

# Food & Beverage Iowa Business

Quarterly

## A More Profitable Pour

Iowa Mixologists  
Showcase Their  
Creativity



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# Food & Beverage Iowa Business Quarterly

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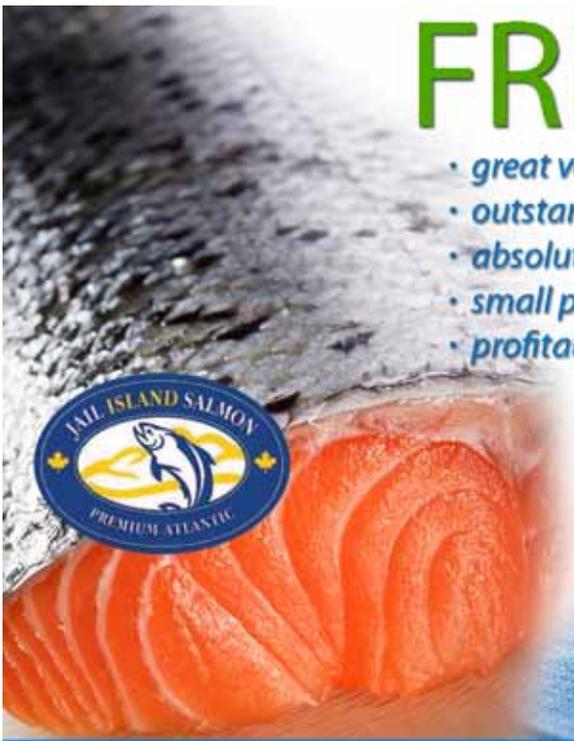
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## We'll Protect and Promote...You Be Profitable

By: Jessica Dunker, President, CEO  
Iowa Restaurant Association

### I See...

Speaking of new, the IRA recently refreshed our logo. The image and color scheme bring together our dedication to deliver on our mission, as well as let the viewer decide if it is a chef's tray or image of the state capitol above our name. I imagine it depends on your perspective. What do you see?



One year ago, I had the privilege of being named the President and CEO of the Iowa Restaurant Association. It has been an absolute joy (and whirlwind) representing Iowa's restaurants and bars at the legislature, with government agencies, to the media, and the public. I want to thank the Association's Board of Directors for supporting me this past year. We have changed many things together—the dues structure, Board structure, staff model—and created many things too—Dine Iowa, Iowa Restaurant Resources, Industry Job Board—all with an absolute commitment to do everything possible to protect and promote Iowa's hospitality industry. There is still much to do and I can't wait to see what Year Two holds!

### Looking for the Best of the Best

Each year the Governor declares September "Iowa Restaurant Industry Month." It is the time we take to celebrate and honor the best of our industry. We are in the process of selecting participants for our annual culinary competition, conducting our regional events to find the "Top 10" mixologists for our state mixology competition, and seeking nominations for Iowa's Restaurateur, Chef, Employee and Purveyor Employee of the Year. These final competitions, and an industry awards event that honors our winners and Philanthropy honorees, will take place Sunday September 23<sup>rd</sup> at Prairie Meadows Event Center. Please take the time to nominate those who best represent our industry! Nomination forms can be found on the IRA website.

### A More Profitable Pour

With our recent legislative win allowing infusions (at least at a starter level) it seemed appropriate to revisit the creativity and profitability potential of alcoholic beverages. This issue looks at ways restaurants and bars can (and are) redefining their drink menus to grow business. So mix, draw, or pour yourself a favorite beverage and spend a little time taking a look...ultimately our hope is that you find an idea or two that might add a little profit to your bottom line!





# Mixing it Up For Profitable Pours

Iowa's restaurant and bar operators may finally have reason to feel cautiously optimistic. Across the state, sales are crawling upward. What's more, Iowa restaurant patrons are increasingly interested in innovative cuisine types, concepts and flavors. That desire to experience something new—like a non-traditional twist on a classic favorite—is driving the beverage industry as well. Bartenders are quickly evolving into mixologists, sommeliers, and craft brewmasters. Like chefs, they are gaining certifications, participating in competitions, and showcasing their creativity—all with an eye toward increased profitability.

According to the Merriam-Webster's dictionary the word

*mixology* dates back to 1948 and is defined as "the art or skill of preparing mixed drinks."

## Millenials Interested in Local and Premium Brands

Any establishment selling alcoholic beverages knows attracting millennials (age 21-34) is important. What's more, the means by which you capture the attention of the "I was born in the 1980s" crowd is constantly changing. A recent study conducted by Nielsen Research gave some telling insights. Millennials are more likely to:



- 1 Equate product cost with quality
- 2 Buy locally-made or produced products BECAUSE it helps the local economy
- 3 Trade up to more expensive alcohol beverage brands as the economy improves

## More Smile, Less Style

What motivates your patrons to order a particular cocktail or drink? A Next Level Marketing consumer research study set out to get into the heads of consumers by interviewing more than 1,000 people who frequent nightclubs and restaurants.

They found that 90% of consumers read drink menus, but only one quarter of them say it's how they decide what to order. Rather, a hospitable bartender is a much bigger influence on a drink order.

The take away? Hire for the smile, train to mix drinks and watch sales grow. Today's bar patron, while more drink-savvy than ever, still desires service that makes them feel welcome and wanting to return.



## A Little Marketing Mixology

Just like a good bar menu is equal parts classics and new cocktails, the perfect marketing mix blends old favorites with choice new approaches.

### Social Media Call to Action—

Tweet a secret code word with an offer of a free drink or appetizer to the first 25 people in the door who know the word.

### Old School Suggestive Selling—

If a guest asks for a Gin & Tonic, immediately suggest a premium or super-premium brand. If they ask what's on tap, inquire what style beer they prefer and give quick, but complete descriptions of similar or next-level draft brews available.

### Promote Winners, Dump the Dogs—

Success breeds success. Don't promote sales losers thinking it will drive sales up. Studies show pictured drinks, sell in larger quantity. So picture the drinks unique to your establishment that are financial winners.

## Make 'em Thirsty...

Why do food menu descriptions make mouths water, while cocktail menus are often little more than laundry lists of ingredients? The words you use play a major role in drink-purchase decisions. Help patrons crave your drinks with words that focus on taste and experience, as well as ingredients.

### Wouldn't You Like...

#### Beers:

Frosty  
Smooth  
Creamy  
Earthy  
Frothy  
Refreshing  
Ice cold  
Hand-crafted

#### Wines:

Elegant  
Layered  
Intense  
Lush  
Romantic  
Velvety  
Opulent  
Refined

#### Mixed Drinks:

Tropical  
Fresh-squeezed  
Famous  
Hand-picked  
Infused  
Shaken  
Frozen  
Fragrant



## New Infusion Legislation A Win for Iowa's Hospitality Industry

Mixology is likely to be a little more creative in Iowa restaurants and bars starting in July. After a series of legislative twists and turns, infusion—the “osmosis of flavor” between a non-beverage ingredient such as fresh herbs, fruit, or candy, with liquor—will now be allowed in limited form under Iowa law.

The infusion language was originally presented as a standalone bill but was ultimately passed as part of the larger Standings Bill signed in late May. A set of emergency administrative rules have been adopted by Iowa Alcoholic Beverages Division Commission (ABD) (see page 10) allowing restaurants and bars to immediately create up to three gallons of infused liquors and cocktails for use in their establishments and store them for seventy-two hours in labeled containers.

“This is a terrific win for the hospitality industry,” explained Jessica Dunker, president and CEO of the Iowa Restaurant Association, who worked along with operators to provide comments on behalf of the industry back to the ABD as they

### *Bertrand Champions Infusion*

The Iowa Restaurant Association thanks one of its legislative champions Senator Rick Bertrand (R) of Sioux City for helping save the infusion legislation. Bertrand, a hospitality establishment owner himself, is a true advocate and voice for the industry in the state legislature. After it had been dropped by the Iowa House, he was able to re-add the infusion language into the final Standings Bill. If you'd like to thank Senator Rick Bertrand, you may e-mail him at [rick.bertrand@legis.iowa.gov](mailto:rick.bertrand@legis.iowa.gov).



created the administrative rules. “Like the culinary world, mixology has become increasingly focused on layering flavors with fresh and interesting ingredients. This legislation makes it possible for mixologists to infuse flavors that are truly one-of-a-kind.”

The new rules also address inventory issues. Until now, if a bartender mixed a large pitcher of margaritas, sangrias or other mixed drinks, they were required to throw out the unused portion at the end of the night. Those mixed drinks can now be stored for up to 72 hours.



### ***Infusion Legislative Language***

#### **Second paragraph of S-5243 (House File 2465)**

Mixed drinks or cocktails mixed on the premises that are not for immediate consumption may be consumed on the licensed premises subject to the requirements of this subparagraph pursuant to rules adopted by the division. The rules shall provide that the mixed drinks or cocktails be stored, for no longer than seventy-two hours, in a labeled container in a quantity that does not exceed three gallons. The rules shall also provide that added flavors and other non-beverage ingredients included in the mixed drinks or cocktails shall not include hallucinogenic substances or added caffeine or other added stimulants including but not limited to guarana, ginseng, and taurine. In addition, the rules shall require that the licensee keep records as to when the contents in a particular container were mixed and the recipe used for that mixture.

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## Mixed Drinks or Cocktails Not For Immediate Consumption

With the passage and signing of House File 2465, the mixing, storing, and dispensing of mixed drinks, cocktails and alcohol infusions which are not for immediate consumption (herein referred to as premixed drinks) became legal July 1, for on-premises liquor licensees. However, the new language stipulates premixed drinks must be in compliance with the Iowa Code and rules adopted by the Alcoholic Beverages Division (ABD).

The ABD filed and adopted rules which were effective July 1. However, to allow for public comment, persons interested in presenting written comments or desiring to make an oral presentation must submit their intent to the ABD by July 31, 2012. A public comment meeting is scheduled for Thursday, August 2, 2012, at 10 a.m. in the ABD boardroom, 1918 S.E. Hulsizer Road, Ankeny.

The rules define “immediate consumption” to mean the mixing and fulfilling of a mixed drink or cocktail order only after receiving the order. Licensees who intend to serve premixed drinks should become familiar with the following rules to ensure compliance with Iowa regulations.

### A Liquor Licensee Must:

- Utilize alcoholic beverages in the premixed drink which are authorized by the license and obtained through the three-tier system,
- Comply with all applicable state and federal food safety regulations, and
- Comply with all federal alcohol regulations.

### A Liquor Licensee Cannot:

- Add hallucinogenic substances, added caffeine or stimulants, or controlled substances to a premixed drink.

### A Premixed Drink Batch Must Be:

- Disposed of within 72 hours of mixing,
- Mixed, stored, and consumed on the licensed premises, and
- In a labeled container that is compliant with state and federal food safety statutes.

### A Premixed Drink Batch Cannot Be:

- More than three gallons,
- Removed from the licensed premises,
- Mixed, stored, or dispensed from an original package of liquor or wine, or a container bearing an alcoholic beverage name brand, and
- Added to a relabeled empty container or another premixed drink batch if expired.

### Label Requirements:

A label is required to be on each container that holds a premixed drink batch. The label must adhere to the container, in a noticeable place, until the entire contents are dispensed or destroyed.

#### The label must legibly identify:

- The date and time of mixing alcoholic beverages with nonalcoholic ingredients in the container,
- The date and time the contents expire,
- The title of the recipe used for the contents,
- The size of batch, and
- The person who prepared the contents.

Each label must be marked clearly with the words “CONTAINS ALCOHOL.”

### Record Keeping Requirements:

Records must be maintained for three years on each prepared batch of premixed drinks.

#### The records must identify:

- The date and time of mixing alcoholic beverages with nonalcoholic ingredients in the container,
- Each alcoholic beverage, including the brand and amount used in the batch,
- Each nonalcoholic ingredient used in the batch,
- The recipe title and directions,
- The size of batch,
- The person who prepared the contents,
- The date and time the contents were destroyed or entirely consumed,
- If not consumed, the method of destruction, and
- The person who destroyed the contents.

### Dispensing Machines:

A dispensing machine that contains a premixed drink is required to follow the labeling, record keeping, and disposal requirements. Licensees who use a dispensing machine that contains a non-alcoholic premix, and add alcoholic beverages after receiving and dispensing a customer order for the beverage, are not required to label the container or maintain records.

### Violations:

- A failure to comply with the above rules will result in a fine, license suspension, and/or license revocation.

Licensees may access label and record keeping templates on the ABD website. These templates are recommendations but are not required. Additionally, the rules, law and more information can be found at [IowaABD.com](http://IowaABD.com)

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A man with a beard and short hair, wearing a blue button-down shirt, stands behind a bar. He is smiling and holding two glasses of infused drinks, one in each hand. The bar is well-stocked with various bottles and glasses, and the background is dimly lit with warm lights.

# Raise the Bar!

Iowa City Restaurant Owner Spearheads Campaign to “Legalize Creativity”

## *Iowa City restaurateur Kurt Friese is a man with a mission.*

Friese is chef/owner of Devotay, a fine dining establishment renown for its sustainable cuisine and support of local farmers and food artisans. Like chefs across the country, Friese recently became interested in creating culinary cocktails. He even began handcrafting a bar specifically designed to accommodate his ability to infuse liquors.

Much to his surprise, Iowa law would not allow it.

### **Prohibition Era Rules Kill Creativity**

The applicable law was enacted shortly after the end of Prohibition. It was intended to stop unscrupulous saloon keepers from disguising dangerous or diluted liquors by storing and serving them from the labeled bottles of premium liquors. Unfortunately, as written, the law also kept Friese and other mixologists from infusing and storing liquor past the end of each business day.

### **Raise the Bar**

He took his fight to the legislature, launching the “Raise the Bar” campaign asking lawmakers to rethink, or throw out, the outdated law.

Friese was quick to point out the fact that chefs have been infusing food for years. “If you can trust me to put raspberries in vinegar, you should trust me to put them in alcohol,” he said.

He created a petition, gathered signatures and took his concerns to the Iowa Alcoholic Beverages Division, as well as to Iowa legislative leaders. He partnered with the Iowa Restaurant Association and other restaurant and bar owners to draw attention to his desire for change.

His grassroots efforts paid off—at least partially.

### **Partial Win**

In May, Governor Branstad signed the Standings Bill which included a revision to the infusion laws which make it possible for mixologists to infuse and store liquors for up to 72 hours.

It’s not everything Friese had hoped for, but it is a start.

“The new legislation takes care of many of the inventory waste and even some of the flavor infusion issues we were trying to address,” said Friese. “But a great bitter or cordial really needs anywhere from 3 to 8 weeks to infuse. So we’ll keep pushing for change.”

That battle is for another day. For now, Friese will infuse within the parameters of the law. “Ultimately if Iowa is going to make its culinary mark, we have to legalize creativity and allow mixologists to create unique flavors,” said Friese.

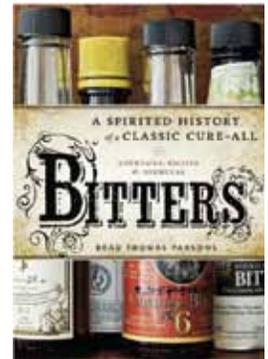
# Infusion Tips and Tricks

Blake Brown of Americana in Des Moines is well known in the area for his innovative drinks and infused fresh fruits and herbs in mixed cocktails. His "Blake's Sage" which infuses ginger black peppercorn syrup, cucumber, fresh mint and sage with vodka, is a favorite on the Americana menu. His best tip for mixologists just starting to infuse beverages?

"Iowa's 72 hour infusion rule doesn't give quite enough time to leech whole vegetables or large pieces of fruit, I recommend cutting up fresh fruits and vegetables into small pieces right before you put them into the liquor to speed the flavor infusion."



Kurt Friese of Devotay is an infusion enthusiast at home and in his upscale Iowa City restaurant. He recommends those new to infusion do two things. "First, trust your instincts and pallet. If it sounds good outside of alcohol then it will probably make a good infusion. Mustard and oreos won't be any better as an infusion than on its own," jokes Friese. His second tip is to pick up Brad Thomas Parson's book Bitters. "It's a must read for anyone interested in infusing," says Friese.



## "Blake's Sage"

Adapted from the book "Art of the Bar"

- 2 ½ ounces vodka
- ¾ ounce lemon juice
- ¾ ounce ginger peppercorn simple syrup
- 3 thin sliced cucumbers
- 1 leaf of mint
- 1 leaf of sage

### Directions:

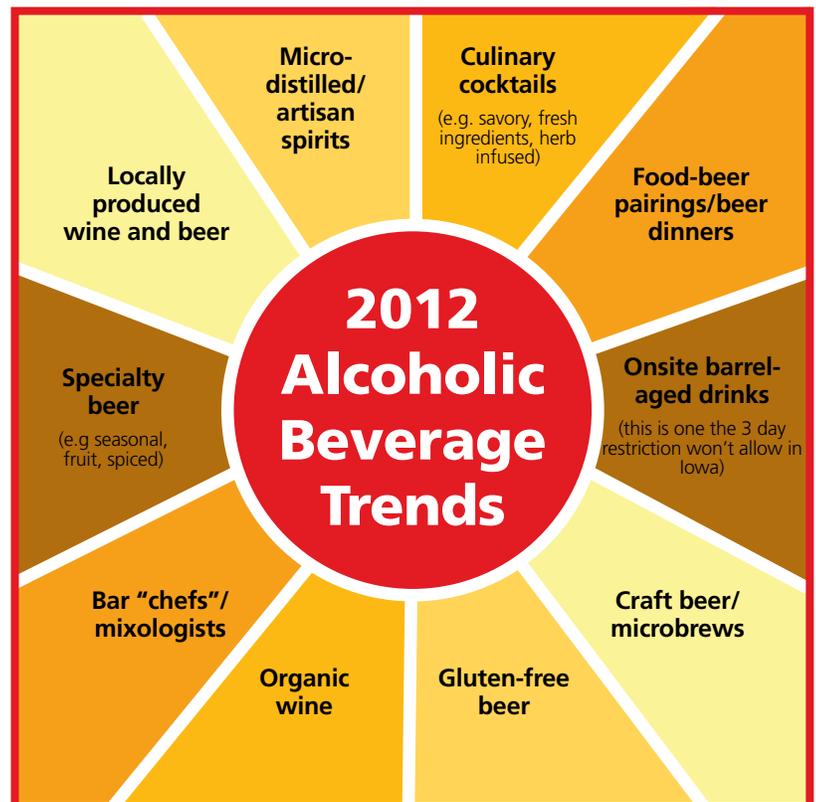
Combine vodka, lemon juice and simple syrup over ice in shaker, shake well and strain into a chilled martini glass. Garnish with cucumber, mint and sage.

### Ginger Peppercorn Simple Syrup

- 2 ounces ginger root, thinly sliced
- 1 ½ tsp whole black peppercorn
- 1 cup sugar in the raw
- 1 ½ cup water

### Directions:

Combine all ingredients and simmer for 40 minutes. Separate syrup from the solids.



Source: National Restaurant Association's "What's Hot in 2012" Chef Survey

## Mixologists Get Creative with

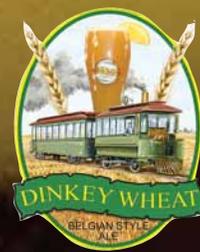
# Favorite Brews

## Shaken or Stirred?

Mixologists aren't limiting themselves to spirits these days—beer-focused cocktails or “hoptails” are popping up on drink menus across state. This may be one reason beer sales in restaurants are on the uptick. Research from the Beer Institute, the brewing industry's national trade association, reported 2011 beer sales in restaurants rose more than 9 percent. What's more, restaurants represented nearly a quarter of all beer sales—the largest share of on-premise sales last year—and 2012 looks equally promising.

## Two Beers, One Glass

El Bait Shop may well be a beer connoisseur's heaven on earth. The Des Moines mainstay offers 105 beers on tap and has 100+ bottled varieties available at any given time. According to Ashley Guillaume, the bar's social media marketing manager, the El Bait Shop crew saw the beer cocktail trend emerging two years ago and started experimenting with mixes. They immediately knew they had hit with their “Honey Orange Treat.” It combines Lindemans Framboise, a rose-colored raspberry lambic, with Dinkey Wheat, a wheat beer with hints of coriander, chamomile, and orange peel brewed locally by Olde Main Brewing Company in Ames. “The color of this cocktail is enticing in and of itself,” says Guillaume, “but it's the unique flavor of the combined beers that keep people coming back.”



## Classic Cocktails with Craft Beer Twist



Court Avenue Restaurant & Brewing Company (CABCO) in Des Moines is giving the classic Moscow Mule a beer twist. They offer a complete “Mule Series” featuring this long-standing favorite. Served in the traditional copper mug, CABCO offers six variations of the Mule—ranging from the traditional Moscow, with Stolichnaya Vodka, to the Garden, which features Pearl Cucumber Vodka—all six are mixed with lime juice and the Craft brewer's own Ginger Beer.

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— National Restaurant Association

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— Iowa Department of Inspections & Appeals

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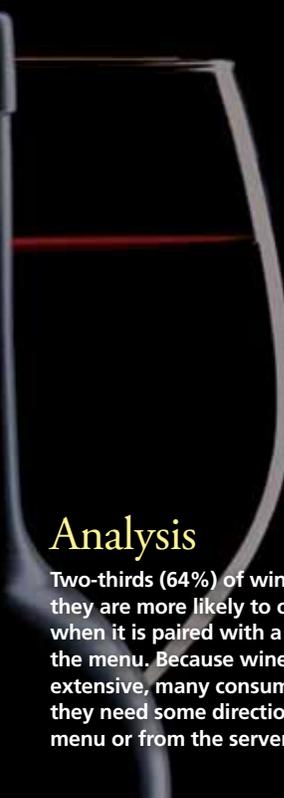
# Why Wine?

The Adult Beverage Trend Report surveyed 577 people to determine what influences their decision to order wine with dinner. The results below represents those that "completely agree" or "somewhat agree." The research firm's analysis appears next to the findings.

## Analysis

The vast majority of consumers who have ordered wine away from home in the past two weeks (81%) say it is very important to them that they are able to taste the wine before their purchase. Wine is often menued at a high price point, so consumers likely do not want to risk purchasing a variety that they may not enjoy. Keeping some samples on hand for guests or offering periodic tastings may help to drive future wine purchases.

Source: Adult Beverage Consumer Trend Report



## Analysis

Two-thirds (64%) of wine drinkers say they are more likely to order wine when it is paired with a food item on the menu. Because wine lists are often extensive, many consumers likely feel they need some direction from the menu or from the server.

81% Having a trial size taste before ordering wine is important to me.

64% I am more likely to order wine when I see it paired with a food item on the menu.

60% Seeing wine displays in a restaurant makes me more likely to purchase wine.

55% Seeing wine glasses pre-set on the table makes me more likely to purchase wine in a restaurant.

## Analysis

Operators can also consider their table settings as a way to drive wine purchases. A majority of wine drinkers say that in-store displays (60%) and pre-set wine glasses at the table (55%) can make them more likely to purchase wine.

Looking for

# Iowa's Best Mixologist



Iowa's  
**TOP  
TEN**  
Mixologists

## *Cocktail Chef? Artist? Entertainer?*

If you think you've got what it takes to be named Iowa's top mixologist, you'd best be all three.

The Iowa Restaurant Association, along with sponsors Pearl Vodka, Beam, and Southern Wine & Spirits, are once again looking for Iowa's Top Ten Mixologists to compete in the Association's state mixology competition, September 23rd at Prairie Meadows Racetrack and Casino in Altoona. The top mixologist will receive a \$1,000 prize—as well as serious bragging rights! There is also a \$500 prize for a People's Choice winner.

But you can't jump right to the state event—hopefuls must win their way into the Top Ten by placing in the top two at one of five regional competitions. There is no fee to enter and the alcohol as well as a standard bar set up will be provided.

Mixologists at all competitions will be judged on the taste of three drinks—one using an original Pearl Vodka Recipe, one using an original Beam Bourbon Recipe, and finally a Classic Cocktail using a gin or tequila. Flair and personality will also weigh into the judges' decisions. Mixologists should remember their "mix" to add a little ambiance to the night and to score extra points in the Flair Competition!

## Regional Mixology Events

Contests will be held in Cedar Falls, Des Moines, Quad Cities, Council Bluffs and Sioux City during August and early September. Please visit [www.restaurantiowa.com](http://www.restaurantiowa.com) for entry forms and specific locations. The Top Ten State Final will be on September 23 at Prairie Meadows Racetrack and Casino in Altoona Iowa.

## *Got What it Takes? Register Today!*

To compete in a Regional Mixologist Event, contact Stacy Kluesner at the Iowa Restaurant Association at 515-276-1454 or [skluesner@restaurantiowa.com](mailto:skluesner@restaurantiowa.com).

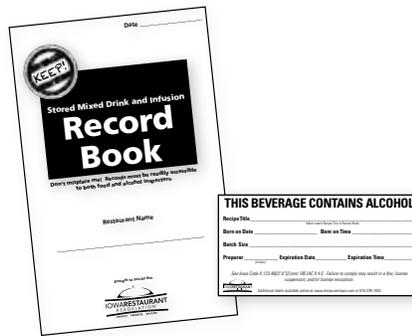


## Free Compliance Training from Iowa ABD

I-PACT (Iowa Program for Alcohol Compliance Training) is now available online at [www.i-pact.com](http://www.i-pact.com). This state-sponsored training program is available for no charge. It allows employees and prospective employees to go through alcohol compliance training and receive a certificate upon completion. The training takes approximately 1½ hours and includes a quiz at the end. After completing the training, the user is able to print a certificate to show to his or her employer. Employers are also able to search for those who have completed training online. The training is voluntary for licensees but as an incentive to get employees to take the training, an affirmative defense waiver will be made available to the licensee. If a certified server sells to a minor who ages 18 to 20, the establishment will not be fined for that first offense. This affirmative defense waiver is good once every four years. The waiver does not apply to the server. Any server (certified or not) who serves a minor will be fined. Server certificates are good for two years but will be revoked if a server has a violation.

## Honor The Industry's Finest

The Iowa Restaurant Association is accepting nominations for its annual Restaurateur, Chef, Employee, and Purveyor Employee of the year awards. The nomination form is available on the IRA website at [www.restaurantiowa.com](http://www.restaurantiowa.com) or call (515) 276-1454. The deadline to submit nominations is August 17, 2012. Winners will be honored at the Association's Gala at Prairie Meadows Event Center, Altoona on September 23, 2012.



## Infusion Labels and Record Book

To help Iowa restaurant and bar owners comply with the record keeping rules of the new infusion legislation, the Iowa Restaurant Association has created adhesive labels and a record book for purchase. Both meet the requirements of the new infusion rules and have been reviewed by the Iowa ABD. If you are interested in purchasing labels or the book, contact Cindy Jordan at [cjordan@restaurantiowa.com](mailto:cjordan@restaurantiowa.com) or visit the website at [www.restaurantiowa.com](http://www.restaurantiowa.com).

## Iowa State Named to Top 10 Hospitality Schools

TheBestSchools.org, a website that offers in-depth rankings of colleges and degree programs across the United States, recently named Iowa State University as one of the top 10 hospitality schools in the nation. In addition to praising the curriculum, the site noted that ISU has consistently been ranked #15 among the world's top 100 hospitality and tourism programs by Journal of Hospitality & Tourism Research and that ISU students obtain internships with some of the biggest names in hospitality including Marriott, Embassy Suites, and the Walt Disney Company.

### Got News?

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

**Jessica Dunker,  
Food & Beverage Iowa Business  
Quarterly Editor/Publisher at  
[jdunker@restaurantiowa.com](mailto:jdunker@restaurantiowa.com)**

# Iowa



## NEWS

### IRA Education Foundation (IRAEF) Re-establishes Board, Selects Schaben as Executive Director

The Iowa Restaurant Association has reaffirmed its commitment to its non-profit Education Foundation. A Board of Directors has been established with Chef Robert Anderson of the Iowa Culinary Institute serving as chair. May Schaben was named the Foundation's Executive Director. The IRAEF is focusing on ProStart adoption in Iowa schools, as well as promoting the "restaurant industry is a profession."

### What is ProStart?

ProStart is a two-year high school curriculum developed by the National Restaurant Association used in schools across the country to teach both culinary and restaurant management skills. Students take standardized exams at the end of each year to receive their ProStart credential which can translate into college credit, scholarship opportunities or better entry-level positions in industry.

### ProStart Schools Expand

There are now 10 school districts and 13 schools offering the ProStart curriculum. Restaurants hoping to hire high

school students who are a "cut above" will have an easier time in these communities.

- Burlington High\*
- Charles City High\*
- Davenport Community Schools
- Des Moines Central Campus
- Iowa City Community School District\*
- Logan-Magnolia High\*
- Washington High, Cherokee, IA
- Waterloo Community School District (East, West, Expo Alternative)
- Waukee High
- Sioux City Community School District (East, West, North-Fall 2013)\*

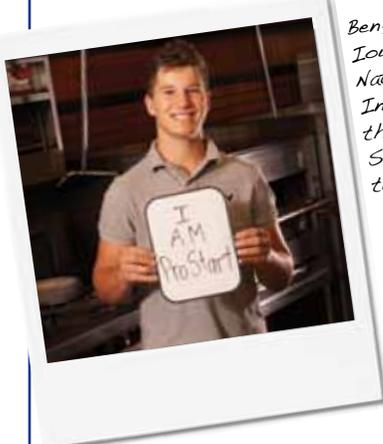
\*Denotes new in Fall 2012

### Jenee Cross Receives 2012 ProStart Educator Excellence Award

Jenee Cross from Davenport Community Schools was the recipient of Iowa's 2012 ProStart Educator Excellence Award. She was honored with other state winners at an awards luncheon hosted by the NRA Educational Foundation in Chicago during the NRA Show.

### The Faces of Iowa ProStart

**When a ProStart applicant comes to your restaurant—it means he or she has already been introduced to principles of food safety, food preparation, customer service, and more! ProStart applicants should move to the top of your hiring list! The IRAEF is launching a marketing campaign to promote industry awareness of the ProStart program. Over the coming months, watch for mailers, posters and ads featuring these Iowa ProStart students and graduates.**



*Ben, represented Iowa at the National ProStart Invitational with the Waukee High School ProStart team*



*Colton, current ProStart student at Des Moines Central Campus*



*Elle, ProStart graduate and scholarship recipient, now working in industry*

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## A PIECE OF THE ACTION

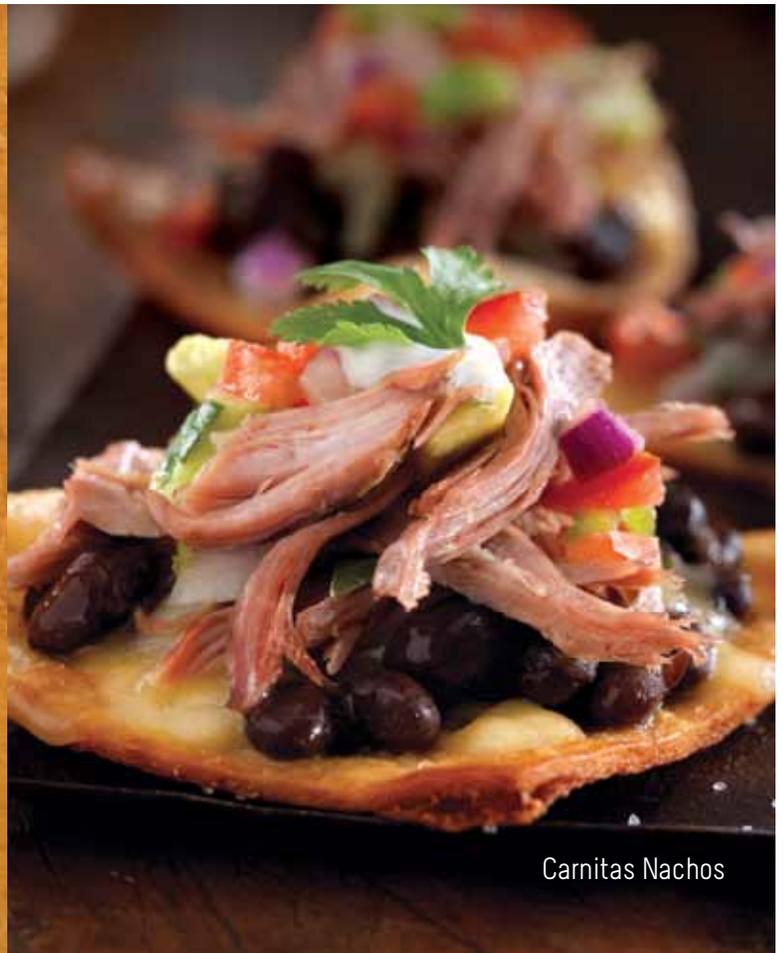
For small bites that deliver big flavor, today's hottest chefs and chains are turning to pork. To learn more about how pork can be a key ingredient in your success, visit [PorkFoodservice.org](http://PorkFoodservice.org) and sign up for our monthly e-newsletter, The 400.



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To purchase labels or book:  
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Iowa Restaurant Association's

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Tuesday, July 31, 2012  
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REGISTER TODAY!

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# Education and Networking events 2012



## July

### July 9

ServSafe Training Class  
Union County  
Extension Office  
Creston, IA  
Register: 641/782-8426

### July 10

ServSafe Training Class  
Sponsored by the Iowa  
Restaurant  
Association  
Des Moines, IA  
Register: 515/276-1454

### July 11

ServSafe Training Class  
Johnson County Extension  
Office  
Iowa City, IA  
Register: 563/659-5125

### July 18

ServSafe Training Class  
ISU Extension Outreach Office  
Urbandale, IA  
Register: 515/382-6551

July 25

**ServSafe Training Class**  
Black Hawk County  
Extension Office  
Waterloo, IA  
Register: 319/234-6811

### July 31

ServSafe Training Class  
Webster County Extension  
Office  
Ft Dodge, IA  
Register: 515/576-2119

### July 31

IRA Golf Classic  
Copper Creek Golf Course  
Pleasant Hill, IA  
Register: 515/276-1454

## August

### August 1

ServSafe Training Class  
Dubuque County Extension  
Office  
Dubuque, IA  
Register: 563/608-0868

### August 1

ServSafe Training Class  
Pottawattamie County  
Extension  
At St. Albert School  
Council Bluffs, IA  
Register: 712/623-2592

### August 14

ServSafe Training Class  
Sponsored by the Iowa  
Restaurant Association  
Des Moines, IA  
Register: 515/276-1454

## September

### Sept 11

ServSafe Training Class  
Sponsored by the Iowa  
Restaurant Association  
Des Moines, IA  
Register: 515/276-1454

### Sept 19

ServSafe Training Class  
Story County Extension Office  
Nevada, IA  
Register: 515/382-6551

### Sept 23

Dine Iowa  
Grand Tasting Gala  
Prairie Meadows Racetrack  
and Casino  
Altoona, IA  
Tickets: 515/276-1454



*Save*  
THE  
**DATE**

*September 23, 2012*

**Dine Iowa  
Grand Tasting Gala &  
Celebrating Excellence  
Industry Awards**

**Prairie Meadows Event Center  
1 Prairie Meadows Drive  
Altoona, Iowa**

**Culinary Competition  
Mixology Competition**

**Celebrating Excellence Industry Awards  
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Commercial Ice Maker	\$100



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