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

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

See Your Pepsi Representative For Details.
Reflecting 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 of our dedicated members.

By David Caverly

The Grocery Zone

I CAN'T STOP VANNING, EITHER.

CLAMS

January 2006 | 3
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 Heiley, 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 is also 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 accountability through competent, objective and effective civilian oversight. Their responsibilities include reviewing DPD policies, budgets, disciplinary actions and promotions.
COVENANT HOUSE MICHIGAN

Every night in Michigan over 3,000 youth sleep on the streets. They have been abandoned, abused and neglected. They are in search for a place to call home. Covenant House Michigan is a nonprofit organization that serves homeless and at-risk youth in Michigan. Our mission is to help young people break the cycle of homelessness while providing unconditional love and hope for a better future. We provide shelter, food and clothing to youth ages 18-22, as well as educational and vocational programs for thousands of homeless, runaway and at-risk youth ages 13-22. Our Annual Candlelight Vigil was held on December 7th to make a covenant to offer hope to homeless youth. Visit our website at www.covenanthousemi.org or call 313-463-2005 to learn about the programs CHM offers. Covenant House Michigan’s main campus is located at 2959 Martin Luther King Jr. Blvd. Detroit, MI 48208.

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 these 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 c/o Food Marketing Institute Bank of America PO Box 630542 Baltimore, MD 21263-0542

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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 or www.emeraldashborer.info. You may also contact your regional MDA office, or your local Michigan State University Extension or conservation district office.
The 90th Annual Trade Dinner and Ball of the Associated Food Dealers of Michigan

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SILVER SPONSOR — $4,000
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BRONZE SPONSOR — $2,500
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• Corporate signage at the dinner
• Half-price on the ad of your choice in the Food and Beverage Report
$900 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 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 written 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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Good call.
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 steak when they are feeling positive, a Cornell University report said.

- USA TODAY/Associated Press

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

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 Wall Street Journal

Sunny D makers to release drink aimed at joint pain sufferers

J.W. Childs Associates, the owner of Sunny Deight Beverages, expects to release a dietary supplement drink next spring. The fruit-flavored Elixations 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

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 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 New York Times

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Dan (800) 666-6233 or dreeves@afdom.org
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

Fill 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 e-mail 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, faltering 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 Boulud, 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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January 2006 | 13
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 duo had owned the popular company since 1970. Farber, former owner of the Vitamin Outlet chain of stores, closed on the sale on May 6th. 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 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.
Take Home the Dairy Best.
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; Pood 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; Levon 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.
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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Our Flexible Blue plans are designed to work seamlessly with the new health savings accounts (HSAs), which offer a number of attractive benefits:

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- More control over their health care
- HSAs funded by tax-free* contributions, similar to a 401(k)
- Unused funds roll over each year and can be invested for growth

Flexible Blue also includes online resources to help employees make informed decisions about their health care, prescription drugs and more. Best of all, Flexible Blue lets you offer your employees the security of Blue Cross coverage at a cost that could be significantly less than you currently pay.

Flexible Blue also works with health reimbursement arrangements (HRAs), flexible spending accounts (FSAs), or as a stand-alone benefit option.

To learn more about how Flexible Blue can save your business money on health care costs, contact the Associated Food Dealers today at (248) 671-9600.
Forgotten Harvest makes rescuing food easy

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.

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.
Turkey Drive Volunteers

A big thanks to all the wonderful volunteers for AFD’s 25th Annual Turkey Drive.

Harley Davis (co-chair)
Rocky Husaynu (co-chair)
Cathy Wilson
Toby Zeer
Jody Zeer
Scott Skinner
Wendy Acho
Brian Yaldoo
Sam Dallo
Tiffiny Hatio
Bianca Kizy
Dr. Jacob Mansour
Boushra Mansour
Jim O’Shea
Michael Martin
Kelley Mires
Mike Sarafa
Renna Sarafa
Jim Wilson
Sonya Kory-Hai
Kelley Mires
Joe Ochab
Mary Ochab
Terry Farda
Jim Garmo
Chip Gerlach
Frank Cote
Ronne Jaml
Mark Karmo
Alaa Nami
Dan Reeves
Bill Viviano

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

A special thanks to Value Center Market, Spartan Stores, Interstate Brands, Wonder Bread Hostess, LaSalle Bank and Motown Snacks.

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!

Ford Motor Company
Gadaleto, Ramsby & Associates
Glasgow Wine & Liquor Shop
Golden Valley Market
Harley Davis
Harper Foods
Hollywood Super Markets, Inc.
In & Out, Pontiac
International Wholesale - Salman Konja
Jim Bellanca Jr.
Jim Connelly
Jim Garmo
Joe Sarafa
John Kallahat
Kallahat & Associates
Joseph Kuspa
Kassab’s Town and Country
Kit Kat Market
Larry’s Foodland
LaSalle Bank
Liberty Discount Drugs
Linwood Egg Co.
M & K Party Store, Warren
Market Square of Birmingham
Matthews Food & Liquor
Metro Foodland, Detroit
Metro Media Associates
Mohave Development
Mottown Snacks
Mug & Jug
New Super Fact Foods
Oakridge Markets
Palace Party Shoppe
Park Place Fine Wine & Liquor
Park Place Liquor, Brian Yaldoo
Parklane Cork & Bottle
Parkway Foods, Detroit
Party King, Warren
Pilgrim Market, Eastland
Poor's Distributing
Prince Fine Wines & Liquor, Ed Hanna
Remax Classic, Carol Bjo
Robbie Productions, Art Robbie
Robert Kas-Shamoun
Rocky H. Husaynu
Russ’s Party Store, Waterford
Save A Lot Markets
Save A Lot, Highland Park, Danny Jajo
Savon Foods Super Market, Detroit
Schott’s Supermarket, Fraser
Security Express
Shimoun, Yaldo & Associates, P.C.
Southfield Center Party Store
Spartan Stores
Stan’s Market, Livonia
Suburban Liquor Shoppe
Superland Market, Vince Najor
The Vineyard Wine Cellar
Thrifty Scot
Track Party Store, Hazel Park
Treasurer Island Party Shoppe
University Food Center
Wine Depot, John Jonna
Wireless Toys - Southgate
Woodward/Long Lake Shell
Zena Matti

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!”
On the receiving end at the Chaldean Federation

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

Unloading the turkeys at New Greater Christ Baptist Church

Dr. Mansour at the Chaldean Federation

Volunteer Brian Yaldoo hands out turkeys

Co-Chair Rocky Husaynu and wife Janet

Young Recipients at Ravendale Community Center

There was a big crowd at the Chalden Federation!

Renna and Mike Sarafa assist at Southfield Human Services

Turkey,
Continued on page 24.
Attention Food and Beverage Industry:

Food & Beverage Report

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

Monthly Theme/
Promotion Schedule

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

New Feature:
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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), even 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. 

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WE NEED—Outdated, close dated and discontinued products—food, candy, soda, etc. Phone 313 491-1500 100% tax write-off available.
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 LA 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 LA County fair, seven 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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