

# F.B.I.

**FOOD & BEVERAGE IOWA  
QUARTERLY™**  
Iowa's Premier Publication for  
the Restaurant & Bar Industry



# BRIGHT Ideas

**Association Programs and  
Services Help Restaurants and  
Bars Do More With Less**

## Energy Audit

NET REAL SAVINGS

## Legislative Wins

ASSOCIATION LEADS CHARGE  
ON DRAM SHOP REFORM

HELPS STOP PROPOSED  
HOSPITALITY TAX

**Free Training**—Grant Makes Free Food Safety Training Available to Restaurants



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## FOOD & BEVERAGE IOWA

Iowa's Premier Publication for the Restaurant & Bar Industry

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**News**  
News releases and editorial queries are accepted at fbiquarterly@restaurantiowa.com or via fax at 515-276-3660.

F.B.I. Quarterly is the official publication of the Iowa Restaurant Association. It is produced four times a year and is distributed to licensed restaurant and retail beverage establishments in Iowa. Editorial features cover business, legislative, and other trends impacting Iowa proprietors.



# BRIGHT Ideas

## Association Programs and Services Help Restaurants and Bars Do More With Less

As customers tighten belts and pinch pennies, Iowa restaurateurs and tavern operators are looking for strategies to cut costs, strengthen sales and stay ahead of the competition. Many have found immediate benefit through the member-only discounts offered through the Iowa Restaurant Association. In fact, they are often saving hundreds or even thousands of dollars annually. But most quickly realize that the “Brightest Ideas” and most invaluable elements of membership are the connections—to people, vendors, information and resources they can’t do business without.

### Reduce Music Licensing Fees



Any restaurant or bar operator that plays music heard by the general public is well aware of the need for a music performance license. “It’s just one of the costs of doing business,” says Dan Massoth, co-owner of Hessen Haus, an old-world style German bier hall located in downtown Des Moines. Even polka tunes require a music license explains Dan. However, he gets a break on his music license fee because of his membership in the Iowa Restaurant Association. “It’s as simple as making a phone call to BMI and letting them know you are eligible for an association member’s discount,” he says. In an economy where many small things can add up on the bottom line, it’s a phone call worth making.

### Reduce Insurance Costs



In an industry where three of five businesses change owners or have shut their doors within the first five years, Rhonda Capron, owner of Rhonda’s Speakeasy in Sioux City, knows she’s a bit of an anomaly. She opened her tavern in July 1996 and has never looked back. Her success secret? “I operate a tight ship. I’m always looking for ways to decrease costs that have zero visible impact on my customers,” says Rhonda.

Recently, Capron found a way to save thousands. She worked with her insurance agent to move her DRAM, workmen’s compensation, and property casualty insurance to Society’s TrimPlus—a program developed specifically for restaurants and bars that are members of their state restaurant associations.

“That move alone saved Rhonda more than \$2,600 annually,” said Neal Wooldridge, Capron’s insurance agent. As an IRA member Rhonda receives discounts coverage enhancements that non-members don’t receive, as well as an annual dividend on her workmen’s compensation policy.

“My annual savings pays for my IRA membership many times over,” says Rhonda.

#### For More Information

**Learn about all of the IRA member discount programs.**

[www.restaurantiowa.com](http://www.restaurantiowa.com)



### Energy Audit



When Carl Wertzberger joined the team of the Renaissance Savery Hotel in Des Moines last December, he had one request—that the hotel’s restaurant join the Iowa Restaurant Association. Management agreed and was soon introduced to a program that more than covered the cost of membership for years. Working with IRA member benefit partner D&J Consulting in Ankeny, the hotel’s restaurant was able to take advantage of a little known element in the Iowa tax code that allows operators to exempt the energy used in the preparation of food and beverages room state and local sales tax.

“D&J conducted an energy audit and filed all of the paperwork,” says Carl, who then introduced the service to other hotels in their management company. As a result of the audit, the hotel’s restaurant was able to net a one-time refund of well over \$2,500 and projects an on-going savings of approximately \$150 per month on its energy bills for the next 36 months. “That’s real money,” says Carl.



### Free Resources



For nearly 14 years, Doni DeNucci, president and CEO of the Iowa Restaurant Association, has watched IRA members recover the cost of their annual association membership dues by taking advantage of one or more of the member benefit programs. “It’s our business to help their bottom lines,” says DeNucci.

## Three No-Cost Ways to Improve Your Bottom Line!



#### Member Resource CD

Some of the Association’s most often requested information resources.

Free to members, the CD includes customizable templates for everything from an employee handbook and crisis management plan to wage and labor compliance information and food inspection preparation tools. Order today [info@restaurantiowa.com](mailto:info@restaurantiowa.com).



#### Prescription Drug Card

Employees of IRA member establishments may download a free prescription drug card

and receive savings of up to 75% at more than 50,000 national participating pharmacies including Kmart Pharmacy, Walgreens, CVS/pharmacy, Rite Aid, and Hy-Vee. Visit [www.restaurantiowa.com](http://www.restaurantiowa.com)



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everything from marketing strategies to cost controls. Call-in and glean applicable strategies you can put to work for your business immediately. See upcoming webinars [www.restaurantiowa.com](http://www.restaurantiowa.com) or on page 17 of this issue.

## Get the Facts and Figures



Iowa restaurant and bar owners seeking specific strategies to cut costs and strengthen sales will likely find at least a dozen strategies they can try in the

National Restaurant Association's Forecast 2009. This year's report includes a special section called "Game Plan for Success in 2009" which offers practical suggestions for creating a targeted, successful operational plan.



The report is free for the first time in five years to IRA members (non-member cost is \$125). Visit [www.restaurantiowa.com](http://www.restaurantiowa.com) to download.

### Have you raised prices?

Over the past two years, the most common way restaurant owners have combated the impact of rising food costs is to increase menu prices. The NRA forecast showed that 29 percent of fine dining establishments and 68 percent of quickservice operations have raised prices.

**29%**

OF FINE DINING ESTABLISHMENTS SAY THEY HAVE RAISED PRICES

### Adjust beverage portions?

One restaurant featured in the NRA's "Game Plan for Success" offers both 5 and 8 ounce pours of wine by the glass. Most guests trade up to the larger serving, which has pushed wine-by-the-glass sales above the prior year's tally.

**Cheers to you...**

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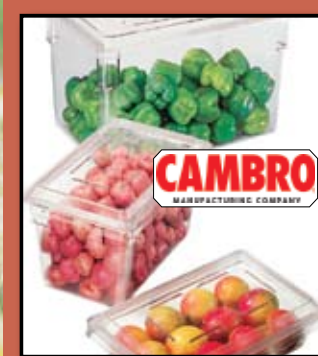


Call the EnergyAdvantage team at MidAmerican for more information on rebates and low-interest loans for high-efficiency commercial kitchen equipment.



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## What Went Down UP ON THE HILL

When the 2009 legislative session came to a close at the end of April, many Iowa restaurant and bar owners found themselves breathing a sigh of relief. Proposed hospitality-specific taxes were stopped and the industry was on the winning side of several issues. The relief may be short-lived, however, as the tenuous nature of the economy will likely have Iowa lawmakers seeking as many “new sources of revenue” (a.k.a. fee hikes and tax increases) in the 2010 session.

**Win!**

### PROPOSED RESTAURANT AND BAR TAX STOPPED

A bill that could have given cities and counties the authority to create restaurant and/or bar taxes of up to 5 percent (much like a hotel tax) was stopped. The IRA lobbying team worked closely with legislators to demonstrate the negative impact this would have on local establishments.

**Win!**

### LIMITS INCREASED FOR ELECTRONIC PRIZE WINNINGS

A bill passed that allows operators with electronic amusements or “games of chance” to increase prize values to \$50 in food or merchandise. Proprietors wishing to adjust prize winnings should contact the applicable regulatory party.

**Win!**

### TAKE HOME UNFINISHED BOTTLES OF WINE

A bill that clarified the regulations under which customers may take “to go” unfinished bottles of wine passed. See article page 19.

**Win!**

### DRAM SHOP REFORM

A bill passed that reduces to 30 months the time insurance companies consider as they issue dramshop liability insurance. A win for new owners of previously troubled hospitality properties.

## No Debate

### SMOKE FREE AIR ACT

All proposed legislation that would have modified the 2008 Smoke Free Air Act was sidelined by the Democratic leadership. The Association will continue to work with “small business-friendly” legislators on both sides of the aisle to seek modifications to smoking restrictions.

## No Relief

### COMMERCIAL PROPERTY TAX RELIEF

Despite annual promises to address rising commercial property taxes, the Iowa legislature again failed to make any serious headway on the issue. Given the state of the economy and Democratic majorities in both houses, it is likely that any new initiatives to provide small business tax relief will be buried in the coming session—as legislators will be scrambling to find new sources of tax revenue.

Join Us

*The IRA is the industry's unified voice to lawmakers. Join us!*  
Contact Cindy Jordan, membership director at [cjordan@restaurantiowa.com](mailto:cjordan@restaurantiowa.com).

Also you can check out [www.restaurantiowa.com](http://www.restaurantiowa.com).



## Help Elect Candidates that Support Your Business

A Political Action Committee (PAC) is a fund that people with shared interests contribute to. Funds are then allocated to candidates in both parties that the group feels will best represent their interests. Individuals may give any size contribution to a PAC. Businesses cannot contribute to a PAC. The Iowa Restaurant Association PAC supports state candidates that are advocates for the hospitality industry. Your contribution helps elect people who support your interests. You need not be a member of the IRA to contribute.

Call Iowa Restaurant Association President and CEO Doni DeNucci at 515-276-1454 to learn more.

“For small business owners, the 2010 state election is likely the most important in recent memory. With all of the executive offices, all of the House seats, and half of the Senate seats up for grabs, the very nature of the relationship between the State and hospitality establishments is in play. Restaurant and bar owners who want less government involvement in how they run their businesses need to find, support, or better yet, become candidates that represent the interests of the industry.”

Craig Walter

15+ Year Lobbyist for the Iowa Restaurant Association



# Just desserts.



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To qualify for commercial food service equipment cash rewards, you must be a non-residential customer in Iowa who purchases electricity and/or natural gas from Alliant Energy. Other restrictions may apply.



We're on for you.

## Programs for Professionals

Each year, the food and beverage industry introduces thousands of young Iowans to the workforce—many go on to pursue careers in the hospitality industry. In fact, today more than 145,000 Iowans work in the restaurant and retail beverage industry—representing 10 percent of the state's employment.

The professional paths for those pursuing such careers are highly varied—from associate and bachelor degrees in management to formal culinary training to “in the trenches” experience. Regardless, the Iowa Restaurant Association and its partners offer the ongoing education and networking programs restaurant owners need for both their front-of-the-house and back-of-the-house employees.

### Education and Training

The IRA leads the way in providing superior food safety and responsible alcohol service training, as well as career advancement and school-to-career opportunities. Programs are offered statewide and most food safety curriculum is available in multiple languages. Offerings include:

- ServSafe Food Safety Manager's Certification (also available online)
- ServSafe Starters for all employees (also available online)
- ServSafe Alcohol
- DineSafe Onsite Food Safety Training
- Food Safety Seal of Commitment designation
- ProStart School-to-Career Program and Competition

The IRA also has a complete business and training resource library, as well as online training options. The Association hosts a series of free telewebinars throughout the year covering a range of management, marketing, cost-savings and other business-related topics.

### Networking, Mentoring, Member Resources

Through the Association's annual events and programs, IRA members have regular access to other successful operators as well as the Association staff. The IRA can even partner you or one of your team members with a mentor, refer you to a vendor, or help you find counsel. A member resource CD puts 200+ pages of critical information at your fingertips.

### Get Started Today

Learn more about how the IRA can help your business today. Contact Cindy Jordan, Membership Director, [cjordan@restaurantiowa.com](mailto:cjordan@restaurantiowa.com) or 515-276-1454.

**“Food safety training is a simple, cost-effective way to show customers our commitment to quality and enhance the sense of professionalism among my staff.”**

*Mike Rastrelli  
Rastrelli's Restaurant, Clinton  
Food Safety Seal of Commitment  
Establishment*

For Upcoming  
Classes and  
Events

See Page 17

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*Push It, Pair It...*  
 Beer Still Offers Maximum Volume  
 And Profit

The Iowa Restaurant Association partners with experts from across the state to help members find creative ways to enhance profits. Food and Beverage Iowa Quarterly caught up with Mike Brewington, president of Iowa Beverage Systems in Des Moines, to ask him for beverage strategies operators can employ to improve their bottom lines. His thoughts follow.

**i**n robust economic times or in a downturn, entertainment business goes where it is courted and welcomed. Operators seeking ways to proactively pursue consumers that are still out spending should consider getting creative with beer sales.

**Brew Options Expand**

Today there are over 13,000 different beers sold in the United States. Brewers and distributors spend huge sums of money on sponsorships, promotions, advertising, and training specifically designed to bring customers into your establishments, so it's important to leverage that once they arrive. Unlike years past, few consumers drink just one or two brands. Most have a list of up to 20 different brands depending on the occasion, season, event or menu.

**Note Beer Pairings on Menu**

Consider pairing and suggesting different beer styles with items on your menu. Note the pairings directly on the menu and make certain your servers suggest them. A couple can easily share a bottle of beer with each course, experience three or four new flavors paired with food, and spend less than they would have on a single bottle of wine.

Ask your beer distributor to meet with your staff to discuss beer styles and brands, as well as to make pairing suggestions that improve the quality and profitability of your draft offerings.

Beer has been, and continues to be, one of the best values in the alcohol beverage category—put it to work for you.

**Beer Top Pick in Iowa**

In Iowa beer is the first choice of legal drinking age consumers and demand keeps growing. In fact, in 2008 Iowans consumed 23 gallons of beer for each gallon of wine. Per capita consumption of beer grew by a full six pack in 2008, compared to an increase of about 5 ounces per wine drinker.

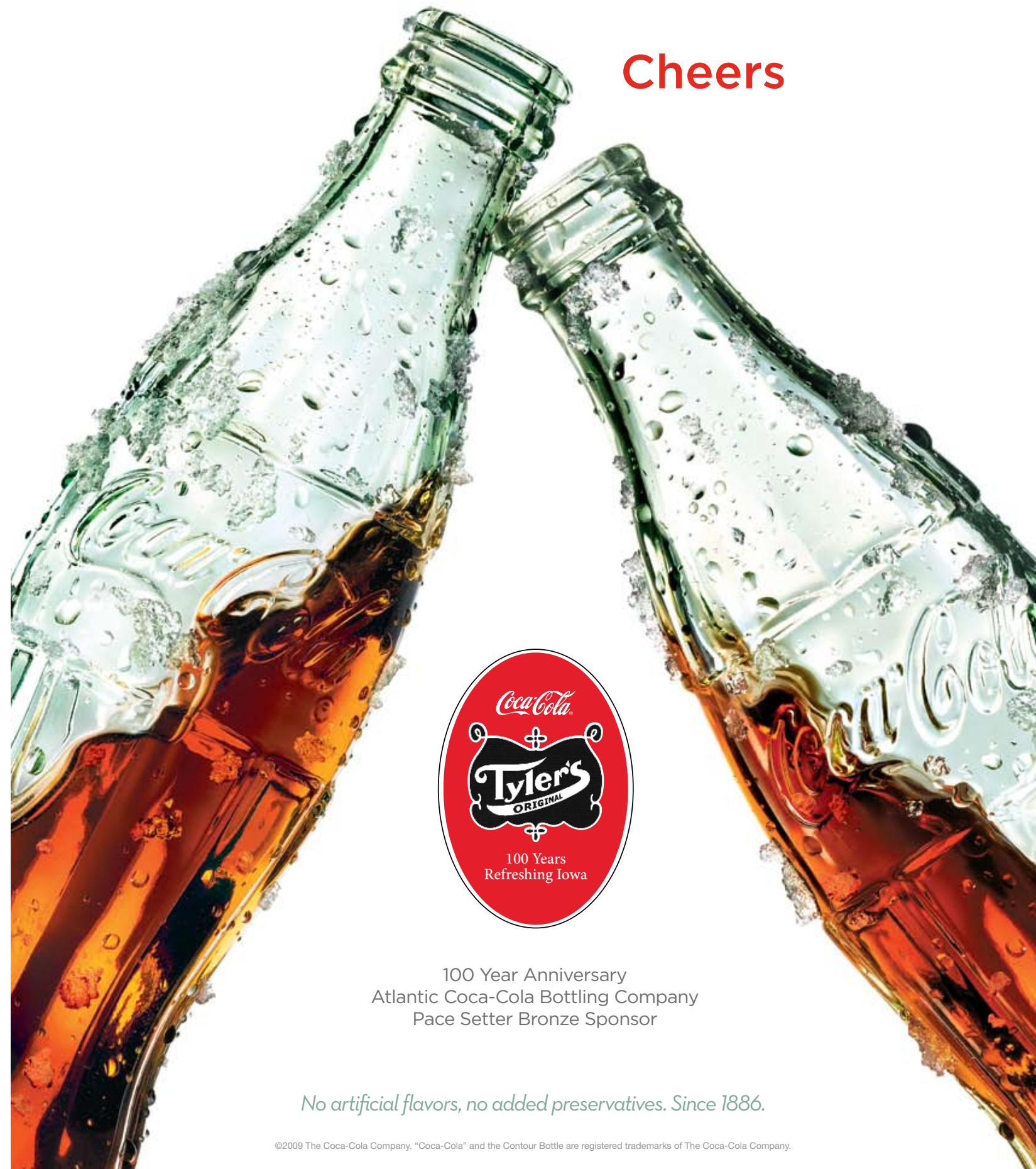


**Suggest These Pairings!**

- |                            |       |                    |
|----------------------------|-------|--------------------|
| Pizza                      | ----- | Wheat Beer         |
| Grilled Meat or Vegetables | ----- | Malty Pale Ale     |
| Fish                       | ----- | Crisp Lager        |
| Poultry or Pasta           | ----- | Refreshing Pilsner |
| Cheese Assortment          | ----- | Hopped-up Ale      |
| Chocolate Dessert          | ----- | Smooth Black Ale   |



Cheers



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**Malag Takes Second in National Competition**



Chef Ephraim J. Malag, CEC recently took second place in the Vistive Soy

Oil Chef Challenge, an event sponsored by the company in cooperation with The Soyfoods Council. Malag, who is the executive chef at Tournament Club of Iowa in Polk City and has placed in the top three of the IRA's own culinary competition multiple times, was one of three finalists selected by a panel to participate in the competition's final challenge, which took place in GrapeVine, Texas as part of Commodity Classic. Malag's katsu pork took second place, netting him a \$5,000 prize.

**Glazer's Hits Century Mark**

Glazer Distributors, a distributor of wine, spirits and malt products with offices in 11 states including Iowa, is celebrating its 100th year in business. The company began in 1909 in Dallas, Texas, where Louis Glazer opened the Jumbo Bottling Company,

which distributed a line of flavored soda waters from the back of horse-drawn wagons. Glazer's Distributors, as the company is known today, was established in 1933 by Max and Nolan Glazer, two of Louis Glazer's sons.



**Mrs. Clark's, PepsiAmericas Become IRA Bronze Sponsors**

Mrs. Clark's Foods and PepsiCo, Inc. recently joined the ranks of "bronze" sponsors of the Iowa Restaurant Association. Bronze sponsorship means both companies have made a minimum \$5,000 commitment toward sponsorship of the Association's programs and events. Mrs. Clark's Foods, with operations in Ankeny, Iowa and Henderson, North Carolina, offers a full line of salad dressings, barbecue sauces, and mustards for the wholesale food service industry.

PepsiAmericas has a number of independent bottlers that operate throughout the state. The company offers more than 200 flavors of soft drinks, juices, teas, water, isotonic, coffee, and energy drinks.



**Atlantic Bottling Celebrates 100 Years of Family Business**

Atlantic Bottling Company, located in Atlantic and Waukee, is celebrating its 100th anniversary. The company was started in 1909 by brothers Harry and Henry Tyler in Villisca, Iowa, as an ice cream business. In 1916 the company purchased the Clarinda Bottling Company. After the transaction, the brothers discovered a franchise contract for Coca-Cola among the books and records—an agreement that remains at the cornerstone of the company's business today. The Tylers eventually expanded to include four plants located in Shenandoah,

Atlantic and Creston, Iowa, along with Grand Island, Nebraska. In 1949, Harry and Henry divided the business for estate purposes. Today, Atlantic Bottling Company is still family run. They are also a bronze sponsor of the Iowa Restaurant Association. Under the leadership of Kirk Tyler, they remain a privately owned independent bottler and distributor of Coca-Cola products for southwest, central and south central Iowa.

**Papa John's 25th Year**

During an economic downturn in 1984, 'Papa' John Schnatter tossed conventional wisdom aside to pursue his passion for pizza. With the money received from selling his beloved camaro, Schnatter knocked out the broom closet of his father's tavern and set-up necessary restaurant equipment. Twenty-five years later, Papa John's is the third-largest pizza company in the world with nearly two dozen franchises across Iowa.

**Got News?**

**Send news about Iowa restaurants and taverns to:**

**Jessica Dunker, FBIQ editor at [jessica@dunker.com](mailto:jessica@dunker.com)**

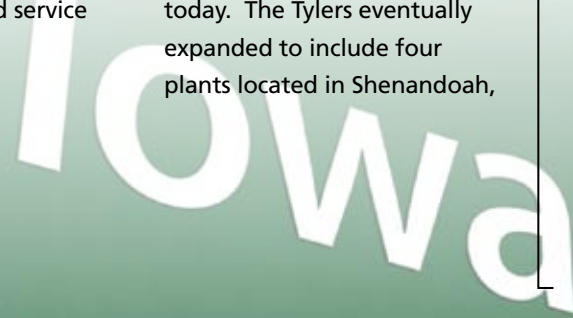


*Sysco Iowa made a smaller Environmental Footprint last year thanks to our partners... SCA and you! The following facts are based on our top ten purchased items.*

|   |                    |
|---|--------------------|
| <i>Number of total cases purchased:</i>     | <i>55,500</i>      |
| <i>Pounds of Recycled Waste Paper Used:</i> | <i>1.7 Million</i> |
| <i>Gallons of Water Saved:</i>              | <i>6.0 Million</i> |
| <i>Cubic Yards of Landfill Space Saved:</i> | <i>2,604</i>       |
| <i>Kilowatts of Energy Saved:</i>           | <i>3.5 Million</i> |
| <i>Gallons of Oil Saved:</i>                | <i>22,899</i>      |
| <i>Pounds of Air Pollutants Saved:</i>      | <i>52,070</i>      |
| <i>Number of Trees Saved:</i>               | <i>14,753</i>      |

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# education and networking events

## 2009

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### July

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Iowa Restaurant Association  
Des Moines, IA  
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**July 8**  
ServSafe Food Safety Training  
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To register, call 515-957-5763

**July 21 – 2:00 p.m. Telewebinar**  
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\$100 per golfer  
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**July 30**  
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Black Hawk County Extension  
Waterloo  
To register, call 319-234-6811

### August

**August 4**  
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Iowa Restaurant Association  
Des Moines, IA  
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### September

**September 20-26, 2009**



Restaurants around the country are uniting behind the cause to end childhood hunger in America by joining **Share Our Strength's Great American Dine Out®**, a week-long national restaurant event. The program is sponsored by the National Restaurant Association and Iowa Restaurant Association.  
Learn how you can participate at [www.GreatAmericanDineOut.org](http://www.GreatAmericanDineOut.org)

### Can't Make a Food Safety Training Class?

**Both the full ServSafe Manager Course and ServSafe Starters—a food safety short course for all employees—are available online.**

Contact the Iowa Restaurant Association at (515) 276-1454 or online at [www.restaurantiowa.com](http://www.restaurantiowa.com) for more information



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for lactose and gluten free diets

may reduce risk of kidney disease

For more information about soyfoods visit [www.thesoyfoodscouncil.com](http://www.thesoyfoodscouncil.com) or call 866-431-9814.

*Association Effort Helps Pass  
Re-sealable Wine Law*

Unfinished Bottles of Wine Can Now Be Packed  
“To Go”

“Can I pack that up for you?” will take on new meaning in Iowa restaurants this summer. The Iowa Restaurant Association worked diligently to help pass legislation that allows customers to take one partially consumed bottle of wine “to go.” The new law goes into effect July 1, 2009.

Establishments that sell wine for consumption on premises can now allow customers to take one unfinished, re-sealed bottle of wine home.

Restaurants and bars should carefully review the particulars of the legislation and note that:

- Customers may take only one partially consumed bottle of wine
- Bottles must be resealed
- Resealed bottles must be in bags
- It must be visibly apparent that resealed bottles have not been tampered with
- A receipt for the bottle of wine must be provided

The IRA recommends including a reminder to customers that resealed bottles must be transported in a vehicle’s trunk or for vehicle’s without trunks, behind the last upright seat.

Several IRA members sell wine take-out bags. If you are looking for a vendor or have questions, call 800-747-1453 or info@restaurantiowa.com.



Looking for a  
Wine Take-Out Bag Vendor?

Call (800) 747-1453

Or e-mail  
info@restaurantiowa.com



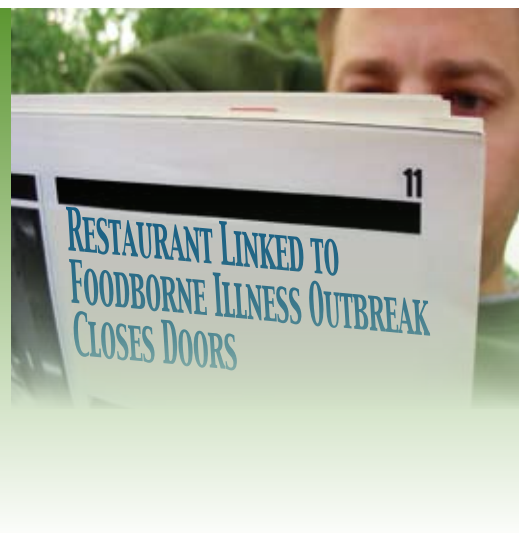
Free  
Training

ONE SICK EMPLOYEE COULD  
TAKE DOWN YOUR BUSINESS

Why risk it? Stay Out of the Headlines With Convenient  
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Now Available **FREE** to the First 250  
Establishments to Respond to this Ad!

Call the IRA at  
(515) 276-1454 for  
details and to register.



\*Restrictions apply. Offer is limited to Iowa establishments. One course per establishment. ServSafe Starters is a program of the National Restaurant Association. Offer was made possible through an FDA grant.

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The ServSafe Starters training and assessment program is a complete online solution that delivers consistent food safety training to employees. ServSafe Starters covers five key areas:

- Basic Food Safety
- Personal Hygiene
- Cross-contamination & Allergens
- Time & Temperature
- Cleaning & Sanitation.

Train an entire operation in food safety techniques—conveniently and cost effectively.

**ServSafe Starters  
Employee Online Training \$15**

**Limited Time:** Free food safety training available. Call the IRA at 515-276-1454 or see page 18 for more details.

**Also available ServSafe Manager  
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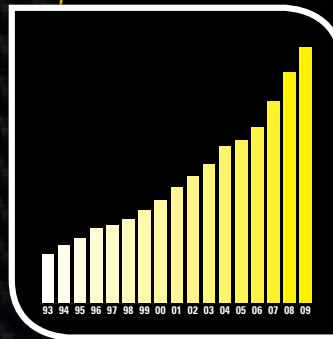
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