



Food & Beverage REPORT

The official publication of the Associated Food Dealers of Michigan

October 2005

Just In

Wal-Mart needs a drink

The *Wall Street Journal* recently reported that Wal-Mart has decided to focus on the marketing of hard liquor – a category that it has largely ignored because of its conservative image.

"Using its classic strategy that has transformed how Americans buy everything from bread to diapers, Wal-Mart is likely to shake up the booze business with its low prices, carefully chosen products, big displays and fast deliveries," the WSJ writes, adding that The push is changing how Wal-Mart lays out some stores and Wal-Mart is teaming with Diageo PLC, the world's biggest liquor company, to "come up with a new plan for a select number of Wal-Marts that triples the shelf space dedicated to spirits."

The products that Wal-Mart chooses to sell and the prices that it decides to charge will most likely impact every other player in the liquor category.

—MorningNewsbeat.com

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Costco's lawsuit could affect us all

By Mike Sarafa
AFD President

I recently had the privilege of meeting Phillip Wayt, the executive director of the Washington Beer & Wine Wholesalers Association (WBWWA). He is currently involved in helping the state of Washington defend its wholesale and retail liquor distribution structure. The federal court ruling on this matter could have huge implications

Costco is challenging regulations that prevent buying beer and wine from out-of-state suppliers and negotiating discounts.

for our industry across the nation.

Costco Wholesale Corporation filed a lawsuit in February 2004, challenging Washington State's regulatory system governing the importation, distribution and sale

of beer and wine. Costco's position is that the state's regulations and statutes restrict Costco's ability to follow its preferred business plan with respect to beer and wine – and thus restricting its ability to compete the way it wants to.

Specifically, Costco challenges state regulations that prevent it from buying directly from out-of-state

Costco,

Continued on page 3.

AFD's two Holiday Beverage Shows offer hot new products for when it's cold outside

Knowing which products will fly off the shelves and which ones will collect dust can make or break a retail store's most important sales season – the holidays. Each September, AFD presents its Holiday Beverage Show so that retailers can see and sample new products and take advantage of show specials.

This year, for the first time, we are hosting two Holiday Beverage Shows. The first takes place on Tuesday, September 20, at the DeVos Place in Grand Rapids. Then, the next two days, September 21 and 22, the show is at the new Rock Financial Showplace in Novi.

So, what exactly is a Holiday Beverage Show?

"It's a trade show that is designed to give retailers an opportunity to

see and taste new products and learn about the latest beverage trends in liquor, beer, wine, soda and water," states AFD Trade Show Director Cathy Willson. "It's where retailers can go to place their orders for products packaged especially for the holidays and take advantage of show specials," she added.

There will be over 70 booths at the West Michigan Holiday Beverage Show in Grand Rapids and more than 120 booths at the S.E. Michigan Holiday Beverage Show in Novi

featuring everything imaginable in the spirits category. Information from service companies, contests and prizes round out the activities, giving both shows a festive atmosphere.

"The shows are a one-stop shopping spree for owners and managers of retail stores and restaurants. It's also a great place to catch up with friends and colleagues in the industry," assures Willson. "Consider it the first event of the holiday season!"

For more information, see pages 17-21.

"Made in Michigan" Special Edition

Help AFD celebrate the bounty of Michigan products during our November made in Michigan special edition. Please call Ray Amyot at (989) 386-9666 or (248) 671-9600 to be a part of this exciting publication!



Theresa Wright of the Michigan Department of Agriculture and AFD President Mike Sarafa at the State Fair Market, a virtual grocery store that AFD and the Department of Agriculture co-sponsored at the Michigan State Fair. Over 4,000 fair goers toured the facility to learn about food safety and safe food handling.

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President's MESSAGE

Costco's lawsuit could affect us all....Continued from front page.



Mike Sarafa
AFD President

suppliers, negotiating discount prices on bulk orders and buying on credit. In addition, Costco wants to eliminate the state's uniform pricing structure, which is designed to put smaller retailers on a level playing field with larger ones and ensure that alcohol prices don't drop so far that they encourage overconsumption.

WBWWA's position is that the challenged laws are legitimate exercises of the State's power to regulate competition and do not

violate federal antitrust laws. They also take the position that the 21st Amendment gives individual states the power and right to control all aspects of alcohol production, consumption and distribution within their borders.

Washington's regulations – like Michigan's – balance public health and safety concerns with the public's demand for alcohol products. Washington's rules are dictated by the public's interest and welfare – not Costco's business model. The trial is scheduled to begin in March, 2006.

Phil believes that if Costco wins the lawsuit, small- and medium-sized retailers would lose the level playing field that helps them compete in beer and wine sales. Right now they can purchase beer and wine at the same price as Costco and Wal-Mart. This keeps big box stores from dominating the market and results in more choices of product for consumers and more competition among retailers. But if Costco wins, it is a good possibility that we will see big box stores undercutting everyone else on price because there would no longer

be a uniform pricing system or a ban on quantity discounts. Large players will be free to use wine and beer as a loss leader to drive customers into their stores. This will lead to a price squeeze on producers and severe economic pressure on small retailers unable to compete on price.

If Costco wins it will also be difficult for many distributors to remain in business. Those who do survive will have to change their methods of operation. Retailers would feel second-hand effects because distributors may have to weather the economic impacts by cutting back on services and product selection.

I will be monitoring developments in this case and keep you posted as they arise.

Liquor sales continue to climb

By Michele MacWilliams

A recent financial report from the State of Michigan Liquor Control Commission shows that liquor sales are up from the same time period a year earlier.

When comparing data from fiscal year October 2004 through June 2005, against October 2003 through June 2004, the number of cases sold increased .86 percent, while the average price per case also increased .78 percent.

"This shows that so far, the price mark-ups that retailers have been allowed to take since legislation passed last December hasn't affected consumption," stated Mike Sarafa, AFD president.

To the contrary, even as prices have increased, so have liquor case sales. "We're seeing this as a real win-win situation for both the liquor vendors and also for the Liquor Control Commission," Sarafa added.

Retailers benefit from the opportunity to raise prices and thus increase profit margins. The State benefits from the sales tax collected on a product with an increased price.

"For the most part retailers have been savvy in their price increases," said Sarafa. "They know their clientele and they are using this information to raise prices selectively."

The Grocery Zone

By David Coverly



Considering your energy options? What you should know

These days it seems when energy prices are mentioned everyone's ears perk up. When it comes to the topic of energy and knowing what is changing, sometimes it is a lot to keep up with. If you are thinking of making a change in the electric service for your business in 2006 you need to be aware of some important information that may impact your decision.

Energy market prices have been steadily climbing. Both natural gas and coal prices have been following an upward trend impacting the wholesale power prices. As you may agree, it is wise to explore every opportunity to control your energy costs.

This past February, Detroit Edison filed an unbundling and rate-realignment proposal with the Michigan Public Service Commission (MPSC). The final order for this filing is expected

to be received sometime during December 2005. Although there is no guarantee what the definite outcome will be, requested changes may impact the rate of customers receiving their electricity from Detroit Edison and the costs for customers receiving electric service from an Alternative Electric Supplier (AES) in the Electric Choice Program.

Specifically, Detroit Edison has asked to reduce base rates for customers on both General Service and Large General Service rates between 10 to 15 percent. Primary customers would see an approximate six percent rate reduction under Detroit Edison's proposal. In addition, if you are receiving electric service from an AES there could be significant changes to the distribution charges you pay if the Company's request is approved.

Similar to last year, Detroit Edison

will be sending all businesses receiving their energy from an AES, a letter with a return-to-service form. Under current MPSC requirements, the form must be returned by December 1, 2005 if customers participating in the Electric Choice Program want to return to full service prior to October 2006 and qualify for Detroit Edison's regular rates.

Because of the December 1 deadline, if you are currently buying your electricity from an AES and your contract ends sometime between now and October 2006, you should check with your supplier to learn what renewal price they will offer and with Detroit Edison for their available rate options.

You can contact Detroit Edison at (313) 235-8480 and your supplier at the phone number on your bill.

Calendar

September 20, 2005

AFD W. Michigan Holiday Beverage Show
DeVos Place, Grand Rapids, MI
(248) 671-9600

September 21 & 22, 2005

AFD S.E. Michigan
Holiday Beverage Show
Rock Financial Showplace, Novi, MI
(248) 671-9600

October 29-November 1, 2005

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www.nacsonline.com

November 29-December 1, 2005

GMA Conference on the Future of Food
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Washington D.C.
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January 27, 2006

AFD Annual Trade Dinner and Ball
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Illegal spirit smuggling threatens law-abiding retailers

By Rick Perkins, Enforcement
Division Director
Michigan Liquor Control Commission

The Michigan Liquor Control Commission has been deeply concerned with allegations of organized spirit smuggling rings operating in Michigan that import spirit products purchased in neighboring states and illegally resell the contraband liquor to Michigan licensees. These operations blatantly cheat and defraud the Liquor Control Commission and the State of Michigan and create an uneven playing field for law-abiding licensees. The entire alcoholic beverage industry and Michigan's citizens are penalized by the actions of these violators. The Commission is determined to eradicate these smuggling operations.

As an example of the Commission's resolve to eliminate illegal smuggling activities, on August 3, a Michigan licensee, was found responsible for possessing liquor not purchased from an authorized source. The licensee was ordered to pay fines totaling \$3,600, costs totaling \$6,400 and their SDD/SDM licenses were ordered revoked unless transferred by January 31, 2006. That's \$10,000 in total fines and costs and the loss of licenses. The penalty imposed is a clear message that the commission means business in dealing with licensees participating in smuggling activity.

Licensees need to evaluate any short-term profit gain against the long-term impact of potentially losing their license. The obvious conclusion is that participation in illegal smuggling activity isn't worth the risk. You can also assist in the Commission's efforts to

level the playing field by helping identify those who are using illegal spirit purchases to give them an unfair advantage over the vast majority of licensees who operate under the law. Information on illegal smuggling activity can be anonymously directed to any Enforcement Division office, to our toll-free hotline 1-866-893-2121, or through our website at www.reportunder21.com. The source of all information will be kept absolutely confidential.

The Commission will continue to prioritize its enforcement efforts to eliminate illegal smuggling operations in Michigan and will continue to work with the Michigan State Police, local law enforcement agencies and the Office of the Attorney General to prosecute participants of smuggling operations to the fullest extent of the law.

Statement of Ownership

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Forgotten Harvest teams up with AFD members to feed the hungry

By Michele MacWilliams

Food and shelter are the basic elements that a human needs to survive. Yet there are people in Michigan that don't have enough of either. In fact, each day more than 800,000 people in the Metro Detroit area alone are in danger of going hungry.

This statistic is particularly alarming when, according to the USDA, one quarter of all food produced in this country is wasted.

Hooking up hungry people with excess food that would otherwise occupy landfills just makes sense; not only as a means of feeding those less fortunate but it also provides a tax deduction for the donating company and reduces trash removal and landfill fees.

Enter Forgotten Harvest

Forgotten Harvest's mission is simple – save food, save people. The organization was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest currently rescues 5.7 million pounds of food per year by collecting surplus prepared and perishable food from a variety of sources such as grocery stores, restaurants, caterers, dairies, farmers, wholesale food distributors and other Health Department-approved sources. This donated food – that would otherwise go to waste – is delivered free of charge to emergency food providers in the

Metro Detroit area. The individuals and families served are a diverse cross section of people – young and old, from all races and faiths.

Forgotten Harvest operates under the direction of a volunteer Board and a small staff. It is funded by foundation grants, individual and corporate contributions and fundraising events. For the most recent fiscal year, over 98 percent of the organization's expenditures were for food program services.

According to Susan Ellis Goodell, Forgotten Harvest Executive Director, it is the only major source of food in the tri-county area that provides perishables to emergency feeding programs at no cost.

"We specialize in perishables; most are picked up and delivered in the same day," says Goodell. "Meat, dairy, produce and other fresh foods are the most nutritious and most needed by the vulnerable people we serve."

Located on Melrose just north of Eight Mile Road in Southfield, Forgotten Harvest has modest offices (furnished with donated desks, tables and chairs) and a small staging area in the back where food is stored overnight if necessary. A large walk-in cooler – donated by Kraft – keeps food fresh for its brief stay at the facility – more than 95% of rescued food is transported directly to feeding agencies.

"Almost everything is donated,"



Forgotten Harvest Executive Director Susan Ellis Goodell in the walk-in cooler



says Goodell. "Our annual cash budget is approximately \$1 million, but our total overall budget is \$10 million annually, when donated items are included."

With a staff of 22 people, who work in the office and drive the seven refrigerated box trucks and five refrigerated vans (all donated), Forgotten Harvest's overhead is a mere two percent. This efficiency is critical, since 109 soup kitchens, pantries and shelters are currently serviced with food from Forgotten Harvest. They range in size and scope from the Salvation Army and Capuchin Soup Kitchen that serve hundreds of meals a day to small church groups like the Tried Stone Missionary Baptist Church in Mount Clemens, where several dozen people from the area come for some nourishment.

"A study by the McGregor Fund

surveyed 500 emergency food providers in Southeast Michigan. Of those, 45 percent have overall operating budgets of \$5,000 or less. Our food is critical to these small agencies that feed so many," Goodell said. "They all receive the food for free, but there are many more agencies on our waiting list," she added.

At the helm of Forgotten Harvest for almost five years, Goodell is credited for a tremendous growth in the amount of food the agency is able to deliver. In fiscal year 2001, they provided 1.1 million pounds. Today, that number has risen to 5.7 million. As a result, Forgotten Harvest is now the third largest food rescue organization in the U.S.

Forgotten Harvest.
Continued on page 16



Even the art for the Forgotten Harvest logo was a donation.

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LIVE LIKE YOU MEAN IT



Retailer **PROFILE**

Lamoreaux Drugs: one-stop-shop for life's bumps and bruises

By Ryan MacWilliams

Lamoreaux Drugs is by no means your average pharmacy. Owned and operated by Tom Lamoreaux, the store is located at 3926 West River Drive NE in Comstock Park, a suburb of Grand Rapids. Instead of the typical drugstore fare of suntan lotion, shampoo, deodorant, pain relievers and cold remedies, the shelves of Lamoreaux Drugs are stocked with vitamins, minerals, homeopathic drugs, medicinal oils and various "old time remedies."

Lamoreaux Drugs got its start when Tom's father purchased the company, then known as Burt's Drugs, on November 15, 1926. "My father got into business for himself, he never wanted to work for another man," said Tom.

In its early years, ice cream and soda were big sellers. At the end of prohibition Lamoreaux Drugs was one of the firsts in the area to receive a liquor license. It was a thriving pharmacy that also did a brisk business in alcohol, beer and wine. Tom's father moved the business to a



new building in the 1950s and that's where it has been ever since.

Over the years, Lamoreaux Drugs evolved. No longer selling beer, wine and alcohol, Lamoreaux Drugs now sells a variety of medicinal products including "old time remedies." Tom, a registered pharmacist, will also fill special orders for customers. In addition, Lamoreaux Drugs offers usual services such as copy and fax and more specialized services such as crutch rentals.

Back in 1997, Tom made a decision to stop selling prescription drugs. "When the auto companies changed their policy to favor mail-in prescriptions, it really hurt the

pharmacy industry. It became more and more difficult to be profitable selling prescriptions," laments Tom. However, his years as a pharmacist have given him the knowledge to provide expert health advice to customers, tailored to fit their particular lifestyles. "Smokers use more vitamin C than non-smokers," Tom explained, as an example of how he advises customers in order to help them get the right product.

Tom has been an active AFD member for over 15 years. He has used many of AFD's services including long distance and cellular phone services as well as the coupon program.

Tom also keeps a watch on local

government. During his 24 years on the Kent County Board of Commissions, he has seen the effect that AFD has made regarding government's role in the operation of retail food and convenience stores. "AFD has a real handle on what is going on in Lansing," he says, adding that he is happy to support an association that does so much to help the retail industry.

Tom Lamoreaux knows that he can find the services he needs from AFD. His customers likewise, know that if they need to find Porter's Liniment, arnica gel, or Sundown vitamins and minerals, that Lamoreaux Drugs is the best place to look.



Tom Lamoreaux by his vitamins and herb display

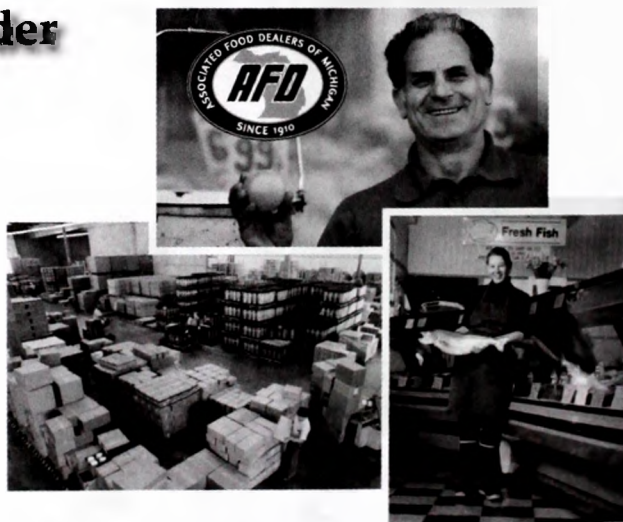
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NewsNOTES

On-the-go eating on the rise

A report from MarketResearch.com says consumers increasingly look for low- and no-preparation portable foods they can eat on-the-go, particularly in cars. The report's editor notes that increased commuting times, a blending of snacks and meals, and a greater focus on nutrition drive this trend.
-Progressive Grocer

Samuel Adams to launch 25% alcohol beer

In an Q&A with Brandweek, Boston Beer's Samuel Adams founder Jim Koch discusses the launch of Sam Adams Utopias 2005, the brewer's first offering in the nascent category known as "extreme beer." According to Koch, the 25% alcohol brew has performed favorably against sherry, cognac and port in blind taste tests. -Brandweek

Edible food wraps could be ready next year

Edible fruit and vegetable wraps, developed by the U.S. Department of Agriculture's research agency, could appeal to consumers because they add a splash of color to foods and are healthy and convenient, an ACNielsen report said. The sushi-style wraps could be commercially available as soon as next year. -FoodNavigator

CSP polls show more than 1/3 of industry looking to consolidate

More consolidation is likely in the convenience store industry, according to a series of CSP Daily News polls, created in conjunction with NRC Realty Advisors LLC.

According to the results, more than 36% of respondents plan to sell off all (13.9%) or some (22.3%) of their stores in the next 12 months. Another 11.4% said they may sell some stores in the next year. Similarly, 42% of respondents said they are in the market to purchase properties or expand their business by buying or merging with another company within the next 12 months.

About 15% of respondents said they may make a purchase in the next year, while 36% said they don't anticipate any expansion. (Another 7% responded, "I'm not sure.")

Where's most of this activity going to take place? Some 50% of respondents said they believe the East and Southeast regions of the United States are "most ripe for convenience store consolidation." The Plains region was cited as least-likely (3.4%) to see merger and acquisition activity. -CSP Daily News

Roundy's sells distribution business to Supervalu

Roundy's Supermarkets, which has been emphasizing its 132-unit retailing operation, has agreed to sell its grocery distribution business to Supervalu Inc. The deal affects the supply contracts that Roundy's has with 50 unaffiliated stores operated by 21 retailers, and will not affect the company's distribution functions to its owned and licensed stores.

Terms of the deal were not disclosed.

The retailers being served by Roundy's distribution centers in Oconomowoc and Stevens Point will shortly be served by Supervalu distribution centers in Green Bay and Pleasant Prairie.

Earlier this year, Roundy's sold distribution centers in Lima, Ohio and Westville, Indiana to Nash Finch for \$225 million.

Demand sustains "enjoyment" food and beverage categories

Despite the trend toward healthy diets, consumers continue to demand "enjoyment" products. An estimated one-third of food and beverage dollars spent within food, drug and mass channels (excluding Wal-Mart Stores) is allocated to "enjoyment categories" products consumed primarily for pure enjoyment, rather than nutritional value. Unwavering demand for taste, variety and indulgence has sustained spending levels on enjoyment foods and beverages despite healthy eating trends. -IRI's Times & Trends

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NewsNOTES

Roll Out The Barrels, At Least To CT & NY

Connecticut Governor Jodi Rell recently signed legislation making the Nutmeg State the 29th in the union to allow interstate, direct-to-consumer wine shipments. On the same day, NY Governor George Pataki signed the same legislation allowing direct shipments to and from the Empire State. These moves are responses to a US Supreme Court ruling saying that states could now allow in-state direct shipping of wines, but prohibit out-of-state shipments.

Manufacturers embracing health

A survey of 43 consumer packaged goods companies by the GMA indicates almost all are enhancing the health profile of their product lines, with nutritional improvements in 4,500 products since 2002 that comprise about 30% of food and beverage SKUs. Primary changes include reductions in saturated and trans fats, calories, sodium, carbohydrates and sugars, and portion sizes while fortifying products' vitamin and mineral content.

-Progressive Grocer

Awrey Bakeries' \$25M buyout completed

Monomoy Capital Partners L.L.C. and Hilco Equity Management L.L.C. have completed the acquisition of Livonia-based Awrey Bakeries Inc. for \$25 million.

According to *Crain's Detroit Business*, Monomoy and Hilco plan to invest a substantial amount of money in Awrey to improve the company's cost structure and manufacturing. The company will remain in Livonia and will continue to operate under the Awrey name.

Founded in 1910, Awrey filed for Chapter 11 bankruptcy protection on Feb. 2 in U.S. Bankruptcy Court in Detroit, citing a sales decline from the low-carb craze, rising costs for ingredients and health care coverage, and competition.

Awrey produces and sells frozen baked goods to major distributors and retail outlets in the 50 states, Canada and other locations and has about 330 employees.

Monomoy was founded in March to make controlling investments in distressed, underperforming or orphaned small companies.

Northbrook, Ill.-based Hilco specializes in leveraged buyouts and equity investments in middle-market companies. Hilco is a unit of Hilco Trading Co. Inc., a holding company that provides strategic financial services to lenders, investment bankers, private-equity sponsors, retailers, manufacturers, distributors and wholesalers.

A Cigarette Promotion Record

FTC reports \$15.15 billion spent on advertising in 2003

The Federal Trade Commission's annual report on cigarette sales and advertising shows that the major cigarette manufacturers spent \$15.15 billion on advertising and promotional expenditures in 2003, an increase of \$2.68 billion (21.5%) from 2002 and the most ever reported to the commission.

The total number of cigarettes sold or given away by those manufacturers decreased by 19.8 billion cigarettes (5.1%) from 2002 to 2003. The manufacturers also reported spending \$72.9 million on advertisements directed to youth or their parents intended to reduce youth smoking, a 1.8% decrease from the \$74.2 million reported in 2002.

France dumps wine for dollars

Bloomberg News reports the 25 nations of the European Union have agreed to buy 40 million gallons of fine French wine. No, they aren't using it to toast France's May 29 defeat of the EU constitution. The top-grade wine will be converted into industrial alcohol—for use as fuel and disinfectant. The 40-million-gallon EU purchase amounts to a government buy out: the French winemakers can unload

their product, because so few people are drinking it. The surplus has been growing since Jacques Chirac, Dominique de Villepin, and the French elites launched hostilities against President Bush for liberating Iraq. Though the U.S. and our French "allies" have supposedly resumed good relations, Americans still aren't buying French wine — or much of anything else French.

Metro Buys A&P Canada

Canada's Metro has reached an agreement to acquire A&P Canada for a total of \$1.45 billion (US) - \$1 billion (US) in cash, and the remainder in stock. The deal almost doubles Metro's size.

The combined company will have 579 food stores and annual sales of about \$9 billion (US). The deal will leave the Great Atlantic & Pacific Tea Co. owning just shy of 16 percent of Metro's shares.

NAT SHERMAN
FIFTH AVENUE - NEW YORK

Naturals

100% PURE & NATURAL TOBACCO

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BROWN

ORIGINALS

THE PERFECT BLEND OF LUXURY, TRADITION AND 100% ADDITIVE FREE NATURAL TOBACCO.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

No Additives In Our Tobacco Does NOT Mean a Safer Cigarette.

Old Mission Peninsula Dominates Wine Competition

Wineries from Old Mission Peninsula scored a nearly complete sweep of top honors at the Michigan Wine & Spirits Competition held August 2 at the Kellogg Hotel and Conference Center in East Lansing.

Peninsula Cellars and winemaker Bryan Ulbrich took three of five Best of Class awards plus a Judges' Special Award. Chateau Grand Traverse and winemaker Bernd Croissant added another Best of Class. In addition, Old Mission's newest winery, Brys Estate, won Gold and Double Gold Medals under winemaker Cornell Olivier. Brys Estate Vineyard & Winery opened in May of this year.

Despite Old Mission's dominance of the Best of Class awards, 18 different wineries from all across Michigan won either Gold or Double Gold Medals. Twelve wineries received multiple Gold Medals.



Twenty wine experts from around the country and across the state gathered to swirl, sniff and sip their way through a record number of entries. From 300 entries, these judges awarded 11 Double Gold Medals, 29 Gold Medals, 62 Silver Medals and 84 Bronze Medals.

The Michigan Wine & Spirits Competition is open only to wines produced from Michigan-grown fruit. The top awards were:

Best Sparkling Wine: Good Harbor Vineyards Moonstruck Brut

Best Dry White Wine: Chateau Grand Traverse Dry Riesling 2004

Best Red Wine: Peninsula Cellars Cabernet-Merlot 2002

Best Semi-Dry White Wine: Peninsula Cellars Semi-Dry Riesling 2004

Best Dessert Wine: Peninsula Cellars Select Riesling 2004

Judges' Special Award: Peninsula Cellars Chardonnay 2004

Competition Superintendent Christopher Cook praised the quality of the wines. "These wines just keep getting better and better," he said. Joe Borrello, president of Tasters Guild, called the Gold Medal winners "a wonderful group of wines."

Dan Berger, veteran journalist and director of the respected Riverside Wine Competition, commented that "these wines can compete with the best in the world."

The Michigan Wine & Spirits Competition is sponsored by the Michigan Grape and Wine Industry Council, which is administered by the Michigan Department of Agriculture.

For a complete list of medal-winning wines, or for more information about the wines and wineries of Michigan, contact the council online at www.michiganwines.com, or by phone at (517) 241-2178.

AFD Foundation scholar gives thanks

I would like to extend a personal thank you for being my corporate sponsor in the 2005 AFD Foundation, Inc. Scholarship Program. As I pursue my educational goals, I feel that there will be many who will assist me on my road to becoming successful, and you and Farmer Jack/A&P are among them. I greatly appreciate your support in helping me fund my education. In today's society, obtaining my college degree has not only become an option, but a necessary career objective. Your scholarship will indeed allow me to take another step further toward obtaining my degree and achieve my goals.

All in all, I can assure you that I will make the most of this opportunity because it has truly been a blessing. I simply cannot thank you and Farmer Jack/A&P enough for your support and would like to know that I am forever grateful for making this scholarship possible.

Sincerely,
Clarence P. Wynn

Attention Food and Beverage Industry:



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

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

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

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

Monthly Theme/ Promotion Schedule

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

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

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

Join the successful companies that advertise in *The Food and Beverage Report*. Call for more information, rates, or to schedule an ad.

Our readers look forward to learning more about your company, your product and your services.



Associated Food Dealers of Michigan

30415 West 13 Mile Road
Farmington Hills, Michigan 48334
Call Ray Amyot at 989-386-9666

or 248-671-9600 • Fax 248-671-9610

Miller provides holiday promotions

The holiday season is a busy time of year, filled with joyful music and celebrations with friends and family. It's also the time of the year that includes some of the largest occasions for your store on the calendar: Thanksgiving and Christmas!

Beer plays an important role in a variety of holiday celebrations,

including family gatherings and vacations, work festivities, and house parties. Holiday 2005 is a promotion that will make Miller Lite and Miller Genuine Draft top-of-mind and increase your retail sales during this important and highly competitive year-end sales period.

Eye-catching displays will feature a snow globe visual that positions

Miller as the better beer to give and receive, with "Get More and Give More" messaging. The motion snow globe spectacular provides a display piece that will drive traffic to displays and increase incremental purchases. Colorful POS and display enhancers, including a large toboggan and a snow globe inflatable, provide numerous

opportunities to infuse your retail accounts with that special holiday charm.

Charitable Overlay (where legal)

The holiday season isn't just a season of giving thanks. It's also a season of giving back. That's why the Miller network will continue to support its longtime partner, United Cerebral Palsy. Display cards featuring the UCP cents-per-case donation program will convey a relevant message and provide a competitive point-of-difference in your store.

To inspire consumer involvement in the UCP cause, branded donation cards and canisters with inserts will be available.

Look for opportunities to customize local event programming with local UCP affiliates.

See your local distributor for details and to request merchandising materials.

If you still have the original Kansmacker, call us for repairs or tune up specials.

20 YEARS and still running!

For more information regarding our machine, or to compare to our competitors, visit our web site at www.kansmacker.com

KANSMACKER BRAND REVERSE VENDING MACHINES

CANS, PLASTIC, GLASS

IT'S THE 3-IN-1 MACHINE!

Two Machine Sizes to Choose From! See our new Compact Model!

Plastics & Cans Front or Rear End Unloader Machine only 32" wide!

Kansmacker's COMPACT STAINLESS STEEL MACHINE:

NUMBER ONE FOR:

- Cleanliness
- Durability
- Efficiency
- Service
- Speed

NEW!

NEW!

Our new machines are •SIMPLE! •EASY TO CLEAN!

Ask about a **FREE TRIAL**—NO OBLIGATION!

For more information regarding KANSMACKER BRAND REVERSE VENDING MACHINES, please contact NICK YONO at

800-379-8666 or 248-249-6666

Made In Michigan

AFD welcomes these new members

Bank of Michigan
Blue Jay Market
Bradley 66
Carp River Trading Co.
Clark Petroleum
Constellation New Energy
Farmers Food Center
First Independence National Bank
Food 4 Less
Fresh Seasons Market
Global Garden
Hanibal's Liquor Store
Kakos Market
Orchard Ten Food Center
Party Place Market
Quick Sav Food Store #27
Rite Way Hardware
Sara Lee Coffee & Tea Foodservice
Sav Mor Drugs
Save Time #2
Saxon, Inc.
Southfield Liquor
Super Liquor Store
Temperance Foods
Vegas Liquor & Wine
Wild Tiger

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FAT 0 GRAMS. DIET COLA BASED ON 6 OUNCES OF THE LEADING NATIONAL DIET COLA BRAND.

LIVE LIKE YOU MEAN IT®



Forgotten Harvest,
Continued from page 6.

Kroger to the rescue

Last year Kroger began a program to donate its unsaleable – but still good – perishables to Forgotten Harvest. They began adding stores slowly and by the end of this year all Kroger stores in the Metro Detroit area will be on board. Most of the

food is short-dated, overstocked, discontinued or damaged in packaging.

"When customers want six bananas and there are seven in a bunch, they'll tear one off. By the end of the day we have a table full of single bananas that no one else will buy. Why not give them to the hungry?" Sterling Heights Kroger store manager Don Canavesio explained to the Detroit Free Press.

Helping Forgotten Harvest makes financial sense

Along with the priceless reward that comes with helping others, AFD member companies can help Forgotten Harvest provide fresh food to the needy and receive substantial tax deductions. Forgotten Harvest tracks every pound of food it receives, from donor source to recipient agency. Companies that make food donations to Forgotten

Harvest can receive a statement that details their donation for tax-deduction purposes. All donations to Forgotten Harvest are tax-deductible to the full extent permitted by law.

"The independent retailer, particularly those located in urban areas of Detroit and Pontiac – and the suppliers that serve them – could make a huge impact on the amount of food that Forgotten Harvest rescues and distributes to needy families," said AFD President Mike Sarafa. "Plus," he continued, "It makes economic sense to hook up with Forgotten Harvest. Waste decreases and so do waste removal fees."

Sarafa added that concerns about the liability of a company that donates food was greatly diminished in 1996 with the passage of the Bill Emerson Good Samaritan Food Donation Act. The act protects good-faith food donors from civil and criminal liability should the product later cause harm to the recipient.

Showing the might of the independent retailer

AFD wants to help Forgotten Harvest extinguish hunger in Southeast Michigan. "We are asking all AFD members – retailers and suppliers alike – to consider donating food to Forgotten Harvest," says Sarafa. "There is strength in numbers. If each AFD member would take stock in the perishable items that they discard and instead donate to Forgotten Harvest, we could go a long way to stamping out hunger locally. Plus, many of the people that benefit from Forgotten Harvest are seniors and young children that live in the communities that are serviced by independent grocery stores. By donating food to Forgotten Harvest you are helping the most needy people in your community," Sarafa added.

Forgotten Harvest is waiting for your call. **Make sure to tell them that you are an AFD member.** Forgotten Harvest will track the total amount of food that is donated from us and provide this information annually. Together, we can surely make a substantial difference in the quality of life for the most needy people in the area.

To set up a food donation schedule call Forgotten Harvest at (248) 350-FOOD (3663) and tell them you are an AFD member.

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12/2003 INST-A002811 Ed.

WELCOME TO THE...



2 • 0 • 0 • 5

WEST MICHIGAN HOLIDAY BEVERAGE SHOW



TUESDAY, SEPTEMBER 20, 2005

at the DeVos Place
303 Monroe Ave. NW, Grand Rapids, MI

Show Hours:
Tues., Sept. 20, 2005 • 2-8 p.m.
DeVos Place, Grand Rapids, MI
Monroe Avenue NW

Ask your Beverage Rep for Tickets or call 800-666-6233 for free tickets.
Admission Ticket Required. \$10 at the door. No bags allowed in or out.
The law demands that you be at least 21 years of age to attend this show.

COMPLIMENTARY PARKING if you park at DeVos Place, Government Center or Louis Campau.
Present the parking ticket at registration booth and you will receive a voucher for complimentary parking.

Call AFD for more information at: (248) 671-9600

AFD WEST MICHIGAN HOLIDAY BEVERAGE SHOW



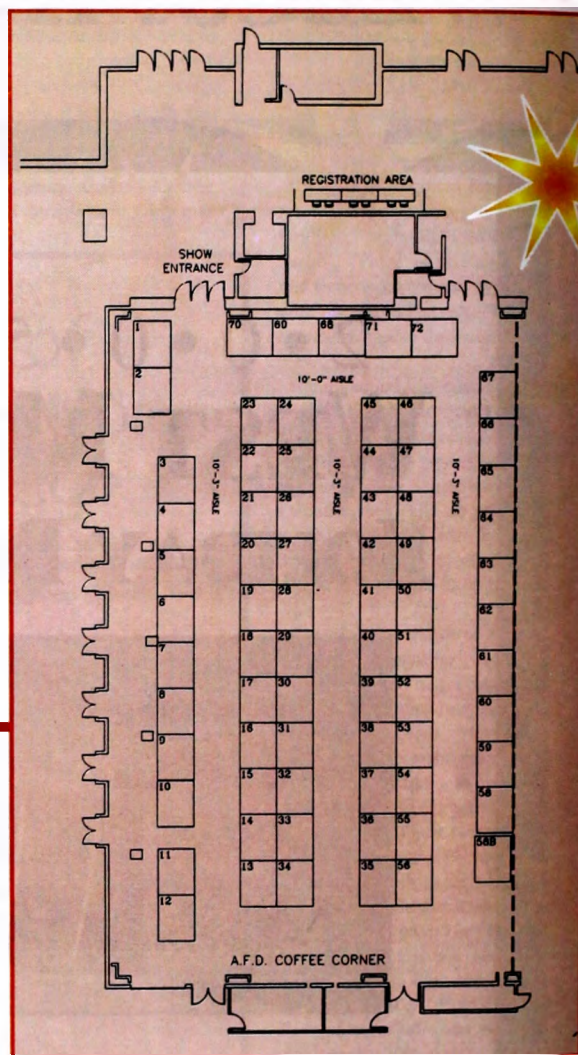
DeVos Place
303 Monroe
Ave. NW,
Grand Rapids,
MI 49503

Tuesday,
September 20
2 pm • 8 pm

Anheuser-Busch	63
Arctic Glacier Inc.	58B
Bureau of State Lottery	35
DTE Energy	69
Excel Check Mgmt.	3
Faygo Beverages	70
General Wine & Liquor & Decanter Imports	52-61
Hansen's Beverage	68
Heartland Payment Systems	4
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Kent Beverage Company Inc.	
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Trans Con Sales & Marketing	36 - 45



Here's a small sample of the new products that will be offered at the West Michigan Holiday Beverage Show

Arctic Glacier Ice is proud to provide ice free of charge for all exhibitors at the New West Michigan Holiday Beverage Show. Stop by booth 58B to see how Arctic Glacier Ice can work for you.

Kent Beverage will feature the following products:

- Coors Light 5.0 Liter Can
- Coors Light NFL Cooler Box
- Molson Mixer Pack
- Molson Red Wing 12pk Can
- New Holland's Pilgrim's Dole and Dragon's Milk
- Beers Of The World
- Michigan Beer Sampler
- Craft Beer Sampler
- Martini & Rossi Gift Set
- Arbor Mist Merry Berry Merlot
- Faygo St. Nick 8 oz. Can

Plus many, many other "world class" imported and domestic wines and beers.

Henry A. Fox Sales Company welcomes AFD retailers and guests with a great selection of wines including:

- Rancho Zabaco
- Mirassou
- Turning Leaf
- Sutter Home
- E & J Gallo

- DaVinci
- Trinity Oaks
- Red Bicycleette
- Black Swan
- Delicato
- Barefoot Cellars
- Concannon
- Woodbridge
- Bolla
- Fish Eye
- Ballatore
- Papio
- Michael-David
- Tosti Asti
- Private Selection
- Fre'
- Korbel
- Clos du Bois
- Brancott
- William Hill
- Mumm
- Blue Nun
- Bernardus
- Caymus
- Chateau Bianca
- Eos
- Palandri

• Baobab
 Stop by booths 24 - 33 to sample!

Trans Con Sales and Marketing will feature products from the following fine companies:

- Bacardi
- Bombay
- E&J V S O P
- Skyy
- Tequila Rose
- Di Saronno
- Grey Goose
- 1800
- Dewars
- E&J Cask & Cream
- Cutty Sark
- Ashbourne
- Mohawk

- Tarantula
- Deuces Wild
- McCormick
- Campari
- Phillips UV

Visit them in booths 36 - 45

For your tasting pleasure, **General Wine & Liquor & Decanter Imports** will feature wines from the following companies:

- Blackstone
- Ravenswood
- Wine Block
- Kelly's Revenge
- Hardy's
- Fat Bastard

WELCOME TO THE...



2 • 0 • 0 • 5

S.E. MICHIGAN HOLIDAY BEVERAGE SHOW



WED. & THURS., SEPTEMBER 21 & 22, 2005

Rock financial
SHOWPLACE

46100 Grand River Ave.,
Novi, MI

—Formerly at Burton Manor—

Show Hours:

Wed., Sept. 21, 2005 • 4-9 p.m.

Thurs., Sept. 22, 2005 • 4-9 p.m.

Rock Financial Showplace, Novi, MI

Grand River Ave., (1 mile west of Novi Rd.)

Ask your Sales Rep for Tickets!

Admission Ticket Required.

\$10 at the door. Complimentary parking.

No bags allowed in or out.

The law demands that you be at least 21 years of
age to attend this show.

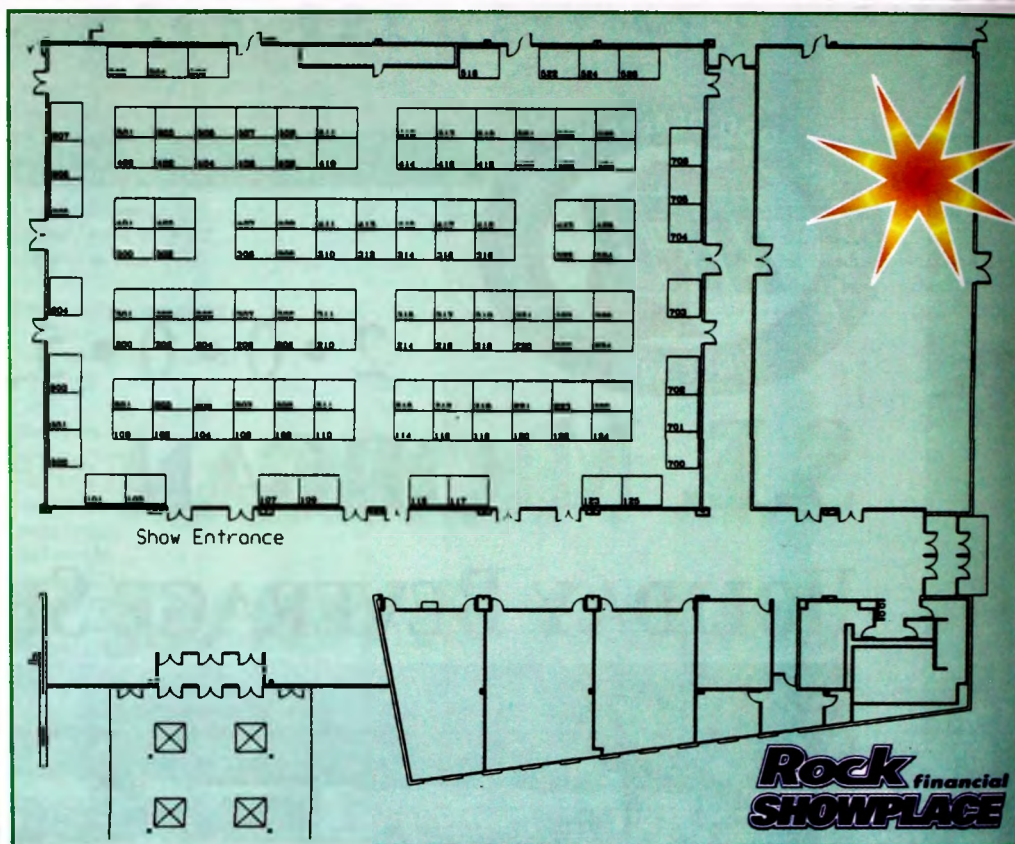
Call AFD for more information at: (248) 671-9600

AFD S.E. MICHIGAN HOLIDAY BEVERAGE SHOW



**Rock Financial
Showplace
46100 Grand
River Ave.,
Novi, MI 48375**

**Wednesday,
September 21
4 pm • 9 pm
Thursday,
September 22
4 pm • 9 pm**



Absopure Water Co.	404
Anheuser-Busch	522/524
ATM of America, Inc.	407
ATM's of Michigan	504
Bureau of State Lottery	706
DTE Energy	406
Excel Check Mgmt.	409
Faygo Beverages Inc.	511
Frito Lay Inc.	410
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Standard Federal Bank	703
TOMRA Michigan	526
Trans-Communications & Marketing	411-425
US Ice Corp.	502
Wild Tiger	400

AFD S.E. Michigan Holiday Beverage Show Specials

Here's a small sample of the new products that will be offered at the S.E. Holiday Beverage Show



Cool down at the U.S. Ice booth # 500; purchase ice at wholesale prices during the show. U.S. Ice is providing ice complimentary for the entire S.E. Michigan Holiday Beverage show this year. Thank you!



Kansmacker's newest reverse vending machine is only 32" wide and stainless steel. It is number one for cleanliness, durability, service and speed. Stop by booth 501 for a demonstration.



Frito Lay would like to invite you to stop by booth #410 for some snacks and to find out about holiday opportunities. Be prepared, the holidays and the winter months are the highest snack consumption months of the year!

The Michigan Lottery will be exhibiting and demonstrating the benefits and highlights of Lottery products in booth 706. Lottery staff will be on hand to welcome new retailers, answer questions, and offer tips on how to market Lottery games in your establishment.



General Wine & Liquor Company will provide an entire wine section filled with new wines and specials for the holidays. Here is a "taste" of new wines you'll sample at the show.

- 3 Blind Moose
- Monkey Bay - Chardonnay
- Arbor Mist 187ml (4pk)
- Arbor Mist Merry Berry
- Wild Irish Rose Green Apple
- Vendange "tetra pack"
- Femleaf Sauvignon Blanc
- Smashed Grapes
- Loneket Australian sparkling
- Dog House
- Wine Block (box wine)

- Mantanzas Creek
- Carmel Road - Pinot Noir
- 14 Hands
- Saint * M * Riesling
- Solaris
- St Francis Sonoma Red
- Wyndham Bin
- Dezzani
- Lindeman - Shiraz/Cabernet
- Lindeman - Cabernet/Merlot
- Lindeman - Chardonnay/ Riesling
- The Little Penguin- White Shiraz
- The Little Penguin (4pk)
- Mad Dogs & Englishmen Red
- Le Freak Shiraz-Vioigner
- Kanganilla Road
- Fat Bastard
- Rose's Infusion (Martini Mixers)
- Volo Rosso
- Jean Luc Colombo
- Laboure' Roi
- Voga - Pinot Grigio
- Torre De Monte- Pinot Grigio
- Villa Paradiso - Chianti
- La Motte Shiraz & Musique
- Zaca Mesa

ICU Surveillance offers CCTV Surveillance System and Good Gee Computers can take care of any of your computer needs. ICU offers most brands of cameras and DVRs including Sony, Dedicated Micros, Panasonic, Bosch, and the Geovision System which has many features at a fraction of what the major brand's equipment costs. The company also provides services including repairs, upgrades, and installations on CCTV Systems and on any personal computers, printers, or computer networks. ICU can turn your business into a WiFi Wireless hotspot and also does home and business networks-wired and wireless. They can integrate your old CCTV System with your computers at work, at home or anywhere in the world. Call Matthew Zebari 248-255-6419 for more information or visit them at booth # 517.

Established in 1939, Powers Distributing is a beverage wholesaler that sells and distributes select high-image brands. They feature some of the finest domestic, imported and craft brews. Visit their International Beverage booth # 509 for a sample of their award-winning brews. Let Powers show you how to increase your sales and profits.

ATM of Michigan provides whole and complete ATM services 24 hours a day, seven days a week - no "banker's hours." Take advantage of their special show pricing on ATM machines. Don't want to

maintain or buy your own ATM machine? ATM of Michigan has a number of options available to suit your needs including service plans, leasing, placements, investment opportunities, and POS services. Visit them at booth 504.

Sagemark Consulting

Do you need the services of a professional financial planner? That depends on how you answer these important questions.

- Are you paying too much in taxes?
- How will you cash out the equity you have built in your business?
- Will your business stay in the family after you die?
- How many different tax brackets are you using? Should it be one, two, or four?
- If you died unexpectedly, could your family maintain its current standard of living?

The AFD relationship with the financial planners at Sagemark Consulting will allow you to develop a solid financial plan. This plan can provide the answers to all of these questions. Stop by the AFD booth to get started.



TOMRA is the leading developer and manufacturer of advanced systems and products for the automated recovery of empty beverage containers. Stop by booth # 526 to see what's new.



Beginning its third year, Galaxy Wine Distributors is proud to bring select wines from around the globe to your store:

- Vina Ventisquero, Unique and fantastic Chilean wines introducing the new package from Yelcho.
- Robert Kacher Selections from France.
- Candoni; Superb Italian wines with incredible packaging
- Robert Hall Winery from Paso Robles
- Jessie's Grove Earth, Zin & Fire Lodi Zinfandel

- New Age White from South America
- B2 Brands - Sangria Wine Coolers
- Zing Zang Mixes
- Old and new favorites from Napa Valley, Diamond Mt., Alexander Valley, Santa Barbara County, and Russian River just to name a few.

Stop by to sample the wines of the "Galaxy" at booths 704 and 705.



Standard Federal Bank - Everything you now enjoy. Only Better. Standard Federal Bank has a new name. On September 12, it became LaSalle Bank Midwest N.A., and is called LaSalle Bank to reflect its affiliation with the parent company, Midwest-based LaSalle Bank Corporation, a subsidiary of ABN AMRO Bank, an international financial services leader. Stop by booth 703 for details.



Ashby Sterling is offering complimentary ice cream scoops this year to everyone at the show. Stop by their area for a taste of one of their premium ice cream flavors.

Powerone Solutions helps companies manage utility requirements by providing reliable ways to control electricity costs, electric reduction programs, communication solutions and merchant card processing programs. Their team of analysts will review all of these services at no cost to find the right program for your company's goals today and in the future. Electric pricing and reduction programs are handled through Powerone Corporation and Millennium Energy Technologies. Communication programs use SBC and the best new services through Broadtel. Powerone Solutions analysts can guide you through the complex world of merchant services using Franklin Card Services. Stop by booth 401 and 403 for more information.

Where **Service,**
Quality and **Price** meet!

U.S. ICE

21ST

IT'S U.S. ICE'S ANNIVERSARY!

- Cube Ice
- Block Ice
- Crushed Ice
- Dry Ice
- Cash & Carry Department at Wholesale Prices
- Best Prices in Town!
- Centrally Located for Best Delivery!

SERVICE

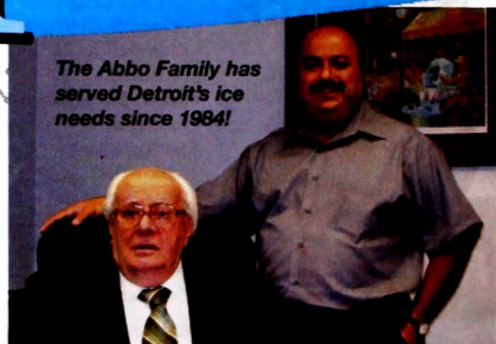
U.S. ICE knows that the best way to attract new customers, and to maintain the trust of established customers is to provide fast, reliable delivery. For this reason, when we built our state-of-the-art ice manufacturing facility, we purposely chose a location with the best access to the entire Detroit metropolitan area.

PRICE

U.S. ICE has always been known for its competitive pricing structure, personalized specifically to your individual needs.

QUALITY

In the ice business, there are two basic choices of ice styles: VOGT and TURBO. Turbo ice has no uniformity whatsoever; as the machinery produces flat sheets of ice that are sent through a crusher; Vogt ice machinery produces long, cylindrical tubes of ice with a hollow center that are sliced to perfect uniformity. Over the years it has become apparent that our customers much prefer Vogt ice for its consistent drinking pleasure. That is why all U.S. ICE is manufactured by the Vogt ice process.



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**GENERAL WINE &
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Ice is nice, especially when it's delivered

By Kathy Blake

For big parties, you often hear these words: "Who brought the ice?" In the case of AFD's Beverage Show, it's U.S. Ice Corp. bringing more than 2,000 bags, or eight tons of ice, to the event to be held at Rock Financial Showplace in Novi on Wednesday and Thursday, September 21 and 22.

U.S. Ice recently furnished ice for the Dearborn Homecoming. "We do a lot of festivals: the Dream Cruise, large company picnics and events, and parks and recreation events," said Saad Abbo, president and co-owner. Nevertheless, most of the company's customers are grocery, convenience and party stores, liquor stores, and gas stations. They supply the freezer boxes to hold the ice too. "About 95 percent of our customers use our boxes. The majority of party stores keep their ice inside their store, while gas stations keep it outside. Liquor stores are both inside and outside," Saad observed.

Saad's father, Foad Abbo, started the business in 1984, with the help of his two sons, Saad and Hadir and daughter, Fida. Saad is the president of the company and Hadir is the plant manager for ice production and delivery. Fida came

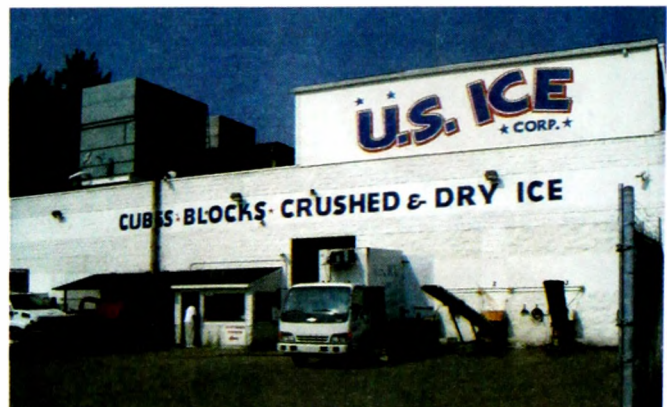
to work in accounting after she sold her travel agency in 1999. Foad, who recently turned 79, retired yet he still comes to work everyday. "He's still an important part of the business," Saad declared.

Foad used to be a retailer. That's where he and his sons became familiar with industry peers through the AFD. "We grew weary of the party store and sold it to start the ice business," laughed Saad. They owned an "oversized party store," United Supermarket, located on Livernois by Eight Mile Road. They had three stores prior to that.

When they started U.S. Ice, they were in a smaller facility on Fitzpatrick Street, near downtown Detroit. The production was five tons per day, or approximately 1,000 bags of ice. "We moved because we wanted better visibility," explained Saad. In 1993, they relocated to a larger building on Eight Mile near Wyoming, close to the freeways. They have made additions to the new facility that can produce 300 tons of ice per day, a lot more than the previous five tons. The new location has the company name in big letters on the front with products listed: cubes, blocks, crushed and dry ice. Saad reported,



Foad and Saad Abbo, father and son owners of U.S. Ice Corp.



U.S. Ice Corp. is conveniently located on Eight Mile Road near Wyoming, for speedy delivery to customers all over Detroit and the metro area.



Conveyors make loading the refrigerated trucks a breeze. One truck can carry six tons of ice.

"We are the largest retailer of dry ice in Detroit."

They also sell block and crushed ice at retail. They only deliver their main product, hollow round ice cubes, in bags of 7 or 25 pounds. Most of their customers are their former peers in the convenience store business, yet bars and restaurants are patrons too, when additional ice is needed. "Bars and restaurants prefer our ice, it's a better, uniform ice cube," touts Saad.

In the ice business, there are basically two choices of ice styles: Vogt and Turbo, according to

Saad. Turbo ice has no uniformity whatsoever, as the machinery produces flat sheets of ice that are sent through a crusher; Vogt ice machinery produces long, cylindrical tubes of ice with a hollow center that are sliced to perfect uniformity. "Over the years it has become apparent that our customers much prefer Vogt ice for its consistent drinking pleasure. That is why all U.S. Ice is manufactured by the Vogt ice process," said Saad. For more information, call the Ice Line: (313) 862-3344.

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BCBSM Subsidiary to offer long-term care insurance

Blue Cross Blue Shield of Michigan announced its board of directors has authorized the creation of a new company that will offer long-term care insurance and advise on healthy lifestyles to Michigan residents.

The new company will be a wholly-owned, Michigan-headquartered subsidiary of the Michigan Blues. Its incorporation process and certificate of authority to do business statewide is expected to be completed by July 2006, when it plans to begin selling the products.

"We look forward to sharing our expertise in the health, dental and workers' compensation insurance to create new choices in long-term care insurance for Michigan residents," said Richard E. Whitmer, Blues president and CEO. "This new venture is in line with our strategic prerogative to offer a diverse portfolio of products in the state."

BCBSM has begun to create the infrastructure and term to launch the new subsidiary. Ken Dallafior will serve as the president and CEO for the new subsidiary. He formerly was president and CEO of DenteMax, a Michigan Blues subsidiary and the largest independent dental PPO network in the nation. Rick V. Morrone will serve as the new president and CEO of DenteMax. Previously, Morrone was director of national accounts marketing and sales at the Michigan Blues.

"Over the next 40 years, the over-65 population in the U.S. is projected to double, from 40 million to 80 million, and the average growth in the number of long-term care policies has been 18 percent a year," Dallafior said. "A large portion of the population will need some type of long-term care service and no company is more trusted by Michigan seniors than the Michigan Blues to offer this type of coverage."

Private long-term care products also help relieve the pressure on Medicaid to meet the long-term care needs of individuals.

The new company hopes to create a repeatable business model in Michigan so it can offer long-term care products in other states over the

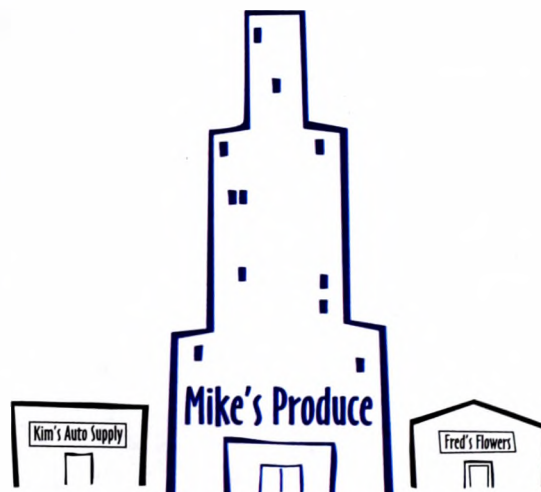
next few years. The Blues expect the subsidiary to provide an equal or higher rate of long-term financial return to the parent company than investments such as Treasury Bills.

Blue Cross Blue Shield of Michigan provides or administers

health care benefits to just over 4.7 million members through a variety of plans: Traditional Blue Cross Blue Shield, Blue Preferred, Community Blue and Healthy Blue PPOs, Blue Choice Point of Service, Blue Care Network HMO, and Blue HSAs plans compatible

with health saving accounts. Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross Blue Shield Association. For more company information visit www.bcbsm.com.

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Want to know more?

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Nonprofit corporations and independent licensees of the Blue Cross Blue Shield Association.

Meet the AFD Scholars

The AFD Foundation is proud to award these deserving students with scholarships. We thank the sponsoring companies for their financial support!

Erol Ahmed
Submitted by: **Town & Country Party Shoppe in New Baltimore**
Sponsored by: **Brown-Forman Beverage Co.**

Erol will be a freshman attending the University of Michigan in Ann Arbor majoring in chemistry and art history. He graduated valedictorian from Eisenhower High School. He was in the National Art Honors Society, the German Club, and Project Outreach. He received the American Guild of Music and Great Lakes Regional Champion in piano concerto.



Sarah Atcho
Submitted by: **Polly Market of Whitmore Lake**
Sponsored by: **Central Distributors of Beer**

Sarah is a senior at Madonna University in Livonia with a major in Television Communications. She was president of the Broadcast Club. She graduated from Hazel Park High School in Hazel Park, where she was named



Thespians of the Year and received the Youth Recognition for Volunteering Award. She was also a member of the National Honor Society, Debate Club and Broadcast Club.

Allison Atchoo
Submitted by: **Mck's Wine Shoppe of Garden City**
Sponsored by: **Anheuser-Busch**

Allison will be a freshman at Michigan State University in East Lansing studying nursing. She graduated from Troy High School in Troy, where she was a student government representative. She was captain of the 2005 All State Champion Lacrosse team. She was also a 2003 state champion in tennis.



Kurtis Edelbrock
Submitted by: **Pilgrim Party Shoppe of Plymouth**
Sponsored by: **Coca-Cola Bottling Company of Michigan**

Kurtis will be a freshman at the University of Michigan in Dearborn majoring in political



science and psychology. He graduated from Salem High School. He was a two-time winner of the Michigan Association of Broadcasters annual competition.

Timothy Finch
Submitted by: **Frito-Lay**
Sponsored by: **Frito-Lay**

Timothy plans to attend the University of Michigan in Ann Arbor his freshman year majoring in microbiology and psychology. He graduated from Canton High School in Canton where he received the 4.0 Award of Merit. He served as treasurer and secretary of the Canton Student Congress.



Noelle Fox
Submitted by: **Pet Supplies Plus of Farmington Hills**
Sponsored by: **DTE Energy**

Noelle is a junior at the University of Michigan in Ann Arbor majoring in English. She graduated



magna cum laude from Stevenson High School in Livonia. She was editor of the student newspaper, the Stevenson Spotlight and received a Phi Beta Kappa award and a Michigan Merit Scholarship.

Alana Frazier
Submitted by: **Meadowbrook Ins. Group**
Sponsored by: **Meadowbrook Ins. Group**
Alana is a junior at Wayne State University in Detroit majoring in advertising/public relations. She graduated from Martin Luther King High School in Detroit. She was in the top three percent of graduating seniors of Detroit Public Schools. She participated in DECA, (Developing Future Leaders in Marketing, Management and Entrepreneurship).



Scholars,
Continued on page 30.



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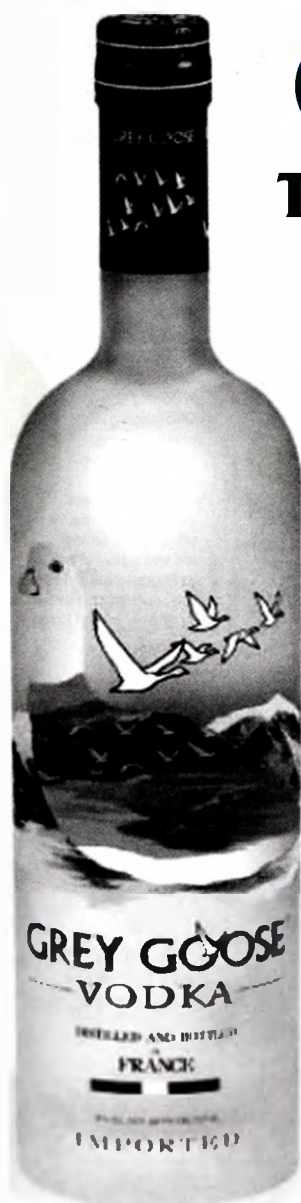
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Scholars,

Continued from page 28.

Alicia Frazier

Submitted by: Meadowbrook Ins. Group
Sponsored by: Country Fresh/Melody Farms

Alicia is a junior at Wayne State University in Detroit majoring in marketing. She graduated from Martin Luther King High School in Detroit where she was in the top three percent of graduating seniors for Detroit Public schools. She was all-city majorette and a member of DECA. Alicia is on the dean's list at Grand Valley State University.



Stephen Gardner

Submitted by: Spartan Stores, Inc. of Grand Rapids
Sponsored by: D&B Grocers Wholesale

Stephen will be a freshman attending Grand Valley State University in Allendale with a major in math/secondary education. He graduated from Western High School in Auburn where he was an AP (Advanced Placement) and MHSAA (Michigan High School Athletic Award) Scholar. Stephen was Most Valuable Player for the Saginaw Valley Golf League and he was golf and tennis captain.



PEPSI PERPETUAL SCHOLARSHIP

Hamilton Harris
Submitted by: Pepsi Bottling Group/
Savon Foods Super Store
Sponsored by: Allied Domecq

Hamilton will be a freshman at Morehouse College in Atlanta, Georgia studying business and biology. He graduated from the University of Detroit Jesuit High School and Academy in Detroit. He obtained the Boy Scouts' Eagle Scout award and has been a classical and jazz pianist for 12 years. Hamilton was first chair alto saxophone in five bands, received the Governor's Service Award and was varsity tennis captain.



Lauren Hesano
Submitted by: Pilgrim Party Shoppe of Plymouth
Sponsored by: CROSSMARK Sales Agency

Lauren is a junior at the University of Notre Dame in Notre Dame, Indiana, majoring in science pre-professional studies. She graduated from Ladywood High School in Livonia. She was on the principal's honor roll throughout high school. Lauren was National Honor Society treasurer, Spanish Club secretary and played varsity soccer and was captain of the varsity basketball team.



Brandon Kalasho
Submitted by: Miller's Party Store
Sponsored by: NWS Michigan Premier Division

Brandon is a senior at Wayne State University in Detroit majoring in accounting. He graduated from De La Salle Collegiate High School in Warren. Brandon was in the National Honors Society and was a board member of the Honors Student Association and Beta Alpha Psi.



Justin Masters
Submitted by: Speedy Q Markets Inc. of Kimball
Sponsored by: Bacardi

Justin will be a freshman at Ferris State University in Big Rapids studying pre-pharmacy. He graduated from Memphis High School in Memphis, Michigan. Justin played varsity baseball, was in the National Honors Society and obtained the Boy Scouts' Eagle Scout award.



MOUNTAIN DEW PERPETUAL SCHOLARSHIP

Philip Morgan
Submitted by: University Foods
Sponsored by: Optimal Payments

Philip graduated with a 4.0 GPA from Cass Technical High School where he was

Valedictorian. He has received seven principal's awards for his academic excellence, is in the National Honor Society. He also competed on the Daimler-Chrysler FIRST Robotics Team and has won awards for science and business service. He will either attend the University of Michigan or Massachusetts Institute of Technology in Cambridge Massachusetts this fall.



Colin Murphy
Submitted by: Interstate Brands
Sponsored by: SKYY

Colin will attend his freshman year at Bowling Green State University in Bowling Green, Ohio majoring in physical therapy. He graduated from Shnne Catholic High School in Royal Oak. Colin was one of the top five seniors and was captain of the varsity basketball and baseball teams. He was also sports editor of the school newspaper and a member of Phi Beta Kappa.



Scholars,

Continued on page 32.



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JIM BEAM

Scholars,

Continued from page 30.

Elizabeth Najor
Submitted by: **Fraser Dollar Store**
Sponsored by: **Guardian Alarm**
Elizabeth will be a freshman at Miami University of Ohio in Oxford, Ohio. She graduated Magna Cum Laude from Marian High School in Bloomfield Hills. She



received the Presidential Award of Academic Excellence, Latin Academic Achievement award, and a varsity swimming letter.

Ryan Nichols
Submitted by: **Ron's Par-T-Pak of Trenton**
Sponsored by: **Sagemark Consulting**
Ryan will be a freshman at the University of Michigan in Dearborn majoring in engineering. He graduated from Trenton High



School in Trenton. Ryan was a two-time German exchange student and received the Achievement Award for Academic Excellence all through high school. He was German Club president and a member of Phi Beta Kappa.

Nicole Rau
Submitted by: **Spartan Stores**
Sponsored by: **Spartan Stores**
Nicole will be a freshman this fall at Clemson University in Clemson, South Carolina majoring in biology. She graduated from Forest Hills Central High School in Grand Rapids. She was a Merit Scholarship Commended Student, received the Excellence in Biology Award, the Gold Tassel

award and was a Student Ambassador People to People. Nicole made U.S. Rowing "Top 25 Scholastic Team" and her team won the Michigan State Scholastic Rowing Champs Hebda Cup and many other wins.



Alexandra Snook
Submitted by: **Snook's Butcher Shoppe, Inc. of Highland**
Sponsored by: **Pernod Ricard USA**
Alexandra will be a freshman attending Albion College in Albion. She graduated from Manan High School in Bloomfield Hills. She is on the National Honor Society, First Honors and has participated in 4-H for 12 years.



Joseph Weiss
Submitted by: **Nick's Market of Reese**
Sponsored by: **General Wine & Liquor Co.**
Joseph will be a freshman at Saginaw Valley State University in Saginaw studying business computers. He graduated from Frankenmuth High School in Frankenmuth where he participated in football, baseball and basketball. He was Tri-Valley Conference 1st team in football. Joseph is involved in the St. Lorenz Church youth leadership.



DIET PEPSI PERPETUAL SCHOLARSHIP
Michelle Williamson
Submitted by: **Pepsi Bottling Group of Detroit**
Sponsored by: **Diageo**
Michelle will be a freshman at Eastern Michigan University in Ypsilanti majoring in entrepreneurship. She graduated from Lewis Cass Technical High School in Detroit. She received the top three percent of graduating seniors plaque. Michelle received the principal's 4.0 percent medal and certificate. She is also a member of the Business Professionals of America. Michelle was on the varsity volleyball and junior varsity basketball teams.



Scholars,

Continued on page 36.

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Scholars say Thanks...

My name is Hamilton Harris and I have been chosen for an Associated Food Dealers Scholarship by the Associated Food Dealers of Michigan. I would like to take a moment to thank you for your role in the scholarship process and to let you know that your work is very much appreciated. Thanks again.

Hamilton Harris

I just wanted to thank the Associated Food Dealers of Michigan for your generosity in giving me your scholarship. My parents and I truly appreciate the financial support. I will work hard next year to ensure that I am a worthy recipient.

Colin Murphy

Thank you very much for your sponsorship of me. It is greatly appreciated and quite an honor. I look forward to attending college and furthering my education.

Thanks again,
Joe Weiss

My name is Lianna Winkler-Prins and I recently received the AFD Foundation merit scholarship. I wanted to take the time to thank you so much for organizing an event like this. The scholarship is helping me greatly with my college education. It means so much! Thank you again and I hope you can continue helping students for years to come. It is very appreciated!

Sincerely,

Lianna Winkler-Prins

Thank you very much for sponsoring me at the AFD Foundation dinner. I am very honored to receive this generous scholarship from you and your company. I will be using the \$1,500 to pay for my college tuition at Ferris State University where I will be studying pre-pharmacy in the fall. Again, thank you for the scholarship and for all of the support that I have received from yourself, Bacardi, and the AFD Foundation.

Sincerely,

Justin Masters



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Scholars,

Continued on page 32.

Eric Wingo
Submitted by:
Interstate Brands
Sponsored by:
Faygo Beverages

Eric Wingo of Southfield will be a freshman at Howard University in Washington D.C. majoring in broadcast/print journalism. He graduated from Southfield-Lathrup High School in Lathrup Village. Eric was named Most Valuable Player on the high school track team and was lead anchor of the school's news program.



Lianna Winkler-Prins
Submitted by: Ridley's
Bakery of Troy
Sponsored by:
Standard Federal Bank

Lianna will attend Oakland Community College in Royal Oak for her freshman year majoring in photojournalism. She graduated from Troy High School in Troy with a 3.9 gpa. In high school, she was in the National Art Honors Society, the NHS and played soccer. She was also in theater and volunteered at the Troy Historical Museum and the Troy Public Library.



Clarence Wynn
Submitted by: Farmer Jack
Sponsored by: Farmer Jack

Clarence is a sophomore at Prairie View A&M University in Prairie View, Texas, majoring in computer science. He graduated from Cass Technical High School in Detroit, where he received the Principal's Award for Excellence and the Distinguished Scholar Award. He was captain of the Varsity Tennis and Baseball teams and played All-City Tennis and Baseball.



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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.

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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. \$475,000.00 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.

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Lottery support of education is critical



By Commissioner Gary C. Peters

As students and teachers prepare to head back to the classroom, it is timely that we recall the Lottery's beneficiary, the state's K-12 School Aid Fund. Not only do players win money in the Michigan Lottery, but school districts win as all of the Lottery's profits go to public education.

Second only to "What are the winning numbers?" is the question, "Where does the money go?" I am asked this frequently, whether I am out and about on Lottery business or at the health club on the treadmill. It is probably the number one question our Public Relations Division gets. The answer is always the same: All Lottery profits go to the state School Aid Fund, which supports kindergarten through 12th grade. I'm proud to say that in fiscal year 2004, the Lottery's contribution to the School Aid Fund was a record \$644.8 million. And with the Lottery's previous 31 years, the collective amount to education is over \$11 billion.

Each month, we transfer money to the School Aid Fund and the total amount for the year is part of the financial statement that is included in our annual report. But the question nearly always has a second part: "If the Lottery gave that much money to education, why does my child not have current textbooks?" Or a computer? Or gym equipment—take your pick. This requires a bit more explanation.

While \$644.8 million is a huge amount of money—can any of us even imagine it?—it cannot meet the financial needs of a state that is

responsible for educating 1.7 million children. Each year, the state spends about \$12 billion—yes, billion with a "b", on K-12 education. Most people who ask us about our education funding are astounded to hear what the total cost is; it is really not a

dollar figure any of us can grasp.

But what is important to me as Lottery Commissioner, and what you as retailers must know, is that without the Lottery's contribution, which is about 4 or 5 percent of the total school spending, schools would

be in a serious financial predicament. When you are successful in selling Lottery tickets, you are successful in helping fund one of the most important ventures—education—undertaken by state government. What you do does make a difference!

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Wonder Bread/Hostess (586) 792-7580
S & M Biscuit Dist. (Stella D'Oro) (586) 757-4457
Tastyle Bakeries (248) 476-0201

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ATM of Michigan (248) 427-9830
Bank of Michigan (248) 865-1300
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

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Ambassador Service Group (248) 879-7704
American Bottling (313) 937-3500
Anheuser-Busch Co. 1-800-414-2283
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Brown-Forman Beverage Co. (734) 433-9989
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Detroit (313) 825-2700
Madison Heights (248) 585-1248
Van Buren (734) 397-2700
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Coors Brewing Co. (513) 471-5318
Diageo 1-800-462-6504
E & J Gallo Winery (248) 647-0010
Eastown Distributors (313) 867-6900
Faygo Beverages, Inc. (313) 925-1600
Future Brands (248) 471-2280
Galaxy Wine (248) 363-5300
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Great Lakes Distribution (810) 794-1300
Hansen's Beverage (313) 575-6874
Hubert Distributors, Inc. (248) 858-2340
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Industry Council (517) 373-1104
Miller Brewing Company (414) 259-9444
National Wine & Spnts 1-888-697-6424
1-888-642-4697
Northern Falls, LLC 1-866-270-5944
Paramount Coffee (517) 372-3330
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- Howell 1-800-878-8239
- Pontiac (248) 334-3512
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Petipren, Inc. (586) 468-1402
Powers Distributing Co. Inc. (248) 393-3700
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Tri-County Beverage (313) 584-7100
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Hanson & Associates, Inc. (248) 354-5339
J.B. Novak & Associates (586) 752-6453
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S & D Marketing (248) 661-8109

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Nat Sherman (248) 202-7339
R.J. Reynolds (248) 475-5600

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Karen's Kaffe 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

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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
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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
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General Mills (248) 465-6348
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Red Pelican Food Products (313) 921-2500
Singer Extract Laboratory (313) 345-5880
Strauss Brothers Co. (313) 832-1600

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Bar S Foods (248) 414-3857
Indiana Packers Corp. (765) 564-7206
Kowalski Sausage Company (313) 873-8200
Nagel Meat Processing Co. (517) 568-5035
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MEDIA:

The Beverage Journal 1-800-292-2896
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
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WDIV-TV4 (313) 222-0643

NON-FOOD DISTRIBUTORS:

Items Galore (586) 774-4800

POTATO CHIPS/NUTS/SNACKS:

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

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Envipco (248) 471-4770
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JAYD Tags (248) 624-8997
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MSI/Bocar (248) 399-2050
Sara Lee Coffee & Tea (734) 414-8433
Taylor Freezer (734) 525-2535
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Great North Foods (989) 356-2281
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I & K Distributing (734) 513-8282
International Ice (313) 841-7711
International Wholesale (248) 544-8555
Interstate Brands/
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Jerusalem Foods (313) 538-1511
Kaps Wholesale Foods (313) 567-8710
Karr Foodservice Distributors (313) 272-0400
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