



AFPD Bottom Line

ASSOCIATED FOOD & PETROLEUM DEALERS *Working to Improve Your Bottom Line* VOL. 21, NO.9 SEPTEMBER 2010

High Spirits

Why You Should
Expect Good Wine
& Liquor Sales
This Season

A to Z Wine Glossary

Clearing the Air on
Tobacco Laws

Latest WIC Updates



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Deliciously perfect every time. As simple as boiling water.

Shrimp Lime

WHOLEY

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0g
Trans Fat*

**Cilantro
Sweet Chili**

NET WT 1 LB (16 OZ) 0.45 KG

2 individually packed
succulent shrimp per
an aromatic combin
pepper chili, zesty li
Restaurant qual

Finalist
"Best New Retail Product"



INTERNATIONAL
BOSTON
SEAFOOD SHOW

9 Minute Boil In The Bag
Deliciously perfect every time. As simple as boiling water.

Shrimp Cayenne

WHOLEY

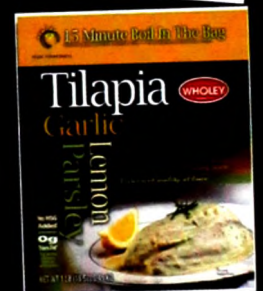
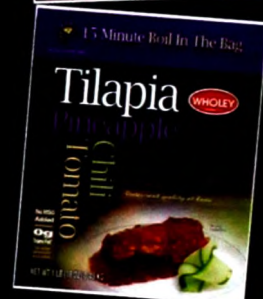
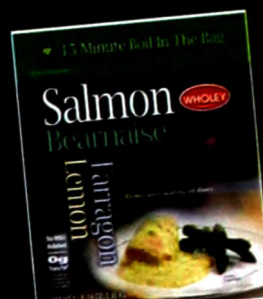
No MSG
Added
0g
Trans Fat*

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succulent shrimp in a coconut and
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soy & cayenne pepper.

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Jane SHALLAL
AFPD President/CEO

President's Message

AFPD President & CEO Announces Retirement

Dear AFPD Members and Friends,
 I recently announced my retirement to the AFPD board of directors. Effective October 1, 2010, I will be leaving my position at AFPD to enter the world of retirees!

After many years of service to various employers and companies, I am privileged to say that AFPD was "my last stop" in what has been a very exciting, rewarding, and satisfying career. I have enjoyed every minute of my job at AFPD.

When I became president my goal was to add value to AFPD, so that it is more essential to our members. In leaving, I feel confident that I have done just that. A fresh vision and energy exists at AFPD that will benefit it for many years to come. Today, our member programs include exceptional rebates and valuable discount programs, which have generated a lot of excitement here. We had a record-breaking 598 new members join AFPD last year and are on track to exceed that number for 2010!

As AFPD has grown so has our impact; AFPD is a major player in setting policies and laws that help our members. I have no doubt that over the future years, AFPD will increase its power and influence.

As I shift my responsibilities to a new leader, I know that I have laid the foundation for greater focus and success for this 100-year-old association. I am confident that AFPD's new leader will be stronger than ever in making AFPD a greater association—not just for today, but for many decades to come.

I am very fortunate to have had the leadership, energy, and skills of many remarkably talented people on the board of directors during my time here. And it has been a real pleasure to work closely with so many wonderful employees, who work persistently day in and day out to serve our members. I have gained many personal and professional relationships that I will treasure and miss.

Some ask: "What will you do with all your free time?" I hope to pursue interests that I never had time for, learn another language, travel to places I have dreamed of, read all the classics, join a cycling group, play the piano, and many other things I have never done!

To all of my AFPD members, thank you for giving me the opportunity to be a part of AFPD's accomplishments. I wish you and AFPD good fortune. ■■■■

As AFPD has grown so has our impact; AFPD is a major player in setting policies and laws that help our members. I have no doubt that over the future years, AFPD will increase its power and influence.

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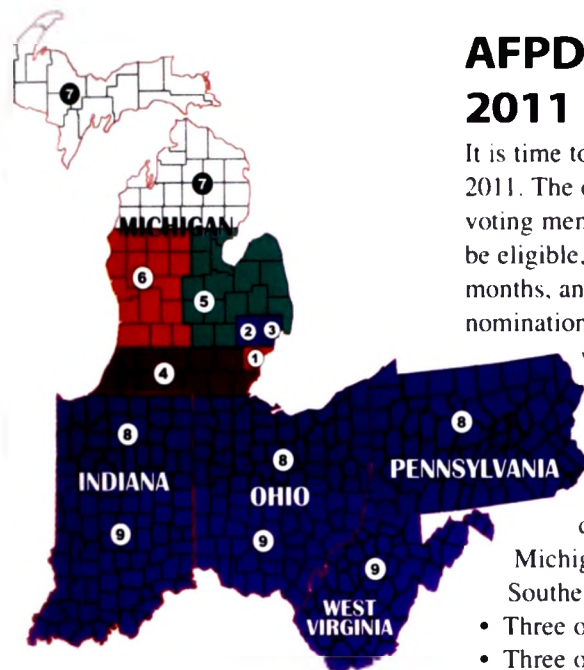
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- Region 1 - Wayne County
- Region 2 - Oakland County
- Region 3 - Macomb County
- Region 4
- Region 5
- Region 6
- Region 7
- Region 8
- Region 9

AFPD Accepting Nominations for 2011 Board of Directors

It is time to exercise your right to help choose the AFPD's board of directors for 2011. The election results will be tallied on Tuesday, December 7, 2010. Any voting member of AFPD may be nominated to serve on the board of directors. To be eligible, you must be a member in good standing for no less than the prior 12 months, and you must be nominated in writing on or before October 15, 2010. All nominations require support of 10 additional members in good standing or a majority vote by the nominating committee.

The positions are as follows:

- Nine vacancies for regional directors of which six must be food and beverage or petroleum retailers and three shall be suppliers. Applicants for regional directors must have a business in one of the following districts, and positions are subject to the following limitations: Seven Michigan Regional directors (one vacancy in each Region 1-7) and Two Southern Regional directors (one vacancy in each Region 7 and 8—see map.)
- Three openings for food and beverage retail directors (either Michigan or Ohio)
- Three openings for petroleum retail directors (either Michigan or Ohio)
- Two openings for supplier directors (either Michigan or Ohio)
- One opening for associate director (either Michigan or Ohio)

AFPD urges members to nominate candidates who will devote their time to represent the food, beverage, and petroleum industries.

Please send your nominations on or before October 15, 2010, with supporting signatures, to the AFPD Nominating Committee, 30415 West 13 Mile Road, Farmington Hills, MI 48334. For more information, call Auday Arabo, COO, (800) 666-6233.

Edy's Grand Ice Cream Gives Consumers What They Want.



To inquire about our rebate program for AFPD members in Michigan or Ohio, call Mike Pecoraro at Edy's Ice Cream at 1-800-328-3397, Ext. 14001, or Auday Arabo at the AFPD office at 1-800-666-6233.

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Michigan Updates

Misconceptions Regarding Welfare Fraud

AFPD spoke at the Michigan Department of Human Services Press Conference to dispel misconceptions about welfare fraud in the retail industry.

AFPD Opposes MUSTFA Extension

AFPD testified in the Michigan Appropriations Committee against the extension of the MUSTFA collection, which sunsets on December 31, 2010. The legislature continues to "redirect" the \$50 million annually collected from retailers of refined petroleum products to fill gaps in the General Fund, leaving little, if any, money to affect petroleum release cleanups, as originally intended.

Food Safety Programs Update

AFPD attended the Food Safety Alliance Meeting at the U.S. Food and Dairy Divisions food safety programs and regulations, outbreaks and recalls, and a food law progress report.

Support for H.B. 5366

AFPD met with Michigan Representative Andy Neumann and representatives from MPA/MACS, API, and the Michigan Department of Natural Resources & Environment (MI DNRE) to discuss H.B. 5366. AFPD supports this bill, which moves UST personnel from the DNRE back to the State Fire Marshal's Office.

Alternative Energy and Fuels

AFPD attended the Michigan Governor's Small Business Seminar at the Engineering Society of Detroit office in Southfield where the topic of Alternative Energy and Fuels was discussed.

Wine Tasting Bills

AFPD held a conference with Michigan lobbyists regarding Wine Tasting Bills for SDM/SDD licensees.

Mo' Bucks Program

AFPD met with the Fair Food Foundation to discuss the potential of the Mo Bucks Program in supermarkets.



Food Stamp Distribution

AFPD held conference calls to discuss efforts to raise funding for change in food stamp distribution payments in Michigan.

Restrictions on Property Development

AFPD testified at the Senate Environmental Committee hearing in opposition to S.B. 437, which includes restrictions that hinder development of property where petroleum releases have occurred.

USTR Discussions

AFPD attended the Michigan Senate Natural Resources Committee hearing where revisions to Part 201 and Part 213 applying to USTR cleanup parameters were discussed.

Gift Card Regulations

AFPD participated in a webinar regarding revised federal regulations for gift cards.

Economic Recovery During Next 18 Months

AFPD attended an annual meeting with Marathon Petroleum Company where the company's economist predicted a steady, but slow economic recovery over the next 18 months. President Gary Hemminger thanked attendees for their efforts to sidetrack federal "cap and trade" legislation.

Ohio Updates

Petroleum Advisory Meeting

AFPD participated in a Petroleum Advisory Board meeting in Toledo.

Underage Tobacco Crackdown

The state of Ohio is out in force checking retailers for underage tobacco sales. AFPD recommends all retailers review their written policies regarding training of employees.

Mandatory BWC Safety Training

AFPD attended a required Ohio Bureau of Workers' Compensation (BWC) Training Program on new regulations and policies. Employers will be required to promote 16 hours of safety training during a policy year and also develop a business plan for safety. AFPD and CareWorks will keep members informed regarding their responsibilities.

BWC Transitions to Electronic System

Information received from the Bureau of Workers' Compensation (BWC) states it will be notifying employers of the transition from the traditional paper letter to an electronic notification of your premium rates for the current policy year. BWC will be notifying employers with a more cost-efficient postcard directing them to BWC's website.

National Update

AFPD Opposes Universal E-15

AFPD sent a letter to the U.S. Environmental Protection Agency (EPA) opposing the mandate requiring universal E-15 (85 percent neat gasoline and 15 percent ethanol) before adequate scientific analysis is completed on the effect of E-15 on USTs, piping, dispensers, hoses, and nozzles. Tests are being conducted but results are not yet complete. Other associations have joined AFPD in opposition.

New Cigarette Regulations

AFPD participated in a webinar reviewing new Federal FDA regulations that apply to the retail sale of cigarettes. See more information at the AFPD website (www.afpdonline.org) under Tobacco Regulations.

IRS Wants Advice on Easing 1099 Burdens

The IRS invited businesses to suggest ways to minimize the burden of a new law that requires them to file annual reports for every corporation that receives more than \$600 from them in payments for goods and services. Business groups have complained that the new requirement will force some small businesses to file dozens or even hundreds of additional 1099 forms a year.



²₀¹₀ **Holiday Food & Beverage Show**

Tuesday and Wednesday,
September 21 and 22, 2010
Rock Financial Showplace

46100 Grand River • Novi, MI 48375
(One mile west of Novi Road, Novi)

SHOW HOURS:

Tues., Sept. 21, 2010 • 4-9 p.m.
Wed., Sept. 22, 2010 • 4-9 p.m.

Admission Ticket Required.
\$35 at the door for Non-AFPD members

Call AFPD for more information: 1-800-666-6233

AFPD Honors

the Best & the Brightest



By Carla Kalogeridis

Against the thought-provoking background of Mexican muralist Diego Rivera's Detroit Industry murals, AFPD's Annual Joseph D. Sarafa Scholarship Luncheon honored 23 students with \$1,500 scholarships. The students attended the event on August 3rd with their families, AFPD members, staff, sponsors, and dignitaries at the Detroit Institute of Art's (DIA) Rivera Court.

AFPD's COO Auday Arabo says the luncheon location will alternate each year, with venues selected "to inspire the students and help them realize that with education and hard work, they can achieve their dreams." A highlight this year was when DIA Docent Barbara Goldstein explained the story behind the Rivera Court murals.

The Detroit Industry fresco cycle was conceived by artist Diego Rivera (1886–1957) as a tribute to the city's manufacturing base and labor force of the 1930s. It is considered the finest example of Mexican mural art in the United States.

Program History

This year the AFPD Foundation distributed \$36,000 to 23 deserving students who are currently attending an

accredited public or private college or university or beginning their education this fall. Selection criteria included past academic performance, leadership, and participation in school and community activities as well as current college grades. Winners were selected by an independent committee at International Scholarship and Tuition Services (ISTS).

The Joseph D. Sarafa Annual Scholarship Luncheon was established to honor the legacy of Joseph D. Sarafa, a former AFPD President under whose leadership the Foundation was established in 1999. More than \$800,000 in contributions has been raised for the Foundation since its inception.

"Together with our generous sponsors, we will continue to recognize and help outstanding young men and women for many years to come," said Jane Shallal, Chairwoman of the AFPD Foundation. "These students are pursuing a wide spectrum of goals, and we hope the Foundation scholarships will help meet their financial needs."

To the scholarship winners, Shallal said, "Whatever field of study you may choose, excel in it and commit to professionalism at all times. I hope that your life is rich with knowledge, sharing, and kindness, and that you use your

See SCHOLARS, page 17

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- Lee & Maxine Peck Foundation
- Michael Hermiz Hesano Memorial Scholarship

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- Guardian Angel Homecare
- Lincoln Financial Advisors
- The Michael J. George Charity
- MIST Innovations
- Nestlé Ice Cream
- Peter J. Bellanca Memorial Scholarship

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- Sherwood Food Distributors
- Spartan Stores

Meet the 2010 Scholarship Winners . . .

The AFPD Foundation is proud to award these deserving students with scholarships and we are grateful to the sponsors for their generous support!

Michael Atchoo



Sponsored by: Michael Hermiz Hesano Memorial Scholarship

Michael is a freshman at Stanford University studying chemistry. He graduated from Troy High School where he was a member of National Honor Society and Secretary of Student Government. Michael ran on the varsity cross-country and varsity track & field teams where he was awarded many state and national athletic achievements. He also volunteered his time as an English tutor and was a member of the Leadership Troy program.

Christopher Ek



Sponsored by: Lee and Maxine Peck Foundation

Christopher is a freshman at Michigan State University studying engineering. He graduated from Rockford Senior High School where he was a member of the National Honor Society, National Society of High School Scholars and ran on the Rockford High School track & field team. Christopher also volunteered his time to the Degage Ministries, North Kent Service Center and as a Link & Learn Income Tax Assistant.

Katherine Bailey



Sponsored by: Frank G. Arcori Foundation

Katherine is a junior at University of Michigan studying psychology. She graduated from Divine Child High School where she played on the freshman basketball team, ran cross-country and played varsity softball. Katherine was a member of the French Club and National Honor Society. She also volunteered her time as a church altar server, tutoring needy children and was a volunteer at the St. Anselm Youth Camp.

Tyler Fisher



Sponsored by: Absopure Water Company

Tyler is a sophomore at University of Michigan studying medicine. He graduated from Gull Lake High School where he was on the cross-country and track & field teams. Tyler is currently a member of U of M Intramural sports team and U of M Research Community. He was also a volunteer with the Big Brother Big Sister program.

Sara Box



Sponsored by: DTE

Sara is a freshman at Eastern Michigan University. She graduated from Whitmore Lake High School where she was a member of Key Club, S.A.D.D., Drama Club, Yearbook and Quiz Bowl. Sara played softball and volleyball earning herself a Varsity letter on each team. She also volunteered at Salvation Army, Livingston County Humane Society, Kids Against Hunger and March for Babies.

Bryan Gerwig



Sponsored by: Lincoln Financial Advisors

Bryan is a freshman at Schoolcraft College studying criminal justice & law enforcement. He graduated from Trenton High School where he played on the varsity soccer team for three years. Bryan also volunteered as a Youth Soccer Assistant Coach from 2007 to 2009.

Blake Bufford



Sponsored by: Robert A. Ficano Hope Foundation

Blake is a freshman at Morehouse College studying Biology. He graduated from Cass Technical High School where he was a member of the National Honor Society and the Cass Tech High School Orchestra, Symphonic Orchestra and All-City Orchestra. Blake was Captain of the cross-country team as well as Captain of both the indoor and outdoor track & field teams. He also volunteered his time as a National Honor Society tutor and at the Tots & Teens Halloween Party.

Marcena Gorgaes



Sponsored by: Aziz Shallal Memorial Scholarship

Marcena is a freshman at Wayne State University studying to be a pharmacist. She graduated from Paul K Cousino Senior High School where she was a member of the National Honor Society, Michigan Math League, Student Government, Debate Team, French Club, Invisible Children Schools for School Clubs, Better Everyday and Leadership Club. Marcena currently volunteers at a senior citizen home, tutors students and walks in the March of Dimes walk each year. She has also participated in the Adopt-A-Family program, Wigs 4 Kids, American Red Cross Blood Drive, Operation Christmas Child and a number of other community charities.

Meet the 2010 Scholarship Winners

The AFPD Foundation is proud to award these deserving students with scholarships. We are grateful to the sponsors for their generous support!

Christopher Hakim



Sponsored by: Michael J. George Charity

Christopher is a sophomore at University of Michigan studying Psychology. He graduated from De La Salle Collegiate High School where he was a member of the Lebanese Student Association, Pre-Med Club and was captain of the Intramural Soccer team. Christopher also volunteered at the Cass Free Health Clinic to provide needed medical attention to residents of Detroit and also coached 6th grade basketball.

London Keyes



Sponsored by: Frito Lay

London is a freshman at Morehouse College studying Mathematics. He graduated from Bloomfield High School where he played on the football, basketball and track & field team. London was a member of the Student Diversity Team and a part of the DECA Competition. London also participated in Race For a Cure and volunteered at Arts Beats and Eats as well as the Roosevelt Elementary Summer Camp.

Melanie Hampton



Sponsored by: MIST Innovations

Melanie is a junior at North Carolina Agriculture and Technical State University studying Law. She graduated from West Bloomfield High School where she was captain of the competitive cheer team as well as President of the African American Awareness Club, Drill team President, Alpha Kappa Alpha Teens organization President and was in concert choir for four years. Melanie has participated in Relay For Life Cancer Walk, Citywide Choir and Link Student Assistant. She volunteers at Welcome Baptist Church.

Melissa Klusek



Sponsored by: Faygo Beverages

Melissa is a junior at Michigan State University studying communications. She graduated from Salem High School where she was a member of the Student Council and National Honor Society. Melissa is currently a member of Michigan State Public Relations Student Society of America and serves on the public relations team for Michigan State's campus publication, VIM magazine. She also volunteers her time to MSU Students Against Hunger and MSU's Relay for Life.

Jackson Hrbek



Sponsored by: Michigan Lottery

Jackson is a freshman at University of Michigan-Flint studying chemistry. He graduated from Linden High School where he received a varsity letter for Wind Ensemble. Jackson also volunteered at the Annual Shiawassee River Cleanup, the Annual Subdivision Cleanup and the Annual Bryam Park Cleanup.

Christopher Lillie



Sponsored by: Guardian Angel Homecare

Christopher is a freshman at University of Notre Dame studying mechanical engineering. He graduated from Rochester Adams High School where he was captain of the varsity wrestling team and played on the junior varsity soccer and tennis teams. Christopher was a member of the National Honor Society, Youth in Government and an officer in Adams Invitational Tournament. He also volunteered his time to the Kaboom Playground Build, Foundation for Children in Need and currently participates in political campaigns.

Stephanie Jalaba



Sponsored by: Chaldean American Ladies of Charity

Stephanie is a junior at Michigan State University studying medicine. She graduated from Wylie E. Groves High School where she played on the varsity basketball team. Stephanie is currently a member of Sigma Kappa Sorority, AED Pre-Professional Society and Chaldean American Student Association. She also volunteers at Burcham Hills Retirement Home, participates in the Relay For Life and tutors other students.

Matthew Marshall



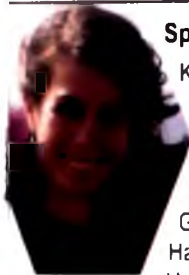
Sponsored by: DTE Energy

Matthew is a freshman at Ferris State University studying criminal justice & law enforcement. He graduated from Grandville High School where he earned his varsity letters for marching band, cross-country, track & field and hockey. Matthew also volunteered on Mission Trips and performed in the high school band.

Meet the 2010 Scholarship Winners . . .

The AFPD Foundation is proud to award these deserving students with scholarships and we are grateful to the sponsors for their generous support!

Kelly McGauley



Sponsored by: North Pointe Insurance Co.

Kelly is a senior at University of Notre Dame studying English literature. She graduated from Trenton High School where she was captain of the cross-country and track & field teams. Kelly was a member of National Honor Society, Girl Scouts, Yearbook and an officer on the Lewis Hall Council. She also volunteered with Habitat for Humanity, Detroit's Urban Plunge and the Girl Scout Gold Award Project.

Monica Nona



Sponsored by: Nestlé Ice Cream

Monica is a freshman at University of Detroit Mercy studying nursing. She graduated from Marian High School where she was a member of the National Honor Society, Students Against Destructive Decisions and a field day participant in a song and costume group. Monica also volunteered with the Chaldean American Ladies of Charity.

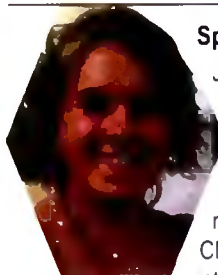
Madalyn Muncy



Sponsored by: Peter J. Bellanca Memorial Scholarship

Madalyn is a sophomore at Hope College studying English. She graduated from Warren Mott High School where she was a member of the National Honor Society and National Society for High School Scholars, and played on the freshman and junior varsity softball teams. Madalyn performed in the Warren Mott wind ensemble, symphonic band, marauder music machine marching band, jazz band, pep band and the District 6 Solo Ensemble Festival. Currently, she is a member of Hope College Nykerk Song Choir and Hope College Union of Catholic Students. Madalyn has also volunteered on the School-Wide Canned Food Drive, Warren Mott National Honor Society Recycling Committee and the National Honor Society Talent Show Committee.

Jessica Ozimek



Sponsored by: Pepsi Beverages Company

Jessica is a junior at Central Michigan University studying Journalism. She graduated from Farmington High School where she performed as section leader in band, played on the varsity tennis team and was editor of the school newspaper. Currently, Jessica is a staff writer for CMU's school newspaper and co-captain of the intramural sports team. She has also volunteered at Red Cross blood drives, Tech-Girl events at Farmington High School and summer programs at the Novi Public Library.

Olivia Najor



Sponsored by: Michigan Lottery

Olivia is a freshman at University of Michigan studying communications. She graduated from Royal Oak High School where she was a member of the National Honor Society, Model UN, MASC/MAHS Leadership Camp, ROHS Interact Club, National Challenge Day and Leadership Summit. Olivia served as President of Student Council, Student Government and Editor of her high school news magazine. She also planned Red Cross blood drives, facilitated PB&J Day at Comerica Park, coordinated a volleyball marathon for the Make-A-Wish Foundation and volunteered with Habitat for Humanity.

Lauren Page



Sponsored by: Pepsi Beverages Company

Lauren is a junior at Western Michigan University studying Spanish. She graduated from Portage Central High School. Lauren has volunteered her time doing clerical work for the Alzheimers Association, working with Breadlift by giving out bread in exchange for donations to the March of Dimes and helping with the weekly newsletter of PCOC.

Ian Waters



Sponsored by: Frank G. Arcori Foundation

Ian is a freshman at University of Michigan studying cell & molecular biology. He graduated from Saline High School where he was a member of National Honor Society. Ian played on the Saline junior varsity lacrosse and soccer teams and served as captain of the varsity water polo team. He also studied the violin for eight years and the piano for ten years. Ian currently volunteers with the Saline Fiddlers organization, Boy Scouts of America, St. Andrews Church, Interact Club and at Saline Community Education Water Polo Clinics.

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SCHOLARS

Continued from page 10

talents and expertise to make this society a better place for all of us to live."

Inspirational Speakers

Several speakers addressed the guests, including the award program's namesake, Joseph D. Sarafa. In introducing him, AFPD's legal counsel, James V. Bellanca, Jr., commented on how hard Sarafa worked—although he always found time to smell the roses. "He worked so hard that he could only go to college part-time, but ultimately he got his law degree and ran the Associated Food Dealers for almost 20 years," Bellanca said. "And at the top of his game, at the peak of his career, he decided that he owed more to his family and himself, so he changed careers and moved to Northern Michigan. His disarming kindness, his empathy, and his unquestionable competence enables him to be a truly exceptional professional."

When he took the podium, Sarafa's message was simple and inspiring. "You are each very lucky to go to college with a scholarship," he said. "However, you each made your own luck by working hard. This isn't a gift—you earned it."

And finally, keynote speaker Robert A. Ficano, Wayne County Executive (see Legislator Spotlight, p. 23), had several pieces of good advice for the students. "Remember," he told the scholars, "nobody ever gets there alone. Parents, support, and family ensure your success. You always stand on someone else's shoulders when you reach great successes in life."

And on the flip side, everything you do is a reflection of your family, he told the students. "Make a commitment to never embarrass your family because they have supported and loved you all your life. Before doing something always ask: 'If I make this decision, will my family be proud?' That's the way to go through life." ■■■■

*Carla Kalogeridis is editor of
AFPD Bottom Line.*

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High Spirits

The latest trends in wine and spirits reveal why you can expect healthy sales this holiday season.

By Carla Kalogeridis

Although economic uncertainty still prevails across most of the U.S.—and certainly, within Michigan and Ohio where most AFPD members reside—wine and spirit sales predictions for this holiday season are “moderately healthy.”

“Trading down was a 2008/2009 event,” said Danny Brager of Nielsen, who spoke earlier this year at a Wine & Spirits Wholesalers of America conference. “Now, wine bottle price points of \$9-\$15 and greater than \$20 are in the best growth positions.”

Brager says that consumers have re-phrased “value,” and the frantic trading down of recent years has been replaced by a new consumer voice: “I want what I want, on my terms.”

In fact, as wine and spirits prices have continued to drop, the result has been a significant “trading up” activity among consumers.

Nevertheless, Nielsen’s latest research shows that consumers will continue to seek value as the recovery continues—and that “value” will be defined on their terms. In a recent Nielsen

U.S. Consumer Confidence Survey, the following statistics

pointing to trends this holiday season include:

- 70 percent of consumers say they will only buy when the wine or spirit is on sale.
- 60 percent will use coupons or other discounts.
- 38 percent will shop at value retailers.
- 35 percent will buy in larger

quantities if it saves them money.

- 34 percent will stock up when specific wines and spirits are on promotion.
- 31 percent prefer to shop for wine and spirits close to home.
- 25 percent will switch to cheaper brands instead of doing without.

Other interesting statistics from Nielsen:

- 63 new brands of wine and spirits have been introduced over the last two years, and 22 of those average more than \$20/750ML.
- The average liquor store is selling 20 more items versus two years ago.
- Among the top 100 brands, 17 are up double-digits in sales—and half of those are vodkas.

“In the spirits market, premium and especially ultra-premium products are leading the way, but with reduced pricing,” said Brager. “There are lots of hot opportunities

How to Sell More

Several wine and spirits suppliers have good advice for AFPD member retailers looking to sell more this holiday season.

“Make the spirits more accessible to the consumers to purchase,” advises Faiez Asmary, vice president/director of business process & trade relations, Wine Division of National Wine & Spirits Michigan, Inc. “Increase the visibility of your displays, promotions, and advertising and consider expanding your wine and spirits section.”

Sell More Wine & Spirits

- **Set up a display** suggesting your customers start a holiday gathering or party with champagne. Champagne puts everyone in a great mood and it's a rare treat for most people.
- **Set up a display** promoting wines with specific flavors, particularly those that have local roots. Promote them with a “sense of place.”
- **Let consumers know it's OK to break the rules.** Wine and wine pairing rules are made to be broken this season. Any well-balanced menu will sing with a good wine.
- **Serving super expensive wines is passe.** Show customers to good quality, affordable wines of which they can buy more.

See HIGH SPIRITS, page 19



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High Spirits

Continued from page 18

Reasonable pricing and cross merchandising will also boost sales, he adds.

Asmary predicts that holiday sales will be up because consumers will be looking to celebrate by treating themselves

How to Make Spirits Look Festive

Set up a display that shows your customers how to make their holiday cocktails look more festive. For example, to dress up cocktails with color and a little bit of flavor, show customers how to use:

- Pomegranate juice for red.
- Melon liqueur for green.
- Blue-raspberry mix (or Blue Curacao) for blue.
- Apple cider for gold.

to wine and spirits. Spirits VAP (value-added pack), gift baskets that include wine and spirits, and gift bags will be particularly popular. He reminds retailers to promote mixing components with the base drinks, as well as the sweet wines and spirits. One new product in that category is ABSOLUT® BERRI ACAI, described as "an exquisite blend of acai, blueberry, and pomegranate."

J. Lewis Cooper of Great Lakes Wine & Spirits agrees that retailers should push

value-added gift sets this holiday season. "A good example is Jack Daniels with a cocktail shaker," he says. "Remember that in 2010, because of the current economy, people want the most value for their money."

Although beer is not the traditional holiday alcoholic beverage choice, AFPD member Eastown Distributors says retailers can take specific actions to boost beer sales this season as well. Here are some examples:

- Display beer with salty snacks.
- Display beer (such as Sam Adams) as part of meat and cheese displays.
- Put Mexican beer in the Mexican food aisle.
- In Michigan, display Michigan-made or locally grown food items with craft beers.

Besides the usual visual displays that draw customers' attention, it's helpful to work with your distributor to get cross-merchandising ideas," advises Paul Quasarano, Eastown's vice president and general sales manager.

Seasonal Wine Trends

Jon Bonne, a wine expert and writer for the San Francisco Chronicle, says that retailers can expect several specific trends for the holiday season. "We're in a bold time for wine in America," he wrote in a recent blog. "More wine is being consumed than ever before—in fact, nearly three gallons

per U.S. adult in 2009, according to data from the Beverage Information Group."

Here are five themes that Bonne thinks will define future wine sales:

1. Retailers resurgent. "There was a time when your local wine merchant was a top source of buying advice. That time is back," says Bonne. These stores "make for a shopping experience that you can't get at a big box." Retailers have never been more knowledgeable, as in-store tastings and a culture of service have become more important. "Wine shopping is becoming an experience to enjoy, not to rush through."

2. Sustainability grows teeth. While the wine industry is virtually choking on eco-buzzwords right now, expect to see real regulation (self- and bureaucratic) that gives backbone to the claims. Expect industry associations to support new third-party audit systems, says Bonne—at the very least, a consumer-friendly means of benchmarking.

3. Brands get serious. With a few exceptions, critter labels and their extreme offspring are being shuffled off to history. On the label, at least, classy is back. For the multigenerational millennial shoppers, the keyword is authenticity, says Bonne. "Now more than ever, there are labels under \$20 (the new magic price point) that deliver by looking serious but not dull."

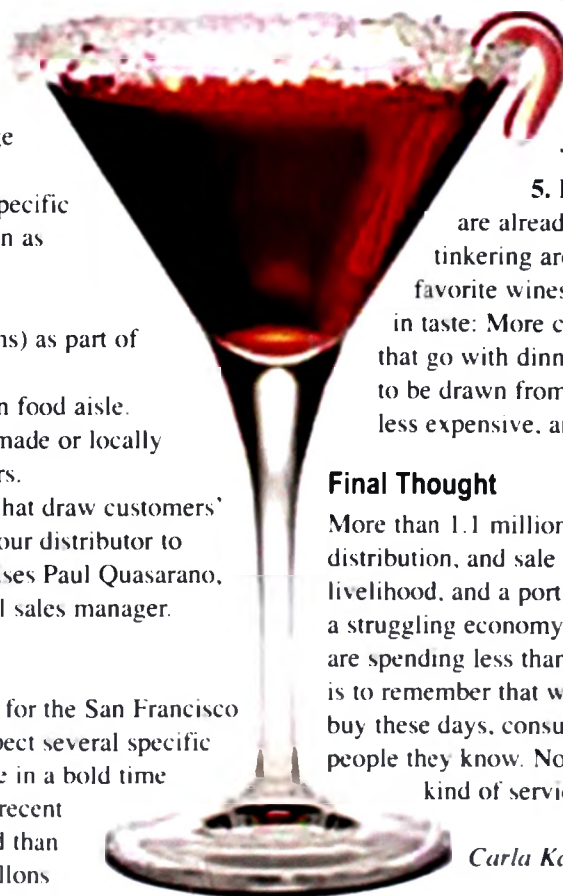
4. The rise of pro-am reviewing. With social media throwing its weight around, whose reviews will really move markets? Check out the website Cellartracker. Online consumer reviews will be "enormously powerful," says Bonne.

5. Less is more. Less alcohol (the numbers are already leveling off), less wood flavors, and tinkering are what consumers are looking for in their favorite wines, says Bonne. "Some of this is a change in taste: More clear fruit than wood and brighter flavors that go with dinner," he says. "But there's another lesson to be drawn from the recession: Simple winemaking is less expensive, and less expensive means more wine sold."

Final Thought

More than 1.1 million Americans depend on the production, distribution, and sale of wine, beer and spirits products for their livelihood, and a portion of those work for AFPD members. In a struggling economy where 57 percent of Americans say they are spending less than they used to, the best advice for retailers is to remember that when it comes to influencing what people buy these days, consumers listen to people they trust and people they know. No one is better positioned to provide this kind of service than the smaller, local retailer. ■■

Carla Kalogeridis is editor of AFPD Bottom Line.



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 - Ask for the ID to be removed from its holder
 - Check typing on front and back
 - Look for unusual colors
 - Check for altered information
 - Check for uneven or rough surfaces
 - Use an ID checking guide
- **Match the photo and description to the customer**
- **Ask the customer questions**
 - In what month were you born?
 - What is your address?
 - What is your zip code?
- **Look for misspelled words**
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Clearing the Air on Ohio's Tobacco Law

What you should know to
protect
yourself and our
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How to Comply with Ohio's Tobacco Law:

- **Ask for identification**
 - No ID—no sale, it's that simple!
- **Check birth date**
 - Look at the year, month and day.
 - If less than 18 years ago from today's date—DO NOT SELL!
 - Make use of calendars or cash register scanning devices to help calculate age.
- **Be sure the ID is valid**
 - Does the photo match the customer?
 - Check height, weight, eye color and age.
 - Make sure the ID has not expired.
 - Has the ID been altered or tampered?

• Post a sign

- Current law requires a sign to be posted in a conspicuous place that states selling, distributing or furnishing tobacco products to minors is prohibited by law.

• Monitor cigarette vending machines

- The machine must be in plain view and controlled by the business operator/employee.
- The machine should not be accessible to the public when the business is closed.

• Refuse the sale if it seems wrong

- Refer to the posted sign.
- Inform the customer it is against the law to sell tobacco products to minors.
- If the customer insists he/she is of age or tries to persuade you, state that a valid ID with proof of age is required.
- Your job is more important than a sale.

If you sell or furnish any tobacco product to a person under the age of 18:

- The first offense carries a maximum penalty of 30 days in jail and/or a \$250 fine.
- For multiple offenses, the maximum penalty increases to 60 days in jail and/or a \$500 fine.



Ohio law prohibits minors from:

- consuming
- possessing
- purchasing
- using
- ordering
- sharing in the cost of
- or accepting tobacco products unless accompanied by a parent, legal guardian or adult spouse

In the capacity of an employee, minors ARE permitted to handle tobacco products during the normal course of job duties.

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Service Tops Size

By Armand Lobato

When I shop at the nearby Ace Hardware store, one part of their operation always reminds me about fresh produce.

"My" Ace doesn't have 100 hammers to choose from like the big-box operation down the street. It has about 10. Still, my smaller-scale store not only survives but competes. What my hardware store does offer is more important: service.

I can hardly get down an aisle without someone offering to help me. I pay a slight premium for this, but not having to make multiple trips or deal with inferior quality or the uncertain thoughts of "this part might work" makes me a regular customer.

The same goes for the restaurant business. Good service can make a mediocre meal good enough to come back again. Bad service can ruin an otherwise wonderful meal."

So, how is the service level in your

operation? Most shoppers don't need hand-holding to buy groceries as much as when they're buying a specific plumbing part to fix a kitchen sink. Still, it's well worth the while to keep an eye out for customers who need help.

On any given day in a produce department, plenty of customers have questions, but most don't say anything. Like my helpful hardware man (or woman), it's best to take the first step:

First, extend a greeting to shoppers that you encounter. Whether mandatory by your chain or not, it is good business manners. "Good morning" or "Hi, let me help if you have any questions" may be short but it's a good starting point. Ignore customers enough and you may never see them again.

Second, keep an eye out for those customers who are obviously in need. They hesitate in front of the onions, and you can practically read their mind: White or red, what's the difference?

(Besides 30 cents a pound). If they shake the melons or pinch the eggplant with a puzzled look, it's time to step and offer to help.

Finally (and this might go against the grain of some advice), along with showing customers what to look for in an item, show them what to avoid, too. From whatever indicates under- or over-ripe fruit, to helping them identify parsley over cilantro for lasagna and on — you will win over your customer, who will be grateful you helped avoid something that spoils that night's dinner.

Armand Lobato (armandlobato@comcast.net) works for the Idaho Potato Commission. His 30 years of experience in the produce business span a range of foodservice and retail positions.



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The Dally Stores: They've Got it All

Medicine Chest and Serra's Market offer everything a customer could want from a community store—and now, the city of Warren has its own Domino's Pizza, thanks to AFPD member Fred Dally.

By Beverly Sturtevant

Fred Dally has been active in AFPD circles for a very long time. In fact, before AFPD existed in its current form, Dally served as vice chair of membership, vice chair of community relations, and worked on the scholarship and trade show committees for the Associated Food Dealers of Michigan for 19 years. So when AFD and the Great Lakes Petroleum Retailers & Allied Trades Association merged in April 2006 to form Associated Food & Petroleum Dealers Inc.

(AFPD), Dally was a natural choice for chairperson of the newly formed association.

Michigan's retail community is fortunate that many years ago, Dally came to the U.S. to attend school on a scholarship and decided to stay. He earned his undergraduate degree and went on to obtain an MBA from the University of Detroit. But rather than working for someone else, Dally decided on entrepreneurship.

In 1985, Dally bought Medicine Chest, a pharmacy in Detroit. Today, Dally says he is proud of its 4,000 square feet of selling area and four employees. In 1998, he bought Serra's Market, which recently got a 5,000 square-foot expansion to make room for the first Domino's Pizza in the City of Warren. Dally is upbeat about the new venture, saying "it's doing better than expected."

Over the years, Dally Inc. has become a thriving family business with the addition of his three sons – Ziad, David, and Jason. Dally credits the success of the stores to their family orientation and one-stop-shopping for everything his customers need, including many items his competitors simply don't carry. The usual things—beer/wine, lottery, food and beverages—are available, of course, but Dally's stores also offer services like Western Union, bill payment, money orders, check cashing, dollar items, and dozens of



(Pictured l to r) David, Jason, Fred, and Ziad Dally at the grand opening of the new Domino's Pizza at their store.

variety items for the home. You can even buy phone, radio, MP3 player or small TV in what Dally proclaims proudly are "exceptionally beautiful" stores.

Like so many small businesses in Michigan, Medicine Chest and Serra's Market struggled for awhile with the troubled economy, but Dally is excited to report that several small factories near Serra's Market are back in business, including one with 1,200 new workers hungry for hot, fresh

pizza. To bring them in, his son, Ziad, is contemplating their first foray into social media: a Facebook page for Serra's.

Meanwhile, Dally hasn't forgotten his ties to his AFPD community. As an Emeritus board member, he is still active on AFPD's government affairs program, which works diligently to influence pro-retailer legislative and regulatory policies on the federal, state and local levels. Recent successes include implementation of laws allowing for liquor price reduction, the Michigan MUSTFA Fund Amendment, fighting and opposing the expansion of the Bottle Bill, elimination of the Ohio CAT tax and Michigan SBT, obtaining larger commissions for retailers on jackpot winning tickets, and possible changes in the distribution of Supplemental Nutrition Assistance (formerly known as food stamps) over a 19-day period each month. As a retailer, Dally says he and his sons continue to appreciate the many programs that AFPD offers its members to help them succeed.

Dally encourages AFPD members to stop by his Warren store and say hello if you're in the area. The Dally family businesses are sure to have whatever you need, and the pizza is fresh and hot! ■■■

Beverly Sturtevant is assistant editor for the AFPD Bottom Line

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Robert A. Ficano, Wayne County Executive

Robert A. Ficano has led the Metro Detroit region as Wayne County Executive since January 2003, after serving with distinction as Sheriff in Wayne County for nearly 20 years. Executive Ficano presides over approximately 2 million citizens in the most populated county in the state of Michigan and the 11th largest county in the nation.

Overseeing an annual budget of more than \$2 billion, Ficano provides innovative leadership for the region and state, delivering services that citizens and stakeholders expect while aggressively pursuing investment, economic growth, and job-creation opportunities.

Ficano is a recognized leader in attracting investment and positioning Wayne County as the place to locate, conduct business, live, work, and enjoy leisure-time activities. Wayne County, the most culturally diverse county in the state, provides a competitive advantage for anyone seeking opportunities. "When looking to locate a business or to make investment, Wayne County is the place as it looks like the rest of the world," Ficano says.

Ficano's vision for Wayne County is clear — families are his top priority. His staff reflects the vast diversity of



the county and demonstrates a genuine sensitivity to the communities it serves. He is committed to making Wayne County a desirable place to conduct business, pursue an education, build careers, and raise families. Implementing this vision means investing in economic and community development, education, and quality health care. From its cities, suburbs, and rural communities, Ficano's goal is to leverage Wayne County's assets: diversity, a highly skilled workforce, educational opportunities, nationally recognized health care facilities and business growth opportunities that enhance the quality of life for all constituents.

Ficano founded The Vision Fund, a non-profit 501C3 that offers hundreds college scholarships to Wayne County high school students. He has also served on the board of the March of Dimes. He is a graduate of Michigan State University and University of Detroit Mercy Law School. As the Sheriff, Ficano was instrumental in creating the Internet Crime Task Force that garnered national attention. County Executive Ficano is the proud father of

two children and resides in Livonia.

Ficano Helping Retailers

When asked by the *AFPD Bottom Line* what he sees as the biggest challenges facing small retailers in Southeast Michigan—and how his office is prepared to help—Ficano said, "Sales are down. Consumers are delaying purchases. That's a problem. There is also the difficulty of locating capital and credit for small businesses."

Ficano pointed out that the Wayne County Economic Development Growth Engine (EDGE) works closely with the Michigan Small Business Development Center to provide access to financing and technical assistance for small business through the Small Business Administration at the federal level.

"Also, sometimes a business is qualified to receive U.S. Dept. of Housing Urban Development block grant funds and to the extent we can, EDGE directs block grant monies for public facilities improvements which frees up capital for the business and ideally even creates some jobs for low- to moderate-income individuals," he explained.

Scholarship Luncheon Remarks

Robert Ficano recently addressed *AFPD* members and their families, *AFPD* staff, and scholarship winners at the *AFPD* Foundation's Joseph D. Sarafa Scholarship Luncheon at the Detroit Institute of Arts in early August.

At the luncheon, Ficano congratulated the 23 student recipients of the *AFPD* Foundation Scholarship, adding, "Their drive and dedication in the pursuit of higher education is an inspiration to us all." He went on to commend *AFPD* and its members for working so hard to provide opportunities for the community youth. "I applaud *AFPD*'s continued commitment to motivating our students to take their rightful place as the leaders in their schools, their neighborhoods, and their community." ■■■



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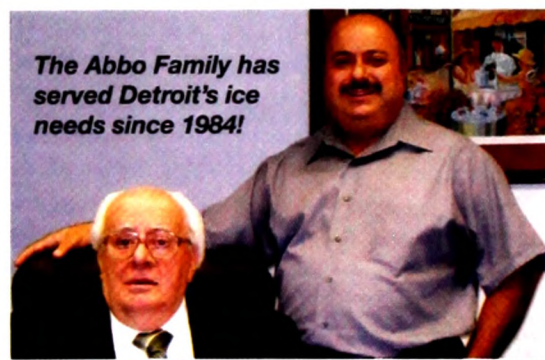


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**M. Scott
BOWEN**

Michigan Lottery Commissioner

MI Lott

50/50 Raffle is here!

The Michigan Lottery is taking a long-time player favorite to a whole new level. On September 7, the Lottery's newest raffle, the Ultimate 50/50 raffle, will go on sale. Tickets will be available for purchase through September 27 and on Tuesday, September 28, one raffle winner will walk away with a huge prize.

The Lottery's Ultimate 50/50 Raffle will operate like a standard 50/50 raffle: The jackpot grows with every ticket sold, and the winner receives half of the take. Single wagers are \$5 each, and the more tickets you buy, the more you save (five wagers cost \$20; 15 wagers cost \$50; and 40 wagers cost \$100.)

Like other raffles, unique seven-digit raffle numbers will be printed on players' tickets starting with 0000001 and increasing until sales are cut off on September 27. On September 28, a drawing will be conducted to select one winning raffle number.

The size of the jackpot depends on how many tickets are purchased. For every dollar wagered, \$.50 goes into the jackpot. The jackpot will continue to grow and be updated each day on Club Keno monitors and Altura displays. Players can get jackpot updates at the Michigan Lottery website (www.michigan.gov/lottery) or the Lottery Player's Club website (www.michiganlottery.com.)

Raffle tickets will be available at all Michigan Lottery retailers, and the retailer that sells the winning raffle ticket will receive a \$5,000



bonus commission, regardless of the jackpot size.

Remember, there is only a three-week time period to purchase tickets, so be sure to let customers know they have to act fast to be part of the raffle action.

Bow Wow Bingo

Be sure to remind your dog-loving customers about the opportunity to show off their four-legged friends through the Michigan Lottery's Bow Wow Bingo™ Photo Contest.

Since June 21, Michigan Lottery players have submitted one or more photographs of their dog to the Bow Wow Bingo Photo Contest at the Lottery's Player's Club website (www.michiganlottery.com.) Already, three lucky pooches have been selected as finalists. Only two more dogs will be selected on September 16 and October 27, so be sure to let your customers know there is still time to enter their beloved pet. To enter, players must submit three non-winning Bow Wow Bingo instant game tickets with each photo of their dog.

Professional pet photographer Keith Kimberlin will judge and select the finalists from the pool of entries. Each of the five finalists will receive a \$250 Visa® gift card featuring the image of

their dog, plus a chance to be voted the grand prize winner.

From October 8 through October 28, Michigan Lottery Player's Club members will then vote for their favorite pet photo. The winner will receive a \$500 VISA® gift card; a photo shoot for their dog with professional pet photographer Keith Kimberlin; and a photo package consisting of images from the photo shoot.

Instant Tickets Update

New instant tickets scheduled to go on sale September 20 include Ghoul's Gone Wild™ (\$2), The Price Is Right™ (\$2), and \$300,000 Double Down™ (\$5). The release date for these tickets is subject to change. Instant tickets set to expire in September include Red Hot Cash™ (\$2) and Wild Time Blast™ (\$2) on September 2; Detroit Red Wings™ (\$5) on September 16; and Uno, Dos, Scratch™ (\$1) and Dollar Doubler™ (\$1) on September 30.

Retailers are reminded to always activate instant game tickets before putting them on sale to ensure winning tickets can be claimed following their purchase. ■■■■

More than 94 cents of every dollar on Lottery tickets is returned to the state of Michigan in contributions to the School Aid Fund, prizes to players, and commissions to retailers. In fiscal year 2009, the contribution to schools was \$724.5 million. Since its inception, the Lottery has contributed more than \$15 billion to education in Michigan.

THREE WEEKS ONLY!

THE ULTIMATE COUNTDOWN IS ON!



**THE ULTIMATE
50/50
RAFFLE**

THE ULTIMATE GAME

- One winner takes all!
- Jackpot grows with every ticket sold!
- On sale Sept 7-27
- Drawing Sept 28

THE ULTIMATE SAVINGS

The more players buy,
the more they save!

- 1 wager: \$5
- 5 wagers: \$20
- 15 wagers: \$50
- 40 wagers: \$100

**\$5,000 bonus commission
to the retailer who sells
the winning ticket!**

Jackpot updates at michiganlottery.com

Odds of winning depend on the number of tickets sold through September 27, 2010. If you bet more than you can afford to lose, you've got a problem. Call 1-800-270-7117 for confidential help.





**Ed
WEGLARZ**
Executive VP, Petroleum

Control Inventory, Reduce Costs

Inventory can represent the largest asset on a retailer's balance sheet. Therefore, effective inventory management can have a significant impact on the company's overall financial success. One of the most significant expenses associated with inventory in retail locations is shrink. Shrink occurs in two primary areas: administrative error and theft. Theft results from both internal and external sources. Retailers need to know where and how shrink is occurring. An accurate physical inventory provides a solid starting point to begin an analysis.

Armed with an item-by-item inventory, a retailer can compare actual inventory with system inventory and identify departments, product classes, and items that account for the highest levels of shrink. This information will allow retailers a more targeted analysis to help identify and eliminate the root cause of the shrink. For example, items with high levels of shrink can be packaged, merchandised, and distributed differently to help reduce losses associated with shrink.

Remember, shrink can occur because of employee or customer theft, but it can also be the result of short delivery. Make sure you have policies and procedures in effect that systematically and accurately account for incoming inventory.

Carrying cost of inventory is another significant expense for retailers. Focus on balancing inventory productivity with customer satisfaction. Perpetual inventory systems with automated replenishment features can help reduce overall inventory-carrying costs by balancing inventory levels with the rate of sale. While there is tremendous cost efficiency associated with installing an automated, perpetual inventory system, human intervention can quickly create discrepancies between actual inventories and system inventories. An accurate physical inventory count can help ensure that the system item counts

match the actual quantities that are at retail.

Until the difference between actual and system inventory counts is minimal, a physical item-by-item inventory is recommended quarterly.

Retailers often underestimate the impact that employees can have on inventory management. It is important to educate your workforce on how they contribute to successful inventory management. It's crucial to get employees to embrace the system.

For example, the cashier who scans the first candy bar and then enters a "quantity of five" for the remaining four candy bars (with the same price but different brands) does so in the interest of speeding the customer through the check-out process. What the

Until the difference between actual and system inventory counts is minimal, a physical item-by-item inventory is recommended quarterly.

employee doesn't realize is that the store system will now order five of the first item scanned and none of the other items that were actually sold. This creates overstock of the product ordered and likely out-of-stock for the remaining items. Explain this potential scenario to each employee and point out how accurate scanning will actually make jobs easier, with fewer customer complaints and queries.

Lastly, stroll around the storeroom, utility room, outbuildings, and dumpsters. Take notice of anything that looks out of place. Customers, vendors, or employees may "stash" products in inconspicuous places for later retrieval.

Inventory control is a multi-faceted exercise. Remember: Somebody is in control of every transaction—it had better be you. ■■■



Kathleen BURKE

Ohio Lottery Commissioner

"Lucky" Retailers Enjoy Media Coverage

The Ohio Lottery's combined sales of Powerball and Mega Millions are up about 29 percent compared to the same period last year, when Mega Millions was Ohio's only multi-state game. We knew that adding Powerball would definitely help our game mix; but we also expected to see somewhat of a leveling off of sales for our multi-state games, knowing that this type of player might be prone to "jackpot-chasing." This is quite a promising beginning.

Powerball got plenty of good exposure recently with our work-pool winners from the Detroit-area Chrysler plant. Independent retailer Shirley Loofborow, whose store sold the winning ticket, was front and center with media and loved the extra exposure.

Loofborow earned a \$48,500 retailer bonus for selling that winning ticket, and she will use the funds to

buy a new cooler for her business, fix the roof on the property she owns next door, and provide bonuses for her employees.

Not to be outdone, Mega Millions earned Ohio some national media exposure as well, with a story about a clerk who made good on a mistake ticket and then turned that mistake into a nice, big win for both her and the customer. The clerk, Naomi Mauller, processed two Mega Millions wagers for a customer, but forgot to add the KICKER, an add-on game for Mega Millions. So to make it right, Naomi made another ticket for the customer, this time with KICKER. The original "mistake" ticket? "I bought that ticket because it was my mistake," she says. Both of the tickets matched five-of-five Mega Millions numbers, without the Mega ball, and generated \$250,000 wins. Mike Kane, owner of Woofle's Huff & Puff in New Lexington where

Naomi works, got media calls from as far away as Los Angeles and enjoyed the exposure for his business.

Everybody wins when the Ohio Lottery gets this kind of positive media attention. Stores selling winning tickets often enjoy a spike in sales immediately afterward because they become known as a "lucky retailer." Loofborow says she's seen some new customers from surrounding counties and even as far away as Michigan, who stop by to visit her lucky Lottery store.

The Ohio Lottery celebrates victories like this for its retailers. Our nearly 9,000 retailers have helped us to achieve nine consecutive years of sales growth and five straight years of profit increases. I'm proud to lead a staff of dedicated, hard-working employees all over Ohio, and our retailers should be proud of their contributions to our success. Without them, we couldn't do what we do. ■■■■



Ernie DAVIS

Acting Superintendent, Ohio Division of Liquor Control

Get Employees Trained

Now that summer is over and it's back to school time, the Ohio Division of Liquor Control wants to remind all permit holders about social responsibility, which is such an important aspect of working in the alcoholic beverage industry. This time of year, many young people will turn their attention to Friday night football games and homecoming. Unfortunately, those fun and innocent events can turn tragic when underage individuals get access to alcoholic beverages.

It is imperative to thoroughly check the identification of all young people attempting to purchase alcoholic beverages and make sure that alcoholic beverages are sold only to persons who are at least 21 years of age. Checking for a valid driver's license, an official state of Ohio identification card issued by the Bureau of Motor Vehicles, or a military identification card can help prevent illegal sales. The Division also encourages using identification scanning devices as an effective tool to help prevent sales to minors. Remember, a permit holder's

business can be damaged forever—just as quickly as the life of a young person—if you allow sales of alcoholic beverages to minors.

To help ensure compliance with Ohio's liquor laws, the Division offers a comprehensive server training program for employees of the contract liquor agencies. The goal of this program is to effectively train employees to deal with the two main problem customers: (1) individuals under the age of 21 and (2) individuals who are intoxicated. Contract agents that violate Ohio laws could have their sales privileges suspended or their contract with the Division terminated.

"Safe Alcohol Sales Training," is available on the Division's website at www.com.ohio.gov/liqr ■■■■

Market Leading. Market Wise.

National Wine & Spirits works hard to keep markets and political opportunities open for retailers.

AFPD member and supplier National Wine & Spirits is a market-leading wine and spirits distributor in Michigan and the eighth largest distributor in the United States. With a history dating back to 1934, the mission of National Wine & Spirits is to distribute excellent wine and spirits brands while promoting opportunities for its suppliers, retailers, and employees.

"Company roots go back to the end of prohibition, when The National Liquor Company was issued Permit #7 by the Indiana Alcoholic Beverage Commission," says Harold McGovern, president of NWS Michigan, Inc. The company came under current ownership in 1973 when it was sold to James LaCrosse and brothers William and Cameron Johnston. After acquiring Cameron Johnston's shares, LaCrosse serves as director, president, chairman/CFO/CEO. Norma Johnston, whose husband William was an original partner in the business, assumed an active role in 1976 and now serves on its board of directors. In 1982, the company formally changed its name to National Wine & Spirits Corporation.

When Michigan privatized its distribution of spirits in January 1997, National Wine & Spirits became the largest of three authorized distribution agents (ADAs) in the state, and its leaders negotiated exclusive arrangements with major spirits suppliers in Michigan. The company has continued to expand with the acquisition of R.M. Gilligan, and later, L-and-L Wine World. Subsequently, National Wine & Spirits acquired rights to the majority of the AHD Wine Vintners' portfolio.

Company Organization

McGovern explains that today, wines from the company's core suppliers are managed by three wine sales divisions:

- (1) Metro-Detroit Retail Division services all off-premise accounts in the metro-Detroit area.
- (2) Metro-Detroit On-premise Division services all on-premise accounts in the metro-Detroit area.

- (3) Out-State Division services all on- and off-premise accounts outside the metro-Detroit area.

The distribution of spirits to accounts across Michigan is handled through two sales divisions:

- Premier Division
- Classic Division

The Michigan companies are headquartered in Brownstown where the main warehouse is also located. Wine sales offices are located in Madison Heights. Other facilities include a hyper-terminal and office in Grand Rapids and a warehouse

office in Escanaba. "These operations handle the largest spirits volume and the second largest wine volume in Michigan," says McGovern.

Politically Active

McGovern says that National Wine & Spirits works to support legislation that benefits retailers like AFPD members. For example,

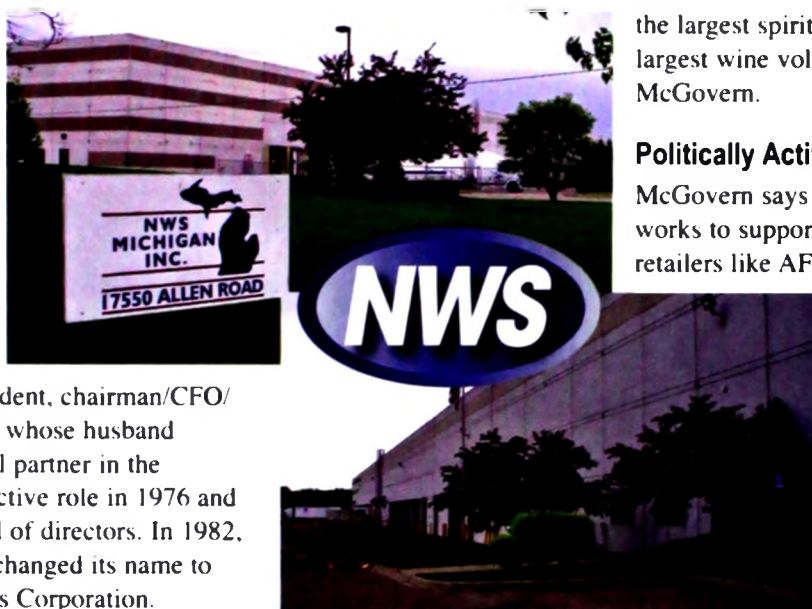
currently the company supports the Comprehensive Alcohol Regulatory Effectiveness Act (H.R. 5034) or CARE Act, which is gaining momentum with the launch of a grassroots campaign by Wine & Spirits Wholesalers of America.

The CARE Act, introduced in the House of

Representatives in April, would solidify support for state-based alcohol regulation by halting litigation that attempts to deregulate the alcohol beverage market. "This is important to retailers because the CARE Act would keep the existing structure that controls how alcoholic products get to market," he explains. "It would also reduce frivolous lawsuits that cost taxpayers millions by placing the burden of proof on the plaintiff, not the defendant."

In Michigan, National Wine & Spirits now represents a 60 percent share of the spirits market as an ADA and broker, so its political clout is strong. The company also holds a 9 percent share of the wine market.

Approximately 2,000 brands are featured in a broad portfolio of spirits, wine, and non-alcoholic beverages, which are distributed to 12,000 customers statewide, including many AFPD members. ■■■



Update on WIC Infant Formula Changes

Earlier this year the Michigan WIC Program notified retailers of upcoming infant formula changes. These changes are also mentioned in WIC's March and June *Vendor Newsletters*. The purpose of this article is to confirm the specific changes that have taken place regarding infant formula and the WIC Vendor Minimum Stock Requirements. As noted in the March and June WIC *Vendor Newsletter*, the Michigan WIC Program has been notified by Head Johnson that Enfamil LIPIL products have been replaced by Enfamil PREMIUM products, as outlined in the following table.

Old WIC Approved Formula	Being Replaced By	Enfamil Premium UPC
Enfamil LIPIL 13 oz concentrate	Enfamil 13 oz Premium concentrate	300871367418
Enfamil LIPIL 12.5 oz powder	Enfamil 12.5 oz Premium powder	300871365421
Enfamil LIPIL 32 oz ready-to-use	Enfamil 32 oz Premium ready-to-use	300871459427
Enfamil LIPIL 8 oz ready-to-use	Enfamil 8 oz Premium ready-to-use	300871459410

WIC clients currently have the option to purchase either Enfamil LIPIL or Enfamil PREMIUM products, or a combination of both until August 31, 2010. That option will end September 1, 2010. At that time, Enfamil Lipil will be removed from your POS device as a WIC approved formula, which means vendors will no longer be able to scan the UPC or Enfamil Lipil as part of a WIC EBT transaction.

As a result of this change, the WIC Vendor Minimum Stock requirements have changed as well. **EFFECTIVE AUGUST 1, 2010**, the new minimum stock requirements are:

12 cans of 13 oz concentrate Enfamil PREMIUM AND 12 cans of 12.5 oz powder Enfamil PREMIUM OR 12 oz cans powder Gentlease LIPIL.

Enclosed is a summary of the WIC Minimum Stock Requirements as of August 1, 2010. To assist WIC vendors with this change, the new requirements will not be enforced until after September 1, 2010. Please feel free to contact the WIC office at 517-335-8937 if you have any questions regarding this matter.

MICHIGAN WIC VENDOR STOCK REQUIREMENTS—Effective 8/1/10

Only those items listed on the most recent WIC Photo Food Card will be counted toward the mandatory minimum stock requirements listed below

Review the Photo Food Card to determine the specific WIC authorized brands, types and sizes.

A WIC VENDOR MUST HAVE, AT A MINIMUM, THE FOLLOWING FOOD ITEMS IN STOCK AT ALL TIMES:

CATEGORY	TYPE OR BRAND	QUANTITY
INFANT FORMULA	CONCENTRATE: 13 oz can concentrate Enfamil Premium POWDER: 12.5 oz can powder Enfamil Premium OR 12 oz can powder Gentlease LIPIL	12 Cans Concentrate AND 12 Cans Powder
INFANT FRUIT	4.0 oz jar Infant Baby Food (fruit) – Must be Beachnut, Gerber or Natures Goodness. Single-fruit only (example: Peaches with Tapioca is not allowed) – See Photo Food Card	36 Jars
INFANT VEGETABLES	4.0 oz jar Infant Baby Food (vegetables) – Must be Beachnut, Gerber or Natures Goodness. Single-vegetable only (example: Peas and Carrots in one jar is not allowed) See Photo Food Card	36 Jars
INFANT CEREAL	8 oz box or carton, dry infant cereal w/o fruit. Must be Beechnut, Gerber or Natures Goodness	6 Boxes
FRESH FRUITS & VEGETABLES	Any combination of fresh fruits and vegetables. Must carry at least 2 varieties of Fruits and 2 varieties of Vegetables -Minimum requirement is measured as the total amount of all fresh fruits and vegetables on hand -Varieties of fruit within the same family count as one type (example: white grapes and red grapes both count only as grapes) -Apple varieties all count only as apples) -Not Authorized: No white potatoes, No fruit baskets, party trays or vegetable trays, No salad bar purchases	\$25 Retail Value OR 10 Pounds Vendors that prefer to meet only the 10 pound requirement must make equipment available to weigh fruits and vegetables
MILK	Any brand of Whole, Reduced Fat (2%), Low Fat (1/2%, 1%) or Fat Free (skim). Not Authorized: No flavored milk, glass bottles, organic milk, Vitamite, Guemsey, or value added milk.	4 Gallons Whole Milk AND 5 Gallons Reduced Fat, Low Fat or Fat Free Milk
CHEESE	Any brand U.S. made real cheese. Must be pre-packaged in 8 or 16 oz sizes only. No other sizes allowed. Must be labeled with type of cheese, weight and price. See Photo Food Card for approved types/flavors. NOT ALLOWED: NO SLICED CHEESE EXCEPT AMERICAN. NO INDIVIDUALLY WRAPPED AMERICAN SLICES. No individually wrapped string cheese. No cheese foods, products, whips or spreads. No organic, smoked, shredded, grated or cubed, crumble, or shapes cheese. No Farmers Cheese or Cracker Bakers. No added meats, peppers, seeds, etc.	5 Pounds
EGGS	Any brand small, medium or large white eggs only. Grade A or AA.	5 Dozen
CEREAL	At least 6 brands in 11 oz boxes or larger only. At least 3 of the 6 brands must be whole grain. See Photo Food Card for list of WIC approved brands of cereal including those that are whole grain.	12 Boxes
BREAD	Any combination of 16 oz loaves of whole grain bread and/or 16 oz packages of tortillas. See Photo Food Card for list of WIC approved brands of bread and tortillas.	6 Loaves and/or Pkgs
JUICE	At least 2 flavors in 64 oz bottles AND 2 flavors in 46 oz bottles or 11.5-12 oz concentrate. See Photo Food Card for list of approved brands, flavors and sizes.	10 bottles 64 oz AND 5 bottles 46 oz or 11.5-12 oz conc
PEANUT BUTTER	Any brand or type (smooth, crunchy, extra crunchy) 18 oz jar only.	4 Jars

Vendors are strongly encouraged to stock as many varieties of WIC approved foods as possible. The following items must be made available upon request: Infant meat (single meat only), tuna, 15-16 oz canned beans, dry peas or beans, lactose reduced milk, evaporated milk, non-fat dry milk.

DCH-0208 Rev. 4/09

Authority: PA 368 of 1978



**Kim A.
RHEAD**
Partner, Karoub Associates

Interesting Races Statewide

The August primary election is now behind us, and surviving candidates and political types have already turned their attention to the November general election. The 2010 elections are unique if compared to past elections in our state. As a result of term limits, the number of "open" seats in the Senate and the House of Representatives are at unprecedented levels. For that reason, the number of candidates that ran for office in the August primary was also at record levels. Statewide there were more than 600 candidates on the ballot for Senate and House seats.

In addition, elections for Congress have been competitive and a number of incumbents face the possibility of being turned out of office in November. It has been a number of years since elections to Congress have been more than a rubber stamp for the re-election of existing office holders.

The race for governor has also been interesting. It is doubtful that there has ever been an election where 25 percent of the voters in the Democratic primary were still undecided less than a week prior to the election. On the Republican side of the primary, the top three candidates were tied going into the final week of campaigning.

Once the smoke clears from the primary, the self-proclaimed experts will offer their opinions as to how the primary results will affect the general election. The biggest questions in Michigan are: Will the makeup of the Senate change drastically, and will the Republicans win enough seats in the House to regain control of that chamber?

My best guess would be that the Senate will remain in the control of the Republicans, and the House will remain in the control of the Democrats. I see the split between the two parties remaining pretty much at current levels in the Senate, and the Republicans should realize a fairly large gain in the House, but will not win enough seats to gain control.

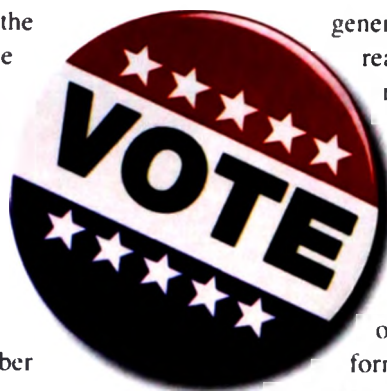
The primary election saw long service Congressperson Carolyn Cheeks Kilpatrick defeated in her bid for another term. The loss likely had more to do with the scandal and legal problems of her son than it did with any broad movement to remove incumbent legislators. There exists the possibility that a couple other current congressmen could be defeated in the general election. Should that happen, the likely reason would be that their voting records were not conservative enough for the districts they represent.

The race that most clearly underscored the public frustration with the current situation in Michigan was the election for governor. The November election will pit a businessman who has never held any elected office against the Mayor of Lansing, and a former state legislator, who three months ago was not known by anyone outside the capitol city.

The question that remains is: "How did these two candidates pull this off?" Rick Snyder, the Republican nominee, did it by separating himself totally from the other candidates, all of whom were viewed as "career politicians," and by using his business background to sell the idea that he could create jobs. The fact that he is a millionaire and able to fund his entire campaign out of his savings account didn't hurt either. Bernero was able to build on his record of job creation in Lansing, and he also offered a stark contrast to his opponent, House Speaker Andy Dillon. Bernero polled extremely well with the historical Democratic base of pro-union, pro-choice voters.

It should be an interesting general election, and with everything that is at stake, I would suggest you begin preparing yourself for a never-ending series of political ads. The first ones will likely start about the same time as the first kickoff of football season. ■■■

— Kim Rhead is partner with Karoub Associates, the lobbyist firm that represents the interests of AFPD and its members in Michigan.





**Jody
LICURSI**

Vice President—Capitol Strategies Group

Campaign Finance Predicts Success

Campaign expenditures are a strong predictor of electoral success, not only because money helps candidates reach more voters, but also because a well-funded candidate is often perceived to have the upper-hand and is therefore worthy of additional support. However, the amount of funds in a candidate's campaign chest is not always reflective of how much financial power he or she wields. In today's campaign world, candidates also benefit from significant expenditures made by national political committees, state political parties, unions, 527 organizations, and a variety of other groups interested in the outcome of the election. Looking at a candidate's campaign finance filings are still a solid indication of the momentum behind a campaign and the direction it is headed on the track to victory in November.

2010 is a major election year in Ohio for a very important reason: control of the Ohio Apportionment Board is at stake. Comprised of the governor, secretary of state, auditor, and two members – one Republican and one Democrat – appointed by state legislative leaders, the Ohio Apportionment Board meets once every 10 years to redraw the boundaries for each of the 99 Ohio House and 33 Ohio Senate districts. Therefore, the outcomes of the governor, secretary of state and auditor races are of even greater importance every 10 years.

Less than 100 days out from the election, here is a snapshot of where Ohio's statewide candidates stand on the campaign finance front.

Governor. In the closely contested race for Ohio's next governor, incumbent Ted Strickland (D) and challenger John Kasich (R) continue to bring in record donations. Both candidates raised more than \$2 million in the month of July alone. Cash on hand in the gubernatorial hopefuls' war

chests stand at \$9.73 million for Strickland and \$7.968 million for Kasich.

Secretary of State. Former Speaker of the Ohio House of Representatives, Republican Jon Husted maintained his substantial fundraising lead over Franklin County Court Clerk, Democrat Maryellen O'Shaughnessy. Husted has \$2.57 million in the bank compared to his opponent's \$601,701.

Auditor. Fundraising in the state auditor race continues to be dominated by Hamilton County Commissioner, Democrat David Pepper. Pepper raised \$211,432 in July, bringing his cash on hand total to \$1.414 million. His opponent, former Delaware County Prosecutor David Yost raised \$228,441 in July and has \$266,136 available in the bank.

Attorney General. The campaign for attorney general is a matchup between two very well-funded candidates. Incumbent Richard Cordray (Democrat) raised nearly \$500,000 in July, bringing his total to \$3.515 million cash on hand. Challenger and former U.S. Senator Mike DeWine has \$2.155 million in the bank after raising \$914,764 in July.

Challenger candidate, Rep. Josh Mandel (Republican) is making big strides in fundraising against incumbent State Treasurer Kevin Boyce (Democrat). Mandel brought in over \$500,000 in July, leaving him with just more than \$3 million cash on hand. Boyce raised \$176,121 in July and maintains the same balance on hand in his account. ■■■■

Jody Licursi is vice president of Capitol Strategies Group, the lobbyist firm that represents the interests of AFPD members in Ohio.



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AFPD Members will receive an automatic 10% discount on their General Liability & Liquor Liability Premium!

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This is such great program, that AFPD will guarantee that North Pointe Insurance will **BEAT** your current Liquor Liability Premium or we will give you a **one year FREE Membership to AFPD!**

To sign up for this program today, call YOUR INSURANCE AGENT or call North Pointe Insurance at 1-800-229-6742.

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233.

omen: Be Good Yourself

Here are five ways that women can improve their quality of life:

Don't smoke. If you smoke, your risk of developing heart disease and cancer go way up.

Curb the cholesterol. High cholesterol is a major risk factor for heart disease. According to the American Heart Association, starting at age 55 your cholesterol is likely to be higher than men's.

Watch your weight (see "Coffee to Go," below.) Women have an increased risk of developing high blood pressure if they're 20 pounds or more above their recommended weight. If you have too much fat around your waist, you are at a higher risk for a number of additional health problems.

Unwind. Meditation, deep breathing and even reading are all ways for you to take it easy.

Exercise—just do it. Any form of exercise can help you lead a healthier and more productive life.

Coffee to Go?

Do you start your days with a frothy latte or a frozen mocha smoothie? Slash calories and fat by trying these tips:

- **Go nonfat.** Order a 16-ounce cappuccino or latte with nonfat milk and save 50 to 100 calories.
- **Skip the whipped cream.** Whipped cream can add about 120 calories and anywhere from 7 to 12 grams of fat.
- **Don't add sugar.** If you order a sweetened drink, ask for sugar-free syrup. If you order an unsweetened drink, add Splenda® or Equal®.
- **Go light.** Drinks like the Starbucks Frappuccino Light® and the Dunkin' Donuts Latte Lite® can reduce your calorie count by about 100.

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Welcome to **MyBlue**.
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Wine Glossary A to Z



This glossary, by Karen MacNeil, author of *The Wine Bible*, provides AFPD members and their employees with basic wine-related information that will allow them to better assist customers with their wine-related questions and selections. Keep this issue nearby as a handy reference guide.

A

ACIDITY. Natural component in grapes that gives the final wine a snappy, refreshing quality. Wines with too little acidity taste dull, flabby, and unfocused. Wines with too much acidity can taste aggressively tart.

AFTERTASTE. The flavor that lingers in your mouth after you've swallowed the wine. All good wines should have a pleasant aftertaste, and great wines should have a long pleasant aftertaste. Aftertaste is also known as the wine's "finish."

AGING. Intentionally keeping a wine for a period of time so that the flavors harmonize and the wine begins to soften and open up. There is no one correct period of aging for wine; all wines will age differently and at different rates.

ALCOHOL. A natural result of the fermentation process. When yeast metabolizes the sugar in grapes, the two major by-products are alcohol and carbon dioxide. Most table wines in the U.S. have 12-14 percent alcohol by volume.

APPELLATION/AVA/DOC. The French term Appellation d'Origine Contrôlée (AOC) refers to a set of comprehensive regulations that specify the precise geographic area in which a given French wine can be made. AOC regulations also stipulate the types of grapes that can be used, the manner in which the vines must be grown, and how the wine can be made. The Italian equivalents of France's AOC laws are known as DOC or Denominazione di Origine Controllata, and a slightly more strict set of regulations known as DOCG or Denominazione di Origine Controllata e Garantita also exist. In the U.S., the regulations governing American Viticultural Areas (AVAs) are far less strict than French or Italian appellation laws. AVAs are designated by the Bureau of Alcohol, Tobacco and Firearms. There are now more than 130 areas that have been designated as AVAs, including the Napa Valley, Stags Leap District, Russian River Valley, and Anderson Valley.

AROMA. The smell of a young wine, slightly different than the wine's bouquet (see entry for "bouquet.")



ASTRINGENCY. That quality in a wine that makes your mouth slightly dry and puckery. Astringency is related to tannin (see entry for "tannin.") A small amount of astringency is expected in some wines, especially young red wines made from powerful varieties such as cabernet sauvignon.

B

BALANCE. The sense you get from a wine when all the components have good equilibrium.

BARREL FERMENTATION. A method of fermentation done in barrels. Fermenting a wine (especially a white wine) in small oak barrels rather than large stainless steel tanks can noticeably affect the wine's flavor and texture. In particular, a wine can become more creamy, round, buttery, and toasty after being barrel fermented.

BITTER. A harsh quality wine can have. Wine made from grapes that are picked when they are not optimally ripe can be a little bitter.

BLEND. The combining of different wines to make a final wine with certain characteristics. A wine may be a blend of different grape varieties (such as a blend of cabernet sauvignon and merlot, for example), or it may be a blend of the same grape variety from different vineyards or even the same grape variety harvested differently in the vineyard or during winemaking. In most cases, the goal of blending is to create a wine that is greater than the sum of its parts.

BODY. The weight of a wine in the mouth. Wines are usually described as being either light, medium, or full bodied. A wine's body is generally related to the amount of alcohol it contains (the more alcohol, the fuller the body.) That said, a wine's body should not be confused with the intensity of its flavor. For example, a wine can be light in body and intense in flavor at the same time.

BOTRYTIS. Also called "noble rot," *Botrytis cinerea* is a beneficial mold that, in just the right warm, humid circumstances, will begin to grow on the outside of grapes. As the mold sucks water from the grapes, they shrivel. This, in turn, concentrates the grapes' sweet juice, allowing a very sweet wine to be made. The famous French wine Sauternes is made with the help of *Botrytis cinerea*.

BOUQUET. The aroma a wine takes on after it has aged in the bottle.

Wine Glossary

A to Z



TERTY. A description of a wine (usually a white wine), that has taken a slight buttery flavor. This often happens as a result of the wine being barrel fermented and then left for a period of time in contact with yeast.

C

CABERNET FRANC. The somewhat leaner sister of cabernet sauvignon, cabernet franc is often grown in the same places and usually blended with cabernet sauvignon and merlot. The one worthy exception to this is the Loire Valley of France, where cabernet franc alone makes the well-known wines Chinon and Reuilly. Cabernet franc often has a unique violet aroma and a slightly spicy flavor.

CABERNET SAUVIGNON. Often called the "king" of red grapes, cabernet sauvignon is, along with merlot, the most famous grape of Bordeaux. It is also grown in other renowned wine regions throughout the world including California, Washington, Italy, Australia, and Chile. Cabernet sauvignon possesses what can be called an impressive structure along with a deep, rich cassis flavors.

NECK CAPSULE. The covering at the top of the neck of a wine bottle that protects the cork. Capsules, which come in many colors and designs, are considered part of a wine's overall design. Recently, some wineries have forgone capsules in favor of a small wax dot on the top of the cork.

CHAMPAGNE. The famous sparkling wine produced in the Champagne region of France, about 90 miles northeast of Paris. Champagne is generally made from three grapes: two red (pinot noir and pinot meunier) and one white (chardonnay). It is made by a labor-intensive method known as méthode Champenoise, in which the secondary bubble-causing fermentation takes place inside each individual bottle. Made in a variety of sweetness levels, champagnes range from bone-dry to sweet. The most popular of these is Brut. The sweetness levels are as follows:

- Extra Brut: very, very dry, 0 to .6 percent residual sugar.
- Brut: dry, less than 1.5 percent residual sugar.
- Extra Dry: off-dry, 1.2 to 2 percent residual sugar.
- Sec: lightly sweet, 1.7 to 3.5 percent residual sugar.
- Demi-Sec: quite sweet, 3.3 to 5 percent residual sugar.
- Doux: sweet, more than 5 percent residual sugar.

Most Champagne firms make at least three categories of wine: non-vintage, vintage, and prestige cuvée. The vast majority of the champagne produced each year is designated non-vintage (that is, the wine may contain wines from several different vintages.) The wines in a vintage champagne come only from the year designated on the label.

Vintage champagnes are only made in top years. Prestige cuvées are each firm's top-of-the-line wine. It, too, will only be made in great years, and the grapes will come only from the firm's best vineyards.

Finally, there are two special styles of champagne: rosé champagne, a pink Champagne usually made by adding a small bit of red pinot noir wine to the bottle before the second fermentation, and blanc de blancs, a champagne in which all of the wines in the blend are chardonnay.

CHARDONNAY. One of the most popular white grape varieties in America and throughout the world, as well as the white grape of the Burgundy region of France. Very easy to enjoy thanks to its full, round body and buttery, apple flavors laced with toastiness (the latter comes from the oak barrels used in the making of most chardonnays.)



CHEWY. Said of a wine that has a full, almost thick mouth feel. Zinfandels are often described as chewy.

CLOYING. A sweet wine without a sufficient amount of acidity to balance the sweetness will often taste so sweet as to be cloying.

COMPLEX. A descriptive term for a multifaceted, multi-layered wine that continues to reveal different flavors as you drink it. A complex wine, because it is so fascinating, has an almost magical ability to draw the wine drinker in.

CORKED. A musty "wet dog" or "wet cardboard" smell (usually slight) that wine can take on as a result of bacteria in the cork interacting with minute amounts of chemical residues that may remain on corks or in bottles after they are washed.

Corked wines are not common, though a wine drinker may occasionally encounter one. Because a corked wine smells unpleasant, it should be discarded; however, drinking such a wine in no way harms the drinker.

CRISP. Descriptive term for a wine that tastes zesty and refreshing as a result of its prominent acidity.

D

D.O.C. (DENOMINAZIONE D'ORIGINE CONTROLLATA). The Italian system of laws regulating about 250 different wine zones. Italy's D.O.C. regulations are roughly equivalent to France's Appellation d'Origine Contrôlée.

DECANT. The process of slowly pouring wine from the bottle into a glass carafe or other vessel, leaving the wine's sediment behind. Only certain wines, usually older red wines, need to be decanted.

Wine Glossary A to Z



DRY. A wine that tastes as though it has no remaining natural grape sugar. By law, a minuscule amount (less than 0.2 percent) of natural sugar can remain.

E

EARTHY. A descriptive term for a wine that smells or tastes like the earth or like something growing in soil. Earthy wines, for example, can be reminiscent of the forest floor or of mushrooms or dried leaves.

ENOLOGY. The science of winemaking.

ESTATE BOTTLED. A term used on wine labels to indicate a wine that is made 100 percent from grapes growing in vineyards owned by the winery or in vineyards which the winery leases under long-term contract. The vineyards do not need to be contiguous, but they must be in the same appellation.

F

FERMENTATION. The process by which grape juice is chemically converted into wine through the action of yeast. During fermentation, yeast enzymes convert the natural sugar in the grapes into alcohol, giving off carbon dioxide as a byproduct.

FILTER. A device used to remove certain large particles such as yeast or bacteria from wine. Wines that are properly filtered suffer no damage to their flavor or aroma.

FINISH. The final aftertaste of a wine. Very good wines tend to have relatively long finishes.

FLORAL. A descriptive term for a wine that has a smell reminiscent of flowers or meadows.

FORTIFIED. A wine that has had its alcohol content raised by the addition of neutral grape spirits. For example, port, which is about 20 percent alcohol by volume, is a fortified wine.

FULL BODIED. A descriptive term for a wine which is relatively weighty on the palate. Full-bodied wines are also generally fairly high in alcohol.

G

GAMAY. The classic red grape of the Beaujolais region of France (also grown in California.) Gamay possesses a super fruity, grapey flavor not unlike melted black cherry Jello™. The wine is often at its best served slightly chilled.

GEWÜRZTRAMINER. The world's most prestigious gewürztraminer come from the Alsace region of France, but the white grape is grown in most of the same cold climates as riesling. Its dramatic, unmistakable flavors are often compared to lychee nuts, peach, apricots, and occasionally, cold cream.

H

HERBACEOUS. A descriptive term for a wine with overt green-like flavors. For most grape varieties, herbaceous flavors are negative. However, some grape varieties such as sauvignon blanc typically display some herbal flavors which are considered appealing.

M

MADEIRA. A fortified wine from the island of Madeira which belongs to Portugal but is located off the west African coast. Historically famous, the wine drunk by the founding fathers of the United States to toast the signing of the Declaration of Independence is reported to have been madeira. The very best madeiras are made from four white grapes (listed here from driest to sweetest): sercial, verdehato, and malmsey, which give the four types of madeira their names. Madeira's unique caramel-like character is a result of the wine, a process called estufagem, is either carried out naturally (the wine is left in hot attics for up to 20 years), or the wine is placed in containers that are then heated to an average temperature of 105 degrees Fahrenheit for three to six months.



MALOLACTIC FERMENTATION. A natural process during which beneficial bacteria convert the malic (very tart) acid in a wine to lactic (softer tasting) acid. Malolactic fermentation can take place on its own or be prompted by the winemaker.

MERLOT. The most widely planted red grape in Bordeaux is merlot. In most of the same places as cabernet sauvignon. And in fact, the two are often blended. Because merlot has somewhat less tannin than cabernet sauvignon, it often feels softer on the palate. Its flavors range from mocha and boysenberry.

N

NOSE. A wine term (used frequently in Britain) synonymous with aroma (e.g. you might say "the nose of this wine reminds me of cherries"). It is also used as a verb. To nose a wine is to smell it.

Wine Glossary

A to Z



O

OAKY. A descriptive term for a wine that has a pronounced oak flavor, usually as a result of aging the wine in new small oak barrels.

OXIDIZED. A descriptive term for a wine that has been significantly exposed to air (oxygen), thereby changing the wine's aroma and flavor. Even a small amount of oxygen exposure can be positive (it can help open and open up the wine), too much exposure is deleterious. Oxidized wines have a tired, spoiled flavor. An oxidized white wine usually has begun to turn brown. There are a few examples of controlled oxidation that are considered negative. Sherry, for example, is oxidized wine by intent.

P

PINOT BLANC. One of the white grapes of the pinot family that includes pinot grigio (also called pinot gris) and the red grapes pinot noir and pinot unier. While some pinot blanc can be found interspersed with chardonnay in the vineyards of Burgundy, the grape is more renowned in Alsace. In North America, California boasts several top producers of pinot blanc, though the grape is not widely grown. Pinot blanc often has flavors similar to chardonnay, though the wine is generally lighter in body and somewhat more delicate.

PINOT GRIGIO (PINOT GRIS). Like pinot blanc, one of the white grapes of the pinot family, and like riesling and gewürztraminer, pinot grigio grows in cold climates. The most renowned pinot grigios come from the northernmost regions of Italy, especially those regions that border the Swiss, as well as Alsace, where it is known as pinot gris (or confusingly, "Tokay.") In the U.S., Oregon is emerging as the top state for producing, lively pinot gris with light almond, lemon, and vanilla flavors.

PINOT NOIR. One of the most renowned red grapes in the world for its deep, silky texture and mesmerizingly earthy flavors. Pinot noir, like riesling, requires a cold climate; in fact, its ancestral home is the cool Burgundy region of France. The grape, which is very difficult to grow and make into wine, is also grown in Oregon and California, but rarely elsewhere.

PORT. The famous fortified sweet wine from the Duoro Valley of Portugal. Port, a blended wine, is made with up to five red grape varieties: Tinta Barroca, Tinta Roriz, Tinto Cão, Touriga Francesa, and the most highly regarded Touriga Nacional. All port can be divided into two main categories: wood-aged and bottle-aged. Within these categories are numerous styles. The best known style of wood-aged port is Tawny Port; the best known style of bottle-aged port is Vintage Port. Predominantly wood-aged ports are ready to drink right after

they're bottled and shipped. They should be consumed within a year and a half to two years after bottling. These ports do not need to be decanted. Predominantly bottle-aged ports, on the other hand, start out in barrels for a brief period of time but then mature and age for a longer (and sometimes very long) period inside a bottle. As a result, these ports usually throw a sediment. Vintage port, for example, always needs to be decanted. Port-style wines are also made in California from a variety of grapes, including zinfandel, petite sirah, and cabernet sauvignon.



R

RIESLING. The renowned white grape of Germany, Austria, and the Alsace region of France, though it is also popular in Washington, New York, and certain parts of California and Australia. The grape loves to grow in cold climates and can exhibit exquisite delicacy and elegance with light peachy/minerally flavors.

ROSÉ. A pink wine which can be made from any number of red-grape varieties. In southern France where rosés are extremely popular, rosés are often made from grenache. Rosés can be made in numerous ways, the most common of which is simply to draw the wine off the red grape skins before the skins have fully tinted the wine red. Rosé wines, like white wines, taste best served chilled.

S

SAUVIGNON BLANC. The famous white grape of the Sancerre region of France as well as New Zealand. Sauvignon blanc also grows in Bordeaux (where it is usually blended with semillon), South Africa, and in California and Washington. Its wonderfully wild, untamed flavors are often reminiscent of grass, herbs, green tea, and limes and often overlaid with a smokiness. In California, sauvignon blanc can also take on green fig and white melon flavors.

SEDIMENT. Small particles, mostly of color, that drop out of suspension as a wine ages. With considerable age, many great wines throw off a sediment. Sediment is harmless.

SHERRY. The famous fortified wine from the Jerez region of southern Spain. Sherry is made by an extremely complex method of fractional blending called the solera system. The grape variety used is principally Palomino, though small amounts of Pedro Ximenez may also be included. Like champagne and port, sherry is made in a variety of styles and at a variety of sweetness levels. From driest and lightest to sweetest and fullest, the styles of sherry include manzanilla, fino, amontillado, palo cortado, oloroso, and cream sherry. The unique flavor of all of these styles is due in part to the fact that the wine is partially intentionally

Wine Glossary A to Z

S

oxidized (exposed to oxygen). Sherry-style wines are also made in California though they usually do not go through a solera system and most are sweet.

SOMMELIER. The French term for a wine steward.

SULFUR/SULFITES. A small amount of sulfur dioxide, which is a preservative, may be used in the vineyard and during winemaking to protect grapes and wine from spoilage. Sulfites are a form of sulfur that occurs naturally as a by-product of fermentation. Because a tiny percentage of the population is allergic to sulfur, wine labels must carry the message "contains sulfites" if the wine contains more than 10 parts per million (ppm) sulfites (which most wines do.)

SYRAH (SHIRAZ). The classic red grape of the northern Rhone Valley of France and also grown throughout southern France, syrah is also the leading grape of Australia (where it is known as shiraz). In the late 1980s and 1990s, California vintners became increasingly fascinated by the grape, which is now grown in many parts of California. The wine often has an unmistakable whiff of white pepper along with wild, gamey boysenberry flavors.

T

TANNIN. A group of beneficial compounds in wine that come mainly from the grape's skins and seeds. Tannin gives wine structure because it acts as a natural preservative and allows wine to age. Normally, tannin is not so much tasted as it is sensed. However, in a young wine, especially if the grapes have been picked under ripe, the tannin can cause the wine to taste excessively dry and astringent.

V

VARIETAL. A type of grape variety. Chardonnay, merlot, riesling, etc. are all varietals. (See entries for Cabernet Sauvignon, Cabernet Franc, Chardonnay, Gamay, Gewürztraminer, Merlot, Pinot Blanc, Pinto Grigio (Pinot Gris), Pinot Noir, Riesling, Sauvignon Blanc, Syrah (Shiraz), Viognier, and Zinfandel).

VINOUS. A descriptive term meaning "like wine."

VINTAGE. The year in which the grapes for a given wine were harvested. Most wines carry a vintage date, though not all. Non-vintage sparkling wines and champagnes, for example, are blends of grapes from different harvests.

VIIGNIER. The classic (though rare) white grape of the northern Rhone Valley of France, where it makes the expensive wine known as Condrieu. In the early 1990s, more than 30 top California producers began making viognier to much acclaim. The wine has an opulent, lush body and dramatic honeysuckle, white melon, and jasmine flavors.

VOLATILE. Said of a wine with an excessive amount of volatile acidity. Wines with too much volatile acidity have an unpleasant, sharp vinegary aroma.

Y

YEASTY. A descriptive term for a wine with the pleasant aroma of bread dough. Many sparkling wines and champagnes have a yeasty aroma.

Z

ZINFANDEL. The much loved red grape of California, zinfandel is grown almost no place else in the world. Its history is still a mystery, though scientists think that the grape may be related to a Croatian grape. Zinfandel has a mouth-filling, thick berriness that is sometimes described as being jammy or chewy. White zinfandel (not a separate grape variety) is made when zinfandel grapes are fermented without their dark purple skins.

*The information in this glossary is courtesy of the Wine Market Council.
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September 21 & 22

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Rock Financial Showplace
46100 Grand River Ave., Novi, MI 48240
Contact: Lauren Kopitz—800-666-6233

November 19th

30th annual AFPD Foundation Michigan Turkey Drive

November 22nd

1st annual AFPD Foundation Ohio Turkey Drive

Contact: Tamar Lutz—800-666-6233
for both Turkey Drives

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