

GEORGIA SUPPLIERS PLAN NEW ASSOCIATION. . .MISSISSIPPI GROUP FEATURED IN TRADE MAG

The first meeting of a proposed new group, the Georgia Specialty Foods Association is planned for Thursday, Sept. 8 at the State Department of Agriculture offices in Atlanta, notes Robert J. Budd, Oak Hill Farms, Atlanta, GA. . .FBM talked with Budd about the new group during the IFFCS, who told us that some 46 Georgia suppliers had expressed interest in joining the group. In checking with Budd just prior to press time, FBM discovered that the original meeting date of August 15 had been re-scheduled to the post-labor day date as noted. . .

. . .The first meeting, Budd notes, will be to present documentation of the new not for profit association to the prospective members and to elect the first slate of officers. . .Thilde Reiser of Oak Hill Farms, he added, has been the "guiding light" in launching the new group. Budd also credited the organizational efforts of A. B. Carlan, DeSoto Confectionery & Nut Co., DeSoto, GA, Pat Tukay, Peachtree Chocolates, Inc., Decatur, GA and Janet McKenzie, Kenston Kitchens, Atlanta, in the formation of the new Association. Oak Hill Farms' address: P. O. Box 888302, Atlanta, GA 30356. . .

. . .The Mississippi Specialty Foods Association, formed in '86, was the subject of an article in the July '88 issue of FOOD DISTRIBUTORS MAGAZINE. . .In the piece, MSFA President, Daniel McGee of Debeukelaer Corp., Madison, MS, discussed the various activities from promotion to marketing in which the Association is involved. The MSFA's address is Box 5446, Starkville, MS 39762 (601) 325-2160. . .a membership directory, obtained at IFFCS, listed --after the box number--MSU, MS, but a check with the phone company indicates the telephone number noted here is Starkville, MS. The article in FDM, which lists only 17 of the 31 members of a product catalog targeted to brokers and distributors, lists the address for MSFA--299 Peach Orchard Dr., Ridgeland, MA. The directory notes Virgil Culver as Executive Director. .

FBM COMMENTS: Georgia and Mississippi were two of the six at the IFFCS--the other six were Massachusetts, Mississippi, Texas and Wisconsin. . .FBM regrets its lack of information on the actual number of State Associations in the US. . . Massachusetts, Oregon and Vermont also have such groups. . . numbers are growing!

\* DIRECT MAIL EFFORTS USED IN TEST MARKETING OF NEW RETAIL FOOD PRODUCT FOR KIDS

A new line of packaged entrees for children called My Own Meal will be tested in Jewel and Dominick's supermarkets in Chicago this month following two years of building consumer interest via direct mail. . .Mary Anne Jackson, founder and owner of My Own Meals, Inc., of Deerfield, IL, talked with FBM at some length about her pre-supermarket product debut of the line and the potential application of the line in the mail order food field. . .The 8 oz. entrees--which can be boiled (boil in the bag method) or heated in a microwave oven--are all nutritionally prepared for children from 2 to 8 years old. They are low in sugar content, and contain no preservatives or MSG, says Ms. Jackson. . .

. . .Ms. Jackson, mother of two children ages 3 and 10 months, held corporate posts in marketing and product development with Beatrice Co. and Swift-Eckrich meats prior to developing the My Own Meal entrees. . ."When I first started marketing My Own Meal, I sent out a survey to some 7,500 people using a diaper service list. The survey asked for their opinions on a product of this type and that upon request, a sample would be mailed--some 1,500 samples (sent free) were requested," she said. . .

(cont. on page 3)

A subsequent direct mail program was also used -- with good results -- prior to the product line being launched in Chicago supermarkets. To date these direct mail programs have been concentrated on the Chicago market. . . earlier this year, Ms. Jackson reports that a major public relations program was launched and to date has resulted in news/feature coverage in THE CHICAGO TRIBUNE, CRAIN'S CHICAGO BUSINESS, and THE WALL STREET JOURNAL. The network tv show, TODAY SHOW, will shortly feature the product line and INC Magazine will feature Ms. Jackson's operation on the cover of its September '88 issue. . .

. . . Ms. Jackson told FBM that more items will be added to the My Own Meal line in the near future and it will be available for mail order food catalogs, although she noted she is not planning her own catalog at this point. My Own Meal Inc. is headquartered at: 400 Lake Cook Rd., Suite 107, Deerfield, IL 60015 (312) 948-1118. . .

FBM COMMENTS: Again, this news item is a bit out of our line, but as it 'might' crop up in a catalog one day, we decided to do a bit of investigating. . . This product line--developed by a working mother 'for' working mothers--is in tune with 'why' people today buy from catalogs.

#### QUILL ADDS COFFEES, TEAS TO OFFICE SUPPLY CATALOG

Using a 'multi-media' mailing piece as its vehicle, Quill Corp., Lincolnshire, IL announces, "Look What's Brewing at Quill! Don't run out to the store for coffee and tea. . . it's much easier to order it from Quill!" . . . The coffees--Hills Bros., Maxwell House and Sanka--come in individual packets (12 cup size) and small, individual packets (one cup) of Sanka are also available. The new offering also includes boxes of Lipton tea bags. . . Copy indicates that the coffees are available for the first time, but also notes--"we've cut our low regular prices an extra 7-17%. . .".

. . . FBM talked with Merchandising Manager Nick Montesano who said, "I'm very positive about these new products which fit with the Bunn Coffee-Maker (pour over) and Solo foam and plastic hot beverage cups which we have carried for some time. I feel that in many small businesses, the same person who is responsible for making coffee is the same person who is responsible for ordering office supplies. . . If sales moves as well as I think they will, we'll probably add hot chocolate or perhaps soups as well this fall." . . . The copy referred to these new products vis-a-vis the cost of such products customers might use via a vending service; prices for 45 packet cases were \$15.99 for Hills Bros., \$19.99 for Maxwell House and \$21.88 for the Sanka--all in the 12 cup packets. . . Quill is located at 100 S. Schelter Rd., Lincolnshire, IL 60197-4700, (312) 634-4800. . .

FBM COMMENTS: As you would suspect, we found 'this' item while browsing through the single sheets (in a packet which Quill terms multi-media) with an eye to replenishing our own stationery/supplies cupboard. . . since we still keep a hand in the vending market (via a column in the industry's leading journal), we told Mr. M that he's now competing with the Office Coffee Service (OCS) market and not vending--vending machines use much larger quantities of coffee. . . we failed (on our first call) to ask about the reference to price reductions (see above) on a 'new' product. . . on our call back we missed reaching Montesano but hope to get an answer to satisfy our curiosity. . .

INDUSTRY NEWS: Specialty foods suppliers are among the newest tenants at the World Trade Center (one of the complex of buildings in the Dallas Market Center) in Dallas, TX. FBM learns that some 42 suppliers --domestics--are exhibiting their wares in a shared showroom concept. In August, Phase II of this 'food' project will get under way with an adjacent showroom devoted to International food suppliers. For more

(cont. on page 4)