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4th Quarter | ISSUE 54

Food & Beverage Iowa Business Quarterly

2022 Industry Award Winners

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Letter from the Editor

Millennials make me feel old. Perhaps its because I've raised three of them.

Gen Zs make me feel even more ancient, but perhaps that's because I still have two at home.

Both generations look at life through a lens that has always had cell phones and sought approval on social media. They are cause-oriented, collaborative and not afraid to tell a business, family member or employer what they are thinking at any given time. Like generations before them, the young have a disproportionately large impact on the entire culture—particularly in hospitality—where they are reshaping both employee behaviors and consumer expectations.

As restaurateurs we are doing our best to navigate this brave new world. We try to understand why the young are just as likely to go to Youtube and learn how to mix up their own craft cocktails and order food thru a third party delivery app, as they are to come in and enjoy a happy hour special.

And try budging anyone under the age of 40 off of their cell phone. Schools have all but given up on cell phone restrictions and most restaurants have followed suit. We've had to—or we risk losing a large portion of our workforce.

On average millennials spend just under 4 hours per day looking at their cell phone screens (daily screen time increases when you add computers and televisions to the mix) and 45% of Gen Zs (those born after 1996) say they are actually online constantly.

Much of this is perplexing for Gen X and Boomer hospitality operators. We still prefer to meet in person and pick up a phone or stand face-to-face and speak to people directly. We built our businesses, in large part, out of a love of serving people face-to-face. We lean on our younger employees to help us stay social media relevant, as well as to respond to online trolls, unfair yelp reviews and viral



posts on platforms we never knew existed. We generally understand Facebook and Instagram—but have no clue how any business would use or need a TikTok account.

How do we bridge these generational divides in our businesses and with our customers and employees? How do we ensure that the value we want to provide customers is delivered by all team members, regardless of age? There's no one answer, but this issue of the magazine, does do one thing—it celebrates what's best in every generation in our industry—from Iowa's oldest restaurant to emerging leaders—from students to mentors.

The awards issue of FBIQ is always my favorite because it showcases the best of Iowa's hospitality industry and honors our diversity. Enjoy your read!

Cheers,

Jessica Dunker
President and CEO, Iowa Restaurant Association

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INDUSTRY AWARD WINNERS INSPIRE WITH

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Each year, Iowa's hospitality industry takes a moment to celebrate the best of the best. Nominated by restaurant and bar owners, employees, customers, and the Association's leadership; fifteen awards winners were honored at the Iowa Restaurant Association's 2022 Celebrating Excellence Ceremony, which took place November 14th at the Iowa Events Center in conjunction with the Iowa Hospitality Showcase. A record setting 500 guests, including the fourth class of the Iowa Restaurant Association's 40 Women to Watch, as well as special guest Scott Redler, incoming Chairman of the National Restaurant Association Board, celebrated with the honorees.

Each award winner has a unique and inspiring story on the following pages. You can also find their award videos on the Association's YouTube channel and social media platforms. Regardless of where or how you consume this content—you will be filled!

Restaurateurs Mike & Cindy Breitbach

Breitbach's Country Dining, Balltown



What's the secret to success for Iowa's longest operating restaurant? "Hospitality, pure and simple," says Mike Breitbach, the 5th generation restaurateur who worked elbow-to-elbow with his grandfather, father and now his son to serve up exactly that.

Mike and wife Cindy, owner/operators of Breitbach's Country Dining in tiny Balltown, population 45, know their award-winning food brings people to their off-the-beaten path restaurant. They also know it's the full hospitality experience that keeps them coming back. "We want you to feel like you've come to our home," explains Cindy. People do feel that connection—so much so that one couple has traveled 51 consecutive years to celebrate their wedding anniversary at Breitbach's.

For Mike the restaurant has always been home. At age eight he was in the kitchen washing dishes. Growing up, he worked nearly every position—from bartender to cook. He's still there most days.

Cindy can also be found in the restaurant—often making her famous pies. The words "home style cooking" don't begin to capture the made-from-scratch fare that earned this rural restaurant the coveted James Beard Foundation's "American Classics" award.

Ironically, in 2009 when the James Beard team contacted Mike, he hung up on them. "I didn't know who they were," laughs Mike. Cindy and Michael junior were well aware and insisted Mike hand one of them the phone the next time they called. The family was flown to New York to accept the award.

Breitbach's restaurant has been in the same location since 1852. Mike's great-great grandfather Jacob Breitbach purchased the operation during the Civil War and it has been in operation ever since. It survived world wars, prohibition, the depression, and COVID closures. The restaurant burned to the ground twice—once in 2007 and again in 2008. Patrons from across the country were so distressed at the prospect of losing the Iowa landmark, that many volunteered time and materials to ensure the family would rebuild. Shares Mike,

"After the second fire, I wasn't sure if I could do it again, but then I stood at the graves of my father, grandfather, great grandfather and great great grandfather. I knew I had to continue their legacy."

It's a foundation that each generation has built upon. Mike and Cindy's touches can be found in the restaurant's details. They've added a wine tasting room and traditional beer garden. Both take great pride in their state-of-the art kitchen.

Every member of the Breitbach family can share stories about the famous and infamous guests who have been served at the restaurant—from Jesse James to Brooke Shields. But fame and fortune don't net special treatment. "We treat everyone the same," says Mike. "That's part of the responsibility and honor of being the face of Iowa hospitality."

The Iowa Restaurant Association Board recognizes that Restaurateur of Year honors are far overdue for this 170 year old family restaurant and is proud to be the committee that chose Mike and Cindy Breitbach, owners of Breitbach's Country Dining, as the 2022 Iowa Restaurant Association Restaurateurs of the Year.



Chef Joe Tripp has traveled the world in search of new ingredients and flavors. He backpacked through Asia — exploring the tastes of Vietnam, Thailand, Malaysia and Singapore. He studied on-the-job in Denver’s Fruition Restaurant, a farm-to-table eatery from James Beard Award winner Alex Seidel. While he was the chef at the popular Des Moines restaurant Alba, he took time to do a two-week stint at Coi, a Michelin-starred seafood restaurant in San Francisco.

But this five-time James Beard nominee has always been, first and foremost, a proud Iowa culinarian. Says Chef Joe,

“Iowa produces so many fantastic ingredients. These products are influencing cuisine all over the country, but the state is rarely recognized for our contributions. I look at Iowa’s culinary talent and think we’re under represented in national awards.”

Chef Joe’s love of the state is born from an inherent respect for the ingredients on a plate. Most Saturdays you’ll find him walking the Des Moines Farmer’s Market purchasing fresh produce for the seasonal menu at Harbinger, his upscale Des Moines eatery. He starts at the stalls of immigrant vendors—always on the lookout for new elements for his unique fusion of Asian and Iowa cuisine.

Chef Joe and wife Alex’s second Des Moines restaurant, Little Brother, is a “casual version of Harbinger.” They’re equally

committed to elevated local fare, but with a more family-friendly atmosphere and menu. “Little Brother was inspired by our children,” explains Chef Joe. Menu items feature local eggs, fruit, proteins, and vegetables as much as possible.

Family is in large part what drew Chef Joe to the kitchen. He credits his father for sparking his interest in food and supporting him when he chose the restaurant industry over a medical career after graduating from the University of Iowa with degrees in Philosophy and Psychology. He credits both mentors and staff for helping him stretch and succeed.

Like all restaurateurs, Chef Joe had to get creative when COVID restricted restaurant operations. He started a ghost kitchen which featured to-go Korean Barbeque chicken. The concept was a hit and made it possible for him to keep his entire staff employed through the pandemic. He now intends to open a third location, Basic Bird, featuring those Asian-inspired meats.

Chef Joe values work-life balance and invests in his team to ensure they are also challenged, fulfilled, and growing. This year he will be taking 9 team members to Vietnam to explore many of the cuisines that inspired him.

Chef Joe Tripp is impacting the current, and building for the future, Iowa food scene. His creativity and commitment to expanding Iowa’s culinary profile made him the choice for the 2022 Iowa Restaurant Association Chef of the Year.



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Emerging Operator Haile Duncan

*Mas Margaritas | La Casita | Mamacita
Cedar Rapids*

2022 Iowa Restaurant Association Emerging Leader award winner Haile Duncan is hard to catch. The 25-year-old entrepreneur is constantly on the move between her three Cedar Rapids restaurants Mas Margaritas, Mamacita Taco Bar! and La Casita Breakfast Café. Her many fans appreciate her hands-on approach to both the menu and customer service. “She’s always chatting and laughing with customers and employees,” said one of her award nominators.

Haile and partner Ozzie Aguirre made some bold moves when they decided to jump into restaurant ownership. In 2019, Haile saw a “coming soon” sign on what is now Mas Margaritas. She contacted the owners to inquire about a job and was surprised when they told her they had changed their minds about opening the restaurant. Haile and Ozzie, who already worked together at another Mexican restaurant, saw their opportunity to own and operate their own eatery.

They purchased Mas Margaritas and opened January 1, 2020—less than three months before pandemic-related operation restrictions mandated restaurants to close their doors to on-premise dining. “It was a little scary, a very trying time for us. We never could’ve imagined the amount of support that we’d get from Cedar Rapids. The community really pulled together and made sure they supported us,” shared Haile in an interview with a local reporter.

They remained open throughout the pandemic and pivoted their model to focus on carry out. They also built an outdoor patio. Haile is quick to give shout outs to the kitchen crew, front-of-the house team, and bartenders for their dedication both during, and since, the pandemic. She credits their solidarity as the key to the restaurant’s growth and success.

The menu at Mas Margaritas encapsulates both Haile and Ozzie’s



favorites with a variety of Mexican and Tex-Mex dishes including chilaquiles, Ozzy’s specialty tacos, fajitas Jalisco, with chicken, chorizo and grilled cactus; and more.

Mas Margaritas also showcases another of Haile’s passions—art. She has painted murals on two walls in the restaurant, one of Frida Kahlo and the other of a Day of the Dead skull.

The success of Mas Margaritas led the two to open two additional establishments this year—La Casita Breakfast Café which offers traditional Mexican breakfast items and Mamacita Taco Bar! At only 25 years old Haile Duncan is just getting started.

Her entrepreneurial spirit and ability to deliver on not one, but three, restaurant concepts in two short years bodes well for her future hospitality endeavors and is the reason why she was named the 2022 Emerging Restaurant Leader.

Employee

Chef Rosa Piñon Reyes

Americana, Des Moines



Chef Rosa Pinon Reyes was only 16 years old when she came to the United States from Mexico. She started working in a California restaurant almost immediately, while attending high school. The English language learner cleaned the restaurant kitchen at night to help pay her living expenses. At the time, it didn't occur to young Rosa that she could someday be the chef in charge.

She eventually moved to Iowa where she had more family. Chef Rosa worked in a number of Des Moines area restaurants. In each establishment she watched and learned, finding ways to take the next step. "I was ambitious and ready to work hard," she explains. "In this industry you can achieve your dreams if you're willing to put in the effort."

However, Chef Rosa also recognizes the importance of mentors. She is quick to credit those who believed in, and helped, her rise through the kitchen ranks to her current role as Executive Chef of Americana, an upscale eatery in downtown Des Moines.

"Americana's previous Executive Chef Dan Warren was willing to teach me," says Chef Rosa. She credits Chef Dan for showing her how to manage time in a busy kitchen and for always stressing the importance of a clean kitchen. "That was something I could really relate to," says Chef Rosa, who has always taken pride in her role—whether it was dishwasher, kitchen prep, line cook, or sous chef. She also points to Americana's General Manager Vivette Perry as a role model and management mentor. "She's helped me navigate so many things," credits Chef Rosa.

This single mom to three daughters keeps Americana's kitchen humming. Most of her back of the house staff speak Spanish as a first language and they universally express both respect and admiration for her. Chef Rosa is surprised by this saying,

"I never set out to be an inspiration. However, I do want to be a role model who shows that if you're willing to ask questions, try new things, allow yourself to be taught, and put in extra effort, you really can do anything."

These are lessons Chef Rosa especially stresses at home to her three daughters. She is thrilled that they have a variety of interests, intend to go to college, and plan to travel. "They dream of doing things I never could have imagined," says Chef Rosa. "I'm glad they see that they really can achieve their goals."

Chef Rosa also recognizes that the opportunities afforded her in the restaurant industry, have made it possible for her children to pursue their interests.

This "grown through the ranks" chef's unyielding drive to be more and do better has earned her the respect and admiration of her children, kitchen team, Americana's management and owners, and the industry. It is for this reason, as well as her commitment to quality and customer experience, that Chef Rosa Pinon Reyes was selected as the 2022 Iowa Restaurant Association Employee of the Year.

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Rural Operator

Staci Watson

Ada J's Steakhouse, Ute

There aren't many businesses left on Main Street in Ute, a northwest Iowa town of 307 residents. Like many rural communities, population shifts make it difficult to sustain retail businesses. Yet on Friday and Saturday nights you'll likely have to wait for a table at Ada J's Steakhouse—even though it seats 250 people. Owner/operator Staci Watson knows her business is an anomaly. "I am blessed to have so much local support," says the fourth-generation female restaurateur.

Staci has hospitality in her blood. Her great-grandmother and grandmother both started and owned restaurants. In fact, Ada J's pay homage to Staci's great-grandmother Ada June. "She was a trailblazer," says Staci. A painting from Ada June's lunch counter hangs in Staci's restaurant today.

Staci learned to cook in her grandmother's kitchen and customer service as a restaurant server. She was a line cook at a Girl Scout camp and during college she worked in an Omaha restaurant, where she stayed for 5 years serving as the bar, and then general manager.

Her first ownership opportunity came when she returned home to help her mother thru a health issue. She opened Ada J's Café, a breakfast and lunch counter, in a local sale barn. In the evenings she was a server at a local steakhouse. When the steakhouse owners decided to sell, Staci took a leap of faith. She purchased and renamed it to Ada J's Steakhouse. She updated the building, menu, and operations. Staci was just hitting her stride when COVID mandates and restrictions forced her to change the way she did business.

As a woman business owner with 25 employees, Staci qualified for nearly every grant program—but still struggled. She made bold "executive decisions" to stay afloat. Most notably stopping the acceptance of credit cards—a practice she continues today. "I had to look at what expenses I could control," explains Staci. Instead, she added an ATM machine in her restaurant.



Staci is still on the road to recovery. She does weekly caterings, hosts funeral lunches, and operates her destination restaurant. She says it's hard, but worth it. Says Staci,

"If we weren't here, there would be a huge gap in our community. I'm going to throw everything I have into our success."

Staci Watson's commitment to ensuring her tiny community always has a gathering spot is why she was named the 2022 Iowa Restaurant Association Rural Restaurant Operator of the Year.

Champion

Jeremy Thompson

Sazerac, Des Moines

As the state manager for Sazerac, one of the most successful spirits companies in the world, Jeremy Thompson could easily build his business on his product portfolio alone. From Buffalo Trace and Pappy Van Winkle, to Fireball and Southern Comfort, Sazerac's brands are some of Iowa spirit lovers' favorites.

However, leading with his product offerings isn't the way Jeremy does business, or life. He is first and foremost a relationship builder who invests heavily in the establishments, causes and people he cares about. That's a large part of why he has been so deeply engaged in the Iowa Restaurant Association for more than a decade. "The hospitality industry and the Association have not just helped me gain exposure for our brands," says Jeremy. "They have given me some of the greatest lifelong friends I'll ever have."

In addition to serving as a Board member and starting the Association's annual mixology competition, Jeremy is the primary donor behind many of the Iowa Restaurant Association's benefit auctions. His high value contributions range from tailgate "must haves" and bicycles, to distillery tours and bar essentials. All consistently delight auction bidders—who are often elbowing one another up-to-the last minute trying to make the winning bid. But this 2022 Iowa Restaurant Association Champion is as creative as he is generous.

Three years ago, Jeremy proposed a fundraising initiative to benefit both the Association's Education Foundation and PAC. The special program makes available bottles of highly sought after single barrel bourbon from Buffalo Trace and other Sazerac distilleries. Operators can donate \$200 to the Foundation or PAC in order to access and purchase up to 6 bottles of these coveted premium whiskeys. The program started in 2021 and has raised over \$63,000 to help the Association's educational and legislative efforts.



Jeremy, who was a bartender in college, admits he has a soft spot for the hospitality industry. "I really want to see Iowa's operators thrive," says Jeremy, who found his first job at an Okoboji eatery and opted to build a career in the industry after completing a psychology degree.

He is especially enthused by the Foundation's high school restaurant program ProStart, which teaches culinary and management skills to students for college credit or to better prepare them for the workforce. "There wasn't anything like this available for me," says Jeremy. "It's not just about building workforce, it's also a way to enhance the image of, and create a legacy for, our industry."

Jeremy's consistent and innovative support of every facet of the Iowa Restaurant Association's mission, as well the state's hospitality industry, made him the clear choice for the 2022 IRA Champion award.

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Industry Leadership

Scott Carlson

*Court Avenue Brewing Company |
Americana | Gilroy's Kitchen + Pub
Des Moines*

Independent Restaurateur Scott Carlson has been one of Iowa's most visible and engaged hospitality leaders for more than 25 years. In 1996 Scott was part of a team which opened Iowa's first ever brew pub, Court Avenue Brewing Co. (CABCO). It quickly became a cornerstone for a renaissance in the historic Court district. In 2001 he purchased CABCO and elevated the brewery's focus on food, making it a favorite lunch and dinner spot.

In 2011, Scott opened Americana Restaurant and Cocktail Lounge. This time he was on the frontend of the Western Gateway district rebirth. Americana is a celebration of pop culture with a modern menu and urban flair. His third concept, Gilroy's Kitchen + Pub + Patio opened in 2016. Gilroy's helped breathe new life into a still evolving block in West Des Moines with its family-friendly vibe and elevated comfort food.

Scott's most recent endeavor, while not bricks and mortar, is already iconic. The Iowa Craft Beer Tent can be found at events across the state and is one of the State Fair's must visit attractions.

In addition to being a builder of hospitality concepts, Scott is a builder of people. His business model creates opportunities for team members to become equity partners. As a result, all three locations have strong owner/operators at the helm. This has allowed Scott to dedicate a larger portion of his time to helping the entire Iowa hospitality industry thrive.

He has served on the Iowa Restaurant Association Board since 2005 and the National Restaurant Association Board since 2013. He has been the state association board chair and was named Iowa Restaurateur of the Year in 2007 and Industry Champion in 2008. He has served on numerous downtown boards, been honored by his alma mater Drake University, and just completed serving on the State Historical Society Board of Trustees.



Scott's list of accolades is long, but his impact on Iowa's and the nation's restaurant industry is far larger than most know. He has been a vocal advocate for Iowa's restaurants, breweries, and bars, often proactively calling and meeting with state legislators about issues of concern. He is well known by all six members of the state's congressional delegation and regularly travels to DC to speak on federal issues. These relationships were especially critical during COVID, where he was often called upon as a trusted voice for state and federal lawmakers and agencies as they developed relief programs.

A true believer that a rising tide sails all ships, Scott has been a mentor to many restaurateurs and has been intentional in his support of female leaders in the industry. In fact, under his tenure as Board Chair, the number of women serving on the state association board quadrupled.

Scott is recognized by the Des Moines community as a present and savvy business leader, but for the restaurant industry he has been something more—he has been an effective and committed advocate. For this reason, he was honored with the Iowa Restaurant Industry Leadership Award.

Philanthropist

Bethany DeVries

Della Viti Wine Bar, Ames

At first blush, being a biotech research scientist and owning a wine bar may seem worlds apart. Not so says, Bethany DeVries who in 2014 left her research position at a large biotech company and bought a boutique wine bar on Main Street in Ames. In fact, she sees many parallels between being a protein chemist and the world of wine.

“I still conduct a lot of research,” stresses Bethany. “My business gives me an outlet to put my scientific curiosity to work in a completely different way.” In fact, she has created tasting notes on over 10,000 wines and consistently samples 20 to 30 new wines per week to ensure she can provide her patrons firsthand knowledge on each bottle.

However, it is the way she leverages her business to benefit the community and causes close to her heart that earned the Della Viti Wine Bar owner the Association’s 2022 philanthropy recognition. Bethany not only participates in local charitable events—she starts them and recruits others to participate.

The new small business owner started exhibiting her support for the community almost immediately. “About two weeks after I bought the wine bar, the Chamber’s Oktoberfest committee asked if I would put together a wine pavilion for the event,” explains Bethany. She didn’t let the fact she’d not done anything like it before stop her—even with only three weeks to plan. She volunteered and paid her staff to work alongside her. She found charitable work “soul filling” and she dove in where ever she could.

Bethany has been especially engaged in both helping, and starting, charitable events that benefit women. In 2016, as part of Breast Cancer Awareness Month, Bethany started a Pink Party to support cancer research. During Covid, the event became a 5K run. The run was so popular it’s now a permanent part of the festivities.

She also organizes a Mother’s Day run for Martha’s House of Hope, a local maternity home that provides pregnant women with shelter.

Each quarter, Bethany offers Della Viti as a meeting place for 100



Women Who Care, a group in which each woman donates \$100. The funds are pooled and given to a local organization, voted on by members. Bethany is also a contributing member. Says Bethany,

“I may not have \$10,000 to donate, but I do have \$100. And if we can get 100 women with \$100, we can make real impact.”

Real impact is exactly what Bethany has made—for causes close to her heart and her community. During Covid locals returned the favor—patronizing her business in unexpected ways. “I wasn’t sure we’d make it, but the community showed us that if we show up for them, they’d show up for us,” says Bethany.

In honor of the many ways she has, and continues to, show up for her community, Bethany DeVries was named the 2022 Iowa Restaurant Association Restaurant Neighbor Philanthropist of the Year.

Mentor

Chef George Formaro

Orchestrate Hospitality, Des Moines

Chef George Formaro, the culinary energy behind many of the Des Moines' areas most popular restaurants, started working in the industry at age 14 under the watchful eye of one his lifelong mentors Michael LaValle. Over the next three decades, LaValle and he would collaborate many times. Chef George knows he is fortunate to have found the first, of several, key mentors at such an early age.

Now the Chef Partner for Orchestrate Hospitality, George is on the lookout for future talent. He takes every opportunity to teach and coach young team members at his restaurants Centro, Django, Malo, South Union Bread Café, Gateway Market & Café, and Zombie Burger +Drink Lab. However, he has also become increasingly visible in ProStart classrooms across the state—conducting cooking demonstrations as well as serving as a guest speaker.

“If I can encourage just one kid to seriously look at our industry for a career, I consider the day a success,” says Chef George about his classroom visits. However, he also helps students think about how advancing their culinary or management skills in the restaurant industry can help support them through “a season” of life. “I know people who cooked their way through law school,” says George. “Our industry can be a great step on the way to your next stage, whatever that might be.”

One of the things Chef George likes about the ProStart program is that it is equal parts culinary education and restaurant business education. “It’s good to establish that reality from the start,” says Chef George, who has long worked with business partner Paul Rottenberg who leads the operations side of their successful restaurants.

When he has the opportunity to work directly with students in classroom kitchens, he focuses on how they can make their culinary creations work on a restaurant line. “It’s fun to watch students cook,” explains Chef George. “Then I can show them ways to replicate their dishes quickly in a restaurant environment.”



Chef George is passionate about helping build future restaurant professionals. He remembers being a kid and not having a way to fully explore his own interest in a restaurant industry career.

“I always I dreamt of building a pizzeria in my backyard,” recalls Chef George. “There wasn’t a program like ProStart to show me how I could make that a reality.”

He also believes the ProStart program helps build the image of the industry as a profession and stresses the importance of that for the state’s culinary future.

“I worry for Iowa’s small towns. They need restaurants and that means we have to grow and encourage our future talent,” says Chef George. He spends many weekends looking for hidden culinary gems across the state. “I hope that some of the students I meet will be the ones who keep those small town diners and restaurants going,” he says.

Chef George Formaro is a previous winner of the Association’s Chef of the Year, but it is his commitment to finding, teaching, and inspiring Iowa’s future restaurant industry talent that made him the 2022 ProStart Mentor of the Year.



ProStart instructor Andrea Kuhl was an extremely active high school student. In addition to sports practices and clubs such as FFA and 4H, she was drawn to career-focused courses. “I could always be found in a CTE classroom,” says Andrea. “I knew I wanted to pursue a field of study within Family and Consumer Sciences (FCS) when I graduated.”

She initially declared as a design major in the Apparel, Merchandising and Design College at Iowa State University, but quickly realized it wasn’t for her. A friend suggested she consider teaching FCS. Andrea made the switch and was immediately hooked. “I guess you can still always find me in a CTE class,” jokes the Sergeant Bluff Luton High School and Middle School FCS teacher. After ISU, Andrea married her high school sweetheart and took a teaching position in Webster City. Two years later, the opportunity arose to move closer to their families, so she made the move to her current role. Andrea walked into an established ProStart program and worked hard to build on upon that foundation.

Under Andrea’s instruction, two Sergeant Bluff Luton teams have won the Iowa ProStart Management competition— 2017, 2020 and again in 2021. The 2017 management team made the trip to South

Carolina to compete in the National ProStart Invitational. The second team was unable to compete as the National Invitational was cancelled twice due to COVID.

Despite working in a traditional FCS kitchen and being in a significantly smaller school district than many of the programs across the state, Sergeant Bluff Luton is committed to ProStart in an innovative way. Their curriculum includes two classroom opportunities beyond the four semester ProStart program. Andrea also offers a ProStart Competition class, where 10 students prepare and practice for the state invitational, and a ProStart 3 class where she helps them find internships for credit.

“There are so many career opportunities in the restaurant industry,” concludes Andrea. “Whether it’s winning their first medal in the ProStart competition, helping them see an industrial kitchen in operation, or touring different types of restaurants, I love helping students see where they can find success today and in the future.” That commitment to helping students find success in the hospitality industry is why Andrea Kuhl was selected as the 2022 Iowa Restaurant Association Education Foundation ProStart Educator of Excellence.



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Legislator

Senator Chris Cournoyer

Iowa District 49, Le Claire

Iowa Senator Chris Cournoyer wasn't sure what kind of collaboration she'd find when she was elected to the Iowa Senate in 2019. She just knew she wanted to get things done.

Says Senator Cournoyer, "I worried I'd get to Des Moines and be banging my head against the wall." However, she was pleasantly surprised. "I feel like my voice is heard. Both Chambers and the Governor's Office have worked together to accomplish a lot over the past 3 years."

When she was elected to Iowa's 49th Senate District, which is north of Davenport and along the Mississippi River, her policy passions fell into four categories—education, mental health, public safety, and creating economic opportunities for Iowans.

The Senator brought a fresh perspective to the legislature having been a school board member, entrepreneur, small business owner, and reserve sheriff's deputy. She is also a busy mother to 4 children.

Senator Cournoyer has been pleased with the progress she's seen in her four areas of focus and is particularly proud of the tax relief being rolled out over the coming years to Iowans and Iowa businesses. But it is her work on liquor license legislation during the 2022 session that made an immediate impact on Iowa's hospitality industry.

Senator Cournoyer was the floor manager for SF 2374, a bill that consolidated liquor license types and privileges. For restaurants, bars and other Class C liquor license holders, the legislation shepherded thru by this first term senator makes it possible for Class C liquor license holders to buy and serve up to 5 cases of beer, high alcohol content beer, or canned cocktails, once every 24 hours, from any retailer.



The new privileges were originally proposed in a standalone bill at the request of the Iowa Restaurant Association in hopes of bringing more parity to the distribution of beer, wine, and spirits to hospitality establishments.

The Association's concerns were amplified during COVID when beer truck routes were reduced in frequency and member establishments found themselves running out of product, with no immediate option to resupply. Senator Cournoyer met with hospitality operators and immediately understood the issue at hand. Her now infamous argument in favor of the proposal was,

"A bar without beer is just a building."

Senator Cournoyer's legislative diligence and ability to work with, and bring, all of the stakeholders to the table was key to the passage of this 69-page piece of legislation which took effect this summer. Senator Chris Cournoyer's commitment to securing new privileges for small and large hospitality establishments across the state, made her the obvious choice for the 2022 Iowa Restaurant Association Legislator of the Year.

Faces of Diversity

Teri Link & Kathy Conway

Knockout Melts | Rock Salad, Dubuque



Teri Link and Kathy Conway dipped their toes into the restaurant industry in 2013 when they opened Dubuque's first food truck—the American Bombshell. The business and life partners were avid fans of the Food Network program “The Great Food Truck Race.” Explains Kathy, “We looked at one another and said, we can do that.”

Neither worked in the restaurant industry but Teri, an attorney, and Kathy a sales professional, were fully committed to making a go of it. The potential flexibility a seasonal food truck offered was attractive to the pair, who were also raising eight children.

They debuted their food truck with traditional fare and a strong focus on beef. However, it became quickly apparent that one sandwich in particular —the American Bombshell, a melt with “tender shredded beef pot roast, sandwiched between gooey layers pepper jack cheese”— was destined to become their signature item. It also became the foundation of a restaurant menu now focused almost exclusively on melt style sandwiches, along with soups, salads and macaroni and cheese.

The successful food truck led to a brick-and-mortar location in 2016 and a second in 2019. They renamed the eatery to “Knockout

Melts,” rebranded with a serious “girl power” vibe, and let customers help name many of their popular melts including the Mother Clucker, Farmer’s Daughter and Pretty in Pork. In 2021, they consolidated to one location and added a ghost kitchen called “Rock Salad”.

This queer couple, who has built a business with an almost cult like following, in a market segment usually dominated by male owners and located in a traditional community, understands what their success represents. “Our team is diverse in a myriad of ways,” says Teri. “We don’t have uniforms, we want people to be able to express themselves and be seen for who they are, not only by us, but by our customers.” Concludes Kathy,

“People come for the food and customer experience—but many are also drawn to our culture of diversity and inclusion.”

It is that culture, and the pride with which they represent the LGBTQ community, that made Kathy Conway and Teri Link the 2022 honorees of the Iowa Restaurant Association’s Faces of Diversity Award.

American Dream

Blanca Plascencia

El Fogon, West Des Moines

Blanca Plascencia embodies the American Dream. She opened her first El Fogon Restaurant in West Des Moines in 2017. The authentic cuisine quickly won over patrons from across Des Moines which led Blanca and husband Said to open a second location. One issue? It was August 2020. “The timing wasn’t great,” acknowledges Blanca. “But people were supportive. It turned out to be a risk worth taking.”

This Latina entrepreneur is a risk taker. While studying sociology in Guadalajara she made a summer visit to friends in Ames. While there, she also visited a childhood friend in Newton, where she started working at a Mexican Restaurant. “That’s when I found out I didn’t speak English as well as I thought,” jokes Blanca who had studied English all through school. But the experience did make two things clear—Blanca loved both hospitality and Iowa.

She left college and officially immigrated from Mexico in 2003. She returned to Iowa and the restaurant industry and met her husband when the two worked together. That was also when the couple started discussing opening a restaurant. Those conversations became the spark that lit Blanca’s entrepreneurial fire.

“I envisioned having a restaurant like La Fuente in Guadalajara,” explains Blanca. “It’s a gathering place where students, artists and politicians come together and discuss things. I wanted the Latino community to have a voice.”

There is no doubt she’s succeeded in making her dream a reality. In its first five years El Fogon has hosted forums and meetings for state and national luminaries, including now Vice President Kamala Harris, Congresswoman Cindy Axne, Texas Representative Joaquin Castro and the Head of the U.S. Small Business Administration, Isabelle Casillas Guzman.

Blanca has been honored by multiple women’s, industry, and Latino organizations for her business savvy and contributions to the community. She is passionate about helping other aspiring Latino business owners achieve their dreams. “When I started, I didn’t understand how to write a business plan to secure a loan,” recalls Blanca. “But I didn’t give up.” Every time she was declined, she



asked how to improve her application. She attended workshops and classes. “Anywhere people told me to go for help and mentorship, I went,” says Blanca.

Blanca now wants to pay it forward, “I’m living my American Dream, so I’d like to simplify the path for others.”

The successful restaurateur is also a busy wife and mother to three daughters so it’s hard to imagine she has time to expand, but that’s not slowing her down. Blanca hopes to franchise El Fogon. She concludes,

“I have met so many hard-working people in this industry. They’re responsible, smart and dedicated, but they don’t see a way they could open their own restaurant. If we partner, we can help and show them it’s possible.”

Blanca Plascencia’s achievements, as well as her commitment to opening the doors for other immigrant entrepreneurs, is why she was named the 2022 Iowa Restaurant Association American Dream Honoree.

Purveyor

John Rasley

E & J Gallo Winery, Des Moines

Iowa Restaurant Association Purveyor Partner of the Year John Rasley's life is a story of coming full circle. Born and raised in Des Moines, the Roosevelt High School grad headed to the University of Wyoming where he earned a degree in communications and a minor in music.

A talented percussionist, John performed in the drum line of the UW marching band, as well as the university's jazz ensemble. He later moved to Los Angeles and worked in the music industry, touring with bands, and playing as a studio musician for nearly two decades.

In 1988, John stepped away from music to join the E&J Gallo Winery team as an LA-based sales rep. The now 35+ year veteran of the family-owned winery remembers, "It was a different time. The industry has grown and changed so much over the years with innovation and quality." He moved through the ranks quickly and was promoted to district, and then area manager.

However, the grind of Los Angeles started to wear on his Midwestern heart. When given the chance to take a promotion in Wisconsin, he jumped on it. Eventually John was able to truly come home and help expand E&J Gallo's market presence in Iowa. "I've always loved Des Moines," says John. "I was thrilled to find my way back."

Today John still manages Iowa as well as Nebraska, North Dakota, and South Dakota. He's grown each of these markets by building strong partnerships with on-premise and off-premise businesses, as well as the groups that support them. Under his state leadership, E&J Gallo Winery has twice been recognized by the Iowa Grocery Industry Association as supplier of the year. They are also a high visibility product and financial sponsor at nearly every Iowa Restaurant Association event.

John resists taking credit for the exponential growth of the E&J Gallo Winery brand in Iowa. He's quick to acknowledge the collaboration with his partners at Johnson Brothers Ben Poole,



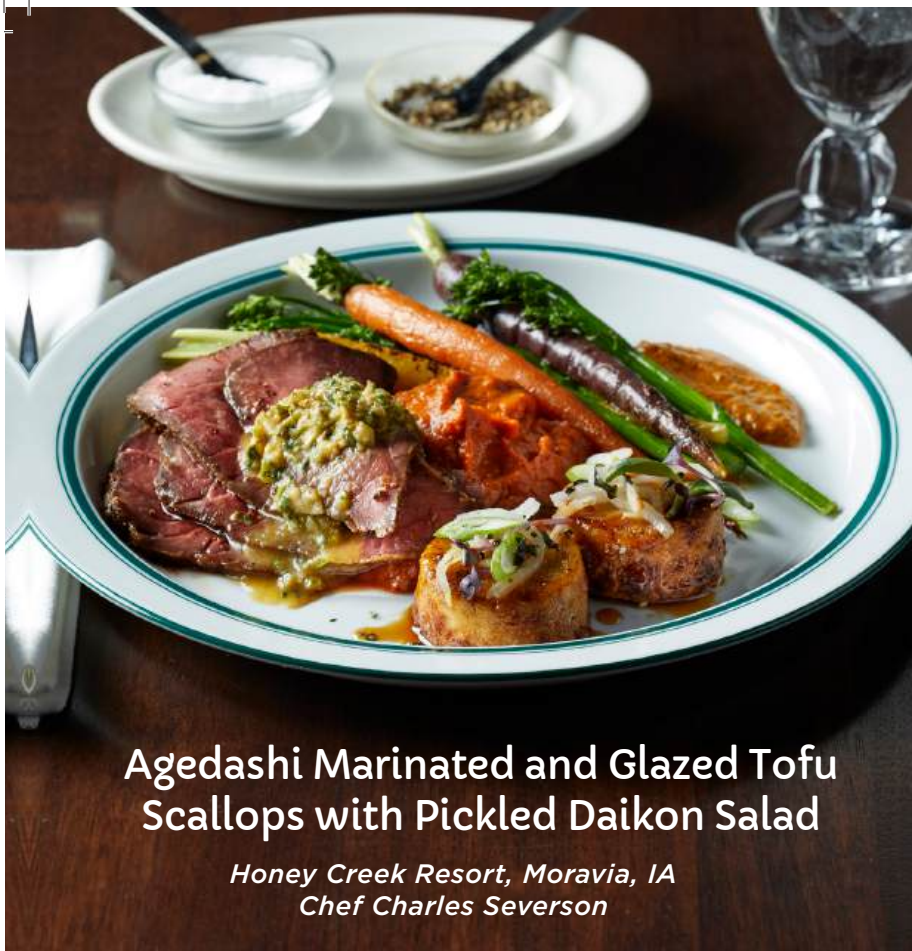
Aaron James, and Teresa Court, as well as fellow E&J Gallo Winery team member Leslie Lucente. "A partnership award like this really has to go to everyone who's worked so hard to build the brand," says John.

When he's not traveling his region to promote the E&J Gallo Winery, John and wife Sherilyn enjoy watching daughter Natalie's performances as part of the ISU marching band drumline, as well as spending time with their daughter Alanna, her husband Cody, and their grandchild Jamie. They are also very attached to their three dogs.

Partnership remains at the heart of John's approach to everything he does. Concludes John,

"A rising tide sails all ships. Ultimately the only way we can all ensure an exceptional consumer experience is to work together and be committed to one another's success."

That philosophy and his follow through to deliver upon it, is why John Rasley was chosen as this year's Purveyor Partner of the Year.



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Sustainability

Mike & Ilee Muller

Grace on Main, Elkhorn

In 2020 Mike and Ilee Muller moved from California to Elk Horn to open Grace on Main, a casual eatery offering specialty pizzas, sandwiches, and pasta dishes. Despite opening during COVID, the rural establishment was an instant hit—drawing people from across the region.

From day one, the couple sought ways to implement sustainability practices and reduce the restaurant's carbon footprint. Explains Ilee,

“There are thousands of restaurants in Iowa. Sustainable business practices are a place our industry can lead and make a difference.”

In fact, the couple quickly established themselves as leaders in sustainable restaurant operations. It started with simple things. Because Grace on Main's dishes are made with fresh ingredients, kitchen prep produces a larger than usual quantity of scraps. To reduce land fill waste, the Mullers took unusable greens home to feed their 2 dozen chickens. As their restaurant grew, they stopped raising chickens and instead partnered with Craig Kaiser of Windy Hill Compost, a local company that collects food scraps and coffee grounds to create compost. Grace on Main also serves as a free community drop-off site for residents who want to do the same.

Given Grace on Main opened the same day COVID mandates closed on-premise dining, to-go packaging has always been a critical part of their business model. Despite the higher cost, the couple used exclusively recyclable takeout containers and cups. Even with the recent supply chain issues they've remained committed to using recyclable options. Mike and Ilee also save and physically deliver boxes, bottles, and cans from the restaurant to a nearby recycling location. “It's not always easy,” explains Ilee. “We have to transport things, but we want to lead by example.”

This commitment to sustainability might have presented a challenge when the couple was looking for a way to double their seating



capacity. They were pleasantly surprised when they were able to take over a former restaurant space in a building whose owner was equally committed to sustainability.

Grace on Main's new location uses solar panels to generate electricity and produce hot water for geothermal heating to the building. Despite being a community of 600 people, Grace on Main is proving rural Iowa can deliver alternative energy sources. Today the restaurant is powered by 88.5% renewable energy—helping the environment and reducing expenses.

Ilee and Mike Muller are quick to point out that they could not have done this alone. “Mike Howard, the original building owner, has always been a champion for renewable energy. Our operation benefits every day from his early adoption and investment in these technologies,” concludes Ilee. “We know we are stewards here. We feel blessed to have found partners equally committed to having a positive impact.”

For their leadership in sustainable restaurant business operations, the inaugural winner of the Iowa Restaurant Association's Sustainability Award was Grace on Main owners Mike and Ilee Muller.

2022 Culinary Competition



Seven chefs competed in the Iowa Restaurant Association's Annual Beef and Soy Culinary Competition. Each showcased dishes for sampling at the Grand Tasting Gala in Des Moines. The two-part competition challenged the chefs to create an entrée featuring a Petite Beef Shoulder Tender and a soy-based side dish or sauce. Chef Brandon Liss of Aura Restaurant & Lounge in West Des Moines took first place as well as the Soy Innovation Prize, Chef Josh McCurnin of Destination Grille in Grimes took second and Chef Anthony Nace of Park Street Kitchen + Bar at the downtown Hilton took third. The People's Choice Award winner was chosen and announced at the Event. Chef Josh McCurnin also took home this award.



2022 Iowa Restaurant Resources Buyers Guide

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

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

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866-201-8305www.ironhorsewm.com

Lincoln Savings Bank Insurance
515-327-9923www.mylsb.com/plan/insurance/business-insurance/restaurant-insurance.com

Skogman Carlson Insurance
319-366-6288www.skogmanins.com

The Dana Company
515-244-4391www.thedanaco.com

West Bank
515-222-2350www.westbankstrong.com

Consulting

7G Distributing, LLC
563-213-0952www.7gdistributing.com

Dickinson Law
515-244-2600www.dickinsonlaw.com

Fahr Beverage Inc
319-234-2605www.fahrbeverage.com

Johnson Brothers Liquor Co of Iowa
515-262-1199www.johnsonbrothers.com

Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com

MidStates Marketing
515-246-8829www.midstates-marketing.com

Performance Foodservice TPC
800-747-1234www.performancefoodservice.com

Rapids Wholesale Equipment
800-472-7431www.rapidswholesale.com

Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300www.sysco.com

TriMark Hockenbergs
515-282-0033www.hockenbergs.com

Contract Bottling

Dehner Distilling
712-574-0178www.dehnerdistillery.com

Credit Card Service/Supplies

Cashlynk, Inc
319-892-0136www.cashlynk.net

Electronic Office, LLC
515-612-4190www.electronicbiz.com

Heartland Payment Systems
402-314-8431www.heartlandpaymentsystems.com

Payteva
515-202-0398www.payteva.com

Professional Solutions Financial Services
515-313-4672www.profsolutions.com

SpotOn
877-814-4102www.spoton.com

West Bank
515-222-2350www.westbankstrong.com

Dairy Products

Loffredo Fresh Produce Co. Inc.
515-285-3367www.loffredo.com

Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com

MidStates Marketing
515-246-8829www.midstates-marketing.com

Performance Foodservice TPC
800-747-1234www.performancefoodservice.com

Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300www.sysco.com

Dishwashing Equipment Sales & Supplies

Bolton and Hay
515-265-2554www.boltonhay.com

Ecolab Inc.
605-209-4755www.ecolab.com

Iowa Des Moines Supply, Inc.
515-263-1200www.iowadesmoinessupply.com

Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com

Performance Foodservice TPC
800-747-1234www.performancefoodservice.com

Rapids Wholesale Equipment
800-472-7431www.rapidswholesale.com

Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300www.sysco.com

TriMark Hockenbergs
515-282-0033www.hockenbergs.com

Digital Menus

Electronic Office, LLC
515-612-4190www.electronicbiz.com

Johnson Brothers Liquor Co of Iowa
515-262-1199www.johnsonbrothers.com

Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com

Performance Foodservice TPC
800-747-1234www.performancefoodservice.com

Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300www.sysco.com

US Foods
319-645-2193www.usfoods.com

Distributor, Food & Beverage

7G Distributing, LLC
563-213-0952www.7gdistributing.com

Dehner Distilling
712-574-0178www.dehnerdistillery.com

Fahr Beverage
319-234-2605www.fahrbeverage.com

Johnson Brothers Liquor Co of Iowa
515-262-1199www.johnsonbrothers.com

Liberty Fruit Company Inc.
800-445-4782www.libertyfruit.com

Loffredo Fresh Produce Co. Inc.
515-285-3367www.loffredo.com

Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com

Performance FoodService, Cedar Rapids

319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Southern Glazer's Wine & Spirits

515-252-7173www.southernglazers.com

Southern Wine & Spirits

515-986-0060www.southernglazers.com

Sysco Iowa, Inc.

515-289-5300www.sysco.com

The Fish Guys, Inc

612-238-9815www.thefishguysinc.com

Voss Distributing/ Red Bull LLC

515-263-1777www.vossdist.com

Educational Materials

Distilled Spirits Council

202-628-3544www.distilledspirits.org

Iowa Alcoholic Beverages Division

866-IowaABD 469-2223www.abd.iowa.gov

Iowa Beef Industry Council

515-296-2305www.iabeef.org

Iowa Pork Producers Association

515-225-7675www.iowapork.org

Iowa Restaurant Association

515-276-1454www.restaurantiowa.com

Iowa Restaurant Association Education Foundation

515-276-1454www.iraef.org

Iowa State University Extension

800-262-3804www.extension.iastate.edu

Iowa Wine Growers Association

515-664-7754www.iowawinegrowers.org

Lashier Graphics & Signs

515-556-6644www.lashier.com

The Soyfoods Council/Iowa Soybean Association

515-491-8636www.iasoybeans.com...www.thesoyfoodscouncil.com

Education Resources

Iowa Hotel & Lodging Association

515-276-1454www.hotellodgingiowa.com

Iowa Restaurant Association Education Foundation

515-276-1454www.iraef.org

Education Partners

Grinnell College

641-269-3661www.grinnell.edu

Indian Hills Community College

641-683-5196www.indianhills.edu

Iowa Central Community College

515-574-1284www.iowacentral.edu

Iowa Culinary Institute at DMACC

515-964-6532www.dmac.edu

Iowa Lakes Community College/Hotel & Rest Mgmt

712-852-5256www.iowalakes.edu

Iowa State University

515-294-7474www.iastate.edu

Kirkwood Community College- Hospitality Arts Dept.

319-848-8772www.kirkwood.edu

Western Iowa Tech Community College

712-274-8733www.witcc.edu

Employment Resources

Dickinson Law

515-244-2600www.dickinsonlaw.com

Holmes Murphy & Associates

515-964-5936www.holmesmurphy.com

Heartland Payroll Services

515-202-0398www.heartlandpaymentsystems.com/payroll

Patrice & Associates

757-641-4909www.patriceandassociates.com

ERTC Funds

Adesso Capital

206-931-3547www.adessocapital.com

Exhaust Systems & Cleaning Services

Enviromatic Corporation of America, Inc.

800-325-8476www.enviromatic.com

Hoodz of Central Iowa

515-512-4191www.hoodzinternational.com

Hoodz of Eastern Iowa

319-250-5627www.hoodzinternational.com

Rapids Wholesale Equipment

800-472-7431www.rapidswholesale.com

Restaurant Technologies

515-402-0602www.rti-inc.com

Financial Institutions/Services

Compensation Designs, LLC

515-280-4743www.cdsplans.com

Dickinson Law

515-244-2600www.dickinsonlaw.com

Heartland Payment Systems

402-314-8431www.heartlandpaymentsystems.com

Professional Solutions Financial Services

515-313-4672www.profsolutions.com

West Bank

515-222-2350www.westbankstrong.com

Fire Suppression Systems

Hoodz of Central Iowa

515-512-4191www.hoodzinternational.com

Hoodz of Eastern Iowa

319-250-5627www.hoodzinternational.com

Rapids Wholesale Equipment

800-472-7431www.rapidswholesale.com

Restaurant Technologies

515-402-0602www.rti-inc.com

Food Broker

MidStates Marketing

515-246-8829www.midstates-marketing.com

Food & Restaurant Service Equipment, Services & Supplies

Bolton and Hay

515-265-2554www.boltonhay.com

Cold Temp Solutions

319-435-0463www.coldtempsolutions.com

Iowa Des Moines Supply Inc.

515-263-1200www.iowadesmoinessupply.com

Levy Restaurants @ Iowa State University

479-879-4574www.levyrestaurants.com

Martin Brothers Distributing Co., Inc.

319-266-1775www.martinbros.com

McCormack Distributing Co.

712-546-5133www.mccormackdistributing.com

Rapids Wholesale Equipment

800-472-7431www.rapidswholesale.com

Performance FoodService, Cedar Rapids

319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Surface Repair Service

515-276-5453www.surfacerepairservice.com

Sysco Iowa, Inc.

515-289-5300www.sysco.com

TriMark Hockenbergs

515-282-0033www.hockenbergs.com

Frozen Food

Martin Brothers Distributing Co., Inc.

319-266-1775www.martinbros.com

MidStates Marketing

515-246-8829www.midstates-marketing.com

Performance Foodservice TPC

800-747-1234www.performancefoodservice.com

Performance FoodService, Cedar Rapids

319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.

515-289-5300www.sysco.com

Gift Cards

Heartland Payment Systems

515-979-3578www.heartlandpaymentsystems.com

Professional Solutions Financial Services

515-313-4672www.profsolutions.com

Grease Removal

Enviromatic Corporation of America, Inc.

800-325-8476www.enviromatic.com

Hoodz of Central Iowa

515-512-4191www.hoodzinternational.com

Hoodz of Eastern Iowa

319-250-5627www.hoodzinternational.com

Midwest Renewable Biofuels
515-994-2648www.mbrfuels.com
Restaurant Technologies
515-402-0602www.rti-inc.com

Green Products

Bolton & Hay, Inc
515-265-2554www.boltonhay.com
Ecolab Inc.
605-209-4755www.ecolab.com
Iowa Des Moines Supply Inc.
515-263-1200www.iowadesmoinessupply.com
Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com
MidStates Marketing
515-246-8829www.midstates-marketing.com
Performance Foodservice TPC
800-747-1234www.performancefoodservice.com
Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Sysco Iowa, Inc.
515-289-5300www.sysco.com

Industry Groups

CATCH Des Moines
515-286-4960www.catchdesmoines.com
FUSE DSM
515-829-4189www.fusedsm.org
Iowa City Chamber of Commerce
319-337-9637www.iowacityarea.com
Urbandale Chamber of Commerce
515-331-6855www.uniquelyurbandale.com
West Des Moines Chamber of Commerce
515-225-6009www.wdmchamber.org

Insurance

Brummel Madsen Insurance
319-266-2644www.brummelmadsen.com
Emporium Insurance Agency
319-333-7000www.emporiuminsuranceagency.com
Grinnell Mutual Reinsurance Company
800-362-2041www.grinnellmutual.com
Holmes Murphy & Associates
515-964-5936www.holmesmurphy.com
InsPro Insurance Company
515-226-9565www.insproins.com
Insurance Station
515-967-0489www.insurancestationinc.com
Lincoln Savings Bank Insurance
515-327-9923www.mylsb.com/plan/insurance/business-insurance/restaurant-insurance.com
Ludovissy & Associates
563-556-6661www.ludovissyandassociates.com
Professional Solutions Financial Services
515-313-4672www.profsolutions.com
Relion Insurance Solutions
319-887-3700www.relion-ins.com
Skogman Carlson Insurance
319-366-6288www.skogmanins.com
Society Insurance
920-948-3985www.societyinsurance.com
The Dana Company
515-224-4391www.thedanaco.com

Legal Services

Dickinson Law
515-244-2600www.dickinsonlaw.com
Holmes Murphy & Associates
515-964-5936www.holmesmurphy.com
Kreamer Law Firm, P.C.
515-727-0900www.kreamerlaw.com
Sease Wadding
515-883-2222www.seasewadding.com

Lending

Adesso Capital
206-931-3547www.adessocapital.com
Heartland Payment Systems
402-314-8431www.heartlandpaymentsystems.com
Lincoln Savings Bank Insurance
515-327-9923www.mylsb.com/plan/insurance/business-insurance/restaurant-insurance.com
Professional Solutions Financial Services
515-313-4672www.profsolutions.com

West Bank
515-222-2350www.westbankstrong.com

Linen Sales & Service

Bolton and Hay
515-265-2554www.boltonhay.com
Iowa Des Moines Supply Inc.
515-263-1200www.iowadesmoinessupply.com
Rapids Wholesale Equipment
800-472-7431www.rapidswholesale.com
Spin Linen
402-214-1860www.spinlinen.com
TriMark Hockenbergs
515-282-0033www.hockenbergs.com

Marketing

Compensation Designs, LLC
515-280-4743www.cdsplans.com
Lashier Graphics & Signs
515-556-6644www.lashier.com

Meat Information

Iowa Beef Industry Council
515-296-2305www.iabeef.org
Iowa Pork Producers Association
515-225-7675www.iowapork.org
Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com
Performance Foodservice TPC
800-747-1234www.performancefoodservice.com
Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Sysco Iowa, Inc.
515-289-5300www.sysco.com

Meat Purveyor

Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com
Performance Foodservice TPC
800-747-1234www.performancefoodservice.com
Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Sysco Iowa, Inc.
515-289-5300www.sysco.com

Menu Design/Ideas

Electronic Office, LLC
515-612-4190www.electronicbiz.com
Iowa Beef Industry Council
515-296-2305www.iabeef.org
Iowa Pork Producers Association
515-225-7675www.iowapork.org
Johnson Brothers Liquor Co of Iowa
515-262-1199www.johnsonbrothers.com
Lashier Graphics & Signs
515-556-6644www.lashier.com
Martin Brothers Distributing Co., Inc.
319-266-1775www.martinbros.com
MidStates Marketing
515-246-8829www.midstates-marketing.com
Performance Foodservice TPC
800-747-1234www.performancefoodservice.com
Performance FoodService, Cedar Rapids
319-396-1300www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Southern Glazer's Wine & Spirits
515-252-7173www.southernglazers.com
Southern Wine & Spirits
515-986-0060www.southernglazers.com
Sysco Iowa, Inc.
515-289-5300www.sysco.com

Mobile App Development

HTML Marketing
515-570-3290 www.htmlmarketing.com

Music Licensing

BMI
615-401-2873 www.bmi.org

Online Ordering

Electronic Office, LLC
515-612-4190 www.electronicbiz.com
Performance Foodservice TPC
800-747-1234 www.performancefoodservice.com

Paper Products

Bolton and Hay
515-265-2554 www.boltonhay.com
Iowa Des Moines Supply Inc.
515-263-1200 www.iowadesmoinessupply.com
Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com
MidStates Marketing
515-246-8829 www.midstates-marketing.com
Rapids Wholesale Equipment
319-447-1670 www.rapidswholesale.com
Performance FoodService, Cedar Rapids
319-396-1300 www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Sysco Iowa, Inc.
515-289-5300 www.sysco.com
TriMark Hockenbergs
515-282-0033 www.hockenbergs.com

Payroll Processing Services

Heartland Payroll Services
605-940-9861 www.heartlandpaymentsystems.com/payroll

Personal Protective Equipment (PPE)

Bolton and Hay
515-265-2554 www.boltonhay.com
Ecolab Inc.
605-209-4755 www.ecolab.com
Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com
Performance Foodservice TPC
800-747-1234 www.performancefoodservice.com
Performance FoodService, Cedar Rapids
319-396-1300 www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Sysco Iowa, Inc.
515-289-5300 www.sysco.com
TriMark Hockenbergs
515-282-0033 www.hockenbergs.com

POS Systems, Cash Registers, Equipment/Supplies

Electronic Office, LLC
515-612-4190 www.electronicbiz.com
Heartland Payment Systems
402-314-8431 www.heartlandpaymentsystems.com
Payteva
515-202-0398 www.payteva.com
Professional Solutions Financial Services
515-313-4672 www.profsolutions.com
SpotOn
877-814-4102 www.spoton.com

Private Labeling

Dehner Distilling
712-574-0178 www.dehnerydistillery.com

Produce Purveyor

Liberty Fruit Company Inc.
800-445-4782 www.libertyfruit.com
Loffredo Fresh Produce Co. Inc.
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Martin Brothers Distributing Co., Inc.
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Performance Foodservice TPC
800-747-1234 www.performancefoodservice.com
Performance FoodService, Cedar Rapids
319-396-1300 www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300 www.sysco.com

Publications

CATCH Des Moines
515-286-4960 www.catchdesmoines.com
Food & Beverage Iowa Business Quarterly
515-276-1454 www.restaurantiowa.com

Public Relations

CATCH Des Moines
515-286-4960 www.catchdesmoines.com
Fuse DSM
515-829-4189 www.fusedsm.org
Iowa City Chamber of Commerce
319-337-9637 www.iowacityarea.com
Lashier Graphics & Signs
515-556-6644 www.lashier.com
Urbandale Chamber of Commerce
515-331-6855 www.uniquelyurbandale.com
West Des Moines Chamber of Commerce
515-225-6009 www.wdmchamber.org

Recruiter/Staffing

Patrice & Associates
757-641-4909 www.patriceandassociates.com

Refrigeration Equipment and Parts

Bolton and Hay
515-265-2554 www.boltonhay.com
Cold Temp Solutions
319-435-0463 www.coldtempsolutions.com
Humitech of Iowa
515-314-6990 www.facebook.com/HumitechIA
Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com
Performance Foodservice TPC
800-747-1234 www.performancefoodservice.com
Rapids Wholesale Equipment
319-447-1670 www.rapidswholesale.com
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Sysco Iowa, Inc.
515-289-5300 www.sysco.com
TriMark Hockenbergs
515-282-0033 www.hockenbergs.com
US Foods
319-645-2193 www.usfoods.com

Sales Tax Exemption

Dickinson Law
515-244-2600 www.dickinsonlaw.com
D & J Consulting
515-556-7641

Sanitation Supplies/Cleaning Services

Bolton and Hay
515-265-2554 www.boltonhay.com
Ecolab Inc.
605-209-4755 www.ecolab.com
Iowa Des Moines Supply Inc.
515-263-1200 www.iowadesmoinessupply.com
Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com
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319-396-1300 www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com
Sysco Iowa, Inc.
515-289-5300 www.sysco.com
TriMark Hockenbergs
515-282-0033 www.hockenbergs.com
Seafood
The Fish Guys, Inc
612-238-9815 www.thefishguysinc.com
Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com
MidStates Marketing
515-246-8829 www.midstates-marketing.com

Performance Foodservice TPC
800-747-1234 www.performancefoodservice.com

Performance FoodService, Cedar Rapids
319-396-1300 www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300 www.sysco.com

Signage

Lashier Graphics & Signs
515-556-6644 www.lashier.com

Spirits/Manufacturer

Sazerac Co.
866-751-8118 www.sazerac.com

Templeton Rye Spirits LLC.
712-669-8793 www.templetonrye.com

Spirits Producer

Dehner Distilling
712-574-0178 www.dehnerydistillery.com

Iowa Distilling Company
515-981-4216 www.iowadistilling.com

Soy Foods

Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com

Performance Foodservice TPC
800-747-1234 www.performancefoodservice.com

Performance FoodService, Cedar Rapids
319-396-1300 www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

Sysco Iowa, Inc.
515-289-5300 www.sysco.com

The Soyfoods Council/Iowa Soybean Association
515-491-8636 www.iasoybeans.com...www.thesoyfoodscouncil.com

Staffing Solutions

Patrice & Associates
757-641-4909 www.patriceandassociates.com

Workstream
801-376-7620 www.workstream.us

Technology

Bear Robotics
785-760-2976 www.bearrobotics.ai

Martin Brothers Distributing Co., Inc.
319-266-1775 www.martinbros.com

Workstream
801-376-7620 www.workstream.us

Uniforms

Bolton and Hay
515-265-2554 www.boltonhay.com

Rapids Wholesale Equipment
800-472-7431 www.rapidswholesale.com

Spin Linen
402-214-1860 www.spinlinen.com

TriMark Hockenbergs
515-282-0033 www.hockenbergs.com

Utilities

D & J Consulting
515-556-7641

MidAmerican Energy Company
515-252-6762 www.midamericanenergy.com

WoodRiver Energy LLC
515-608-3096 www.woodriverenergy.com

Upholstery Repair

Surface Repair Service
515-276-5453 www.surfacerepairservice.com

Website Design

HTML Marketing
(515) 570-3290 www.htmlmarketing.com

Wines/Spirits Distributor

Beverage Distributors of Iowa
515-280-6036 www.bdi-wholesale.com

Hy-Vee Inc.
515-267-8200 www.hyvee.com

Iowa Alcoholic Beverages Division
866-IowaABD 469-2223 www.abd.iowa.gov

Johnson Brothers Liquor Co of Iowa
515-262-1199 www.johnsonbrothers.com

Southern Glazer's Wine & Spirits
515-252-7173 www.southernglazers.com

Southern Wine & Spirits
515-986-0060 www.southernglazers.com



2022 Iowa Restaurant Resources Directory

7G Distributing, LLC
9925 6th Street SW Cedar Rapids, IA 52404
563-213-0952 | 7gdistributing.com

Adesso Capital
8434 E. Shea Blvd, Ste 100 Scottsdale, AZ 85260
206-931-3547 | adessocapital.com

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

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

Backes Commercial Auctioneers
6605 Dubuque Road Raymond, IA 50667
319-226-5830 | backes-auction.com

Bear Robotics
785 Broadway Redwood City, CA 94063
785-760-2976 | bearrobotics.ai

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

Bolton and Hay
433 Park Ave Des Moines IA 50321
515-265-2554 | boltonhay.com

Brummel Madsen Insurance
318 Main Street Cedar Falls IA 50613
319-266-2644 | brummelmadsen.com

Cashlynk, Inc
234 33rd Street Cedar Rapids, IA 52403
319-892-0136 | cashlynk.net

CATCH Des Moines
400 Locust Street Suite 265
Des Moines IA 50309
515-286-4960 | catchdesmoines.com

Cold Temp Solutions
2803 Henry Court NW Cedar Rapids, IA 52405
319-435-0463 | coldtempsolutions.com

Compensation Designs, LLC
1603 22nd St, Ste 104 West Des Moines, IA 50266
515-280-4743 | cdsplans.com

Dehner Distilling
7300 University Ave, Ste E Clive, IA 50325
712-574-0178 | dehnerdistillery.com

Dickinson Law
699 Walnut St. Ste 1600
Des Moines IA 50309
515-244-2600 | dickinsonlaw.com

D & J Consulting, L.C.
729 NE Brookhaven Drive Ankeny IA 50021
515-556-7641

Distilled Spirits Council
1250 Eye Street Northwest,
St 400 Washington DC 20005
202-628-3544 | discuss.com

E & J Gallo Winery
6600 Merle Hay Rd. Johnston IA 50131
515-262-119 | gallo.com

Ecolab Inc.
2750 Blue Water Rd. Suite 225 Eagan MN 55121
952-852-0920 | ecolab.com

Electronic Office, LLC
8345 University Blvd Clive, IA 50325
515-612-4190 | electronicbiz.com

Emporium Insurance Agency
332 S. Linn Street Iowa City IA 52240
319-333-7000 | emporiuminsuranceagency.com

Enviromatic Corporation of America, Inc.
27929 Fairground Rd. Ste J Adel IA 50003
800-325-8476 | enviromatic.com

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

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(641) 269-3661 | www.grinnell.edu

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800-362-2041 | grinnellmutual.com

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3932 S. Blvd. Edmond, OK 73013
402-314-8431 | heartlandpaymentsystems.com

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3932 S. Blvd. Edmond, OK 73013
605-940-986 | heartlandpaymentsystems.com/payroll

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(515) 964-5936 | holmesmurphy.com

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4927 68th Urbandale IA 50322
319-250-5627 | hoodzinternational.com

Hoodz of Eastern Iowa
743 Sandusky Dr Iowa City IA 52240
319-250-5627 | hoodzinternational.com

HTML Marketing
3616 SE 18th Court, Ankeny IA 50021
515-570-3290 | htmlmarketing.com

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PO Box 1027 Waukee IA 50263
515-314-6990 | facebook.com/HumitechIA

Hy-Vee Inc
5820 Westown Parkway
West Des Moines IA 50266
515-267-8200 | hyvee.com

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(641) 683-5196 | www.indianhills.edu

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West Des Moines IA 50266
515-226-9565 | insproins.com

Insurance Station
116 Second Street Southeast, PO Box 219
Altoona IA 50009
515-967-0489 | insurancestationinc.com

Iowa Alcoholic Beverages Division
1918 SE Hulsizer Dr Ankeny IA 50021
866-IowaABD 469-2223 | abd.iowa.gov

Iowa Beef Industry Council
2055 Ironwood Court Ames IA 50014
515-296-2305 | iabeef.org

Iowa Central Community College
One Triton Circle Fort Dodge IA 50501
515-574-1284 | www.iowacentral.edu

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Iowa City IA 52240
319-337-9637 | iowacityarea.com

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515-964-6532 | www.dmaccc.edu

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515-263-1200 | iowadesmoinessupply.com

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515-262-1199 | www.johnsonbrothers.com

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Hospitality Arts Dept
7725 Kirkwood Blvd SW Cedar Rapids IA 52404
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515-727-0900 | kreamerlaw.com

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515-556-6644 | lashier.com

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1705 Center Drive Ames, IA 50010
479-879-4575 | levyrestaurants.com

Liberty Fruit Company Inc.
1247 Argentine Blvd. Kansas City KS 66105
800-445-4782 | libertyfruit.com

Lincoln Savings Bank Insurance
1922 Ingersoll Ave. Des Moines, IA 50309
515-327-9923 | myslb.com/plan/insurance/business-insurance/restaurant-insurance.com

Loffredo Fresh Produce Co. Inc.
4001 SW 63rd Street Des Moines IA 50321
515-285-3367 | loffredo.com

Lola's Fine Hot Sauce
2041 Grand Avenue West Des Moines, IA 50265
515-776-0086 | lolasfinehotsauce.com

Ludovissy & Associates
787 West Locust Street Dubuque IA 52001
563-556-6661 | ludovissyandassociates.com

Martin Brothers Distributing Co., Inc.
6623 Chancellor Drive Cedar Falls IA 50613
319-266-1775 | martinbros.com

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515-360-2247

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1755 24th Street SW LeMars IA 51031
712-546-5133 | mccormackdistributing.com

MidAmerican Energy Company
666 Grand Avenue Suite 500
Des Moines IA 50309
515-252-6762 | midamericanenergy.com

MidStates Marketing
2771 104th Street Urbandale, IA 50322

515-246-8829 | midstates-marketing.com

Midwest Renewable Biofuels
13293 S. 88th Ave W Prairie City, IA 50228
515-994-2648 | mrbfuels.com

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Professional Solutions Financial Services
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515-313-4672 | pfsolutions.com

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800-747-1234 | performancefoodservice.com

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319-396-1300 | www.performancefoodservice.com/Our-Locations/Cedar-Rapids.com

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888-576-2438 | societyinsurance.com

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515-252-7173 | southernglazers.com

Southern Wine & Spirits
3100 SE Grimes Blvd Suite 100 Grimes IA 50111
515-986-0060 | southernglazers.com

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402-214-1860 | spinlinen.com

Surface Repair Service
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515-276-5453 | surfacerepairservice.com

SpotOn
100 California St. 9th Floor San Francisco, CA 94111
877-814-4102 | spoton.com

SVN
2700 Westown Pkwy West Des Moines, IA 50266
847-431-6672 | svncreate.com/restaurant-and-food-grade-facilities/com

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

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

The Fish Guys
5320 W. 23rd St, Ste 160 Minneapolis MN 55416
612-238-9815 | thefishguysinc.com

The Dana Company
12345 Unviersity Ave. # 300
Clive IA 50325
515-244-4391 | thedanaco.com

**The Soyfoods Council/
Iowa Soybean Association**
1255 SW Prairie Trail Pkwy Ankeny IA 50023
515-491-8636
thesoyfoodscouncil.com / iasoybeans.com

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

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

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

Waste Solutions of Iowa
2142 E Market St. Des Moines IA 50317
515-288-0924 | jimsjohns.com

West Bank
1601 22nd Street West Des Moines, IA 50266
515-222-2350 | westbankstrong.com

West Des Moines Chamber of Commerce
4200 Mills Civic Pkwy #E-200
West Des Moines IA 50265
515-225-6009 | wdmchamber.org

Western Iowa Tech Community College
4647 Stone Avenue Sioux City IA 51106
712-274-8733 | www.witcc.edu

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