

Food & Beverage Iowa
Business
Quarterly

Cautious Optimism Emerges



**Hospitality
Restrictions
Lifted**

**Federal and
State Programs
Assist Recovery**

**Customers
Make Their
Way Back**

Inside: Employee Retention Tax Credit, State Legislative Update,
Restaurant Revitalization Fund



Community Connected by Restaurants

**Curated solutions to help you care for
customers and boost your business**

- Point of Sale
- Online Ordering
- Mobile Payments
- Email Marketing
- Payroll
- Virtual Gift

Get started at heartland.us/ConnectedbyRestaurants

Heartland

Food & Beverage Iowa Business Quarterly

- 5 Cover Story: Optimism Returns
- 6 COVID-19 Timeline: Industry Weathers the Storm
- 10 State Legislative Agenda Moves Forward
- 12 Join the National Public Affairs Conference on April 20th
- 13 Federal Restaurant Revitalization Fund Finally Passes
- 14 Employee Retention Tax Credit Big Win for Restaurants Who Kept People Working
- 16 The State of 3rd Party Delivery- Food & Alcohol
- 18 Mixology: Compete or Attend
- 19 Industry Golf Outing is Back!
- 20 Annual Celebration & Competitions Look Different, but Still Deliver
- 23 Saw You There
- 25 Foundation Hosts High School Culinary Competition
- 26 State and National Associations Support Legal Efforts on Business Disruption Claim

STAY CONNECTED!



/iowarestaurantassociation



/company/iowa-restaurant-association



@iowarestaurant



@iowarestaurant

Download at restaurant.org



PROTECT PROMOTE EDUCATE ADVOCATE

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

Food & Beverage Iowa

Business Quarterly
1501 42nd St., Ste 294
West Des Moines, IA 50266
Phone: 515-276-1454
Fax: 515-276-3660
Email: info@restaurantiowa.com
www.restaurantiowa.com

Officers

CHAIR
Jake Kendall
Culver's Restaurant
Cedar Rapids, IA

CHAIR-ELECT
Joe McConville
Gusto Pizza
Des Moines, IA

IMMEDIATE PAST CHAIR
Jeff Duncan
Giordano's
West Des Moines, IA

Executive Committee At-Large Members

Jessica Dunker
Iowa Restaurant Association
Des Moines, IA

Sarah Pritchard
Samba LC/Table 128 Bistro + Bar
Clive, IA

Amy Walsh
Mickey's Irish Pub
Waukee, IA

Directors

Darin Beck
Paramount Barco
Cedar Falls, IA

Alex Banasik
Down Under Bar & Grill
Des Moines, IA

Scott Carlson
Court Avenue Restaurant &
Brewing Co.,
Americana Restaurant,
Gilroy's Kitchen + Pub + Patio
Des Moines, IA

Steve Casteel
Payteva
Des Moines, IA

Lauren Doll-Sheeder
Doll Distributing, LLC.
Des Moines, IA

Mike Holms
McAllister's Deli
Des Moines, IA

Matt Johnson
Barley's Bar & Grill
Council Bluffs, IA

Kris Kay
Go Fish Marina
Princeton, IA

Brad Korkow
Society Insurance
Fon du Lac, WI

Chef Zeph Leaton
Riverside Casino
Riverside, IA

Christina Moffatt
Crème Cupcake + Dessert
Des Moines, IA

Bret Petersen
Martin Bros. Distributing Co., Inc.
Cedar Falls, Iowa

Millisa Reynolds
Okoboji Barz
Okoboji, Iowa

Jeremy Thompson
Sazerac Co.
Des Moines, IA

Ryan Achterhoff
Pizza Ranch, Inc.
Orange City, IA

Doug Goettsch
Big Grove Brewery
Iowa City, IA

Food & Beverage Iowa Business Quarterly

Publisher/Editorial Director

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

Managing Editor

Emilee Zimmerman, Public Relations Coordinator
Iowa Restaurant Association
ezimmerman@restaurantiowa.com

Advertising

Stacy Kluesner, Vice President
Iowa Restaurant Association
skluesner@restaurantiowa.com

Please support the advertisers herein; they have made this publication possible. For information on advertising opportunities and a media kit, please contact Stacy Kluesner at skluesner@restaurantiowa.com.

IRA Membership

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

News

News releases and editorial queries are accepted at ezimmerman@restaurantiowa.com or call at 515-276-1454

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

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

Iowa Restaurant Association and Food & Beverage Iowa Business Quarterly are trademarks of the Iowa Restaurant Association. All other trademarks and registered trademarks are those of respective companies.

*Disclaimer: all artwork is NOT available for reuse.



An Edge Above the Rest

Sysco's Cutting Edge Solutions provides new and exclusive products to help you refresh your menu, drive repeat business and streamline back-of-house operations. Learn more about Cutting Edge Solutions on foodie.sysco.com.

**CENTRASMART
ECO-FRIENDLY MICROFIBER TOWELS**

**PORTICO CLASSIC
MEXICAN STREET CORN BREADED SHRIMP**

**THE SUSTAINABLE AGAVE COMPANY
AGAVE STRAWS**

**SYSKO SIMPLY
PLANT BASED VEGETABLE PASTAS**

**SYSKO IMPERIAL
SHREDDED CHICKEN TENDERLOINS**

**SYSKO SIMPLY
PLANT BASED CHEESECAKES**

After a Year of Uncertainty, Cautious Optimism Emerges



One year ago, Iowa's hospitality industry was thrown a curve ball no one could have predicted. A pandemic wreaked havoc on our health and collective psyche. Schools closed. We were warned not to visit grandparents. International and domestic travel became precarious.

And on March 17, 2020, Iowa's restaurants and bars were dealt a major blow—on-premise service was suspended by Governor Reynolds in one of her first of 40+ Public Health Proclamations. For months, we tuned in daily to watch Governor Kim Reynolds press conferences as she recounted positive COVID cases, deaths, available ICU beds and the number of ventilators in Iowa. Each new proclamation outlined COVID-19 mitigation measures. Most included

Iowa's hospitality landscape was changed—possibly forever.

restaurants and bars with a litany of mandates ranging from "10 p.m. alcohol sales stops" to "no standing when eating or drinking" to "masks required" and "no bar seating allowed." It was hard to keep up, but we did our best and 85+ % of us are still standing.

After a year of service disruptions, social distancing measures, and an estimated loss of \$1.45 Billion, Iowa's hospitality industry finally had all restrictions lifted on February 6, 2021. But few establishments immediately threw off their masks, put back the tables and swung open their doors to throngs of patrons anxious to come inside.

Iowa's hospitality landscape was changed—possibly forever.

Nearly everyone had figured out new ways to use technology—for everything from ordering to food preparation. Menus were sized down. Patrons got used to taking food and beverages carry-out. Demand for delivery increased. We were the first in the nation to make "cocktails-to-go" permanent. Prior to COVID, 63% of food and beverage made in a restaurant was consumed somewhere other than the restaurant. COVID accelerated a trend we were already seeing.

We said goodbye to some of Iowa's landmark restaurants. And rural Iowa was hardest hit by the closures. Akron, Wapello, Denison, Toledo—these are just a smattering of the communities that lost favorite eateries.

Through it all, Iowa's state agencies proved to be extremely agile partners—grant programs, tax deferrals, relaxed regulations— they stretched to the limits of their legislative authority. The Federal Government was slower, but did come to the table with assistance that helped see us through.

As Spring 2021 approaches, the mood of Iowa's operators is lighter. An informal poll with top operators in all four corners of the state indicates

business is ticking up nearly everywhere. By mid-March, a good percentage were approaching normal levels and some are even expanding. Everyone is back on the hunt for good employees to help them ramp up.

Cautious optimism is once again the norm. This issues' cover story reminds us of the madness we've come through, but the state and federal legislative articles highlight the fact we are taking charge of where we're headed.

As always, we encourage you to get engaged. Join the Association and be part of shaping our industry's near and long-term future. If we've proved anything this year, it's that our collective voice matters, and together we can impact positive outcomes.

Looking forward to all 2021 holds!

Jessica Dunker
President & CEO
Iowa Restaurant Association



Iowa Hospitality Establishments

March 5, 2020

The Iowa Restaurant Association distributes CDC Coronavirus information for restaurants statewide.

March 10, 2020

The Iowa and National Restaurant Associations host a Coronavirus informational webinar for Iowa operators.

March 16, 2020

1 p.m.

Governor Reynolds announces assistance to employees and employers affected by COVID-19 related layoffs. Restaurants and bars remain fully operational.

5 p.m.

Seeing service restrictions in other states, the Iowa Restaurant Association issues industry statement strongly recommending restaurants and bars ramp-up carryout capabilities.

March 18, 2020

The Iowa Restaurant Association:

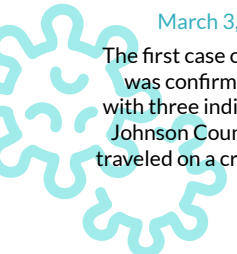
- Launches restaurant and bar impact survey. More than 1,000 Iowa restaurants and bars participate.
- Releases statement to media reminding them not to use language saying restaurants are closed but rather remain open for carryout, delivery, and drive-thru.
- President Trump signs the Families First Coronavirus Response Act (FFCRA) requiring, and providing for, paid sick and family leave for workers impacted by COVID-19.
- Begins lobbying for state aid to restaurants and assists National Restaurant Association in lobbying for Federal Relief Package.



2020

March 3, 2020

The first case of COVID-19 was confirmed in Iowa with three individuals from Johnson County who had traveled on a cruise in Egypt.



March 17, 2020

10 a.m.

Governor Reynolds suspends on premise dining for Iowa's restaurants and bars effective at noon the same day. The proclamation stays through March 31, 2020.

March 20, 2020

- Governor Reynolds loosens liquor license rules allowing all license holders to sell beer, wine and spirits, curbside carryout or delivery.
- The Iowa Economic Development Authority announces a small business grant program for up to \$25,000 per business.
- The Iowa Department of Revenue announces deferral of Iowa payroll withholding and sales tax.
- Iowa Restaurant Association launches Carry Out Iowa website and Facebook page providing free centralized listing for restaurants to promote carryout options.

March 15, 2020

-The Iowa Restaurant Association issues a press statement saying... "While we realize several states have required restaurants to close for in-restaurant dining, at this time there is no indication that Iowa is following suit. We recognize this is a fluid situation but for now, WE ARE HERE!"

-Iowa schools closed for in-person instruction for 4 weeks

March 19, 2020

In the midst of uncertainty, Iowa Workforce Development loosens penalties to employees and employers. The Iowa Restaurant Association recommends restaurants and bars move people to unemployment immediately. Ultimately, tens of thousands of Iowa hospitality workers collect unemployment for some portion of the pandemic.



Weather Ebbs and Flows of COVID-19 Mitigation Mandates Better Than Most

A look back at Iowa's approach to COVID-19 showcases the creativity and resilience of operators as well as the recognition of customers and communities of the important role hospitality establishments play in Iowa's quality of life.

March 26, 2020

- Iowa Restaurant Association releases first economic survey results stating 35% were temporarily closed, 82% had laid off employees, and revenues were down 84%. Projected 20% permanent closure.
- IEDA launches a Targeted Small Business (TSB owned by women, minorities, veterans, or disabled) grant program for businesses with single person or no employees.
- Governor Reynolds extends on-premise suspension through April 7, 2020.

April 10, 2020

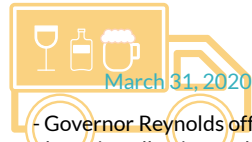
First round of IEDA grants awarded. Ultimately, \$91 million in grants went to 4,868 small businesses in Iowa, about 1/3 of which were restaurants and bars.

April 28, 2020

Iowa Restaurant Association launches "The Iowa Hospitality Promise" Program to assist operators in communicating how they are taking extra steps in order to re-open safely. Thousands of Iowa restaurants and bars used Promise Program materials.

March 21, 2020

SBA issues a disaster declaration for Iowa beginning January 31, 2020 allowing businesses to receive Economic Injury Disaster Loans (EIDLs) of up to \$2 million.



March 31, 2020

- Governor Reynolds offers new proclamation allowing cocktails-to-go.
- Iowa Restaurant Association creates Employee Relief Fund for displaced restaurant workers.

March 27, 2020

THE CARES Act, a \$2.2 trillion economic stimulus including Paycheck Protection Program (PPP), is passed by Federal lawmakers and signed by President Trump. Includes stimulus checks and an additional \$600 per week in unemployment payouts.

April 17, 2020

Iowa schools closed for remainder of academic year

April 20, 2020

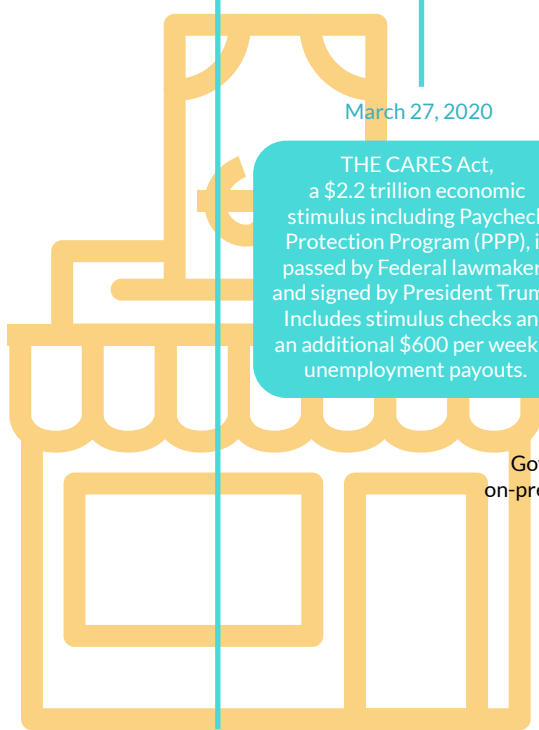
National Restaurant Association releases "Blueprint for Recovery" outlining needed relief for restaurant industry. Centered around a proposed \$240 billion Restaurant and Foodservice Industry Recovery Fund. They also request dedicated government funding, tax credits, and much more to help restaurants prepare for current and future challenges as they recover. It helped lay the groundwork for the Restaurant Revitalization Grant program which came in the 3rd Stimulus passed in March 2021.

April 2, 2020

Governor Reynolds extends on-premise closures to April 30th

April 2020

Throughout the month of April, the Iowa Restaurant Association holds a series of calls with Congressional members sharing concerns about the PPP, as well as informational calls to help operators take advantage of the programs available. More than 1,800 Iowa full-service restaurants received PPP loans.



March 23, 2020

Iowa Economic Development Authority (IEDA) Grant Applications for businesses with 2 to 25 employees begin.

Mitigation and Mandates

June 1, 2020

The Iowa Restaurant Association distributes \$18K in one-time grants to displaced Iowa restaurant workers through Restaurant Employee Relief Fund. Ultimately, the Association raised more than \$66K and provided assistance to 265 workers across the state.

May 1, 2020

Governor Reynolds allows restaurants in 77 counties to re-open for on-premise service with 50% capacity limits, 6 feet social distancing, group size of 6, no self-service, additional hygiene. Definition of restaurant = prepared food served.

June 25, 2020

Governor Reynolds extends mandates from June 12th proclamation through July 25th.

July 24, 2020

Governor Reynolds extends restrictions for restaurants through August 23rd

July 30, 2020

State announces non-compliance penalties for hospitality businesses that do not follow social distancing and other mandates.

September 10, 2020

At the urging of Iowa Restaurant Association, state offers \$10K to each of the establishments required to be closed in the 6 counties



May 15, 2020

Governor Reynolds allows all 99 counties to re-open food and drinking establishments with 50% capacity limits, 6 feet social distancing, group size of 6, no self-service, additional hygiene.

June 29, 2020

To go alcohol legislation passed in shortened legislative session making Iowa first in the nation with permanent cocktails-to-go.

September 16, 2020

Bars in all counties except Johnson and Story counties allowed to open. All restaurants and bar mandates continue and new rule – patrons must be seated while eating or drinking—is added to mandates. Restaurants in Johnson and Story must ensure patrons have food while drinking alcohol and must stop alcohol sales at 10 p.m.

June 12, 2020

Capacity and party size restrictions lifted in restaurants and bars. Buffets and self-serve allowed again. Social distancing stays. Every patron must have an assigned chair added.

August 21, 2020

Governor Reynolds extends social distancing and other mandates for restaurants and bars through Sept. 21st.

June 3, 2020

Iowa Legislature returns for 10 days to finish budget, fast-tracked legislation.

August 27, 2020

New proclamation closes bars, taverns, and breweries in 6 counties. Restaurants in those counties must stop selling alcohol at 10 p.m. Other counties must continue previous social distancing mandates.

Continue into New Year

October 4, 2020

Bars in Johnson and Story counties allowed to open. Social distancing restrictions remain in place through November 10th.

December 21, 2020

Congress passes another stimulus which includes a larger draw of PPP for restaurants (3.5 months of payroll versus 2.5 months for others).

January 11, 2021

PPP loan applications begin under new guidance

March 12, 2021

The American Rescue Plan Act passes. It includes the \$28.6 billion Restaurant Revitalization Fund (RRF) federal grant program specifically for restaurants. The Federal Restaurant Revitalization Fund provides for grants equal to the amount of restaurants' revenue losses and up to \$10 million per company and \$5 million per location. Additionally, it sets aside \$5 billion for the smallest restaurants, those whose annual revenue is \$500,000 or less.

November 15, 2020

Additional mandates for restaurants and bars issued including closure at 10 p.m. for restaurants and bars, additional mask requirements, and limiting of gatherings to 15 indoors and 30 outdoors.

January 2021

Iowa Restaurant Association team begins lobbying in earnest for state grant program for restaurants and bars, as well as tax and licensing fee relief.

February 6, 2021

Governor Reynolds lifts all restrictions on Iowa restaurants and bars.

2021

December 16, 2020

At the urging of the Iowa Restaurant Association, Governor Reynolds lifted some of the most stringent restrictions on Iowa's restaurants and bars—allowing them to resume normal hours of operation, have bar seating, and removing the indoor group limit of 15.

January 21, 2021

IEDA announces \$40 Million Restaurant and Bar Relief Program developed in response to requests by IRA.

March 8, 2021

IEDA disburses \$32 million to 1,715 Iowa restaurants and bars.

November 10, 2020

Governor Reynolds issues new restrictions including limiting gathering sizes to 25 people, asking people to wear masks in restaurants when not eating or drinking, having customer facing restaurant employees wear masks, limiting table sizes to 8, and ensuring people are seated while eating and drinking.

January 7, 2021

Governor Reynolds extends social distancing for restaurants and bars, as well as mask mandates for an additional month.

Iowa Restaurant Association Makes Strong Progress on 2021 Legislative Priorities

In January the Iowa Restaurant Association laid out a state legislative agenda focused on short- and long-term recovery for Iowa's hospitality industry. As of press time, strong progress was being made on a number of issues.

Iowa Hospitality Industry Grant

The Iowa Restaurant Association sought a hospitality-specific grant program from state agencies and the legislature. In February, a \$40 million grant program for full-service, Iowa-based restaurants and bars opened. Championed by Iowa Representatives Lundgren and Lohse, as well as the Iowa Economic Development Authority, the Iowa Restaurant and Bar Relief Program had granted 1,700 restaurants and bars more than \$32 Million in funds by mid-March.

Waive Liquor License Fees for All On-Premise Service License Holders

The Association was able to gain traction on a bill that would waive 12 months of liquor license fees for on-premise service license holders. The Iowa ABD provided information on how such an act might be implemented through a series of refunds, waivers and credits. If passed it could help 5,600 license holders at a one-time cost of \$7.2 million. As of press time, the Bill had passed a subcommittee and full committee vote—surviving the first funnel.

Review the bill history at legis.iowa.gov. SF 542

Allow Batching & Crowler-style Packaging in Cocktails-to-Go

The Iowa Restaurant Association worked with the Distilled Spirits Council (DISCUS) to provide an amendment to the Iowa ABD's technical bill to address items related to cocktails-to-go. Specifically, we addressed batching, crowler-style packaging and other sealing requirements. The Bill was progressing nicely until the National Highway Transportation and Safety Administration (NHTSA) wrote to the Iowa Legislature saying the current requirements were out of compliance with open container laws and could trigger the loss of \$12 Million in federal funds. As of press time, the legislature, ABD, IRA and other stakeholders were working together to determine how to best move forward. Reference SF475 or HF384.

Tax Relief

As of press time, sales, property and employment tax relief had not yet been taken up by the legislature. However, a very important tax bill that could impact thousands of Iowa hospitality establishments had made it through the funnel. SF 364 which ensures that PPP funds and state-issued small business grants do not count as taxable income on state returns was moving forward.

Oppose Peace Officer Status for Iowa ABD Enforcement Officers

In December 2020, the Iowa ABD shared its intention to once again seek peace officer status for its enforcement officers—a legislative change they have previously sought and the Iowa Restaurant Association has successfully helped fend off. The Association once again announced our intention to oppose this and by January, the Iowa ABD decided not to pursue this in the 2021 legislative session.

Create Consistency for Restaurants & Bars in the Distribution of Beer, Wine & Spirits

Iowa's restaurants and bars are mandated to purchase beer, wine, and spirits through inconsistent systems. We are asking Iowa's hospitality industry have the opportunity to legally purchase all alcohol products for on-premise use and sale in a consistent system which protects the integrity of our three-tier distribution model. While this was not the session to pursue specific language, the Iowa Restaurant Association has a long-term strategy, and has begun to lay the groundwork, to make changes to Iowa code to bring more equity to this system.

See our proposal at restaurantiowa.com.

Other Actions We're Tracking

Each year, the Iowa Restaurant Association finds itself weighing in on bills and actions that were not on our Pre-Session Radar. Here are a few we're tracking.

- There is a strong possibility that all alcohol-related bills including cocktails-to-go language, license fee waivers, and third-party alcohol delivery might be rolled in to one consolidated bill. If this happens, the Iowa Restaurant Association will most likely support the bill.
- HF 498 – A bill reigning in some of the practices of music licensing companies is progressing through the Iowa House. This bill requires more transparency by company representatives when entering establishments and prohibits misleading or threatening statements.
- SF 408 and HF 766 – Third-party delivery of alcohol is being championed by the Iowa grocery industry, but the bill language has significant impact on Iowa restaurants and bars. See article on page 16 to learn more about the Association's Third-Party Delivery positions and strategy.

2021 PUBLIC AFFAIRS CONFERENCE



Mark April 20th for Meetings with Iowa's Congressional Delegation

For decades, a delegation of Iowa restaurateurs has made an annual trip to Washington DC to join restaurateurs from across the country to meet and discuss national industry priorities and visit with federal lawmakers. This year, we will still come together, but the meetings and Hill visits will be virtual. While we'll miss gathering with fellow restaurateurs, this format gives more people the opportunity to join these important meetings.

Organizers are promising an immersive, interesting, and informative experience with industry peers and lawmakers. Even with the passage of the Restaurant Revitalization Fund, there's much Congressional leaders need to hear from us. There is new party leadership in D.C. and many of our issues including proposals to eliminate the tip wage and create a \$15 minimum wage, are on back on the bargaining tables of political leaders. The hospitality industry must continue to educate lawmakers—new and established—on the impact of COVID-19 to our industry, as well as the variety of wage and scheduling models restaurants and bars provide to our employees.

Any restaurateur may participate in the National Restaurant Association Virtual Public Affairs Conference. However registration is required. Meetings will take place throughout the day April 20, 2021.

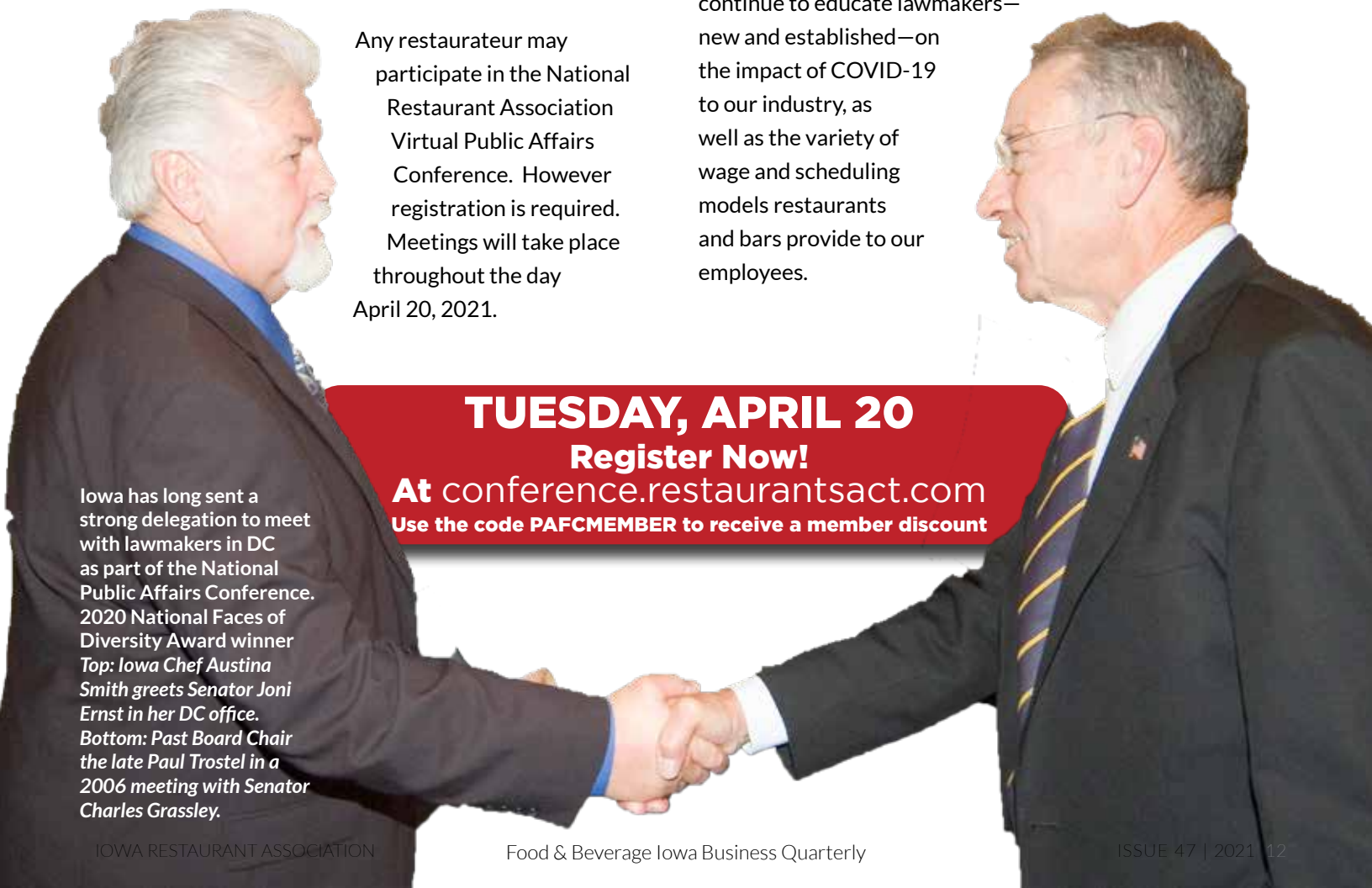
TUESDAY, APRIL 20

Register Now!

At conference.restaurantsact.com

Use the code PAFCMEMBER to receive a member discount

Iowa has long sent a strong delegation to meet with lawmakers in DC as part of the National Public Affairs Conference. 2020 National Faces of Diversity Award winner Top: Iowa Chef Austina Smith greets Senator Joni Ernst in her DC office. Bottom: Past Board Chair the late Paul Trostel in a 2006 meeting with Senator Charles Grassley.



Restaurant Revitalization Fund Will Provide Much Needed Assistance to Iowa's and the Nation's Hospitality Industries

After more than a year of proactive advocacy with Congress, the National Restaurant Association and its state partners, including the Iowa Restaurant Association, were able to help secure a grant program specifically designated to assist the restaurant industry—arguably one of the most devastated business sectors in the nation.

Signed by President Biden in March 2021, the American Rescue Plan Act includes a \$28.6 Billion grant program called the “Restaurant Revitalization Fund” or RRF. The RRF will reside within the Small Business Administration (SBA) and provide tax-free federal grants equal to the amount of its pandemic-related revenue loss, calculated by subtracting its 2020 gross receipts from its 2019 gross receipts. Pandemic-related revenue losses for business will be reduced by any amounts received from the Paycheck Protection Program (PPP) First Draw and Second Draw loans in 2020 and/or 2021.

Eligible applicants must own or operate 20 or fewer establishments (together with any affiliated business) as of March 13, 2020. Entities can include a restaurant, food stand, food truck, food cart, caterer, saloon, inn, tavern, bar, lounge, brewpub, tasting room, taproom, licensed facility or premise of a beverage alcohol producer where the public may taste, sample, or purchase products, or other similar place of business in which the public or patrons assemble for the primary purpose of being served food or drink. Entities can apply using their existing business identifiers, as the SBA will avoid imposing additional burdens on applicants. Publicly-traded companies are ineligible.

While we are still awaiting specific guidelines from the SBA, we do know the total grant amount for an eligible business and any affiliated businesses is capped at \$10 million and is limited to \$5 million per physical location of the business.

The SBA can adjust awards based on demand and “relative local costs” in the markets where RRF businesses operate. Otherwise, \$23.6 billion is available for the SBA to award in an equitable manner to businesses of different sizes based on annual gross receipts. \$5 billion is available to businesses with gross receipts of \$500,000 or less during 2019—which will be extremely helpful in rural Iowa. For an initial 21-day period, the SBA will prioritize awarding grants for small business concerns owned and controlled by women, veterans, or socially and economically disadvantaged small business concerns.

Funds must be spent on payroll; principal or interest on mortgage obligations; rent; utilities; maintenance including construction to accommodate outdoor seating; supplies such as protective equipment and cleaning materials; normal food and beverage inventory; certain covered supplier costs; operational expenses; paid sick leave; and any other expenses that the SBA determines to be essential to maintaining operations.

Iowa's Restaurant Industry Lost an Estimated
\$1.45 BILLION
Due to the Pandemic

According to SBA, Iowa Full-Service Restaurants took out nearly **1,800** PPP loans averaging just over **\$68,000** per loan

Watch IRA emails for up-to-date application information as it's made available.

Kept People Working Through COVID-19?

You May Be Eligible to Receive \$5K+ Per Employee

Changes to the Employee Retention Tax Credit (ERTC) may be the key to recovery for many Iowa restaurants. New rules have made it possible for employers with 100 or less full-time employees to receive ERTC for on-premises, working employees in 2020 and 2021. Employers of 500 or less full-time employees can access ERTC for on-premises, working employees in 2021. Eligibility is based on the average number of full-time employees during 2019. Eligible restaurants (see flow chart) can access ERTC for both 2020 and 2021 for eligible employee wages as long as these specific payroll wages and/or group benefits were not directly paid with Paycheck Protection Program (PPP) loan funds.



Flowchart: Eligibility for ERTC

Test One
Government Order to Fully or Partially Close Operations during Calendar Quarter

OR

Test Two
Significant Revenue Decline in a Calendar Quarter compared to 2019 (50% or more for 2020; 20% or more for 2021)

Review wages paid - not to a relative - on a cash basis during the quarter:
2020: Wages after March 12th
2021: Wages for Q1 and Q2

Employer Size: Based on Number of Full-Time Employees in 2019

Large Employers can only access if employees are not actively providing services; "large" have over 100 employees for 2020 and over 500 employees for 2021

Small Employers can access for any employee; 100 or less employees in 2020 and 500 or less employees for 2021

Eligible Wages Per Employee

- \$5,000: 50% Credit on \$10,000 in 2020
- \$7,000: 70% Credit on \$10,000 in both Q1 and Q2 2020

Ineligible Wages

- Health Insurance
- PPP payroll expenses
- FFCRA expenses
- Wages for other credits (i.e. work opportunity)

Income Tax Treatment of ERTC

The credit amount reduces deductible wage expense, and businesses may need to amend income tax return

Estimate ERTC for the pay period and offset against required tax deposit for that payroll; if ERTC is more than tax deposit, file a Form 7200 for advance payment

Claim ERTC on Form 941, due 30 days after end of quarter

If business needs to amend return, file a Form 941-X to correct. Deadline: Later of 3 years from original filing OR 2 years from paying the tax

**IMPORTANT:
IOWA WAS UNDER
QUALIFYING
CAPACITY
RESTRICTIONS
FROM
MARCH 17, 2020
TO
FEBRUARY 6, 2021**

Visit restaurantiowa.com for more information



SANITATION & FOOD SAFETY TAKES A TEAM

Certify Your Staff Today!

The public has never been more aware of the safety and sanitation procedures in restaurants and bars. It is critical your front and back of the house team are trained in proper protocols. For nearly two decades, ServSafe has set the national standard for training Certified Food Protection Managers (CFPM).

- 8 hour professional training course and certification for food safety and sanitation in foodservice
- Best practices for hospitality industry emphasizing employee hygiene and health, cleaning and sanitation, receiving, storage, transport, food handling and prep, display, service and more.
- 5 Year nationally recognized certification
- Proctored, nationally-scored, ANSI-certified exam
- Statewide class options available through partnership with Iowa State University
- The Iowa Restaurant Association recommends having one CFPM* per shift.

**Iowa Food Code requires one Certified Food Protection Manager per establishment*





28%

**of delivery drivers
admit to having taken
food from orders**

58%
**of all adults say
they are more
likely to have
restaurant food
delivered than
they were two
years ago**

Living with Hospitality's Biggest "Frenemy"... THIRD-PARTY DELIVERY SERVICES

Prior to COVID-19, Iowa's restaurants were already at odds with many third-party delivery services. In fact, the Iowa Restaurant Association's 2020 Legislative Agenda sought aggressive legislation to regulate these services. When COVID-19 hit, the Association pivoted toward seeking relief. We're now back on the path of reform.

Iowa Restaurant Association's Proposed Regulatory Framework:

- A food delivery platform must have a contractual agreement with the restaurants they claim to represent.
- Third-party services will share the name of the customer ordering food or beverage.
- Third party delivery services shall comply with industry standards with respect to food and beverage handling (eg, no smoking, animals, or passengers in vehicle).
- Fees will be capped.
- Temperature control bags will be mandatory to ensure food safety.
- If alcohol is delivered, the delivery service assumes responsibility for delivering to person of legal age.

The Iowa Restaurant Association will be working throughout the summer with legislators, regulators and stake holders to create and propose a comprehensive regulatory framework for third-party prepared food and beverage delivery. See our full proposal at restaurantiowa.com.

Third Party-Delivery of Alcohol Likely Coming

The pandemic didn't just increase the number of Iowa restaurants dealing with third-party delivery companies, Iowa's grocery industry found themselves in need of outside delivery relationships. This reality moved Iowa's grocers to champion a change to Iowa's alcohol delivery laws to allow third-party delivery from companies such as Instacart. The bill which moved quickly through both Chambers of the Iowa Legislature was less than a sentence long—but the implications were far reaching, as the Iowa ABD said liquor license holders would be held to account for any infractions from a third-party delivery service. The Iowa Restaurant Association elevated a set of concerns to legislators about being made responsible for the behavior and decisions of non-employees.

"Many restaurants don't know who the actual customer is," said Jessica Dunker, president and CEO of the Iowa Restaurant Association, to legislators. "Once alcohol leaves our possession, the third-party delivery company must assume the liability, as well as the integrity of the product."

As of press time, several amendments were being introduced including one requiring a contractual relationship if a third-party delivery service represents itself as an agent of a restaurant, and a "hold harmless" clause for restaurants and bars once the third-party delivery service receives the product. Stay up-to-date on this and other bills at legis.iowa.gov. Review SF 408 on Senate side and HF 766 on the House side.



Filling you up now so you won't be hungry later.
Small detail. **Big difference.**

Today's cut corner can easily turn into tomorrow's missing piece. That's why it's so important to invest in staying protected against the unique risks that restaurants and bars face. With forty years of experience in specialized coverage, we're prepared to handle those challenges so that you can focus on what's next. To learn more about how we deliver the small details that make a big difference, call 1-888-5-SOCIETY or find one of our agents at [societyinsurance.com](https://www.societyinsurance.com).

UPCOMING

CALL FOR COMPETITORS

Think you have what it takes to be Iowa's Top Mixologist?

Showcase your skills at the 2021 Mixology Competition. As a competitor, you'll prepare signature drinks for a panel of professional judges. This year the cocktails will feature spirits from Sazerac, Diageo, Templeton Rye and Winebow Vineyards. You will then sample your cocktails at an event for the public who will cast votes to decide the People's Choice winner.



MIXOLOGY Championships

APRIL 29, 2021 SMASH PARK

COME SAMPLE & JUDGE

Mixologists from across Iowa will compete in the state's premier cocktail competition of the spring – the Iowa Restaurant Association's State Mixology Championships. Come out to Smash Park in West Des Moines and sample the states most innovative, exquisite and dazzling cocktails, and cast your People's Choice vote for your favorite. The event will be held from 6-8 PM. **Tickets are limited and sure to sell out; get yours today!**

Get tickets at restaurantiowa.com



SPONSORED BY:



DIAGEO



SMASH
PARK

— PLAY · DRINK · EAT —

Contact Stacy Kluesner for more information.
skluesner@restaurantiowa.com or 515-276-1454

EVENTS



DUFFER, AMATEUR, OR PRO?

It's a great time for all skill-levels!

When every day in our industry requires serving patrons and helping employees, it's hard to find time to make meaningful connections with fellow industry professionals. We've got you covered! Unwind and play together at the 2021 Duffers, Diners & Drives Golf Classic. You don't need to be a pro (or even good) to enjoy this not-so-average golf outing. A tasting event for golfers, and a golfing event for eaters and drinkers –you're sure time find something you're good at while grazing your way across the course!

EARLY BIRD: \$90/golfer (Before June 4)

- 18 holes & cart
- Flight prizes, raffle & games
- Breakfast, Lunch & Dinner plus...
- Food & drink samples from your favorite restaurants/bars

SHOWCASE YOUR BUSINESS ON THE COURSE

JUNE 16, 2021
Toad Valley Golf Course
7 AM & 2 PM TEE TIMES

Register at restaurantiowa.com

Spend a day on the golf course, promote your restaurant or bar, and connect with your patrons and potential customers! You'll be placed at a hole where you can share food and beverage samples, merchandise and more with nearly 300 golfers who will be eating and drinking their way across the course.

PARTNER WITH A PURVEYOR

We encourage every sponsor on the course to partner with one of our purveyor event underwriters for product, hole games and prizes.

Contact Stacy Kluesner for more information.
skluesner@restaurantiowa.com
515-276-1454





IOWA'S HOSPITALITY INDUSTRY LED BY EXAMPLE BY CELEBRATING SAFELY

Each year the Iowa Restaurant Association honors its top hospitality professionals at the annual Celebrating Excellence Awards ceremony. During a time as turbulent as 2020 it seemed more important than ever to remind our award winners, fellow industry professionals and their families as well as ourselves just how resilient, impactful and critical our industry is. That is exactly what we did. We gathered and celebrated safely and reminded everyone what Iowa's hospitality industry is made of. However, in order to celebrate these hospitality stars and all of their accomplishments, things had to look different. Masks, social distancing measures, health and temperature checks, as well as all other mitigation strategies in place at the time were followed to keep attendees safe while still giving the award winners and their loved ones the opportunity to celebrate with friends.

A new addition was added to the Celebrating Excellence Awards Ceremony, a Dessert Competition. Iowa dessert chefs came and sampled desserts showcasing eggs as the star of the dish. The attendees and award winners at the event then chose our People's Choice winner, George Migliero, owner of G.Migs in West Des Moines! Being able to provide support to Iowa chefs was important in 2020 and it couldn't have been done without the generosity of the Iowa Egg Council who sponsored the Dessert Competition.

IOWA CHEFS SHOWCASE "EGG-CELLENT" DESSERTS





Five of Iowa's top mixologists from across the state competed at the Iowa Restaurant Association's Annual State Mixology Championships in Des Moines.

IOWA'S TOP MIXOLOGISTS GO HEAD-TO-HEAD

Jake Humburg from Table 128 in Clive was named the Iowa's Top Mixologist and was also selected as the People's Choice winner. Each competitor prepared three distinct drinks for a panel of professional judges. Competitors were rated on the taste, appearance, garnish, creativity and presentation. The next day, each mixologist prepared sample size portions of their drinks which were served to award winners and their guests at the Celebrating Excellence Awards Ceremony. Attendees cast their votes in a People's Choice Competition. Thank you to Sazerac, Templeton and Diageo for sponsoring the 2020 Mixology Competition.

DIAGEO



SIX IOWA CHEFS BRING BEEF & SOY TOGETHER

Six chefs competed in the Iowa Restaurant Association's Annual Beef and Soy Culinary Competition. Each showcased dishes for sampling at the Grand Tasting Gala in Des Moines. The two-part competition challenged the chefs to create an entrée featuring a Beef Chuck Flap Roast and a soy-based side dish or sauce. Chef Matt Drennan of Fleming's Prime Steakhouse in West Des Moines took first place, Chef Jason Culbertson of Caroline's at the Hotel Julien in Dubuque took second and Chef Alex Beltran of Honey Creek Resort at Rathbun Lake took third. The People's Choice Award winner was chosen and announced at the Event. Chef Matt Drennan also took home this award. Thank you to Iowa Beef Industry Council and The Soyfoods Council for sponsoring the 2020 Culinary Competition. Thank you to Martin Brothers for donating Upper Iowa Beef product.





CONGRATULATIONS!

Annual Iowa Beef and Soyfoods Contest

Congratulations to the competitors who showed how easy and delicious it is to pair soy with beef. Soy enhances the flavor of any protein.

Winner & People's Choice:
Matt Drennan, *Fleming's*

Runner Up:
Jason Culbertson, *Hotel Julien*

Third:
Alex Beltran, *Honey Creek Resort*

Soy Innovation:
Chad Vanderploeg, *Iowa Events Center*



Iowa Culinary Institute: Training America's Top Chefs for Nearly Half a Century

THE ICI HAS OPENINGS FOR THE FALL SEMESTER THAT STARTS ON AUGUST 25.



With the current recession, there has never been a better time to earn (or finish) your culinary degree at the Iowa Culinary Institute®. You will gain industry-driven, practical experience and knowledge from some of the best chefs in the business, including an opportunity to train in France through ICI's famed French Chef's Exchange.

You have many virtual class options too for maximum convenience. As you reflect on your career options this fall, consider DMACC's highly acclaimed Iowa Culinary Institute to take your culinary skills to new heights.

Ankeny Campus ♦ Newton Campus ♦ Ames Center

ici.dmaccc.edu



Iowa Culinary Institute
DMACC Ankeny Campus
Whitney Riggs, Culinary Academic Advisor
wlriggs@dmacc.edu | 515-964-6624

**Iowa Culinary Institute/
Baking and Pastry Arts**
DMACC Newton Campus
Jody Stiles, Academic Advisor
jstiles1@dmacc.edu | 641-791-1722



Des Moines Area Community College (DMACC) shall not engage in nor allow discrimination covered by law against any person, group or organization. This includes in its programs, activities, employment practices, hiring practices or the provision of services. The full DMACC Nondiscrimination policy is available online at <https://ici.dmaccc.edu>. 156473-2/14

SAW YOU THERE



Leslie Lucente, of E & J Gallo, gives a toast at the Celebrating Excellence Awards Ceremony honoring the industry award winners at the Iowa Events Center in Des Moines.



Charlie Campbell, President of Performance Foodservice, industry insight as part of a panel at the 2021 Iowa ProStart Invitational.



Mariela Maya, of Panka Peruvian in Des Moines, and her guests celebrate Mariela and her 40 Women to Watch in Hospitality Award.

FREE ONLINE DIGITAL MARKETING COURSE AVAILABLE ONLY TO MEMBERS OF THE IOWA RESTAURANT ASSOCIATION

COURSE DETAILS:
FACEBOOK AND DIGITAL MARKETING ESSENTIALS
April 12 – May 28, 2021
CRN 24955

Course Open to 20 Participants

Expect to spend 4-6 hours per week on readings and projects. There are no tests.

This is an online course which will be presented through the Blackboard virtual learning environment. There are no set meeting times; you access the course when it's convenient for you, 24/7. After enrolling you will receive your DMACC username and password in two separate mailings so you can access it.

HOW TO ENROLL:

Enroll by Monday, April 5, 2021 by calling DMACC Registration at 515-964-6800. Refer to CRN 24955.

Questions? Contact Julie at jmbundy@dmacc.edu

FACEBOOK.DMACC.EDU

Des Moines Area Community College (DMACC) shall not engage in nor allow discrimination covered by law against any person, group or organization. This includes in its programs, activities, employment practices, hiring practices or the provision of services. The full DMACC Nondiscrimination policy is available online at nd.dmacc.edu. 13497-10-20-M

DMACC
DES MOINES AREA
COMMUNITY COLLEGE
Life's Calling™

DMACC.EDU | 800-362-2127 |

"You Deserve, We Deliver."

**IOWA-DES MOINES
SUPPLY, INC.**
DISTRIBUTION SINCE 1937

Serving Central Iowa

515.263.1200

IowaDesMoinesSupply.com

**BAKER PAPER
& SUPPLY**
DISTRIBUTION SINCE 1904

Serving Eastern Iowa

319.366.2781

BakerPaperandSupply.com

"Serving the Independent for a Combined 200 Years"





RELIABLE SERVICE

RELIABLE RELATIONSHIPS

You can depend on Grinnell Mutual to provide specialized restaurant coverage and outstanding claims handling. That's how we build relationships that last. Trust in Tomorrow.[®] Contact your local agent to learn more.

AUTO | HOME | FARM | BUSINESS

grinnellmutual.com



"Trust in Tomorrow." and "Grinnell Mutual" are registered trademarks of Grinnell Mutual Reinsurance Company. © Grinnell Mutual Reinsurance Company, 2021.



Foundation Hosts Iowa High Schools for Culinary Competition

Waukee High School Brings the Heat in 2021 & Takes Home 1st Place

High school students from across the state came to the Iowa Events Center in Des Moines to compete in the 2021 ProStart Invitational culinary event hosted by the Iowa Restaurant Association Education Foundation. Participating ProStart schools were Waukee High School, Mt. Pleasant High School, Hampton-Dumont High School and Sergeant Bluff-Luton High School. The students from Waukee High School were crowned the 2021 Iowa ProStart Invitational Culinary State Champions.

“Top Chef” Style Competition : Culinary Competition Winners

Culinary teams were given 60 minutes to prepare a three-course meal using only two butane burners. Teams then presented their dishes to a panel of industry professional judges to taste and critique. Their cooking techniques, knife skills, sanitation and teamwork were also evaluated.

- 1st Place- Waukee High School
- 2nd Place- Hampton- Dumont High School
- 3rd Place- Sergeant Bluff-Luton High School
- 4th Place- Mt. Pleasant High School



Waukee High School



Mt. Pleasant High School



Sergeant Bluff-Luton High School



Hampton-Dumont High School



Iowa Restaurant Association Joins Restaurant Law Center in Support of Iowa Restaurant & Bar's Business Interruption Insurance Litigation

In February, the Iowa Restaurant Association joined the Restaurant Law Center in an amicus brief in support of Whiskey River on Vintage, Inc., a Des Moines area restaurant and bar group, seeking coverage from its insurance provider. The case is currently on appeal before the U.S. Eighth Circuit Court of Appeals. The brief is the latest effort by Iowa Restaurant Association and the Restaurant Law Center to support the restaurant and foodservice industry by filing amicus briefs in the courts.

Whiskey River's suit was brought against its insurance carrier Illinois Casualty Company. A lower court found in favor of the insurance company. Our amicus brief in support of Whiskey River's appeal noted that "insurers have wrongfully denied restaurants business interruption coverage under their 'all risk' insurance policies."

The brief states, "All risk" property policies are supposed to insure against losses from unexpected and unprecedented circumstances, and provide coverage for "all risks" of any kind or description, unless specifically excluded. "Business interruption" insurance provides coverage—often up to a year or more—to replace business income lost as a result of a covered cause of loss. Under industry-standard "all risk" policies procured by many in the restaurant industry, business interruption coverage is triggered when a restaurant suffers direct "physical loss of or damage to" its premises. These policies therefore provide consumers with comfort knowing they have coverage for even unforeseeable or unlikely risks that may physically impair their businesses.

Due to the breadth of coverage, restaurants paid substantial premiums for "all risk" property insurance policies that included business interruption coverage. In doing so, restaurants reasonably understood, expected, and believed that their policies would cover business income losses from any and all non-excluded risks, including executive shutdown orders, causing "physical loss of or damage to" their restaurants, as policyholders understood those words to mean. Yet when the Governor of Iowa and others issued executive orders that caused such loss or damage—by detrimentally altering and materially impairing restaurants' physical spaces, rendering them nonfunctional for their intended purposes—insurers uniformly denied coverage without legitimate justification."

A copy of the full amicus brief can be found on the Iowa Restaurant Association's and the Restaurant Law Center's websites.

What does the Restaurant Law Center do?

The Restaurant Law Center is an independent public policy organization affiliated with the National Restaurant Association, the largest foodservice trade association in the world. The Association officially established the Law Center in 2016 to enhance the industry's voice in the judicial system. Nationally, the industry comprises over one million restaurant and foodservice outlets employing over 14 million people – approximately ten percent of the American workforce. Restaurants and other foodservice providers are the nation's second-largest private sector employers.

Through its initiatives, the Restaurant Law Center works to protect and advance the restaurant industry, and promote pro-business laws and regulations that allow restaurants to continue to grow, create jobs and contribute to a robust American economy. The Law Center offers courts and regulatory agencies with the industry's perspective on legal and regulatory issues significantly impacting it.

Angelo Amador Senior Vice President, Legal Advocacy and Regulatory Counsel



The Amicus Brief submitted on behalf of the Iowa restaurant group was spearheaded by Angelo Amador, senior vice president of legal advocacy and regulatory counsel for the National Restaurant Association. Angelo is also executive director of the Restaurant Law Center, an incorporated public policy law firm affiliated with the Association that represents the industry before the courts and federal regulatory agencies. He became a familiar voice to Iowa hospitality operators over the past year as he clarified a number of legal questions related to the obligations of employers under COVID-19. The Restaurant Law Center library today includes a wealth of timely information including legal guidance for restaurants regarding COVID-19 mandatory vaccine policies and official return to work guidelines. Visit restaurantlawcenter.org.



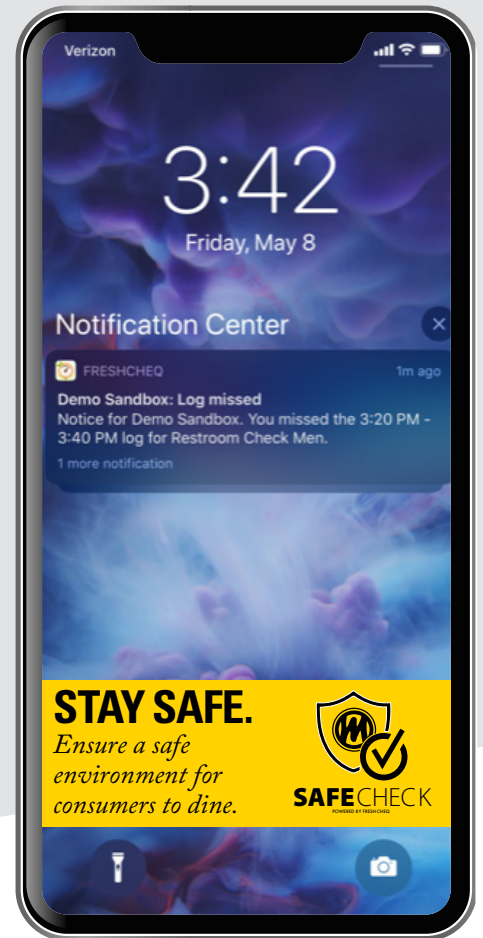
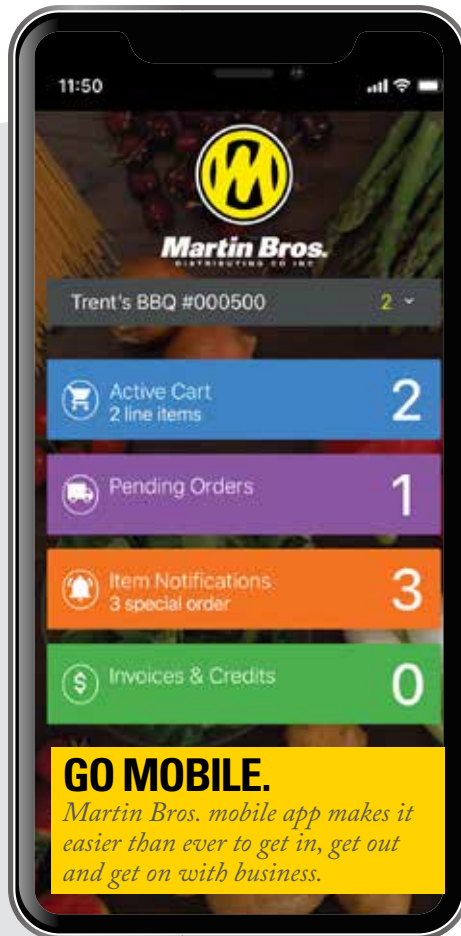
INTRODUCING...

BLACK VELVET APPLE, THE NEWEST ADDITION TO THE ICONIC BLACK VELVET FRANCHISE THAT DELIGHTS WITH A SWEET GREEN APPLE TASTE AND A WARM WHISKY FINISH



WE DEFINE SUCCESS DIFFERENTLY.

For nearly 80 years Martin Bros. has devoted our business to helping our customers grow their business. We establish solid partnerships with our customers from day one, and we work every day to fulfill our mission – to serve our customers with innovative solutions and superior performance – by delivering the products, tools and service necessary to help you succeed.



martin bros