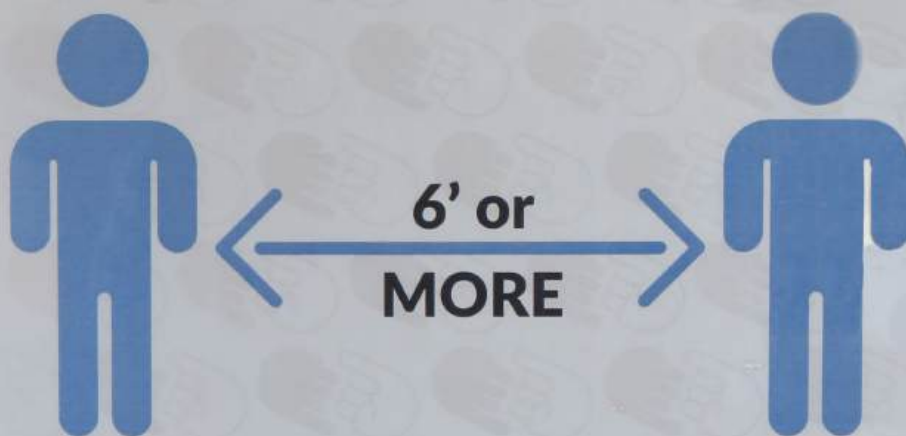


Food & Beverage Iowa **Business** Quarterly

Resilience in the Face of a Changing Business Climate

The Way Forward: Iowa's restaurants and bars pivot their business models

**THANKS FOR PRACTICING
SOCIAL DISTANCING**



IOWA



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Bobby Higdon
robert.higdon@heartland.us
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Restaurant and Retail Beverage Industries

Food & Beverage Iowa Business Quarterly

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Business Quarterly**
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The Iowa Restaurant Association is the state affiliate of the National Restaurant Association.

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An Open Letter to Iowa's Hospitality Industry,

As the head of the advocacy group that serves and speaks for Iowa's hospitality industry to legislators, regulators, media and the public, I know I should use this page to celebrate our industry's response to what is arguably the most challenging time it has ever faced.

There are countless examples of the spirit and resilience of operators across the state. During the past four months, our industry has fed first responders, their communities, and those in need. Our members have exhibited the creativity, nimbleness, innovation, and hard work that define who we are.

Yet it would be tone deaf not to acknowledge that we are still in the throes of something so economically devastating, many may not survive.

Our best estimates are that Iowa's restaurant industry has lost in excess of \$750 million since St. Patrick's Day. We expect by March 17, 2021 (exactly one year to the day on-premise service was closed by proclamation) we will have a net loss of 1,000 locations across the state. If we can keep those losses to approximately 15% of restaurants and bars, we will outperform nearly every other state in the nation.

But that 15% still equates to the loss of 1,000 community gathering spaces, operations that consistently support community organizations and schools, and establishments that provide first jobs to 1 in 3 people. For many Iowa communities, it is the loss of the heart and soul of their downtowns and main streets.

In my 10 years at the Iowa Restaurant Association, prospective members have often asked me, "What do I get for my membership?" I have always taken the time to talk about our money saving and networking programs, but have most emphasized our legislative and regulatory advocacy.

If you have called our office in the past four months to get clarification on a mandate, ask a question about the PPP or CARES act, share your concerns with one of our Senators or Congress people, or ask about unemployment benefits, you have experienced firsthand what a \$35 per month membership pays for.

If you sat in on a Zoom call, downloaded information from our website, or called for a contact or phone number for a state grant or tax deferment application, you have experienced firsthand what a \$35 per month membership pays for.

If you have taken advantage of what the Association has offered in the past four months without paying the \$35 per month, it's okay. Our interest was in helping the industry—member or not.

However, now we must ask you to join. Like you, we have laid off employees and cut expenses. We have lost revenue-generating events and classes. We are not funded by the National Restaurant Association. We are funded by the \$35 per month memberships of your peers in Iowa's hospitality industry.

Please take a moment to join. It is literally as easy as a visit to our website or a call to our office. We believe that we've proved our value over the past few months. The industry needed us. Now we need the industry.

Proud to be your voice when you cannot be there,

Jessica Dunker
President and CEO
Iowa Restaurant Association



If you have:

- Participated in a Zoom call
- Called with a question
- Leveraged a state or federal relief program
- Participated in the Iowa Hospitality or Bar Promise

*You have experienced
the value of an
Iowa Restaurant Association
membership.*

Join Today
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The Italian Experts for Over 60 Years

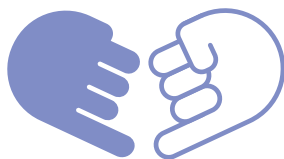
Our Roma brand combines more than 60 years of heritage to bring the best Italian ingredients to America. In 1951, at the age of 20, Louis G. Piancone left Corato, Italy, for the United States. In 1955, Piancone decided to pursue the true American dream and opened an Italian delicatessen in Bradley Beach, New Jersey.

Noticing a need for wholesale distribution to restaurants in the area, in 1964 he sold the retail side of his business. He moved his focus to supplying authentic Italian food to restaurants and Roma Food was born. Today Roma combines this tradition with a dedication to sourcing the best Italian products, both traditional and innovative. Roma is the leading foodservice brand for authentic Italian food and impeccable service.

delivering
exclusive brands



The Iowa Hospitality Promise



Leading in our Communities, Protecting Patrons and Team Members

Best practices don't mean looking like a surgeon. Staff members at Court Ave. Brewing Company in Des Moines wear gaiter-style masks sporting an Iowa Beer graphic.



THE IOWA HOSPITALITY PROMISE

The Hospitality industry has an outstanding track record of protecting our employees and guests. To ensure everyone's safety as we welcome you back into our dining rooms, we ask that we make the following promises to each other:

OUR PROMISE TO YOU

- We will continue to be a leader in safe sanitation practices ensuring every location has a Certified Food Protection Manager who has put protocols in place emphasizing your safety and well-being.
- Ensure all staff members are feeling healthy and symptom free prior to every shift.
- All indoor and outdoor seating options will comply with the appropriate social distancing guidelines.
- Hand sanitizer is available upon entry and exit.
- We will clean and sanitize all common areas regularly.
- All tables and chairs will be cleaned and sanitized after every use.
- Place settings, utensils, menus, and condiments will either be single-use or will be cleaned and sanitized after every use.
- We will post the Iowa Hospitality Promise at our entrances so everyone understands the steps we must all take to keep our communities safe.

YOUR PROMISE TO US

- If you have been exposed to COVID-19 recently or have symptoms of COVID-19 (including a fever, cough, or shortness of breath), please help us keep everyone safe by staying home.
- If you have underlying health conditions or are otherwise concerned about contracting COVID-19, please use our contactless delivery options.
- If you have any questions about the Iowa Hospitality Promise, please ask for a manager who will be happy to assist you.



In May as Iowa began to reopen first restaurants, and then bars across the state, the Iowa Restaurant Association launched its Iowa Hospitality and Iowa Bar Promise Programs. Participating restaurant and bars pledged to take all mandated, as well as extra, steps to protect their employees and patrons as they reopened their establishments. In exchange, the industry asked customers who have underlying health issues, have been exposed to COVID-19 or are exhibiting symptoms, to use their other service options such as carry-out and delivery. The program was developed with the underlying belief that if restaurants, bars, and customers work together, we can make Iowa's hospitality industry as vibrant as it was prior to the impact of COVID-19.

The “MUST”, the “SHOULD”, and the “COULD” for Iowa Restaurants & Bars

Keeping up with the state and federal mandates, proclamations, agency and industry recommendations, as well as public sentiment (most often expressed on social media) can be a full-time job. Here's a quick breakdown of where things stood as of July 15, 2020.

	Mandate	Best Practice	Personal Choice
	• 6 Feet between Tables	X	
	• Every Patron has a seat	X	
	• Masks on Staff	X	
	• Masks on Patrons		X
	• Employee Temperature Checks	X	
	• Guest Temperature Checks		X
	• Hand Sanitizer for all Patrons	X	
	• Contactless/Online Ordering	X	
	• Temporary Closure if COVID-19 Positive Employee		X
	• 80 Hrs Paid Sick Leave	X	
	• Paid family leave if COVID-related	X	
	• Ensure Social Distancing	X	
	• Limit Individual Party Sizes		X
	• Increased Hygiene Practices	X	
	• No Self Service drink refills		X
	• No Self Serve Salad Bar & Buffet		X
	• No Dance Floor Allowed		X

Hospitality Employee Health Screening Form

Business: _____ Date: _____

Person completing form: _____ Shift: _____

Screen each employee for these symptoms before they start their shift. Circle an answer (yes, no) for each symptom for each employee. If an employee reports any of the symptoms:

1. Send employee home immediately.
2. Increase cleaning in your establishment and promote social distancing (stall at least 6 feet apart from one another).
3. Exclude employee until they are fever-free (without medication) for 72 hours and 10 days have passed since their first symptom.

Employee: Retain this form for three months in a secure place.

Employee Name	Before starting shift							Notes (Please indicate if Employee Has Seen Throat)
	Cough or Sneezing	Shortness of breath	Sore Throat	Cough	Chills	Headaches or fever	Runny, stuffy nose	
	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	
	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	
	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	Y/N	
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RESTAURANT ASSOCIATION OF IOWA

Pre-Shift Employee Health Screening

Health screening employees prior to their shifts has always been a recommended best practice in the restaurant and bar industry. However, it has taken on new significance in the age of COVID-19. The Iowa Restaurant Association has a daily pre-shift health screening form available for download on its website. It is recommended employers retain these forms for 3 months.

Printable resources and latest information
available at restaurantiowa.com



Exile Brewing Company in downtown Des Moines is going beyond current state social distancing mandates to keep customers and patrons feeling comfortable and safe. All employees and guests are temperature checked prior to entering the brewpub or patio. The popular eatery also requests (but does not require) guests use call ahead seating and, like their employees, wear masks when traveling through the brewpub.

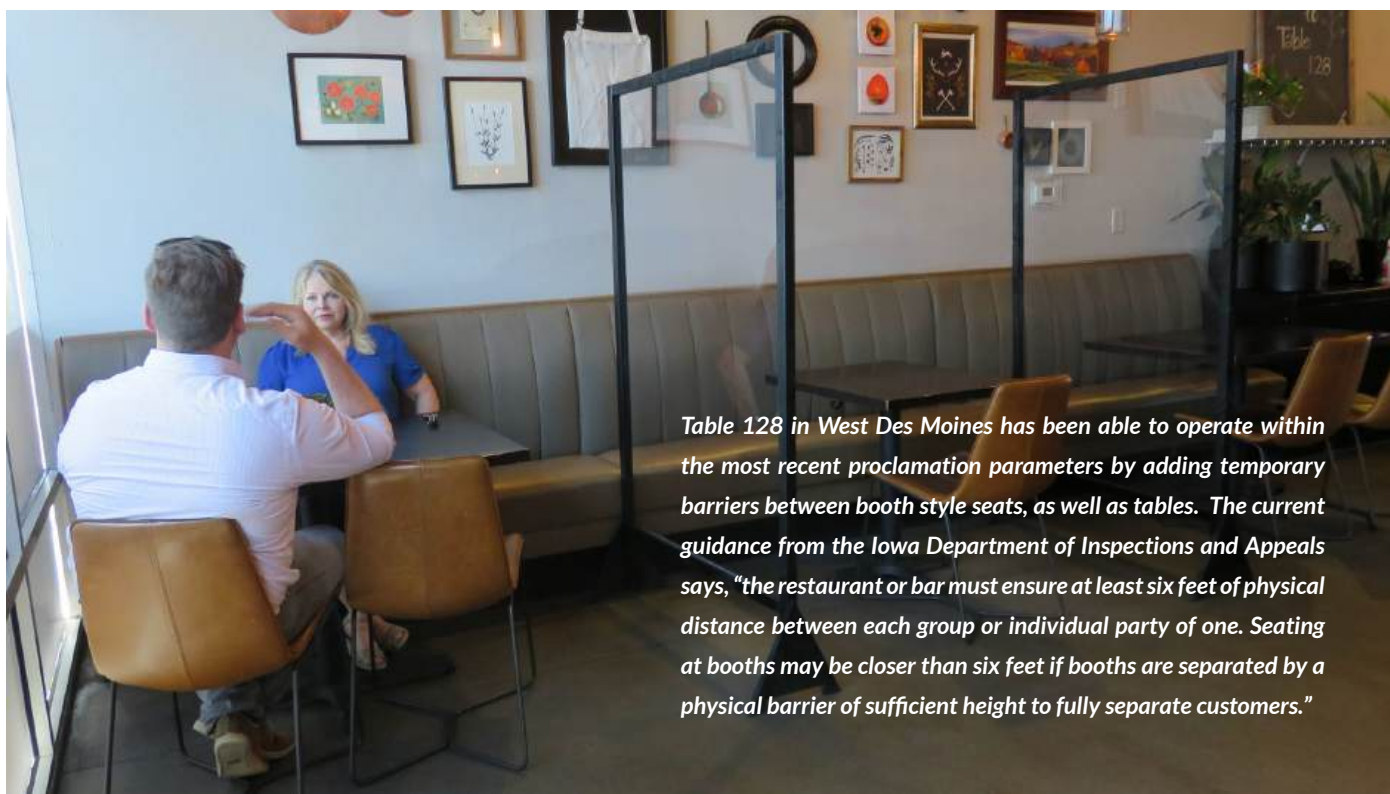


Table 128 in West Des Moines has been able to operate within the most recent proclamation parameters by adding temporary barriers between booth style seats, as well as tables. The current guidance from the Iowa Department of Inspections and Appeals says, "the restaurant or bar must ensure at least six feet of physical distance between each group or individual party of one. Seating at booths may be closer than six feet if booths are separated by a physical barrier of sufficient height to fully separate customers."

Iowa's 6,000+ Restaurants and Bars Take Extra Measures to Protect Employees and Patrons



Onsite employee testing. Stroke Detection Plus, a private health screening company, pivoted their business and now provides onsite COVID-19 testing. They will travel anywhere in Iowa if there are 20+ employees to test. The cost is \$70 per person but results are available in less than an hour. They recently tested employees at The Hall in West Des Moines. Operator Nick Kuhn noted that paying for all employees to be tested helps patrons and staff feel safe.

Since March, Iowa's hospitality industry has been on the frontlines of the economic havoc caused by mandated closures put in place as mitigation strategies to slow the spread of COVID-19. As the state's restaurants and bars try to recover from the \$150 million in losses sustained over the past four months, we once again find ourselves on the frontlines—this time with consumer and patron health. How our industry collectively responds to these new challenges will chart our fate from both a public policy and public perception perspective.

While the Iowa Restaurant Association does not provide legal, healthcare, or human resources advice, we have taken an elevated role in providing guidance to industry by highlighting available resources. Visit the Association's website (restaurantiowa.com) to find resources on what to do if an employee tests positive for COVID, the most current proclamation-related mandates, as well as information on relaxed regulations and COVID-related employer resources.

There are several recorded webinars including one featuring the lead attorney from the Restaurant Law Center discussing what to do if an employee tests positive for COVID-19. In addition, there is a July webinar featuring representatives of several key state agencies which covers the responsibilities and protections of restaurants and bars under recently passed legislation limiting liability and expanding alcohol privileges. As a reminder, all size employers are now required to pay Emergency Paid Sick Leave and/or Emergency Family Leave for employees dealing with a COVID-19 diagnosis or family issue. Information on how to collect tax credits to cover this cost can be found along with other employer guidance at restaurantiowa.com.

"We're living in a time when there isn't much margin for error," said Jessica Dunker, president and CEO of the Iowa Restaurant Association. "We're trying to get industry members the resources they need to make the critical, time-sensitive decisions necessary to see their way to the other side of this pandemic."



8 Operational Questions the Iowa Restaurant Association Team is Answering Everyday

Are my employees required to wear masks?

No. As of publication, there was no mandate requiring employees or customers to wear face masks. HOWEVER, it is a strongly recommended mitigation strategy.

Can I require customers to wear masks?

Yes. You can require customers to wear masks in your establishment, based on your comfort and ability to reinforce such a requirement.

Is there a limit to the number of employees I can have in the food prep area?

No. However, you are required to implement reasonable measures to ensure social distancing of employees.

Can booth seating be closer than 6 feet?

Yes with parameters. There must be six feet of physical distance between each group or individual party of

one. However, booths may be closer than six feet if they are separated by a physical barrier of sufficient height to fully separate customers.

Are self-serve buffets and salad bars allowed?

Yes, but customers must social distance and cannot congregate around the self-service area. Signage reminding customers to practice social distancing, not congregate, and to use a new plate for each trip must be present. Equipment must be cleaned and sanitized frequently.

Can customers refill their own beverages?

Yes. But clean glassware is recommended each time.

Do I need to close my establishment if an employee tests positive for COVID-19?

No. However, all deep cleaning and mitigation steps in areas the employee worked must be taken.

Can a restaurant, bar, or other food business provide music and dancing?

Yes, an establishment may provide music, including live music performances and dancing, provided that the performer, group of performers and those dancing remain at least six feet away and the establishment does not permit patrons from congregating together closer than six feet. In addition, all patrons must have a seat at a table or bar.

Have more questions?

The Iowa Restaurant Association and the Iowa Department of Inspections and Appeals are continually updating the FAQ areas on their websites to ensure that hospitality establishments know the current operational mandates and recommendations. Visit restaurantiowa.com for links to recorded webinars, documents and online resources.



WE CATER TO YOUR RESTAURANT'S NEEDS

When you own a restaurant, you want a tailor-made insurance package that fits the flavor of your business. That's why our restaurant package offers a wide menu of specific coverages for your eatery. From your wine inventory to your personal property at a catering event, we've got you covered.

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Iowa American Dream Award Winner Goes on to be One of Three to Receive National Honor

*Executive Chef Austina Smith
Iowa's 2019 American Dream
Award Winner was honored as
a 2020 National Winner*



Above: Chef Austina Smith (center) receives her award from representative of the NRAEF and PepsiCo.

Austina Smith, Executive Chef of Grand Living at Bridgewater in Coralville, Iowa, was honored in March in Washington DC as one of only three restaurant industry professionals in the nation as a Faces of Diversity American Dream Award Winner. The annual award is given by the National Restaurant Association Education Foundation at a Gala Event attended by restaurateurs from across the country. The Award celebrates individuals who have overcome significant challenges and still achieved great success in their lives and in business.

Chef Austina was first recognized for her achievements in November of 2019. Chef Austina was selected for the Iowa Restaurant Association's American Dream Award, for her determination in pursuing and achieving her life goals, commitment to helping others, and for inspiring all she meets. In honor of Chef Austina's award, an Iowa culinary school student received a \$2,500 scholarship in her name. Additionally, a \$2,500 donation was given to the Iowa Restaurant Association Education Foundation in her honor.

Inaugural Class of 40 Women to Watch in Hospitality Still Blazing Trails

Lorraine Williams and Alessandro Scipioni, owners of Café Dodici in Washington, Iowa along with their daughter Isabella Santoro, welcomed Iowa Governor Kim Reynolds to their community.

Representing Iowa's Main Streets:

Lorraine Williams, Owner and Operator of Café Dodici and one of the 2019 40 Women to Watch in Iowa's Hospitality Industry, hosted Iowa Governor Kim Reynolds, Lieutenant Governor Adam Gregg, and two members of their staff for dinner, an overnight stay and a tour last month. Governor Reynolds was visiting small communities throughout Iowa to meet with small business owners to discuss how COVID impacted their business and seek ideas for recovery.

Doing Good for Those Who Do Good:

Gwen Page of Fong's Pizza was recently one of 14,000 people nominated for the Klipsch Hero Sweepstakes this year. The award honors those who show love for the people working on the front lines of the COVID 19 crisis. A member of the inaugural 40 Women to Watch in Iowa's Hospitality list, Page was honored for an initiative she created called "Pizza Ninja" that delivered joy and pizza to frontline workers in the COVID crisis.



Gwen Page and her "Pizza Ninja" crew delivering pizza to firefighters

IOWA RESTAURANT
ASSOCIATION

40

WOMEN
TO WATCH
IN THE HOSPITALITY INDUSTRY

Seeking Nominations for 2020 List

More than half of Iowa's 155,000 food service industry professionals are women and they are leading and influencing every segment of the market. Last year, the Iowa Restaurant Association named its inaugural 40 Women to Watch in Iowa's Hospitality Industry. We are now seeking nominations for 2020 from industry and the public. Please tell us about women working in hospitality who are blazing new trails, leading by example, or impressing customers, coworkers, and their communities daily. Submit Your nominations at restaurantiowa.com. Deadline for submission August 31st. Winners will be recognized November 16th at the Iowa Hospitality Expo.

Upcoming Events



Annual Benefit Outing to Support the Work of the IRA

Join us September 16th.
Register your foursome at
restaurantiowa.com



Every day in our industry you are interacting with patrons and employees, it's hard to find time to make meaningful connections with fellow industry professionals. We've got you covered! Unwind and play together at the 2020 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!



MIXOLOGY

Championships

Call for Competitors!

Think you have what it takes to be Iowa's Top Mixologist? Showcase your skills at the 2020 Mixology Competition. As a competitor, you'll prepare three distinct drinks for a panel of professional judges. The first being a variation of a classic cocktail, the second a freestyle cocktail, which must feature a spirit from Sazerac, this year's competition sponsor. And lastly, a third creation on the fly with a spirit assigned by the judges.

Interested in competing?

**Get the details from Stacy Kluesner,
IRA Vice President**

skluesner@restaurantiowa.com or
515-276-1454

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Iowa's Restaurant & Hospitality Industry's 2020 "Most Wanted"

Workforce is the number one concern for hospitality employers. These ProStart Students possess the "Most Wanted" skills in the industry.



"My future plans are to attend Iowa State University to major in Family and Consumer Science Education. My dreams of becoming an FCS teacher would not come true if it wasn't for the ProStart program."

-Erin Plagge

Hampton Dumont High School

ProStart is a nationwide program for high school students focusing on developing the next generation of restaurant and food service leaders. ProStart's industry-driven curriculum teaches culinary techniques to management skills. The program provides students a platform to discover new interests while highlighting successful career opportunities covering all areas in the industry.

The ProStart National Certificate of Achievement (COA) is awarded to students who complete both levels of the program, pass the exams and document at least 400 hours of industry-specific work experience, through which they must demonstrate workplace competencies.

"For my future plans I am going to Kirkwood this fall for culinary arts and possibly study baking."

-Anna Cejka-Emig

Cedar Rapids Washington High School



Congratulations!

2020 IRAEF Named Scholarship Recipients

Inaugural 40 Women To Watch Scholarship Sponsored by Doll Distributing
Zoe Canfield- \$2,500

Austina Smith Honorary Scholarship
Maxwell Dixon- \$2,500

George & Gina Formaro Family Scholarship
Selene Sanchez- \$1,250

Paul Trostel Memorial Scholarship
Bradee Bouman- \$1,250

Pete & Ida Rastrelli Memorial Scholarship
Erin Plagge- \$1,250

Martin Bros. Distributing Co., Inc. Scholarship
Cole Kramer- \$1,250

Volrath Family Scholarship
Sarah Nelson- \$1,250

2020 National Prostart Certificate of Achievement Awardees

Des Moines CentralCampus
Chloe Carstens
Shae Cleveland
Maxwell Dixon
Hailey Crozier
Taylor Wicks
Steven Rice
Selene Sanchez
Ivy Creech

Cedar Rapids Washington
Zoe Canfield
Anna Cejka-Emig

Sergeant Bluff-Luton
Preston Tooley

Hampton-Dumont
Connor Donaldson
Erin Plagge

Scholarship Award Recipients \$1,000- \$250

Riley Barrett	Danielle Childers
Joshua Hall	Austyn Scogins
Joshua Thompson	Savannah Weldon
Anna Cejka-Emig	Hayleigh Zikuda
Haley Scarpino	Jordan Johnson
Preston Tooley	Mong Trinh

Scholarships made possible through Future Ready Iowa Employer Innovation Fund Grant, as well as several individual donors.





RECOVER. RESTART. REOPEN.

We Help You Make™ It is more than just a saying, it's a way of life at US Foods®. Now more than ever, we're here to support you wherever you are on your journey to rebound and reopen. From webinars on navigating the CARES Act to calculating cash flow, one-on-one consultations with our team of experts, menu templates, playbooks and more, we update our resource library regularly to help you – and our industry – get back to full strength.

Be Ready to Operate at Full-Capacity!

Taking steps above and beyond what's required to keep patrons and employees safe is not new to Iowa's restaurants and bars. For years we have ensured that our teams are trained in both food safety and responsible alcohol service.

Ensure Your Staff Receives Food Safety and Responsible Alcohol Service Training

Certified Food Manager

The current Iowa Food Code requires every food service establishment have a Certified Food Protection Manager (CFPM) on staff. ServSafe has long been the national standard for training and certifying food protection managers in the hospitality industry. This one-day food safety and sanitation certification class fulfills Iowa's CFPM requirement. Classes are available weekly at the Iowa Restaurant Association Office as well as throughout the month at ISU Extension offices across the state.

Online Food Handler

ServSafe also offers the ServSafe Foodhandler course. This two hour online course covers all of the critical elements of safe food handling for your entire staff. Make it part of your new hire training program!

Responsible Alcohol Service Training at Your Location

With the passing of cocktails-to-go, as well as the state's recently revised DRAM law, it is more critical than ever that your staff is trained to understand their responsibilities and recognize the standard of visible intoxication. The easiest way to ensure your staff is equipped to make correct and lawful decisions related to alcohol service and in order to protect your business. Arrange for a ServSafe Alcohol® Responsible Service training in your establishment.



RESOURCES TO

Reimagine

YOUR RESTAURANT

#foodservicestrong



We've got
the resources
to snapback,
market to the
new normal,
and adapt your
concept to
the new guest
experience
safely.

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Virtual Readiness Tool
at foodie.sysco.com



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Iowa Restaurant
Employees*

The Iowa Restaurant Association, through its 501(c)3 charitable foundation, has provided nearly \$50,000 to assist Iowa hospitality workers displaced by the Covid-19 Pandemic. The Association's Restaurant Employee Relief Fund has been awarding \$250 grants through an application/review process since the end of April and continues today as funds become available. While much of the funding has been made possible due to individual donations; several Industry Partners stepped up to provide significant contributions. Some of those individuals and Partners are recognized below.

THANK YOU TO THESE DONORS

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*Based on 2018 Retail Gap Study and ISU/CD-Dial Survey



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Association Pushes for Two Additional Relief Initiatives

The Iowa Restaurant Association is pushing ahead with three key requests to state officials. Learn more about them at restaurantiowa.com.

Flexibility in Alcohol Purchase

The Iowa Restaurant Association is asking the state to allow restaurants and bars the choice to legally purchase beer, wine, and spirits for on-premise use and sale directly from distributors/wholesalers or from retail outlets based on

availability, cost, delivery time, and what's best for business. This model is working today for wine sales and would be helpful to rural and urban operators alike. Urban operators could receive spirits directly from the ABD, eliminating the markup cost of an additional retail tier. Rural operators, who struggle to meet order minimums for deliveries, would be able to purchase beer from a retail outlet when necessary. See the full proposal at restaurantiowa.com.

Request for Tax and Fee Relief to Hospitality and other Businesses

Iowa's state agencies did nearly everything that could within their authority to try to help small businesses survive the COVID crisis. Iowa's hospitality establishments now need assistance that only the legislature can provide.

Specifically,

- Forgiveness of sales and payroll tax
- Extension and/or forgiveness of licensing fees
- Extension and the permanent codification of to go and delivery mixed drinks and other alcohol.
- Assurance that private businesses mandated closed will not be penalized and made to pay unemployment.

Not all businesses need the same level of support. The Association has proposed a graduated system for allowing the legislature to provide forgiveness and/or deferment of state obligations based on mandated and non-mandated COVID 19 losses.

See the proposal at restaurantiowa.com.

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Association Helps Pass Protections for Hospitality Operators Following Mandates and Guidelines

During the brief return of the Iowa Legislature, the Iowa Restaurant Association joined a coalition of business groups to help pass liability protections for hospitality operators and other small business owners. The legislation limits liability from lawsuits by employees or guests seeking civil damages which claim exposure to COVID-19. Even with these newly passed protections, businesses must not:

- Recklessly disregard a substantial or unnecessary risk which exposes someone to COVID-19
- Expose someone to COVID-19 through an act that constitutes actual malice
- Intentionally expose someone to COVID-19

The new legislation protects you and your operation if you are in compliance with any applicable federal or state statutes, regulations, orders, or public health guidance related to COVID-19 at issue at the time of the alleged exposure or potential exposure. As of publication mandates included, six feet of social distancing between parties or individuals; enhanced hygiene measures; and a chair for each person in your establishment. There are numerous additional best practice suggestions including hand sanitizing stations at entrances and exits, masks on employees, pre-shift health check documentation of employees, and adequate signage for social distancing and more. For more tools for best practices to protect your business. Go to the Iowa Hospitality Promise section of restaurantiowa.com.



Your Voice in Recovery

Members of the Iowa Restaurant Association Leadership are serving on several of the Governor's Economic Recovery Subcommittees. Please feel free to share your thoughts on steps the state can take to provide relief to the industry with any of the members at info@restaurantiowa.com.

- Jessica Dunker, President/CEO, Iowa Restaurant Association
- Ryan Achterhoff, CAO, Pizza Ranch, Orange City
- Sarah Pritchard, Owner/Operator, Table 128, Clive
- Christina Moffatt, Owner/Operator Crème Cupcake, Des Moines

Over the past several months, operators like Bubba in Des Moines have taken full advantage of the temporary relaxation of various alcohol privileges including offering mixed drinks and cocktails-to-go. With the passage of HF 2540, the Southern-cuisine fine dining restaurant is preparing to make such offerings a permanent part of their carryout menu.



Iowa First in Nation to Make Privileges Permanent to Sell Cocktails To-Go for Restaurants and Bars

In June, in an effort to soften the economic blow still being suffered by Iowa's restaurants and bars due to COVID-19 mitigation mandates, Iowa Governor Kim Reynolds signed HF 2540, which legalized the sale of cocktails to-go by Iowa's restaurants and bars. Iowa is the first state in the nation to make this privilege permanent. Final rules are currently being written by the Iowa ABD, however the legislation specifies that cocktails to-go may be sold if the mixed drink is immediately

sealed with a lid or other method of securing the product. Drinks must be promptly taken from the licensed premises prior to consumption. A mixed drink or cocktail that is sold and sealed in compliance with the new rules will not be considered an open container as long as the sealed container remains unopened, the seal has not been tampered with, and the contents of the container have not been partially removed.

Nominations Open for Annual Awards Deadline

September 15, 2020

Honor Members of Iowa's
Restaurant Industry



Restaurant owners, operators and employees are some of the most motivated, creative and savvy businesspeople in our state and in our nation. We are an industry of first jobs and endless opportunity—creating meaningful lifelong careers for more than 155,000 Iowans and more than 14 million Americans.

Each year the Iowa Restaurant Association celebrates the contributions of some of the best examples of this commitment to Iowa's hospitality scene. Winners are featured in a magazine article, individual videos, and at a ceremony during the Association's Annual Hospitality Expo. This year's EXPO and Awards Ceremony will take place Monday, November 16, 2020 at the Community Choice Credit Union Convention Center in Des Moines. To view videos about past winners, visit restaurantiowa.com to find the Association's Youtube Channel. Nominations are taken from the industry and public and reviewed by a statewide group of industry leaders.

*From Top left, Darin Beck, Monica Cross,
George Formaro, Courtney Oberender,
George Migliero, Michael LaValle, Paul Trostel,
John Huntington, Paul Trostel, Pamela Patton,
Mike Whalen, Ephraim Milag, Robert Anderson,
Scott Carlson, Rene Orduna, Jeff Bruning,
Jessica Baldus,
Dom Iannerelli.*

Recognize These Previous Winners?
See Full List at restaurantiowa.com



Honors Presented in November at Iowa Hospitality Expo

Restaurant or Bar Operator --

honors the restaurant, bar or tavern owner or manager who demonstrates originality, quality, and service to customers. He or she is both successful in business and has contributed to the community and Iowa's Hospitality Industry.

Emerging Hospitality Leader--

honors an up and coming hospitality industry leader. Nominees can come from any segment of the industry and must be under the age of 40

Employee-- honors an employee whose performance exceeds expectations by going above and beyond the job to deliver outstanding customer service, and making a positive impact on the business.

Chef--

honors the professional chef who exemplifies creativity, culinary excellence, and service to the profession and the industry.

American Dream Award Winner--

honors the importance of the contributions of immigrants and first generation restaurant operators and employees who have pursued the American dream in the restaurant industry.

State Restaurant Neighbor Philanthropy Award--

honors outstanding community service and involvement and highlights the positive contributions restaurants and their employees make in their local neighborhoods each and every day.

Purveyor Partner--

This award honors the purveyor employee whose performance exceeds expectations by going above and beyond the job, delivering outstanding customer service and making a positive impact on the restaurant industry.

Faces of Diversity Award--

honors the diversity in Iowa's restaurant industry and celebrates restaurant operators and employees who had to overcome significant obstacles in order to achieve the success in the restaurant industry.

Know someone who should be honored? Nominate them at restaurantiowa.com!



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*COVID-19 is caused by SARS-CoV-2. SMARTPOWER Sink & Surface Cleaner Sanitizer kills similar viruses and therefore can be used against SARS-CoV-2 when used in accordance with the directions for use against COVID-19 on hard, non-porous surfaces. Refer to the CDC website at Ecolab.com/SPSinksurfacesanitizer.

**Center for Disease Control, June 2014 Study

Texas Food Industry Show Extends Invitation to Iowa Operators for Free Online Education Sessions

The U.S. restaurant industry has never faced a more challenging time. Where possible, state restaurant associations across the country have been sharing resources to help operators in all 50 states survive and thrive. To that end, the Texas Restaurant Association has opened up the education sessions of their annual Marketplace Food and Beverage show to operators across the country.

Speakers for education sessions include Chef Tim Love, Fermin Nuñez, Patrick Terry, Katherine Klapner,

and leaders from Raising Cane's, Black Box Intelligence, GrubBurger, Cheesecake Factory, Bread and Butter PR, Kitchen United, Asian Mint, Giant Noise, Bonton Farms, and many others.

An online trade show will also provide brand experience sessions presented live. Many online exhibitors will provide materials sent to attendees in the mail before the show begins. The brand experience sessions will provide attendees with a unique opportunity to learn about new

products, interact with exhibitors, and find innovative solutions.

The conference is free for all Iowa restaurant operators.

Sessions take place August 16-21 live and online.

Find the schedule and pre-register at txrestaurant.org.

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