

Sysco

WINTER 2017

FOODIE

THE HEART OF FOOD & SERVICE™

DIVE INTO

Seafood

Perfecting
the Pizza

Warm Up to
Winter Salads

So Many Reasons to
Love Valentine's Day



Message from the Executive Editor



Dear Valued Sysco Customers,

We hope you've enjoyed a joyful and profitable holiday season, and that you are excited about the good things the New Year has in store for you and your business. At Sysco, nothing makes us feel happier or more fulfilled than helping our customers succeed and achieve their dreams – it's why we never rest in our pursuit to be your most valued and trusted business partner. And while Sysco will always prioritize people and relationships as the most valuable aspect of our business, we welcome and encourage the use of smart technology solutions to help us serve you better.

Sysco is pleased to introduce the newly created **MySysco.com** – a single sign-on, mobile-friendly destination where customers can engage with Sysco whenever and wherever they choose. MySysco.com capabilities include online ordering with enhanced search and navigation, the ability to pay bills online, inventory management tools, access to SuppliesOnTheFly.com, and more. We've brought the best of Sysco together in one place to create an enjoyable, convenient and comprehensive online experience for our customers. Visit our Tech Tips column on page 26 for a glimpse into one of MySysco.com's capabilities, **Sysco Mobile**.

This issue is jam-packed with great food and operational content that we hope you find beneficial to your business. As always, we welcome your comments and feedback at foodie@corp.sysco.com.

Thank you for the opportunity to earn your business each and every day. We look forward to a continued successful partnership in the New Year.

Enjoy the issue,

2 W. Goetz

Bill Goetz
Senior Vice President, Sales and Marketing

OUR COMMITMENT TO SUSTAINABILITY RUNS DEEP

Since 2011, Sysco has worked with our supply chain partners to increase the sustainability of Sysco Brand seafood. As a result, last year we sourced more than 24 million pounds of wild-caught sustainable seafood — an increase of 300% since our work began. In collaboration with the World Wildlife Fund and others, we have recently expanded our commitment to increase purchases of sustainably farmed seafood as well.

Together we are working to support the health and biodiversity of our oceans for generations to come.



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Interested in bringing a little decadence to your menu? Try adding our featured Luxurious Lobster Mac-n-Cheese recipe from **Chef John Tritone of Sysco Boston** as an appetizer, side dish or main course. Find the recipe and more at SyscoFoodie.com.

For more information on becoming a Sysco customer, we welcome your call at **888-984-9272**.

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Fresh from the Sea

Sysco is committed to delivering good things, especially when it comes to our brand of **Portico Seafood** products. As one of the largest purchasers of seafood in North America, we take great pride in the freshness and quality of the products packed in our signature brand. Using industry-leading food safety processes along with integrity, traceability and sustainability as our guiding principles, Portico Seafood allows customers to be confident they are serving only the safest, highest-quality seafood available.

Catch something fresh

Portico Fresh offers Sysco customers a wide variety of fresh fish, from whole fish to fillets and pre-cut portions. To help support local fisheries, popular shellfish and regional seafood options are also available – all of which are 100% quality assured. Sysco’s specialty seafood companies bring tremendous value to our customers by packing Portico Fresh products to exacting specifications, which guarantee consistency and reduced labor costs.

Consumers are hooked on seafood

Consumers want more healthful menu options and have an increasing interest in locally sourced and sustainable seafood. With Portico’s wide variety of offerings at all price points, operators can be sure they are addressing the evolving needs of their customers. When changing your menu, look across day parts to see the profit potential and menu versatility of seafood.



While coastal communities have easier access to fresh seafood, Sysco can meet the demand for fresh, high-quality seafood from coast to coast with our network of specialty seafood and U.S. distribution companies.

A big seller at any time of day

	Menu Suggestions	Day Part
	Bagels and lox Shrimp omelet	 Breakfast
	Eggs Benedict with crab meat Seafood quiche	 Brunch
	Lobster roll Fish taco Poke bowl	 Lunch
	Shrimp cocktail Warm crab dip Crab cakes	 Happy Hour
	Frutti di mare pasta Fresh catch of the day Shrimp and grits	 Dinner

Sysco is dedicated to supplying the freshest locally sourced products available. This not only helps meet a growing consumer demand to “eat closer to home,” it also helps small businesses get the recognition they deserve for the quality and care that goes into perfecting their craft.

Trident Seafoods

SEATTLE, WA

In 1961, 19-year-old Chuck Bundrant headed north from his hometown in Tennessee on a grand adventure, with nothing more than an old Ford and a dream. Twelve years and countless Alaskan fishing and crabbing expeditions later, **Trident Seafoods** was founded. Today, Trident Seafoods is the largest vertically integrated seafood company in North America, and is known for Alaskan salmon, Alaskan pollock and other seafood products.

“When my father, Chuck Bundrant, started this company in 1973, he set out to build a wild Alaskan seafood company people could trust, one based on the principles of sustainability, traceability, integrity and responsible fishing,” says Joe Bundrant, Trident CEO. “I fondly remember when I personally took the first order from Hardin’s Sysco in Memphis, Tennessee. That order was for Alaska Snow

Crab Clusters, and the year was 1986. Over the last 30 years, we’ve developed a valuable partnership with Sysco, guided by my father’s principles, which remain at the core of our business today.”

Trident Seafoods partners with thousands of independent Alaskan fisherman and ship captains, and has their own state-of-the-art fleet where fish are caught, prepared and frozen on board for optimal freshness. They are equally committed to responsible fishing practices and sustainability, and support research to keep their fisheries healthy and thriving.

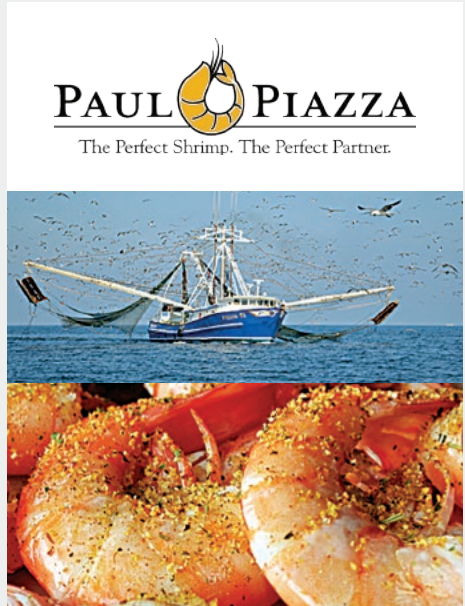
“Trident understands that Sysco only works with the best of the best,” says Jamie Marshall, vice president of sales in Trident’s Foodservice Division. “We strive to exceed



Sysco’s high standards every day, and we consider it a badge of honor to have been a Sysco supplier for the last 30 years. We’re so proud that Sysco has partnered with us to champion wild Alaska seafood, so that it can be offered as a smart and sustainable choice for restaurants and operators everywhere.”

Paul Piazza and Son, Inc.

NEW ORLEANS, LA



More than a century ago, Paul Piazza founded a fresh seafood supply store in the famous French Market of New Orleans. Today, **Paul Piazza and Son, Inc.** remains a family owned and operated business with an unmatched commitment to quality and customer service, supplying the U.S. with more than 25 million pounds of premium-quality wild-caught Gulf shrimp each year. Their shrimp are sourced from the nutrient-rich waters of the Gulf of Mexico – an abundant and sustainable natural resource and managed fishery that renews itself each year.

“As a fourth-generation shrimp processing company, we have built longstanding relationships with many of the best local fishermen along the Gulf Coast,” says Andy Neely, vice president of sales at Paul Piazza and Son, Inc. “These partnerships, coupled

with our dedicated and committed shrimp sourcing, processing and sales teams, enable our company to supply only the finest wild-caught Gulf shrimp.”

Paul Piazza and Son, Inc. is vertically integrated, allowing them to stay close to their products throughout the process for total quality control. They are also committed to supporting the domestic shrimp industry and providing jobs in the Gulf region.

“Our long-term partnership with Sysco is based on our shared commitment to supplying consistent, premium-quality wild-caught Gulf shrimp to all of Sysco’s operating companies and customers,” says Neely. “We’re proud to partner with a company that shares our vision and values.”

SET YOUR TABLE APART

Well traveled

Make all your presentations first class with the **Sonoran Hammered Pot Belly Bowl**. Use them to accent your tables with rich texture and shine, as a unique way to serve signature sauces or as an innovative part of your check delivery.

A vessel for the journey

More than just a water glass, the innovative design of **Master's Reserve® Renaissance** premium stemware is perfect for Sangria cocktails, craft microbrews or gourmet desserts.

Depart from the familiar

Start an exotic meal with Sysco's **Esteem Dinnerware Stacking Cups and Saucers**, or end with traditional coffee and tea service. Multi-use options and durability give operators the lowest cost per use.

Explore more

Sysco's **6 ½" Esteem Dinnerware Plates** offer guests the big world of small bites with high-performance durability and a lifetime no-chip warranty.

Share the experience

Sysco's **Esteem Dinnerware Pasta Bowl** isn't just for dinner. Its unique, clean design adds style to shareable appetizers or farm-to-table salads.

A taste for adventure

The sleek design of **Contempra® Flatware** from the **World® Collection** engages guests. Complement this pattern with the coordinating **Beef Baron Steak Knife**.

As the food scene grows more diverse, guests increasingly expect experiences that go beyond the traditional. Explore unexpected ways to showcase authentic global cuisines and incorporate trending international influences with tableware and barware from **Libbey®**. Libbey's durable tabletop products, such as Sysco-branded **Esteem Dinnerware**, provide operators with versatility that extends through all day parts. Explore more on-trend presentations at **SuppliesOnTheFly.com**.

supplies
OnTheFly.com
from Sysco

LOS QUE SABEN, SABEN DE CREMA MEXICANA

THOSE WHO KNOW, KNOW
CREMA MEXICANA



The Hispanic cuisine captivates even the most sophisticated of palates. And few ingredients are as authentic and versatile as our Crema Mexicana. Use it to make your business grow.

Visit our site for tips, recipes, and more.
sysco.com/picaysalpica



Dive Into SEAFOOD

The USDA's 2015–2020 Dietary Guidelines for Americans (DGA) say that we should eat seafood twice per week or more as part of a healthy diet. So if people know they need to eat more seafood, then why aren't they biting? The answer is: They will be. And restaurants that know how to maximize seafood menu placements will increase their odds of hooking more customers.

SPICY LEMON PEPPER RUB

Recipe by National Fisheries Institute



For the highest-quality result every time, the chef recommends Sysco Imperial McCormick spices.

¼ c	lemon pepper
1 T	chili powder
1 T	ground cumin
1 T	ground coriander
1 ½ t	light brown sugar
½ t	coarse sea salt
½ t	red pepper flakes
1 ¼ t	ground black pepper

FISH, GLORIOUS FISH

One of the main reasons to offer more seafood is to provide customers with healthy alternatives. While there will always be a place for fried seafood on the menu, think about adding grilled or broiled options inspired by popular global cuisines like Moroccan, Persian, Mediterranean and Asian fusion.

Sell the dish, not the fish

Seafood offers a unique opportunity to vary the featured protein while keeping the preparation familiar. Understanding how a fish will perform when the heat is on is the important part. If you use white, flaky fish like **Portico Alaska Pollock**, then you can easily substitute **Portico Cod** or **Portico Haddock** depending on what's fresh, on-trend or offered at a great value.

One fish, two fish ...

To ensure that your seafood menu has the broadest appeal possible, always include at least one orange-flesh fish like **Portico Salmon**, a white fish like **Portico Tilapia** or **Portico Alaska Pollock**, and one local variety of fish when available. To find out what will work best in your area, contact your Sysco marketing associate.

Somewhere beyond the sea

High-quality fish is no longer only a coastal luxury. With modern improvements in supply chains, an incredible diversity of fresh and fresh-frozen products is currently available throughout the country. Sysco's **Portico** brands provide fresh seafood offerings and "frozen at sea"

options that are flash-frozen within minutes of leaving the water – you can't get much fresher than that! After freezing, these fish can be shipped to operators almost anywhere.

Making the most of it

Seafood is as versatile as chicken. Once you start putting seafood on your menu, you will find more opportunities across all menu categories and day parts, even breakfast. Take **Portico Salmon**, for example. This one fish can be used in appetizers as a salmon poke, a spinach and grilled salmon salad with lemon-dill dressing, a casual grilled fish sandwich or an elegant poached salmon entrée. While most people don't think of seafood for breakfast, they soon will. Popular morning day part items include lobster Benedict, bagels and lox (smoked salmon), crab omelets with fresh basil, or a classic shrimp and grits with a soft-poached farm-fresh egg. You can bet customers will be more likely to try seafood for breakfast with options like these on your menu!

TIP: Seafood toppings using shrimp, crab or lobster can be a profitable addition to grilled fish, chicken, pork or beef!

RECIPE

SEAFOOD ENCHILADAS

Recipe by Chef Benjamin Udade
Sysco Los Angeles

3 oz	lobster meat
12 ea	Portico Bounty Cooked Shrimp, 100/150-count
3 ea	Casa Solana 6" Corn Tortillas
3 oz	Casa Solana American Cheese
3 oz	Casa Solana Enchilada Sauce
1 oz	Wholesome Farms Butter
1 oz	Sysco Imperial Shredded Cabbage
1 oz	Sysco Imperial Red Onion
1 oz	Sysco Imperial Cilantro Dressing
pinch	fresh micro mint
1 T	Pica y Salpica Crema Mexicana

Warm lobster meat and shrimp in butter and enchilada sauce. Warm tortillas and fill with seafood mix, cheese and fresh onion. Top with warm enchilada sauce and cheese, then use a torch to br  le the top until cheese melts and browns slightly. Garnish with cabbage and onion. Top with micro mint and drizzle with crema.



Eating seafood 2x per week reduces the risk of dying from heart disease by 36%.¹



Only 1 in 10 Americans currently eats enough seafood.²

1. National Fisheries Institute. *Hooked*, Vol. 14

2. Seafood Nutrition Partnership, seafoodnutrition.org

Find this **Fabulous Fish Taco** recipe and more fresh ideas at SyscoFoodie.com.





THERE'S MORE THAN FISH IN THE SEA

🔪 RECIPE

▲ HOT CRAB, SPINACH AND ARTICHOKE DIP

Sysco Signature Recipe

18 oz	Sysco Imperial Cream Cheese, softened
1 ½ c	Wholesome Farms Classic Heavy Cream
1 T	Sysco Natural Garlic Cloves, minced
42 oz	Arrezzio Artichoke Hearts, quartered, drained and chopped
30 oz	Sysco Classic Frozen Chopped Spinach
3	Arrezzio Roasted Red Peppers, chopped
¾ c	Arrezzio Parmesan & Romano Cheese Blend
2 T	Sysco Natural Lemon Juice
1 ½ t	Sysco Classic Salt
½ t	Sysco Imperial McCormick Ground Black Pepper
2 ¼ lbs	Portico Bounty Crab Blend

In large saucepot, cook cream cheese, cream and garlic over medium heat until mixture is smooth (whisk constantly). Remove from heat. Stir in artichoke hearts, spinach, red peppers, grated cheese, lemon juice, salt and black pepper. Fold in crabmeat. Transfer dip to a small baking dish, cover and refrigerate.

To serve, bake at 375° F until top is lightly browned and internal temperature reaches 165° F. Serve with crackers, toasted baguette slices or tortilla chips. Yields 24 servings.

The seafood category encompasses much more than just fish. Crustaceans (lobster, shrimp, crab), mollusks (clams, mussels, scallops) and cephalopods (squid, octopus) are available in a stunning variety of types and styles, allowing more opportunities for menu placements across every day part.

Shrimp is still huge

It's no small wonder that shrimp is still king of the sea, outselling every other type of seafood by a significant margin. Shrimp is versatile, easy to farm and readily available in the wild. Shelling and cleaning shrimp can be labor-intensive, though. To save time and keep labor costs down, consider **Portico Bounty Peeled & Deveined White Shrimp** or, for a ready-to-cook tropical infusion, **Portico Bounty Coconut Breaded Shrimp**.

Aw, shucks

Oysters are also trending. Their briny flavor and supple texture makes them perfect as a fried appetizer, as a raw-bar regular, and as an ingredient in stuffings and stews. As with any raw food item, proper handling is critical. If you are not used to handling live or raw shellfish, it would be a good idea to try oysters from one of Sysco's Specialty Seafood companies to get started. Their products are offered in various forms, from shucked oysters by the gallon to IQF oysters on the half shell. If you still want to preserve the shuck-and-serve experience, try **Sysco High-Pressure Pasteurized (HPP) Oysters**. This unique product uses high pressure to kill harmful bacteria while keeping the oyster in its shell.

Lobster is coming out of its shell

While lobster is still considered luxurious, it is no longer a luxury. Consumers are now drawn to dishes that make lobster more accessible, like lobster rolls, lobster mac-n-cheese, and dips. When including lobster on your menu, consider the application. If you want the option of serving whole lobsters, try **Portico Fresh Live Lobsters**. If you will be using lobster as more of an ingredient, start with **Portico Prime Cooked Lobster Meat**. Lobster is more casual than ever, but it still has the ability to elevate the status of any meal.

Brothers in arms

Squid and octopus add an international flare for today's more adventurous diners. For the everyday eater, there's always the staple appetizer: fried calamari (a favorite even among people who say they won't eat "squid"). Grilled octopus is appearing on more and more menus as well. And with the increasing availability of high-quality octopus coming out of Spain and Portugal, coupled with an even more reliable resource from Mexican seas, the supply is ready to meet the demand with open arms (eight of them, to be exact).

PROTECTING NATURE'S BOUNTY

Seafood is one of our greatest natural resources. But its wide availability and ever-increasing popularity mean that many fisheries are feeling the pressure. To ensure that you have a consistent, reliable, high-quality supply, only work with suppliers who make quality assurance and sustainability a priority.

A sustainable commitment

Sustainability is important to today's diners. As the population of our planet continues to grow, sustainably sourced seafood will have an impact on how we feed the future. That's why in 2016, Sysco reinforced our commitment to improve the sustainability of seafood procurement practices and standards by continuing our alliance with the World Wildlife Fund (WWF) through 2020. Through this agreement, we pledged to increase our offerings of responsibly caught Sysco and Portico Brand seafood products to customers.

"Sysco is helping improve the sustainability of fisheries that provide their highest volume wild-caught seafood. Efforts by Sysco and others to

help fisheries and farms meet the standards of the Marine Stewardship Council and the Aquaculture Stewardship Council are vital to the health of the oceans and the diverse life they support, including our own," says Caroline Tippet, director of seafood engagement at WWF.

Quality? Rest assured.

Quality is also an important factor when selecting seafood, because nothing can turn a diner off quicker than the overly fishy flavor that can come from lesser-quality products. Backed by the industry's largest and most active Quality Assurance department, Sysco delivers some of the safest, highest-quality seafood available – more than 400 million pounds each year. Every supplier must pass a rigorous Supplier Approval Program and then maintain a clean record across numerous facility tours, product evaluations, traceability system training sessions, third-party audits and routine supplier visits. Even when processing takes place at sea, the same protocols apply.

Bycatch of the day

"Bycatch" is a term used to describe any non-targeted fish caught during a commercial harvest. In the past, these fish would've been discarded. Today, sustainability-minded chefs and operators are using bycatch as a way to support local fishermen and offer unique blackboard dining experiences that customers can't find elsewhere. Sysco works with numerous specialty companies – like Trinity Seafood in New Jersey, North Star Seafood in Miami, and Louisiana Foods in Houston – to provide opportunities for bycatch.

NOTE: The availability of bycatch is limited. Please ask your Sysco marketing associate about opportunities in your area.



Marinate 12 3-oz medallions of pollock in miso for 4 hours. Preheat oven to 325° F. Sauté finely diced shallots and shiitake mushrooms in 1 T oil until tender, then let cool. Mix 5 eggs with 10 oz of heavy cream and ½ T remaining oil. Fold in scallions and cooled mushroom mixture.

Spray 6 small ceramic cups with pan coating and line with 1 ½ pieces of crab. Then pour mixture into cups evenly. Bake at 325° F for 20–25 minutes until set. Sear pollock in a hot pan until caramelized.

To plate, carefully run a knife around the edge of the cup to remove flan and place on dish. Shingle pollock on flan, add dashi broth, garnish with pickled vegetables and top with wasabi greens.



If we don't think sustainably now, then we stand to lose more than fisheries – we also lose the vibrant local communities that depend on them.

Jim Gossen, President and CEO
Louisiana Foods
A Sysco Company

🔪 RECIPE

MISO SEARED POLLOCK & CRAB SHIITAKE FLAN

Recipe by **Chef Shannon Newman**
Sysco Corporate

36 oz	Portico Simply Pollock
9 oz	Portico Bounty Ultimate Sushi Crab
5 ea	Wholesome Farms Classic Eggs
10 oz	Wholesome Farms Classic Heavy Whipping Cream
2 c	shiitake mushrooms
1 ½ T	International Supreme Garlic Oil
1 ½ T	Sysco Natural Shallot
2 T	Sysco Natural Green Onion
9 oz	dashi broth
10 g	wasabi micro greens
6 T	pickled radish and carrot
3 T	white or yellow miso
3 T	soy sauce



Ten years ago, the thought of pizza might have evoked the crisp crunch of New York-style crust, or the soft, chewy base of Chicago-style deep dish. But a flatbread crust? Hispanic cheese? Korean toppings? You might have found these offerings at an upscale full-service restaurant or a trendy eatery – but certainly not at the quick-service places that serve pizza as their main offering.

Today, the pizza landscape is changing. New approaches to pizza are springing up: Detroit-style, flatbreads, designer pizza, Roman, fast-casual. Influenced by the increasing popularity of global flavors and the shifting definition of what constitutes “authentic” pizza, international flavor profiles and fusion approaches are becoming more mainstream. The introduction of high-quality ingredients and the focus on customization are redefining the way chefs and diners view the traditional pie. For operators, this means striking a balance between properly executing the basic components of a pizza and introducing the on-trend techniques and ingredients consumers crave.

RECIPE

STEAK & GORGONZOLA FLATBREAD

Recipe by Saputo Culinary Team

- 1 ea Block & Barrel Square Flatbread
- 1 T Arrezzio Extra Virgin Olive Oil
- 1 ea garlic clove, fresh
- 4 oz prime skirt steak, cooked medium, sliced
- ½ c Riserva Shredded Mozzarella Cheese
- ¼ c onions, sliced and caramelized
- ¼ c tomatoes, sliced
- ¼ c Arrezzio Crumbled Gorgonzola Cheese
- ¼ c scallion, sliced thin

Preheat oven to 450° F. Lightly brush flatbread with olive oil, then rub lightly crushed garlic clove over oiled bread for flavor. Top flatbread with sliced steak, cheese, onions, tomatoes and gorgonzola crumbles. Place in oven and bake for 5–10 minutes, or until cheese is melted and bubbly. Remove from oven and top with sliced scallions. Slice into strips and serve immediately.

International influence

Pizza is going global. Internationally influenced bases are popping up on menus: flatbreads, naan and lavash bread are available alongside traditional white flour crust. New flavor profiles – Mediterranean and Indian, for example – are making their way into the category. Play up these flavors in fusion offerings that will appeal to consumers: steak flatbread with chimichurri sauce, Korean pork belly and gochujang tomato sauce, or cucumber-mint naan. Hispanic cheeses are also making an appearance in the pizza category; try swapping mozzarella with Spanish Manchego or Mexican Cotija cheeses.

Crafting the crust

As diners become more interested in healthy grains, operators should make an effort to incorporate more dough varieties into their pizza lineup. Ancient grains, whole wheat dough and gluten-free options play into consumer desires for better-for-you options.

Build your own

Customization continues to be a standout trend for 2016, and the pizza category is no exception. The rise of the fast-casual, quick-fired pizza revolves around customization. Customers choose from a variety of fresh ingredients, which are then added to their dough and cooked quickly in a high-temperature oven. **Arrezzio's assortment of meats and precut vegetable toppings** appeals to this “build your own” concept while keeping labor costs low. Additionally, **Arrezzio frozen dough balls** and **Arrezzio premade pizza crusts** ensure the perfect crust every time.



Past pepperoni

Although pepperoni still ranks as the most popular pizza topping among Americans, international and fresh ingredients are beginning to replace traditional add-ons like mushrooms, peppers and onions. Try adding ethnic ingredients like a curry chicken, or swap the familiar for the slightly unconventional: chorizo sausage in place of Italian sausage, goat cheese instead of mozzarella.

To meet the demand for fresh, premium ingredients, use post-bake toppings: additions that are applied after the pizza is out of the oven. Leafy vegetables like arugula and kale are popular, as are cold cuts like prosciutto and salami, which would otherwise dry up in high-temperature ovens. Burrata adds a fresh flavor to pizza when added after cooking, representing a new twist to classic pizza cheeses. In addition to giving the pizza a fresh flavor, using fewer prebake ingredients keeps the dough from being weighed down, resulting in a lighter and crispier crust.

To learn more about the latest trends in pizza, talk to your Sysco marketing associate. Or visit us in person at the **International Pizza Expo**.

2017 International Pizza Expo
Las Vegas Convention Center
March 28 to March 30, 2017
Sysco booth #1521



Sauce shake-up

Old-school thinking dictates that tomato sauce be simmered over the stove for hours to reach the right flavor profile. However, as consumers move toward light, bright flavors, shorter cook times that bring out the fresh flavor of tomatoes are being adopted.

To really shake up your sauce, go beyond traditional red sauce by incorporating various types of pesto, BBQ sauce, wing sauce and white sauce. Play to consumers' desire for international flavors by using hummus or Greek yogurt as a base, or capitalize on cross-utilization by substituting savory for sweet – try using Nutella or mascarpone as the base for a dessert pizza, or salsa for a zesty breakfast pizza.



Arrezzio Bag-in-Box Olive Oil is a great product with the quality Sysco customers have come to know and expect from Arrezzio, now in convenient and cost-effective packaging that minimizes waste. Brush some on the edges of your dough before it goes into the oven for a golden bake, or drizzle it over a pizza after baking for extra flavor and appeal.





BEYOND SLICED BREAD

Reinventing the classic soup and sandwich

Classic soups and sandwiches are simple and familiar: grilled cheese, chicken noodle, tomato basil. They're substantial, comforting and evoke just the right amount of nostalgia. Long mainstays on fast-casual and full-service restaurant menus alike, these offerings are heavily favored by consumers – but a shift is happening within the category. As food culture becomes more diverse, consumers are increasingly drawn to more innovative and craveable offerings. In the soup and sandwich category, this means traditional offerings are being superseded by the demand for new flavors and innovative combinations.

Go international

The growing desire for international flavors and applications is a standout trend in the soup and sandwich category. According to Technomic, an increasing number of consumers say they would like to see more restaurants offering “ethnic” sandwiches and ingredients. Sandwiches with Asian influences are poised for growth; Asian spices and sauces are becoming mainstream, and Asian-inspired sandwiches like the Vietnamese bánh mì are growing in popularity on Top 500 menus. This trend extends into the soup category as well. According to Technomic, 38% of consumers say they would consider ordering Asian-style soup, such as ramen, pho, miso or Thai coconut.

Focus on customization

Customization continues to rank highly with consumers, particularly the millennial segment. For operators, tapping into this trend means offering different flavor combinations, condiments or add-ons, such as flavored aiolis, pickled vegetables or unique spreads. Premade bases like **Minor's Ready to Flavor Chicken, Beef and Vegetable Soup Bases and Flavor Concentrates**, which can be added to essential kitchen condiments, are a cost-effective way to create house-made sauces and spreads. **Sysco Pepperoncini** and **Sysco Pickle Spears** are classic condiments that can be added to soups or sandwiches for spice, texture and flavor. In the soup category, offering a toppings bar allows people to be in control of their own tastes, and trending soups like ramen can be customized easily with different noodles and broths.



Sandwiches are consumed more heavily than any other type of food.*



Consumers eat an average of 3.7 sandwiches per week.*



58% say they are more likely to order soup as part of a combo meal.**

Upgrade the classics

A guaranteed way to strike a balance between familiarity and innovation is by introducing a new flavor profile or ingredient to traditional soups and sandwiches, like chicken and spaetzle soup; or a red pepper, **Arrezzo Basil Pesto** and mozzarella grilled cheese. On fast-casual menus and in independent restaurants alike, seafood offerings are growing. Consider replacing traditional ingredients with fresh seafood, like seafood-based minestrone or a salmon BLT. Offering artisan breads like **BakerSource Ancient Grains Sandwich Rolls** is another way operators can set themselves apart, especially as premium and healthy breads continue to grow in popularity. Consumers buy into the familiarity of classic ingredients, while inventive tweaks appeal to their sense of culinary adventure. And because consumers are more willing to pay for premium ingredients, these additions increase profitability and provide consumers something they can't easily prepare at home.

RECIPE

SALMON BLT

Sysco Signature Recipe

- 1 ea Portico Simply Salmon, 4 oz portion
- 2 ea strips of Smoked Layflat Bacon
- 1 ea Sysco Imperial Vine-Ripened Tomato
- 2 ea Hydroponic Bibb Lettuce Leaves
- 1 T Sysco International Imperial Capers, nonpareil
- 2 ea Block & Barrel Wheatberry Bread Slices
- 3 ea asparagus stalks, fresh
- 2 oz Wholesome Farms Unsalted Butter
- ½ ea fresh jalapeño, roasted
- ½ c Sysco Imperial Mayonnaise
- 1 T Sysco Natural Fresh Peeled Garlic, chopped
- ½ c Sysco Natural Fresh Cilantro
- 1 oz Sysco Natural Ultra Premium Pasteurized Lime Juice

Butterfly salmon and season with salt and pepper. Pan-sear quickly to medium doneness. Place cilantro, mayo, garlic, fresh lime juice and ½ of the roasted jalapeño into a blender, blend until creamy. Taste and adjust seasoning. Butter bread slices and toast to golden. Cook bacon until crisp.

Blanch asparagus and then slice in half lengthwise; season with salt. Slice tomato into five equal slices. Spread a light layer of aioli onto toast. For best results, layer ingredients in this order: lettuce, tomato, salmon, asparagus, bacon, lettuce. Skewer and cut on the diagonal. Garnish with pan-fried capers.



Find recipes for these soup and sandwich combos and much, much more at **SyscoFoodie.com**.

Make it a combo

Pairing a soup with a sandwich is an easy way for operators to maximize profit potential, capitalize on cross-utilization and increase customer satisfaction. Soup and sandwich combinations are popular with consumers – who see the offering as a value item – and with operators, who can maximize food usage and minimize waste. Premade items like **Sysco Imperial** and **Classic Soup Bases** remove the time-consuming aspect of making soup from scratch. To appeal to consumers' desire for innovation, operators should consider offering pairings that play into the trends currently affecting the soup and sandwich category, like international flavors (bánh mì paired with tom yum soup), the incorporation of seafood (lobster rolls and a spicy seafood stew), or the focus on health-conscious and vegetarian options (curried parsnip coconut bisque with an eggplant sandwich). Another profitable play on the soup and sandwich pairing is serving soup in a bread bowl. Bread bowl and soup combinations are popular with consumers, as they add value and increase visual appeal. Operators can capitalize on this in winter months by pairing them with hearty, comforting soups like **Sysco Classic New England Clam Chowder** or a seafood bisque. Prebaked bread bowls, like the **BakerSource Imperial Beer Bread Boule**, reduce labor costs and add an artisan quality.



FOR MORE STUNNING BREAD BOULE PRESENTATIONS, CONSULT YOUR LOCAL SYSCO MARKETING ASSOCIATE.

* 2016 Sandwich Consumer Trend Report, Technomic
** 2014 Soup & Sandwich Consumer Trend Report, Technomic

What's Hot?

Sysco's Top 7 Foodservice Trends for 2017



To be successful in the restaurant business, operators need to stay up to date on trends. To help you keep pace, Sysco's culinary experts looked in their crystal ball (also known as chef consultations, supplier surveys and meetings with leading industry experts) to compile this list of must-have items for 2017.

Check out the trends the experts say will be making waves soon.



1 Protein-packed pastas

53% of people between 18 and 34 specifically seek high-protein foods, according to Technomic's *2016 Healthy Eating Consumer Trend Report*. To meet this need, Sysco is test marketing a chickpea-based pasta that's gluten-free, GMO-free and high in protein and fiber. "It's been received very well so far," says Neil Doherty, Sysco's senior director of culinary development.

2 Plant-based meat alternatives

Veggie burgers and other plant-based meat substitutes aren't just for vegetarians anymore. A growing number of omnivores are looking for options that provide a similar mouth-feel and flavor to a variety of meats. According to Technomic's MenuMonitor data, menu mentions of jackfruit (a fruit with a texture similar to pulled pork) have climbed 52.9% in the last two years.

3 Sardines

Thank the adventurous palates of millennials and Gen Z for the resurgence of this classic preserved fish. Sardines are easy to use, can be served hot or cold, and are well-suited for tapas and small-plate menus. Plus, they're becoming the darlings of sustainability advocates. "We're using everything," Doherty says. "Nothing's taboo now. People are willing to try and taste anything."

4 Dark chocolate at breakfast

As the breakfast day part expands, operators are looking for new ways to build excitement. Dark chocolate (which is considered decadent, yet also benefits from a substantial health halo) offers a more sophisticated breakfast option beyond traditional sweets. "It's a great way to start the day," Doherty says. Expect to see dark chocolate in a range of breakfast applications, from crepes and French toast to grab-and-go bars.

5 Waste reduction

In-house food preservation, such as pickling and dehydrating, will become even more widespread in 2017. Not only are consumers increasingly gravitating to the spicy-sour flavors of pickled foods, they're also drawn to the sustainable aspects of such old-school techniques. Whole-animal butchery and the curing and dehydrating of meat are also growing in popularity, and house-made pickles and charcuterie remain a big point of differentiation for smart operations.

6 Novel animal proteins

Growing interest in global cuisines, such as African, Indian and Latin American, has led to the exploration of unconventional meats like goat. Menu penetration of goat is up 15.9% in the last year, according to Technomic's MenuMonitor data. "People want authentic, and a lot of those dishes call for goat," Doherty says.

7 Turmeric

The spice *du jour* is bright yellow turmeric. Once used mainly for its color, this spice, which is popular in Indian cuisine, is gaining notoriety for its purported anti-inflammatory properties. Menu callouts of turmeric are up 5.4% in the last two years, according to Technomic. "It is becoming increasingly popular with chefs creating their own spice blends," Doherty says.



Reel In the Health Advantages

Seafood offers a wide variety of lean protein options packed with vitamins, minerals and other essential nutrients. From salmon and scallops to catfish and clams, seafood is highly regarded among nutrition experts for its many health benefits, including high concentrations of omega-3 fatty acids and B-complex vitamins. It's easier than you think to incorporate seafood into your menu with the **Sysco Portico** brand, which offers a diverse selection of delicious, healthful, high-quality products.



OH MY, OMEGA-3

Seafood is a natural source of EPA and DHA, omega-3 fatty acids linked to heart health. In fact, eating eight ounces of seafood per week is thought to reduce the risk of dying from heart disease by as much as 36%. Omega-3s are also linked to elevated brain function, improved eyesight, lower blood pressure and weight loss. To help attract increasingly health-conscious diners, try **Portico Simply Wild Salmon**, which is particularly high in healthy omega-3s and powerful proteins called bioactive peptides. Many seafood products are also packed with healthy B-complex vitamins like biotin, B3 and B12.

SIMPLY SUPERIOR

The **Portico Simply** name says it all – raw seafood in its natural state of goodness, with nothing added. Portico Simply offers the best natural ingredients for use in all recipes, with each product offering its own unique health benefits. For a product that's naturally low in fat and offers a sweet, rich flavor, try **Portico Simply Wild Sea Scallops**, which contain no preservatives, chemicals or added water.

Portico Simply Pangasius is packed with protein and has a clean, crisp, bright flavor with no "off" odors due to inferior water or added chemicals. Portico Simply products are single-frozen and available portioned, skinned, boned or peeled. These raw products provide maximum menu versatility while delivering uncompromised quality and value, thanks to their natural health benefits and the fresh flavor Sysco works so hard to maintain from dock to dining room.

A HEALTHY RELATIONSHIP: SEAFOOD NUTRITION PARTNERSHIP

The Seafood Nutrition Partnership (SNP) is a 501(c)(3) nonprofit organization dedicated to inspiring a healthier America by raising awareness of the nutritional benefits of seafood. SNP leads educational efforts to help Americans confidently select, order and prepare seafood while also promoting a nutrient-rich diet of seafood and omega-3s. To raise awareness of their mission, SNP launched a three-year national public health education campaign in October of 2015 called "Love Your Heart – Eat Your Seafood."

"We are encouraging all Americans to join us in taking the Healthy Heart Pledge – a commitment to eat seafood at least twice a week to support heart health, brain health and overall wellness," says **Linda Cornish, executive director of the Seafood Nutrition Partnership.**

"Since only 10% of Americans currently follow this guideline, we are here to provide tips, resources and nutrition programs to help people include more seafood in their diets."

For more information, visit **SeafoodNutrition.org.**



Get into SHAPE at sysco.com/health.
For more health tips from the back of the house to the front of the house, subscribe to Sysco's SHAPE newsletter, which highlights new health and nutrition trends every month.



WINTER GREENS SALAD WITH WARM BACON DRESSING

Recipe by Chef Jennifer Kagy
Sysco Cincinnati

- 2 lbs Kale Salad Crunch Mix
- 6 oz Sysco Classic Layflat Bacon
- 6 oz red onion
- 8 oz Arrezzio White Balsamic Vinegar
- 2 ½ oz Sysco Classic Extra Fine Granulated Cane Sugar
- 1 oz Arrezzio Olive Oil, 80/20 Blend
- 6 oz Sysco Imperial Dried Cranberries
- 8 oz large glazed pecan pieces salt and pepper (to taste)

Chop bacon and thinly slice red onion. Set aside. Sauté bacon in olive oil over medium-high heat until fat is rendered out and bacon is crisp. Turn off heat. Add vinegar and stir. Then add red onions and sugar; stir until sugar is dissolved and onions are a bright pink. Taste and adjust seasoning to appropriate tartness. Add more sugar if too tart. Use salt and pepper to taste. Add greens and cranberries and toss until well coated. Garnish with pecans and serve.

Tip: For an added pop of color, garnish with pomegranate seeds.

Warm Up to WINTER SALADS

Who says salads can't be enjoyed year-round? While there's no denying that a cool, light, refreshing salad pairs well with a hot summer day, winter salads use a different set of seasonal ingredients to add variety and brightness to cold-weather menus. Hearty, filling ingredients like roasted sweet potatoes, root vegetables, cooked beets, and crisp apples and pears bring bold flavors and welcome textures to winter salads. Toppings like dried fruits, nuts, crumbled cheese and flavor-packed dressings create a truly stunning signature dish.

Stick with seasonal items

Salads offer operators a great opportunity to play up seasonal menu trends and serve fruits and vegetables that are fresh and abundant during the cold winter months. Rather than trying to force summer produce items like strawberries and peaches into your winter salads, make use of products like artichokes, cauliflower, beets, kale, snow peas and butternut squash, which are at their best this time of year. **Sysco Imperial Cooked Beets** have the rich, earthy flavor consumers love, but don't require the extensive prep time associated with raw beets. Add color and brightness with in-season fruits like clementines, cranberries, persimmons and blood oranges.

New year, new menu

While the holiday season is all about indulging in decadent, satisfying comfort foods, the start of the new year centers around wholesome, good-for-you cuisine. Kick off the year with bright and healthful winter salads that feature nutrient-packed items like beets, Brussels sprouts, squash and carrots. Add a refreshing burst of flavor using citrus fruits like orange or grapefruit,

or incorporate exotic flavors like pomegranate. Health-conscious diners will appreciate the clean, nourishing ingredients as well as the reprieve from the typical carb-heavy winter cuisine.

Step aside, spring mix

Choosing the right lettuce is key to building a superior salad. For many diners, spring mix just won't cut it during the winter season. This time of year, consumers are drawn to romaine and lettuce blends with richer, earthier flavors that are more hearty and filling. **Sysco Tuscan** and **Arcadian Blends** hold their own against dressings and heavy toppings, and offer multidimensional flavors and upscale appearances. For classic winter salad bases, opt for bold-flavored, nutrient-rich options like **Sysco Imperial Fresh Kale** or spinach.

Top it off

Kick up the flavor profile of your winter salads by topping them with a variety of mix-ins. Dried cranberries, cherries, figs and dates add a dose of sweetness without overpowering other flavors, while pine nuts, walnuts and pecans lend a crunchy texture and woody flavor. Add richness with crumbled blue cheese or creamy goat cheese. To really set your salads apart, mix your own signature dressing. Opt for an ultra-satisfying offering like warm bacon or balsamic fig dressing, or whip up something lighter like a citrus honey dressing or pomegranate vinaigrette. Creamy options like yogurt-bases or lemon poppy seed dressings also pair well with winter produce flavors.

ROASTED WINTER VEGETABLE SALAD WITH MAPLE CITRUS DRESSING

Sysco Signature Recipe

- 3 c roasted butternut squash, 1" dice
- 2 c roasted pumpkin, 1" dice
- 2 c roasted acorn squash, skin on, 1" dice
- 2 c Sysco Imperial Carrots, ¼" rounds, roasted
- 3 c Sysco Imperial Leeks, halved, sliced thick, roasted
- 3 c Sysco Imperial Red Apples, diced, roasted
- 4 c Sysco Natural Lettuce, Fresh Arcadian Harvest
- 1 c Sysco Imperial Maple Syrup, 55% blend
- ½ c Sysco Natural Ultra-Premium Lime Juice
- 1 t fresh serrano pepper, seeded and diced
- ½ c Sysco Natural Cilantro, chopped
- 1 c Sysco Classic Homestyle Seasoned Croutons
- 1 c pomegranate seeds

Mix all ingredients together and combine well. When plating, take the lettuce and line the outer edge of the serving plate to create a border edge. Mound the remainder of the salad in the center of the plate and serve.



Tip: This dressing also makes a wonderful marinade for meat or seafood.



ORANGE, BEET & GOAT CHEESE SALAD

Recipe by Chef Tony Avasakdi
Ventura

- ½ c Sysco Imperial Roasted Beets, quartered
- 2 c arugula
- ¼ c orange segments
- 4 T Block & Barrel Imperial Goat Cheese Crumbles
- ¼ c heirloom cherry tomatoes
- 2 ½ oz turmeric crema dressing (see recipe below)

Add all ingredients to a bowl, reserving half of the goat cheese for garnish. Toss with turmeric crema dressing to coat. Sprinkle with reserved goat cheese and serve.

Turmeric Crema Dressing

- 1 c Pica y Salpica Crema Mexicana
- 1 T Sysco Imperial McCormick Turmeric
- 1 T Sysco Natural Lime Juice
- ½ t Sysco Natural Minced Ginger
- ¼ t orange zest
- ¼ t lime zest
- 2 T Arrezzio Extra Virgin Olive Oil
- ½ t Sysco Imperial McCormick Black Pepper
- pinch Sysco Classic Kosher Salt

Combine all ingredients and mix well. Chill before serving.



SO MANY REASONS TO

Love Valentine's Day



Americans will spend nearly \$4.4 billion dining out on Valentine's Day in 2017, making it the second biggest day of the year for dining out. While this holiday has traditionally been owned by the fine dining segment, casual dining operators are creating new ways to drive sales with affordable luxury treats like specialty themed donuts and lobster grilled cheese sandwiches. From fine dining to food trucks, planning and prep are at the heart of a successful Valentine's Day strategy.

\$4.4

billion dining out on Valentine's Day in 2017

RECIPE

BROWNIE BAKED ALASKA

Recipe by **Chef Greg Meeker**, Sysco Seattle
Chef Dimitri Ponomarchuk, Continental Mills

1 ea 6 lb box BakerSource Fudge Brownie Mix
2 ½ c water
1 gal Wholesome Farms Vanilla Bean Ice Cream
1 gal strawberry sorbet
1 gal meringue (prepared)

Place water and brownie mix in mixer bowl. Using paddle attachment, mix on low for 30 seconds. Scrape bowl and paddle. Continue to mix on low for 30 more seconds.

Pour batter into greased full sheet pan. Bake at 350° F for 25–30 minutes. Allow brownies to cool. Cut six rounds using a 10" ring mold. Place one brownie round in a mold (ring-mold or spring-form). Next, add a layer of ice cream. Then add a layer of sorbet. Freeze until hard.

To assemble, remove cake from mold and cut into desired portions. Using a pastry bag with a star tip, cover each portion with meringue.

Toast meringue with a torch or salamander broiler before serving.

TIMING IS EVERYTHING

Valentine's Day usually means a full dining room, so when February 14 falls earlier in the week when dining rooms might not otherwise be as packed, there is a healthy boost to profits. Consumers might try to put off celebrating until the weekend, so incentivize guests to celebrate on the actual holiday with one-night-only experiences, like a complimentary Champagne toast or a gift card for repeat visits.

Tip: Drive Valentine's Day business outside of your dining room with a "Dinner for Two" takeout bundle.

COURT CURRENT CUSTOMERS

42% of consumers will pick a favorite restaurant as their Valentine's Day destination. So in-house signage – table tents, menu inserts, posters, etc. – is a great way to encourage current customers to celebrate at your restaurant. Digital marketing strategies like direct-to-customer emails also help communicate with loyal patrons, while targeted Facebook ads are an inexpensive way to reach first-time customers.

Tip: Sysco Menu Services is a great resource for creating holiday-themed menus.

PRIX FIXE = PROFITABILITY

Prix fixe (fixed price) menus are a great way to ensure each Valentine's Day cover is profitable. The key is making sure your kitchen staff is capable of handling a limited-but-unfamiliar menu during a rushed service. Another way to approach prix fixe is to offer bundled meals featuring your top-selling customer favorites. Offer pared-down portions of your best salads, entrees and sides with a sharable dessert for a set price that still gives guests a feeling of value.

Tip: Inexpensive themed changes to existing menu items can make customers feel special. Try adding pink rose syrup to chocolate desserts, or sending guests home with a small box of pastries for their morning coffee.

ALL-DAY OPTIONS

With fast-casual options like heart-shaped pizzas and red velvet pancakes, consumers have delicious choices to celebrate Valentine's Day across all day parts and at all price points. Snacking is still the fastest growing trend in foodservice, and consumers are always looking for new ways to indulge. Valentine's Day creates the perfect excuse to snack on sweets like cookies, cupcakes, chocolate-covered fruit and pretzels, or the sweet-salty-savory combo of chocolate-covered bacon.

Tip: Need a little holiday inspiration? Ask your marketing associate to set up a Sysco Business Review with our local in-house chefs.



READY FOR LOVE

Be sure and stock extra Valentine's Day essentials such as wine glasses, Champagne flutes, steak knives and tabletop décor to set the right romantic atmosphere. Find everything you need to set the right mood at SuppliesOnTheFly.com.



SINGLE, BUT NOT FORGOTTEN

Because most Valentine's Day promos are aimed at couples, singles often feel left out. To help attract this demographic, consider a February 15th Un-Valentine's Day celebration with food and drink specials designed for small groups and singles. Then, leverage social media to target the right local customers to make this new tradition a success.



Great ideas are on the menu

Create lasting holiday memories with special recipes and other great menu ideas from Sysco Menu Services. Then promote your holiday plans with posters, sluggers, check stuffers and more from Sysco OnDemand.

SYSKO
CUSTOMER PROFILE



Location
Sunset, Louisiana

Founded
2008

Category
Southern Cuisine

cafejosephinesunset.com



Foodie magazine recently sat down with **Troy Bijaux**, passionate chef, owner and “head honcho” at Café Josephine, where quality and freshness are the order of the day – every day.

Tell us about Café Josephine. What sets you apart?

“Number one, I’m here day in and day out. Too many people want to open restaurants and just sort of walk away. Not me, I’m here every day so we can create food with the most passion and the highest quality we can get. They say, ‘live every day like it’s your last.’ I say, ‘eat every meal like it’s your last.’ That’s truly what I believe; that’s how I cook.”

How did you get into the restaurant business?

“My first vision was an old-fashioned meat market and grocery store with a small deli. We ran that for two years before we realized that people wanted us to do more of the cooking for them. And even though I was selling them the best-quality meats available, they just didn’t want to spend that valuable family time cooking anymore. So I started slowly introducing homemade specialty pizzas and Italian dishes. From there, it continued to evolve as we started adding more and more unique specials to the menu. So eight years later, here we are: a full-service restaurant and catering operation we can all be proud of.”

What is Café Josephine known for?

“We have a saying around here: ‘Food with Attitude.’ I strive to surprise and delight. Folks come here thinking, ‘What’s that head honcho going to put on the plate next?’ I like to keep them guessing. For example, I have eight specials on the board right now! Even so, people have been here so many times that they say to me, ‘I’ve had everything on the menu, why don’t you just cook me something?’ That is really dear to my heart that they put that trust in me.”

OK, then. If someone walked in and said, “Chef Troy, hook me up,” what would you bring to the table?

“I’d start you off with roasted beets and hydroponic greens tossed in a pomegranate dressing. I like that as a palate cleanser to get you ready for what’s coming next. After that, we would get you some jumbo lump crab meat eggrolls with a house-made jalapeño jelly and sriracha. Next we go to the sea bass, my personal favorite. I like it pan-seared with fresh lobster and crawfish in a cream sauce over angel hair pasta with a few sprinkles of hot peppers and green onion. For dessert, I’m going to put you on my bread pudding. It’s a little different, more home-style. It’s like when your grandma would make it and pull it out of the oven while it’s still hot and not quite firm. She’d put it on the counter and you’d dig in a little too early because you couldn’t help yourself; maybe even burn your mouth a little. That’s how I make my bread pudding.”

What drives your passion for seafood?

“We love seafood in Louisiana; it’s part of our culture. Plus, seafood is only fresh for a few days. It’s not like a steak that can age for weeks and keep getting better. I have suppliers beating my door down to try and sell me seafood to compete against Sysco. But they only want to deliver to me once a week. That’s not good enough. If it’s delivered on Wednesday, I won’t consider that fresh fish by the time the weekend rolls around. My passion for seafood is that it’s so delicate, and that it has to be used fresh.”

How long has Café Josephine been doing business with Sysco?

“Since the beginning. There are a lot of people out there willing to take an order, but not as many reps like Mark Patin at Sysco. He is a true salesman and a partner. He’s like a brother to me.

He studies my menu and understands what I need. He comes in at least once or twice a week to make sure everything is flowing. If you have to call your order in to a computer, that’s not a tie to family for me. I want a personal relationship, someone I can trust. We spend a lot of time together discussing how to make Café Josephine better. In the early days, other distributors didn’t come around much. Now that I am successful, they are beating down my door. But I have to ask, ‘Where have you been? Where were you when I was struggling?’ Sysco has always been there for me. No matter what. And that’s what it’s all about.”

What would you say makes Sysco such an ideal partner?

“Other than that relationship, it’s the broad selection and buying power. I mean, who has more buying power than Sysco? No one. It’s about the peace of mind in knowing you are working with the biggest and the best. I’m the kind of chef who likes to talk with my customers; I’m about that ‘parking lot to parking lot’ experience. So I need to know what I bought, and know that what I serve is the best quality. I want to look my customers in the eye every day and know I gave them my best. Sysco gives me that confidence every day.”

What is your favorite experience with Sysco?

“We had a large wedding last year. And as you know, weddings are one day. If something goes wrong, you can’t say, ‘Come back soon and I’ll make it up to you.’ You only have that day to make it happen. So we had ordered some custom chocolate tulip cups for desserts. But when the cups showed up on the day, they were all crushed. Understand, now, these tulip cups had to be ordered weeks in advance. But I really wasn’t nervous, and I really wasn’t scared. I just knew I had to get Mark from Sysco on the phone and it would be fixed. So I did. And he went out immediately and found someone to custom make what I needed – in one day – to make that bride’s dream come true. No other company would do that for me.”



“If you just want to fill your belly, stay home and make a sandwich. If you want an experience, if you want a wonderful evening? I’ll make sure you get it.”

Chef Troy Bijaux



Look for the Seal
California Milk Advisory Board

California Mozzarella is still the



BIG CHEESE



11 LBS CHEESE EATEN
PER CAPITA IN THE U.S.

The popularity of pizza, lasagna, stuffed pasta and paninis clearly shows that consumers are craving mozzarella. Its mild, nutty flavor is a favorite among kids, and chefs love how easily it shreds, melts and slices. In fact, per capita consumption in the United States has grown from 9 to 11 pounds per year since the year 2000.

20% INCREASE IN
CHEESE CONSUMPTION

This 20%+ bump in consumption has been driven largely by an increase in innovation on the part of foodservice operators. While mozzarella's primary use remains pizza, operators are now incorporating this versatile cheese into flatbreads, grilled cheese sandwiches, salads, entrées and more.

35% OF U.S. MOZZARELLA
COMES FROM CALIFORNIA

In 2015, the United States produced more than 11 billion pounds of cheese, of which mozzarella accounted for four billion pounds. As the leading producer of mozzarella in the U.S., California alone produces 1.4 billion pounds of mozzarella every year, more than one-third of the country's supply.

Mozzarella production begins much like many other cheeses. But after the curds are separated from the whey, the cheese goes through a cooker-stretcher – a device that acts much like a taffy pulling machine. This process, called *pasta filata*, is what creates long strings when the warm cheese is stretched. Sysco makes **Riserva™ Mozzarella** using this same technique, but with a few added improvements to enhance texture and allow for higher heat tolerance.

Massimo Balacchi, director of Sysco's Italian Segment, says, "Consistency is one of the most important aspects of product development. We selected one company in California to be our exclusive supplier of Riserva because only they could guarantee a closed milk source and a small group of trained cheese makers dedicated to producing Riserva Mozzarella."



The tagline for Riserva says it all: "Traditional, authentic mozzarella for the modern pizza craftsman." Since its introduction in 2014, customers have flocked to the quality and consistency of Riserva Mozzarella.

The Riserva brand's goal is to create premium products focused on quality and consistency. Because California is the number one dairy state in the nation and a top producer of milk, butter, non-fat dry milk and mozzarella, Sysco turned to the **California Milk Advisory Board** (CMAB) for promotional support. The CMAB was eager to help Sysco, and granted Riserva the right to use the **Real California Milk** seal – a designation of origin and quality ensuring that all products bearing the seal are made with 100% real California milk in a plant inspected by the CMAB.

"California dairy is consistent and reliable because of the Golden State's mild, year-round weather with few seasonal changes," says Mike Gallagher of the California Milk Advisory Board.

To showcase other California dairy products, the California Milk Advisory Board also recently launched a new foodservice campaign called Real Makers. The campaign currently has three informative, fun-to-watch videos featuring up-and-coming chefs and restaurants on the cutting edge of craft. Learn more at realcaliforniamilk.com/foodservice.

Because Sysco and the California Milk Advisory Board are working to give modern pizza craftsmen a competitive edge, Riserva Mozzarella is available nationwide. Ask your local Sysco marketing associate for more information today!

This is an advertisement.

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Riserva Mozzarella has great color and a buttery, creamy appeal our customers love!

Chef Mark Bolan, Neo Pizza
Annapolis, Maryland



I know Riserva is going to perform consistently so we can focus on making the best pizza.

Mark Williams, Bruno's Pizza
Watersound, Florida





RESTAURANT MANAGEMENT *MADE easy*

For restaurant operators, the ordering process is often complex and time consuming. But what if it didn't have to be? With **Sysco Mobile**, Sysco's foodservice ordering app, operators can order the products they need from the convenience of their mobile devices. Available 24 hours a day and 365 days a year, Sysco Mobile's anytime, anywhere access is changing the way Sysco customers engage with their marketing associates and approach the order process. With more free time, they're able to dedicate more time to the things they care about.

FLEXIBILITY IN THE PALM OF YOUR HAND



Order

Create and review orders using the order guide or custom list features, or by searching for product images and nutrition information in Sysco's product catalog.



Track

Track, review and monitor your order deliveries with ease.



Manage

Look up past orders, or modify and add to existing orders. Managing inventory is easier than ever with one-step reordering and recorded grocery lists.

THE NEXT GENERATION OF DOING BUSINESS WITH SYSCO

Sysco Mobile was developed to help Sysco customers run their businesses more efficiently and profitably by giving them control of their ordering process. When designing the mobile app, Sysco focused on several key needs identified by customers, including:

- More time to focus on increasing guest satisfaction.

- The ability to quickly access information related to business decisions, despite hectic schedules.
- The flexibility to place orders and engage with the app when and where it's convenient.
- Ideas to boost operational efficiency, including ways to increase productivity and lower costs.
- Actionable business insights designed to facilitate successful business decisions.
- A consistent, streamlined experience across all channels.

"Owners and managers of foodservice operations want to spend less time ordering and more time focused on growing their businesses. Our goal is to provide our customers with a more innovative way to interact and engage with Sysco, and to help them run more profitable businesses."

Ron May
Vice President of
eCommerce at Sysco

"Sysco Mobile has really changed the nature of my relationship with my Sysco marketing associate. It helps free up his time that used to be spent taking orders so he can act as more of a business consultant for me, and has freed my time up so that I can focus on my relationship with my employees, food quality and customer satisfaction."

The Lost Cajun
A Sysco Customer

GET STARTED NOW!

Download Sysco Mobile from the Apple App Store or Google Play to get started. Available for iPad, iPhone and Android.

CAKE Upgrade Your Business

with CAKE Point of Sale



a **Sysco** company

The Point of Sale Every Restaurant Deserves

Simple, intuitive, and cost friendly.



Intuitive Design
Just for Restaurants
Make menu changes and adjustments on the fly



View Reports
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Industry Low Credit Card Rates
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SEASONAL SHAKE-UP

Offering a balance of signature and seasonal dishes is a great way for operators to try out new trends, meet customer demands and keep costs down. When building a winter menu, operators should look at what's in season to determine food cost and availability. Sysco's team of product specialists and extensive in-season offerings can help operators select the right products to create delicious, diversified menus.



Hook more customers with seafood

Sysco's **Portico** brand offers customers premium seafood for all occasions. In the winter months, operators can use seafood in heartier dishes like soups, stews and chowders. In February, lobster tails are the perfect menu offering for Valentine's Day. On St. Patrick's Day, haddock fillets, loins or pre-battered portions function as the perfect base for golden-fried fish and chips. In March and April, consumer demand for seafood rises as meatless Fridays become a regular occurrence for patrons observing Lent. Offering a variety of fish and shellfish – like **Portico cod, salmon, catfish, tilapia** and **shrimp** – will keep consumers engaged throughout the Lenten season.



Beef up your offerings

Keep things classic this Valentine's Day by serving a steak dinner. Sysco can handle all your center-of-the-plate needs with offerings from **Butcher's Block**. Aged rib eyes, striploins and top sirloins strike all the right notes for a romantic evening. Selections from **Butcher's Block Reserve, Butcher's Block Choice** and **Butcher's Block Select** deliver an unforgettable dining experience for any special occasion. Sysco carries a variety of USDA-graded programs, so quality is never a concern.



Pick your produce

From juicy citrus and hearty root vegetables to leafy greens, winter produce offers a variety of flavors and textures sure to add a touch of seasonality to any dish. Reduce waste and make the most of winter produce by highlighting the intense flavor in rinds and peels. Zest peels to add a zip to sauces or spice blends, or candy them to create a quick garnish for a sugar-rimmed cocktail. Vegetable scraps, like cauliflower jacket leaves or leftover root vegetables, can be roasted into crunchy, salty chips, or used to make a hearty stock.

REDUCE WASTE WITH INVENTORY MANAGEMENT

Every operator is acutely aware of tight margins in the hospitality industry. Money lost through food and product waste – and occasionally, theft – is a big issue, and an easy way for costs to spin out of control. But there's good news: smart inventory management can greatly reduce waste while boosting revenue and giving employees a crucial sense of operational responsibility.

"You don't need to have your money on the shelf," says Neil Doherty, Sysco's senior director of culinary development. "By inventorying constantly, you know what the market is on products. You can make better decisions ... 80% of all chains do regular inventory. Less than 20% of independents do daily or weekly inventory. The reason chains are more profitable and have the ability to grow is because they understand what their costs are daily."

When beginning an inventory program, be sure to take a complete count of all products used in the restaurant. An inventory unit should be the smallest practical countable unit of any given item. Use a spreadsheet (or any recent sales to establish how much



product is needed to get from one delivery to the next. Then establish a regular inventory schedule with clear guidelines, and make staff members responsible for each aspect.

Remember, different types of products should be catalogued differently. For improved accuracy, take time to create an inventory list for each product category. You'll be glad you did.



Inventory made easy

Need a better way to manage inventory? Try the **Sysco Mobile Inventory App**. This new app works seamlessly with **Sysco Mobile**, allowing operators to manage and track inventory and vendors while eliminating inefficiencies and gaining valuable, real-time insight into keeping costs under control.

To help you get started, here are a few inventory problem areas you may want to address first.

Coolers

"Nobody ever makes an order without putting a hand in the refrigerator," Doherty says. "So we inventory refrigerators every single day." Rotating produce and keeping a steady eye on coolers reduces food waste, of course. But there is also an added benefit. "When people see you inventorying and counting, it's almost like putting a lock on the refrigerator," Doherty says. "It keeps theft down."

Freezers

Chef Neil likes to refer to freezers as "the land of mistakes." So organization is vital. Too often, people try to hide items in the freezer. Or, unopened and poorly labeled boxes stack up, and no one can find anything. Operators should adopt a "retail mentality" when it comes to deep-freezers and walk-ins. "Take things out of boxes and stack them side by side so you can get a quick feel for what you have and what you really need," Doherty says.

Dry storage

This area is typically easier to inventory than other parts of the operation, simply because it's the most visible. Still, if ingredients have been sitting untouched in dry storage for a couple of months, it's time to question why they're taking up space in your restaurant. Otherwise, Doherty says, "It's smothering cash."

Ciao Italia!

Massimo Balacchi
Italian Segment Director



Born and raised on the Adriatic Riviera in Riccione, Italy, Massimo Balacchi has fond childhood memories of playing in the kitchen as a child, learning from his mother and grandmother. His venture into the culinary world officially started at age 7, when he began cooking on his own. By age 13, Massimo had secured his first job as a cook in a local kitchen.

When he was 15, Massimo had the opportunity to enter the Italian National Culinary Championship – where he walked away with a first place win! He would later receive two culinary degrees from the I.P.A.S. (Italian Culinary Institute) in Riccione, and then move to London at the age of 18. By the time Massimo was 19, he earned the title of executive chef.

Several years later Balacchi moved to Miami, where his commitment

to preparing high-quality food opened countless doors for him over the years. He was even a Sysco customer for 10 years before joining Sysco South Florida as the Italian Segment manager.

“Italian is the biggest ethnic segment in the nation, and pizza is by far the largest consumed ethnic food,” Massimo explains. “Deciding to abandon the stove and join Sysco seemed logical, as it allowed me to reach millions of people with wholesome, quality products.”

Throughout his culinary career, Massimo has remained committed to the cause of helping people eat better. His dual passion for good food and “good for you” food has led Balacchi to make a number of healthy changes in his own diet, which has further fueled his desire to share wholesome, quality food with operators and consumers alike.

“*Deciding to abandon the stove and join Sysco seemed logical, as it allowed me to reach millions of people with wholesome, quality products.*”

As Sysco’s Italian Segment director, Balacchi’s goal is to share his lifelong knowledge of Italian cuisine with Sysco customers. He is responsible for monitoring product and market trends that affect operators in the Italian foodservice segment, and works hand-in-hand with a multifunctional team of suppliers and Sysco employees to ensure that Sysco stocks the best possible portfolio of products.

Massimo also uses his passion for his Italian heritage and healthy food to help Sysco customers select the right products for growing and improving their business. He often engages with the Italian foodservice community at industry events like Pizza Expo, where he educates operators about everything from innovative products and trending flavors to cost-saving tips and healthy menu ideas.



Vibrant, Versatile *Beets*

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Nutritious **Sysco Imperial Cooked Beets** are ready to serve, which eliminates the labor costs and mess associated with beet prep while delivering 100% product yield. Get the most out of this on-trend ingredient and update your menu with convenient, peeled and fully-cooked beets from Sysco.

Mediterranean Beet Dip

Ingredients:

½ c	Wholesome Farms Plain Greek Yogurt
8.8 oz	Sysco Imperial Beets
5 ea	garlic cloves
1 ea	fresh jalapeño
2 t	honey
2 t	za’atar seasoning
½ t	sea salt
2 t	cider vinegar
2 T	feta cheese
3 T	pepitas (pumpkin seeds)

Directions:

Cut top off whole head of garlic; drizzle with olive oil and wrap in foil. Roast at 375° F for 40–50 minutes. Cut jalapeño in half length-wise; remove seeds and ribs. Place cut side down on a baking sheet and roast at 375° F for 8–10 minutes (until skin browns and begins to bubble). After ingredients have cooled, finely dice jalapeños and peel five cloves of garlic.

Combine all ingredients in a food processor and blend until smooth, scraping sides if necessary. Sprinkle with feta cheese and pepitas, then serve with pita triangles or crackers.



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