

SANDWICHES

REINVENTING THE BROWN BAG CLASSICS



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WELCOME

Sandwiches. What's not to love about them? They're delicious, convenient, extremely portable and suitable as a meal or snack at any time of the day. What was once a humble lunchbox staple is quickly becoming a culinary trendsetter.

This brochure will help you reinvent the beloved lunchtime favorite and show you why Sysco is the one-stop solution you need to create a comprehensive deli offering. From high-quality meats and cheese to breads and complementary sides from brands like **Block & Barrel**, **Baker's Source**, **Sysco Imperial** and **Sysco Classic**, you can become the hero of your sandwich menu.

Learn more at SyscoFoodie.com or contact your local marketing associate.



SANDWICH TRENDS

With consumers eating an average of 4 sandwiches per week, it's imperative that foodservice operators keep their menus fresh and exciting to keep them engaged and coming back.¹



28% of sandwiches are eaten at breakfast, 33% at lunch and 22% at dinner – proof that they are no longer simply a brown-bag staple.



Customization is appealing, especially with the millennial generation. In fact, 61% of today's consumers specifically say that they want to customize sandwiches and portion sizes. By offering a variety of breads, cheeses, sauces and meal sizes, operators can easily elevate the dining experience from a good one, to a great one, and increase their repeat business.

YOUR SANDWICH SOLUTION

From a beloved grilled cheese to more global offerings such as the increasingly popular bánh mi, operators can't ignore the expansive profit opportunities within the sandwich category. When it comes to deli staples and specialties, **BLOCK & BARREL** has you covered.

Offering a delicious array of deli-style selections for both the front and back of the house, **BLOCK & BARREL** caters to each consumer's individual tastes – from the simplest of sandwiches to the most complex, signature creations. With a full assortment of sides, salads, snacks and fully-cooked, prepared, ready-to-eat or heat-and-serve deli staples, we have everything you need to offer a well-rounded, true deli-inspired selection.



Menu Tip: Round out deli offerings with a classic potato chip and a signature house dip to complement

THE WORKS

New takes on deli staples – flavored aioli, pickled vegetables, scratch-made spreads and ethnic-inspired sauces – introduce a new flavor profile and strike balance between familiarity and innovation.

Making unique and inventive tweaks to classic items appeals to the culinary adventurous, and since more consumers are willing to pay higher prices for premium ingredients, these specialty toppings increase profitability and provide them with something they can't easily prepare at home.



Non-traditional toppings such as Giardiniera, sundried tomatoes and pickled porcini peppers are perceived as premium ingredients and command a higher price than traditional toppings.





HOLDING IT ALL TOGETHER

What you put on a sandwich is just as important as the bread you serve it on. High-quality, par baked breads and dough make it easy for operators to only use what they need (which greatly reduces waste!) and have artisanal bread ready whenever they need it.

Baker's Source comprehensive bread offerings give you the variety you need to make your menu stand apart from the competition with none of the labor-intensive work that goes into bread making. Crusty baguettes, soft pita breads, seeded loaves and old world style bread rounds enhance your sandwich offerings and give consumers better control over their options. Sliced, toasted or served as is, **Baker's Source** breads are made to withstand any amount of hearty toppings.





SPREAD IT ON

Consumers interested in innovative flavors will capitalize on customization and premium ingredients, for example, by swapping out mayonnaise (the most menued sandwich condiment) for items like savory bacon, tomato or onion jam. And with the rise in consumers seeking new flavor combinations, operators have the opportunity to play with flavor mash-ups and ethnic fusions in their sandwich offerings. Try adding a **Ginger Sriracha Aioli** to your menu as a topping and dipping sauce

[Full recipe available in the Foodie 2018 Calendar Recipe Book](#)

As of 2017, 20% of operators offered savory jams as a sandwich component, meaning those who offer them have a greater opportunity to capitalize on profits and appeal to consumer craving for new flavors than operators who don't feature such items.



TAKE YOUR SANDWICH TO THE EDGE



Staying ahead of culinary trends is simple with Sysco's Cutting Edge Solutions. Our new products help you refresh your menu, drive repeat business and streamline back-of-house operations.

Give your menu global flair and enhance your deli bread offerings with Baker's Source Imperial Buttermilk Naan with Caramelized Onions. These pillowy breads have a slight, tangy, dairy note from the buttermilk and feature smoky flavor along with characteristic authentic bubbles and chars.

- Patented baking process allows consumers to experience a new taste and texture
- Appealing flavor profile for the "culinary curious" Millennial and Gen X consumers who eat out most frequently and seek new culinary experiences



Try elevating your traditional potato chips by serving Sysco Imperial Crispy Potato Flats instead. These firm, wide, crisp strips are revolutionizing a menu staple, and are perfect for dipping or loading up with toppings.

- Flat shape creates better plate coverage than traditional fries and stays firm and crispy after cooking
- Appeals to the 66% of consumers that believe the perfect fry is extremely crispy¹



¹ Datassential 2017



MAKE IT A COMBO

Pairing a soup and sandwich together is one of the easiest ways for operators to maximize on profit potential, capitalize on cross-utilization and increase consumer satisfaction. These combinations offer consumers value and variety, while increasing profitability for operators. Ready-to-heat soups from Sysco Imperial and Sysco Classic offer speed-scratch convenience with the high-level of quality consumers expect.



Menu Tip: To increase presentation and profits, serve soups out of a bread bowl.

GLOBAL TRENDS

Because sandwiches are tried and true, they provide an opportunity to leverage safe experimentation for operators. And with ethnic spices and condiments becoming more mainstream, it is no surprise that bao sandwiches and bánh mi sandwiches are appearing on more menus.¹ Offering spiced French fries and ethnic condiments in traditional dishes is an easy way for operators to incorporate these flavors and drive consumer interest.

The Bánh mi sandwiches have exploded over the past four years, with a growth of 393%!²



¹ Sandwich Consumer Trend Report, Technomic, 2016

² Sandwich Consumer Trend Report, Technomic, 2016

