

Food & Beverage Iowa
Business
Quarterly

PERMANENT PIVOT

Iowa Hospitality Industry Pushes Forward, Forever Changed



Inside: 2022 State of the Industry Report

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PROTECT PROMOTE EDUCATE ADVOCATE

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



On March 16, 2020, I was in a favorite restaurant with my family when the Governor’s office called my cell phone.

“Jessica, we have to close the bars tomorrow at noon,” said the Governor’s staff member.

It was the day before St. Patrick’s Day, the biggest bar holiday of the year, and they were watching what was happening to hospital systems in other parts of the country. They worried St. Patrick’s Day celebrations would become COVID 19 super spreaders. It was early in the pandemic and their plan was to “crush the curve” by keeping the bars closed for two weeks.

My question back was not intended to be sarcastic. “What’s a bar?”

People in the hospitality industry know this question is real. Is it a place with a liquor license? Is it based on volume? Is it based on dollar sales? Is it based on how food is prepared (similar to the Smoke Free Air Act)?

My second question was a favor. “Can you give us an hour before you finalize your decision?”

The staffer said, “yes” and we called an emergency meeting of the Iowa Restaurant Association’s Board of Directors. The Board includes representatives from

all facets of the industry—quickservice and fullservice restaurants, as well as taverns and bars. They are owner operators, spouses, parents, community members and friends. They are people whose very livelihoods depend on their establishments being open. They are also some of the bravest people I have ever known. When they heard the Governor’s plan, they responded with a bold recommendation, “take us all.”

Leaders from concepts like Culvers and Pizza Ranch, who would not have been impacted by that initial closure proclamation, locked arms with tavern owners and full-service restaurants across the state. Setting self-interest aside, they didn’t want there to be hospitality winners and losers or consumer confusion. There were no focus groups, industry surveys or impact committees, there were just 20 volunteer leaders in a room. They asked if they could continue carryout, drive thru and delivery but recommended the proclamation close on-premise service for all hospitality operators. Governor Reynolds took the recommendation.

That day I witnessed the true power of a united front. That first decision gave us the momentum and credibility to negotiate for everything from grant funds to reopen dates. We truly were stronger together, and we proved it.

Today, thousands of bold Iowa hospitality operators have chosen to plunge ahead. They are still weighing the choices, changes and pivots they’ve made to survive, and determining which should be made permanent so that they will again thrive.

This issue of *Food and Beverage Iowa Business Quarterly* takes the temperature of our industry as we look to the future—a future that will likely have fewer workers, smaller menus and restaurant footprints, and an even greater emphasis on off-premise dining.

As we enter 2022, cheers to the risk takers, unifiers and the bold—we’re still an industry filled with them.

Jessica Dunker
President and CEO
Iowa Restaurant Association

A handwritten signature in blue ink, appearing to read 'Jessica Dunker', written over a white background.

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PERMANENT PIVOT

Iowa Hospitality Industry Pushes Forward, Forever Changed

Across the country restaurants are finding paths to move forward. Nationwide fewer than 1 in 5 operators say business conditions are close to normal. In Iowa, the numbers are even lower with a mere 12% saying in a recent survey that they are back to a pre-pandemic operating environment. Most believe we are still 1-2 years out from “normal” with nearly 1/3 saying business will never again be back to what they considered “normal” in 2019.

Not all sentiment relates to the potential return of revenues, rather it’s a sense about what the future looks like. The pivots truly are permanent. Most know they will likely not see: the same number of older diners back in the doors; will never return to the same sales mix of dine-in vs. to-go; and will likely consider a “full staff” to be a much smaller number of people.

Forever Changed Doesn’t Mean “It’s Over,” *It Means Things will be Different*

Richard Buman, owner/operator of Victoria Station, a steakhouse which has been a mainstay in Harlan for nearly 40 years, is introspective about what the future holds for Iowa’s hospitality industry.

“There are segments of the population that are simply not coming back into restaurants,” says Richard, of his customers. Pre-pandemic the locally-owned restaurant had been a favorite regular spot for area seniors. “For some it’s fear that keep them away, for others it’s increased menu prices, but either way their dining habits have changed and as a result we have to change.”

Richard, his wife and co-owner Angela, and the rest of the Victoria Station team have worked hard to attract a younger, more diverse set of diners.



When COVID mandates forced them to keep the dining room closed, they used the time to refresh and re-evaluate their menu. Once they were able to reopen, they also expanded the days they are open, as well as added lunch service.

“The pandemic changed our industry forever,” reflects Buman. “But that doesn’t mean we can’t come back from it, it just means we have to come back different.”

“Restaurants and their patrons have found themselves in a ‘new normal.’ Given emergent technology, changing consumer behavior and dining preferences, and the extraordinary challenges of the last two years, the industry is unlikely to ever completely return to its pre-pandemic state.”

--Hudson Riehle
Senior Vice President
National Restaurant Association Research
and Knowledge Group

How soon do you anticipate business conditions to return to normal for your operation?

3%

Will return to normal in the next 3 months

12%

Conditions are currently close to normal

12%

It will be 2+ years

14%

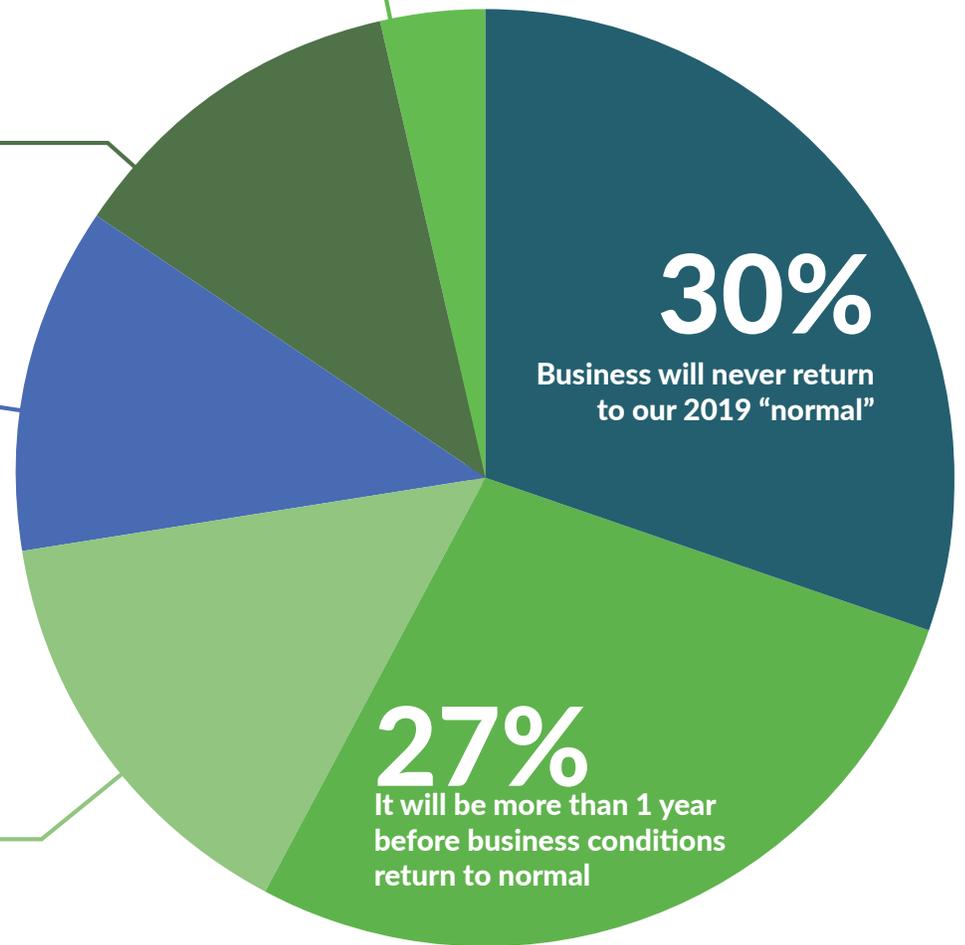
Will return to normal in the next 7-12 months

27%

It will be more than 1 year before business conditions return to normal

30%

Business will never return to our 2019 “normal”



Balancing Cost vs. Quality in To Go Packaging

59%

of Iowa operators have experienced increased demand for carryout and delivery services



Every year the Foodservice Packaging Institute surveys operators and asks them what's most important to them as they determine what to use. Traditionally the answers have been performance, followed by appearance, and then cost. However, this year for the first time in 11 years, "cost" topped the list on the Institute's nationwide survey. This is in large part due to how difficult it has become to access take out packaging for restaurants. Customizing has also become increasingly difficult –even many pizza companies have had to forego customization on their boxes.

Nonetheless, Iowa operators are still placing a high priority on getting better quality takeout packaging. On the most recent State of the Industry survey conducted by the Iowa Restaurant Association, this topped the list of strategies operators are taking to meet the demand for more (and better) carryout and delivery service.



Like many Iowa restaurateurs Andrew Martin, owner of three hospitality businesses in Ankeny--Cold Stone Creamery & Rocky Mountain Chocolate Factory, Magee's Irish Pub & Eatery, and Cabaret Sports Bar & Grille-- knew the restaurants needed to elevate their carryout strategies. In addition to evaluating and refining the menu mix, they took a hard look at to-go packaging options.

"Nobody wants soggy fish n' chips or chewy wings," says Martin. "We have to have packaging that keeps food integrity better and longer." They quickly learned many options do a poor job of retaining both heat and the crispness of certain foods.

"Since people are ordering out more often, those restaurants that do it better win," explains Martin. The company moved toward packaging that locks heat in longer, but still allows moisture to vent--a win for preserving crispiness. They also found options that are both microwavable and recyclable or compostable.

"If a dish needs a quick warm up at home, these kinds of packaging are more convenient. But they're also safer for the environment," says Martin. "Our customers appreciate us addressing both areas." As a result, the three restaurants have moved away from styrofoam and disposable one-time use plastic.

Third-Party Delivery Legislation Moves Forward

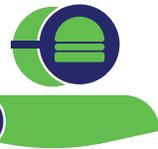
92%

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



40%

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



Third-party delivery legislation championed by the Iowa Restaurant Association continues to march through the legislative process. As of press time, it had passed the Iowa House with overwhelming bi-partisan support and a vote of 97-2.

The bill was championed by Republican Representatives Shannon Lundgren and Carter Nordman, but also received solid support from Democrats including Representative Brian Meyer, who spoke in support of the bill during debate in the House.

On the Senate side, Senator Carrie Koelker is managing the bill.

Since its introduction at the beginning of Session, the bill has met resistance from third-party delivery companies and undergone several amendments. However, it still meets the primary objectives of the Association by providing strong legal protection for restaurants as well as enhanced food safety protection for customers.

In its current form the legislation:

Requires a written agreement between the third party delivery company and the owner or owner's designee.

- Includes financial penalties for delivery companies that post menus without permission. – 1st violation \$1,000, 2nd \$2,500 and 3rd \$10,000.
- Allows restaurants to go to court or ask the Attorney General's office to investigate.

Additionally, food delivery companies must:

- Take a menu off their app within 10 days if a restaurant requests it.
- Be transparent with fees.
- Not raise menu prices without restaurant consent.
- Ensure food safety provisions by not allowing drivers to smoke, vape, have pets, paid passengers, or minor children in car while delivering food.
- Food delivery companies must be able to hold food at appropriate temperature and will assume a level of liability for food.

The new legislation also requires restaurants to use tamper resistant packaging (like stickers).

88%

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



Rising Costs Chip Away at

According to a recent survey by the Iowa Restaurant Association, COVID-19 is the least of Iowa operator's worries as they approach the second anniversary of the day Iowa's on-premise restaurant service was mandated closed due to concerns of an impending pandemic. Ultimately, Iowa was one of the last states to close and first to ease, and then fully lift, restrictions. This helped put the Iowa's restaurants well ahead of many other states on their road to recovery, yet as we head into spring, rising labor and food costs are chipping away at the industry's hard-won gains.

Today Iowa hospitality operators are adapting their menus, mindsets, and business models knowing that many of their pandemic-related operational changes are here to stay.

Doing More with Fewer People

On-premise businesses are still short-staffed. In fact, recruiting and retaining employees was the top challenge for nearly 40% of Iowa operators. And the increase in the cost of labor is even more jaw dropping. Nearly 60% say they are paying at least 20% more for labor with 19% saying they are actually spending 30+% more!

97% of Operators Report Food Costs Higher than Pre-Pandemic

Food costs as a percentage of sales are up for nearly every restaurant operator compared with pre-pandemic levels, and profits are down for 80% of Iowa operators compared with 2019. What's more, 96% of operators experienced supply delays or shortages of key food or beverage items in 2021 – and these challenges will likely continue in 2022.

86% of Operators say Elevated Food Costs have Played a Role in their Current Menu Composition

Restaurant operators are always hesitant to raise menu prices. Fear of losing customers and worries patrons have hit their threshold of what they'll pay, are at the heart of that sentiment. Nonetheless, average menu prices did increase 6.4% between January 2021 and January 2022, which represented the strongest 12-month gain since 1982. Iowa restaurateurs are finding innovative ways to strike a balance between price, product availability and potential profitability.

97%

of operators report that their food costs are high than pre-pandemic

82%

of operators have changed their menu offerings in response to product shortages and delays

60%

of operators report that they are paying 20% or more for labor versus pre-pandemic numbers

Industry's Hard Won Gains

In Light of Cost Increases, Sisters in Cheese Get Creative

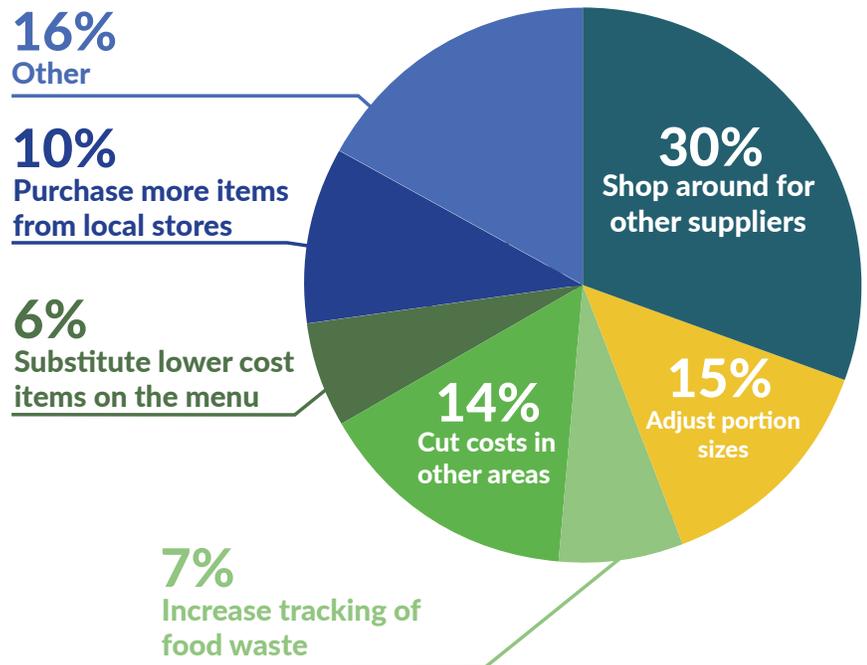
Chelsea K. Johnsen, Owner and Operator of Sisters in Cheese, a central Iowa business specializing in all things “Cheese, Grazing and Catering”, says the company has gotten very creative with their menu to compensate for higher food costs and supply chain issues. She says they feel fortunate that their Grazing Boards have a lot of components, so they can be flexible if the cost of one item increases or they're unable to get something in particular.

“This is something we state emphatically to our customers,” says Johnsen “If we're unable to source something, we will replace it with a similar item of equal value.” They have had to slightly increase the price of their Grazing Boards—a move they had resisted for several years, but knew a price increase was due.

Johnsen says they've kept their menu small and change a few items weekly which allows them to adapt to temporary price increases as well as keeping customers interested. They've also looked at creative ways to reduce food waste. “We've recently started offering items in a Grab and Go Cooler at our location and this has helped us reduce food waste substantially,” says Johnsen. “We try to consider what items we'll have on hand and incorporate them into dishes we'll have on the weekly Grab and Go Menu. We also do bi-weekly inventory to ensure we've got what we need but aren't overbuying.”



What actions are you taking as a response to rising food costs?



Iowa Restaurant Association Pushes for Consistency in Alcohol Distribution

Throughout the Legislative session, the Iowa Restaurant Association worked diligently on a bill that would allow restaurants and bars to purchase up to 5 cases per day of beer or canned cocktails for resale from a retailer (versus wholesaler) as well as purchase spirits directly from the state. As of press time, the consistency in alcohol distribution legislation pushed by the Iowa Restaurant Association was progressing through the process, but had not yet passed.

68%

of operators report that they would benefit from this legislation

60%

of operators their beer deliveries have been reduced since COVID-19

46%

of operators have been forced to purchase beer at a local retailer to meet customer demand

32%

of operators report that safely storing enough product to get to their next delivery an issue

Why It Matters...

Family-Owned Irish Pub Would Benefit from Alcohol Distribution Consistency Legislation

Located near the end of a popular bike trail, Mickey's Irish Pub in Waukee is a favorite spot for cyclists, as well as trivia hounds, karaoke fans, and those who love gastropub food and drinks. According to owners, Amy and Andy Walsh, as they've come out of COVID they've had more times when they're pleasantly surprised by the size and thirst of their crowds. It's a great problem to have until they run out of products. The couple is confident legislation that would provide more consistency and more flexible buying options for restaurants and bars purchasing alcohol could help them.

Explains Amy, "If passed, this legislation would help us continue a smooth business model without running out of product. It would ensure our guests get great customer service every time they step into our place. This St. Patrick's Day, we have no idea how much business to expect. We will order extra beer to have on hand, but if we happen to run out of a popular Irish beer; for example Killians, Harp, or Smithwicks, we could run to the store and pick up 5 cases to get us through the rest of the evening."



The same piece of proposed legislation would also make it possible for them to purchase spirits directly from the state. "This would be helpful if our current liquor distributor runs out of their "allotment" of a certain product," explains Amy. "We could instead go to the State and get our own allotment of the liquor."

COVID’s Lasting Impact on Iowa’s Alcohol Industry

COVID showed the hospitality industry and our customers many things. One glaring fact- people will still purchase alcohol even if restaurants and bars are closed. In fact, alcohol sales increased substantially across the state during the pandemic. This, despite declines in the number of licenses issued by the Iowa ABD and COVID mitigation restrictions that dramatically decreased sales of alcohol in Iowa’s restaurants and bars during the same time period.

Alcohol Sales from Iowa ABD (fiscal year ends June 30th)	Number of alcohol licenses, permits and certificates
2019: \$339.5 mil	18,454
2020: \$367.3 mil	17,000
2021: \$415.8 mil	15,964

Iowa’s Evolving Alcohol Distribution Landscape

Because alcohol in all formats is more readily available in an exponentially larger numbers of retail environments, antiquated on-premise alcohol distribution models have placed Iowa’s restaurants and bars at a distinct disadvantage. Laws put in place 90 years ago have put Iowa’s restaurants and bars in a virtual chokehold, often preventing the industry from accessing products. As a result c-stores, pharmacies, grocery stores and other retailers have filled the gap.

This reality was exposed to regulators and lawmakers alike during COVID and has moved many for calls for reform. As of press time, a major rewrite of Iowa Chapter 123 consolidating license types, was being considered by lawmakers. Others under consideration would allow Iowa restaurants and bars to purchase spirits directly from the state and up to 5 cases of beer or canned cocktails per day from a retailer.

**As a Symbol of Support to Ukraine,
Iowa ABD Removes Russian Liquors**

Iowa will no longer offer the wholesale purchase of Russian-produced liquor, as part a new measure by Gov. Kim Reynolds to show solidarity to Ukraine. Under Reynolds’ order, bars, restaurants and retailers can sell their existing stock of the liquors. The Iowa Alcoholic Beverages Division identified 14 Russian brands that will no longer be available for purchase in Iowa. See the list at abdiowa.gov.

March 2022 Marks Two Years After the Day Everything Changed...

March 16, 2020 will forever be emblazoned in the minds of Iowa restaurant and bar owners as the day everything changed. It was the day Iowa Governor Kim Reynolds mandated all on-premise dining closed. In the days and weeks that followed, Iowa's hospitality establishments scrambled to adjust and the state stepped up with grant programs, tax deferments, some fine forgiveness, and relaxed liquor laws. What was initially intended to be a two week closure to "crush the curve" of COVID spread, turned into weeks, then in many counties (and for bars) months. For hundreds of Iowa establishments, it is the day that marks the beginning of the end. For all, it is the day that began the industry's "permanent pivot."

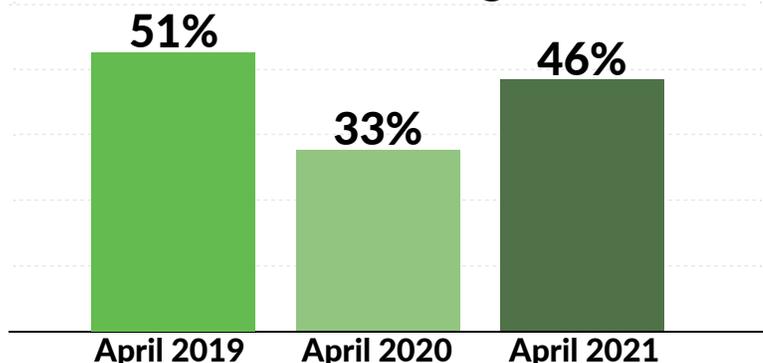
Most economic projections show that Iowa is on track to "recover" from the COVID-mandated closures and service limitations within the next two years, but that doesn't mean it will ever be the same. We have permanently lost thousands of employees to other industries. Many established owners called it quits—selling their businesses. Not all the news was bad. Many communities rallied around their local independent restaurants—making sure to order "to go" meals extra often. We also saw a slew of new restaurants open. State and federal officials are still working through both public sentiment and the data available to determine the best public policies to help the hospitality industry, its employees, and small business owners.

IOWA HOSPITALITY INDUSTRY BY THE NUMBERS

Recovery Assistance - Many Still Wait for Federal Funds

2,645 Iowans Applied for RRF Grants
1,795 Eligible Iowans Received Nothing
\$245M Applications Remain Unfunded Statewide

Restaurant Industry Share of the Food Dollar Rebounding



Pre-pandemic hospitality employment

155K

In February 2020, we were Iowa's second largest private sector employer

Jobs lost at the height of the pandemic

67K

In April 2020, Iowa's accommodations & food services shed more jobs than any other industry due to COVID

Current hospitality employment

137K

Nearly 20K of these jobs have been recovered in the past 12 months

*Source: National Restaurant Association State of the Industry Reports

Will Remote Workers Ever Return to the Office?

When COVID closed office buildings and large numbers of people began working remotely, restaurants immediately felt the hit. Bustling lunch crowds that once filled restaurant seats with workers seeking a brief respite from the office dissipated. Happy hours were empty. Dinner rushes went by the wayside. In response to dwindling patron numbers, many urban restaurants were forced to drop lunch service, close an extra day per week, or find new ways to cater to the growing consumer appetite for third party delivery.

A recent study by Skynova found that these newly remote workers aren't actually taking a "lunch break" at all. Rather, 72% fill the moments away from the computer with house chores, walking the dog, watching TV or running errands. They do eat—but often in conjunction with a meeting. More than half say they eat their meals during remote meetings as often three times per week. For those who still want restaurant food midday, the use of third-party delivery services has skyrocketed.

Will the office workers who once filled restaurants during the lunch hour ever return to the actual office? Not if the workers have anything to say about it. According to the economic research company Glassdoor, the share of job searches conducted seeking remote work opportunities grew 360% between June 2019 and June 2021.

Successful operators who once catered to these business workers have pivoted permanently and found innovative ways to get the goods to patrons on their terms whether through carryout, delivery, or drive thru.

53%
of operators report that the number of people working from home has impacted their business.

59%
of operators report that they have experienced an increase demand for carry out and delivery services.

The "work from home" impact on downtown restaurants is real, not just in Des Moines, but in the core of every city in the country.

--Mike Utley
Managing Partner/Owner
Americana, Des Moines

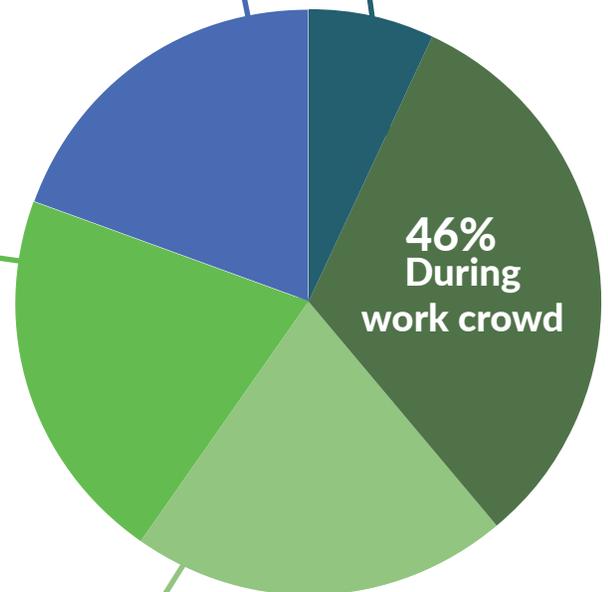


10%
Before work crowd

30% After work (happy hour)

30%
After work (dinner service)

28% All of the above



NATIONAL NEWS

Michelle Korsmo Named President & CEO of the National Restaurant Association



The National Restaurant Association announced the appointment of Michelle L. Korsmo as the Association's President & Chief Executive Officer (CEO) and CEO of the National Restaurant Association Educational Foundation, effective May 1, 2022. In this role, Korsmo will be responsible for guiding the Association's strategic path toward its vision for a thriving restaurant and foodservice community. Korsmo is a seasoned trade association executive with extensive public policy experience at the federal and state levels. Since 2018, she served as President & CEO of the Wine & Spirits Wholesalers of America, prior to which she served as CEO of the American Land Title Association after being promoted from COO. Additionally, Korsmo was Executive Vice President at Americans for Prosperity Foundation and served in the 2001-2004 Bush Administration as Deputy Chief of Staff to Secretary of Labor Elaine Chao.

The Comeback Event the Industry Deserves

Show dates: Saturday, May 21 - Tuesday, May 24, 2022. Members of the Iowa Restaurant Association receive a complimentary ticket to this event!

The National Restaurant Association Show is back! After the unprecedented challenges the industry has faced over the past year and a half it's time to celebrate together in Chicago at McCormick Place, May 21 - 24, 2022. From expert-led sessions unpacking new industry challenges and opportunities to see industry-leading products and solutions for growth, the 2022 Show will help operators navigate today's new business realities. Visit nationalrestaurantshow.com to learn more and register.



2022 State of the Restaurant Industry Report Available

When can the restaurant industry expect to recover?

The 2022 State of the Restaurant Industry report measures the industry's status on the road to recovery. Based on recent surveys, findings reveal how the pandemic is reshaping the industry's sales, operations, workforce, menus, and use of technology. It also details consumer preferences, and which trends are likely to stick. For non-members this report costs \$349 and members of the IRA have access to a free copy of this report, nearly covering the cost of annual dues.

IOWA NEWS

Three New IRA Board Members



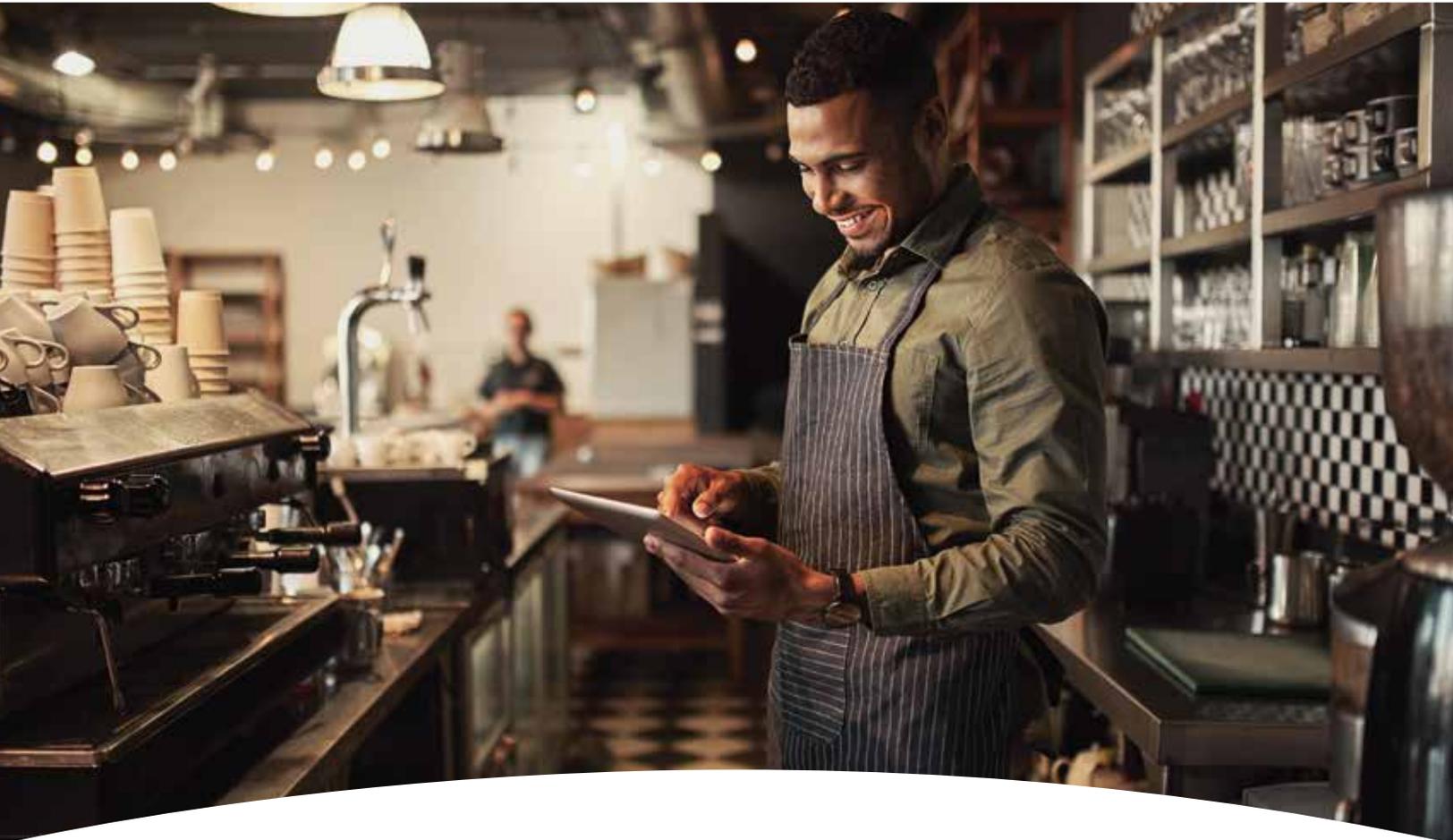
The Association is excited to welcome new board members; Ross Groeneweg, of Pizza Ranch Inc in Orange City, Robyn McSheehy, of Trostel's Greenbriar in Johnston, and Jeanine Buckingham, of Orchestrate Hospitality in Des Moines. The Iowa Restaurant Association is governed by a volunteer Board of 24 industry members. The Board sets the Association's legislative strategy and other priorities.

Two Iowa Chefs Selected for James Beard Semifinalist List



The 2022 James Beard Awards® semifinalists were announced in February and this year two of Iowa's finest made it onto this list; Chef Aaron Hall of The Local Crumb in Mount Vernon is a semifinalist in the Outstanding Baker category and Chef Kevin Scharpf of Brazen Open Kitchen | Bar in Dubuque is a semifinalist in the Best Chef Midwest category. Chef Kevin was also the recipient of the Iowa Restaurant Association's Chef of the Year award in 2019.

Restaurant and Chef Awards finalists, as well as honorees for Leadership, Lifetime Achievement, and the Humanitarian of the Year will be revealed on Wednesday, March 16, 2022, in Scottsdale, AZ. Winners will be celebrated at the James Beard Restaurant and Chef Awards ceremony on Monday, June 13, 2022, at the Lyric Opera of Chicago.



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Three Ways to Elevate Employee Training; Protect Your Business

After losing 25,000+ hospitality workers to other industries due to COVID-related operational restrictions, Iowa's restaurants and bars are struggling to hire people back. In fact, attracting and retaining talent is one of the top three concerns of Iowa hospitality operators according to a January 2022 survey. 92+% are trying to hire people immediately. As a result, hundreds of new restaurant employees will need basic training on restaurant protocols. Consider adding these to your onboarding plans.

ServSafe Food Handler—A growing number of states require this training for anyone working in the food service industry. In Iowa it is useful, but not mandated. This online course covers:

- Basic Food Safety
- Personal Hygiene
- Cross-Contamination & Allergens
- Time and Temperature
- Cleaning and Sanitation

Each segment is approximately 10 minutes. Upon successful completion of a 40 question online exam, employees may download a certificate. Available in English, Spanish, Simplified Chinese, Korean, and Vietnamese. Cost \$15 per person. Find at [Servsafe.com](https://www.servsafe.com).

I-PACT Training— I-PACT is free online training which covers:

- Alcoholic Beverage Control Act (Chapter 123)
- Valid forms of identification and how to spot altered and fake IDs
- Preventing underage sales
- Preventing sales to intoxicated patrons.
- Techniques for refusing the sale of alcohol
- Legal confiscation of an altered or fake ID.
- Regulations for off-site delivery

WHY YOU WANT THIS! Establishments whose employees are I-PACT trained are granted an affirmative defense, once in a four-year period. This means a business may avoid civil prosecution if an alcohol sale-to-minor violation occurs in their establishment. However, to take advantage of the affirmative defense, the employee guilty of the violation must have been I-PACT certified prior to the time the offense occurred.

The course and online exam take about 90 minutes. At the end of the course, employees may download a certificate. This is free training. Find at abd.iowa.gov

Iowa Businesses Against Trafficking (IBAT)—IBAT is a statewide coalition of businesses fighting to end human trafficking. Prevention training is currently required for every employee in the Iowa hotel and lodging industry, but is optional for restaurants and bars. Join the coalition and leverage the free 30 minute training available at stopthiowa.org.

2022 Legislative Day at the Capitol

In February, the Iowa Restaurant Association leadership and a number of IRA members gathered under the gold dome of the Iowa State Capitol to share the concerns of our industry with Iowa legislators as part of the Association's annual Legislative Day. Participants spoke directly with their legislators about the urgency of two pieces of legislation the Association has been working on; third-party delivery regulation and creating parity in the three-tier alcohol distribution system. It is these face-to-face interactions and conversations with legislators that makes a direct impact and moves legislation forward. It is imperative that our members understand our legislative agenda and know how to communicate the industry's needs to our lawmakers.

*Pictured to the right: Kris Kay; IRA Board Member and Owner of Go Fish Marina Bar & Grill and Senator Roby Smith.
Pictured below: Paul Kay; IRA Board Member and Owner of Parkside Brewing Company in Burlington and Senator Tim Goodwin.*



WHY YOU SHOULD GET INVOLVED

You may be asking yourself, "What good is one voice really going to do?" The answer is simple, every voice counts. Even if you can't participate in the day at the Capitol, you can be impactful. You do this by knowing who your legislators are and actively and frequently engaging with them. Remember, these legislators are Iowans too, they are our neighbors, their kids go to the same schools as yours, we shop at the same grocery

stores. They are simply members of your community. Your relationship with lawmakers has the potential to change minds and move legislation forward. Without motivated owners and operators in the state, our message falls on deaf ears. It is you who lawmakers want to hear from. It is you that has the real life experiences to back up what the Association is saying. It is you who will feel and see the results of legislation passed by these lawmakers. When you see emails from the Association asking you to call legislators, fill out surveys or spread the word about issues, PLEASE DO IT. You can make a difference from your home and your business, without ever having to drive to Des Moines.



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It's a great time for all skill levels!

Our industry requires serving patrons and helping employees every day, sometimes it can be hard to find time to make meaningful connections with fellow industry professionals. We've got you covered! Unwind and play together at the 2022 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!

JUNE 15, 2022
Toad Valley Golf Course
 Register at restaurantiowa.com

EARLY BIRD
\$90/ golfer
(Before June 3)

- 18 holes & cart
- Flight prizes, raffle & games
- Food & drink samples from your favorite restaurants & bars

SHOWCASE YOUR BUSINESS ON THE COURSE

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.



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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, and Templeton Rye. You will then sample your cocktails at a public event to determine the People's Choice winner.

APRIL 28, 2022
SMASH PARK

Register at
restaurantiowa.com

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. The event will be held from 6-8 PM. Cost is \$30 and you can purchase your tickets at restaurantiowa.com



2022 IOWA PROSTART INVITATIONAL

Teams from Hampton-Dumont High School were crowned the state's culinary and restaurant management champions at the 2022 Iowa ProStart® Invitational hosted at the Iowa Events Center by the Iowa Restaurant Association Education Foundation (IRAEF). The teams will represent Iowa at the National ProStart Invitational in Washington DC, May 6-8, where 400 students from across the country will be competing for millions of scholarship dollars and a national championship title. Runners-up in the culinary competition included **Alburnett High School (2nd Place)** and **West Lyon High School (3rd Place)**. Other schools which placed in the management competition included **Davenport Community Schools (2nd Place)** and **Sergeant Bluff-Luton High School (3rd Place)**.



CONGRATULATIONS!

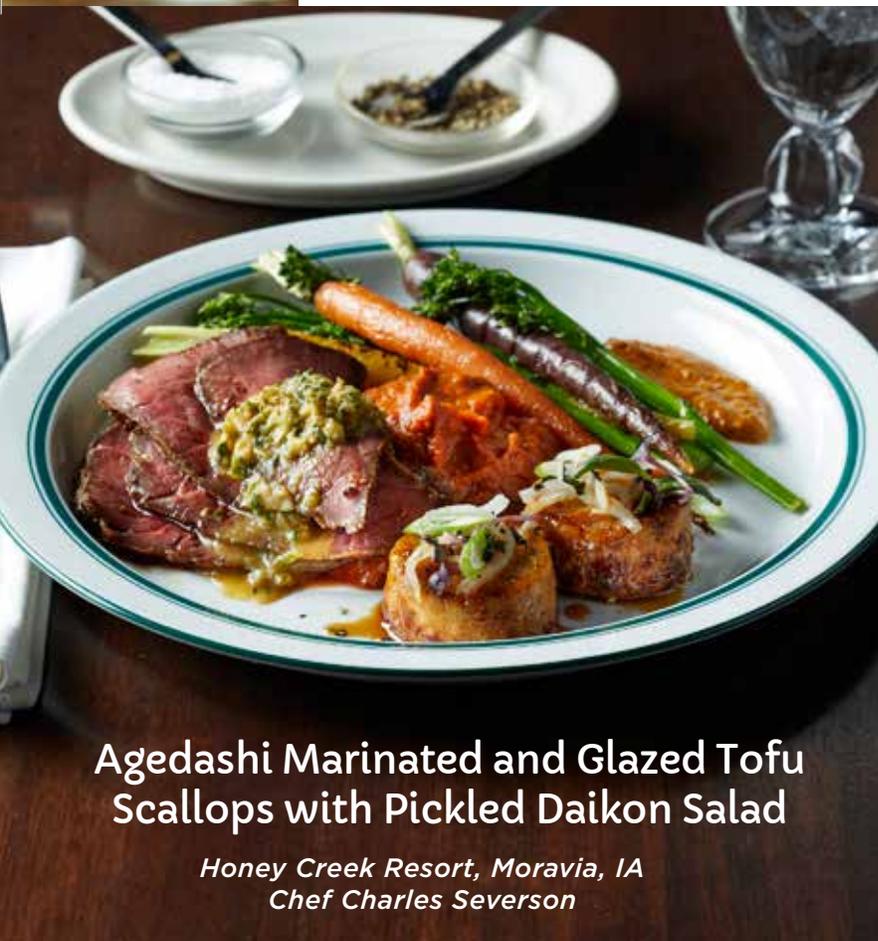


Iowa Restaurant Association to Manage New Lodging Group

At the request of members with hotel and restaurant interests, the Iowa Restaurant Association Board of Directors voted to allow the Iowa Restaurant Association to spearhead the formation of a second association dedicated to the needs of Iowa's hotel and lodging industry. Launched in January, the Iowa Hotel & Lodging Association (IHLA) is managed by the Iowa Restaurant Association and is already working on recovery-friendly legislation and a better state regulatory environment for the state's hotel & lodging operations. The new group has an independent Board of Directors and a lodging-specific legislative agenda.

"Many restaurant and hotel issues overlap," said Jessica Dunker, who is serving as President and CEO for both organizations. "That being said, the most important issue in one industry, is usually a secondary issue to the other. Having two highly engaged boards will make us more effective at advancing the individual and shared causes of both groups." The new IHLA is actively building membership. The founding members include many of the state's largest hotel groups, with Hawkeye Hotels, Heart of America, Kinseth Hospitality and Orchestrate leading the way.

The new Association has already made significant headway on several key issues including advocating against increased hotel/motel taxes to makeup for shortfalls in public transit, helping get resources to Iowa's hotels to come into compliance with human trafficking prevention training requirements, and weighing in on proposed legislation related to data privacy and local hospitality taxes. The new association is a state partner with the American Hotel & Lodging Association. Learn more at hotellodgingiowa.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

To view a schedule of upcoming classes being held at our office in West Des Moines, please visit restaurantiowa.com.



Food & Beverage Iowa Business

Quarterly

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

www.restaurantiowa.com

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