

Food & Beverage Iowa Business Quarterly



WOMEN TO WATCH IN THE HOSPITALITY INDUSTRY

Inside: RRF, EIDL, Vaccine Mandates, Legislative Preview

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Letter from the Editor
*Restaurants Taking Drastic Steps to
Cope with Workforce Shortage*



In September, the Iowa Restaurant Association conducted a State of the Industry Survey asking operators about recovery. Previous survey data concluded that Iowa hospitality establishments lost an estimated \$1.4 Billion due to COVID. The new numbers are both encouraging and discouraging. Here's what operators told us:

Revenue

- 50% of Iowa operators are still below 2019 revenue numbers
- Nearly one third (33%) are about the same as 2019
- A lucky few (16%) are significantly ahead of 2019

Workforce

At the beginning of the pandemic, almost 70,000 leisure and hospitality workers were temporarily laid off. By the end of 2020, it appeared our industry had lost around 25,000 jobs. We're ready to hire back, but there's no one to hire. More than half of operators cited the inability to find workforce and/or afford wages as the number one impediment to their recovery. Where did they go?

- Half of operators believe many people are choosing to collect unemployment
- 35% say they've lost talented people to other industries
- Only 10% saw an increase in applications when enhanced unemployment benefits ended

Operations

- Just under 60% of establishments are operating at capacity again
- Nearly one in five have yet to return to 75% capacity
- Half of operators have reduced hours of operation
- One in four operators is closed an extra day per week

This is not a recipe for economic recovery—lack of workers, reduced hours, reduced capacities, and closed an extra day. Add to that data showing everyone is paying higher prices for everything from proteins to paper products, and you see the struggle. Many are also being impacted by reduced delivery schedules and higher case count minimums from purveyors (who face their own workforce shortages).

Still... We are the Most Resilient and Innovative Industry in the World

All this being said, there are places we are winning again. Consumer demand is skyrocketing. People want to come out to enjoy life again. For those choosing to work in our industry, wages have never been higher. I like to tell people that the restaurant industry is the ACTUAL oldest profession and we've definitely seen times this hard before. Innovation always makes us stronger and leaner on the other side. This industry will find ways to connect the dots (even if they're in constant motion.) We're surviving now, but we will thrive again. That is a data point, you can take to the bank.

“This industry will evolve and recover. We're surviving now but will thrive again.”

Jessica Dunker, President & CEO

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The COVID-19 pandemic has significantly impacted the economy and every aspect of the foodservice industry. Sysco understands that this pandemic has caused you to pivot your business operations and in order to help you, we have thoughtfully curated resources with Sysco Foodie Solutions Toolkits. Created to guide you through recommendations for how to generate additional revenue through concepts such as virtual kitchens, grab & go foods, family style meal kits and more.

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WOMEN TO WATCH IN THE HOSPITALITY INDUSTRY

For decades, increasing numbers of women have found flexible work environments, meaningful career paths, and opportunities for entrepreneurship in the hospitality industry. In fact, 61% of U.S. women have worked in the restaurant industry at some point in their lives. Pre-pandemic, more than one-third of U.S. restaurant businesses were majority-owned by women, and 48% were at least half-owned by women. What's more, 58% of foodservice supervisory positions were held by women (versus only 43% in the general retail arena). COVID-19 disrupted every segment of the workforce, but none more so than women—especially mothers. Today, female participation in the workforce is at its lowest level in 30 years. Nonetheless, the hospitality industry continues to be a bright spot of

opportunity for working women. The Iowa Restaurant Association's Third Class of 40 Women to Watch in the Hospitality Industry exemplifies the critical roles women play in the recovery and evolution of hospitality in the state. This year's list includes well-established entrepreneur owners from restaurants, bakeries, breweries and wineries, as well as women in industries that support restaurants including purveyors, commodities groups and delivery services. There is a marked increase in the number of women with home-based businesses on the 2021 list—again revealing the creativity and innovation of women who see and fill gaps in the marketplace.

For more full write-ups on this year's list, as well as to read about previous honorees visit restaurantiowa.com.

“This year's honorees are pictures of achievement and resilience. Many started cottage businesses in the midst of the pandemic. Others took extraordinary steps to save long-standing family ventures, while others were innovators within their organizations. Every single one understands her role as a mentor and encourager to other women.”

**-Jessica Dunker
President & CEO**



Amanda Andrews has earned national and international recognition for her cocktail creations. Her original drink, “The Amelia” became a standard for Zardetto Private Cuvee Prosecco. A bartender, server, and GM for DM Blue Shark Ale House, Amanda says, “Women need to nurture, and this industry gives us the opportunity to do that.”

Amanda Andrews | Blue Shark Ale House

Amy Parker wanted to ensure Macedonia, population 214, didn't lose their restaurant. She helped transform a tiny bar and grill into a destination spot. When the pandemic hit she stepped up and served 80 senior citizens in four communities daily meals, providing 6,000 free meals in 10 weeks.



Amy Parker | The Back Forty

Anne Owens says hospitality success requires a diverse set of skills. The single mom and sales consultant for Sysco, has built a career where she's been often recognized for her leadership. However, she's most proud of being an example of the varied career opportunities available to women who pursue hospitality.



Anne Owens | Sysco Iowa



Chef Brandy Lueders turned a favor to a friend into one of the communities most innovative food businesses. Brandy started a weekly meal service program that fits her lifestyle and allowed her to follow her passion. Each week she creates a menu, takes orders and prepares inspired healthy meals for her clientele.

Chef Brandy Lueders | The Grateful Chef



Cassie Bott is constantly engaged with customers and staff in her role as Operations Manager for her family-owned winery. She fearlessly navigated Fireside through pandemic mandated closures, as well as derecho damage. This mom of two also finds time to give to the industry—serving as the Iowa Wine Growers Association President.

Cassie Bott | Fireside Winery

Chelsa Smith left a corporate career to pursue her passion, modify her lifestyle and create a business. The self-taught sourdough baker launched “Bread by Chelsa B” into the Des Moines food scene in January 2021 and today her handcrafted loaves can be found online, in markets and in other small businesses.



Chelsa Smith | Bread by Chelsa B

Dawn Magee Martin joined her husband to launch a Cold Stone Creamery and Rocky Mountain Chocolate Factory in 2018. The next year they opened Magee's Irish Pub and Eatery. A CPA who started her career at Ernst & Young, Dawn's team credits her with pivoting the restaurants during the pandemic to recapture business.



Dawn Magee Martin | Magee's Irish Pub



Edita Habibovic has worked her way through the ranks at one of the Des Moines area's favorite homegrown restaurant chains B-Bops. She started in 2011 as an hourly team member, advanced to crew leader and is now the General Manager at their newest and largest location in Waukee.

Edita Habibovic | B-Bops



Holly Hintz was recognized in 2018 as the Association's “Emerging Leader” and she continues to show why. Her Prairie Rose Desserts has garnered rocket speed success, but she is also holding workshops to help other home bakers. “I want everyone to succeed,” says Holly. “There is more than enough business to go around.”

Holly Hintz | Prairie Rose Desserts

Isabella Santoro used her international studies degree to work at a New York City “think tank” before returning to Iowa to help in her family's restaurant. She immediately leveraged her talents by writing grants to increase overnight accommodations in Washington, as well as to create a private dining space and expanded coffee shop.



Isabella Santoro | Café Dodici



Jessica Anderson always knew she wanted to be in the industry. She represented Iowa as a high school student at the National ProStart Invitational and attended ISU where she received multiple state and national industry scholarships. She started her career testing recipes for a large magazine group before creating her own dessert business.

Jessica Anderson | Jess Desserts

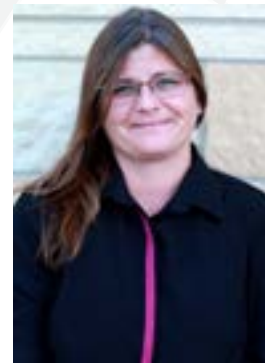
Jill Krausman made sure her Landmark Bistro was a “destination” and not just a stop along the way. Her establishment has been named to Travel Iowa’s 99 Counties, 99 Restaurants list multiple years. This single mom was nominated by her daughter, who calls Jill a “blessing to everyone in the community.”

Jill Krausman | The Landmark Bistro



Julie Halfpop put her degree in Food & Nutrition and Dietetics to work in a hospital environment and then moved to hospitality. Today she leads a team of nine dietitians at Food Purveyor Martin Brothers. She is a much sought after expert lecturer on long term care menus, developing marketable dining experiences and controlling costs.

Julie Halfpop | Martin Brothers



Katie Lovstad built her career at Grand Falls Casino and Golf Resort, rising through the ranks to Assistant Food & Beverage Director. In that position she managed 140 people. She recently stepped out of management but loves that hospitality affords her the opportunity to make career adjustments that fit with changes in her personal life.

Katie Lovstad | Grand Falls Casino & Golf Resort



Katie Thompson grew up in a hospitality family but brought her unique perspective to the table. As the GM for District 36 Wine Bar & Grill, she got creative and guided the upscale Ankeny restaurant through the pandemic with new marketing tools, social media campaigns and a fresh approach to carry out and delivery.

Katie Thompson | District 36

Kori Teeter has been an integral part to Orchestrate Hospitality’s growth and success. Kori has years of restaurant and hotel management experience. As Orchestrate’s Director of Operations, she oversees the management and maintenance teams, ensuring all 11 properties are operating efficiently.

Kori Teeter | Orchestrate Hospitality



Kristin Sumpter wanted a customer service focused career that allowed her the flexibility to spend time with her children. She found the perfect work/life balance as the Director of Operations for a local third party delivery company MyTown2Go/delivery.com. Restaurant owners rave about Kristin’s ability to quickly resolve issues saying, “she always gives 200%.”

Kristin Sumpter | MyTown2Go Delivery.com



Kylie Peterson uses her storytelling skills and experience in the beef industry to work and educate producers, consumers, restaurateurs and retailers across the state about beef. As the Director of Marketing and Communications at the Iowa Beef Industry Council, she promotes the purchase, preparation and enjoyment of beef from pasture to plate.

Kylie Peterson | Iowa Beef Industry Council



Leslie Lucente, Market Development Manager for E&J Gallo Winery, has been helping Iowa restaurateurs develop the perfect mix of wine, spirits and food for 17 years. She’s strengthened E&J’s industry connections and offers this advice, “Be yourself. Don’t be intimidated. Always take chances to make yourself better. Find a great mentor!”

Leslie Lucente | E&J Gallo Winery

Chef Lisa Morales opened Flavery Bistro with her husband in 2016 in Ankeny’s Prairie Trail District. The popular eatery offers fresh Mediterranean dining and is known for its quality and from-scratch cuisine. Chef Lisa draws inspiration from her Belgrade-roots. “Fresh and good is so good for you!” stresses this highly accomplished chef.

Chef Lisa Morales | Flavery Bistro





Yenny Lorena Alomia Angulo (Lorena), owner/operator of Delicias by Lorena, is a native of Colombia, South America. A previous winner of the Association's Faces of Diversity Award, her home bakery features popular South American goods as well as one of Central Iowa's most complete vegan baked good menus.

Lorena Alomia | Delicias by Lorena

Chef Maria Keys, Executive Sous Chef, for VenuWorks the operational arm for The RiverCenter in Davenport, has been a woman to watch since high school. A participant in the Association's ProStart program, Chef Maria has long been making waves. Today she's exhibiting her creativity beyond her kitchen supporting local nonprofits with the Center's organic garden.

Maria Keys | The RiverCenter



Marie Chalhoub worked in hospitality as a child in Lebanon. She and husband George purchased Oscar's in 1988 and it's been a cornerstone of the community ever since. Marie shepherded the family-dining establishment through the pandemic. "Give 100% of your focus in this industry, and your passion will shine through," she concludes.

Marie Chalhoub | Oscar's Restaurant



Mary Lohse, owner/operator of Brick Street Market & Café, believes everyone should be a server at some point. "It teaches compassion, understanding and patience," says Mary. She has worked as a server, hostess, bartender and back of house office manager. "Being in this industry is hard sometimes, but the rewards are so worth it," she concludes.

Mary Lohse | Brick Street Market & Café



Megan McKay was working in insurance when she helped create Peace Tree Brewing Company in 2009. Later she transitioned to full time owner of Peace Tree, making it the first 100% female owned brewery in the Iowa. This past year she brought the voice of hospitality to the Governor's Economic Recovery Advisory Board.

Megan McKay | Peace Tree Brewing Company

Mindi Sudman, Co-Owner and GM of One Eleven Public House in Knoxville, made sure her gastropub had just a "little bit of swank." Mindi has over 20 years of restaurant industry experience, but her entrepreneurial spirit knows no bounds. She also owns and operates Curious Rebellion, a vintage home goods store, as well as a marketing company.

Mindi Sudman | One Eleven Public House



Natalie Brown, founder of Scratch Cupcakery, knows her success has been a model for other female entrepreneurs and she takes mentorship extremely seriously. Scratch has won dozens of awards since opening in 2010. The cupcakery has four storefronts and partners with 150+ businesses. Their fundraising programs have raised nearly \$3 million for causes across the state.

Natalie Brown | Scratch Cupcakery



Nikki Schneider, owner of The Whimsical Wine Trailer, heralded as "Iowa's First Mobile Wine Bar" started her business after noticing community events rarely had wine options for patrons. Based in Boone County, the trailer takes wine and local beers to events across the state. Next up? She's adding the "chameleon camper" to her fleet.

Nikki Schneider | The Whimsical Wine Trailer



Nina Easley, owner of Beans & Beignets in Earlham, started her business after losing her husband to cancer. She wanted to bring joy to the community, she secured space in a historic building, found a family recipe for authentic New Orleans style beignets and started a cafe. Today it is more than a restaurant, it is a treasured gathering spot.

Nina Easley | Beans & Beignets

Phoebe Charles, co-owner and GM of Rodina, carefully curated the aesthetic elements of her award-winning restaurant in the heart of Cedar Rapids' Czech Village. "Hospitality is natural and organic," says Phoebe. Rodina means "family" in Czech and she has cultivated that feeling down to the last detail—including the dining room's centerpiece—her grandmother's table.

Phoebe Charles | Rodina





Raphaëlle Azria built her hospitality career in four countries, speaking three languages. Today she draws on that experience, applying her creativity to exploring interesting ingredients and using it to build a unique cocktail menu for Proof in Des Moines. “There is beauty in uncovering delicate nuances,” says Raphaëlle of evaluating liquors, herbs, spices and waters.

Raphaëlle Azria | Proof

Robyn McSheehy, GM and Owner of Trostel’s Greenbriar, left her teaching job in Colorado to return to her family’s award-winning steakhouse in Johnston. Her late father had been a “leading force” in the state restaurant scene and now she is as well. In 2017, Robyn and the Greenbriar team were honored by the Association for their philanthropy work.

Robyn McSheehy | Trostel’s Greenbriar



Stephanie Mihalakis, General Manager of Brazen Open Kitchen & Bar in Dubuque, started with the nationally-acclaimed independent restaurant as a server. She was promoted from server to front-of-house manager and then again to General Manager. She helped Brazen navigate a complex COVID-19 strategy by heavily promoting home cooking kits and to go options.

Stephanie Mihalakis | Brazen Open Kitchen & Bar



Tamara Chubb leveraged her management and marketing degree in the hospitality industry more than 20 years ago, working her way through the corporate ranks of Hilton Hotels. The award-winning salesperson and manager was the first employee at the Hilton Des Moines Downtown, where she serves as the Director of Sales and Marketing.

Tamara Chubb | Hilton Des Moines



Veronica Tessler, owner of Yotopia Frozen Yogurt and Nosh-Café & Eatery recognized gaps in both the Iowa City and Des Moines food scenes and filled them. She has been named to the Corridor Business Journal’s 40 Under 40, received the Iowa City Downtown District Women of Impact award, and is a Waypoint Service’s Women of Achievement honoree.

Veronica Tessler | Yotopia Frozen Yougtr & NOSH Café

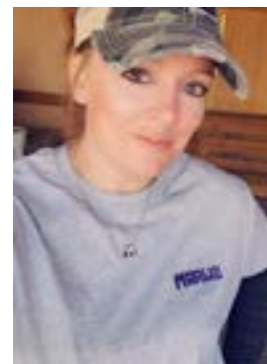
Chef Viktoria Grochut, Chef for Cattlemen’s Steakhouse in Sac City, graduated from the culinary program at Iowa Central with the “highest score” in the school’s history. The one-time dental technician says, “after spending years making people smile again, I decided it was time to return to my hospitality roots.” She describes creating great hospitality experiences as “magical.”

Chef Viktoria Grochut | Cattlemen’s Steakhouse



Wendy Maldonado, GM for Lion Bridge Brewing Company, is a true utility player. She can, and has, served as chef, line cook, and trainer as well as a kitchen, general, and taproom manager. Today, she handles day-to-day operations. The brewery’s founder credits Wendy for elevating the guest experience and doubling kitchen sales.

Wendy Maldonado | Lion Bridge Brewing Company



Whitley Mitts, General Manager at SWARM Sports Bar & Grille in Sumner, has been a daycare provider, CNA, home health worker and a health coach. Many would argue that this busy mom of three is still taking care of people. She is described by customers and coworkers as “passionate, tireless, and a beautiful leader.”

Whitley Mitts | SWARM Sports Bar & Grille



Whitney Peter, Head Decorator for Crème Cupcake & Dessert Lounge, grew up painting and sculpting—skills that have translated well to cake artistry. She attended Iowa State University pursuing an art and design degree, then joined the Crème team in 2016. Today she is a driving force behind Crème’s reputation as a leader in high-end elegant cakes.

Whitney Peter | Crème Cupcake & Dessert Lounge

Whitney Selix is Co-Founder and President of Lua Brewing in Des Moines. In its first year Lua won awards for Best Restaurant and Best New Restaurant in Des Moines, as well as being named one of the top 50 breweries in the world. Lua was one of the first major contributors supporting restaurant workers displaced by the pandemic through the IRA’s Employee Relief Fund.

Whitney Selix | Lua Brewing





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Congratulations, Tamara Chubb!

We are so proud of the work
you do in the hospitality
industry and our company!



Congratulations Katie Lovstad

Thank you for your
above & beyond service
to our guests!

Iowa Restaurant Association's
40 Women to Watch



RAISING A GLASS TO...



Amanda Andrews

Blue Shark Ale House

Amy Parker

Brazen Open Kitchen + Bar

Jessica Anderson

Magee's Irish Pub & Eatery

**PROUD TO PROTECT THESE RESTAURANTS
& CELEBRATE THEIR DESERVING STAFF**

Congratulations on your
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from all of us at



Orchestrate HOSPITALITY

congratulates

Director of Operations
Kori Teeter



AS ONE OF THE 40 WOMEN TO WATCH 2021

CONGRATULATIONS

Julie Halfpop RDN, LD

*Congratulations to our
Director of Nutrition Services,
Julie Halfpop, for being a true
difference-maker for our customers.*

A well deserved honor!



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Congratulations Mindi!

from all of us at
**One Eleven
PUBLIC HOUSE**



Congrats!

Congratulations to Whitney Selix from your friends
and former colleagues at Big Grove Brewery.

No one is more deserving. We are proud of the role
you play in the hospitality scene in Iowa.

*Faye Siefert, Matt Siefert, Doug Goettsch
& The Big Grove team*



Congratulations to Edita
Habibovic on being named
one of Iowa's 40 Women
to Watch in Hospitality.
-All of us at B-Bops



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Congratulations,
Anne Owens!

Your leadership &
hospitality success inspires
us all! From your team at



"Making people smile...
one cupcake at a time!"

Congratulations,
Natalie Brown!



**Congratulations to the 2021
40 Women to Watch!**

Brandy Lueders, Grateful Chef, Des Moines
Marie Chalhoub, Oscar's Restaurant, Hiawatha
Mindi Sudman, One Eleven Public House, Knoxville
Wendy Maldonado, Lion Bridge Brewing Company, Cedar Rapids
Whitney Peter, Crème Cupcake + Desserts, Des Moines
Whitney Selix, Lua Brewing, Des Moines
Whitley Mitts, Swarm, Sumner



CONGRATULATIONS

Cassie Bott
Operations Manager



FIRESIDE
WINERY

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**Congratulations,
Raphaëlle Azria!
Front of House
Manager**

Your creativity knows no limits. Thanks for sharing your "cocktail magic" with us!



1301 Locust, Des Moines



Congrats on your SWEET success, Whitney!
We are so proud of you!

Much Love,
Crème Crew



Crème Cupcake + Dessert
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cremecupcake.com

Congratulations 40 Women to Watch 2021

We are pleased to celebrate the recognition of your talent and hard work!!
Cheers!



Café Dodici's success is not luck. It's a reflection of Isabella's hard work and dedication.

She navigated Café Dodici through the pandemic and into the future.

Brava from the Dodici Team



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Congratulations Robyn!

Thank you for leading by example!
We're so proud of you!

The team at Trostel's Greenbriar



Congrats Leslie!

Thank you for your relentless energy, creative ideas and desire to support Iowa Restaurateurs!!



E&J Gallo Winery



**CONGRATULATIONS
Whitley Mitts!**

We are so proud of you and all of your accomplishments at the young age of 33! Congratulations on being one of the 40 Women to Watch in all of Iowa in the Hospitality Industry! We are honored to call you one of our own, we cannot wait to see what you do next!

*SWARM Sports Bar & Grille,
Sumner, Iowa*

Congratulations Viktoria Grochut!

What an amazing chef! This recognition is so well deserved. Dedication, hard work and a million laughs... you are simply the best, Congrats!



CATTELMEN'S
STEAKHOUSE



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THAT'S WHAT I LIKE

EIDL Expanded

Significant changes to the eligibility rules for low-interest Economic Injury Disaster Loans (EIDL) administered through the U.S. Small Business Administration (SBA) could provide much-needed relief to thousands of Iowa restaurants and bars.

Key changes announced in September include:

- Increase loan cap to \$2 million, up from a current \$500,000
- Expanded use of funds—allows for prepayment of commercial and/or credit card debt
- Improved eligibility rules mirroring Paycheck Protection Program criteria

The National Restaurant Association (NRA) pressed the SBA to ensure eligible businesses that have already received an EIDL loan at a smaller loan cap can easily apply to increase their loan to the new maximum amount, assuming they qualify.

They also pushed to allow for EIDL funds to be used to pre-pay business debt, meaning restaurants carrying higher-interest commercial debt, or even credit-card debt acquired over the last year, can now use EIDL funds to pay outstanding balances in one lump sum.



The eligibility criteria modifications have also expanded making it possible for restaurant operations with up to 20 locations or 500 employees to qualify as an eligible small business. What's more, both criteria do not have to be met. A restaurant applicant with more than 20 locations may still be eligible if its payroll does not extend beyond 500 people. However, a company can still borrow no more than \$10 million in total.

Because small businesses' need for additional capital was seen as immediate and acute, the SBA waved the usual federal route of airing changes under consideration, collecting feedback on the proposed alterations for 60 days and then adjusting the regulations accordingly. Rather, the agency said the proposed rule changes would go into effect immediately. As long as funds are available, small business owners have until Dec. 31, 2021, to apply for or increase the amount of an EIDL.

For a fact sheet on how changes to the EIDL program can help your establishment, visit restaurantiowa.com under Recovery Resources.

Efforts to Fund Remaining Restaurant Revitalization Fund Grants Still Underway

When the Restaurant Revitalization Fund (RRF) was announced, the Iowa and National Restaurant Associations knew the funds would deplete quickly. By the time the portal had closed, 2,645 Iowa establishments met the qualifications to receive \$367,994,000 in grant funds. However, when the last check was written, only 850 of those qualified applications actually received funding to the tune of \$122,090,000. This meant about 1/3 of those who qualified were funded. There have been multiple bi-partisan efforts to replenish the RRF to help struggling restaurants and bars across the nation recover. Senator Joni Ernst, Congresswoman Cindy Axne, and Congresswoman Ashley Hinson have all stepped up to co-sponsor one or more of the proposed replenishment funding bills. Please continue to reach out to Iowa's members of Congress. Thank the Senator and Congresswomen and encourage their counterparts to join the effort.

Golf Outings Across the State Support Iowa Restaurant Association

In years past Duffers, Diners & Drives has always been a staple on the IRA event calendar, hosted annually at Toad Valley Golf Course. This outing brings owners, operators, purveyors and many others from the industry together in Pleasant Hill to support the Iowa Restaurant Association.

However, in 2021 the Iowa Restaurant Association along with other partners like Okoboji Events and Trackside Bar and Grill, have been able to introduce two new outings that supports the Iowa Restaurant Association PAC, Shakers & Shanks. Unlike Duffers, Diners & Drives these events travel to golf courses across the state. The first outing in this series was hosted by Okoboji Events at the Indian Hills Golf Club in August.

For the second outing in this series, Shakers & Shanks traveled to the eastern part of the state in October to the Timberline Golf Course in Peosta and was hosted by Trackside Bar & Grill. The Iowa Restaurant Association is excited to not only bring events statewide but also to engage directly with members of the industry in their own cities.





IOWA HOSPITALITY SHOWCASE

November 15, 2021
Iowa Events Center
Visit restaurantiowa.com for tickets

The Celebrating Excellence Awards Ceremony will feature the annual industry award winners and 40 Women to Watch honorees. Prior to the Awards Ceremony, the Association will host the Iowa Hospitality Showcase and the Annual Tasting Gala featuring dishes from the statewide Culinary Competition. Anyone who purchases tickets to the Awards Ceremony may also attend the **Iowa Hospitality Showcase & Grand Tasting Gala**. New for 2021, the Association will incorporate vendor booths that will be of interest to hospitality industry professionals. Along with the Showcase, the Grand Tasting Gala will feature 8 – 10 talented chefs from across the state competing for culinary honors and prizes. You will be able to sample all of their competition dishes. A dessert salon and wine and beer samplings are also part of this portion of the day!



Stagg Jr. Single Barrel Program from Buffalo Trace

Exclusive Opportunity for Iowa Restaurant Association Members

The Iowa Restaurant Association has partnered with Sazerac and The Buffalo Trace Distillery to make available bottles of a highly sought after single barrel Stagg Jr. bourbon. The barrel selection took place in September during Bourbon Heritage month in Frankfort Kentucky at the Buffalo Trace Distillery. Four Association Board members and two IRA staff members ultimately selected a 137% proof barrel. Bottles will be made available to members through the Association's single barrel program in early 2022.

Single Barrel Program Details

To participate in the single barrel program you must.

1. Be a member of the Iowa Restaurant Association. If you're not, joining is easy. It's \$35 per month and can be done online at restaurantiowa.com.
2. Make a personal donation of \$200 to the IRA PAC fund. Unfortunately business checks cannot be given to the PAC. Nonetheless, a strong PAC fund impacts the Association's ability to work on legislative efforts that impact your business.
3. The IRA will provide your name to the retail store that is selling the bottles. You will be able to purchase up to 6 bottles of the highly sought after exclusive single barrel bourbon.



Award Winning Bourbon

Stagg Jr. took home the top honor at the American Whiskey Masters in 2021. Uncut and unfiltered, Stagg Jr. is robust, boasting a bold character that is reminiscent of its namesake George T. Stagg. Stagg is credited with helping build Buffalo Trace into the dominant force it is in today's whiskey scene.



Contact Stacy Kluesner (515-276-1454) for more information

IOWA RESTAURANT ASSOCIATION NEWS

Latest News & Bulletin Updates

Business Anniversaries and Celebrations

Despite the industry's "COVID-19 Hangover," establishments across Iowa have once again started celebrating. Congratulations!

- Court Avenue Brewing Company in Des Moines celebrated 25 years in business with street party.
- Iowa-born Pizza Ranch is celebrating its 40th year with a series of "40" themed celebrations across the state and country.
- Sneaky's Chicken in Sioux City celebrated their 42nd anniversary with bands, food and games which raised money for a local homeless relief program.
- The Historic Park Inn and Restaurant in Mason City, a hotel designed by Frank Lloyd Wright in 1918, celebrated the 10th anniversary of its historic renovation.

Have a big date? Please let us know so we can promote your celebration. E-mail your news to ezimmerman@restaurantiowa.com.



Iowa Restaurant Association Seeks Two Board Members

The Iowa Restaurant Association (IRA) is a member-driven professional association of the restaurant and tavern industry in Iowa. The Association is governed by 24 elected, volunteer Board Members. Directors come from across the state and represent various segments within the hospitality industry. The Board serves as the Association's policy-making body driving the legislative priorities and pursuits of the organization. They meet formally four

times per year. Members may serve up to five, two-year terms. There are currently two openings on the Board. You must be working in the industry, and a member in good standing of the Iowa Restaurant Association to serve on the Board. If you know someone who would make an excellent representative of the industry on the Association's Board, or if you're interested in serving yourself, please contact Jessica Dunker at jdunker@restaurantiowa.com.

Dunker Reaches 10 Year Mark

Iowa Restaurant Association President and CEO Jessica Dunker was recognized by the Board of Directors for 10 years in her role. Dunker has spearheaded a number of notable changes in the way the Association interacts with and advocates for industry including: instituting a flat rate monthly dues model; moving the Education Foundation out of the Association into its own operating entity; and increasing diversity and recognition in the industry through the creation of programs such as "40 Women to Watch" in the Hospitality Industry.

National Restaurant Association Seeks New CEO

Tom Bené, who took over as president and CEO of the National Restaurant Association during the height of the pandemic, has stepped down become chief executive of Breakthru Beverage Group, an alcohol wholesaler. Marvin Irby, the association's chief financial and people officer, is serving as interim while a search is conducted for a replacement.

Did The Association Help You During COVID? Become a Member

The Iowa Restaurant Association continues to work diligently to assist members and non-members alike as they seek to access state and federal relief resources. Our members are the reason we are able to be there for the entire industry. Please ensure the Association team is able to continue advocating for the hospitality industry. If you're not member, it's only \$35 per month. Join today by visiting www.restaurantiowa.com.



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PROTECT YOUR RESTAURANT

Iowa's Food Code requires one certified food protection manager on staff. ServSafe is a one day food safety and sanitation training course, that fulfills this requirement. Register today at restaurantiowa.com for an upcoming ServSafe class and protect your business. Iowa Restaurant Association members receive a discount. This is honored by our teaching partner ISU Extension. To view a class schedule at ISU offices visit, www.extension.iastate.edu/humansciences/events.

UPCOMING CLASSES

All classes below are held at our office in West Des Moines (1501 42nd St.) at 8:30 AM.

October 4

October 12

October 20

October 25

November 3

November 11

November 17

November 23

November 30

December 7

December 14

December 20

December 28

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Burlington Vs. Davenport ProStart Student Cook-Off Fundraiser

Guests Watch the Action on the Big Screens

Pizza & Salad Buffet | Cash Bar | Dessert Salon | Only \$20

On October 21st, ProStart students from Burlington High School and Davenport Community Schools will face off in a “Top Chef” style competition at The Quad Cities Waterfront Convention Center. With just one hour on the clock, 4 student teams will work with a professional chef to produce an appetizer and entrée for judging. A new twist added to this year’s event includes students creating a “tofu beverage” using the all-new Mori-Nu Plus Fortified Tofu.

60 Minutes | 2 Schools | 2 Burners

1 CHAMPION

October 21 | 5:30-8:30 p.m. | Quad Cities Waterfront Convention Center | \$20 per person OR \$300 Sponsored Table (includes 10 tickets + logo recognition)

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Biden's 100+ Employee Vaccination Mandate Stands to Exacerbate Workforce Issues for Iowa Restaurants

In September, President Biden released a broad new COVID-19 action plan which directed the U.S. Department of Labor's (DOL) Occupational Safety and Health Administration (OSHA) to issue an Emergency Temporary Standard (ETS) that will require all private sector employers with 100 or more employees to ensure their employees are fully vaccinated for COVID-19 or tested weekly. This includes restaurants. The ETS will also require covered employers to provide employees a reasonable amount of paid time off (or use existing paid time off) to get vaccinated and recover from any side effects associated with the vaccine. While OSHA has special statutory and rulemaking authority to issue an ETS when it determines that workers are in "grave danger" in the workplace such that the standard is needed to protect them. Once the ETS issues, the legality will be tested. As of press time, Arizona had already filed a lawsuit challenging its legality and other states were threatening to follow suit. The National Restaurant Association staff is in direct contact with DOL/OSHA officials and participating in all stakeholder calls hosted by the Department. There are many unanswered questions but they know that the mandate will be applicable to 100+ employee companies based on the company and not per worksite. This will have far-reaching impact in the

restaurant industry, particularly those with minor-aged employees. Very little else had been firmed up by press time of the magazine including the sanctions against employers, procedures for handling employees who do not comply, verification, test costs and compliance checks. The fear for many Iowa restaurants with multiple locations is that those who do not wish to be vaccinated will find employment in smaller establishments, further straining already difficult workforce needs.

Make sure to mark the Iowa and National Restaurant Association as safe senders in your e-mail to ensure updated information comes to your inbox.



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1-888-510-9315
www.woodriverenergy.com

Athena Simpson
athena.simpson@woodriverenergy.com
Craig Gertsch
craig.gertsch@woodriverenergy.com

2021 State Legislative Treatment for Iowa's

At the September meeting of the Iowa Restaurant Association Board of Directors, the Board determined that the Association's state legislative team should spend its time and energy on two proactive legislative efforts. The first is to seek protection for restaurants and bars from the predatory practices of some third-party delivery companies.

40%
Have had a third party delivery service represent themselves as a partner, service, or agent of their restaurant without their permission.

92%
of Operators want 3rd party delivery services to assume liability food safety and driver behavior

88%
of operators would like rules disallowing smoking, passengers and animals in food delivery vehicles

Proposed Food Delivery Protection Act

States and localities across the country have already taken steps to address many third-party delivery related issues ranging from fees and sharing customer data, to trademark and food safety issues. After looking at what other states have successfully moved forward, the Board decided that the broadest protections for the most Iowa establishments, as well as their patrons, could be provided by seeking legislative reform in the four following areas:

- Require a contractual relationship between third-party delivery service and the restaurant it claims to represent online, with a system for fines or sanctions. This would include a requirement the contract outline the use of any likeness, registered trademark, menu, or other intellectual property belonging to a food service establishment.
- Clarify liability of delivery drivers and/or third-party delivery companies in the case of an accident or mishandling of product including proof of insurance by the third-party delivery service and for any driver it utilizes.
- Ensure that all liability is assumed by the third-party delivery companies once the food and/or beverages are handed to the driver and have left the premises. This includes any issues that arise from mishandling prepared food that requires certain times and temperatures before consumption.
- Require rules stating no minor children, animals or smoking are allowed in the car during delivery, as well as disallowing intermittent passenger pickups.

Pursuits Seek Fair Restaurants & Bars

Proposed Hospitality Supply Chain Fair Treatment Act

One of the unexpected outcomes of COVID-19 was exposure of the fragility of our supply chain. One of the hardest hit segments of the hospitality market has been rural restaurants and bars who are struggling to get needed alcohol delivery services including: being dropped from schedules, having delivery schedules drastically reduced, or being subjected to significantly increased minimum order requirements to receive deliveries. This has further strained an already difficult post-COVID recovery for many Iowa hospitality establishments. The Iowa Restaurant Association is pursuing two areas of relief for Iowa's hospitality industry:

- Allowing restaurants and bars to purchase limited quantities of beer for service/sale at a retailer rather than through wholesale. This is of particular importance to rural operators, who can fill a gap with a purchase, when they are between delivery times. This should mirror the current opportunities afforded operators in procuring wine.
- Allowing restaurants and bars to receive spirit deliveries directly from the state if minimum order quantities are met. This is of particular importance in large urban areas where operators could save 3 to 5% of up-charge at the retail level.

These two changes would bring consistency to alcohol supply chain by allowing restaurants and bars to purchase spirits in parity with other retailers and purchase beer in the same way they purchase wine today.

Bring Consistency to Alcohol Distribution

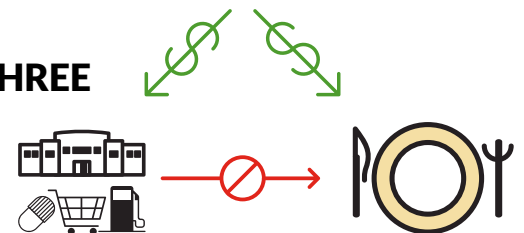
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