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Business Beverage Iowa Business

Quarterly

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Since 1933, Iowa's Professional Association of the Restaurant and Retail Beverage Industries

Food & Beverage Iowa Business Quarterly

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

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OSPITALIT **CONVENTION AND EXPO**

THE IOWA HOSPITALITY EXPORETURS

Welcome to the Expo issue of the Food and Beverage lowa Business Quarterly. In 1933, the year of its founding, the lowa Restaurant Association launched an annual convention and expo which drew hundreds of restaurant and bar operators from across the state to Des Moines. The multi-day convention had a 60 year run, but was replaced with other meeting formats in the 1990s.

2018 Marks the Year of the Expo's Return

- While we did not revive the Miss Iowa Restaurant competition, we will be honoring some of the industry's finest with 13 awards being presented at an Awards Ceremony. We will recognize Restaurateur, Chef, Employee, Emerging Leader and American Dream winners among others (see page 8).
- We will also be talking about how to do business better on the Expo floor and in a series of education sessions covering everything from cost-effective menu pricing to increasing profits with wine and spirits.
- We will still party like only the restaurant industry can, with a Gala celebration featuring chefs from across the state sharing sample sizes of their culinary competition dishes for a People's Choice vote, wine, beer and spirits, tastings, live music and more.

Like many things—what was once old is new again. We will once again come together to Look! Learn! and Live It Up!

A 1937 Convention promotion of the Association's then show stated, "The purpose of our Association is to improve the entire restaurant industry of lowa....Associating with others in the same line of business will help you be a more successful operator." Those words are just as true today. See you at the Expo!













Award Winners

2018 Iowa Restaurant Association Award Winners

Each year the lowa Restaurant Association receives nominations from industry and the public to honor hospitality's "best of the best." Each will be honored October 8th at 3:00 p.m. at the lowa Hospitality Expo in Des Moines. You can also hear their stories by going to restaurantiowa.com and linking to the Association's YouTube Channel.











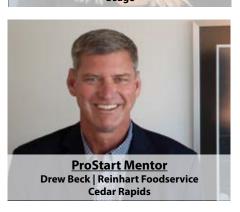


















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government affairs

Your Issues, Your Association, Your Voice DRAM Reform Moves to the "Win" Column

Legislators know that a strong hospitality industry is one of the cornerstones of a strong economy. In lowa, restaurants and bars employ ten percent of the state's workforce—making hospitality lowa's second largest private sector employer. It's imperative that industry leaders find ways to participate in the political process and ensure the collective concerns of business owners, employees, customers, and communities are represented and acted upon.

The Iowa Restaurant Association fills this gap, by serving as the industry's voice at the Capitol and with regulatory agencies day-in and day-out.

This past legislative session, the Association worked to pass significant DRAM reform.

New language passed this year significantly reduces the unfair burden of liability on restaurants and bars when a patron over-consumes. One of the most significant changes was the elimination of the words "knew or should have known" a person "was or could become" intoxicated. It has been changed to being held responsible only if you "directly serve a visibly intoxicated person."

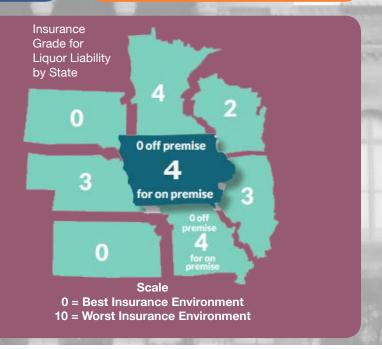
NOT HEARING ABOUT LEGISLATION THAT IMPACTS YOUR BUSINESS UNTIL It's TOO LATE?

If your establishment is not yet a member, get involved today. Because of the breadth of business, insurance, tax, employment, licensing, health, nutrition, and other issues that daily impact restaurants and bars, state and national lawmakers rely on trusted relationships with people well-versed on the collective concerns of the hospitality industry to help guide their decisions.

Contact Restaurant
Association President
Jessica Dunker at
jdunker@restaurantiowa.com to learn
how you can get involved today.

With the new language, Iowa's DRAM insurance rating from the ISO—an organization that determines market favorability for insurance providers significantly improved Iowa's rating. We had been a "7" which was the fourth worst in the nation. Iowa is now a 4, which puts the state somewhere in the middle, as well as in line with border states.

We expect restaurants and taverns will begin to see the DRAM market open up, more carriers to enter the market, and rates to go down with this change in the ISO rating—a win for hospitality!



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MEMBERSHIP PAYS

Join the Iowa Restaurant Association Today

Membership in the Iowa Restaurant Association pays — immediately and in the long term. For many, using the exclusive member discounts saves hundreds or even thousands of dollars annually—far more than the \$35 per month cost of membership. But most quickly realize that the most invaluable element of membership is access—to the people, information and resources they can't do business without.

Advocacy and Representation

The IRA works directly with lawmakers to represent lowa's hospitality industry at national, state, and local levels of government serving as the industry's public voice. Even if you are not a member, you have already benefited from these efforts. However, you will receive much more with your membership, including regular legislative briefings and an opportunity to influence the industry's positions on issues of importance to you.

IRA members regularly tap the expertise of other successful operators as well as the Association staff. The IRA can partner you with a mentor, refer you to a vendor, or help you find counsel. Your membership has dual benefits in the National Restaurant Association—providing access to their vast educational and other resources.

More Information

To learn more about the way you can put an IRA membership to work for your business, contact Director of Marketing and Association Development Stacy Kluesner at 515-276-1454 or sign up online at www.restaurantiowa.com.

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Responsible Alcohol Service Training At Your Location

With the passing of the state's new DRAM law, it is now more critical than ever that your staff is trained to recognize the national standard of visible intoxication. Ensure your staff is equipped to make the correct and lawful decisions that protect themselves and your business. Arrange for a ServSafe Alcohol® Responsible Service training in your establishment.



This four hour course is divided into four key sections:

- Alcohol law and liability
- Checking identification and spotting frauds
- Recognizing and preventing intoxication, and
- Handling difficult situations

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We will come to your establishment to train your entire staff! We highly encourage you to collaborate with neighboring businesses to train as many employees as possible in an effort to keep your community safe.

- \$50 per person for nonmembers of the lowa Restaurant Association
- \$35 per person for members of the lowa Restaurant Association
- · 15 person minimum for on-site classes

Schedule Your Class Today

Contact the Iowa Restaurant Association today to schedule a training at your location, or let us host for you at our office in West Des Moines. 515-276-1454 or skluesner@restaurantiowa.com





IOWA STATE UNIVERSITY Extension and Outreach

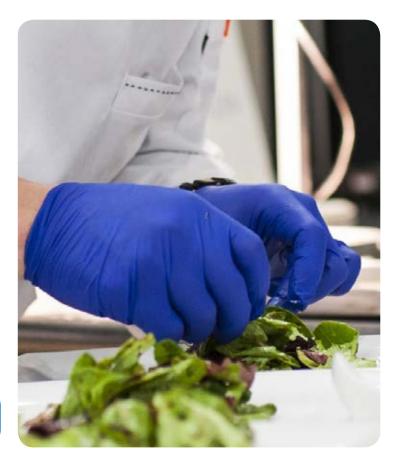
Certify and Comply with ServSafe Food Safety Class

Current lowa food code requires every food service establishment in Iowa have a certified food protection manager on staff. Are you in compliance?

ServSafe has long been the standard for training and certifying food protection managers in the hospitality industry. This one day food safety and sanitation certification class fulfills Iowa's Food Protection Manager requirement. Classes are available weekly at the lowa Restaurant Association Office in West Des Moines as well as throughout the month at the ISU Extension offices across the state.

- All establishments must have 1 Certified Food Protection
- New establishments must comply within 6 months of licensure
- Existing establishments who lose their certified food protection manager must comply within 6 months
- Any establishment with a food borne illness risk factor or public health intervention must comply with 6 months

Visit <u>restaurantiowa.com</u> for upcoming classes



Don't Let Sexual Harassment **Take Out Your Business**

Online Training for Your Staff Available Now

The heart of the hospitality industry is ensuring that people feel welcome. It's friendly and it's fun, but this also makes it an environment ripe for misunderstanding. It is important that every team member knows where to draw the line for interaction with guests, coworkers and supervisors.

The Iowa and National Restaurant Associations are offering online employee and manager training that gives prevention strategies for stopping sexual harassment in a hospitality establishment. Available in English and Spanish, the employee program is 30 minutes, and the manager program is 60 minutes

"Our industry - like so many others - must confront the challenge of sexual harassment in the workplace," said Jessica Dunker, President and CEO of the Iowa Restaurant Association, "Tipped, hourly and salaried team members all deserve the same level of respect and support. It does not matter if the harasser is a customer, a colleague or a manager, it cannot be tolerated."



Ensure Your Employees and Managers Can...

- Define sexual harassment and the two forms it can take.
- Understand the harmful impact sexual harassment can have on victims, businesses, and those who harass.
- Recognize conduct that's appropriate, and not appropriate, for work.
- Understand when and how to report sexual harassment.

Available at ServSafe.Com Under the ServSafe Workplace Tab



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upcoming events

A GREAT NIGHT TO HELP BUILD OUR FUTURE WORKFORCE...

Looking for a way to help develop lowa's future culinary talent? Join us for a benefit dinner for the lowa Restaurant Association Education Foundation and the ProStart program. ProStart provides more than 1,300 students across the state an opportunity to have a hands-on learning experience emphasizing the breadth of careers in the food service and hospitality industry.

Help support the programs by joining us at a seven-course gourmet food and wine dinner prepared by seven of Eastern lowa's top chefs, assisted by lowa ProStart students.

It's great way to support the future of our industry and enjoy amazing

cuisine.



Sunday, October 28th 5:30 p.m. \$89 per person (includes tax and tip)

The Radisson Hotel & Conference Center 1220 1st Avenue Coralville, IA 52241





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mixology champions

STATE'S TOPS MIXOLOGIST BATTLE IT OUT AT ANNUAL COMPETITION



Seven top mixologists from across Iowa competed in September at the Iowa Restaurant Association's Annual State Mixology Championships in Des Moines. Cedar Falls Mixologist Ingrid Folker, from Whiskey Road, was named this year's champion.

Each competitor prepared three distinct drinks for a panel of professional judges. The first was a variation of a classic cocktail, the second was a freestyle cocktail, which featured a spirit from Sazerac, this year's competition sponsor. The third was a creation on the fly with a spirit assigned by the judges.

Competitors were rated on the taste, appearance, garnish, creativity and presentation. Later in the evening, each mixologist prepared sample size portions of their drinks which were served to more than 100 drink enthusiasts who then cast their vote in a People's Choice Competition.





Ingrid Folker's tasty take on the cocktails, including her Total Saz cocktail with a twist of lemon, gave her the edge over her competitors as she poured her way to the winner's circle.



Runner-up Nick Throckmorton from Hello Marjorie in Des Moines also impressed judges with his skills and personality.



Shane Simmons from Splash in Des Moines, won the People's Choice Award with his signature cocktail, Big Easy Layover.

"The talent, innovation and flavor profiles presented by lowa's mixology contenders impressed the judges and public," said Director of Marketing and Association Developmet for the IRA, Stacy Kluesner, who led the Association team in presenting the event. "It is a great season to go out and explore lowa's mixology scene"







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2018 Iowa Restaurant Resources Buyers Guide

Successful restaurant and tavern operators recognize the importance of forging not just contacts, but partnerships with experienced purveyors and suppliers. They understand the advantages of making quality connections. The Iowa Restaurant Association's strives to provide programs and services that improve members' bottom line profitability - and great partnerships are at the center of that strategy. In fact, many members find that if they leverage one or more of the Association's member discount programs - whether it be a music license, energy or product discount, they have more than paid for the price of membership.

The partners listed in this guide have made an investment into the industry they serve by supporting the Association's programs and representation efforts. As you make your supplier choices, please give due consideration to the companies that support the organization that helps you do business better. Save this issue of the magazine and bookmark our online buyers guide www.iowarestaurantresources.com

Corporate Partners

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

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Ecocare Supply	www.boitormay.com
319-800-9162	www.ecocaresupply.com
Edward Don & Co	
800-777-4366	www.don.com
Johnson Brothers Liquor Co of Iowa	
515-262-1199	www.johnsonbrothers.com
Iowa Des Moines Supply	
515-263-1200	www.ladesmoinessupply.com
Martin Brothers Distributing Co., Inc.	
1-800-847-2404	www.martinbros.com
Performance Foodservice	
1-800-747-1234	www.pfac.com
Rapids Wholesale Equipment	. •
319-447-1670	www.rapidswholesale.com
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1-800-747-1234www.pfgc.com	Hoodz of Eastern Iowa 319-333-1050www.centrallA.hoodz.us.com
Rapids Wholesale Equipment	Rapids Wholesale Equipment
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Reinhart FoodService of Omaha	Financial Institutions/Services
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US Foods	641-269-8616www.grinnellmutual.com
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ADP-Automatic Data Processing 4900 University Ave. 515-875-6817 | .adp.com

Altria Client Services 33 East Main St. Suite 420 Madison WI 53703 608-251-0195 | altria.com

AmeriPride Linen & Uniform Service 10615 Aurora Ave Urbandale IA 50322 515-710-8322 | ameripride.com

Atlantic Bottling Company

3600 Army Post Rd. Des Moines IA 50321 515-987-1931 | atlanticbottling.com

AutoChlor Systems 5484 NE 17th St. Ste. 5 Des Moines IA 50313 515-227-9999 | autochlor.com

AW Welt Ambrisco Insurance Co. 24 Westside Drive Iowa City IA 52246 319-887-3700 | awwelt.com

BluJaket

101 2nd St. West Davenport IA 52801 309-230-7781 | bluejaket.com

Beyond

3409 84th St., Urbandale IA 50322 515-777-9293 | getbeyond.com

BMI

10 Music Square Nashville TN 37203 615-401-2873 | bmi.org

Bolton and Hay 2701 Delaware Avenue Des Moines IA 50317 515-265-2554 | boltonhay.com

Braunger Foods 900 Clark Sioux City IA 51101 712-258-4515 | braungerfoods.com

Brummel Madsen Insurance 318 Main Street Cedar Falls IA 50613 1-800-729-2644 | brummelmadsen.com

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DC 20005
202-628-3544 | discus.com

Doll Distributing LLC

1901 DeWolf Street Des Moines IA 50316 515-263-3208 | dolldistributing.com

E & J Gallo c/o Johnson Bros

2515 Dean Avenue Des Moines IA 50317 515-987-3935 | ejgallo.com

Ecocare Supply 2000 James St. Suite 105, Coralville IA 52241 319-800-9162 | ecocaresupply.com

Ecolab Inc.

12825 Flushing Meadows Dr, St. Louis MO 63131 605-209-4755 | ecolab.com

Edward Don & Company 9801 Adam Don Parkway Woodridge IL 60517 800-777-4366 | don.com

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Fahr Beverage Inc 1369 Martin Road Waterloo IA 50701 319-234-2605 | fahrbeverage.com

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IngeniOz Vodka 14787 Woodcrest Dr. Clive IA 50325 515-883-0378 | ingeniozvodka.com

InsPro Insurance Company 2501 Westown Pkwy, Ste 1104 West Des Moines IA 50266 515-226-9565 | insproins.com

Iowa Beef Industry Council

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8001 TPC Road Rock Island IL 61204 1-800-747-1234 | pfgc.com

Professional Solutions Insurance Services 14001 University Ave. Clive IA 50325 515-313-4528 | psis-ins.com

RAFIT Services PO Box 42174, Urbandale IA 50323 515-710-2626 | rafitservices.com

Rapids Wholesale Equipment 6201 S Gateway Drive Marion IA 52302 319-447-1670 | rapidswholesale.com

Reinhart FoodService

4100 44th Avenue SW Cedar Rapids IA 52404 319-396-1300 | reinhartfoodservice.com

Relish/Big Green Umbrella Media

414 61st Street Des Moines IA 50312 515-953-4822 x303 | dmcityview.com

Rendall Insurance Agency 6165 NW 86th St. Johnston IA 50323 515-727-1661 | agents.farmers.com/ia/johnston/ karla-rendall

ResourceOne

712 Railroad St. Eldon IA 52554 641-680-6838 | r1recruitment.com

Salas Enterprises 4225 SE 16th St., Des Moines IA 50320 515-867-9429 | salasenterprises.com

Sazerac Co.

3401 Southern Woods Dr Des Moines IA 50321 515-202-1661 | sazerac.com

Skogman Carlson Insurance 1110 Dina Ct. STE B, Hiawatha IA 52233 319-366-6288 | skogmanins.com

Society Insurance

PO Box 1029 Fond du Lac WI 54836 920-948-3985 | societyinsurance.com

Sodexo

2731 E. Porter Ave. Des Moines IA 50320 515-314-7322 | sodexo.com

Southern Glazer's Wine & Spirits 4377 112th St., Urbandale, IA 50322 515-252-7173 | southernglazers.com

Southern Wine & Spirits 3100 SE Grimes Blvd Suite 100 Grimes IA 50111 515-986-7241

Sysco Iowa, Inc.

One Sysco Place Ankeny IA 50021 515-289-5300 | sysco.com

Templeton Rye Spirits LLC 209 E 3rd Street Templeton IA 51463 712-669-8793 | templetonrye.com

515-244-4391 | thedanaco.com

The Dana Company 12345 Unviersity Ave. # 300 Des Moines IA 50325

The Soyfoods Council

1255 SW Prairie Trail Pkwy Ankeny IA 50023 515-334-1041 | thesoyfoodscouncil.com

TriMark Hockenbergs 6000 Aurora Avenue Urbandale IA 50322 515-282-0033 | hockenbergs.com

Urbandale Chamber of Commerce 2900 Justin Dr Urbandale IA 50322 515-331-6855 | uniquelyurbandale.org

US Bank Payment Solutions 225 50th St. West Des Moines IA 50265 515-771-3143 | usbank.com

US Foods

3550 2nd Street Coralville IA 52241 1-800-272-6467 | usfoodservices.com

VizyPay

1441 29th St. #208 West Des Moines, IA 50266 515-800-2282 | vizypay.com

Voss Distributing/ Red Bull LLC 5109 NE 17th Street Des Moines IA 50313 515-263-1777 | vossdist.com

WAND Corp

7575 Corporate Way Eden Prairie MN 55344 952-361-6200 | wandcorp.com

Webspec Design 5907 Meredith Dr. Urbandale IA 50322 515-334-9544 | webspecdesign.com

West Des Moines Chamber of Commerce 4200 Mills Civic Pkwy #E-200 West Des Moines IA 50265

515-681-1289 | wdmchamber.org

WoodRiver Energy LLC

5550 Wild Rose Lane, #400 West Des Moines IA 50266

515-608-3096 | woodriverenergy.com

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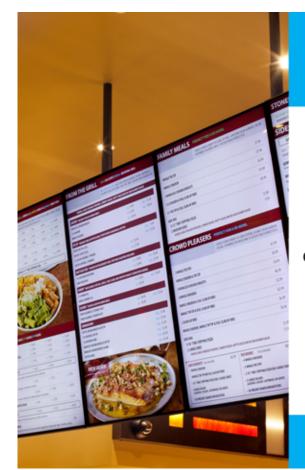


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Iowa Restaurant Association 1501 42nd St., Ste 294 West Des Moines, IA 50266

www.restaurantiowa.com

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