



# DiRōNA Partner Guide

Trusted Solutions for Awarded Restaurants

2026 Edition



# Dear Restaurateur,

At DiRōNA, we know that excellence in hospitality is built on more than what's plated. It's in the seamless flow of service, the comfort of the room, the timing, and the unseen decisions that make it all feel effortless.

This guide was created with one purpose in mind: to connect you with trusted partners who share your commitment to excellence. Every featured company in these pages has been chosen because they understand the standards you uphold. They don't just sell a product or service, they support your vision, and contribute to the experience your guests will remember.

Some of these names you may already know. Others may be new. All have earned the opportunity to be here by consistently delivering value to DiRōNA-awarded restaurants.

As you explore this collection, we invite you to think of it not just as a resource, but as an extension of the DiRōNA promise. Whether you're refreshing your space, refining your operations, or building new guest experiences, these partners are here to support your next chapter.

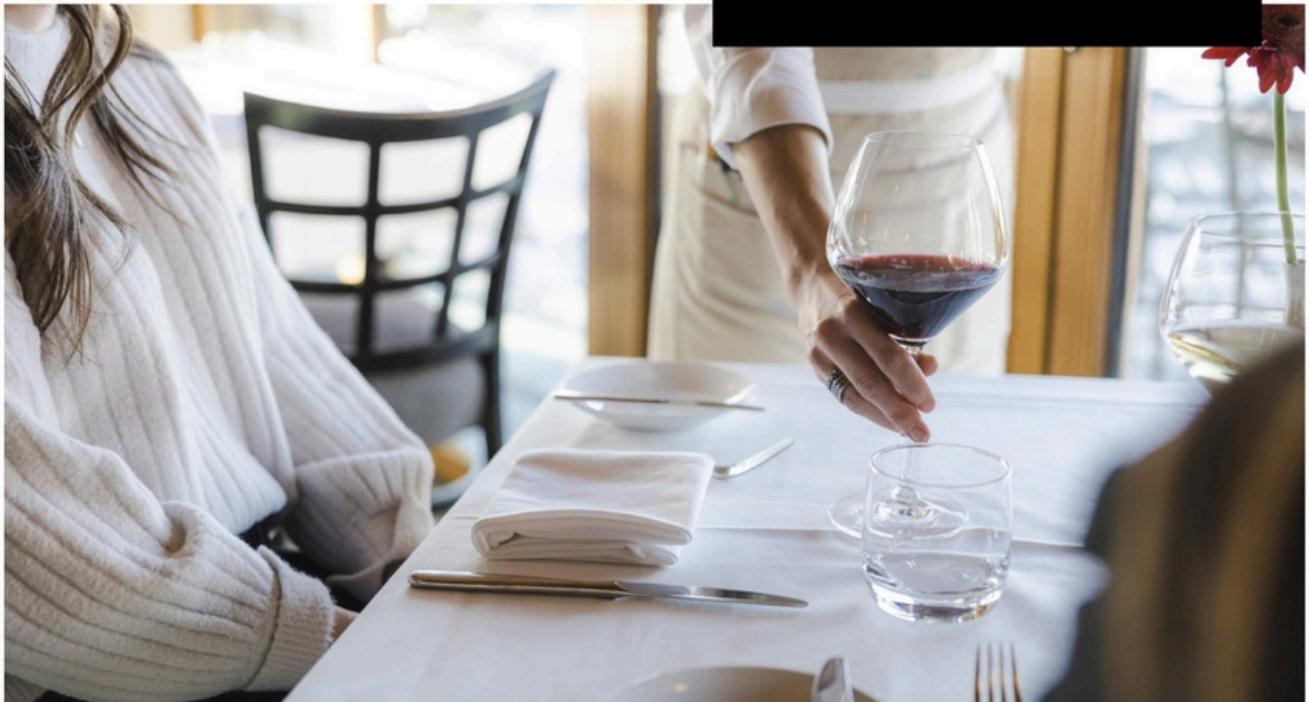
In celebration of excellence,  
Kelly & Scott Breard





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**ECOLAB®**

# Ecolab

A trusted partner for millions of customers, Ecolab (NYSE:ECL) is a global sustainability leader offering water, hygiene and infection prevention solutions and services that protect people and the resources vital to life.

# Why Choose Ecolab

**Ecolab partners with restaurant owners and managers to help address evolving industry needs, from high employee turnover to increased cleanliness expectations from guests.**

As a partner, Ecolab can help ensure that your restaurant operations are clean, safe and efficient. They offer science-backed products and programs, expert insights and ongoing support to help you address these challenges, improve operations, protect your reputation and provide exceptional guest experiences.

## Comprehensive Restaurant Offerings Covering Your Full Operation

- Machine and Manual Warewashing
- Food Preparation and Safety Solutions
- Water Safety
- Surface Disinfectants and Cleaners
- To-go and Virtual Kitchen Food Safety
- Floor Care
- Hand Hygiene
- Pest Elimination Solutions
- Restroom Cleaners, Disinfectants and Odor Control



**Get Started**

🌐 [ecolab.com](https://www.ecolab.com)

✉ [contact@ecolab.com](mailto:contact@ecolab.com)

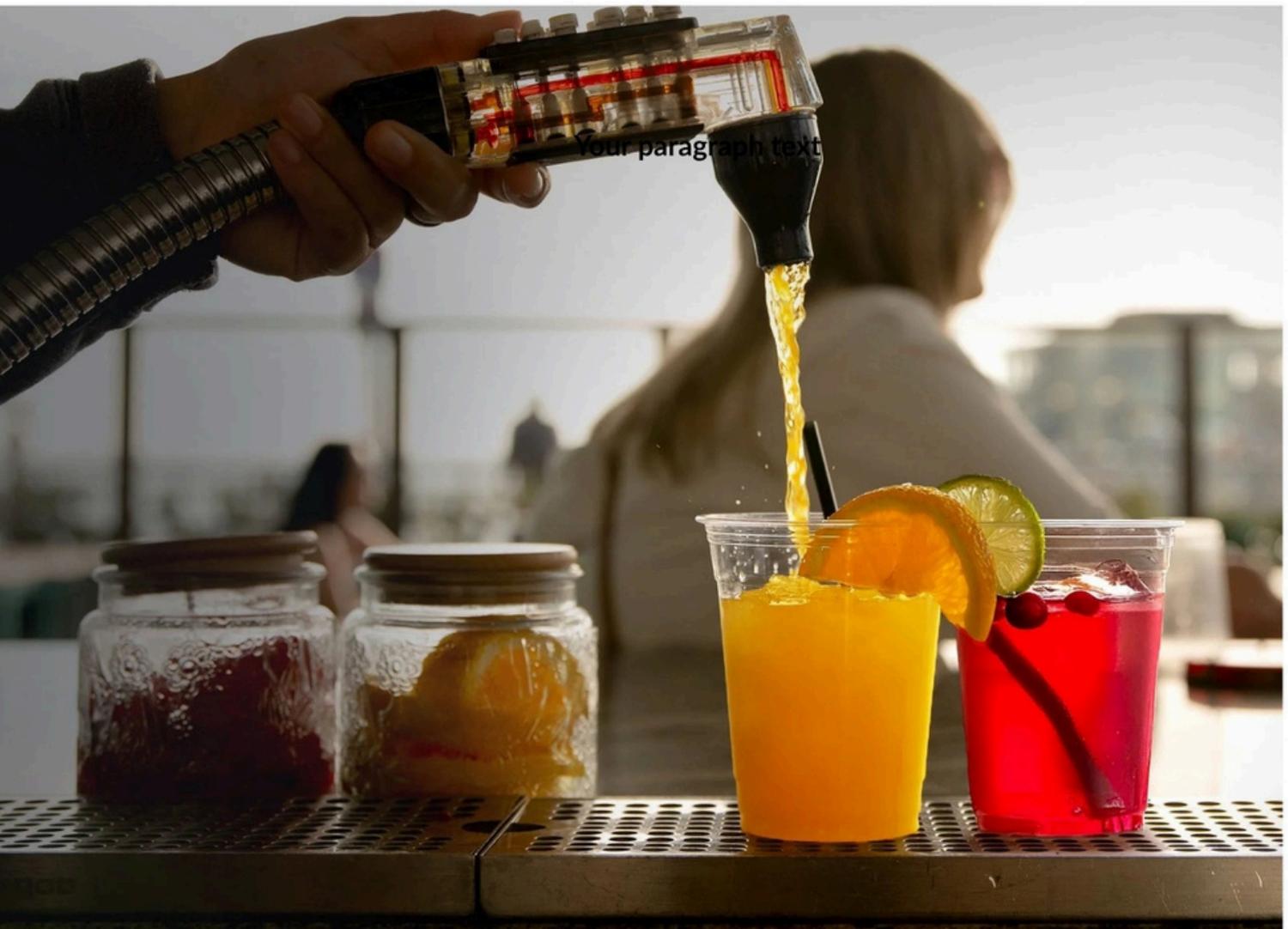




# Cool Attitudes, a PepsiCo Brand



Bar programs are a vital part of the guest experience and they need a partner that understands both the product and the pressure of service. Cool Attitudes offers DiRōNA restaurants consistent access to PepsiCo's beverage portfolio, paired with a deep understanding of what premium hospitality requires: speed, support, and quality that never slips.



# Why Choose Cool Attitudes by PepsiCo

## Expand Your Beverage Offerings

Cool Attitudes offers premium mixer, juices, and non-alcoholic options, crafted to enhance every drink menu from cocktails to zero-proof creations.

## Reliable Distribution & Stocking

Count on consistent supply and rapid turnaround. No guessing, no last-minute scrambling.

## Support for Beverage Program Growth

Work with representatives who understand your goals, guest preferences, and operational flow, from pairings to seasonal specials.

## Seamless Integration

Whether you pour at the bar, table, or banquet level, Cool Attitudes provides formats that align with your service style and volume.

## Operational Impact

Cool Attitudes supports bar and beverage programs with consistent supply, versatile product options, and hospitality-focused service. Whether you're offering classic pours or expanding into zero-proof cocktails, their streamlined distribution and broad portfolio help you maintain quality and efficiency behind the bar, without adding complexity to your operation.



## Featured Program

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### Cool Attitudes Beverage Solutions

- *What It Is:* A collection of premium mixers, juices and still beverages crafted to deliver freshness, consistency, and balanced flavor in every pour.
- *Why It Matters:* Gives your team versatile, high-quality ingredients to create refreshing cocktails, mocktails, and zero-proof options with ease, perfect for today's evolving beverage trends.
- *Who It's For:* Restaurants and bars that want to elevate their beverage program with premium non-carbonated offerings backed by PepsiCo Foodservice.

### Get Started

For additional information, please reference the link or email below. You will be contacted by a PepsiCo representative.

🌐 [www.pepsicopartners.com/pepsico/en/USD/partner/leadgeneration](http://www.pepsicopartners.com/pepsico/en/USD/partner/leadgeneration)

✉ [PBCPDAccountAcquisitions@pepsico.com](mailto:PBCPDAccountAcquisitions@pepsico.com)



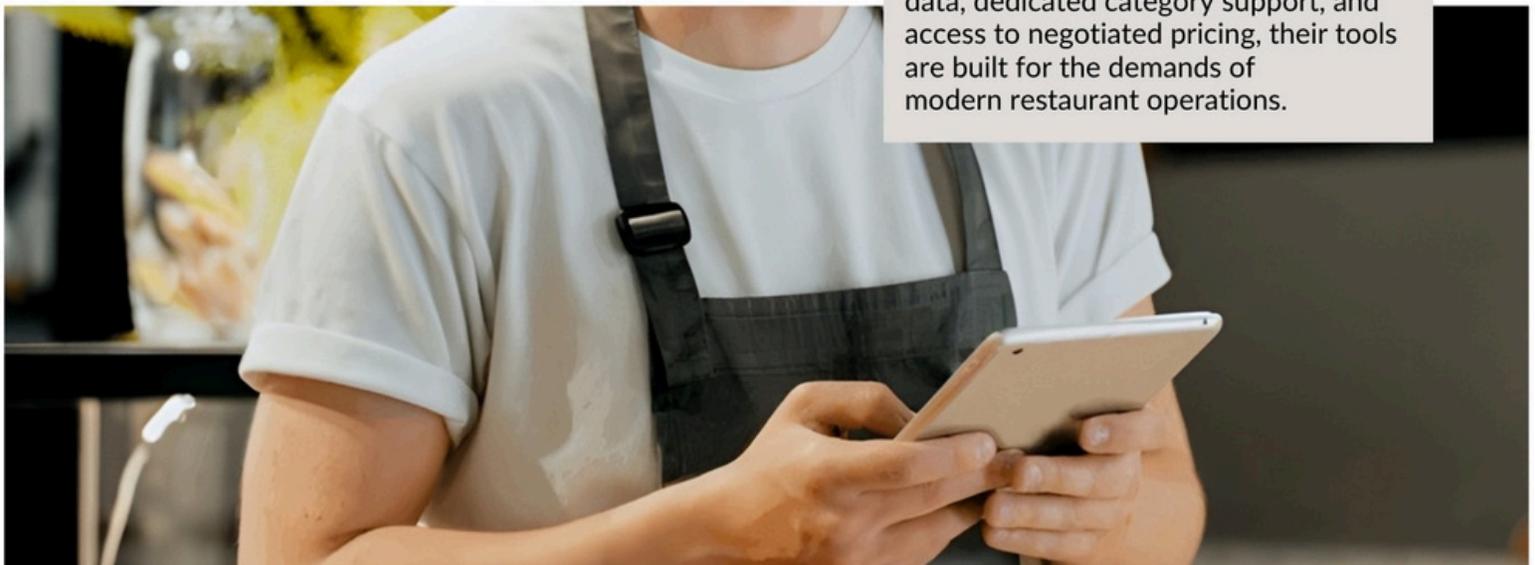


# Buyers Edge Platform

Consistency in the dining room starts with control in the supply chain. Buyers Edge Platform brings purchasing power, real-time data, and supply transparency to the back of house, so DiRōNA-awarded restaurants can protect their margins without sacrificing quality. It's more than procurement; it's precision.

## Operational Impact

Buyers Edge Platform has helped operators globally streamline procurement, control food costs, and uncover hidden savings, all while maintaining the quality and consistency their guests expect. With real-time data, dedicated category support, and access to negotiated pricing, their tools are built for the demands of modern restaurant operations.





# Why Choose Buyers Edge Platform

## Increase Visibility & Cut Costs

Access negotiated pricing, reduce food cost volatility, and gain immediate insight into where your money is going and where it shouldn't.

## Streamline Ordering

Consolidate purchasing across suppliers and categories with intuitive technology that makes buying faster and smarter.

## Make Data-Driven Decisions

Their software delivers real-time analytics on purchasing trends, cost leakage, and contract compliance, allowing you to act, not react.

## Maintain Quality Without Compromise

Leverage expert category support to ensure you're sourcing the right products for your concept, without lowering standards.

## Featured Solution

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### The Buyers Edge Launchpad

- *What It Is:* A centralized analytics hub for tracking purchasing patterns, identifying savings, and enforcing compliance across multi-unit operations.
- *Why It Matters:* Gives independent restaurants the same level of control and clarity as large chains – but without the overhead.
- *Who It's For:* Operators looking to scale, simplify, or stabilize their back-of-house processes.



### Get Started

- 🌐 [www.dirona.com/rebates](http://www.dirona.com/rebates)
- ✉ [partnerships@buyersedgeplatform.com](mailto:partnerships@buyersedgeplatform.com)



RIEGEL  
LINEN  
BY CONCIER



# RIEGEL LINEN

## Your Trusted Luxury Linen Provider

Tabletop presentation is an unspoken promise, and Riegel Linen by 1Concier helps DiRōNA restaurants deliver on it. Their exclusive DiRōNA Collection blends timeless style with wash-tested durability, elevating the look and feel of your dining room from the moment guests are seated.



## Operational Impact

Riegel Linen by 1Concier helps restaurants elevate tabletop presentation without increasing operational burden. Their linens are built for performance, holding up to repeated laundering while maintaining a crisp, polished look. The result is a consistent, upscale aesthetic that reinforces brand perception and enhances the guest experience, service after service.



# Why Choose Riegel Linen

## Style Options that Match Your Space

From Pique Allover to Mini-Check, the collection allows restaurants to choose texture and design that matches their brand.

## Built for Service

Designed to hold up to repeated laundering without losing structure or softness.

## First Impressions, Refined

Exceptional quality in napkins, tablecloths, and skirting that guests notice — and staff appreciate.

## Partnered for Performance

Available through 1Concier's hospitality-focused distribution — with reliable delivery and support.

## Featured Product

### The DiRōNA Table Linen Collection

▪ *What It Is:* A curated line of luxury linens developed specifically for DiRōNA-awarded restaurants.

▪ *Why It Matters:* Designed to withstand daily use while upholding fine dining visual standards.

▪ *Who It's For:* Properties that care about both elegance and performance.



### Get Started

🌐 [1concier.com](https://1concier.com)

✉ [info@1concier.com](mailto:info@1concier.com)

📄 Request Sample Swatches





# Alaskan Leader Seafoods

## As Wild As It Gets

As the largest U.S. supplier of sustainably harvested wild Alaska black cod (sablefish), Alaskan Leader Seafoods brings unmatched quality and traceability to foodservice. Family-owned and vertically integrated, the company manages everything from ocean harvest to final processing, ensuring consistency, freshness, and full control at every step.



## Operational Impact

Alaskan Leader Seafoods helps restaurants serve premium, consistent seafood without added complexity in the kitchen. With dependable sizing, clean presentation, and chef-friendly packaging, their products reduce prep time while elevating plate quality. Operators benefit from a product that performs just as well behind the line as it does in front of guests.



# Why Choose Alaskan Leader

## Wild-Caught, Sustainably Sourced

Certified sustainable fisheries and a commitment to ocean stewardship.

## Fully Integrated Supply Chain

From boat to box, every step is handled in-house for full quality control and traceability.

## Premium Quality Cuts

Hook-and-line caught for superior texture, taste, and presentation, ideal for fine dining menus.

## Built for Foodservice

Available in foodservice-ready sizes and formats, with reliable availability and handling.

## Featured Product

### Miso Marinated Black Cod (Sablefish)

▪ *What It Is:* Alaskan Leader's best-selling black cod (sablefish), now available in two foodservice formats: 25 lb and 10 lb. Wild-caught, responsibly harvested, and frozen at sea for optimal freshness.

▪ *Why It Matters:* This versatile black cod (sablefish) offers mild flavor, clean flake, and consistent portioning, ideal for upscale applications from center-of-plate to small plates and seasonal menus.

▪ *Who It's For:* Restaurants that value high-quality wild seafood with the reliability and sourcing standards to match their brand.



### Contact

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🌐 www.alaskanleader.com





# Innovative BPS



Innovative BPS is proud to be recognized as DiRōNA's exclusive Preferred Partner for Insurance, Benefits, and ACA Compliance. This partnership reflects DiRōNA's confidence in their proven expertise, robust infrastructure, and exceptional service to some of the nation's most quality-driven businesses. With a focus on precision, performance, and partnership, Innovative BPS delivers more than benefits administration. They bring strategy, technology, and a white-glove approach that transforms employee programs into a true competitive advantage. For restaurant owners, that means simplified compliance, smarter cost management, and a stronger foundation for long-term success.

# Why Choose Innovative BPS

## Expert Guidance

Decades of experience in benefits design, compliance, and cost management tailored for the hospitality industry.

## Streamlined Compliance

Comprehensive ACA and regulatory support that reduces risk and ensures peace of mind.

## Strategic Savings

Proven methods to help restaurants control expenses while maintaining top-tier employee coverage.

## White-Glove Service

A dedicated team that delivers responsive, hands-on support for every stage of your benefits program.



## Operational Impact

Innovative BPS helps restaurant owners take control of one of their most critical business areas - employee benefits. Through data-driven insights, customized plan structures, and advanced compliance technology, they simplify administration and protect against costly errors. The result is a benefits program that attracts and retains top talent, aligns with long-term financial goals, and supports the operational excellence that defines every DiRōNA-awarded restaurant.



For a complimentary consultation and customized benefits strategy, **complete our contact form** at [www.innovativebps.com/contact](http://www.innovativebps.com/contact) and a member of our team will be in touch shortly.





# Vestis

With a national network and hospitality-trained service teams, Vestis delivers clean, tailored solutions that work for the pace of modern restaurants – without sacrificing style or standards.

Uniforms are more than a dress code, they're part of your brand experience. Vestis provides full-service uniform rental programs designed to keep hospitality teams looking sharp, consistent, and ready for service. From host stands to kitchens, Vestis offers durable, well-fitted garments that reflect your restaurant's professionalism while removing the daily burden of laundering and inventory management.

# Why Choose Vestis



## No-Lift Uniform Management

Scheduled delivery, laundering, repairs, and replacements, handled automatically, so your team never runs short.

## Designed for Hospitality

Uniforms that balance comfort, function, and presentation, with options tailored for front- and back-of-house needs.

## Program Visibility & Control

Transparent invoicing and inventory tracking help simplify cost management and accountability.

## National Reach, Local Support

U.S.-based facilities and regional service teams provide responsive, consistent coverage wherever you operate.



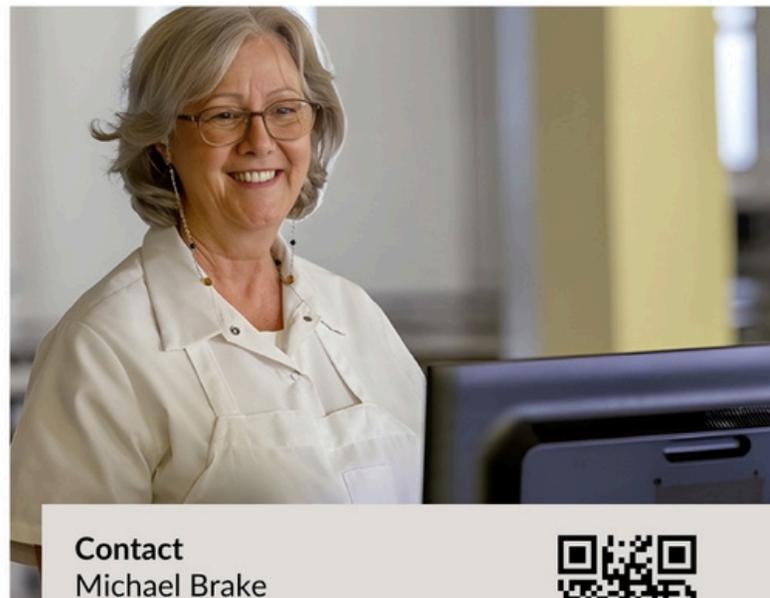
## Featured Solution

### Tailored Uniform Rental Program

- *What It Is:* A full-service rental, laundering, and delivery program for hospitality uniforms – built for efficiency and consistency.

- *Why It Matters:* Reduces in-house workload, ensures every team member is properly outfitted, and protects your brand presentation across every service.

- *Who It's For:* Restaurant operators who want a streamlined, scalable approach to professional team presentation – without managing uniforms in-house.



### Contact

Michael Brake

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✉ michael.brake@vestis.com





# QUASEP

Creating an exceptional dining experience is not inexpensive. The right ingredients, tools, and supplier partners all come at a cost, especially when lowering quality is not an option. DiRōNA has been actively looking for ways to help Canadian members stay profitable without compromise, and QUASEP is a key part of that solution.

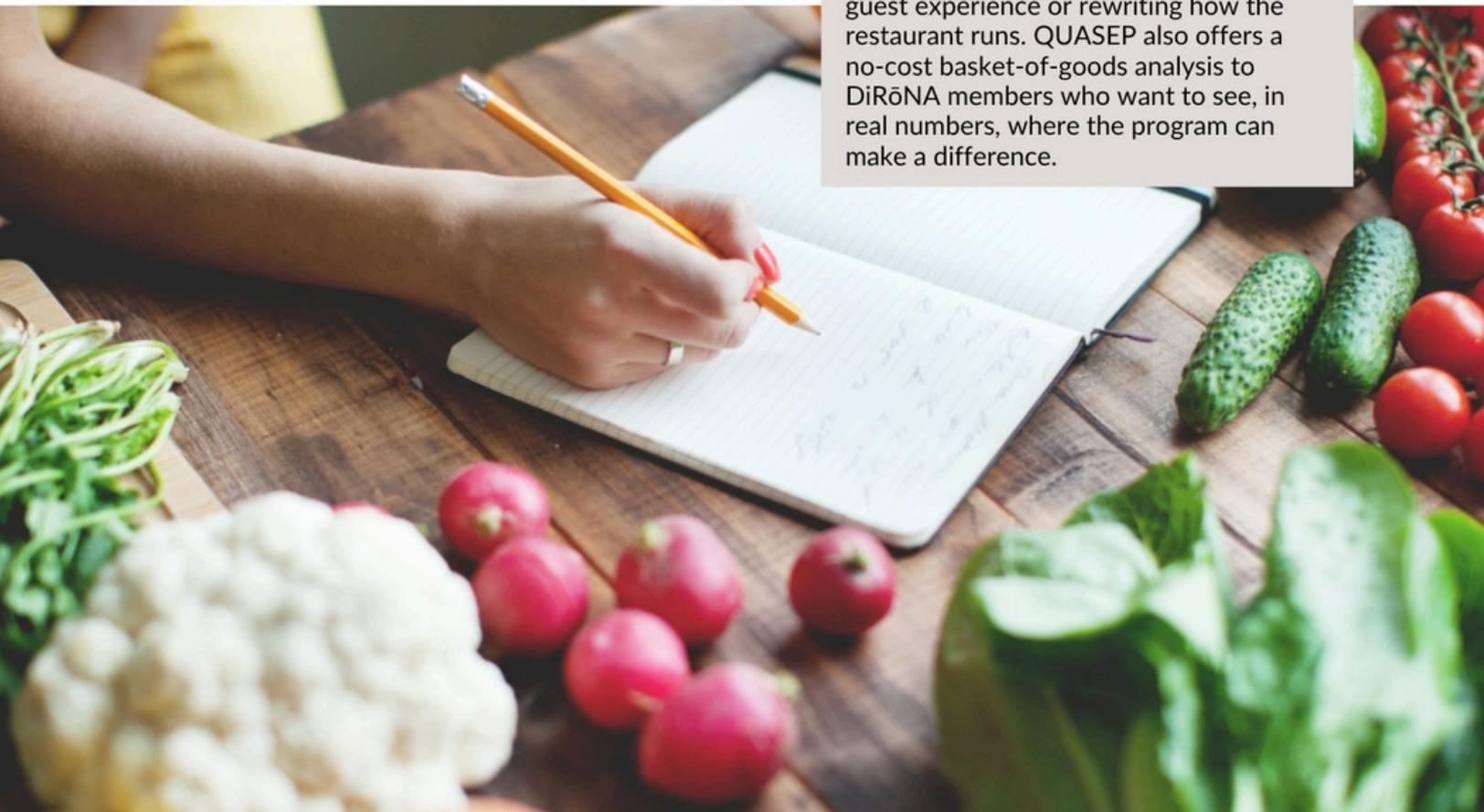
QUASEP is a Canadian-based multi-supplier purchasing program built specifically for the hospitality industry. Membership is free and flexible. Restaurants can earn cash rewards, access discounted pricing, or enjoy a combination of both on a wide range of operational purchases. There are no obligations or forced switches. QUASEP is designed to fit how you already operate while quietly improving your margins in the background.



## Operational Impact

QUASEP gives Canadian DiRōNA restaurants a way to push back against ongoing cost increases without cutting quality. Their team uses detailed purchasing analysis to highlight where current buying patterns are adding to overhead instead of profit. Members gain access to rewards and discounts on essentials for kitchens, washrooms, cleaning, maintenance, uniforms, and more, all through distributors many restaurants already use.

For operators, this means the opportunity to improve margins, strengthen cost control, and uncover new value in existing purchasing habits, without disrupting the guest experience or rewriting how the restaurant runs. QUASEP also offers a no-cost basket-of-goods analysis to DiRōNA members who want to see, in real numbers, where the program can make a difference.





# Why Choose QUASEP

## Free to Join, No Catch

Membership has no cost and no minimums. You choose which opportunities to activate and where it makes sense for your business.

## Cash Rewards, Discounts, or Both

Earn quarterly cash reward cheques, take advantage of discounted pricing, or in some cases receive both on the same purchases.

## Keep Your Preferred Distributors

QUASEP works with many leading Canadian broadline and specialty distributors. In most cases there is no need to change suppliers to participate.

## Guided Support and Communication

Every member is assigned a dedicated account manager who helps navigate programs, identify savings opportunities, and stay informed through regular email updates and member portal resources.

## Featured Solution

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### QUASEP Cash Reward and Discount Program

• *What It Is:* A hospitality-focused purchasing program that provides access to cash rewards, special pricing, or a combination of both on qualifying purchases through QUASEP distributor partners. Members can review eligible programs and details through the QUASEP member portal and with their account manager.

• *Why It Matters:* Foodservice operators face constant price pressure. This program helps turn essential purchases into a strategic advantage by improving net costs, generating quarterly cash rewards, and revealing new savings opportunities, all while allowing you to keep trusted brands and suppliers where it matters.

• *Who It's For:* Canadian restaurant owners and operators who want to increase profitability without compromising standards, and who prefer a flexible program that works with existing distributors and real-world purchasing habits.

### Contact

Fred Esford

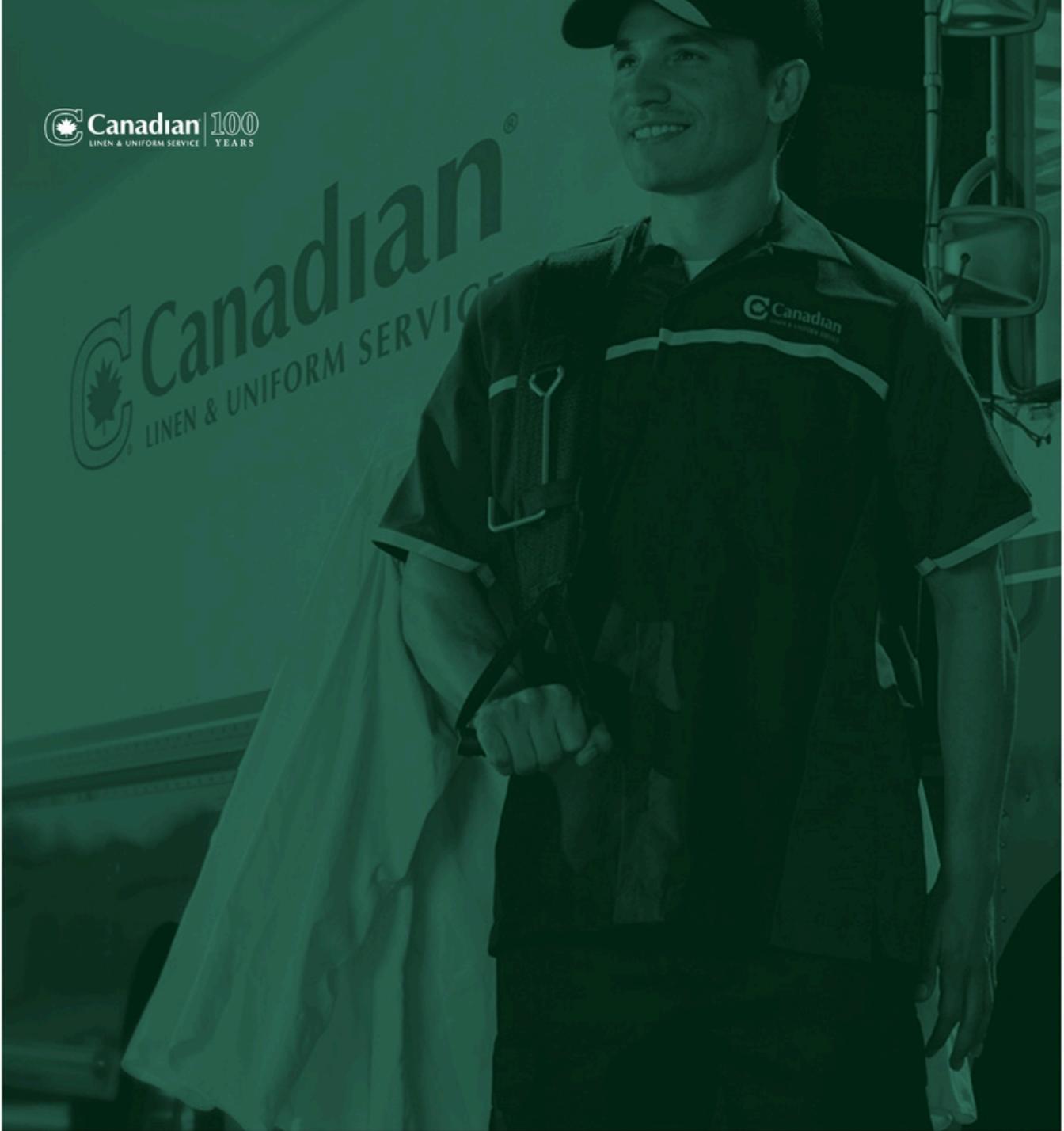
☎ 416-662-7081

✉ [esford-fred@avendra.com](mailto:esford-fred@avendra.com)

🌐 [www.quasep.ca](http://www.quasep.ca)



 Canadian | 100  
LINEN & UNIFORM SERVICE | YEARS



# Canadian Linen

Consistency matters in hospitality. From the moment your team steps onto the floor, their appearance sets the tone for the guest experience. Canadian Linen helps restaurants across Canada maintain a professional, polished look with full-service uniform rental programs that are easy to manage and built for hospitality.

Whether you're running a fine dining room or a high-volume kitchen, Canadian Linen delivers garments that balance style, comfort, and durability. With national coverage and dedicated service reps, they take uniform management off your plate and make sure your team looks the part every shift.

# Why Choose Canadian Linen

## Full-Service Uniform Management

Weekly laundering, delivery, repairs, and replacements are handled on schedule with no in-house burden.

## Tailored for Hospitality

Options for front-of-house and back-of-house roles that meet both functional and aesthetic expectations.

## Reliable Inventory Support

Clean uniforms are always available and properly fitted with systems that track usage and performance.

## Made for Canadian Operators

Locally operated with national scale, Canadian Linen supports restaurants from coast to coast with fast, reliable service.

## Featured Product

### Hospitality Uniform Rental Program

- *What It Is:* A professional-grade uniform rental and laundering service tailored to the needs of restaurants across Canada.
- *Why It Matters:* Creates a consistent, clean, and professional appearance for staff while reducing internal overhead and maintaining brand standards.
- *Who It's For:* Canadian restaurant operators who want reliable uniform solutions with national coverage and responsive local support.



## Operational Impact

Canadian Linen helps DiRōNA-awarded restaurants in Canada stay focused on service by taking care of the details behind the scenes. Their rental model eliminates the need to purchase, wash, or manage staff uniforms in-house. With consistent delivery, high-quality garments, and hospitality-specific support, Canadian Linen helps your team show up looking sharp and ready, without adding complexity to your day-to-day.

### Contact

Alessandro Mambro

📞 437-335-9434

✉ [alessandro.mambro@canadianlinen.com](mailto:alessandro.mambro@canadianlinen.com)





# Steelite International

At the intersection of form and function, Steelite International offers world-class tabletop solutions designed to enhance presentation and withstand the demands of professional service. Supplying some of the most celebrated restaurants and hotels across the globe, Steelite provides dinnerware, glassware, buffet, and lighting solutions that blend durability with unmistakable design.

Steelite collaborates with industry-leading designers and hospitality professionals to create collections that reflect the evolving language of modern dining, whether it's refined minimalism, bold contrast, or textural depth. For restaurants that care as much about the canvas as the cuisine, Steelite delivers tools that elevate every plate.



## Operational Impact

Steelite helps restaurants maintain a high standard of presentation without sacrificing practicality. Their collections are designed to hold up through repeated use and cleaning, while retaining their visual appeal and finish. For operators, that means fewer replacements, more consistent plating, and serveware that reflects the experience you've built. Whether you're running tasting menus, à la carte service, or high-volume banquets, Steelite offers both visual cohesion and operational reliability.

# Why Choose Steelite

## Elevated Presentation with Purpose

Design-forward tabletop collections that enhance plating without overshadowing the food.

## Engineered for Commercial Use

Products built to perform under the pressure of service, chip-resistant, stackable, and dishwasher safe.

## Diverse Aesthetic Options

A wide range of shapes, colors, and finishes to align with your restaurant's brand, cuisine, and tone.

## Globally Respected, Locally Supported

Available across North America with a reputation trusted by leading chefs and hospitality operators worldwide.



## Featured Solution

### Craft Collection

▫ *What It Is:* One of Steelite's most iconic and in-demand dinnerware lines, the Craft Collection features hand-applied reactive glazes for a rich, artisan finish, available in a range of natural, earthy tones.

▫ *Who It's For:* Restaurants that want a rustic-refined aesthetic with commercial-grade strength — ideal for seasonal menus, chef-driven concepts, and curated guest experiences.

▫ *Why It Matters:* Combines visual warmth with long-term durability, giving chefs the freedom to plate creatively while ensuring each piece performs shift after shift.

### Get Started

To get started on your #SteeliteExperience, contact [usa@steelite.com](mailto:usa@steelite.com) or visit [www.steelite.com](http://www.steelite.com)





# SBG Funding

Access to capital is often the difference between holding steady and scaling. SBG Funding provides fast, flexible financing solutions for restaurants that need to adapt or manage cash flow, without the delays of traditional lending. With a streamlined application, no hard credit pull, decisions often made within twenty-four hours, and a broad product suite of term loans, revolving credit lines, and equipment financing, SBG Funding is built for operators who need funding that matches the speed and flexibility of their business.



## Operational Impact

For DiRōNA-awarded restaurants, SBG Funding functions as a financial support partner behind the scenes. Access to working capital and flexible financing lets owners upgrade equipment, refresh spaces, manage seasonality, or open a new room without disrupting day-to-day operations. With a one-page application and approvals in as little as twenty-four hours, operators can move quickly on new opportunities while keeping their focus on the guest experience and running the business.



# Why Choose SBG Funding

## Flexible Structures for Real-World Needs

SBG Funding offers term loans, lines of credit, bridge capital, equipment financing, and access to SBA 7(a) options so the financing structure fits the need, not the other way around.

## Speed When Timing Matters

Applications are simple, decisions are often made within 24 hours, and same-day funding is available for qualified borrowers. This supports restaurants facing time-sensitive opportunities or pressures.

## Designed for Growing Businesses

With funding from \$10K to \$10M and terms from 12 months to five years (longer available for stronger files), SBG supports everything from seasonal cash flow to major growth projects.

## Service-Driven, Relationship-Focused

Dedicated funding specialists work directly with owners to understand the business, explain options clearly, and structure capital based on real business goals, not one-size-fits-all templates.

## Featured Solution

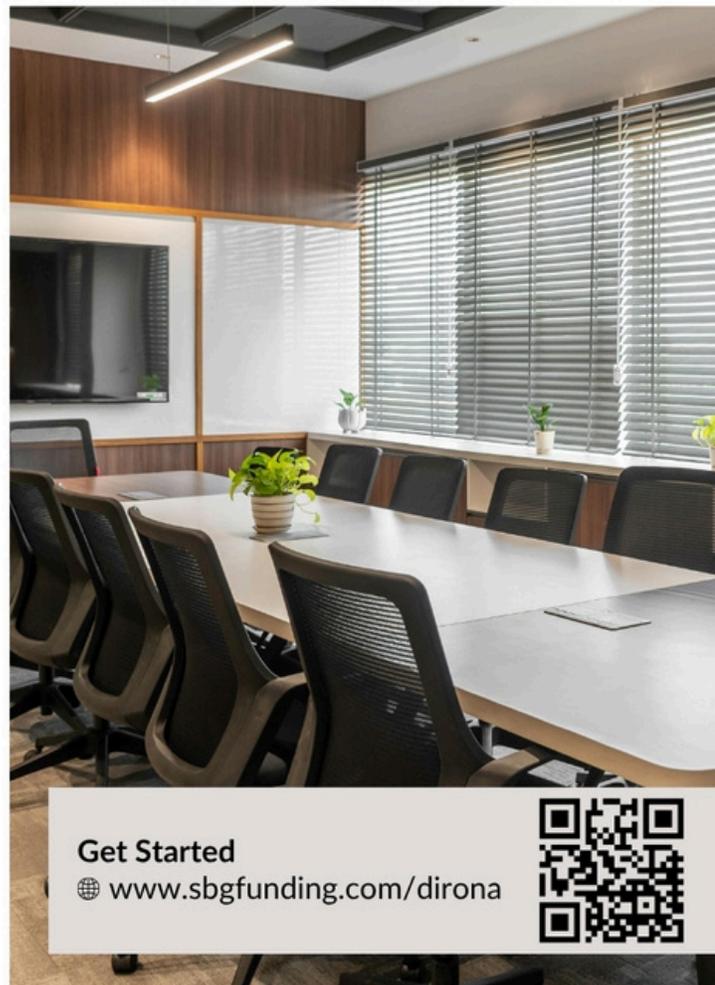
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### Restaurant Working Capital & Expansion Financing

▪ *What It Is:* A flexible financing solution that provides access to capital for everyday operational needs or growth initiatives such as renovations, new concepts, added covers, or marketing pushes. Funding can be structured through term loans or revolving lines of credit, depending on how and when you plan to deploy the capital.

▪ *Why It Matters:* Restaurants operate in a highly dynamic environment where timing is critical. This type of financing allows owners to smooth out cash flow, invest in upgrades, or capitalize on momentum without waiting on traditional bank timelines. The result is more control over when and how you move forward, backed by a lender that specializes in small business realities.

▪ *Who It's For:* Restaurant owners who are already operating and want to strengthen or grow their business, whether that means managing seasonality, funding a remodel, opening a second location, or simply creating a buffer so day-to-day service is never constrained by cash flow.



Get Started

🌐 [www.sbgfunding.com/dirona](http://www.sbgfunding.com/dirona)





# NRAEF

## Investing in the Future of Hospitality

Each year, DiRōNA proudly awards scholarships to students pursuing careers in hospitality, culinary arts, and restaurant management – in both the U.S. and Canada. These scholarships are more than financial support. They're an investment in the next generation of industry professionals who will shape the dining rooms, kitchens, and leadership teams of tomorrow.

To administer this program, DiRōNA partners with the National Restaurant Association Educational Foundation (NRAEF), an organization that shares our belief in the power of education to transform lives and strengthen our industry. Through their leadership, we're able to ensure every scholarship reaches deserving students committed to careers in hospitality.

For restaurant owners, this is a chance to be part of something lasting. By choosing to be a DiRōNA-awarded restaurant, you're not only recognized for excellence, you're contributing to it. Each scholarship is a reminder that great restaurants aren't just built, they're taught, mentored, and supported from the very beginning.



### Get Started

Applications for scholarships are open from January 15 until March 15  
[www.chooserestaurants.org](http://www.chooserestaurants.org)





# Partners in Excellence.

*Trusted by the Best.*



At DiRōNA, we celebrate restaurants that set the standard, not just in cuisine, but in service, ambiance, and every detail that shapes the guest experience.

Whether you're refining your operations, refreshing your tabletop, or planning for what's next, these partners are here to help you deliver unforgettable experiences, every day.

This guide is a curated collection of partners who share that commitment to excellence. From industry-leading products to forward-thinking solutions, each company featured here has been selected for their ability to support, elevate, and protect what makes your restaurant exceptional.





Wild, Natural & Sustainable®

MISO MARINATED

# BLACK COD (SABLEFISH)

**US.**  
**FOODS®**

## Be First to Market!

Our best seller is now available for foodservice.



10 LB  
#1240907



25 LB  
#1030267



Contact your US Foods sales representative