



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

Associated Food Dealers
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and its affiliate, Package Liquor Dealers Association

July 1998

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Legislative Update

Vice President Gore launches computer network to fight foodborne illness

Recently, Vice President Gore announced a new national computer network, PulseNet, that will identify outbreaks of foodborne illness. It will be "five times faster at identifying and combatting foodborne illness," according to the Clinton administration. PulseNet will enable public health laboratories across the country to use the Internet to provide alerts when outbreaks of foodborne disease occur. "In as little as 48 hours, PulseNet can identify rogue *E.coli* strains in foods by identifying the distinctive DNA fingerprints of pathogens found in both food sources and the patients suffering from gastric illness," according to the administration. "In 1993, it took three weeks to track a rogue *E.coli*

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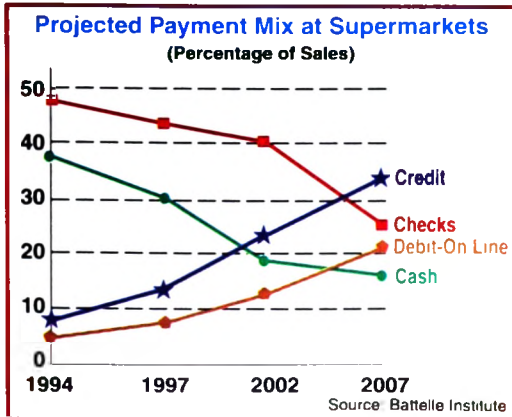
Don't miss the 1998 Taylor Summer Fest "Rockin' in the Park." It all takes place Friday, July 10 and Saturday, July 11 at Heritage Park in Taylor. Sponsored by Budweiser, WRIF FM and WYCD FM, proceeds benefit Alternating Hemiplegia Foundation. This year the festival features Eddie Money and a lineup of 10 other hot bands, a fireworks presentation and a chili cook-off. For more information, call Richard George at Wine Barrel Plus (734) 762-0020.

Golf for Scholarships

Get in the swing and on the right course for education at the 1998 AFD Scholarship Golf Outing. It all takes place Thursday, July 23, at Wolverine Golf Course. We'll have a 10:00 a.m. shotgun start, plenty of great food, goodie bags, fabulous prizes and a steak dinner you can't beat! Best of all, proceeds raised help to provide 25 scholarships for students from the food and beverage industry. Meet this year's scholars on page 34 then meet them in person at Wolverine! Call Tom Amyot at (248) 557-9600.



Scholar Scott Trudeau



County sheriffs join with the coalition for responsible tobacco retailing

Here's the latest news on youth tobacco enforcement in Southeastern Michigan from Wayne County Sheriff Robert Ficano.



Sheriff Ficano

The Michigan Department of Community Health recently received approval from the United States Food and Drug Administration (FDA) to set up inter-governmental agreements with local agencies to strengthen youth tobacco enforcement. Michigan was divided into seven regional enforcement zones, with the southeastern Michigan area being designated as Region Seven. It includes Macomb, Monroe, Oakland, Washtenaw and Wayne counties. The Wayne County Sheriff's Department is the lead enforcement agency of a new five county task force

set up as a result of the grant.

A few weeks ago, AFD and county officials met to enhance cooperation between the retailers and law enforcement officers. Several agreements were reached by AFD President Joe Sarafa, AFD Deputy Director Daniel Reeves, Ralph Kinney, Director of Drug Prevention for the Wayne County Sheriff's Department, and Vel Revels, Tobacco Manager for the Wayne County Health Department.

1. On June 22, a Police-Business Owner training course was presented for AFD members on how to identify fake, forged and fraudulent I.D. Cards. This will help prevent the sale of tobacco and alcohol to minors with fake identification, it will also be useful for check cashing.

2. The Task Force will conduct both demand reduction and supply reduction undercover activities. This balanced approach ensures that the task force targets the minors who are buying tobacco and alcohol as well as retailers who may be selling these products to

See Tobacco, page 37

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match
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over
2 million
prizes!**



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 This game requires little or no brain activity. Drink Pepsi, Diet Pepsi and Mountain Dew products and save your gamepieces from specially marked packages. Match the words found under bottle caps, inside can cartons and on fountain cups, complete a Pop Culture phrase and you win cash or any number of cool Pop Culture prizes. There are also instant-winning gamepieces. So drink up and get in the game. No purchase necessary.

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Chairman's Message

There are benefits to belonging



by Bill Viviano
AFD Chairman

Looking back on the years I have spent on the AFD Board, I am very pleased with the progress we have made. Your Board spends countless hours working on programs, services and legislation that will help our industry.

I am often asked, "Why should I belong to AFD?" My usual answer is that we provide programs that can help you do your job better, easier and save you money. I then go into

a description of our Visa and MasterCard program, Blue Cross/Blue Shield health insurance, North Pointe liquor liability insurance and numerous other services. I also explain our cellular phone program, our Ameritech pay phone program, our coupon redemption program and our educational video library.

If that isn't enough, I tell my guest how we represent your interests in Lansing, as the voice of the food industry.

But many times, members and non-members alike, don't take the time to find out all the things we have to offer and how rewarding it is to be a contributing part of our organization. I recently ran across a poem that DAGMAR sent to their members in 1962. It is as relevant now as it was then:

Don't Just Belong by Dolph Jansen

Are you an active member
The kind that would be missed
Or are you just contented
That your name is on the list?

Do you attend the meetings
And mingle with the crowd,
Or do you stay at home
And crab both long and loud?

Do you take an active part
To help the group along?
Or are you satisfied to be
The kind to "just belong"?

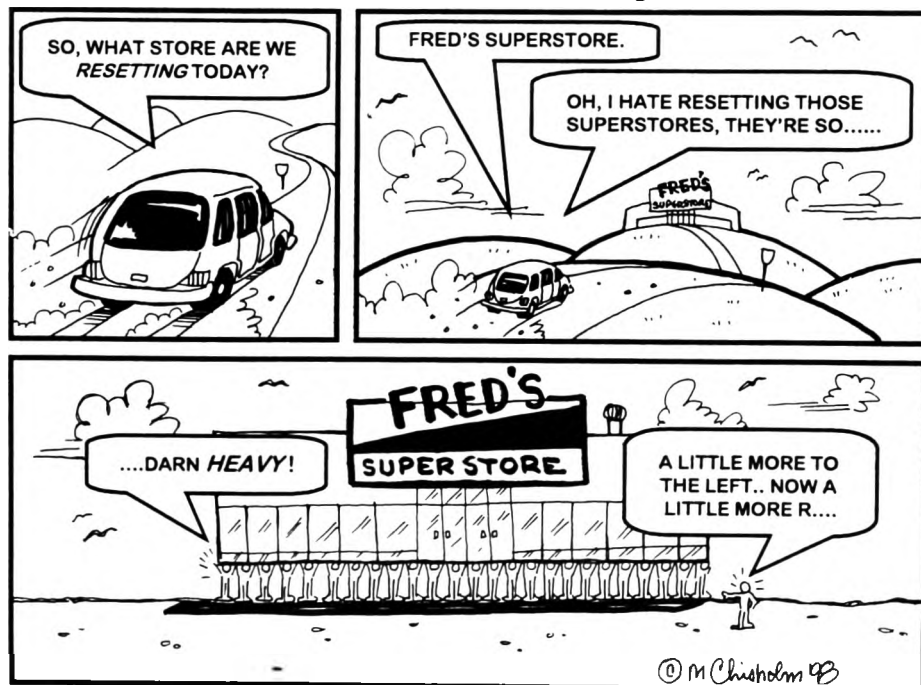
There is quite a schedule
That means success, if done,
And it can be achieved
With the help of everyone.

So attend the functions regularly
And help with hand and heart,
Don't be just a member,
But take an active part.

Think this over, members,
Are we right or are we wrong?
Are you an active member?
or DO YOU JUST BELONG?

Minding the store

By Matt Chisholm



Frivolous lawsuits

Lawsuits you've never heard of are piling costs on you and your business

by Robert B. Dorigo Jones
President, M-LAW

Michigan Lawsuit Abuse

Watch, a citizens group that serves as a watchdog over our courts, has begun a public education campaign to increase awareness of the high price consumers pay for living in the most litigious society on earth.

"Litigation has created what amounts to a 'lawsuit tax' that is part of the cost of everything we buy," notes Beth Thieme, the founder of Michigan Lawsuit Abuse Watch, also known as M-LAW. "It represents as much as 30 percent of the cost of a stepladder, over 95 percent of the cost of some childhood vaccines and actually exceeds the cost of making a football helmet."

Thieme, a businesswoman and mother of four from Saginaw County, says most people are surprised to hear that the lawsuit tax is estimated to cost every Michigan citizen nearly \$1,200 per year. She and supporters across the state believe M-LAW's public education efforts will pressure courts and policy makers to eliminate this burden on Michigan families, communities and job providers.

Notable Michiganians join effort to fight junk lawsuits.

Already, the M-LAW effort has attracted widespread support from notable Michigan leaders.

Angelo S. Lanni. M-LAW's vice-chair is a businessman and community activist from Macomb County. An executive vice president of Florence Cement Company, Angelo served as past president of the Italian-American Chamber of Commerce of

Michigan. He has also raised thousands of dollars for Boys Town, a charity for underprivileged children.

Dr. William B. Allen. A nationally-known educator, Dr. Allen is Dean of James Madison College at Michigan State University. He also served as a member and chairman of the U.S. Commission on Civil Rights. Dr. Allen has been a Kellogg National Fellow and Fulbright Fellow.

William Laimbeer Jr. Widely known for his accomplishments on a different court, Laimbeer is currently president and COO of Laimbeer Packaging.

Dr. Lawrence W. Reed. President of the non-partisan Mackinac Center for Public Policy, Dr. Reed has been a leader in promoting public policies that strengthen Michigan's culture and improved quality of life.

Bill Shepler. President and owner of Shepler's Mackinac Island Ferry Service, Bill Shepler is a familiar name to anyone who has traveled to Northern Michigan. Mr. Shepler also serves on the Board of the Michigan Chamber of Commerce, and is a Commissioner on Michigan Travel.

Ted Wahby. The elected Macomb County Treasurer, Mr. Wahby is also a member of the Michigan Transportation Commission. He served as Mayor of St. Clair Shores from 1983 to 1995.

It is M-LAW's hope that after reading this, you will join M-LAW's effort to cut costs on your family by ending lawsuit abuse. To find out more call M-LAW at 888-321-MLAW or visit their web site at www.mlaw.org

Looney Lawsuits

• In November, 1996, a Lansing man sued the state of Michigan for \$1 million because, he says, he caught cold in the drafty old Capitol rotunda. A spokesperson for the Michigan Attorney General said, "as ridiculous as this seems, we have to take it seriously. One of our assistants will have to spend time on this lawsuit, so it ends up costing taxpayers money."

• Westland Sports Arena was sued by a hockey coach who stepped in to play goalie-without a face mask or helmet. A puck was deflected and hit the man in the eye. He sued the sports arena-and the taxpayers of the city since Westland operated the facility-because he claimed the end of the rink was not lighted properly.

Facts about lawsuits abuse that will leave you shaking your head in disbelief

Lawsuit abuse affects virtually everyone, no matter how selfless their work or how important their mission.

Girl Scouts in the metro Detroit area must sell 36,000 boxes of Girls Scout cookies each year just to pay for liability insurance.

The Detroit Free Press, December 4, 1997.

The estimated direct cost to Americans of our civil justice system is \$152 billion. That is 2 1/2 times the amount spent on police and fire protections.

Tort Cost Trends: An International Perspective, R.W. Sturgis, published by Tillinghast, Towers Perrin, 1995.

Production of life-saving medical devices is in jeopardy because of lawsuits.

Each year, more than 7.5 million lives in this country are either saved by implantable medical devices—like pacemakers for heart patients or shunts for hydrocephalus—or improved by products like replacement eye lenses for cataracts and balloon angioplasty devices.

Unfortunately, a recent study reveals that at least 75 percent of suppliers of biomaterials used to make medical implants have BANNED sales to U.S. implant manufacturers. In deciding to sell or not to sell to the implant market, risk of legal liability was a key factor for 100 percent of suppliers.

— Study by New York-based Aronoff Associates entitled "Biomaterials Availability: a Vital Health Care Industry Hangs in the Balance."

Calendar

July 10-11

Taylor Summer Fest "Rockin' in the Park"
sponsored by Budweiser to benefit Alternating Hemiplegia Foundation
Heritage Park, Taylor
(734) 762-0020

July 23

AFD Annual Golf Outing
Wolverine Golf Course
Macomb, MI
(248) 557-9600

August 26

21st Annual Ben Celani Golf Day Benefit
Call Action Distributing
(734) 591-3232

September 9-10

Loyalty Marketing Seminar
Chicago, IL
(202) 452-8444

October 4-6

MealSolutions 98
Tampa Convention Center
Tampa, Florida
(202) 452-8444

October 29

Dracula Day & Harley Give-Away
Sponsored by Melody Farms
for Alternating Hemiplegia Foundation
(734)762-0020

Statement of Ownership

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AFD works closely with the following associations:



NAWGA



FOOD INDUSTRY ASSOCIATION EXECUTIVES

AirTouch Cellular introduces Mobile-to-Mobile program

If you have a fleet or use mobile-to-mobile phones, AFD and AirTouch Cellular can save you money.

Since increased productivity is the name of the game for cellular phone users, putting someone in the field no longer means putting them out of touch. This new AirTouch Cellular Mobile-to-Mobile program gives a big boost to that equation by providing customers with an opportunity to reduce airtime rates.

Mobile-to-Mobile is an option that can be added to any rate plan and will enable you to save money, through reduced airtime rates, when you make a call from your cellular phone to any other AirTouch Cellular mobile number.

When calling from your home market to any other AirTouch Cellular Michigan or Ohio cellular number under the Mobile-to-Mobile program, airtime charges can be reduced to a fraction of the cost of normal cellular rates.

Coupled with savings from your AFD rate plan with AirTouch Cellular, the Mobile-to-Mobile program savings are a major incentive to promote optimum productivity through wireless communications.

Mobile-to-Mobile package options are as follows:

Package	Minutes	Monthly fee
50	50	\$ 5.00
150	150	\$10.00
300	300	\$15.00
Unlimited	Unlimited	\$20.00

This program is available to both new and existing customers, and can be added to any rate plan. Your Mobile-to-Mobile minutes can be used at any time of day, require no extra steps, and count toward lowering your airtime rates on tiered rate plans. Mobile-to-Mobile can also be combined with AirTouch's Unlimited Weekends or Unlimited Nights and Weekends packages for even greater savings.

For more information on the Mobile-to-Mobile program, or any AirTouch Cellular service, please contact your local AirTouch Cellular Sales & Service Center or Authorized Agent or call 1-800-AIRTOUCH.

Governor Engler says thanks

Dear AFD:

As Governor of the State of Michigan, it gives me great pleasure to express my appreciation for your efforts to prevent alcohol abuse.

Many lives have been touched through your outstanding service as a trainer in the Training for Intervention Procedures program. The role that you serve as a trainer in this program decreases the amount of drunk driving accidents that occur on Michigan's roads and highways. Every person that seeks help after an intervention, has potentially had their life saved. It is impossible to measure the amount of lives that you have saved while dedicating yourself to this community service.

Your selfless and inspirational service exemplifies how one person can make a profound difference in the lives of others. It is my hope that you will continue to provide moral guidance and alcohol education to the citizens of Michigan for many years to come!

Once again, on behalf of the citizens of our Great Lakes State, I thank you for your dedication, commitment and compassion. Best wishes to you for continued success and happiness.

Sincerely,

Governor John Engler

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Blooming in Bay City

by Ginny Bennett

Marilyn Jonas embodies the phrase, "bloom where you are planted."

Jonas is the owner of Danny's Food Market on the south side of Bay City. The store is approximately two miles off I-75 on M-84 at Salzburg Road.

Straightforward in her demeanor, Jonas appears to be a "take charge" individual who attributes her success to her ability to manage her time wisely and pay close attention to every aspect of her business.

Originally her grandfather's store, Danny's Food Market was new in 1947. Jonas' mother, Domicella, bought it in 1952. Marilyn began helping in the store when she was nine years old. She bought the store from her mother on January 1, 1980 and has managed it on her own for the last eighteen years. With an air of confidence, Jonas says, "That is



Danny's Food Market owner Marilyn Jonas is in the store seven days a week.

quite an accomplishment considering that on average small stores like this one last about six years." She acknowledges that her good employees are integral to her success. Judy, her assistant manager, works full time and doubles as a short-order cook when lunch time comes. She has worked for Jonas for three years

and expanded the menu to include chili, salads, polish dogs with kraut and other hot-lunch specialties. Every offering is house made and freshly prepared to order. Judy is Jonas' "right hand" and brings 17 years of experience to the job. She worked for Giant until they closed. Jonas also employs Lisa, full-time, and

Kim, part-time.

Marilyn Jonas says, "people like to see the owner." So, in spite of her reliable staff, Jonas is in the store seven days a week and hasn't taken a vacation in 20 years. "I just can't walk away," she says.

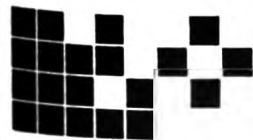
While Judy cooks, Marilyn cleans. The compact store sparkles and is very neat. "If I'm out of it (referring to a product)," she says, "I go get it." Danny's is located about three miles from United Wholesale and she goes there to stock up three to four times a week. Jonas says it is important to not let inventory lapse. It pays to keep well stocked. During a recent Sunday morning storm and the ensuing power outages, Jonas kept her customers well supplied with ice. She is always prepared.

Danny's Food Market sells groceries, beer, wine and

See Bay City, page 9

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Bay City
Continued from page 7

cigarettes. Jonas is planning to someday sell the winning lottery ticket, too. There is also one small, refrigerated case of packaged meats and cheeses. Every Friday a local bakery delivers loaves of baked bread and pies made-to-order. Jonas keeps trying to secure a liquor license. "I'm aware of the hassles involved with the sale of liquor but I'm ready to take that on," she says. Jonas hasn't, so far, been successful.

Some of Danny's Food Market's customers don't even need to come to the store to get good service. They call and order their lottery tickets or newspapers to be set aside. They are treated pretty well, or even royally, but Jonas has known many of her customers through a couple of generations and says they are really nice people. She knew them when they were kids together and now she knows their kids.

Marilyn Jonas and Judy agree that it is fun working at the store. Although Marilyn studied to be a social worker in college, she never really considered working anywhere other than her mother's store. She says that social work involves working with people and she gets to do that every day. Judy agrees, "every day here is different." The two women have many stories to tell about the people they meet and things that happen.

They are always willing to set newspapers aside for customers who can't pick them up for one reason or another. They do the same for lottery tickets. "We spoil our customers," Judy says.

Over the years Danny's Food Market has sponsored a number of teams. Jonas played on some of them, too. She finds time to occasionally spoil herself with a round of golf. She also enjoys fishing. She says she played more strenuous sports before "Arthur" came around, referring to arthritis which may have been aggravated by years of lugging heavy cartons.

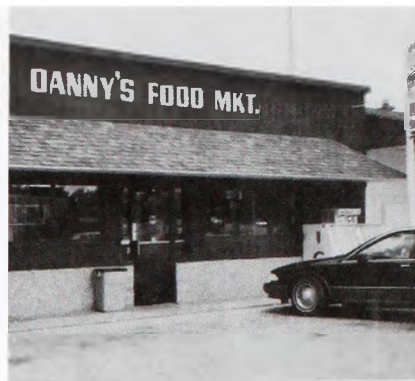
Enthusiasm for her business is quite evident and even after 18-plus years Jonas still greets each day with optimism and a sense of humor. Even a recent robbery didn't appear to dismay her. It was the only time that it has ever happened and pretty remarkable, she says, in that "they" took the

lock right out of the door.

For Marilyn Jonas, every day is different and interesting regardless of what the day brings. Her positive attitude mandates that she bloom where she is planted. And that is being at Danny's Food Market in Bay City where she has always wanted to be.



Jonas depends on her good employee Judy (l), "my right hand."



Danny's Food Market in Bay City

AAHHHHHHHHHHH.

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Representative**

Making the foodservice decision

A significant change has occurred in the foodservice industry—increasing numbers of time-starved consumers are spending increasing amounts of their food dollars for meals prepared outside the home. This “sea-change” in behavior has not gone unnoticed by the

convenience store industry, as operators rapidly implement foodservice at their stores.

But while some convenience store companies have realized foodservice success, others have learned a hard lesson: foodservice is dramatically different from traditional convenience store

retailing and, as such, it presents many challenges.

Foodservice opportunities

Convenience stores are implementing foodservice for one reason—opportunity. That opportunity takes various forms:

Higher margins: Gross margins in branded foodservice can run 60 percent higher than almost any other convenience store product category. Although the labor percentage for a quick service restaurant (QSR) is far higher than the average convenience store, the profit after labor and cost of goods sold runs 30-40 percent versus 12.6 percent for convenience store concepts.

Reduced reliance: Foodservice can reduce reliance on traditional merchandise categories such as alcohol, tobacco and gasoline. Consumers attracted by foodservice may also make other purchases, thereby increasing overall sales.

Image enhancement: A well-run, credible foodservice operation can enhance an operation's overall image and market position, especially if the operation has a quality image.

QSRs and convenience: QSRs fit well with the convenience store mission of providing consumers with convenience, speedy service and hassle-free shopping.

Brand equity: Co-branding alliances with strong national QSR brands can enhance the convenience store's marketing positioning by “borrowing” the QSR's brand equity.

QSR Learnings: The management tools and techniques developed in the highly competitive, labor-sensitive foodservice industry can be useful to convenience store operators.

To assist operators in evaluating their opportunities, the NACS Foodservice Guidebook has been developed to help convenience stores determine if their company should offer foodservice, determine what kind of foodservice to offer, and assist companies in profitably running their foodservice operation. To order a copy, call NACS at 1-800-966-6227.

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MLCC holds public hearing

The Michigan Liquor Control Commission will hold a Public Hearing at 10:30 a.m., Wednesday, July 8, 1998, in the Michigan/Huron Room at the Holiday Inn of Alpena, 1000 US 23 North, Alpena, Michigan.

The Michigan Liquor Control Code, Section 215(2), MCL 436.1215(2) (formerly Section 7 of

the Michigan Liquor Control Act, MCL 436.7), provides that two such hearings shall be held each year for the purpose of hearing complaints and receiving the views of the public with respect to the administration of this Act. All government and enforcement officials, licensees and any other persons interested in the operation

of the Liquor Control Commission are welcome to attend.

Members of the Commission will conduct the hearing and a discussion of the Liquor Control Act and its administration will be followed by a question and answer period in which the public will be invited to participate.

Did you know this about social security?

Social Security is a pay-as-you-go plan. Today, benefits are paid out of today's tax receipts. If more money is needed to meet Social Security payments today, Congress will likely do what it has done for 60 years - merely raise the Social Security payroll tax rate (up from 2 percent to 16 percent at present). Few employees realize that both the company and they, the individual worker, pay out \$2,000 each on a \$25,000 salary.

If, by chance, more money comes in than needed in any year, those funds do not go into a Social Security fund to help any upcoming Social Security payments. Instead all extra funds are invested in special nonmarketable treasury bonds. These excess funds collected from workers and companies with Social Security are used to pay any deficits in all of the other funds of the federal government - not in a fund for future Social Security recipients.

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WIC VENDOR NUMBERS

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If you have questions regarding WIC payments, call Pauline Vanek: (517) 335-8983

If you have questions regarding your WIC application or your WIC contract, call your Vendor Relations Analyst (see list below). If you do not know your analyst's name, call the Vendor Relations Unit: (517) 335-8937

Ana Archer (517) 335-8927
Rose Hughes (517) 335-9203
Tom Loveland (517) 335-8882
Mike Perrelli (517) 335-9201

FAX (517) 335-9514



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New activations only. Limited to certain rate plan. \$99 applies to access only. On 1/1/99, regular monthly access applies. Credits for monthly access and free weekend calling begin on second bill. Weekend calling feature includes off-peak hours from Saturday a.m. through Sunday p.m. and continues after fourth bill at \$9.99 per month until canceled. Free airtime in Home calling area only. Other restrictions apply. Airtime, roaming, toll, long distance, and taxes extra. Offer ends 8/22/98. AF-COR2-SU



Muscular Dystrophy Association shopping for a few more smiles



The Muscular Dystrophy Association (MDA) in partnership with SALES MARK announced the start of their 9th Annual Aisles of Smiles program. As one of the world's most successful charitable events, Aisles of Smiles offers manufacturers a high-profile way of demonstrating their company's concern for MDA's fight against

Muscular Dystrophy...a series of more than 40 neuromuscular diseases that destroys smiles as it destroys muscles, cheating those affected who are often children, of the pleasures of life that we take for granted.

SALES MARK is teaming up with grocers throughout the state to take part in "Aisles of Smiles"

as manufacturers of products agree to donate a portion of each customer's purchase to MDA. The contribution, made from sales between August 3 through September 11, 1998, will be made on the 33rd Annual Jerry Lewis MDA Labor Day Telethon. The Telethon is carried live by over 200 "Love Network" television stations beginning Sunday evening, September 6 through Monday evening, Labor Day on the 7th.



SALES MARK's Don Gundt at the Aisles of Smiles kickoff party.

Ringmolds • Bun Mixes • Frozen Bun Dough • Pre Baked Pies • Salad Dressings • Individual Condiments • Chips & Crackers • Sliced Cheeses • Summer Salads • Bulk Meats For

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The MDA is a national voluntary health agency which operates clinics in Detroit, Grand Rapids, Flint, Midland, Lansing and Kalamazoo; and offers week-long camp sessions for MD youngsters at camps near Detroit, Grand Rapids, Lansing and Flint/Saginaw. MDA's programs also include community services and far-reaching professional and public health education. It is consistently recognized by financial, general and nonprofit sector media for its cost efficiency.

Sixteen manufacturers will contribute a "cents per case" contribution to MDA on total shipments during the program period and promotion allowances for each participating brand. Over the past eight years, Aisles of Smiles has delivered over \$675,000 to help Jerry's kids. Last year they raised \$122,000, their goal this year is \$140,000.

Retailers can participate by utilizing point-of-sale materials promoting the "Aisles of Smiles"

See Aisles of Smiles page 37

14..... AFD FOOD & BEVERAGE REPORT, JULY 1998

ATTENTION ALL GOLFERS:

Get in the Swing and Get on the Right "Course" for Education at the 1998 AFD Scholarship Golf Outing!

Thursday, July 23, 1998

at Wolverine Golf Course

10 a.m. Shotgun Start



Last year, your sponsorship dollars helped to provide 25 scholarships for students from the food & beverage industry.

This year, AFD has pledged even more money to help develop these deserving young minds.

Complete Eagle, Birdie and Par Sponsorship Packages and General Foursome are now available.

Call Tom Amyot at (248) 557-9600 for details.



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COCONUT FLAVOR



SIZE	CODE #	ON	OFF	SHELF
		PREMISE	PREMISE	
		PRICE	PRICE	PRICE
1.75L	9834-6		\$21.15	\$24.86
LITER	9832-6	\$14.17	\$14.45	\$16.98
750ML	9831-6	\$10.84	\$11.05	\$12.99
375ML	9830-6		\$6.78	\$7.97
200ML	9829-6		\$4.20	\$4.94
50ML	8497-3		\$0.82	\$0.96

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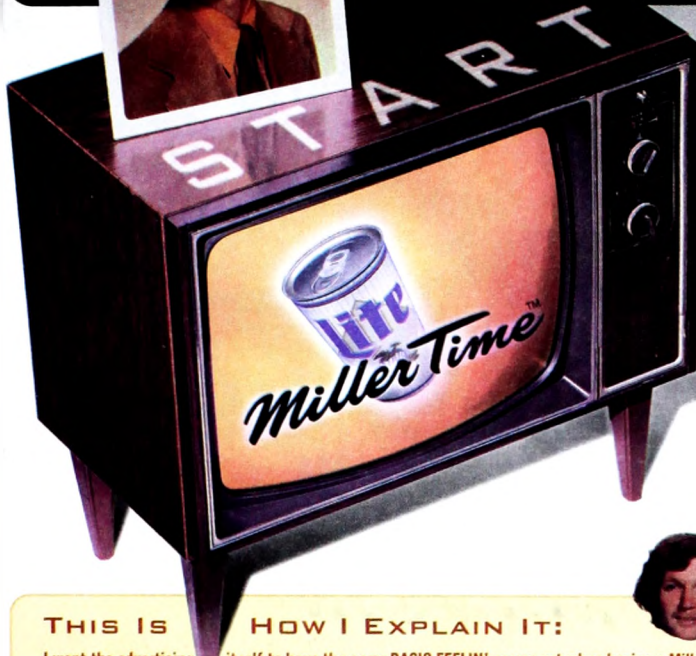
and other fine brands of beer

©1997 Miller Brewing Company, Milwaukee, WI

Dick explains:



MY NAME IS DICK. I AM THE MAN BEHIND THE MILLER LITE ADS ON TV. WHEN I CREATE MY ADS IT'S MILLER TIME FOR ME. WHEN YOU SEE MY ADS IT'S MILLER TIME FOR YOU.



MY THOUGHTS BEHIND MY THOUGHTS:
Sometimes I hear: "I love your ads on TV, but where's the LOGIC? Can you please explain it to me?!" My answer is always: "Sure, why not?" And then I explain it like this: (SEE: THIS IS HOW I EXPLAIN IT)
Many people also ask me: "Dick, what is this 'anything' that you are talking about?" My answer: It is what's in my head when I do my ads! And that can be 'anything'! This is what's in my head right now.



THIS IS HOW I EXPLAIN IT:
I want the advertising itself to have the same BASIC FEELIN' as you get when having a Miller Time. So I concluded: Why not let all commercials have a general Miller Time start? Then everybody will know it's Miller Time! Add to that the fact that: ANYTHING could happen during a Miller Time and you got: THE LOGIC! OK? For more info, just ask me. Or go to www.millerlite.com. Tx.



To the left: Made-up example of 'anything' with a SLAPSTICK twist.

To the right: Example of 'anything' from one of my commercials (Magician).



"Let's work together. I do my best to make ads. And you do your best to like 'n' understand them." (OK, you might still not understand everything 100%. But 90% is better than 70%!)

Dick
THIS AD IS MADE AND APPROVED BY ME (MY SIGNATURE)

All the ads on TV also have a general Miller Time end so that everyone knows the ad is over/done. As it is now.



WATCH OUT FOR DICK AND HIS MILLER LITE CAMPAIGN.

DETROIT AREA RETAILERS: When you display and sell Miller Lite and Miller Genuine Draft in July and August you will also be supporting the AFD Scholarship Fund. Once again this year, Miller Brewing Company, Action Distributing, Powers Distributing, Eastown Distributors and O&W will make a donation to the AFD Scholarship Fund for every case of 2/12 bottles sold in July and August.
THANKS FOR YOUR CONTINUED SUPPORT!

Crystal Clear. Crystal Pure.

CRYSTAL FALLS.

Natural Spring Water

Available in:

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1.0 Liter—12/Case—Sport Cap

New! 25 Oz.—24 Pack Case

Sport Cap

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SIZE!**

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1-800-686-6866 (Option 2)
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Get more Coke. You could get cash.



Look inside specially marked can multi-packs of Coca-Cola products to see if a MasterCard/Coca-Cola Cash ATM Card is enclosed or look for a Coca-Cola Cash Card game piece printed under caps of specially marked bottles.

No purchase necessary. Specially marked packages available until 8/31/98 or while supplies last. For a free game piece and Official Rules by which all entrants are bound, send a SASE to: Coca-Cola Requests, P.O. Box 4590, Blair, NE 68009-4590 to be received by 10/2/98. Limit one request per outer mailing envelope. To hear complete rules, including claiming/redemption instructions, call 1-800-917-2653. Claims must be received by 11/2/98.

Ask your Coca-Cola Representative
how you can participate in the
Coca-Cola Card Program ...
DON'T MISS IT!

Increased importance of electronic marketing

A recently released study by the Food Marketing Institute (FMI), the 1997 Electronic Marketing Survey of Food Retailers, revealed that supermarkets are seeing increasing activity from a variety of electronic-based initiatives, especially frequent shoppers programs and on-line marketing.

The survey noted that frequent shopper programs are attracting and retaining profitable customers, who spend an additional \$12 per transaction than non-frequent shoppers. More than 60 percent of retailers say they are planning to put frequent shoppers programs in place. The study notes that when retailers save the consumer purchase data, they can target specific consumers through direct mail campaigns. When comparing frequent shoppers to other consumers there was a one percent increase in average gross margin, a six percent lower customer defection rate and an increase in store visits (0.7 times more per week).

Also the study showed that at least 30 percent of retailers are planning to pursue an on-line marketing strategy. Label Plus, a company specializing in electronic marketing, has more information. Call Marilyn Bush at 1-800-727-1976.

Anheuser-Busch, Miller settle lawsuit

Anheuser-Busch Companies, Inc. announced it has reached an agreement to settle its lawsuit against The Miller Brewing Company, Inc. The lawsuit was filed in February by Anheuser-Busch when Miller sought to terminate distribution contracts for Miller beers with 50 beer wholesalers who sell both Anheuser-Busch and Miller products.

"We're pleased to resolve this matter in a way that makes clear our wholesaler Equity Agreement is not in conflict with the Miller wholesaler agreement," said Patrick T. Stokes, president, Anheuser-Busch, Inc.

"At the same time, we continue to believe since we're the principal supplier to our beer wholesalers, we're entitled to greater efforts in sales and services to our customers."

Specifically, Anheuser-Busch agreed to send a letter to joint Anheuser-Busch/Miller beer wholesalers to further reinforce there are no requirements in Anheuser-Busch's contract which suggest these wholesalers diminish or lessen any efforts required by the Miller agreement.

In return, Miller agreed to drop its counterclaim against Anheuser-Busch. Miller also agreed to drop separate lawsuits filed against a handful of joint Anheuser-Busch/Miller beer wholesalers. No additional terms were disclosed.

Food Facts

Interesting trivia for the next time you're at a party and there is a lull in the conversation:

Five Jello-O flavors that flopped: celery, coffee, cola, apple and chocolate.

The three most valuable brand names on earth: Marlboro, Coca-Cola and Budweiser, in that order. —First Draft



Redeem your manufacturers' coupons with us . . .



It's That Simple! You can count on us!

Over 250 AFD grocers use our coupon redemption service . . . this is proof we do it the way grocers like it.

- 1** Put your coupons in a box or strong envelope. (No need to count or sort).
- 2** Bring your coupons to AFD.
- 3** Cash your check.

THAT'S IT! . . . THE REST IS OUR JOB!

- Quick, efficient and accurate processing of your coupons is started immediately.
- We will send you a check for full face value of all acceptable coupons.

YOU CAN COUNT ON US—WE'RE



Award-winning restaurant offers sauce for sale

Fresh sauces of Veneto now available in Michigan

The aroma of fresh tomatoes, basil, garlic and parsley simmering in the kitchen can be wonderful and comforting. Unfortunately, some of the simple pleasures of yesterday—like the smell of home-cooked sauces—lost in the fast-paced environment in which we now live.



Café Cortina, a Farmington Hills Italian Ristorante has been perfecting their sauces for over 20 years. Customers have long enjoyed the restaurant's sauces that all begin with ingredients from Cortina's back yard garden. Now the only Italian restaurant in Michigan to receive the prestigious DiRoNA Award has packaged its popular Pomodoro eeneziana pasta sauce for retail sale.

Intended for the refrigerated supermarket section, this sauce makes simple pasta a special Venetian treat. Available in 16-ounce jars, the sauce is made with plum and crushed tomatoes, onions, celery, carrots, olive oil, a pinch of sugar and salt, canola oil, basil, bay and citric acid. The Venetian-style sauce is the first in a line of sauces the restaurant hopes to offer, says Adrian Tonon, Café Cortina co-owner and developer of the sauce.

Ristorante Café Cortina is one of only 699 restaurants nationally to have earned the DiRoNA award. The restaurant is located at 30715 West 10 Mile Road, in Farmington Hills. For information on ordering the sauce, call Adrian at (248) 474-3033.

Pointe Dairy offers extended shelf life milk

Pointe Dairy Services now offers Borden's Extended Shelf Life paper half gallon milk in homogenized, 2 percent reduced fat and fat free (skim). These products feature a 30 day minimum shelf life. Call Pointe Dairy Services at (248) 589-7700 for more details.



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Bonus Lotto Commission!

Throughout August and September 1998, the Michigan Lottery will award a special \$10,000 bonus commission to any retailer that sells a jackpot-winning Michigan Lotto ticket. As with all special redemption commissions, the jackpot-winning ticket must be redeemed in order for the retailer to collect the \$10,000 commission.

Combating the summer slowdown



by Commissioner Bill Martin

It's a predictable pattern in the lottery industry: when temperatures heat up, lottery sales tend to cool down. The summer months present a recurring challenge to retailers who want to maintain and even increase their level of Lottery sales. Well, there is always a way to "beat the heat!"

Remember, the sale starts with you. Pretend you're a potential customer walking into your store

for the first time. Are you greeted with a variety of tickets, eye-catching point-of-sale materials and friendly staff?

Take advantage of the tools available to you. With each new game introduction, the Lottery provides plenty of marketing support for your in-store displays. Take a moment or two to create ticket displays that will generate interest and excitement in your Lottery customers.

While it's true that it helps to "ask for the sale," a more important factor is how you ask. Enthusiasm is contagious and if you and your staff show interest in your Lottery products, I bet your customers will be too. The Lottery is about fun, entertainment and a little dreaming. With your assistance, your customers can learn about new Lottery products and you can earn bigger sales commissions.

Jackpot-size checks! Recently I had the pleasure of awarding the single-largest check – \$12,470,907 – in the history of the Michigan Lottery to the TAM Lottery Club of Cheboygan. The two club members held the sole winning ticket in the April 1 Lotto drawing. They selected the cash option payment and received their one-time check equaling the present cash value of that day's \$24 million jackpot. That winning ticket was sold at Court Street Party Mart in Cheboygan.

The Big Game produced a big jackpot-winning ticket in Michigan recently as the 10 member "Over Due Lotto Club" collected a \$22 million jackpot in the June 9 drawing. Members of the Pontiac-based club collected the first installment on their winnings, worth \$1.1 million before taxes. The winning ticket was sold at Joslyn Market in Pontiac.

All Star Marketer. Coming up with innovative ways to attract and retain Lottery customers isn't easy, but the Michigan Lottery has a definite advantage. Tom Egan, the Lottery's deputy director for marketing, was recently named the year's best All Star Marketing Director.

See Lottery page 37

Here's why the Philip Morris family of companies calls Michigan home.

The operating companies of Philip Morris Companies Inc. – Kraft Foods, Inc., Miller Brewing Company and Philip Morris U.S.A. – employ 1,740 people in communities throughout Michigan.

That means: □ \$447 million worth of goods and services in the state, including \$36 million worth of agricultural products from Michigan farmers



□ These purchases generate more than 1,140 jobs and \$14 million in compensation □ More than \$514 million in federal and state taxes paid or generated in Michigan.*

We're proud to call Michigan home.

* Public Notice (Operating Companies) Confirmed. State University Board of Trustees Report. For the year ended December 31, 1996.



Kraft Foods, Inc.
Miller Brewing Company
Philip Morris U.S.A.

A large bottle of wine, please!

by Charles W. Webb, M.D.

Historically, wine has been bottled and distributed in the classic 750 milliliter wine bottle. This tapered-neck container has become familiar to everyone who has ordered a bottle of wine at a restaurant or drawn a wine cork in the comfort of their home. Of late, some of the oversize wine bottles have been surfacing in retail stores and benefit auctions as novelty items for collectors. These larger bottles are usually released in limited numbers, but have been used by European wineries for centuries.

Other than the magnum, which literally means "great" or "large," all bottle sizes are named after biblical kings. The only other exception to this rule is the Methuselah which takes its name from the longest-lived man in the Old Testament.

The adjacent table may help to sort out any confusion and, incidentally, help you to determine whether that Jereboam is really less expensive than four individual bottles.

Jeroboam (Hebrew meaning "may the people multiply"): The first king of Israel. (I Kings 11:26)

Rehoboam (Hebrew meaning "enlarger of the people"): The son of Solomon by the Ammonite princess, Naamah. The first king of Judah. (I Kings 14:21,31)

Methuselah (Hebrew meaning "man of the dart"): The grandfather of Noah, and longest lived person in the Bible. He died at 969 years of age. (Genesis 5:21-27)

Salmanazar or Shalmaneser (Assyrian meaning "the god Sulman is chief"): The name of several Assyrian kings during the biblical period. (I Kings 16; II

Kings 8; 10; 17)

Balthazar or Belshazzar (Babylonian meaning "the god Bel has protected the king"):

Descendent of Nebuchadnezzar and co-regent with Nabonidus at the time Babylonia was conquered by Darius the Mede in 539 B.C. (Daniel 5:30; 7:1). One of the

Magi has traditionally been known by this name also.

Nebuchadnezzar (Babylonian meaning "O Nabu, preserve the offspring"): Babylonian king who ruled from 605 to 562 B.C. (II Kings 24:7; 25:7).

Written, reprinted from *Wine Country*, May 20, 1998

Bottle sizes

Size	# of bottles	Milliliters	Liters	Ounces
Bottle	1	750	0.75	26
Magnum	2	1,500	1.5	52
Jeroboam	4	3,000	3.0	104
Rehoboam	6	4,500	4.5	156
Methuselah	8	6,000	6.0	208
Salmanazar	12	9,000	9.0	312
Balthazar	16	12,000	12.0	416
Nebuchadnezzar	20	15,000	15.0	520

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SWITCHBOARDS Color Identification Series helps prevent foodborne illness

SWITCHBOARDS™ Color Identification Series from Landmark Products helps prevent cross-contamination and foodborne illness by designating cutting surfaces to specific food categories. The easy-to-use, color-coded system enables personnel to adapt quickly, without production or service slow downs.

SWITCHBOARDS surfaces, just like traditional food service cutting boards, are made entirely of high density polyethylene assuring food service professionals that the boards will withstand demanding kitchen applications.

The new SWITCHBOARDS Color Identification Series comes in six color-coded categories: Dairy (white), Fruits & Vegetables (green), cooked foods (tan), Meat (red), Poultry (yellow) and Fish (blue).

Landmark Products Corporation manufactures food storage and food preparation safety products for both large and small volume commercial and institutional kitchens. For more information, please contact Landmark Products Corporation at 1-800-229-8099.



A name, a taste, you'll never forget.

Hot Special Brew to offer six-times the refreshment

Special Brew, America's fastest-growing single-serve malt beverage, gets hotter this summer with the introduction of Special Brew 6-packs. Named one of Impact magazine's "Hot Brands" in 1996, Special Brew is a unique, alternative alcoholic beverage with natural fruit juices.

Previously, Special Brew was offered in only 20 ounce wide-mouth bottles and 32 ounce bottles. Four of the brand's most popular flavors, Passion, Kiwi-Strawberry, Mixed Fruit and Berry, are now sold in 6-packs of 12 ounce non-returnable, wide-mouth bottles. "Consumers bought more than 5.5 million cases of Special Brew in one year, in primarily one package size, the 20 ounce bottle," Stroh said. "The 6-packs will appeal to current consumers and it will attract new users both for its fantastic taste and unique packaging."

In addition to the four Special Brew flavors offered in 6-packs, Pineapple-Coconut, Lemon-Lime and Tropical flavors are available in 20 and 32 ounce bottles. Special Brew contains 6 percent alcohol by volume.

The new 6-packs will be promoted in-store with a variety of eye-catching point-of-sale, including bold, colorful posters, easel cards and static stickers, designed by Culver Design, of Milwaukee.

Special Brew is a product of the St. Ides Brewing Co., of Detroit.

Attention wholesalers and manufacturers

Do you have a new product, new package for an old product, a new variety of your existing product or any other product-related news? We want to feature your items in this section! The Food & Beverage Report will print new product releases as space permits. The service is free to AFD members. There is a \$50 fee for non-members. For more information, call Ray Amyot at (810) 557-9600.

Alice Shotwell-Gustafson: A Woman Of Purpose

by: Danielle MacDonald

The Associated Food Dealers of Michigan would like to pay tribute to Alice Shotwell-Gustafson, chairman and chief executive officer of Hubert Distributors, for her 51 years of dedicated service to the beverage industry. From file clerk to CEO of a company that grosses \$47 million a year - from volunteer president of her high school student union to charitable guru of the industry - Alice Shotwell-Gustafson has grown up in the beverage industry from a 17 year-old young lady to an industry icon. Her charitable activities would be hard to rival. Her leadership style of empowerment could be used as a case study in a U of M business class. Her hobbies would give any thrill seeker a rush. Alice is simply this: one of a kind. Here's how it all began 51 years ago.



In 1937, German immigrant Chris Hubert was living the American dream as owner of a trucking company on South Saginaw Road. During this time, Anheuser-Busch was in Oakland County looking for a beer distributor. The beverage industry was very different in 1937. Beer was \$2 a case, and brands like Schlitz and Goebel dominated the market. Chris and Anheuser-Busch were perfect partners. He had the trucks and they had the beer. Hubert Distributors was incorporated in 1937.

Chris' partner in the trucking company, Floyd Shotwell, also owned 40% of Hubert Distributors. Over the next ten years, Chris and Floyd worked hard growing the Budweiser business in Oakland County. Meanwhile, Alice graduated from Pontiac Senior High School in 1946 and began working in a bank. She knew almost immediately that working in a bank was not going to be her life's work. In 1947, 17 year-old Alice began her career at Hubert Distributors as a file clerk.

Chris began spending more and more time in Florida leaving the daily operations to Floyd and Alice. "In order to pay company bills, I had to mail all checks to Florida for Chris' signature," explained Alice. "Chris was ready

See **Woman of Purpose** page 30

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Detroit Edison serves up savings to food service industry

Food service facilities are generally among the largest energy consumers per square foot. And satisfying this power-hungry group is a top priority for Detroit Edison. That's why the utility has cooked up a trade alliance with commercial food service

equipment manufacturers and dealers—the Partners in Excellence Program.

“With Partners in Excellence, we're training our trade allies to help customers understand what's out there and also to choose the best equipment for

their needs,” says Donna Zalewski, Detroit Edison principal planner, Retail Customer Marketing

Great partnerships begin with trust. Lasting partnerships are built on confidence.

The idea behind this unique program is to help companies in the commercial food arena—hospitals, schools, restaurateurs, grocers, convenience store operators and other food-related businesses—understand their options for food-service equipment and operate more profitably. Through Partners in Excellence, equipment dealers throughout Southeastern Michigan can take advantage of a range of support services from Detroit Edison, including training and consulting on the benefits of all types of food-preparation equipment.

“Detroit Edison trains our trade partners to work with commercial food business owners,” says Zalewski. “Our comprehensive energy experience enables these dealers to promote smart, efficient solutions.”

“We're training food service management representatives and dealers to help customers choose the best equipment for their needs.”

Zalewski says that the Partners in Excellence program helps ensure that commercial food-service customers have competent, qualified advice about all their options before making sizable equipment purchases.

“What's unique about Partners in Excellence, is we're training food service management representatives and dealers to help customers understand what's out there and also to choose the best equipment for their needs.

“Partners in Excellence representatives are trained to find the best solution for the customer, based on a variety of factors—the applications, the available energy load, and store. More often than not, the most appropriate and cost-effective solution for food service is electric.”

To learn more about how our Partners in Excellence Program can help your food service business serve up higher profits, call 1-800-477-4747.

Great partnerships begin with TRUST. Lasting partnerships are built on CONFIDENCE.

It's great when you find someone who understands what you want and is there to help you reach your goals. That's why, as Michigan's largest electric utility, we developed our Partners in Excellence program. This program teaches select food service equipment partners how to analyze your unique energy needs in order to reduce your overall operating costs. It's a great way to begin a rewarding relationship. And it works. For a complete list of qualified Partners in Excellence specialists in your area, call us at

1-313-235-7744

We'll introduce you to some of the best partnerships your business could ever have.

Detroit Edison



A DTE Energy Company



Fresh ideas in health care for AFD members

When you visit a salad bar, you make your own choices. You build your salad with ingredients to suit your taste and nutritional needs.

When it comes to health care coverage and the Blues, just as at a salad bar, you can make your own choices too...if you belong to AFD. You can choose from Managed Traditional, Blue Preferred PPO, and Blue Care Network HMO. Each has advantages that might better suit you at different stages in your life.

You can also select from side dishes like prescription drugs, dental and vision coverage—all from the leading provider of health care benefits in Michigan. No other health care company has a larger network or better selection of doctors and hospitals.

With AFD-endorsed Blue coverage, you get the best coverage available at the best possible price and value. Contact AFD's health care/salad bar expert Judy Mansur and let her "toss" around a few ideas for you. Her number is 1-800-66-66-AFD.

For you. For life.



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A Woman of Purpose
Continued from page 27

to retire so I suggested that Floyd buy him out." In 1951, Floyd Shotwell became the sole owner of Hubert Distributors and Chris Hubert retired in Florida. In 1952, Alice and Floyd were married.

By 1960, Hubert Distributors had outgrown the facility on South Saginaw Street. They moved into a 9,600 square foot coal yard on Columbia Street which was also in Pontiac. Over the next 25 years, seven additions were put on the building to total 56,000 square feet. "The 1978 deposit law was a

major factor in the additions," said Alice. "We spent \$1.5 million in order to make room for returnables."

In 1960 Hubert Distributors, having outgrown their facility, moved to a 9,600-square-foot coal yard on Pontiac's Columbia street.

Floyd and Alice were very successful business people, but there was much more to their lives than work. Alice was an avid water skier. "Floyd drove the boat

for hours at a time so I could practice water skiing," she recalls. Alice won her first state water skiing championship at age 26, and continued to dominate the sport for five consecutive years.

Just as Alice made Floyd an instrumental part of her sport of choice, he introduced her to hunting. "In 1959, I shot the biggest buck ever taken out of the Sewan Hunt Club," mused Alice. "It was 202 pounds." Floyd was not the only one impressed with her precision as a hunter. In 1960, Alice was a guest on Mort Neff's Michigan Outdoors Program.

Alice conquered sports on land and water, and in 1971 she took to the skies. "I just decided I wanted to learn how to fly." Alice is commercially licensed to captain a 150 passenger Sabliner Jet. Her accomplishments did not go unnoticed. In 1991, Alice was appointed by Governor Engler to the Michigan Aeronautics Commission. In 1995, she was reappointed for four more years.

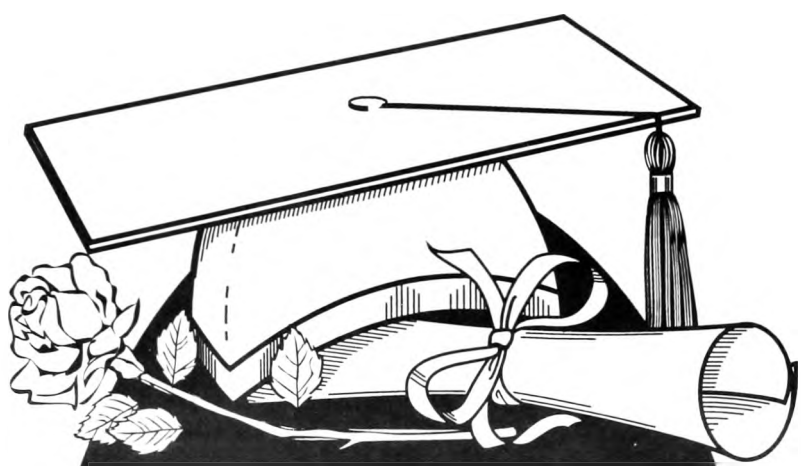
Alice is a born competitor. As she was soaring through the skies by jet, Hubert Distributors was also reaching new heights. Due to expanding sales, Alice and Floyd built a \$6 million distribution, warehousing, and administrative complex in Pontiac in 1986. Floyd died soon after the 108,000 square foot facility was opened. Although

A born competitor, as Alice was soaring through the skies piloting her jet, Hubert Distributors was also reaching new heights.

Alice and Floyd divorced in 1974, they remained very close. "He was my best friend," said Alice. "We went out for lunch every day." A portrait of Floyd Shotwell is prominently featured in the lobby of Hubert Distributors. "I will never forget him."

Alice and her current husband Robert Gustafson put the finishing touches on the new office space in Pontiac. "We made the offices very luxurious," said Alice. "In fact, we changed the plans and made all of the managers' offices a little bigger." The most notable change at the new facility was the installation of computers. "All of the sales records were tracked on paper. I used to add them up myself," laughed Alice. "I didn't trust the new computers at first. For four years I added up the sales by hand and compared the computer numbers to my numbers. We were both right!"

Alice's achievements were recognized by both her industry and by Anheuser-Busch. She was named the first woman chairperson of the Michigan Beer & Wine Wholesalers Association in 1986 and was reelected for a second term in 1987. Hubert Distributors won the highest honor bestowed by Anheuser-Busch in 1989 by winning the Ambassador Award. Only 67, out of approximately 900



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Anheuser-Busch distributors in the United States, had won the award. "In order to win the Ambassador Award, we had to win the Gold Dimensions of Excellence Award three consecutive times. There were over 100 items on which we were judged," explained Alice.

The excellence displayed at Hubert Distributors can be attributed to Alice's management style. "I treat my employees as I want to be treated," explained Alice. "I want them to be empowered and not ruled by a dictator. When my employees bring a problem to me, I ask them their opinion on possible solutions. Most of the time I take their advice. People are a great resource of knowledge." Alice's business philosophy is also very cutting edge. "We love change at Hubert and are always looking for better ways to do things." Not surprisingly, Hubert Distributors currently has a 54.3% market share, making it the leading beer distributor in Oakland County. They sell four million cases of Anheuser-Busch products annually.

Despite her hectic work schedule, Alice always finds time for fitness. In 1984, she chaired the committee to bring the Olympic Torch Run to Pontiac. "When I was chosen to run the torch, I decided that I better start training pretty quick," mused Alice. She has been a running enthusiast ever since.

It's already been established that Alice has outstanding leadership abilities and daring fitness gusto, but her biggest accomplishments have been on the charitable front. In 1970, the United Way asked Alice to sit on their board, and not surprisingly that mushroomed into 28 years of dedicated service to many non-profit agencies. In 1984, Alice purchased the Howard Shelley outdoor wildlife film series shown on Mort Neff's Michigan Outdoors Program. She donated the films to Oakland University. In 1985, she established a grant to build the Shotwell-Gustafson Pavilion at Oakland University. Just over the last few months in 1998, the Alice Shotwell-Gustafson ambulatory care center opened at St. Joseph Mercy Hospital. And thanks to Alice, ground will soon break for a new YMCA in Auburn Hills. In 1989, Alice's charitable work was recognized when Anheuser-Busch

awarded Hubert Distributors with the Wholesaler Achievement Award.

For Alice Shotwell-Gustafson, the best is yet to come as she approaches her 69th birthday, and looks back on 51 great years in the beverage industry. She sets a standard of business and personal excellence for which we all should try to emulate.

Try something new; it will expand your horizons. Empower those around you; it will push them to be their best. Open your heart; it will come back to you threefold.

Food Safety poses major challenges

The food industry is confronting major challenges today because of previously unrecognized food pathogens and increasing consumer anxiety about food borne illness, according to Dr. Michael Doyle of the University of Georgia's Center for Food Safety and Quality Enhancement. He said that E. coli 0157:H7 and related E coli are major factors in the "food safety revolutions," and are probably the most difficult microorganisms the industry will face. This is because of their unusual resistance to acid and other conditions of environmental stress, low infectious dose, and severe symptoms of illness. In a talk to the International Life Sciences Institute, Dr. Doyle said that fresh and fresh-cut produce are "major food safety concerns," and that "we just don't have fully effective treatment for eliminating pathogens from vegetables. The best we can do is wash produce and possibly use chlorine treatments."

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CNN comes to Harbortown Market



Tom George, Harbortown Market co-owner, is interviewed by CNN's Joan MacFarlane. CNN, the international broadcast news station, made a visit to the Detroit store when Harbortown discontinued cigarette sales.



A group enjoying the DAGMR golf outing.



Cutting The Ribbon: Miller Brewing Company recently dedicated its new 40-by-90-foot exhibit booth at the Food Marketing Institute (FMI) convention in Chicago. Joining in on the ribbon cutting are (from left) Mike Smoyer, vice president of convention services for FMI; Jack Brown, chairman/CEO of Stater Brothers Markets in Colton, California; Kevin Doyle, vice president of national accounts and sales development for Miller Brewing Company; Fred Ball, president/CEO of Balls Food Stores in Kansas City and Brian Tully, senior vice president of FMI. The new Miller exhibit features a 27' tower, expanded conference space, an entertainment stage and four sampling bars.

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FOR SALE BY OWNER— Party store. Beer, Wine & Liquor. 4,000 sq. ft. in Garden City. Call Roxi at (313) 833-1191.

FOR SALE—Liquor Store w/Lottery, Beer & Wine. 2400 sq. ft. Completely renovated 3 years ago. New Equipment. South of Schoolcraft, east of Southfield Road. \$249,000+ inventory. Very motivated seller. Call Re/Max Exec. Prop Brian Yaloo at (810) 518-4600 (Pager).

SUPPLIERS: Looking for ways to increase your market visibility? Let the AFD show you how. Promotional opportunities through membership limitless. Call Dan Reeves at (248) 557-9600.

FOR SALE BY OWNER—Detroit Area Party Store. Liquor, Lottery, Beer & Wine. Lottery sales - \$12,000 average/week. Building w/lot \$115,000. Business - \$210,000. Terms negotiable. For more information call Robert at (248) 855-8750 or (313) 846-1222 after 6:00 p.m.

COUPONS GOT YOU DOWN?—Call AFD coupon redemption specialist Harley Davis at (248) 557-9600 to save yourself time and money.

ESTABLISHED BUSINESS FOR SALE—Must sell health reasons. Wine Chateau. Beer, Wine, Liquor, Lotto, Deli. 3750 sq. ft. in Troy. Call Sam Razook, (248) 689-9940.

PARTY SHOPPE & DELI—Great Royal Oak location. Lotto, Frozen Coke, Soft Ice Cream. . .SDM. Store sales—\$11,000/week. Lotto sales—\$3,800/week. Business—\$165,000. Building also available with two rental units—\$255,000. Call Rick at (248) 652-2239 Or (248) 545-3500.

FOR SALE BY OWNER—Country Party Store. Beer, Wine, Liquor, Lotto & Movies. 20 minutes south of Lansing \$11,000+ avg./week Lotto sales. Growing business—\$325,000/and & business. Call Doug at (517) 694-4558 after 2 p.m. SERIOUS INQUIRIES ONLY!

FOR SALE— Detroit store, SDD, SDM, Lottery \$10,000 weekly, \$6,000 Lottery. Asking \$250,000—building & business. Terms negotiable. Ask for Wilson at (313) 888-5677.

MARKET DELI FOR SALE—3,300 sq. ft. Ann Arbor, central University of Michigan campus location, student clientele. Owner is retiring. All newly remodeled including new equipment. Call (734) 741-8303, ask for Bill.

GAYLORD BUILDING FOR SALE—3,800 sq. ft. across from new Post Office. Ideal for Party Store or Convenience Store. \$198,000. Ask for Don Mitrzyk at (517) 732-9422.

LIQUOR STORE & PHARMACY w/ LOTTERY FOR SALE—5,000 sq. ft. Between Chalmers & Conners. Ask for Mike at (313) 331-0777.

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SDD LICENSE FOR SALE—City of Allen Park. Call Madison National Bank at (248) 548-2900, ext. 2244.


EQUIPMENT FOR SALE—Taylor. 3-head, soft serve ice cream machine—\$2600. Drink Spinner—\$150. Triple Dip Cabinet—\$75. Hot Fudge warmer—\$50. Flurry Blender—\$250. Pizza Warmer—\$200. Bagel merchandiser, 2-compartment—\$50. All equipment in excellent condition. Call Rick at (248) 545-3500 or (248) 652-2239.

Spartan Stores introduces new private label - Home Harvest

Shoppers at Spartan-member stores now have the choice of a new, value-priced brand of products with Spartan's, Inc. new private label called "HomeHarvest." HomeHarvest products will offer consumers comparable quality to the national brands but at a lower price.

The HomeHarvest label will include more than 350 grocery, general merchandise, health and beauty care, meat, dairy and frozen food items. The new private label is the first major private label that Spartan has introduced since the Save Rite brand in 1990. In fact, HomeHarvest replaces most of the items found under the Save Rite label.






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1998 AFD SCHOLARSHIP WINNERS

The Associated Food Dealers of Michigan, in support of higher education, is proud to award these 25 students with AFD Scholarships.

Dana N. Abro

Submitted by Boji's Food Center
Sponsored by Alex Bell
Memorial Scholarship



Laura S. Ackerman

Submitted by Nash Finch/Super
Foods Services
Sponsored by Detroit Edison

Laura graduated from Heritage High School in Saginaw and is now a sophomore majoring in political science and environmental studies at Western Michigan University in Kalamazoo. She was on the dean's list during both semesters of her freshman year and is a member of Students for a Sustainable Earth and the Student Alumni Association. In high school, she was on the principal's Honor Roll and was National Merit Commended. She competed on the varsity swimming team and the varsity softball team in high school.

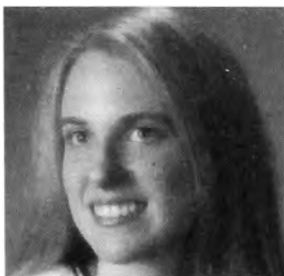


Rachael L. Adameczyk

Submitted by Spartan Stores, Inc.
Sponsored by AirTouch Cellular

Rachael will be a freshman at The University of Michigan in Ann Arbor majoring in mathematics. She graduated salutatorian from Hopkins High School in Hopkins, Michigan. During high school, she received

math, science and computer literacy awards. She was the National Honor Society President and copy editor for the yearbook, as well as being a member of the Quiz Bowl Team, the drama club, Junior Achievement and Students Against Drunk Driving (S.A.D.D.)



Danielle N. Albert

Submitted by VG's Food Center
Sponsored by Petitpren, Inc.

Danielle plans to study chemistry and criminal justice as a freshman this fall at Michigan State University in East Lansing.

She is a graduate of Davison High School in Davison, fourth in her class with a 4.034 grade point average. She was in the National Honor Society and listed in Who's Who Among American High School Students.



Christopher J. Allen

Submitted by Mister Convenience
Sponsored by 7-UP Detroit

Christopher is a sophomore at the University of Michigan in Ann Arbor majoring in electrical engineering and participating in intramural sports.

A graduate of Swartz Creek High School in Swartz Creek, he was in the National Honor Society, Science Olympiad, track, cross country, tennis and received the

President's Award for Educational Excellence.



Miriam Asadi

Submitted by Monitor Sugar
Company, Bay City
Sponsored by North Pointe
Insurance

Miriam will be a freshman at Albion College in Albion where she plans to major in biology. She graduated valedictorian from Crosswell-Lexington High School in Crosswell. She was a member of the National Honor Society, Student Council, S.A.D.D. and received first place in English Academic Games. She was a volunteer candy striper at Port Huron Hospital.



Kenya Y. Brock

Submitted by Philip Morris USA
Sponsored by Philip Morris USA

Kenya will major in communications at Boston University in Boston, Massachusetts as a freshman. She graduated from the Seven Hills Upper School in Cincinnati, Ohio where she was on the honor roll and/or the Merit Honor Roll throughout high school. She played varsity basketball and held the position of forward/center. She participated in varsity track and junior varsity tennis. She plays piano, violin and viola, and

has volunteered at a nursing home and a tennis center.



Allison L. Campbell

Submitted by Sales Mark
Sponsored by Sales Mark

Allison will be a freshman at the University of Tennessee in Knoxville, Tennessee. She plans to major in physical therapy.

Allison graduated Magna Cum Laude from Livonia Stevenson High School in Livonia. She was a scholar athlete, played varsity soccer and was on the student council and belonged to the spirit club, the Spanish club and the physics club.

Sabrina M. Crawford

Submitted by NAACP Detroit
Sponsored by Kar Nut Products

Sabrina plans to become an attorney and will be a freshman majoring in criminal justice this fall. She is a graduate of Central High School in Detroit, where she was a member of the National Honor Society and the marching band. She is a member of the U.S. Department of Justice Explorer Scouts, Wayne State University Upward Bound Program and numerous organizations in addition to doing community and volunteer work and singing in a church and a community choir.

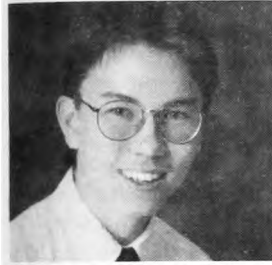
Carly B. Efros

Submitted by Efros Orchard
Drugs

Sponsored by Seagram Americas
Carly has been accepted as a freshman at the University of Michigan Pharmacy Program. She graduated from



Roeper High School in Bloomfield Hills. Carly received the Regents Scholarship Award of early acceptance to the U of M Pharmacy Program.



Jon V. Erickson
Submitted by Econo Foods
Sponsored by Pepsi-Cola Bottling Group
 Jon will be a freshman at the United States Military Academy at West Point, New York. He plans to major in computer engineering. He graduated from Marquette Senior High School in Marquette where he was on the honor roll every semester. He was a member of the National Honor Society, Business Professionals of America, the Key Club, and the Michigan National Guard. Jon participated in basketball and track and volunteered for the Easter Seals, the Salvation Army, Highway Beautification, and a community built park at the lower harbor.



Angela M. Frost
Submitted by Faygo Beverages, Detroit
Sponsored by Faygo Beverages, Detroit
 Angela plans to study biology/pre-medicine at Michigan State University in Lansing as a freshman. She graduated from Plymouth Canton High School in Canton where she was on the

principal's honor roll and a member of the National Honor Society. Angela was on the girl's swim team all through high school and received an athletic scholar award and a Plymouth Women's Club award.



Andrew Meram
Submitted by Chaldean Federation of America
 Andrew will attend the University of Michigan at Ann Arbor as a freshman majoring in pre-medicine. He is a graduate of Brother Rice High School in Bloomfield Hills where he was accepted in the National Honor Society and presented the President's Award for Excellence in Advanced Placement Classes.



Silvia N. Mio
Submitted by Dobry Supermarket
Sponsored by Melody Farms/Midwest Wholesale
 Silvia will be a freshman at Oakland Community College in Farmington Hills majoring in legal assisting or psychology. She is a graduate of Walled Lake Western High School in Walled Lake. Silvia was on the honor roll all through high school.

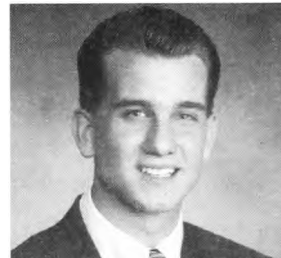


Ivan J. Najor
Submitted by Mini Super
Sponsored by R.M. Gilligan, Inc.

Ivan is a sophomore at Michigan State University majoring in pre-medicine. He received a Michigan Competitive Scholarship. A graduate of Brother Rice High School in Bloomfield Hills, he was on the honor roll throughout high school. Ivan was a National Honor Society member his junior year and recipient of the Academic Letter Award his senior year.



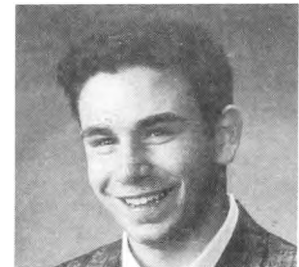
Lydia M. Nona
Submitted by Parkway Foods
Sponsored by Miller Brewing Company
 Lydia will be a freshman at Oakland University in Rochester Hills this fall majoring in pre-medicine. She is a graduate of Marian High School in Bloomfield Hills where she was on the honor roll every year and a member of Students Against Drunk Driving.



Christopher L. Pierce
Submitted by Coca-Cola Bottlers of Michigan
Sponsored by Coca-Cola Bottlers of Michigan
 Christopher has been accepted as a freshman at Harvard University in Cambridge Massachusetts majoring in biochemistry. He graduated from De La Salle Collegiate in Warren as co-valedictorian. While in high school, he was a National Merit Scholar Finalist, a member of the Macomb County All Academic Team, a National Honor Society member, editor of the school newspaper, president of the band council, and captain of the Science Olympiad Team.

Darnika J. Rhodes
Submitted by Metro Foodland
Sponsored by Action Distributing

Darnika will be a freshman at the University of Michigan in Ann Arbor majoring in engineering. A graduate of Renaissance High School in Detroit, she is in the top three percent of graduating seniors of the Detroit Public School System for 1998. She was on the honor roll, a National Science Merit Scholar, a Phi Beta Kappa Honoree and she participated in cheerleading, track, and cross country.



Anthony E. Shamoun
Submitted by Ellsworth Liquor Shoppe
Sponsored by Brown Forman Beverages Company
 Anthony will be majoring in computer engineering at the University of Michigan in Dearborn as a freshman. He is a graduate of Brother Rice High School in Bloomfield Hills. He has been a volunteer for the Big Brothers program and has received theology and math awards.



Timothy J. Schulte
Submitted by Wonder Bread/Hostess
Sponsored by Interstate Brands Corp.
 Tim plans to study Journalism as a freshman at Wayne State University in Detroit. He graduated Magna Cum Laude from Fraser High School in Fraser. During high school, he participated in Quiz Bowl and received the President's Education Award



Abigail J. Sommers
 Submitted by McDonald's Food & Family Center
 Sponsored by Metz Baking
 Abigail plans to study Environmental Science at Michigan State University in East Lansing. She will be a Freshman

Distinguished Scholar this fall. She graduated salutatorian from Bad Axe High School in Bad Axe. Abigail played in Tri-County and District III honors bands in high school and was a Science Olympiad and National Merit Scholar.



Scott S. Trudeau
 Submitted by Hubert Distributors, Inc.
 Sponsored by Anheuser-Busch Co.
 Scott is a junior at Wayne State University studying computer science and sociology and in undergraduate research in the "Parallel and Distributed Computing Laboratory." He is participating in a scholarship program this summer at the University of Edinburgh, Scotland.
 He graduated Cum Laude from Chippewa Valley High School in Clinton Township where he earned the Academic Achievement Award

and the Outstanding Mathematics Award. He participated in the Key Club, the National Honor Society and was an Odyssey of the Mind World Finalist.



Brandy M. Watson
 Submitted by Farmer Jack
 Sponsored by Kowalski Companies
 Brandy is a sophomore at MSU, majoring in premedical/hospital business. She was on the dean's list both of her freshman semesters. She was the secretary for Wonder Babies Fitness Committee and was a missionary and volunteer for the Boys & Girls Club. Brandy is a graduate of Martin Luther King Jr. Senior High School in Detroit.

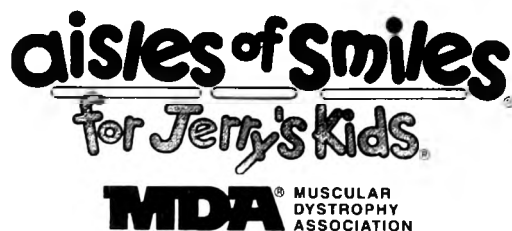
During a six week period, August 3-September 11, 1998, the grocery industry will be supporting the fight against neuromuscular disorders, including ALS (Lou Gehrig's disease), through MDA'S AISLES OF SMILES program.



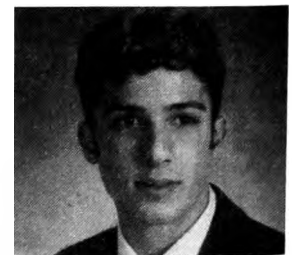
Please refer to the back page of this issue for the list of participating manufacturers whose products will raise funds to support the Muscular Dystrophy Association. By promoting these products as part of AISLES OF SMILES, you'll be helping MDA provide important services to people with Muscular Dystrophy in Michigan. MD provides help and hope to individuals and families through its clinic programs located in Detroit, East Lansing, Farmington Hills, Flint, Grand Rapids, Kalamazoo, Marquette and Midland. MDA also funds research programs at the University of Michigan, Michigan State University and Wayne State



University. The highlight of the year for young people 6-21 years old is MDA's summer camp program, with fine week-long sessions held throughout the state, at no cost to the children attending. Help now, and hope for the future. That's what you are providing to families with Muscular Dystrophy when you support Aisles of Smiles.



Carmen Womack
 Submitted by NAACP Detroit
 Sponsored by Paul Inman Associates
 Carmen will be a freshman at Wilberforce College in Ohio majoring in architecture. She graduated from Northern High School in Detroit where she was on the yearbook staff and the senior committee. Carmen has done volunteer work for Clean Sweep. She has received an art contest award from her church and one of her pieces is at a museum auction.



Nicholas S. Yeldo
 Submitted by Food Basket Market
 Sponsored by General Wine & Liquor Corp.
 Nicholas plans to attend the University of Michigan where he will be a freshman this fall. He is a graduate of Andover High School in Bloomfield Hills. He received an Academic All-State for hockey and received a Red Cross Achievement Award and a State of Michigan Academic Award. He volunteered his time at St. Joseph Hospital.

Gore
Continued from page 1

contamination in hamburger meat produced by a single source.”
The initiative is designed to link food safety investigators at the Centers for Diseases Control and Prevention, the Food and Drug Administration, the U.S. Department of Agriculture, four key laboratories and state health departments with the PulseNet database. As of May 22, epidemiologists have access to PulseNet in 16 states. According to the administration, the initiative will reduce the number of Americans who suffer from episodes of foodborne illness and prevent over 9,000 deaths a year. This program is part of the vice president's effort to reinvent government through partnerships at state and federal agencies and make use of the latest technology.

Tobacco
Continued from page 1

minors. To report youths buying alcohol or tobacco, please call Ralph Kinney at the Wayne County Sheriff's Department, (313) 224-8487.
3. AFD will help the Task Force find stores to station undercover officers for the "COPS IN SHOPS" program. In this program, a plainclothes police officer works behind the counter to arrest minors who attempt to buy alcohol and tobacco. If you are interested in the program, please call the AFD (248) 557-9600.
4. The youths arrested in the "COPS IN SHOPS" program will be sent to ACCESS or other community agencies for enrollment in stop smoking programs. For more information, please call Vel Revels at the Wayne County Health Department, (313) 467-3379.

Your county sheriffs:

William H. Hackel,
Macomb County

Tilman Crutchfield,
Monroe County

John Nichols, Oakland County

Ronald Schebil,
Washtenaw County

Robert A. Ficano,
Wayne County

Aisles of Smiles
Continued from page 14

program, which include display cards for participating brands, scanable \$1-\$3 tear-off donation cards and a six-foot free standing Jerry Lewis display piece. By promoting these participating products, you'll be helping MDA provide important services to people with neuromuscular disorders in Michigan (such as its clinic programs and funding for university research). Also MDA holds a summer camp program for 6-21 year-old victims of neuromuscular disorders.
MDA funds worldwide research

into 40 neuromuscular diseases including research projects at the University of Michigan, Wayne State University and Michigan State University.

The MDA receives no government grants nor does it seek or receive fees from patients or their families.

For more information on Aisles of Smiles, contact Ron Schuler of SALES MARK at (313) 207-9436.

Lottery
Continued from page 24

This award is especially meaningful because it was voted

on by Tom's peers in the North American lottery industry, and presented at LaFleur's Lottery World Symposium in Washington, D. C. Congratulations to Tom on this much-deserved recognition for a job well done!

New Instants. On track to introduce at least 42 new instant games in fiscal 1998, the Lottery has three new ones slated for July: the \$2 "Beat the House" with a top prize of \$20,000; "Double Bingo," a \$2 game with a \$22,000 top prize and the \$1 "Shake, Rattle & Roll" on which players can win up to \$7,000.

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 Archway Cookies ... (616) 962-6205
 Awrey Bakeries, Inc. ... (313) 522-1100
 Dolly Madison Bakery ... (517) 764-5516
 Interstate Brands Corp. ... (313) 591-4132
 Koeplinger Bakeries, Inc. ... (248) 967-2020
 Oven Fresh Bakery ... (313) 255-4437
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 Bacardi Imports, Inc. ... (248) 489-1300
 Bellino Quality Beverages, Inc. ... (313) 946-6300
 Brooks Beverage Mgt., Inc. ... (616) 393-5800
 Brown-Forman Beverage Co. ... (313) 453-3302
 Central Distributors ... (313) 946-6250
 Coca-Cola Bottlers of MI
 Auburn Hills (248) 373-2653
 Madison Heights (248) 585-1248
 Van Buren (734) 397-2700
 Port Huron (810) 982-8501
 Coffee Express ... (248) 477-6450
 E & J Gallo Winery ... (248) 643-0611
 Eastown Distributors ... (313) 867-6900
 Faygo Beverages, Inc. ... (313) 925-1600
 General Wine & Liquor Corp. ... (313) 867-0521
 Great Lakes Beverage ... (313) 865-3900
 Hiram Walker & Sons, Inc. ... (248) 948-8913
 Hubert Distributors, Inc. ... (248) 858-2340
 Intrastate Distributing ... (313) 892-3000
 J. Lewis Cooper Co. ... (313) 835-6400
 L & L Wine World ... (248) 588-9200
 Metro Beverage Inc. ... (810) 268-3412
 Miller Brewing Company ... (414) 259-9444
 Mohawk Distilled Products ... 1-800-247-2982
 Nestle Beverages ... (248) 380-3640
 Oak Distributing Company ... (248) 674-3171
 Pabst Brewing Co. ... 1-800-935-6533
 Paddington Corp. ... (313) 345-5250
 Pepsi-Cola Bottling Group
 Detroit ... 1-800-368-9945
 Howell ... 1-800-878-8239
 Pontiac ... (248) 334-3512
 Peutpre, Inc. ... (810) 468-1402
 Powers, Dist. ... (248) 682-2010
 Red Hook Beverage Co. ... (248) 366-0295
 R.M. Gilligan, Inc. ... (248) 553-9440
 Royal Crown Cola ... (616) 392-2468
 Seagram Americas ... (248) 553-9933
 Seven-Up of Detroit ... (313) 937-3500
 Stroh Brewery Company ... (313) 446-2000
 Tri-County Beverage ... (248) 584-7100
 Viviano Wine Importers, Inc. ... (313) 883-1600
 Warner Vineyards ... (616) 657-3165

BROKERS/REPRESENTATIVES:

Bob Arnold & Associates ... (248) 646-0578
 The Greeson Company ... (248) 305-6100
 J.B. Novak & Associates ... (810) 752-6453
 James K. Tamakian Company ... (248) 424-8500
 Paul Inman Associates ... (248) 626-8300
 PMI-Eisenhart ... (248) 737-7100
 Sales Mark ... (313) 207-7900
 Trepco ... (248) 546-3661
 "The Sell Group" ... (810) 574-1100

CANDY & TOBACCO:

A.C. Courville Inc. ... (248) 863-3138
 Brown & Williamson Tobacco ... (248) 350-3391
 Philip Morris USA ... (313) 591-5500
 R.J. Reynolds ... (248) 475-5600

CATERING/HALLS:

Emerald Food Service ... (248) 546-2700
 Karen's Kafé at North Valley ... (248) 855-8777
 Nutrition Services ... (517) 782-7244
 Penna's of Sterling ... (810) 978-3880
 Southfield Manor ... (248) 352-9020
 St. Mary's Cultural Center ... (313) 421-9220
 Tina's Catering ... (810) 949-2280

DAIRY PRODUCTS:

Dairy Fresh Foods, Inc. ... (313) 868-5511
 Golden Valley Dairy ... (248) 399-3120
 London's Farm Dairy ... (810) 984-5111
 McDonald Dairy Co. ... (800) 572-5390
 Melody Farms Dairy Company ... (313) 525-4000
 Pointe Dairy Services, Inc. ... (248) 589-7700
 Stroh's Ice Cream ... (313) 568-5106
 Superior Dairy Inc. ... (248) 656-1523
 Tom Davis & Sons Dairy ... (248) 399-6300

EGGS & POULTRY:

Linwood Egg Company ... (248) 524-9550

FISH & SEAFOOD:

Seafood International/
 Salasnek, Inc. ... (313) 368-2500
 Tallman Fisheries ... (906) 341-5887
 Waterfront Seafood Company ... (616) 962-7622

FRESH PRODUCE:

Aunt Mid Produce Co. ... (313) 843-0840
 Sunnyside Produce ... (313) 259-8947

ICE PRODUCTS:

Union Ice ... (313) 537-0600

INSECT CONTROL:

Rose Extermination (Bio-Serv) ... (313) 588-1005

INSURANCE:

Alphamerica Insurance Agency ... (810) 263-1158
 Blue Cross/Blue Shield ... 1-800-486-2365
 Capital Insurance Group ... (248) 354-6110
 CoreSource / Presidium ... (810) 792-6355
 Gadaleto, Ramsby & Assoc. ... (517) 351-4900
 Golden Dental ... (810) 573-8118
 Great Lakes Insurance Services ... (248) 569-0505
 IBF Insurance Group, Inc. ... (248) 354-2277
 Frank McBride Jr., Inc. ... (810) 445-2300
 Miko & Assoc. ... (810) 776-0851
 North Pointe Insurance ... (248) 358-1171
 Rocky Husaynu & Associates ... (248) 557-6259
 Willis Corroon Corp. of MI ... (248) 641-0900

MANUFACTURERS:

Anthony's Pizza ... (810) 731-7541
 Eden Foods ... (517) 456-7424
 Fine Manufacturing ... (248) 356-1663
 Gerber Products Co. ... (810) 350-1313
 Home Style Foods, Inc. ... (313) 874-3250
 Jaeggi Hillsdale Country Cheese ... (517) 368-5990
 Kraft General Foods ... (313) 261-2800
 Monitor (Big Chief) Sugar ... (517) 686-0161
 Nabisco, Inc. ... (248) 478-1350
 Nestle Food Company ... (248) 380-3670
 Red Pelican Food Products ... (313) 921-2500
 Singer Extract Laboratory ... (313) 345-5880
 Strauss Brothers Co. ... (313) 832-1600

MEAT PRODUCERS/PACKERS:

Bar S Foods ... (248) 414-3857
 Country Preacher ... (313) 963-2200
 Hartig Meats ... (313) 832-2080
 Hygrade Food Products ... (248) 355-1100

Kowalski Sausage Company ... (313) 873-8200
 Metro Packing ... (313) 894-4369
 Pelkie Meat Processing ... (906) 353-7479
 Potok Packing Co. ... (313) 893-4228
 Strauss Brothers Co. ... (313) 832-1600
 Swift-Eckrich ... (313) 458-9530
 Wolverine Packing Company ... (313) 568-1900

MEDIA:

The Beverage Journal ... 1-800-292-2896
 Booth Newspapers ... (616) 459-1567
 C&G Publishing, Inc. ... (810) 756-8800
 Daily Tribune ... (248) 541-3000
 Detroit Free Press ... (313) 222-6400
 Detroit News ... (313) 222-2000
 Detroit Newspaper Agency ... (313) 222-2325
 Gannett National Newspapers ... (810) 680-9900
 Macomb Daily ... (810) 296-0800
 Michigan Chronicle ... (313) 963-5522
 Outdoor Systems Advertising ... (313) 556-7147
 WDIV-TV4 ... (313) 222-0643
 WJBK-TV2 ... (810) 557-2000
 WWJ-AM/WJOL-FM ... (313) 222-2636
 WWW-AM/FM ... (313) 259-4323

NON-FOOD DISTRIBUTORS:

Advanced Formula Products ... (313) 522-4488
 Items Galore, Inc. ... (810) 774-4800
 OK Communications, Inc. ... (301) 657-9323
 Scott Pet ... (765) 569-4636
 Toffler Marketing ... (810) 263-9110

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips ... (313) 925-4774
 Country Preacher ... (313) 963-2200
 Detroit Popcorn Company ... 1-800-642-2676
 Frito-Lay, Inc. ... 1-800-24FRITO
 Germack Pistachio Co. ... (313) 393-2000
 Grandma Shearer's Potato Chips ... (313) 522-3580
 Jay's Fods ... (800) 752-5309
 Kar Nut Products Company ... (248) 541-7870
 Michigan Rainbow Corp. ... (810)-365-5635
 Nikhlas Distributors (Cabana) ... (313) 571-2447
 Rocky Peanut ... (313) 871-5100
 Variety Foods, Inc. ... (810) 268-4900
 Vitner Snacks ... (810) 365-5555

PROMOTION/ADVERTISING:

PJM Graphics ... (313) 535-6400
 Promotions Unlimited 2000 ... (248) 557-4713
 Stanley's Advertising & Dist. ... (313) 961-7177
 Stephen's Nu-Ad, Inc. ... (810) 777-6823

RESTAURANTS:

The Golden Mushroom ... (248) 559-4230
 Palace Gardens ... (810) 743-6420

SERVICES:

AirPage ... (248) 547-7777
 AirTouch Cellular ... (313) 590-1200
 American Mailers ... (313) 842-4000
 Ameritech Pay Phone Services ... 1-800-441-1409
 AMNEX Long Distance Service ... (248) 559-0445
 AMT Telecom Group ... (248) 862-2000
 Bellanca, Beattie, DeLisle ... (313) 964-4200
 Central Alarm Signal ... (313) 864-8900
 Check Alert ... (616) 775-3473
 Checkcare Systems ... (313) 263-3556
 CIGNA Financial Advisors ... (248) 827-4400
 Community Commercial
 Realty Ltd. ... (248) 569-4240
 Dean Witter Reynolds, Inc. ... (248) 258-1750
 Detroit Edison Company ... (313) 237-9225
 Follmer, Rudzewicz
 & Co., CPA ... (248) 355-1040
 Garmo & Co., CPA ... (248) 737-9933
 Goh's Inventory Service ... (248) 353-5033
 Great Lakes Data Systems ... (248) 356-4100
 Jerome Urcheck, CPA ... (248) 619-0955
 Karoub Associates ... (517) 482-5000
 Law Offices-garmo & Garmo ... (248) 552-0500

Market Pros ... (248) 349-6438
 Metro Media Associates ... (248) 625-0700
 MoneyGram ... (800) 642-8050, x6953
 Nationwide Communications ... (810) 208-3200
 Nextel Communications ... (248) 213-3100
 Paul Meyer Real Estate ... (248) 398-7285
 PC Specialties ... (248) 594-3255
 POS Systems ... (517) 321-1649
 Quality Inventory Services ... (810) 777-9526
 REA Marketing ... (517) 386-9666
 Franki Smith's Red Carpet Kern ... (248) 645-5800
 Sal S. Shimoun, CPA ... (248) 424-9448
 Southfield Funeral Home ... (248) 569-8080
 Telecheck Michigan, Inc. ... (248) 354-5000
 Travelers Express Co. ... 1-800-328-5678
 Western Union Financial Services ... (248) 449-3860
 Whitey's Concessions ... (313) 278-5207

STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Supply ... (313) 491-6550
 Bollin Label Systems ... 1-800-882-5104
 Brehm Broaster Sales ... (517) 427-5858
 DCI Food Equipment ... (313) 369-1666
 Hobart Corporation ... (313) 697-3070
 National Food Equipment
 & Supplies ... (248) 960-7292
 North American Interstate ... (248) 543-1666
 POS Systems Management, Inc. ... (248) 689-4608
 Refrigeration Engineering, Inc. ... (616) 453-2441
 Taylor Freezer ... (313) 525-2535
 TOMRA Michigan ... 1-800-610-4866

WHOLESALE/FOOD DISTRIBUTORS:

Capital Distributors ... (313) 369-2137
 Central Foods ... (313) 933-2600
 Consumer Egg Packing ... (248) 354-5388
 Dairy Fresh Foods, Inc. ... (313) 868-5511
 Detroit Warehouse Co. ... (313) 491-1500
 EBY-Brown, Co. ... 1-800-532-9276
 Family Packing Distributors ... (248) 644-5353
 Foodland Distributors ... (313) 523-2100
 Garden Foods ... (313) 584-2800
 Gourmet International, Inc. ... 1-800-875-5557
 Great Lakes Wholesale ... (616) 261-9393
 Hamilton Quality Foods ... (313) 728-1900
 I & K Distributing ... (313) 491-5930
 J.F. Walker ... (517) 787-9880
 Jerusalem Foods ... (313) 538-1511
 Kay Distributing ... (616) 527-0120
 Keebler Co. ... (313) 455-2640
 Kehe Food Distributors ... 1-800-888-4681
 Lipan Foods ... 1-810-447-3500
 McInerney-Millere Bros ... (313) 833-8660
 Midwest Wholesale Foods ... (810) 744-2200
 Norquick Distributing Co. ... (313) 522-1000
 Pointe Dairy Services, Inc./
 Vie De France ... (248) 589-7700
 Robert D. Arnold & Assoc ... (810) 635-8411
 S. Abraham & Sons ... (248) 353-9044
 Sam's Club—Hazel Park ... (248) 588-4407
 Sherwood Foods Distributors ... (313) 366-3100
 State Wholesale Grocers ... (313) 567-7654
 Spartan Stores, Inc. ... (313) 455-1400
 Super Food Services ... (517) 777-1891
 Tiseo's Frozen Pizza Dough ... (810) 566-5710
 Trepco Imports ... (248) 546-3661
 Value Wholesale ... (248) 967-2930
 Weeks Food Corp. ... (810) 727-3535
 Ypsilanti Food Co-op ... (313) 483-1520

ASSOCIATES:

American Synergetics ... (313) 427-4444
 Livernois-Davison Florist ... (248) 352-0081
 Minnich's Boats & Motors ... (810) 748-3400
 Wileden & Assoc. ... (248) 588-2358
 Wolverine Golf Club, Inc. ... (810) 781-5544



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Lisa VanGilder,
President & CEO,
Vg's Food Center



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**Help WIN the fight
against Muscular Dystrophy!**
Please join **SALES MARK** for our 9th annual
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Each participating manufacturer will contribute to the
**Muscular Dystrophy Association "CENTS PER
CASE"** amount on total shipments during the program:

August 3, 1998 through September 11, 1998

Please support **Muscular Dystrophy & "Jerry's Kids"**
by participating with ads & displays and identifying
the following promoted products with
"Aisles of Smiles" point-of-sale materials.

PLEASE DISPLAY THESE PRODUCTS ...

... HELP JERRY'S KIDS

- ✓ A-1 Steak Sauce - 10 oz.
- ✓ Brach's Fruit Snacks 9 oz.
- ✓ Bush's' Baked Beans - 28 oz.
- ✓ Dean's Dairy Dips 12 & 16 oz.
- ✓ Dole Fresh Salads All Varieties
- ✓ Florida's Natural Premium Orange Juice - 64 oz.
- ✓ Glad Handle-Tie Trash & Tall Kitchen Bags 10 ct.
- ✓ Glad Tall Kitchen Bags - 20 ct.
- ✓ Grower's Style Orange Juice 64 oz.
- ✓ Hungry Jack Frozen Waffles - 12-12.5 oz.
- ✓ Ice Mountain Spring Water - 1.5 Ltr - 1 Gal.
24 oz. Sport Bottle
- ✓ Jenos' Crisp & Tasty Pizzas - 6.8-7.3 oz.
- ✓ Mardi Gras Towels - Single Roll
- ✓ Marie's Produce Dips 12 oz.
- ✓ Marie's Produce Dressings - 11.5-15 oz.
- ✓ Maruchan Instant Lunch - 2.25 oz.
- ✓ Maruchan Ramen Noodles - 3 oz.
- ✓ Musselman's Apple Sauces - 48 oz. (New)
- ✓ Mrs. Smith's 8" Frozen Pies 26 oz.
- ✓ Mrs. Smith's 9" Frozen Pies - 37 oz.
- ✓ Old El Paso Salsa - 20 oz.
- ✓ Planter's Cashews 16 oz. (Bonus)
- ✓ Planter's Mixed Nuts 10 oz.
- ✓ Softsoap Pumps - 7.5 oz.
- ✓ Star-Kist Solid White Tuna in Water - 6 oz
- ✓ Turkey Store Deli Products
- ✓ Turkey Store Lean Ground Turkey
- ✓ Turkey Store Breast Roasts & Breast
Tenders

**See your SALES MARK representative
for program details & appropriate
point-of-sale materials.**

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