prizes over \$600 for tickets sold at their store. This means that the River District Market received \$2,000 for selling the winning Mega ticket. This is important to note because since the drawing, we have heard from some retailers asking if River District got anything, and why they don't receive an uncapped percentage of the jackpot amount, as is the case in some states.

Michigan has reviewed various states' commission structures and we believe that our system is the most fair for retailers. If we provided an uncapped percentage of the jackpot amount to the winning ticket seller, one retailer would hit it big. And that's great—for the one retailer. But

those "hits" do not happen that often, which means that only a very few retailers from the 10,000-plus retailers selling Michigan Lottery products would reap the benefits. Michigan's system of providing a commission to everyone for both sales and redemption means that all retailers get a share all the time, which we believe is the most equitable arrangement possible. In total commissions, including sales and redemptions, the Lottery paid \$145.4 million to 10,651 retailers, for an average of \$13,651 in commissions per retailer in FY 2004. Over 40 of those retailers hit the \$1 million sales mark last year, meaning they received \$60,000 in sales commissions alone.

I'd venture to guess that River District, and many other retailers, will benefit from this winning ticket in other ways. Lottery players love to buy tickets from retailers who've sold winners, so we expect River District will see a bump in sales. And Lottery players—and some previously non-players—are inspired by a big win like this one and tend to purchase more tickets or become first-time

players. There is no getting around it: when people see and learn the story of actual winners, like the Stebbins family, they are more apt to buy a ticket. These additional Lottery sales translate into sales of other goods at the store as well—when players come in to buy their Lottery tickets, they'll pick up a loaf of bread or a gallon of milk at the same time.

Not only do retailers reap the benefits, but of course, the state of Michigan does as well, which in turn means the state School Aid Fund, our beneficiary, comes out ahead too. And taxes? Michigan's portion from the winnings was a whopping \$4.9 million.

Lottery commissioners and directors agree that the value of a large jackpot winner in their state can't be measured; it generates great publicity that can't be bought. The phrase "it's a win for everybody" might be a bit overused, but I think it is really appropriate in this case. The Stebbins family, Lottery retailers, the Mega Millions game, the state of Michigan—we are all winners.



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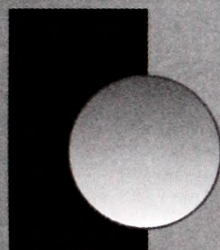
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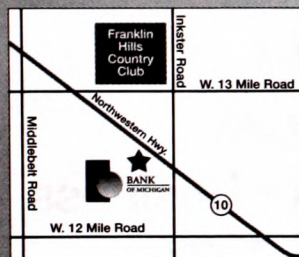
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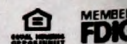


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## Items & Trends,

Continued from front page.

**Reduced Calorie Rum**—New from Trans-Con Sales, Island Breeze rum is just 48 calories for a 1.5 ounce serving. It comes in Wild Berry, Key Lime and Coconut flavors and will certainly appeal to all those swim suit-conscious customers, whether they count calories or carbs!

**Ketchup-flavored chips**—From Michigan's own Better Made, there's

Curry, Sicilia, Dill and Salt and Pepper too!

**Smooth Tequila**—From Don Edwards, comes Tequila Reposado, a smooth sipping tequila that retails for \$42.98 a fifth.



## Vintage Box

**Wine**—Bellaire Creek has introduced a boxed wine that is proud enough to share its vintage. According to Stephanie Kane of General Wine and Liquor Co., once the airtight 3-liter container is opened, the wine will last for about



a month. The 2002 Vintage Bellaire Creek is designed to retail for \$12 and comes in Cabernet, Chardonnay, and Merlot varieties.

**Little piggies on the bottle**—and cows, fish, chicken and pasta. —The Drink and Eat line of wine makes pairing food with the proper varietal a snap. In case you're wondering: pork goes with a Cabernet/Merlot blend; beef with Cabernet; Chardonnay and chicken, fish with Sauvignon Blanc and pasta with Syrah.

**Marinated Chicken that makes anyone a gourmet chef.**—A new line of boneless skinless chicken breasts can give a gourmet touch to any grocery meat section. From Southern Fresh Foods, chicken breast are marinated in Lemon Pepper, Pineapple Teriyaki, Chipotle, and Italian Spices and then attractively packaged for discriminating customers who want to get a great-tasting healthy meal on the table and will pay a premium for the time-saving marinades. Sherwood Foods has all the details.

**The Russian "Elit"**—New from Stolichnaya, a vodka that has been both frozen and spun to remove impurities. The result? An extremely smooth, pure product called Elit, with a retail price tag of \$59.99.



**Absolutely peachy**—A new flavor from Absolut Vodka—APEACH— is quickly gaining popularity.



**Cherries everywhere**—Just in time for the National Cherry Festival, Carp River Trading Company of Traverse City offers a unique line of unusual cherry products— from Cherry Mustard Balsamic Vinaigrette to Raspberry Cherry Salsa.

**But cherry olives?**—Three Olives Vodka introduced a new cherry flavor that proved popular with show attendees.

**A \$1,000 reward for being a good neighbor**—Guardian Alarm, the

## Items & Trends,

Continued on page 27.

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# State Representative

## Goeff Hansen knows the grocery perspective

**GOEFF HANSEN**
**Republican**
**100th District-HART**

Legislative Committees:

House Appropriations Committee

• Agriculture, Chair

• Human Services, member

• General Government, member

By Kathy Blake

Freshman State Representative Goeff Hansen (R-Hart), learned everything he needed to know about politics while working in his grocery store. He became skilled in talking to people, making customers happy and getting things done.

He managed the Hansen Foods in Hart, Michigan from 1974 until 1988 when he opened the Hansen Foods in Bear Lake. In 1995, he returned as manager/owner of the Hart store. In 2002, he launched Hansen Distributing.

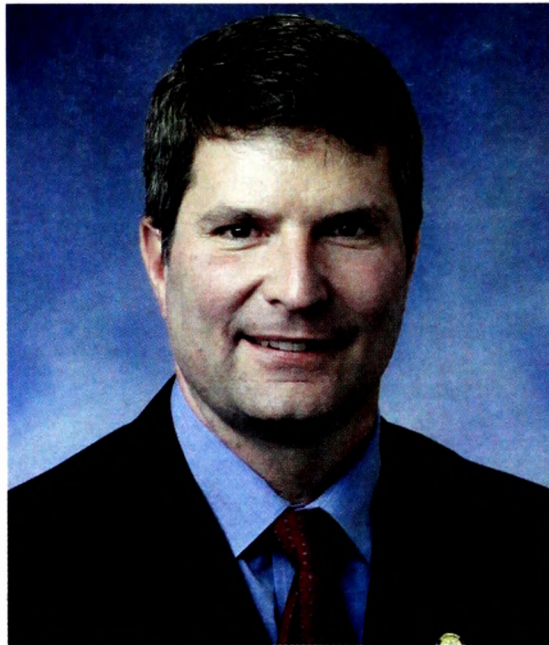
Prior to becoming a freshman state representative this year, Hansen kept very busy in his community through the years, serving as an emergency medical technician for Oceana and Manistee counties, as a firefighter in Hart and Bear Lake, plus a firefighter, first aid, CPR and ice rescue instructor.

**District economics**

The economy of his district, which includes the counties of Lake, Oceana and Newaygo, is primarily agricultural aside from summer tourism. Lake County has many parks and consists mostly of hunting, fishing, and tourism. Oceana County has Lake Michigan shoreline and is the home of the National Asparagus Festival held every year in the second week of June. The district also boasts apples, peaches, pears and plums, and every variety of cherry. Newaygo County also has cherries but primarily produces grain crops.

**Agriculture**

Because the livelihood of many people in his district relies on



farming and fruit growing, Rep Hansen is working towards easing their burden. "Agriculture is the smallest budget in the state, yet it touches 100 percent of the people," said Rep. Hansen.

Food is one of the few things people can't live without. Yet farmers and grocers are very often taken for granted and not given the priority status that sustaining life should have, Hansen added. He recently sponsored a bill that gives farmer-owned co-ops relief from paying personal property taxes.

**Recycling**

Rep. Hansen is drafting a recycling bill with grocers in mind. Hansen says, "We're trying to prevent bottle bill expansion so we can have better recycling. An expanded bottle deposit doesn't promote recycling, it just puts more responsibility on the retailers' backs. As an industry, we haven't offered an alternative. We need to promote recycling, with more recycling centers and education."

Michigan ranks 46th in the nation

on recycling of paper, cans and glass with a rate between 15 and 20 percent, according to James Clift, the policy director of the Michigan Environmental Council.

The Michigan government spends relatively little towards recycling compared with neighboring states. Wisconsin spends \$29 million annually and Indiana spends \$3.2 million while Michigan spends \$200,000, according to Frank Ruswick, of the Department of Environmental Quality.

**Political Affiliations**

Hansen became interested in politics working on a friend's campaign for the 101st district. He has held numerous board positions in local government. He was Hart Township supervisor from 2000 to 2004 and was secretary of the township's board of review. He has served on the Bear Lake Village Council, Bear Lake School Improvement Board and Hart Schools Facility Study board; the Hart Lake Board; the Hart Area Fire Administrative Board; the Hart/

Silver Lake Chamber of Commerce; and he was chair of the Hart 425 Downtown Development Authority. He is a member of the Newaygo Republican Party and serves on the Oceana County Republican Executive Committee.

**Education**

Hansen graduated with honors from Hart High School in 1978. He then attended Hope College and West Shore Community College.

**Civic Involvement**

He is a past president of the Bear Lake Promoters, has been on the 4-H Advisory Board for Oceana and Manistee counties; was a member of the Hart Area Jaycees and Bear Lake Lions. He has coached youth and middle and high school basketball, track, football and soccer teams, and in 1997 went to Mexico City to play on Team USA in the Mexican Workers Federation Basketball League. During the 2001-2002 school year, the Hansen family hosted an exchange student from Norway as part of the Youth For Understanding Program. Hansen is a member of the Michigan Farm Bureau and National Rifle Association.

Now that Rep. Hansen spends so much time in Lansing, his family minds the store. His parents along with his two sisters and their husbands all work at the Hansen Foods in Hart. Over the years, Rep. Hansen and his family have moved and expanded the store to its 24,000 square-foot size. It is one of two Roundy's stores in Hart. Hart township has a population of approximately 2,000 until summer tourism swells it to 20,000.

Rep. Hansen is married with two grown sons. To contact Rep. Hansen, call 517-373-7317, email to ghanen@house.mi.gov or write The Honorable Goeff Hansen, State Representative, State Capitol, PO Box 30014, Lansing, Michigan, 48909-7514.



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General Wine & Liquor	(313) 867-0521
National Wine & Spirits	1-888-697-6424
Encore Group/ Trans-Con. Co	1-888-440-0200

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Archway Cookies	(616) 962-6205
Awrey Bakesies Inc.	(734) 522-1100
Interstate Brands/ Wonder Bread/Hostess	(586) 792-7580
S & M Biscuit Dist. (Stella D'Oro)	(586) 757-4457
Taystee Bakesies	(248) 476-0201

## BANKS:

ATM of America	(248) 932-5400
ATM of Michigan	(248) 427-9830
Cash Depot	(920) 432-5777
Comerica Bank	(313) 222-4908
Fifth Third Bank	(248) 603-0550
Peoples State Bank	(248) 548-2900
Standard Federal Bank	1-800-225-5662

## BEVERAGES:

Absopure Water Co.	1-800-334-1064
Allied Domecq Spirits USA	(248) 948-8913
Ambassador Service Group	(248) 879-7704
American Bottling	(313) 937-3500
Anheuser-Busch Co.	1-800-414-2283
Bacardi Imports, Inc.	(248) 476-6400
Brown-Forman Beverage Co.	(734) 433-9989
Brownwood Acres	(231) 599-3101
Central Distributors	(734) 946-6250
Click Wine Group	(586) 725-7560
Coca-Cola Bottlers of MI	

Auburn Hills	(248) 373-2653
Detroit	(313) 825-2700
Madison Heights	(248) 585-1248
Van Buren	(734) 397-2700
Port Huron	(810) 982-8501

Coffee Connection	(248) 583-1765
Coors Brewing Co.	(513) 412-5318
Diageo	1-800-462-6504
E & J Gallo Winery	(248) 647-0010
Easttown Distributors	(313) 867-6900
Faygo Beverages, Inc.	(313) 925-1600
Future Brands	(248) 471-2280
Galaxy Wine	(248) 363-5300
Garden Foods	(313) 584-2800
General Wine & Liquor Co.	(313) 867-0521
Great Lakes Beverage	(313) 865-3900
Great Lakes Distribution	(810) 794-1300
Hansen's Beverage	(313) 575-6874
Hubert Distributors, Inc.	(248) 858-2340
Intrastate Distributors	(313) 892-3000
J. Lewis Cooper Co.	(313) 278-5400
Jones Sodas	(269) 382-4200
Josulete Wines, Inc.	(313) 538-5609
Kent Beverage Co. Inc.	(616) 241-5022
Leelanau Wine Cellars	(231) 386-5201
McCormick Distilling Co.	(586) 254-5650

Michigan Grape & Wine Industry Council	(517) 373-1104
Miller Brewing Company	(414) 259-9444
MJC Distributors	(248) 360-1005
National Wine & Spirits	1-888-697-6424
	1-888-642-4697
Paramount Coffee	(517) 372-3330

Pepsi-Cola Bottling Group	
- Detroit	1-800-368-9945
- Howell	1-800-878-8239
- Pontiac	(248) 334-3512

Perk and Brew Corp.	(734) 669-8380
Pernod Ricard USA	(630) 922-6844
Petipren, Inc.	(586) 468-1402
Sara Lee Coffee & Tea	(734) 414-8433
Seven-Up of Detroit	(313) 937-3500
Stony Creek Brewing Co.	(313) 299-5411
Tri-County Beverage	(313) 584-7100
Vintage Wines	(586) 294-9390

## BROKERS/REPRESENTATIVES:

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Bob Arnold & Associates	(248) 646-0578
CrossMark	(734) 207-7900
Hanson & Associates, Inc.	(248) 354-5339
J.B. Novak & Associates	(586) 752-6453
Metro D Sales	(734) 416-8969
S & D Marketing	(248) 661-8109

## CANDY & TOBACCO:

Altna Corp. Services, Inc.	(734) 591-5500
Fubidia, Inc.	(810) 742-8274
Nat Sherman	(248) 202-7339
R.J. Reynolds	(248) 475-5600

## CATERING/HALLS:

Farmington Hills Manor	(248) 888-8000
Karen's Kafé at North Valley	(248) 855-8777
Penna's of Sterling	(586) 978-3880
St. Mary's Cultural Center	(313) 421-9220
Tina's Catering	(586) 949-2280

## DAIRY PRODUCTS:

Country Fresh Dairies	1-800-748-0480
Golden Valley Dairy	(248) 399-3120
Melody Farms Dairy Company	(734) 525-4000
Mexico Wholesale	(313) 554-0310
Pointe Dairy	(248) 589-7700
Prairie Farms/ Tom Davis & Sons Dairy Co.	(248) 399-6300
Superior Dairy Inc.	(248) 656-1523

## ELECTRONIC AGE VERIFICATION

D.J. King & Associates	1-800-781-5316
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## EGGS & POULTRY:

Consumer Egg Packing Co.	(313) 871-5095
Linwood Egg Company	(248) 524-9550

## FRESH PRODUCE:

Aunt Mid Produce Co.	(313) 841-7911
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## ICE PRODUCTS:

International Ice, Inc.	(313) 841-7711
Party Time Ice Co.	1-800-327-2920
Quincy Ice Co.	(248) 968-4290
U.S. Ice Corp.	(313) 862-3344

## INVENTORY SERVICES:

Action Inventory Services	(586) 573-2550
Goh's Inventory Service	(248) 353-5033

## INSURANCE:

AAA Michigan	1-800-AAA-MICH
AFLAC	(248) 968-9884 Ext. 103
Al Bourdeau Insurance Services, Inc.	(248) 855-6690
Capital Insurance Group	(248) 333-2500
Gadaleto, Ramsby & Assoc.	1-800-263-3784
Frank McBride Jr., Inc.	(586) 445-2300
Meadowbrook Insurance	(248) 358-1100
North Pointe Insurance	(248) 358-1171
Rocky Husaynu & Associates	(248) 851-2227

## MANUFACTURERS:

Art One Sign Expo, Inc.	(248) 591-2781
General Mills	(248) 465-6348
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Old Orchard Brands	(616) 887-1745
Red Pelican Food Products	(313) 921-2500
Singer Extract Laboratory	(313) 345-5880
Strauss Brothers Co.	(313) 832-1600

## MEAT PRODUCERS/PACKERS:

Bar S Foods	(248) 414-3857
Family Packing Distributors	(248) 738-5631
	or (313) 873-3999
Hartig Meats	(810) 557-0055
Indiana Packers Corp.	(765) 564-7206
Kowalski Sausage Company	(313) 873-8200
Nagel Meat Processing Co.	(517) 568-5035
Strauss Brothers Co.	(313) 832-1600
Wolverine Packing Company	(313) 568-1900

## MEDIA:

The Beverage Journal	1-800-292-2826
Booth Newspapers	(734) 994-6983
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
Michigan Chronicle	(313) 963-5522
Suburban News—Southfield	(248) 945-4900
Trader Publishing	(248) 474-1800
WDIV-TV4	(313) 222-0643

## NON-FOOD DISTRIBUTORS:

Items Galore	(586) 774-4800
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## POTATO CHIPS/NUTS/SNACKS:

Better Made Snack Foods	(313) 925-4774
Frito-Lay, Inc.	1-800-359-5914
Motown Snacks	(313) 931-3205
Kar Nut Products Company	(248) 588-1903
Mexico Wholesale	(313) 554-0310
Nikhlis Distributors (Cabana)	(248) 582-8830

## PROMOTION/ADVERTISING:

Art One Sign Expo	(248) 591-2781
Enterprise Marketing	(616) 531-2221
PJM Graphics	(313) 535-6400

## RESTAURANTS:

Copper Canyon Brewery	(248) 223-1700
Pizza Papalis Corp.	(248) 540-2426
Rio Wraps	(248) 540-2426

## SERVICES:

AAA Michigan	1-800-AAA-MICH
Advance Me Inc.	(513) 518-3150
Al Bourdeau Insurance Services, Inc.	1-800-455-0323
Alarm-Medic	(248) 349-9144
American Mailers	(313) 842-4000
AmericanA Systems	(248) 379-1575
AMT Telecom Group	(248) 862-2000
Andrews Brothers Inc.	
- Detroit Produce Terminal	(313) 841-7400
A S C. Security Systems	(734) 416-5550
Bellanca, Beattie, DeLisle	(313) 882-1100
Binn & Binn Investment Co.	(248) 540-7350
C-21 Travis/Real Estate	(586) 206-9000
C Roy & Sons	(810) 387-3975
Calvin Zara Insurance Agency	(248) 433-8508
Cartronics, Inc.	(760) 707-1265
Cateraid, Inc.	(517) 546-8217
Central Alarm Signal	(313) 864-8900
Cherry Marketing Institute	(517) 669-4264
Clear Rate Communications	(734) 427-4411
Closed Circuit Communications	(248) 682-6400
Cox, Hodgman & Giamarco P.C.	(248) 457-7000
D.J. King & Associates	1-800-781-5316
Diamond Financial Products	(248) 331-2222
Dragon Systems	(231) 876-1926
DTE Energy	(313) 237-9225
Elite Pest Management	(586) 294-7055
Excel Check Management	(248) 787-6663
Financial & Marketing Entl.	(248) 541-6744
Freedom Systems Midwest, Inc.	(248) 399-6904
Gadaleto, Ramsby & Assoc.	1-800-263-3784
Great Lakes Data systems	(248) 356-4100
Guardian Alarm	(248) 233-1645
ICU Surveillance	(248) 255-6419
JJ Security Systems	(847) 668-2666
Kansmacker	(248) 249-6666
Karoub Associates	(517) 482-5000
Market Pros	(989) 235-5775
Metro Media Associates	(248) 625-0700
MilenteK-Energy	
- Conservation Service	(248) 932-1222
Optimal Payment Systems	(248) 540-7900
Paul Meyer Real Estate	(248) 398-7285
POS Systems Group Inc.	1-877-271-3730
Premier Energy Marketing	1-866-348-7605
Prepaid Legal Services	(586) 777-9700
REA Marketing	(989) 386-9666
Sagamark Consulting, Inc.	(248) 948-5124
Shimoun, Yalido & Associates, P.C.	(248) 851-7900
Salim Abraham, Broker	(248) 349-1474
Secure Checks	(586) 758-7221
Security Express	(248) 304-1900

Southfield Funeral Home	(248) 588-8080
Travelers Express/Money Gram	(248) 584-0644
Tri-County Pest Control	(586) 296-7590
UHY Advisors, Inc.	(248) 355-1040
Vix-Kersch Vending Co.	(248) 548-1300

## STORE SUPPLIES/EQUIPMENT:

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Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Envipco	(248) 471-4770
Four Seasons Beverage & Equip.	(734) 254-0886
Hobart Corporation	(734) 697-3070
JAYD Tags	(248) 624-8997
Jim Leach, LLC	(989) 791-3131
Martin Snyder Product Sales	(313) 272-4900
MSI/Bocar	(248) 399-2050
National Food Equipment & Supplies	(248) 960-7292
Sara Lee Coffee & Tea	(734) 414-8433
Taylor Freezer	(734) 525-2535
TOMRA Michigan	1-800-610-4866

## WHOLESALE/FOOD DISTRIBUTORS:

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American Way Foods	(313) 945-0710
Brownwood Acres	(231) 599-3101
Capital Distributors	1-800-447-8180
Carp River Trading Co.	1-800-526-9876
Central Foods Wholesale	(313) 862-5000
Chef Foods	(248) 789-5319
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0865
D&B Grocers Wholesale	(734) 513-1715
Dearborn Sausage	(313) 842-2375
EBY-Brown Co.	1-800-532-9278
Economy Wholesale	(313) 922-0001
Epstein Distributing Co.	(248) 646-3508
Food Services Resources	(248) 738-6759
George Enterprises	(248) 851-6990
Great North Foods	(989) 356-2281
Hershey Creamery	(734) 449-0301
I & K Distributing	(734) 513-8282
International Ice	(313) 841-7711
International Wholesale	(248) 544-8555
Interstate Brands/ Wonder Bread/Hostess	(586) 792-7580
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6400
Kay Distributing	(616) 527-0120
Liberty Wholesale	(586) 755-3629
Lipari Foods	(586) 447-3500
Metro D Sales	(734) 416-8969
Mexico Wholesale	(313) 554-0310
Michigan Quality Sales	(313) 255-7333
MJC Distributors	(248) 360-1005
Nash Finch	(989) 777-1891
Nat Sherman	(248) 202-7339
Nikhlis Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1000
Robert D. Arnold & Assoc.	(810) 635-8411
Royal Distributors of MI	(248) 350-1300
S. Abraham & Sons	(616) 453-6358
Sara Lee Coffee & Tea	(734) 414-8433
Shaw-Ross International Importers	(313) 873-7677
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(734) 455-1400
Suburban News, Southfield	(248) 945-4900
SuperValu Central Region	(937) 374-7874
Tiseo's Frozen Pizza Dough	(586) 566-5710
Tom Macon & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0220
Total Marketing Distributor	(734) 841-3353
U.S. Ice Corp.	(313) 862-3344
United Wholesale Grocery	(517) 287-9600
Value Wholesale	(248) 967-2900
Weeks Food Corp.	(586) 727-3535
Wine Institute	(313) 882-7630

## ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2208
Wileiden & Associates	(248) 588-2358



## Classified

**FOR SALE**—Beer & wine license. City of Taylor. Hobart Slicer \$975. Deli scale \$100. Call (734) 946-4016.

**FOR SALE**—Small grocery/beer-wine store with lottery and ATM. Building 50x80 with large parking lot for additional development opportunities. Call John (313) 273-6015.

**FOR SALE**—Well established food market strip center in Warren. Total of 15,900 sq. ft. Fully rented. Qualified buyers only. Call after 5:00pm. Phone (586) 781-3298.

**FOR SALE**—Hobart Grinder #4632, 2 H.P. Single Phase. Completely rebuilt—\$2,000.00. Yorkshire Food Market. (313) 885-7140.

**FOR SALE**—Party store 50 miles north of Detroit. Liquor, beer & wine, lotto, groceries & DNR licenses. Gross-over \$400,000.00. Includes two rental houses plus building. \$500,000.00 plus inventory. Make offer. Ph. (810) 985-7663.

**FOR SALE**—Party store 40 minutes north of Lansing. Beer, wine, liquor groceries, lotto, grossing approximately over \$9,500.00 a week. Includes building, equipment, 2 extra lots \$175,000, plus inventory. Terms possible. Owner retiring. Phone (989) 875-6073.

**FOR SALE**—6 foot deli self-server, front doors. \$1,500 or best offer. Call 313-274-1426.

**KITCHEN HOOD FIRE SYSTEMS AND EXTINGUISHERS**—Low discount pricing to all AFD members. New installs, remodels, inspections, recharging and testing. Also servicing auto paint booths and gas stations. All brands: Ansul, Pyrochem, Range Guard. Servicing southeastern Michigan 24/7. Call Alan Ross at GALLAGHER FIRE EQUIPMENT—800-452-1540.

**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, two liquor licenses, equipment and fixtures included. Priced at \$849,000. Call Lori Jodar at Boyne Realty 231-439-4097.

**PALLETS**—Let us pick up your 48x40 unwanted 4-way 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**—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 \$8,000/week. Excellent Lotto sales. Building and business/apartment. Large parking lot. Owner wanted. This is a well-established business (50 years at this location). Price: \$245,000. Call 810-821-3663

**PARTY STORE, EASTSIDE LOCATION**—Beer, Wine, Deli, Lotto. Only Serious, interested buyers. 1-586-777-2463 (Warren Location). With equipment.

**FAST FOOD DRIVE THROUGH**—Open 86 hours/week . . . gross \$500,000 per year . . . \$250,000 with \$100,000 down. Reasonable rent with option to buy (land). (734) 428-9628.

**BANQUET HALL & RESTAURANT FOR SALE**—Prime location. Includes: real estate & everything. \$10,000 sq. ft. + Good money maker. \$560K. Call for FREE recorded info. 24 hours—877-533-3380. ID#2018.

**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 Rosecommon, MI. Call 989-275-6246 for more information. Buy business and property or just business and lease property.

## Items & Trends,

Continued from page 24.

nation's largest independently-owned security company, has introduced a "Good Neighbor program" that encourages communities to band together to fight crime. Guardian will award \$1,000 to anyone who reports a burglary or break-in if an arrest and conviction is made. To be eligible, all one has to do is display a Guardian \$1,000 reward sticker on their door.

## Grillin' time! — Chef Bobbie

Patterson of Chef Foods offers some hot, new Bobbie Que's Sauces. . .and speaking of hot — There must have



been some sizzling deals in the Hacienda Foods booth. It was so popular that we never got in for a sample!

This is just a small taste of the products and services that caught our eye at the AFD Trade Show. There was much, much more. To see for yourself, make plans to attend all of the AFD shows. See pages 14 and 15 for details on AFD's upcoming Holiday Beverage Shows. Come for the deals...stay for the fun!

# GRAND OPENING CELEBRATION!!

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**Thursday, July 14, 2005**  
**9 am to 5 pm**  
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—Thousands of dollar items available—  
**Choose from:** baby needs, pet supplies, housewares, candles, hardware, general merchandise, health & beauty, personal care, paper, plastic, toys, novelties, giftware items  
—To name a few—  
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