

Happy Holidays

EAT & BE MERRY!

Celebrate the season with indulgent holiday favorites

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The holidays present the opportunity to gather with friends and family to celebrate timeless traditions. As true with most celebrations, food is at the center of it all. We'll help you dish out **classic recipes** to satisfy nostalgic cravings in addition to **bite-sized offerings** perfect for catering. No matter which event you're tackling this season, trust Sysco to provide you with **flavorful food options** and **sustainable supplies**.

Get into the Spirit



During the season of giving, **position gift cards as a practical and convenient gift idea** for busy shoppers.



Promote holiday specials and festive menu offerings on social media. Seasonal deals are great incentives to get new customers in the door while rewarding returning guests.



Find ways to give back. Boost your employees' morale and connect with your customers by promoting a cause and contributing to it. This can include donating a percentage of your sales to a hunger relief program or donating surplus food to a food bank.



Host a party to spread holiday cheer. Themed celebrations including trivia, dress up contests, and limited-time menu offerings are sure to boost seasonal profits.



Sweeten the season with shareable dessert flights.

FEATURES

3 Stay Classic with Beef Pot Roast

Block & Barrel Beef Pot Roast helps operators deliver both traditional and innovative menu applications this season.

4 Serve Up Sales with Seasonal Catering

Ramp up your catering sales with quality food products and caterware for every holiday event.

5 Go Green this Holiday

Earth Plus Caterware offers the perfect solution to your consumers' growing need for more sustainable catering products.

6 Don't Skip Dessert this Season

Mini desserts allow you to add innovative treats to your menu with seasonal flavors customers know and love!

Check out the latest issue of Sysco Foodie at www.syscofoodie.com

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

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STAY CLASSIC

Pot roast is at the top of the list of savory dishes customers crave during the holidays. Among the hustle and bustle of shopping and preparing for the season, guests enjoy sharing a slow roasted meal that reminds them of home. **Block & Barrel Beef Pot Roast** helps operators deliver both traditional and innovative menu applications.

Endless Ways to Please

- Pot Roast & Eggs
- Pot Roast Loaded Baked Potato
- Pot Roast Panini
- Pot Roast Burritos
- Big Easy Pot Roast Po'boys

Slow Cooked Methods are on trend.

Among beef dishes, roasting is up **8% on menus**. In addition to great taste, **8 out of 10 consumers say they eat meat because it's versatile** and can be used in many ways.¹



Why choose Block & Barrel Beef Pot Roast?

FLAVOR. Slow roasted for hours with savory herbs and spices

VERSATILITY. Dry meats allow operators to add their own signature sauces

EFFICIENCY. Fully-cooked meats are pre-trimmed to save you time and labor costs

¹ Datassential, 2017 Meat & Poultry – The Keynote Report

Recipe for Success: SERVE UP SALES WITH SEASONAL CATERING



Tis the season to ramp up your catering efforts! According to Technomic, the **foodservice industry generated \$537.2 billion last year and catering accounted for 11% of the market.**² Sysco offers quality food products and caterware for holiday parties, galas, and other seasonal events.



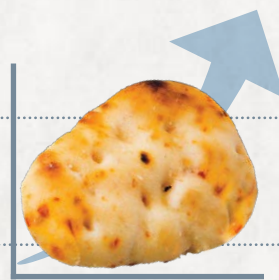
FESTIVE TRAYS

Build a Charcuterie Board. Get creative with countless combinations.

- 1. Meats & Cheeses:** Choose an assortment of cured meats such as prosciutto and *Block and Barrel Salami*. Goat cheese, bleu cheese, and *Block and Barrel Gouda Cheese* are recommended choices.
- 2. Veggies & Fruits:** Mix veggies like cauliflower, green beans, beets or string beans with seasonal fruits. Olives, grapes, and berries are classic options.
- 3. Grains & Nuts:** Crackers and breads in addition to cashews, peanuts, walnuts, and pecans compliment the previously mentioned items well. Consider *Baker's Source Imperial Roasted Garlic and Chili Petite Naan* as a bite-sized bread component for your charcuterie board.
- 4. Spreads:** Ale mustard, jams, and jellies are delicious additions.

22%

of consumers say they'd order catered meals more often *if restaurants offered more snack and small plate options.*²



Naan has experienced **34%** growth in menu penetration since 2015.³

²Technomic Inc., Catering Insights 2018
³Datassential, May 2018

Alternative Catering Applications

Baker's Source Petite Naan

Korean Pork Belly Bites



Lamb Meatball Naan Sliders





Get a Jump Start on your New Year's Resolution!

GO GREEN THIS Holiday



Earth Plus Caterware offers the perfect solution to your consumers' growing need for more sustainable catering products. Earth Plus is a line of eco-friendly supplies including dinnerware, serving trays, and serving utensils.



Trust Earth Plus

- ✦ Made of a unique, proprietary blend of material that gives the product superior strength
- ✦ Can withstand heavy food applications
- ✦ Resistant to cutting and spillages
- ✦ Microwaveable and can withstand temperature up to 200°F

TIPS TO AN ECO-FRIENDLY HOLIDAY



Earth Plus Caterware uses **20% less plastic** and can reduce your carbon footprint by **50%** compared to polystyrene.⁴

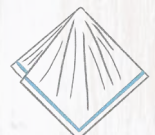
⁴Cutting Edge Solution Insights 2018



Buy energy saving LED holiday lights



Use recyclable to-go containers



Opt for cloth napkins and tablecloths over paper

Don't Skip DESSERT This Season

Mini desserts allow you to add indulgent treats to your menu with seasonal flavors customers know and love! Dessert flights that include several small treats, are more suited for shareable moments when the whole dinner party wants to dive in. Add holiday flavors to these sweet menu ideas to create limited-time offers (LTOs) that boost incremental dessert sales.

SIGNATURE Holiday Flavors



Peppermint



Gingerbread



White Chocolate



Marshmallow



Roasted Fruit



Shareable menu items are on trend.

25% of consumers only eat desserts at restaurants if others in their party will order too.⁵

Half of consumers report that they enjoy LTOs and seek them out.⁶

⁵ Technomic Inc., Dessert Consumer Trend Report 2017
⁶ Technomic's Take: 2018 Global Megatrends



Beef Pot Roast

Tender & Juicy

Evoke comfort food memories with Block & Barrel's succulent Pot Roast. Slow roasted for hours with savory herbs and spices, our Roast is created with foodservice operators in mind. Conveniently packed, our pre-cooked meats provide ultimate back of house time-saving convenience.



Sysco[®]
At the heart of
food and service