

AFPD

BOTTOM LINE

THE VOICE OF INDEPENDENT RETAILERS • VOL. 23, NO. 4 • APRIL 2012

Road Trip!

The Year's Best
Show-Only Deals



Also Inside: ►
2012 Consumer
Trends in Meat

ALL NEW ALL NATURAL

Country Fresh Sour Cream



For more information on our fine ice cream, novelties
or any of our milk and dairy products, call us at one of
the toll-free numbers below.

Grand Rapids Livonia
800-748-0480 800-968-7980



www.enjoycountryfresh.com

NEW!

REAL COLA TASTE

60% LESS SUGAR ♦



 **next** | DRINK IT TO BELIEVE IT.™

♦ than Pepsi-Cola®

PEPSI-COLA, PEPSI NEXT, the Pepsi Globe and DRINK IT TO BELIEVE IT are trademarks of PepsiCo, Inc. YSM151774



Features

16 Road Trip!

Your guide to the year's best show-only deals

20 Consumer Trends in Meat

New report highlights strategies you'll need to sell more meat in 2012

34 Interview: Benny Napoleon

Frank discussion with AFPD's Auday Arabo and the Wayne County Sheriff on battling Detroit crime

Departments

- 8 **AFPD Corner**
- 10 **Express Lines**
Industry News and Trends
- 24 **Education**
Prepare for Food Retail Career with Specialty Degree
- 32 **Retailer Spotlight**
Hiller's Market
- 36 **Supplier Spotlight**
Nestle DSD
- 40 **Safety Sense**
An Alternative Savings Option
- 50 **Healthy Living**
Best Websites to Track Calories, Exercise
- 52 **Supplier Directory**

Columns

- 6 **Chairman's Message**
Temps are Rising—But Deals are in the Air
- 26 **Political Action**
Let Your Voice be Heard in Lansing
- 28 **Michigan Liquor Control Commission**
Renew Your Liquor License on Time
- 30 **Petroleum News & Views**
Knowledge, Trends, and Updates
- 38 **Michigan Legislative Update**
AFPD Supports Tobacco Tax Fairness Bill
- 42 **Michigan Lottery**
Club Keno Goes Full Tilt
- 44 **Ohio Department of Commerce**
New BUSTR Chief Takes Office

SHERWOOD

FOOD DISTRIBUTORS

"The Midwest's Leading Food Distribution Network"

Our facilities are strategically located and well positioned to service our entire customer base from Michigan to Florida along the I-75 corridor.

Corporate Headquarters
2499 Evergreen Road
Detroit, MI 48228

Regional Warehouses

Atlanta, GA
Cleveland, OH
Detroit, MI
Miami, FL
Walton, KY

**Beef - Pork - Poultry - Processed Meats - Lamb - Veal
Seafood Deli - Bakery - Frozen Foods - Dairy - Food Service**

Exclusive Distributor of Amish Valley Products

www.sherwoodfoods.com



313-659-7300



www.facebook.com/sherwoodfoods



[@sherwoodfoods](https://twitter.com/sherwoodfoods)



Chairman's Message

Joe BELLINO, Jr.
AFPD Chairman

Temps are Rising— but Deals are in the Air

By the time you read this, spring should be sprung. Temperatures are rising, but as things heat up, it's nice to know that there are still a few places where you can find very cool prices.

As most of you well know, AFPD believes in collaborations and partnerships. Our Michigan Food & Petroleum Show on April 25, 2012 at the Suburban Collection Showplace in Novi, Mich. is one of three great spring-time trade shows heading your way. These are shows that you cannot afford to miss—if you want to take advantage of the season's best prices, that is.

This year, for the first time, AFPD is partnering with Sherwood and Lipari to promote each other's food shows. Why would we do that? Because it benefits the three organizations, and most importantly, it benefits you. Here's how.

Start first with Sherwood's show on April 17 (see cover story for more details on the three events). Hit Lipari's show the next day on April 18. Then, bring your badge from either show to get in free to AFPD's show on April 25. Here are some key points to know about these events:

1. There will be show-only pricing that you will not find anywhere else, any other day of the year—guaranteed.
2. Each event offers different products

that you can't find at the other two shows and special pricing on specific items for that day only.

3. You can save a tremendous amount by hitting all three shows and placing orders for everything you'll need for the busy summer season (which is closer than you think).

I would be remiss if I didn't point out that even with the spectacular show-only deals, there are two additional, very important reasons to attend AFPD's April trade show: First, you will be able to determine new trends in products and make a mental note of what to keep an eye on. Secondly, you will network with your fellow AFPD members, which could lead to all kinds of benefits—everything from new customer-supplier relationships, discovery of a unique service or AFPD program, and the opportunity to discuss common pain points and solutions.

Trust me: Even one of these benefits dramatically outweighs any insignificant reason you might come up with for missing one of these shows.

Please find me at the AFPD Michigan Food & Petroleum Show and introduce yourself, or just say hello if we've already met. Remember, as leader of your AFPD board, I am here to serve you. The trade show floor is a perfect time to flag me down and tell me what's on your mind. ■■

AFPD is partnering with Sherwood and Lipari to promote each other's food and beverage shows. It benefits the three organizations, and most importantly, it benefits you.

EXECUTIVE COMMITTEE

Joe Bellino, Jr.
Chairman • Broadway Market, Region 4
Najib Atisha
Food & Beverage
Vice Chair Government & Legislative Affairs
Indian Village Market/Lance's Hometown Market
Paul Elhindi
Petroleum/Auto Repair
Vice Chair Government & Legislative Affairs, Region 8
Lyndhurst Valero
Al Chittaro
Food & Beverage Vice Chair Membership
Faygo Beverages, Inc.
Pat LaVecchia
Petroleum/Auto Repair Vice Chair Membership
Pat's Auto Service
Jerry Crete
Vice Chair Long Range Planning • Ideal Party Stores
Phil Kassa
Vice Chair Community Relations • Heartland Marketplace
John Denha
Treasurer • 8 Mile Foodland
Bobby Hesano
Secretary • D&B Grocers Wholesale

EMERITUS DIRECTORS

Jim Hooks Metro Foodland
Chris Zebari Lipari Food
Fred Daly Medicine Ch

REGIONAL DIRECTORS

Kenneth Atchoo McK's Wine Shoppe, Region
Brian Yaldeo Hills Fine Wine & Spirits, Region
Steve Honorowski Pepsi Beverages Company, Region
Marvin Yono Alpine Market Place, Region
Percy Wells, II Coca-Cola Refreshments, Region
Harold McGovern National Wine & Spirits, Region
Vickie Hobbs Whitehall Shell, Region

FOOD & BEVERAGE RETAIL DIRECTORS

Frank Ayar Walters Shopping Plaza
Clifton Denha Wine Palace
Jim Garmo Shoppers Valley Market
Al Jonna Picnic Basket

FOOD & BEVERAGE SUPPLIER DIRECTORS

Gary Davis Prairie Farm
Jason Ishbia Sherwood Food
Marsha Keenoy Dag
Mike Rosch Great Lakes Wine & Spirit

PETROLEUM / AUTO REPAIR DIRECTORS

Dave Freitag Yorkshire Tire & Auto
Mike Koza Highpointe
Jim Mandas Broadway Market & Car
Bill Michailidis Delaware Market & Car

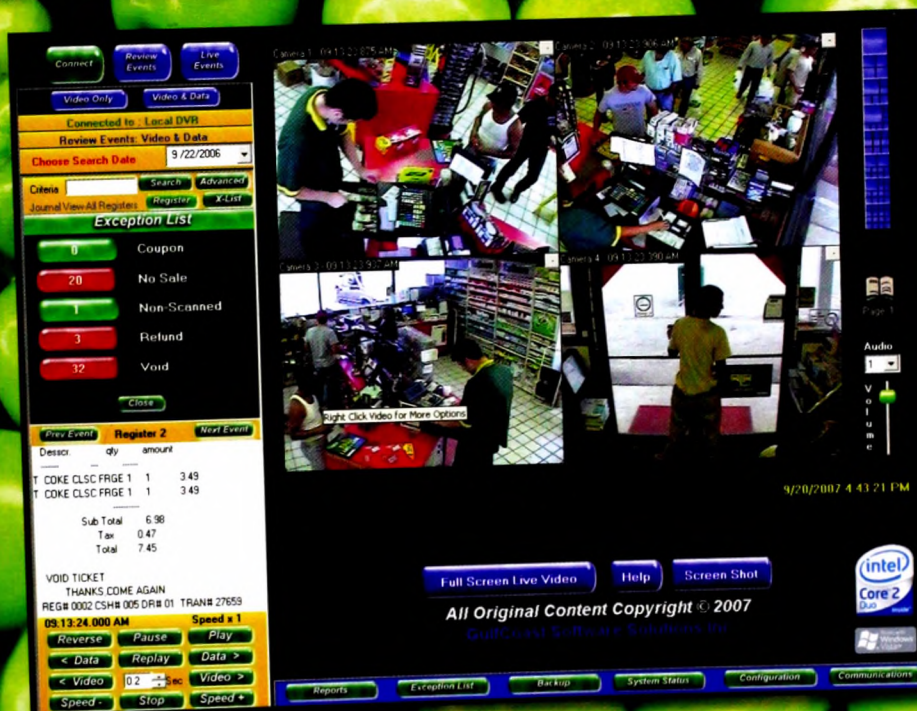
ASSOCIATE DIRECTOR

Tiffany Otis-Albert Blue Cross Blue Shield of Michigan

STAFF & CONSULTANTS

Auday P. Arabo President CE
Paul Condino VP of Government Relations
Ed Weglarz Executive VP Petroleum
Ron Milburn Vice President—Oil
Cheryl Twigg Control
Harley Davis Coupon Manager
Carol O'Dea Coupon Department
Tamar Lutz Event Coordinator
Iman Secreto Reception
Linda Milburn Executive Assistant Oil
Nancy Girvin Michigan Business Consultants
Kenny Ibrahim Michigan Business Consultants
Mark Shammami Michigan Business Consultants
Bill Pirtle Michigan Business Consultants
Anthony Kalogeridis Business Development Manager
Steward Media Business Development
Carla Kalogeridis Editor
Denha Media and Communications Public Relations
James V. Bellanca, Jr. Ballance, Bellanca & DeLash
Peppie & Waggoner, Ltd. Legal Counsel
Karoub Associates Legislative Counsel
Pat Gagliardi Government Relations Counsel
Pat Gregory, UHY-MI Certified Public Accountant
Wall Kempinski Graphics Graphics & Printing

Finding bad apples has never been easier.



Gulfcoast's Loss Prevention Software Suite saves time, saves money, and saves your sanity.

Gulfcoast Starkeeper's™ customizable, flexible and versatile Loss Prevention Suite uncovers cash register fraud and undesirable activity immediately. Instead of hours, days or weeks later.

Gulfcoast is the industry innovator, with solutions that are truly plug and play. Our DVR's and integrated remote loss prevention software suite integrates seamlessly with major POS systems, and virtually any data generating device including: smart sales, cameras, money order machines, time clocks, clock monitors, access control, alarm systems, and more.

Why is Gulfcoast the best choice for your retail solution? Because our software acquires and standardizes data from multiple devices in realtime and lets you create and save rules that protect your operation. When rules are violated or exceptions generated, alerts are broadcast immediately to designated local and corporate staff for action.

The Gulfcoast Loss Prevention Software Suite Provides:

- Intelligent exception-based data mining identifies operational issues across your entire retail chain - with unmatched ease.
- Real-time cash-management monitoring is instantly accessible at multiple levels: store, region, corporate.
- Intuitive electronic journaling - saves time when searching and reviewing events.
- Integrated local and remote playback software for browsing data, video, and audio.
- Extensive print reporting capabilities.
- Nationwide hardware, software, and dealer support featuring 24-hour hot swap replacement guarantee.
- Competitive pricing with accelerated ROI.

Gulfcoast's state-of-the-art Digital Video and Data Recorders feature best in class video compression and remote view technologies. Add the innovative spirit of our team, and our first to market reputation, and the decision to choose Gulfcoast has never been easier.



Gulfcoast Software Solutions, Inc.
Clearwater, FL 33755

(727) 441-2131
www.gulfcoastsoftware.com

Federal

Senate Votes No on Rest Area Commercialization

The U.S. Senate has turned away Amendment #1742 of the highway bill, upholding longstanding federal law prohibiting the sale of food, fuel, and other convenience items from Interstate rest areas. Amendment #1742 would have allowed state governments to set up shop along the Interstate right-of-way, giving states a major advantage over the travel plazas, truck stops, gas stations, convenience stores, and restaurants at the exit interchanges. Nearly 97,000 small businesses operating were threatened, endangering more than 2 million jobs.

Train Employees to Comply with Tobacco Rules

In the past eight months, the U.S. FDA, through its Center for Tobacco Products, has completed more than 35,000 inspections and is now issuing civil money penalties for violations. Monetary penalties for tobacco non-compliance can result in fines and even no-sale orders. Regulations on tobacco sales include the prohibition of underage sales; age verification under age 27 regardless if the customer is known to the retailer; prohibition of free samples; restrictions on gifts and discounts; and restrictions on self-service displays—to name just a few. It is critical for retailers to train their staff on the proper sale of tobacco products.

New ADA Regulations Take Effect

Convenience store operators and fuel marketers must now meet hundreds of new standards tied to the 2010 Americans with Disabilities Act (ADA). Virtually everything in your store will be affected by the standards. For example:

- There are roughly 1,000 changes in the 2010 standard that took effect March 15. Approximately 450 standards will impact convenience stores.
- Regulations affect virtually every space within the store: parking spaces, counter heights, access to fountain drinks and condiments, coffee bars, bathrooms, and ATM machines.
- The ultimate objective is to provide equal access for wheelchair-bound customers.

Although many key points apply to stores opening on or after

March 15, stores already in business must make genuine efforts to remove barriers that deny or curb access to customers with handicaps. The Department of Justice (DOJ) is already aggressively

enforcing ADA compliance and has increased enforcement of current ADA regulations. Failure to comply can lead to heavy penalties.



Michigan

Renew Your Michigan Liquor License

It's important to renew your Michigan liquor license on time. Retailers must follow this process to sell or serve alcoholic beverages:

- April 15: The completed and signed original license renewal form and license fee must be submitted to the MLCC
- April 30: All licenses expire
- May 1: New licenses must be displayed on the premises

Consequences of not renewing on time include the inability to purchase or serve alcohol.

Keep Your Blues Health Insurance Up to Date

To be sure your Blue Cross Blue Shield of Michigan (BCBSM) healthcare protection stays up to date, be sure to promptly report following changes for you or your employees to AFPD:

- Termination of employment—within 30 days
- Weddings—within 30 days of the marriage
- Newborns—within 30 days of the birth
- New hires—within 30 days
- Change of name—immediately
- Change of address—immediately
- Divorce—within 30 days
- Death—within 30 days
- Adoptions—within 30 days of the date of petition
- 65th birthday—employee or spouse maybe eligible for Medicare
- Military service—within 30 days of induction or within 30 days of discharge



Ohio

AFPD's BUSTR Mandatory Training Session

AFPD has applications from 150 Ohio members for this special, members-only training date of Tuesday, May 15 in Reynoldsburg, Ohio. If you have submitted your registration form, watch for a reminder and additional information around May 1. If you have any questions, contact Ron Milburn, vice president Ohio at (614) 496-8937 or email at ron.milburn@gmail.com.

2012 CCI Compensation and Safety Seminars

This year's CareWorks Consultants seminars on implementing a transitional work program and hazard recognition will fulfill the BWC-required two-hour safety training for group-rated employers who experienced a claim in 2009 and/or 2010. There is a \$40 fee to attend.

- April 9 – Akron, Holiday Inn Akron West
- April 10 – Cleveland, Holiday Inn Independence
- April 11 – Toledo, Holiday Inn French Quarter
- April 12 – Cincinnati/Dayton, Great Wolf Lodge - Mason
- April 16 – Columbus, Quest Business Center

For more information or to register, contact Bonnie Hursey at Bonnie.Hursey@ccitpa.com.

Delivering more than great food

LIPARI

SINCE  1963

***Service is the driving
force behind the Lipari
commitment to our customers***

- Deli and Seafood Products
- Bakery and Specialty Retail
- Confections and Food Service Items
- Packaging and Supplies

For more information please visit our website at
liparifoods.com

or call 800.729.3354

26661 Bunert Road, Warren MI 48089

Who Pays for Debit Card Fraud?

The Food Marketing Institute (FMI) recently issued a report examining the extent to which FMI's food retailer members pay a disproportionately higher amount in fraud prevention costs compared to the actual rate of debit fraud in their stores. Signature debit transactions account for 85 percent of all debit fraud, while 41 percent of purchases with debit transactions are completed with a more secure PIN debit transaction. There are nearly 520 million debit cards in circulation in the United States. Last year, \$1.38 trillion in transactions—30 percent of all retail sales in America in dollar terms—were made using debit cards.

The report, *Debit Card Fraud and the Impact of Regulations on the Grocery Industry*, estimates the cost of fraud across the entire food-retailing sector. The study points out



that if food retailers accepted debit cards at the same rate as other stores accept them, they could be paying as much as \$3.17 billion in fraud prevention costs, more than 100 times what they actually lose from fraudulent transactions. In fact, 85 percent of all fraudulent debit transactions involve signature debit.

Despite the higher frequency of fraud, banks have historically encouraged consumers to use signature debit cards, which are more profitable for banks than PIN debit cards. Merchants bear more of the cost of fraud on signature debit cards, as liability shifts away from issuers.

"Supermarkets have long encouraged their

customers to enter a PIN when swiping a card because it is more secure and efficient, and we believe it's inappropriate for food retailers to shoulder the cost burden of more fraud-prone signature cards," Leslie G. Sarasin, president and CEO of FMI, said. "Use of a PIN helps minimize data security risks, preventing our customers from a card compromise that may leave them without critical access to funds in the checking accounts."

In association with the report, FMI issued a letter to the Honorable Ben Bernanke, chairman, Board of Governors of the Federal Reserve System, urging the Federal Reserve to review supermarket costs associated with preventing debit card fraud before finalizing the Federal Reserve Board's interim final rule on swipe fee fraud adjustment provisions.

"Intervention in the debit card market was absolutely necessary to increase competition and efficiency in what has been, at best, a broken market," Sarasin continued. "We're simply trying to share the facts and be the honest broker in this process."

April is Michigan Wine Month

Educate your customers and increase sales by featuring local wines and wineries

By Karel Bush

Governor Rick Snyder has declared April as Michigan Wine Month to honor Michigan's wide selection of quality wines and the wine industry's significant contribution to the economy.

Sales of Michigan wine in Michigan have outpaced total wine sales for the past 11 years, doubling the Michigan wineries' market share to 6.5 percent.

The Michigan Grape and Wine Industry Council added 11 new wineries to its roster over the last year—for a total of 92. The council promotes wineries that support Michigan agriculture by using predominantly Michigan grapes and other fruit for their wines. Along with newly opened wineries, expansion of several existing wineries has allowed for increased production to help meet the rising demand for quality wines made locally.

Michigan Wine Month gives retailers a great reason to feature wines from Michigan's 92 wineries and the opportunity to focus on the local products many consumers seek.

Point-of-sale Materials Available

Stimulate sales and remind customers of the quality of homegrown wines by using floor stacks, as well as price reflections on the shelf and in the cold box. The Michigan Grape and Wine Industry Council offers



point-of-sale materials to help retailers feature Michigan wine during Wine Month and throughout the year. Posters, shelf talkers, case cards, and overhead signs to promote Michigan wine are all available at no charge. Visit www.michiganwines.com to view many of the items. The council also publishes the popular Michigan Wine Country, an annual wine and travel guide with information about the wineries of Michigan. The magazine is available in quantities for free distribution. For more information, or to order magazines and other promotional materials, contact Sherri Goodreau at (517) 241-3415 or goodreau@michigan.gov.

Michigan Wine Showcase

Michigan Wine Showcase is a club that entitles members to discounts when they purchase Michigan wine at wineries, retailers, restaurants. Participating locations receive a discount to Vintage Michigan members, and are listed in promotional materials. Participants choose a discount that works for their business and are entitled to receive the list of 2,800 members to use for their own promotional purposes. Free posters, shelf talkers, signs, and brochures are available that identify you as a participating location. Visit www.michiganwines.com/Vin or contact Karel Bush at (517) 446-4468 or bushk9@michigan.gov.

Michigan Wine Showcase

The Michigan Grape and Wine Industry Council has partnered with Master Sommeliers Claudia Tyagi and Madeline Triffon to organize an event featuring Michigan wines. The Michigan Wine Showcase is the council's grand finale of Michigan Wine Month, and takes place on Friday, April 30, at the Rattlesnake Club



in Detroit. This is the third year for this event, which features 20-plus Michigan wineries, each showcasing three to four wines. Many will be new releases from the 2011 vintage.

From 12:30 - 3:30 p.m., trade partners will have access to winemakers, owners, and other key personnel from the individual wineries. A public ticketed event follows from 6:00 - 9:00 p.m. Contact Karel Bush at bushk9@michigan.gov for more information and to RSVP for the trade tasting. Information about the public event is online at www.michiganwines.com/showcase.

With consumer interest in locally sourced food and beverages at an all-time high, it makes good business sense to develop a plan to include Michigan wines in your promotion throughout the year. Whether you use one or all of the ideas presented here, featuring local wines and wineries during Michigan Wine Month is an easy way to get started.

Karel Bush is promotion specialist for the Michigan Grape and Wine Industry Council, a program housed within the Michigan Department of Agriculture & Rural Development.

TAKE HOME A PERFECT PAIR

DINNER FOR TWO

To inquire about our rebate program for AFPD members in Michigan or Ohio, Call Ken Schulte at Nestle DSD at (734) 656-1022, or Auday Arabo at the AFPD office at 1-800-666-6233



©2012, Inc. All other trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland.

MarketMaker Can Help Your Business

MI MarketMaker is an online tool that can help you find suppliers and customers find you. Visit Michigan MarketMaker at www.mimarketmaker.msu.edu to take advantage of the buy-local trend. Give your customers food products produced right in your own neighborhood, or find local products you from which may be able to source.

Click on "Search" to find producers, farmers, and other suppliers, including farmer's markets, wholesalers, processors, and wineries. You can search for specific businesses and suppliers in your city, county, state, or even other states. Customize your search by highlighting an area around your business, then use "View Results" to list all possible

MICHIGAN MARKETMAKER™

Linking Agricultural Market

suppliers near you. Register your business to update your information.

MI MarketMaker is also loaded with demographic information to help you find potential customers. Go to "Market Research" to find areas where age, income, ethnicity, food preferences, and more meet the demographic profile of your target customer. Overlay that with businesses that are

already in those areas to see if a market is saturated or has potential for more sales.

MI MarketMaker is sponsored by the Michigan State University Product Center – Food Ag Bio. There are no fees to use the MI MarketMaker program. For more information about MI MarketMaker call Tom Kalchik at kalchikt@msu.edu or (517) 432-8752.

Folgers
Coffee & Cappuccino

Coffee	99¢	\$1.09	\$1.19	Refill
Cappuccino	\$1.09	\$1.19	\$1.29	49¢

Folgers
FIXING STATION

FOR MORE INFORMATION CONTACT: (207) 657-6149 DAN BOUDREAU

Folgers

The Best Part of Wakin' Up!

America's Retail Coffee Choice

- Equipment programs for qualified stores
- Complete POS merchandising systems available for your store
- More than a great cup of coffee

MAGNUM

BITE INTO PROFITS FROM A \$1 BILLION BRAND

Finally, our biggest ice cream brand is in the world's biggest ice cream market

- Magnum is Unilever's #1 Ice Cream Brand
- Made with Belgium Chocolate and silky vanilla bean ice cream
- Metallic packaging brings premium appeal to your freezer and excitement to your customers
- Embossed "M" on Magnum Classic shell brings sophistication to indulgence
- Millions of dollars in ad and promotions support will drive customers to freezers



DISTRIBUTED BY:



24436 Van Born Rd., Dearborn Heights, MI 48125



#1 Unilever Ice Cream Brand in the World

For Further Information Please Call

313-291-7277

What about DEF?

As new technology enters the marketplace, new products and special requirements will follow, along with new considerations for wholesalers, distributors, retailers, service companies, and the Office of Weights and Measures.

One product that is becoming more prominent in the marketplace is Diesel Exhaust Fluid, commonly referred to as DEF. DEF is a product utilized by certain diesel engines that are equipped with selective catalytic reduction systems to lower nitrogen oxide concentrations in diesel exhaust emissions.

The Michigan Department of Agriculture and Rural Development Weights and Measures Program has responsibility over all commercial weighing/measuring devices, as well as products sold in package form. Devices (scales or meters) used in Michigan as basis for a charge or payment are required to possess a valid National Type Evaluation Program Certificate of Conformance. Devices used commercially are also required to be properly placed into service by either a Michigan Weights and Measures official or a State of Michigan Registered Service Agency. This includes scales and meters used



to sell DEF at the wholesale, distributor, or retail level.

DEF—like all products sold in package form, including jugs, drums, and totes—is required to meet the legal method of sale for the specific product and be labeled with a minimum of:

- Name and address of the responsible party
- Product contained within the package (identity)
- Net quantity declaration in term of weight, measure, or count

Two unique challenges operators may face when storing and selling this product are contamination with foreign materials and possible crystallization of the product at low temperatures. It is recommended that volumetric accuracy be verified with a dedicated, stainless steel prover/test measure.

Other questions include what is to be done with the dispensed product used during official testing, and whether the storage system is designed with access to return product to storage containers, or returned to a waste storage unit.

The Michigan Department of Agriculture and Rural Development Weights and Measures Program has scheduled an open workshop on Tuesday, April 24 at the E.C. Heffron Metrology Laboratory in Williamston, Michigan from 9:30 a.m. to 11 a.m. The workshop will include in-depth discussion of the legal requirements for the sale of DEF at wholesale and retail level. Advanced registration is required by April 17 by calling (517) 655-8202 ext. 304.

For more information regarding training opportunities or questions regarding weights and measures within Michigan, please contact the Weights and Measures Program at (517) 655-8202 or visit the website at www.michigan.gov/wminfo.

Scott Ferguson is a field metrologist with the Michigan Department of Agriculture and Rural Development.



OVER 100 YEARS OF QUALITY

For over 100 years, Absopure has offered the highest quality water products to customers. Now there are more choices than ever. From our convenient 8-ounce size to our economical gallon and 2.5 gallon bottles, there is a size for every thirst. Absopure's all-new Eco-Pak bottles, made from recycled bottles, are the latest Absopure innovation.

The unique new bottle promotes recycling – protecting the environment and creating jobs through increased recycling—while offering consumers a more responsible choice in the bottled water aisle.

With so many products to choose from, Absopure Water makes it easy for everyone to enjoy delicious, refreshing water anywhere you go.



**See all that Absopure has to offer.
Call toll free or visit us on the web
1-800-4-ABSOPURE • www.Absopure.com**

28th Annual Michigan

Food & Petroleum Trade Show



**the
PRICE
is
Right**



The Voice of Independent Retailers

**Wednesday
April 25, 2012**

Suburban Collection Showplace
46100 Grand River • Novi, MI 48375

*Connect with
buyers and
have some fun
at the 2012
AFPD Trade
Show*

**AFPD is
IN IT TO
WIN IT™
during 2012!**

Road Trip!

The path to this year's best deals takes you from the ball park, to the circus, and finally, a game show.

By Carla Kalogeridis

To deliver even better deals and cost savings to its members, AFPD-The Voice of Independent Retailers, is partnering with two major food shows in April. Sherwood Food Distributors, Lipari Foods, and AFPD are promoting each other's events and offering unique, show-only deals at each show to encourage independent retailers to hit all three and achieve maximum savings.

Sherwood Food: Homerun Prices

With 80 vendors, 100 booths, and 1,000 attendees expected, Sherwood Food Distributor's 3rd Annual Food Show is the first stop on Michigan retailers' product dream cruise. Scheduled for April 17, 2012 at the Shennadoah Country Club in West Bloomfield, Mich., the event will draw attendees from Michigan, Ohio, Indiana, and Illinois. For both of its first two shows, Sherwood has steadily increased attendance and total sales.

"All the vendors will have show-only deals," promises Howard Ishbia, executive vice president of sales, "and Sherwood will offer several door-buster deals. But you only

get them if you attend." Outstanding show-only deals include beef, deli, poultry, turkey, frozen food, bakery, cheese, pork, seafood, lamb, veal, dairy, processed meats, and food service products.

With a popular sports theme, Ishbia says this is not only Sherwood's biggest event, but also, the show offers the biggest savings customers can find all year. "Much of the product is well below market pricing," he says. Ishbia is particularly excited about Sherwood's new products in the frozen bakery category.

Ishbia is very supportive of Sherwood's

tying its programs and special with AFPD's Food & Petroleum show later in the month. "This is a great opportunity for all of us. We will have a strong presence at AFPD's show as well."

Ishbia says it's important for retailers to understand that the value of attending each show is unique. "At our show, we feature Sherwood-only vendors," he points out, "and at AFPD's show there will be a variety of vendor products, and services. Visiting us at AFPD's show is a second chance for retailers to capture in-show specials. We think it's important to give our customers two opportunities."

Lipari Foods: A Circus of Savings

In 1981, Lipari Foods hosted its first-ever Deli & Specialty Food Trade Show in the Detroit metro area, featuring such novelties as the U.S.S. Lipari Sub Sandwich and a sneak peek at "the deli of the future." Now more than 30 years later, the Lipari Food Show is one of the premier events to get inspired and grow your retail or specialty foods business.

"This is the one big show we have all



Sherwood Food's show will play up a sports theme.





its circus theme, Lipari's show is sure to be festive.

," says Don Symonds, Lipari's director of events and trade fairs. "After this, we just participate in other people's shows, like AFPD's."

Scheduled for April 18, 2012 at the Suburban Collection Showplace in Novi, Mich., Symonds says attendees will be able to check out Lipari's latest products, learn the most profitable marketing strategies, and simply have a great time. Attendance, which was up 10 percent last year, is expected to be about 100. Retailers come from across 12 Midwestern states.

"We have a 172-passenger plane that brings people in from Milwaukee," says Symonds, "600 commercial flights, 1,500 hotel rooms, and seven commercial buses bringing everyone in. It's definitely the biggest thing we do."

Lipari has added two new divisions to the company: Convenience Stores and Dairy. With these new divisions comes 30 additional booths to the show. "We've even got a 1,000 square foot convenience store built right inside the exhibit this year," says Symonds.

"You walk in that booth and it's exactly like walking into a convenience store." Showcased in the convenience store booth will be Lipari's full beverage program, which includes a smoothie program, and grab & go program.

As with the AFPD's and Sherwood's shows, Lipari is pushing show-only deals. "The show-only deals are for this day and day only, and they are the lowest prices we will offer on these products all year," Symonds says. "You don't show up, you don't get it." The average savings, he says, should be about 10 percent per case. Shipping starts the week before Memorial Day and finishes the weekend of July 4th.

"There will be tons of surprises at this show," Symonds predicts. "We don't even know what the show-only specials are until they hand them out at 7:00 a.m. on the morning of the show."

Regarding Lipari's decision to partner with AFPD's trade show this year, he says: "We love partnering with trade organizations, particularly the local ones like AFPD. AFPD has been critical to the growth of Lipari in this market, and I like to think that Lipari has contributed to AFPD's successes as well."

PD: The Price is Right

Your last stop on your road trip for the best products and pricing this year is AFPD's Food & Petroleum Show on April 25, 2012, at the Suburban Collection Showplace in Novi, Mich. With more than 150 booths representing a widely varied line of products and services, AFPD's show will draw more than 2,000 retailers from across the Midwest.

Retailers will end their quest for the year's best prices at

What's New and On Sale at the AFPD Trade Show April 25th?

(Note: Information as supplied by exhibitor.)

BEAM GLOBAL—Demand for flavored vodka is getting intense. Pucker Flavored Vodka delivers the real and natural flavors people thirst for. Customers rated it at the top of its class for "purchase intent," "perceived value," and flavor profile. Stop by the Beam booth to taste-test two new flavors: Pucker Lemonade Lust Vodka with bright bursts of crisp lemon, and Pucker Raspberry Rave Vodka with intense raspberry flavor and a touch of floral notes.

COCA-COLA—At the Coca-Cola Company, innovation is at the heart of everything—from products to packaging to equipment. The featured product innovation at AFPD's show is Tum-E Yummies, a great tasting, non-carbonated fruit-flavored drink with 50 calories. Tum-E Yummies are enriched with vitamins B and C and available in five fun flavors. Try one at the Coca-Cola booth.

COUNTRY FRESH—In 2012, Country Fresh is introducing an all-natural sour cream, made in Michigan with milk from Michigan farms. With the continued success of its Swiss Premium Tea brand, Country Fresh is adding two new flavors: Swiss Tea Cooler and Swiss Lemonade. At the AFPD show, see the company's newly launched Fruit Rush brand of fruit drinks in five existing flavors plus a new Citrus Punch.

FRITO-LAY—In addition to displays of new Ruffles, Lays, multipacks, and immediate consumption products, Frito-Lay will have important information on the new go-to-market strategy that focuses on the challenges supermarkets face, especially in metro-Detroit. Its investment in infrastructure means independent supermarket customers can expect the same level of service as the big-box chains. Sign up for the CMA program at the show.

GREAT NORTH FOODS—Great North Foods is a full-service wholesale grocer serving c-stores and grocery stores throughout all of Michigan, Northern Ohio, Northern Indiana, and Northern Wisconsin. Company representatives will be on hand to discuss a complete program for each retailer's location.

GULFCOAST LOSS PREVENTION—Gulfcoast Software Solutions produces turnkey video and data recorders that monitor activity at multiple locations simultaneously. Its loss prevention software suite features multiple-device data mining, and a broad range of real-time, event driven tools that simplify LP operations. Storekeeper™ locks down fraud at the store level with advanced quick audit, summary reports, and escalating alerts that notify leadership with the information they need to respond in minutes, rather than days or weeks.

HEEREN BROS. PRODUCE—Heeren Bros. Produce is an independent wholesaler of the finest fruits and vegetables from around the globe. In its booth, retailers will see an example of these items, including floral, cheese, eggs, some gourmet specialty items, and a store supply program. Don't forget to ask about the exciting new AFPD produce rebate program.





The price will be right at AFPD's 28th Annual Food & Petroleum Trade Show.

AFPD's show," says Auday Arabo, president and CEO of AFPD. As a special benefit, anyone bringing their badge from the Sherwood and/or Lipari show will get into AFPD's event at no charge. Arabo says buyers will attend from multiple industry sectors, including convenience stores, grocery stores, specialty stores, drug stores, service stations, bars, and restaurants.

AFPD is using a game show theme for all its events in 2012. For example, February's Annual AFPD Trade Dinner had a Monopoly™ theme, while the April tradeshow will build excitement around the popular show, The Price is Right™. "There's going to be a lot of energy and fun at this year's event," Arabo promises, "but the as the theme implies, the thing that will draw people by the thousands is the show-only pricing."

The AFPD Food & Petroleum Show is known for its high-quality attendees, non-stop interaction, and high exhibitor satisfaction. "The AFPD Food & Petroleum Show continues to be the best and most important trade show in this region for our industry and for our members' success in saving significant money," says Arabo. "It brings together the best companies serving the food, beverage and petroleum industries." (Editor's note: To hear firsthand from past exhibitors and retailer attendees, visit www.AFPDonline.org and click on the Events/Annual Trade Shows tab.)

Arabo, who championed the idea of AFPD, Sherwood, and Lipari joint marketing and supporting each other's events, is certain that retailers will be the big winners in the end. "You've got three opportunities in April to save big on all the important products you need for the summer season," he says. "But the retailers that will save the most will be the ones who make a point to hit all three shows." ■■

Carla Kalogeridis is editor of AFPD's Bottom Line.

What's New and On Sale at the AFPD Trade Show April 25th?

MICHIGAN LOTTERY—Because of AFPD members' hard work, Lottery tickets, more than \$727 million was contributed to the state Aid Fund in 2011. Retailers also helped players take home more than \$1 billion in prizes, making good things happen for local communities because 10,000 local businesses earned more than \$200 million in commissions last year, retailers are making good things happen for their customers. Come learn about the newest game innovations at the AFPD trade show.

MONSTER ENERGY—Monster Energy will be sampling its Hot Line, combining tea and energy with the great full flavor of Monster Energy is the winner of the 2011 Retailer Choice and Bevnet's Best Product awards.

NESTLÉ DSD—Stop by the booth and see the Nestlé ice cream and the new-for-2012 frozen foods bunker that can help you jumpstart your foodservice business. Show Special: Customers who sign up for the ice cream program at the trade show will be entered into a drawing for a five-basket bunker fill (one case of each item) worth \$700.

1 SOURCE CAPITAL—1 Source Capital is a retailer's source for commercial financing, offering unsecured credit lines, real estate financing (Conventional-Bridge), and equipment leasing. The company has relationships with hundreds of sources to help retailers secure needed financing at the most competitive rates, and there are never any upfront fees.

PEPSI—Stop by the Pepsi booth and check out the company's new Brisk Jug package. Taste test the flavors for yourself and ask the representative how to get these products into stores right away.

S. ABRAHAM & SONS—S. Abraham & Sons Inc. (SAS) is a broad distributor to grocery, drug, and convenience retailers. SAS provides marketing, technology, and distribution solutions to enable retailers' successful businesses. In addition to more than 10,000 offerings in food service, confection, tobacco, and general merchandise, SAS provides technology tools to assist with order and business management. Stop by the AFPD booth and check out the candy and snack shippers.

TAYLOR FREEZER BREHM BROASTER—With Brehm Broaster, you can serve genuine Broaster Chicken and Broaster Recipe Express. The ventless countertop fryers are available. Its branded food programs are available for franchise fees. Smokaroma provides delicious smoked BBQ donuts. Barbecue Boss. The company also offers equipment for soft-serve yogurt, shakes, smoothies, frozen carbonated beverages, slushies, and cocktails.

TOM MACERI & SON—With a reputation for the finest service available, Tom Maceri & Son has been in business since 1936. The family-owned company is large enough to meet any customer's needs yet small enough to give one-on-one care. The company says it has the finest product available, calling itself the "King of Freshness."

TUBBY'S SUB SHOPS—Tubby's has been a metro-Detroit company for more than 40 years, specializing in submarine sandwiches, salads, and catering options. Owning a Tubby's franchise gives retailers the opportunity to own their own business, while taking advantage of a proven business model. Tubby's offers various store types, including traditional, drive-thru, and station locations. Tubby's will provide training in all aspects of the business.





EVERY NIGHT
HAS POTENTIAL.

#MAKEITPLATINUM

ENJOY RESPONSIBLY
2012 Release of Bud Light® Platinum Lager
Alc. in GB 6.1% Alc. in US 5.0%



Meat 2012

New Paths to Profitability

By Carla Kalogeridis

According to a joint study by the Food Marketing Institute (FMI) and the American Meat Institute (AMI) titled, "The Power of Meat 2012: An In-Depth Look at Meat Through the Shoppers' Eyes," the number of shoppers opting to buy less and spend less has increased. The report examines the meat department through shoppers' money-saving practices today, and challenges retailers and manufacturers to find new ways to profit in the current market. The report is based on a consumer survey among 1,300 shoppers.

"The Power of Meat 2012" report characterizes today's shoppers as educated and savvy, consumers who do their homework and understand how they can save money on groceries. These shoppers can "dial up or down money-saving measures very quickly," the report says, using pre-trip research and technologies like social media to help them make the best purchase on any given day.

"For the first time this year, the share of shoppers simply opting to buy less (and spend less) equaled the share using lists, coupons, and other saving measures," the study says. This means that retailers and manufacturers should be looking for ways around the "spending less by buying less" trend, as traditional marketing and merchandising measures may not be effective. The good news is that smart retailers can find ways to capitalize on shoppers looking to cook more at home.

The report also indicates an increase in the role of price, total package cost, and sales promotions on the amount and kind of meat and poultry purchased. On the flip side, and perhaps a reversal of trends in recent years, shoppers are less enticed by bulk and BOGO discounts because they want to avoid food waste that often comes with large purchases. A way around that is to break up the bulk offering into meal-size portions, says the study.

Additional highlights from the study include:

- Price per pound remains the number-one decision factor, but total package cost is now number two, surpassing product appearance.

- Shoppers are more willing to buy private-brand meat and poultry.
- 92 percent of shoppers say they are buying cheaper cuts of meat or poultry to reduce spending.
- 65 percent of shoppers say that offering more variety in the meat department would prompt them to buy more.
- 79 percent of shoppers say they need more help understanding the nutritional content of meat.
- Full-service supermarkets remain a stronghold for fresh meat and poultry sales, and they have lured shoppers away from supercenters.
- Shoppers rate their knowledge of meal planning, preparation, and nutrition as "just okay" versus "great." Interest in meat department cooking demos is high.

There were also some interesting comparisons between this year and last year. For example, last year, buying in bulk and stocking up when on sale declined 15 percent in popularity; the decreasing interest in volume-based discounts continues this year. However, openness to other money-saving measures—such as greater interest in buying private brands, using coupons, and looking more at total package cost has grown. Some additional notes on pricing from the report:

- There was an 11-percentage point increase in the share of shoppers engaging in pre-trip price comparisons, and a 14-percentage point increase in shoppers comparing prices within the store.
- 89 percent of shoppers check prices in-store when buying meat and poultry.

Meat Preparation

As busy, cost-conscious consumers struggle to find time to cook at home, the report concludes that there is an opportunity for retailers to capitalize on convenience options. Heat-and-eat and ready-to-eat continue to be strong product categories, says the report, especially among one- or two-person households and

See MEAT TRENDS, page 2

"Save energy and save money."

" I'm Harold. I've worked as a service technician for DTE Energy for 24 years. I pay utility bills just like you. So, I do things to save energy, because I know that it will save me money.

Did you know that by adjusting your thermostat just one degree, you can save 3 percent on your energy bill? Caulking windows, adding insulation, and changing your furnace filter can help in the summer and in the winter.

Go to **dteenergy.com/saveenergy** to learn more about saving energy and money. We can help."

HAROLD

Service Technician
DTE Energy, 24 Years

Visit us at **dteenergy.com/saveenergy**
or call us at **800.477.4747**

DTE Energy



DTE Energy



MEAT TRENDS

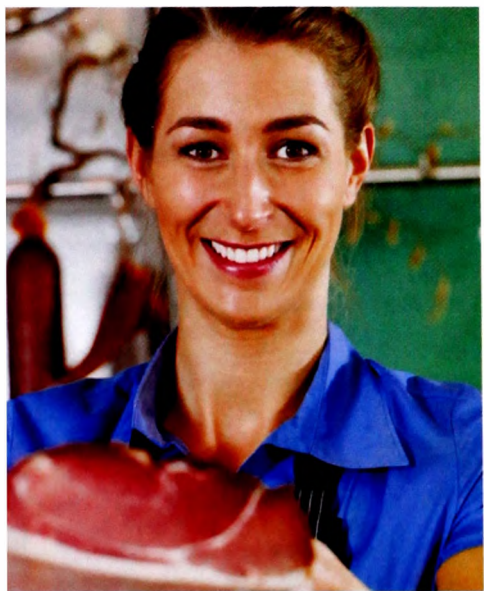
Continued from page 20

higher-income consumers. There is also continued growth in marinated meat and poultry, with 85 percent of shoppers saying they buy marinated offerings compared to 75 percent in 2010.

Another opportunity to bond with customers is through education. The report states that shoppers of all ages say there is room for improvement in their cooking skills and ideas. For example:

- 56 percent need help with how to prepare fresh poultry.
- 59 percent want help with preparing fresh meat.
- 63 percent want to know how to marinate and spice.
- 73 percent want help understanding the USDA beef grading system.
- 82 percent need help with pairing wine with meat or poultry choices.

These survey results, states the report, show an excellent opportunity for retailers to educate and foster a life-long love for cooking among their customers. An expanded 'here's-how-you-do-it' program in the meat department generated moder-



ate interest among those participating in the study: 30 percent said they "absolutely would" use such a program, and 53 percent said they would use it "on occasion."

"Retailers often already have the in-house expertise to put together such a program," states the report. "Shoppers have a willingness to trust their grocer, and they recognize and use them as a source for this kind of information."

Consumer's Take on Processed Meats

When it comes to selecting processed meats, surveyed shoppers say they stick to the basics like fat and sodium. Top considerations by shoppers include:

- Total fat (55 percent)
- Sodium (51 percent)
- Calories (46 percent)
- Saturated fat (46 percent)
- Trans fat (43 percent)

"There is an enormous focus by CPG and retailers to reduce sodium," the study says. "However, recent trends are more focused on what to include instead of what to avoid. Consumers have rising interest in fiber, calcium, and vitamins. They also scan for country-of-origin, gluten, MSG, and other additives. Also, over the last three months, there has been an increase from 19 percent to 24 percent in people's purchases of natural/organic meat and poultry."

Service and Packaging

The report found that the availability of full-service meat counters is dropping. An average of 71 percent of purchases are made from the meat case. About 60 percent of shoppers believe that the meat from the case is the same quality as the meat from the counter, while 10 percent perceive that the meat from the counter is better quality.

Shoppers seem to believe that the service counter is for special purchases or when they need advice. "Special" includes specific cuts or amounts as well as special occasions. They will also use the counter when the product they want is unavailable in the meat case.

The study also found several trends in how shoppers prefer to be serviced through packaging, including:

- Rapidly growing interest in leak-proof packaging.
- Interest in environmentally friendly packaging subject to price pressures.
- Interest in freezer-ready, re-sealable, and pre-portioned packaging.
- High interest in food-waste reducing packaging.

The report concludes with some interesting feedback from shoppers. While 34 percent said nothing the retailer does will increase their meat or poultry purchases, 65 percent said better quality and more variety will "prompt me to buy more." Those surveyed also said the biggest factor in their purchase was price. They would like more package size variety, better quality and freshness, and lastly, they would love for retailers to "bring back the butcher." ■

Carla Kalogeridis is editor of AFPD's Bottom Line.

AFPD Member Weigh in on Meat Trends

As consumers start thinking about firing grills, AFPD's Bottom Line caught up with Ishbia, chief financial officer, Sherwood Distributors; Joe VanZandt, seafood and specialist, Lipari Foods; and Rick Heatherington, meat and seafood director, Lipari Foods, and asked them to share some predictions about this season's market for meats.

AFPD: Are there any trends in meat noting (new products or rising popularity of certain products)?

Ishbia: With increasing food costs, consumers are looking for the best quality and best value. They are less willing to look at higher-priced products because food prices are at record levels.

VanZandt: This year you will see more ready, pre-packaged meat products than before. It is more convenient and safer for the consumer.

Heatherington: I agree. The growing demand of meat managers and cutters in grocery stores will continue to boost pre-packed red meat, pork, and of course, poultry.

AFPD: What are you expecting for consumer sales in meat heading into the end of summer?

Ishbia: We expect the consumer to look for best values in product; however, they will purchase traditional seasonal items such as ribs for Memorial Day and beef as the weather warms up.

VanZandt: Consumers lead very busy lives; they want to feed their families at home. Families feel a time crunch, so they are looking for more precooked and ready-to-serve products.

Heatherington: Red meat will increase this spring, but consumers still like beef case-ready and retail-friendly packaging. Should remain steady, but strained.

AFPD: Will rising fuel costs this spring impact meat?

Ishbia: We see consumers with a tighter budget, so vendors will compensate with smaller packaging and box weights.

VanZandt: More consumers will be eating at home. I believe they will choose a less expensive meal—for example, burger over steak.

Heatherington: Yes, here's the big question: Gas money or steak?

—Beverly Sturtevant, assistant editor, AFPD Bottom Line

CASH FOR LIFE
 PAY TO: **Mary Dacey**
\$4,000 A WEEK
 Michigan Lottery

CASH FOR LIFE
 PAY TO: **John Gielow**
\$2,000 A WEEK
 Michigan Lottery

CASH FOR LIFE
 Win up to \$4,000 a week for Life!
 WINNING NUMBERS
 \$ \$ \$ \$ \$

CASH FOR LIFE
 Win up to \$2,000 a week for Life!
 WINNING NUMBERS
 \$ \$ \$ \$ \$

CASH FOR LIFE
 Win up to \$800 a week for Life!
 WINNING NUMBERS
 \$ \$ \$ \$ \$

CASH FOR LIFE
 Win up to \$400 a week for Life!
 WINNING NUMBERS
 \$ \$ \$ \$ \$

ADD MORE LIFE TO YOUR LINEUP!

Cash For Life® is the Michigan Lottery's newest instant game series, available in \$1, \$2, \$5, and \$10 price points. Stock all four in your instant ticket lineup and give players the chance to add more life ... to their life!

CASH FOR LIFE
 PAY TO: **Trish Cowan**
\$800 A WEEK
 Michigan Lottery

CASH FOR LIFE
 PAY TO: **Mike Smith**
\$400 A WEEK
 Michigan Lottery

MICHIGAN LOTTERY

Prize is the prize payments in annual installments over their lifetime or over 20 years, whichever is greater, unless within 60 days from the date they claim their prize, they request the Cash Option method of payment. Overall odds of winning \$2 Cash For Life: 1 in 4.51. Overall odds of winning \$5 Cash For Life: 1 in 4.12. Overall odds of winning \$10 Cash For Life: 1 in 3.98. If you bet more than you can afford to lose, you've got a problem. Call 1-800-220-7117 for confidential help.

Prepare for Food Retail Career with Specialty Degree

AFPD members looking for a place to educate their children or other relatives who might end up working in the family business need not look any farther than their own backyard. Many are unaware that there's a nationally recognized Food & Consumer Package Goods (Food & CPG) Marketing major available at Western Michigan University.

Established in 1950, the program was originally housed in the College of Applied Sciences. In 1989, it moved to the Haworth College of Business. The Food & CPG Marketing program main-

Proceeds from the Food Marketing Conference also help fund scholarships.

Food Marketing Association

Western Michigan University's Food Marketing Association (FMA) facilitates interaction between food industry company representatives and students, and also provides opportunities for networking among members. By focusing on the long-term goals of business students and the needs of employers, the Food Mar-

keting Association strives to create community and opportunities for student success.

FMA sponsors several guest speakers, seminars, and industry tours throughout the academic year. The topics covered include industry trends, technology, career opportunities and possible career paths.

Sigma Phi Omega

Sigma Phi Omega is a professional business fraternity dedicated to establishing relationships in the food and consumer packaged goods industries. Sigma Phi Omega is comprised of more than 50 active members and alumni to promote professional development and lasting friendships.

Because Sigma Phi Omega is a brotherhood, its members value the importance of honesty, sincerity, and humility. These attributes are developed during the membership process and are shown throughout the fraternity by leadership and cooperation among its officers and mem-

bers. The fraternity also assists with the organization of the food marketing conference, participates in the Executives on Campus speaker program, and volunteers with The Boys and Girls Club, Adapt-a-Highway and Habitat for Humanity.

Career Path

WMU's Food & CPG Marketing graduates are exposed to a variety of facets of the industry to help them determine a suitable career path. For example, the Sales and Marketing program provides a challenging career in a fast-paced industry in sales, product development, category development, brand and product management, territory sales, and key account management. The Wholesaling and Distribution specialty literally places students in the middle of all the action: procurement, category management, supply chain management, logistics planning, specialty channel management, merchandising, marketing, and retail. There are also specialties in marketing information technology and retail management.

AFPD members interested in learning more about WMU's Food & CPG Marketing program should visit www.wmich.edu/marketing/academics/fmk.html. ■



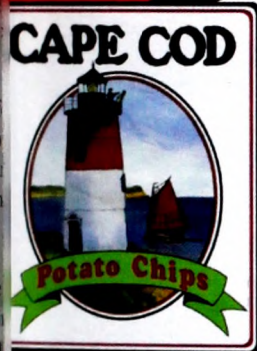
Students majoring in WMU's Food & Consumer Package Goods Marketing program travel the Great Lakes Region as part of an intensive Survey of Food/CPG Industries course.

tains a close association to the industry, preparing students for careers in retail management, retail sales, category analyst, logistics and supply chain, and food service. A 40-member advisory board makes recommendations on program content and requirements. In addition to their course work, students participate in business tours, internships (required), classroom interactions with key industry executives, and WMU's annual Food Marketing Conference. Students can also participate in regional and national conferences and conventions. Specific benefits of the program include:

- **Industry tour.** The Food & CPG Marketing students not only receive a highly focused and quality education, but also the required internship component in the major allows them to apply classroom learning in a real-world setting.
- **Job placement.** WMU Food & CPG Marketing students enjoy nearly a 100-percent placement record upon graduation. Many alumni hold high-level executive positions with leading firms.
- **Scholarships.** Thanks to generous industry support, the Food & CPG Marketing program provides annual scholarship opportunities of nearly \$100,000. Additional financial assistance is also available to Food & CPG marketing students.

MoTown Snack Foods

1341 Lyndon Street • Detroit, Michigan 48238



When you think of MoTaste, Think of MoTown!
Call Jim or Jim at: (313) 931-3205



Paul CONDINO

AFPD Vice President, Government Relations

Political Action

Let Your Voice be Heard in Lansing

A fundamental rule in politics asserts that “all politics is local.” Former Speaker of the United States House of Representatives Thomas “Tip” O’Neill is often credited with that assertion. In his book with the same title, he acknowledges that he lost his first race for the Cambridge City Council by 160 votes “because I took my own neighborhood for granted.” Following that election, his father took him aside and chided: “All politics is local. Don’t ever forget it.” And he never did. With the same mantra—that all politics is local—AFPD will hold its second annual Michigan Day at the Capitol on Thursday, May 10, 2012, in Lansing.

Last April, AFPD members held a luncheon with more than 60 legislators and made their voice heard on issues including tax fairness, small business support, and leveling the playing field in purchases from the Michigan Liquor Control Commission (MLCC). From this first Day at the Capitol, legislative leaders promised—and delivered—the passage of SB 331, which will allow retailers to purchase the same bottle of liquor from the MLCC at the same price as competing restaurants and bars. (SB 331 becomes effective October 1, 2012). Legislators also replaced the dreadful Michigan Business Tax (MBT) with a corporate tax that relieved most retailers of the requirement to pay any business tax, and we helped repeal the item pricing law. Instead, they pay only the income tax on their individual profit. In short, 2011 paid great dividends for the membership of AFPD, as we made

our voice heard loudly in Lansing.

In our representative form of government, all politics is, in fact, local. This has never meant more than in 2012, with each member of the Michigan House facing election. The voices of AFPD members speaking out to their individually elected legislators serves as a strong platform for raising awareness of our issues and concerns. This includes protecting liquor laws from significant changes that would reduce controls by allowing the issuance of many more liquor licenses and increased alcohol access, while resulting in an increased risk of harm to Michigan citizens, as well as the important AFPD issues of repealing the deposit law and ridding retail stores of bacteria-laden, used beverage cans—instead recycling them at residential curbsides.

So mark your calendars for an interesting and meaningful Day at the Capitol in Lansing, on May 10th. Our day begins at 11 a.m. with a luncheon with our legislators at the offices of Karoub and Associates, 121 W. Allegan, Lansing. This will be followed by an opportunity to view the House and Senate in session.

Please take this important opportunity to come to Lansing and make your voice heard by your elected officials. With every voice of reason comes the prospect of vital changes. For more information, contact Paul Condino, AFPD vice president, government relations at pcondino@afpdonline.org. ■■■

Lansing, MI May 10, 2012



MICHIGAN DAY at the CAPITOL

The voices of AFPD members speaking out to their individually elected legislators serves as a strong platform for **raising awareness of our issues and concerns.**

WE DELIVER!



- 99+% On Time Deliveries
- 99+% Order Fill Rate
- Excellent Safety Records
- No Delivery Fees
- Minimal Fuel Surcharge
- Low Minimum Orders
- Multi-temp Trailers



- Helpful Drivers; Averaging 16 Years of Service!
- Continuous Delivery and Safety Advances Keep Our Costs Low!

Coast to Coast and North to South - We Have You Covered!

*Contact our Grand Rapids Distribution Center
for more information about our products and programs
designed specifically for the Supermarket Class of Trade!*

HT HACKNEY GRAND RAPIDS

1180 58th Street
Grand Rapids, MI, 49509
www.hthackney.com

Contact; 1-800-874-5550
or e-mail;
craig.diepenhorst@hthackney.com



Andy DELONEY

Chairman, Michigan Liquor Control Commission

Renew Your Liquor License on Time

Liquor license renewal season is here and it is important to renew on time. Renewal packages were mailed March 1, and all licenses must be renewed by May 1, 2012.

Liquor licenses expire on April 30 of each year, and new licenses must be displayed on the licensed premises by May 1 in order to continue to sell or serve alcoholic beverages and be in compliance with Section 501 of the Liquor Control Code and Rule 436.1107. The completed and signed original license renewal form and the required license fee must be received by the MLCC before April 15 to ensure that the renewed license is received by May 1.

"The administrative commissioners and I have spent quite a bit of time discussing the licensing renewal process, and how critical it is that liquor licenses be renewed on a timely basis, and that licensees understand the consequences of not renewing on time," said MLCC Chairman

Andy Deloney. Consequences of not renewing on time include:

- Inability to purchase spirits;
- Inability to sell or serve alcohol;
- Notification will be sent to MLCC enforcement staff and local law enforcement agencies.

"Online renewal is available at our website. It's quick and easy. We also have a great staff to help and answer any questions," stated Deloney. "There's no reason not to renew on time."

For more information about the MLCC, please visit www.michigan.gov/lcc. Follow us on Twitter www.twitter.com/MLiquorControl; "Like" us on Facebook.

For more information about LARA, please visit www.michigan.gov/lara. Follow us on Twitter www.twitter.com/michiganLARA; "Like" us on Facebook; or find us on YouTube www.youtube.com/michiganLARA. ■■■



Mark Your Calendars!

Call AFPD at
(800) 666-6233
for more information

4th Annual Joseph D. Sarafa Scholarship Luncheon

Tuesday, July 24, 2012

Detroit Institute of Arts, Detroit, MI

**FARMER
OWNED**

Prairie Farms®

Enjoy the
freshness of
our Michigan-
Made Milks—
from our
Michigan Farms!

Serving Michigan from our
5 Distribution Centers

Farm *fresh* quality...
from our family to yours.



Call 800.399.6970 to connect with
Detroit • Battle Creek • Grass Lake • Saginaw • Traverse City



**Ed
WEGLARZ**
Executive Vice President, Petroleum

Knowledge, Trends, and Updates

No matter how long you've been in the retail petroleum business, you must stay up to date on current trends to add to your experience in the business. I compare gasoline retailing with trying to paint a moving train. The scenario is always changing. What worked yesterday might not work tomorrow.

So I provide the following tidbits to add to your collection of knowledge when making decisions about your petroleum business:

- **Recent surveys indicate two-thirds of motorists consider the price of fuel the main reason they select a particular station.** No other factor even comes close to this price consideration. Nearly one in four consumers will change behavior to save one penny per gallon. In addition, two thirds of the motorists who shop price said they make up their minds where to buy while driving, compared to drivers who pre-plan their visits.
- **Wholesale costs have risen at a much faster rate than pump prices over the last 60 days—almost twice as much in some cases.** Profit margins at retail are squeezed, motorists are angry about the sharp increases, and the outlook for more increases is likely.
- **The gas price spike that is occurring is a function of uncertainty, not fundamental supply and demand**

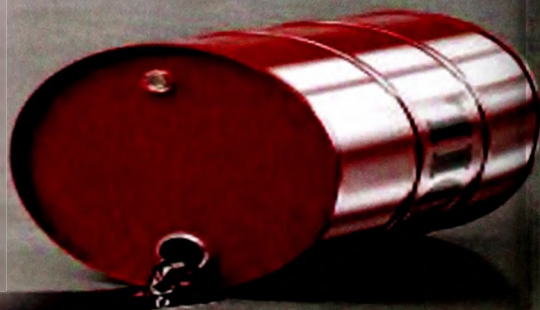
issues. Expect more upward pressure on crude oil, especially if Iran blocks the Strait of Hormuz. On the other hand, a quick battle or a diplomatic solution could lower prices almost as fast as they went up.

- **The primary cost factor influencing the wholesale cost of fuel is the cost of crude oil.** Crude oil prices contribute 70 – 80 percent of the final retail price of gasoline. The retail gasoline market is a complex environment that is influenced by a wide variety of factors. As a retailer, you have no control over the cost of crude, so you must play the hand you are dealt, and concentrate on the cost factors that you can influence.

Convey this information to your customers when they have questions. Keep informing them that you are against high gas prices as much as they are against high gas prices. You make less money as the price increases, because customers buy less of everything when the money goes into their gas tank. And, your credit card fees, Michigan's sales tax, and Ohio's Commercial Activity Tax are all percentage-based, so the burden increases directly with price increases.

AFPD—along with our gasoline retailers—stands shoulder-to-shoulder with the motoring public in the fight for lower fuel prices. ■■

As a retailer, you have **no control over the cost of crude**, so you must play the hand you are dealt. Concentrate on the cost factors that you can influence.



A *lady* likes to
mix things up



Four flavors for endless possibilities

Drink like a Lady

Skinnygirl™

VODKA WITH NATURAL FLAVORS

skinnygirlcocktails.com  

A Lady Always Drinks Responsibly

*All trademarks are the property of their respective owners.
Skinnygirl™ Vodka with Natural Flavors, 30% Alc./Vol. ©2012 Skinnygirl Cocktails, Deerfield, IL (Per 1.5 oz. - Average Analysis: Calories 75-8, Carbohydrates 0g, Protein 0g, Fat 0g)

Passion for the Community

Social responsibility is as much a staple at Hiller's Markets as bread, milk, and eggs. The Hiller's family of seven stores, with another planned for the summer, does an unprecedented amount of promoting Michigan products, entrepreneurs, and social assistance. Even the company's logo includes the phrase, "The way it should be."

Owner Jim Hiller is a second-generation owner whose father, Sidney Hiller, opened the first Hiller's in 1941 on Michigan Avenue. Jim and wife Marge's son, Justin, is learning the business with the intention of assuming the mantle in a few years.

Hiller's has locations in Plymouth, Union Lake, West Bloomfield, Ann Arbor, Berkley, Commerce Township, and Northville, with a new store coming to the South Lyon area.

All seven Hiller's supermarkets share certain signature characteristics. What makes each unique is that each store reflects the intimate details of its surrounding community. The Berkley store, for example, is small by any standard, maybe the size of a large convenience store, especially compared to the store on Haggerty Road and Fourteen Mile at 67,000 square feet. The stores average about 50,000 square feet in size.

Each store has some unique and some not-so-unique products. "In concept, we have everything from spam to caviar," Jim Hiller says. "We have everything under one roof and we try to have the ordinary to the unusual."

It has been said that we eat with our eyes before we ever take a bite, and Hiller's understands that concept. The quality of the products sold by Hiller's, as well as the delicious food cooked on-site by its renowned chefs, is well known in the industry. Each store offers premier products, gourmet delectables, healthy choices, and lifestyle shopping. Hiller's prides itself on listening to shoppers, and will obtain items on request, no matter how rare.

Hiller's embodies Jim's passion for food, for wine, and for excellence. The Hiller name is known for quality, variety, great taste, and unparalleled customer service.

What may not be as well known is the company's commitment to its communities. The company recently invited entrepreneurs from around the state to set up displays of Michigan products designed to show customers creative and interesting homegrown products. "We are very happy to work with entrepreneurs," says Jim Hiller. "We try to nurture young businesses, and we encourage them to bring in their products. We have thousands of Michigan products



in our stores. Many people have lost their jobs, and we believe we can help them."

For nearly 20 years, Hiller's Markets have partnered with churches, synagogues, schools, and other non-profit organizations to help them raise money by shopping at Hiller's.

Hiller's Scrip cards are provided to participating groups whose members then activate the cards to pay for their purchases. The program has a tiered format structured to give dedicated shoppers a chance to earn even more for their chosen causes—up to six percent of total purchases.

Another project to help local businesses is Hiller's Hometown First Project. Shoppers who spend at least \$100 during one shopping trip to Hiller's receive a Hometown First card, which rewards customers with a sizable discount at select locally-owned businesses—and there are hundreds of businesses in the communities that accept the cards. Here's how the program works:

- Spend \$100 during a shopping trip to Hiller's, using your receipt as proof of purchase, to automatically qualify for a Hometown First card.
- Get a Hometown First card, which is redeemable for a one-time use at a participating business. Participating businesses and their discounts are listed on the Hiller's website and at the service desk in each Hiller's store.
- The Hiller's Hometown First card is used like a coupon at a participating business. The business will keep the card, since it is only redeemable once.

Hiller says the company's innovations are helped along by a younger generation of leaders, including his son, Justin. "I'm hoping to expand the company's scope and reach, and we have ambitious plans for expansion," Hiller says. "We have a younger tier of management, and we

are ready for the future. At 64, I think we need younger people and newer ideas."

Jim Hiller also writes a regular blog, called A Message from the Helm, on the company's website (www.hillers.com/blog/). His writings don't reflect the state of the food industry, but instead tell stories about the human condition and inform his readers of everyday heroes who make sacrifices for their families and communities. It's obvious that his true passion is his community.

"AFPD has been a wonderful resource for Hiller's by ensuring we stay current with industry relevant legislation," says Justin Hiller, vice president. "AFPD has also connected us with other wholesalers outside of our normal channels, helping us to streamline services and goods we offer to consumers." ■■



STOP BY OUR
BOOTH AT THE AFPA
SHOW FOR SHOW
SPECIALS



Since 1930

MADE IN MICHIGAN



Better Made Snack Foods
COMPLETE LINE OF SNACKS

10148 GRATIOT AVENUE DETROIT, MICHIGAN 48213

MIKE ESSELTINE / GENERAL MANAGER / PH: 800-456-1880 / FAX: 989-684-6390 / MIKE@BETTERMADENORTH.COM

AVAILABLE ONLINE AT BETTERMADESNACKFOODS.COM, BY PHONE AT 800-332-2394 AND THE BETTER MADE OUTLET STORE.

Sheriff Napoleon: 'It's on All of Us to Demand Better

Michigan's Wayne County Sheriff Benny Napoleon has spent his career in public service with the majority of his time in public safety. As the deputy Detroit police chief, Napoleon garnered national attention during the 1994 attack on figure skater Nancy Kerrigan. He was later promoted to chief and is known for his long-standing relationship with many Detroit business owners. Aday Arabo, president and CEO of AFPD, sat down with Sheriff Napoleon inside the sheriff's office.

Arabo: Crime continues to be a major problem in Detroit. How does the lack of response time of 9-1-1 calls affect the sheriff's department?

Napoleon: It doesn't really impact much at all because I am not a first responder in any community in Wayne County—I am a supplement to the local police agency. If we had the additional resources, we could move strategically throughout the county to support agencies when they were overwhelmed by calls. It would be great if I had the resources to do it, but the fact is I don't.

Arabo: Do you envision Wayne County sheriff's department having to deal with the same policing issues that Oakland County had with its department taking over Pontiac?

Napoleon: There are potential savings in asking the sheriff to police communities because it is more cost effective if adjoining communities come together under one police station. Instead of having overlapping dispatch, overlapping investigative operations, and overlapping detention services, they'll use the sheriff's office.

But most of these communities want to save their police agencies. Wayne County is the only county I can think of—probably in the country—where every township and village has its own police department. I don't know another place in the country like that. If it comes to it, we stand prepared to do it. Am I out advocating for it? Not at all.



Aday Arabo and Benny Napoleon

Arabo: There have been more murders in 2012 than during the riots in Detroit in 1967. What is your take on the homicide rate?

Napoleon: We need more police. When you look at homicide statistics, the non-fatal shootings will probably be four or five times that many, at least.

Arabo: How do we help get gun violence off the street?

Napoleon: The fact is that you cannot police the city of Detroit with 3,000 police officers. We have to come to grips with that, and as a community, demand the money to increase the staffing of the police department.

We did research on my way out in 2001, which indicated that the number should be somewhere around 4,500. That means the department is about one-third short of where it should be. I had 4,200 when I was the chief. We had 5,800 back in the 70s. But with the proper deployment and additional resources and community support, we can do an effective job in the city of Detroit with about

4,500. Maybe need more, maybe need less but you can't do it with 3,000. That's absolutely unacceptable.

Arabo: What do you think about elected officials calling for gas station owners and store owners to have 24-hour security guards?

Napoleon: Every single business having a police officer present is overkill. If you've got four gas stations on one corner, are you going to have four police cars or four security people just sitting there? Next all the Coney Islands are going to want it, too. If you start guarding supermarkets, are you going to demand the same for Rite-Aid and Walgreens and other places? Then crimes will increase where people are most vulnerable, like AT machines. While I believe the City Council has great intentions, I don't think the long-term modifications have been really thought out.

Quite frankly, I had a meeting with someone recently who had one of the best ideas I've heard to make the community safer. The idea is connecting the merchant cameras into my camera system here, directly to dispatch. And if a person triggers an alarm, a camera goes to that location. We can see what's going on in real time. We have available units that we can dispatch immediately to that location, and then alert the local agency, too, so you get a potential double response. I really hope that idea can move along because I think that would do a lot to alleviate some of the problems. It could be a model for other communities throughout the country.

Arabo: How can store owners and the sheriff's department collaborate on community outreach and public safety?

Napoleon: Leaving the lines of communication open is critical. We need to know what your concerns are and then try to come up with reasonable, cost-efficient answers. People need to believe that the people that they are talking to are legitimately concerned.

The fact is that you cannot police the city of Detroit with 3,000 police officers. We have to come to grips with that, and as a community, demand the money to increase the staffing of the police department.

...were in trying to find answers to their problems, and that they're going to work together to fine-tune whatever resolutions we come up with.

Arabo: What do you say to frustrated business leaders who say there is a lack of political leadership?

Napoleon: It's on all of us to demand better. People need to be held accountable for what they do and what they don't do. There are some potentially great people in this community who will step up to lead; but we can't be so apathetic that we believe that everything that happens will not bring change, no matter who changes. We have to get behind the people that we trust who have demonstrated that they have the capability and the sincerity to address the issues. We need safe, livable, walkable, sustainable communities, and the willingness to work toward getting there.

Your members are in tune to that because they realize that if they don't have that kind of community, then it impacts their bottom line. We must look for the right type of leaders and then promote these people.

Arabo: How has the economic downturn affected the sheriff department's ability to provide public safety?

Napoleon: We weren't really affected by it because we've been operating under a 40-year court order that requires me to have minimum staffing. Even with the court order, I have 1,000 empty beds in my jail. We've been working through that by trying to expand our tether program. I am a strong supporter of the tether program because the cost of incarceration is skyrocketing.

I never thought I would say this as a law enforcement person for 38 years, but at some point we have to use the measuring stick on who we're actually going to incarcerate. We have to figure out if we are scared of them or mad at them. If we're just mad at them, then we need to find an alternative that will still punish a person, yet not cost the taxpayers a lot of money. If we're scared of them, then they absolutely have to be incarcerated.

Arabo: What role can small businesses play in the revitalization of Detroit?

Napoleon: Small businesses are the backbone of Detroit. While it's great to have those big guns in town, it's the people who are in the neighborhoods who really make the neighborhood. To be able to walk to the barbershop, grocery store, pharmacy, meat market, doctor, or dentist is the core of any livable, sustainable, walkable community. We have to create an environment where

small businesses thrive, where they feel comfortable, and where their customers feel comfortable patronizing them.

Downtown Detroit will take care of itself. The neighborhood is really where we need to focus. We have ignored the community and the folks in the neighborhoods who live here 24/7.

Arabo: How many supermarkets and full-line grocery stores do you think there are in the city of Detroit?

Napoleon: My gut would tell me that there are no more than 20.

Arabo: There are actually 83.

Napoleon: Wow, I did not know that.

Arabo: How can our association assist in building regional cooperation?

Napoleon: What you're doing now is obviously helping, pulling people together and having significant dialogue. You represent a very powerful group of people. Leverage that power by putting people together and having these serious discussions. Obviously, folks respect your members. They're always coming to them when they need support. I think that the power of your organization is in recognizing that you have a voice that is heard and respected, and a voice that can make demands. ■■■

Information Technology

NEXGEN ORDER MANAGEMENT SYSTEM
SYNERGY BUSINESS MANAGEMENT TOOL

Marketing & Merchandising

DSD vs WAREHOUSE DELIVERED PRODUCTS
DATA AND ANALYTIC BASED SERVICES
TRADE SHOW
FALL/WINTER CATALOG
MONTHLY FEATURES

Convenience Foods

FOOD SERVICE SHOWCASE
FRUIT RIDGE FARMS FRESH SANDWICHES & SALADS
BLUE BUNNY ICE CREAM
BEANTOWN COFFEE
HOT OFF THE GRILL ROLLER PROGRAM
SAS CLEANING & SANITATION PROGRAM

Product Selection

GROCERY - REFRIGERATED - FROZEN
TOBACCO
CONFECTION
HBC/GM
AUTOMOTIVE

Grand Rapids CORPORATE HEADQUARTERS
AND DISTRIBUTION CENTER
PO BOX 1768, 4001 THREE MILE RD. GRAND RAPIDS, MI 49544
616-453-6358 • 800-477-5455

Grand Rapids DISTRIBUTION CENTER
317 891-7752 • 800-477-5455



**Distributor to
grocery, drug &
convenience
retailers**

CUSTOMERS First

**Delivering Solutions
Exceeding Expectations**

www.sasinc.com

Nestlé DSD: Dependable Service is a Priority

Nestlé's Direct Store Delivery (DSD) Division was designed to provide turnkey support for small chains and independents. The division was created on the west coast when Nestlé acquired Dreyer's Grand Ice Cream, as well as several frozen pizza brands, and has moved east. In *Fortune* magazine's recent annual survey, Nestlé was named one of the world's most admired food companies for the 15th consecutive year, and was number one in the consumer food products category for the seventh straight year.

Ken Schulte, account development representative for customers in Michigan and northern Ohio, says his team's approach is very hands-on. "We want to make sure our customers get the most from Nestlé's products and brands," he says. Customers have a dedicated representative who comes in to rotate and fill bunkers, place orders, and maintain both the equipment and the product.

In addition to Edy's and Dreyer's ice cream brands, including Haagen-Dazs, The Skinny Cow, and Nestlé Drumstick, DSD brings in the four top selling pizza brands: DiGiorno, California Pizza Kitchen, Tombstone, and Jack's. And now, retailers have even more opportunity to serve their growing numbers of food stamp customers with new frozen food offerings: Mac & Cheese, Lasagna, Meatloaf Dinner, and French Bread Pepperoni Pizza from Stouffer's; seven different meal choices from Lean Cuisine ranging from Swedish



Meatballs to Sweet & Sour Chicken; and Nestlé Hot Pockets in seven varieties such as Ham & Cheese and Bacon, Egg & Cheese.

The AFPD/ Nestlé ice cream and frozen food program aims to create long-term loyalty through several unique features of the direct-store-delivery model. "For instance, we offer 100 percent credit for expired or damaged product," Schulte points out. The program's rebate approach is flexible, too. AFPD member stores (gas stations, convenience store, liquor stores, non-advertising groups, etc.) receive a nine percent quarterly rebate on Nestlé ice cream and frozen food brands if their store sells Nestlé ice cream brands exclusively. Stores that sell competing ice cream products as well as Nestlé ice cream brands receive a two percent quarterly rebate. As a new customer, Nestlé will buy the competitors' inventory you have in stock if you sign up to sell Nestlé ice cream exclusively. Freezer equipment and helpful point-of-sale fixtures for the program are free, subject to pre-qualification based on quarterly sales and a \$40 per week minimum benchmark.

Schulte says his team's number one prior-

ity is dependable service. "We want our customers to wish we brought everything into their stores," he offers.

Nestlé Direct Store Delivery benefits from the AFPD program in many ways, according to Scott Ellis, Great Lakes field sales manager—large independent & small format. "First, the AFPD program provides great link to bringing together Nestlé Direct Store Delivery with potential new retailers

and customers who would like to sell Nestlé frozen food that otherwise we may never have come in contact with," he explains.

"Second, the AFPD program allows Nestlé to develop specific promotions for AFPD retailers to help drive business, such as this spring's buy 10, get one free program during April and May. Best of all, this is accomplished while developing great relationships with both the staff and members of AFPD." Nestlé is excited about the relationship with AFPD today and in the future, and looks forward to sharing our its innovation and knowledge with AFPD's membership. Ellis says.

Special offer
In the months of
and May 2012, with
every 10 cases you
order, you get one
FREE case of
Strawberry Shortcake
Ice Cream Bars.



The AFPD/ Nestlé ice cream and frozen food program aims to create long-term loyalty through unique features of the direct-store-delivery model.

**Where Service,
Quality and Price meet!**

U.S. ICE

since **28** 1984!

U.S. ICE
CORPORATION

- Cube • Block • Dry Ice
- Coolers Available—
Single or Double Door
Outside or Inside
- Newest Fleet in the Industry
- Centrally Located for
Fastest Delivery
- Cash & Carry Department
- Best Prices In Town

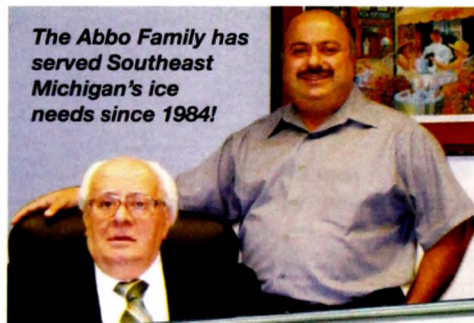
U.S. ICE CORP.

10625 West 8 Mile Road • Detroit, MI 48221
(313) 862-3344 • Fax (313) 862-5892

**LARGEST ICE
MANUFACTURER
IN THE TRI-COUNTY AREA,**
with a manufacturing
capacity of 400 tons
(800,000 lbs.) of ice per day!

U.S. Ice's extensive fleet of delivery
trucks keeps the Tri-County
area "On ICE!"

The Abbo Family has
served Southeast
Michigan's ice
needs since 1984!



Call the ICE LINE: **(313) 862-3344**
www.usicecorp.com



Joseph PALAMARA

Associate, Karoub Associates

AFPD Supports Tobacco Tax Fairness Bill

As AFPD members are keenly aware, the sale of cigarettes and tobacco is heavily regulated and highly taxed in the state of Michigan. The retail purchase price of these products must include federal and state excise taxes in addition to the state sales tax. Cigarettes must have the surgeon general warnings on every pack; must comply with the federal labeling laws; must be fire-safety-standard compliant; and retailers must verify the age of the purchaser and refuse sales to anyone under the age of 18.

Roll-your-own (RYO) manufacturers sell their cartons of cigarettes at half the retail price of convenience stores and other retail outlets because they do not collect the same taxes stores do and their cartons do not comply with the state and federal cigarette regulations.

AFPD joins the Michigan Distributors and Vendors Association (MDVA) in strongly supporting Senate Bill 930, sponsored by Senator Roger Kahn (R-Saginaw). Kahn is chairman of the powerful Senate Appropriations Committee, and his office has reached out to AFPD for support for this measure.

SB 930 would level the playing field in the taxation and distribution of cigarettes by requiring RYO cigarette manufacturers to become licensed, pay all taxes, and comply with the same regulations as Michigan's convenience stores.

SB 930 would amend the Tobacco Products Tax Act to:

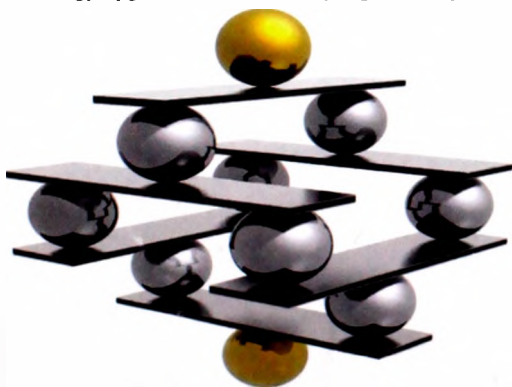
- Include as a "nonparticipating manufacturer" a person who operates or permits another person to operate a commercial-grade cigarette-making machine.
- Require the Department of Treasury to issue a request-for-proposal (RFP) to acquire and use digital stamps.
- Allow stamping agents to retain 0.5 percent of the tax due on cigarettes as compensation for equipment and technology upgrades necessitated by digital stamps.

- Allow stamping agents to retain from monthly remittances, for 18 months, 5.55 percent of direct costs incurred for the initial purchase of eligible equipment.
- Allow licensees to retain a percentage of the tax otherwise due on sales of untaxed cigarettes to Indian tribes.
- Require the Michigan Department of State Police (MSP) to initiate inquiries or obtain data from the Treasury Department in order to support its enforcement activities.
- Allow the MSP to use electronic resources to perform criminal background checks on license applicants and current licensees, and require the MSP to inform the Treasury Department of the results.
- Allow the Department to consider criminal history as sufficient cause to suspend, revoke, or refuse to issue or renew a license.
- Provide that, before proceeds from taxes, fees, and penalties were distributed, the Department of Treasury, the Attorney General, and the MSP could use the funds, upon appropriation, for enforcement and administration of the Act.

For fiscal year 2011-12 only, the bill would appropriate the following from tobacco tax revenue allocated to the General Fund: \$4.0 million to the State Police; \$1.5 million to the Treasury Department; and \$500,000 to the Attorney General for enforcement and administration.

SB 930 passed the Michigan Senate in late February, and is currently awaiting action in the House of Representatives.

This issue is important to AFPD's independent retailers. Show your support by urging your representatives in the Michigan House of Representatives to vote in favor of SB 930. It's good for independent retailers; it's good for small business; and it's good for the state of Michigan. ■■



SB 930 would **level the playing field** in the taxation and distribution of cigarettes by requiring RYO cigarette manufacturers to comply with the same regulations as Michigan's convenience stores.

BUSINESS CAN'T WAIT

TO ACCESS THE RIGHT CONNECTIONS.

Being a member of Associated Food and Petroleum Dealers just got better. Save money, get fast Internet, phone lines, TV for entertainment or information and count on Comcast reliability with an exclusive "Member Special."

Call your local Comcast Business Account Executive, Rick Wagner, to tailor an offer that fits your unique business needs.

YOUR LOCAL COMCAST REPRESENTATIVE:

Rick Wagner

48-310-0278

Richard.Wagner3@cable.comcast.com

comcast
BUSINESS CLASS

Offer limited to new Business Class customers. Must be a member of an eligible Association. Not available in all areas. Limited to Business Class Voice (minimum lines required) or Internet. Two year contract required. Early termination fee applies. Equipment, installation, taxes, the Regulatory Recovery Fee and other applicable charges (e.g., per-call or international charges) extra. Advertised offers can be combined. May not be combined with other offers. Equipment required (\$7/month). \$24.95 activation fee (per line, up to 4 lines) applies. Service (including emergency services) may not function after an extended power outage. Savings based on promotional price compared to regular rate. © 2012 Comcast. All rights reserved.

An Alternative Savings Option

Group Retrospective Rating is a program where BWC-certified group sponsors—like AFPD—pool employers of like-industry that meet their criteria for safety and claims management practices. As total future claim costs of the group stay under the group's premiums paid, the group members receive up to three premium refunds of their individual premiums paid. CareWorks Consultants has created three tiers with different projected savings levels for each industry group. The three levels are:

- Platinum (74–78 percent refund);
- Gold (56–61 percent refund); and
- Silver (30–34 percent refund).

Considerations Before Joining

AFPD members who wish to take part in group retrospective rating must fully understand the risk involved. If the group's claim costs exceed the group's premiums paid, the entire group of employers will pay a premium assessment. This assessment is capped at a percentage of the employer's individual annual premium. CareWorks Consultants thoroughly reviews each group member's safety program and claim history prior to acceptance into all group retrospective rating programs CareWorks Consul-

tants administers. CareWorks Consultants works aggressively and proactively to help our group retrospective rating clients prevent injuries and control costs to maximize the benefits of the program for all participants.

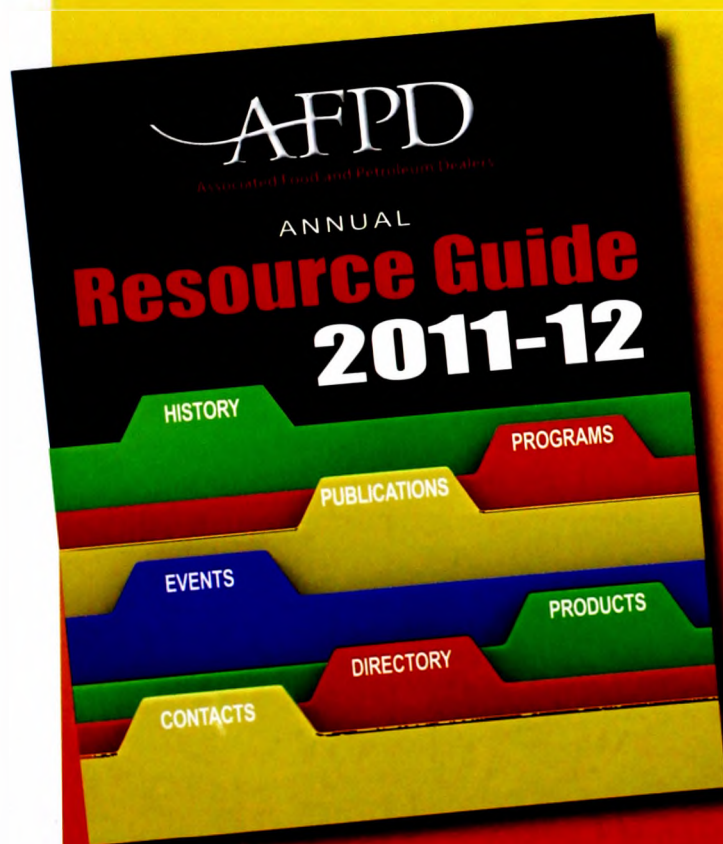
Paying Your Premiums

Group retrospective rating employers continue to pay their semi-annual premiums (at their individual rates) to BWC, as if they were not in a group.

- If new claim costs remain under the premiums paid for the group as a whole, rebates will be issued by BWC at 12-, 24-, and 36-month intervals after the policy year ends.
- Employers that maintain participation in the group retrospective program for multiple years can continue to get multi-year rebates.

How to Enroll

If you are interested in having CareWorks Consultants review your company for the AFPD 2012 Group Retro program, call Account Executive Theresa Passwater at (800) 837-3200, ext 7248. Deadline for enrolling in the July 1, 2012 Group Retro plan is April 30, 2012.



AFPD members buy from each other ... but it's your job to make sure they know where to find you.

Profile your business to AFPD members who are ready to buy.

ACT NOW to be a part of this valuable industry guide.

Contact AFPD's Anthony Kalogeridis at (800) 666-6233 for ad costs or more information. Deadline is May 31, 2012.

New Dairymens® Refreshing Iced Tea

- 3 Exciting New Tastes
- Brewed Sweet Tea
- Green Tea with Ginseng and Honey
- Tea Cooler: Half Tea/Half Lemonade
- Popular 64 oz. Size
- Naturally Flavored
- No High Fructose Corn Syrup



Dairymens Brewed Sweet Tea
UPC—0-72804-00960-2

Dairymens Green Tea with
Honey and Ginseng
UPC—0-72804-00962-6

Dairymens Tea Cooler
UPC—0-72804-00961-9

Order
TODAY
from:



Dairymens®



**M. Scott
BOWEN**

Michigan Lottery Commissioner

Michigan Lottery

Club Keno goes Full Tilt

Get ready to go *Full Tilt* beginning April 2, when players who purchase a five-draw ticket with *Kicker* and *The Jack* options selected on their *Club Keno* wagers will get a sixth draw free.

Club Keno Full Tilt will be a valid promotion through April 22. With so many players expected to take part, *The Jack* jackpot is anticipated to grow by more than \$100,000 per day. That is truly something to get excited about.

The free sixth draw extends the player's same set of numbers, including *Kicker* and *The Jack*. It's fun and easy—*Club Keno* players can pick their own numbers or use an easy-pick without the need of a bet-slip. We're also making it easy for retailers as all terminals and self-serve equipment will have this promotion preloaded. That means when you select *The Jack* and *Kicker* option on a five-draw wager, the machines will automatically give the player the sixth draw on the same ticket free, with no additional effort. It's a win-win promotion for both retailers and players. We hope this promotion will introduce our *Club Keno* players to the redesigned *Jack* feature as well as the *Kicker*,



two components that will potentially allow them to win larger cash prizes. And with more wagers being purchased, players will be able to use the Michigan Lottery's *Club Keno To Go* app for their smart phones. This feature enables players to watch their numbers no matter where they are.

Instant Game

Introductions: Instant games now launch monthly. On April 24, look for \$1 *Triple Your Luck*; \$2 *Doubling Red 7s*; and \$100,000 *Bingo*, a \$3 ticket.

Expiring Games: Instant tickets that expired on April 2 are IG 366 *Tripling Red Hot Cashword*; IG 379 *Million Dollar Multiplier*; IG 380 *Tripler*; IG 385 *Ghouls Gone Wild*; and IG 398 *The Wizard of Oz*.

More than 95 cents of every dollar spent on Lottery tickets is returned to the state in the form of contributions to the state School Aid Fund, prizes to players and commissions to retailers. Since its inception in 1972, the Lottery has contributed more than \$16 billion to education in Michigan.

For additional information, please visit the Lottery's website at www.michiganlottery.com. ■■■



**We're making it easy as all terminals
and self-serve equipment will have
this promotion preloaded.**

**It's a win-win promotion
for both retailers and players.**



FULL TILT

APRIL 2-22

Maximize Your Club Keno Retail Sales!

**Upsell your Club Keno players to 5 draws
with the Kicker and The Jack and they'll
get one draw free!**

**You'll earn 20% higher sales commission on each 5-draw
Full Tilt ticket sold from April 2 - 22!**

The higher the wager amount per draw, the more you make!

**And don't forget the cashing commission and bonus
commission you'll earn on all those extra Full Tilt winners!**



Purchase a 5-draw Club Keno ticket with the Kicker and The Jack, get a 6th consecutive draw free on the same ticket. Offer valid on 5-draw tickets only. All wager amounts per draw are eligible. The Club Keno mark is a registered trademark of GTECH Corporation. Overall odds of winning Club Keno are from 1 in 4 to 1 in 17. Overall odds of winning The Jack: 1 in 8.77. Overall odds of a Kicker number being 2 or higher: 1 in 1.67. If you bet more than you can afford to lose, you've got a problem. Call 1-800-270-7117 for confidential help.



Larry FLOWERS

State Fire Marshal, Ohio Department of Commerce

Ohio Department of Commerce

New BUSTR Chief Takes Office

The Ohio Division of State Fire Marshal, Bureau of Underground Storage Tank Regulation (BUSTR) has a new chief. William Hills was appointed BUSTR chief effective March 12, and brings a wealth of knowledge about state and local government that will be a tremendous asset to the BUSTR program and its staff.

Chief Hills previously served as executive director of the Ohio Joint Committee on Agency Rule Review (JCARR) from 1996–2010. Prior to that, he was a senior staff attorney for the Court of Claims of Ohio in Columbus, and was president of the Reynoldsburg, Ohio, City Council from 2004–2011. He holds a bachelor's degree in business administration from the University of Kentucky and a law degree from Capital University.

"I'm looking forward to working with our stakeholders in any way I can. BUSTR has a strong staff, and we want to continue to assist the business community while ensuring the safety of Ohioans," said Hills.

BUSTR's mission is to effectively regulate and ensure the safe operation of petroleum underground storage tanks (UST) in Ohio. The agency is responsible for protecting the citizens of Ohio and the environment by

ensuring appropriate investigation and cleanup in the event of a petroleum release from a UST.

The Bureau performs the following duties:

- Conducts inspections of permitted work on underground storage tanks;
- Performs inspections to ensure underground storage tanks are operating properly and thus preventing releases into the environment;
- Receives and reviews reports of releases and suspected releases, and oversees all immediate response, assessment, and cleanup activities.

The Bureau has just completed a review and update of rules regarding underground storage tank regulation, and is in the process of planning free classes for licensees on the new rules. For information about participation or issues, visit www.com.ohio.gov/fire/bustMain.aspx or contact BUSTR directly by calling (614) 752-7938 or (800) 686-2878 or via e-mail at websfm@com.ohio.gov. ■■■

Larry Flowers is the state fire marshal for the Division of State Fire Marshal, which operates under the Ohio Department of Commerce.

**BUSTR is responsible for
protecting the citizens of Ohio
and the environment by ensuring
appropriate investigation and
cleanup in the event of a
petroleum release from a UST.**



William Hills

BERTYUSA®

SOLUTIONS for your SUCCESS



THE VOICE OF INDEPENDENT RETAILERS
ENDORSED SUPPLIER



PARTNERSHIP

to bring you SOLUTIONS for your SUCCESS

Liberty USA is a **WHOLESALE CONVENIENCE STORE DISTRIBUTION COMPANY** located in Western Pennsylvania. Family owned & operated for more than 50 years, we now service 7 states including: Pennsylvania, Ohio, West Virginia, Maryland, Delaware, New York & Kentucky.

Retailers face many challenges in today's market and we have the **SOLUTIONS** to help them be successful.

SOLUTIONS PROVIDED BY LIBERTY USA:

- Technology
- Food Service
- Marketing
- Merchandising
- Customer Service
- Inventory Management
- Sales Growth
- Profit Enhancement
- Category Management
- DSD Replacement



Learn more **PLEASE CONTACT US:**

10 Irwin Run Road • West Mifflin, PA 15122 • P: 800.289.5872 • F: 412.461.2734 • cs@libertyusa.com • www.libertyusa.com

AFPD Testimonial



"I volunteer because it is important to be involved in what is happening in the gasoline and convenience store industry. AFPD is always on the cutting edge of what is going on, as well as the issues that arrive daily. I like being able to help by giving my input on issues that affect the industry."

VICKIE HOBBS
AFPD Director
Region 9



All Natural Premium Blends



New premium mixes designed for discriminating consumers

- Healthier, all natural snacks with nutritional value



Deliciously addictive, instinctively good snacking blends

- Cherries, Cranberries, Blueberries,
Dark Chocolate, Premium Pecans



Clean packaging, natural branding that delivers a healthy message to consumers

- No trans fats, no cholesterol



Unpriced packaging allows for optimum profit margins



**A new premium brand from Kar's Nuts
Ask your route sales representative for details!**



KAN SMACKER

"The Lifetime Machine"



***Tired of our competitor's machines?
Join those who have switched to
KanSmacker dependability!***



**Now Available:
Our High-Volume Capacity CYCLONE MACHINES
All our machines are 3rd party compatible!**

VISIT US AT KANSMACKER.COM

Call NICK YONO for Details —800-379-8666 or Cell Phone 248-249-6666

Avoid Point-of-Sale Fraud

While the rate of fraudulent transactions occurring in the card-present environment is generally low, we understand that any loss impacts your bottom line. To assist you in protecting your business against unnecessary losses from fraud and charge-backs, we offer

the following products and services.

State-of-the-Art POS Equipment

From support of AVS and CVV2/CVC2 to duplicate card checking, last-four-digit entry, and password protection of key functions, our POS equipment options

offer the latest technology to help protect your business from both internal and external fraud.

To protect you against cardholder fraud, Chase Paymentech has security features in the software of all credit card terminals requiring the operator to key either the last four digits of the card account number (Four-Digit Fraud Protection); the card verification code (Non-Embossed Verification Code); and/or the address verification information (Address Verification System) directly into the terminal. We recommend against removing any point-of-sale terminal fraud protection features. Once you disable any of these functions:

- You may be unable to detect fraudulent cards or fraudulent transactions at the time they occur.
- You may suffer financial losses due to credit card or debit card fraud that might have been prevented by the terminal protections.

Online Reporting

Timely access to your transaction data allows you to quickly identify trends that might be indicative of fraudulent activity or improper operating procedures. We can help you identify transactions and trends indicating a need for corrective measures company-wide or at an individual location.

Payment Brand Data Security

Compliance with the card association security programs is not only required, it makes good sense. Protecting your cardholder data means protecting your customers from fraud and maintaining a sound business reputation—two critical components of success in today's marketplace.

Manage Chargebacks

Timely responses will ensure that you do not receive a chargeback for lack of response to a retrieval request.

For additional information, contact Account Executive John Wilcox at (888) 464-9902, ext. 70255, via email john.wilcox@chasepaymentech.com, or visit www.chasepaymentech.com.





Edy's
Slow Churned
RICH & CREAMY
Vanilla
LIGHT ICE CREAM
1 1/2 cups Fat

ENJOY A
DELICIOUSLY
**EASY
MEAL**
TONIGHT!



Stouffer's
lasagna with meat & sauce
FRESHLY MADE PASTA LAYERED BETWEEN A RICH MEAT SAUCE
AND TOPPED WITH REAL MOZZARELLA CHEESE
NO PRESERVATIVES



Nestle
Good Food, Good Life



Fresh Savings on Credit Card Processing Costs For AFPD Members

Associated Food and Petroleum Dealers (AFPD) has partnered with Chase Paymentech to offer its members low, negotiated rates on payment processing. With Chase Paymentech, AFPD members will receive the customized solutions petroleum dealers, grocers, c-stores and retailers need to increase sales and reduce expenses.

Benefits include:

- Service – Industry expertise specific to petroleum dealers and grocers
- Savings – Lower cost of payment acceptance with competitive Visa and MasterCard rates
- Stability – Backed by the strength of JPMorgan Chase
- Security – Payment Card Industry (PCI) Compliant applications
- Solutions – Custom, turnkey gift card solutions for your business

"Chase Paymentech has helped my business become PCI compliant along with saving me money on my processing costs. I feel confident that I am getting the best service at the lowest cost."

– Holly Schlusler, Owner, Henry's General Store

Call us today for a free statement analysis.

888.464.9902 ext. 70255

A Proud Supporter



CHASE 
Paymentech

Best Websites to Track Calories, Exercise

By Angela Jenkins

Blue Cross Blue Shield of Michigan (BCBSM) has been fielding questions from participants in its Win By Losing health and weight-loss program, and recently, participants wanted to know what are the best websites for tracking calories and exercise to lose weight or maintain weight loss.

Smartphones, tablets, computers, social media — with all of the wonderful technology and applications available to us today, being tech savvy has a whole new meaning. It is proven that people who keep track of the foods they eat are more successful in their weight-loss efforts. If you don't want to use an app or online tracker, you can also write down everything you eat and check the food labels for calorie totals. If you are trying to lose or maintain weight, check out one of these free online calorie trackers:

- Super Tracker from MyPlate.gov (www.choosemyplate.gov/supertracker-tools.html)
- My Food Advisor from the American Diabetes Association (<http://tracker.diabetes.org>)

I recommend these two online trackers because they are accredited websites that verify the number of calories in each of the foods in their database. You have to be careful with some track-

ers because the calorie counts may not be accurate (and you can always cross-check with the food label if you are suspicious).

Here are some more online food and calorie trackers that have applications that sync to your smartphone:


- Lose It (www.loseit.com)
- Weight Watchers (www.weightwatchers.com)
- My Fitness Pal (www.myfitnesspal.com)
- Spark People (www.sparkpeople.com)

Also, check out these apps that assist in losing weight: Top 10 Free iPhone Apps (<http://mashable.com/2009/01/03/free-iphone-apps-to-lose-weight/>) or BCBSM's recent post on the four top health and fitness apps (www.ahealthiermichigan.org/2012/03/06/4-free-mobile-apps-named-best-at-keeping-you-fit-and-healthy/) from the U.S. Surgeon General's competition.

Phone apps are great because you can enter your meal, snack, and beverages right away, so forgetting to keep track should be alleviated. ■■■

Angela Jenkins is a certified health coach at Blue Cross Blue Shield of Michigan who writes about physical activities and healthy eating habits on A Healthier Michigan.org.





Choosing health coverage for small business isn't "just business." It's personal.

Get exceptional value with small business health coverage from the Blues

Choosing health coverage comes down to one thing: value.

The perfect mix of comprehensive coverage at an affordable price.

With Blue Cross Blue Shield of Michigan, you get real value and the flexibility to choose exactly the right coverage for your business.

Healthy Blue LivingSM from Blue Care Network

A revolutionary HMO product that, for five years, has been rewarding employees for adopting healthier lifestyles by working with their doctors to improve their health. Real rewards, like lower copays and lower deductibles.

Simply BlueSM from Blue Cross Blue Shield

A PPO product, with over 120,000 members in just a year, that offers employees a comprehensive health plan at a competitive price. It's the coverage you've always wanted, that's now more affordable.

Healthy employees are good for business

And by offering first-rate coverage that you and your employees can afford, your business can thrive.

Learn more today.

Call 1-248-671-9600 for more information regarding benefits and rates on Blues plans available to AFPD dealers.



CELEBRATING
5 YEARS

OVER
120,000
MEMBERS

Your Association
Exclusively Endorses



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

SUPPORT THESE AFPD SUPPLIER MEMBERS

ASSOCIATIONS

AMR - Association Management Resources	(734) 971-0000
Clean Fuels Ohio	(614) 884-7336
Local Business Network	(248) 620-6320



ATM

American Communications of Ohio	(614) 855-7790
ATM of America, Inc.	(248) 932-5400
Elite Bank Card ATM's	(248) 594-3322

BAKED GOODS DISTRIBUTORS

Great Lakes Baking Co.	(313) 865-6360
Hearth Ovens Bakers by Masons Bakery	(313) 636-0401
Hostess Brands	(248) 588-3954
Michigan Baking Co. - Hearth Oven Bakers	(313) 875-7246

BANKING, INVESTING & CONSULTING

 1 Source Capital Commercial Financing	(858) 672-0105
 Lincoln Financial Group Advisors	(248) 948-5124
Bank of Michigan	(248) 865-1300
Flagstar Bank	1-800-945-7700
Huntington Bank	(248) 626-3970
Louis J. Peters - Financing, Debt Negotiation, Turnaround	(586) 206-9942

BEER DISTRIBUTORS & SUPPLIERS

Eastown Distributors	(313) 867-6900
Frankenmuth Brewery	(989) 262-8300
Great Lakes Beverage	(313) 865-3900
Michigan Brewing/American Badass Beer	(517) 521-3600
MillerCoors	(248) 789-5831
O K Distributors	(269) 983-7469
Powers Distributing Company	(248) 393-3700

BOOKKEEPING/ACCOUNTING CPA

Alkamano & Associates	(248) 865-8500
Garmo & Co. PC	(248) 672-4105
Marcoin/EK Williams & Co.	(614) 837-7928
Samona & Boogren, PC	(248) 565-8907
Shimoun, Yaldo, Kashat & Associates, PC	(248) 851-7900
UHY-US	(248) 355-1040

BUSINESS COMMUNICATIONS

 *Comcast	(248) 343-9348
Clear Rate Communications	(248) 556-4537

CELLULAR PHONES & MOBILE MARKETING

 Mousetrap Group	(248) 547-2800
 Sprint Communications	(248) 943-3998

CHECK CASHING SYSTEMS

Secure Check Cashing	(248) 548-3020
----------------------	----------------

CHICKEN SUPPLIERS

Krispy Krunchy Chicken	(248) 821-1721
Taylor Freezer	(734) 525-2535

CHIPS, SNACKS & CANDY

Anthony-Thomas Candy Co.	(614) 274-8405
Better Made Snack Foods	(313) 925-4774
Beyond Chocolate	(586) 838-7540
Frito-Lay, Inc.	1-800-359-5914
Kar's Nut Products Company	(248) 588-1903
Motown Snacks (Jays, Cape Cod, Tom's Archway, Stella D'oro)	(313) 931-3205
Uncle Ray's Potato Chips	1-800-800-3286


COFFEE DISTRIBUTORS

 *Folgers	(717) 468-2515
---	-----------------------

CREDIT CARD PROCESSING

 Chase Paymentech	1-866-428-4966
First Data Independent Sales	1-877-519-6006
Next Day Funding, LLC	(517) 214-4611



C-STORE & TOBACCO DISTRIBUTORS

 *Liberty USA	(412) 461-2700
Bull Dog Wholesale	1-877-666-3226
H.T. Hackney-Grand Rapids	1-800-874-5550
S. Abraham & Sons	(616) 453-6358
United Custom Distribution	(248) 356-7300
Who's Your Daddy Distributor	(248) 743-1003

DISPLAYS, KIOSKS & FIXTURES

Detroit Store Fixtures	(313) 341-3255
Rainbow Hi Tech	(313) 794-7355
Sitio Signs	(248) 399-0111

ENERGY, LIGHTING & UTILITIES

 *DTE Your Energy Savings	1-866-796-0512
 **DTE Energy Supply (OH PA & IL)	(734) 887-2176
Amerfirst Energy (Gene Dickow)	(248) 521-5000
DTE Energy	1-800-477-4747
Murray Lighting Company	(313) 341-0416
Vantaura Energy Services	(616) 366-8535
Walker-Miller Energy Services	(313) 366-8535

FOOD EQUIPMENT & MACHINERY

Culinary Products	(989) 754-2457
-------------------	----------------

FOOD RESCUE

Forgotten Harvest	(248) 967-1500
Gleaners Community Food Bank	(313) 923-3535

FRANCHISING OPPORTUNITIES

Buscemi Enterprises, Inc.	(586) 296-5560
Kasapis Brothers/Ram's Horn Restaurants	(248) 350-3430
Tubby's Sub Shops, Inc.	1-800-497-6640

GASOLINE WHOLESALERS

The Anderson's Inc. (E-85)	(419) 800-8000
Central Ohio Petroleum Marketers	(614) 889-1111
CFX Management	(937) 426-4264
Gilligan Oil Co. of Columbus, Inc.	1-800-355-9100
High Pointe Oil Company	(248) 474-4744
Motor City Oil Co.	(313) 892-3131
Obie Oil, Inc.	(937) 275-2752

GREETING CARDS

 Leanin' Tree	1-800-556-7819 ext. 4
---	------------------------------


GROCERY WHOLESALERS & DISTRIBUTORS

Burnette Foods, Inc.	(231) 264-2644
Cateraid, Inc.	(517) 546-5464
Central Grocers	(815) 553-5534
Complimentary Foods	(734) 545-5454
D&B Grocers Wholesale	(734) 513-5134
Exclusive Wholesale World	(248) 398-3984
General Wholesale	(248) 355-3554
George Enterprises, Inc.	(248) 851-8514
Great North Foods	(989) 356-3564
Jerusalem Foods	(313) 846-8464
Kap's Wholesale Food Services	(313) 832-8324
Spartan Stores, Inc.	(616) 878-8784
SUPERVALU	(937) 374-3744
Value Wholesale Distributors	(248) 967-9674

HOTELS, CONVENTION CENTERS & BANQUET HALLS

A & M Hospitality Services	(586) 757-7574
Farmington Hills Manor	(248) 888-8884
Hampton Inn - Commerce	(248) 863-8634
Hampton Inn - Shelby	(248) 624-6244
Holiday Inn Express - Commerce	(248) 624-6244
Petruszello's	(248) 879-8794
Shenandoah Country Club	(248) 683-6834
Suburban Collection Showplace	(248) 348-3484

ICE CREAM SUPPLIERS

 Nestle DSD	1-800-328-3397 ext. 1
 *Prairie Farms Ice Cream Program (Large Format)	1-800-399-6970 ext. 1
Pars Ice Cream Company, Inc.	(313) 281-2814

ICE PRODUCTS

Arctic Glacier, Inc.	1-800-327-3274
Home City Ice	1-800-758-7584
U.S. Ice Corp	(313) 862-8624



indicates supplier program that has been endorsed by AFPD.

*** Indicates supplier only available in Michigan**

**** Indicates supplier only available in Ohio**

UPPORT THESE AFPD SUPPLIER MEMBERS

RANCE SERVICES: COMMERCIAL

North Pointe Insurance	1-800-229-6742
**CareWorks	1-800-837-3200 ext. 7188
**Cox Specialty Markets (North Pointe) (Underground Storage Tanks)	1-800-648-0357
ee Insurance	(734) 452-9199
& Brown Insurance	(586) 446-3663
lornthern Insurance Agency	(248) 856-9000
arm Insurance (Agent Dawn Shaouni)	(248) 879-8901
s-Fenner-Woods Agency, Inc.	(614) 481-4300
ndall Insurance	(440) 247-3750

RANCE SERVICES: HEALTH

*BCBS of Michigan	1-800-666-6233
to Ramsby & Assoc.	1-800-263-3784
re Plus, Inc.	(313) 267-0300
husaynu & Associates	(248) 851-2227

NTORY SERVICES

Inventory	(586) 718-6695
-----------	----------------

L SERVICES

*Bellanca, Beattie, DeLisle	(313) 882-1100
**Peppie & Waggoner, Ltd.	(216) 520-0088
ngs, McClorey, Davis & Acho, PLC	(734) 261-2400
& Associates	(248) 265-4100
Elias, PC	(248) 865-8400
& Phillips, LLP	(858) 597-9611
chram, PC	(248) 335-5000
a Law, PC	(248) 626-6800
s, Gadd & Silver, PC	(734) 354-8600
ttorneys & Counselors	(586) 493-4427
lton & Horst	(614) 228-6885
ices of Kassab & Arabo, PLLC	(248) 865-7227
Orrow, Mekani, Shailal & Hindo, PC	(248) 223-9830

ERY

in Lottery	(517) 335-5648
rttery	1-800-589-6446

AZINE & TRADE PUBLICATIONS

Free Press	(313) 222-6400
News	(313) 222-2000
rs Magazine Distributors	(586) 978-7986
in Chronicle	(313) 963-5522

& DELI DISTRIBUTORS

inited Meat	(313) 867-3937
Portion Control Meats	(419) 358-2926
& Sons	(810) 387-3975
resh Foods	(313) 295-6300
oods	(586) 447-3500
holesale Meats	(313) 831-8126
od Foods Distributors	(313) 659-7300
Food Corp.	(586) 727-3535
ne Packing Company	(313) 259-7500

MILK, DAIRY & CHEESE PRODUCTS

**Prairie Farms Dairy Co.	(248) 399-6300
**Dairymens	(216) 214-7342
Country Fresh	1-800-748-0480

MISCELLANEOUS

Pyramid Sunglass Company	1-800-833-3996
SureGrip Floor Safety Solution	(850) 264-8537
Validator	(386) 308-2543
Z Coil Comfort Side	(313) 407-4976

MONEY ORDERS/MONEY TRANSFER/ BILL PAYMENT

MoneyGram International	MI (517) 292-1434
	OH (614) 878-7172

OFFICE SUPPLIES & PRODUCTS

LB Office Products	1-800-826-6865
Staples	1-800-693-9900 ext. 584

PAYROLL PROCESSING & HUMAN RESOURCES

Total HR Services, LLC	(248) 601-2850
------------------------	----------------

PIZZA SUPPLIERS

Hunt Brothers Pizza	(615) 259-2629
---------------------	----------------

POINT OF SALE

BMC - Business Machines Specialist	(517) 485-1732
Caretek (Security, Credit Card, Point of Sale and more)	1-866-593-6100
Silk Route Global	(248) 854-3409

PRINTING, PUBLISHING & SIGNAGE

Fisher Printing	(708) 598-1500
International Outdoor	(248) 489-8989
Michigan Logos	(517) 337-2267
Walt Kempfski Graphics	(586) 775-7528

PRODUCE DISTRIBUTORS

Ace Produce	(248) 798-3634
Heeren Brothers Produce	(616) 452-2101
Tom Macen & Son, Inc.	(313) 568-0557

REAL ESTATE

American Business Broker	(614) 944-5778
Centro Properties Group	(248) 476-6672
Judeh Tax Appeal Team	(313) 277-1986
Signature Associates - Angela Arcon	(248) 359-3838

REFRIGERATION & REFRIGERATION SOLUTIONS

Phoenix Refrigeration	(248) 344-2980
-----------------------	----------------

REVERSE VENDING MACHINES/RECYCLING

TOMRA Michigan	1-800-610-4866
----------------	----------------

SECURITY, SURVEILLANCE & MORE

Central Alarm Signal	(313) 864-8900
Gulfcoast Loss Prevention	(727) 776-3429

SHELF TAGS

JAYD Tags	(248) 730-2403
-----------	----------------

SODA POP, WATER, JUICES & OTHER BEVERAGES

Arizona Beverages	(313) 541-8961
**Buckeye Distributing (AriZona)	(440) 526-6668
*Intrastate Distributors (Snapple)	(313) 892-3000
Monster Energy Company	(586) 566-6460
Nestle Waters Supermarket Program	(734) 513-1715
7UP Bottling Group	(313) 937-3500
Absopure Water Co.	1-800-334-1064
Coca-Cola Refreshments	
	Auburn Hills (248) 373-2653
	Belleville (734) 397-2700
	Metro Detroit (313) 868-2008
	Port Huron (810) 982-8501
Coca-Cola Refreshments - Cleveland	(216) 690-2653
Faygo Beverages, Inc.	(313) 925-1600
Garden Food Distributors	(313) 584-2800
Pepsi Beverages Company	Detroit 1-800-368-9945
	Howell 1-800-878-8239
	Pontiac (248) 334-3512
RL Lipton Distributing	(216) 475-4150

SPECIALTY FOODS

Cousin Mary Jane	(586) 995-4153
------------------	----------------

TOBACCO COMPANIES & PRODUCTS

Altria Client Services	(513) 831-5510
Beamer Co. (Hookah's & supplies)	(248) 592-1210
Nat Sherman	(201) 735-9000
R J Reynolds	(336) 741-0727
S & E Distributor, Inc (e-cigarettes)	(248) 755-8926
Westside Vapor (e-cigarettes)	(614) 402-0754

WASTE DISPOSAL & RECYCLING

National Management Systems	(586) 771-0700
Smart Way Recycling	(248) 789-7190

WINE & SPIRITS COMPANIES

Barton Brands	(248) 349-5164
Beam Global	(248) 471-2280
Brown-Forman Beverage Company	(248) 393-1340
Diageo	1-800-462-6504
Heaven Hill Distilleries	1-800-348-1783
Treasury Wine Estates	(734) 667-3515

WINE & SPIRITS DISTRIBUTORS

Great Lakes Wine & Spirits	(313) 867-0521
National Wine & Spirits	1-888-697-6424
	1-888-642-4697



indicates supplier program that has been endorsed by AFPD.

*** Indicates supplier only available in Michigan**

**** Indicates supplier only available in Ohio**

The *AFPD Bottom Line* (USPS #2331; ISSN 0894-3567) is published monthly with one annual special edition by AFPD—The Voice of Independent Retailers, at 5779 W. Maple Rd., West Bloomfield, MI 48322. Material contained within *AFPD Bottom Line* may not be reproduced without written permission from AFPD.

Periodicals postage prices paid at Pontiac, MI and additional mailing offices.

The opinions expressed in this magazine are not necessarily those of AFPD, its board of directors, staff members, or consultants. Bylined articles reflect the opinions of the writer.

POSTMASTER: Send address changes to *AFPD Bottom Line*, 5779 W. Maple Rd., West Bloomfield, MI 48322.

AFPD works closely with these associations:



Calendar



—April 25, 2012—

AFPD Annual Food & Petroleum Trade Show

Suburban Collection

Showplace

Novi, MI

—May 10, 2012—

Michigan Day at the Capitol

Lansing MI

—July 24, 2012—

Joseph D. Sarafa 4th Annual Scholarship Luncheon

Detroit Institute of Arts, Detroit, MI

CareTek

G-5115 Miller Rd., Flint, MI 48507
Serving Local Businesses Since 1981
www.caretekinc.com

Detroit: (866) 593-6100
Flint: (810) 239-6100
Brighton: (810) 229-8417
Trav. City: (866) 593-6100
Email: Care_Tek@yahoo.com

Cash Register Sales & Service

Retail Touch Screen Point-of-Sale
Systems & Software

Cash Registers & Supplies, Setup & Service
Most Major Brands Available
Samsung, Royal, Sharp, NCR, Casio, TEC

POS & Electronic Cash Registers



Surveillance Cameras

Ceiling Domes, Pan Tilt Zoom Cameras,
CCTV Lenses, Enclosures, Adaptors,
Wireless Solutions, Hardware & Software
Packages, Installation

Custom Music Systems

New & Used, Parts & Service,
Networking Products, Scanners, Wireless
Networking for Retail Convenience Stores,
Lounges, Restaurants, Wireless Drive-Thru
Headsets, etc.
Now Servicing Positouch Systems!



3x3 Bond Paper (50 Rolls) \$39.00/box
+ Tax & Delivery
3-1/8 Thermal Paper (50 Rolls) \$49.00/box
+ Tax & Delivery
\$5.00 OFF—5 Case Minimum Purchase
Coupon Expires 6-30-12

www.microsale-pos.com
Software Reseller

Member:
Michigan Restaurant Assoc.
Great Lakes Ice Cream Assoc.
Michigan Dairy Queen
Assoc.

We believe in supporting
the hands that feed us.



Heeren Brothers
Your Home for Michigan Produce



For further information, please contact our sales staff.
1060 Hall Street SW | Grand Rapids, MI | 616.452.8641 | 800.632.9137 | www.heerenbrothers.com

Centrella
SINCE 1917

Pay less, more profits. The strength and power of Central Grocers.

Central Grocers, Inc. is a member's owned grocery wholesaler that was formed in 1917. Operating as a cooperative, Central Grocers, Inc., a \$1.8 billion company in 2010, supplies and services over 400 independent grocery retailers in the Illinois, Indiana, Wisconsin, Iowa, and Michigan area.

10%

Guaranteed rebate program on produce

\$41m

Total Rebates paid last year

Rebates paid quarterly

1,135%

Increase in Class B stock over the past 12 years

Lowest cost of goods-guaranteed

14.6%

Total Company Sales Increase from 2009-2010

Rebates equal 4.5% of purchases

\$100,000

Average Rebate per store

If you are not already a member, call **Ken Koester**, to find out how our new million square foot cooperative distribution center in Illinois can benefit you at **815-553-8856**.

Centrella
SINCE 1917





We believe that every day is independent's day.

When you partner with Spartan, your independent store becomes bigger and better. We offer over 100 different services to help your business succeed, including: advertising, research, category management, print and development and more. Add in 40,000 competitively priced private and national brands and you're on the shoulders of a giant.

At Spartan, the independent retailer is why we exist and we never forget it.

Call Jim Gohsman at 616-878-8088 or visit us at www.spartanstores.com.

