



Solutions



CONTACTLESS MENU SOLUTIONS



Sysco
FOODIE
Solutions

CONTACTLESS MENU

Your customers are looking for a convenient and safe way to view and order from your menu when dining-in. To meet these new expectations you may want to offer your menu online and viewable to your customers from their smart phone or tablet. This can be done quickly and easily by using a QR code.

QR CODES LINK CUSTOMERS TO YOUR:

- Contactless dine-in menu
- Online ordering for carryout and delivery
- Website, social media, and image gallery
- LTO's, special features, and promotions
- Virtual "marketplace" to sell signature items, family-style bundles, and take & bake meals

CONTACTLESS MENU CHECKLIST

- ☐ **QR CODE MARKETING PIECES**
 - ☐ Table Tent Card
 - ☐ Poster
 - ☐ Buzz Card
- ☐ **TABLE TENT CARD HOLDER**
- ☐ **DISPOSABLE MENU**
- ☐ **SOCIAL MEDIA POSTS (FACEBOOK/INSTAGRAM)**
- ☐ **SYSKO STUDIO ACCESS**
- ☐ **WEBSITES**
Sysco iCare Partners –Ordereze, Pop Menu
- ☐ **ONLINE ORDERING AND PAYMENT**
Sysco iCare Partner – Ready

Steps for a successful Snap-Back!

As you move forward with reopening or expanding your services, it's important that you strategize your snap-back plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!



Understand the rules.

- Reach out to your local resource agencies for the latest information and guidelines.
Suggested agencies: Local Health Department, Chamber of Commerce, State Restaurant Association, and [National Restaurant Association](#).

Communicate with your customers.

- Engage your customers in-house and online.
- Keep them informed of your hours, services, and special offerings.
- Let them know you care about their safety by promoting your sanitation practices.
- Get creative! Give them a reason to visit you and come back for more.
- Thank your customers for their support and tell them you value their business.

Streamline your business – smarter, faster, better!

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the 4P's: profitability, popularity, preparation, and portability.
- Review and reduce your inventory to minimize stand-alone items and excess stock.
- Consider staffing needs to accommodate your dining room capacity, updated menu, and available services.

Expand your services.

- Offer online ordering and payment services for contactless carryout and delivery.
- Create an on-site or virtual "marketplace" to sell signature items, family-style bundles, and take & bake meal kits for do-it-yourselfers.

Reconfigure your space.

- Redistribute tables and seating to reflect social distancing standards, creating a comfortable and safe experience for your guests.
- Avoid lobby crowding by limiting wait area capacity to 1 member per party.
- Designate parking spaces for convenient curbside pickup.

#foodservicestrong



Design for success

Successful menus begin with Sysco Studio

As an all-inclusive marketing platform, Sysco Studio takes the guesswork out of creating profitable menus by simplifying the process of menu engineering, recipe management and menu design by combining it into one seamless user-friendly tool.






First impressions matter

Make a positive first impression on diners with a smart menu design. Subtle changes and nuances in design can attract and engage customers and drive them toward profitable items on your menu.

At Sysco, your success is our top priority. From menu design and engineering to cost-control and item management, we give you the innovative marketing tools and personalized service you need to reach your business potential. Sysco Studio: *Craft your menu. Build your brand.*

MENU DESIGN MADE SIMPLE

Our design tool features a user-friendly "drag & drop" interface, which makes designing menus and marketing materials easier than ever.

-  Select colors, fonts, images and shapes to customize your designs.
-  Add your logo or import your own images to promote your brand.
-  No restriction on the number of categories or items.
-  Convenient print options allow you to download print ready PDF yourself, or send to a professional print shop.
-  Designs are saved in your account so you can easily make edits as your business grows. To help you design the perfect menu, our Menu Consultants offer live, personalized advice through our chat feature (available during business hours).

Contact Marketing Services at 1-800-380-6348 or info@syscomenuservices.com, or ask your marketing associate.

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Engineered for success

Successful menus begin with Sysco Studio





As an all-inclusive marketing platform, Sysco Studio takes the guesswork out of creating profitable menus by simplifying the process of menu engineering, recipe management and menu design by combining it into one seamless user-friendly tool.

Engineer your menu for maximum profits

Sysco Studio's state-of-the-art system helps you to understand individual menu items' profitability and popularity, allowing you to make strategic decisions about your menu so you never lose out on profits.

BUILD YOUR FOUNDATION

By breaking down individual menu items and understanding their performance, you can create a more engaging menu that brings in more customers and profits.

-  Use guest demand and gross profit to determine your menu mix.
-  Determine item cost and price of recipes using industry standards or your own analysis.
-  Track menu item sales from month-to-month and look for trends and successes.
-  Evaluate menu item profitability explore what-if scenarios to determine potential profits.

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Recipe for success

Successful menus begin with Sysco Studio

As an all-inclusive marketing platform, Sysco Studio takes the guesswork out of creating profitable menus by simplifying the process of menu engineering, recipe management and menu design by combining it into one seamless user-friendly tool.

Profitability begins with a solid recipe





Our detailed recipe tool helps you understand the cost of your menu items so you can build a better menu and price items appropriately to bring in maximum profits.

At Sysco, your success is our top priority. From menu design and engineering to cost-control and item management, we give you the innovative marketing tools and personalized service you need to reach your business potential. Sysco Studio: *Craft your menu. Build your brand.*

KNOW YOUR NUMBERS

Simply enter all your recipe details into our recipe tool and let us do the rest. Our state-of-the-art program is linked to your Sysco Product Guide along with your Sysco Order guide to provide up-to-date pricing and complete costing.

Our recipe tool helps you improve plate consistency and operation efficiency

-  Create recipe cards and develop a kitchen guide with reference photos.
-  Retain consistency across all functions by having a standardized recipe process.
-  Protect your information in a secured system.
-  Improve kitchen staff training and server training with comprehensive recipes and descriptions.

Contact Marketing Services at 1-800-380-6348 or info@syscomenuservices.com, or ask your marketing associate.

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Rethink Your Menu for Snap-Back!

As you reopen your business and dine-in services, you will need to rethink and reengineer your menu to meet the new expectations of your customers.

Single-use, easily sanitized, digital display or contactless menus are recommended (or may be required) and serve as a clear indication of your commitment to safety and sanitation.

Streamline Your Business

- Limit your menu offerings for maximum efficiency, and profitability, while focusing on strategically planned LTO's to drive business.
- Adjust your staffing needs to accommodate your reduced dining room capacity, limited menu, and available services.
- Continue to offer carry-out, curbside pickup, and delivery, along with other enhanced services, such as meal kits, take & bake, and specialty items.
- Create an on-site pop up shop or virtual "marketplace" to sell your signature items and pantry essentials.

Rethink Your Menu Format

- Understand your customer. They will be looking to see the steps you're taking to ensure their safety and comfort – and this includes your menu format.
- Consider changing to a single sheet disposable paper menu, menu board, or digital display for best safety and sanitation practices.
- For dine-in service, introduce or enhance online ordering and payment options from the table.
- Offer your menu online and viewable via your customer's smart phone or tablet using a QR Code for contactless ordering.



SYSCO | MARKETING SERVICES

To find out more about our Marketing Services offerings
call us at 1-800-380-6348 or email info@syscomenuservices.com

Reengineer Your Menu for *Snap-Back!*

Manage Your Menu Content

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the **4P's of Menu Engineering**:

PROFITABILITY

- Review current item costs and make pricing adjustments based on current market conditions.
- Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

POPULARITY

- Feature your signature items – what are you famous for?
- Review past history or competitive analysis for key offerings.

PREPARATION

- Select items that require limited preparation and assembly.
- Cross-train your kitchen staff for maximum efficiency.
- Review and reduce your inventory to minimize stand-alone items and excess stock.

PORTABILITY

- Ensure your items package and travel well – maintaining their quality and freshness.
- Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.



Snap-Back! with QR Codes

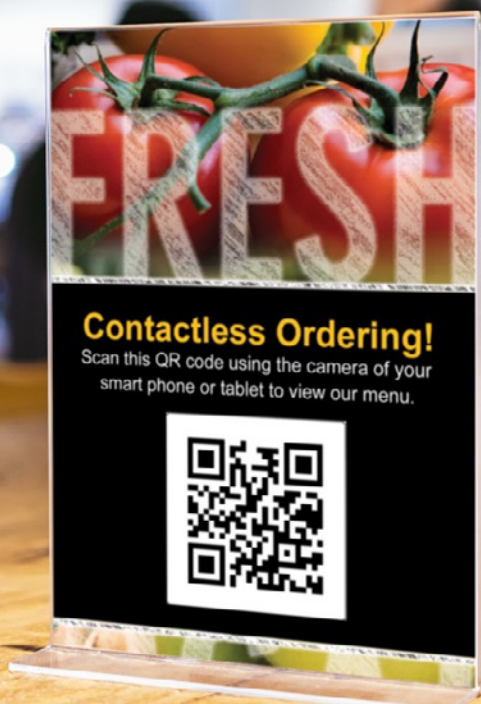
Your customers are looking for a convenient and safe way to view and order from your menu when dining-in. To meet these new expectations, and as an alternative to disposable menus, you may want to offer your menu online and viewable to your customers from their smart phone or tablet. This can be done quickly and easily by using a QR code.



QR codes link customers to your:

- Contactless dine-in menu
- Online ordering for carryout and delivery
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Don't have a website, online ordering, or delivery services in place? Contact us – we are here to help!





We are here for you. Sysco Marketing Services is here to support you during this uncertain time. We can help with tools, tips, and products that Sysco has available for you to continue to maintain your business – including carry-out and delivery menus, social media messaging, and more. Call us at 1-800-380-6348 for assistance.

Sysco Exclusive Offer

DISPOSABLE MENU SOLUTIONS & MORE

Affordable Disposable Menu Printing Partners:

As states are opening up restaurant dining rooms, most are advising disposable menus or contactless menus. Sysco is here to support with affordable printing partners* that can assist with your bulk printing needs.

- Use for dine-in and takeout menus
- One-sided or duplex printing available
- Black / white copies suggested, color options available

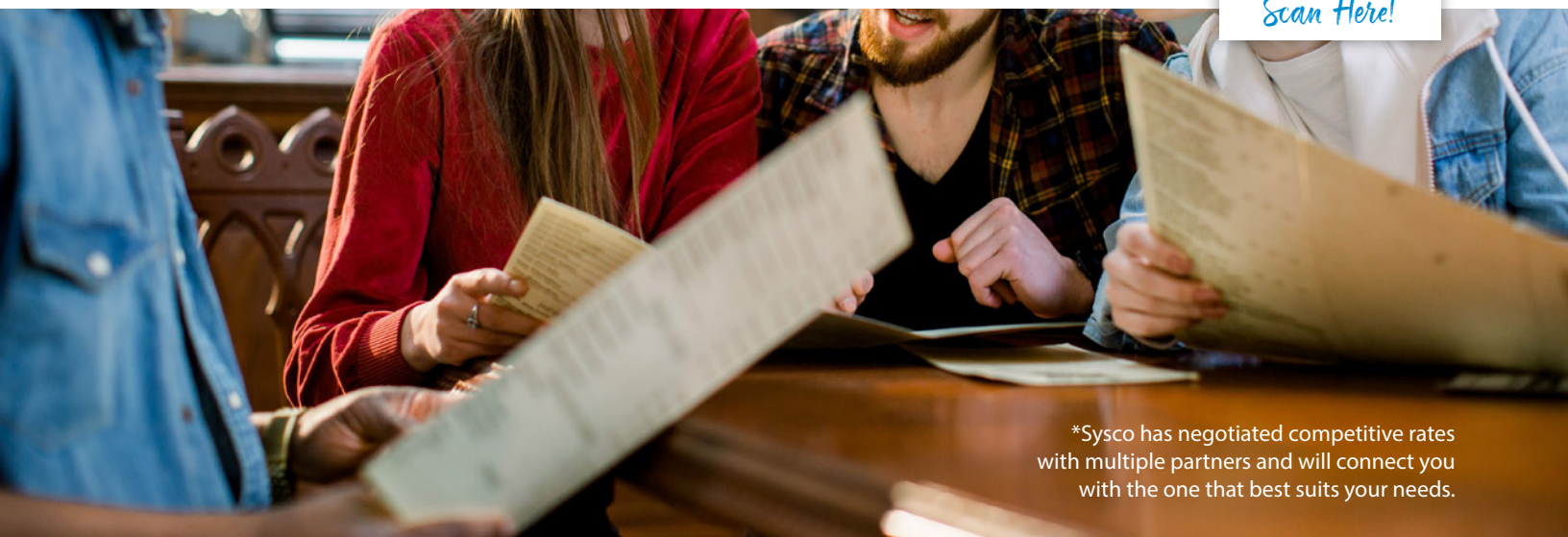


To enlist our help,
please call 1-800-380-6348,
email info@syscomenuservices.com,
or reach out to your Sysco Marketing Associate.

We also offer QR
code creation for
those who want to
offer a contactless
menu online!



Scan Here!



*Sysco has negotiated competitive rates with multiple partners and will connect you with the one that best suits your needs.

For more information about how Sysco can support your business please go to Foodie.Sysco.com/Snapback

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Sysco Exclusive Offer

FROM READY - CONTACTLESS ORDERING



READY CONTACTLESS ORDERING

Let your guests tell you what they want, from where they are and how they'd like it to get to them. Via URL, a tap or scan of a Ready code they can access your menu and pay on their phone in minutes. We provide fast and flexible contactless ordering for all kinds of venues. We integrate directly with your POS and can cater to any workflow. From your dining room, their car, to ordering ahead of time.

No wait. No app. No sign-up.

Ready supports Virtual Kiosk for contactless pick-up and Virtual Drive Thru for in car delivery. It's a flexible, fast and low cost solution for venues searching for first party ordering. A scan or tap on a code nearby connects them to your menu, so they can submit and receive their order.



Go to ReadyDemo.co
or scan the QR code
and get a preview of
the Ready experience.

Want more information? Contact us:
1-800-380-6348 or info@syscomenuservices.com

Curbside Ordering



Kiosk Ordering



Allow your guests to
order via "virtual kiosk"
for delivery to their seat;
whether it be in your
restaurant, a stadium or
their hotel room!

At Table Ordering



#foodservice**strong**

For more information about how Sysco can support
your business please go to Foodie.Sysco.com/Snapback

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We are here for you. Sysco Marketing Services is here to support you during this uncertain time. We can help with tools, tips, and products that Sysco has available for you to continue to maintain your business – including carry-out and delivery menus, social media messaging, and more. Call us at 1-800-380-6348 for assistance.

Offers FROM POPMENU



We provide restaurant owners with a simple and effective solution to consolidating tools and resources and reducing marketing spend. We build you a website that your guests will love, and where you'll be able to manage your menus, send emails, integrate with Google My Business, publish social posts, hook up online ordering, sell gift cards, and so much more!

- Specifically due to your Sysco relationship, you will be guaranteed a discounted rate of only **\$169/month** per single location and **\$75/month for additional locations**.
- Waiving fees for a minimum of 45-60 days to alleviate financial pressure off of independent restaurant owners during this challenging time.

Features & Services:

- Online ordering visibility
- Smart emails + social posts
- Real-time menu management
- Photo + review approval
- No setup fee
- Stress-free marketing
- We handle the entire build
- So much more

Check out Get.PopMenu.com for direct access

For more information about how Sysco can support your business please go to Foodie.Sysco.com/Covid





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Sysco Exclusive Offers FROM STAPLES



Print and Marketing Services

Staples is offering a series of complimentary Print & Marketing services to help support individuals and businesses during this difficult time.

20-30% Sysco Exclusive Discount when ordering through link below

Curbside pickup – Call your local store in advance to have your supplies ready. Available in most stores.

Buy online, pick up in store – Get what you need, same day.

Free delivery, no minimum – What you need, where and when you need it.

While Sysco Marketing is creating your new menu:

1. Register with Staples at this special link for your discounted pricing:
<https://register.staplesadvantage.com/doRegister?RegFormId=FwpDfh>
2. Once you have received your completed menu from Sysco, return to www.staplesadvantage.com using your new username and password. Refer to the user guide for steps to place your order.
3. Create your menu order and check out!

Support from On-site Print & Marketing Services:

Contact your local store for availability of services.

- 50 complimentary black & white copies
- Complimentary support for restaurants shifting to takeout menus
- 30 minutes free on computer workstations (cleaned thoroughly between uses)
- Complimentary CDC poster printing (where available)

For direct service:

printsupport@staples.com | (888) 535-1672

For questions about the program:

Tim.Hoesel@Staples.com

For more information about how Sysco can support your business please go to Foodie.Sysco.com/Covid





For more information visit
<https://foodie.sysco.com/snapback/>