

THURSDAY, APRIL 8, 1993

SUBURBAN
BUSINESS
LEADERS

Jean Sinclair has been promoted to store manager, Hudson's Oakland in Troy. Sinclair brings 17 years of experience to Hudson's after working at Charles A. Stevens and Marshall Field's in Chicago and Hudson's Genesee Valley in Flint.



Jean Sinclair

Robert H. Skuggen, APR, has been named executive vice president of Eisenbrenner Public Relations in Troy. Skuggen will direct marketing, media and strategic planning for a number of the firm's clients.



Robert H. Skuggen

Beverly Morris of Southfield has been named director of scheduling and service development at the Suburban Mobility Authority for Regional Transportation. She will oversee short and long term transportation planning activities for SMART.



Beverly Morris

Evelyn Simon of Bloomfield Hills was named vice president, counsel, for the automotive electrical and interior trim systems supplier United Technologies Automotive in Dearborn.



Evelyn Simon

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. There is no charge.

Hot dog, it's a new ball game for Tigers this summer of '93

■ A veteran of many baseball seasons here will be "long gone" when the Tigers open up at home next week. No one's at fault, really. It's just time for a change, according to those charged with the decision.

By DOUG FUNKE
STAFF WRITER

One big lineup change will affect almost every fan at Tiger Stadium this baseball season.

Thorn Apple Valley, with corporate headquarters in Southfield, replaces Hygrade as the supplier of hot dogs at the corner of Michigan and Trumbull.

The decision to switch from Hygrade to Thorn Apple Valley couldn't really be viewed as a surprise after Mike Ilitch bought the baseball club and took over stadium operations late last summer.

Thorn Apple Valley hot dogs are sold at Joe Louis Arena, which also is operated by Ilitch and home to his Red Wings.

"Obviously, we're excited," said Keith Jahnke, executive vice president for sales and marketing at Thorn Apple Valley. "I think the difference was we're a proven good supplier to the Ilitch organization including Little Caesars."

Thorn Apple Valley sells ham to Ilitch's pizza operation.

Jahnke doesn't envision that the hot-dog business at Tiger Stadium — which will include bun-size smokeless sausages — will generate more jobs in and of itself for his company.

■ 'Obviously, we're excited! I think the difference was we're a proven good supplier to the Ilitch organization including Little Caesars.'

Keith Jahnke
Thorn Apple Valley, executive VP

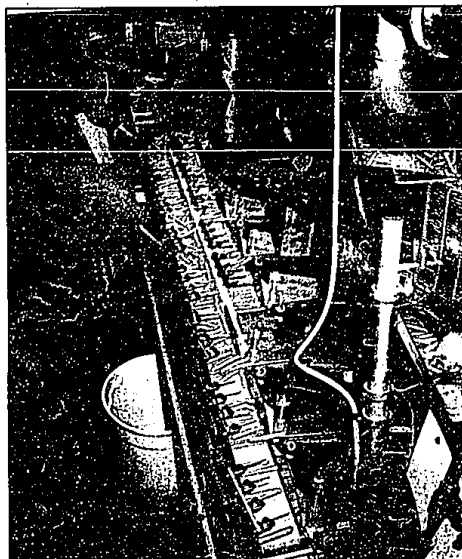
"Hopefully, it will have an impact at the retail level," he said. "There will be a lot of promotion. We're going to be doing a lot of advertising, a lot of couponing."

Hot dogs will be priced this season at \$1.75 compared to \$1.50 last year for a comparable size.

Hygrade, a division of Sara Lee, is headquartered in Southfield with production plants in Livonia and Philadelphia.

"Obviously, we're disappointed," said Margaret Riley, vice president and director of marketing for Hygrade. "It was a relationship we had for 36 years. Ball Park Franks were created for Tiger Stadium in 1957. They were sold there before they were sold in grocery stores."

No employment cuts will result from losing the baseball account, she



Get your red hots: Thorn Apple Valley workers step up production of the hot dogs that will be served at Tiger Stadium this season.

added. Hygrade continues to supply the Kingdome in Seattle and will start supplying the Palace of Auburn Hills in August.

now is retail volume," Riley said. "In actuality, we could sell as much with a big ad for Farmer Jack or A&P as we'd sell in Tiger Stadium in a year."

"Ninety-five percent of our volume

See HOT DOGS, 2C

Schuler Foods flies new ownership flag

A group of local investors has acquired Win Schuler Foods retail and food service products from the Campbell Soup Co. of Camden, N.J.

Win Schuler had annual sales of \$5 million last year. Terms of the transaction were not disclosed.

The acquisition includes only Win Schuler retail and food service brands, including Original Bar

Scheeze, Bar Schips, Win Schuler meatballs and barbecue sauce.

"Right now we're in the early stages of developing the business," said Robert Nunez. Nunez and Tom Bitterman will act as general managers of the new entity. The two were senior executives of Viasic Foods.

"Our intent is to grow, to develop and market products that meet consumer needs."

The Schuler family sold the business to Viasic Foods in 1992 but continues to own and operate three restaurants — in Marshall, Jackson and Stevensville, Mich.

Hogan Partners of Livonia finalized the acquisition agreement with executives from Campbell.

"We hope our advantage is that

we're really focused," Nunez said. "Schuler was a small concern for Campbell."

"We're very proud to bring the ownership of these popular, high-quality food products back to the state," said Bitterman.

See SCHULER, 2C

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