

JOIN OUR  
**COMMUNITY**



Supplier membership packages  
allow you to choose the  
sales & marketing level  
that's right for you

**Coffee  
House**



**Full  
Service**

**Fast  
Food**

**Food  
Truck**

**SUPPLIERS  
TO THE  
FOODSERVICE  
INDUSTRY**



**Catering**

**Quick  
Service**



**Fine  
Dining**

**WI RESTAURANT.ORG**

# Your Industry. Your Association. Your Community.

The Wisconsin Restaurant Association is the state's top organization that actively supports and advocates for the foodservice & hospitality industry.

WRA represents every size and style of foodservice establishment all across our great state. And we value our supplier member partners from across the country that sell to and service our industry.

Our mission is simple. We're 100% focused on helping our members be strong, educated and relevant in today's changing market. We give our industry a collective voice and platform to be great operators.


When you're a member of WRA, you're communicating to food and beverage professionals that you care about the restaurant and hospitality industry.

Our membership tiers are structured as sales and marketing packages to choose from that fit your business goals as well as budget.

**WRA is here to help get you in front of buyers for thousands of eating and drinking establishments!**



**See the Benefits**

<b>SUPPLIER MEMBERSHIP PROGRAM</b>		<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
<b>Annual Investment</b>		<b>\$599</b>	<b>\$735</b>	<b>\$1,045</b>	<b>\$1,575</b>	<b>\$5,000</b>
<b>Partner Marketing Kit</b> Includes WRA logo use with guidelines and tips on how to message your partnership to the restaurant community		X	X	X	X	X
<b>"Shout Out" in "Your Weekly Special" eNewsletter</b> Sent every Wednesday to restaurant members. Your company can be featured once/year.		X	X	X	X	X
<b>Preferred Member Pricing on Classes, Events &amp; Marketing Opportunities</b> Saves you hundreds of dollars!		X	X	X	X	X
<b>Business Referrals</b> Staff provides supplier member referrals to restaurateurs seeking new vendors		X	X	X	X	X
<b>Quarterly Membership List of Restaurant Members</b> Digital doc that includes key contact, address, phone, business demographics (no email address)		X	X	X	X	X
<b>Access to AskWRA</b> A team of experts that help with industry questions		X	X	X	X	X
<b>Weekly Newsletter</b> A digital newsletter that provides timely info on what's happening in the Wisconsin restaurant world		X	X	X	X	X
<b>Access to Members Only</b> Special web portal with valuable industry info only accessible to supplier members		X	X	X	X	X
<b>Preferred Pricing with a Suite of Suppliers</b> Save on business with vendors like Constant Contact, Office Depot, UPS, Lenovo and others		X	X	X	X	X
<b>Industry Updates</b> Keeping you on top of important news		X	X	X	X	X
<b>Featured in Quarterly Update Email to Restaurants</b> A digital showcase of supplier members that have product launches, special pricing and company news			Featured in 1 quarter	Featured in 2 quarters	Featured in 3 quarters	Featured in 4 quarters with preferred placement
<b>Editorial Ad in Weekly eNewsletter</b> You write the copy and we drop it in as an article for restaurant members to read			1/year	2/year	3/year	4/year
<b>Custom Eblast</b> WRA deploys your email to 2,100+ unique email addresses of restaurant members that represent over 7,000 locations					1/year	2/year
<b>Elite Supporter</b> Logo with logo link to your website on WRA's homepage						X
<b>Promotion of your Preferred Pricing to Restaurant Members</b> Promotion extended on WRA website, new member onboarding materials and periodic member reminders						X
<b>Social Media Promo Package</b> Preference given to your company on posts that are appropriate for WRA's social channels						X
<b>Business Flyer Included in HERO</b> This valuable operations handbook for new restaurant members is a great way to introduce your company						X
<b>Digital Buyers Guide Listing</b> Alpha and product category listing on WRA's website		X	X	X	X	X
<b>Staff Contacts Included</b> Assign who you want to receive unique log-in to members only and electronic communications		2	3	4	5	unlimited
<b>Thank you given at every WRA board meeting</b> Three held/year						X
<b>Annual Meeting Notice</b> "Elite Supporter" member logo on statewide mailing to all members						X

# Membership means community.

## Restaurant Members

Wisconsin based businesses that are eating and drinking establishments.

- Fine Dining
- Quick Service
- Supper Clubs
- Drive-thrus
- Family/Casual
- Hotels/Motels/Resorts
- Sporting & Entertainment Venues
- Bars/Taverns/Lounges
- Event Facilities/Caterers
- Bakeries
- And all of the other great niche markets

## Supplier Members

Businesses across the country that sell to and service the foodservice industry.

- Food & Beverage
- Equipment & Supplies
- Business Services
- Technology & POS
- Food Safety & Sanitation
- Sustainability
- Furniture & Decor
- Paper Products & Disposables
- Marketing & Social Media
- And hundreds of other products and services



# We are foodservice.

## WRA's Got

## Your Back



### Be In The Know

Receive exclusive notice of market news, making you an industry "insider"



### Advocacy

We're your watchdog, working for positive change and alerting you to things that government is working on



### Shape Your Community

Your investment helps WRA continue to build the best environment for our industry

## Member Exclusive Benefits



### Marketing Support

Your annual package has brand promotion benefits to help with your business growth.



### Discounts

Our negotiated group rates can save you big bucks on normal business costs



### Access to Buyers

Lean on WRA as your promotional partner to make business connections.





## Membership pays for itself.

Depending on which membership level you choose, you'll get the opportunity to connect with restaurant owners/operators in a variety of ways, showcase your brand and be top of mind when Wisconsin buyers are making their purchasing decisions.

- Quarterly membership list of eating and drinking establishments
- Business referrals
- Invaluable industry updates
- Online Buyers Guide
- Partner Marketing Kit
- Eblasts promoting your company



## Membership saves you money on business services.

WRA has negotiated rates with different companies that can provide you with savings on your normal business expenses.

Email Marketing, Office Supplies & Printing Services, Credit Card & Payroll Processing, Shipping, Technology and Group Health Insurance & Health Savings Account

# Heartland



# UnitedHealthcare®



**Office DEPOT®**  
**OfficeMax®**



## Membership makes sense.

1. Check out the membership benefits chart to choose the level that's best for you.
2. Complete your membership application and submit with payment.
3. After your application is processed, membership onboarding materials will begin being sent to you.
4. Reach out to your Membership Engagement Rep if you have questions:

**Wisconsin Restaurant Association**  
608.270.9950  
[askwra@wirerestaurant.org](mailto:askwra@wirerestaurant.org)





**Wisconsin Restaurant Association**  
 2801 Fish Hatchery Rd.  
 Madison, WI 53713-3197  
 608.270.9950  
 wirerestaurant.org • wra@wirerestaurant.org

# Supplier Membership Application

I hereby make application for active membership in the **WISCONSIN RESTAURANT ASSOCIATION** and/or apply to be a **Friend of the WRA Education Foundation**.

**CONTACT INFORMATION (please print or type)**

Business Name \_\_\_\_\_

Contact Name (to whom mail should be sent) \_\_\_\_\_

Contact Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

Mobile Phone ( \_\_\_\_\_ ) \_\_\_\_\_  
*(I give my consent for WRA to send this number text messages)*

Location Address (if different than above) \_\_\_\_\_

\_\_\_\_\_

Email Address \_\_\_\_\_

Web Address \_\_\_\_\_

As a WRA Supplier Associate Member, I consent to receive important communications sent by or on behalf of the WRA via mail, telephone text and email.

**WRA Supplier's Directory Info**

**Please indicate your company's principal products/services for your WRA website Supplier's Directory listing by checking the correct boxes on the following pages.**

**Check for further information:**

Marketing Opportunities

- Face-to-face Events
- Digital Advertising
- Print Advertising
- Sponsorship
- Thought Leader

Business Savings

- Group Health Insurance
- Health Savings Account (HSA)
- Credit Card Processing
- Payroll Processing
- Office Depot
- UPS
- Constant Contact

MEMBERSHIP DUES	
Levels	Dues
<input type="checkbox"/> Level 1	\$599
<input type="checkbox"/> Level 2	\$735
<input type="checkbox"/> Level 3	\$1,045
<input type="checkbox"/> Level 4	\$1,575
<input type="checkbox"/> Level 5	\$5,000 <b>TOTAL</b> _____

*(each level allows for additional contacts— please see additional contact form)*

**For federal income tax purposes, WRA dues are 70% deductible as a business expense.** Contributions or gifts are not deductible as charitable contributions. **Dues are non-refundable.**

WRA Supplier Associate Membership does not include or imply a designation of "approved," "preferred," or "endorsed" provider or vendor. All Supplier Associate Members are listed on the WRA Supplier's Directory to which WRA refers inquiries for services and products.

**Please indicate the method of payment you prefer:**

- Check - payable to the **Wisconsin Restaurant Association**
- ACH Payment:**  Business Checking  Personal Checking  Savings

Name on Bank Account \_\_\_\_\_ Bank Name \_\_\_\_\_

Bank ABA Routing Number \_\_\_\_\_ Bank Account Number \_\_\_\_\_

When you provide your bank account or credit card information you authorize WRA to use this information to make a one-time electronic fund transfer from your account based on the dues level that you've chosen and the payment option of your preference.

- Charge my total to:**  AMEX  DISCOVER  MC  VISA

Card # \_\_\_\_\_ Exp. Date (mm/yyyy) \_\_\_\_\_ / \_\_\_\_\_

Cardholder name \_\_\_\_\_ CVC \_\_\_\_\_

Billing Address same as:  Mailing Info  Below:

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**FOR WRA OFFICE USE ONLY**

Account # \_\_\_\_\_ Chapter \_\_\_\_\_

Date \_\_\_\_\_  Friend of the WRAEF

MER \_\_\_\_\_

Source \_\_\_\_\_

Comments \_\_\_\_\_

Previous Member

Signature \_\_\_\_\_

# WRA SUPPLIER DIRECTORY LISTING CATEGORIES AND SUB-CATEGORIES

## ADVERTISING / MARKETING

- Customer Loyalty Programs & Gift Cards
- Digital Advertising Management
- Graphic Design
- Mobile App
- Photography & Videography
- Printing & Promotional
- Signs
- Social Media
- Software & Tech Tools
- Website Design

## APPAREL & FOOTWEAR

- Apparel & Uniforms
- Embroidery & Screen Printing
- Footwear

## AUTOMATION

- Robotics

## BEVERAGES; ALCOHOLIC

- Beer
- Hard Seltzer
- Miscellaneous Beverages; Alcoholic
- Mixes
- Spirits
- Wine

## BEVERAGES; NON-ALCOHOLIC

- Coffee
- Energy Drinks
- Juice
- Miscellaneous Beverages; Non-alcoholic
- Powders & Mixes
- Soft Drinks
- Tea
- Water

## BUILDING EXTERIOR

- Asphalt
- Awnings
- Exterior Services & Rentals
- Landscaping
- Outdoor Signs
- Windows

## CATERING / BANQUET / BUFFET

- Catering Equipment
- Rentals
- Catering Supplies

## CLEANING / SANITATION / PPE

- Air Purification
- Cleaning Products & Chemicals
- Food grade cleaning products
- Gloves
- Hand & Other Sanitizers
- Handwashing Stations
- Masks & Shields
- Partitions

## DECOR / FURNITURE / LIGHTING

- Bar Design
- Display Cases
- Lighting
- Miscellaneous Décor
- Furniture
- Upholstery
- Window Treatments

## DISTRIBUTORS & MANUFACTURERS' REPS

- Distributors
- Equipment & Supplies
- Food Brokers
- Manufacturer's Reps

## EMPLOYEE BENEFITS, COMMUNICATION & SERVICES

- Employee Benefits
- Employee Time Clocks
- Gig Economy Service
- Hiring Tools
- HR Services
- Recruiting
- Scheduling Apps
- Training

## ENTERTAINMENT

- Miscellaneous Entertainment & Related Services
- Music Licensing
- Music and TV Equipment & Services
- Table Games & Trivia

## EQUIPMENT

- Baking Equipment
- Bar Equipment
- Beer Service Equipment
- Blenders
- Coffee & Tea Equipment/Service
- Dishwashers
- Equipment; Used or Refurbished
- Food Holding Hot/Cold
- Frozen Drink Dispensers
- Fryers
- Ice Makers
- Janitorial
- Leasing & Rental
- Miscellaneous Equipment
- Mixers
- Pizza Equipment
- Ranges & Ovens
- Refrigeration & Freezers
- Salad Bars
- Scales
- Sinks
- Slicers
- Soft Serve Equipment
- Water Heaters

## FIRE SAFETY

- Fire Safety
- Fire Suppression Equipment

## FOOD; DAIRY PRODUCTS

- Cheeses
- Frozen Custard
- Ice Cream
- Milk
- Yogurt

## FOOD; MISCELLANIOUS

- Baking Ingredients
- Batters
- Breeding
- Breakfast Items
- Candy
- Chocolate
- Condiments
- Cooking Fats & Oils
- Crackers
- Dairy Substitutes
- Dessert Products
- Ethnic Foods
- Flours
- Food Manufacturers
- Gluten-Free
- Gourmet & Specialty Foods
- Grains
- Jams & Jellies
- Miscellaneous Food Ingredients
- Nuts
- Olives
- Organic Foods
- Pasta & Pasta Products
- Pizza Products
- Potato Products
- Salad Dressings
- Sauces
- Snack Foods
- Soup Bases
- Spices
- Syrups
- Vegan/Plant-Based/Vegetarian

## FOOD; PREPARED

- Appetizers
- Baked Goods; Fresh
- Baked Goods; Frozen
- Breads & Rolls
- Breakfast Products
- Canned Goods
- Desserts
- Pizzas
- Prepared Foods Miscellaneous
- Soups
- Tortillas, Pitas & Flat Breads

## FOOD; PRODUCE

- Canned
- Dried
- Fresh
- Frozen
- Organic
- Pre-Cut

**FOOD; PROTEINS**

- Beef
- Lamb
- Deli Meats
- Eggs
- Meats; Game & Exotic
- Plant Based
- Pork
- Poultry
- Seafood

**FOOD SAFETY MENUS**

- Indoor Digital
- Menu Board
- Menu-related Products
- Online
- Outdoor & Drive Thru
- Print

**OUTDOOR DINING**

- Domes, Tents & Umbrellas
- Outdoor Heaters
- Patio Furniture

**POS / ATMS / CREDIT****CARD PROCESSING**

- ATMS
- Credit Card Processing
- Point of Sale Systems
- Supplies

**RETAIL**

- Point of Purchase Displays

**SERVICES; BUSINESS**

- Accountants
- Attorneys
- Consultants
- Financial Services
- Group Purchasing Organization
- Insurance; Business
- Insurance; Health, Life, Dental or Vision
- Marketing
- Miscellaneous Services
- Payroll Services
- Real Estate Services
- Secret Shopper
- Security

**SERVICES; MAINTENANCE & CONTRACTORS**

- Carbonation Services
- Cleaning Services
- Construction/Remodeling/Repairs
- Draft Line Cleaning
- Energy Conservation Management
- Equipment Services & Parts
- Floor Cleaning
- Flooring
- Grease Removal & Trap Maintenance
- Hood & Duct Cleaning
- HVAC
- Knife Sharpening
- Linens
- Painters
- Pest Control
- Plumbers & Electricians

- Utilities
- Waste Management
- Water Treatment
- Window Cleaning

**SUPPLIES**

- Baking Supplies
- Bar Supplies
- CBD & Hemp Products
- Cookware & Bakeware
- Disposables
- First Aid Equipment & Supplies
- Floor Mats
- Food Storage
- Janitorial Supplies
- Kitchen Hand Tools
- Kitchen Supplies
- Knives
- Labels
- Miscellaneous Supplies
- Office Supplies
- Quick Service Supplies
- Restaurant Supplies; General
- Paper Products
- Server Supplies & Accessories
- Smallwares
- Textiles

**TABLEWARE**

- Dinnerware
- Flatware
- Glassware
- Tablecovers & Napkins
- Servingware

**TAKE-OUT, DELIVERY & MOBILE**

- Food Truck/Cart
- Online Ordering
- Third Party Delivery
- To-go supplies and packaging

**TECHNOLOGY:****SERVICES & EQUIPMENT**

- Cell Phones & Services
- Communication Systems & Devices
- Digital Menu Boards
- Financial
- Guest Paging/Alert Systems
- Inventory Control
- Kitchen Display System
- Mobile Apps
- Reservation Services
- Security Systems
- Texting
- Wi-Fi & Internet Services



# WISCONSIN RESTAURANT ASSOCIATION SUPPLIER ASSOCIATE MEMBER CONTACTS



Please return this form with your membership application so we can serve you better. If you have questions, please call WRA at 608.270.9950. We appreciate your participation.

Level 1 allows for one additional (2 people total)  
Level 3 allows for three additional (4 people total)  
Level 5 allows for unlimited staff contacts

Level 2 allows for two additional (3 people total)  
Level 4 allows for four additional (5 people total)

**Your main membership contact will be the person listed on your supplier membership application.**

*Please see below to add additional contacts allowable based on your membership level.*

Company Name \_\_\_\_\_

**Additional  
Contact #1**  
*(Level 1)*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Is this mobile?  Yes  No  
Email \_\_\_\_\_

**Additional  
Contact #2**  
*(Level 2)*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Is this mobile?  Yes  No  
Email \_\_\_\_\_

**Additional  
Contact #3**  
*(Level 3)*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Is this mobile?  Yes  No  
Email \_\_\_\_\_

**Additional  
Contact #4**  
*(Level 4)*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Is this mobile?  Yes  No  
Email \_\_\_\_\_

**Additional  
Contact #5**  
*(Level 5)*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Is this mobile?  Yes  No  
Email \_\_\_\_\_