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Something to Celebrate in 2020

There's not a person in our industry who headed into 2020 with trepidation or fear. When we toasted in the new year, Iowa's hospitality industry was projecting \$4.4 billion in sales. We were on track to add 1,000 new jobs to our 155,000 plus employee base across the state. Owners and operators' biggest worries were where and how to find workers. Wages for team members were on the rise and patrons were happily doling out 51% of their food spend in our establishments. But then came the pandemic—and no industry was harder hit than ours. Yet in the midst of on-again, off-again closures, social distancing mandates, clear-as-mud explanations of how to prevent the spread, pushes for consumers to take more carry-out, initiatives to buy heaters and bring blankets for outside seating during cool weather, and mask strategies that made some people more comfortable and others a little angry, we saw both shining and rising stars. This issue of *Food and Beverage Iowa Business Quarterly* is celebrating just a few of the stars of our industry. From our operator and chef of the year to our 40 Women to Watch in Iowa's Hospitality Industry to our chef competitors and the state's top mixologists, this issue is a celebration of our industry. It's a celebration of innovation, tenacity, and the spirit of entrepreneurialism that defines us. It's a celebration of great food, great drinks and the special ambiance only an Iowa restaurant or bar can provide. It's a celebration of careers built, businesses created, and dreams chased and achieved. In short, this issue is exactly what we need, at the time we most need it. As Iowa operators we all know that winter is coming and that the winter of 2020 and 2021 will be tough, but we also know we are tougher. That's something worth taking a moment to acknowledge and celebrate. Congratulations 2020 Award Winners, but Congratulations also to all of our industry for proving what we're made of in an unprecedented time. **Cheers! I can't wait to see you in your establishment this year.**



Jessica Dunker
President & CEO
Iowa Restaurant Association

"Congratulations to our industry for proving what we're made of in an unprecedented time."

-Jessica Dunker



OPERATOR

Matt Johnson

Owner/Operator
Barley's, Council Bluffs



Spend an afternoon with Matt Johnson, owner of Barley's in Council Bluffs and you'll instantly find yourself caught up in his enthusiasm for nearly everything related to his community, entrepreneurship, and the hospitality industry. Matt has a keen eye for potential in people, historic buildings, neighborhoods and new ventures. Born and raised in the city "across the river from Omaha," Matt is quick to share the history of Council Bluffs and the many reasons the state's 10th largest community deserves more respect. "We're literally sitting on potential," says Matt emphatically, as he notes the city's ties to the founding of the Union Pacific railroad and the 17 real estate lots Abraham Lincoln once owned in Council Bluffs. Matt has invested his time and money where his heart is. In addition to owning his popular bar and grill — a business that served as a critical catalyst to attracting other trendy restaurants, bars and boutiques to the city's popular Historic 100 Block—Matt has purchased and renovated multiple buildings of his own on the street. His newest project will convert a turn of the century building into a ghost kitchen,

"That's why I love this industry. Even when things are really hard, I know it's where I belong. It doesn't feel like work."

-Matt Johnson

operating as many as 6 carryout food concepts, as well as housing an on-premise wine bar. He's already running a grab-and-go lunch business at the nearby YMCA. Two of his three sisters run businesses out of his renovated buildings as well—one a photographer, the other a hair stylist. "I guess we're an entrepreneurial bunch," says Matt. Matt's business success is remarkable in its own right, but

is even more inspiring when one considers he has lived his entire life with a profound stutter.

"Even I was surprised the first time I was hired as a server at a nice restaurant," jokes Matt. But Matt has shown he is fearless in the face of this and other obstacles. He is also a reminder that a true love of, and commitment to, serving people can nearly always compensate for moments when the words won't come quickly. "Who'd of thought a guy like me would make it as a server or a bartender, much less as a restaurant owner?" says Matt. "That's why I love this industry. Even when things are really hard, I know it's where I belong. It doesn't feel like work." Matt is constantly on the hunt for information. He's an avid podcast listener and reader. He has served on the Iowa Restaurant Association Board of Directors, including a term as Chair and has been instrumental in getting legislation passed by speaking with elected officials in Des Moines and DC. A visionary, a business, industry and community leader, a family man, and now 2020 Iowa Hospitality Operator of the Year Matt Johnson, represents the best of the state's restaurant and bar industry.

Chef Jeremy Moskowitz

Chef/Owner
Duck City Bistro
Davenport



There's no doubt you're in Chef Jeremy Moskowitz's restaurant when you arrive at Duck City Bistro in downtown Davenport. The accomplished chef greets you and personally describes the day's featured dishes. If you've been there before, he'll likely ask you about some detail in your life he remembers from your previous visit. His attention to detail is that great and his love of people, that big. While Chef Jeremy followed in the footsteps of his chef/restaurant owning father, he took a path all his own to achieve the success he enjoys today. As unlikely a connection as it might seem, he got interested in the restaurant industry as a boy. "I was 10 and my parents wouldn't buy me the video games I wanted," shares Jeremy. "They said I had to earn the money, so I started washing dishes in their restaurant kitchen. Before long I realized I liked being in the kitchen better than being on a game console." He worked in the family's two Quad City area restaurants and was running the kitchen at the family's Illinois eatery when his father made him an offer he couldn't refuse. If he would switch locations and work at Duck City

"We're selling more than food. We're selling an experience."

-Chef Jeremy Moskowitz

Bistro under his father for one year as the "salad guy," his father would pay his tuition to culinary school in Europe. It wasn't easy, but according to Jeremy, he became the "best damn salad guy ever." He headed to Europe and studied at Le Cordon Bleu London and Paris campuses. He came to appreciate the ambiance of the French Bistros, as well as the cuisine. After graduating and working in high end restaurants around the country, he returned to become the chef at Duck City Bistro. He recast the restaurant in the image of the

Parisian bistros he had come to love. The kitchen is out in the open, the ambiance is inviting and people are given tables for the evening. "We want them to linger," explains Chef Jeremy. "We're selling more than food. We're selling an experience." Guests are even encouraged to write their name in chalk next to their favorite table so when they return to the restaurant they can sit at "their table." Chef Jeremy's culinary and hospitality approach have made Duck City Bistro a destination. Presidents Clinton and Trump have both dined there and the restaurant has a special relationship with the PGA. His family's longstanding connection with John Deere made Duck City Bistro the unofficial hangout for the golfers in the John Deere Classic. Autographed mementos and photographs can be found throughout. In January Duck City Bistro's ownership will be fully transferred to Chef Jeremy. He's ready. "You can be a mediocre chef and great businessman and still make money. I hope to be great at both," concludes Jeremy. If past performance is any indication, he's got nothing to worry about.



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CHEERS!

TO THE 2020 AWARD WINNERS



E&J Gallo Winery



Katy Nelson

Owner/Operator
Scenic Route Bakery, Des Moines



Every year Katy Nelson writes a letter to each of her staff members—it's a seemingly small gesture that speaks volumes about her priorities. "Some people are surprised when I say my staff comes first, then our product and finally the customers," says the 32-year-old pastry artisan and owner/operator of Scenic Route Bakery in Des Moines. "But when you take care of your team, they invest in the operations and that shows in every detail. We're like a functional family." Katy certainly understands the strength of family. Her father Mark is her business partner. Her French/American pastry bakery and popular East Village coffee shop were created in part in homage to her late grandfather Delbert Floy—a farmer, Post Master, and state legislator from Thornton. A portion of the proceeds from the sale of his farm helped finance Scenic Route Bakery, which was inspired by bakeries in France and their large display cases busting to the brim with fresh baked pastries. But the dining area is "all Iowa" with serve-your-own drip coffee and a minimalist décor with a nod to farm days gone by. Katy is also close to her mother and brother and is quick to express

her gratitude for her entire family's support. "My father sacrificed a lot of his dreams to provide for our family," reflects Katy. "I'm really blessed to have him as a business partner, but even more than that as a teacher."

"But when you take care of your team, they invest in the operations and that shows in every detail. We're like a functional family."

-Katy Nelson

Like most entrepreneurs, Katy is a creative risk-taker. A graduate of the Iowa Culinary Institute and an alumnus of their French Culinary Externship Program, she furthered her education at The French Pastry School in Chicago. She worked in all types of restaurants honing her craft. She credits much of her success to saying "I've got that" even when she wasn't sure she did. She says those stretch moments were not just chances to learn but to "fail forward." "Somewhere along the way we've created a culture where people are too easily paralyzed by the fear of failure," says Katy. "I've learned a lot more from my mistakes than my successes." Not all has been smooth sailing. A second location for the popular bakery was short-lived, but Katy's dreams about what could be next aren't deterred. "I'm looking at models for expanding the sale of specialty bread," shares Katy with a sly smile. You can see the wheels turning as she maps a course forward. It's that willingness to fearlessly pursue the next great adventure with an "I got this" attitude that made **Katy Nelson** the 2020 Emerging Restaurant Leader of the Year.

INDUSTRY CHAMPION



Chief Administrative Officer
Pizza Ranch, Orange City

Ryan Achterhoff

2020 saw unprecedented challenges for the state's and nation's hospitality industries, but for many Iowa operators, Ryan Achterhoff, the Chief Administrative Officer for Pizza Ranch and *2020 Iowa Restaurant Association Industry Champion of the Year*, was the voice of calm in the throes of chaos. Achterhoff, a 19 year veteran of Pizza Ranch's corporate team, as well as a former commercial banker, helped hundreds of restaurant and bar owners across Iowa navigate the state and federal aid programs introduced after businesses were mandated closed or service models severely limited in response to the COVID-19 pandemic. "Within a matter of days, our franchise owners across 14 states were feeling the impact," said Achterhoff. "As a company, we had to get out in front of these mitigation mandates." Pizza Ranch formed a cross-functional task force and began "Mission 214," a plan to ensure all 214 of their locations survived the government pandemic closure strategies. The moment federal aid was passed, Ryan, along with 3 other corporate executives, spent a weekend combing through all 350 pages of the Federal CARES Act. By Monday, they were helping franchisees gather the necessary documents to apply for Payroll Protection Program (PPP) funds. Ryan who holds

both an MBA and a Masters in Banking from Georgetown University was able to translate "bank language" and help franchisees assemble what they needed to apply for emergency loans. With the blessing of Pizza Ranch's leadership, Ryan then shared this knowledge with other hospitality operators via educational webinars hosted by the Iowa Restaurant Association. He also participated in private and public calls with members of Congress to advocate for simpler rules, longer forgiveness periods, and less restrictive funds. Ryan has long worked on behalf of Iowa's entire hospitality industry. He has served on the Iowa Restaurant Association Board for 8 years, as well as the National Restaurant Association's Pizzeria Council. He has made multiple trips to Washington DC and the State Capitol to share the industry's concerns on topics ranging from immigration and wages to credit card fees and joint employer rules. Ryan is a man who is led by his faith, devoted to his family, and committed to both his company and the industry. He knows that when hard times come, you must reflect and find new opportunities. "What we've been through this past year will change our industry," says Ryan. "But what happens next is determined by how you respond. Don't waste this trial."

"What we've been through this past year will change our industry, but what happens next is determined by how you respond. Don't waste this trial."

-Ryan Achterhoff

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“If you bring your experiences and background into the culinary scene, you’ll make it more interesting.”

-Lorena Alomia



Lorena Alomia

Owner/Operator
Delicias by Lorena, Des Moines

Yenny Lorena Alomia Angulo (Lorena), owner/operator of Delicias by Lorena, is quick to say she was “born to prepare delicious foods” and anyone who has tried her Latin-inspired cuisine is quick to agree. A native of Colombia, South America, Lorena grew up working in the kitchen at her grandmother’s side. She learned about the restaurant industry by watching her adoptive father in action in his restaurant. Both encouraged her to seek a career outside the food industry, so Lorena became a flight attendant. But the call of the kitchen kept stirring in her heart. “I don’t cook for the money, I cook for the love of it,” says Lorena. She found her way into the restaurant industry when her father became ill and needed help with his establishment. “I learned how to manage the kitchen and the front of the house pretty quickly,” explains Lorena. While working in Colombia, she met and later married her American husband and

biggest fan, Joshua. They moved to the US and Lorena decided to put her passion into action. As it turns out—people were more than happy to pay for her flavorful foods. When the couple settled in Des Moines she started cooking for friends and acquaintances. Soon word-of-mouth recommendations led to corporate catering bookings that skipped the Club sandwich and instead featured empanadas, alfajores, arepas and other South American favorites. Lorena returned to Colombia and received some formal training in baking techniques, but most of her dishes originate from her heart and home. She is quick to emphasize, “I’m not a chef... I’m a cook.” She enjoys teaching others to cook as well and often conducts classes for small groups. “I might not teach my exact recipe,” says Lorena with a coy smile. “But I’ll make sure you have the skills you need to make something delicious of your own.” In October,

Lorena expanded her catering business to include a home bakery. Like the rest of the industry, she needed to pivot her business in response to the pandemic. It’s been a leap of faith as she tries to diversify the types of baked goods people are interested in ordering in the same way she helped them rethink what should be included in a boxed or catered lunch. Her home bakery features popular South American goods like Pandebono, Buñuelos, and Torta de Tres Leches and she also has one of Central Iowa’s most complete vegan baked good menus. “If you bring your experiences and background into the culinary scene, you’ll make it more interesting,” concludes Lorena. “I believe if you follow your passions and talents, the money will come.” Lorena’s gift and commitment to adding some flavor and variety to Des Moines’ catering and home bakery scene made her the hands down favorite for the Iowa Restaurant Association’s 2020 “Faces of Diversity” honors.

— AMERICAN DREAM —



You may not know exactly what dish will be on the menu when you head to HoQ, a farm-to-table restaurant in Des Moines' East Village, but you will know the culinary creations all feature seasonal vegetables and locally produced meats and cheeses that Chef/Owner Suman Hoque personally selected from one of the 50+ local farmers he works with. Hoque grew up in Bangladesh where people went to outdoor markets daily to select fresh ingredients for meals. "I'm in Iowa," stresses Chef Suman. "This is the place that feeds the world. I'm not going to bring in food off of a truck when there are farms all around me." That commitment to forging personal relationships with local producers means Suman and his staff can tell you exactly where every ingredient in a dish comes from. His menu is small and agile. "Sometimes we change it daily," says Suman. "It just depends on what's available." This strategy seemed particularly bold when he opened in November 2012—the acknowledged post-harvest month in the Midwest. But the talented chef takes it all in stride saying,

"I'm in Iowa, this is the place that feeds the world... There's inspiration in every season."
-Chef Suman Hoque

"There's inspiration in every season."

Although he always had an interest in a food career, Suman did not immediately pursue it. At the urging of family, a young Suman moved to India and earned a degree in computer science. His interest in cooking persisted and he headed to Geneva Switzerland to attend culinary school. After graduation he moved first to Colorado, to work at the Vail Marriott Mountain Resort and

then Wyoming where he joined the culinary team at Jackson Lake Lodge in Grand Teton National Park. That's where he met his wife Cynthia. They followed Suman's friend and mentor Chef Sean Cavanaugh to Lancaster, Pennsylvania to help open John J. Jeffries, a farm-to-table restaurant. "I really got to see how it was done," says Suman. Cynthia's medical school education brought the couple to Des Moines and Chef Suman felt ready to pursue his dream of owning a restaurant. An SBA loan helped him finance his vision and HoQ was born. Now eight years in, Chef Suman continues to delight patrons with his European techniques, Bangladeshi influence and commitment to fresh local ingredients. One secret he will share? "The only oils in our kitchen are grass-fed butter and olive oil," says Suman with a wink. "That's part of what makes everything taste so good." Chef Suman Hoque has both embraced and enhanced the special place his adopted home has in the farm-to-table restaurant scene. "Iowa is my home now," concludes Hoque. "You truly can find everything you need here."

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EMPLOYEE



Bar Manager
Rodina, Cedar Rapids
David Basinger

David Basinger is living proof that Iowa's independent restaurant scene has a vibe that can't be manufactured, it's grown organically. A trained saxophone player who has cut albums and traveled the country with the soul/jazz group Diplomats of Solid Sound, a pioneer in Iowa's craft beer and cocktail landscape, and a man who isn't shy about his love of spreadsheets, Basinger has quietly and consistently been raising the bar in the profession he has loved for well over a decade. "The restaurant industry can be a really good

career path," says Basinger emphatically. "Don't let anyone convince you otherwise. It's a very noble trade." He considers himself a case in point. At 16, he started waiting tables at a diner in Washington, Iowa. He moved to Iowa City to major in music at the University of Iowa and knew he'd found his forever home. He worked in a virtual laundry list of Iowa City and Cedar Rapids hotspots including The Mill, Giovanni's, Takanami, The Sanctuary and The Clinton Street Social Club. Regardless of the location, David set out to learn something

new everyday. He established a reputation for his classic cocktails, but equally important, he dedicated himself to running profitable wine, beer and spirits programs. It's no wonder Rodina Chef Owner Samuel Charles dubbed Basinger one of the industry's "secret heroes" in his nomination for the bar manager as the Iowa Restaurant Association's Restaurant Employee of the Year. When Charles and wife Phoebe decided to return to Iowa from Denver to start their upscale casual "Midwest comfort food" eatery, David was the first person they invited to join their team. Together, they have built something incredibly special in the Historic Czech Village District of Cedar Rapids. "We take what we do seriously," says David of Rodina's approach to gastronomy and mixology. "But the beauty is we don't have to be serious every moment. That's part of what makes the often 15 hour days, six days a week, worth it. If you chose hospitality for a career you're choosing people as a profession."

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Iowa District 32 Senator Craig Johnson fondly remembers getting dressed up with his brother and parents for an evening out at the Jungle Inn Restaurant—a now gone local favorite in Independence. “It was a big treat,” recalls the Legislator chuckling. “I always ordered a kiddie cocktail.” Johnson has been an avid restaurant patron, successful event venue operator, and relentless champion for Iowa’s hospitality industry ever since. Born and raised in the same Northeast Iowa district he now serves, Johnson attended Independence High School and then continued his education at Hawkeye Tech and the University of Northern Iowa. His father owned a commercial painting business and when Johnson graduated college into a tough job market, he decided to “do what he knew.” He followed in his father’s footsteps and painted, but not in Independence, in Antarctica. He eventually came home with wife Susan and daughter Hannah. He worked as an engineering manager and financial planner. He became deeply engaged in a Vision Iowa effort to

Senator
Iowa District 32

Senator Craig Johnson

fund and built Heartland Acres Agribition Center in Independence. He was the first Executive Director for the 450+ seat venue and museum and quickly learned the ropes of the hospitality industry when overseeing countless weddings, catered meetings and events. It was during the development of Heartland Acres that Johnson met Iowa hospitality icon Mike Whalen, who was running for Congress in Iowa’s 1st District. “He absolutely inspired me to think I should try,” says Johnson. Johnson ran for the Iowa House in 2014 and then unseated an incumbent

for the Iowa Senate in 2016. In his time in the Iowa Senate, Johnson has been a consistent and staunch supporter of Iowa’s hospitality businesses including helping revise DRAM laws, provide tax relief and COVID-19 liability protection, and most recently floor-managing first in the nation Cocktails-to-Go legislation. His willingness to push the envelope on behalf of Iowa’s hospitality businesses, even in the shortest of legislative sessions, is why Senator Craig Johnson was selected the Iowa Restaurant Association’s 2020 Legislator of the Year.

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“Our industry has the skills to help others learn to meet real needs. We can do more than simply feed people, we can ‘teach a man to fish.’”

-Nick Kuhn



Nick Kuhn

Founder, Justice League of Food
Owner/Operator
The Hall, West Des Moines
The Beerhouse, Urbandale

It's amazing how the briefest encounter with a stranger can change the course of your whole life. Nick Kuhn, owner/operator of the Beerhouse and The Hall, as well as co-founder of the non-profit Justice League of Food, a program which provides culinary apprenticeships for at risk youth, is just such a story. It started when Nick periodically took his food truck to Central Iowa Shelter Services to feed residents and clients. He and other truck owners provided meals on a regular schedule and Nick even hired residents to assist at festivals and events. ***“We started to notice that we were continually feeding the same people over and over,”*** says Nick. ***“Hunger and homelessness were symptoms, not the actual problem. We couldn't feed our way out of it. We realized if we wanted to truly help, we had to embrace the notion of ‘teach a man to fish.’”*** This was driven home for Nick by a young homeless man who worked for him at a festival. Nick had paid him \$20 cash. About an hour later

the man returned and said he'd lost the money. Nick doubted the story, but grudgingly opted to pay him a second time. Three weeks later Nick was again giving out meals when the young man reappeared. He explained to Nick that someone had seen him drop the original \$20 and returned it. He pulled out the second \$20 Nick had given him and said, ***“I was hoping I would see you again. I've been carrying this around with me waiting to return it to you.”*** Nick was so struck by this man's action that he went home and started talking with his wife Lynn about creating a non-profit that gave more than hand-outs. They wanted to provide a second chance path that included marketable job and life skills. The idea of the Justice League of Food was born. Once the Kuhns committed to starting a non-profit focused on stopping the cycle of poverty, things fell into place quickly. A 25,000 square foot historic building came available and the terms were good. The Kuhns could create a for-profit beer hall and use it to support their non-

profit mission. Polk County reached out looking to partner. They needed 2,100 meals per month prepared for the food insecure and helped fund the commercial teaching kitchen. A second tenant took the rest of the space and things quickly came together. The Kuhns had created a sustainable model which tapped for-profit, non-profit and government resources. Today, the Justice League of food recruits people age 30 and younger from local organizations serving those at risk. They provide paid apprenticeships, as well as wrap-around support services like counseling and life skills training. The goal is to create trained cooks who are able to find lifelong careers. The Justice League of Food provides sustainable work for up to 8 young people at a time. The program takes eighteen months to complete. ***“If you know how to cook and what to do with food, you'll never be unemployed and you'll never starve,”*** concludes Nick. ***“Our industry has the skills to help others learn to meet real needs. We can do more than simply feed people, truly can ‘teach a man to fish.’”***

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President
Sysco Iowa, Ankeny



Justin Woodard is an unusual corporate executive. Having worked his way through the ranks of the hospitality industry—from server and bartender, to restaurant general manager and food rep, the now President of Sysco Iowa still prefers to spend his days in the field. He is drawn to the hustle and energy of restaurant operations. “You don’t keep your finger on the pulse of the industry by sitting at your desk,” says Woodard. Justin has never been much of a desk guy. One of four siblings, he was responsible for paying his way through college. He attended Illinois State University and joined the National Guard to help fund his education. He realized how lucrative serving could be when he lived with a group of restaurant employees. At the time he was making \$10 per hour on a manufacturing line. His roommates would come home after a night at the restaurant averaging \$20+ per hour. “I could do that math,” jokes Justin. Justin in part credits a Darden Corporate training program he completed at Red Lobster for shaping the intentionality with which he still approaches customers today.

“I want to make sure every operator I work with walks away from the experience feeling like I am committed to their success,” says Justin.

To that end, Justin has succeeded. He has surrounded himself with a team of professionals that share his passion for the industry. “Partnership means you have to approach every customer’s business as though it were your own,” says Justin. “And ask questions, lots of questions. If they do well, we will too.” Justin has taken that same approach to working with the Association and its workforce development efforts. He has served as the Chairman of the Iowa Restaurant Association Education Foundation Board and has elevated Sysco’s presence and support at industry events across Iowa. Outside of work, he keeps busy engaged in the activities of his four children. He and wife Sarah also try to spend as much time as possible patronizing Iowa’s restaurants. His quiet, methodical and intentional approach to helping operators thrive, as well as his commitment to groups that advocate for Iowa’s restaurant industry is why Justin Woodard truly is the 2020 Purveyor Partner of the year.

“Partnership means you have to approach every customer’s business as though it were your own.”

-Justin Woodard



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National Restaurant Association

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EDUCATOR



2020 ProStart Educator of Excellence LaRae Arment appreciates the relationship opportunities she's afforded in her ProStart classroom. "My time with my students is focused, but fun. Collaborating in a kitchen is by its very nature interactive," explains Arment. "As a Family and Consumer Sciences teacher, I have openings to form deeper relationships with my students. It's something you don't usually find in a math class." The 14-year teaching veteran is doing exactly what she set out to do. LaRae grew up in Grinnell and loved the practical skills she learned in her

high school Family and Consumer Science classes. She attended Iowa State University to become an FCS teacher in part, because she knew that those same skills could translate beyond the home and into careers. She was already connected to the restaurant industry, working at Carlos O'Kelly's as a server throughout college. "I tell students that working as a server is great money," says LaRae, who transferred to the Cedar Rapids location and worked part time even after she'd started teaching. "But I want to expose them to all the career paths and possibilities the hospitality industry offers."

She learned about the ProStart program while serving on a state hospitality and tourism task force. LaRae introduced ProStart to Alburnett High School in 2014 and has coached culinary teams for the state competition nearly every year. Her students leverage their new culinary skills to serve the community. They annually cater special meals for local veterans and the district's teachers, as well as provide prepared meals for families in need. LaRae says she is most pleased that beyond the curriculum, her students are learning life skills like time management, teamwork and relationship navigation. "My class often brings people together that aren't in the same group of friends," explains LaRae. "It's really amazing to see how they learn to work together." LaRae is excitedly awaiting an approved upgrade to her ProStart classroom. There are plans in place to create a commercial grade kitchen for her popular program. For her commitment to educating the next generation of culinary talent, LaRae Arment was chosen the 2020 ProStart Educator of Excellence.



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RURAL OPERATOR

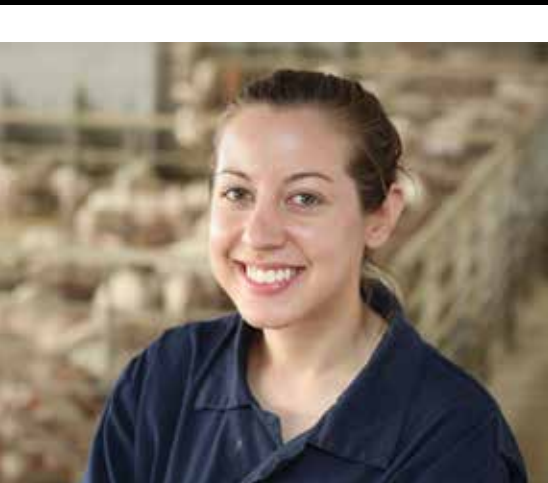
California natives Mike and Estrellita (Ilee) Muller knew they were taking a leap of faith when they left their life in Sacramento to open a restaurant in the tiny rural Iowa community of Elk Horn (pop. 610). But Mike, a utility worker and union leader, and Ilee, an administrative analyst for the city, had no idea being embraced by a community with which they had few ties, would be the least of their challenges. The couple's aptly named Grace on Main Restaurant, a California-style casual eatery featuring local produce in specialty pizzas and pasta dishes, was slated to open March 18, 2020—the day after the Governor closed dine-in restaurant service statewide in response to COVID-19. *"We tossed out \$3,000 of our first food order," says Muller matter-of-factly. "We had to pivot before we ever started."* Pivot they did- and the community responded. With a pizza-centric menu, the Mullers were prepared for some amount of carry-out, so rather



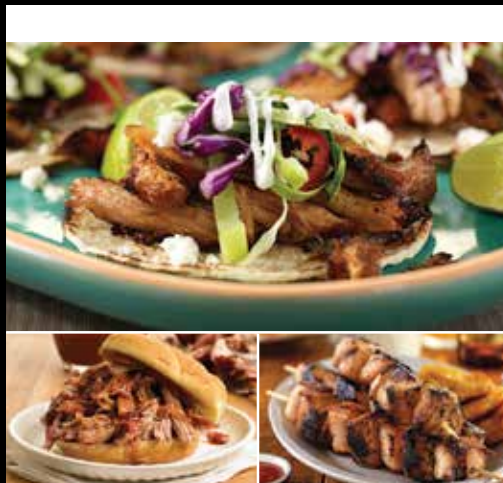
Owner/Operator
Grace on Main, Elk Horn
Mike Muller

than debuting by welcoming people in the doors, the couple flung open a front window and handed pizza through to customers. Potential patrons quickly became fans—and those fans spread the word about the amazing food being dished out. Grace on Main which was opened in faith, but survived on prayers and community goodwill. Muller is tearful with gratitude, *"We invested everything we had in a rural Iowa community*

that we'd visited less than half-a-dozen times. We believed the people and the lifestyle Elk Horn offered our family would be worth the risk," said Muller. *"And at the hardest time imaginable, Elk Horn proved us right."* That commitment to enhancing the hospitality options and culture of rural Iowa, is why Mike Muller, owner/operator of Grace on Main is the Iowa Restaurant Association's first ever "Rural Restaurant Operator of the Year."



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Owner/Operator
Blue Barn BBQ, Waterloo

Chef Aaron Broshar

When UNI economics major Aaron Broshar got a job in the kitchen of a popular local sports bar, he realized he needed to pursue a different degree. “I was hooked,” says Broshar who loved the buzz, camaraderie, satisfaction and sense of purpose only those who work in a busy restaurant kitchen understand. He enrolled in Le Cordon Bleu in Minneapolis, graduated and after working in the Twin Cities, headed for Des Moines where he worked in, and with, many of the top restaurants and chefs in the area including time spent at Splash, Django and Centro. Chef Aaron is quick to credit the mentors he met during those years for shaping his own business strategy when the Waterloo native returned to the Cedar Valley area and opened Blue Barn BBQ. Some people may be surprised that a chef trained in French cooking techniques would opt for a BBQ restaurant, that even before COVID-19, focused not on table service but on carry-out and outdoor picnic table seating. For Broshar it made perfect sense. Chef Aaron is a man focused on relationships, between people,

“A mentor’s role is to help students put theories and ideas into practice”

-Chef Aaron Broshar

the community and the role local restaurant businesses play in bringing them together. As soon as the pandemic closures impacted schools, Blue Barn BBQ started providing free meals to local students. They gave 2,500 meals away. They also raised \$18,000 to provide 12,000 masks to the local school district to ensure every student had a cloth mask. “These are sound business decisions,” says Chef Aaron. “We want to build

lasting relationships with our community. It’s not about whether they’ll come in this week, we want them to create traditions with us and come back again and again because we’re their neighbor.” Aaron and wife Ashley have long-standing ties to the area and are now raising their three children in Cedar Falls. Chef Aaron is a graduate of West Waterloo so when the opportunity to serve as the school’s ProStart mentor arose, he was quick to volunteer. “They have a really great program,” says Chef Aaron of the four-time state culinary champions. “It’s energizing to be around people who are just discovering their passion for food and want to make a career of it.” Chef Aaron spends about an hour per week working with students and has hired two in his own restaurant. “A mentor’s role is to help students put theories and ideas into practice,” concludes Chef Aaron. “It’s an honor to work with these kids” That attitude, one of feeling honored to help rather expecting honors for showing up, is exactly why Chef Aaron Broshar, ProStart mentor for his alma mater West Waterloo was an easy choice for Iowa Restaurant Association Mentor of the Year.

LET'S RAISE A GLASS TO ALL

SPECIAL MESSAGES



Congrats Ali Brackett

on being named one of
the **Iowa Restaurant
Association's 40
Women to Watch in the
Hospitality Industry!**

Thank you for your
innovation and
leadership of the catering
department at the
Iowa Events Center.

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Congratulations, Jenn Mullin!

You are a force behind
the scenes helping
restaurants succeed.
Thank you for all you
do!

Your friends at
Sysco Iowa



Congratulations Millisa! Cheers to you



Congratulations, Ally!
So glad you are a part of our
RVP McDonald's family –
we appreciate you!



Congratulations,
Kathleen! Thank you
for your leadership
& always choosing
to serve others --
our employees and
customers! We're so
proud of you!

Your friends at
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L 2020 AWARD WINNERS!

Congratulations, Kelsey Sutter!

Thanks for leading IPPA's restaurant & foodservice committee. Keep adding more pork to more menus!



CONGRATULATIONS

to Nick Kuhn, Chief Executive Helper, of the Justice League of Food and Managing Partner of THE HALL.

Your leadership and creativity inspires us all!



CONGRATULATIONS
KATY NELSON
at

SCENIC ROUTE
BAKERY

From your **PERFORMANCE** team!
FOODSERVICE - Thoms Froestler

CONGRATULATIONS
NICK KUHN
at

++
THE HALL

From your **PERFORMANCE** team!
FOODSERVICE - Thoms Froestler

Congratulations, Justin Woodard!



Thanks for all you do to support our team, our customers, and our industry.

-Your friends at Sysco Iowa



CONGRATULATIONS
CHEF JEREMY MOSKOWITZ
at

DUCK CITY
· BISTRO ·

From your **PERFORMANCE** team!
FOODSERVICE - Thoms Froestler

On behalf of Johnson Brothers of Iowa, congratulations to all of the 40 Women to Watch in Iowa Hospitality honorees this year.

We would like to take this opportunity to give special recognition to our very own, **Teresa Court**, for being selected!



CHEERS!

Congratulations to our Director of Hospitality, Ashton Johnson! We're honored to have Ashton at Cedar Ridge, and so glad she has been chosen for this award. Thanks for everything you do for Cedar Ridge - You deserve this!



IOWA RESTAURANT
ASSOCIATION

40
WOMEN
TO WATCH
IN THE HOSPITALITY INDUSTRY

2020 Class

Highlights the Spirit and Resilience of Women in Hospitality

More than half of Iowa's food service industry professionals are women and they are showing the grit and determination necessary to keep every segment of the market moving forward. Women are often drawn to hospitality careers because they provide the flexible hours desired when raising a family, opportunities to build meaningful lifelong careers, and merit-based compensation programs that put women on equal footing with their male counterparts. This year, with COVID-19 mitigation mandates all of those notions were put to the test. Across the state the innovation, creativity and leadership of women in hospitality rose to the top.

The Iowa Restaurant Association asked industry and the public to tell us about women working in hospitality who are blazing new trails, leading by example, or impressing customers, coworkers, and their communities daily. We were once again overwhelmed by the 100+ nominations we received.

Following are the choices for our 2020 40 Women to Watch in Iowa's Hospitality Industry list. The honorees hail from nearly every segment and function, from purveyors and entrepreneurs, to chefs and business development professionals.

"Although women have been disproportionately affected by COVID-19, they are still building meaningful careers in every segment of the restaurant industry. Each and every one of these women not only exemplifies leadership but has exhibited exceptional grace and resilience this year."

-Jessica Dunker

President and CEO
Iowa Restaurant Association



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Ali Brackett credits past mentors for setting her up for success at the Iowa Events Center, where she oversees hundreds of events each year. "I look back and am thankful for the amazing women I have worked for, with and beside," says Ali. "It's my hope to influence young women in the hospitality industry."

Ali Brackett | Spectra Foodservices & Hospitality | Des Moines, IA

Amy Walsh warns people the hospitality industry can be addicting. The owner/operator at Mickey's Irish Pub says, "If you try to leave, it pulls you back in." An influential leader, Amy serves on the Iowa Restaurant Association Board and also clerks in the Iowa House during the Iowa legislative session.



Amy Walsh | Mickey's Irish Pub | Waukee, IA

Allyson Tilk made a lifelong career with Racoon Valley Partners McDonald's operating group in central Iowa. A 28-year team member, Allyson took advantage of every training opportunity and worked her way through the ranks. She is now a regional supervisor and oversees four Des Moines area locations.



Allyson Tilk | McDonald's- Racoon Valley Partners | Stuart, IA



Ashton Johnson is a prime example of her own belief that women can chart their own paths in the hospitality industry. She started in an hourly bartending role at Cedar Ridge Winery & Distillery but is now the Director of Hospitality, focusing daily on growing their event business and building a national brand.

Ashton Johnson | Cedar Ridge Winery & Distillery | Swisher, IA



After working years in a popular taproom, Betsy Duffy co-founded Gezellig Brewing Company. It's been a baptism by fire owning the 14 month-old business Duffy has maintained an optimism which is reflected in her award-winning brew names, All the Goodness Farmhouse Ale and Hug Deal Gone Sideweiss Hefeweizen.

Betsy Duffy | Gezellig Brewing Company | Newton, IA

"Hospitality is: to feed and protect; to support and encourage; and the disposition of receiving and treating guests," says Briana. She's quick to say her role as a co-owner of Vivian's Soul Food was to help bring the dream of her chef partner and husband to life.



Briana Smallwood | Vivian's Soul Food | Cedar Rapids, IA

Brittany Hannah chef/owner of Bistro 3Nineteen is known for her from scratch meals and keeping it positive through everything -- floods, a pandemic, and now a derecho. "While I hope to never have to deal with things like this again, these tough times have reminded us why we do what we do," say Chef Brittany.



Chef Brittany Hannah | Bistro 3 Nineteen | Marion, IA



Cande Coulter was excited to expand the boutique she started with her daughter to include a café in January 2020. Even with the service and COVID-19 capacity limits, the pair have adapted their business, continually finding ways to meet the needs of the community.

Cande Coulter | Simply Mae's | Story City, IA



Chelsea Johnsen was drawn to hospitality but convinced it couldn't be a "career." Her desk job didn't fulfill her so she opened a catering business and her Sisters in Cheese cafe. Chelsea has no regrets about moving to a hospitality career, "The shiny, colorful, glam times (even though few and far between) are extraordinary," says Johnsen.

Chelsea Johnsen | Sisters in Cheese | Madrid, IA

Courtney Johnson is quick to encourage women to consider hospitality careers pointing to the variety and opportunities. "Marketing, culinary, management, they all play to different strengths," says Courtney. During the pandemic, she is credited for transforming Martini's business model from an upscale casual dine-in restaurant, to a carryout model.



Courtney Johnson | Martini's Grille | Burlington, IA



Chef Cyd Koehn believes that whenever people gather around a table, the food should be joyful, nourishing, and eventful. She started her award-winning catering business in 2011 after working as an Assistant Club Manager at the Des Moines Golf and Country Club and then Executive Sous Chef at the Corporate Offices.

Chef Cyd Koehn | Cyd's Catering | Johnston, IA

As Program Facilitator for the Culinary Arts at Scott Community College, Diane Stanley is a mentor for students and colleagues alike. She has established a reputation as someone who always finds time for students. She's an encourager of diverse opinions and a developer of leaders.



Diane Stanley | Scott Community College | Davenport, IA

Mother of five and owner of three hospitality venues, Heidi Baratta is hard to keep up with. She is a visible and energetic presence in all locations saying women are the backbone of the industry and encourages them to chase their dreams, "You only live once, make it worth it!" says Heidi.



Heidi Baratta | Baratta's Steakhouse | Carroll, IA



In her role as Regional Marketing Manager for Sysco, Jenn Mullin is known as "a force." She is credited with helping restaurants develop a range of marketing and social media programs including in the early days of the pandemic when she helped deliver touchless QR code menus within 24 hours.

Jenn Mullin | Sysco Iowa | Ankeny, IA



Jennifer Oaks, owner and baker at Sweet Oaks Bake Shoppe in tiny Collins, Iowa has never run from a challenge. The 26-year old mom of two (ages 2 and 3) opened her small town boutique bakery this year and loves "working with food, being creative, trying new things, and making people happy."

Jennifer Oaks | Sweet Oaks Bake Shoppe | Collins, IA

Jessica Baldus Owner of Taste by Unc's in downtown Osage is quick to say that initially the "hospitality industry chose her" and that she was drawn in by the people. However, as a business owner she continues to choose hospitality back. Baldus has been honored for her philanthropy, food and community service.



Jessica Baldus | Taste by Unc's Cheesecakes | Osage, IA

Jonita Boyer started at Tassel Ridge Winery as a field hand. She learned and was promoted quickly. Seven years ago she was named the head winemaker and has created award-winning wines every year since. She proudly represents Iowa's wine industry in competitions across the country.



Jonita Boyer | Tassel Ridge Winery | Leighton, IA



Julia Punj's conceived, designed, and built much of her Veraison Wine Bar on her own- including cutting and welding the overhead polished copper rack that holds the crystal. A sommelier and trained chef she is the creative vision behind both the menu and wine program which includes 120 European wines.

Julia Punj | Veraison Wine Bar | Fairfield, IA



As District Manager with Full Court Press, Kathleen Gill oversees daily operations at the Iowa Tap Room, The Royal Mile, Truman's and Rita's Cantina. "There are possibilities for women in every facet of the industry," says Kate. "It is extremely fulfilling to make a career based on serving others and creating memorable experiences."

Kathleen Gill | Full Court Press | Des Moines, IA

29 year old Kelley Carter is the Operations and General Manager of Guild, Ghosted Kitchen and the Guild Specialty Kiosk in the new Xtream Arena (seating capacity 5,100) in the Iowa River Landing in Coralville. Kelley was raised in hospitality, starting her own successful catering business as a full-time student.



Kelley Carter | Guild and Ghosted Kitchen | Coralville, IA



Kelley Crawford started working at Pizza Ranch at age 16 and never left. After graduating from college, she became general manager. Three years later she joined the company's corporate team. Today, the mom of three is the Director of Purchasing for the \$270 million organization and owns locations in Algona and Spencer.

Kelley Crawford | Pizza Ranch Support Center | Orange City, IA

Kelsey Sutter, Marketing and Programs Director for the Iowa Pork Producers Association, understands well the symbiotic relationship between agriculture and the hospitality industry. Each year, the young mom and farmer, orchestrates multiple annual state culinary competitions.



Kelsey Sutter | Iowa Pork Producers | Clive, IA

Krista Stramel, General Manager of Red Vespa, a Neapolitan Pizzeria restaurant in Solon, is continuously leveraging every opportunity to learn more about the hospitality business –from mixology to management. Says Krista, “I want to help pave the way and inspire women to continue their path in this industry.”



Krista Stramel | Red Vespa Pizzeria | Solon, IA



Kristen Meyers has established herself and her business Party On, Des Moines! LLC as the “go to” source for orchestrating headline events including the Blue Ribbon Bacon Fest, the 80/35 Music Festival, and the East Village Pride Fest. She is currently helping establish an event planner resource group.

Kristen Meyers | Party On Des Moines! | Des Moines, IA



As president of Walker Homestead Farm & Winery, INC which she describes as a “small venue fit for special life celebrations and everyday blessings” Kristy Walker delivers true “agritourism” through her farmer’s table, gardens, orchard, vineyard and a pasture playground.

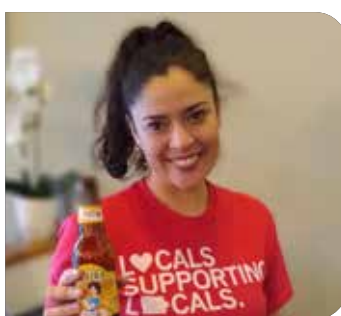
Kristy Walker | Walker Homestead Farm & Winery, Inc. | Iowa City, IA

Lenore Zoll is a standard-bearer of a family legacy. She worked for years for her aunt, owner of Boston Fish, an iconic Cedar Rapids restaurant. Lenore’s own restaurant The Fish Store is part tribute to Boston Fish, but is also a reflection of her own hospitality and love of the community.



Lenore Zoll | The Fish Store | Cedar Rapids, IA

Mariela Maya brought the flavors of Peru to Des Moines with Panka Peruvian. Mariela spearheaded much of the interior’s design with a local artist and today focuses on the front of the house. Even with the challenges of COVID-19, Mariela is known for spreading positivity and joy.



Mariela Maya | Panka Peruvian | Des Moines, IA



Melissa Cervantes learned early on that she had an affinity for hospitality and food preparation. At only 27 years old she’s already found success winning “Best Coffee in Southeast Iowa” twice and recently being nominated for Best New Restaurant, Most Romantic Restaurant and Best Outdoor Dining in Southeast Iowa.

Melissa Cervantes | Good Restaurant & Lounge | Burlington, IA



Michele Buzzbee has been described by people as “what makes small town’s great.” A 20-year industry veteran, she and husband Aaron own Zeno’s Pizza, Wayward Social Alley and Eats and Fiddle & Whistle Irish Pub in Marshalltown. Says Michele, “Providing a special experience to others means everything to me.”

Michele Buzzbee | Hive Hospitality | Marshalltown, IA

Parks Marina Operations Manager for Hospitality Millissa Reynolds was suddenly thrust into management with the unexpected passing of her father. Recalls Millissa. “I found he had been secretly teaching me many of the things I needed along the way.” Parks has since doubled in size, tripled the number of employees, and opened 4 new locations.



Millissa Reynolds | Hospitality at Parks Marina | Okoboji, IA



Misty Fontanini | Curbin' Cuisine | Des Moines, IA

Misty Fontanini was the President of the Legion of Food Trucks for two years and helped others get a start across the state. The bricks and mortar restaurant Curbin' Cuisine, which she owns with her chef husband, was first a food cart, then a food truck operation and in 2019 found a permanent home.

Molly Frana is the only Iowa female brewery owner who is also the brewer. She discovered her love of brewing as a food science major at Iowa State University. In addition to Brightside Aleworks, she puts her education to work as the quality supervisor for the prestigious La Quercia Meats.



Molly Frana | Brightside Aleworks | Altoona, IA

Rebecca Casey is advocate for, and entrepreneur in the Des Moines area restaurant industry. The Owner and Operator of MyTown2Go/Delivery.com, a third-party delivery service that focuses on local relationships with restaurants is trying to change the image of nationally-based delivery programs.



Rebecca Casey | MyTown2Go/Delivery.com | Des Moines, IA



Chef Rhea Vrana | Fat Sacks QC | Davenport, IA

Twenty-nine year old Rhea Varna is the chef/owner of two Downtown Davenport establishments, Fat Sacks, an eatery with creative food truck style food options and Cavort, set to open this month as a fine dining establishment with elegant small and composed plates.



Sammy Mila | Meredith Corporation | Des Moines, IA

Food stylist Sammy Mila's hands are famous. In fact, they have been viewed millions of times on Facebook and Instagram as she demonstrates the recipes she dreams up and styles for videos, as well as the covers and pages of magazines like Better Homes & Gardens, Allrecipes, Eating Well and more.

Sarah Chem and husband Toney's love of New York style bagels and coffee were the energy behind creating 5 Borough Bagels. But Sarah is equally recognized for her passion to help people struggling with mental illness and depression. "I have tried to use our restaurant as a tool to help others," says Sarah.



Sarah Chem | 5 Bourough Bagels | Clive, IA

Sondra Romeo has worked for more than 25 years in hospitality in restaurants, hotels and casinos. Today as Human Resource Director for Lakeside Hotel Casino in Osceola, she is known as a champion for the 200+ employees and as a key influencer creating a positive team culture.



Sondra Romeo | Lakeside Hotel Casino | Osceola, IA



Susan Frantz | Fenceline Beer Lab | Huxley, IA

After 20+ years of brewing beer at home, Susan Frantz and her husband made their pastime a profession, opening Fenceline Beer Lab in November 2019. The beer offers experimental twists on popular craft beer formulas while the menu features "elevated" traditional pub foods served in their 50+ seat historic location.



Teresa Court | Johnson Brothers of Iowa | Davenport, IA

As the District Manager in the eastern part of the state for Johnson Brothers of Iowa, Teresa Court helps restaurants and bars create profit-maximizing wine lists that patrons love. She leads by example and has been a mentor to dozens of successful sales professionals over the course of her 20+ year career.

Vivette Perry was there in 2011 when popular Des Moines eatery and cocktail lounge Americana opened its doors. She was immediately charged with training the front of the house team. She was recently named General Manager of the restaurant and appreciates the opportunities afforded her.



Vivette Perry | Americana Restaurant | Des Moines, IA



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Association's 2021 State Legislative Priorities Focus

Relief, Rules and Rebuilding

Now that the elections are over, the Iowa Restaurant Association is readying to push three key hospitality-related requests to state lawmakers.

1. Tax Forgiveness and Fee Extension

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

Issues include: forgiveness of sales and payroll tax; extension and/or forgiveness of licensing fees; assurance will not be penalized and made to pay unemployment for COVID-19 related layoffs.

The Association has proposed a graduated system for forgiveness and/or deferment of state obligations based on mandated and non-mandated COVID-19 losses.

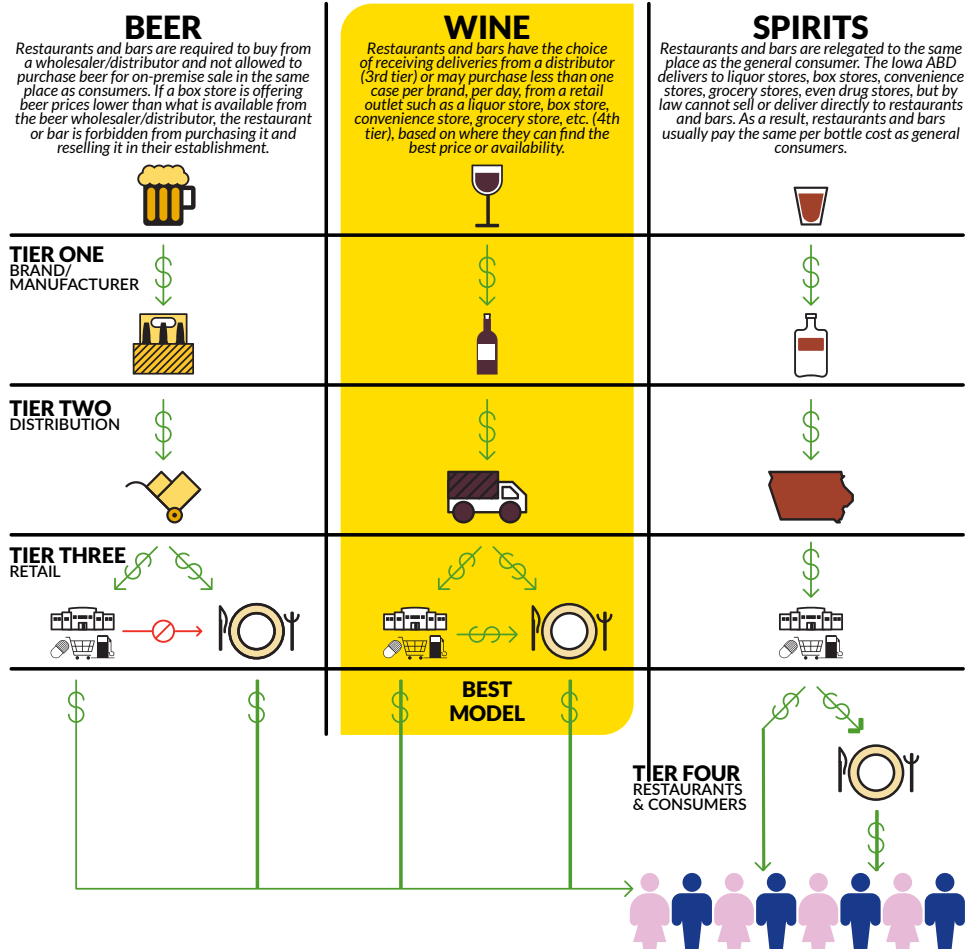
2. Flexibility in Alcohol Purchase

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. See the proposal on the right.

3. Cocktails To-Go Rules

In June, Iowa's legislature legalized the sale of cocktails to-go by Iowa's restaurants and bars. While the privilege is appreciated, there are several rules related to the legislation, specifically packaging and batching, that make it difficult for establishments to take advantage of the new opportunities. A "clean-up" bill will be proposed.

Bring Consistency to Where Restaurants and Bars Fit in Iowa's Three Tier System



Industry Ask

Allow Iowa's restaurants and bars to have 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.



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Membership Pays

Join the Iowa Restaurant Association Today

Membership in the Iowa Restaurant Association pays immediately and in the long term. For many, using the exclusive member discounts saves hundreds or even thousands of dollars annually far more than the \$35 per month cost of membership. But most quickly realize that the most invaluable element of membership is access to the people, information and resources they can't do business without.

Advocacy and Representation

The IRA works directly with lawmakers to represent Iowa's hospitality industry at national, state, and local levels of government serving as the industry's public voice. Even if you are not a member, you have already benefited from these efforts. However, you will receive much more with your membership, including regular legislative briefings and an opportunity to influence the industry's positions on issues of importance to you.

IRA members regularly tap the expertise of other successful operators as well as the Association staff. The IRA can partner you with a mentor, refer you to a vendor, or help you find counsel. Your membership has dual benefits in the National Restaurant Association—providing access to their vast educational and other resources.

More Information

To learn more about the way you can put an IRA membership to work for your business, contact Vice President Stacy Kluesner at 515-276-1454 or sign up online at www.restaurantiowa.com.

Among your member discounts and benefits...

- \$50 per student ServSafe Discount
- Free Dual Membership in National Restaurant Association
- Guaranteed 10% Discount on BMI
- Guaranteed 5% Discount on Natural Gas
- Free ticket to National Restaurant Association Show
- Access to the National Restaurant Association Healthcare Program

"The real dollar value of a restaurant association far exceeds the cost of dues, even if you only consider the lobbying and representation is not available from any other source."

—Restaurant Startup & Growth Magazine

**ALL THE FLAVOR.
ZERO THE
SUGAR.**



delicious.
refreshing.
pepsi.



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**DO
THE
DEW**



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TOOLKITS

WITH INNOVATIVE
SOLUTIONS TO DRIVE
YOUR BUSINESS



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

Contact your Sales Consultant to learn more.

One Sysco Pl, Ankeny, IA (515)289-5300

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**SCAN HERE FOR
OUR TOOLKITS**

Scan with your phone's camera



Sysco
At the heart of
food and service



SyscoFoodie.com

State Industry Leadership

Meet the Iowa Restaurant Association Board of Directors

The Iowa Restaurant Association (IRA) is a member-based professional association of the restaurant and retail beverage industry in Iowa. The Association is governed by an elected, volunteer Board with representatives from each of the various segments within the industry and from across the state. Board members may serve up to 5 two-year terms. The IRA Board of Directors meet quarterly throughout the year to set the organization's legislative agenda and determine industry best practices and initiatives. If you know someone who would make an excellent voice for the industry on the Association's Board, particularly someone who is interested in helping guide legislative strategies, priorities and policies, or if you're interested in serving, please contact Jessica Dunker, President and CEO of the Association at jdunker@restaurantiowa.com.

You may nominate yourself for consideration.



Jeff Duncan
Chair
Giordano's
West Des Moines, IA



Ryan Achterhoff
Immediate Past Chair
Pizza Ranch, Inc.
Orange City, IA



Jake Kendall
Chair Elect
Culver's Restaurant
Cedar Rapids, IA



Joe McConville
Secretary Treasurer
Gusto Pizza Co., El Guapo & Juniper Moon
Des Moines, IA



Darin Beck
Past Chair
Paramount Capital
Cedar Falls, IA



Sarah Pritchard
Director
Table 128 Bistro + Bar
Clive, IA



Alex Banasik
Director
Down Under Bar & Grill
Clive, IA



Scott Carlson
Director
Court Ave Restaurant & Brewing Co.
Des Moines, IA



Steve Casteel
Director
Mid-States POS
Des Moines, IA



Lauren Doll-Sheeder
Director
Doll Distributing, LLC.
Des Moines, IA



Mike Holms
Past Chair
McAllister's Deli
Des Moines, IA



Jeremy Thompson
Director
Sazerac Co.
Des Moines, IA



Matt Johnson
Director
Barley's Bar
Council Bluffs, IA



Kris Kay
Director
Go Fish Marina
Princeton, IA



Brad Korkow
Director
Society Insurance
Fond du Lac, WI



Zeph Leaton
Director
Riverside Casino
Riverside, IA



Bret Petersen
Director
Martin Bros. Distributing Co., Inc.
Cedar Falls, IA



Millisa Reynolds
Director
Okoboji Barz, Inc.
Okoboji, IA



Doug Goettsch
Director
Big Grove Brewery, Pullman Bar & Diner, St. Burch Tavern
Iowa City, IA



Amy Walsh
Director
Mickey's Irish Pub
Waukegan, IA



Christina Moffatt
Director
Crème Cupcake + Dessert
Des Moines, IA



CELEBRATING EXCELLENCE

We're proud to celebrate the 2020 Award Winners.

Thank you for passionately sharing your creativity and insights to the culinary world.

2020 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.

Save this issue of the magazine at restaurantiowa.com

Meet the Iowa Restaurant Association Team

Day-in and day-out the Iowa Restaurant Association staff is focused on promoting Iowa's restaurant industry through: food and drink competitions; awards programs and events; education classes and seminars; networking opportunities; and legislative and regulatory advocacy work. We are committed to helping hospitality operators do business better.

Thank you for letting us serve the industry we all love!



Jessica Dunker
President/CEO



Stacy Kluesner
Vice President



May Schaben
Executive Director/
Iowa ProStart Coordinator



Cindy Jordan
ServSafe Educator and
Business Manager



Emilee Zimmerman
Public Relations Specialist

Corporate Partners

As you review the Buyer's Guide you will notice that Corporate Partners listings are denoted in **RED**.

Bar Equipment and Supplies

Bolton and Hay	515-265-2554	www.boltonhay.com
Iowa Des Moines Supply Inc.	515-263-1200	www.iowadesmoinessupply.com
Johnson Brothers Liquor Co of Iowa	515-262-1199	www.johnsonbrothersofia.com
Martin Brothers Distributing Co., Inc.	319-266-1775	www.martinbros.com
Performance Foodservice TPC	800-747-1234	www.performancefoodservice.com
Rapids Wholesale Equipment	800-472-7431	www.rapidswholesale.com
Reinhart FoodService	319-396-1300	www.rfsdelivers.com
Southern Glazers Wine & Spirits	515-252-7173	www.southernglazers.com
Southern Wine & Spirits	515-986-0060	www.southernglazers.com
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

Beer Distributor

Doll Distributing LLC	515-263-3208	www.dolldistributing.com
Fahr Beverage Inc	319-234-2605	www.fahrbeverage.com
Hy-Vee Inc	515-267-8200	www.hy-vee.com
Johnson Brothers Liquor Co of Iowa	515-262-1199	www.johnsonbrothersofia.com

Beverage Dispensing Equipment

Atlantic Bottling Co.	515-987-1931	www.atlanticbottling.com
Bolton and Hay	515-265-2554	www.boltonhay.com
Doll Distributing LLC	515-263-3208	www.dolldistributing.com
Fahr Beverage Inc	319-234-2605	www.fahrbeverage.com
Hawkeye Fire & Safety	319-363-9923	www.hawkeyefire-safety.com
Iowa Des Moines Supply Inc.	515-263-1200	www.iowadesmoinessupply.com
Martin Brothers Distributing Co., Inc.	319-266-1775	www.martinbros.com
Pepsi Beverages Company (Urbandale)	800-950-1332	www.pepsico.com
Pepsi Beverages Company (Cedar Rapids)	800-373-9135	www.pepsico.com
Performance Foodservice TPC	800-747-1234	www.performancefoodservice.com
Reinhart FoodService	319-396-1300	www.rfsdelivers.com
Sysco Iowa, Inc.	515-289-5300	www.sysco.com
TriMark Hockenbergs	515-282-0033	www.hockenbergs.com

Beverages (Alcoholic)

Doll Distributing LLC	515-263-3208	www.dolldistributing.com
E & J Gallo Winery	515-987-3935	www.gallo.com
Fahr Beverage Inc	319-234-2605	www.fahrbeverage.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.johnsonbrothersofia.com
Sazerac Co.	866-751-8118	www.sazerac.com

Member Benefit Partners

In addition to our Corporate Partners, the IRA works directly with a number of firms that offer benefits and discounts exclusively to IRA members. These Member Benefit Partners are denoted in **BLUE**.

Southern Glazer's Wine & Spirits	515-252-7173	www.southernglazers.com
Southern Wine & Spirits	515-986-0060	www.southernglazers.com
Templeton Rye Spirits LLC	712-669-8793	www.templetonrye.com

Beverages (Non-Alcoholic)

Acosta Foodservice	515-278-2768	www.acostafoodservice.com
Atlantic Bottling Co.	515-987-1931	www.atlanticbottling.com
Hy-Vee Inc	515-267-8200	www.hyvee.com
Martin Brothers Distributing Co., Inc.	319-266-1775	www.martinbros.com
Pepsi Beverages Company (Urbandale)	800-950-1332	www.pepsico.com
Pepsi Beverages Company (Cedar Rapids)	800-373-9135	www.pepsico.com
Performance Foodservice TPC	800-747-1234	www.performancefoodservice.com
Rapids Wholesale Equipment	319-447-1670	www.rapidswholesale.com
Reinhart FoodService	319-396-1300	www.rfsdelivers.com
Sazerac Co.	515-202-1661	www.sazerac.com
Southern Glazer's Wine & Spirits	515-252-7173	www.southernglazers.com
Sysco Iowa, Inc.	515-289-5300	www.sysco.com
US Foods	319-645-2193	www.usfoods.com
Voss Distributing/ Red Bull LLC	515-263-1777	www.vossdist.com

Commercial Auctioneer

Backes Commercial Auctioneers	319-226-5830	www.backes-auction.com
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Commodity Groups

Iowa Beef Industry Council	515-296-2305	www.iabeef.org
Iowa Pork Producers Association	515-225-7675	www.iowapork.org
Iowa Wine Growers Association	515-664-7754	www.iowawinegrowers.org
The Soyfoods Council/Iowa Soybean Association	515-491-8636	www.iasoybeans.com...www.thesoyfoodscouncil.com

Condiments

Acosta Foodservice	515-278-2768	www.acostafoodservice.com
Key Impact Sales & Systems	515-224-0999	www.kisales.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
Reinhart FoodService	319-396-1300	www.rfsdelivers.com
Sysco Iowa, Inc.	515-289-5300	www.sysco.com
US Foods	319-645-2193	www.usfoods.com

Consulting, Energy

D & J Consulting	515-556-7641	
MidAmerican Energy Company	515-252-6762	www.midamericanenergy.com
Rapids Wholesale Equipment	800-472-7431	www.rapidswholesale.com
WoodRiver Energy LLC	515-608-3096	www.woodriverenergy.com

Consulting, Financial

All Pay, LLC	
515-777-9239	www.allpay.net
Relion Insurance Solutions	
319-887-3700	www.relion-ins.com
Brummel Madsen Insurance	
319-266-2644	www.brummelmadsen.com
Dickinson Law	
515-244-2600	www.dickinsonlaw.com
D & J Consulting, L.C	
515-556-7641	
Electronic Office, LLC	
515-612-4190	www.electronicbiz.com
Grinnell Mutual Reinsurance Company	
800-362-2041	www.grinnellmutual.com
Holmes Murphy & Associates	
515-964-5936	www.holmesmurphy.com
Illinois Casualty	
800-445-3726	www.ilcasco.com
InsPro Insurance	
515-226-9565	www.insproins.com
Insurance Station	
515-967-0489	www.insurancestationinc.com
Iron Horse Wealth Management	
866-201-8305	www.ironhorsewm.com
LMC Insurance	
515-237-0153	www.lmcins.com
Rendall Insurance Agency	
515-727-1661	www.agents.farmers.com/ia/clive/karla-rendall
Skogman Carlson Insurance	
319-366-6288	www.skogmanins.com
The Dana Company	
515-244-4391	www.thedanaco.com
West Bank	
515-222-2350	www.westbankstrong.com

Consulting

Acosta Foodservice	
515-278-2768	www.acostafoodservice.com
Dickinson Law	
515-244-2600	www.dickinsonlaw.com
Doll Distributing LLC	
515-263-3208	www.dolldistributing.com
Fahr Beverage Inc	
319-234-2605	www.fahrbeverage.com
Johnson Brothers Liquor Co of Iowa	
515-262-1199	www.johnsonbrothersofia.com
Key Impact Sales & Systems	
515-224-0999	www.kisales.com
Martin Brothers Distributing Co., Inc.	
319-266-1775	www.martinbros.com
MidStates Markerting	
515-246-8829	www.midstates-marketing.com
Performance Foodservice TPC	
800-747-1234	www.performancefoodservice.com
Rapids Wholesale Equipment	
800-472-7431	www.rapidswholesale.com
Reinhart FoodService	
319-396-1300	www.rfsdelivers.com
Sysco Iowa, Inc.	
515-289-5300	www.sysco.com
TapOnIt	
563-505-5000	www.taponitdeals.com
TriMark Hockenbergs	
515-282-0033	www.hockenbergs.com
US Foods	
319-645-2193	www.usfoods.com

Credit Card Service/Supplies

All Pay, LLC	
515-777-9293	www.allpay.net
Electronic Office, LLC	
515-612-4190	www.electronicbiz.com
Get Beyond	
515-250-4618	www.getbeyond.com
Heartland Payment Systems	
402-314-8431	www.heartlandpaymentsystems.com
Payteva	
515-202-0398	www.payteva.com
VizyPay	
855-999-4042	www.vizypay.com
West Bank	
515-222-2350	www.westbankstrong.com

Dairy Products

Acosta Foodservice	
515-278-2768	www.acostafoodservice.com
Key Impact Sales & Systems	
515-224-0999	www.kisales.com
Loffredo Fresh Produce Co. Inc.	
515-285-3367	www.loffredo.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
Reinhart FoodService	
319-396-1300	www.rfsdelivers.com
Sysco Iowa, Inc.	
515-289-5300	www.sysco.com
US Foods	
319-645-2193	www.usfoods.com

Design Services

Elizabeth Winders Studio of Design	
515-554-4128	www.elizabethwinders.com
FuseBox One	
515-883-1977	www.fuseboxone.com

Dishwashing Equipment Sales & Supplies

AutoChlor System	
515-227-9999	www.autochlor.com
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
Performance Foodservice TPC	
800-747-1234	www.performancefoodservice.com
Rapids Wholesale Equipment	
800-472-7431	www.rapidswholesale.com
Reinhart Foodservice	
319-396-1300	www.rfsdelivers.com
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

Digital Menus

Johnson Brothers Liquor Co of Iowa	
515-262-1199	www.johnsonbrothersofia.com
Martin Brothers Distributing Co., Inc.	
319-266-1775	www.martinbros.com
Performance Foodservice TPC	
800-747-1234	www.performancefoodservice.com
Reinhart FoodService	
319-396-1300	www.rfsdelivers.com
Sysco Iowa, Inc.	
515-289-5300	www.sysco.com
US Foods	
319-645-2193	www.usfoods.com

Distributor, Food & Beverage

Doll Distributing LLC	
515-263-3208	www.dolldistributing.com
Fahr Beverage	
319-243-2605	www.fahrbeverage.com
Johnson Brothers Liquor Co of Iowa	
515-262-1199	www.johnsonbrothersofia.com
Liberty Fruit Company Inc.	
800-445-4782	www.libertyfruit.com
LMC Insurance	
515-237-0153	www.lmcins.com
Loffredo Fresh Produce Co. Inc.	
515-285-3367	www.loffredo.com
Martin Brothers Distributing Co., Inc.	
319-266-1775	www.martinbros.com
Pepsi Beverages Company (Urbandale)	
800-950-1332	www.pepsico.com

Pepsi Beverages Company (Cedar Rapids)

800-373-9135www.pepsico.com

Reinhart FoodService

319-396-1300www.rfsdelivers.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

US Foods

319-645-2193www.usfoods.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

The Soyfoods Council/Iowa Soybean Association

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

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

Exhaust Systems & Cleaning Services

Enviromatic Corporation of America, Inc.

800-325-8476www.enviromatic.com

Hawkeye Fire & Safety

319-363-9923www.hawkeyefire-safety.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

Financial Institutions/Services

Get Beyond

515-250-4618www.getbeyond.com

Dickinson Law

515-244-2600www.dickinsonlaw.com

Heartland Payment Systems

402-314-8431www.heartlandpaymentsystems.com

VizyPay

855-999-4142www.vizypay.com

West Bank

515-222-2350www.westbankstrong.com

Fire Suppression Systems

Hawkeye Fire & Safety

319-363-9923www.hawkeyefire-safety.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

Food Broker

Acosta Foodservice

515-278-2768www.acostafoodservice.com

Key Impact Sales & Systems

515-224-0999www.kisales.com

MidStates Marketing

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

Food & Restaurant Service Equipment, Services & Supplies

Bolton and Hay

515-265-2554www.boltonhay.com

Iowa Des Moines Supply Inc.

515-263-1200www.iowadesmoinessupply.com

Key Impact Sales & Systems, Inc.

515-224-0999www.kisales.com

Martin Brothers Distributing Co., Inc.

319-266-1775www.martinbros.com

McCormack Distributing Co.

712-546-5133www.mccormackdistributing.com

RATD, Inc.

319-431-3881www.19bgone.com

Rapids Wholesale Equipment

800-472-7431www.rapidswholesale.com

Reinhart FoodService

319-396-1300www.rfsdelivers.com

Sysco Iowa, Inc.

515-289-5300www.sysco.com

TriMark Hockenbergs

515-282-0033www.hockenbergs.com

US Foods

319-645-2193www.usfoods.com

Frozen Food

Acosta Foodservice

515-278-2768www.acostafoodservice.com

Key Impact Sales & Systems, Inc.

515-224-0999www.kisales.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

Reinhart FoodService

319-396-1300www.rfsdelivers.com

Sysco Iowa, Inc.

515-289-5300www.sysco.com

US Foods

319-645-2193www.usfoods.com

Gift Cards

Heartland Payment Systems

515-979-3578www.heartlandpaymentsystems.com

TapOnIt

563-505-5000www.taponitdeals.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

Green Products

Acosta Foodservice

515-278-2768www.acostafoodservice.com

Bolton & Hay, Inc

515-265-2554www.boltonhay.com

Ecocare Supply

319-800-9162www.ecocaresupply.com

Ecolab Inc.

605-209-4755www.ecolab.com

Iowa Des Moines Supply Inc.

515-263-1200www.iowadesmoinessupply.com

Key Impact Sales & Systems, Inc.

515-224-0999www.kisales.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

Reinhart FoodService

319-396-1300www.rfsdelivers.com

Sysco Iowa, Inc.

515-289-5300www.sysco.com

US Foods

319-645-2193www.usfoods.com

HVAC

Iowa Wholesale Supply

641-752-4555 www.iowawholesale.com

Industry Groups

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

Urbandale Chamber of Commerce

515-331-6855 www.uniquelyurbandale.com

West Des Moines Chamber of Commerce

515-225-6009 www.wdmchamber.org

Insurance

Brummel Madsen Insurance

319-266-2644 www.brummelmadsen.com

Grinnell Mutual Reinsurance Company

800-362-2041 www.grinnellmutual.com

Holmes Murphy & Associates

515-964-5936 www.holmesmurphy.com

Illinois Casualty

800-445-3726 www.ilcasco.com

InsPro Insurance Company

515-226-9565 www.insproins.com

Insurance Station

515-967-0489 www.insurancestationinc.com

Ludovissy & Associates

563-556-6661 www.ludovissyandassociates.com

Relion Insurance Solutions

319-887-3700 www.relion-ins.com

Rendall Insurance Agency

515-727-1661 www.agents.farmers.com/ia/johnston/karla-rendall

Skogman Carlson Insurance

319-366-6288 www.skogmanins.com

Society Insurance

920-948-3985 www.societyinsurance.com

The Dana Company

515-224-4391 www.thedanaco.com

Legal Services

Dickinson Law

515-244-2600 www.dickinsonlaw.com

Holmes Murphy & Associates

515-964-5936 www.holmesmurphy.com

Lending

Get Beyond

515-250-4618 www.getbeyond.com

Heartland Payment Systems

402-314-8431 www.heartlandpaymentsystems.com

West Bank

515-222-2350 www.westbankstrong.com

Linen Sales & Service

Bolton and Hay

515-265-2554 www.boltonhay.com

Iowa Des Moines Supply Inc.

515-263-1200 www.iowadesmoinessupply.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

Loyalty Rewards

BluJaket

309-230-7781 www.blujaket.com

Meat Information

Iowa Beef Industry Council

515-296-2305 www.iabeef.org

Iowa Pork Producers Association

515-225-7675 www.iowapork.org

Martin Brothers Distributing Co., Inc.

319-266-1775 www.martinbros.com

Performance Foodservice TPC

800-747-1234 www.performancefoodservice.com

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