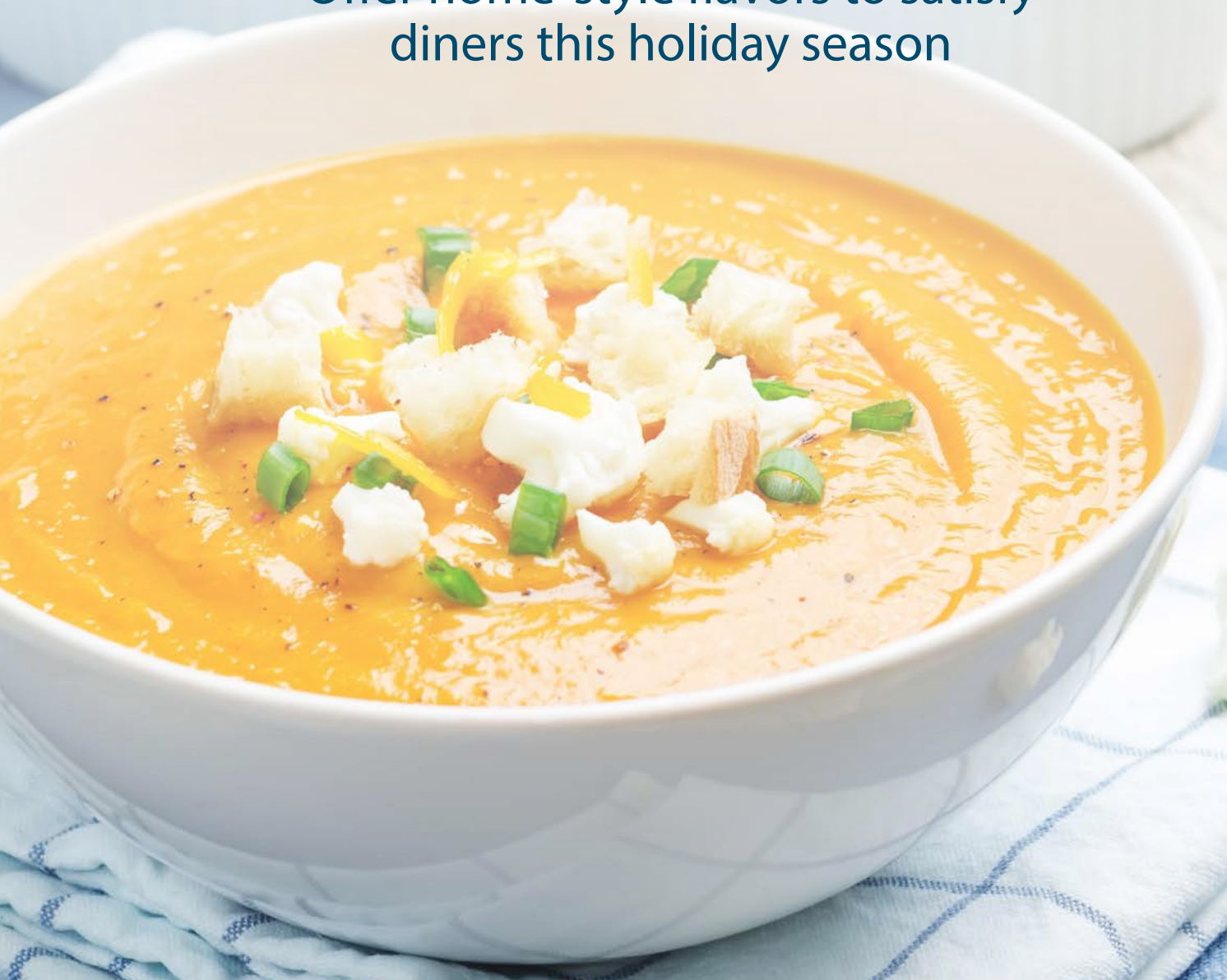




Offer home-style flavors to satisfy  
diners this holiday season



Better-For-You-Foods | Bring Diners In From The Cold | Top 10 Tips to Build Soup Sales



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# Have your patrons ever said, *“This is what I ate growing up”?*

There's no greater time to connect with your customers than the Fall. Homestyle dishes are reminiscent of nostalgia and relaxing familiarity, making comfort foods continuously sought-after. However, if properly orchestrated, they can benefit from upscale tweaks and flavorful twists.

Comfort foods like *casseroles, macaroni and cheese, or chicken pot pies* are being featured on menus more often. Studies show that 40% of consumers order comfort foods to satisfy a craving, compared to 34% who enjoy it as a simple meal and 25% who eat it to connect or socialize.

When it comes to comfort foods, your customers may not be looking for a particular type of meal. It's the feelings and emotions we get to experience again as we enjoy a familiar dish. Comfort foods are called that for a reason - they let diners relax and eat something they know they'll enjoy.

Mentions of “comfort food” have increased by 34% year over year, offering plenty of opportunities for restaurant operators to jump on the bandwagon.

Upgrading your comfort food items such as a house-made gravy or mashed potatoes, sprinkles of aromatic spices and garnishing, is an overlooked opportunity to increase profitability on these classic dishes.

The guaranteed way to your patrons' hearts is with food that makes them say, “This reminds me of back home...”







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Check out the latest issue of Sysco Foodie at [syscofoodie.com](http://syscofoodie.com)

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

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<sup>1</sup> Technomic's Comfort Foods Consumer Study

<sup>2</sup> Technomic MenuMonitor



**BETTER-FOR-YOU TROTTOLE**  
Winter 2018 Foodie Magazine

# Better-For-You Foods

In the past, dining out meant ordering an elaborate decadent meal you couldn't cook yourself. Nowadays, consumers go out to eat more often, and the food they're looking for isn't always an indulgent meal.

When choosing fast-casual restaurants, 58% of consumers say that healthy options are important or extremely important, making them a must for most operators today.

Eating healthy is perceived by many consumers as trying alternative proteins, such as beans. This approach to featuring better-for-you foods is evolving, with new products and repurposed ingredients becoming a part of the industry's changing landscape. Here are some of the innovative menu ideas that will offer your customers the opportunity to enjoy delectable dishes without sacrificing health.

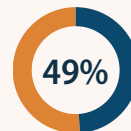
## TIP:

For more complex, heartier dishes, play with your food by adding seasonal favorites like pumpkin and squash to your plates of pastas and ravioli.

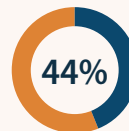
## Data Insights

Likelihood of ordering dishes described as:

Plant-based



Meatless



Meat-free



25%

More than half of consumers say they are eating more vegetables.

50%

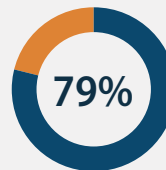
More than half of operators use plant-based alternatives on their menus, with 25% planning on increasing their usage in the next year.

62%

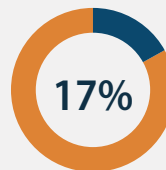
Reducing meat options to make room for more veggies is appealing to 62% of consumers.

## TIPS FROM DATASSENTIAL:

Avoid overusing such terms as "vegetarian" or "vegan." This kind of description might present plant-based foods as less indulgent or flavorful than they are. Focus on your quality ingredients and prep methods instead.



79% of restaurant patrons eat vegetarian more than once a week



17% rise in vegan/vegetarian diet-based menu claims





### **Beyond Meat® The Beyond Burger®**

The world's first plant-based burger is designed to satisfy carnivores' cravings and provide a healthier, more sustainable option for vegetarians.

- 20g of protein per 4oz patty –more than beef!
- Looks, cooks and satisfies like a beef burger
- Gluten- and cholesterol-free, non-GMO, and free of all major allergens including soy, peanut and dairy.

## Where's The Beef?

Plant-based meals aren't just for vegetarians. The burger category is making a lot of waves with operators debuting vegetable-blend patties, including *black beans*, mushrooms and quinoa. These and other protein substitutions create a burger patty that mimics meat remarkably well.

## Bowled Over

Bowls are gradually becoming a standard format for different dishes. Bowled items can be customized in a variety of ways, and are a perfect match for consumers who follow special diets or have dietary restrictions. They're also great for combining a myriad of flavors, giving way to a new hit like global-inspired bowls. Such dishes can satisfy any customer craving, from meatless options to the more adventurous choices.



## Unconventional Breakfast Ingredients

Beans are becoming omnipresent as more and more restaurants include them as breakfast items.

Surprise your diners with dishes like white bean shakshuka, or an avocado toast made with mixing avocado and beans. Beans boost the protein and fiber content of a meal, making it more appealing to health-minded eaters.

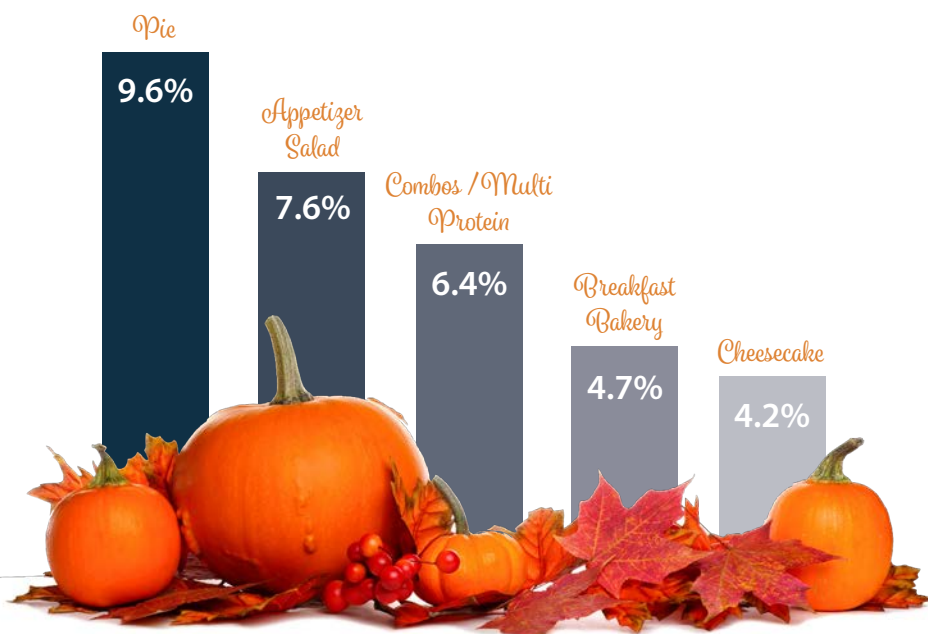
# Pumpkin Everything

As pumpkin season kicks-off earlier and earlier each year, it's never too early or too late to take advantage of this seasonal favorite. With pumpkin spice penetrating more menu parts from lattes and cookies to soups and even hummus, operators are consistently looking to differentiate themselves. As consumers are searching for more clean-label items, many restaurants are mentioning their use of fresh pumpkin and all-natural flavors.

Pumpkin and squashes are making a come-back on savory menus in the fall and winter. But don't limit your imagination; raise some eyebrows by creating a pumpkin spice limited time offer that is unique and creates a buzz across your social media platforms.

*Pumpkin is found on **16.7%** of menus, having increased by **24%** since 2014*

*Pumpkin* has a high food versatility score of 64, indicating that this item works well in many different applications:



## Pumpkin Autumn Protein Smoothie

Sysco Signature Recipe

½ c	Wholesome Farms Milk
1 ea	Sysco Reliance Banana, frozen
¼ t	Sysco Imperial McCormick Ground Cinnamon
¼ t	Sysco Imperial McCormick Allspice
2 t	Sysco Imperial Pure Maple Syrup
2 t	Pea Protein Powder
1 c	Ice
2/3 c	Sysco Imperial Pumpkin Puree

Place all of the ingredients in the blender in the order listed. Blend on high for at least 3 minutes or until smooth. Scrape the sides of the blender as needed.

### TIP:

Add more milk to thin out if it is too thick. Add a couple more ice cubes for a thicker texture, if desired.

<sup>4</sup> Datassential SNAP™ 2018

<sup>5</sup> Datassential SNAP™ 2018



# Bread Winner

No matter the course, dinner rolls and table loaves help make a meal complete. Sometimes an impressive breadbasket is all it takes to get a customer to return to your establishment! With so many affordable options from Sysco, don't miss out on this opportunity to add value to your customer's dining experience.

**With sales amounting to approximately \$13 billion, fresh bread and rolls were the best-selling bakery products in the U.S. in 2017.**

**Revenue in the Bread & Bakery Products segment amounts to US\$67,987m in 2018. The market is expected to grow annually by 2.6% (CAGR 2018-2021)**

Make a great impression with your customers with the enticing aroma of freshly baked bread rolls.

Nothing beats the scent of freshly baked bread! The aroma transmits the idea of hand-crafted, wholesome and authentic which is exactly what consumers are seeking.

## Elevate your customers' dining experience with one of these bread options:

### Par Baked

*For customers looking for a more rustic/artisan baked in-house look, taste and texture that's right out of the oven*

### Baguettes

Versatile application that allows for a wide range of customization as a side or inclusion in soup/chowder



### Boules

- Carriers for soup/chowder/etc. instead of traditional bowls or cups
- Allows for better presentation and creates an upsell opportunity

### Fully Baked

*For customers looking for a streamlined, labor saving solution with the quality of a fresh baked product –just thaw and serve!*

### Baguettes

Fully Baked baguettes offer the same great quality, functionality and labor savings with a streamlined thaw and serve application.

<sup>7</sup> Statista, 2018

<sup>8</sup> Statista, 2018



# Bring Diners in from the Cold

Help your customers escape the cold weather by offering rich and savory soups. Their warming heartiness and versatility makes this dish an enticing way for operators to boost profitability through the colder months. Sysco Imperial Butternut squash and pumpkin soups with Sysco frozen veggies are great for wintertime.



## Reasons to Offer Soups:

- Patrons seek value: soup is a proven way to add value and multiply profits, served by itself or in combination with another menu item.
- Patrons want choices: soup is an easy way to offer variety and keep your menu fresh and satisfying.
- Soup up your bottom line: soup drives traffic— 40% of consumers say they visit certain restaurant because they enjoy the soup offered.
- Soup is a “hot” on-trend favorite that is appealing to health-conscious and vegetarian consumers. Increase your customer’s perceived value with “healthy halo” soup qualities, including reduced sodium, low-fat gluten-free, high-fiber, vegetarian and vegan.

## Soup Offerings:

### Classic

#### Brand Features

- All Sysco Classic frozen condensed soups are made using a Cold-Fill process
- Split plastic trays, condensed format, allow ½ gallon batch production
- Case yields 3/4# = 3 gallons and 4/4# = 4 gallons
- 5 day shelf-life in refrigerator
- Sysco Classic products are good or better quality than national and leading distributor brands while providing more value for price.

### Imperial

#### Brand Features

- All the newly reformulated Sysco Imperial frozen soups are single strength, ready-to-use
- Case yields 4/4# = 2 gallons and 4/8# = 4 gallons
- 15 day shelf-life in refrigerator
- Sysco Imperial products stand out for the quality of their ingredients and offer premium performance and exceptional value. Imperial products are carefully crafted to Sysco’s exact specifications.





## Top 5 Tips to Build Soup Sales

### Offer Variety

Three or four different soups a day is perfect

### Dress it Up

A little garnish can justify a lot more profit

### Size to Sell

Offer both cups and bowls to maximize customer options.

### Create Combo Value

Pair soup with salads or sandwiches in creative ways

### Make Soup a Meal

Serve it with bread or in a bread bowl at a higher price point

## Offer a Toppings Bar to Build Sales

To cater to various consumer preferences, offer your customers a garnish bar to help your patrons customize their soup base selections. Tomato soup gets a lively enhancement with Sysco frozen veggies, chicken tortilla becomes more tempting with a sprinkling of cheese and a spoonful of Sysco Imperial Fancy Cream Style Corn, bacon bits, tortilla chips. Playful garnishes and other extras, such as spiced nuts, herb-infused oil drizzles add vibrancy and value.

## A Simple Way to Make Soups Feel Fresh

Garnishing is a simple way to make soups feel fresher, more premium and more delicious. Patrons perceive garnished soups as higher value, so you can charge up to 25% more!

### Step up your presentation with these garnishing ideas:

#### *Block and Barrel Beef Pot Roast*

Add texture with sautéed garlic chips, crouton lardons, creamy aioli or horseradish.

Sprinkle with minced thyme and marjoram for extra flavor.

## Recommended Soup Enhancements

- Display soup labels that include product ingredients
- Price daily combos with 8oz soup, then try to upsell to a larger size soup
- Display fresh bakery products in cloth-lined baskets and dry toppings in complementary serving bowls
- Use additional point-of-sale such as menu boards and point-of-purchase displays to bring attention to the station
- Provide three portion size options at minimum: 8oz, 12oz, and 16oz
- Monitor soups to ensure quality. Keep the lid on to prevent evaporation. Stir frequently during service times to prevent skin forming on the sides of the container. Replenish soup if garnish has been depleted
- Keep a full supply of bowls, containers and lids available. Do not overstock; replenish during service, as necessary.



# Winter Spices

Holiday cuisine is known for vibrant, comforting flavors. But that doesn't mean loading food with refined sugar and salt. Sysco Imperial Spices and Seasonings like sage, rosemary, and thyme can replace salt to give food a full profile. Festive spices like McCormick's cinnamon and ginger pack a flavorful punch and also contain anti-inflammatory and detoxifying properties.

When ground, grated or crushed, spices release the oils inside them. Over time, the oils and the flavors of spices evaporate. However, whole spices can often stay fresh for years.

Whole peppercorns, nutmegs, cloves, cinnamon sticks and whole seeds like coriander, cumin, and cardamom all last longer than their ground counterparts.

Cooking with turmeric: cinnamon, black pepper and ginger are ideal partners with turmeric. Amplify sweet potatoes, butternut squash, pumpkin, and carrots with a sprinkling of the golden spice.

## A HEALTHY SWAP TIP:

Ginger. Don't butter-up veggies. Add a dash of warm sweet flavor to winter vegetables. Sprinkle *ground ginger* onto cooked carrots, corn or butternut squash, or sweet potatoes.

## RECIPE IDEA:

Turmeric smoked & fried broccoli with Red Curry Sauce featuring McCormick's Turmeric and Sysco's Broccoli Florets IQF



## Top Comfort Food Spices & Seasonings:

Rotisserie Chicken Seasoning

Poultry Seasoning

Montreal Steak

Montreal Chicken

Chili Seasoning





*"Protecting the Earth, Plus delivering value. Rooted in the four Rs—Reduce, Reuse, Recycle, and Renew—Sysco Earth Plus delivers affordable, planet-friendly, everyday essentials that are good for your business while reducing your environmental footprint."*

Sysco Earth Plus offers planet-friendly non-food items for operators looking for products that are both reliable and environmentally responsible.

**Examples of Products Included**  
**Disposable items made from the**  
**following materials:**

- Polylactic Acid (PLA)
- Bagasse/Molded Fiber
- Plant Starch Material (PSM)
- Post-Consumer Recycled Fiber
- Post-Consumer Recycled Polyethylene Terephthalate (RPET)
- Mineral Filled Polypropylene





**CUTTING EDGE**  
**SOLUTIONS**

**The latest Cutting Edge Solutions products for fall 2018 are here!**

Discover products, recipes and more at [SyscoFoodie.com](https://www.SyscoFoodie.com)