



# Food & Beverage REPORT

The official publication of the Associated Food Dealers of Michigan

September 2005

## Brad Still, industry leader and friend, passes away

On Sunday, July 24, Brad Still, President of Trans-Con Company, succumbed to a lengthy battle with an unknown virus that had attacked his immune system. He was 42.



A graduate of Ferris State University, he began his career in 1985 at the J. Lew is Cooper Company. Moving up through the ranks, he was named president of Trans-Con in January of this year.

Brad was devoted to his family. He is survived by his wife, Carolyn, daughters Alexandra (8) and Sydney (5), mother Marlene Still, brother Brian and sister Brenda Siwula.

Funeral services were held Thursday, July 28, at St. Hugo of the Hills in Bloomfield Hills.

"Brad made many friends and was very well regarded and respected within the food and beverage industry. He will be long remembered and greatly missed," said AFD President Mike Sarafa. AFD sends its sincere condolences to the Still family.

## Pepsi Bottling Group boosts AFD Foundation scholarships

The AFD Foundation, Inc. was pleased to award 25 scholarships to deserving Michigan students at the annual golf outing on July 13. Thanks to a joint effort with Pepsi Bottling Group, AFD was able to provide \$1,500 to each of the scholars. With Pepsi's continued commitment, the AFD Foundation is well on its way to reaching its \$1 million goal for educational scholarships.

"We are working in partnership with the AFD Foundation to fund this scholarship program to give deserving kids a chance to attend college when extra financial assistance is needed," said Dave Dempsey, general manager of Pepsi Bottling Group.

The scholarships are available to employees of AFD members and their children who are capable of attending college but might not be

eligible for other scholarships and who may not otherwise be able to afford tuition without assistance. This year, with Pepsi's assistance, AFD was also able to provide scholarships to students who are customers of AFD member retailers. Posters from the AFD Foundation were provided to stores in January so that store employees and customers could apply for the scholarships.

In order to continue to serve our

mission, AFD Foundation is asking for support from the food and beverage industry. AFD Foundation, Inc. is a 501 (c) (3) corporation, donations are tax deductible as a charitable contribution to the extent provided by law. Please call AFD at 248-671-9600 for more details.

## Wait, was that Tiger Woods teeing off?

Well, even if we didn't have Tiger, we certainly had a great representation from Michigan's food and beverage industry.

AFD golfers took over the beautiful Fox Hills in Plymouth on Wednesday, July 13 to enjoy some friendly competition and raise funds for AFD Foundation scholarships. For more information and plenty of photos, see pages 26, 28 & 29.



(l to r) Craig Malek, Neil Thompson, Derrick Ballard and Nick Dujmovich of Frito-Lay

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## It's time to stock up at AFD's two Holiday Beverage Shows!

Special pricing, holiday gift sets, and new products galore will all be available at AFD's two Holiday Beverage Shows. We are happy to present a NEW show on the west side of Michigan at the DeVos Place in Grand Rapids on Tuesday, September 20, 2005.

The new location for the beverage show held formerly at Burton Manor is now at Rock Financial Showplace in Novi, on Wednesday and Thursday, September 21 and 22, 2005. In

addition to the new location, this year we are also featuring a special wine section within the Novi show. Retailers from throughout the area will be able to invite their best customers to sample new wines that they can order through their retailer at special show prices. Any retailer that would like to be able to invite customers to the show should call Dan Reeves at AFD (248) 671-9600. For more details on both holiday shows, see pages 16 and 17.



# Stock-Up on America's #1 Healthy Beverages!



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# Store safety is our responsibility



By Ronnie Jamil  
AFD Chairman

On July 5th, my Farmington Hills Mug & Jug store was the scene of a vicious armed robbery. At approximately 9:00 p.m., two masked men entered the store, one used a pair of handcuffs to lock the front door, while the other pistol whipped my nephew, Matthew Al-Shiek, to his knees and then shot him after forcing him to open the register. Matthew was transported

to Beaumont Hospital where he underwent surgery and although he is recovering, the brutality of the robbery shocked us all.

Farmington Hills police and my family offered a \$10,000 reward for information leading to the capture and conviction of the criminals. Police Chief William Dwyer and his staff diligently reviewed surveillance tapes and evidence at the scene. Their commitment to find the perpetrators of this particularly violent crime, with the help of police departments in other Metropolitan Detroit cities has resulted in the arrest of three suspects.

Although Matthew is expected to recover physically, the shock and emotional trauma of the event will stay with our family forever.

Perhaps this terrible incident can be used as a wake-up call for all of us – retailers and suppliers alike –that handle cash on a daily basis. Safety

for our employees and for us should be a top priority.

What would you do if your store was involved in a robbery? Would you know the right techniques to ensure the safety of your staff and customers? Do you have the proper surveillance equipment? Store safety and security is vital to ensuring an atmosphere where your customers want to return and also for creating a good working environment for your employees.

You can't run a good business if your employees and customers don't feel safe. Employee training remains on of the most important steps a retailer can take to ensure store safety and all operators should use training materials designed to teach employees the important elements of robbery and violence deterrence.

It is important to pay attention to security now because crime is increasing. According to the National Association of Convenience Stores, in the '90s, crime was on the decline, but there are now more young people in the 18 to 24 age group and crime is increasing as the population in this group rises.

Another reason for the increase in crime is the large number of people being released from prison. They were locked up in record numbers in the '90s and now they are coming out in record numbers. NACS statistics indicate that over two-thirds are likely to commit more crimes.

There are many resources for safety training materials. The National Association of Convenience Stores ([www.nacsonline.org](http://www.nacsonline.org)), Food Marketing Institute ([www.fmi.org](http://www.fmi.org)), and Grocery Manufacturers Association ([www.gma.org](http://www.gma.org)) all have safety and security manuals and offer courses in store security.

The Robbery and Violence Deterrence Program offered by NACS is particularly good for retail outlets and easy to follow. It covers five steps to security, which include 1. Employee Training, 2. Cash Control and Signage, 3. Lighting, 4. Visibility, and 5. Escape Routes. Please, right now, take a moment to review your store security procedures, check out new material from one of the associations listed above and make any changes necessary to keep your store, your employees and yourself safe from crime. I also suggest adding an *extra employee* in your store during the evening and night.

On a personal note, I would like to thank our friends, customers and even complete strangers for all the thoughts, prayers and well wishes. They meant a lot to our family.

## The Grocery Zone

By David Coverly



# IZZE Beverage Company “pops” for a good cause

By Ryan MacWilliams

Three years ago, two men by the names of Todd Woloson and Greg Stroh went into business under the flag of producing a high quality product while contributing to a higher purpose. They started IZZE Beverage Company in Boulder, Colorado. Today IZZE distributes across the nation and continues to grow.

The two men saw an opportunity after tasting European sodas. Their idea was to create an all-natural counterpart that would be both healthy and tasty. After a few months of trial and error, the partners were finally content with the perfect combination of fruit juice and sparkling water and in June of 2002, IZZE was ready for business.

Today, IZZE comes in seven flavors: Blueberry, Clementine, Blackberry, Grapefruit, Lemon, Pear, and the new addition to the IZZE family - Pomegranate. Two new flavors are expected to be on the shelves by next year. IZZE is sold nationwide in Starbucks, Target, Cost Plus World Market stores, grocery stores, fine restaurants, delis and schools across the United States, Caribbean and South Pacific. IZZE comes in 12 ounce bottles, 16 ounce bottles, and 8.4 ounce cans.

A fridge pack is currently under development.

IZZE sparkling juices are a simple and clean blend of 100% fruit juice and sparkling water, free of caffeine, artificial ingredients, high fructose syrup and refined sugars. For those looking to fulfill their daily serving of fruit but can't get a hold of an apple or an orange each 12 ounce bottle of IZZE is equivalent to one serving of fruit (based on the USDA Food Guide Pyramid).

Since the beginning, IZZE has been dedicated to the idea of contributing to communities around the nation. IZZE continues to follow their mission and has done so through Project Reach. The IZZE Q Award.

“Project Reach, a program that supports and creates education-based development for farm workers and



Todd Woloson (co-founder & president) and Stephanie Mosson (Las Angeles Field Marketer)



their families in the communities where IZZE buys its fruit, is an initiative that is truly the heart and soul of our company,” said Todd Woloson, president and co-founder of IZZE Beverage Company. Founded in 2004 in partnership with The Global Education Fund, Project Reach is a non-profit literacy organization.

In September of 2004, the IZZE Beverage Company created the IZZE Q Award to recognize the achievement of non-profit organizations. Along with a cash grant, each winner receives a limited edition label including a short profile of its organization printed on IZZE 4-pack cartons. New winners are announced every six months. IZZE also donates funds to support Healthy Start, a child-care center in Parlier, California, which provides services for teenage mothers working to complete their high school education. The community of Parlier is one of the largest growers of white juice grapes in the country, and all of the mothers involved with Healthy Start are daughters of farm workers employed by growers there. For more information call Heather Willison, (303) 327-5515 x119, or email her at heather.willison@izze.com.



## Calendar

**September 20, 2005**  
AFD W. Michigan Holiday Beverage Show  
DeVos Place, Grand Rapids, MI  
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**September 21 & 22, 2005**  
AFD S.E. Michigan  
Holiday Beverage Show  
Rock Financial Showplace, Novi, MI  
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**October 29-November 1, 2005**  
NACS Show 2005  
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www.nacsonline.com

**January 27, 2006**  
AFD Annual Trade Dinner and Ball  
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The AFD Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by Metro Media Associates, Inc. (MMA) for the Associated Food Dealers of Michigan (AFD) at 30415 W. 13 Mile, Farmington Hills, MI 48334. Material contained within The AFD Food & Beverage Report may not be reproduced without written permission from AFD.

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# Interstate Brands, Sarah Lee bet on whole-white bread

Two new whole-grain-bread product launches are introducing a new type of good-for-you white bread.

Interstate Bakeries Corp., the baker of Wonder Bread, is touting its 100 percent whole-grain bread as the new white. It claims it will permit white-bread enthusiasts to continue enjoying their bread while gaining the benefits of whole grain.

Sara Lee Corp., which didn't enter the bread market until three years ago, is saying its blend of enriched white flour and whole-grain flour is what consumers will prefer.

Sara Lee's bread will hit the bread aisle nationwide in July, while Wonder's will roll out in only six markets initially.

It hasn't been easy getting to

this point. Breadmakers for years have been trying, without success, to develop a whole-grain white bread product that was close to the real thing. Only recently have breakthroughs in the milling process allowed bakeries to get close.

A lot is at stake for the \$5 billion bread industry, which was turned upside down two years ago when low-

carbohydrate diets took a significant bite out of bread sales.

The picture has been even bleaker for white bread. Parents have switched to more whole-grain breads over the past several years for nutritional reasons, squeezing the shelf space for kid-favorite white bread.

The effort by both companies is aimed at giving parents a whole-grain product with a taste and texture similar enough to white bread that kids won't know the difference between the two.

While whole-grain breads have gained the upper hand in the bread aisle in recent years, the traditional loaf of white bread still represents 45 percent of the nation's bread sales.

For Wonder's parent, Kansas City-based Interstate Bakeries, which sought bankruptcy protection last year, the new bread is a bold step.

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## Putting a lid on Big Gulp



### 7-Eleven introduces private-label soft drink

A day after 7-Eleven celebrated the 40th anniversary of its Slurpee frozen carbonated beverage, the c-store giant introduced a private-label line of soft drinks under the Big Gulp label. And just as with Slurpee, the goal of the line is to bring some fun to a stalwart category.

"The strategy for the brand and the product is to introduce the consumer to a unique, high-quality product in flavors that are fun and exciting," Jack Wilkie, vice president of franchisees and corporate communications for Dallas-based 7-Eleven, told CSP Daily News. "We can have as much fun with Big Gulp as we can with Slurpee flavors because it's a proprietary brand."

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# Boom: The key demographic



by Michael Sansolo  
Senior Vice President  
Food Marketing Institute

It starts happening early next year and once again the demographic profile of the United States will change like never before.

The event is the first of the Baby

Boom generation turning 60, marking yet another landmark in aging of the generation that has left an indelible mark and level of change on every part of American life since the end of WWII.

Boomers have been a never ending source of change from the days they first swelled the population to the days of protest and "do your own thing," which probably was the first sign of the world of niche marketing to come. Given the diversity of needs and tastes of Boomers, it's hard to draw a single picture of this generation of 76 million adults. The size and spending power of the Boom generation make them a priority for any marketer.

At 28 percent of the population, Boomers make up the largest population of working adults in the nation and have the highest incomes, which means their overall spending power is unmatched.

According to FMI's U.S. Grocery Shopper Trends 2005, Boomers are easily the biggest spenders on food per household, even though Generation X households are more likely to be larger in size due to a greater presence of children.

Currently, 26 percent of Boomers have children in their household (compared to 50 percent of Gen X), yet Boomers spend \$98.40 on average in supermarkets each week - Gen X households spend \$1 less. Similarly, Boomers spend more (\$75.10) in their primary store than any other shopper group. Boomers are loyal to supermarkets overall and are less likely than other shoppers to regularly frequent a supercenter.

Of course, not all Boomers share any single lifestyle. There are Boomers who are empty nesters and grandparents, while others (sometimes of the same age) are

new or current parents, so targeted marketing is essential.

When it comes to selecting a supermarket, Boomers look for high quality perishables, a clean store and accurate shelf tags. Boomers are more likely than most to stock up on bargains and deviate from their shopping list. They solve their own problems, seeking information and educational resources when trying to attack problems like improving their nutritional habits.

Some 75% believe their diets could be healthier, a much more critical assessment than nearly all other shopper groups. Despite this, a smaller percentage of Boomers are on diets to lose weight than are the younger shoppers from Generations X or Y. (Aging does have its price however. Far more Boomers are on diets for medical reasons than the younger groups.)

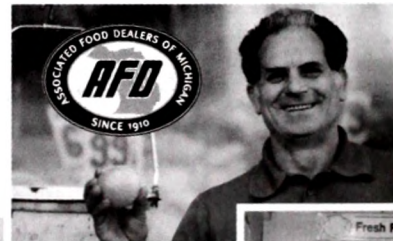
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# Miller Brewing Company Releases 2005 "Beer is Volume with Profit" Report Results Online

Miller Brewing Company recently launched its "Beer is Volume with Profit" online report designed to help the industry better understand beer consumer dynamics throughout all trade channels by making the results

widely available. "Miller's 'Beer is Volume with Profit' serves as the most current, accurate and comprehensive look at the beer industry, with beer-related facts, statistics and information,"

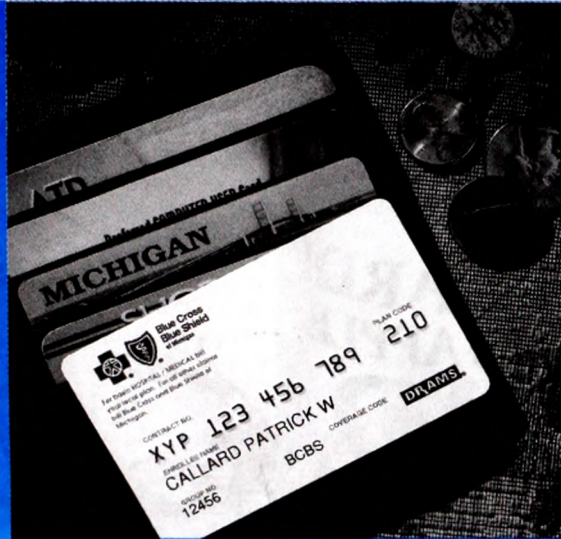
said Jeff Schouten, Miller Brewing Company category management. Available to retailers, distributors and Miller employees via separate online vehicles, this year's "Beer is Volume with Profit" includes five



chapters focusing on an overview of the beer industry, on-premise activity and performance in c-stores, supermarkets and liquor stores. "Beer is Volume with Profit" is designed with retailers' needs in mind. Key features of this year's edition, available online, include:

- Quarterly updates on sales figures
- Regional information
- More detailed consumer data

Retailer customers can access the continuously updated online version online at [www.MillerAdvantage.com](http://www.MillerAdvantage.com).



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## Detroit Popcorn gets new owner

David Farber, 46, recently became the new owner of Detroit Popcorn Co. After four months of negotiations, he recently purchased the company from Robert and Rick Jasgur.

Though he hesitates to give the purchase price, Farber told the *Detroit Free Press* that he has invested over \$1 million in the company.

The Detroit Popcorn Co. sells more than 1-million pounds of popcorn per year (both popcorn and unpopped kernels). Roxy's Sweets, the company's catering division, provides equipment, supplies and operators for all types of events, including birthday parties.

Detroit Popcorn's clientele comes from across metro Detroit.

The company offers a wide range of treats, including cotton candy, waffles, ice cream novelties and milkshakes. It also manufactures and distributes a variety of popcorn flavors throughout Michigan, the

**Detroit Popcorn,**  
*Continued on page 27.*




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## NewsNOTES

### Is chocolate the new coffee?

*The Wall Street Journal* reports on Ethel's Chocolate Lounge, a new store that opened in Chicago earlier this year, with a half-dozen expected to be operating by the end of the year.

"Mars Inc., the closely held candy giant behind Ethel's, is betting that chocolate is the new coffee," the WSJ reports. "Decorated with pink-and-brown striped wallpaper and whimsical lighting, the new chain is Mars's attempt to make lingering over a plate of premium chocolates in a cafe space as mainstream as drinking a morning latte at Starbucks. For a company best known for making mass-market products like Twix and Snickers bars, this means transforming a lowly commodity into a high-price luxury.

### Coke pitches fitness to students

Coca-Cola is spending \$4 million to encourage students in secondary schools to lead healthy lifestyles, offering posters of professional athletes and exercise competitions for students. The company says the campaign is part of its efforts to encourage healthy living among children, but critics claim it's a backdoor way to market soft drinks. *-The New York Times*

### Retailers hit Visa with new suit charging price fixing

A retailer group that includes Albertsons, Kroger, Safeway, Ahold USA, and Walgreen has filed a lawsuit in US District Court for the Southern District of New York charging Visa International and Visa USA with setting rules that limit competition and allow it to charge inflated fees.

The retailers say that Visa illegally bundles its products, forcing them to accept all of its products if they want to be charged lower fees.

The retailers are seeking an injunction and triple damages from Jan. 1, 2004 to the present. MasterCard is not named in this suit, though it was named in another recent lawsuit by a group of smaller retailers, charging that Visa, rival MasterCard and some banks conspired to keep rates high.

### Pernod Ricard sheds Seagram's Vodka brand

Pernod Ricard, which is acquiring the Stolichnaya brand of vodka in its acquisition of Allied Domecq liquor brands, is selling its Seagram's Vodka to privately-held Young's Holdings Inc. The vodka won the Double Gold Medal at the 2003 San Francisco World Spirits competition and sold 640,000 cases last year. *-The Cincinnati Enquirer*

### Study: Curry ingredient blocks growth of melanoma tumor cells

Curcumin, the ingredient which makes curry yellow, has blocked the growth of melanoma tumor cells and stimulated their death, according to laboratory experiments to be reported in the journal *Cancer*. Researchers say curcumin appears to affect the NF-kappa B molecule, active in several types of tumors, including melanoma, and may also be useful in treating other cancers.

*-Forbes/Health Scout*

### Researchers: Lab-grown steaks possible

Lab-grown meat may one day alleviate concerns about animal welfare and environmental issues associated with livestock production, according to researchers whose study was published in the journal *Tissue Engineering*. *-Food Ingredients First*

### GMA unveils new name, logo

The Grocery Manufacturers of America is now the Grocery Manufacturers Association, which more accurately depicts the group's mission, GMA said. Separately, GMA's 2005 Logistics Survey found fuel costs and new driver restrictions are impacting transportation costs. *-Progressive Grocer*

### Fruit producers get sweet on tattoos

Fruit is being tattooed to speed distribution, increase security and get rid of those pesky stickers. The government-approved lasers are part of a post-Sept. 11 "track and trace" technology initiative to help protect the food supply. *-The New York Times*

### USDA warns retailers on food stamp scams

Scams involving electronic benefit transfer systems have popped up in New York and Alabama, according to the U.S. Department of Agriculture Food and Nutrition Service. People claiming to service or update EBT machines are actually transferring credits to one beneficiary's account. *-Progressive Grocer*

### California Approves Prescription Vending Machines

*The San Francisco Chronicle* reports that the state of California has approved applications by Safeway to use vending machines to dispense prescription refills.

Longs Drug Stores reportedly will use the vending machines in California as well, and Walgreens also has filed an application with the state.



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# AFD accepts nominations for Board of Directors election

It is time to choose the AFD's Board of Directors for 2006. The election results will be tallied on Tuesday, December 13, 2005. Any voting member of the association may be nominated to sit on the board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated in writing on or before November 1, 2005. All nominations require support of 25

other members in good standing or a majority vote by the nominating committee. You must be qualified to serve in either the retail category as a regional director, or as a supplier director.

Our board of directors sets policies by which the AFD is governed. We urge all AFD members to get involved by nominating candidates you feel will devote their time and talent to represent the food industry with professionalism and integrity.

Please send your nominations on or before November 1, with supporting signatures, to the AFD Nominating Committee, 30415 West Thirteen Mile Road, Farmington Hills, Michigan 48334. For more information, call Dan Reeves, AFD Vice President, at 248-671-9600.

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## Kar's donates nuts to Red Cross

In July, community blood supply in Metro Detroit was at a critical low level, which prompted the Red Cross of Southeastern Michigan to declare a blood emergency. Kar's Nuts had previously donated 5,000 packages of its Sweet 'N Salty Mix for distribution to Red Cross blood donors in order to encourage donations during the week of July 4 - a time when the need for blood was most critical. In response to the blood emergency, Kar's decided to double their donation in order to encourage local residents to meet this need.

## The buzz about sauerkraut

Concerned that its product wasn't resonating with the younger generation, sauerkraut producer Fremont Co. hired Chicago-based public relations shop Bigfrontier Communications Group to hype pickled cabbage to younger consumers. The PR firm came up with the "K-tini," a martini made with olives stuffed with sauerkraut, and before long, the cocktail was featured on ABC's "Good Morning America." -Chicago Sun-Times



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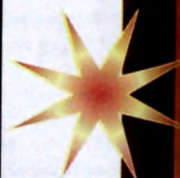


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# Base game sales can mean trip to Las Vegas



By Commissioner Gary C. Peters

Last month we talked about the importance of keeping a full stock of base games for your customers. Not only are the base games important to players, but with an upcoming promotion, they become even more important, especially to Lottery retailers.

From August 15 and through October 13, every book of a base game settled counts as one entry into a drawing for an all-expense paid trip for two to Las Vegas. The winner and a guest will stay at the Monte Carlo Resort and Casino and be treated to the same trip we offer through the Second Chance drawings for our Hold 'Em Poker games. The prize package includes round-trip coach airfare for two; four days/three nights in a deluxe room at the Monte Carlo; all ground transfers to and from Las Vegas-McCarran International Airport; two show tickets to see master magician Lance Burton; and Day Spa passes for two. The winner will be randomly drawn from all the entries and awarded on November 17.

Eligible games are some of those that we discussed in July: \$2 Bingo, \$2 Cashword, \$2 Wild Wild Time, \$2 Wild Time Doubler, \$5 Bingo

Mania and \$5 Super Red Hot Cashword.

This is a great opportunity on several fronts. The Lottery is pleased to use this promotion as a way to thank our retailer partners for all their efforts, and more importantly, a hard-working retailer and his or her guest is going to receive a great prize that is well-deserved. We hope to be able to offer more of these incentive prizes in the future!

### Upcoming Instants

We have some exciting new instant games in the lineup for the next few weeks.

Winner's Circle, a \$2 game that went on sale August 1, features a new play style similar to bingo. The play area is essentially a round bingo card comprised of three concentric rings of different color. The play area is further subdivided into four "wedges." Players win by matching all the numbers within

one of the three rings, in one or more of the four wedges, or by matching all the numbers in the entire circle--a "blackout"

On August 8, look for Break the Bank. The \$5 ticket is two-sided, with scratch-off games on the front and pull-tabs on the back. Sales for the \$2 Cashword Doubler will begin on August 29.

Retailers will want to continue to promote Chrysler Cash, a \$3 ticket that went on sale in late July and features two instant chances to win a 2005 Chrysler 300C sedan, which was the Motor Trend Car of the Year. This game also features two second chance drawings for Chrysler brand merchandise prize packs. All 440 winners of merchandise prize packs will be automatically entered into a grand prize drawing for a third 2005 Chrysler 300C. The game is loaded with over 1,000 prizes of \$300, the top cash prize.

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# CSPI calls on FDA to require health warnings on soft drinks

The Center for Science in the Public Interest (CSPI) wants the U.S. Food & Drug Administration (FDA) to put warning labels on soft drinks akin to the Surgeon General's warning on cigarettes.

In a petition filed with the FDA, the watchdog group asked the agency to require a series of rotating health notices on containers of all nondiet soft drinks—carbonated and noncarbonated—containing more than 13 grams of refined sugars per 12 oz. (The typical 12-oz. soda contains 40 grams.)

CSPI said the rotating messages could include:

- The U.S. Government recommends that you drink less (nondiet) soda to help prevent weight gain, tooth decay and other health problems.
- To help protect your waistline and your teeth, consider drinking diet sodas or water.
- Drinking soft drinks instead of milk or calcium-fortified beverages may increase your risk of brittle bones (osteoporosis).

CSPI also said that caffeinated drinks should bear a notice that reads, "This drink contains x grams of caffeine, which is a mildly addictive stimulant drug. Not appropriate for children."

"Just as the soaring rates of obesity have shocked Americans, so should the increasing consumption by teenagers of one of the causes of obesity," CSPI executive director Michael F. Jacobson said. "What was once a rare treat in a small serving is now served up morning, noon, and night, virtually everywhere Americans happen to be. How did a solution of high-fructose corn syrup, water, and artificial flavors come to be the default beverage?"

In 2004, soda companies produced 37 gallons of carbonated non-diet soda—providing about 60,000 empty calories—for every man, woman and child in the United States, according to the CSPI report, first issued in 1998. Industry data show that per-capita production of carbonated soda has dropped 7% since 1998.

And because many adults have switched to diet soda, production of nondiet soda has declined 12%—the biggest decrease ever. Nevertheless, despite that decline in overall production, soda consumption in kids has increased from the 1970s to the 2000s, as have their rates of obesity. Obesity has doubled in kids, and tripled in teens.

CSPI's new data show that one out of every 10 boys consumes 66 oz.—equivalent to five and a half 12-oz. cans, or about 800 calories per day. One out of every 20 boys consumes the equivalent of 7 cans per day, or about 1,000 calories. The amount of refined sugars that soda-drinking teens get from soda exceeds the government's recommendations for their sugar consumption from all foods.

CSPI's petition is supported by the American Dental Hygienists Association, the American Society of Bariatric Surgeons, the Consumer Federation of America, the National Center for Health Education, and others. It is also supported by scientists and nutrition

experts, including Gladys Block of the University of California, Berkeley, School of Public Health; George Bray of the Pennington Biomedical Research Center at Louisiana State University; Brian Burt of the University of Michigan School of Public Health; JoAnn Manson of Harvard Medical School; and Marion Nestle of New York University.

Besides health messages on labels, CSPI recommended requiring calorie labeling of beverages on chain restaurant menus and menu boards, and stopping soda sales in schools. CSPI also said states and local governments that levy small taxes on soda or other junk foods should consider earmarking those revenues for promoting health and fitness. A national 2-cent-per-can tax on soda would raise \$3 billion annually—almost 1,000 times as much money as the federal government spends promoting consumption of fruits and vegetables.

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# Mitch Irwin appointed Director of Agriculture

The Michigan Commission of Agriculture appointed Mitch Irwin as Director of the Michigan Department of Agriculture (MDA) by a unanimous decision. Irwin replaces Dan Wyant who announced his resignation effective July 29, 2005.

Irwin, of East Lansing, is currently the Director of the Michigan Department of Management and Budget (DMB). Prior to joining DMB, Irwin held positions with the Michigan State Senate where he served the Upper Peninsula and northern Michigan from 1979 to 1990; the Economic Development Corporation of Chippewa County; and the Eastern U.P. Regional Planning and Development Commission.

"We are pleased to have a person of Mitch Irwin's background to lead the department, working with the diverse food and agriculture industry on behalf of the citizens of Michigan," said Jim Byrum, Commission Chair. "All of the candidates were very committed to improving the state's agriculture industry, but Mitch is an outstanding choice to take on the challenges

and opportunities facing agriculture today."

The other candidates who interviewed were former State Representative Gene DeRossett of Saline; James Lloyd of Okemos, currently the assistant to the dean of the College of Veterinary Medicine at Michigan State University; and Michael Schrom of Bangor,

who is currently in a management position at Honee Bear Canning. All five commissioners voted in favor of offering the job to Irwin after deliberations following the interviews.

Irwin commended Dan Wyant for the leadership he has provided in his role as MDA Director for the past nine years. "Director Wyant has

developed strong partnerships with the multitude of public and private organizations that serve this vital industry. It is my goal to build on the administration's priorities of both protecting Michigan's consumers by ensuring a safe and healthy food and crop supply, and of protecting and growing Michigan's agriculture industry."

## Magazine may use story premise to get vendor list

AFD recently received an email from Bob Welch of Hollywood Markets regarding *Food & Drink Magazine*. According to Welch, he was recently contacted by a representative of the publication who was supposedly writing an article about Hollywood Market and its relationships with its vendors.

"It turns out that this was just a ploy to get names and addresses of our vendors so they could solicit them for ads for their magazine. You might want to give a heads-up to the rest of your members so they know that these people are deceitful in their dealings," Welch wrote in his email.

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# Rep. Tupac A. Hunter works for a brighter Detroit

**Tupac A. Hunter**  
**State Representative**  
**Detroit-9th District**  
**Democrat**  
**Minority Whip**  
**Legislative Committees:**  
 • **Minority Vice-Chair of Banking and Financial Services**  
 • **Energy and Technology**

By Kathy Blake

State Representative Tupac A. Hunter, (D-Detroit), is dedicated to bringing change to Detroit. "I want to see that Detroit becomes the world class city that we all talk about. We need people representing our city that have actually experienced a variety of things, politicians that understand where the rubber meets the road to make a change," Rep. Hunter exclaimed.

Being a native of Detroit, he has a vested interest in the city. In college he majored in urban studies and public policy because he wanted to make a difference.

### **Detroit Economic Growth Corporation**

After college, he gained some corporate financial experience prior to taking a job as a staff aid to a Detroit City Council member. There, he developed an understanding of the policy formulation process and its impact on residents' quality of life.

A year later, he was recruited to be a project manager for the Detroit Economic Growth Corporation, (DEGC). The DEGC is focused on attracting and retaining jobs and expanding the city's tax base. Hunter said during his five and a half years at the DEGC, he oversaw a portfolio of projects including residential, commercial, industrial and downtown which represented a significant amount of new economic investment for the city.

He helped the city purchase real estate and finance projects. The

DEGC is 80 percent funded by the city and 20 percent by private donations.

Rep. Hunter is particularly proud to have seen through—from start to finish—the Brush Park Manor, a senior housing project north of downtown. He helped obtain \$8 million in funding from HUD and dealt with the acquisition of land and development. The manor houses 112 seniors.

### **First legislative term**

After joining the state legislature, Hunter was among 36 lawmakers selected to participate in the Council of State Government's Bowhay Institute for Legislative Leadership Development, which is recognized as one of the premier leadership training programs in the nation.

In his first term, Hunter was on the Appropriations committee. He was minority vice-chair of the Judiciary subcommittee. He said he and his colleagues worked hard, constrained by a tight budget, to get funding allocated for the drug treatment court program.

"Our governmental fiscal crisis should not effect our commitment to mental health and substance abuse. If we don't spend the money in treatment and rehabilitation we will spend it in correctional institutions," said Hunter. He also worked towards continuing funding for Detroit schools and AIM High, a health assistance program for African Americans with low income who have terminal diseases.

### **Second legislative term**

In November of 2004, he was overwhelmingly re-elected to a second term to represent the citizens of the 9th District. He was unanimously elected by the Democratic Caucus to serve as the Minority Whip for the 2005-06 legislative session. This is a leadership position that allows him to provide input for the caucus agenda. He assists in tallying votes within the caucus on controversial issues, (prior to the actual vote), to help the caucus put up a united

front in legislative negotiations. He works very closely with the Minority Floor leader.

Also, he serves as the Minority Vice-Chairman of the newly formed committee on Banking and Financial Services and is a member of the Energy and Technology committee.

### **Consumer protection**

Rep. Hunter believes that one of the main concerns for citizens is consumer protection. He co-authored legislation for payday lending, limiting the rates that lenders can charge. "If this passes, we will have one of the most stringent laws in the country," said Hunter. Payday loans are short-term loans provided to consumers who show proof of income. The interest rate can be very high. "It's a big problem, particularly where minorities reside," said Rep. Hunter.

He is also working on the issue of insurance redlining. "As a Detroit it is very important to be at the center of that debate. We are unfairly targeted for insurance price gouging. Detroiters are charged more than the rest of the citizens across the state," he said.

### **From state representative to state senator?**

After Rep. Hunter finishes his current term, he hopes to sit on the other side of the State Capitol. He plans to run for the 5th district State Senate seat, currently occupied by Senator Burton Leland, who is in his third and final term of office.

### **Political and civic committees and memberships**

Rep. Hunter currently serves as a member of the Midwestern Legislative Conference of the Council of State Government's Innovations Selection Committee. Also, he has been appointed by the Speaker of the House of Representatives to serve on the Financial Services Committee of the National Conference of State Legislatures. Since he is dedicated to developing young leaders, he



also serves as a member of the Honorary Board of Michigan State Legislators for the Congressional Youth Leadership Council.

Rep. Hunter actively maintains various community and civic affiliations including the 8th Police Precinct Community Relations Organization, 6th Police Precinct Community Relations Organization, NOW Detroit Community Organization, Kappa Alpha Psi Fraternity, Inc., Detroit Branch NAACP, Democratic Leadership Council, and the 14th Congressional District Democratic Party Organization.

### **Education**

He graduated from the University of Detroit Jesuit High School and Academy. He graduated with honors from Morehouse College in Atlanta, Georgia with a Bachelor of Arts Degree in Urban Studies and Public Policy in 1995.

### **Personal**

A single father with a son, Rep. Hunter will soon be married. He enjoys spending time with his family and he enjoys reading books and watching sports.

To contact Rep. Hunter, call (517) 373-1705, email to [tupachunter@house.mi.gov](mailto:tupachunter@house.mi.gov) or write The Honorable Tupac A. Hunter, State Representative, State Capitol, PO Box 30014, Lansing, Michigan, 48909-7514.



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# Engineer has designs on Holland convenience stores

By Michele MacWilliams

What would make a Texas construction field engineer switch careers and head to Holland, Michigan to run a couple of convenience stores? Well, it's a long story that begins with the love of a woman. Scott Sreptock met his wife Diane in Dallas, at a nightclub. She was there on a training session for Toys-R-Us. He lived in Dallas and was a field engineer working on the Dallas Symphony Hall.

The couple fell in love and got married, but Scott's job took him on sites for long-term projects and the two hardly ever lived together. After the Symphony Hall, he was assigned to Shreveport, Louisiana, for two years and then the IBM building in Toronto for two years. Following that, a sewage treatment plant in Grand Rapids was his next assignment. This was a good thing, since Diane's family lived in the Grand Rapids/Kalamazoo area.

Scott fell in love with Michigan, especially Holland, with its small-town feel and Lake Michigan shoreline. Desiring to stay in the area, he took a job with a smaller Michigan contracting firm. However, an injured back soon ended his ability to work in construction.

Scott's brother-in-law, Bob Byars, asked him to look at a convenience store that needed remodeling. The store was in Holland, near Lake Michigan. It was 1991 and Bob purchased the 2,200 square-foot store and Scott was the general contractor for the remodel job. Just like that, Scott switched careers and was now a full-time Holland resident and convenience store owner.

In 1995 the two purchased a second store, Northside Liquor Center, on Butternut Dr. on the northern end of Holland.

Scott describes King's Cove as a typical convenience store, selling a variety of items that customers may need when visiting the lakeshore area: beer, wine, snacks, candy, sunscreen, napkins, paper towels, and liquor.



Scott Sreptock (left) with wife Diane and partner Bob Byars.

"At King's Cove, our average sale is about \$4 to \$6, because we deal in a lot of small ticket items like candy," says Scott. On the other hand, Northside's average is \$10 to \$12 per sale because the 5,100 square-foot store carries no groceries at all – strictly beer, wine and primarily liquor.

"Our Northside Liquor Center is one of the top 150 in off-premise liquor sales in Michigan because that's all we sell," Scott adds. He said that he doesn't even try to compete for other convenience store purchases at the Northside store, since there is a Speedy gas station and a Walgreen's on facing corners from the store.

Scott says that business is good when things run smoothly. However, that isn't always the case. "It's difficult to keep good employees because we can't provide health insurance. We keep looking at it to see if prices have gone down, but right now, it isn't an option," Scott explains.

Break-ins and shoplifting are somewhat common occurrences too. "We have our share of break-ins. At King's Cove we had two in the last two months," Scott says. However, they have invested extensively in security and because their system is so good, the local police almost always catch the perpetrators.

"We post signs and our cameras

are visible, which also deters some shoplifting," states Scott, adding that "when our cameras catch someone stealing, I post their picture at the store and tag them as a thief."

Scott laughs because the last time he did this, he received a call from the person in the photo, asking how he could make restitution so that his photo would be removed. The man came in, paid for the purchase and Scott removed the photo.

A few months prior, a couple of professional shoplifters were caught by the local police after Scott and Bob provided video of them stealing from their store.

"The police love our security system," Scott beams.

Scott and Bob also like the new liquor pricing law, which allows retailers to raise the retail price on a bottle of alcohol, as long as the pricing stays above that state-imposed minimum. "I wish that the general public could understand the problem of trying to sell at a fixed price when the cost of doing business keeps going up."

"We raised our prices right away. We know that we can never compete with the big box boys. We sell convenience and service. Being able to raise our prices gives us an opportunity to recoup some of our costs," says Scott.

What he would like to see now may surprise some independent

retailers. Scott and Bob would like the state to provide quantity discounts. "They would have to do it across the board, but giving discounts for large purchases of a single item could help us," he added.

So what's next on the horizon for Scott and Bob? They recently purchased the building next door to King's Cove and are adding a deli. "We're upscaling the store, with a really good deli where customers can get a great sandwich or other deli fare," Scott says.

The life of a convenience store owner is quite different from that of a contract engineer. Instead of being away from home for stretches of two to three years, Scott very rarely travels. "I haven't had a vacation in 10 years," he explains, adding that the traveling that he and Bob do now is to convenience store seminars and conferences.

"We're pretty much tied to the stores 24-7," he adds. However, Scott loves Holland and the opportunity to be home with Diane and their two children, Melinda (19) and Larry (17).

"Our son was just two when we moved here," says Scott. Being the son of a military man himself and moving often as a child, Scott is happy that his career change provided the opportunity to raise his family in Holland.



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In the instant games lineup, there are six big stars – accounting for more than 30% of all instant ticket sales! And now, when you stock up on these big sellers, you'll not only earn some big commissions – you might even win an exciting, all-expenses-paid trip to Las Vegas!

The trip includes round-trip coach airfare for two, 4 days/3 nights in a deluxe room at the Monte Carlo Resort & Casino, two show tickets to see master magician Lance Burton and Day Spa passes for two.

From August 15 - October 31, independent retailers can earn an entry for every base game book settled. So sell those tickets and enter often! It could be the best thing you've done all year!

Base Games	Average Weekly Sales	Percentage of Instant Games Sales
Cashword	\$1,667,000	13%
Wild Time	\$889,000	7%
Bingo	\$724,000	5%
Bingo Mania	\$345,000	3%
Red Hot Cashword	\$337,000	3%
<b>All Base Games</b>	<b>\$3,962,000</b>	<b>31%</b>



# AFD Foundation Golf Outing brings food industry together

Beautiful rolling terrain and a day without rain greeted golfers on July 13 for the Annual AFD Foundation Golf Outing. Held at Fox Hills in Plymouth, golfers enjoyed a fun day away from their jobs to help a great cause – the AFD Foundation scholars. This year the Foundation provided 25 deserving students with \$1,500 scholarships each.

It takes a lot of work to host a large outing like AFD's. With two courses in action, there was a lot

of coordination behind the scenes. The event's success was clearly due to the hard work of our great golf committee, AFD staff and volunteers. Together this hard-working group stuffed goodie bags, worked registration, packed and unpacked all prizes and equipment for the event, handed out door prizes, coordinated the presentations, sold raffle tickets, and monitored contest holes. A special thanks to our great co-chairs, Rick Welch from Hollywood Markets,

and Bob Halstead from Pepsi Bottling Group. Also, a very special thanks to Jim Chuck from Frito-Lay, who provided a truck and assistance to move all the goodies and prizes to

Fox Hills. For all of our volunteers, sponsors, food and prize donors... **THANK YOU!** Without your help we certainly couldn't have had such a successful day.

## A special thanks to the AFD Golden Eagle sponsors

Instead of sponsoring a scholar, these companies agreed to allow their contributions to go directly into the AFD Foundation sustaining fund, with the goal of growing the fund to \$1 million.

### Thank You Sponsors!

#### Golden Eagle Sponsors

Golden Eagle Sponsorship Donations go directly into the AFD Foundation sustaining fund.

7UP Bottling Group  
Absopure  
Eastown Distributors  
Kar's Nuts  
Kowalski Companies  
Miller Brewing Company  
North Pointe Insurance Company  
Pepsi Bottling Group

#### Eagle Sponsors

Allied Domecq	Faygo Beverages
Anheuser-Busch, Inc.	Frito-Lay
Bacardi	General Wine & Liquor Co.
Brown-Forman Beverage Co.	Guardian Alarm
Central Distributors of Beer	Meadowbrook Insurance Group
Coca-Cola Bottling Co. of Mich.	NWS Michigan Premier Division
Country Fresh/Melody Farms	Optimal Payments
CROSSMARK Sales Agency	Pernod Ricard USA
D&B Grocers Wholesale	Sagemark Consulting
Diageo	Skyy
DTE Energy	Spartan Stores, Inc
Farmer Jack	Standard Federal Bank

#### Birdie Sponsors

Bellanca, Beattie & DeLisle, P.C.  
Cox, Hodgman, Giarmarco, P.C.  
Prairie Farms/Tom Davis & Sons



(l to r) Marion Body from Miller Brewing Company, Bob Holycross of North Pointe Insurance, Mark Sarafa from Absopure Water Company, Joe O'Bryan of 7UP Bottling Company, Joel Phillips of Pepsi Bottling Group, Michael Kowalski from Kowalski Companies, Matt Spence from Kar's Nuts and (front kneeling) Samir Kuley from Eastown Distributors.

## Product donations really helped

Many thanks to all the companies that donated products and prizes for the AFD Foundation Golf Outing. Your products, sampling stations and prizes help to make this a premium event!

7UP Bottling Group	Miller Brewing Company
Absopure Water Company	Arctic Glacier Ice
Anheuser-Busch	Pepsi Bottling Group
Archway	Prairie Farms/Tom Davis
Awreys	Rocky Peanut
Bar S Foods	Nestle
Better Made	Spartan Stores
Blue Cross Blue Shield of Michigan	Sales Enterprise
Brown Forman Beverage Co.	S. Abraham & Sons
Coca-Cola Bottling Co.	National Wine & Spirits
Country Fresh/Melody Farms	General Wine & Liquor Company
CROSSMARK	Red Bull
Dairy Fresh	Standard Federal Bank
Diageo	Edy's Ice Cream
Faygo Beverages	Pernod Ricard
Frito-Lay	Bacardi
Gadaletto, Ramsby Associates, P.C.	Bank of Michigan
Interstate Brands	Trans-Con Companies
Kar's Nuts	Tony's Pizza
Kowalski	General Mills
Michigan Lottery	



## Classified

**FOR SALE**—Detroit Warehouse. 22 ft. refrigerator truck for hire — daily/weekly. Call Dave Evola (586) 360-7662.

**FOR SALE**—Superette, liquor, lottery, Spartan Store. \$595,000 & inventory. Sales \$2,400,000 annually. Call John or Jim (248) 644-8900.

**FOR SALE**—Full service supermarket. 3200 sq. ft. Meat, produce, liquor. East side Detroit, facing Grosse Pointe. Call (313) 885-7140.

**FOR SALE**—1971 Mercury Cougar XR7 - 351 Cleveland all original but paint. Clean, runs well. \$5000.00 OBO - MUST SELL. Call (734) 9410-2011 x11 before 6pm or (313) 295-0377 after 6pm.

**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. \$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.

**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 retired. This is a well-established business (50 years at this location). Price: \$245,000. Call 810-621-3663

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

### Detroit Popcorn,

*Continued from page 10.*

United States and Canada from its Detroit facility, which has a retail showroom open to the public.

"I see a great deal of opportunity," Farber told the Free Press. The company posted 2004 sales of \$2.5 million.

"My decision to purchase the business was predicated on the

company's growth potential, the excellent location we have with I-96 and other freeways being so close."

Farber believes that Detroit Popcorn's growth potential is in sales to convenience stores and gas stations.

The company has 25 employees at its 70,000-square-foot facility at 12843 Greenfield in Detroit.

Farber previously owned the Vitamin Outlet, which he started in 1992 and grew to 10 stores before selling in March 2003. Prior to that, he opened Vital Foods in 1989, which grew to seven stores, before selling it to General Nutrition Centers.

Contact Detroit Popcorn Company at 313-835-3600 or [www.detroitpopcorn.com](http://www.detroitpopcorn.com).



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(L to R) Matt O'Brien, Scott Smith and Gary Kroll of Bacardi.



Scholar Erol Ahmed with sponsor Matt Cole of Brown-Forman Beverage Co.



(L to R) Tony Boucher, Jim Caleca, Bill Bailey and Rob Partain of Central Distributors of Beer.



(L to R) James Wilkerson, Pat Napoleon, Bryan Torok and Ben Lockhart of the Michigan Lottery.



Scholar Sarah Atcho with sponsor Rob Partain of Central Distributors of Beer



(L to R) Mario Fiordilino, Nick Bontomasi, Kathy Cole and Steve Grimmer of Coca-Cola Bottling Co. of Michigan.



Scholar Stephen Gardner with sponsor Bobby Hesano of D&B Grocers Wholesale.



Scholar Kurtis Edelbrock with sponsor Kathy Cole of Coca-Cola Bottling Co. of Mich.



(L to R) Mike Kruk, Marion Body, Ted Huston and Keith McCue of Powers Distributors.



Scholar Lauren Hesano with sponsor Tom Waller of CROSSMARK Sales Agency.



Scholar Timothy Finch with sponsor Jim Chuck of Frito-Lay.



(L to R) Ray Laurinaitis, Debbie Clark, Alan Domzalski and Val Domzalski of Ever Fresh.



(L to R) Mark Benedict, Jim Grant, Pawl Shwedel and Randy Rutherford of Country Fresh Dairy



(L to R) Dale Rennell, Stacey Young, Faiez Asmary and Cliff Parr of National Wine & Spirits.



(L to R) Ron Nash & Jeff Witlow of Anheuser-Busch, Inc.



Scholar Hamilton Harris with sponsor Scott O'Brien of Allied Domecq.



(L to R) W. Bloomfield Police Chief Ron Cronin, Farmington Hills Police Chief Bill Dwyer, Franklin Police Chief Ed Glomb and AFD Chairman Ronnie Jamil.



(L to R) Jim Gottsman of D&B Grocers Wholesale, Ron Gardner of Spartan, Dan Kilburg and Bobby Hesano of D&B Grocers Wholesale.



(L to R) AFD Board Member Brian Yaldoo with Charly McCallum of Spartan, Jim O'Shea of MoTown Snack Foods and Jim Hooks of Metro Foodland.



Chester Cheeto

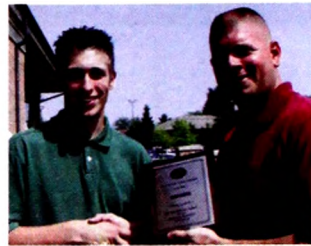




Scholar Brandon Kalasho with sponsor Jim Petras of NWS Michigan Premier Division.



(L to R) Tony Konja, Sonya Kory-Haio, Kelly Mires and Ray Confee of Standard Federal.



Scholar Justin Masters with sponsor Matt O'Brien of Barcardi.



(L to R) Ed Frost, Forest Bryson, Al Chittaro and Orlando Woods of Faygo Beverages.



Scholar Colin Murphy with sponsor Conrad Haremza of SKYY.



Many thanks to Frito-Lay for delivering the goodie bags in their Frito Truck!



(L to R) Randy Joiner, Bob Lemon, Dave Urban and Joel Ishbia (behind with his arm up) of Sherwood Foods.



(L to R) Mike Kowalski, Randy Vermilye, Jim Blain and John Oldani of Kowalski.



Scholar Elizabeth Najor with sponsor Rudy Patros of Guardian Alarm.



(L to R) Joe Schutz, Chris Schons, Joe O'Bryan and Larry Rimp of 7UP Bottling Group.



Scholar Alexandra Snook with sponsor Tyree Williams of Pemod Ricard USA.



(L to R) Pancho Hall & Jim Chuck of Frito-Lay.



Scholar Joseph Weiss with sponsor Mark Bottke of General Wine & Liquor Co.



(L to R) Leon Wingo and Chip Gertach of Interstate Brands/Wonderbread Hostess with Larry VanderHoff and John VanderHoff of Tony's Red Baron.



(L to R) Dave Orlando of Prairie Farms, Glen McCallum of Foodtown Supermarket, Tim Karrumi of MoTown Supermarket and Gary Davis of Praine Farms.

## A special thanks to the AFD Golf Committee and Volunteers!

- Bob Halstead Co-Chairman
- Rick Welch Co-Chairman
- Ray Amyot
- Tom Amyot
- Faiez Asmary
- Al Chittaro
- Jim Chuck
- Harley Davis
- James Farber
- Ed Frost
- Chip Gerlach
- James Hooks
- Joe O'Bryan
- Bill Turner
- Randy Vermilye
- Tom Waller
- Jeff Whitlow
- Ryan MacWilliams
- Reid MacWilliams
- Aaron Lutz
- Bill Viviano
- Brent Jamil
- Charlotte Blackwell
- Jim Bellanca
- Jim Garmo
- Jim O'Shea
- Jim Willson
- John Zebari
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- Nick Johnson
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- Stacey Henderson
- Bronson Yaldeo
- Jim Garmo
- Ben Benjamin
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- Charlie Parrish
- Dick Minor
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- Terry Blanding
- Tony Selvario
- Gary Davis
- Jim Forsberg
- Bob Webster
- Mary Adams
- Jayson Combs
- Robert Campbell
- Wendy Acho
- Doug Kmieske
- Tyree Williams
- Kelly Flynn

# SUPPORT THESE AFD SUPPLIER MEMBERS

## AUTHORIZED LIQUOR AGENTS:

General Wine & Liquor (313) 867-0521  
 National Wine & Spirits 1-888-697-6424  
 1-888-642-4697  
 Encore Group/Trans-Con, Co. 1-888-440-0200

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage (313) 532-1181  
 Archway Cookies (616) 962-6205  
 Awrey Bakeries, Inc. (734) 522-1100  
 Interstate Brands/  
 Wonder Bread/Hostess (586) 792-7580  
 S & M Biscuit Dist. (Stella D'Oro) (586) 757-4457  
 Taystee Bakenes (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  
 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

Coors Brewing Co. (513) 412-5318  
 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  
 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) 925-3000  
 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  
 McCormick Distilling Co. (586) 254-5650

Michigan Grape & Wine Industry Council (517) 373-1104  
 Miller Brewing Company (414) 259-9444  
 National Wine & Sprits 1-888-697-6424  
 1-888-642-4697  
 (517) 372-3330  
 Paramount Coffee  
 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 (248) 601-0172  
 Pettrpen, Inc. (586) 468-1402  
 Sara Lee Coffee & Tea (734) 414-8433  
 Seven-Up of Detroit (313) 937-3500  
 Tr-County Beverage (313) 584-7100  
 Vintage Wines (586) 294-9390

## BROKERS/REPRESENTATIVES:

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

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 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 Cateleng (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

## EGGS & POULTRY:

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

## FRESH PRODUCE:

Aunt Mid Produce Co. (313) 841-7911

## ICE PRODUCTS:

Arctic Glacier, Inc. (810) 987-7100  
 International Ice, Inc. (313) 841-7711  
 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:  
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 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  
 Wolvenne Packing Company (313) 568-1900

## 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  
 Trader Publishing (248) 474-1800  
 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  
 Motown Snacks (313) 931-3205  
 Kar Nut Products Company (248) 588-1903  
 Mexico Wholesale (313) 554-0310  
 Nikhias 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  
 Binno & Binno Investment Co. (248) 540-7350  
 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  
 Constellation New Energy (248) 936-9027  
 Cox, Hodgman & Giarmarco, 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  
 Excel Check Management (248) 787-6663  
 Financial & Marketing Ent. (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  
 Kamsmacker (248) 249-6666  
 Karoub Associates (517) 482-5000  
 Market Pros (248) 349-6438  
 Metro Media Associates (248) 625-0700  
 Mientek-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  
 Power One (734) 455-2500  
 Premier Energy Marketing 1-866-348-7605  
 Prepaid Legal Services (586) 777-9700  
 REA Marketing (989) 386-9666  
 Sagemark Consulting, Inc. (248) 948-5124  
 Shimoun, Yaido & 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) 569-8080  
 Tr-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) 427-5458  
 Culinary Products (989) 754-2457  
 DCI Food Equipment (313) 369-1666  
 Envipco (248) 471-4770  
 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  
 Sara Lee Coffee & Tea (734) 414-8433  
 Taylor Freezer (734) 525-2535  
 TOMRA Michigan 1-800-610-4888

## WHOLESALE/FOOD DISTRIBUTORS:

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  
 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. 1-800-532-9276  
 Economy Wholesale (313) 922-0001  
 Epslein Distributing Co. (248) 646-3508  
 Food Services Resources (248) 738-6756  
 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) 544-8585  
 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  
 Lipan Foods (586) 447-3500  
 Metro D Sales (734) 416-8960  
 Mexico Wholesale (313) 554-0310  
 Michigan Quality Sales (313) 255-7333  
 Nash Finch (989) 777-1881  
 Nat Sherman (248) 202-7330  
 Nikhias 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) 873-7877  
 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) 568-5710  
 Tom Macen & Son, Inc. (313) 568-0557  
 Tony's Pizza Service (616) 795-0220  
 Total Marketing Distributor (734) 641-3353  
 U.S. Ice Corp. (313) 862-3344  
 United Wholesale Grocery (517) 267-9800  
 Value Wholesale (248) 967-2900  
 Weeks Food Corp. (586) 727-3535  
 Wine Institute (313) 882-7830

## ASSOCIATES:

American Synergistics (313) 427-4444  
 Canadian Consulate General (313) 587-2208  
 Wieden & Associates (248) 586-2358

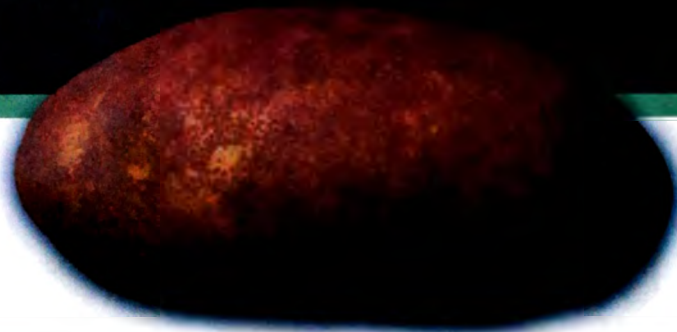


**REAL**  
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