

Sysco

SUMMER 2018

FOODIE

AT THE HEART OF FOOD & SERVICE™



2018 SPECIAL EDITION

FEATURES

TRENDS

OPERATIONS

SERVING
TODAY,
BY PROTECTING
TOMORROW.



Atlantic Salmon from Faroe Islands

At High Liner Foods, our commitment to do things the right way stretches from sea to table to tomorrow. We are steadfast in our principles and processes to provide the very best seafood while also sustaining fish populations and their environments along the way.

To learn more about our promises, methods, and full line of delicious seafood products, visit www.highlinerfs.com/sysco


HIGH LINER FOODS

©2017 High Liner Foods. All rights reserved.



THE BEST OF FOODIE

We've put together an exclusive tasting menu of the best of Sysco *Foodie* magazine, featuring our favorite articles, tasty recipes and industry insights you won't find anywhere else.

Find all this content – as well as past issues of *Foodie* – at **SyscoFoodie.com**.

FEATURES

04 Raising the Steaks

Appeared in the Summer 2017 issue

08 Dive into Seafood

Appeared in the Winter 2017 issue

12 Get a Fresh Perspective on Fresh Produce

Appeared in the Spring 2017 issue

TRENDS

30 Street Foods Open a World of Flavor

Appeared in the Fall 2017 issue

32 Get More from Your Morning

Appeared in the Holiday 2016 issue

34 Mash-ups: Playing with Your Food

Appeared in the Fall 2016 issue

OPERATIONS

16 Keeping Profitability on the Plate

Appeared in the Summer 2017 issue

18 Serving the Made-for-Me Generation

Appeared in the Fall 2017 issue

22 Building a Better Burger

Appeared in the Summer 2016 issue

24 Pile on the Profits with Pasta

Appeared in the Holiday 2017 issue

26 The Dish on Plating Desserts

Appeared in the Holiday 2017 issue

28 Pour on the Profits with Summer Drinks

Appeared in the Summer 2017 issue



NOTE FROM the Executive Editor

Dear Valued Sysco Customers,

You are the reason behind everything we do at Sysco. We always strive to keep your voice in every conversation and your needs at the heart of every decision we make. Two years ago, based on your feedback, we revamped our *Foodie* magazine to deliver a better, more comprehensive customer experience. We incorporated more trend information, delicious recipes, and sections to help operators address all areas of their business.

We've curated a list of the best articles from our past issues to create our two-year anniversary "Best of *Foodie*" issue. Each article was thoughtfully selected to bring value to our customers, with ideas, insights and recipes to help every type of operator. From how to select the perfect cut of steak, to how to move produce to the center of the plate, to tips on maximizing plate profitability – there is a valuable takeaway on each page.

Thank you for the continued opportunity to earn your business each and every day. We value you and your opinion, which is why we invite you to participate in our *Foodie* survey. We appreciate a few moments of your time to tell us how we can serve you better. Visit **SyscoFoodie.com** and follow the instructions to complete the survey.

Thank you and enjoy the issue.

Bill

Bill Goetz

Senior Vice President, Sales and Marketing

f /SyscoCorporation

@sysco_corp

@sysco

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

© 2018 Sysco Corporation. All rights reserved. Unless otherwise noted, all product or brand names and their associated copyrights herein belong to their respective owners.

Raising THE Steaks

Steak is as popular as ever. But with so many cuts and grades to choose from, each with different preparation and cooking techniques, it's easy to see why some operators still find steak a bit intimidating.

Today, beef represents great value. While many input costs of the foodservice business continue to inflate – labor, insurance, rent, energy, etc. – protein costs remain stable. In fact, beef prices have fallen steadily. With falling costs and continually rising consumer demands taken into consideration, the time has never been better to feature beef on the menu.



Beef prices
have fallen
since 2015¹



of operators
say steak
increases
traffic²



of consumers
eat beef
monthly³



Simply put: people love it,
people buy it, and your
margins on steak are
now better than ever.

Chef Mark M. DeNittis

Sysco Center-of-the-Plate Specialist,
Sysco Denver



“BEST OF” FEATURES

This article originally appeared
in the Summer 2017 issue.

Sources:

1. USDA Boxed Beef Reporting Dashboard.

2. 2015 Usage and Volumetric Assessment of Beef in Foodservice, Technomic.

3. Cattleman's Beef Board & National Cattleman's Beef Association, beefretail.org.

How to pick a winner

Choosing the right steak for your operation starts with knowing your customers – regional differences and price tolerance are huge factors to consider. From high impact to high value, the real key to profitability is knowing what sells.

Big steaks, big impact

Nothing turns heads quite like a tomahawk rib chop. Cut from the standing rib, with the entire bone left intact, “tomahawks” not only make for an amazing presentation, they also inspire excitement as they make their way through the dining room. When served on a sizzling platter, **Buckhead/Newport Pride Tomahawk Chops** are a feast for the senses. Before guests even see the entrée itself, they can hear the juices sizzling and smell the char of the grill. Presentations like this are high impact and high dollar, so they are not for every operator.

Other high-impact cuts include **Buckhead/Newport Pride Bone-In Filets**, which deliver a juicy, more flavorful spin on leaner filet mignon; or the **Buckhead/Newport Pride Osso Bucco-Style Boneless Shortrib**, which is a more cost-effective alternative to lamb, veal or pork shanks in stunning braised applications.

Worth their salt

Bring more flavor to your steak dishes with specialty sea salts from Woodland Foods.

Black Hawaiian Sea Salt

Applewood Smoked Sea Salt

Himalayan Pink Sea Salt

Baseball Top Sirloin

Ranch Steak

Cube Steak

Where there is variety, there is value

You don't need to put a massive, two-person porterhouse on the menu to have a successful steak program. Due to recent advancements in product development, there are now more high-value cuts available than ever before. Take the **Buckhead Pride Beef Chuck Roll**, commonly known as the “chuck roll, neck off.” This reasonably priced cut offers both value and versatility for a variety of applications. Operators can easily serve a whole roast, cut the chuck eye into steaks, or shave it for use in Philly cheesesteaks.

Another lesser-known cut to consider is the **Buckhead/Newport Pride Pub Steak**. This USDA Prime graded steak is cut from the shoulder muscle but remains tender due to the aging and marbling. At around \$4 for an 8-ounce portion, there is plenty of room for profit on the plate.

Carve it up

Light butchery and solid knife skills can extend profitability. A 20-pound chuck can be stewed or braised whole for about \$300 profit. With creative butchery, that profit margin can reach nearly \$500 by seaming the chuck roll into high-profit cuts like Denver or Sierra steaks. Contact your local Sysco marketing associate for ideas and training materials.

Need help deciding what's right for you?

To ensure that you make the right choice for your business and profitability goals, consult your local Sysco company. Our marketing associates, culinary consultants and center-of-the-plate specialists are experts in helping every operator find the right fit – from high-end steakhouses to casual roadside grills.

Not all beef is created equal

Quality is always important. But not every application needs the highest grade of beef. If you want to put simmered or braised dishes on the menu, like a traditional Irish stew or a classic American pot roast, then you may not need a USDA Prime cut. In these instances, a USDA Select cut will perform just as well with little to no trade-off in the quality of the finished dish. The only place you'll notice the difference is in your profits!

There is no substitute for quality

Food safety and quality are something every operator needs to be concerned with. No matter what the USDA grade may be, if the beef arriving at your back door has been mishandled at any step in the process, then it may not be fit to serve. Working with reputable suppliers is incredibly important, and all it takes is one foodborne illness to turn a regular guest into a former customer.

When you get your beef from Sysco, you can rest easy knowing that we maintain the largest and most active quality assurance department in the foodservice industry. From our rigorous supplier approval process and ongoing facility inspections to our never-broken cold chain, we take pride in delivering beef that meets and exceeds the very highest quality and safety standards.

A cut above

At Sysco, good animal welfare practices and the humane treatment of livestock are ingrained in our company culture. We employ the latest science-based standards and engage leading animal scientists to continually improve conditions and practices, including the incorporation of Animal Welfare and Handling Guidelines and Independent Animal Welfare and Handling Practices into our annual Independent Audit Program.

Making the grade: a cheat sheet

USDA quality grades are based on attributes that affect tenderness, juiciness and flavor. This includes maturity, firmness, texture, color and marbling. USDA grades are not, however, a measure of quality assurance or food safety. That all depends on your suppliers and the QA practices they have in place.

SELECT

Attributes: Uniform in quality; lean; not as juicy or tender as higher grades
Applications: Marinating, slow cooking, braising

CHOICE

Attributes: A step-up in quality and in marbling from Select
Applications: Loin and rib cuts for broiling, roasting or grilling; use less tender cuts for braising, roasting or simmering

PRIME

Attributes: From young, well-fed cattle; abundant marbling; highest quality
Applications: Prime roast and steaks are excellent for broiling, roasting or grilling



Center-Cut Filet Steak



Ribeye Steak

Making the most of your beef

If you want to get the most out of the meat on your menu, then choosing a partner who understands your unique needs, your customers' distinct preferences and your overall profitability goals is critical. At Sysco, we recommend **Buckhead Pride** and **Newport Pride**, North America's leading brands in beef.

Integrity of our brand

"Pride" is more than a brand name; it is how our companies conduct their business. Since being acquired by Sysco in 1999, Buckhead Meat and Newport Meat companies have grown to be two of the industry's largest and most reputable meat purveyors – known nationwide for perfectly aged steaks. From USDA Prime and Certified Angus Beef® to Choice, Select and Wagyu steaks, Buckhead and Newport cuts are aged for 21 to 35 days to enhance flavor and tenderness. It is this unwavering dedication to quality, consistency and craft that has made the Buckhead Meat and Newport Meat teams trusted partners to many of the world's finest chefs, hotels, steakhouses, neighborhood eateries and more. And it is their pride in a job well done that will make them the perfect fit for your operation, too.

Portion control means profit

The artisan meat cutters at Buckhead Meat and Newport Meat specialize in hand-trimming and hand-cutting steaks and chops to ensure that every customer gets exactly what they pay for – from strict trim specs to exact steak counts.

Still intimidated? Make it special.

If you do not regularly serve steak, try starting slow. Maybe host a steak night once a month to see how your guests react, and how your kitchen handles cooking steaks when the heat is on. If it works once a month, try it once a week. Odds are you'll soon find a permanent place for steak on your menu.



**The Buckhead/
Newport Pride
mission:**

*To source, age, cut
and deliver top-quality
meat products to
our customers with
exceptional service.*

Even high-performing steaks need a little rest

Let steaks rest for at least 3 minutes before slicing or serving. This allows juices to be drawn back into the meat, resulting in a juicier, tastier steak. Because meat will continue to cook even after it is removed from heat, try to avoid letting steaks rest for too long or under heat lamps.

RECIPE

BETTER WITH BUTTER

Recipes by **Chef Mark DeNittis**
Sysco Denver

With classic options like compound butters, creamy sauces and grilled seafood offered as toppings for an upcharge, it is possible that the steak category may have invented the customization trend.

Getting into the customization game is easy, especially if you start with these simple-but-effective compound butters using on-hand and on-trend ingredients.

To make them, begin by whipping the butter. Next, fold in the ingredients listed below (or get creative and add your own signature touch; it's hard to go wrong). Then, place butter mixture on wax paper and roll into a log. Chill for one hour or until firm. Slice rolls into ½" medallions. Place on top of cooked steaks before serving.

BLUE CHEESE CHIVE BUTTER

16–20 servings

- 8 oz Wholesome Farms Unsalted Butter
- 8 oz Sysco Imperial Blue Cheese
- 1 T Sysco Natural Fresh Chives, chopped
- 1 T Sysco Natural Fresh Thyme, chopped
- 2 oz Sysco Classic Prepared White Horseradish
- 2 t Sysco Imperial McCormick Ground Black Pepper
- 1 t Sysco Classic Apple Cider Vinegar
- Sysco Classic Kosher Salt, to taste

CHIMICHURRI BUTTER

16–20 servings

- 8 oz Wholesome Farms Unsalted Butter
- 2 T Sysco Classic Pure Organic Honey
- ½ c Sysco Natural Italian Parsley, chopped
- ½ c Sysco Natural Cilantro, chopped
- ¼ c Sysco Imperial Garlic Cloves, peeled and roasted
- 1 T Sysco Imperial McCormick Ground Cumin
- 1 t Sysco Imperial McCormick Crushed Red Pepper
- 2 T Sysco Classic Red Wine Vinegar
- Sysco Classic Kosher Salt, to taste

TIP: Custom compound butters may be made days in advance. Just remember to label and date each roll and keep them chilled.

Find the recipes for our **Maitre D' Hotel Steakhouse Butter** and **Major Gray Chutney Butter** in the Summer 2017 recipe book at SyscoFoodie.com.



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.

“BEST OF” FEATURES

This article originally appeared
in the Winter 2017 issue.

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
1½ t	light brown sugar
½ t	coarse sea salt
½ t	red pepper flakes
1¼ t	ground black pepper

RECIPE

SEAFOOD ENCHILADAS

Recipe by **Chef Benjamin Udave**
Sysco Los Angeles

3 oz	lobster meat
12 ea	Portico Classic 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

1. Warm lobster meat and shrimp in butter and enchilada sauce. 2. Warm tortillas and fill with seafood mix, cheese and fresh onion. 3. Top with warm enchilada sauce and cheese, then use a torch to brûlée the top until cheese melts and browns slightly. 4. Garnish with cabbage and onion. Top with micro mint and drizzle with crema.

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.

36%

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

10%

Only 1 in 10 Americans currently eats enough seafood.²

Find this **Fabulous Fish Taco** recipe and more fresh ideas in the Winter 2017 recipe book at SyscoFoodie.com.



Sources:
1. National Fisheries Institute. Hooked, Vol. 14.
2. Seafood Nutrition Partnership, seafoodnutrition.org.



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
1½ 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
1½ t	Sysco Classic Salt
½ t	Sysco Imperial McCormick Ground Black Pepper
2¼ lbs	Portico Classic Crab Blend

1. Preheat oven to 375° F. 2. In large saucepot, cook cream cheese, cream and garlic over medium heat until mixture is smooth (whisk constantly). Remove from heat. 3. Stir in artichoke hearts, spinach, red peppers, grated cheese, lemon juice, salt and black pepper. Fold in crabmeat. 4. Transfer dip to a small baking dish, cover and refrigerate. 5. 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 Classic Peeled & Deveined White Shrimp** or, for a ready-to-cook tropical infusion, **Portico Classic 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 will be using lobster as more of an ingredient, start with **Portico Imperial 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 flair 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 turns 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.



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 Classic Ultimate Sushi Crab
5 ea	Wholesome Farms Classic Shell Eggs
10 oz	Wholesome Farms Classic Heavy Whipping Cream
2 c	shiitake mushrooms
1½ T	International Supreme Garlic Oil
1½ 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

1. Marinate 12 3-oz medallions of pollock in miso for 4 hours.
2. Preheat oven to 325° F.
3. Sauté finely diced shallots and shiitake mushrooms in 1 tablespoon oil until tender, then let cool. Mix 5 eggs with 10 oz of heavy cream and ½ tablespoon remaining oil. Fold in green onions and cooled mushroom mixture.
4. Spray 6 small ceramic cups with pan coating and line with 1½ pieces of crab. Then pour mixture into cups evenly. Bake at 325° F for 20–25 minutes until set.
5. Sear pollock in a hot pan until caramelized.
6. 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.



GET A FRESH PERSPECTIVE *on produce*

Consumers crave healthy menu items now more than ever. This means operators are turning to fresh produce more often to help meet this need. Available in a stunning array of colors, textures and flavor profiles, fresh produce is a great way to bring value and variety to your menu. But first, you may need to change the way you look at fruits and veggies.

"BEST OF" FEATURES

This article originally appeared
in the Spring 2017 issue.

RECIPE

VEGAN BEET QUINOA BURGER

Recipe by **Chef Kelly Bean**
Sysco Nashville

2 ea	medium beets, peeled and chopped
1½ c	Carmelina Cannellini Beans, rinsed and drained
1 c	Village Harvest Golden Quinoa, cooked
2 ea	Sysco Natural Garlic Cloves
4 T	flax seed
2 T	water
½ t	Sysco Imperial McCormick Black Pepper
1 t	Sysco Classic Kosher Salt

1. Prepare quinoa per instructions and set aside.
2. Pulse flax seed and water in a food processor to combine. Then add beets, garlic, quinoa, beans, salt and pepper. Pulse until well blended. 3. Pat out burgers and place on wax paper. Chill for at least one hour or overnight for best results. 4. Serve with carrot ginger chutney and arugula.



RECIPE

SPRING CONFIT POTATO NIÇOISE SALAD

Sysco Signature Recipe

- 8 ea Sysco Imperial Yukon Gold Potatoes
- 4 ea Sysco Natural Garlic Cloves, chopped
- 1 c Arrezio Olive Oil
- 1 ea Sysco Natural Fresh Thyme, sprig
- 3 ea heirloom tomatoes
- 1½ c frisée lettuce, torn
- 12 ea French green beans, blanched
- 12 ea Sysco Natural Standard Asparagus, blanched
- 12 ea Niçoise olives, pitted
- 3 ea Wholesome Farms Eggs, soft-boiled, shelled
- 1 ea Sysco Imperial Radish, thinly sliced
- salt and cracked black pepper to taste

Maple Mustard Seed Vinaigrette

- ½ c reserved olive oil from potatoes
- 2 T Creole mustard
- 3 T Sysco Classic Apple Cider Vinegar
- 1 T Sysco Imperial Maple Syrup

Combine Creole mustard, maple syrup and vinegar. Whisk continually while gradually adding oil. Season with salt and pepper to taste.

FOR THE SALAD

1. Preheat oven to 300° F. 2. Cut potatoes in half lengthwise and toss with salt and pepper. Place in hotel pan with olive oil, garlic and thyme. Cover and bake at 300° F for 30 minutes or until tender. Remove potatoes and cool. Reserve ½ cup olive oil for dressing.
3. Core tomatoes and cut into three thick circles. Season with salt and pepper. 4. Combine the frisée, asparagus, radishes, French beans and potatoes. Season with half of the vinaigrette. 5. To plate, shingle tomato slices, top with salad mix, and place halved soft-boiled eggs on top. Garnish with olives and drizzle with remaining vinaigrette.

From side dish to center stage

Spring is produce's time to shine, when many fruits and vegetables are at their absolute peak of perfection. As the season changes, carb-heavy dishes that dominated winter menus are being replaced by lighter options featuring the bounty of spring at the center of the plate. From breakfast and brunch to late-night bites, fresh produce is taking center stage with big, bold flavors that challenge even the meatiest entrées in regard to visual appeal, heartiness and perceived value.

Protein-packed produce

As meat alternatives – plant-based milks, grain-blend burgers, veggie steaks – continue to rise in popularity, many diners are moving toward protein-packed veggie options on a more regular basis. For operators, just offering a veggie burger won't be enough. Customers want more, from simple fare like three-bean chili to more complex and exotic flavors like curry-roasted purple cauliflower served with a harissa-spiked yogurt.

Have a field day with produce

Fresh produce is one of the broadest, most flexible categories in the foodservice industry. There are opportunities for incorporation in every day part and across every menu category, whether you use it as an ingredient or as your featured main. For example, vegetable charcuterie (seemingly an oxymoron) is popping up on innovative menus with tasty treats like beet chorizo, multicolor lentil terrine, smoke-cured root veggies and wild mushroom pâté. The key is to have fun and get creative.

Let flavor work for you

Seasonal produce is bursting with flavor right now. With most in-season produce, you don't really need to do much to bring out that natural goodness – a little salt and pepper go a long way in letting fresh flavors speak for themselves. Some veggies, however, work best as a foundation for your signature spice blends, sauces and cooking techniques. However you choose to prepare them, when you let fresh flavors speak for themselves, your customers will like what they hear.



Recommended daily produce servings: 7
Average servings per day: 3
Number of Americans meeting daily requirements: 4%

Source: 2015–2020 Dietary Guidelines.

RECIPE

ROASTED VEGETABLE SALAD WITH BEET PURÉE AND CRANBERRY CHEESE

Sysco Signature Recipe

- 2 packs Sysco Imperial Red Beets, peeled and cooked
- 2 c red radish, trimmed
- 3 ea fresh Belgian endive
- 3 heads multi-color cauliflower, one of each color
- 2 c Sysco Imperial Pearl Onion
- 1 c hazelnuts, blanched
- 2 packs yellow tomato
- 1 ea Sysco Imperial Anise, bunch
- 2 T Sysco Classic Apple Cider Vinegar
- ½ c Stilton cheese with cranberry
- Sysco Classic Salt, to taste
- Sysco Imperial McCormick Black Pepper, to taste
- Arrezio Extra Virgin Olive Oil, as needed
- Fresh chive, as needed

1. Preheat oven to 350° F. 2. Cut 2 beets in half and purée with olive oil and vinegar (to taste). Cut remaining beets into bite-sized pieces. Toss 1½ cup radishes in oil with salt and pepper. Roast at 350° F for 10–15 minutes. Save remaining radish for garnish. 3. Cut endive in half, toss with olive oil, salt and pepper. Grill until char marks appear. 4. Cut cauliflower into florets and toss with olive oil, salt and pepper. Roast on a sheet pan for 10–15 minutes at 350° F. 5. Set aside ½ c raw pearl onions for garnish. Cut remaining onions in half from top to bottom, toss with olive oil, and roast at 350° F until soft. 6. Roast hazelnuts at 350° F for 10 minutes or until browned. 7. Toss unroasted beets, radish and cauliflower in olive oil and vinegar (to taste). 8. Cut yellow tomatoes in half. Shave anise bulb and remaining raw radish paper thin using a mandoline. Toss raw veggie chips, sliced pearl onion and grilled endive with olive oil, vinegar and chives (to taste). 9. Lay down a base of beet purée, then plate vegetables on top. Top with crumbled cranberry cheese and toasted hazelnuts.

TIP: This dish is vibrant and colorful, allowing you to be as creative as you want when mixing colors and textures.

Brands in bloom

Spring is a time of renewal, not just in the farms and fields where our fresh produce grows, but in the Sysco Brand family as well. For more than 30 years, Sysco Brands have exemplified quality and reliability, providing the ingredients our customers need most to deliver consistent experiences day in and day out.

Soon, you may notice that our brands are starting to look quite different. Driven by a company-wide commitment to more sustainable operations and new FDA regulations on clear and clean labeling, the packaging and branding around our products will soon feature a fresh, new look.



Quality and freshness come naturally

Sysco/FreshPoint® is North America's largest foodservice produce distributor, offering everything from the fruits and vegetables every operator needs to regional and local specialties.

Known for delivering quality, Sysco/FreshPoint products will soon look as good on your shelf as they do on the plate, with newly designed packaging that is more sustainable and easier to read.

Rest assured that no matter what changes on the exterior, you can always count on one thing to remain constant: Sysco/FreshPoint's dedication to delivering the best products to your door. That will never change.



Find the recipe for **Bourbon Steamed Peaches and Cream** in the Spring 2017 recipe book at SyscoFoodie.com.

WHAT'S FRESH FOR SPRING

Fruits

Avocado
Kiwi
Mango
Pineapple
Strawberries
Tangelo

Veggies

Artichoke
Asparagus
Beets
Cabbage
Collard greens
French beans
Purple cauliflower
Radishes
Rhubarb
Snow peas

— Sysco | freshpoint —
NATURAL
Hand Selected Produce
— SINCE 1983 —

Sysco/FreshPoint Natural exceeds the industry's best standards. Produce is grown, packed, processed and shipped from the source. Our produce specifications exceed U.S. #1 Quality Grade Standards.

— Imperial —
FRESH
Hand Selected Produce
— SINCE 1983 —

Imperial Fresh is the best produce available per industry standards. This is our line of fresh produce packed to maintain the utmost in quality, freshness and food safety.

Distributed by Sysco/FreshPoint

— Reliance —
FRESH
Hand Selected Produce
— SINCE 1983 —

Reliance Fresh delivers produce essentials at great value. This brand meets all regulatory standards and Sysco's standards for quality and food safety. Providing the value you expect, Reliance Fresh is your choice for produce essentials that are perfect for creating salads, smoothies, soups and more from season to season.

Distributed by Sysco/FreshPoint

Contact your local marketing associate to find out more about Sysco/FreshPoint produce today.

“BEST OF” OPERATIONS

This article originally appeared in the Summer 2017 issue.

KEEPING PROFITABILITY

ON THE PLATE

Today's operators face a host of profitability challenges: increased competition, soaring food costs and continuing labor pressures, just to name a few. When looking to add profitability, it is important to understand that “value” goes well beyond what is on the plate. Value can be found in the perception of a dining experience.

“If food is delicious and visually appealing – especially if it's Instagrammable – customers will order it, they will share their experiences, and they'll feel good paying the price you ask,” says Cujean Lee, Innovation and Strategy Analyst at Sysco.

TOP 5 WAYS TO MANAGE PERCEIVED VALUE



1 Reorganize the real estate

One of the simplest and most effective ways to increase profitability is to change the way the plate is composed.

- Decrease center-of-plate portion size by increasing starch and vegetables.
- Choose sides that offer greater plate coverage, like vegetables that add bulk, height, color and textural interest.

TIP: Launching a redesigned item under a new name is a great way to avoid customer concerns about smaller portions.

“

You don't have to raise prices to increase profits. There are several tweaks you can make to what you menu or how you plate your dishes that will drive revenue and please your customers.

– Neil Doherty
Senior Director of Culinary
Development at Sysco

”



2 Emphasize side dishes

One side does not fit all. Use side dishes to fill the plate and leave a lasting impression.

- Unique sides add coverage and interest. Use them as a point of differentiation.
- Craveable side dishes like truffle mac and cheese not only demand a premium price, they also help drive incremental traffic.

TIP: Don't think of protein as the center of the plate; consider it “part of the plate.”



3 Change plate sizes

Whether it's a china plate or a paper-lined sandwich basket, size matters.

- Choose plates with attractive borders that reduce coverage area and create the perception of fuller servings.
- Decreasing container size by an inch can achieve the same result.

TIP: If you do it right, food cost savings and increased profitability should offset new tableware expenditures.

4 Leverage high-value ingredients

Less expensive ingredients, especially at the center of the plate, will increase profitability and offer quality and value.

- Experiment with value cuts of protein: try lamb shank instead of chops, pork shoulder instead of loin, beef chuck instead of sirloin.
- **Portico Alaskan Pollock** or **Portico Bounty Pacific Cod** are less expensive and more sustainable – something consumers care about more and more.

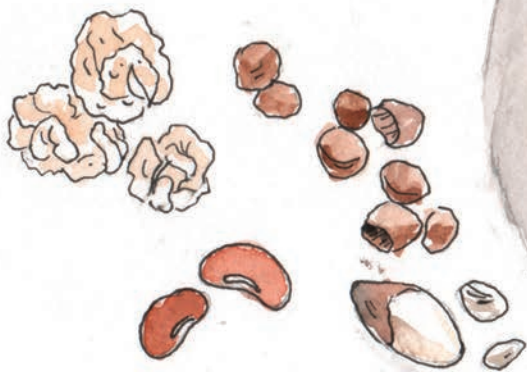
TIP: Look to other cultures for inspiration. Cuisines like Asian, Mexican and Mediterranean use high-value proteins quite effectively.

5 Put more plants on the menu

The trend toward eating more plants means that they are now being prepared and served in new and interesting ways.

- Express your creativity. A flavor-packed grilled cauliflower steak offers menu appeal while providing great plate coverage and comfortable margins.
- Replace some animal protein with less-costly plant protein, like beans and quinoa.

TIP: Playful garnishes and other extras, such as spiced nuts, herb-infused oil drizzles or house-made vegetable chips, add vibrancy and value.



Serving the MADE-FOR-ME Generation

"BEST OF" OPERATIONS

This article originally appeared
in the Fall 2017 issue.



Put an egg on it.
Sauce on the side.
Extra meat, hold
the cheese.
Gluten-free bun.

.....

The swelling ranks of orders with exceptions have become the norm for many restaurant operators. The trend has become ingrained in the dining experience, thanks to pizza, burrito and sandwich fast-casual operators that allow customers to specify their favorite fillings, condiments, breads, grains, proteins and more.

Some guests request substitutions out of necessity – food allergies or religious preferences, for example – while many others do it because they want meals prepared to their specifications.

A healthy chunk of today's guests would go even further. They relish the chance to create their own originals. Nearly half of consumers under 34 said they would welcome self-serve, build-your-own sandwich bars, and 40% to 45% would welcome more do-it-yourself options at quick-service and fast-casual restaurants. Millennials are particularly pro-customization and most likely to associate it with good value, according to Technomic.¹

For full-service restaurant operators, the initial reaction to these kinds of figures might be "Awesome! I can trim my staff!" If only it were that simple.

"Having guests do their own thing sometimes becomes a free-for-all," says Neil Doherty, Senior Director of Culinary Development for Sysco.

With few exceptions, food cost and food safety both go out the window when the staff relinquishes control of ingredients.

"A healthy chunk of today's guests would go even further. They relish the chance to create their own originals."

But if self-serve isn't the answer, how can an operator satisfy the desire for a customized experience without causing delays in service and havoc in the kitchen?

WHAT they want, WHEN they want it

TOPPINGS AND INGREDIENTS *play a big role.*

People want
to customize ...



Curated choices, mix of portions

A relatively simple way to personalize an order is to offer a choice of sides. A patron who knows they can have their favorite sweet potato fries or won't need to settle for white rice when they really wanted brown will feel more in control, which is ultimately the point.

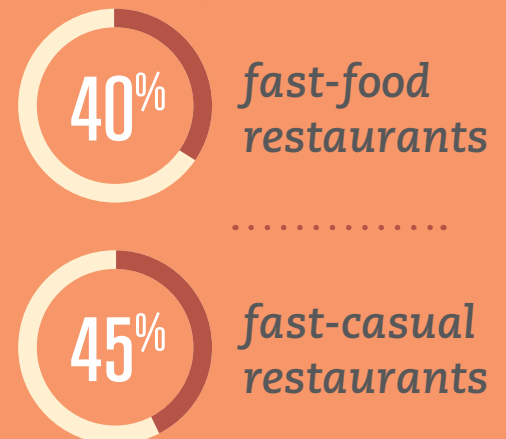
Several portion options offer another customization angle. Borrowing a page from quick-service restaurants, some operators serve burgers and steaks in several sizes along with half and full sandwiches, salads and entrées. Mixing up the options allows consumers to customize meals to suit their budgets and their appetites.

Flexible portion sizes also provide a relatively simple tweak to a menu, although they don't really cut down on labor. For example, something like a mixed slider trio, with three different proteins, probably has the opposite effect.

Charging for extras – extra condiments or adding cheese, avocado and other premium ingredients – is growing more common among restaurants. And it can be justified, particularly when the add-ons are house-made or otherwise out of the ordinary. For restaurants with a price-sensitive clientele, the alternative is to set prices that will cover nearly every potential variation and still make a plate profitable.

Some casual restaurants have adopted a “choose one item from column A, one from B and one from C” menu approach to satisfy choosy eaters and give everyone ultimate control over what ends up on the table. But many restaurant guests, rightly so, believe they're paying to enjoy the chef's idea of a delicious meal. A balance – leaving one portion of the menu to the guest's discretion and trusting experts in the kitchen with the rest – presents a reasonable compromise that should make everyone happy.

It's especially important
at limited-service
restaurants. People want
more “BUILD YOUR OWN”
options at ...





It might seem counterintuitive, but one strategy to allow more customization is to **reduce the number of menu choices**. There are many arguments for streamlining a menu, not the least of which is operational efficiency. A shorter menu simplifies production so special requests don't bog the line down as much. It also allows a restaurant staff to concentrate on what they do well instead of being distracted by trying to execute a complicated menu.

"A streamlined menu gives operators a better chance at being successful and consistent with every dish on the menu," says Dawn Fitzgerald, Sysco's Senior Director of Marketing Services. "When a menu is too large it not only puts strain on your food costs and your kitchen, it creates a lot of room for mistakes and lapses in quality control."

A shorter list also frees up menu real estate for more complete product descriptions, which in turn yield more orders. Research has shown that well-described items command a higher price, too.²

"A streamlined menu gives operators a better chance at being successful and consistent with every dish on the menu."

"We encourage customers who come to us for menu help to be as descriptive as possible, even calling out how the dish is prepared," Fitzgerald says. "That allows a restaurant to convey the quality of the dish, the texture, flavor and more."

Fitzgerald and the Sysco Menu Services team work with operators to conduct a comprehensive menu analysis and engineering exercise, analyzing plate costs and charting the profitability and sales of each dish to determine which ones are keepers.

TIP: A Sysco Business Review can identify potential ways to keep a lid on food costs while still allowing recipe variations. Ask your marketing associate about scheduling one with your local operating company.

"We'll say, 'These are the dishes you need to concentrate on, because they are the most popular with your customers and are the most profitable,'" Fitzgerald explains.

Getting front and back of house on board

Operators that do allow substitutions and customization need to set up some ground rules for servers and kitchen staff.

"Customizing slows down and affects the quality of the overall concept," Doherty says. "Sometimes there is so much freestyling going on that a restaurant gets away from what the menu intended."

Going off-recipe to accommodate a special request can throw carefully managed food costs out of whack as well.

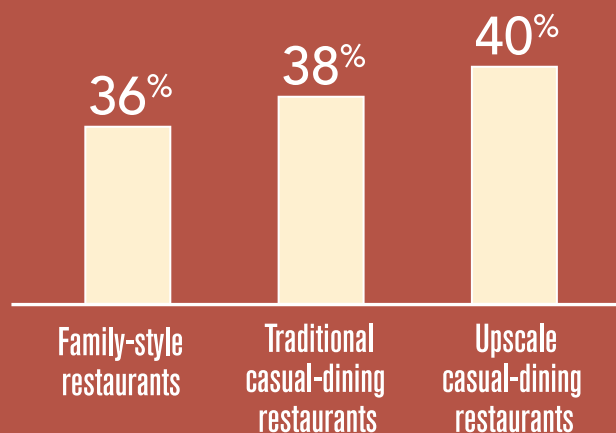
Food and drink aren't the only aspects of the dining experience that can be customized, either. Technology, in the form of kiosks and tablets that provide patrons more information about what's in their food, allows them to order exactly what they crave and puts them in the driver's seat. Technology can also speed up checks and the cash out

"We encourage customers who come to us for menu help to be as descriptive as possible, even calling out how the dish is prepared."

process, allowing guests to leave when they wish instead of being held hostage by a less-than-responsive server. Delivery, which allows customers to enjoy food when and where they desire, is another opportunity for customization.

Finally, a "no substitutions" policy might not fly for the average restaurant, but it could work for a portion of the menu – value-driven, popular items such as snacks, appetizers or meal deals.

Offering more customizable options is likely to **INCREASE VISITS** at ...



Source: 2016 Consumer Trend Reports, Technomic.

61%

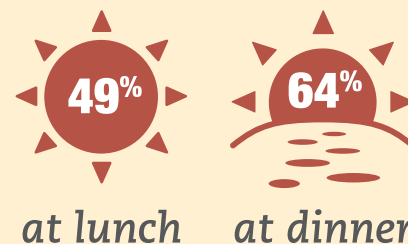
of people said the ability to customize their order was important/extremely important when visiting a **fast-food restaurant**

62%

of people said the ability to customize their order was important/extremely important when visiting a **fast-casual restaurant**

It's more important LATER IN THE DAY

Diners want customizable options ...



Sources:

1. 2016 Sandwich Consumer Trend Report, and 2016 Future of LSR: Fast-Food & Fast-Casual Consumer Trend Report, Technomic.
2. "Descriptive Menu Labels' Effect on Sales," Cornell University, 2003.

"BEST OF" OPERATIONS

This article originally appeared in the Summer 2016 issue.

BUILDING A

BETTER BURGER

The bun and patty are half the battle when building a burger; combined, they account for almost three-fourths of the cost. If you can get those two things right, the rest is just a matter of following good layering practices, making good product selections and maximizing creativity with add-ons to increase marketability.

As Chef Neil Doherty, Senior Director of Culinary Development at Sysco, says, "It's always a meat and bun, always a spread of some kind, and it's always a pickle. That's your very basic burger. You've got to get those things down before you can get to the next level."

NOT JUST FLUFF

The bun is the bedrock. It's the ceiling and the ground floor — what holds the whole thing together. To optimize the experience on any given burger, use light buns, such as **Baker's Source Everything Brioche Buns**. These allow customers to press down on the top bun, making the burger easier to eat. Firm buns make it near impossible to fit everything in without turning it into a fork-and-knife burger.

STACKED IN YOUR FAVOR

Believe it or not, there is an optimal order to all those often-unappreciated fillers — a specialized science that goes into the construction of every great burger.

"In a truly good burger, the lettuce and tomatoes and everything else should be above the meat," says Doherty.

In addition to extending the time frame to keep these produce items cool, this approach also keeps the patty from sliding off and provides additional texture to enhance the experience.

IN PERFECT HARMONY

Along with layering, it's equally important that ingredients feel well-balanced, both from a taste perspective and a presentation standpoint.

"You want to see color," says Doherty. "I think that's when burgers kind of got elevated, when we started adding garnish to them, because the original burgers were all about sautéed onion, meat and cheese on a bun. Color helps the burger feel fresher and overall more appealing."

SEASONAL SPECIALS

Featuring seasonal product helps the menu feel fresh and authentic. People crave the familiar, and they want to eat the foods they see growing on nearby farms or recently featured in the produce aisles.

Don't be afraid to change up both the color and taste profile of your burgers based on the trends and time of year. Sysco's ability to offer fresh produce all year round — including produce that may not be seasonal in your region — is priceless in an environment where customers are constantly looking for something new. The wide range of produce, patties, buns and condiments Sysco carries allows you to mix and match. Specials and LTOs (limited-time offers) are a great way to experiment with new or "out there" ingredients without fully committing items to your menu. It's a perfect way to find out what works and what will keep customers coming back for more.



“In a great burger, you taste the whole thing together, but you can still make out each ingredient individually. If you can nail that balance, you know you’ve got something special.”

– Chef Neil Doherty, Senior Director of Culinary Development at Sysco

- BUILD A - BETTER BURGER



1

BUTTER ME UP

Warm, butter-toasted burger buns help bring out natural sugars and add texture.

2

MORE CHEESE, PLEASE

Consider offering softer, less traditional burger cheese options, such as Gouda or Havarti, for an ideal melt and a bolder taste that will take burgers to a whole new level.

3

ICE-COLD ONION BATH

To reduce acidity, slice onions thin and rinse in cold water before serving in burgers.

4

PICKLE MY FANCY

Candied jalapeño pickles go great with brisket and pulled pork, elongated pickles elevate sandwiches and gourmet burgers, and dill chips perfectly complement classic burgers.

5

TOO LITTLE TOMATO

Consider using two thick tomato slices on full-sized burgers. This fresh, juicy layer acts as a nice contrast to the savory patty.

6

SPREAD IT ON THICK

Transform mayonnaise into spicy or savory house-made aiolis by mixing in flavorful condiments such as barbeque sauce, ketchup or wasabi.

"BEST OF" OPERATIONS

This article originally appeared
in the Holiday 2017 issue.

Fall Chickpea Mac & Cheese
with Prosciutto and Sage

Get this recipe in the Holiday 2017
recipe book at SyscoFoodie.com.

Beet and Goat Cheese Gocce
with Roasted Beet Carpaccio

Get this recipe in the Holiday 2017
recipe book at SyscoFoodie.com.

Pile on the Profits

Pasta is perhaps the ultimate comfort food and one of the most adaptable staples in a restaurant's pantry. With its low cost – and with the right combination of ingredients – it can also be a profit powerhouse.

For Chef Massimo Balacchi, Sysco's Italian Segment Director, starting with quality pasta is the key. He argues that premium products made with higher-grade wheat are worth the extra expense – which often amounts to just pennies per serving.

"Having a higher protein content changes the overall experience, palatability and mouthfeel of the dish," says Balacchi. "It's much more enjoyable, doesn't get mushy, and doesn't fall flat on the plate."

After quality, presentation can spell the difference between a ho-hum pasta dish and one with higher perceived value. Pasta shapes that create more elevation and plate coverage have more visual appeal.

"One of the cuts that has really caught on in many places is cavatappi (a corkscrew-shaped macaroni)," says Balacchi. "Even just four ounces of that makes a plate look full."

Serving pasta on smaller-scale plates and in bowls is another way to enhance perceptions of portion size and value. Operators often serve pasta on entrée plates, which leave too big a canvas.

with PASTA

"If you have a plate that looks half empty, chances are you are not going to feel as full or satisfied versus if you have a plate that's slightly smaller but looks full," Balacchi notes.

When it comes to pasta preparations, expert technique can trump pricey add-ons. The common practice of combining pasta with expensive proteins, such as fillet or lobster, inflates the overall food cost, often without an equivalent effect on taste – or return on investment.

"Ultimately what's important is the overall flavor of the dish, the sauce and how it interacts with the shape of the pasta," Balacchi says.

Premium proteins can still play a role in pasta dishes, but a little goes a long way. Opting for less-costly cuts of meat, poultry, and seafood, as well as using plant-based proteins and vegetables, can bring down the plate cost without sacrificing taste.

To appeal to health-seeking diners or vegetarians, chefs are preparing pasta with a wider variety of herbs and vegetables, extending well beyond the traditional garlic, olives, onions, tomatoes and basil. Ingredients such as fennel, tubers, kale, spinach and roasted cauliflower are also trending up.

Traditional wheat-based pastas are increasingly being pushed aside in favor of alternative products that appeal to guests who want to avoid simple carbohydrates or gluten. Pastas made with chickpeas, whole wheat, spelt, lentils, beans, corn and rice have become more readily available (and better tasting) in recent years. A chickpea-based pasta from Banza is especially popular – and available through Sysco.

"Ask any pasta manufacturer what's on trend now, and they will say pulse pastas," Balacchi says.

Chefs like pasta because it's readily available, provides a neutral base for other flavors, and challenges their creativity. Pasta specials can be built around whatever is seasonal or on hand. A raid on the pantry or a visit to the seasonal market can both inspire a terrific pasta dish.

"Ultimately, even if you use ingredients that cost a little less, if the culinary preparation is masterful, you can still come up with amazing dishes," Balacchi says. "Prepare something that people will come back for. People tend to come back and order the same thing if they find a dish they like."



Autumn Better-for-You Trottolo

RECIPE

AUTUMN BETTER-FOR-YOU TROTTOLE

Recipe by **Chef Massimo Balacchi**
Sysco Corporate

1 lb	Sysco Imperial Butternut Squash (½" diced)
1 lb	Sysco Imperial Cauliflower Florets
8 oz	Sysco Imperial Red Seedless Grapes
½ c	Arrezzo Extra Virgin Olive Oil, divided
1 lb	LaBella Trottolo Pasta
3 ea	Sysco Imperial Garlic Cloves, minced
1 c	vegetable broth
¼ c	almond milk
1 dash	Sysco Imperial McCormick Nutmeg
1 dash	Sysco Imperial McCormick Ground Cloves
1 dash	Sysco Imperial McCormick Cayenne Pepper
	salt and pepper to taste

1. Preheat the oven to 400° F. 2. Place butternut squash and cauliflower on a baking sheet. Drizzle with half of the olive oil, salt and pepper, and roast for 20 minutes. Add the grapes and roast an additional 10 minutes, then set aside. 3. Cook the pasta according to the packaging directions. 4. In a large pan, sauté the minced garlic in the remaining olive oil until golden. Fold in vegetable broth, almond milk, nutmeg, cloves and cayenne pepper. Add the roasted vegetables and drained pasta, mix well.

Pasta is the third most popular food choice among Gen Zers and the fourth most popular for Millennials.

Younger consumers in general are more likely to order pasta today than they were three years ago.

The top three ingredients in pasta entrées are garlic, cheese and sauce.

The Dish on

PLATING DESSERTS

During the holidays, shoppers may be frantically scrambling to pick up those final items on their gift lists, but they're still making time to dine out. Since customers are willing to pay more for an exceptional dining experience – not to mention the fact that so many flavors associated with the holidays are sweet (think eggnog, peppermint and pumpkin everything) – the holidays are an excellent time to drive dessert sales.

Here are some tips from Vince Veneziano, Senior Vice President of Corporate Accounts at Lyons Magnus, and the Cheesecake Factory's Tony Gressak, Vice President of Distributor Sales, and Alan Lee, executive pastry chef and Senior Manager of Bakery Research and Development, for turning desserts into sweet profits this holiday season.

SYSKO IMPERIAL CLEAN NEW YORK VANILLA CHEESECAKE

Give a classic a fresh twist with ...

- Lyons Blackberry Designer Dessert Sauce
- Lyons Raspberry Designer Dessert Sauce
- Fresh berries
- Whipped cream
- Sprig of mint

THE CHEESECAKE FACTORY BAKERY DUTCH APPLE CHEESECAKE

Dole out the decadence with ...

- Lyons Sea Salt Caramel Sauce
- Cinnamon
- Powdered sugar

THE CHEESECAKE FACTORY BAKERY PEPPERMINT CHOCOLATE CHUNK CHEESECAKE

Create your own sweet signature with ...

- Lyons Dark Chocolate
- Truffle Sauce
- Crushed peppermint candy

THE CHEESECAKE FACTORY BAKERY PUMPKIN CHEESECAKE

Dress up the holiday flavor with ...

- Lyons Bourbon Caramel Sauce
- Spiced nuts
- Toffee crumble
- Whipped cream
- Lyons Premium Walnuts in Maple Flavored Sauce

"BEST OF" OPERATIONS

This article originally appeared in the Holiday 2017 issue.



Get SAUCY

In addition to serving classic holiday flavors, there's ample opportunity to elevate premade desserts – and sales – by experimenting with sauces. A premade dessert serves as a blank canvas upon which operators can unleash some very profitable creativity.

Take a classic slice of cheesecake. It's a simple delight. On the plate all by itself, however, it can look a little underwhelming. Simply adding a drizzle of strawberry, rich chocolate or salted caramel sauce can transform both the flavor and visual appeal of the dessert. Whether pooled underneath, drizzled in a pattern on top, or served in a ramekin on the side, a sauce has the power to change the entire character of a dessert.





Harness THE GARNISH



Adding a garnish can go a long way to improving a dessert's appearance and its perceived value. When it comes to dessert toppings and garnishes, the possibilities are endless.

Powdered sugar, chocolate curls, a dollop of whipped cream or a sprig of mint can add value to a piece of cake or pie. Piping whipped cream rosettes can give the dessert an even more polished and expensive appearance. During the holidays, capture popular flavors by adding peppermint sticks or gingerbread.

Nuts are fantastic for adding texture and flavor to ice cream or cakes. But why stop there? Just by making a homemade caramel, you can offer customers candied peanuts, pecans or pistachios. Or go a step further and incorporate popular bourbon or maple flavors with pecans to create a homemade brittle that can be served on the side or crushed and sprinkled on top.

Of course fresh fruit is always a colorful and healthful way to add brightness to the decadence of rich dessert flavors.



Sysco Imperial Meyer Lemon Lava Cake



The Cheesecake Factory Bakery Red Velvet Cake



Play with YOUR FOOD



Another way to increase profitability with plating is to experiment with the size and construction of the dessert itself. Larger, shareable desserts are extremely popular and, if plated creatively, can become an Instagram-worthy spectacle as they arrive at the table. But operators can also sometimes maximize opportunity by minimizing the size of the bite.

Instead of one large chocolate brownie, try serving brownie bites. Pair each one with a different complementary sauce, and garnish and place in a soup spoon for a sophisticated and easy-to-execute take on a dessert flight.

Another popular trend to take advantage of is putting new twists on old favorites, such as warm cookies and milk, or a do-it-yourself s'mores plate. Evoking a sense of nostalgia gives guests that experience they're looking for.

ROCK MELON CHELADA ¹

Recipe by **Monin**

¾ oz	fresh lime juice
¾ oz	Monin Rock Melon Cantaloupe Syrup
3 mL	Monin Cucumber Concentrated Flavor
6 oz	non-alcoholic beer
	ice

Combine lime juice, rock melon cantaloupe syrup, cucumber concentrate and ice in a serving glass. Stir well to combine. Top with non-alcoholic beer. Garnish and serve.

THAI COCONUT SPARKLING LIMEADE ²

Recipe by **Monin**

1 oz	Monin Coconut Syrup
3 mL	Monin Basil Concentrated Flavor
1 oz	fresh lime juice
6 oz	sparkling water
	ice
	basil sprig and mint sprig for garnish

Combine coconut syrup, basil flavor, lime juice and ice in a 16-ounce glass. Fill with sparkling water and stir well to combine. Garnish with basil sprig and mint sprig.

COCONUT HORCHATA ³

Sysco Signature Recipe

½ c	jasmine rice, boiled and strained
½ c	sweetened condensed milk
1 c	Wholesome Farms Plain Greek Yogurt
1 c	coconut milk
¼ c	coconut flakes
3 T	almonds
2 t	vanilla extract
2 t	lime zest
1½ t	ground cinnamon
1 c	ice
1 c	Vita Coco Coconut Water
	salt to taste

In blender, combine ingredients and blend until smooth. Strain through fine strainer. Serve over ice.



POUR ON THE PROFITS WITH *summer drinks*

It's no surprise that cold beverage sales spike in the summer months. Temperatures peak and consumers look for refreshing, satisfying ways to quench their thirst. As beverage trends shift away from drinks over-saturated with sugar and artificial sweeteners and toward natural ingredients that place an emphasis on nutrition, operators looking to pour on the profits have to build summer beverage menus that emphasize healthful ingredients, while also focusing on variety and customization.

"BEST OF" OPERATIONS

This article originally appeared in the Summer 2017 issue.



Operators looking to capitalize on rising temperatures should focus on crafting a summer beverage menu that makes customers feel they're being catered to, all while offering the healthful options they crave.

Bring on the bases

With better-for-you bubbles and naturally sweetened drinks rising in popularity, there's no shortage of beverages to build a summer menu around. Fun, fizzy refreshments like club soda and sparkling water serve as great bases for customization and play into the desire for carbonation with less sugar. Watermelon water, coconut water and carbonated water are all trending with consumers. Try creating sparkling raspberry lemonade by adding lemonade and Monin Raspberry Syrup to sparkling mineral water. Sysco's House Recipe Iced Teas become a custom-crafted drink with flavored syrups or muddled fruit add-ins, which are also rising in popularity. Operators can take advantage of this trend by adding Monin Peach Syrup and muddled basil to a pitcher of pre-brewed iced tea. Artisan-style drinks like these are sure to draw consumers in and boost profitability during those hot summer months.

Fun and flavorful

Innovative flavor combinations are another way to give consumers the "crafted" feel they want in beverages. Using on-hand ingredients and syrups or purees, operators can create flavorful drinks that are low in cost but high in profit. Sweet and spicy flavors are trending in the beverage category. Play to this trend by adding muddled jalapeños and Capfruit Yuzu Puree to Sysco Natural Pineapple Juice. Or add Capfruit Blackberry Puree and muddled basil to sparkling water to create a fizzy, distinct juice. Coconut water is 100% juice and packed electrolytes, providing the nutrition consumers are looking for with very little sugar. Try mixing Vita Coco with grated ginger and lemon juice to create ginger-coconut lemonade, or use it in a delicious coconut horchata.

Presentation matters

To really boost profitability, put a fun spin on presentation. Use herbs to enhance the look and aroma of summer beverages, or to deepen the drink's flavor profile. For a more elaborate presentation, freeze herbs or fruit in ice cubes and toss them in a pitcher of tea, or use them as a garnish for individual drinks. Mini milk bottles make the perfect presentation for serving bright juice flights at brunch, and glass mason jars are great for serving everything from specialty teas to mocktails. Garnishes, colored straws and on-trend glassware make a big difference in the upcharge amount.



Demand for coconut water increased by 27% in 2016.¹

Take the "mock" out of "mocktail." Pump up the profitability of your drinks by adding your choice of liquor.

Create signature summer mash-ups with Monin Syrups and Vita Coco.



Sparkling Juice Flights

- A** | sparkling water + Capfruit Strawberry Puree + Muddled Mint
- B** | sparkling water + Capfruit Blackberry + Monin Basil Syrup
- C** | sparkling water + Capfruit Yuzu Puree + Monin Agave Syrup
- D** | sparkling water + Capfruit Blood Orange Puree + Muddled Ginger

Fun and fizzy beverages perfect for brunch



Source: Technavio.

"BEST OF" TRENDS

This article originally appeared
in the Fall 2017 issue.

STREET FOODS

Open

A WORLD OF FLAVOR

Adventurous diners are looking for ways to explore the globe through their restaurant experiences. Pushed to the forefront over the last decade by chefs' travels, the rising status of food trucks, and social media, ethnic foods popularized at carts and kiosks around the world can be adapted to win over guests seeking exotic tastes.

Street foods add a fun, casual angle and bold flavor that can expand menu appeal to a wider audience. Often offered as appetizers, snacks, light meals and bar foods, street foods align with consumer preferences for innovative and ethnic flavor profiles.

Thanks to readily available prepared sauces, bases and spice blends, it doesn't take a trip to Seoul, Marrakesh or Athens - or a mastery of world ethnic cuisines - to execute street-inspired dishes well.

🍴 RECIPE

BULGOGI SLIDERS AND SKEWERS

Recipes by **Chef Paul Fripp**
Sysco Gulf Coast Florida

Bulgogi

1 lb	Butcher's Block Thinly Sliced Beef Sirloin
3 T	Kikkoman Soy Sauce
2 T	Sysco Classic Brown Sugar
2 T	Kikkoman Mirin
1 T	fresh ginger, minced
2 ea	garlic cloves, minced
½ c	pineapple, chopped
1 t	Simply Organic Chili Flakes or Korean Chili Powder
1 T	Sysco Supreme Sesame Oil
	Sysco Imperial McCormick Sesame Seeds
	bibb lettuce leaves

Pickled vegetables

daikon radish	rice wine vinegar
carrots	garlic
cucumbers	chili flakes (optional)
red radish	jalapeños (optional)
salt	cilantro (optional)

For the bulgogi

Place sirloin in freezer for 30 minutes to firm up a bit to make slicing easier. Slice ¼" strips of sirloin and place in a hotel pan.

To make the marinade, blend soy sauce, brown sugar, mirin, ginger, garlic, pineapple, chili flakes and oil. Pour over sliced sirloin and refrigerate for 2 hours.

For the sliders

Take half the meat and sear in a skillet with a little oil. Garnish with toasted sesame seeds. Place in a slider bun with cucumbers, pickled vegetables, and sriracha or gochujang aioli.

For the skewers

Thread the remaining meat on pre-soaked skewers (in water overnight). Grill or sear. Serve in lettuce leaves with pickled vegetables, sriracha aioli and kecap manis (Indonesian sweet soy sauce).

For the pickled vegetables

Using a mandolin, julienne daikon radish and carrots, then thinly sliced cucumbers and red radish. Season with salt, seasoned rice wine vinegar and garlic. Add chili flakes, sliced jalapeños and cilantro for garnish if desired.



HERE'S A QUICK TOUR:

SKEWERED AND GRILLED

- Indonesian-inspired sate, featuring threaded strips of marinated beef, chicken or pork, is typically paired with fiery peanut sauce.
- Korean bulgogi, thinly sliced barbecued beef or pork, can be served in sliders or skewers in lettuce cups for a gluten-free application.
- Kebabs, a staple in many cultures, need not be limited to proteins. Vegetables such as onions, bell peppers, mushrooms and summer squash hold up well to grilling, too.

Tip: Skewered foods are tailor-made for dramatic plating and often don't require cutlery.

HANDHELD AND HOT

- Tacos have legions of fans and have been adopted by other cultures, from Korean-style to tacos al pastor (spit-grilled meat and pineapple).
- The distinctive appearance and taste of thinly pressed Cuban sandwiches impress guests and generate excitement.
- Japanese gyoza is a simple snack that can host a number of delicious fillings.

BOWLED OVER

- Poke – simple raw, marinated fish – is a mainstay of Hawaiian street food culture that's trending up everywhere.
- Ramen has been embraced and elevated by chefs.
- Take a different approach on Mexican street corn with esquites – a tangy and delicious Mexican corn salad.

Tip: Keep it real. "The more authentic you can make it, the more people are going to jump on it," says Neil Doherty, Sysco's Senior Director of Culinary Development.

FRIED AND TRUE

- Falafel balls, served with a tahini dressing, work either in sandwiches, atop salads, or on their own.
- Indian pakoras, mini potato latkes and other vegetable cutlets appeal as finger foods.
- Arancini (stuffed rice balls) are a delicious Italian starter or side.

SAVORY AND STUFFED

- Indian samosas, usually stuffed with potatoes or peas and served with spicy chutney, make an interesting starter or shareable option.
- Savory empanadas cut across Latin cultures and can be filled with seasoned meats, vegetables, cheese and more.
- Asian dumplings and bao (steamed buns) have cross-cultural – and cross-day-part – appeal.

IN THE NATIONAL RESTAURANT
ASSOCIATION'S 2017 CULINARY
FORECAST, CHEFS VOTED STREET
FOODS THE #2 TREND FOR THIS YEAR.



RECIPE

ESQUITES (MEXICAN STREET CORN)

Recipe by Chef Armando Pomaes
Sysco New Mexico

4 ea	corn on the cob, silk and husk removed
2 c	Sysco Classic Chicken Stock
1 t	Sysco Classic Salt
2 oz	Wholesome Farms Butter
3 oz	Pica y Salpica Crema
1 T	Casa Solana Cotija
½ t	Tajin
1	lime

1. Remove corn from the cob using a sharp knife. Boil corn in chicken stock until tender. 2. Stir in butter and season with salt. 3. With a slotted spoon fill glasses with corn. 4. Top with crema, Cotija, Tajin and a wedge of lime. Squeeze lime and stir in all ingredients before eating.



Get the recipe for this **Pork Gyoza** in the Fall 2017 recipe book at SyscoFoodie.com.

"BEST OF" TRENDS

This article originally appeared
in the Holiday 2016 issue.

Content created by CIA Consulting
as an industry service to Sysco.

GET MORE *from*

Your Morning

Breakfast isn't just the most important meal of the day – it's also the most profitable. Just ask the folks over at the Golden Arches who credit the launch of an all-day breakfast menu as their ticket out of a big sales slump. Breakfast isn't just cereal anymore (actually cereal is showing up in desserts). Adoption of a fast-paced, on-the-go lifestyle has heavily influenced the way Americans consume breakfast. And while breakfast requirements like speed and portability are important, healthy options that promote all-day wellness are also a big trend.

THE “UPPER KING” BREAKFAST BOWL

Recipe by **Chef Britney Jerome**
Sysco Columbia

12 oz	sweet potato, peeled and diced
12 oz	rainbow chard
4 ea	Block & Barrel Classic Smoked Pecan Sausage
3 oz	Arrezzio Olive Oil
1 T	garlic, minced
2 T	Sysco Imperial McCormick Crushed Red Pepper
1½ c	Sysco Classic Chicken Stock
2 oz	Sysco Classic Apple Cider Vinegar
8 oz	Sunrise Quinoa Blend, prepared
4 oz	mini sweet pepper, sliced and pickled
4 ea	Wholesome Farms Classic Shell Eggs
4 oz	Manchego, coarsely grated
2 oz	pepitas (pumpkin seeds)
	kosher salt to taste
	ground black peppercorn to taste

1. In small pot of water, prepare quinoa blend according to package instructions. 2. Arrange diced sweet potato in a single layer and steam until just tender, careful not to overcook to the point of falling apart. Chill quickly. 3. Using a sharp knife, remove central ribs from chard. Slice on a bias into ½-inch thick pieces and reserve. Gently chop chard leaves into large pieces and set aside. 4. Grill sausage links until interior temperature reaches 165° F. Allow to rest 2 minutes before slicing. 5. Toss cooked sweet potato with olive oil, salt and pepper. Set aside. 6. Heat a sauté pan over medium heat. Add oil, sliced chard ribs and crushed red pepper. Cook for 1 minute. Increase heat to high. Add garlic, vinegar and chicken broth, and cook until liquid is reduced by half. Add chard leaves and season with salt and pepper. Toss until just softened, approximately 1 minute. Cook egg as desired. 7. Assemble bowls by mounding Sunrise Quinoa Blend, chard, sweet potatoes and pickled peppers side by side. Top each bowl with eggs and sliced sausages. Finish with Manchego and pepitas.

Rise, shine and keep moving

There is not a more grab-and-go-friendly breakfast choice than the smoothie. Smoothie consumption has seen rapid growth over the last few years as consumers co-mingle the trend of traditional fruit smoothies with cold-pressed juices for sophisticated flavor combinations and maximum health benefits. Smoothies have even become so popular they have spun-out a whole new way for diners to enjoy them – the smoothie bowl. Thicker than traditional smoothies, due to the incorporation of Greek yogurt, smoothie bowls are topped with sliced fruit, granola, nuts and seeds, and then enjoyed by the spoonful. And smoothies aren’t the only trend befriending the bowl. Power-breakfast bowls laden with nutrient rich grains, veggies and protein are another quickly growing morning meal trend.

An egg in the hand ...

Egg sandwiches from the corner bodega have long been a breakfast staple of hurried New Yorkers. Now, operators everywhere are building on-trend breakfast sandwiches

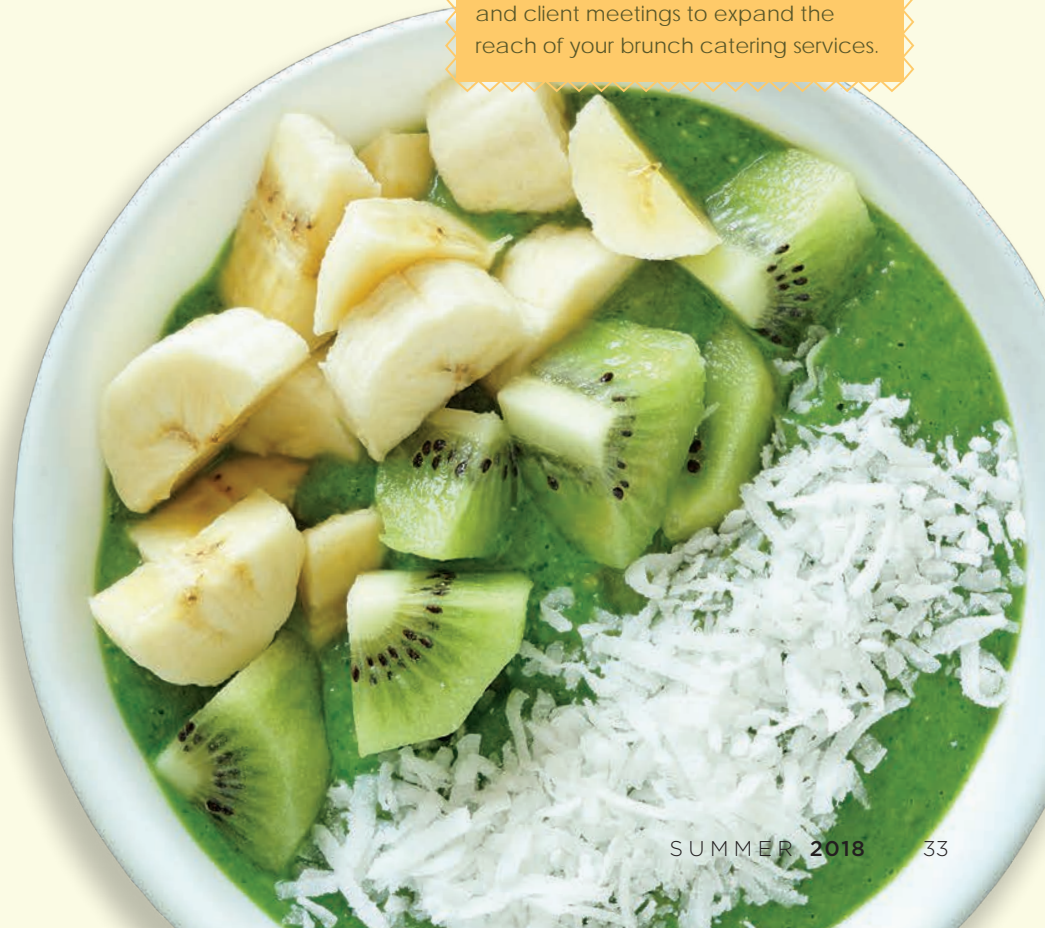
with bagels, toast, buns or biscuits stuffed with everything from eggs, bacon, sausage and melted cheese to fried chicken, sliced tomato, avocado and more. If your diners prefer a sit-down breakfast, serve sandwiches with a side of crispy home fries and spicy ketchup.

Move over, breakfast

Brunch has overtaken breakfast as the morning indulgence occasion of choice. With a more leisurely pace, often on a weekend and paired with a cocktail, brunch serves as a reward for a hectic week. The important strategy for operators is finding ways to be different than the clichéd brunch with omelet stations, shrimp bowls and crudité. Savory bread puddings and deep-dish quiches are excellent chafing table options, while flavored bacon and savory waffles offer unique twists on classics.

Tip

A great opportunity during the holiday season is to offer a modified brunch designed specifically for office parties and client meetings to expand the reach of your brunch catering services.



MASH-UPS:

playing
WITH YOUR FOOD

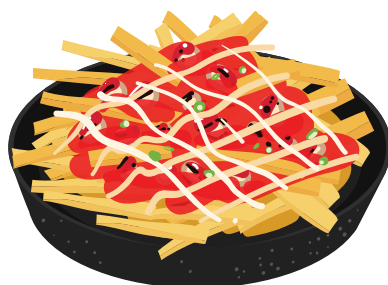


French fries

+



Gochujang BBQ pork and
garlic mayonnaise

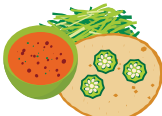


Korean Poutine



Fried shrimp

+



Corn tortillas, fried okra,
shredded cabbage,
creole mayonnaise



Shrimp Po' Boy Tacos



Buttermilk waffle

+



Ground pork sausage,
black beans, corn, jalapeño,
queso fresco



Nacho Waffles

"Fusion" is too laid-back a term to capture the culinary collisions happening on today's menus. "Mash-up" is more like it, with trends crashing into one another, sticking together, and splintering apart all at the same time. A cheeseburger served between two glazed donuts may have started the whole thing, and in turn has inspired a legion of Instagrammable mash-ups.

Meet the Mash-ups

They are designed to disrupt

There is no better "look at me" menu opportunity than mash-ups. Done right, they break through the clutter of ordinary specials, build traffic, and provide cost-effective word-of-mouth visibility, especially through photo-driven social media channels.

They leverage the appeal of comfort foods

The exotic part of most mash-ups is the combination itself. They are a blend of comfort and cool. When mashing in a new component, make sure it's rooted in something accessible and familiar.

They tend to be snackable

Millennials are 20% more likely to snack than the general population, and other generations are following suit. Snacking is now estimated to be half of all food occasions, so capitalize on this trend with handheld items, non-traditional or expanded day parts, premium beverages, and appetizers or small plates.

They are perfect to drive traffic during football season

Mash-ups are temporary indulgences. Special occasions like rivalry games or playoff match-ups take the guilt out of guilty pleasures for a few hours, and mash-ups are best paired with party beverages. Even better, food favorites from football cities can be leveraged for local pride - from the tater tot hotdishes and Juicy Lucys of Minneapolis to the green chili bison burgers of Denver.

You need to be ready to refresh them

Popular mash-ups tend to come in hot and flame out fast. Ride the profitability wave on one item while conceptualizing your next mash-up masterpiece. Cronuts were once the "it" mash-up. They've now been replaced by cretzels, waffle tacos and ramen grilled cheese sandwiches.

Content created by CIA Consulting as an industry service to Sysco.



BOLD, BALANCED FLAVOR YOU CAN COUNT ON

With a variety of products for your menu



©2018 Texas Pete is a registered trademark of TW Garner Food Company. 812-0418

Count on the bold, balanced flavor of Texas Pete® Hot Sauce. Our proprietary blend of cayenne peppers delivers a spicy kick without overpowering your menu.



TEXAS PETE® ORIGINAL HOT SAUCE | 1 gal

SUPC #4063186

Bold, balanced flavor that never overpowers menu items.



TEXAS PETE® MILD BUFFALO WING SAUCE | 1 gal

SUPC #5109053

Margarine and hot sauce for superior cling with a little zing.



TEXAS PETE® ORIGINAL HOT SAUCE | 12 oz

SUPC #5383179

Big brand appeal that's ideal for chicken, BBQ, and table top.



TEXAS PETE® HOT BUFFALO WING SAUCE | 1 gal

SUPC #5987326

Heat up your wings and vegetables with great taste.



TEXAS PETE® ORIGINAL HOT SAUCE | 7 g

SUPC #4884995

Deliciously affordable for drive-thru, take-out, and delivery.



TEXAS PETE® HONEY MUSTARD SAUCE | 1 gal

SUPC #5017892

Sweet and tangy with just enough heat and zero fat or cholesterol.



TEXAS PETE® ORIGINAL HOT SAUCE | 6 oz

SUPC #4438701

Big brand consumer appeal, flip-top cap.

**ASK YOUR SYSCO MARKETING ASSOCIATE
TO ORDER TEXAS PETE® FOR YOU. LEARN MORE
AT TEXASPETEFOODSERVICE.COM**

QUALITY RUNS IN THE *Family*

Good things
come from
Sysco

The Sysco Brand family has been delivering quality, innovation and profitability for decades. Our dedication to these values will never change – but soon, the look of Sysco Brands will. Rest assured that no matter what changes on the outside, the quality and consistency you've come to rely on will always remain the same.

These exciting new logos will be on packages at your local OpCo soon!



sysco.com

 [/SyscoCorporation](https://www.facebook.com/SyscoCorporation)

 [@sysco_corp](https://www.instagram.com/sysco_corp)

 [@sysco](https://twitter.com/sysco)