



Food & Beverage Iowa Business

Quarterly

Minimum Wage

A Starting Point, Not a Destination

Why increases will hurt the very people they intend to help

INSIDE:

Tips on Tips

Tip Credits—The Industry's
Line in the Sand

Gift Card Legislation

Poised to be a Strong Win for
Iowa's Hospitality Industry

ProStart Invitational Competition Winners

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Food & Beverage Iowa Business Quarterly
1501 42nd St., Ste 294
West Des Moines, IA 50266
Phone: 515-276-1454
Fax: 515-276-3660
www.restaurantiowa.com

Directors
Alex Banasik
Down Under Bar & Grill
Des Moines, IA
Darin Beck
Barruda Companies
Cedar Falls, IA
Jeanine Buckingham
Orchestra Hospitality
Des Moines, IA

Officers

CHAIR
Chrystal Tamillo
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Jeff Duncan
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Des Moines, IA

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Kalmes Enterprises
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Troy Leibold
Ludovissy and Associates
Dubuque, IA

Scott Vermillion
Martin Brothers Distributing Co.
Cedar Falls, IA

Mike Volrath
Heartland Payment Systems
Pleasant Hill, IA

Food & Beverage Iowa Business Quarterly

Publisher/Editor
Jessica Dunker President/CEO
Iowa Restaurant Association
jdunker@restaurantiowa.com

Writer
Katelyn Kostek
kkostek@restaurantiowa.com

Graphic Designer
Elizabeth Winders
slwinders@mchsi.com

Advertising
Stacy Kluesner
skluesner@restaurantiowa.com

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IRA Membership
To learn more about membership in the Iowa Restaurant Association, please contact Stacy Kluesner at 515-276-1454 or skluesner@restaurantiowa.com.

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The Iowa Restaurant Association is the state affiliate of the National Restaurant Association.

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“In an instant it was all gone.”

Branson, Missouri Tornado
February 2012



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Chaz Stennett, Charlie's Steak, Ribs & Ale
Branson, Missouri



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2014 Outlook for Iowa's Hospitality Industry Suggests Mixed Bag

By: Jessica Dunker, President, CEO
Iowa Restaurant Association

Every January the Iowa Restaurant Association takes a delegation of industry members to the statehouse to meet with House and Senate leaders from both political parties.

The meetings normally begin with the elected leaders asking, "What are the hospitality industry's big issues?"

This year, the industry's collective answer has been something along the lines of, "We aren't asking for anything—please just leave us alone!"

From Federal actions such as the implementation of the Affordable Care Act, new IRS rules on gratuities, and threats to increase minimum wage and decrease the tip credit, to State issues like new food safety training mandates and ramped up enforcement or new interpretations of rules related to alcohol service, many operators feel under constant assault.

Yet even with the onslaught of redundant and often profit-biting rules and regulations, our industry is resilient. We even project a small amount of growth for the coming year. But Iowa's 2.6% projected revenue growth ranks us a dismal 47th in the nation.

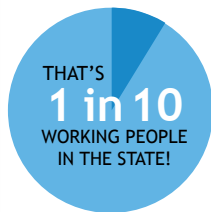
The Iowa Restaurant Association is working to change that reality. We serve as the collective voice of the industry to legislators, regulators and the public. We look forward to partnering with you this year.

We listen. We Advocate. We Act.

If you are not currently a member of the Association, we hope you'll join us—there may be no greater investment in your business's future than \$35 per month spent to ensure your voice is added to the conversation.



What's more, the industry is projected to add **1,000+ new jobs** per year, every year for the next 10 years.



Iowa's restaurant industry is the **2nd** largest private sector employer in the state—after healthcare.



Yet...

Iowa's restaurant industry **only projects 2.6%** revenue growth in 2014.



Source: National Restaurant Association 2014 Forecast

The Battle Over Minimum Wage

Why the Hospitality Industry Keeps Fighting and What Really Matters



1 in 3
people

had their first job in the Restaurant Industry

\$9.10

the average wage of an Iowa restaurant employee

80%

of restaurant owners started as entry-level (minimum wage) employees

\$10.10

minimum wage is a

40%
increase

What Happens When Entry Wages Are Mandated Up?

Restaurants Change Their Service Models

Minimum Wage is a Starting Point, Not a Destination

By: Jessica Dunker, President, CEO
Iowa Restaurant Association



Minimum wage jobs have always served as the first rung on the career ladder, not as careers in and of themselves. Entry level restaurant positions are most often filled by young adults and teens. Even so, today 95 percent of restaurant employees make more than minimum wage. In Iowa restaurants the average worker makes \$9.10 per hour. Why? Because they've proven themselves to be worth more than the minimum wage to their employers.

Naturally, older and more experienced employees expect to make more money—because they've earned it. In fact, research shows that two thirds of minimum wage employees get a raise within their first year on the job. With experience, they rise through the ranks. By the time they're in their late 20s or in their 30s, they're pulling in middle class wages of \$40,000 to \$50,000 a year.

That's why the Iowa Restaurant Association is frustrated our own Senator Tom Harkin is leading the charge for a nearly 40% non-merit based increase in the country's minimum wage. While this may be well-intentioned, it is misguided. Minimum wage is an opportunity wage. It provides a starting point, not a final destination. If Senator Harkin gets his way with a \$10.10 minimum wage, then the ladder of opportunity restaurants provide may well be pushed out of reach for thousands of Iowans and millions of Americans.



When service-focused industries are subjected to mandated minimums rather than allowed to award performance with income growth, workers become frustrated.

Imagine the unhappiness experienced restaurant employees will feel if entry-level employees suddenly start at the same rate of pay it took them years to obtain through hard work.

Restaurants may try to raise the wage for every employee to ensure more experienced employees are paid more OR restaurants may instead do business differently...

Restaurant owners are a resilient and creative lot who will do what's necessary to deliver great food at prices customers are willing to pay. When costs rise, they find ways to adapt and operate more efficiently.



- **Fewer servers.**
- **No one will take an order tableside—customers order at the counter.**
- **Fewer food runners.**
- **No one will deliver food to a table—customers will retrieve their own meals.**
- **Less floor help.**

- **Customers will serve and refill their own drinks, find napkins, condiments, etc.**
- **Fewer bussers.**
- **You may clear your own table, scrape your dishes and sort what goes in the dishwasher and what gets thrown out.**



Sound familiar? Look at Panera, Chipotle, and Noodles, as examples.

Does food quality suffer? Absolutely not.

But consumer experience is impacted. And even more significantly, models that eliminate floor staff eliminate entry-level restaurant positions—pushing unskilled adults or the young, especially teens, right out of the work force.



Tips on Tips

Tip Credits

The Industry's Line in the Sand

Today Iowa law allows restaurants and bars to pay employees who earn \$30 or more per month in tips, sixty percent of minimum wage or \$4.35 per hour (twice the federally required \$2.13 per hour.) If employees do not make enough additional income in tips to meet the \$7.25 minimum wage, employers must make up the difference.

In short, server tips are considered a "credit" toward their wages, thus the term "tip credit." From the perspective of the Iowa Restaurant Association, preserving this tip credit is as important, if not more important, than the battle over minimum wage. This is in large part a reflection of Iowa's restaurant landscape, which is dominated by establishments that have tipped, as well as wage-only, employees.

Why is the tip credit important to Iowa hospitality operators?

In most Iowa restaurants and bars, tipped servers earn far more than the other employees—even with an hourly wage of \$4.35. Allowing restaurant and bar owners to count a portion of an employee's tips toward their pay ensures there is money available for raises, bonuses and other perks for those who don't receive tips. In short, it gives operators the ability to offer merit-based, pay-for-performance compensation to all employees—tipped and otherwise.

Share the Wealth — *Tip Pooling Allowed*

Many states, including Iowa, allow employers to require tip pooling or "tipping out." All employees subject to the pool have to chip-in a portion of their tips, which are then divided among a group of employees. The employee must be able to keep at least the full minimum wage. (In other words, if the employer takes a tip credit, the employer can count only the tips the employee gets to take home against its minimum wage obligation.)

The information contained in this article does not constitute legal advice or tax advice. Legal rules and tax rules change frequently and must be always be reviewed within the context your establishment's situation. If you are seeking the name of an accountant or attorney specializing in our industry, please contact the Iowa Restaurant Association or visit www.iowarestaurantresources.com.

Don't Leave Money on the Table—Leverage the FICA Tax Credit.

If your restaurant employs tipped employees, you may be eligible for a tax credit on a portion of the FICA taxes you pay. Research shows that many restaurant owners are not taking advantage of this industry-specific credit—despite the fact it can net real savings.

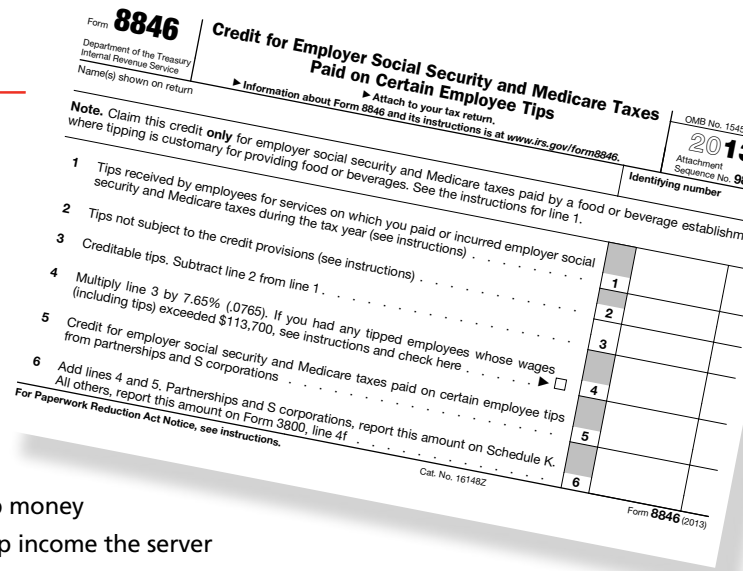
Here's how it works—a restaurant server working 30 hours per week at \$4.35 per hour plus an average of \$250.00 in tips must report all of his income (\$380.50). The restaurant will then pay FICA tax of 7.65% or \$29.11 on the full reported amount. However, doling out taxes on tip money may not be fair to the restaurant, as it does not determine how much tip income the server receives—customers do.

The FICA tip credit allows restaurants to recover the taxes paid on the server's income above minimum wage.

So had the server instead been paid \$7.25 per hour and received no tips, he would have earned \$215.50 and the restaurant would have paid \$16.64 in FICA taxes—a difference of \$12.47.

While at first blush this doesn't seem like much—multiply that by 52 weeks in a year and the savings is just under \$650. If a restaurant has 8 servers earning wages and tips in this range, the tax credit is nearly \$5,200.

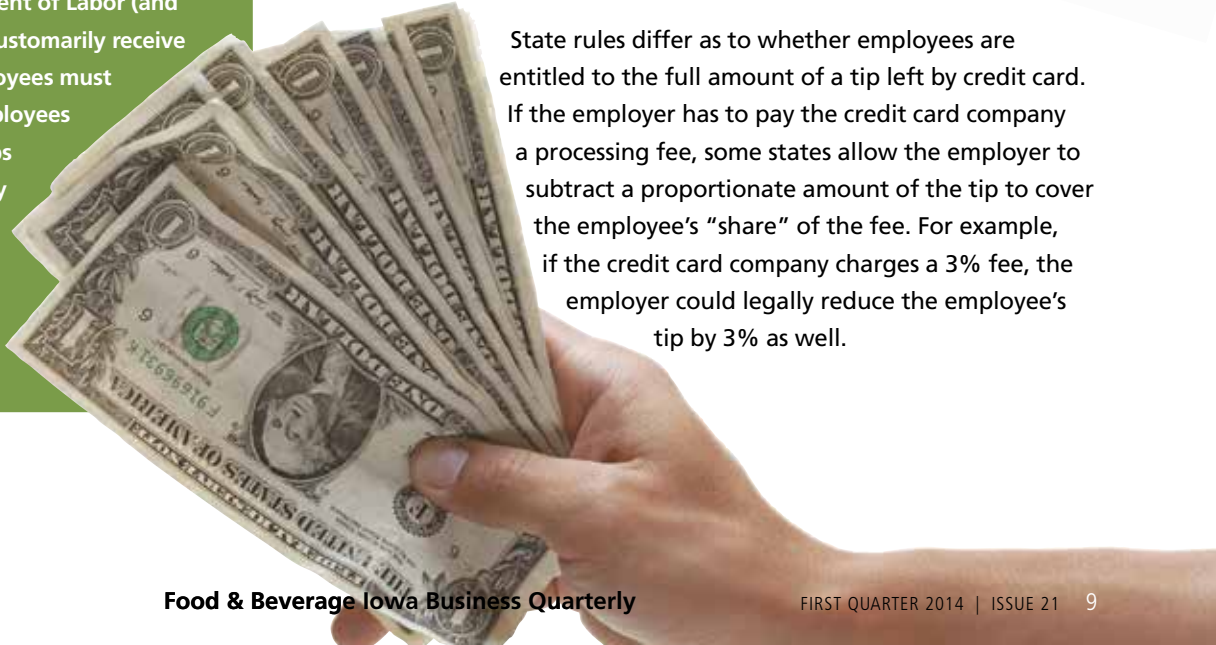
To claim a tax credit, restaurant owners use IRS Form 8846. The credit is a general business credit and can offset other taxes that the business might have. It is not a refundable credit, so it is not applicable if you owe no taxes. However, it does carry back and forward to other periods. Not sure if you're using this tax credit? Talk with your CPA!



According to the federal Department of Labor (and Iowa law), only employees who customarily receive tips can be part of the pool. Employees must receive notice of the tip pool. Employees can't be required to share their tips with employees who don't usually receive their own tips, like dishwashers or cooks. Tips from a tip pool can't go to the employer.

Employers Can Reduce Employee Tips to Account for Credit Card Charges

State rules differ as to whether employees are entitled to the full amount of a tip left by credit card. If the employer has to pay the credit card company a processing fee, some states allow the employer to subtract a proportionate amount of the tip to cover the employee's "share" of the fee. For example, if the credit card company charges a 3% fee, the employer could legally reduce the employee's tip by 3% as well.



New IRS Rules on Automatic Gratuity

How Are You Handling Them?

By: Katelyn Kostek, Public Relations Specialist,
Iowa Restaurant Association

With the latest IRS ruling on how automatic gratuities must be reported, many restaurants are uncertain on what, if anything, they need to do differently. Some fear changes might negatively impact service staff. Others are concerned about tax implications.

The FBIQ team checked in with several restaurants to see how they were handling the new ruling. Don't go at it alone. Learn from your fellow restaurateurs.



Suzanne Summy, Trostel's Greenbriar Restaurant & Bar, Johnston

"We've made no changes to the way we have approached the new automatic gratuity rules. We host a lot of large, private parties, so we decided to keep automatic gratuity on our receipts. We

separate automatic gratuities from other tips and wages in order to easily record them, inform our payroll company of these wages, and pay our employees promptly. It's business as usual and all employees are happy with the results."



Jeff Duncan, Big City Burgers & Greens, Des Moines

"We did take auto gratuity off of our receipts. Now, for smaller reservations, we have placed a suggested tip line for guests to use as a reference. In the near future,

we will have a service fee on our large reservations and events. This dollar amount will be split amongst the staff and be put directly onto their paycheck instead of collecting tips the next day."

The New IRS Rule on Automatic Gratuities:

In January, the IRS began enforcing a law which classifies automatic gratuities as service charges, not as tips. This means such charges are subject to payroll taxes like regular wages. To ensure a tip is not classified as a service charge according to the IRS, make sure the tip line and total amount on any bill is left blank, or suggested tip amounts used only as a reference are available for the customer to complete at his or her discretion.





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Eeeek! They Said What???

5 Tips on Responding to Online Reviews

By: Katelyn Kostek, Public Relations Specialist,
Iowa Restaurant Association

It's no secret that word-of-mouth is one of the best ways to grow a customer base, and in today's technology-based world, online reviews are the new word-of-mouth. The good and bad thing about online reviews is that the mouth never stops talking. They can live forever in the digital world. So what do you do with a less than favorable review?



To learn more and to hear the "Responding to Online Reviews" webinar, IRA members can visit www.restaurant.org.

Not a member of the Iowa Restaurant Association?

Call today to become a member and receive membership to the National Restaurant Association tool. 515-276-1454.

1.

Know Your Response Voice

Reviews are a part of business, whether good or bad. Don't let emotions drive your response.

Be prepared to meet negative reviews head on and take appropriate action. Determine the voice of your response before you feel under attack (i.e. Are you responding from corporate or employees? Is your voice professional or casual?)

2.

Establish Guidelines

Decide a time or day to respond to reviews and put it on your schedule.

Being organized and prompt is important to gaining your customers trust and respect.

3.

Neutralize the Review

"Own Up" when necessary. If you decide to respond to a negative review, first find the core of the problem, then acknowledge that someone is unhappy.

For example, "We're sorry you weren't happy with your experience. Our restaurant takes pride in our service and never wants patrons to feel dissatisfied. I hope you will give us another try."

4.

Share the Task

The more you engage in online conversations, the more reviews you will receive.

Do not allow reviews to overwhelm you. Train others to use the same voice and guidelines as your replies so they can take reviews off of your hands.

5.

Don't Flip Flop

Be consistent in your guidelines and responses.

Make sure the feedback trickles down to all employees. Incorporate lessons learned into staff training and share new insights with coworkers. Use shortcomings and mistakes as teachable moments.

Saw You There!



Zombie Burger's Executive Chef, Tom McKern, General Manager, Karen Davis, and Floor Manager, Katie Frazee accept the restaurant's multiple awards at the Cityview's 2014 Best of Des Moines event.



Chef Kevin Scharpf of Diamond Jo Casino was named Chef Par Excellence at the 2014 Iowa Taste of Elegance in Davenport.



Michael LaValle of the Des Moines Embassy Club and Lisa LaValle of Trellis Café enjoy the Iowa Culinary Institute's industry appreciation dinner.



IRA Spanish Language ServSafe Instructor Rolando Molina recently helped at one of the Iowa Culinary Institute's special gourmet dinners.



Jaime Niblo, Lauren Davis, and Jessica Scott from Saints enjoyed the CityView's Best of Des Moines event.

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Gift Card Legislation Poised to be a Strong Win for Iowa's Hospitality Industry

At publication, a bill which will simplify gift card and certificate management for Iowa hospitality establishments was moving steadily through the legislative process. The bill, which would remove the requirement that businesses turn over the revenue from unused gift cards and certificates to the state after three years, had passed both in Senate and House Committees. If signed into law, the bill will allow restaurants and bars to keep the revenue from unused gift cards and certificates as long they do not include expiration dates on the gift cards or certificates, there is not a progressive reduction in the value of the gift, and they honor the card or certificate regardless of when the consumer tries to use it. Some have dubbed this the "Pizza Ranch" bill as the restaurant chain was at the forefront of promoting it to legislators. The Association has been actively engaged in the process and encouraging lawmakers to vote in favor of this legislation.

D.C. Bound Join Iowa Hospitality Leaders in the Nation's Capital

A delegation of Iowa restaurateurs will be traveling to Washington D.C. to meet with members of Congress on topics of concern—there are many. Any member of the Iowa Restaurant Association is welcome and encouraged to make the trip. Contact the Iowa Restaurant Association at 515-276-1454 if you are interested in joining the group headed to the nation's capital.

Topics we will be discussing with lawmakers include:

- Minimum Wage
- 30 Hour Work Week
- Changes in Overtime Definitions
- Affordable Care Act
- PCI Compliance

Read more about the Association's lobbying efforts on any or all of these topics at www.restaurant.org or www.restaurantiowa.com.

Become a Key Restaurant Advocate

Do you have a personal connection with a Member of Congress or other Washington decision maker? If you do, you are a Key Advocate! Key Advocates serve as the lead advocate and liaison between their Member of Congress and the National Restaurant Association on priority industry issues. The Key Advocate volunteers to actively build and cultivate a professional relationship with their Member of Congress about the restaurant industry and, as an industry stakeholder, works with the National Restaurant Association to identify the best opportunities to engage their Members, as well as pertinent content and messaging.

Visit www.restaurant.org or call the Iowa Restaurant Association. 515-276-1454.



Mike Rastrelli of Rastrelli's Restaurant in Clinton and Linda Dedecker of Hickory Park in Ames are both active participants in the National Restaurant Association Key Advocate Program. In April, they, along with several other Iowa restaurateurs, will again be heading to Washington D.C. to meet with Senator Grassley on behalf of the industry.

Iowa Restaurant Association Members Meet with Legislative Leadership to Discuss Wages, Taxes and Swipe Fee Reform

The Iowa Restaurant Association held its annual state legislative day in January. Members of the Association met with leaders on both sides of the aisle to discuss issues that impact the industry statewide. Members were able to discuss at length the importance of maintaining the tip credit in any discussions of wages. The Association also made its case for holding fast on minimum wage this year. Lawmakers indicated that a minimum wage increase at the state level was not likely this year.



Mike Holms, Splash and Jethro's, Greater Des Moines area, Matt Anderson, Rubes, Montour, Scott Carlson, Court Ave. Brewing Co. and Americana, Des Moines, Matt Johnson, Barleys Bar & Grill, Council Bluffs, and Crystal Tamillo, Fleming's Prime Steakhouse & Wine Bar, West Des Moines met with House Speaker Craig Paulsen and Majority Whip Linda Upmeyer (top photo) and with Senate Majority leader Mike Gronstal (lower photo) as part of IRA Legislative Day. The group focused on minimum wage, tip credits, and swipe fee reform. They also took the time to check in with their local legislators.

Not receiving legislative alerts that impact you? Join the IRA today! Membership is only \$35 per month

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mixology competition

We're On The Hunt for Iowa's Top Mixologist! Think you've got what it takes? Throw your name into the "mix"

The Iowa Restaurant Association is once again looking for Iowa's Top Mixologists to compete in the Association's state mixology competition on August 27th. The top mixologist will receive a \$1,000 cash prize and serious bragging rights!

But you can't jump right into the state event—contenders must win their way to the top! Regional competitions will be held across the state to find the best of the best. The top two mixologists from each of the five regional competitions automatically advance to the state final.

New to the competition this year, mixologists at all competitions will be judged on the taste of FIVE drinks all based around different liquor. Flair and personality will also weigh into the judge's decisions.

Think you've got what it takes?

Enter one of the regional competitions this summer to earn your spot in the state finals.

Regional events will be held in Iowa City, Cedar Falls, Council Bluffs, Sioux City and Des Moines during July and early August. State Mixology Finals will be held in the Des Moines area on August 27th.

Contact: skluesner@restaurantiowa.com



Trends from the Bar

Are you leveraging the latest trends in your establishment? Check out the top 10 alcohol trends for the coming year.

2014 Hot Trends

- Micro-distilled/artisan spirits
- Locally produced beer/wine/spirits
- Culinary cocktails (e.g. savory, fresh ingredients)
- Onsite barrel-aged drinks
- Regional signature cocktails
- "New Make" whiskey
- Gluten-free beer
- Food-liquor/cocktail pairings
- Edible cocktails
- Food-beer pairings

* Source: National Restaurant Association

Education and Networking events 2014



April

April 6

Culinary Affair
Des Moines Embassy Club
Downtown Des Moines, Ruan Center
Register: www.restaurantiowa.com

April 21

Iowa Restaurant Association
PAC Event
Fleming's Prime Steakhouse & Wine Bar
West Des Moines, IA
4:30 pm – 6:30 pm
Register: 515-276-1454

April 21-22

National Restaurant Association
Information Technology
Executive Study Group
Miami, FL
Register www.restaurant.org

April 29-30

2014 Public Affairs Conference
Washington, D.C.
Register: www.restaurant.org



NRA Executive Study Groups

These executive level groups meet once per year to discuss trends, benchmarks, issues of concern in their specific areas.

May

May 3-5

National ProStart Invitational
Minneapolis, Minnesota

May 14-17

National Restaurant Association
Marketing
Executives Study Group
Chicago, IL
Register: www.restaurant.org

May 15-16

National Restaurant Association
Supply Chain Management
Executives Study Group
Chicago, IL
Register: www.restaurant.org



May 17-20

National Restaurant
Association Show
McCormick Place
Chicago, IL
Register: www.restaurant.org



May 18-19

International Wine,
Spirits & Beer Event
McCormick Place
Chicago, IL
Register: www.restaurant.org

June

June 2

IRA Golf Classic
Toad Valley Golf Course
\$90 until May 23
\$100 per person after
Register: 515-276-1454

June 25-27

National Restaurant Association
Tax & Finance
Executives Study Group
Philadelphia, PA
Register: www.restaurant.org



Join us from a Summer of Fun at these upcoming Dine Iowa events!

Golf Classic, June 2
Mixology State Final, August 27
Grand Tasting Gala, September 21
Learn more at www.restaurantiowa.com

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LET'S PAR-TEE!

On the golf course!

Join us for the Iowa Restaurant Association annual Golf Classic. Come network with great people, enjoy delicious food and cocktails and play fun games to win prizes!

Iowa Restaurant Association's Golf Classic
Monday, June 2, 2014
 Toad Valley Golf Course, Pleasant Hill
 Shotgun Starts: 8 a.m. and 1:30 p.m.
\$100 per golfer
 \$90 before May 23, 2014
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 Stacy Kluesner, Director of Marketing and Association
 Development at skluesner@restaurantiowa.com

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Come out to the Iowa Restaurant Association's Golf Classic and promote your restaurant or bar. We will place you at one of the holes where you can share food, beverages or both to the 288 event participants who will be dining and drinking their way across the golf course. Meet, greet and entertain your patrons and potential customers.

We encourage hospitality establishments to partner with one of our purveyor event underwriters for product, hole games and prizes.

Iowa Restaurant Association's 2014 Golf Classic Sponsors (to date):
 Heartland Payment Systems, Martin Bros., Sysco, US Foods, Reinhart, Performance Food Group, Society Insurance, Beam, Inc., Luxco Brands, Silver Coin Tequila, Bacardi, Hy-Vee, Doll Distributing, Coca Cola Bottlers of Iowa, Pepsi

Iowa Restaurant Association's Golf Classic 2014

Monday June 2, 2014
 Toad Valley Golf Course
 Pleasant Hill
 Two Shotgun Starts 8:00 a.m. and 1:30 p.m.

Space is limited and we are already promoting participating establishments so sign up today!

Call or E-mail Stacy Kluesner,
 Director of Marketing and Association Development
skluesner@restaurantiowa.com
 515-276-1454

**Free to Iowa Restaurant Association Members!
 (\$420 Value)**

Three IRA Members Finalists in Best Burger Contest



Congratulations to IRA members the Ankeny Diner in Ankeny, Big City Burgers and Greens in Des Moines and Zombie Burger + Drink Lab in Des Moines for being named finalists in the Iowa Beef Council's 2014 Best Burger Contest. The winner of the contest award will be named after all 10 finalists have been visited by a secret panel of judges.



IRA Welcomes New Staff Member

The Iowa Restaurant Association welcomes Katelyn Kostek to the staff as Public Relations Specialist. In this role, Kostek will produce and promote written forms of communication including press releases, feature stories and magazine articles pertaining to IRA members, the Association's Education Foundation and the Iowa restaurant industry.

Got News?

Send news about Iowa restaurants and taverns to:

Katelyn Kostek, Food & Beverage Iowa Business Quarterly writer at kkostek@restaurantiowa.com

Competitions to Promote Your Business

Check out these upcoming opportunities to promote your skills and business.



Cutthroat Kitchen

Now seeking professional chefs with the talent, personality and appetite to compete for up to \$25,000. To apply, visit CutthroatKitchenCasting.com or email: CutthroatKitchen@gmail.com (include name, phone, photo and current chef position)



America's Best Restaurant Families

It's time to celebrate the country's restaurant families! This contest is open to any family who currently owns and operates a commercial restaurant in the 50 states or Washington, D.C. Grand prize winners receive: a 4-day trip to Chicago, passes to National Restaurant Show and \$500 spending money, \$1000 in Jones Dairy Farm products and a displayable America's Best Restaurant Families Award. To enter, visit www.jonesdairyfarmfoodservice.com



to submit a new restaurant concept for the former Art al Carte' location. The winner receives a restaurant start up package worth over \$117,000. Last year, Iowa's Best Bite Restaurant Challenge was held in Oskaloosa, resulting in the opening of On the Green. Submissions are due June 16th. www.iowabestbite.com

Two Des Moines Area IRA Members Named to 2014 Forty Under 40



Chrystal Tammillo, Managing Partner of Fleming's Prime Steakhouse & Wine Bar and executive chair of the IRA board of directors, has been named a 2014 Forty Under 40 for her outstanding success and leadership within the Iowa restaurant industry and the greater Des Moines community.



IRA member Brad Magg of Goldie's Ice Cream Shoppe and Magg Family Catering was also named a Forty Under 40 for his entrepreneurial spirit and his support of small town business.

Forty Under 40 recognizes individuals who demonstrate impressive career achievements and unparalleled community involvement.

2014 Best Bite Competition Located in West Liberty

West Liberty has been selected as this year's site for the Iowa's Best Bite Restaurant Challenge. The competition provides restaurateurs the opportunity

Iowa

Looking for the Next Generation of Industry Professionals? Check Out Your Local High School



By: Katelyn Kostek, Public Relations Specialist, Iowa Restaurant Association

The Iowa Restaurant Association Education Foundation is building the future of the restaurant and hospitality industry. The Foundation is partnering with high schools across the state to offer ProStart, a two-year curriculum which brings the classroom and industry together for a unique, hands-on learning experience. ProStart students enter the workforce ready to make an immediate impact in your restaurant business.

“ProStart is an industry based curriculum,” explains May Schaben, Iowa Restaurant Association Education Foundation Executive Director. “It is equal parts culinary techniques and management training.

Culinary:

- 1st - Waukee High School
- 2nd - Des Moines Central Campus High School
- 3rd - Davenport High School

Restaurant Management:

- 1st - Waukee High School
- 2nd - Cherokee's Washington High School
- 3rd - Davenport High School

State Competition Showcases Talent

A unique component of the program is the opportunity to compete at both the state and national ProStart Invitational competitions. The Iowa Restaurant Association Education Foundation hosted the State Culinary and Restaurant Management Invitational events on February 24th at the Marriott Hotel in West Des Moines. Waukee High School won both portions of the competition and will represent Iowa at Nationals in Minneapolis May 3-5.

They'll Wear Your Logo!

Would you like to support Iowa's state champions? For a small donation, you can include your business logo on the winning teams chef coats!

Go to www.restaurantiowa.com for information.



Davenport Community School's culinary team garnishes their dessert.



Waukee High School student, Jenna Preston, prepares her work station.

Healthcare Coverage Answers for Employees

The reality of Iowa's hospitality industry is that we are primarily a group of small, independent businesses with fewer than 50 employees. Few will feel the impact of most of the employer mandates from the Affordable Care Act, but our employees will. The "individual mandate" portion of the law requires everyone to obtain "minimum essential coverage" for themselves (and their dependents) or be fined. The National Restaurant Association's Healthcare Knowledge Center is a great place for employees seeking answers about their obligations under the law. Visit www.restaurant.org.



Q: Does my employer have to offer health insurance?

A: Not necessarily. Only businesses with 50 or more full-time-equivalent employees are required to offer some sort of minimum essential coverage to their full-time employees and their dependents.



Q: Is health insurance going to be free?

A: For most people—no. While employers may offer healthcare programs, in most cases employees will be required to cover a share of the cost. Some employees will be eligible for reduced cost coverage through government programs, but again, in most cases, most will likely require individuals to pay a portion of the cost.



Q: How much is it going to cost me?

A: There are many variables to determining cost. A simple cost calculator can be found at the Kaiser Family Foundation. (See URL to right.)



Q: How will I get this coverage?

A: There are many ways to meet the "individual responsibility" requirement. Employees can use employer coverage, purchase a policy on their own through a public exchange, or get coverage through Medicare, Medicaid or and the government programs.



Q: What happens if I just don't get coverage?

A: You will be fined.

- In 2014, you will be penalized \$95 per adult and \$47.50 per child with a maximum of \$285 for a family, or 1 percent of family income, whichever is greater.
- In 2015, the penalty goes up to \$325 per adult and \$162.50 per child with a maximum of up to \$975 for a family, or 2 percent of family income, whichever is greater.
- In 2016, the penalty will be \$695 per adult and \$347.50 per child with a maximum of \$2,085 for a family, or 2.5 percent of family income, whichever is greater.



Q: How is the government going to know if I have coverage?

A: You are now required to state on your federal tax return that you have healthcare coverage and identify the source.



A Simple Online Tool Can Help You Determine if You Qualify for Reduced Cost Healthcare.

Go to:
<http://kff.org/interactive/subsidy-calculator/>

Don't Risk an Inspection Issue

Certify a Food Safety Protection Manager Today

By: Katelyn Kostek, Public Relations Specialist, Iowa Restaurant Association

In January, Iowa adopted a new Food code which requires one certified Food Protection Manager per establishment. ServSafe has long been the standard meeting this requirement. Developed by the National Restaurant Association, it is the primary certification used by hospitality establishments across the county. Classes are available monthly across the state via ISU extension, the Iowa Restaurant Association and many food purveyors. Online and alternative learning formats are also available. Managers must certify every five years.

Certified Food Protection Manager Requirement

NOW IN EFFECT

- New establishments must comply within six months of licensure
- Existing establishments that have not had a food borne illness risk factor or public health intervention violation must comply by January 1, 2018
- Establishments that have been cited with a violation must comply within six months
- If the certified food manager leaves employment, the establishment has six months to certify a new manager

Find a Class in Your Area

Iowa Restaurant Association Office

1501 42nd Street
West Des Moines, IA 50266
Register: 515-276-1454

April 08
April 17
April 22
May 13
May 20
May 22
June 10
June 19
June 24
July 08



Dubuque County Extension Office

Dubuque
Register: 563-927-4201
April 30
June 03

Webster County Extension Office

Fort Dodge
Register: 515-576-2119
May 06

Shelby County Extension Office

Harlan
Register: 712-755-3104
April 15

Northwest Iowa Community College

Sheldon
Register: 712-371-3611
April 15

Fremont County Extension Office

Sidney
Register: 712-237-4235
April 14

Woodbury County Extension Office

Sioux City
Register: 712-276-2157
April 08
June 04

Taylor County Extension Office

Bedford
Register: 712-523-2137
June 23

Buchanan County Extension Office

Independence
Register: 563-927-4201
May 21

Dickson County Extension Office

Spirit Lake
Register: 712-262-2264
April 28

Great Prairie AEA Office

Burlington
Register: 319-394-9433
April 02
June 04

Johnson County Extension Office

Iowa City
Register: 319-337-2145
April 08
June 18

Buena Vista County Extension Office

Storm Lake
Register: 712-276-2157
April 12

Linn County Extension Office

Cedar Rapids
Register: 319-377-9839
May 14
July 09

Greene County Extension Office

Jefferson
Register: 515-386-2138
June 19

Black Hawk County Extension Office

Waterloo
Register: 319-927-4201
April 29
May 28
June 25

Wright County Extension Office

Clarion
Register: 515-341-2061
May 06

Harrison County Extension Office

Logan
Register:
www.extension.iastate.edu/foodsafety
May 19

Clinton County Extension Office

DeWitt
Register: 563-659-5125
April 22
May 27
June 24

Story County Extension Office

Nevada
Register: 515-382-6551
April 09



2014 Iowa Restaurant Resources Buyers Guide

Corporate Partners

As you review the Buyer's Guide you will notice that Corporate Partners listings are denoted in **RED**.

Advertising

Elizabeth Winders Studio of Design www.elizabethwinders.com.....	515-554-4128
Nations Restaurant News/Penton www.nrn.com.....	813-627-6762
Open Table www.opentable.com.....	913-904-8886
QA Graphics www.qagraphics.com.....	515-695-3403

Bar Equipment and Supplies

Bolton and Hay www.boltonhay.com.....	515-265-2554
Edward Don & Company www.don.com.....	800-777-4366
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Glazer's Distributors of Iowa www.glazers.com.....	515-252-7173
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
Hussman Corp. www.hussman.com.....	515-262-8221
Performance Food Group www.pfgc.com.....	800-747-1234
US Foods www.usfoodservice.com.....	800-272-6467

Beverage Dispensing Equipment

Bolton and Hay www.boltonhay.com.....	515-265-2554
Coca-Cola Bottlers of Iowa www.atlanticbottling.com.....	515-987-1931
McCormack Distributing Co. www.mccormackdistributing.com.....	712-546-5133
Pepsi Americas www.pepsiamericas.com.....	800-373-9135
Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600

Beverages (Alcoholic)

Alcoholic Beverages Division www.iowaabd.com.....	515-281-7444
7G Distributing www.7gdistributing.com.....	563-556-8911
Beam Brands Southern Wine and Spirits www.beamglobal.com.....	515-360-4053
Constellation Brands www.cbrands.com.....	515-401-4725
Cedar Ridge Winery & Distillery www.crvine.com.....	319-321-4571
Doll Distributing LLC www.dolldistributing.com.....	515-299-2207
Fahr Beverage www.fahrbeverage.com.....	319-234-2605
Glazer's Distributors of Iowa www.glazers.com.....	515-252-7173
Johnson Brothers of Iowa www.johnsonbrothers.com.....	515-262-1199
Luxco Spirited Brands www.luxco.com.....	515-274-0103
Mississippi River Distilling Co. www.mrdistilling.com.....	563-484-4342

Member Benefit Partners

In addition to our Corporate Partners, the IRA works directly with a number of firms that offer benefits and discounts exclusively to IRA members. These Member Benefit Partners are denoted in **BLUE**.

Santa Fe Tequila/Silver Coin www.santafetequilas.com.....	515-953-4822
Templeton Rye Spirits LLC www.templetonrye.com.....	515-822-7545

Beverages (Non Alcoholic)

7G Distributing www.7gdistributing.com.....	563-556-8911
Coca-Cola Bottlers of Iowa www.atlanticbottling.com.....	515-987-1931
Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Glazer's Distributors of Iowa www.glazers.com.....	515-252-7173
Johnson Brothers of Iowa www.johnsonbrothers.com.....	515-262-1199
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
MJ Distributing www.mjdist.com.....	515-276-2659
Pepsi Americas www.pepsiamericas.com.....	800-373-9135
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com.....	800-272-6467
Voss Distributing/Red Bull LLC www.vossdist.com.....	515-263-1777

Business Equipment

Open Table www.opentable.com.....	913-904-8886
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Coffee/Tea

Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
Glazer's Distributors of Iowa www.glazers.com.....	515-252-7173
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com.....	800-272-6467

Condiments

Farner-Bocken Co. www.farner-bocken.com.....	800-274-8692
US Foods www.usfoodservice.com.....	800-272-6467
Performance Food Group www.pfgc.com.....	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600

Consulting, Energy

Alliant Energy www.alliantenergy.com.....	319-786-7266
Black Hills Energy www.bhehowto.com.....	515-979-1034
D&J Consulting, L.C. www.djconsulting.com.....	515-556-7641
Mid American Energy www.midamericanenergy.com.....	515-252-6762
Seminole Energy Services www.seminoleenergy.com.....	515-278-2254

Consulting, Financial

D&J Consulting, L.C.	515-556-7641
Holmes Murphy & Associates www.holmesmurphy.com	515-974-5936
Morgan Stanley www.morganstanley.com/the801group	515-283-7044
The Dana Company www.thedanaco.com	515-224-4391

Consulting

Green R U LLC www.greenru.com	515-325-6133
Hussman Corp. www.hussman.com	515-262-8221
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Credit Card Services/Supplies

Heartland Payment Systems www.heartlandpaymentsystems.com	515-250-4618
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Dairy Products

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Food Service Marketing - Iowa, Inc. Martin Bros. Distributing Co., Inc. www.martinsnet.com	515-255-1285 800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103

Dishwashing Equipment Sales

AutoChlor www.autochlor.com	314-480-3338
Bolton and Hay www.boltonhay.com	515-265-2554
Ecolab Inc. www.ecolab.com	319-358-6886
Edward Don & Company www.don.com	800-777-4366
Iowa Des Moines Supply, Inc. www.iowadesmoinesupply.com	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Distributor, Food & Beverage

Fahr Beverage www.fahrbeverage.com	319-243-2605
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Glazer's Distributors of Iowa www.glazers.com	515-252-7173
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300

Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Educational Materials

Distilled Spirits Council www.discus.org	202-628-3544
Iowa Restaurant Association Educational Foundation www.restaurantiowa.com	515-276-1454
Iowa Beef Industry Council www.iabeef.org	515-296-2305
Iowa Pork Producers Association www.iowapork.org	515-225-7675
The Soyfoods Council www.thesoyfoodscouncil.com	

Employment Resources

Holmes Murphy & Associates www.holmesmurphy.com	515-974-5936
Patrice and Associates www.patricecareers.com	319-627-3150

Exhaust Systems

Hoodz of Central Iowa www.hoodz.us.com	515-278-1149
Iowa Fire Control LLC www.iowafirecontrol.com	515-576-4440

Exhaust System Cleaning

Enviromatic Corporation of America, Inc. www.enviromatic.com	877-325-8476
Gre-Co Services www.grecoman.com	888-764-1570
Hoodz of Central Iowa www.hoodz.us.com	515-278-1149

Financial Institutions/Services

Morgan Stanley www.morganstanley.com/the801group	515-283-7044
On Deck Capital www.ondeckcapital.com	646-412-6286
Two Rivers Insurance Services www.tworiversins.com	515-327-2020
Wells Fargo www.wellsfargo.com	515-237-5445

Fires Suppression Systems

Iowa Fire Control LLC www.iowafirecontrol.com	515-576-4440
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Food Broker

Key Impact Sales & Systems	515-224-0999
Food Marketing Services Iowa, Inc.	515-255-1285
Hockenbergs Newburgh www.hnsales.com	515-222-0100
Midstates Marketing, Inc. www.midstates-marketing.com	515-246-8829

Food Products & Manufacturing

Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103
Whole Foods Market www.wholefoodsmarket.com	515-224-3977

Food Service Equipment & Supplies

Bolton and Hay www.boltonhay.com	515-265-2554
Edward Don & Company www.don.com	800-777-4366
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Hockenbergs Equipment and Supply Co., Inc. www.hockenbergs.com	515-282-0033
Hussman Corp. www.hussman.com	515-262-8221
Iowa Des Moines Supply, Inc. www.iowadesmoinesupply.com	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
McCormack Distributing Co. www.mccormackdistributing.com	712-546-5133



Performance Food Group www.pfgc.com	800-747-1234
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Franchisor

Honey Baked Ham and Café www.HoneyBakedFranchise.com	678-966-3254
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Frozen Food

Food Service Marketing - Iowa, Inc. Farner-Bocken Co. www.farner-bocken.com	515-255-1285 800-274-8692
Hockenberg Newburgh www.hnsales.com	515-222-0100
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Midstates Marketing, Inc. www.midstates-marketing.com	515-246-8829
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103

Grease Removal

Darling International www.darlingii.com	515-288-2166
Gre-Co Services www.grecoman.com	888-764-1570
Hoodz of Central Iowa www.hoodz.us.com	515-278-1149
Hoodz of Eastern Iowa www.hoodz.us.com	515-278-1149
Mahoney Environmental www.mahoneyenvironmental.com	800-892-9384
Sanimax Grease Services www.sanimax.com	608-846-5466

Health Care Card

WellDyneRX- Total Health Systems www.welldyne.com	702-872-2054
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Ice Machines

Bolton and Hay www.boltonhay.com	515-265-2554
Hussman Corp. www.hussman.com	515-262-8221
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670

Insurance

AW Welt Ambrisco Insurance Inc. www.awwelt.com	319-887-3700
Brummel, Madsen & Associates, Inc. www.brummelmadsen.com	319-266-2644
Grinnell Mutual Reinsurance Company www.grinnellmutual.com	641-269-8600
Holmes Murphy & Associates www.holmesmurphy.com	515-974-5936
Illinois Casualty Company www.ilcasco.com	800-445-3726
Insurance Station www.insurancestation.com	515-967-0489
Ludovissy and Associates www.ludovissyandassociates.com	563-556-6661
Michael Cameron Agency Farm Bureau www.michaelcameron.fbfs.com	515-868-0005
Reynolds & Reynolds, Inc. www.reynolds-reynolds.com	515-557-1214
Society Insurance (Corporate & Member Benefit Partner) www.societyinsurance.com	888-576-2438
The Dana Company www.thedanaco.com	515-224-439

Two Rivers Insurance Services www.tworiversins.com	515-327-2020
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Legal Services

Holmes Murphy & Associates www.holmesmurphy.com	515-974-5936
Kreamer Law Firm, P.C. www.kreamerlaw.com	515-727-0900
Schwarm Law Firm www.schwarmlaw.com	641-592-1031

Linen Sales & Service

Express Laundry and Linen www.explin.com	515-360-2539
Premier Linen & Dry Cleaning, Inc. www.premierlinen.com	800-583-9123

Manufacturer Drink Mixes

American Beverage Marketers. www.abmcocktail.com	816-777-7159
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Marketing/Media

Nations Restaurant News/Penton www.nrn.com	813-627-6762
Relish/Big Green Umbrella www.dmcityview.com	515-953-4822

Marketing/Public Relations

Flavorful Insight www.flavorfulinsight.com	515-332-1039
Fishbowl Online Marketing www.fishbowl.com	800-836-2818
Greater Des Moines Convention and Visitors Bureau www.seedesmoines.com	515-699-3455

Meat Information

Food Service Marketing - Iowa, Inc.	515-255-1285
Iowa Beef Industry Council www.iab Beef.org	515-296-2305
Iowa Pork Producers Association www.iowapork.org	515-225-7675
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Meat Purveyor

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Media & Website Marketing

Aireal Mobile www.airealmobile.com	913-226-6459
HTML Marketing www.HTMLmarketing.com	515-570-3290

Menu Design/Ideas

Food Marketing Services Iowa, Inc. Farner-Bocken Co. www.farner-bocken.com	515-255-1285 800-274-8692
Glazer's Distributors of Iowa www.glazers.com	515-252-7173
Iowa Beef Industry Council www.iab Beef.org	515-296-2305
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402

Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103

Music Licensing

BMI www.bmi.com	615-401-2877
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Paper Products

Edward Don & Company www.don.com	800-777-4366
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Hussman Corp. www.hussman.com	515-262-8221
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Payroll Processing Services

Heartland Payroll Systems (Corporate & Member Benefit Partner) www.heartlandpaymentsystems.com.....	515-250-4618
Holmes Murphy & Associates www.holmesmurphy.com	515-974-5936

POS Systems, Cash Registers, Equipment/Supplies

J & D Computers www.janddcomputers.com	515-986-9424
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Poultry/Eggs

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Whole Foods Market www.wholefoodsmarket.com	515-224-3977

Produce

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Liberty Fruit Co. www.libertyfruit.com	800-445-4782
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Whole Foods Market www.wholefoodsmarket.com	515-224-3977

Protein Purveyor

Neesvig's / Empire Fish www.neesvigs.com	608-846-1160
Whole Foods Market www.wholefoodsmarket.com	515-224-3977

Publications

Food and Beverage Iowa Quarterly www.restaurantiowa.com	515-276-1454
Nations Restaurant News/Penton www.nrn.com.....	813-627-6762
Relish/Big Green Umbrella www.dmcityview.com	515-953-4822

Public Relations

East and South Des Moines Chamber of Commerce www.edmsdmchambers.org	515-309-3231
Greater Des Moines Convention and Visitors Bureau www.seedesmoines.com.....	515-699-3455
West Des Moines Chamber of Commerce	515-681-1289
Urbandale Chamber of Commerce www.uniquelyurbandale	515-327-2020

Refrigeration Equipment & Parts

Edward Don & Company www.don.com	800-777-4366
Hockenberg Newburgh www.hnsales.com.....	515-222-0100
Humitech of Iowa www.humitechofiowa.com.....	515-314-6990
Hussman Corp. www.hussman.com	515-262-8221
Mahoney Environmental www.mahoneyenvironmental.com.....	800-892-9384
Performance Food Group www.pfgc.com	800-747-1234
Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
US Foods www.usfoodservice.com	800-272-6467

Restaurant Equipment/Services

Bolton and Hay www.boltonhay.com	515-265-2554
Edward Don & Company www.don.com	800-777-4366
Hockenberg Newburgh www.hnsales.com.....	515-222-0100
Hussman Corp. www.hussman.com	515-262-8221
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
McCormack Distributing Co. www.mccormackdistributing.com.....	712-546-5133
Performance Food Group www.pfgc.com	800-747-1234
Rapids Wholesale Equipment www.rapidswholesale.com.....	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com.....	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Reservation Systems

Open Table www.opentable.com.....	913-904-8886
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Sales Tax Exemption

D&J Consulting, L.C.	515-556-7641
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Sanitation Supplies/Cleaning Services

AutoChlor www.autochlor.com.....	314-480-3338
Bolton and Hay www.boltonhay.com	515-265-2554
Ecolab Inc. www.ecolab.com	319-358-6886
Edward Don & Company www.don.com	800-777-4366
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com.....	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Oxi Fresh Carpet Cleaners www.oxifreshiowa.com.....	515-480-2485



Performance Food Group www.pfgc.com	800-747-1234
Reinhardt FoodService www.reinhardtfoodservice.com.....	319-396-1300
Reinhardt FoodService of Omaha www.reinhardtfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com.....	800-272-6467

Seafood

Food Marketing Services Iowa, Inc. www.farner-bocken.com	515-255-1285
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Midstates Marketing, Inc. www.pfgc.com	515-246-8829
Performance Food Group www.pfgc.com	800-747-1234
Reinhardt FoodService www.reinhardtfoodservice.com.....	319-396-1300
Reinhardt FoodService of Omaha www.reinhardtfoodservice.com.....	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
US Foods www.usfoodservice.com.....	800-272-6467

Soy Food

Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300
Whole Foods Market www.wholefoodsmarket.com.....	515-224-3977

Spirits Distributor/Manufacturer

Beam Brands Southern Wine and Spirits www.beamglobal.com	515-360-4053
Cedar Ridge Winery & Distillery www.crvine.com	319-321-4571
Constellation Brands www.cbrands.com	515-401-4725
Templeton Rye Spirits LLC www.templetonrye.com.....	515-822-7545

Tobacco Sales

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
RAI Services Company www.reynoldsamerican.com.....	336-741-0266

Uniforms

Edward Don & Company www.don.com	800-777-4366
Express Laundry and Linen www.explinen	515-360-3231
Premier Linen & Dry Cleaning, Inc. www.premierlinen.com.....	800-583-9123

Utilities

Alliant Energy www.alliantenergy.com.....	319-786-4822
Black Hills Energy www.bhehowto.com	515-979-1034
D&J Consulting, L.C. www.midamericanenergy.com/ee	515-556-7641
Mid American Energy Company www.midamericanenergy.com/ee	515-252-6762
Seminole Energy Services www.seminoleenergy.com	515-278-2254

Waste Removal

Darling International www.darlingii.com.....	515-288-2166
Green R U LLC www.greenru.com	515-325-6133
Mahoney Environmental www.mahoneyenvironmental.com.....	800-892-9384
Midwest Renewable Biofuels, Inc. www.mrbfuels.com.....	515-994-2648

Wines/Spirits Distributor

Glazer's Distributors of Iowa www.glazers.com.....	515-252
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Johnson Brothers of Iowa www.johnsonbrothers.com.....	515-262-1199
Luxco Spirited Brands www.luxco.com.....	515-274-0103
Santa Fe Tequila/Silver Coin www.santafetequilas.com.....	515-953-4822

Wine "To Go" Bags

Iowa Des Moines Supply, Inc. www.iowadesmoinesupply.com.....	515-263-1200
Reinhardt FoodService www.reinhardtfoodservice.com.....	319-396-1300
Reinhardt FoodService of Omaha www.reinhardtfoodservice.com.....	402-457-3600
Martin Bros. Distributing Co., Inc. www.martinsnet.com.....	800-847-2402
Sysco Iowa, Inc. www.syscoiowa.com.....	515-289-5300

Businesses listed in this directory are committed to helping restaurateurs and bar owners improve their operation and ultimately, their bottom lines. So save this issue or go to www.iowarestaurantresources.com to access these resources throughout the year.

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Aireal Mobile

10947 N Madison, Kansas City, MO, 64155
913-226-6459, www.airealmobile.com

**Alcoholic Beverages Division
State of Iowa**

1918 SE Huisizer, Ankeny, IA, 50021
515-281-7444, www.iowaabd.com

Alliant Energy

200 1st Street Southeast, Cedar Rapids, IA, 52401
319-786-7266, www.alliantenergy.com

Altria Client Services

33 East Main Street, Suite 420,
Madison, WI, 53703
608-251-0195, www.altria.com

American Beverage Marketers

4617 C Whispering Winds Dr.
Lee's Summit, MO, 64086
816-777-7159, www.abmcocktail.com

AutoChlor Systems

4012 SE 27th Street, Des Moines, IA 50320
314-480-3338, www.autochlor.com

AW Welt Ambrisco Insurance, Inc.

24 Westside Drive, IA City, IA, 52246
319-887-3700, www.awwelt.com

Beam Inc.

c/o Southern Wine and Spirits
3100 SE Grimes Blvd., Suite 100, Grimes, IA 50111
515-360-4053, www.beamglobal.com

Black Hills Energy

1701 48th Street, Suite 260, West Des Moines, IA,
50266, 515-979-1034, www.blackhillsenergy.com

BMI

10 Music Square East, Nashville, TN, 37203
615-401-2877, www.bmi.org

Bolton and Hay

2701 Delaware Ave., Des Moines, IA 50317
515-265-2554, www.boltonhay.com

Braunger Food Service

900 Clark, Sioux City, IA, 51101
712-258-4515, www.braungerfoods.com

Brummel, Madsen & Associates, Inc.

318 Main Street, Cedar Falls, IA, 50613
319-266-2644, www.brummelmadsen.com

Cedar Ridge Winery & Distillery

1441 Marak Road, Swisher, IA 52338
319-321-4571, www.crwine.com

Constellation Brands

4801 63rd St., Urbandale, IA 50322
515-401-4725, www.cbrands.com

Coca-Cola Atlantic Bottling Company

16200 Hickman Road, Waukee, IA, 50263
515-987-1931, www.atlanticbottling.com

D & J Consulting, L.C.

729 Northeast Brookhaven Drive, Ankeny, IA, 50021
515-556-7641

Darling International Inc.

907 Walnut Suite 400, Des Moines, IA, 50306
515-265-1381, www.darlingii.com

Distilled Spirits Council

1250 Eye Street Northwest, Suite 400, Washington,
DC, 20005
202-628-3544, www.discus.org

Doll Distributing LLC

1901 DeWolf Street, Des Moines, IA, 50316
515-299-2207, www.dolldistributing.com

**East & South Des Moines Chamber of
Commerce**

301 Grand Avenue, Des Moines, IA 50309
515-309-3231, www.edmsdmchambers.org

Ecolab

10151 Deer Crest Dr., Toddville, IA, 52245
319-213-6368, www.ecolab.com

Edward Don & Company

14431 Thrush Street Northwest, Andover, MN,
55304, 800-777-4366 xt8964, www.don.com

Elizabeth Winders Studio of Design

15708 Brookshire Dr., Urbandale, IA, 50323
515-554-4128, www.elizabethwinders.com

Enviroatic Corporation of America, Inc.,

5936 Pillsbury Avenue South, Minneapolis, MN,
55113 800-325-8476, www.enviroatic.com

Express Laundry and Linen

5904 SW 14th St., Ste B., Des Moines, IA 50320
515-360-2539, www.explin.com

Fahr Beverage, Inc.

1369 Martin Road, Waterloo, IA, 50704
319-234-2605, www.fahrbeverage.com

Farner-Bocken Co.

PO Box 368, Carroll, IA, 51401
712-792-7441, www.farner-bocken.com

Fishbowl

44 Canal Center Plaza, Suite 500, Alexandria, VA,
22314 800-836-2818, www.fishbowl.com

Flavorful Insight

1255 SW Prairie Trail Pkwy, Ankeny, IA 50023
515-332-1039, www.flavorfulinsight.com

Food Marketing Services - IA, Inc.

4900 Franklin Avenue, Des Moines, IA, 50310
515-255-1285

Glazer's Distributors of IA

4377 Northwest 112th Street, Urbandale, IA,
50322, 515-252-7173, www.glazers.com

**Greater Des Moines Convention and
Visitors Bureau**

400 Locust Street, Suite 265
Des Moines, IA, 50309
515-699-3455, www.seedesmoines.com

Gre-Co Services

PO Box 245, Treynor, IA 51575
888-764-1570, www.grecoman.com

Green RU LLC

PO Box 1330, Des Moines, IA, 50305
515-325-6133, www.greenru.org

Grinnell Mutual Reinsurance

6215 Hwy 146 S, Grinnell, IA, 50112
641-269-8616, www.grinnellmutual.com

Heartland Payment Systems

755 Southeast 55th Street, Pleasant Hill, IA, 50327,
515-250-4618,
www.heartlandpaymentsystems.com

Hockenberg Newburgh

1400 Northwest 100th Street, Clive, IA, 50305
515-222-0100, www.hnsales.com

**Hockenbergs Equipment and Supply
Co., Inc.**

6000 Aurora Avenue, Urbandale, IA, 50322
515-282-0033, www.hockenbergs.com

Holmes Murphy & Associates

3001 Westown Parkway
West Des Moines, IA, 50266
515-974-5936, www.holmesmurphy.com

Honey Baked Ham and Cafe

3875 Mansell Road, Alpharetta, GA 30022
678-966-3254, www.HoneyBakedFranchise.com

Hoodz of Central IA

4927 68th, Urbandale, IA, 50322
515-278-1149, www.centralIA.hoodz.us.com

Hoodz of Eastern IA

4927 68th, Urbandale, IA, 50322
515-278-1149, www.centralIA.hoodz.us.com

HTML Marketing

215 80th Street #105, West Des Moines, IA, 50266,
515-570-3290, www.htmlmarketing.com

Humitech of Iowa

PO Box 1027, Waukee, IA, 50263
515-314-6990, www.humitechofiowa.com

Hussman Corp

4360 112th Street, Urbandale, IA, 50322
515-262-8221, www.hussman.com

Illinois Casualty Company

PO Box 5018, Rock Island, IL, 51204
800-445-3726, www.ilcasco.com

Insurance Station

116 Second Street Southeast, Altoona, IA, 50009
515-967-0489, www.insurancestation.com

Iowa Beef Industry Council

PO Box 451, Ames, IA, 50010
515-296-2305, www.iabef.org,

IA Des Moines Supply Inc.

1680 Guthrie Avenue, Des Moines, IA, 50316
515-263-1200, www.IADesmoinesupply.com

IA Fire Control LLC

3014 5th Ave S Ste B, Ft Dodge, IA, 50501
515-576-4440, www.IAfirecontrol.com

Iowa Pork Producers Association

PO Box 71009, Clive, IA, 50325
515-225-7675, www.IApork.org

J & D Computers

312 E 1st Street, Grimes, IA, 50111
515-986-9424, www.janddcomputers.com

Johnson Brothers Liquor Co of IA

2515 Dean Avenue, Des Moines, IA, 50317
515-262-1199, www.johnsonbrothers.com

7G Distributing

PO Box 692, Dubuque, IA, 52004
515-565-8911, www.7gdistributing.com

Key Impact Sales & Systems

8187 University Avenue, Clive, IA, 50325
515-224-0999, www.efsfood.com

Kreamer Law Firm, P.C.

6600 Westown Parkway,
West Des Moines, IA, 50266
515-727-0900, www.kreamerlaw.com

Liberty Fruit Company Inc.

1247 Argentine Blvd., Kansas City, MO, 66105
800-445-4782, www.libertyfruit.com

Ludovissy & Associates

787 West Locust Street, Dubuque, IA, 52001
563-556-6661, www.ludovissyandassociates.com

**Luxco Spirited Brands/Southern Wine
& Spirits**

3100 SE Grimes Blvd., Ste 110, Grimes, IA
515-274-0103, www.luxco.com

Mahoney Environmental

1819 Moen Avenue, Joliet, IL, 60436
800-892-9392, www.mahoneyenvironmental.com

Martin Brothers Distributing Co., Inc.

6623 Chancellor Drive, Cedar Falls, IA, 50613
319-266-1775, www.martinsnet.com

McCormack Distributing Co.

PO Box 807, LeMars, IA, 51031
712-546-5133, www.mccormackdistributing.com

Michael Cameron Agency

Farm Bureau
600 Brentwood, Waukee, IA, 50263
515-868-0005, www.michaelcameron.fbfs.com

MidAmerican Energy Company

666 Grand, Des Moines, IA, 50322
515-252-6762, www.midamericanenergy.com

Midstates Marketing

4489 2nd Avebye Ste 9, Des Moines, IA, 50313
515-252-6762, midstates-marketing.com

Midwest Renewable Biofuels, Inc.

13293 S 88th Ave W, Prairie City, IA 50228
515-994-2648, www.mrbfuels.com

Mississippi River Distilling Co.

303 N Cody Road, Le Claire, IA
563-484-4342, www.mrdistilling.com

Morgan Stanley

801 Grand Avenue Suite 3800
Des Moines, IA 50309, 515-283-7044
www.morganstanleyfu.com/the 801 group

Nations Restaurant News/Penton

10117 Princess Palm, Suite 575, Tampa, FL 33610
813-627-6762, www.nrn.com

On Deck Capital

155 East 50th Street, New York, NY
646-412-6286, www.ondeckcapital.com

Open Table

7622 W 158th Terrace, Overland Park, KS
913-904-8886, www.opentable.com

Patrice and Associates

204 W 16th St, West Liberty, IA, 52776
319-627-3150, www.patricecareers.com

Pepsi Beverages Company

3825 106th Street, Des Moines, IA, 50322
800-950-1332, www.pepsiamericas.com,

Pepsi Beverages Company

400 6th Avenue Southeast,
Cedar Rapids, IA, 52401
800-373-9135, www.pepsiamericas.com

Performance Food Group

8001 TPC Road, Rock Island, IL, 61204
800-747-1234, www.pfkg.com

Premier Linen & Drycleaning, Inc.

461 West 9th Street, Dubuque, IA, 52004
800-583-9123, www.premierlinen.com

QA Graphics

1250 SW State Street, Suite A
Ankeny, IA, 50023
515-695-3403, www.qagraphics.com

RAI Services Company

PO Box 464, Winston-Salem, NC, 27102
336-741-0266, www.reynoldsamerican.com

Rapids Wholesale Equipment

6201 South Gateway Drive, Marion, IA, 52302
319-447-3563, www.rapidswholesale.com

Relish/Big Green Umbrella

414 61st Street, Des Moines, IA 50312
515-953-4822, www.dmcityview.com

Reinhart FoodService

4100 44th Avenue Southwest,
Cedar Rapids, IA, 52404
319-396-1300, www.reinhartfoodservice.com,

Reynolds & Reynolds, Inc.

300 Walnut Street Suite 200,
Des Moines, IA, 50309
515-557-1214, www.reynolds-reynolds.com

Sanimax USA Inc.

605 Bassett Street, Deforest, IL, 53532
800-765-6453, www.sanimax.com

Schwarm Law Firm

110 West Main Street, Lake Mills, IA, 50450
641-592-1031

Seminole Energy Services LLC

303 East 17th Avenue, Suite 850,
Denver, CO, 80203
515-278-2254, www.seminoleenergy.com

Santa Fe Tequila/ Silver Coin

301 38th Street, Sante Fe, NM 87504
515-554-5541, www.santafetequilas.com

Society Insurance

PO Box 1029, Fond du Lac, WI, 54636
920-922-1220, www.societyinsurance.com

Sysco Iowa, Inc.

One Sysco Place, Ankeny, IA, 50021
515-289-5300, www.syscoIA.com

Templeton Rye Spirits LLC

209 E 3rd Street, Templeton, IA 51463
515-822-7545, www.templetonrye.com

The Dana Company

12345 University Avenue, Ste 300,
Des Moines, IA, 50325
515-224-4391, www.thedanaco.com

**The Soyfoods Council /
Iowa Soybean Association**

1255 SW Prairie Trail Parkway, Ankeny, IA, 50023
515-334-1041, www.thesoyfoodscouncil.com

Two Rivers Insurance Services

4500 Westown Parkway, #277
West Des Moines, IA, 50266
515-327-2020, www.tworiversins.com

Urbandale Chamber of Commerce

2900 Justin Drive, Urbandale, IA 50322
515-327-2020, www.uniquelyurbandale.org

US Foods

P.O. Box 1820, Iowa City, IA, 52244
800-272-6467, www.usfoodservice.com

Voss Distributing / Red Bull LLC

5109 Northeast 17th Street,
Des Moines, IA, 50313
515-263-1777, www.vossdist.com

WellDyneRX/ Total Health Systems

3499 Castle Butte Drive, Castle Rock, CO 80509
702-872-2054, www.welldyne.com

Wells Enterprises, Inc.

PO Box 1310, LeMars, IA, 51031
651-246-5891, www.bluebunny.com

Wells Fargo

2840 Ingersoll Avenue, Des Moines, IA, 50312
515-237-5445, www.wellsfargo.com

**West Des Moines Chamber of
Commerce**

4200 Mills Civic Parkway, Suite E 200
West Des Moines, IA, 50265
515-681-1289

Whole Foods Market

4100 University, West Des Moines, IA, 50266
515-224-3977, www.wholefoodsmarket.com

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Websites

HTML Marketing works with restaurateurs to develop eye-catching, interesting and easy-to-use websites. Special discount pricing is available to IRA members.



E-Mail Marketing

Members can send 500 free email messages each month using the full Fishbowl product including listings and analytics. Additional discounts are available on larger programs.



Restaurant Finder

Free to members—inclusion in customizable Dine Iowa online restaurant finder, mobile app, and Facebook restaurant finder. 3,500+ downloads, promoted by Iowa Tourism.



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Credit Card Processing

Heartland Payment offers exclusively discounted rates to members on card processing, payroll systems, check management and tip reporting and compliance services. A local representative is available to answer questions and provide assistance within 24 hours.



Property, Casualty, Workman's Comp

Members receive a 10% discount on Society's Trim Plus enhanced property casualty insurance program and an annual dividend on workers' compensation insurance.



Discounted Natural Gas

Seminole Energy Services is a third-party natural gas provider which provides members discounted natural gas. Earn up to 8% savings monthly.



Energy Audit

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