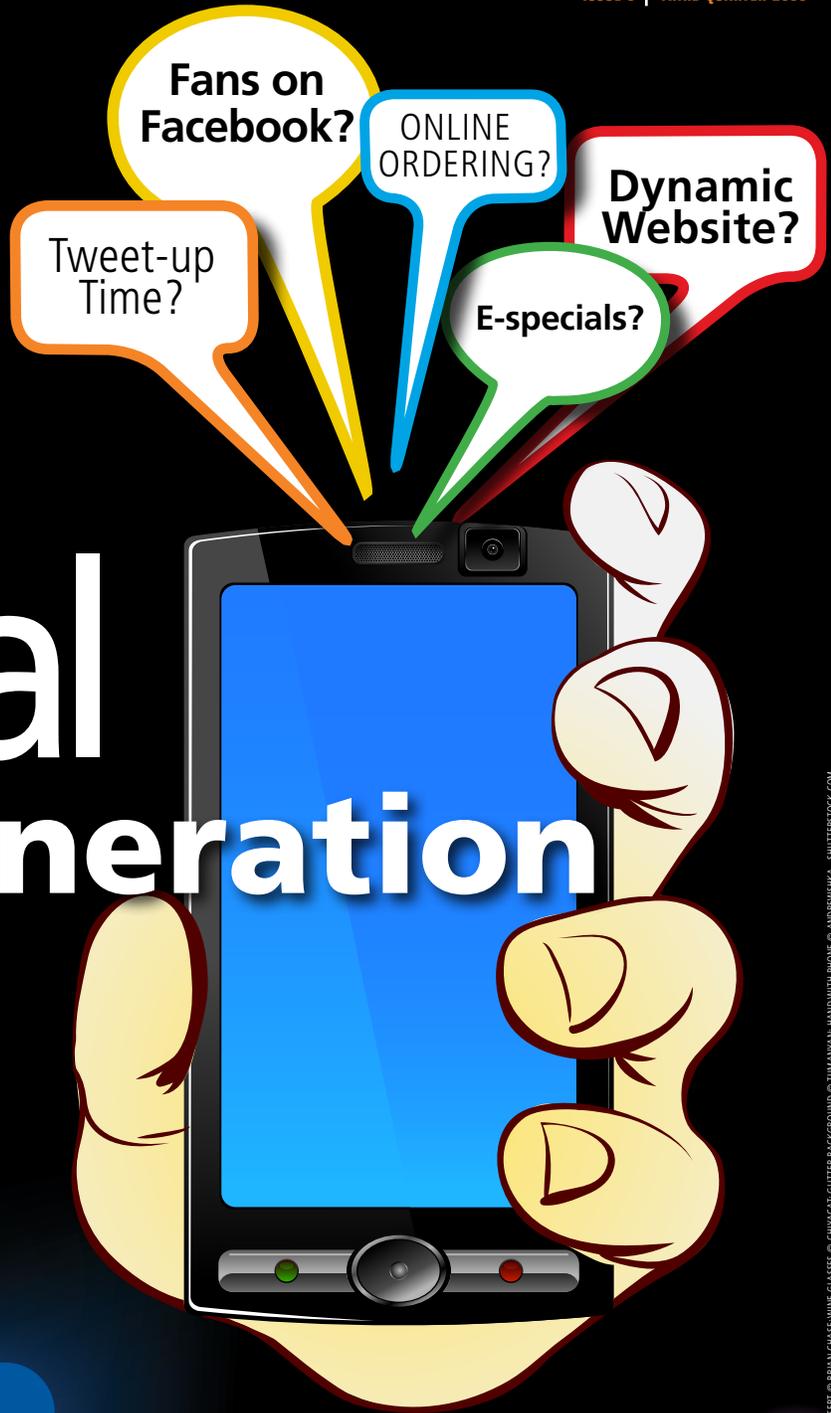


F.B.I.

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



the Digital Generation

**Iowa
Operators
Leverage
Social
Networks and
E-marketing to
Drive Business**



Ask the Expert

MAKING THE MOST
OF THE HOLIDAY
SEASON

Upcoming Events

CULINARY AFFAIR AND
CELEBRATING EXCELLENCE



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Iowa Restaurant Association

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NATIONAL RESTAURANT ASSOCIATION

Reaching the

Digital Generation

Today's restaurant and bar owners must find ways to connect with an increasingly "digitally-centric" consumer population. Simply having a website with a copy of your regular menu and hours of operation posted online is not enough. To stay competitive, hospitality establishments must fully leverage everything from proactive e-marketing to online social networks.

What is an Online Social Network?

Simply defined online social networks are interactive groups where people post information about themselves and their interests. Whether it's having attended a school in common or a shared interest in cultural topics, or even professing likeminded social, religious or political ideologies, people can, and do, connect with others that share their passions. People also join groups and connect to "fan" pages where users express and profess favor or distaste for everything from beverages to celebrities.

These networks attract millions of users each day. In fact, in any given month Facebook, one of the fastest growing social networks, logs more than 30 million unique visitors in the United States alone. MySpace, the largest social-networking site, claims nearly 68 million visitors per month. Both are free to users.

Getting Down to Business

Using this new media effectively in business is not as simple as setting up a profile page about your restaurant and searching for potential customers to connect with. As with every communication medium, there is a certain culture and etiquette involved in success. These networks are growing in popularity in part because users "opt in" to pages and sites. In

short, people choose what information they receive.

Engage Customers

Unlike e-mail, where businesses can "blast out" thousands of unsolicited messages to people that may or may not have requested such offers, social networks require users to find you. In most cases, it's prohibited for businesses to send unsolicited information via an online social network. "Opt in" marketing is based on a presumed level of relationship, mutually agreed upon by both parties. Even knowing this, the biggest novice mistake restaurant and bar owners make as they begin to experiment with social networking is posting nothing but information meant to "sell" potential customers rather than "engage" them.

Hospitality businesses must find a balance between driving business and charming customers in the digital arena.

Follow the Iowa Restaurant Association on Facebook and Twitter.

E-Marketing Another Effective Tool

Online social networks are not the only types of electronic marketing that have a strong impact in the restaurant industry. *Food and Beverage Iowa Quarterly* caught up with Joel Gabriel, Association Alliances Manager for Fishbowl, an e-mail marketing company, and asked what the key to effective e-mail marketing is for restaurants. He says, "First and foremost it is vital to build a strong list. Run contests and incentives to

get existing customers to sign up for special offers and a "VIP" experience. From there, offer compelling messaging and offers (Birthday Club, Special E-VIP only events, etc) that they would not get via other methods of advertising. Once you've built your list move forward based on your concept. Fine Dining customers are attracted to e-newsletters and invitations to VIP events. Casual theme customers are more responsive

to special offers and Birthday clubs. Keep the messaging specific to the brand. Always promote charitable and community giving and events that you are participating in. Online marketing is no longer optional. Spreading your message and branding via the web means having an interactive website, and stretching to e-marketing, dining guides, review sites and now social media. All are an absolute must."

Iowa Operators Recommend Facebook First

Iowa restaurant and bar owners leveraging online social networking to drive business to their establishments tend to prefer Facebook over other social network options. They point to the large numbers of regular users in all age categories, the fact that customers "opt in" to receive information, and the ease with which the social network can be combined with other types of promotions as reasons for their preference.

Barmuda Companies

Barmuda Companies operates 15 restaurants, bars and event facilities in the Waterloo/Cedar Falls area as well as two in Grinnell. According to Lori McConville, vice president of marketing for the company, integrating online social network marketing with



other types of media has been a key differentiator for their establishments. "I would never suggest that social network marketing be used in place of traditional media such as radio, direct mail and television," says McConville. "But these new tools have opened up a whole new world of marketing possibilities."

Barmuda ties much of its social network marketing to Facebook, and recently started working on Twitter as well. Each restaurant or bar has its own page. McConville maintains some of the sites and employees at the establishments maintain others. "In some cases, it's

important that information literally be 'up-to-the-minute,'" says McConville. "So it makes sense to have it handled by someone there on site." For example, sometimes Barmuda's various night clubs will post pictures of events or bands and let people know "they're here right now—come down."

Barmuda also ties its VIP marketing program to Facebook. They have created a page dedicated to exclusive offers that card carrying Barmuda VIPs can receive. More than 450 members opt to receive that information. McConville says that the company is just starting to find ways to use Twitter effectively. "If a restaurant is just getting started with social networking, I would definitely start with Facebook," says McConville.

Orchestrate Hospitality

Another group of high profile Iowa establishments using online social networking effectively are those managed by Orchestrate Hospitality in Des Moines. Marketing Director Christopher Diebel

Facebook Fast Facts

- More than 250 million active users.
- More than 120 million users log on to Facebook at least once each day.
- More than two-thirds of Facebook users are outside of college.
- The fastest growing demographic is those 35 years old and older.
- There are more than 30 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are almost 50% more active on Facebook than non-mobile users.

says that both Facebook and Twitter are quickly becoming more important parts



of their marketing programs. "The fact that people choose to follow our establishments make these media particularly impactful," says Diebel. "We have found both Twitter and Facebook to be especially effective in promoting short term goals, especially if we pair a message with a special offer." For example, when Orchestrate was promoting a wine and cheese class at one of its establishments, they posted a \$5 discount available exclusively to those who receive updates via Facebook and Twitter. The class registration immediately went from two to ten. Orchestrate also uses Twitter to solidify relationships with customers. They regularly send out cooking tips and recipes from one of their executive chefs. "The key is to not inundate people with sales pitches," says Diebel.



For more information, check out www.fishbowl.com

Or go to www.restaurantiowa.com



Governor's Proclamation Recognizes Restaurant Industry's Philanthropic and Economic Contributions

When Iowa Governor Chester J. Culver proclaimed September 2009 as Iowa Restaurant Industry Month he recognized the industry's impact on multiple levels. "September is a time to celebrate the vital role the restaurant and beverage industry plays in Iowa's economy and to acknowledge their philanthropic contributions to our state," Culver said.

The Iowa restaurant and beverage industry employs more than 145,000 people and represents more than \$3.4 billion in annual sales. What's more, over 90 percent of the state's restaurants and bars participate in philanthropic efforts in their communities. In fact, September was the month designated by the Governor's Office in part because it coincides with the industry's own "end hunger" initiative—the Share Our Strength Great American Dine Out (see related story page 14.)

However, this weeklong national event only scratches the surface of the philanthropic efforts of Iowa's restaurateurs. Following are just a few examples of the ways Iowa restaurant and bar owners are helping their communities.

Renaissance Savery Hotel, Des Moines

The Renaissance Savery Hotel joined 34 other Des Moines area businesses to clean up downtown, Gray's Lake and MacRae Park. Collectively the group volunteered 1,875 hours donating an estimated \$37,969 worth of service to the community. The Savery also adopts a family each year through the Central Place Family Resource Center and has purchased gifts and services for a specific area family valuing more than \$1,200.



Court Avenue Restaurant & Brewing Company, Des Moines

This year alone CABCo donated \$20,000 in gift certificates to various local charities and volunteered more than 500 hours. They are especially supportive of local sporting events, most notably the Drake Relays, which receives \$5,000 in sponsorship from this downtown Des Moines mainstay.

Country Junction, Dyersville and The Homestead, Independence

Owners Tom and Kaye King are quick to help with local charity events in the communities in which they do business. They give approximately \$15,000 each year in gift cards, donations,

and sponsorships. Primary beneficiaries are local schools and the Relay for Life/American Cancer Society.

Barmuda Companies, Cedar Falls/Waterloo

Barmuda Companies gives more than \$50K annually. Primary beneficiaries include UNI Athletics, the Cedar Basin Jazz Festival, the Iowa Restaurant Association and Wildwood Hills Ranch. Barmuda Companies does everything from hosting gourmet benefit dinners and golf tournaments to providing gift certificates and cash donations.

Rastrelli's Restaurant, Clinton

In addition to serving as a key participant in the Share Our Strength program, Rastrelli's Restaurant supports the YWCA "art under the stars" for domestic abuse program, a number of local healthy living programs, as well as local school programs. The restaurant donated more than \$10K in sponsorships, gift certificates and in-kind items to local programs last year alone.

Philanthropy Awards Presented at Celebrating Excellence

Each year the Iowa Restaurant Association honors the philanthropic efforts of restaurants and bars across the state with its annual Iowa Restaurant Neighbor Awards. State winners go on to represent Iowa in a national competition sponsored by National Restaurant Association (NRA). Join Iowa's hospitality community in honoring this year's winners by attending the Celebrating Excellence Gala, November 8, 2009 at Johnny's Italian Steakhouse and the Holiday Inn & Suites at Jordan Creek, West Des Moines.



How to make steak more okonomical.

In Japan, okonomi-yaki, a savory egg-and-veggie griddle cake, is a popular pub-style meal.

And with a few slices of grilled Denver Steak, one of several new beef value cuts, you can flip this pancake into a profitable entrée. Just one more way to sell the sizzle in the new okonomi. Want more new ways to put the profit power of beef on your side?

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legislative update

What's Going Down UP ON THE HILL



The Iowa Legislature will reconvene in January 2010. With the state facing a nearly one billion dollar budget deficit, the Iowa Restaurant Association's legislative team is bracing itself for some major battles against "revenue-seeking" legislative proposals from all sides—some in the form of proposed fee hikes, others in the form of tax increases.

PROPOSED RESTAURANT AND BAR TAX WILL LIKELY RETURN

Last session, a bill that would have given cities and counties the authority to create restaurant and/or bar taxes of up to 5 percent (much like a hotel tax) did not make it out of the backrooms of the legislative committee meetings. However, it will likely rear its ugly head again. The IRA lobbying team will work closely with pro-business legislators in both parties to demonstrate the negative impact such a tax would have on local establishments. The IRA expects it will need to call on its grassroots supporters to help with this issue.

LITTLE CHANCE OF COMMERCIAL PROPERTY TAX RELIEF

Despite annual promises to address rising commercial property taxes, last session the Iowa legislature failed to make any serious headway on the issue. Given the state of the economy and Democratic majorities in both houses, it is again unlikely any small businesses will see any tax relief—legislators will instead be scrambling to find new revenue sources.

SMOKE FREE AIR ACT WILL REMAIN

With each passing legislative session, it becomes increasingly unlikely that the legislature will modify the 2008 Smoke Free Air Act. All efforts to modify the law (which took effect one year ago) were sidelined by the Democratic leadership. The Association will continue to seek small business advocates on both sides of the aisle willing to propose and support modifications to smoking restrictions.

Join Us

The IRA is the industry's unified voice to lawmakers. Join us!
Contact Cindy Jordan,
Membership Director at
cjordan@restaurantiowa.com.

Also you can check out
www.restaurantiowa.com.



Cheers to you...

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NEW ENERGY SAVINGS BENEFIT TO IRA MEMBERS

The Iowa Utilities Board recently approved new tariffs allowing commercial businesses to buy natural gas from companies other than utility providers. This can net significant savings to Iowa restaurant operators.

Iowa Restaurant Association Member Benefit Partner Seminole Energy Services LLC is one of three suppliers approved by the state to deliver natural gas under the new regulations. They offer a gas usage analysis at no charge and then help businesses determine potential savings.

IRA members receive exclusive discounts. To learn more about how your IRA membership can help you save on energy purchases as well as in other parts of your business, contact:

Cindy Jordan, Membership Director at
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**National Legislative Issues
Top of Mind for Iowa Operators**

The Iowa Restaurant Association (IRA) serves as the collective voice of Iowa's restaurant and bar operators with the Iowa legislature. However, members of the IRA are also dual members in the National Restaurant Association (NRA) and as such have a collective national voice. Just as the IRA lobbying team works directly with key legislators to influence state policy, the NRA lobbying team works closely with Congress on federal issues that impact your business. The NRA is proactively weighing in on issues ranging from healthcare and menu labeling to immigration reform and credit card swipe fees. To see an overview of the current focus of the NRA legislative efforts and to better understand their positions on issues of interest, visit the NRA website at www.restaurant.org.

OUR COMMITMENT

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The MidAmerican EnergyAdvantage® Commercial Kitchen Equipment program can help cut your operational costs immediately – and for years to come. The program offers you special rebates or low-interest financing which helps with the incremental cost of the higher efficiency equipment. This equipment keeps your energy costs down day after day – letting you contribute to a greener planet in the process.

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Money in Your Pocket

Restaurant Startup & Growth Magazine promotes the importance of association membership with this notion, "the real dollar value of a restaurant association far exceeds the cost of dues, even if you only consider the lobbying and representation, which is not available from any other source." However, the Iowa Restaurant Association (IRA) can net members "real dollars" through member benefit programs as well. The following illustration showcases potential savings based on averages from members already using these exclusive offerings.

The IRA has more than a dozen member benefit partners offering member only pricing on a range of services.



For a full list of IRA Member Benefits, contact Cindy Jordan, Membership Director at cjordan@restaurantiowa.com

Or go to www.restaurantiowa.com



Membership Cost/Benefit Analysis Sample

Cost Center	Discount or Benefit Exclusively available to IRA members	Average Member Benefit*
Property & Casualty Insurance	10% discount (Plus exclusive extra coverages for free)	\$617
Worker's Compensation Insurance	Variable dividend	\$168
Credit Card Processing	Aggressive rates, no transaction or monthly fees	\$942
Bad Checks	Amount of Check + \$10	\$1,307
BMI Music Licensing	Up to 20% discount	\$126
Sales Tax on Food Processing Energy	55% refund + three year exemption	\$880
Energy Savings - Natural Gas	3-5% per year-based on usage	\$600
Energy Savings - Electricity	6%+ yearly	\$1,500
New POS System	7% to 10% discount	\$1,500
ServSafe Training for Two Managers	\$45 savings per person	\$90
IRA Dues		-\$374
(93% of dues are tax deductible)		\$348
AVERAGE MEMBER RETURN ON INVESTMENT		\$7,704

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*For illustration purposes only. Sample based on averages of IRA members currently participating in program.

Industry Culinary Events

Join fellow restaurateurs, as well as food and drink aficionados for two of the hospitality industry's premier events. Contact the Iowa Restaurant Association for ticket information. Call 515-276-1454 or www.restaurantiowa.com.

Thursday, October 15

Culinary Affair - Cedar Valley

Sky Event Centre, Waterloo

Hosted by IRA member Barmuda Companies, this evening offers a six-course dinner. Each course is prepared by one of Barmuda's most accomplished chefs and paired with wine. In its third year in the Cedar Valley, the event is being held for the first time in the new Sky Event Centre located in the historic Black's Building in the heart of downtown Waterloo. Tickets are \$79 per person until October 5th, \$89 after.



Sunday, November 8

Celebrating Excellence Gala

Johnny's Italian Steakhouse and Holiday Inn & Suites at Jordan Creek, West Des Moines

Be part of hospitality's version of the Academy Awards! The Celebrating Excellence Gala honors the best in service, fine cuisine and professionalism. In addition to an expert judge tasting before the event, the chefs will compete for the coveted "People's Choice" award. Come cast your vote and sample the latest in beers, spirits and wines. There's entertainment and a silent auction too! Satisfy your sweet tooth with decadent desserts throughout the evening. See opposite page for ticket information. It's the hospitality industry's night out, you've earned it!



Free Food Safety Training

September is National Food Safety Education Month (NFSEM). What better time to take advantage of free online food safety training?

The IRA has partnered with the Iowa Food Safety Task Force to provide one free online food safety training course to 250 hospitality professionals. The course, ServSafe Starters, covers five key areas: basic food safety; personal hygiene; cross-contamination and allergens; time and temperature; and cleaning and sanitation. Call the Iowa Restaurant Association to register at (515) 276-1454 or visit www.restaurantiowa.com.



National Food Safety Education Month®



Bring Your Team to Hospitality's Biggest Night Out!

Celebrating Excellence

Sunday, November 8, 2009

\$50 per person

5:00 p.m. - IRA Members Only VIP Awards Ceremony
(Honoring Chef, Employee, and Restaurateur and/or Tavern Operator of the Year)

6:30 p.m. - Tastings Salons, Entertainment, Silent Auction

Johnny's Italian Steakhouse and Holiday Inn & Suites at Jordan Creek, West Des Moines

This event is open to the public. Invite your customers and friends.

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ask the expert

Four Simple Ways Desserts Can Ring In Holiday Sales!

Nothing says "it's the holidays" quite like dessert. Whether you operate a casual diner or a fine-dining establishment, some simple tweaks to your dessert marketing strategy will dramatically increase your holiday-season revenues.

1. Talk Them Up

Research shows describing desserts to customers leads to increased sales. Make sure your servers have tasted your desserts and are armed with the "descriptors" they need to paint a luscious word picture versus saying "it's chocolate cake."

2. Size Them Down

According to a survey of 1,600 American Culinary Federation chefs, bite size desserts are among the top trends in foodservice. Smaller size desserts provide consumers with guiltless pleasure even after a fulfilling meal.

3. Prepare The Table

While not every restaurant environment is conducive to this strategy, setting the table for dessert before presenting the dessert menu can put customers in a "dessert-friendly" state of mind...making the order of a dessert seem very natural.



Doug Voss
Director of Marketing Sysco Iowa
voss.doug@iowa.sysco.com

4. Focus on the First Sale

Studies show that if one person at a table orders dessert, chances are much higher that others will then order dessert. If a person orders coffee, tea or an after-dinner drink, he or she is more likely to order dessert as well. Make sure wait staff is trained to make additional suggestions after the first order is made.

While on the surface, these tips may appear fundamental—research consistently points to these simple techniques as costless ways to increase sales of add-ons such as appetizers and desserts. The holiday season is a great time to revisit and leverage these strategies in a "sweet" way.



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October 21 - Wednesday
Cedar Falls, IA.
Park Place Event Centre at Pipac Centre on the Lake
1521 Technology Parkway
11 a.m. to 3 p.m.

October 22 - Thursday
Altoona, IA.
Prairie Meadows Conference Center
1 Prairie Meadows Drive
11 a.m. to 3 p.m.

Spectacular



Seasonal Spectacle!

When was the last time you looked, really looked, at the tops of your tables—the linens, flatware, glassware, accessories and all the service plates and china in place as the customer sees them?

When it's time to take a close look at your tabletops, call in the Sysco Iowa team of tabletop experts. Besides offering a wide array of tabletop items, your Sysco Marketing Associate and Equipment & Supply Specialists can help you determine the elements you need for a successful tabletop make-over.



Sysco wants to share on-trend recipes, menu enhancements, merchandising ideas, suggestions for pairing products, and other ideas that build on our already successful partnership. With value-added programs, Sysco can help you increase your profitability.

Please attend one of our upcoming Culinary Events to get the latest and greatest for the holiday season! Industry experts will be available for one-on-one discussions regarding your unique situations. We want to provide you with ways to distinguish yourselves from others. Mark your calendar today!

news from around the state

Updated Resource Guide Available

An updated version of the Iowa Restaurant Association's Member Resource Guide is now available to IRA members. The new CD includes compliance information on recent legislative actions that impact your business, new business-imperative documents, new buyers guide information and other tools for your restaurant and bar. If you have not yet received your copy please contact Membership Director Cindy Jordan at cjordan@restaurantiowa.com.

Flanagan Opens Steakhouse

After 24 years of operating Flanagan's on Ingersoll, an eclectic neighborhood restaurant and lounge on the edge of downtown Des Moines, Tim Flanagan has expanded into the suburbs. His second restaurant, Timothy's Steakhouse and Pub, opened in Urbandale earlier this year.

Seeking Nominations

The Iowa Restaurant Association is accepting nominations for its annual Restaurateur, Chef and Employee of the year awards.

The nomination form is available on the IRA website at www.restaurantiowa.com or call (515) 276-1454. The deadline to submit nominations is September 30, 2009. Winners will be honored at the Association's Celebrating Excellence Gala in West Des Moines on November 8, 2009. See ad in this issue.



Barmuda Companies Opens New Establishments

Cedar Valley-based Barmuda Companies has opened the Sky Event Centre on the 8th floor of the historic Black's Building in downtown Waterloo. In addition, Barmuda has opened a new restaurant and lounge on the ground floor and mezzanine levels



of the Black's building. The Roux Orleans and Bourre Lounge are a "recast" of two of the company's best known restaurants and lounges—Bourbon Street and the Voodoo Lounge. The new event center, restaurant and lounge bring to 17, the number of establishments owned and/or operated by Barmuda.

Iowa Restaurant Association Board of Directors

The Iowa Restaurant Association is governed by an elected, volunteer Board. Board members serve two-year terms and meet three times per year. They are a policy-making body, determining the Association's positions on specific legislative issues. Board nominations are being accepted until September 30, 2009. Forms are available on the IRA website at www.restaurantiowa.com or by calling 515-276-1454.



SHARE OUR STRENGTH'S
GREAT AMERICAN
DINE OUT
NO KID HUNGRY

From September 20-26, 2009, many Iowa restaurants will be participating in Share Our Strength's Great American Dine Out®, a week-long national campaign to raise funds to help end childhood hunger. For example, Rastrelli's Restaurant in Clinton petitioned their mayor to proclaim September "Clinton Restaurant Industry Month." The establishment will donate \$1 for every customer served during Dine Out week. All participating restaurants will display the event's logo on menus or doors.

Restaurants still wishing to participate in the Great American Dine Out may do so by registering at www.strength.org.

Or go to www.restaurantiowa.com

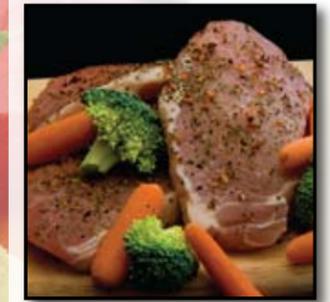
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Got News?

Send news about Iowa restaurants and taverns to:

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FBIQ editor at
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September

September 1-30
Iowa Restaurant Industry Month
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Visit: www.restaurantiowa.com



National Food Safety Education Month*

September 1-30
National Food Safety Education Month
(NFSEM)
Visit: <http://www.servsafe.com/nfsem/>

September 15 – 2:00 p.m.
Telewebinar “Business-to-Business
Marketing Bonanza”
Register online at www.restaurantiowa.com

September 16
ServSafe Food Safety Training
Polk County Extension
Altoona, IA
To register, call 515-957-5763



SHARE OUR STRENGTH'S
GREATAMERICAN
DINEOUT
NO KID HUNGRY

September 20-26
Share Our Strength's Great American
Dine Out
More information, page 14
<http://strength.org/>

September 30
ServSafe Food Safety Training
Union County Extension
Creston, IA
To register, call 641-782-842

October

October 2
ServSafe Food Safety Training
Black Hawk County Extension
Waterloo
To register, call 319-234-6811

October 6
ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines, IA
To register, call 515-276-1454

October 20 – 2:00 p.m.
Telewebinar “Kids & Family Marketing”
Register online at www.restaurantiowa.com

October 14-16
Marketing Executives Study
Group Meeting
Sponsored by the National
Restaurant Association
<http://restaurant.org/studygroups/meg/>
or 202-973-3678

October 14
ServSafe Food Safety Training
Linn County Extension
Marion
To register, call 319-377-9839

October 15
Culinary Affair Cedar Valley
Six-course gourmet food & wine dinner
www.restaurantiowa.com or 515-276-1454

October 15
ServSafe Food Safety Training
Dubuque County Extension
Dubuque
To register, call (563) 927-4201

October 21
ServSafe Food Safety Training
Polk County Extension
Altoona
To register, call 515-957-5763

October 26
ServSafe Food Safety Training
Woodbury County Extension
Sioux City
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November 10
ServSafe Food Safety Training
Iowa Restaurant Association
Des Moines, IA
To register, call 515-276-1454

November 17– 2:00 p.m.
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Finding Families Creates a Reading Reward Partnership

Total restaurant industry traffic declined 2.6 percent for this year's spring quarter when compared to last year. Over half of the decline can be traced to fewer supper visits from parties with kids. How are Iowa restaurants using that information to adjust their business plans?

Huntington's Restaurant, a casual restaurant in Marion, is working hard to attract families. For example, over the summer the restaurant partnered with the local library. Huntington's donated coupons for the library to hand out as reading rewards. School-aged students that logged 500 minutes of summer reading received a coupon for one free kid's meal at Huntington's with the purchase of an adult meal. The library created, printed, and handed out the coupons. According to restaurant owner John Huntington

OVER
50%
of the decline in restaurant traffic can be attributed to families with children.
NPD Group

they redeemed at least 100 coupons per week. Perhaps this simple program is one of the reasons Huntington's revenues have held steady over the past several years—despite the economy. The bottom line according to Huntington, "Partnering with the library made sense on multiple levels. There was no out-of-pocket advertising expense and it brought many families into our restaurant for the first time."

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