

Food & Beverage Iowa Business

Quarterly

A man
with a
moustache
may never
kiss a woman
in public.

—Iowa Law

Any hotel in the
city limits must have
a water bucket and a
hitching post in front
of the building.

—Dubuque City
Ordinance

One-armed
piano players
must perform
for free.

—Iowa Law

Only restaurants and
bars need DRAM
insurance
to protect
innocent victims.

—Iowa Law

The Need for DRAM Reform

Laws Written 80 Years Ago
No Longer Apply or Protect



BUYERS
GUIDE INSIDE!

From The Editor 21st Century Realities Need 21st Century Regulations



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Food & Beverage Iowa Business Quarterly

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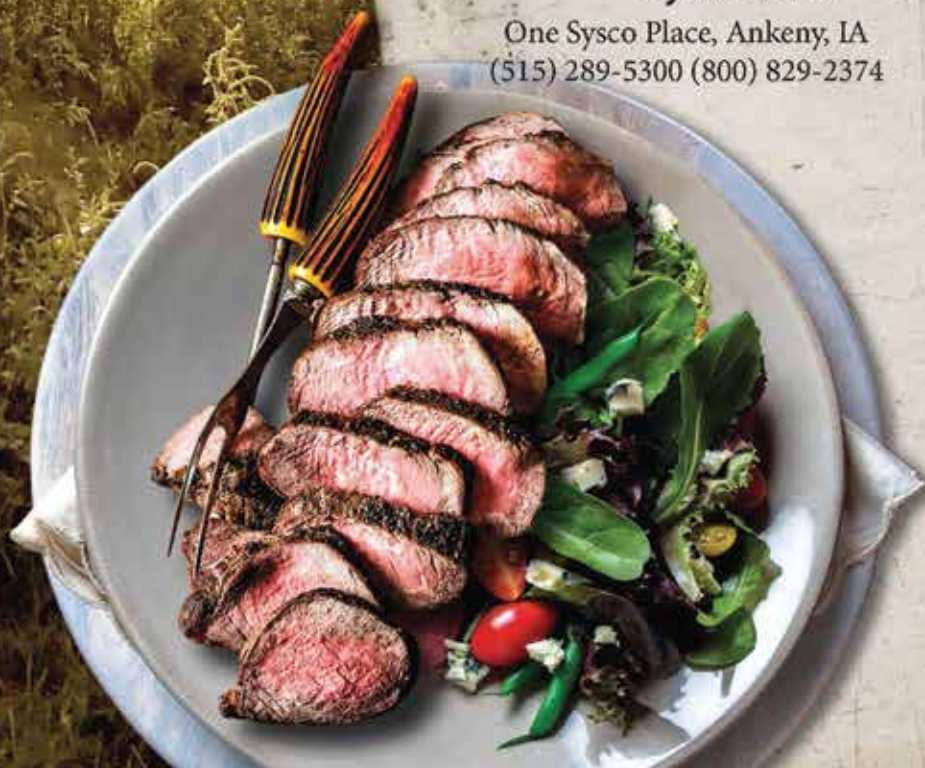
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Jessica Dunker, President, CEO
Iowa Restaurant Association

Read our Proposals. Join Our Fight for Equity.

If you are reading this article, you are in our industry—but you may not be a member of the Iowa Restaurant Association. If you're not, we need you to join our ranks now. Numbers speak volumes to legislators as we fight for changes in laws.

The Iowa Restaurant Association is launching a major legislative effort to even the playing field for hospitality operators and we need your help. Contact me directly at jdunker@restaurantiowa.com or 515-276-1454 to learn how you can help bring about change.

21st Century Realities Need 21st Century Regulations **Stop Tying DRAM to Liquor Licensure**

80 years ago prohibition was lifted and the Iowa Alcoholic Beverages Division (ABD) was created. Regulations were being passed and it is no coincidence that it was also the year the Iowa Restaurant Association was formed. The hospitality industry knew they needed a voice to advocate on their behalf with lawmakers, regulators and the public.

It was a different world...

- Public Enemy #1 was John Dillinger
- Shirley Temple sang "The Good Ship Lollipop" in the film *Bright Eyes*
- Gasoline was 10 cents a gallon and bread was 8 cents a loaf
- People bought alcohol at state run liquor stores or in restaurants and bars—period

Much Has Changed in 80 years

Today—virtually every business is a liquor store—from big box retailers and grocers, to drugstores and convenience stores.

Packaging is also significantly different. Retailers sell packaged, single-serve mixed drinks and wine by the glass—to go—often right at the cash register next to the candy.

Yet with all the changes in packaging formats and purchase locations—only one industry is required to carry insurance specifically designated to cover innocent victims of alcohol related incidents—the hospitality industry.

DRAM—Antiquated Name and Purpose

- "DRAM" is an undefined measurement equating to a "wee bit" of alcohol.
- DRAM insurance is intended to protect hospitality operators from civil lawsuits in the event that an intoxicated person causes damage to a third party.
- The reality is DRAM has become an incentive trail for attorneys to tie alcohol-related incidents back to a hospitality establishment—even if the establishment was not negligent (or even involved.)
- No other industry is required to have such a policy.
- Insurance companies often find it's faster and cheaper to settle than fight.
- For Iowa's restaurants and bars, the net effect has become an increasingly difficult business environment.

It is time to even the playing field—lift the requirement for restaurants and bars to have an exclusive mandate to carry a particular line of insurance. **Instead create a state managed victims fund that ensures everyone who sells, serves and consumes alcohol is contributing via already collected tax revenues.**

Together let's make certain innocent victims can collect damages regardless of where the intoxicated person purchased or consumed alcohol.

Major Reform Needed Now

It is time to write 21st century regulations and laws for the 21st century realities of the sale, service and consumption of alcohol.

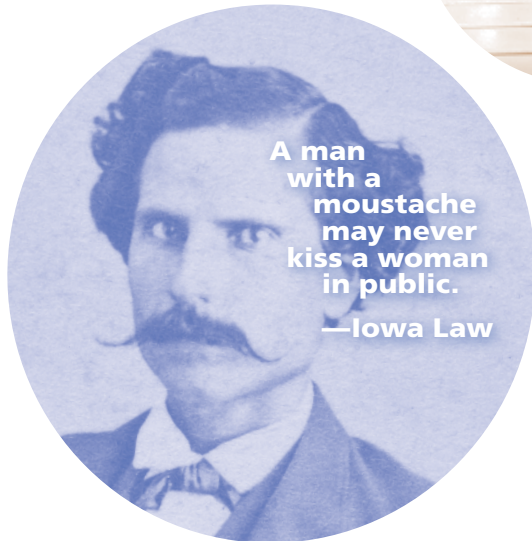
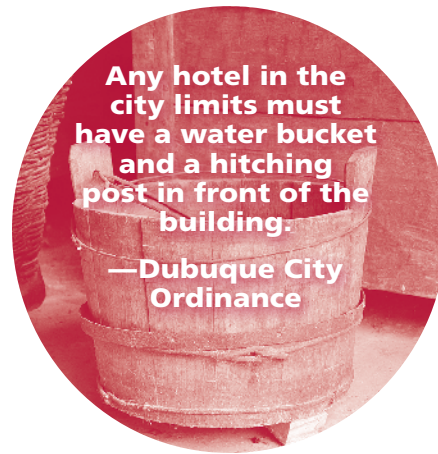


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The Need for DRAM Reform

Laws Written 80 Years Ago
No Longer Apply or Protect

Since the end of prohibition, Iowa's hospitality establishments have been the sole source of protection and financial compensation for innocent victims hurt by the irresponsible behavior of individuals who over imbibe. This burden is born through a specific category of innocent victim insurance called "DRAM"—an exclusive requirement for restaurants and bars who serve alcohol.

Unfortunately this liability insurance model has not kept pace with the huge increase in both format (eg. single serve mixed drinks sold in pouches) and points of sale (from convenience and box stores to pharmacies.) As a result, restaurants and bars—even those who have not "over served" or may have even refused service to a patron—are often drawn into legal and insurance battles for which they played no actual part. However, because these businesses are the only group required to carry this category of liquor liability/innocent victim insurance—legal teams are incited to connect the dots back to a hospitality venue.

The result has created a hospitality landscape that has become so cost prohibitive for some that they simply close or in many border communities, move their businesses across state lines to Wisconsin, Illinois, Kansas or Nebraska.

Equally troubling is the decreasing chance that an innocent victim will have a mechanism to receive compensation. Despite the fact there are record alcohol sales and profits in the state,



fewer and fewer people are consuming those adult beverages in restaurants or bars, so if something tragic were to happen there is little recourse back to the point of sale.

The Iowa Restaurant Association is working with its partners to seek reform. The Association hopes to work with the industry, regulators and victims groups to repeal the DRAM insurance requirement on hospitality venues and instead divert a percentage of the already state collected tax into a victim's fund. In this way—everyone who sells, serves or consumes adult beverages will be bearing a portion of the financial responsibility and ensuring 100% of innocent victims have the potential for compensation.



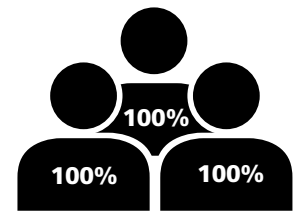
Laws Were Written When Franklin Roosevelt was President

When Iowa's liquor liability laws were written, Iowans could purchase alcohol at a state run liquor store or order adult beverages at a restaurant or bar. The rules were written in an effort to protect innocent people who might be harmed if an irresponsible person over-consumed. They also held liable a hospitality operator that was proven to over-serve the person responsible for causing harm. Liquor stores were not held responsible for the behavior of those who purchased from them.



Everyone is in the Liquor Sales Business

With the expansion of liquor sales in the state of Iowa, consumers can now purchase adult beverages in a wide variety of places. This, in combination with a reduction in the legal blood alcohol content, has substantially decreased the market share of alcohol sales for restaurants and bars. However, the liability of selling alcohol has not changed. The only time an innocent victim is guaranteed reparations if harmed, is if a line of liability can be drawn back to a restaurant or bar. This has created an environment which incents trial teams to look for ways to track a person who has done harm back to a restaurant or bar—even if the operator did not over serve. What's more, there is no guarantee of protection if alcohol was purchased somewhere else — even if a retail or convenience store clerk recognizes the person they are selling alcohol to is intoxicated.



Consumption Based Responsibility and Liability = 100% Victim Coverage

With the changes in distribution and sale of alcohol, as well as the definition of the legal limit that have occurred since the creation of the original innocent victim/ liquor liability (DRAM) laws, it is time to create a consumption-based liability approach. Simply stated, a percentage of the existing alcohol tax should be set aside for a victim's fund for innocent people injured due to the alcohol consumption of another. This means those who sell, serve and consume alcohol all contribute to victim assistance. In exchange, the outdated, unfairly weighted responsibility of DRAM on hospitality operators can, and must be eliminated completely.



COVERED



Today the only segment of the market selling alcohol that is required to carry innocent victim (DRAM) coverage is hospitality.



Overall State Revenue From Sales of Alcoholic Beverages in 2014 was \$302+ million

Should it Provide Protection?

Every year the amount of liquor, beer and wine Iowans buy increases. Between markups and state excise tax, the state received \$302+ million in revenue from the sale of alcohol last year.

The vast majority of the funds generated are appropriated to various state programs by the Iowa General Assembly.

\$19.4 million are allocated to the state Department of Public Health. \$3.6 million from sales of licenses are remitted to cities and counties issuing the licenses.

Perhaps it is time for a portion of this tremendous profit to be set aside to protect innocent victims of alcohol related incidents.



EXISTING STATE EXCISE TAX:

Beer .19 per gallon
Wine \$1.75 per gallon
Spirits 50% markup is collected by the state

FOR FISCAL 2014, IOWA CONSUMERS BOUGHT:

Beer 75 million gallons
Wine 4.29 million gallons
Spirits 5 million gallons

Iowa currently collects the 3rd highest wine tax and the 25th highest tax on beer. Because Iowa collects a 50% markup on distilled spirits as one of 18 control states, there is no applicable comparison to other states. —Source Iowa ABD

Why Repeal Matters to Operators...

Because of the unbalanced approach and the unintentional incentive to tie every victim case back to a hospitality establishment, top rate insurance companies are fleeing the state.



"We currently operate our Saints Pub concept in four states—Iowa, Missouri, Nebraska and Kansas. DRAM insurance in Iowa is more difficult and much more expensive to obtain. Because we have a single policy that covers all locations, higher Iowa rates also impact what we pay in other states. We have been advised

by our insurance broker to keep our combined Iowa alcohol sales under 30% of our total alcohol sales. When we look at expansion opportunities, Iowa Dram insurance is a strong disincentive to expanding in Iowa. In fact, we picked our new west Omaha location over a strong Council Bluffs alternative in large part due to Iowa DRAM laws and our insurance broker's advice. It is just easier and cheaper to do business in other states."

*Scott W. Anderson
 Riley Drive, Inc.
 Saints Pub and Tonic Bars*



"For one of our locations, we used to carry \$1 million coverage for innocent victims at a cost of approximately \$10,000 per year. Today, I can only find a policy offering \$150,000 in coverage at a cost of \$45,000 per year. It is becoming impossible to do business. What's worse, it seems we've strayed from the intent of

requiring innocent victim/DRAM insurance in the first place. It's time we find a way to have everyone who sells, serves and consumes alcohol, as well as the state of Iowa which profits so heavily share the burden of protecting the innocent."

*Darin Beck
 Barmuda, Corp*

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Women in Hospitality

The hospitality industry has long offered excellent opportunities for women. In fact, today the restaurant industry has more women in management and ownership positions nationwide than virtually any other. The Food and Beverage Iowa Business Quarterly team caught up with several of Iowa's female restaurant industry leaders and asked them why they chose a restaurant career.

By: Katelyn Kostek, Public Relations Specialist



Abbe Hendricks

*Certified Sommelier,
Wine & Beer Director*

Gateway Market, Des Moines

First Restaurant Industry Job:
Hostess at Gringo's, Cedar Rapids

"My career in the restaurant industry is always growing and changing, and I am constantly challenged to strive for more and to be better. I have been afforded many opportunities to travel around the world, further my education and increase my understanding of the beverage sector of the industry. I feel that the pace of the industry sets a standard for life, with the idea that I am here to help others and make a difference. Each day I am given a 'second chance' to provide the public with a great experience, and I find that is the ultimate reward."



Chef Patty Weidner

Executive Chef

Prairie Meadows Racetrack & Casino, Altoona

First Restaurant Industry Job:
Owner/Operator, Dibb's BBQ

"I started my career in a family business and then went on to study to become a chef. The best advice I have for young people who are just starting out in the industry is, whatever you do, try to be the best at that position. If you're a dishwasher, be the best dishwasher there is. There's always room to improve and grow and move up in this industry. Work with and for people you respect and learn from them. Never be afraid to ask questions because that's how you learn."



Pamela Patton

Owner/Operator

Patton's Restaurant & Catering, Des Moines

First Restaurant Industry Job:
Catering from her home

"Since I opened Patton's Restaurant & Catering I have been blessed with opportunities to meet new people, grow my business and grow myself. I have met people from all walks of life and had the opportunity to make them happy with a home-cooked meal. I am constantly receiving instant feedback from patrons with comments on a dish or compliments when I've outdone myself."



Sarah Pritchard

Owner/Operator

Table 128 Bistro & Bar, Clive

First Restaurant Industry Job:
Server at Dairy Queen

"I work in this industry because I absolutely love the art of hospitality and making people feel welcome and appreciated. We tell our staff all the time that we want people to feel as if they are dining in our home. There is no better outlet for that than managing the front of house at Table 128!"

45% Forty-five percent of foodservice managers are women.

50% Between 1997 and 2007, the number of women-owned restaurants jumped by fifty percent.

92% Ninety-two percent of women who have worked in restaurants say that the hospitality industry is a great place for a first job.

Thirty-seven percent of women have said their first job was in a restaurant.

37%

According to the National Restaurant Association

TAKE A *Culinary* TOUR OF IOWA

By: Katelyn Kostek, Public Relations Specialist

This year's Dine Iowa Grand Tasting Gala took more than 300 people on a culinary tour of Iowa without leaving the room. The event showcased Iowa chefs competing for a People's Choice Award and let patrons explore the excellent cuisine from distant cities across the state.

"For people who love new cuisine, jumping in a car and traveling two hours to try a new restaurant is nothing," said Jessica Dunker, president and CEO of the Iowa Restaurant Association. "After this event they can map their food ride."

In the spirit of culinary tourism, this year's competition took on a new look. A team of traveling judges ventured to each chef's establishment to taste and critique their competition dish featuring ribeye and a tofu side or sauce. Each dish was judged on appearance, taste, tenderness, texture and use of product as well as overall practicality. Bonus points were awarded for creativity and innovation. After all establishments were visited and dishes were judged, the chefs came together at the Dine Iowa Grand Tasting Gala, held at the Capitol Square Atrium in Des Moines, and presented sample size portions of the same dishes to hungry guests.

Chef Troy Trostel of Trostel's Greenbriar in Johnston won first place honors in the Iowa Restaurant Association's Culinary Competition. Second place went to Chef Mike Holman of Dos Rios Cantina & Tequila Lounge, and Chef Agustin Quintana of Prairie Meadows Racetrack & Casino won People's Choice honors.

Trostel's Two Generations Ribeye

Trostel's winning dish, entitled Trostel's Two Generations Ribeye, featured a char grilled gunpowder seasoned ribeye filet with horseradish parsnip potato puree and pinwheel ribeye cap steak on roasted sweet corn, pepper croutons and sliced tofu stuffed beets, and was finished with a Wild Horse merlot reduction and poblano cream sauce.



1st place winner Chef Troy Trostel, Runner-Up Chef Mike Holman and People's Choice winner Chef Agustin Quintana proudly pose for the cameras.

Thank You Competition Sponsors!



Read about the competition from a judge's point of view!

Des Moines Foodster blogger Nick Lucs traveled to each establishment to critique the competition dishes. Read up on all of the competing restaurants and his culinary journey by visiting his blog at www.desmoinesfoodster.com.





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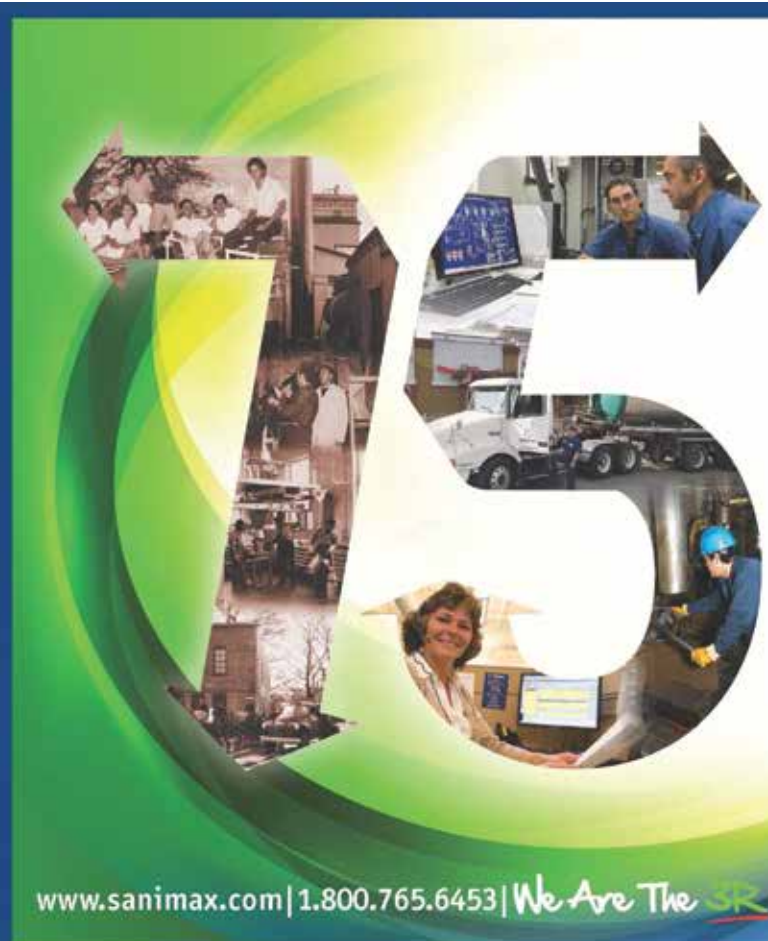
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Legislative Day At The State Capitol

Tuesday, January 27, 2015

Be Part of the Hospitality Industry's Delegation

The Iowa Restaurant Association is once again inviting members to join the Association's leadership under the gold dome of the Iowa State Capitol to share the concerns of our industry with Iowa legislators.

Prior to the visits to the Capitol, the Association will host its annual legislative lunch at Court Avenue Brewing Company in Downtown Des Moines. Participants will receive background information on the Association's key legislative agenda items to assist with visits with legislators.

Following lunch, visit with your local representatives as well as legislative leadership. No experience necessary!

Join us and make your voice heard.

Topics of interest include:

- DRAM insurance reform
- Food Licensing fees and requirement modifications for special event licenses
- Minimum wage and tip credit retention

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Legislative visits to the Iowa State Capitol

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news from around the state

Patton's on Food Network



The Food Network's Guy Fieri's Camaro rolled into Des Moines in early October to visit a handful of Des Moines' most popular dining spots and film for their show "Diners, Drive-Ins and Dives." IRA member Patton's Restaurant + Catering was his first stop. Owner/Operator Pamela Patton and her crew wowed Guy with true "soul food" style cookin' complete with fried chicken, sweet potato pie, black eyed peas and collard greens.

James Beard Awards

Entries are now being accepted for the 2015 James Beard Awards. The James Beard Awards cover all aspects of the restaurant and hospitality industry.

Submit your nominations for the industry's best at www.jamesbeard.org/ awards.

Best Tenderloin at The Lucky Pig



Congratulations to IRA member, The Lucky Pig Pub & Grill, in Ogden for winning Iowa's Best Breaded Pork Tenderloin. The winner was announced in October. Fellow IRA member TC's Point After in DeWitt was also in the top 5 finalists for this contest.

New Jethro's Opens

Jethro's BBQ has opened their new West Des Moines Location, Jethro's BBQ n' Bacon Bacon. Their specialties include breakfast always and bacon in every form possible. The new location, just off of Interstate 235 on 22nd street,



opened in October with Executive Chef and IRA "Chef of the Year" Dominic Iannarelli at the helm.

MenuMasters Awards Nominations

Nation's Restaurant News is now accepting nominations for the MenuMasters 2015 Awards. Foodservice R&D teams, companies and individuals can win a MenuMasters Award for outstanding achievement and innovations in menu development. Visit www.menumasters.com.



Got News?

Send news about Iowa restaurants and taverns to:

Katelyn Kostek,
Food & Beverage Iowa Business
Quarterly writer at
kkostek@restaurantiowa.com

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Within the past 5 years, the Iowa Restaurant Association Education Foundation has grown its ProStart High School career tech education program from 3 to 23 schools. This growth is in large part due to the resources available to schools through the Iowa Restaurant Association's charitable arm. But we cannot continue to develop this program at this pace without industry and individual donor support.

As someone who is a part of Iowa's hospitality industry, you can target your charitable giving to an organization that benefits its future. The Iowa Restaurant Association Education Foundation has two paths to donate.

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Give Back. Become a Mentor.

Being a mentor is a great way to give back to the industry while building your future work force. Mentors can provide a wide range of work experience, regular feedback, field trips, job shadowing and letters of recommendation to deserving students. And a mentor's schedule is flexible and easy. Design your own schedule and choose the school where you would like to mentor.

Questions about giving? Interested in becoming a mentor to a ProStart school near you? Contact May Schaben, IRAEF Director, at mschaben@restaurantiowa.com or 515-276-1454.

See the Program in Action!

Mark your calendar to see the ProStart State Competition
March 2, 2015 Iowa State University Memorial Union in
Ames. Check out last year's competition video at
www.restaurantiowa.com.

Saw You There!



State Senator Rita Hart and State Representative Mary Wolfe attended Rastelli's 75th anniversary celebration in Clinton on October 9.

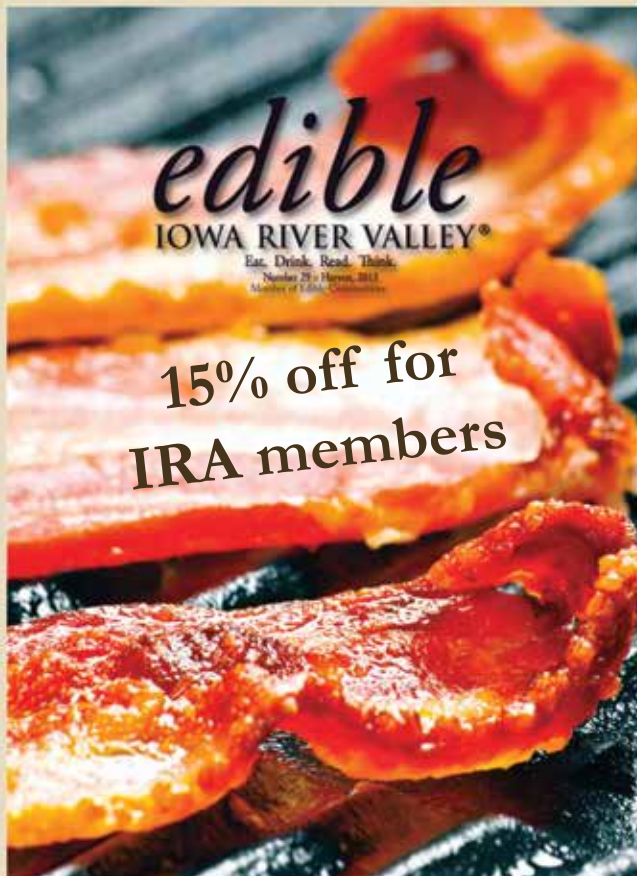


Recently elected Iowa Senator Joni Ernst stopped in Des Moines to discuss hot topics with a few of the Iowa restaurant industry leaders, Scott Carlson, Court Ave. Brewing Co., Mike Holms, Splash Seafood and Jethro's, and Scott Vermillion, Martin Bros. Distributing Company, Inc.

Prairie Meadows chefs Patty Weidner and Agustin Quintana stopped by the Waukee High School ProStart booth at the 2014 Iowa School Counselors Conference to support the students and sample their gourmet s'mores.



Matt Schweiger represented Bacardi USA, Inc. at the Johnson Brothers 2014 Holiday Show held at Prairie Meadows.



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tan·gi·ble

adjective

1. discernible by the touch; material or substantial.
2. real or actual, rather than imaginary.

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calendar of events

Jan 27

Iowa Restaurant Association Legislative Day
State Capitol
Des Moines, IA
RSVP: 515-276-1454
www.restaurantiowa.com

March 2

**Iowa ProStart Invitational
IRA Career Fair**
Iowa State University
Memorial Union
Ames, IA
www.restaurantiowa.com

April 12

Culinary Affair
Embassy Club West
West Des Moines, IA
www.restaurantiowa.com

April 18

National ProStart Invitational
Disneyland Hotel
Anaheim, CA
www.nraef.org

May 16-19

NRA Show 2015
McCormick Place
Chicago, IL
<http://show.restaurant.org/Attend/Registration>

SAVE THE DATE!

IOWA RESTAURANT ASSOCIATION CAREER FAIR

March 2, 2015

10:00 am – 2:00 pm
Iowa State University

Memorial Union – Sun Room, Ames, IA

Meet your future work force!

Interview motivated and dedicated students from both high school and post secondary institutions as well as job seekers from the surrounding area.

The students have been trained in knife skills, poultry fabrication, menu pricing, ordering and many other transferable skills necessary to run a successful business.

**Contact Stacy Kluesner at
515-276-1454 to participate in the IRA
Career Fair.**

Get Certified Food Safety Training

Iowa's new food code requires a certified food protection manager on staff. ServSafe™, is a one day food safety and sanitation certification class offered across the state via the Iowa Restaurant Association and ISU extension offices. Spanish language classes are also available.

Visit www.restaurantiowa.com to find a class near you.

Iowa Restaurant Association

1501 42nd Street, Ste. 294
West Des Moines, IA 50266
Register: 515-276-1454

January 13	January 20	January 29
February 10	February 17	
March 10	March 19	



Kossuth County Extension Office

Algona
Register: 515-341-0261
February 19

Cass County Extension and Outreach

Atlantic
Register: bfuller@iastate.edu
March 16

Polk County Extension Office

Altoona
Register: 515-957-5763
January 28
February 25
March 25

Great Prairie AEA

Burlington
Register: 319-394-9433
February 11

Linn County Extension Office

Cedar Rapids
Register: mdlouhy@iastate.edu
January 7
March 4

Page County Extension and Outreach

Clarinda
Register: bfuller@iastate.edu
February 17

Creston YMCA – Multi Purpose Room

Creston
Register: bfuller@iastate.edu
January 12

CASI Center for Active Seniors, Inc.

Davenport
Register: 563-210-0587
January 28

Clinton County Extension Office

DeWitt
Register: 563-210-0587
February 24
March 24

Dubuque County Extension Office

Dubuque
Register: 563-927-4201
February 04
March 02

Palo Alto County Extension Office

Emmetsburg
Register: 515-341-0261
March 17

Webster County Extension Office

Fort Dodge
Register: 515-576-2119
January 29

Johnson County Extension Office

Iowa City
Register: bielicke@iastate.edu
February 11

Delaware County Extension Office

Manchester
Register: 563-927-4201
January 29

Marshall County Extension Office

Marshalltown
Register: 515-408-7041
March 16

Cerro Gordo Extension Office

Mason City
Register: nanclark@iastate.edu
January 29

Sac County Extension Office

Sac City
Register: 712-662-7131
January 28

Woodbury County Extension Office

Sioux City
Register: 712-276-2157
January 13

Urbandale Extension Office

Urbandale
Register: 515-957-5763
January 20

Black Hawk County Extension Office

Waterloo
Register: 319-234-6811
January 28
February 25
March 24

Hamilton County Extension Office

Webster City
Register: 515-408-7041
February 16

Madison County Extension Office

Winterset
Register: 515-957-5763
March 18



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The Iowa Restaurant Resources buyers guide makes it easy to find the product or service your looking for. Always online at www.restaurantresources.com

Not yet a member?

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per month.

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Are you taking full advantage of your membership?

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- Workers' Compensation Insurance with Dividend
- Employment Practice Liability and other Insurance
- Credit Card Processing
- Energy Audit Program
- Music Licensing
- ServSafe Training
- And more!

Connect with Partners Dedicated to Your Success

Welcome to the Iowa Restaurant Resources printed buyers guide. In my role as Director of Marketing and Association Development for the IRA, one of my key goals is to connect our restaurant and tavern members to the purveyors, suppliers and business partners who can help them operate more profitably.

As your professional association, we understand the importance of forging not just contacts, but relationships with experienced and vetted vendors and suppliers. Membership in the Association puts you on the fast track to establishing relationships with the industry leaders who understand your business and are committed to your success.

As you review our annual guide, you'll find IRA members receive exclusive rates and benefits from many of these providers. Taking advantage of one or more member discount program often pays for the price of your membership. What's more, 75% of your IRA dues are tax deductible as a business expense. This is because we provide education necessary to conduct business.

If you are an IRA member and are not yet leveraging the member benefit programs available to you, or if you are not a member and are interested in learning more about how the IRA can help your business, please contact me directly at skluesner@restaurantiowa.com or call 515-276-1454. I look forward to connecting with you.



Stacy Kluesner
Director of Marketing and
Association Development

THANK YOU!

Each year the IRA is honored to be chosen by the state's top hospitality industry purveyors and professional associations as a resource for success in their own businesses. These companies invest thousands of sponsorship dollars in the Association in support of the IRA's programs and services, as well as a symbol of their commitment to the state's restaurant and retail beverage industry.

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DISTRIBUTING CO. INC.



Gold



Silver

Reinhart Foodservice
Sysco Foodservice
US Foods
The Soyfoods Council

Bronze

Coca-Cola
Doll Distributing
Ecolab
Hy-Vee
Pepsi Beverages Company

Luxco Spirited Brands
Beam Suntory
Bacardi USA
Iowa Beef Industry Council

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Lisbon, IA

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 pantherdistillery@gmail.com

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2015 Iowa Restaurant Resources Buyers Guide

Corporate Partners

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

Advertising

Elizabeth Winders Studio of Design www.elizabethwinders.com	515-554-4128
Nations Restaurant News/Penton www.nrn.com	813-627-6762
QA Graphics www.qagraphics.com	515-695-3403
TSYS Merchant Solutions www.tsys.com	407-574-7994

Bar Equipment and Supplies

Bolton and Hay www.boltonhay.com	515-265-2554
Edward Don & Company www.don.com	800-777-4366
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Glazer's Distributors of Iowa www.glazers.com	515-252-7173
Hockenbergs Equipment & Supply www.hockenbergs.com	515-282-0033
Hussman Corp. www.hussman.com	515-262-8221
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
Performance Food Group www.pfqc.com	800-747-1234
US Foods www.usfoodservice.com	800-272-6467

Beverage Dispensing Equipment

Bolton and Hay www.boltonhay.com	515-265-2554
Coca-Cola Bottlers of Iowa www.atlanticbottling.com	515-987-1931
McCormack Distributing Co. www.mccormackdistributing.com	712-546-5133
Pepsi Americas www.pepsiamericas.com	800-373-9135
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600

Beverages (Alcoholic)

Alcoholic Beverages Division www.iowaabd.com	515-281-7444
7G Distributing www.7gdistributing.com	563-556-8911
Bacardi USA www.bacardi.com	515-554-1630
Beam Suntory www.beamsuntory.com	515-360-4053
Doll Distributing LLC www.dolldistributing.com	515-299-2207
Fahr Beverage www.fahrbeverage.com	319-234-2605
Glazer's Distributors of Iowa www.glazers.com	515-252-7173
Hy-Vee Inc. www.hy-vee.com	515-267-8200
I-80 Liquor www.i80liquor.com	712-323-1807
Johnson Brothers of Iowa www.johnsonbrothers.com	515-262-1199
Luxco Spirited Brands www.luxco.com	515-274-0103

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**.

Mississippi River Distilling Co. www.mrdistilling.com	563-484-4342
Templeton Rye Spirits LLC www.templetonrye.com	515-822-7545

Beverages (Non Alcoholic)

7G Distributing www.7gdistributing.com	563-556-8911
Coca-Cola Bottlers of Iowa www.atlanticbottling.com	515-987-1931
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Glazer's Distributors of Iowa www.glazers.com	515-252-7173
Hy-Vee Inc. www.hy-vee.com	515-267-8200
I-80 Liquor www.i80liquor.com	712-323-1807
Johnson Brothers of Iowa www.johnsonbrothers.com	515-262-1199
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
MJ Distributing www.mjdist.com	515-276-2659
Pepsi Americas www.pepsiamericas.com	800-373-9135
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Voss Distributing/Red Bull LLC www.vossdist.com	515-263-1777

Business Equipment

Heartland Payment Systems www.heartlandpaymentsystems.com	515-250-4618
TSYS Merchant Solutions www.tsys.com	407-574-7994

Coffee/Tea

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Condiments

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
US Foods www.usfoodservice.com	800-272-6467
Performance Food Group www.pfqc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600

Consulting, Energy

Black Hills Energy www.bhehowto.com	515-979-1034
D&J Consulting, L.C. www.djconsulting.com	515-556-7641
Mid American Energy www.midamericanenergy.com	515-252-6762
Continuum Energy www.continuumenergyservices.com	515-278-2254

Consulting, Financial

D&J Consulting, L.C.	515-556-7641
Focus One Source www.focusonesource.com	309-762-7550
Midwest Heritage Insurance Services www.mhbank.com	515-343-5892
Nelson Brothers Agency www.nelsonbrothersagency.com	309-762-4173
The Dana Company www.thedanaco.com	515-224-4391

Consulting

Green R U LLC www.greenru.com	515-325-6133
Hussman Corp. www.hussman.com	515-262-8221
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Credit Card Services/Supplies

Heartland Payment Systems www.heartlandpaymentsystems.com	515-250-4618
TSYS Merchant Solutions www.tsys.com	407-574-7994
Wells Fargo www.wellsfargo.com	515-237-5445

Dairy Products

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Food Marketing Services - Iowa, Inc. FMServ.com	515-255-1285
Loffredo Fresh Produce Co., Inc. www.loffredo.com	515-285-3367
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103

Dishwashing Equipment Sales

AutoChlor www.autochlor.com	314-280-3338
Bolton and Hay www.boltonhay.com	515-265-2554
Ecolab Inc. www.ecolab.com	319-358-6886
Edward Don & Company www.don.com	800-777-4366
Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Distributor, Food & Beverage

Fahr Beverage www.fahrbeverage.com	319-243-2605
Farner-Bocken Co. www.farner-bocken.com	800-274-8692

Glazer's Distributors of Iowa www.glazers.com	515-252-7173
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Educational Materials

Distilled Spirits Council www.discus.org	202-628-3544
Iowa Restaurant Association Educational Foundation www.restaurantiowa.com	515-276-1454
Iowa Beef Industry Council www.iabeef.org	515-296-2305
Iowa Pork Producers Association www.iowapork.org	515-225-7675
The Soyfoods Council www.thesoyfoodscouncil.com	515-334-1041
TSYS Merchant Solutions www.tsys.com	407-574-7994

Employment Resources

Focus One Source www.focusonesource.com	309-762-7550
HR Outsourcing Advisors www.hroutsourcingadvisors.com	515-554-8847

Exhaust Systems

Hoodz of Central Iowa www.hoodz.us.com	515-278-1149
Iowa Fire Control LLC www.iowafirecontrol.com	515-576-4440

Exhaust System Cleaning

Enviromatic Corporation of America, Inc. www.enviromatic.com	877-325-8476
Gre-Co Services www.grecoman.com	888-764-1570
Hoodz of Central Iowa www.hoodz.us.com	515-278-1149
Hoodz of Eastern Iowa	515-278-1149

Financial Institutions/Services

LMC Insurance www.lmcins.com	515-237-0153
Wells Fargo www.wellsfargo.com	515-237-5445

Fires Suppression Systems

Iowa Fire Control LLC www.iowafirecontrol.com	515-576-4440
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Food Broker

Food Marketing Services Iowa, Inc. FMServ.com	515-255-1285
Hockenberg Newburgh www.hnsales.com	515-222-0100
Midstates Marketing, Inc. www.midstates-marketing.com	515-246-8829

Food Products & Manufacturing

Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103
Whole Foods Market www.wholefoodsmarket.com	515-224-3977

Food Service Equipment & Supplies

Bolton and Hay www.boltonhay.com	515-265-2554
Edward Don & Company www.don.com	800-777-4366
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Hockenbergs Equipment and Supply Co., Inc. www.hockenbergs.com	515-282-0033
Hussman Corp. www.hussman.com	515-262-8221

Iowa Des Moines Supply, Inc. www.iowadesmoinessupply.com	515-263-1200
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
McCormack Distributing Co. www.mccormackdistributing.com	712-546-5133
Performance Food Group www.pfgc.com	800-747-1234
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Frozen Food

Food Marketing Services Iowa, Inc. FMServ.com	515-255-1285
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Hockenberg Newburgh www.hnsales.com	515-222-0100
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Midstates Marketing, Inc. www.midstates-marketing.com	515-246-8829
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467
Wells Dairy Blue Bunny www.bluebunny.com	515-987-2103

Grease Removal

Darling International www.darlingii.com	515-288-2166
Gre-Co Services www.grecoman.com	888-764-1570
Hoodz of Central Iowa www.hoodz.us.com	515-278-1149
Hoodz of Eastern Iowa www.hoodz.us.com	515-278-1149
Mahoney Environmental www.mahoneyenvironmental.com	800-892-9384
Sanimax Grease Services www.sanimax.com	608-846-5466

Human Resources

Focus One Source www.focusonesource.com	309-762-7550
HR Outsourcing Advisors www.hROUTSOUCEADVISORS.COM	515-554-8847

Ice Machines

Bolton and Hay www.boltonhay.com	515-265-2554
Hussman Corp. www.hussman.com	515-262-8221
Rapids Wholesale Equipment www.rapidswholesale.com	319-447-1670

Insurance

AW Welt Ambrisco Insurance Inc. www.awwelt.com	319-887-3700
Brummel, Madsen & Associates, Inc. www.brummelmadsen.com	319-266-2644
Focus One Source www.focusonesource.com	309-762-7550
Grinnell Mutual Reinsurance Company www.grinnellmutual.com	641-269-8600
Illinois Casualty Company www.ilcasco.com	800-445-3726
Insurance Station www.insurancestation.com	515-967-0489
LMC Insurance www.lmcins.com	515-237-0153
Ludovissy and Associates www.ludovissyandassociates.com	563-556-6661
Michael Cameron Agency Farm Bureau www.michaelcameron.fbfs.com	515-868-0005

Midwest Heritage Insurance Service www.mhbank.com	515-343-5892
Nelson Brothers Agency www.nelsonbrotheragency.com	309-762-4173
Reynolds & Reynolds, Inc. www.reynolds-reynolds.com	515-557-1214
Society Insurance (Corporate & Member Benefit Partner) www.societyinsurance.com	888-576-2438
The Dana Company www.thedanaco.com	515-224-4391

Legal Services

Kreamer Law Firm, P.C. www.kreamerlaw.com	515-727-0900
Schwarm Law Firm www.schwarmlaw.com	641-592-1031

Linen Sales & Service

Express Laundry and Linen www.explin.com	515-360-2539
Premier Linen & Dry Cleaning, Inc. www.premierlinen.com	800-583-9123

Marketing/Media

Edible Iowa www.edibleiowa.com	319-321-7935
Nations Restaurant News/Penton www.nrn.com	813-627-6762
Relish/Big Green Umbrella www.dmcityview.com	515-953-4822

Marketing/Public Relations

Fishbowl Online Marketing www.fishbowl.com	800-836-2818
Greater Des Moines Convention and Visitors Bureau www.seedesmoines.com	515-699-3455

Meat Information

Food Marketing Services Iowa, Inc. FMServ.com	515-255-1285
Iowa Beef Industry Council www.iabeef.org	515-296-2305
Iowa Pork Producers Association www.iowapork.org	515-225-7675
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
Reinhart FoodService of Omaha www.reinhartfoodservice.com	402-457-3600
Sysco Iowa, Inc. www.syscoiowa.com	515-289-5300
US Foods www.usfoodservice.com	800-272-6467

Meat Purveyor

Farner-Bocken Co. www.farner-bocken.com	800-274-8692
Martin Bros. Distributing Co., Inc. www.martinsnet.com	800-847-2402
Performance Food Group www.pfgc.com	800-747-1234
Reinhart FoodService www.reinhartfoodservice.com	319-396-1300
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US Foods www.usfoodservice.com	800-272-6467

Media & Website Marketing

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

Menu Design/Ideas

Food Marketing Services Iowa, Inc. FMServ.com	515-255-1285
Farner-Bocken Co. www.farner-bocken.com	800-274-8692
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Paper Products

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www.hussman.com	515-262-8221
Iowa Des Moines Supply, Inc.	
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www.focusonesource.com	309-762-7550

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Focus One Source	
www.focusonesource.com	515-369-7550
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www.janddcomputers.com	515-986-9424
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Poultry/Eggs

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Loffredo Fresh Produce Co., Inc.	
www.loffredo.com	515-285-3367
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US Foods	
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Whole Foods Market	
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Produce

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Martin Bros. Distributing Co., Inc.	
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Publications

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Luxco Spirited Brands
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A bottle of New Amsterdam Vodka is prominently displayed on the left. The bottle is clear with a blue label that reads "NEW AMSTERDAM" vertically and "525 VODKA FIVE TIMES-DISTILLED" horizontally. The background shows a social scene with people, including a woman with blonde hair in the foreground and another woman with red hair in the background. A glass of vodka with ice and a lime wedge is visible next to the bottle.

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913-226-6459, www.airealmobile.com

**Alcoholic Beverages Division
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515-281-7444, www.iowaabd.com

Altria Client Services

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Madison, WI, 53703
608-251-0195, www.altria.com

AutoChlor Systems

4012 SE 27th Street, Des Moines, IA 50320
314-480-3338, www.autochlor.com

AW Welt Ambrisco Insurance, Inc.

24 Westside Drive, IA City, IA, 52246
319-887-3700, www.awwelt.com

Bacardi USA

2515 Dean Ave.
Des Moines, IA 50317
515-554-1630, www.bacardiusa.com

Beam Suntory

3100 SE Grimes Blvd., Suite 100, Grimes, IA 50111
515-360-4053, www.beamsuntory.com

Black Hills Energy

1701 48th Street, Suite 260, West Des Moines, IA,
50266, 515-979-1034, www.blackhillsenergy.com

BMI

10 Music Square East, Nashville, TN, 37203
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Bolton and Hay

2701 Delaware Ave., Des Moines, IA 50317
515-265-2554, www.boltonhay.com

Braunger Food Service

900 Clark, Sioux City, IA, 51101
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Brummel, Madsen & Associates, Inc.

318 Main Street, Cedar Falls, IA, 50613
319-266-2644, www.brummelmadsen.com

Change/Bit Method

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Coca-Cola Atlantic Bottling Company

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Continuum Energy Services LLC

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Distilled Spirits Council

1250 Eye Street Northwest, Suite 400, Washington,
DC, 20005
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Edible Iowa River Valley

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515-554-4128, www.elizabethwinders.com

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50513 800-325-8476, www.enviromatic.com

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515-360-2539, www.explinex.com

Fahr Beverage, Inc.

1369 Martin Road, Waterloo, IA, 50704
319-234-2605, www.fahrbeverage.com

Farner-Bocken Co.

PO Box 368, Carroll, IA, 51401
712-792-7441, www.farner-bocken.com

Fishbowl

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800-836-2818, www.fishbowl.com

Focus One Source

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www.focusonesource.com

Food Marketing Services - IA, Inc.

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Glazer's Distributors of IA

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641-269-8616, www.grinnellmutual.com

Heartland Payment Systems

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515-250-4618,
www.heartlandpaymentsystems.com

Hockenberg Newburgh

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515-222-0100, www.hnsales.com

**Hockenbergs Equipment and Supply
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515-282-0033, www.hockenbergs.com

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515-554-8847, www.hroutsourcedadvisors.com

Humitech of Iowa

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515-314-6990, www.humitechofiowa.com

Hussman Corp

4360 112th Street, Urbandale, IA, 50322
515-262-8221, www.hussman.com

Hy-Vee Inc.

5820 Westown Parkway
West Des Moines, IA 50266
515-267-8200, www.why-vee.com

I-80 Liquor

2411 S 24th St., Suite 1
Council Bluffs, IA 51501
712-323-1807, www.I80liquor.com

Illinois Casualty Company

PO Box 5018, Rock Island, IL, 51204
800-445-3726, www.ilcasco.com

Insurance Station

116 Second Street Southeast, Altoona, IA, 50009
515-967-0489, www.insurancestation.com

Iowa Beef Industry Council

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515-296-2305, www.iabeef.org,

IA Des Moines Supply Inc.

1680 Guthrie Avenue, Des Moines, IA, 50316
515-263-1200, www.IAdesmoinesupply.com

IA Fire Control LLC

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515-576-4440, www.IAfirecontrol.com

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515-225-7675, www.IApork.org

J & D Computers

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Johnson Brothers Liquor Co of IA

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7G Distributing

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Kreamer Law Firm, P.C.

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Liberty Fruit Company Inc.

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LMC Insurance

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Ludovissy & Associates

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Sysco Iowa, Inc.

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Templeton Rye Spirits LLC

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The Dana Company

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The Soyfoods Council /

Iowa Soybean Association
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515-334-1041, www.thesoyfoodscouncil.com

TSYS Merchant Solutions

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407-574-7994, www.tsys.com

Urbandale Chamber of Commerce

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515-327-2020, www.uniquelyurbandale.org

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