# Rainbow and Agentero Join Forces to Enhance Insurance Options for Restaurants



**Rainbow and Agentero Forge Partnership to Better Serve the Restaurant Industry**

In a significant development for restaurant owners, Rainbow MGA Insurance Agency, Inc., an insurance provider specialising in the food service industry, has launched a new partnership with Agentero, a digital insurance network known for revolutionising the way independent agents operate.

The main thrust of this alliance, announced today, June 18, 2024, lies in leveraging Agentero’s advanced digital platform to expand Rainbow’s reach among independent insurance agents. This move is anticipated to facilitate better access to comprehensive insurance solutions tailored to the unique needs of restaurant owners.

**Meeting the Growing Needs of Food Service**

For small businesses in the queer community, particularly those in the restaurant sector, finding dependable and inclusive insurance coverage can often feel like navigating a labyrinth. The partnership between Rainbow and Agentero promises to simplify this process, offering food service establishments a more streamlined and supportive insurance experience.

Bobby Touran, CEO of Rainbow, emphasised the necessity of this collaboration. "Given the increasingly limited number of markets writing restaurants—despite a growing number of food and beverage establishments—agents need high-quality insurance options for their insureds. That's where Rainbow comes in, and the Agentero platform allows Rainbow to help more of those insureds through the Agentero agent community," said Touran.

From food trucks buzzing along LGBTQ pride parades to beloved queer-owned diners and cafes, this partnership aims to bring solid, dependable insurance policies to businesses that are the lifeblood of many communities.

**Harnessing Technology for Better Coverage**

Agentero’s founder and CEO, Luis Pino, echoed the sentiments of optimism and transformation in the insurance landscape. "We are committed to enabling the agent distribution channel by connecting independent agents to tech-forward insurers, and restaurants are one of agents' most commonly requested classes," Pino stated. "We are excited that Rainbow has joined our network as a partner in our combined mission to improve the insurance buying experience for independent agents and their clients."

Agentero’s platform modernises the entire insurance process by providing agents with seamless access to market-leading carriers and streamlining everything from carrier appointments to quotes and binding. This is expected to drastically improve the service independent agents can offer restaurant owners, thus enriching the broader community.

**Amplifying Support for Restaurant Owners**

Rainbow's offerings promise to be a game-changer. Through their technology-enabled underwriting combined with human expertise, Rainbow ensures that the unique challenges of running a restaurant are thoroughly understood and catered to. Their continuous underwriting approach allows for ongoing risk assessment, a nod to the evolving and often unpredictable nature of the food service industry.

Moreover, Rainbow provides agents with an extensive library of resources specifically tailored for the restaurant industry. These materials are designed to help agents better market their services to restaurant owners and support them in risk mitigation and loss prevention. Establishments that take proactive steps towards safety can also benefit from Rainbow's Rewards program, which offers significant credits and lower premiums.

**Championing Inclusivity and Safety**

Founded in 2022, Rainbow has been at the forefront of developing insurance products that not only provide peace of mind but also evolve with a business’s needs. In doing so, they support small business owners who prioritise safety and inclusivity, embodying values that resonate strongly within the LGBTQ community.

For many queer restaurateurs, Rainbow represents more than just an insurance provider—it symbolises a commitment to nurturing safe spaces where everyone is welcome. In a world where insurance is often a forgotten facet of business management, such initiatives are pivotal in ensuring that our cherished queer spaces remain protected and continue to thrive.

For further details about this burgeoning partnership, feel free to visit Rainbow's official website or explore their social media channels for regular updates.

As this partnership takes flight, it offers a beacon of hope for queer food service entrepreneurs, proving that when community needs align with innovative solutions, remarkable progress is achieved.