



SCORE BIG WITH GAME DAY ESSENTIALS

# FOOTBALL FEVER

Win over customers with game-day food and fun



It's the time of year when friends gather in packs to eat, drink and cheer on the home team. How can you entice the football crowd out of the comfort of their homes and into your restaurant for the kickoff? Make your venue the can't-miss party of the season.

**Sysco**<sup>®</sup>  
At the heart of  
food and service



Create a festive atmosphere with theme nights, happy hours, contests and giveaways. Serve bar snacks that cater to a variety of tastes, both indulgent and healthy. Go beyond the french fry with creative takes on America's favorite tuber. And keep your eye on profitability, using the same back-of-house inventory across multiple dishes that work in more than one daypart.



## BRINGING THE *tailgate* INDOORS

The party in the parking lot before a football game can be more exciting than the game itself—especially when your team loses. The coolers full of beer, team colors, hot dogs grilled on improvised hibachis, the camaraderie... You can recreate the tailgate to attract the fall football crowd. (OK, maybe not the improvised grills.)

In 2017, NBC averaged  
**18.2 MILLION**  
viewers for its set of NFL games.



### FAN MANIA

Host a series of Football Kickoff game-watching parties at your establishment; make Happy Hour Specials whenever the game is on. Decorate your place in the colors of your local team (or teams), or in football-themed paraphernalia like banners and jerseys on the walls.



### CREATIVE CONTESTS

When you are hosting a game-watching party, organize wacky food-eating competitions, such as eating a whole pizza in one go, or seeing who can eat the most pickles. Make sure your staff is psyched up, dressed right and engaged in all the fun.



### GREAT GIVEAWAYS

People love free stuff. On game nights, raffle off merchandise from your local team. Jerseys can break the bank, so consider smaller items like hats and socks. You can also give away coupons for future events, or your own restaurant merchandise.



### SPREAD THE WORD

One more crucial step you need to take: Get the word out. Before each event, announce all the fun you're planning on social media. Take pictures at the events and post them to Instagram, Snapchat and anywhere else your customers hang out.



RAISING THE BAR ON

# healthy snacks



Diners today come to us with a variety of dietary desires. And some game-night customers want to order multiple snacks and leave without feeling weighed down. Fortunately, we can accommodate all comers—from the vegans and vegetarians to those following a low-carb/high protein diet—without compromising.

In January, the meal delivery service Just Eat named **VEGANISM** the top food trend to watch in 2018.

## GREEN IS GOOD

A growing customer base is seeking dishes with plants at the center. Consider a platter of grilled or roasted vegetables served with **Baker's Source Buttermilk Naan with Caramelized Onions**. Roast cauliflower and broccoli, and serve them with our **Sysco Classic Fire Ranch Dressing**. Or see our suggestions for alternative french fries.

## LEAN, MEAN PROTEIN

An eating trend you can't afford to ignore: The low-carb diet. One way to bring some protein to the table is by offering a salumi platter, with slices of **Arrezzio Italian-Style Salami**, prosciutto and other cured meats along with gourmet cheeses and imported olives. You can also cure **Sysco Butcher's Block Pork Tenderloin** for several hours in salt and spices to create a simple house-made charcuterie.

## GO GLUTEN-FREE

More and more customers are experimenting with a gluten-free lifestyle. Bar snacks can be a challenge for these diners—even a chicken wing or meatball could be breaded or floured. You can get around this by using **Sysco Classic Gluten-Free Batter/Breader**. The food will still taste great, and you will widen your potential customer base.



**Menu Tip:** If you don't have gluten-free batter on hand, you can always use cornmeal or rice flour for coating instead.



# THE *second fry*



At Sysco, we offer a full range of products and ingredients that will help you think outside the usual 3/8-inch, straight-cut french fry box and add flavor and variety to your basket. The “Second Fry” not only spices up your menu, it also adds to your profits, as customers perceive added value when you spruce up your spuds.

## FRY THIS

To serve a treat in a basket or at the bar, try our **Sysco Imperial Sweet Waves Sweet Potato Fries**. Coated to preserve crispiness, these fries deliver a great sweet potato taste.

## SPICE THINGS UP

Turn up the heat with **Sysco Imperial Jalapeño Battered Crinkle Cut Fries**. The perfect balance of crunch, heat and flavor, they satisfy game-day cravings.

## THANKS A TOT

Comforting, nostalgic foods of the past are trending right now, so why not fry up a basket of **Sysco Imperial Potato and Waffle Tots**? Light and moist inside, crispy and golden outside—you can serve these across your dayparts from breakfast until late at night.



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**Menu Tip:** Got fresh veggies such as mushrooms or zucchini left over from lunch or dinner service? Slice, batter and fry them to serve as a delicious bar snack.

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## MERCHANDISE YOUR FRIES

You might sell a side of Sysco Imperial Crispy Potato Flats plated next to a burger for about \$1. However, watch those same fries increase in price threefold when wrapped in white butcher paper, placed in an elegant container and sprinkled with flakes of sea salt. Here are a few ways to upsell our favorite bar snack:

- The stainless steel (or hammered steel) cup, lined with butcher paper
- The old-fashioned cardboard boat
- The mini brown paper bag, lined with parchment paper
- The mini metal jelly roll pan, lined with parchment
- Metal mesh (sieve-like) containers, like a mini fry basket

## DOUBLE DIPPING IS ENCOURAGED

Crowds gather to watch college and professional football games as well as soccer during the day or at night, depending on the schedule. Likewise, many snack foods easily span the dayparts—sometimes all you have to do is add one new ingredient, serve with a dip or sauce, or simply slice it a different way.



## PLUS ONE

When you take something simple like french fries or fried calamari and add a new ingredient, like Lawrys Zesty Lemon & Pepper Wings Seasoning Mix, you can turn a side dish into a stand-alone bar snack.

## BET ON RANCH

If you like Sysco Spicy Ranch Dressing, customize it by adding sriracha sauce, avocado or minced parsley. Each addition makes a brand-new sauce, dip or dressing.

## FROM ENTRÉE TO SNACK

Take a muffaletta sandwich you might serve at lunch, cut it into six slices, enhance with swizzly toothpicks and—voilà!—you’ve got bar snacks. A personal pizza or flatbread, cut into six or eight wedges, suddenly feeds five football fans at the bar. It’s a stunning transformation.



Contact your local Sysco Marketing Associate for product availability.