

Food & Beverage Iowa
Business
Quarterly



***New Privileges,
New Protections***

**Iowa Restaurant Association Secures
Two Key Legislative Victories**

Inside: Iowa Hospitality Wage & Workforce Survey Data

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When prohibition was lifted in 1933, those interested in “adult” beverages had two choices – find a state-run liquor store to purchase packaged alcohol or find a hospitality establishment that served alcohol by the drink. The laws written at the time, reflected the time.

Times changed, but until this legislative session many of the laws remained the same— making it incredibly difficult for hospitality establishments to compete. The state expanded the types of retailers able to sell packaged alcohol to include grocers, gas stations, drugstores, and more. They also expanded the available formats of packaged alcohol to include everything from shooters to frozen mixed drinks. But until now, the State never updated the places and ways a restaurant or bar could purchase products for resale. The once obvious “three tiers” became a convoluted hodge podge of rules in which hospitality businesses were often left at a significant disadvantage.

This legislative session, the Iowa Restaurant Association was able to secure meaningful business- impacting reform. For the first time, a restaurant or bar owner will be able to walk into any retail store –from big box to grocery—and purchase beer, high alcoholic content beer, or canned cocktails to sell and serve in their establishment.

For the tavern that finds itself running out of Bush Light

during the big game, a golf course that needs more White Claw half way through a tournament, or the restaurant that has a special request for a local craft brew from a group coming in, this is a simplification long overdue. Effective January 1, 2023 Class “C” liquor license holders can purchase up to five cases of beer or canned cocktail for resale. If need be, they can purchase this much product at a local retailer once every 24 hours. For those who have seen delivery schedules reduced, the new legislation has created a convenient, legal way to meet customer demand between truck arrivals. (Story page 6)

The Association also made significant headway on getting legislation related to third party food delivery passed this session. Ironically, political gamesmanship between the Iowa House and Senate landed the Association’s Third-Party Delivery bill as an amendment in alcohol licensing reform bill. None the less, it also passed.

Once enacted, the new law will require an agreement between a third-party food delivery company/mobile app and the restaurants they deliver for. And there are some teeth behind the new requirement. Penalties for delivery apps that take a menu or logo without the establishment’s permission were also codified. Laws related to basic food safety practices in delivery cars were part of the legislation including the prohibition of pets, minor children, intermittent passenger pickups, smoking and vaping in the car. (Story page 7)

As we look ahead to next year’s session, an emerging priority is bubbling to the top—the need for more workers in Iowa. The Association’s latest workforce survey confirms what we know-- wages are on the rise, but workers have not returned to pre-COVID numbers, forcing restaurants to make tough choices on seating capacities, days of operation and staff expectations. (Story pages 8-11)

Most of the new privileges and protections will take effect January 1, 2023. Meanwhile, the Association will continue to look ahead at additional places legislation or regulation can create an even more hospitality-business friendly environment across the state.

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New License Privileges & Fee Reductions for Iowa Class C Liquor License Holders

A significant alcohol license reform bill, which included several top priorities of the Iowa Restaurant Association, passed at the end of the 2022 state legislative session. SF 2374 consolidates the number of license types, reduces most licensing fees, and expands key privileges for Iowa's hospitality industry.

Purchase Limited Quantities of Beer and Canned Cocktails at Any Retailer

For several years the Iowa Restaurant Association has pushed for more equity in the purchase of beer and spirits for resale by on premise operators. While spirits were not addressed this session, meaningful reform on the purchase of beer and canned cocktails are included in the legislation. Beginning January 1, 2023, Class "C" liquor license holders will be able to purchase up to five cases of beer or canned cocktail for resale in their establishments. If need be, eligible product can be purchased at a local retailer (grocer, box store, c-store, etc.) once every 24 hours. For those experiencing delivery schedule reductions and storage issues, the new legislation creates a convenient, legal way to meet customer demand between beer truck arrivals.

Sunday Sales included in all C Licenses

The new legislation also eliminates the additional fee and application for Sunday sale of alcohol. Effective January 1, 2023 Sunday sales are a standard privilege included with all class "C" retail alcohol licenses.

All Class C Licenses Should See Fee Decreases

SF 2374 also includes fee modifications for class "C" and other license classifications. In fact, all class "C" retail license holders will have a base fee reduction. In addition, some of the on-premise license holders currently in the middle fee tier will move down to the lowest fee tier, and some in the highest fee tier will move to the middle tier.

New fees for establishments located within the corporate limits of cities with populations of:

Less than 2,500	\$550
2,500- 15,000	\$900
More than 15,000	\$1,250

Commercial establishments outside the corporate limits of any city, will be charged a fee equal to that charged in the nearest incorporated city.

More Details

The Iowa ABD will conduct extensive educational outreach on all of the licensing, fee, and privilege updates. In the coming months, watch for more information directly to license holders from the Iowa ABD, as well as updates from the Iowa Restaurant Association.

New Legal Protections for Iowa Restaurants Working with Third Party Food Delivery Apps & Companies

Today 63% of food prepared in a restaurant is consumed somewhere outside the restaurant, much of it from third-party delivery services. The Iowa Restaurant Association has spent two years working with legislators and regulators to secure much needed legislation to: protect the pirating of restaurants' names, menus, and logos; require delivery apps have formal agreements with the restaurants; and ensure basic food safety and liability protections.

**The new regulations take effect July 1, 2022. An overview is below:
(Full legislative language can be found in new Iowa code sections (137G.1, 2, & 3.)**

Protections for Restaurants' Intellectual Property

The just passed Iowa code sections mandate that unless an agreement exists between a restaurant and a food delivery company, the delivery company may not:

- Use a restaurant's likeness (logo, menu, etc.)
- Take an order or arrange for delivery of an order
- Intentionally inflate or alter menu prices
- Charge a restaurant a fee, commission, or up charge

Transparency and Liability Protections

The new rules require the agreement between a restaurant and delivery company include:

- Authorization for the food delivery company to arrange for the delivery and pickup of orders
- Clear identification of any fee, commission, or

charge that the restaurant is required to pay or absorb

- No provisions requiring a restaurant to indemnify a food delivery platform, employee, independent contract, or agent of the food delivery platform for any damages or harm caused by the actions or omissions caused by the delivery company, its employee or agent.

Additionally, under the new rules, a food delivery application must:

- Clearly provide consumers a path to express concerns regarding an order directly to the food delivery company
- Remove a restaurant from their mobile app or platform within 10 days of a restaurant's request unless they have an agreement that says otherwise

A food delivery company may charge additional fees to the customer if the fees are noted separately to the consumer.

Financial Penalties for Delivery Companies

If the third-party delivery company violates the new contract requirement rules, civil penalties include:

- **First violation: \$1,000**
- **Second violation: \$2,500**
- **Third and subsequent violations: \$10,000**

Additional legal action/recourse is available for restaurants directly or through the Iowa Attorney General's office.

New Food Safety Standards for Restaurant Delivery

New Third-Party Food Delivery legislation passed this year and includes significant food safety protocols.

- Orders must be maintained at appropriate holding temperatures to prevent spoilage during delivery.
- No paid passengers, animals or children may be in the car (except one adult passenger not in ride-share relationship --for driver safety)
- No smoking or vaping in the vehicle while orders are in the vehicle
- Restaurants must ensure bags and containers are closed or sealed by the restaurant in a tamper-resistant method.





Sounding the Alarm on Workforce

*Lack of employees dramatically
impacting hospitality operations,
profits, and future plans.*

The hospitality industry's need for more employees is not new. For 15+ years we have been sounding the alarm bell about the lack of qualified workforce. We have consistently sought, and offered, potential legislative solutions ranging from immigration reform and high school education programs to re-entering citizen training and updated youth labor restrictions. Yet, little has been done to ease our pain.

Add to that the impact of 2020's pandemic-related restrictions and closures on worker rolls—and it's no surprise the strain of not enough workers has been exacerbated. Today, Iowa's unemployment rate hovers around 3% and the latest jobs report shows that leisure and hospitality employment is within 10,000 jobs of pre-pandemic employee levels. Yet many in the industry are expressing unprecedented desperation in their need for more workers.

In fact, a recent workforce survey conducted by the Iowa Restaurant Association found that more than half of the state's restaurants rank "finding qualified workforce" as their single greatest challenge—well above rising labor costs and the increasing cost of goods. The low unemployment rate, high turnover and the reluctance of

some workers to re-enter the restaurant industry has put upward pressure on wages, but has also forced owners to find creative ways and benefits to attract and retain talent. The days of free or discounted food being a benefit have given way to sign-on, attendance, and sales bonuses—especially for full-time team members. Today, 60% of Iowa's restaurant employers offer an array of benefits, from paid vacation to healthcare. Many even offer benefits to part-time employees including 18% providing paid vacation, 9% paid sick time, and 11% offering sign on bonuses to part-time workers.

Even so, getting employees who found work in other industries during the pandemic to return remains a challenge. According to the digital search platform Joblist, more than 50% of former hospitality workers who have left the industry indicated that no amount of pay and perks could convince them to return.

This means employers who respond to the shortage by asking more of their workers may risk driving people away for good. Yet for many, asking more of existing team members is the only option. In fact, 80% of Iowa restaurants surveyed said they are currently stretching current staff by requiring more hours and duties.

Where Have All the Employees Gone?

According to the US Chamber of Commerce, the leisure and hospitality industry lost 1 million workers in November 2021, but that same month 1.2 million were hired into hospitality. Leisure and hospitality has maintained an 8.1% hiring rate since November 2020—the highest of any industry. In fact, the national hiring rate is only 4.4%. So where have the employees gone? A recent survey of Iowa restaurant and bar owners were asked why they believe the industry is struggling to hire.

State data is consistent with national studies which found that 30% of former restaurant employees found office positions and 17% went into teaching or education (source: Technomic Crisis on the Front Lines study.)

Many have also turned to industries that are experiencing tremendous growth. Warehouse/logistics jobs, following a boom in online sales, are up 278% and on-demand jobs,

What incentives, if any, beyond base pay are you offering potential full-time employees?

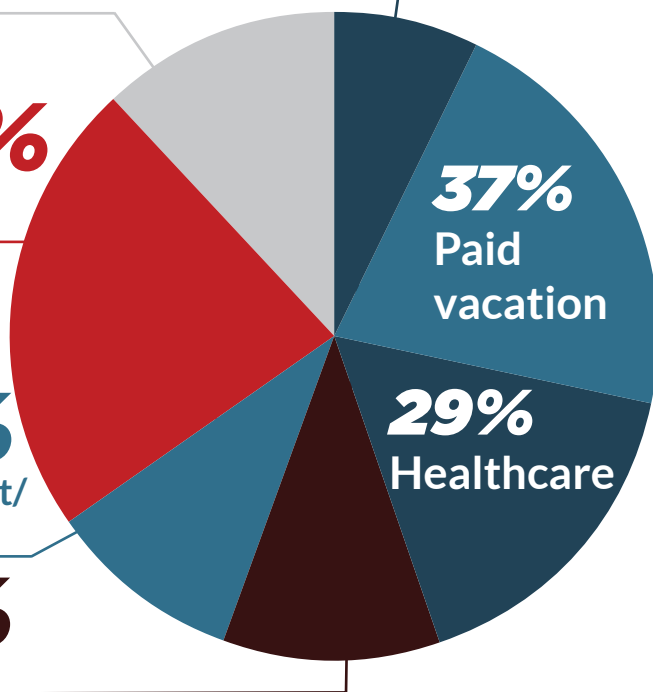
13%
Sign-on bonus

19%
Paid sick time

40%
None

17%
Retirement/
401K

21%
Other



which can provide more flexibility for both workers and employers, are up 183% compared to before the pandemic, according to Snagajob data.

That same Black Box/Snagajob study also found that most workers are leaving the restaurant industry for these three reasons: to receive higher pay (28%); for access to a more consistent schedule/income (23%); and because they lack access to professional development and promotional opportunities (17%).

137,300
Current Leisure & Hospitality
Employment in Iowa

80%
*of operators report they are stretching
existing staff with more hours and duties*

National Brands Get Aggressive

Of late, many national brands and their franchisees have been boosting benefits to attract and retain employees. This reality may well be contributing to the great “reshuffling” of employees who are resigning at record levels, but also moving to jobs that better fit their goals and lifestyles.

- McDonald’s and its franchisees have boosted childcare and education reimbursements.
- Taco Bell has expanded vacation time for company-store managers to four weeks per year.
- Papa Johns offers referral and retention bonuses
- Chipotle is using TikTok to recruit and promising employees a pathway to six figure salaries in less than four years
- Shake Shack is testing a four-day work week
- Starbuck’s offers part- and full-time employees a range of child and elder care benefits

Wages on the Rise for Hourly and Tipped Restaurant Employees

Restaurant labor costs are running at the highest rate in more than 40 years—a fact that was confirmed by a workforce survey of Iowa restaurant and bar owners and operators. The study found that even rural operators are paying dramatically more than the state minimum wage. The market has driven wages up to the point where nearly no one is able to keep staff if they do not pay well above the current state minimum wage of \$7.25 per hour and \$4.35 per hour for tipped staff.

81%

of operators say current staffing struggles are driving future business plans

79%

of operators say current sales would be higher if they had more employees working

\$12.12

Average entry-level hourly starting wage

\$15.21

Average starting wage for Experienced hourly staff

\$24.98

Average hourly wage for tipped staff (with tips)

\$6.50

Average tip wage for tipped staff

Frustrated Owners & Operators Say Applications Don't Translate into Employees

Iowa restaurant and bar owners across the state are expressing concern about the lack of applications, as well as a lack of people willing to work weekends and nights. Adult and full-time candidates are also increasingly rare. The greatest frustration to those looking to hire, is the number of people who apply and then don't show up for a scheduled interview or the first day of work.

42%

of owners say less than a quarter of those who apply to their restaurants accept an interview.

53%

of owners say less than half of those who schedule interviews actually show up for the interview.

33%

of owners say that less than 25% of those who accept jobs show up the first day.

Attracting Employees Means Paying Higher Wages



When Richard and Tracy Andraschko opened Pour Choices Neighborhood Bar, a 4,000 square foot eatery, bar and entertainment venue, they wanted to make a mark with a chef-inspired fresh menu, topnotch mixology and beer, and things to do.

They also wanted to be known for their superior service—something they were willing to pay above market wages to ensure they could deliver.

Their open date? February 18, 2020—almost exactly one month before COVID proclamations requiring shutdowns for on-premise eating and drinking. The very experience the Andraschkos were looking to deliver, was mandated closed.

The foresight to open a location with a large patio helped the new establishment get through the summer and to the other side of COVID, but now, like so many other operators, the Andraschkos are trying to rebuild their workforce—from a seemingly shrinking pool of potential employees.

“It’s been a monumental task to get workers,” says Richard. “Especially in the kitchen.” Despite offering a tip wage of \$6.25 per hour to servers and the upper teens (or more) to starting kitchen staff, applications have been far and few between. “People apply, but 90% of the time they don’t show up for the interview,” says Richard.

He attributes the shallow pool of potential employees, in part, to an exodus from the industry. “I think people had to make ends meet and they went to other fields—especially big box stores and places like Amazon.”

He knows it’s an employees’ market right now, they know it, and they are calling the shots. “We have to keep pace with other industries in wages, particularly when we’re hiring kitchen staff. They know they can go almost anywhere to find employment,” concludes Richard.

Hopes for Replenishment of Restaurant Revitalization Fund Dashed

U.S. Senate Fails to Pass the Small Business COVID Relief Act

In a devastating blow to the nation's restaurant industry, the U.S. Senate last month failed to advance the Small Business COVID Relief Act of 2022 (S. 4008), ending the possibility of replenishing the underfunded Restaurant Revitalization Fund (RRF).

The \$48 billion proposal had included \$40 billion for RRF replenishment which would have funded the 177,000 restaurants, including 1,795 across Iowa, who had previously qualified for aid but did not receive it due to an initial funding shortfall.

"Sadly, the Federal government picked winners and losers, among direct competitors, based on chance, not need, when prioritizing funding," said Jessica Dunker, president and CEO of the Iowa Restaurant Association. "In Iowa this translated to only 850 of the 2,654 Iowa restaurants which had qualified for RRF dollars actually receiving them."

In fact, nationally only 101,000 of those promised funding received funding—leaving 177,000 languishing.

Business Decisions Made Based on Promise of RRF

When government-mandated closures shuttered dining rooms in the early days of the pandemic, restaurants found a way to pivot operations, but it was a far cry from their pre-covid sales. Congress offered the industry a lifeline with the creation of the RRF and restaurant owners and operators



made business decisions based on those commitments. Restaurants, still trying to make up for what was lost in the pandemic, are now struggling with workforce shortages, record-high inflation, and supply chain constraints. The failure to pass the RRF and fulfill their commitment, further exacerbates those challenges.

The program's initial round of funding, which operators used primarily to pay off debt and meet payroll, was a resounding success. Research from the National Restaurant Association found that more than 900,000 restaurant jobs were saved due to the RRF, and 96% of recipients report that the funds helped their establishments remain open.

"These restaurant owners believed the creation of the Restaurant Revitalization Fund was a down payment, and that the Senate would complete the mission with this vote," said Sean Kennedy, vice president of Government Affairs of the National Restaurant Association. "While there are valid questions about government spending and inflation, restaurants should not be caught in the crossfire."

Iowa Senator Chuck Grassley voted against the bill. Iowa Senator Joni Ernst was not present for the vote.

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Tips on Tips

**Can Tips Be Shared with the Kitchen?
Can a Supervisor working as a server receive tips?
Yes, Under Specific Circumstances ...**

The Iowa Restaurant Association is often asked by owners with establishments where tips are customary, how they might more equitably pay their front and back-of-the-house staff by dividing tips among everyone. It can legally be done, but only under a very specific set of rules. We asked the Department of Labor the most frequently asked questions we receive.

Join a webinar hosted by the Iowa Restaurant Association with expert insights from the Department of Labor.

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Question: *If all non-supervisory hourly employees in a restaurant (servers, cooks, bussers, host, dishwasher, etc.) are paid minimum wage or more per hour (say \$10 per hour), and the employer does not take a tip credit, can all tips be pooled and divided among all non-supervisory employees in a predetermined/pre-communicated fashion? For example, if the server keeps 40%, cooks 20%, busser 20%, host 10%, dishwasher 10%?"*

Answer: An employer that pays its tipped employees the full minimum wage and does not take a tip credit may impose a tip pooling arrangement that includes dishwashers, cooks, or other employees in the establishment who are not employed in an occupation in which employees customarily and regularly receive tips. An employer may not receive tips from such a tip pool and may not allow supervisors and managers to receive tips from the tip pool. Code Reference 29 CFR 531.54(d) Employers that do not take a section 3(m)(2)(A) tip credit.

Question: *If a manager or owner has to fill in for a tipped employee (a server doesn't show up), and they fully and exclusively fill the role of a server, can they keep the tips left by their guests?*

Answer: An employer may not allow managers and supervisors to keep any portion of an employee's tips, regardless of whether the employer takes a tip credit. A manager or supervisor may keep tips that he or she receives directly from customers based on the service that he or she directly and solely provides. Code Reference: 531.52 (b) (2)

Teen Employees Netting Record Hourly Wages

Seasonal hospitality businesses, including restaurants, depend on teen workers to help get them through the busy summer months. In fact, a report from Drexel University's Center for Labor Markets and Policy projects that an average of 33% of youth ages 16 to 19 will be employed each month from June through August this year. That's the highest such rate since the summer of 2007.

Still, today's level of teen employment isn't close to what it used to be. In August 1978, 50% of America's teenagers were working. Starting in 2000, teen employment numbers decreased year after year bottoming out at 25% by June 2010.

While the economy was a factor in the lower teen worker numbers, other cultural factors were also at play. Teens from more affluent families, looking to beef up applications to

top universities, forewent summer jobs for volunteer work. Across all income levels, thousands of students have been spending their summers playing sports.

But now teenage workers are in much greater demand and the pay available to them reflects that reality. Many are finding \$12 to \$15 per hour wages for entry-level work. This is likely why teenage employment has already topped pre-pandemic levels even though the overall job market still hasn't.

1 in 3
People Find Their First Job in
Iowa's Restaurant Industry

Hiring Teens? Keep These Rules in Mind...

Age Dictates Hours

Iowa law allows young people who are 16 years and older to work any hours except for the delivery of goods—so make sure your pizza delivery drivers are in compliance. If they are under 18 they cannot deliver after 10 p.m.

14 and 15 year olds may work between the hours of 7 a.m. to 9 p.m. from June 1 to Labor Day. Once school starts, they must be off by 7 p.m.

Employees Under 16 Need Work Permit Year Round

If you employ 14 and 15 year olds in your restaurant, they must have a state work permit. Paperwork, which includes a parent permission signature, must be filed with the Iowa Department of Labor, within 3 days of hiring. Find everything you need to be in compliance under the rules and regs tab at restaurantiowa.com

Alcohol Service

While some are confused that 16 year olds can sell packaged alcohol in retail stores, the age to sell and serve alcohol in a restaurant is 18. Whether it's counter service, or full service, no one under 18 may sell or serve alcohol—even unopened cans and bottles.

Iowa's 2022 Top Mixologist Named at Smash Park During Public Event

Jake Humburg of 503 Tasting Lounge & Cocktail Lab and Table 128 Bistro + Bar, earns the title of Iowa's Top Mixologist.



Pictured above (from left to right): Jake Humburg, 503 Tasting Lounge & Cocktail Lab and Table 128 Bistro + Bar, Mike Gauthier, Winchester Public House, Heather Loops, Trostel's Greenbriar, Daphni Yarkosky, Cornbred BBQ, Nathan Krueger, Hyperion Field Club, Connor Hayes, RoCa

Six top mixologists from across Iowa were invited to compete at the Iowa Restaurant Association's State Mixology Championships held April 28th at Smash Park in West Des Moines. Des Moines Mixologist Jake Humburg, of Table 128 Bistro + Bar and 503 Tasting Lounge and Cocktail Lab, was named this year's champion. Competitors created four cocktails for a panel of judges during the day and were judged on taste, appearance, overall creativity and personality. In the evening the public was invited to sample and vote for their favorite. Heather Loops, of Trostel's Greenbriar, took home the People's Choice award for her drink, Tinkerman's Tea.

"The talent, innovation and flavor profiles presented by Iowa's mixology contenders impressed the judges and public," said IRA Vice President, Stacy Kluesner. "It is a great season to go out and explore Iowa's mixology scene." The competition featured spirits from Sazerac, Templeton Distillery, Constellation Brands, and Diageo.

Competitors:

Iowa's Top Mixologist

Jake Humburg, Table 128 Bistro + Bar, 503 Tasting Lounge & Cocktail Lab, Des Moines

Runner Up

Daphni Yarkosky, Cornbred BBQ, Ames

Best Prosecco Drink

Mike Gauthier, Winchester Public House, West Des Moines

People's Choice

Heather Loops, Trostel's Greenbriar, Johnston

Connor Hayes, RoCa, Des Moines

Nathan Krueger, Hyperion Field Club, Johnston

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IRA NEWS



IRA's Cindy Jordan Retires

After 17 years at the Iowa Restaurant Association, Office Manager Cindy Jordan will retire July 1st. Cindy will continue to teach a weekly ServSafe class, however she will transition her day-to-day office responsibilities to a new office manager. "Cindy has been an essential and valued part of the IRA team for nearly two decades and has performed nearly every job function in our office," said Jessica Dunker, IRA President and CEO. "We're thrilled that even with her retirement, she will continue to teach classes, but are also happy for her as she makes plans to travel and spend more time with family and friends in the coming years." You can send well wishes to Cindy at cjordan@restaurantiowa.com.

Jessica Dunker named Woman of Influence

Iowa Restaurant Association President and CEO Jessica Dunker has been named a "Woman of Influence" by the Des Moines Business Record. Each year the WOI program celebrates eight women who have made a difference and have devoted their lives to doing things most wouldn't. Honorees are considered to be those who have blazed a trail either personally or professionally for other women to follow. Jessica will be featured in the Business Record and receive the award at an August event.

IRA Board Seeks Candidates

The Iowa Restaurant Association (IRA) is a governed by an elected, volunteer Board with representatives from each of the various segments within the industry and from across the state. The IRA Board of Directors serves as the Association's policy-making body and meets four times per year with committee and team meetings throughout the year. 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, please contact Jessica Dunker at the Iowa Restaurant Association office or via e-mail at jdunker@restaurantiowa.com.

Shannon Hoffman joins IRA as Office Manager

Shannon Hoffman has joined the Iowa Restaurant Association as Office Manager. Shannon has more than 25 years of restaurant industry experience, as well as office management expertise. She will handle the business functions for both the IRA and newly formed Iowa Hotel & Lodging Association including billing and member record keeping. When you call the office, she will most likely be the voice that greets you. Shannon can be welcomed at shoffman@restaurantiowa.com

May Schaben Honored by CTE Association

May Schaben, Executive Director of the Iowa Restaurant Association Education Foundation (IRAIEF) and State Coordinator of the Iowa ProStart® Program, was recently honored with the 2022 Region III Award of Merit from the Association for Career & Technical Education (ACTE). The Award of Merit is given to champions of career and technical education for their meritorious contributions to the promotion, development, and progress of career and technical education. Region III includes educators from Iowa, Illinois, Indiana, Minnesota, Missouri, and Wisconsin.



The Power of a PAC & the Impact on Iowa's Hospitality Industry



Ask any Iowa legislator or statewide political candidate their least favorite part of the job and they'll likely answer, "raising money." It is a time-consuming, often burdensome reality of running for, and staying in, office. Even those who have no opponent or who seem like a "shoe in" for election or re-election are expected to raise funds—either for themselves or to help others in their party.

The pressure on state lawmakers to consistently raise money is one of the reasons those who make regular donations to political campaigns are able to quickly build relationships with, and have access to, elected officials. While these relationships may not translate into "legislation the way you want it, when you want it," they do help keep you in the conversation on issues that could affect your business. It's a level of visibility the hospitality industry needs daily during the legislative session.

Most individual business owners have neither the time, nor inclination, to attend or give at political fundraisers. That is why groups with shared interests, like Iowa's restaurants, bars and other hospitality venues create political action committees or PACs.

The Iowa Restaurant Association PAC gives to state legislative candidates of both parties that support the issues of top concern to us. Our contributions are publicly reported on the Iowa Ethics & Campaign Disclosure Board. Over the past three years we have worked hard with both sides of the aisle to pass legislation to help our industry, key wins have included regulation of food delivery apps and alcohol distribution, to restaurant financial relief and DRAM reform. Raising PAC funds is also difficult for us because we can only accept contributions from individuals. Businesses and corporations cannot contribute. Also, the contributions are not tax-deductible donations.

As a member of industry, please consider contributing to the PAC fund that helps Iowa's hospitality industry stay visible at the Capitol. You can give online at restaurantiowa.com, send a personal check to the Association or join us for one of our events or barrel programs.

The IRA Barrel Program is done through a partnership with Sazerac. It makes highly sought after single barrel bourbons from Buffalo Trace Distillery available to IRA members who make a personal donation to the PAC fund. The Association then provides the names of those who qualify to the retail store selling the bottle. You can purchase up to the allowable amount of the highly sought after single barrel bourbon after you've made a contribution.



Fundraising events are being hosted across the state this summer. Visit the IRA Facebook page to learn more and join the fun.



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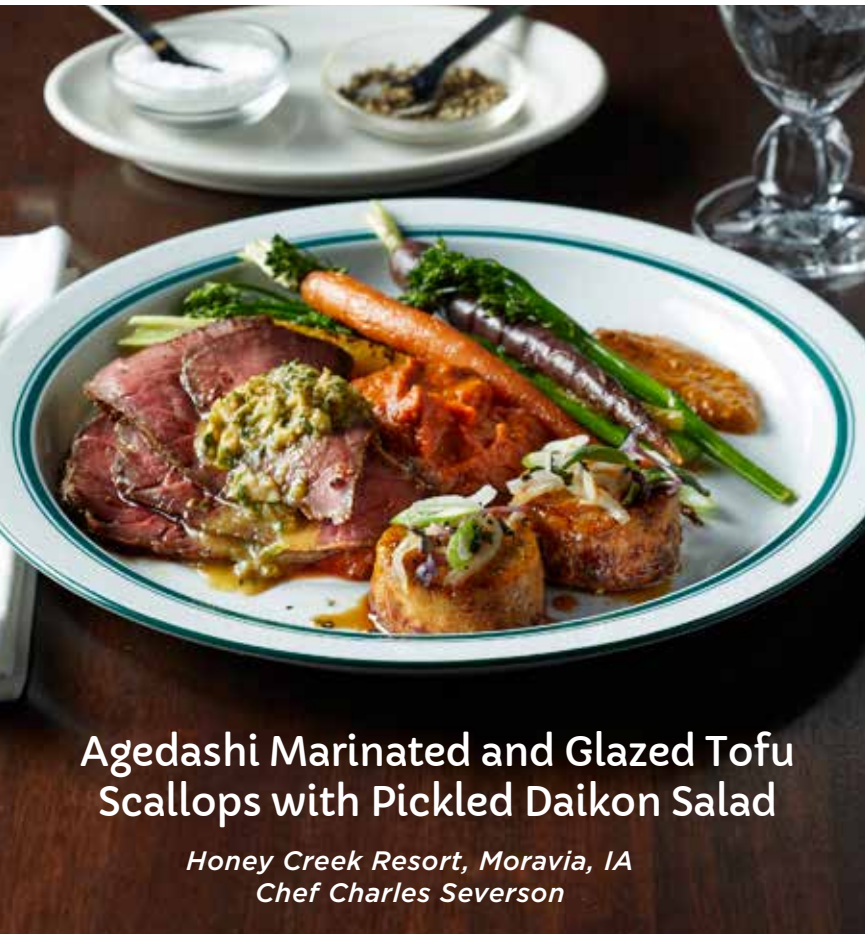
In April, the Iowa Restaurant Association and the newly formed Iowa Hotel & Lodging Association were selected to administer a meeting and event incentive program on behalf of the Iowa Economic Development Authority and Iowa Tourism Office. The program proposed by the Association to meet IEDA and ITO's goal to attract, retain, and expand in-person overnight events is called Meet in Iowa. Nearly \$1 million dollars was committed to incentivize groups to schedule new events or expand already existing events to include more hotel nights by offering a local tourism experience. The Association has heavily promoted the notion of adding a private dining event as a tourism experience to help groups qualify for the reimbursement dollars. Restaurants and bars can also organize events to qualify for the dollars themselves.

By early June, the Meet in Iowa Program had pre-approved more than 30 events, earmarking just over \$375,000 for incentive reimbursements. More than 1,100 additional

hotel rooms had already been booked because of the program. The already approved events are nearly evenly split between rural (fewer than 10K population) and urban (10K+) communities. Rural events are required to have a budget of \$2,500+ and at least 10 hotel room night stays. Qualifying rural events have received an average of \$9,000 per event. Urban events are required to have a budget of at least \$10K and 25 hotel nights. Each urban event has received an average pre-approved amount of \$15,300.

Plan Your Meet in Iowa Experience

Restaurants and bars looking to create qualifying events must include local hotel night blocks to receive reimbursement dollars. If you'd like help to ensure your event qualifies, contact the Iowa Restaurant Association office at 515-276-1454 and speak with Katelyn. Check out meetinia.com to find a webinar specifically targeted at restaurants and bars looking to leverage the program.



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Iowa ProStart Culinary Team Places 9th In National Competition Restaurant Management Team Places 16th



Two teams of students from Hampton-Dumont High School competed in the National ProStart Student Invitational (NPSI) hosted by the National Restaurant Association Educational Foundation in Washington D.C.

The culinary arts team placed 9th out of 42 teams. This is the highest an Iowa team has ever placed on the national stage. The culinary team consisted of Senior Peyton McNealy and Juniors Tiffany Howrey, Lauren Kurth, Paige Magner and William Sackville.



The restaurant management team also performed very well, placing 16th out of 40 teams. The management team consisted of Juniors Carli Franke and Tiffany Howrey and Sophomore Anthony Correnti. The teams were led by ProStart educators Jane Hoegh and Grace Shreckengost.

On March 1st, the teams both secured their spot at the national event by winning the Iowa ProStart Invitational hosted by the IRAEF at the Iowa Events Center in downtown Des Moines.

The culinary team created a stunning three-course meal in just 60 minutes using only two butane burners and no access to running water. Their culinary masterpieces, as well as their technique, teamwork and much more, were critiqued by industry professionals from across the country who served as volunteer judges for the competition.

The meal consisted of a four-cheese ravioli appetizer with arugula salad, an Italian herb and cheese stuffed beef braciola entrée with broccolini and potatoes, and decadent tiramisu dessert.

The restaurant management team created an original restaurant concept and business proposal to pitch to industry professional volunteer judges who critiqued the team's business plan, teamwork, presentation skills and critical thinking abilities.

The team's concept was "Wildfire Waffles" – a food trailer which offers a variety of fresh, made-from-scratch, liege-style waffles.

"We are so proud of these students and the way they represented Iowa on the national stage," said May Schaben, Executive Director of the Iowa Restaurant Association Education Foundation (IRAEF). "The months of preparation and practice dedicated by these teams, mixed with outstanding mentorship and collaboration from Iowa industry professionals paid off in a huge way. And that's what the ProStart Program is all about – bridging the gap between highly-trained high school students and industry professionals looking to fill positions in their workplace."

SAW YOU THERE



Abby Maas, Jeanine Buckingham, Tom McKern, Angela Lose, Zach Wiechmann, and Kyle DePenning enjoying good food and wine at 2022 Culinary Affair.



Carl Busch, Tim Grimes and Joe Foster taking their judging seats for the 2022 Mixology Championships.



Eric Cannon, Eric Yoerger, Steve Casteel, Boyd Bauer on the course at 2022 Duffers, Diners & Drives.



Bret Petersen, Cary & Julie Halfpop, Shelly Dellitt, Eric Miller, Matt Todd, Vince Barkhoff, and Rusty Claypool sitting down for an evening of fine food and drink at Culinary Affair.



Ryan & Jessie Mae Morris-Jeter, Kyle & Alli Anderson, Jason & Tina Hoffman, Bailey & Nick Illingworth, and Tony & Amy Riordan at 2022 Culinary Affair.



Alexis Lundgren, Representative Brian Lohse, Charlie Lundgren and Dick Hoefer taking a break from their 18-holes at 2022 Duffers, Diners & Drives.

Call for Nominations!

40 Women to Watch in the Hospitality Industry & Celebrating Excellence Awards

In November, the Iowa Restaurant Association will recognize those in our industry who are raising the bar on professionalism, excellence, creativity, culinary excellence and service with our Celebrating Excellence Awards. The Association will also recognize 40 women in Iowa's hospitality industry for their creativity, leadership and contributions. Nominations can be made online at restaurantiowa.com and will be accepted until August 1, 2022 at 5pm.



WOMEN TO WATCH IN THE HOSPITALITY INDUSTRY

Know an outstanding woman in Iowa's hospitality industry? Nominate her today at restaurantiowa.com!



Know a hospitality veteran or rockstar? Nominate them today at restaurantiowa.com!

The public is invited to nominate outstanding people in Iowa's restaurant and hospitality industry. Nominate an Iowa Restaurateur, Chef, Employee, Purveyor, or Emerging Hospitality Leader that you think deserves recognition!



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IOWA NEWS

Hospitality Industry Candidates Win Primaries



Last month, state level candidates across the state celebrated their primary victories in Iowa restaurants. However, more hospitality industry professionals than ever are stepping up to run and serve in the state legislature themselves—on both sides of the aisle. Current members of the Iowa House seeking re-election include Republican Representative Brian Lohse, owner of Brick Street Market & Cafe, Bondurant and Republican Representative Shannon Lundgren, owner of Trackside Bar and Grill in Peosta. New to the scene is Democrat House candidate Elle Wyant of Marengo whose family owns two wineries near Amana.

Top Pulled Pork in Cedar Falls

A shout out to Starbeck's Smokehouse in Cedar Falls, owned by Jeff Starbeck and Cindy Herman, which was named the 2022 top pulled pork sandwich in the state during the Iowa Pork Producers Association's annual Pulled Pork Madness contest. Less than a year ago, their dining room only sat 25 patrons, thankfully, they moved to a larger location this past fall, allowing them to accommodate the larger crowds coming in to try the "state's best pulled pork." Stay tuned for news on Iowa's best tenderloin competition, word has it that the judges are already out and about secretly sampling the 40 finalists in preparation for the big announcement.

Iowa's Best Burger -The Tombstone

Congratulations to The Flying Elbow in Marshalltown for their crowning as the 2022 winner of Iowa's Best Burger. The Flying Elbow, which dubs itself an "alternative sports bar," is a story of perseverance, having survived the pandemic, a derecho, and tornado. Their winning patty, The Tombstone, is made of chuck brisket, short rib and Wagyu beef, topped with Manchego cheese, guacamole, bacon sour cream, tomato, and death valley hot sauce on the side – a combination which owner Garrett Goodman says doubled business for the restaurant. The Tombstone also won another epic battle—beating New York state's 2022 best burger in an online voting competition. On June 17, it was announced that The Tombstone took the victory.

Iowa-Founded Happy Joe's Celebrates 50 Years

Founded in 1972 by Joe Whitty in Davenport, Happy Joe's mission was to create a restaurant concept that focused on serving America's two favorite foods – pizza and ice cream – in a family-friendly, celebratory environment. Now 50 years later, the company is celebrating their golden anniversary by giving away a 2022 Ford® Explorer ST. Fans can enter for a chance to win the SUV plus \$17,000 for taxes by calling 844.648.2832 or going online to happyjoesgiveaway.com and filling out the entry form. Happy Joe's, a previous winner of Iowa's Restaurant Neighbor Award for their philanthropic work, also allows entrants to double their entries by donating to a number of children's charities through the Happy Joe's Kids Foundation.



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