

FOOD & PETROLEUM REPORT

DECEMBER 2008

VOL. 19, No. 12

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Save the date for AFPD's 93rd Annual Trade Dinner and Ball!

AFPD's 93rd Annual Trade Dinner and Ball is set for Friday, February 6 2009 and we are heading for the beautiful Shenandoah Country Club in West Bloomfield.

This year our theme is "CIRCUS CIRCUS!" Step right up to a night of dining, dancing and a host of carnival activities!

Join Michigan and Ohio leaders in the food, beverage and petroleum industries at this one-and-only, industry-wide annual black tie event. We guarantee it will be the "Greatest Show on Earth!"

Invitations and detailed sponsorship information will be mailed soon.

information is also available online at www.AFPDonline.org or call Michele MacWilliams at 1-800-666-6233.

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A record crowd packed the aisles for the AFPD S.E. Michigan Holiday Beverage Show!



Held September 23 and 24 at Rock Financial Showplace in Novi, a record crowd of over 2,300 attendees were treated to a huge array of new products, holiday packaged gift sets and show specials. Please see pages 16 and 17 for more photos and details of this event.

Spartan Stores to acquire VG's

Spartan Stores, with headquarters in Grand Rapids, announced that it has agreed to acquire VG's Food Center and VG's Pharmacy, a 17-store operator based in Fenton, Michigan, that is Spartan's largest distribution customer. Terms were not disclosed.

Spartan said the purchase, scheduled to close near the end of the company's current fiscal quarter, would boost its annual retail division sales by

\$310 million, and boost overall consolidated sales by \$160 million.

The company expects the acquisition to have a neutral effect on earnings per share in the current year, and to become accretive to earnings next year.

Spartan currently operates 84 supermarkets under the D&W Fresh Market, Family Fare, Glen's Market and Felpausch Food Center banners.

"We are very enthused to

bring VG's, a premier Michigan grocery operator, further into the Spartan Stores family," said Craig Sturken, chairman of Spartan, in a prepared statement.

According to Supermarket News, a Spartan spokesperson said that the company would preserve the VG's Food and Pharmacy banner and would set up a regional headquarters in VG's current Fenton offices.

Associated Food & Petroleum Dealers 30415 W. 13 Mile Road Farmington Hills, MI 48334

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COOL raises questions

AFPD has received numerous calls from members regarding the new Country of Origin Labeling (COOL) rules that began on September 30, 2008. In order to provide you with the most information, we have included a list of the most common questions and their answers beginning on page 19.

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folier CROSSMARK Sales Agency Region 5 Wolls Coca-Cola, Region 6

BEVERAGE RETAIL DIRECTORS Attaha. Indian Village Market

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The customer is always right, right?

By Jane Shallal President



he believed that good customer service would bring big financial returns.

It looked as if satisfying customers was a no-brainer, but the methods and psychology behind securing a loyal following took more than just good manners. I learned quickly that customer satisfaction doesn't start with the customer at all. It actually started with me.

So, what's an employer to do?

You should train every employee (customer-facing or back office) to interact with your customers as if the customer was right. Empower employees. Allow them to perform in ways that will accommodate the customer's wishes. Successful customer service companies do a superior job of ensuring that their employees' top priority is to satisfy customers. Employees at these types of businesses go out of their way to fulfill customer

wants and needs, and always go above and beyond. Research on grocery shoppers (Progressive Grocer) shows that 69 percent stop shopping at a particular store because they are dissatisfied with its service or employee attitudes. Rather than discussing the problem with a store manager or clerk, 98 percent of dissatisfied customers simply go to a competitor's store. To make things worse, a customer who encounters an unpleasant incident will then tell four or five other people about it. Now, in the days of blogs and email, it's safe to say that this extends to an even larger number. This negative word of mouth can be very damaging to a business' reputation and goodwill. Always try to improve your customer service. Customer-centered businesses have a strong sense of mission and are constantly reinforcing the mission. Now I know why my brother was so repetitive in his statement above.

You can achieve success in your business by developing a strong action plan. Remember the following:

- Quality is key. If you have lousy products or service, good luck selling it. No amount of aggressive PR or marketing can save a product or service that is just plain bad.
- At face value. When a product or service costs more, but is worth it, its value becomes acceptable to the customer. When a customer always shops at a particular store rather

than the one closer to home, this shows that the attributes of the farther store outweigh the cost of going to the one closer to her/him. People are happy to pay more if necessary to have great customer service. People think that great customer service is rare these days. For these people, they will drive farther to a particular location to go shopping even though there may be several stores just within minutes of their house The difference? Great customer service Constantly create a strong sense of good value

Always have a nice atmosphere. Any person will tell you that given the same

product or service, they would rather shop at the place that offers a safe, clean, and orderly environment. You have to capitalize on this and make sure that you are better than your competitor in this regard. Don't just concentrate on basic service. Focus on the entire customer experience. Store layout, music, and other environmental factors at the store are critical components toward a customer total experience and greater customer satisfaction.

President's MESSAGE

- Right here waiting for you. Long wait times can erode satisfaction. The cut-off period for most retail categories is four minutes, according to a new report. Shoppers get exasperated enough to leave a checkout line if the wait is too lengthy. The study showed that 43 percent of consumers said long lines would affect their decision to shop a particular retailer in the future -- and out of those consumers. 3 percent said they'd stop visiting the store altogether. A retailer should focus on keeping customer wait times under four minutes, with the negative impact of even one minute more.
- Hold on to what you've got.

 Repetition, when it comes to customers, is a good thing. When a business keeps a customer, it is more profitable than finding a new one. It's been said that that it is five times more expensive to win a new customer than to keep an existing one. That's a major windfall for a business. Apple and Starbucks have shown that a strong bond to products results in long-lasting customer loyalty.

Think of it as relationship marketing.

Is the customer always right? Of course not. Do we need to treat them as if they are? We sure do. And if we don't, those customers are going to let you know just how unhappy, and right, they really are, by no longer shopping at your store. Customer service is exactly that 'service'...and the customer really does have the last word. They write the checks and pay your tab, so they're really the ones in charge.

I hope that you are emphasizing superior service as one of your key competitive strategies. Achieving superior customer service is the most important job of everyone — whether in the front end of the store, center aisles, meat department or produce section. When the service and product that you provide are always good, then you will obtain customer loyalty and the customer will come back again and again.

The Grocery Zone

By David Coverly



AFPD continues to work hard for you!

Whether it is educating your employees on the alcohol sales, testifying at Congressional hearings, or developing purchasing programs to save you money, AFPD is here to assist the independent retailer. Here is a brief rundown on some of the projects that we have been working on over the past month:

Ohio Update

Getting to know John Kasich

Members of AFPD met with John Kasich, a probable candidate for governor of Ohio, to discuss the challenges facing small businesses in Ohio.

Congressman Pat Tiberi fundraiser

AFPD assisted in arranging a fundraiser for Ohio Congressman Pat Tiberi in suburban Columbus, Ohio, Ohio AFPD members attended the function, where the quest speaker was Congressman. John Kasich. Congressman Tiberi signed on to the Credit Card Fair Fee Act introduced by Michigan Congressman John Conyers.

Meter testing

Representatives of Franklin County Auditor Joe Testa's staff met with AFPD in reference to meter testing and gasoline shortages.

Milk rebates

AFPD board members and staff met with representatives of Dairymen's and Meyer Dairy to negotiate AFPD's new and improved milk rebate program.

CAT Tax

AFPD staff and our Ohio lobbyist met with the Petroleum Marketers Association regarding issues raised by the Commercial Activity Tax

Joe Testa fundraiser

AFPD staff was present at a fundraiser for Franklin County Auditor Joe Testa.

Michigan Update

Planning for future energy needs

AFPD met with John Felmy, the chief economist for the Associated Petroleum Industries (API) to discuss the future energy needs of the USA and the world

MBN TV Retail Roundtable

AEPD conducted an MBN TV Retail Roundtable television show interview with Mike Roy, Sr., an AFPD member and service station owner. The topic of discussion was "How to stretch your gasoline dollars in this economy."

Macomb County Sheriff appearance

The AFPD staff arranged for Macomb County Sheriff, Mark Hackel, to make an appearance on an episode of the Retail Roundtable presented by AFPD on MBN-TV.

Gasoline pricing

AFPD staff met with members of the Consumers Affairs Division of the Michigan Attorney General office to discuss retail and wholesale gasoline pricing taking into consideration rack, taxes, freight, jobber margin, and cost-of-doing-business

MDEQ discussions

AFPD staff met with Michigan Department of Environmental Quality (DEQ) Underground Storage Tank (UST) Division to discuss the proposed combination of Part 213 and Part 203 regulations. This plan would not be to the advantage of the gasoline retailer or wholesaler and AFPD opposes this regulation change

Food Safety Alliance

AFPD is part of this alliance, which meets to review strategic planning for MSU, MDA and the food industry.

Marathon Petroleum's Southwest **Detroit expansion plans**

AFPD arranged an MBN-TV interview on the Retail Roundtable presented by AFPD with George Shaffner, division refinery manager for Marathon Petroleum Company, where the features and benefits of the expansion of the Marathon refinery in Southwest Detroit were discussed.

WIC Seminar in Gaylord

This 90-minute informational meeting was held in Gaylord to bring store operators up-to-speed on WIC Electronic Benefits system which will be installed in Northern Lower Michigan stores this fall. AFPD staff attended in order to better advise

WMU Food Management Advisory

AFPD reviewed the on-going plans for the 50th Anniversary Food Marketing Conference and attended a luncheon to meet AFPD Western Michigan University Food Marketing scholarship winners.

AFPD October Member Meeting

Jerry Wojtala, Deputy Director of the Michigan Department of Agriculture, Food & Dairy Division spoke to AFPD members about Country of Origin Labeling (COOL), how to pass food inspections, food recalls and other pertinent Department of Agriculture issues.

Expanding business and increasing jobs

Michigan Food Policy Council is meeting to outline plans for the upcoming year. AFPD will be serving on the task force that will research programs and policies that increase economic activity resulting in new and expanded businesses and jobs across all food related sectors of Michigan.

Calendar

November 21, 2008 AFPD Annual Turkey Drive Contact: Tony Deluca 1-800-666-6233

December 9, 2008 - 6:30 p.m. AFPD Annual Meeting Shenandoah Country Club Contact Dan Reeves 1-800-666-6233

February 6, 2009 — 6:30 p.m. AFPD's 93rd Annual Trade Dinner Shenandoah Country Club Contact: Michele MacWilliams 1-800-666-6233

March 23 & 24, 2009 Food Marketing Conference Western Michigan University Contact Dan Reeves 1-800-666-6233

Contact AFPD: **EXECUTIVE OFFICE** 30415 West 13 Mile Rd. Farmington Hills, MI 48334 **OHIO OFFICE** 655 Metro Place S., Suite 600 **Dublin. OH 43017**

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Statement of Ownership

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AFPD works closely with the following associations:



The AFPD Employment Bank is open!

Are you looking to hire? Agencies across Michigan have partnered with the AFPD leaving us with a number of potential employees ready and willing to work for you!

We encourage you to participate in this AFPD benefit as some of our members have found great employees through this program.

The process is easy. Simply fill out an Employer Form and mail, e-mail or fax it back to AFPD. The form is available by calling AFPD at 1-800-666-6233. After receiving your request, we will send you a listing of interested applicants to consider for your business' position, and you can decide which applicant you wish to interview and/or call.

We do not give out employer information such as address or nhone numbers.

This service is only available to AFPD member businesses. Take advantage of it today. AFPD is looking to help you find that perfect employee, while also saving you time and money!

Petroleum News & Views

Information of Interest to Petroleum Retailers, and Allied Trades

AFPD Ohio needs your **CAT** information

AFPD Ohio is moving forward with its Commercial Activity Tax (CAT) review. If your supplier is listing the CAT Tax and is collecting it on your gasoline invoice, AFPD's Ohio office needs a copy. The source of the information will not be used without your approval. Please fax this information to Ron Milburn at (614) 899-3170 or email it to rlmlcm@yahoo.com. We have an opportunity to correct improper collection of this tax, however, AFPD needs

Policing ethanol in Gasoline

With ethanol prices running about 88 cents less than gasoline, oil companies and fuel distributors have a tremendous incentive to put more ethanol in gasoline than the 10 percent allowed under current Clean Air Act regulations, says Kiplinger Washington Editors. According to Kiplinger, auto manufacturers, some state regulators and a maker of gasoline dispenser parts ay concentrations ranging from a bit

over 11 percent to as much as 20 percent ethanol are showing up in snot tests.

Distributors who deliberately increase the percentage of ethanol can receive a \$32,500-a-day fine from EPA.

Blends of over 10 percent ethanol haven't been proven to perform in cars or small engines including lawn mowers, snowmobiles, boat motors and snow blowers.

Gilbarco debuts pump for electric cars

On the trade show floor at the alnual NACS convention in Chicago, (nlbarco company officials touted what could become an alternative fuel trend with pumps for electric cars. Gilbarco Veeder-Root, Greensboro, N.C., and

Coulomb Technologies, Campbell, Calif., announced a partnership to develop products that will build a charging infrastructure for electric vehicles. Such a pump was on display at the manufacturer's booth.

Michigan sales tax withhold up to 18.5 cents per gallon

Effective with fuel deliveries invoiced on or after October 1, 2008. the Michigan Sales Tax Withhold amount has been changed to 18.5 cents per gallon. Gasoline retailers need in take the 18.5 cents per gallon tax withhold into account when calculating wholesale and retail prices, especially

if your supplier prepares invoices that include rack, taxes, freight, and supply agreement margins all in one price. AFPD has a Michigan Sales Tax Chart that provides the applicable Michigan Sales Tax at each retail gasoline price. Call (800) 666-6233, and we'll email a copy to you.

Automatic Temperature Compensation - revisited

By Ed Weglarz AFPD Executive Vice President

While the issue of Automatic Temperature Compensation (ATC) hasn't gone away, the matter has been relegated to the back burner.

The Central States Weights and Measures Association (CWMA), representing 12 Midwestern states including Ohio and Michigan, voted recently that issues related to ATC should remain on the conference agenda, but



as a "developmental" item, while the Western States Weights and Measures Association voted to relegate ATC items to their "informational" agenda.

It appears that the general observations revolve around the feeling that ATC would not provide adequate benefit to consumers to offset the costs to industry; costs that would be passed on to the motorist.

According to activist groups, gasoline retailers pocket millions of dollars annually by selling motorists "hot gas," or fuel that has expanded due to warm weather, but will later shrink in vehicle fuel tanks!

Consumers Report confirms the basic facts are correct, but the claim that consumers will gain from refueling when it is cooler is not. Gasoline does expand and contract a little, depending on its temperature. An increase from 60 to 75 degrees F. increases volume by 1%, but energy content remains the same.

Stations store gasoline in underground storage tanks (UST), where temperature variation is much less than in the ambient air at the pump. The temperature of the gasoline coming out of the nozzle varies very little, if at all, during any 24-hour period at any particular station, says Consumer Reports. The expansion and contraction of gasoline due to day-long temperature shifts is, for the consumer, "so minuscule as to be almost non-existent."

Tests performed by Consumers Reports show that only the first couple gallons of a purchase would be delivered at a higher temperature. Subsequent gallons would be dispensed at a temperature closer to the temperature of the fuel in the UST. Their conclusion is that the benefit derived is not enough to change your schedule or routine in chasing costs, especially if it might increase your consumption in the pursuit.

The excitement of the activists is being tempered by these reports of quantitative tests. In the end, common sense will prevail on this issue and the requirement to install expensive ATC dispensing equipment hopefully will not be legislated. AFPD will continue to monitor the issue.

Making the most of your business in tough economic times



By Ron Milburn AFPD Vice President

In recent weeks several members have contacted me to ask about hiring a business consultant to evaluate their business. Before you go that route, I would like to point out that you are not the only one having a problem.

The current market conditions

low margins, high credit card fees
and the Ohio Commercial Activity

Tax – have literally put even the best
operators in a money crunch.

As a former independent retailer myself, at times I found that I was so involved with day-to-day activities that I was failing to examine my operation and was not keeping up with the things that had made it successful.

Today we find ourselves running the register, cleaning the restrooms, dumping the trash and sweeping the lot because we can no longer afford the payroll to have employees do these tasks. These added responsibilities leave little time to manage our business.

Here are a few suggestions that might help you. I am not simply saying you are not doing these, but sometimes it helps to self-review your business practices.

1. Time your gasoline purchases.

By watching the market change you can sometimes gain profit by choosing the right time to order your gasoline product. I am aware some of you do not have this option.

2. Make deals.

Make sure you are monitoring every retail item in your store in order to maximize the highest gross profit percentage you can obtain on each item. Meet with your suppliers and tell them you want every deal they can put together for you. You would be surprised with the deals they have and what they can do.

3. Get rid of items that don't move.

Inventory control is so very important! We suggest discounting

items that don't move to make more room for your high-margin, quick moving products.

4. Self promote!

Teach your employees suggestive selling techniques. A simple suggestion of a lottery ticket or chips with beer and soda can improve sales dramatically. Also, since the price of gas has increased, your employees can suggest buying two packs of cigarettes or doubling up on other items so the customer will save on their fuel by not having to make another trip. Work to get that extra sale, because the customer may choose to stop at another store for their next pack.

5. If you must lay off employees, look at all your options carefully.

The first thought may be to lay off the employees that are more highly trained and receive a higher wage. However, this could leave you doing even more of the menial tasks and spending more hours working in the store and less time managing it.

6. Adjusting hours.

You also need to take a look at your hours of operation. Sometimes you can make simple adjustments that can save you a substantial amount of

money in wages and energy costs.

7. Price products realistically.

Consider your fuel charges and other expenses when determining your prices. Take a real good look at your margins, and charge accordingly!

8. Clean up your image.

It is more important than ever to maintain a clean facility, with well-groomed employees. Remember, customers always appreciate a smile and a thank you. It also doesn't hun to ask them to come back soon!

It is very possible you have already taken these steps. I recommend you examine them very carefully. I can assue you AFPD is aware of these challenges and is working on your behalf to cut the cost of credit card tees, eliminate Ohio's Commercial Activity Tax, and save the Workers' Compensation Group Rating Program discount rates.

In addition, we are constantly improving on our supplier rebates and discounts, to help you improve your bottom line.

Our office is always available to discus business issues and to work with you to develop new programs. Please don't hesitate to contact me at 614-496-8937 or email to me at rimlcm@yahoo.com.



Safety First: Tips for using power tools

To prevent hazards associated with the use of power tools, workers should observe the following general precautions:

- . Never carry a tool by the cord or hose.
- Never yank the cord or the hose to disconnect it from the receptacle.
- Keep cords and hoses away from heat, oil and sharp edges.
- Disconnect tools when not using them, before servicing and cleaning them, and when changing accessories, such as blades, bits and cutters
- Keep all people not involved with the work at a safe distance from the work area.
- Secure work with clamps or a vise, freeing hands to operate the tools.

- Avoid accidental starting. Do not hold fingers on the switch button while carrying a plugged-in tool.
- Maintain tools with care; keep them sharp and clean for best performance.
- Follow instructions in the user's manual for lubricating and changing accessories.
- Be sure to keep good footing and maintain good balance when operating power tools.
- Wear proper apparel for the task. Loose closed ties or jewelry can get caught in moving parts.
- Remove all damaged portable electronic tools from use and tag them; "Do not use."

Congressman Tiberi honored

Congressman Pat Tiberi (R-OH) was honored at a dinner in Ohio where he introduced John Kasich. the keynote speaker for the evening. his predecessor in the very same congressional district, and a host on Fox News. AFPD members, staff, and friends supported the dinner for

Congressman Tiberi, who co-signed the Federal Credit Card Fair Fee Act introduced by Congressman John Convers (D-MI). The bill has passed out of committee and is presently on the House of Representatives floor awaiting approval action.



Pictured above: Congressman Pat Tiberi (left), AFPD Vice-President Ron Milburn (Center), Pat LaVecchia (AFPD Government Affairs Chairman)

Drive-off stickers available through AFPD

Service station dealers in Ohio and Michigan can purchase stickers for gas pumps that are intended to deter customers from driving away without paying for the gas that they pump. The stickers, which cost \$1 each for members and \$1.50 each for non-members, explain that a person that drives off without paying can lose their license. To order yours, call AFPD at 1-800-666-6233.

Ohio minimum wage to increase January 1, 2009

Ohio's minimum wage will increase on January 1, 2009 to \$7.30 per hour for non-tipped employees and to \$3.65 per hour for tipped employees, plus tips. Ohio's current minimum wage is \$7.00 per hour for non-tipped employees and \$3.50 per hour for tipped employees.

The increased minimum wage will apply to employers who gross more than \$267,000 per year. Currently, Ohio's minimum wage applies to employers who gross over \$255,000 per year.

In Ohio the minimum wage is tied to

the Ohio Consumer Price Index (CPI), which rose 4.6 percent from September 1, 2007 to August 31, 2008. The amendment also states that the wage rate shall be rounded to the nearest 5 cents.

For employees at smaller companies (grossing \$255,000 or less per year or \$267,000 or less per year after January 1, 2009) and for 14- and 15-year-olds, the state minimum wage is currently \$6.55 per hour and will increase to \$7.25 per hour on July 24, 2009.

Information on Ohio's minimum wage is available at: www.com.ohio.gov.



Ohio Senator Mark Wagoner takes time to listen

By Jody Licursi Capitol Strategies Group

With solid family and personal ties to Northwest Ohio, State Senator Mark Wagoner understands the needs of his district and effectively tackles pertinent issues. Mark Wagoner was appointed to the Ohio Senate in January 2008 while serving his second term as a State Representative for the 46th House District, after the untimely passing of Congressman Paul Gillmor. Senator Wagoner represents the Second Senate District which includes all of Wood and Erie counties and portions of Ottawa and Lucas counties in Northwest Ohio.

Senator Wagoner brings to the Ohio Senate an impressive record of accomplishments that illustrate his intrinsic leadership abilities and adherence to the doctrine of hard work. Before he began his career in public service, Mark Wagoner attended Georgetown University, where he played football, participated in Congressional and

White House internship programs and graduated cum laude with degrees in government and history.

Following his undergraduate tenure, Senator Wagoner earned his Juris Doctor from The Ohio State University Moritz College of Law, serving as the president of the Student Bar Association and as an editor for the Ohio State Law Journal. After graduation from law school, Mark Wagoner returned home to Lucas County, where he continues to reside today with his wife and two children, practicing law at a local firm.

In an era where website contact forms and email blasts are becoming a preferred form of communication for many politicians, Mark Wagoner has chosen to take the time to personally talk with the citizens of his district and hear firsthand the issues that are most important to those he proudly represents. While campaigning for election to the Senate this summer and fall, Sen. Wagoner knocked on thousands of doors throughout his district and held numerous "rural coffees" where

constituents could sit down and personally share their questions and concerns with their state senator.

During these continuing conversations, Sen. Wagoner is often confronted with stories of devastating job loss and scarce opportunities. That's why Mark Wagoner has made keeping and creating good paying jobs in Ohio a top priority. In addition to supporting the recently passed jobs stimulus package, which is estimated to bring 57,000 new jobs to Ohio. Sen. Wagoner continues to work with local leaders to further develop Northwest Ohio's growing alternative energy sector.

With the understanding that times are tough for many small business owners, Mark Wagoner has worked to cut the government red tape that can stifle growth and make it difficult for new businesses to survive and thrive in a struggling economy. In the Ohio Senate, Mark Wagoner will continue to focus his efforts on economic development and job creation, education, utility costs,



and ensuring that Ohioans' tax dollars are spent wisely and efficiently.

To reach Senator Wagoner, you may write to him at: Senate Building Room #038, Ground Floor Columbus, Ohio 43215, call him at: 614/466-8060 or send an email to: sd02@mailr.sen.state.oh.

Let's talk coffee.



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 Arabica beans in preferred
 varieties and flavors
- Industry best merchandising program
- Rebate program
 Free coffee program

NEW ENGLAND COFFEE

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Archway files for Chapter 11 protection

Published reports say that Archway & Mother's Cookies has filed for Chapter 11 reorganization and has shut down its Michigan headquarters and Ohio bakery. The company blamed high raw materials and energy costs for its financial plight.

AFPD

AFPD Ohio offers safety training courses

AFPD Ohio is offering dozens of safety training courses through BWC's Division of Safety and Hygiene. You can contact the organization for more information at Safety@ohiobwc.com or call AFPD at 1-800-666-2233.

SNAP - new name for Federal Food Stamp Program

As of October 1, 2008, SNAP is the new name for the federal Food Stamp Program. SNAP stands for the Supplemental Nutrition Assistance Program. The change from Food Stamps to SNAP does not require any action on your part; the name change does not change how retailers accept program benefits. In the spring of 2009, new signs and materials reflecting the new federal program name will be mailed directly to your store. If you have any questions, visit www.fns.usda.gov/snap or call your local field office.

Meijer builds its Web business

In an effort to compete with big box stores, Meijer, Inc. has launched Grocery By The Case, an online bulk shopping program.

The new nationwide program, which includes free delivery for orders more than \$150, has more than 2,000 grocery and dry good items available for purchase.

Meijer estimates that shoppers will save at least five percent when buying items by the case as opposed to purchasing them individually.

In addition to groceries, the program will include household and cleaning supplies, laundry products, pet food and hundreds of other items

Meijer began test-marketing a personal shopping program called Grocery Express that enables shoppers to order groceries online and have them personally delivered to their car at the local Meijer parking lot. In July, the company launched Meijer Mealbox, a webbased widget that allows customers to plan a week's worth of meals in minutes by providing access to thousands of Meijer recipes, ingredients, coupons and special promotions.

Coming soon! New foods for WIC participants released by USDA

Changes are happening in WIC, the nutrition education and supplemental food program for low-income pregnant women, new mothers, infants, and children to age-five. The WIC food packages released by USDA will adjust foods given to WIC clients to assure that their nutritional needs are being met. Michigan plans to implement the new food packages on August 1, 2009.

It's been almost 30 years since a major change was made to the food packages. The new packages reflect the most recent nutrient recommendations from the scientific community and offer more choices and a wider variety of foods to appeal to WIC's culturally diverse clientele. Fruits, regetables, and whole grains are included for the first time. Amounts of juice, eggs, cheese, and milk are reduced from the current levels.

The new food packages were designed by USDA to be more consistent with the nutrition education messages provided to WIC clients, which encourages them to eat more fruits and vegetables; lower saturated fat, increase whole grains and fiber, drink less sweetened beverages and juice and breastfeed babies.

WIC-authorized retailers are vital partners in delivering these healthy foods to WIC clients. A summary of major food package changes for Michigan WIC is provided at the right.

Additional information will be provided to WIC vendors in coming months. WIC is still working through additional details and clarifications on the Michigan WIC Food Package implementation.

For further information on the changes approved for the nation's WIC food packages visit: www.fns.usda.gov/wic.

Fruits and vegetables

WIC clients will be able to purchase both whole or cut-up fresh fruits and vegetables. A cash value of \$6, \$8, or \$10, depending on whether a client is pregnant or breastfeeding, or a child, will be available on the client's Michigan WIC Bridge Card each month. Vendors will need to stock at least two varieties of fruits and two varieties of vegetables. What's not allowed? White potatoes, olives, herbs, spices, fruit/nut mixes, salad bar items, peanuts, party trays, and blossoms (except for broccoli, cauliflower, and artichoke) cannot be purchased.

Whole wheat/whole grain bread loaves

Bread will also be a new addition for WIC clients. The bread must be whole wheat or whole grain. Loaf size is an important consideration. One 16 ounce loaf per month will be provided for pregnant, breastfeeding, and partially breastfeeding women; children will receive 32 ounces per month. Com or other whole grain tortillas may also be allowed.

Whole grain cereals

The new food packages place an increased emphasis on whole grain cereals. Retailers will need to stock at least one whole grain cereal from Michigan WIC's approved foods list. At least half of the approved cereals on the food list must be whole grain.

Milk, cheese, eggs, and juice

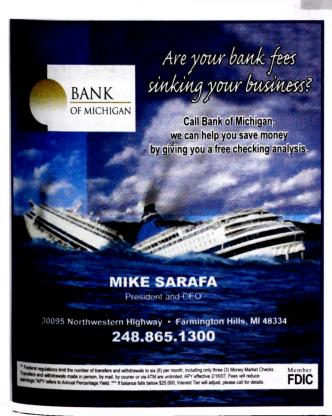
Monthly quantities of milk, cheese, eggs, and juice will be reduced from amounts currently provided for women and children. Juice is eliminated for infants. Whole milk will continue to be offered for babies 12-23 months. Low-fat milk (2% or lower) will be the form offered for two years and older. These changes were made to be more consistent with recommendations in the 2005 Dietary Guidelines for Americans.

Baby food fruits, vegetables, meats and infant cereal

Baby food jars of fruits and vegetables will be available for infants beginning at six months of age. Food combinations and desserts will not be allowed infants exclusively breastfed will also receive baby food meat beginning at six months. Infant cereal will still be provided although only for infants six months and older instead of the current four months.

Infant formula

The new food packages promote and support breastfeeding. Less formula will be issued in the new packages to allow mothers to feed more breast milk to their infants. The increased emphasis on breastfeeding was based on a review of the scientific literature on the health benefits for both infant and mother.





Sherwood Food Distributors invests to better serve its customers

By Michele MacWilliams
AFPD Vice President of Communication

Sherwood Food Distributors was established in 1969 by Alex Karp and Earl Ishbia. Since then, it has grown to become one of the largest privately owned food distribution companies in the country, with 2008 estimated sales of over \$1.4 billion and more than 800 employees. Headquartered in Detroit, with warehouses in Cincinnati, Cleveland, Chicago and Miami and sales offices and customers throughout the U.S., Sherwood Food Distributors has positioned itself as a leading purveyor of quality meat and food products.

The company is currently run by a seasoned management team which includes five second-generation family members.

Two years ago Sherwood Food Distributors moved its corporate headquarters and Detroit distribution warehouse to a 21-acre campus which includes 300,000 square feet of warehouse space.

Formerly a Farmer Jack warehouse, the entire interior was completely renovated and rebuilt to suit Sherwood's needs. The renovations included a new state-of-the-art computer-controlled refrigeration system. The company has also installed several systems employing the latest technology to manage all warehousing and transportation functions.

In addition to the warehouse

renovations, a new 20,000 squarefoot corporate office building was erected on the campus and provides a comfortable and efficient working environment for the Sherwood staff.

"We looked at a lot of sites and buildings. This one suited our needs the best," said Earl Ishbia, Sherwood Food Distributors president. He added that the company invested in equipment and systems that would make Sherwood run as cost efficient as possible. Most importantly, he wanted to keep Sherwood's headquarters in Detroit.

Over the years, the success of Sherwood Food Distributors has been a result of the company's commitment to exceptional customer service. At a time when most wholesalers are downsizing, Sherwood is increasing its workforce to better serve its customers.

"Our goal is to constantly upgrade systems for efficiencies which best serve our customers," said Ernesto Ostheimer, Sherwood Foods director of sales and marketing, Wholesale Division. "Our customers are really our partners. We rely on each other for success. So, the more efficient we operate, the better we can meet the needs of our customers and the more cost savings we can pass on to them," he added.

So what is next for Sherwood? "We continue to explore opportunities to expand our customer base and our product mix.





Left: Emesto Ostheimer, director of sales and marketing, Wholesale Division Right: Earl Ishbia, Sherwood Food Distributors co-founder and president.



Busy employees inside Sherwood Food Distributors new headquarters

Since moving into the warehouse, we have expanded our product mix by over 2,000 SKUs and our buyers are constantly searching for products that will bring value, savings and new ideas to our customers." said Farl Ishbia

Sherwood Foods has seen growth every year since its inception, and with its solid core principals of providing exceptional value and service to its customers, the company expects to continue this growth trend for years to come.



The new Sherwood Food Distributors headquarters building



The warehouse stretches farther than the camera lens can capture



Retailer **PROFILE**

New Value Center market provides "wow" factor

By Michele MacWilliams

All too often today, grocery stores look alike. It is planned that way so that a customer, who frequents his local Kroger and becomes accustomed to its layout, will find the same products in generally the same place in a Kroger across town. Familiarity provides a certain level of comfort.

It is apparent that familiarity is not what the designers of the new Value Center supermarket in Mt. Clemens, Michigan had in mind. Located on Harper at 16 Mile Road, everything about Value Center is new and different . . . even different from the Value Center markets in Livonia, Madison Heights and Warren.

"The building was an old Farmer Jack that opened in the early '70s. All we kept were three walls. The rest is totally new," said Terry Farida, a partner in the new Value Center venture.

The store was created and now is owned and operated by two families; Terry Farida and brothers Ron and John, and Terry's son Tommy, partnered with the Shouneyia brothers Johnny, Brandon and Matthew. The project has been a team effort from the beginning. Ron Farida was the general contractor and construction began last January. Value Center opened its doors on August 1. "This really was a year's worth of construction work that Ron was able to complete in seven months. It was pretty remarkable," says Terry.

The interior design was done by a company called CIP, out of Ohio. However, Jean Farida, mother of the Farida brothers, took on this project, choosing paint colors, floor coverings and the coordination of all other design elements.

"My mom really got involved and did a great job. She has an eye for color combinations and lighting," beamed Terry.

The store is a whopping 58,000 square feet, one of the largest independently owned grocery stores in the state. The exterior boasts a new façade, a digital reader board sign that is easily seen from both Harper and 16 Mile Road, and a freshly blacktopped parking lot.

Inside, the huge facility is broken up into departments, easing customer traffic flow. The high ceiling is painted a calming sky blue with exposed beams and ductwork. Skylights bring the outside in, while hanging light fixtures help

> spotlight different departments and ceiling fans provide energy efficiency as well as ambiance.

Value Center is designed to be a one-stop shopping experience, complete with every imaginable department, including produce, bakery, outcher, deli, florist,





Co-owner Terry Farida

Chef Jae Lee at the Value Center Sushi Bar

as well as grocery, frozen, health & beauty and dairy sections. Of special interest is their sushi station, complete with an on-site sushi chef!

Beer is big at Value Center. The store boasts a 20-door walk-in beer cooler, where customers can find everything from cases of Milwaukee's Best, to the latest craft beers from around the globe. The store's wine selection is nothing to

scoff at either. Covering an area larger than most grocery store wine sections, there is certainly something for every taste and budget.

"We are surrounded by three Kroger and two Meijer stores, so we have to provide all the services they would find at our competition, plus make Value Center unique," said Farida. The partners are currently working on adding a bank and post office within the store's four walls. "We continually strive to give our customers a reason to come here instead of shopping somewhere else," he added.

One main reason is convenience. A customer who used to travel around town to buy produce from one store, a special cut of meat at another, a bargain size box of laundry detergent from the local big box store and then hit the post office and bank on the way home, can now simply head to Value Center

Another reason is customer service.



"With so much competition out there, we really have to connect with our customers and neighbors," says Farida. "If we don't carry an item that a customer wants, we'll get it. But more than that, we want to be good neighbors. We support the local sports teams, join in parades and immerse ourselves in the local community," he adds.

Although Value Center has only been open for a few months, response from customers has been overwhelmingly positive. "We were immediately welcomed by those that live and work around here," said Terry. "They see the investment that we've made and are happy to have a new and unique place to shop.

At the new Value Center Market. the right mix of products and services, packaged in a beautifully designed store, provides the right mix, at the right time for Eastside Metro Detroit shoppers.



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Information online at afpdonline.org or call Michele MacWilliams at AFPD

1-800-666-6233

Conversion is on track

By M. Scott Bowen Michigan Lottery Commissioner

The Lottery's conversion to a new computer and terminal system is proceeding on schedule. Satellite installation has been completed throughout the state and players are beginning to notice the new, sleeker Lottery terminals as you read this. Those retailers who don't already have ticket checkers will have them installed as part of the conversion as well.

As mentioned previously in this column, the conversion to the new system is a very detailed and lengthy process. However, given our progress to date, we are hopeful that the process will continue to flow smoothly.

Next Millionaire Raffle:

The Lottery's next Millionaire Raffle, with a price point of \$20 per ticket, went on sale on November 10. We've received a number of player requests for the \$20 ticket and this launch date coincides with



Scott Bowen

MyBlu My Blu My Heal

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Welcome to MyBlue, Blue Cross Blue Shield of Michigan's new suite of individual health plans.

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To sign up today or for more information regarding benefits and rates on MyBlue plans, contact the Associated Food & Petroleum Dealers at 248-671-9600.

the holiday gift buying season.

The Millionaire Raffle will offer six grand prizes of \$1 million each; 12 prizes of \$100,000 each; 2,000 prizes of \$500 each, and 4,000 prizes of \$100 each. Early bird discounts of \$2 will be offered to the first 100,000 ticket purchasers; only 600,000 tickets will be sold.

In addition to the Millionaire Raffle being a perfect holiday gift, don't forget to promote the Lottery's line of seasonal-themed instants. Bearing Gifts for \$1; Mistletoe Dough for \$2; Holly Jolly Jackpot for \$5, and 12 Days of Cash for \$10 went on sale November 10. Then, on November 24, Casino Game Book (\$20), Zodiac Cashword (\$2), and Wild Time Fever (\$2) debut.

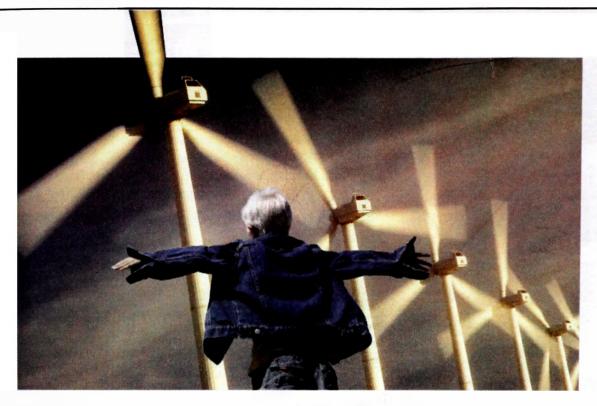
The Invitation Is Still Open:

If you have ideas or concerns about the Lottery business that you'd like to share with us, consider signing up and participating in an advisory discussion. Lottery officials from the Lansing headquarters will be traveling around the state to meet with retailers to get their opinions on what is currently working, what isn't - and what you'd like to see happen in the future.

If you are interested in participating in these discussions, please contact the Lottery's Marketing Division at (517) 335-5621. We will take your name, business name, phone number - and if you have one, your email address. You will be contacted when a meeting in your area has been scheduled.

For additional information, please visit the Lottery's Web site at www.michigan.gov/lottery.

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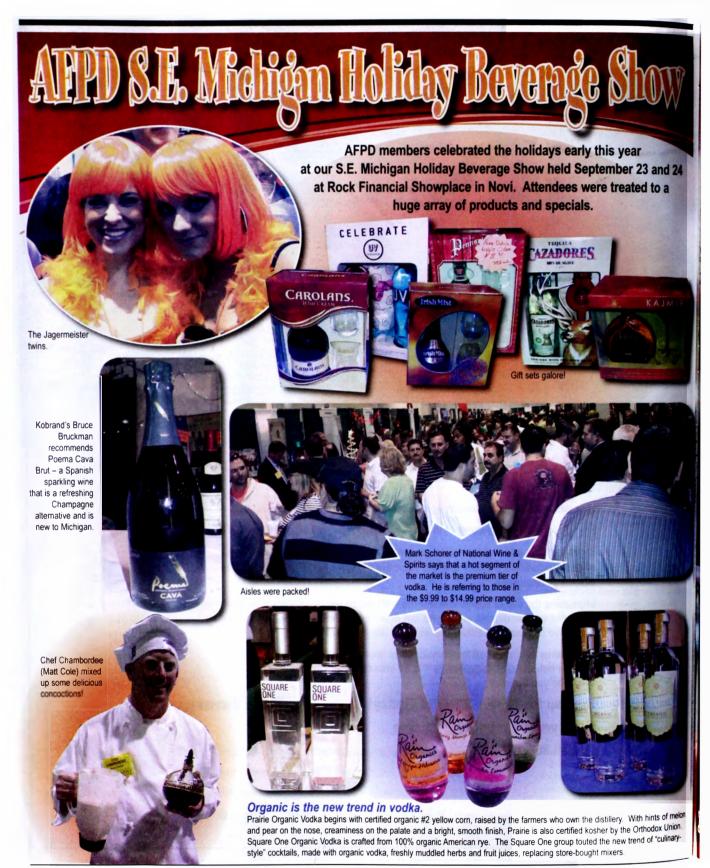
Increasing the use of renewable energy will reduce our dependency on fossil fuels, decrease carbon dioxide emissions, cut down on pollutants in the air we breathe and leave a cleaner, healthier planet for future generations.

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Salaxy Wine Distributors featured Razor's Edge, a wine that recently received a 91 point rating from Wine Spectator.

Absinthe is bac

National Wine's Brian Pizutti said Absinthe is returning in a big way. A beverage of dubious notoriety from the 1800s, it was originally made from wormwood, which gave it hallucinogenic qualities. Absinthe gained much mystique because it was thought to be the reason that Vincent Van Gough was driven to slice off his ear. Today, Absinthe has the same liquorish taste, minus the wormwood - and related effects.

At the AFPD Holiday Show, National Wine featured two Absinthe brands: Lucid and Grand Absente. Traditionally it is served poured over a sugar cube, into a small glass, Grand Absente is available in a gift box with glass and sugar cube holder.



Platinum is a seven-time distilled vodka that has received a lot of recent attention.

PLATINUM



Re Sarafa, Roxanne Wiemer and Barry Boozan greeted guests at he Bank of Michigan booth.



low-carb energy drink.



Saad Abbo of U.S. Ice with Shafik Karim of Big Daddy Liquor 2



For the wine lover on the go, Hardys Nottage Hill Shuttles are the perfect answer. The 100% recycleable plastic container is a single-serving bottle of Shiraz or Chardonnay with a top that becomes a wine glass. It's truly wine in a "glass" of its own!

> Alan and Evet Lucia began Cana Wine Distributors two years ago. They concentrate o providing good quality wines with great margins.

Cointreau Noir, a recently introduced liquor made with Remy Martin Cognac, was a big Holiday Show hit. Housed in a bronze bottle and retailing for around \$60, it is expected to be a popular special event beverage.



AFPD Membership PROGRAMS

As an AFPD member, you are provided with a wide range of professional services and solutions that are custom-tailored to the food, beverage and petroleum industry in Michigan and Ohio. Here are three:

Credit Card **Processing**

AFPD members can lower their credit card processing fees with AFPD's new endorsed program. AFPD has teamed up with First



Data to bring members a very cost-efficient program in providing credit and debit card processing. First Data supports Visa, MasterCard, Discover, American Express along with gift and loyalty cards, and check processing.

Money Gram. International

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All AFPD members have access to our successful Coupon Redemption Program. The AFPD coupon program eliminates the time-consuming and costly chore of sorting, counting and mailing coupons to individual manufacturers, which reduces the volume of accounting records a retailer must keen.

You simply package and mail your coupons to the AFPD office and receive a check from us within five to six weeks! AFPD Coupon Specialist Harley Davis will make sure that you get your money. There is absolutely no charge for this service as long as you are a member of AFPD. The AFPD Coupon Redemption Program has been a valuable membership benefit in Michigan for over 25 years. All our grocery and petroleum dealers who use our coupon redemption program realize how quick and easy it is to accept coupons and get manufacturer redemption.

If you are interested, please give Harley a call at 1-800-666-6233. He will explain how simple it is to accept and redeem coupons at your location(s).

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COOL - Commonly asked questions concerning the new Country of Origin Labeling requirements

Q. What are the basic requirements of COOL?

A The 2002 and 2008 Farm Bills amended the ignoultural Marketing Act of 1946 to require stalers to notify their customers of the country of origin of beef (including yeal), lamb, pork, chicken, goat, wild and farm-raised fish and shellfish, perishable agricultural commodities, reanuts, pecans, ginseng, and macadamia ruts The implementation of mandatory COOL or all covered commodities except wild and am-raised fish and shellfish was delayed inti September 30, 2008. The law defines the terms "retailer" and "perishable agricultural commodity" as having the meanings given those terms in section 1(b) of the Perishable Agricultural Commodities Act of 1930 (PACA)(7 US.C. 499 et seq.). Under PACA, a retailer is any person engaged in the business of selling any perishable agricultural commodity at retail. Retailers are required to be licensed when the invoice cost of all purchases of perishable agnoultural commodities exceeds \$230,000 during a calendar year. The term perishable agnoultural commodity means fresh and frozen fruits and vegetables.

Food service establishments are specifically exempted as are covered commodities that are ingredients in a processed food item. In addition, the law specifically outlines the criteria a covered commodity must meet to bear a "United States country of origin" designation.

Q What commodities require country of origin labeling?

A Covered commodities include muscle cuts of beef (including veal), lamb, pork, goat, and chicken, ground beef, ground lamb, ground pork, ground goat, and ground chicken; farmraised fish and shellfish; wild fish and shellfish; penshable agricultural commodities; peanuts; girseng pecans and macadamia nuts.

Q When does COOL go into effect?

A All rules took effect September 30, 2008. Now, during the six month period following he effective date of the regulation, AMS 5 conducting an industry education and ^{outreach} program concerning the provisions and requirements of this rule.

Processed Food Item Definition Q What is the definition of a "processed

AMS has defined a processed food item as a retail item derived from a covered commodity hat has undergone specific processing resulting a change in the character of the covered commodity, or that has been combined with at

least one other covered commodity or other substantive food component (e.g., chocolate, breading, or tomato sauce). Specific processing that results in a change in the character of the covered commodity includes cooking (e.g., frying, broiling, grilling, boiling, steaming, baking, roasting), curing (e.g., salt curing, sugar curing, drying), smoking (hot or cold), and restructuring (e.g., emulsifying and extruding)

Q. Do processed food items require country of origin labels?

A. The COOL law contains an express exclusion for an ingredient in a processed food item. Thus, retail items that meet the definition of a processed food item do not require labeling under the COOL interim final rule. However, many imported items are still required to be marked with country of origin information under the Tariff Act of 1930 (Tariff Act). For example, while a bag of frozen peas and carrots is considered a processed food item under the COOL interim final rule, if the peas and carrots are of foreign origin, the Tariff Act requires that the country of origin be marked on the bag. Likewise, while roasted peanuts, pecans, and macadamia nuts are also considered processed food items under the COOL interim final rule, under the Tariff Act, if the nuts are of foreign origin, the country of origin must be indicated to the ultimate purchaser. This also holds true for a variety of fish and shellfish items. For example, salmon imported from Chile that is smoked in the United States as well as shrimp imported from Thailand that is cooked in the United States are also required to be labeled with country of origin information under the Tariff Act. In addition, items such as marinated lamb loins that are imported in consumer-ready packages would also be required to be labeled with country of origin information as both Customs and Border Protection (CBP) and Food Safety and Inspection Service regulations require meat that is imported in consumerready packages to be labeled with origin information on the package

Q. What are some examples of a "processed food item"?

A. Examples of processed food items excluded from COOL labeling requirements are: terivaki flavored pork loin, roasted peanuts breaded chicken tenders, marinated chicken breasts, a salad mix that contains lettuce and carrots, and a fruit cup that contains melons, nineapples, and strawberries

Q. Would a frozen vegetable medley that is packaged in the United States and contains both foreign and domestic

produce have to bear country of origin information since it is a combination of different commodities?

A. Yes. While this product is considered a processed food item and is therefore excluded from COOL labeling requirements, according to CBP rules and regulations, the process of blanching, cutting, freezing, and combining and packaging different vegetables (or fruits) does not result in the item being excluded from CBP marking requirements...

Q. Does cutting or slicing vegetables count as processing? What about dried fruit or mushrooms, are they covered

A. A processed food item is a retail item derived from a covered commodity that has undergone processing resulting in a change in the character of the commodity or that has been combined with at least one other covered commodity or other substantive food components (e.g. breading, chocolate, salad dressing, and tomato sauce). Trimming, cutting, chopping, and slicing are activities that do not change the character of the product. Dried fruit is not subject to COOL labeling requirements since the drying process changes the character of the fruit. Mushrooms, if fresh, are covered. Dried mushrooms are not covered.

Q. Why did USDA choose to define the term "processed food item" in this manner when it seems to result in many products being excluded from labeling?

A. The definition of a processed food item developed for this rule has taken into account comments from affected entities and has resulted in excluding products that would be more costly and troublesome for retailers and suppliers to provide country of origin information. This definition is based on the definition for this term that was published in the interim final rule for fish and shellfish on October 5. 2004. Because the rule for the remaining covered commodities was also issued as an interim final rule and gave regulated parties only 60 days to implement it, USDA felt the best approach was to maintain the same definition that was used in the fish and shellfish program. which has been operating in retail stores for three years and provides retailers with a clear line as to what items require labeling

Retail Store Definition Q. What stores are required to comply with COOL?

A. The COOL legislation defines "retailer" as having the meaning given that term in section 499a (b) of the Perishable Agricultural Commodities Act of 1930 (PACA), Under PACA, a retailer is any person engaged in the business of selling any perishable agricultural commodity at retail. Retailers are required to be licensed when the invoice cost of all purchases of perishable agricultural commodities exceeds \$230,000 during a calendar year. The term perishable agricultural commodity means fresh and frozen fruits and vegetables

For purposes of COOL, the definition of "retailer" generally includes most grocery stores and supermarkets. Retail stores such as fish markets and butcher shops as well as other stores that do not invoice the threshold amount of fresh produce (fruits and vegetables) are exempt from this regulation. Restaurants and other food service establishments (cafeterias, lunchrooms) are also exempt.

Food Service Establishments Q. Are "Food Service Establishments" required to label the items they sell for country of origin?

A. No, food service establishments are exempt from COOL requirements. The term "food service establishment" means a restaurant cafeteria, lunch room, food stand, saloon, tavem, bar, lounge, or other similar facility operated as an enterprise engaged in the business of selling food to the public. Similar food service facilities include salad bars. delicatessens, and other food enterprises located within retail establishments that provide ready-to-eat foods that are consumed either on or outside of the retailer's premises

Country of Origin Notifications Q. What information is a supplier required to provide to a retailer?

A. Any person engaged in the business of supplying a covered commodity to a retailer. whether directly or indirectly, must make available information to the buyer about the country(ies) of origin of the covered commodity. This information may be provided either on the product itself, on the master shipping container, or in a document that accompanies the product through retail sale.

Q. What requirements does a product have to meet in order to be labeled as having a U.S. origin?

A. A covered commodity may bear a declaration that identifies the United States

COOL.

Continued on page 21.



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Continued from page 19.

as the sole country of origin at retail only (it meets the definition of United States country of origin. Under the interim final rule, beef, pork, lamb, chicken, and goat must be tenved from animals exclusively born, raised, and slaughtered in the United States; from anmals born and raised in Alaska or Hawaii and transported for a period of not more than iff days through Canada to the United States and slaughtered in the United States; or from animals present in the United States on or before July 15, 2008, and once present in the United States, remained continuously in the United States. For perishable agricultural commodities, peanuts, ginseng, pecans, and nacadamia nuts, products must be grown in the United States

Marking the Country of Origin Designation

Q Are we required to state the country of origin on our packages?

A Retailers are required to notify the final consumer of the country of origin of covered commodities. The COOL statute provides suppliers and retailers with considerable fexibility in marking items offered for sale. The aw allows country of origin information to be provided to consumers by means of a label, stamp, mark, placard, or other clear and visible sign on the covered commodity or on the package, display, holding unit, or bin containing the commodity at the final point of sale to consumers. Suppliers are required to make country of origin information available to their buyers Such notification can be provided either on the product itself, on the master shipping container, or in a document that accompanies the product through retail sale.

Q What marking methods does the law allow retailers to use in declaring the country of origin of covered commodities and method of production, in the case of fish and shellfish!?

- The law provides retailers with a flexible anety of options for marking commodities, noluding a placard, sign, label, sticker, band, twist be, pin tag, or other format. Country Tongin declarations may also be in the of a checkbox on the master container. Anecdotal evidence indicates that many etailers are asking or requiring their suppliers pre-label products. When stickers are sed on individual items, USDA encourages etailers to supplement stickers with point-Inpurchase placards and other signage as a way to more clearly indicate information to onsumers, because the efficacy of stickers 6 not 100%. USDA will address the issue of preponderance of stickers in its compliance and enforcement procedures to ensure

uniform guidance is provided to compliance and enforcement personnel.

Q. Do the rules specify font size, typeface, color or location of country of origin claims?

A. No, the rules do not contain prescriptions for font size, typeface, color or location of country of origin claims. However, declarations must be legible and must be placed in a conspicuous location, which renders it likely to be read and understood by a customer under normal conditions of purchase.

Q. What is "Method of Production" labeling?

A. "Method of production" refers to the distinction between wild-caught or farm-raised fish and shellfish. COOL legislation also requires the country of origin notice to distinguish between wild and farm-raised fish.

Meats (Beef - including yeal, Lamb, Pork, Goat Meat and Chicken)

Q. When can muscle cuts of meat be labeled as "Product of the U.S.?

A. Covered commodities may bear a US origin declaration if they are derived from animals born, raised and slaughtered in the US, from animals born in Alaska or Hawaii, and transported through Canada for less than 60 days and slaughtered in US, or from animals present in the US on or before July 15, 2008.

Q. How do I label imported muscle cuts of meat?

A. Imported commodities for which no production steps occur in the US retain the origin as declared to U.S. Customs and Border Protection.

Q. How do I label muscle cuts of meat from animals raised in "Country X" but imported for immediate slaughter in the U.S.?

A. Meat from animals imported for immediate slaughter in the U.S. shall be designated as Product of Country X and the U.S.

Q. Can a packer or intermediary supplier that processes whole muscle meat products derived from both mixed origin animals (e.g., Product of U.S., Canada and Mexico) and U.S. origin animals commingle and label these products with a mixed origin label?

A. If meat covered commodities derived from U.S. and mixed origin animals are commingled during a production day, the resulting product may carry the mixed origin claim (e.g., Product of U.S., Canada, and Mexico). Thus, it is not permissible to label meat derived from livestock of U.S. origin with a mixed origin label if solely U.S. origin meat was produced during the production day.

Q. How do I label muscle cuts of meat from animals that are in "Category B" (animals that were born, raised and/or slaughtered in the U.S. and not imported

for immediate slaughter)?

A. Meat from these animals should be labeled as, Product of the U.S., Canada, and Mexico or Product of the U.S., Canada, Mexico. To provide consistency in the labels and to avoid consumer confusion, the terms "or" and "and/or" in the country of origin designation declaration shall not be used (e.g., retailers should not label their products Product of the U.S., Canada, or Mexico or Product of the U.S., Canada, and/or Mexico).

In addition, more specific information can also be provided. For example, meat derived from hogs that may have been born in Canada but raised and processed in the United States can be labeled as, Product of the U.S. and Canada; From hogs born in Canada or Product of the U.S. and Canada; Processed in the United States.

Q. Can a retailer, like a meat packer, label meat products derived from livestock born, raised, and slaughtered in the United States (i.e., Product of USA) as having a mixed origin (e.g., Product of the United States, Canada, and Mexico)?

A. Similar to packers and intermediary suppliers, retailers are permitted to market U.S. produced meat products under a mixed origin label (e.g., Product of U.S., Canada and Mexico) if they are commingled with meat of mixed origin. That is, if a retailer further processes meat at the store and the resulting package includes meat of both U.S. origin and mixed origin (e.g., Product of U.S., Canada and Mexico), the origin declaration can read Product of U.S., Canada and Mexico).

Q. If a packer, intermediary supplier or retailer handles whole muscle meat products derived from both mixed origin animals (e.g., Product of U.S., Canada and Mexico) and direct for slaughter animals (e.g., Product of Canada and U.S.), can the product be commingled and labeled using the direct for slaughter label with all applicable countries of origin listed (i.e., Product of Country X, U.S. and Country Y)?

A. Yes. If meat covered commodities derived from mixed origin and direct for slaughter animals are commingled, the resulting product may carry the direct for slaughter origin claim (i.e., Product of Country X and U.S.) with other countries of origin as applicable.

Perishable Agricultural Commodities Q. Do fresh apples, strawberries, raspberries, blackberries and blueberries fall under COOL Regulations?

A. Yes. The term "perishable agricultural commodity" has the meaning given in the Perishable Agricultural Commodities Act of 1930 (PACA), as amended (7 USC 499a (b)). "Perishable agricultural commodity."

(A) means any of the following, whether or not frozen or packed in ice: fresh

fruits and fresh vegetables of every kind and character; and

(B) includes chemies in brine as defined by the Secretary in accordance with trade usages." Items such as apples, strawberries, raspberries, blackberries and blueberries are covered under PACA regulations and are subject to COOL labeling requirements.

Q. We are a certified organic fresh herb producer who sells packaged and bunched culinary herbs to local stores. Will our products be subject to COOL labeling requirements as of September 2008?

A. Yes. Fresh herbs are covered under PACA regulations and are subject to COOL labeling requirements.

Q. Can a producer list multiple countries as potential origins for the product inside? Currently we use packaging that says "may contain" product from Mexico, Honduras or Chile.

A. The origin designation must be specific. If the container contains product of multiple countries then all countries must be on the label. For example: "Contains Product of Mexico and Chile." The law does allow for comingling of product in retail bins as long as all possible countries of origin are listed. §65.300(g) and §65.400(d)

Q. If a product is grown in the U.S. but packaged, cut and prepared outside the U.S., how should it be labeled?

A. Product that has been grown in the United States then exported to another country for processing then returned to the U.S. for retail sale may retain the designation of being labeled "Product of U.S." provided a verifiable audit trail is maintained. §65.300(d)(2)

Imported covered commodities that have been grown in the United States then exported to another country for processing and then returned to the U.S. for retail sale without a verifiable audit trail, shall retain their origin, as declared to U.S. Customs and Border Protection (CBP) at the time the product entered the United States, through retail sale. §65.300(f))

Q. What terminology is acceptable for marking imported perishable agricultural commodities?

A. The declaration of the country of origin may be in the form of a statement such as: "Product of Country X," "Grown in Country X," "Produce of Country X," may only include the name of the country "Country X" or may be in the form of a checkbox provided it conforms with other Federal labeling regulations (i.e., CBP, FDA).

COOL,

Continued on page 24.

New Products from our members!

Captain Morgan Spiced Rum now available in 100 proof

Captain Morgan® 100
Proof Spiced Rum is the
new offering in the Captain
Morgan portfolio of
products. Captain Morgan
100 Proof Spiced Rum
brings out the intensity of
rum in its original fullflavored and uncut state
and is specially formulated
to taste great with Cola or
as a shot.

Captain Morgan is the number three brand in total spirits sales in the U.S., and the number one brand in volume sales in Michigan. (Source: International Wine & Spirit Record 2007)

Captain Morgan is supported by over \$60 million annual advertising and promotional campaign, including eight weeks of mobile billboards in Michigan. This support maximizes consumer awareness and helps drive retail sales.

Sweet success, Hostess adds to their 100-calorie product line

Hostess was thinking about moms when they introduced their new 100-calorie packs of Twinkie Bites and Strawberry Cupcakes. Both appeal to mothers because they bring the great, familiar Hostess taste to a portion-controlled size. The new Twinkie Bites and Strawberry Cupcakes became available in November.



Baileys® adds a hint of coffee

Consumers love coffee over ice. Iced coffee drinks have gained tremendous popularity in summer months and have accounted for nearly half of the growth in the specialty coffee market over the last five years. (Source: Tea & Coffee Trade Journal, April 2007)

Consumers can now enjoy the new Baileys with a hint of Coffee. It is great straight up, in mixed drinks or over ice.



Edible poker chips

Tortilla chip manufacturer, Festida Foods, has introduced ready-to-eat tortilla chips in the shapes and colors of



the suits of playing cards with packaging that has a Las Vegas/casino theme. Poker Chips are distributed by S. Abraham & Sons and Better Made Snack Foods and are in stock for ordering now. For more information, contact Gloria M. Vega, director of sales and marketing for Festida Foods and Great Lakes Snacks at (616) 696-0400 or email to her at gvega@festidafoods.com.

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AFPD Turkey Drive - There is still time to give!

Although the holiday season is upon us, AFPD still needs your help so that we can make the season brighter for 2,200 needy Metero Detroit families. The Turkey Drive is an Associated Food & Petroleum Dealers tradition that started 28 years ago and each year the list of charitable groups that ask for turkeys grows. There are many more requests than we could ever fill.

Thanksgiving is a time to reflect, give thanks and help those who have less. We are asking you to pitch in.

A \$200 donation to the AFPD Turkey Drive will provide turkeys for 20 families! When you consider that each turkey serves about 12, that's Thanksgiving turkey for 240 people!

We need your help. It is truly heartwarming to be a part of our

annual Turkey Drive and to know that together, we have brightened the day for 2,000 needy families. To make a donation, please fill out the form below or call us at (800) 666-6233. Thank You.

Yes! I want to provide Thanksgiving dinner to needy Metro Detroit families.

Name			
			. .
Address			By che Make che
City	Statae	Zip	Turkey Dr
Phone			with your
Email			A 3
l will provide Thanksq			F

Other

100 families at \$1,000

Payment Method

By check:
Make check payable to AFPD
Furkey Drive and send this form,
with your check, to:
AFPD Turkey Drive
30415 W. 13 Mile Road
Farmington Hills, MI 48334

metnoa:		
By credit card:		
Circle one: MC Visa		
Card Number:	-	-
Expiration Date:		
V-Code # (last 3 digits on t	back of c	ard)
Cianatura		

20 families at \$200

40 families at \$400

50 families at \$500

Get a Grip on Your Thirst

NEW EASY-HOLD, EASY-OPEN BOTTLE



COOL.

Continued from page 21.

Q. Our current invoices identify our business address. Do we need to provide any further information?

A. Yes. A distributor's business location is insufficient to provide the country of origin of the products they sell. The country of origin of each commodity needs to be declared and provided to the subsequent recipient of that product.

Q. What state, region or locality designations are acceptable?

A. The 2008 Farm Bill allows labeling of the state, region or locality of the U.S. where the perishable agricultural commodity (or nut) was produced to be sufficient to identify the U.S. as the country of origin. The regulation expands this provision to also allow state, regional, or locality labels for imported products. Examples of acceptable U.S. State labeling designations include: Pride of New York, Jersey Fresh, Vermont Seal of Quality, Massachusetts Grown, Ohio Proud, Kentucky Proud, and New Mexico Grown with Tradition.

Q. Are retail items such as salad mixes and fruit cups/fruit salads required to be labeled with country of origin

A. Under the August 1, 2008, interim final rule, a covered commodity that has been combined with at least one other covered commodity is considered a processed food item and is therefore exempt from country of origin labeling requirements. We have received numerous inquiries in the last few weeks, primarily from members of the produce industry, requesting clarification on exactly what is meant by "other covered commodity." Examples of the types of produce mixes include:

1. Fruit salads with different melons (watermelon, honeydew and/or cantaloupe) 2. Packages of different colored sweet peppers (green, yellow and/or red) 3. Salads mixes (iceberg lettuce, romaine lettuce)

In determining whether these types of products or other similar products that contain combined covered commodities are covered by COOL, the Agency will rely on U.S. Grade Standards for fruits and vegetables to make the distinction of whether or not the retail item is a combination of "other covered commodities" Applying this policy to the first example of a fruit salad that contains watermelon, honeydew, and cantaloupe, each of these melon types have a separate U.S. Grade Standard. Therefore, when they are mixed together in a fruit salad, fruit platter, etc., they will not be subject to country of origin labeling requirements.

In the second example, the different colored sweet peppers combined in a package will require country of origin notification because there is one U.S. Grade Standard for sweet peppers, regardless of the color

The third example is similar to the melon mix. Because there are separate U.S. Grade Standards for iceberg lettuce and romaine lettuce, this type of salad mix will not be required to be labeled with country of origin information. While the Agency previously used this example in the preamble of the August 1, 2008, interim final rule and concluded that such a salad mix would be subject to COOL, based on questions received during recent outreach sessions, the Agency now believes the use of U.S. Grade Standards in determining when a perishable retail item is considered a processed food item provides a bright line to the industry.

There are limited exceptions to this policy. This exception occurs when there are different grade standards for the same commodity based on the region of production. For example, although there are separate grade standards for oranges from Florida, Texas, and California/Arizona, combining oranges from these different regions would not be considered combining "other covered commodities" and therefore, a container with oranges from Texas and Florida will have to be labeled with country of origin information

Finally, there are many fruits and vegetables for which no grade standards have been developed. If you are uncertain whether the combination of commodities you are selling will be considered a processed food item we encourage you to contact AMS for guidance. The USDA Grade Standards for fruits and vegetables can be found on the web at www.ams.usda.gov/AMSv1.0.

Peanuts, Pecans, Macadamia Nuts and Ginseng

Q. Is peanut butter, or other prepared foods containing peanuts, pecans macadamia nuts or ginseng subject to COOL regulations?

A The legislation excludes processed food items from labeling requirements. The definition of processed food items is contained in the interim final rule for the remaining covered commodities. Peanuts, pecans, macadamia nuts and ginseng in the raw state are subject to COOL requirements. Peanuts, pecans, macadamia nuts or ginseng combined with other substantive food ingredients, such as in a candy bar or a trail mix, are considered processed food items and therefore excluded from labeling requirements. Likewise, roasted peanuts, pecans or macadamia nuts are considered processed food items. They also are excluded from labeling requirements.

Recordkeeping Q. What are the recordkeeping

requirements for COOL?

A. In general, retailers must maintain records or other documentary evidence that permits

verification of origin claims made at retail. These records may be maintained in any location and, unless specified otherwise, must be maintained for a period of 1 year from the date the declaration was made at retail. Upon request, these records must be provided to any duly authorized representatives of USDA within 5 business days of the request

For covered commodities sold in pre-labeled consumer-ready packages, the record must identify the covered commodity and the retail supplier. For products that are pre-labeled with the origin information on the shipping container (or other type of outer container), the label itself is sufficient evidence on which the retailer may rely to establish the product's origin at the point of sale. In this case, retailers must still maintain a record identifying the covered commodity and the retail supplier. In addition, to allow substantiation of the origin claim, the retailer must either maintain the pre-labeled shipping container at the retail store for as long as the product is on hand, or ensure the origin information is included in the record identifying the covered commodity and the retail supplier. For products that are not pre-labeled, the retailer must maintain records that identify the covered commodity, the retail supplier, and the origin information

Retail suppliers must maintain records to establish and identify the immediate previous source (if applicable) and immediate subsequent recipient of a covered commodity for a period of 1 year from the date of the transaction. Upon request, these records must be provided to any duly authorized representatives of USDA within 5 business days of the request and may be maintained in any location

The supplier of a covered commodity that is responsible for initiating a country of origin declaration, which in the case of beef, lamb, pork, chicken, and goat is the slaughter facility, must possess or have legal access to records that are necessary to substantiate that claim. In the case of beef, lamb, chicken. goat, and pork, a producer affidavit shall be considered acceptable evidence on which the slaughter facility may rely to initiate the origin claim, provided it is made by someone having first-hand knowledge of the origin of the animal(s) and identifies the animal(s) unique to the transaction.

For an imported covered commodity, the importer of record as determined by CBP, must ensure that records; provide clear product tracking from the United States port of entry to the immediate subsequent recipient and accurately reflect the country(ies) of origin of the item as identified in relevant CBP entry documents and information systems; and maintain such records for a period of 1 year from the date of the transaction.

The USDA requests that if anyone has questions concerning the new regulation, please refer all questions to COOL@usda gov or call at (202) 720-4486.

USDA COOL Inspections

- The USDA will not require inspections until April 2009 in order to give sufficient time for retailers and suppliers to begin compliance.
- Michigan inspections will be completed by the Michigan Department of Agriculture.
- Ohio inspections will be completed by the Ohio Department of Agriculture
- For there to be a violation a retailer or supplier must have failed to make a good faith effort to comply with the law Violations will consist of a notice and a 30 day opportunity to cure. Wilful violations of the statute will result in
- Using signage, stickers, and country check boxes to indicate country of origin can be used for labeling. In doing inspections for COOL Compliance, USDA will look for a good faith effort to provide COOL information.
- If USDA agents select items for "trace back" you must show the chain of custody form the supplier to your sales floor. Retailers will have 5 days to submit proper documentations. Please contact your wholesaler or supplier on items purchased

USDA COOL Websitewww.ams.usda.gov/COOL Refer questions to: (202) 720-4486 or COOL@usda.gov

Classified

FOR SALE—Used store equipment counters saws, grinder, etc. Call Chuck or Keith a (989) 872-2191.

STATION FOR SALE-Located on the east side of Columbus, OH. Retail gas service and convenience store business with C-1/C-2 liquo license and real estate. Serious and confidents inquiries only. Please call (614) 523-2947.

FOR SALE—Oakland County Shell gas state 3/4 acre of property, high traffic area, off freewa exit. Convenience store, car wash, gasoline and diesel sales. Serious inquiries only C Joe: H (810) 229-5929, C (248) 854-1856

FAST FOOD RESTAURANT FOR SALE-Located resident in the state of the st at (248) 980-4558.

SLUSH MACHINE FOR SALE—Taylor brand slus machine for sale, model #349 with 4 flavore beverage cylinders that feature automatic defret and power saver. Can provide you with start-supplies such as plastic cups, lids and straw. Asking \$9,999.00 firm. Please call Jay or Jon at (586) 757-2130.

NEED EXTRA DRY STORAGE? - Family owner Westside Cold Storage for dry or freeze spac-Located at 3340 frumbuil Ave. Detrot M Accessible Monday - Frday 7:00am to 300 Reasonable rates, easy unloading-pickup a protected by Guardian Alarm. Call (313) 961-473

FOR SALE—Michigan thumb area convenience store. Beer, wine, lottery, gas, food & propert Call (810) 387-3390 or (810) 387-0154

Federal judge issues stay on out-of-state wine shipments to Michigan

The federal judge, who recently ruled that out-of-state retailers could ship alcohol products directly to individuals in Michigan, has now issued a stay to her ruling. This action gives the state the chance to put together an appeal before overturning long-standing state law. U.S. District Judge Denise Page Hood, Eastern District of Michigan, had said that state regulations that prevent retailers around the nation from shipping wine to Michigan residents are unconstitutional.

Ruling on the Siesta Village Market v. Granholm case, Judge Hood held that state law preventing retailers from shipping their product to Michigan residents violated the provisions of the 21st Amendment to the U.S. Constitution. Defending the state law,
Michigan argued the
prohibition on direct
sales from out-ofstate spirit vendors
is vital to ensure the
correct state taxes are
collected and that the
product is not sold to
underage consumers.
Judge Hood ruled
that while states
have some power to
control imports, the
state cannot override
the provisions of the

Interstate Commerce Clause which gives Congress the authority to regulate trade between the states.

However, when issuing the stay, Judge Hood wrote that if Gov.



Jennifer Granholm, Attorney General Mike Cox, and the Michigan Beer and Wine Wholesalers Association do not appeal her decision within the next 30 days, the stay would be lifted.

News**NOTES**

Miller Lite introduces aluminum pint

Miller Lite is introducing a 16-ounce aluminum pint bottle. The aluminum pint, designed by Broomfield, Colo.-based Ball Corp., is intended for off-premise retailers, with a focus on convenience stores.

The package will be sold as part of a nine-pack.

The pint's wider opening provides a smoother flow to enhance the taste experience, the aluminum cools like a can and the resealable closure helps lock in freshness. Grant Leech, vice president of marketing

for Miller Lite, said, "This package drinks like a bottle and cools like a can to deliver an invigorating taste experience."

The Miller Lite aluminum pint will be tested throughout much of the Midwest and South through the end of the year, including Michigan and Ohio

MillerCoors will support the debut of the Miller Lite aluminum pint with television, radio, out-of-home and online advertising, as well as a variety of retail point-of-sale and merchandising materials.

U.S. House passes Credit Cardholders' Bill of Rights Act

On a vote of 312 to 112, the U.S. House of Representatives passed the Credit Cardholders' Bill of Rights Act (H.R. 5244), which contains legislation to rein in unfair and deceptive credit-card company practices. One of the bill's purposes is to stop credit-card companies from exercising harmful and anti-free-market practices that severely inhibit small-business owners' abilities to grow their businesses.

McCormick & Co recall sauce mix

US spice maker McCormick & Co has announced a voluntary recall of its enchilada sauce mix. The mix, sold under the



McCormick brand with a UPC code \$2100091600, contains undeclared milk ingredients and may cause

reactions' for anyone consuming the product that has an allergy to milk, the company said on September 30.

The recall was initiated after it was discovered the product containing the milk ingredient was distributed in packaging that did not reveal the presence of milk as an ingredient.

It was distributed to grocery stores nationally beginning on September 17. The product comes in 1.5oz Pouches with an expiration date of "best by" AUG2910CH. The company said no illnesses or allergic reactions have been reported to date and no other McCormick products are involved in the recall.

Food manufacturers respond to rising costs

As the costs of food ingredients and nonedible materials have risen, some grocery manufacturers have adjusted by changing packaging rather than increasing prices.

In most cases, manufacturers are shrinking the package.

But some makers are finding other ways to deal with rising costs, including changing packaging to reduce plastic and transportation costs, offering more package-size options, or charging retailers a separate fuel fee for transportation.

"There's definitely been a lot more of this in the last 12 months," Carol Sherry, curator of a 100,000-item collection of consumer product packaging at NewProductWorks in Ann Arbor told the Toledo Blade.

"Some of it is definitely the response to the higher cost of the ingredients, and some of it is being done to keep a price point in line for the consumers," she said.

For example, Kashi Co., a maker of health-oriented foods, recently made a subtle change in its frozen-dinner packaging. "It uses 13 percent less cardboard, which ends up being a real savings for the company." Ms. Sherry said.

Commodity prices nationally have skyrocketed, with corn hitting \$8 a bushel this summer, compared with \$2 in 2006. Rising oil prices have sent the production cost of plastic bottles to an average of 8 cents each from 6.5 cents.

To cope with these added expenses, many manufacturers have created packaging that looks the same as they had been using, but holds less.

For example, Skippy, made by Unilever, has enlarged the dent in the bottom of the jar to reduce the content by 1.7 ounces. The company increased the tapering on its Breyers Ice Cream packages, cutting the container capacity to 1.5 quarts from 1.75.

Dial soap, made by Henkel of America, slimmed its soap bars from 4.5 ounces to 4 ounces this year in response to rising costs of tallow, a key ingredient.

In June, Kellogg Co. slimmed down several boxes of its more popular cereals that use field com, the main source of ethanol in the United States. For Mini-Wheats, Frosted Flakes, Rice Krispies, Froot Loops, Corn Pops, and Cocoa Krispies, the company shrank 24.3-ounce boxes to 24 ounces and 19-ounce boxes to 18.

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Great Lakes Baking Co (313) 865-6360	United Beverage Group (404) 942-3636	(Lyndaii Associates,iric.) (440) 241-3130	POS Systems Group Inc.	1-877-271-3730
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	Wine Dimensions (734) 210-1020		Shimoun, Yaldo & Associates, P	C. (248) 851-7900
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Central Distributors (734) 946-6200	Pars Ice Cream Co	Motown Snacks (Jays, Cape Cod)(313) 931-3205	Chef Foods	(248) 789-5319
Coca-Cola Bottlers of MI	Prairie Farms Dairy Co (248) 399-6300	Up North Jerky Outlets (248) 577-1474	D&B Grocers Wholesale	(734) 513-171
Auburn Hills (248) 373-2653	Williams Cheese Co. (989) 697-4492	op Horar Borny Galleta (140) 517 1474	Derby Pizza	(248) 650-445
Belleville (734) 397-2700 Metro Detroit (313) 868-2008		PROMOTION/ADVERTISING:	EBY-Brown, Co	1-800-532-9276
Port Huron (810) 982-8501	EGGS & POULTRY:	C-1		
		Enterprise Marketing (616) 531-2221	Great North Foods	(989) 356-228
	Linwood Egg Company	PJM Graphics	Hacienda Mexican Foods .	(989) 356-228 (313) 842-882
Coca-Cola Bottling - Cleveland (216) 690-2653	Linwood Egg Company (248) 524-9550 Weeks Food Corp. (586) 727-3535		Hacienda Mexican Foods . Hispanic Foods Wholesale	(989) 356-228 (313) 842-882 (313) 894-210
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700	Weeks Food Corp (586) 727-3535	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc (248) 372-7072	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504		PJM Graphics	Hacienda Mexican Foods . Hispanic Foods Wholesale H.T. Hackney-Columbus . H.T. Hackney-Grand Rapids	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc (248) 372-7072	Hacienda Mexican Foods . Hispanic Foods Wholesale H.T. Hackney-Columbus . H.T. Hackney-Grand Rapids International Wholesale	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409	PJM Graphics	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/	(989) 356-228 (313) 842-882- (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess	(989) 356-228 (313) 842-882- (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp 1-877-278-2807	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W. Larson Co. (248) 620-0070	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE:	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Wonder Bread/Hostess Jerusalem Foods	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 846-170
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W Larson Co. (248) 620-0070 PM Environmental (517) 485-3333	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc (248) 583-2400	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods. Karr Foodservice Distributors	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 868-560 (313) 872-640
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W. Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE:	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken	(989) 356-228 (313) 842-882; (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 868-70 (313) 272-640 (248) 821-172
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W Larson Co. (248) 620-0070 PM Environmental (517) 485-3333	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA	(989) 356-228 (313) 842-882; (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-563 (313) 868-70 (313) 272-640 (248) 821-122 (412) 461-270
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distributed Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Osar W Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES:	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale	(989) 356-228 (313) 842-882; (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 866-560 (313) 846-170 (313) 272-640 (248) 821-172 (412) 461-270 (586) 755-362
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521 Great Lakes Beverage (313) 865-3900	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS:	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods.	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-563 (313) 868-563 (313) 872-640 (248) 821-12 (412) 461-27 (586) 755-362 (586) 755-362 (586) 447-351
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521 Great Lakes Beverage (313) 865-3900 Henry A. Fox Saies Co. 1-800-762-8730	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W. Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS: Central Ohio Petroleum	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH AI Bourdeau Insurance Services. 1-800-455-0323	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods. Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods. MGI Select	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-563 (313) 846-170 (313) 272-640 (248) 821-172 (412) 461-270 (586) 755-367 (586) 473-350 (7734) 524-010
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521 Great Lakes Beverage (313) 865-3900 Henry A. Fox Sales Co. 1-800-762-8730 Hubert Distributors. Inc. (248) 858-2340	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W. Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS: Central Ohio Petroleum Marketers, Inc. (614) 889-1860	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH AI Bourdeau Insurance Services, 1-800-455-0323 American Communications of Ohio. (614) 855-7790	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods. Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods. MGL Select Nash Finch	(989) 356-228 (313) 842-882; (313) 894-210 (614) 751-510 1800-874-555 (248) 353-880 (313) 868-560 (313) 868-560 (313) 846-170 (313) 272-640 (248) 821-172 (412) 461-270 (586) 755-362 (586) 447-350 (734) 524-010 (989) 777-185
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521 Great Lakes Beverage (313) 865-3900 Hubert Distributors. (248) 858-2340 Intrastate Distributors (313) 892-3000	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W. Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS: Central Ohio Petroleum	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH AI Bourdeau Insurance Services. 1-800-455-0323 Amencan Communications of Ohio. (614) 855-7790 American Mailers (313) 842-4000	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods. MGL Select Nash Finch Nat Sherman	(989) 356-228 (313) 842-882; (313) 894-210 (614) 751-510 (614) 751-510 (248) 353-880 (313) 868-560 (313) 868-560 (313) 846-170 (313) 272-640 (248) 821-12 (412) 461-270 (586) 755-362 (586) 447-350 (734) 524-010 (989) 777-181 (201) 735-901
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521 Great Lakes Beverage (313) 865-3900 Henry A. Fox Sales Co. 1-800-762-8730 Hubert Distributors. Inc. (248) 858-2340 Intrastate Distributors (313) 892-3000 J. Lewis Cooper Co. (313) 278-5400	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Osar W Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS: Central Ohio Petroleum Marketers, Inc. (614) 889-1860 Certified Oil Company (614) 421-7500 Countywide Petroleum (440) 237-4448	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH AI Bourdeau Insurance Services. 1-800-455-0323 Amencan Communications of Ohio. (614) 855-7790 American Mailers (313) 842-4000 AMT Telecom Group (248) 862-2000	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods MGL Select Nash Finch Nat Sherman Piquette Market	(989) 356-228 (313) 842-882; (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 866-560 (313) 872-640 (248) 821-172 (412) 461-270 (586) 755-362 (586) 447-350 (7734) 524-01 (989) 777-181 (2011) 735-901 (313) 875-55
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-6504 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 867-0521 Great Lakes Beverage (313) 865-3900 Henry A. Fox Sales Co. 1-800-762-8730 Hubert Distributors. Inc. (248) 858-2340 Intrastate Distributors (313) 892-3000 J. Lewis Cooper Co. (313) 278-5400 Jones Soda (269) 217-4176	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Oscar W. Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS: Central Ohio Petroleum Marketers, Inc. (614) 889-1860 Certified Oil Company (614) 421-7500	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH AI Bourdeau Insurance Services. 1-800-455-0323 American Communications of Ohio. (614) 855-7790 American Maillers (313) 842-4000 AMT Telecom Group (248) 862-2000 Bellanca, Beattie, DeLisle (313) 882-1100	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods MGL Select Nash Finch Nat Sherman Piquette Market Polish Harvest	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 868-560 (313) 872-640 (248) 821-172 (412) 461-270 (586) 755-367 (586) 755-367 (734) 524-010 (989) 777-185 (201) 735-901 (313) 875-55.
Coca-Cola Bottling - Cleveland (216) 690-2653 Dan Henry Distributing (517) 393-7700 Diageo 1-800-462-5004 Distilled Spirits Council of the US (202) 628-3544 E & J Gallo Winery (248) 647-0010 Eastown Distributors (313) 867-6900 Fan-T Corp. 1-877-278-2807 Faygo Beverages. Inc. (313) 925-1600 Future Brands (248) 471-2280 Galaxy Wine (734) 425-2990 General Wine & Liquor Co. (313) 865-3900 Henry A. Fox Sales Co. 1-800-762-8730 Hubert Distributors. Inc. (248) 858-2340 Intrastate Distributors (313) 892-3000 J. Lewis Cooper Co. (313) 278-5400 Jones Soda (269) 217-4176 Kent Beverage Co. Inc. (616) 241-5022	Weeks Food Corp. (586) 727-3535 ENVIRONMENTAL & ENGINEERING: Environmental Services of Ohio 1-800-798-2594 Flynn Environmental, Inc. (330) 452-9409 Huron Consultants. (248) 546-7250 Osar W Larson Co. (248) 620-0070 PM Environmental (517) 485-3333 FRESH PRODUCE: Aunt Mid Produce Co. (313) 841-7911 FUEL SUPPLIERS: Central Ohio Petroleum Marketers, Inc. (614) 889-1860 Certified Oil Company (614) 421-7500 Countywide Petroleum (440) 237-4448 Gilligan Oil Co. of Columbus, Inc. (216) 241-3428	PJM Graphics (586) 981-5983 Promotions Unlimited 2000, Inc. (248) 372-7072 RESTAURANTS: Ram's Horn (248) 350-3430 SECURITY/SURVEILLANCE: ADT Security Services, Inc. (248) 583-2400 Axiom Protection Group Inc. (734) 942-1600 C-Biz Solutions 1-877-271-3730 Scada Systems (313) 240-9400 SERVICES: AAA Michigan 1-800-AAA-MICH AI Bourdeau Insurance Services. 1-800-455-0323 American Communications of Ohio. (614) 855-7790 American Mailers (313) 842-4000 AMT Telecom Group (248) 862-2000 Bellanca, Beattie, DeLisle (313) 882-1100 BMC (517) 485-1732	Hacienda Mexican Foods Hispanic Foods Wholesale H.T. Hackney-Columbus H.T. Hackney-Grand Rapids International Wholesale International Wholesale Interstate Brands/ Wonder Bread/Hostess Jerusalem Foods Karr Foodservice Distributors Krispy Krunchy Chicken Liberty USA Liberty Wholesale Lipari Foods MGL Select Nash Finch Nat Sherman Piquette Market Polish Harvest Royal Distributors of MI	(989) 356-228 (313) 842-882 (313) 894-210 (614) 751-510 1-800-874-555 (248) 353-880 (313) 868-560 (313) 846-170 (313) 272-640 (248) 821-172 (412) 461-270 (586) 755-362 (586) 477-181 (201) 735-901 (313) 875-55 (313) 788-656 (248) 350-131
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Commemorating the life of former AFPD Chairman Frank Arcori

Friday, January 25, 2008 Penna's of Sterling

38400 Van Dyke Avenue, south of 17 Mile Road, Sterling Heights, MI

6:30 p.m. Cocktail Reception 8:00 p.m. Dinner





Scott Skinner: Diageo and Paul Flhindi. Lyndhurst Valeri) (*The High Rollers)*

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Scotch, Cognac and Cigar Bar

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AFPD pays special tribute to the life of

Frank Arcori 1957 - 2006

Frank Arcori was an entrepreneur, an innovator and a leader. He is best known as a successful independent retailer who owned numerous grocery stores in the Metro Detroit area, including Vegas Markets and Save-A-Lot stores. Frank was an active member of AFPD, serving on the Board of Directors for many years, including service as AFPD Chairman in 1992 and 1993. Frank's devotion to the AFPD helped to shape this association into what it is today. We celebrate the life of Frank Arcori, and honor his contributions to our industry.





Are you in? - Reservation Form -



92nd Annual Trade Dinner and Ball yegov of the Associated Food & Petroleum Dealers, Inc.

Friday, January 25, 2008 Pennas of Sterling - 38400 Van Dyke at 161/2 Mile Road - Sterling Heights, MI

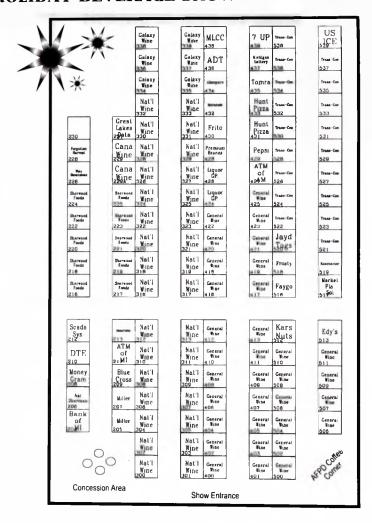
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AFPD S.E. MICHIGAN

EXHIBITORS:			
7-UP	439	Kars Nuts	512
Absopure	434	Kendall Jackson	505
ADT Securities Services	436	Kobrand	506
ATM of America	427	Leelanau	508
ATM of Michigan	211	Liquor Group Michigan	424 & 426
Bank Of Michigan	204	Market Place Solutions	517
Blue Cross/Blue Shield of	MI 209	Michigan Lottery	437
Brown Forman	511	Miller Beer	205 & 207
Cana Wine Distributors	229-229A	MLCC	438
Centerra	500	Money Gram	208
Conluance	506	Motts	511
Diageo	507	Nat Sherman	206
DTE	210	National Wine & Spirits	
Edy's/Nestle Ice Cream	513	300-313	& 316-333
Faygo	516	Oliver Winery	508
Forgotten Harvest	228	Pepsi	429
Foster	504	Premium Brands of MI	428
Frito Lay	430	Royal Wines	509
Frosty Products Inc.	518	Scada Systems	212
Galaxy Wine	334-339	Sherwood Foods	216-225
General Wine & Liquor		Ste. Michelle Wine Est.	507
400	-423 & 425	Sidney Frank Importing Co	o. 510
Global Distribution	213	Tabor Hill	510
Great Lakes Data System	s 231	Tomra	435
Hess	510	J. Lewis Cooper Spirits	521-538
Hunt Brothers Pizza	431 & 433	U.S. Ice	539
Intrastate	432	Vine One	502
Jayd Tags LLC	520	Vinocopia	509
Kansmacker	519	Wine Dimensions	226



HOLIDAY BEVERAGE SHOW



THANKS TO OUR SPONSOR!



A special thanks to

U.S. Ice

for providing complimentary ice to all of our exhibitors!

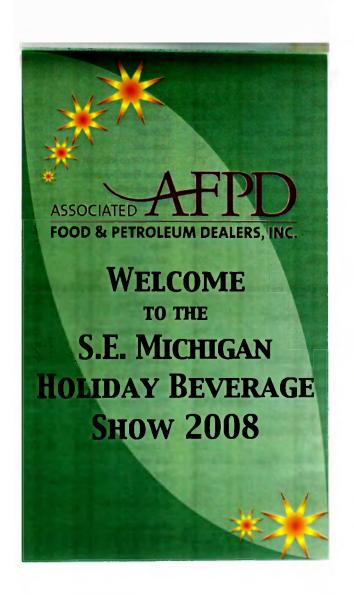
Visit booth 539 for all your ice requirements.





AFPD S.E. MICHIGAN HOLIDAY BEVERAGE SHOW 2008

Tuesday, September 23, 4:00 p.m. - 9:00 p.m. Wednesday, September 24, 4:00 p.m. - 9:00 p.m.





Working hard for the food and beverage industry for over 98 years!

Associated Food & Petroleum Dealers, Inc.

30415 West Thirteen Mile Road Farmington Hills, Michigan 48334 Phone (248) 671-9600 • Fax (248) 671-9610

EXHIBITORS: SAVE

The cost of advertising in AFPD'S Food & Petroleum Report!

Exhibitors in AFPD's Holiday Beverage Show can take advantage of the unique opportunity to save 50% off the 6-time rates, and 50% off the 4-color and spot color rates for advertising in the Food & Petroleum Report. Preview your show specials and help guide attendees to your booth!

Regular deadlines apply. Call Anthony Kalogeridis at 248-671-9600 to place your company's ad or to get more information. Layout and copy help is also available.

No bags allowed in or out. The law demands that you be at least 21 years of age to attend this show.



ASSOCIATED FOOD & PETROLEUM DEALERS



FOOD & PETROLEUM DEALERS, INC.

S.E. MICHIGAN HOLIDAY BEVERAGE SHOW



TUES. & WED., SEPTEMBER 23 & 24, 2008



46100 Grand River Ave. Novi, Michigan 48375

Show Hours:

Tues., Sept. 23, 2008 • 4-9 p.m. Wed., Sept. 24, 2008 • 4-9 p.m. (1 mile west of Novi Rd., Novi)

Admission Ticket Required. \$12 at the door.

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

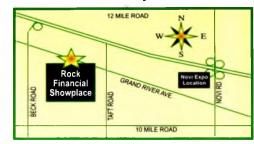


ROCK financial SHOWN PLAGE

Tues. & Wed., Sept. 23 & 24, 2008 Rock Financial Showplace Hall "C"



Rock Financial Showplace • Hall "C" • 46100 Grand River Ave., Novi, MI



Holiday Show Hours:

Tuesday & Wednesday, Sept. 23 & 24, 2008

4 pm - 9 pm

COMPLIMENTARY PARKING

PROVIDED BY:





TILLEGERA DOCE LICTUS

Tickets are \$12 at the door; present this coupon at show entrance for \$5 discount. Ask your beverage rep for free tickets!

This is not a ticket.

Call AFPD for more information. (248) 671–9600
The law requires that you be at least 21 years of age to attend this show
No bags allowed in or out. Business aftire please.

Call Cathy at AFPD for more information: 248-671-9600 or email: cwillson@afpdonline.org



S<mark>eptember 2318:243, 20081 - Novie Michigan</mark>

Hundreds of companies will show, sample and sell the very latest new products.



Order your Holiday Beverage Packages

• Save Money on Show Specials

• Sample New Products

• Learn about latest Industry Trends

Mention AFPD to take advantage of
SPECIAL HOTEL RATES

Double Tree Hotel

J. M. & \$119 Single or Pouble & Cutoff 8/2

Novi, MI • \$119 Single or Double • Cutoff 8/28 248-331-8800

Baymont Inn & Suites

Wixom, MI • \$79 Flat Rate • Cutoff 9/9 Includes Breakfast 248-735-2781 The law demands that you be at least 21 years of age to attend this show. NO bags allowed in or out. Ticket required—\$12.00 at the door. Proper aftire please.

AFPD Holiday Show is Supported by







30415 W. Thirteen Mile Road Farmington Hills, MI 48334

Presorted Standard U.S. Postage PAID Saginaw, MI Permit No. 99



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Associated Food & Petroleum Dealers, Inc.

30415 West Thirteen Mile Road Farmington Hills, Michigan 48334 Phone (248) 671-9600 • Fax (248) 671-9610

EXHIBITORS: SAVE

The cost of advertising in AFPD'S Food & Petroleum Report!

Exhibitors in AFPD's Holiday Beverage Show can take advantage of the unique opportunity to save 50% off the 6-time rates, and 50% off the 4-color and spot color rates for advertising in the Food & Petroleum Report. Preview your show specials and help guide attendees to your booth! Regular deadlines apply. Call Anthony Kalogeridis at 248-671-9600 to place your company's ad or to get more information. Layout and copy help is also available.

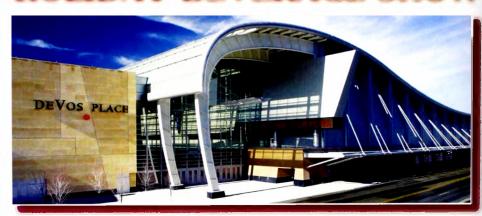
No bags allowed in or out. The law demands that you be at least 21 years of age to attend this show. 20008

ASSOCIATED FOOD & PETROLEUM DEALERS



FOOD & PETROLEUM DEALERS, INC.

WEST MICHIGAN HOLIDAY BEVERAGE SHOW



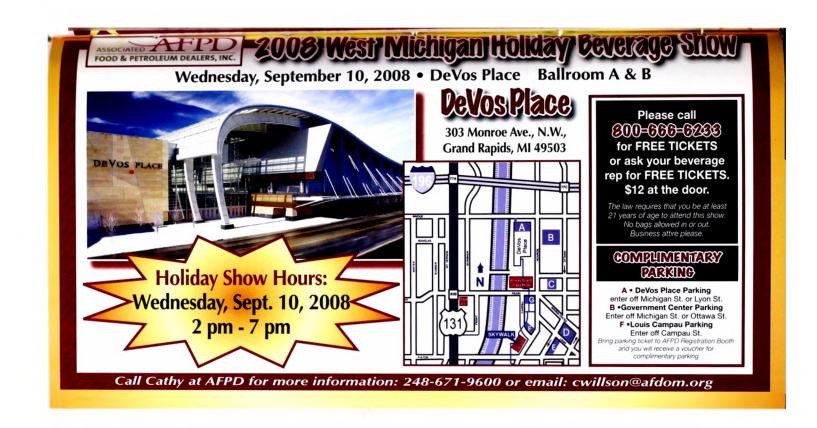
WEDNESDAY, SEPTEMBER 10, 2008

at the DeVos Place, Grand Rapids

Show Hours:

Wed., Sept. 10, 2008 • 2-7 p.m. DeVos Place, Grand Rapids, MI 303 Monroe Avenue NW Admission Ticket Required. \$12 at the door.

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



Grand Rapids, Michigan

Many companies will show, sample and sell the very latest new products.



- Order your Holiday Beverage Packages
- Save Money on Show Specials
 - Sample New Products
- Learn about latest Industry Trends

Mention AFPD to take advantage of

SPECIAL HOTEL RATES

Amway Grand Plaza Hotel

Grand Rapids, MI \$124 Single or Double. Cutoff 8/26

1-800-253-3590

Days Hotel

Grand Rapids, MI \$89. Cutoff 8/20. Free Parking

616-235-7611

The law demands that you be at least 21 years of age to attend this show. NO bags allowed in or out. Ticket required \$12.00 at the door. Proper attire please.

AFPD Holiday Show is Supported by:









30415 W. Thirteen Mile Road Farmington Hills, MI 48334 PAID Saginaw, MI Permit No. 99

Shaina Kalasho

Submitted by Millers Party Store Sponsored by Miller Brewing Company Shaina will be a freshman studying pharmacy at Wayne State University in Detroit. She graduated from Marian High School in Bloomfield Hills.

Jordan Kornack

Submitted by Ridley's Bakery Café Sponsored by North Pointe Insurance Co. Jordan will be a freshman with a major in marketing at Michigan State University in East Lansing. She graduated from Henry Ford II High School in Sterling Heights.

Natalie Koza

Submitted by Uncle Joe's Market Sponsored by Diageo Natalie will be a freshman at the University of Michigan this fall. She

University of Michigan this fall. She graduated from Walled Lake Central High School in Commerce.

Jamie Lanter

Submitted by Bellaire General Store Sponsored by Mountain Dew Perpetual Scholarship

Jamie is a freshman studying aviation and aerospace technology at Baker College of Muskegon. He graduated from Central Lake Jr. Sr. High School in Central Lake.

Elizabeth Lillie

Submitted by Pepsi Bottling Group Sponsored by Pepsi Bottling Group Elizabeth will be a freshman at Vanderbilt University in Nashville, Tennessee, majoring in engineering. She graduated from Rochester Adams High School in Rochester Hills. Katrina Lutfy
Submitted by Cloverleaf BP
Sponsored by MoneyGram
Katrina will attend Georgetown University
in Washington D.C. for her freshman year
of college. She graduated from Marian
High School in Bloomfield Hills.

Jonathan Mansour

Submitted by Value Center Market
Sponsored by General Wine & Liquor Co.
Jonathan is a junior in the pharmacy
program at Wayne State University in
Detroit. He graduated from Lamphere
High School in Madison Heights.

Zachery McKinnon

Submitted by Kar's Nuts Products
Sponsored by Kar's Nuts Products
Zachery will be a freshman majoring in
physics at the University of Michigan. He
graduated from Rochester Adams High
School in Rochester Hills.

Jean Najor

Submitted by Fraser Drugs
Sponsored by National Wine & Spirits
Jean will be a freshman majoring
in psychology at the University of
Kentucky in Lexington, Kentucky. She
graduated from Marian High School in
Bloomfield Hills.

Roger Rojas-Suarez

Sponsored by Marathon Petroleum Co. Roger is a sophomore majoring in computer information systems at Lansing Community College in Lansing. He graduated from Esbu Carlos Ulloa (high school), in Pinar del Rio, Cuba.

Submitted by Dan Henry Distributing Co.

Edward Seymour Submitted by Dorr Standard Sponsored by Diet Pepsi Perpetual Scholarship

Edward will be a freshman majoring in business management at Aquinas College in Grand Rapids. He graduated from Wayland High School in Wayland.

Annette Stromberg

Submitted by Spartan Family Fair Sponsored by Spartan Stores, Inc. Annette is a freshman at Alma College in Alma, majoring in biology. She graduated from North Muskegon High School in Muskegon.

Ashley Vanmaldeghem
Submitted by Randazzo Fresh Market

Sponsored by J. Lewis Cooper Spirits Ashley is a sophomore majoring in engineering at Kettering University in Flint. She graduated from Henry Ford II High School in Sterling Heights.

Danielle Vasko

Submitted by Westborn Market
Sponsored by Eastown Distributors
Danielle will be a freshman majoring in
engineering at Michigan State University
in East Lansing. She graduated from
Churchill High School in Livonia.

Steven Williams Submitted by Speedy Q Markets Sponsored by Pepsi Perpetual Scholarship

Steven is a freshman at St. Clair County Community College in Port Huron, majoring in education. He graduated from Port Huron High School in Port Huron. Diana Zaituna
Submitted by JAY Market
Sponsored by Michigan Lottery
Diana will be a freshman majoring in
biology at the University of Michigan. She
graduated from Lahser High School in
Bloomfield Hills.

Tabitha Zakar Submitted by Harbortown Market Sponsored by SKYY Spirits Tabitha is a sophomore at Oakland

Tabitha is a sophomore at Oakland University in Rochester, majoring in biology. She graduated from Dakota High School in Macomb.

Don't forget to purchase Rafile RatetalT

Stay for the HUGE Door Prize Giveaway!

Please see insert for list of prizes.





Thank You Sponsors!

The AFPD Foundation sincerely thanks these sponsors for their generous support of our 2008 Scholarship Golf Outing

EAGLE SPONSORS

7UP Bottling Group
Absopure Water Company
Coca-Cola Bottling Company
Country Fresh/Dean Foods
D&B Grocers Wholesale
Diageo
DTE Energy
Eastown Distributors
Faygo Beverages
Frito Lay
General Wine & Liquor Co.

J. Lewis Cooper Spirits
Kars Nuts
Marathon Petroleum Company
Michigan Lottery
Miller Brewing Company
MoneyGram
North Pointe Insurance Co.
National Wine & Spirits Corp.
Pepsi Bottling Group
SKYY Spirits
Spartan Stores

BIRDIE SPONSORS

Bellanca, Beattie & DeLisle P.C. Frosty Products Prairie Farms Dairy Sidney Frank Importing Co. SUPERVALU Synergistics Wixom

Also a huge thanks to our volunteers, and our product and prize donors!



Meet the AFPD Foundation Scholars

The AFPD Foundation is proud to award these deserving students with scholarships and gives thanks to the sponsoring companies for their financial support!

Jason Atcho

Submitted by Oakcrest Market Sponsored by Country Fresh/Dean Foods Jason is a senior at Central Michigan

University in Mt. Pleasant majoring in Physics. He graduated from Sterling Heights High School in Sterling Heights.

Michelle Atto Submitted by Market Fresh Sponsored by DTE Energy

Michelle is a junior majoring in engineering at the University of Michigan-Ann Arbor. She graduated from Andover High School in Bloomfield Hills.

Vincent Dawisha

Submitted by Metro Food Center Sponsored by Absopure Water Co.

Vincent is a biology major in his sophomore year at Wayne State University in Detroit. He graduated from Brother Rice High School in Bloomfield Hills.

Joseph Dimuzio

Submitted by Hollywood Market Sponsored by Coca-Cola Bottling Co. Joseph plans to attend the University of Michigan for his freshman year of college.

He graduated from the University of Detroit

Jesuit High School in Detroit.

Andrew Gaggin

Submitted by Faygo Beverages Sponsored by Faygo Beverages

Andrew is a pre-law student in his sophomore year at the University of Michigan. He graduated from Grosse Pointe South High School in Grosse Pointe Farms.

Megan Gingrich

Submitted by Gingrich Tire Center, Inc. Sponsored by 7 UP Bottling Group

Megan is a senior majoring in psychology at Grand Valley State University in Grand Rapids. She graduated from Chippewa Hills High School in Remus.

Caela Hesano

Submitted by D&B Grocers Wholesale Sponsored by D&B Grocers Wholesale

Caela is studying medicine in her sophomore year at the University of Michigan-Ann Arbor. She graduated from North Farmington High School in Farmington Hills.

Vanar Jaddou

Submitted by Saveland Supermarket Sponsored by Frito-Lay

Vanar is a freshman majoring in English at Wayne State University in Detroit. He graduated from Dearborn High School in Dearborn.





We need YOU to make it fly!!

The AFPD Foundation is the 501(c)(3) charitable organization of The Associated Food & Petroleum Dealers, Inc. (AFPD). We will gladly accept monetary donations toward the AFPD Foundation Scholarship Fund as well as product and prize donations for goodie bags, snack stations and door prizes.

Or you can volunteer to help at the Outing. Call Michele MacWilliams at (248) 671-9600 to find out how you can assist the Association at this worthy event!

All sponsorships and foursomes are first-come, first-served, based on space availability. Due to overwhelming response, all reservations must be paid in advance!

Co-Chairs: JIM CHUCK, Frito-Lay

JAMES HOOKS, Metro Foodland

Approximately 50% of your donation may be deductible as a charitable contribution to the AFPD Foundation. Please consult your tax advisor







ASSOCIATED FOOD & PETROLEUM DEALERS, INC.

Working hard for the food and petroleum industry for over 98 years!

Associated Food & Petroleum Dealers, Inc.

MICHIGAN OFFICE:

30415 West Thirteen Mile Road • Farmington Hills, Michigan 48334 Toll-Free Phone: 800-666-6233 • Toll-Free Fax: 866-601-9610

OHIO OFFICE:

5455 Rings Rd., #100 Dublin, OH 43017-7519

EXHIBITORS: SAVE The cost of advertising

in AFPD'S Food & Petroleum Report! Exhibitors in AFPD's Ohio Trade Show can take advantage of the unique opportunity to save 50% off the ad rates for advertising in the Food & Petroleum Report (June or July, 2008 issue). Preview your show specials and help guide attendees to your booth! Regular deadlines apply. Call Anthony Kalogeridis at 800-666-6233 to place your company's ad or to get more information. Layout and copy help is also available.

No bags allowed in or out. The law requires that you be at least 21 years of age to attend this show.







FOOD & PETROLEUM TRADE SHOW

Wednesday, June 11, 2008

I-X CENTER

One I-X Center Drive, Cleveland, Ohio, 44135

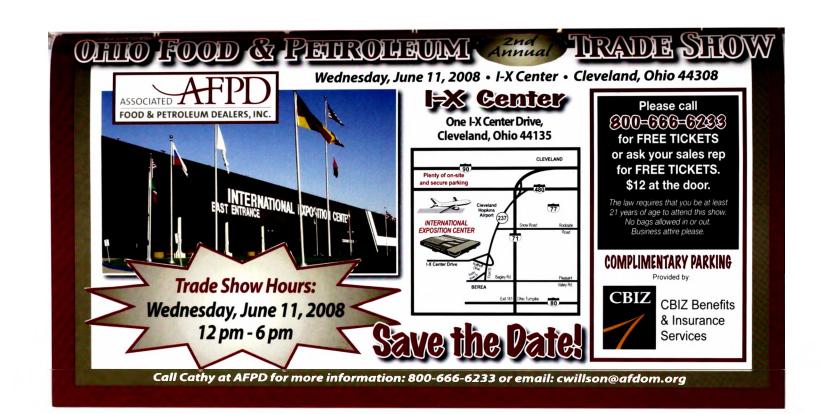
Show Hours: Wed., June 11, 2008 • 12-6 p.m.

Call AFPD for more information: Toll Free: 800-666-6233

or Toll Free Fax: 866-601-9610



AFPD's Ohio selling trade show, attracting buyers from: convenience stores, supermarkets, service stations, specialty stores, bars, restaurants and drug stores.





I-X Center • Cleveland, Ohio



Many companies will show, sample and sell the very latest new products.

SAME THE DATE: JUNE 11, 2008

SPECIAL HOTEL RATES Holiday Inn Cleveland Airport

Holiday Inn Cleveland Airport
4181 West 150th St. Cleveland, OH 44135

Call 216-252-7700

Cut off date May 29, 2008 • \$79 Single or Double Save Money on Show Specials
 Sample New Products

Learn about latest Industry Trends

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

NO bags allowed in or out.

Ticket required. Proper attire please.



655 Metro Place South Suite 600 Dublin, Ohio 43017 Presorted Standard U.S. Postage PAID Saginaw, MI Permit No. 99

24th Annual AFPD Trade Show 2008

Exhibitor list & Booth Numbers

7UP Bottling Group	329	EMS, Inc.	4:
Beverage Distributor - (313) 937-3500	204	Digital Video Systems/Public Service Announce (989) 330-2302	men.
AAA (Michigan) Insurance Services - (800) AAA-MICH	351	Fan-T Inc./Canton Health Drinks	34
Absopure Water Company	550	Energy Drinks/Health Drinks - (313) 414-3305	•
Beverage Distributor - (800) 334-1064	330	Faygo Beverages	33
ADT Security	333	Beverage Distributor - (313) 925-1600	•
Security Company - (248) 583-2400	555	First Data	45
Arctic Glacler Inc.	551	Credit Card Processing - (866) 470-3347	
ice Products - (810) 987-7100		Forgotten Harvest	2:
Ashby's Sterling	323	Mobile Food Rescue Organization - (248) 967-1	1500
Ice Cream Products - (810) 987-7100		Frito Lay Inc.	22
ATM of America, Inc.	334	Snack Foods/Nuts - (800) 359-5914	
ATM Machines - (248) 932-5400		Frosty Products	4
ATM of Michigan	231	Soft Serve Frozen Yogurt, Frozen Custard & Fro	ozen
ATM Machines - (248) 427-9830		Yogurt Smoothie - (734) 454-0900	
Axiom Protection Group	235	Great Lakes Data Systems Inc.	23
Security Guards - (734) 942-1600		Point of Sale Services - (248) 356-4100	
Better Made Snack Foods, Inc.	327	G-Tech	32
Snack Foods/Nuts - (313) 925-4774		Lottery Machines - (517) 272-3304	
Blue Cross Blue Shield of Michigan	344	H.T. Hackney	22
Insurance Services - (800) 666-6233		Convenience Store Products & Racks - (616) 261	-660
ВМС	350	Heaven Hill Distilleries	30
Point of Sale Services - (517) 485-1733		Distributed by General Wine & Liquor - (313) 86	7-05
Broaster Sales Inc.	444	Hot Logic	25
Broaster Pressure Fryer - (734) 525-2535		Food Cooking & Warming Equipment - (616) 85	0-94
Brown-Forman Beverage Company Alcoholic Beverage Distributor - (734) 433-9989	300	Huntington Bank	23
Buildog Brands	252	Bank/Financial Loans & Mortgages - (248) 626-	3970
Seafood, Hol Sauce & Spices - (586) 759-8410	353	Intrastate Distributors inc	54
Centerra Wines	301	Beverage Distributor - (313) 892-3000	
Distributed by General Wine & Liquor - (313) 867		IPP of America	23
Cintron Beverage Group	447	Payment Processing - (973) 830-1918	
Tea Energy Drinks - (517) 485-2100		Jayd Tags	31
Coca-Cola Bottling Company	320	Customized Liquor Shelf Tags - (248) 624-8997	
Beverage Distributor - (734) 397-2700	320	Jones Soda	54
Country Fresh / Melody Farms	335	Beverage Distributor - (269) 217-4176	
Darry Products - (800) 748-0480	000	Kansmacker	44
DTE Energy	332	Reverse Vending - (248) 249-6666	
Utilities - (800) 477-4747		Kar's Nuts Snack Foods - (248) 588-1903	54
Edy's-Nestie Ice Cream	230	Krispy Krunchy Foods	
Ice Cream Products - (734) 656-1034		Chicken Program - (248) 821-1721	55
,		Gilonoii Program - (246) 821-1721	

24th Annual AFPD Trade Show 2008 Exhibitor List & Booth Numbers:

Leelanau Wine Cellars	303	Oscar W. Larson 226
Distributed by General Wine & Liquor - (313) 86	7-0521	Contracting Services & Equipment - (248) 620-0070
Lipari Foods	345	Pepsi-Cola Bottling Group 220
Food Distributor - (586) 447-3500		Beverage Distributor - (800) 368-9945
Leach Food Equipment Distributors	328	Piquette Market 337
Store Supplies & Equipment - (616) 538-1470		Fresh & Frozen Meats - (313) 875-5531
Lighting Supply Co.	549	Platinum Wireless 352 Boost Mobile Phones - (248) 865-0438
Light Bulbs & Commercial Fixtures - (800) 544-2		POS Systems Group & Power 1 Merchant Services 225
Distributed by General Wine & Liquor - (313) 867	303 7-0521	Point of Sale Services - (877) 271-3730
Lyman & Sheets Insurance Services - (517) 482-2211	450	Prairie Farms Dairy Co. 325 Dairy Products - (248) 399-6300
Marketplace Solutions	443	Pro-Care 314
Point of Sale Services - (248) 255-2475		Wayne County Health Care - (313) 925-4607
MGL Select/Blue Torch	553	Scada Systems 343
Flavored Water & Cooking Oil - (734) 524-0100		Security Systems - (313) 240-9400
Michigan Liquor Control Commission (517) 322-6348	449	Secure Checks Cashing Systems 316 Financial Services - (586) 758-7221
Michigan Lottery	324	Select Michigan
Lottery Services - (517) 335-5832		See back page
Michigan Merchant Services Inc. Credit Card Processing - (616) 794-3271	348	Sherwood Food Distributors 400-439 & 500-539 Food Distributor - (313) 366-3100
Mike's Hard Lemonade	315	Skyworks 228
Alcoholic Beverage Distributor - (248) 344-9951		Fireworks - (248) 399-5664
Miller Brewing Company Boer Distributor - (414) 259-9444	221	Spartan Stores 200 - 217 Food Distributor - (616) 878-2248
MoBanners.com	236	Tag-It 545
PO P Display Source - (248) 688-5000		Customized Liquor Shelf Tags · (877) 778-2446
Motown Snack Foods	342	Tampico Beverage 234
Snack Foods - (313) 931-3205		Beverage Distributor - (248) 628-2060
Mott's Inc.	301	Tomra 330
Distributed by General Wine & Liquor - (313) 867		Store Supplies & Equipment - (800) 610-4866
Nat Sherman Tobacco Distributor - (201) 735-9000	349	Trans-Con Sales & Marketing 304 - 313 Alcoholic Beverage Distributor - (888) 440-0200
National Wine & Spirits Corp.	542	U S Ice 442
Alcoholic Beverage Distributor - (888) 697-6424		loe Products - (313) 862-3344
Newco	544	
Legal Collections - (248) 982-2029		4 TIPE
North Pointe Insurance Co.	448	
Insurance Services - (248) 358-1171		ASSOCIATED AFPD
On Go Energy Shot	321	
Energy Drinks - (877) LIV-ONGO		FOOD & PETROLEUM DEALERS, INC.

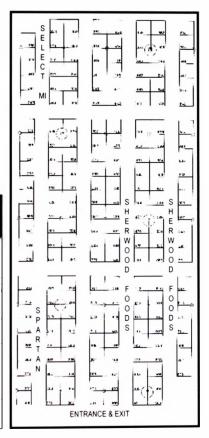




Trade Show Floor Plan

Stop by the AFPD Coffee Corner for a FREE Gift!

Come see the Select Michigan Pavilion where all products are Michigan-grown! Cherry Bay Orchards Dried Cherries and Other Dries Fruits (517) 339-2109 247 Heeren Brothers Produce Wholesale Produce Company - (616) 452-2101 242 Mountain Man Products Meat Mannades - (269) 679-4503 Micky's Family Recipes Topping & Dipping Sauces - (586) 795-3531 Peterson Farms Direct Fruit Blends - (231) 742-1005 248 Safle Specialty Foods Company Picities & Picitied Vegetables - (586) 598-8282 246 Sarra Cheese Co. 25 Naturally Made Specially Cheeses - (586) 790-6880 251 Six Lugs, LLC Dressings & Sauces - (231) 275-7243 251 244 Sleeping Bear Farms Honey Products - (888) 912-0017 St. Julian Wine Co. Wine Distributor - (616) 863-9885 243





Welcome to the 24th Annual AFPD Trade Show 2008

Stop by the AFPD Coffee Corner for a FREE Gift!





A special thanks to Arctic Glacier for providing complimentary ice to all of our exhibitors! Please visit them in booth 551 for all your ice requirements.

24th Annual AFPD Trade Show 2008 Monday, April 28, 5 00 p.m. - 10:00 p.m. Tuesday, April 29, 4 00 p.m. - 9:00 p.m.

Supported by



AFPD's 24th Annual Trade Show!





30415 West Thirteen Mile Road Farmington Hills, Michigan 48334

Contact: Cathy Willson • cwillson@afdom.org
Phone (248) 671-9600 • Fax (248) 671-9610
www.afdom.org

No bags allowed in or out. The law demands that you be at least 21 years of age to attend this show.





NEW 10CAITION!



MICHIGAN FOOD & PETROLEUM TRADE SHOW

Monday and Tuesday, April 28 & 29, 2008



46100 Grand River Novi, MI 48375

Connect with Buyers! Two days with 10 hours of uninterrupted selling!

A Selling Trade Show attracting buyers from convenience stores, supermarkets, specialty stores, drug stores and service stations.

April 28 & 29, 2008

Trade Show Hours:

Monday, April 28, 2008 5 p.m. - 10 p.m. Tuesday, April 29, 2008 4 p.m. - 9 p.m.

-Complimentary Parking-

Rock Financial Showplace

46100 Grand River • Novi, Michigan 48375 (Just south of I-96, west of I-275)

 Save Money on Show Specials
 Sample New Products • Learn About the Latest Industry Trends

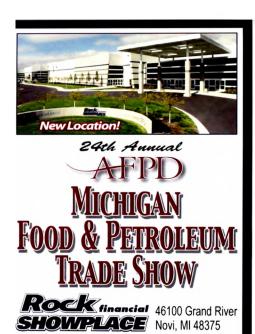
COUPON: \$5 Discount on Admission

Tickets are \$12 at the door; present this coupon at show entrance for \$5 discount

This is not a ticket.

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

No bags allowed in or out. Business attire, please.



For more information, contact AFPD, 248-671-9600





Admission ticket required. Ask your sales rep for fickets.

Call AFPD for more information at 248-671-9600

or cwillson@afdom.org.

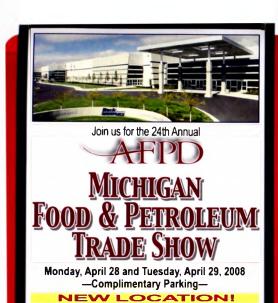
The law requires that you be at least 21 years of age to attend this show. Proper attire please. No bags in or out.







AFPD has been working hard for the food, petroleum & beverage industries for over 98 years!



Rock financial 46100 Grand River SHOWPLAGE Novi, MI 48375 For more information, contact AFPD, 248-671-9600 or email cwillson@afdom.org www.afdom.org

FULL LISTING OF PRODUCTS TO PURCHASE AT THE SHOW:

Beverages, candies, dairy products, food service equipment, franchisee options, frozen foods, general grocery items, grab and go prepared food ideas, liquor, meats and deli, novelty items, produce, services, snack foods, specialty foods, surveillance equipment, reverse vending machines, wine, beer and much more!

Mention AFFO Sherwood Foods to take advantage of the special hotel rates that have been excured next to the conference facility

DOUBLETREE HOTEL (by April 4) 42100 Crescent Blvd., Novi, MI 48375 800-996-3426 • \$119/night, sgl/dbl

COMFORT SUITES
(by April 14)
28049 Wixom Rd., Wixom, MI 48393
248-504-5080 • \$79/night, sgl/dbl



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Call your Sherwood Food Representative at (313) 659-7300

Dry Goods and

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mission into the Trade Show is free for all SFD customers who register

Name:

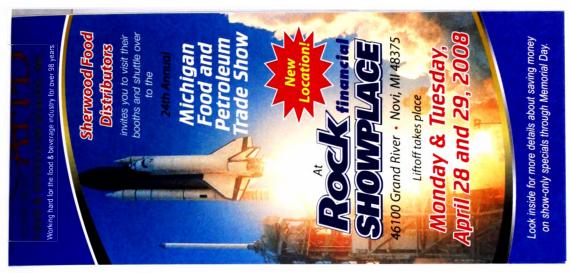
Store Name:

SFD Customer Number

Address:

City/State/Zip:

Farmington Hills, MI 48334 • • 30415 West 13 Mile Road Inc. Associated Food & Petroleum Dealers,





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