



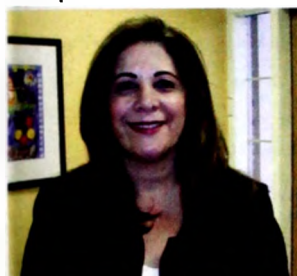
# Food & Beverage REPORT

The official publication of the Associated Food Dealers of Michigan

January 2006

## Just In

**AFD names Shallal as new president**



AFD Board of Directors recently announced the appointment of Jane Shallal to the position of president. She will assume her new job on January 1, replacing current president Mike Sarafa. Jane has extensive experience in the retail industry, working in her family's store for ten years.

She is currently a partner in the law firm of Shallal & Shallal, PLLC in Southfield, where she practices immigration law. Her past

Shallal,

*Continued on page 4.*

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## Annual AFD Trade Dinner and Ball moves to Sterling Inn

For the first time in many, many years, AFD's popular trade dinner and ball will move from Penna's of Sterling to a new location. We're not moving far, just down the road to the Sterling Inn on Van Dyke at 15 Mile Road.

"Penna's is a wonderful facility and their food is always great. We made the change this year because we've held the ball for so many years at Penna's that the Trade Dinner Committee thought it would be interesting to change venues," Bobby Hesano, Trade Dinner co-chair, said.

One big advantage is that this year the Ball will be held on a Saturday night, January 28. It is traditionally held on a Friday night, which means that attendees must change and get across town during Friday rush hour, which can be difficult in the winter.

The Sterling Inn is a beautiful conference center and Best Western hotel, with a state-of-the-art water park. If you choose to spend the night, AFD Trade Dinner attendees receive a reduced rate of \$130 per room.

"This can be a big plus for families," says AFD President Mike Sarafa. While AFD guests are enjoying the ball, their kids can have a blast in the water park."

The Sterling Inn can provide childcare, plus some of AFD's



guest's older children will also be available to babysit. To hook up with an AFD sitter or, if you are spending the night and your son or daughter would like to babysit, please call AFD at (248) 671-9600 so that we can hook up parents and babysitters.

Another big change this year is the date. Normally the AFD Trade Dinner takes place the first or second weekend in February. However, due

### Trade Dinner,

*Continued on page 14.*

## Although the birds flew into Warren seven hours late, AFD Turkey drive still made 1,900 families happy for the holidays

By Michele MacWilliams

Early Thursday morning, November 17, Jim O'Shea of Motown Snacks headed to Value Center Market in Warren in an empty truck, ready to fill it with turkeys for AFD's annual turkey drive. At the same time volunteers began arriving at AFD, ready to help distribute turkeys and Wonder Bread to families around the Detroit area. Unfortunately the birds ran into a snowstorm in Grand Rapids and weren't able to take flight until later that morning.

Some quick shuffling of schedules occurred, and AFD staff and volunteers ended up distributing the birds on Thursday afternoon and also



AFD Turkey Drive volunteers pause for a photo in 20 degree weather behind Value Center Market. (l to r) Toby Zeer, Joey Zeer, Turkey Drive Co-Chairmen Harley Davis and Rocky Husaynu.

on Friday morning, November 18.

"We had to hustle around a bit, but in the end it all worked out," said

*Story and more photos continued on page 22.*

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## Chairman's MESSAGE

# Reflections on the past two years



By Ronnie Jamil  
AFD Chairman

It's hard for me to believe, but this is the last column I will write as AFD's chairman. I have immensely enjoyed the opportunity of serving as your chairman and look forward to continuing to be a part of AFD. I feel proud to have served this fine association in its top office and have faith that the next chairman will lead the AFD with wisdom, pride and integrity.

There are some big changes in store

for AFD. At the AFD Ball on January 28, I will pass the gavel to your next chairman. Also by that time, as most of you know, AFD will have a new president. It has been my pleasure and an honor to work with AFD's outgoing President Mike Sarafa over these past two years. AFD has made some major changes and positive strides under his direction.

Mike, I congratulate you on your new position as president of the Bank of Michigan and I am confident that the bank will benefit from your leadership skills, inspiration and strong sense of direction.

Reflecting back, I am very pleased with the progress we have made. Your Board spends countless hours working on programs, services and legislation to help our industry. I sincerely thank the AFD Board of Directors for the time they have selflessly donated to our association.

Also many thanks go to all the members who chair or work on AFD's special committees. Our trade dinner, golf outing, AFD Foundation, trade shows and turkey drive are all possible because our dedicated members take

time out of their busy schedule to donate to the causes that they feel are important to our industry. Because they care enough to work together, every AFD member benefits.

Much has happened over the past two years. AFD has made great legislative inroads. Being in this position helps our industry continuously. AFD is often consulted on legislative matters that affect you. AFD is your voice in Lansing and we are being heard!

I am particularly proud of the "Minimum no Maximum" liquor pricing structure that allows retailers to set prices on liquor. Many of us spent countless hours on this piece of legislation and our efforts now benefit all liquor retailers.

Larger commissions on winning lottery tickets is another important win for our retailers. In addition, AFD continues to make progress on twice-monthly food stamp payments.

Not only have we made significant achievements, AFD has also been successful in stopping taxes and legislation that could have negative effects.

AFD continues to work hard on the bottle deposit law. There have been many hearings regarding this law, with some groups pushing to expand it to include juice, water, sport drink and other beverage containers. One of the main reasons that this has not happened is the persistence of AFD. We also stopped the liquor catering bill and an attempt to increase Department of Agriculture license fees.

Currently, we are making headway on twice-monthly food stamp payments, and legislation to allow wine tastings in stores.

So much has been accomplished in the past two years, but there is more to do. I know that I am leaving AFD in good hands. I have met and worked with many great people and will always treasure my experiences as your chairman.

In closing, I have a request. Many of you are missing out on the best of AFD. Please make a New Year's resolution to get involved. Pay your dues, join a committee, become involved in legislative issues that affect you and your store. There is power in numbers, and I believe that with the support of our membership, AFD will continue to grow, be a driving force in Lansing and – most importantly – be there to assist and serve its membership.

# The Grocery Zone

By David Coverly



Shallal,

*Continued from front page.*

employment includes the Michigan Attorney Grievance Commission. Prior to that, she worked for the Department of Justice, Office of the United States Attorney as an Assistant United States Attorney and the Wayne County Prosecutor's Office as an Assistant Prosecuting Attorney. She was also a Detroit police officer.

She has a Juris Doctorate from the Detroit College of Law, a Master of Arts Degree in Criminal Justice, from the University of Detroit and a Bachelor of Science Degree from Wayne State University.

"I am looking forward to my job at the Associated Food Dealers of Michigan and to blending my legal, political, and charitable experience with the goals and mission of the AFD," said Shallal. Her past and current professional and community service affiliations include:

American Immigration Lawyers Association; Past President of the Chaldean American Bar Association; Past Member of the Michigan Standing Committee on Professionalism; Past Member of the State Bar of Michigan Committee on Lawyers and Judges Assistance; Past Council Member of the State Bar of Michigan Criminal Law Section, Past President of the Chaldean American Ladies of Charity; Past President of the Chaldean Federation of America.

She is also the recipient of the Helen B. Kelley Volunteer Recognition Award, the Women of Wayne Headliner's Award, and the Chaldean Federation of America's Volunteer Award.

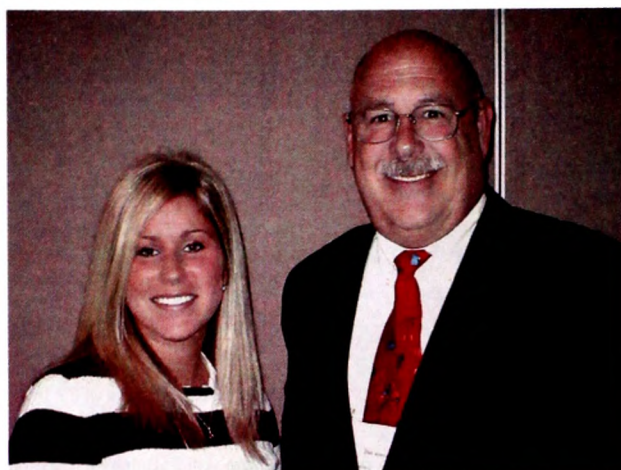
## Tesco, Meijer Reportedly Negotiating Acquisition

Meijer denies rumor

PlanetRetail.net and The Grocer are reporting that Tesco and Meijer have been negotiating an agreement that could have Tesco spending as much as \$4.5 billion (US) to acquire a 49 percent stake in the 170-unit Michigan-based retailer.

Tesco executives have been looking for possible US acquisitions despite the declarations by company CEO Sir Terry Leahy that entering the US was not a high priority for Tesco.

However, much of the speculation has focused on Albertsons, which is on the market, and Safeway, with which Tesco owns an online grocery service.



Carla Hartz receives the \$1,500 Associated Food Dealers of Michigan Scholarship from Dan Reeves, AFD Executive Vice President, at the WMU AFD Scholarship Luncheon.

## Detroit mayor appoints Mohamed Okdie to Board of Police Commissioners

Last August Judge David Allen swore in Mohamed Okdie as Detroit's first Arab-American police commissioner. Appointed by Mayor Kilpatrick, Okdie will serve a five-year term alongside the remaining four commissioners, Erminia Ramirez, Jim Holey, Willie Hampton and Arthur Blackwell.

"Mohamed brings to our Board of Commissioners a wealth of knowledge and experience in dealing with the unique social dynamics of our city," said Mayor Kilpatrick. "His reputation of activism and background adds to the rich diversity of this important body, making it even more reflective of Detroit."

Okdie serves as a social worker with the Detroit Public Schools, working daily with community organizations, professionals and students to resolve issues that have a significant impact on the district. He served as vice president of the Michigan Federation of Teachers, which has helped him in understanding the important role that education plays in the social make up of community.

"In addition to his work with Detroit Public Schools, Mohamed Okdie also understands the retail food industry and how it relates to affairs in Detroit. We believe that he will be a good contact and source of reference for AFD and its members," said AFD President Mike Sarafa. "He understands the important role Detroit merchants play in the city and can help build bridges," Sarafa added.

Adding to his civic activism and expertise in social behaviors, Okdie also is a current board member and past chair of the Detroit-Wayne County Community Mental Health Agency. Last January he was appointed to Gov. Jennifer Granholm's Task Force on Children's Justice.

The focus of the Board of Police Commissioners is to increase public confidence in the Detroit Police Department (DPD) by providing accountability through competent, objective and effective civilian oversight. Their responsibilities include reviewing DPD policies, budgets, disciplinary actions and promotions.

## Calendar

### January 23-24, 2006

Food Marketing Institute Midwinter Executive Conference  
Scottsdale, AZ  
(202) 429-4519

### January 28, 2006

AFD Annual Trade Dinner and Ball  
Sterling Inn  
Sterling Heights, MI  
Contact: Michele MacWilliams  
(248) 671-9600

### April 25 & 26, 2006

AFD Annual Trade Show  
Burton Manor  
Livonia, MI  
Contact: Cathy Willson  
(248) 671-9600

### May 7-9, 2006

FMI Supermarket Industry Convention and Education Exposition  
Chicago, IL  
(202) 429-4519

## Statement of Ownership

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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## FMI seeks financial help to combat credit card interchange fees

The Food Marketing Institute (FMI) is seeking voluntary one-time contributions of \$225 per store to help fund their efforts to control the growing credit and debit card interchange fees. According to FMI, the U.S. already pays the highest interchange rates of any developed country in the world and those fees are being pushed higher.

"Our goal is to move to a legislative or regulatory solution that will establish transparent, cost-based interchange fees as a level playing field for all merchants," said FMI president and CEO Tim Hammonds.

According to FMI, cost-based solutions that have already been implemented in other countries have reduced interchange fees to less than half of what retailers in the U.S. now pay. "If your card volume is typical,

this would save you at least \$65,000 per store per year," Hammonds added.

"The banking lobby in Washington is very powerful and well-funded. This means our effort also needs to be well-funded if we're going to be effective," said Jeffrey Noddle, chairman of FMI's board of directors and chairman and CEO of SUPERVALU, Inc.

The FMI Board requests that retailers make a voluntary one-time contribution of \$225 per store to help fund their interchange activities.

Checks should be sent to:  
The Interchange Coalition Fund  
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# State revises Emerald Ash Borer quarantine to prevent further spread

All areas where pest is known to exist now quarantined

Michigan Department of Agriculture (MDA) Director Mitch Irwin announced an amendment of the state's Emerald Ash Borer (EAB) quarantine to prevent the further spread of the pest. Effective immediately, Michigan's EAB quarantine has been revised to include the recent discovery of an infestation in the Upper Peninsula, the county of Sanilac, and other outlying areas.

"Michigan continues to implement an approach within available resources to respond to this devastating pest," said Irwin. "Curbing the spread of EAB and protecting the ash resource in Michigan hinges on a stable federal funding commitment."

The revised quarantine also provides MDA increased control over the movement of commercial firewood within the EAB regulated area of the Lower Peninsula. Any firewood intended for commercial sale must be accompanied by a bill of lading or other shipping document indicating the origin and destination of the firewood.

"Our ability to regulate the movement of firewood in the Lower Peninsula is

crucial to preventing the artificial spread of EAB into other areas of Michigan and surrounding states," said Patricia Lockwood, EAB policy director for Governor Jennifer Granholm. "It's imperative citizens comply with the state's quarantine and stop transporting firewood if we are to be successful in this battle against the beetle."

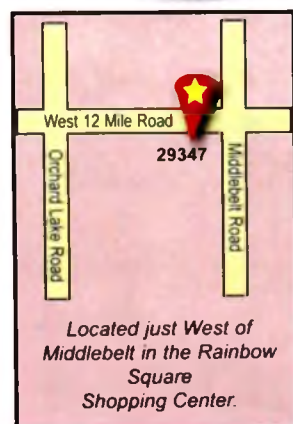
Individuals or businesses found violating the state's EAB quarantine (21 counties in Southeast Michigan and 31 outlying infestations) are subject to fines ranging from \$1,000 to \$250,000 and jail time of up to five years for moving regulated ash materials, including firewood.

EAB is an exotic, aggressive beetle putting state's 700 million ash trees at risk of extinction and has already been responsible for the death of approximately 15 million of Michigan's ash trees. For more information about EAB, please visit one of these Web sites: [www.michigan.gov/eab](http://www.michigan.gov/eab) or [www.emeraldashborer.info](http://www.emeraldashborer.info). You may also contact your regional MDA office, or your local Michigan State University Extension or conservation district office.

## Sarafa wins peace award



AFD President Mike Sarafa was awarded the Wayne State University College of Liberal Arts and Sciences Community Peacemaker Award 2005. He was honored at a ceremony in November, at WSU. The Center for Peace & Conflict Studies gave him the award for his efforts to make "a difference by promoting peace, reconciliation and understanding in our community."



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# **AFD Super Ball**

The 90th Annual Trade Dinner  
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- Half-price on the ad of your choice in the Food and Beverage Report

\$600 for each additional table

**Tables of 10—\$1,250 • Couple—\$275 • Individual—\$150**

# New law impacts sale of cough and cold medicines

Michigan retailers should plan now to comply with new laws, effective December 15, 2005, which impact the selling of over 100 cough and cold medicines.

The laws and products: Public Acts 86 and 87 of 2005, passed this last summer, regulate the sale of all products that contain ephedrine and pseudoephedrine. Specifically, the laws say these items cannot be sold from the sales floor unless very specific anti-theft measures are in place. In addition, purchases must be limited to two items in a transaction and buyers need to be at least 18 years old. The items impacted include such popular cough and cold formulas as Advil Cold & Sinus, Claritin D, Sudafed, Tylenol Cold, and Top Care Cold & Allergy Relief.

Michigan's legislation is not unique. It is part of a national effort to control the sale of ingredients used in the making of methamphetamines – a highly addictive drug. The controversy surrounding meth has caused makers of many cough and cold items to begin replacing the ephedrine and pseudoephedrine with a product that cannot be used in making meth.

Employee training & policy: Finally, in addition to considering your strategy for placement of product in your Michigan stores after December 15, you will need to do employee training on the new law, the sales limits, the ID check, and the 18-year-old purchase requirements.

## LAW AFFECTS: All single and combination ingredient ephedrine and pseudoephedrine products EXCEPT:

1. Liquids that are combination items. (e.g. Nyquil)
2. Pediatrics – labeled as pediatrics for children under 12

## SALES LOCATION REGULATIONS:

These estimated 140 items may be sold in the following manner:

- From behind a counter where public is not permitted (e.g., service counter or pharmacy)
- From a locked case where customers must ask a store employee for assistance
- From the sales floor, within 20 ft. from a counter.

If the sales floor option is chosen, the following must be true:

1. Each sale is logged (manually or electronically). The log must include information on the product purchased (item and amount), date of the sale, and the buyer's name and date of birth. The log must be kept for six months.
2. The sales floor must be observed, in an unobstructed manner, at all times by an attendant.
3. Any time the product cannot be viewed, anti-theft devices are in use. (For example, a retailer decides to keep it on the sales floor outside the pharmacy, but the pharmacy closes at 9 pm and the store stays open until 11 pm. In this case, the store must have anti-theft devices.) The anti-theft devices must meet the following criteria:
  - a) Must be package tags that activate a detection alarm at the front end of the store
  - b) Must also include constant video surveillance of area. The video camera must be positioned to show individuals examining and removing the product, with the camera recording an image every five seconds. The video must be kept for six months and the store must post a sign advising customers that the product is under video surveillance.

**SALES LIMITS:** Limit of two packages (maximum 48 tabs or caps) in any single sales transaction.

**CHECK ID:** The law specifically requires an ID check for all purchases. The buyer must produce a valid photo identification that includes the individual's name and date of birth.

**AGE TO BUY:** Must be 18 to purchase and must show a valid photo ID that includes the individual's name and birth date.

**POST SIGN:** All stores must post a sign close to the point of sale, conspicuous to both employees and customers. (The department of community health is to provide the sign, with required wording as writing in law.)

**LOG BOOK:** As previously noted, the log is required only if items are displayed on the sales floor. The log can be electronic. It must include the date of the sale, name and date of birth of the buyer, amount and description of the product. Retailers who sell product from their pharmacy counter, service counter, or a locked case do not need to keep a log of sales. In addition, in this latter case, the customer can be given the product and pay for it at any store register and the sale does not need to be logged.

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## NewsNOTES

### Poll: Half of seniors now likely to enroll in Medicare drug benefit

A *Wall Street Journal* Online-Harris Interactive poll found that while half of seniors now plan to enroll in the Medicare drug benefit, up 50% from June, significant confusion remains about the potential impact on drug costs. A separate report from the inspector general at Health and Human Services said that one-third of the senior citizens and the disabled who have signed up for discount cards needed help and that more likely will need assistance with the complex drug plan enrollment process.

-*The Sun (Baltimore)*

### "Comfort food" cravings differ for men and women

Men and women not only report preferring different types of "comfort foods," they also tend to eat them for different reasons, according to researchers. Women are more likely to turn to foods that are high in fat and sugar when they are feeling down, while men more frequently eat soups, pasta and steaks when they're feeling positive, a Cornell University report said.

-USA TODAY/Associated Press

### PepsiCo reveals details on restructuring

As part of an \$85 million restructuring plan, PepsiCo said it will lay off up to 250 workers from its Frito-Lay unit and will consider layoffs in other units as well. A letter from a Frito-Lay executive said rising prices for energy and orange juice contributed to the move. "It has been the toughest year I have seen since I joined PepsiCo, from a cost perspective," PepsiCo Chief Financial Officer Indra Nooyi said.

-*The New York Times*

### Mexican shop owner battles Coke

Coca-Cola Export Corp., a Mexican subsidiary of Coca-Cola Co., and certain distributors and bottlers face \$68 million in fines related to alleged monopolistic practices, the Associated Press reports. The case arose when a shop owner allegedly told her to stop selling Coke representatives told her to stop selling a rival brand or lose the right to sell their products, which dominate the Mexican market. Coke said its business practices comply with competition laws in Mexico.

-*Journal and Constitution*

### Packaged-food prices creep up

Kraft Foods Inc. and Hershey Co. are among the packaged goods companies raising prices slightly at the consumer level to combat increasing packaging and delivery costs. Pressure from discount retailers and private-label brands, however, is making it more difficult for name-brand products to attract the attention of shoppers.

-*The Wall Street Journal*

### Sunny D makers to release drink aimed at joint pain sufferers

J.W. Childs Associates, the owner of Sunny Delight Beverages, expects to release a dietary supplement drink next spring. The fruit-flavored Elations is intended to ease joint pain and is targeted toward baby boomers.

-*The Cincinnati Enquirer*

### Study: Candy decreases stress

Sugary snacks don't just make you feel good emotionally but actually can decrease the level of the stress hormone glucocorticoid, according to a new study by the University of Cincinnati. In small amounts, candy can be part of a healthy diet, one researcher said.

-*The Cincinnati Enquirer*

### Organic milk booms despite price

Sales of organic milk are growing at 23% per year and now account for more than 3% of all milk sold in the U.S. "Some of my friends who don't really think about feeding their children organic food will feed them organic milk. ... I look at what I pay for everything else, but I don't for the milk," one mother said. But a debate continues over what can be considered organic, with some purists insisting organic milk cows should be allowed to graze on grassy pastures.

-*The New York Times*

### Kroger happy with sales growth model, CEO says

Kroger Chief Executive Officer David Dillon said the chain will continue with its growth strategy but declined to comment on swirling rumors regarding a possible bid for Albertson's. Price cuts implemented four years ago to position Kroger to better compete with Wal-Mart Stores have bolstered earnings for the grocer and helped it recently outperform Safeway and Albertson's, Dillon said.

-*Financial Times*

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# Group asks FDA to sound alarm over salt

The Center for Science in the Public Interest has petitioned the Food and Drug Administration to take a series of steps to halve the sodium content in processed foods within a decade. But a food industry representative rejected the idea of mandated salt reduction, saying it's up to consumers to follow "sound dietary guidance."

-The Wall Street Journal

# FMI rewards executive for community service

Giant Food executive Odonna Mathews won the Food Marketing Institute's Esther Peterson Community Service Award, which honors consumer advocates. Mathews retired from Giant Food this year after 33 years with the company.

-Supermarket News

# Sears/Kmart reportedly struggling

The Detroit News reports that a year after the \$12.3 billion acquisition of Sears by Kmart, it appears that the combined organization "is struggling and the future of the Kmart name is in doubt. Big plans to combine the best brands of both companies haven't been fully realized. Neither Sears department stores nor Sears Essentials, the new format expected to drive the company's off mall growth, has not added Kmart merchandise, including iconic marques like Martha Stewart Everyday. At the same time, Kmart stores in Michigan and around the country have closed."

And, the News writes, "Analysts say that Sears Holdings has not proven to be greater than the sum of two proud but out-of-step companies. Wal-Mart, Target and a tide of growing off-mall retailers have exposed the weaknesses of both Sears and Kmart - muddled marketing identity, falling market share and uneven brand awareness."

The company continues to put up a brave front, with chairman Edward S. Lampert saying that the combined company will build on its two sides' "historic strengths." But while it has managed to cut costs, it hasn't been able to generate any sales growth.

And, the News writes, "Sears plans to introduce its private label brands such as Kenmore appliances and Craftsman tools into 50 Kmart stores by year's end, but there are no known plans to introduce Kmart merchandise into Sears stores. The company also expects to open 50 Sears Essentials by the end of the year as part of a plan to convert 400 Kmart stores to the Sears Essentials concept."

# Boxed wine takes on 4-star style

Banking on the growing popularity of high-quality boxed wine in Europe and Australia, partners Daniel Bouloud, Daniel Johnnes, and Dominique Lafon launched Dtour wine in stores in New York, New Jersey and Maryland. Dtour comes in chic packaging, but uses the same air-tight plastic bag inside cardboard as other boxed wines.

-The New York Times

# Food industry sees opportunity in chronically ill market

People with chronic illnesses are emerging as a potentially lucrative demographic for the food industry. Research shows people with chronic health conditions often follow special diets, and marketers see these groups as prime targets for low-fat and low-sugar products, as well as other specialty foods.

-MSNBC/Associated Press

# Gannett moves circulars online

In an effort to counter local online advertising, national chain newspaper publisher Gannett is offering marketers - national, regional and local - the chance to incorporate local price and sale information into banner Web advertising. The move creates a Web version of the newspaper circular.

-The New York Times

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## Kar's Nuts brings PB&J mix to convenience stores

Now kids (and grown-ups) can get the PB&J taste they love. And YOU get to keep the "bread"

Kar's has combined fresh, salted peanuts and strawberry-flavored jelly drops to create a snack mix with the actual taste of peanut butter and jelly.

This low-in-sugar, protein-rich snack is a healthier alternative to traditional snacks. The tube nut packages will be available beginning January 2006.

"At Kar's our desire is to create healthy and delicious alternative snack foods," said Nick Nicolay, president and CEO. "We believe we have met and exceeded this goal with the PB&J Mix. The taste, quality and nutritional value will appeal to both children and adults alike."



## Trade Dinner, *Continued from front page.*

to the fact that Detroit is the host city for the 2006 Super Bowl, AFD has decided not to interfere with any Super Bowl plans. We are holding the Ball on January 28, one week before the big game.

To celebrate Detroit's selection as the Super Bowl site, AFD's annual trade dinner is themed the "AFD Super Ball."

"We have a winning lineup of theme-related activities and décor," Hesano states. He adds that even though this is a black tie event, the Super Ball theme is sure to score big with attendees.

For more information, please see page 9.



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# New owner breathes life into 82-year-old Detroit Popcorn Company

Former Vitamin Outlet owner sees great potential for growth

Last spring, David Farber purchased the Detroit Popcorn Company from Robert and Rick Jasgur for an undisclosed price. The Jasgur duo had owned the popular company since 1970. Farber, former owner of the Vitamin Outlet chain of stores, closed on the sale on May 16th. Farber hopes to grow revenues from its current \$2.2 Million to \$3 Million in the first twelve months.

The Detroit Popcorn Company was founded in 1923. It was purchased in 1940 by Carl Dross and was located on John R. in Detroit. The Jasgur family, seeing great potential, purchased the company and quickly added a retail showroom to highlight equipment rental and sales, and the diversity of products offered. The Jasgur family moved the company several times to accommodate strong growth. It is now located in a 70,000 square foot facility at 12843 Greenfield, the former site of the Checker Cab Company.

"A defining moment for the company came when the Jasgur brothers opened a showroom and started advertising in the neighborhood and in church bulletins," says Farber. "That's when the business really took off, as people were able to see all the fun items they could have for backyard picnics, birthday parties, church socials and more. We plan on growing the company in much

the same way, and also through fundraising programs for schools and service organizations."

"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, and the fact that I love popcorn – especially caramel corn," says Farber. "What can I say? I'm a big kid at heart. My family loves coming here and taste testing all the goodies we have. I'm developing a gourmet caramel corn that people are going to love!"

Farber recently introduced new holiday popcorn tins and the company is working to develop additional new popcorn formulas.

The Detroit Popcorn Company goes through over one million pounds of popcorn per year. The company has 15 full-time employees and is currently adding two salesmen to its staff.

The company is unique in that it is both a retail store and a supplier of product and equipment for other retailers, restaurants and concession stands. In addition the company caters corporate and social events. "I don't settle for anything less than professionalism," stated Farber. "We are here for the customers."

The catering division provides complete catering, equipment, supplies, and operators/servers for all



David Farber in front of his Detroit Popcorn Company.



types of events, including birthday parties, private parties, ice cream socials, family reunions, school events, picnics, corporate parties and more. Everything from fresh hot popcorn, cotton candy, Hawaiian shaved ice, donuts and waffles, ice cream novelties, hot pretzels, cheese nachos, brats, coney dogs, frozen yogurts, slushes, milk shakes, cappuccinos and more are available.

The Detroit Popcorn Company manufactures and distributes a variety of popcorn, throughout Michigan, the U.S. and Canada from its retail showroom and via the Internet. The company also offers, cotton candy, snow cones, pretzels,

peanuts, all types of carnival/festival foods like brats and hot dogs, and more. The company rents and sells many types of popcorn poppers, popcorn carts, hot dog/brat cookers, supplies and accessories for do-it-yourself events, or the company can provide complete catering service for events big and small.

Retailers that would like more information on Detroit Popcorn Company can call David Farber directly at (313) 835-3600. To view all the products and services available from Detroit Popcorn Company, visit the company's newly designed website at [www.detroitpopcorn.com](http://www.detroitpopcorn.com).

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## 40 retailers top \$1 million in Lottery sales for 2005



By Commissioner Gary Peters

With fiscal year 2005 Lottery sales topping \$2 billion for the first time in the history of the game in our state, it comes as no surprise that it was a record year for Lottery retailers as well. Between online games, instant games and Club Games, 40 Lottery retailers surpassed the \$1 million mark in 2005.

Million dollar instant/online games

retailers were Oak Liquor and Wine in Oak Park; MGM Food Center in Detroit; New North End Market in Oak Park; Shoppers Market in Warren; Stop N Shop in Saginaw; Danny's Fine Wine in Oak Park; Glass Bottle Shoppe in Detroit; Light House Liquor in Oak Park; Thrifty Scot in Detroit; Angelo's Food Specialties in Benton Harbor; Shoppers Market Centerline in Center Line; Nick's Party Store in Detroit; MC Petro Inc. in Detroit; Pied Piper in Detroit; Meijer No. 123 in Southgate; Greenfield Party Shoppe in Southfield; Meijer No. 23 in Lansing; Oakland Liquor Party Shoppe in Southfield; Luxor Market in Detroit; SMM Mobil in Detroit; Country Farm Market in Pontiac; Levan Wine and Deli Shoppe in Livonia; Meijer No. 28 in Flint; Barrel and Bottle in Detroit; Skips Market in Center Line; Scotia Stop Food Store in Oak Park; Toma Foods in Dearborn; Union Station in Flint; United Party Shoppe II in

Dearborn; Meijer No. 29 in Burton; Abbey Wine and Liquor Shop in Southfield; New Super Fair Foods in Detroit; In N Out Food Store No. 31 in Detroit; 6 and Lodge in Detroit; Sax Discount in Taylor; Boulevard Food Center in Detroit; and Joe's Liquor and Wine Shop in Detroit.

In total, these 37 retailers accounted for over \$43 million in sales.

The Lottery works hard to develop a mix of games to match the tastes of all players. Over the course of the year, we introduced over 70 different instant games. Fantasy 5 completed its first full year, and Classic Lotto 47 was introduced. Standbys like Daily 3 and Daily 4, as well as Keno, are always popular. And we were lucky to experience several jackpot runs in our multi-state game, Mega Millions. All of these are factors in those high sales totals.

On the Club Games side, we had three, million dollar-plus retailers who accounted for over \$3.2 million

in sales: Florentine's Pizzeria and Restaurant in Grand Rapids; M.T. Loonies in Temperance; and Joe Suds in Warren.

Club Keno, which along with Pull Tabs makes up the Club Games roster, is the Lottery's fastest growing game. Retailers are joining the network on a regular basis, making the game available to more and more players. We expect the popularity of Club Keno to increase even more rapidly with the newly launched Kicker.

All of these success stories illustrate what matters most to you, our retailers: commissions. With the record sales came record commissions, and I am pleased to say that our network of over 11,000 retailers earned a well-deserved \$152 million in commissions in the last fiscal year.

### Lottery,

*Continued on page 28.*



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# Shoplifting, organized and employee theft top challenges

Employee theft accounts for 43.3 percent of total store losses, and cash is the top item stolen, according to a new report from the Food Marketing Institute (FMI).

The new study, "Supermarket Security and Loss Prevention 2005," examines the major loss prevention and security challenges facing the food retail and wholesale industry and how companies are combating them.

Cash finished ahead of last year's leader -- merchandise theft, which came in a close second. Cash is most frequently stolen by employees directly from the cash register.

In addition to key benchmarks, the report covers additional industry study material and cost-analysis information. It includes an 8-step program to reduce shrink at store level, and an essay from International Lighthouse Group president William Alford, FMI's loss prevention expert, on protecting the personal data of customers and employees.

"Retailers lose billions of dollars each year from shoplifting, employee theft and organized retail theft," said Anne-Marie Roerink, FMI director of research. "Even the slightest improvement in these areas will add significantly to the bottom line of every food retailer. This report offers benchmarks and areas of consideration that may help retailers evaluate and improve their loss prevention programs."

Shoplifting and organized retail theft (ORT) account for 29.7 percent of all losses. The number of reported shoplifting incidents decreased last year. The most-frequently shoplifted items were meat, health and beauty items, over-the-counter medication and baby formula.

ORT is a growing problem, in which theft gangs shoplift merchandise and resell the items throughout communities. It is a major concern not only because of lost revenue, but also because of safety concerns related to tampering, and repackaging and distribution of potentially unsafe food. As much as 35 percent

of shoplifters are linked to professional shoplifting gangs or ORT rings. Almost one-quarter (23 percent) of companies consider ORT a severe threat.

Among survey respondents, 90 percent reported employing at least one security or loss

prevention person per company. Many companies offer formal loss prevention training for employees in headquarters offices and stores. Nearly two-thirds (63 percent) offer formal training for store managers.

A vast majority of companies (95 percent) have a relationship

with law enforcement agencies and emergency responders. As part of the survey, respondents offered their key cost-saving security recommendations. The top two were employee training and education and digital closed-circuit television.

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# Forgotten Harvest makes rescuing food easy



Short-dated food, mislabeled packaging, discontinued products can all be a drain on the bottom line, but an alliance with Forgotten Harvest can reduce these costs. Forgotten Harvest, the only food rescue organization in the tri-county area, picks up good, yet unsalable food and delivers it to emergency food providers. The donor benefits by helping those in need, receiving a tax write-off and reducing landfill costs.

Forgotten Harvest's food rescue program is highly effective and efficient in reducing waste and feeding the hungry. Each day, its fleet of 13 refrigerated trucks fans out across the tri-county area to transport fresh donated food to agencies serving our most vulnerable neighbors. Most of this surplus food is

comprised of meat, dairy products, fresh fruits and vegetables—highly nutritious foods especially important for those most at-risk: the elderly, the sick, and the very young. All of these precious food items are provided free of charge.

Food safety is an important part of Forgotten Harvest's service. Its entire staff is trained in safe food-handling methods, its trucks and vans are refrigerated, and, if food needs to be warehoused

overnight, it is kept fresh in a 12' by 24' commercial cooler donated by Kraft Foods.

In 1996, Congress passed the Good Samaritan Food Donation Act, encouraging companies to donate surplus food. This law protects good-faith food donors from civil and criminal liability should the product later cause harm to a recipient.

Several Associated Food Dealer members are currently providing food to Forgotten Harvest and find it a win-win partnership. For example, Forgotten Harvest has worked with Farmer Jack's warehouse to rescue food that is short-dated, packaged incorrectly or has some other sales-related imperfection but is otherwise perfectly edible food. Last year, The Kroger Company, Great Lakes Division joined forces with Forgotten Harvest in an exciting partnership dedicated to fighting hunger on a very large scale. Forgotten Harvest now rescues surplus food six days each week from 60 tri-county Kroger stores.

"We are grateful to all of our food donors and hope to encourage other companies to donate their surplus food. While Forgotten Harvest serves more than 100 agencies, there are still hundreds that go without fresh food," said Susan Goodell,

Executive Director of Forgotten Harvest. "The support of the AFD and its members will play a critical role in meeting the need for food in our community."

Thanks to the immense success of their Kroger project, other grocery stores and markets have become increasingly interested in donating their surplus product to Forgotten Harvest. Kroger has demonstrated how easy it is to donate prepared and perishable foods. Forgotten Harvest drivers pick up the food in one of 13 refrigerated trucks or vans, and later that same day fresh food is delivered, without charge, to the 110 soup kitchens, pantries, and shelters throughout Wayne, Oakland, and Macomb Counties.

Pick ups can be arranged on a daily, weekly, or occasional basis. Forgotten Harvest's trucks and professional drivers can handle pick-ups from 50 pounds to several truck loads. To make arrangements for a pick-up, which usually can be done within 24 hours, call Kenn Goodell or Glenn Brown at 248-350-FOOD (3663).

Forgotten Harvest delivered more than 6 million meals in the past 12 months but much more is needed. More than 800,000 people in Wayne, Oakland and Macomb County are in danger of going hungry.



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## FORGOTTEN HARVEST

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Forgotten Harvest thanks the Associated Food Dealers of Michigan and General Wine & Liquor Company for helping sponsor its 15th Anniversary event at the New Detroit Science Center on November 11, 2005. With their help, Forgotten Harvest raised nearly \$175,000. Money raised during events, grants, corporate donations and personal donations fund Forgotten Harvest's entire operation. For every dollar donated, Forgotten Harvest can provide 6 meals. Food is donated to Forgotten Harvest and the food rescue organization delivers it free of charge to soup kitchens, shelters, and pantries. The funds raised are critical in getting the much needed food to people in need. Thanks again to the Associated Food Dealers of Michigan and General Wine & Liquor Company.

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...and everyone else that we may have missed!

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The Associated Food Dealers of Michigan and the businesses and individuals below are proud to host the 25th Annual Turkey Drive and wish you a very happy holiday season!

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Track Party Store, Hazel Park  
Treasure Island Party Shoppe  
University Food Center  
Wine Depot, John Jonna  
Wireless Toys - Southgate  
Woodward/Long Lake Shell  
Zena Matti



Volunteers at Chaldean Federation/Family Resource Center

#### **Turkey,**

*Continued from front page.*

Harley Davis, AFD Turkey Drive co-chairman.

This was the 25th year that the AFD has given away turkeys for the holidays. To celebrate, AFD also hosted a Thanksgiving luncheon at St Patrick Senior Center on Friday, November 18. Volunteers prepared and served the special meal for a grateful crowd of seniors.

"We are truly blessed to be the ones that are giving," said Rocky Husaynu, the other Turkey Drive co-chair. "I also want to thank all of those who donated money and volunteered their time for this worthy cause. We couldn't do it without you!"



(l to r) Tiffany Haio, Bianca Kizy and Brittany Haio took time off from school to help with the Turkey Drive.



On the receiving end at the Chaldean Federation



Unloading the turkeys at New Greater Christ Baptist Church



Dr. Mansour at the Chaldean Federation

# TURKEY DRIVE '05



Co-Chair Rocky Husaynu and wife Janet



Young Recipients at Ravensdale Community Center



Volunteer Brian Yaldoo hands out turkeys



Renna and Mike Sarafa assist at Southfield Human Services



There was a big crowd at the Chaldean Federation!

Turkey,  
Continued on page 24.



**TURKEY DRIVE '05**



Recipients at Ravendale Community Ed. Center



A happy recipient



Frank Cote of Interstate Brands unloads Wonder Bread.



Volunteer Jim O'Shea (left) from Motown Snacks and Rev. William Thompson at New Greater Baptist Church.



A big load!

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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

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# Food and Dairy Director Katherine Fedder is in charge of Michigan food safety

By Kathy Blake

Katherine Fedder has been a leader for improvements at the Michigan Department of Agriculture (MDA), ever since she went to work there 25 years ago. For the past eight years, she has met the challenges as the Director of the Food and Dairy Division, administering a division of 100 staff members. Her division's top priority is food safety. She worked extensively along with government and industry members to overhaul the state's food code enacted in 2000.

AFD President Mike Sarafa said, "Kathy stands out as among the best in Michigan's regulatory environment. She combines the right amount of regulatory oversight with a spirit of partnership and cooperation."



## Food Policy Council

Fedder is currently assisting in the newly-created Food Policy Council which is a broad mixture of all "major stakeholders" in the agriculture industry. AFD Executive Vice President Dan Reeves was recently appointed by the governor to represent the food retailers. There are also representatives from farm organizations, education, community-based urban development, anti-hunger community, public health, food processing, non-food manufacturing, restaurant association and organized labor.

The governor issued an executive order creating the Food Policy Council in 2005 to improve the viability of Michigan agriculture. Fedder said they asked, "What can we do to help the food and agriculture industry be more viable and competitive as part of the governor's economic agenda?"

One way she says the state may be able to help is by procuring more Michigan products for state institutions. "State government buys a lot of food," Fedder explained. By encouraging the procurement of more Michigan products in

correctional facilities, hospitals, and universities, the state could increase revenue for the agriculture industry and in turn, itself.

Fedder said the council's challenges include, "How to do a better job of moving Michigan products and how to get smaller growers' products into larger distribution systems." She said one idea has been to link growers with business managers at correctional facilities.

Another way is to promote the sale of Michigan-made food products within the state to grocery stores and restaurants. "Promoting Michigan products to consumers, and creating demand for them, could be a key to success. The 'Select Michigan' program is being considered as a key promotional tool, but the problem is to find a long-term funding source," explained Fedder.

The council has discussed showing existing vacant food processing facilities to new processors interested in coming into the state.

The council will also work with state legislators in the context of public policy by recommending changes to food, tax and employee

policies. Their recommendations are due September of 2006, although Fedder says they won't wait until then to begin the work.

## Food Code 2000

During the Food Code overhaul for the year 2000, Fedder said the process of adopting the FDA Model Food Code and developing a Michigan food law was extensive: the entire first year consisted of reviewing the Food Code line-by-line to ensure that all parties understood it completely and knew what the implications of adopting the Food Code would be for them and/or their industry. Michigan government and industry officials modified the code slightly to make it more relevant to the state.

Michigan felt that the Food Code was "the best agreement among scientists for a food safety program, especially at the restaurant level. The industry knew what the inspectors would be looking at and so there was not "a wall" between the industry and regulators.

"One of the main improvements adapted into Food Code 2000 was that it clearly spelled out what

state inspectors and local health department sanitarians would do," said Fedder. "It increased efficiency a lot. With clearly defined roles for each, duplication of efforts was eliminated. Only one inspector would come in and they would follow the same rules." Previously there was an overlap of jurisdictions for restaurants and grocery stores. "This change was in response to what we heard from the industry to be a problem," said Fedder.

Upon completion of that project, she went to work on revamping the dairy code. Those changes primarily affected dairy farmers and processors.

Currently, the Dept of Agriculture is working on amendments to the Food Code 2000. It will include adopting the 2005 FDA Model Code, including changes to the format for code dating at delicatessens.

## Katherine Fedder

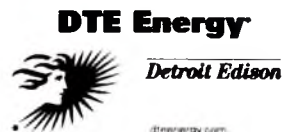
Fedder serves as the chair of the Michigan Food Safety Alliance, which serves as a food safety policy forum for all stakeholders. She started her career at the Department of Agriculture in 1980 as an inspector in the Plant Industry Division. Her next position was as a regional pesticide specialist, then as a regional supervisor and then on to pesticides programs manager. In the latter position, she evaluated investigations into pesticide misuse, such as crop spray drift, and she worked on overhauling the pesticide laws in the early '90s. She said she translated that experience when working on the food law in her current position. She also served as the MDA Director of Marketing for five years before becoming Food and Dairy Director.

To contact Katherine Fedder, Food and Dairy Division Director call (517) 373-1060 or write to her at the Michigan Department of Agriculture, 525 West Allegan Street, Lansing, Michigan.



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## Lottery,

Continued from page 18.

If you are looking for ways to increase your Lottery business and subsequently, your commissions, please talk with your Lottery sales representative. He or she can assist you in reviewing the opportunities that match your specific situation and help get you on the road to

increased revenues.

**NEW INSTANTS:** The Lottery's holiday tickets were launched in November, allowing retailers plenty of time to set the stage for sales for the season. Among the 2005 lineup: Merry Millions, Holiday Magic, Silver Bell Bucks and Gingerbread.

Several new instants are on tap for December as well. On the 5th, look for \$300,000 Texas Hold 'Em, a \$5 game that is sure to be popular with

its offering of a trip to the World Series of Poker as a top prize. Also on December 5, Old Man Winner, at \$2, will debut. On December 12, you'll see Paid in Full, a \$2 ticket. Gimme 5, at \$1, will be available December 19, as will Cashword Doubler, a \$2 ticket. Look for the \$1 Ducks in Row ticket on December 27.

Best wishes for a happy and prosperous New Year!

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## Judge: Out-of-state wineries should have same rights as Michigan

A federal judge in Detroit ruled in November that out-of-state wineries should have the same rights as Michigan wineries to ship directly to individual Michigan consumers.

According to *Crain's Detroit Business*, the ruling by U.S. District Judge Bernard Friedman gives direction to a May U.S. Supreme Court ruling that found Michigan's ban on out-of-state shipments is discriminatory. Previously Michigan law allowed Michigan wineries to make direct shipments to consumers, but prohibited out-of-state wineries from shipping to Michigan residents. The Supreme Court said the state must treat all wineries equally.

According to Donald Coe, president of WineMichigan, a trade association of 42 Michigan wineries, Friedman's suggestion for remedy

was to grant out-of-state wineries the rights that in-state wineries had. Coe is also managing partner at Black Star Farms in Suttons Bay.

In November, Crain's reported that Michigan Attorney General Mike Cox had sought a different approach, and asked the U.S. District Court to prohibit Michigan wineries from

direct shipments.

The Michigan Beer & Wine Wholesalers Association, had initially sought in the Legislature a ban on all direct shipping by wineries. It and others cited concerns over minors' access to alcohol, as well as an economic threat posed by allowing Michigan and out-of-

state wineries to ship to consumers and bypass licensed distributors and wholesalers.

Under Michigan's current three-tier distribution system, alcohol imports flow from producer through distributors and wholesalers, to restaurants and retailers who sell the products.

## Ashby's wins back-to-back awards

Ashby's Sterling Ice Cream, has won back-to-back awards at the L.A. County Fair and World Dairy Expo in Madison, Wisconsin. Ashby's chocolate ice cream won the coveted first place ribbon for premium chocolate ice cream at the World Dairy Expo. The contest is the only all-dairy judging contest of its kind in the United States. Winners are among the "best of the best" in the country, as more than 600 companies participate in the World Dairy Expo. Ice cream samples were judged by awarding points for flavor, body, texture, color and appearance, melting quality, and bacteria. Ashby's Sterling chocolate ice cream received a 98 score out of 100 possible points.

Seven ice cream samples were submitted to the L.A. County fair, one of the largest fairs in the United States. Ashby's Sterling Vanilla, Chocolate, Butter Pecan, Spumoni, Key Lime Pie, and Amaretto Cherry flavors each won a Gold Ribbon for quality, based on flavor, texture, color and appearance, and melting quality. Again, scores were 98 points or better out of a possible 100.

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National Wine & Sprts	1-888-697-6424
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Indiana Packers Corp.	(765) 564-7206
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Nagel Meat Processing Co.	(517) 568-5035
Strauss Brothers Co.	(313) 832-1600
Wolverine Packing Company	(313) 568-1900

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Tri-County Pest Control	(586) 296-7590
UHY Advisors, Inc.	(248) 355-1040
Vix-Kersch Vending Co.	(248) 548-1300

## STORE SUPPLIES/EQUIPMENT:

Alarm-Medic	(248) 349-9144
Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1688
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	(248) 525-2535
TOMRA Michigan	1-800-610-4888

## WHOLESALE/FOOD DISTRIBUTORS:

Brownwood Acres	(231) 599-3101
Capital Distributors	1-800-447-8180
Carp River Trading Co.	1-800-526-9878
Chef Foods	(248) 789-5319
Consumer Egg Packing Co.	(313) 871-5095
CS & T Wholesalers	(248) 582-0885
D&B Grocers Wholesale	(734) 513-1715
Dearborn Sausage	(313) 842-2375
EBY-Brown, Co.	1-800-532-9278
Economy Wholesale	(313) 922-0001
Epstein Distributing Co.	(248) 646-3508
Food Services Resources	(248) 738-6750
George Enterprises	(248) 851-6890
Great North Foods	(989) 356-2281
Hershey Creamery	(734) 449-0301
I & K Distributing	(734) 513-8282
International Ice	(313) 841-7711
International Wholesale	(248) 544-8555
Interstate Brands/ Wonder Bread/Hostess	(586) 792-7580
Jerusalem Foods	(313) 538-1511
Kaps Wholesale Foods	(313) 567-6710
Karr Foodservice Distributors	(313) 272-6400
Kay Distributing	(616) 527-0120
Liberty Wholesale	(586) 755-3629
Lipan Foods	(586) 447-3500
Metro D Sales	(734) 416-8980
Mexico Wholesale	(313) 554-0310
Michigan Quality Sales	(313) 255-7316
Nash Finch	(989) 777-1801
Nat Sherman	(248) 202-7334
Nikhlis Distributors (Cabana)	(248) 582-8830
Norquick Distributing Co.	(734) 254-1001
Robert D. Arnold & Assoc.	(810) 635-8411
Roma Foods Inc.	(313) 535-3377
Royal Distributors of MI	(248) 350-1300
S. Abraham & Sons	(616) 453-6358
Sara Lee Coffee & Tea	(734) 414-8433
Shaw-Ross International Importers	(313) 873-7677
Sherwood Foods Distributors	(313) 366-3100
Spartan Stores, Inc.	(734) 455-1400
Suburban News-Southfield	(248) 945-4900
SuperValu Central Region	(937) 374-7874
Tom Macen & Son, Inc.	(313) 568-0557
Tony's Pizza Service	(616) 795-0228
Total Marketing Distributor	(734) 641-3353
U.S. Ice Corp.	(313) 862-3344
United Wholesale Grocery	(517) 267-9688
Value Wholesale	(248) 967-2988
Weeks Food Corp.	(586) 727-3588
Wine Institute	(313) 882-7638

## ASSOCIATES:

American Synergistics	(313) 427-4444
Canadian Consulate General	(313) 567-2288
Wieden & Associates	(248) 588-2388

# GRAB ENOUGH TO GIVE EVERYONE!



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