

# SCORE BIG

*Ideas & Solutions for Game Time*



*inside*

**Trending Appetizers**

**Salsa, Queso & Guacamole**

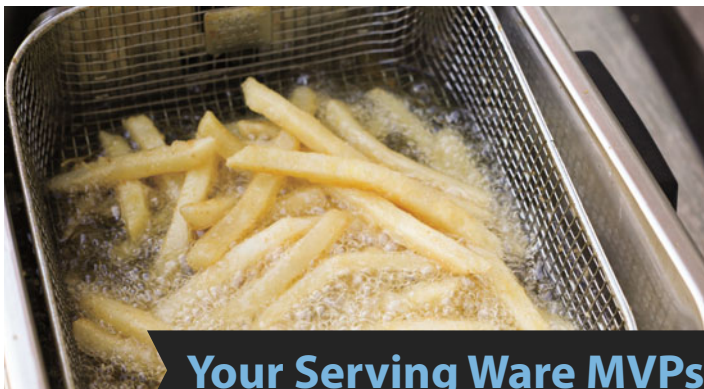
**Tips & Tricks for Operators**

**Takeout & To-go**

**Sysco®**



# WHAT'S *inside:*







# INFUSE MEXICAN-INSPIRED GAME-TIME FLAVORS

## WITH CHIPS & DIPS, SALSAS, GUACAMOLE AND MORE!

We believe in providing plentiful options for chefs across the culinary landscape to add popular Mexican-inspired flavor profiles to their favorite dishes or fully prepared entrées to their menus. From staples like cheese and salsa to ready-to-eat options like burritos, tacos, and pre-cooked proteins, we're committed to bringing the flavors inspired by Mexico to our customers' tables everywhere.



*Make a creamy dip out of our cheese,  
and serve with black corn tortilla chips  
for a striking appetizer.*

- ✓ Tortillas and wraps
- ✓ Tortilla chips and shells
- ✓ Cheeses: block Cheddars, Monterey jack, blends, shreds and pasteurized melting cheese for queso
- ✓ Avocado halves, pulp and prepared guacamoles
- ✓ Peppers
- ✓ Convenience food: prepared burritos, tacos, rellenos and entrées
- ✓ Salsas and hot sauces
- ✓ Beans: refried, black, pinto, chili both canned and dry
- ✓ Tomato products ready to use for any application
- ✓ Proteins: pre-cooked and raw fajita meats, shredded, pulled & seasoned meats, taco fillings, chorizo
- ✓ Jalapeños and chilies
- ✓ Desserts



# BATTER'S *Up*

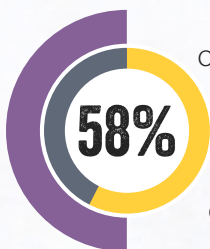


**1** in **3** of all appetizer servings are **BREADED AND BATTERED.**

Game time isn't the same without flavor-packed, fan-favorite snacks. Satisfy your game day crowd with an array of hearty, saucy, savory, spicy breaded and battered appetizers that can be used across all day parts and menu parts. Appetizers, sides, and snacks are high-margin items that are ideal for customers rooting on their favorite team.



of people dining out in groups order appetizers – nearly double traditional occasions!



of consumers say that tailgate favorites like cheese sticks, onion rings, and cheese fries are their most loved, most ordered appetizers.

Mentions of loaded fries are up **4.7%** (**10%** in the West).

**4.7%**

**10%**



**Chili Verde Poutine with Spicy Cheese Curds**





43% of restaurant operators saw an increase in revenue from snacks in the past two years.

Promote your featured game time appetizers on social media with high-quality photos to attract customers and generate excitement.





# keep your eyes on **THE FRIES**

French fries are no longer the small potato!

The classic fry gives operators the opportunity to showcase flavor creativity and craft signature recipes. Learn how to introduce or expand your menu and game day offerings with our large variety of quality French fries.

As the quintessential comfort food that Americans know and love, French fries can match the thrill of the game to the thrill of your taste buds.

With Sysco Imperial Fries, operators can rely on the cost efficiency and plate coverage consistency of receiving more servings per case, more long fries and using less of them for more of an impact.



**57%**

of consumers would order sweet potato fries if it was a menu option – attract a crowd with these all-day appealing offerings!

Up your fry game with the latest and greatest Sysco Imperial Honey Sriracha Fries & Waffle Sweet Potato Fries.

**CUTTING EDGE  
SOLUTIONS**



**29  
LBS**

An average of fries are eaten by Americans every year, making fries a crucial component to any menu.

**38%**

of people visit a certain restaurant because they crave a specific appetizer. Introduce customers to new game-day favorites with the sharp flavors of on-trend starters like Mandarin Firecracker Fries and Pull-Apart Cheese Fries.





**SYSCO IMPERIAL**

## **Crispy Potato Flats**

Go to [www.syscofoodie.com](http://www.syscofoodie.com)  
for this recipe!

**CUTTING EDGE  
SOLUTIONS**

Fries are the first food item  
eaten by diners.

Bring creativity  
into your kitchen on game day with  
craveable favorites that score big with

**52% of MILLENNIALS**

**and 40% of CONSUMERS**

who report they are more likely to visit  
a restaurant that offers new  
or innovative flavors.

## **APPLICATION IDEA**

Serve multiple dipping sauces  
side by side in a single sauce or  
soufflé cup to add visual interest to  
your presentation.

French fries have been – and always  
will be – a menu favorite.

## **CONDIMENTS ARE A COLORFUL WAY TO ACCENTUATE YOUR FRIES**

and provide your own signature dining experience to your customers. A variety of saucy offerings are a great way to maximize basic condiments while allowing customers to explore new, intriguing flavors. For the perfect match, pair fries with *Sysco House Recipe's dipping and dunking favorites such as Honey Mustard, Sweet and Sour, Blue Cheese Dressing, Hot Sauce, Extra Hot Sauce* and more!



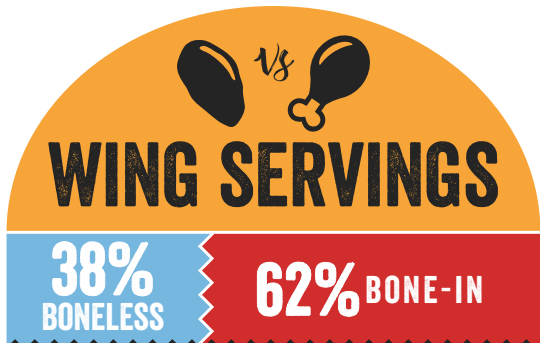
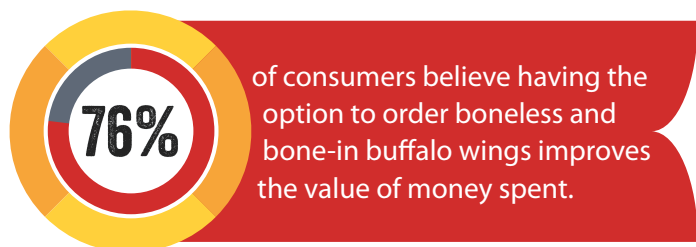


# WING It!



## FINGER FOOD FAVS!

Don't risk the chance of your customers missing a big play during the game – finger foods like flavor-packed wings are the perfect game-time solution! Sysco's top-quality meat, versatile ingredients and culinary solutions will help you meet customer demand and exceed expectation in the wing category.



## RUBBED WINGS WITH POPPIN' JALAPEÑO DIP

Watch recipe video on the Sysco YouTube channel.



Yield: 6 servings

3	pounds chicken wings	1	teaspoon kosher salt
2	teaspoons ancho chile powder	¼	teaspoon cayenne pepper
2	teaspoons dried Mexican oregano	1	cup mayonnaise
2	teaspoons garlic powder	½	cup sour cream
2	teaspoons ground coriander	¼	cup finely chopped pickled jalapeño peppers
1	teaspoon fresh ground black pepper	2	tablespoons fresh lime juice
1	teaspoon ground cumin	1½	tablespoons chopped fresh cilantro
			Vegetable oil

1. Using a sharp knife, cut off the wings tips and discard; split the chicken wings at the joint into 2 pieces, the middle section and the drumette.
2. In small bowl, stir chile powder, oregano, garlic powder, coriander, black pepper, cumin, salt and cayenne. In large bowl, toss wings with seasoning mixture. Cover and refrigerate at least 2 hours or up to 1 day.
3. Preheat grill to 375°. In small bowl, stir mayonnaise, sour cream, jalapeños, lime juice and cilantro. Cover with plastic wrap and refrigerate up to 3 days.
4. Reduce grill temperature to 350°. Coat hot grill rack with oil. Place chicken wings on grill; cook 10 minutes or until grill marks appear and internal temperature reaches 125°, turning once halfway through cooking. Transfer wings to sheet tray; cool, cover and refrigerate up to 3 days.
5. To serve, roast wings at 400° for 10 minutes or until golden brown and internal temperature reaches 165°. Serve with jalapeño dip.

Serve **SYSCO'S** array of **BREADED** and **UNBREADED**, **SMALL**, **MEDIUM**, **LARGE** or **JUMBO BONE-IN** and **BONELESS WINGS!**



From the makers of the original Pig Wings™, these tender, bite-size pork morsels offer a new and unique appetizer solution.



### **NEW! Pork Belly Burgers**

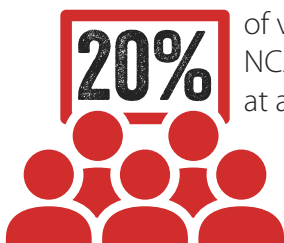
Made from 100% fresh pork belly that rivals the succulent flavor of bacon with the perfect texture of an all-beef burger.



Scan with smartphone  
to watch the recipe  
video on the Sysco  
YouTube channel.

As the demand and price for chicken wings increase, seek cost-effective innovative solutions like Sysco Classic Pig Wings™, a great alternative to bone-in chicken wings for any menu!

Sysco Classic Pig Wings are fully cooked, bulk packed and individually quick frozen (IQF) to reduce the risk of cross contamination. They offer consistent tenderness in every portion and can be prepared in the oven, deep fryer or on the grill.



of viewers plan to watch the  
NCAA basketball tournaments  
at a restaurant or bar



*Offer a variety of wing flavors and dipping sauces customers can mix and match to create their one-of-a-kind winning wings!*

#### **TOP 5 WING FLAVORS:**

Hot, mild, honey BBQ, medium and garlic Parmesan.

#### **TOP 5 DIPPING SAUCES:**

Buffalo sauce, bleu cheese dressing, hot sauce, BBQ sauce and ranch dressing.

**TOSS SYSCO PIG WINGS™** in multiple sauces such as **THAI CHILI**, **BBQ**, **TERIYAKI** or **BUFFALO** sauce, or create a signature rub to elevate your game~day menu!



# round-out your PIZZA MENU



With a **20%** increase  in beer sales during March Madness, promote **pizza + beer specials** that will increase foot traffic to your operation!

**PIZZA ORDERS  
INCREASE BY 19%**

during the NCAA basketball  
tournament.

Americans eat approximately one hundred acres of pizza each day, and 54% of Americans say pizza is their go-to meal when watching sports, resulting in a booming category that operators should not ignore. With our variety of versatile, consistent and time-saving pizza products, you can ensure your kitchen is prepped and stocked with all of the pizza essentials you'll need to meet customer demand.

Cater to health-conscious sports fans with **whole grain pizza crusts** topped with organic ingredients.



Transform any Arrezzio dough or crust into versatile and traditional pizzeria offerings such as calzones, Stromboli, garlic knots, and bread sticks ~ perfect options for game watching!

**41%**

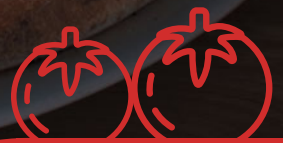
dramatic rise in  
consumers eating  
pizza at least once  
a week over the  
**last two years.**





No matter the type of crust or toppings on a pizza, a great sauce is what pulls all the flavors together into a delicious bite.

**Arrezzio pizza sauces** are ready to use, cost-efficient, spreadable, authentic, old-world-style sauces that are a perfect blend of vine-ripened tomatoes, herbs, spices and oils.



## CUSTOMERS LOVE TO CUSTOMIZE!

Consumers have become pickier about the quality and flavor profile of their toppings, making customizable options a must for any pizza-serving operation. Personalized pizzas are a guaranteed win! Offer an array of crust, sauce, cheese and topping options.

Americans are also increasingly likely to try bold new pizza flavors inspired by Mexican, Asian and Caribbean cuisines, as well as innovative limited-time-only pies. Use Arrezzio pizza sauces as the base for creating ethnic profiles.



Worldwide pizza sales increased to

**\$128 BILLION**

in 2017 and \$44 billion in the U.S.

Fresh vine-ripened tomatoes are crushed to a perfect consistency that makes the sauces spreadable and easy to use during the rush of a big game crowd.

Cross-utilize pizza sauce in other game time offerings such as quesadillas, cocktail sauce or a dipping sauce for wings.

Don't have the tools to make pizza in time for game day? Try our **Villa Prima® Oven Ready** pizza! This simple solution for scratch-quality pizza provides maximum time savings in your quest to expand your operation and customer base.





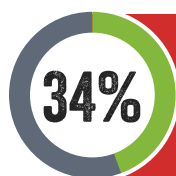
# READY, SET, Go!

Convenience is a quality that consumers are increasingly demanding, making to-go meals a booming category for foodservice. The average check price increases up to 20% when guests order off-premise. Ensure you promote takeout options for in-home celebrations and elevate convenience in your to-go platform with an array of customizable on-the-go options that deliver the quality of your dining experience at home.



Sysco™  
Trendz

Style doesn't go out the window or off the box with Sysco Trendz. Operators can look to Trendz as Sysco's line of high quality foodservice disposables that represent a refreshing new approach on take-away design. Give your disposable packaging an upscale feel without the added expense of designing and printing custom logo ware with exclusive SyscoTrendz products.



34% of customers now opt for delivery or takeout instead of dine-in. Satisfy customer demand with an array of appetizers and entrées perfect for indulging on game day.





More than 1 in 3 consumers agree takeout catering packaging that lacks presentation and is unable to serve multiple people is a deal breaker. Sysco Imperial Stack 'N Go Trays deliver both the functional performance and aesthetic presentation of permanent-ware while also being disposable.

**CUTTING EDGE  
SOLUTIONS**

Utilize Sysco Imperial Stack 'N Go catering trays for takeout game day items with menu offerings such as a fajita bar tray with grilled shrimp, chicken, steak, pulled pork and a variety of toppings, a seafood tower with cocktail sauce, or a chicken wing and veggie tower with blue cheese dressing.



Serve customers convenience packaged to-go on game day with versatile, 4-compartment, extra strength Stack 'N Go catering trays. These trays are uniquely designed for foodservice operators and offer a revolutionary way to celebrate catering and party occasions.

## **SYSCO IMPERIAL STACK 'N GO TRAYS**

They are the only modular tray system featuring two microwaveable sectional polypropylene tray bases that are also recyclable. When stacked together, the trays become a 2-tier tray system that allows unlimited menu combinations across hot and cold food applications.





# your serving ware MVPs

supplies  
**OnTheFly.com**  
from Sysco

Find all your essentials for the big game on **SuppliesOnTheFly.com!**



Give customers that crisp, winning crunch in all of your breaded and battered apps they're munching on during the game! Our wide assortment of fryer baskets will help get your fries to a golden perfection every time.



Make game time a fun fiesta with multiple taco offerings served in taco shell holders. Or, use a taco salad bowl basket to create a deep-fried taco bowl filled with a tasty taco salad!

Large platters make game time snacking easy. Serve large crowds irresistible game time specials on glass, metal, plastic, melamine, or Chinaware platters.

## SUSTAIN™ PREMIUM SUNFLOWER OILS

Customers are concerned with both how healthy a product is to eat and how healthy it is for the environment. Allow them to rest easy by using our new Sustain Premium Sunflower Oils. Sunflower oil is non-GMO, has zero trans fats and contains high levels of heart-healthy monounsaturated fat, which studies have shown can lower bad cholesterol.

Sustain Sunflower Salad Oil is a versatile product that can be used to prepare salad dressings and mayonnaise, as an ingredient in prepared bakery mixes, for pizza crusts, and light-duty frying. It is made from a blend of mid-oleic and high-oleic sunflower oil, which makes for an outstanding fry life. Sustain Pan Release is an all-purpose spray that can be used in all grilling applications and prevents food from sticking to griddles, frying pans and other hot cooking surfaces.





Set your operation apart with stylish, trend-setting serving wares to showcase presentation integrity and creativity.

Sysco offers

**170,000+**

products on [SuppliesOnTheFly.com](https://www.suppliesonthefly.com) for all the essentials needed to detail and uniquely design the way your food meets the eyes.



# game-changing TIPS & TRICKS

Boost profitability during game time and make every customer experience in your operation one to remember with next-level offerings. Use our simple tips and tricks as inspiration to revamp your items with enhanced, photo-worthy presentations and innovative supplies that transform traditional plates into contemporary sensations.



Present dipping sauce in a vertical martini glass to add height and intrigue to the plate.



Offer large groups shareable items like Pizza Fries served on a raised pizza riser/rack for creative impact and heightened appeal.



List beverage suggestions on your appetizer menu such as signature sliders paired with a flight of beer to entice customers with a variety of libations to wash down their tasty meal.



Make consumers winners no matter what the outcome of the game by unveiling drinks and food pairings such as pints of beer with a pint of fries, cheese curds, or stuffed jalapeño poppers.



Create a tapas-style menu using any of our flavor-filled game time offerings and style the small plates according to a tasteful theme.



Support sustainability and offer healthier, non-GMO, sustainable products by preparing fried menu items with Sustain Premium Sunflower Fry Oil.



Make a big play by serving apps with ethnic sauces such as chimichurri, tzatziki or Thai chili sauce.



Good things  
come from  
**Sysco**

**GOT**  
*Fries?*

To learn more, visit [syscofoodie.com](http://syscofoodie.com) or contact your local marketing associate.

[sysco.com](http://sysco.com)



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