

Holiday



FALL INTO GOOD HABITS

Good things
come from
Sysco[®]

Fall into
Good Habits

With the holiday season right around the corner, consumers' sights are set squarely on holiday classics, like turkey, chicken and ham, while still recognizing the value of clean, healthy living. Let Sysco guide you through this profitable season with all of our industry-proven proteins.

TURKEY TIME

Turkey is truly a holiday tradition, and with the consumer in mind, Sysco provides trans-fat, MSG and gluten-free offerings. Sysco is here to meet the demands of this growing marketplace. From a high-quality filling for a breakfast omelet, served with cranberry dressing in a festively delightful wrap or where it shines brightest as a center of the plate spectacle, turkey is a gift that keeps giving.



COOKING WITH COLEMAN

COLEMAN ORGANIC's® dedication to sustainably-raised, organic and non-GMO poultry is freshness that can be taken to the bank. As discovered by Nielsen, a staggering 88% of consumers polled stated that they would be willing to pay more for healthy foods. Adding Coleman Organic® chicken breasts to an in-season, peak-harvested beetroot salad with goat cheese and chicken is a sure-fire way to satisfy any generation.



THANKFUL FOR HAM

This holiday favorite will surprise consumers with its full flavor profile while remaining a leaner, healthy indulgence. When looking for a gratifying, snackable sandwich or a hearty casserole, think Block & Barrel's line of aged-to-perfection, sliced and smoked hams or mouth-watering carved hams that are cascaded with the richest spices and sauces.



The idea of a run-of-the-mill fare is not appealing to the holiday consumer. Operators that latch on to familiar flavors but spice up the creativity with daring, on-trend profiles are fostering repeat customers.

THE BEST OF FALL

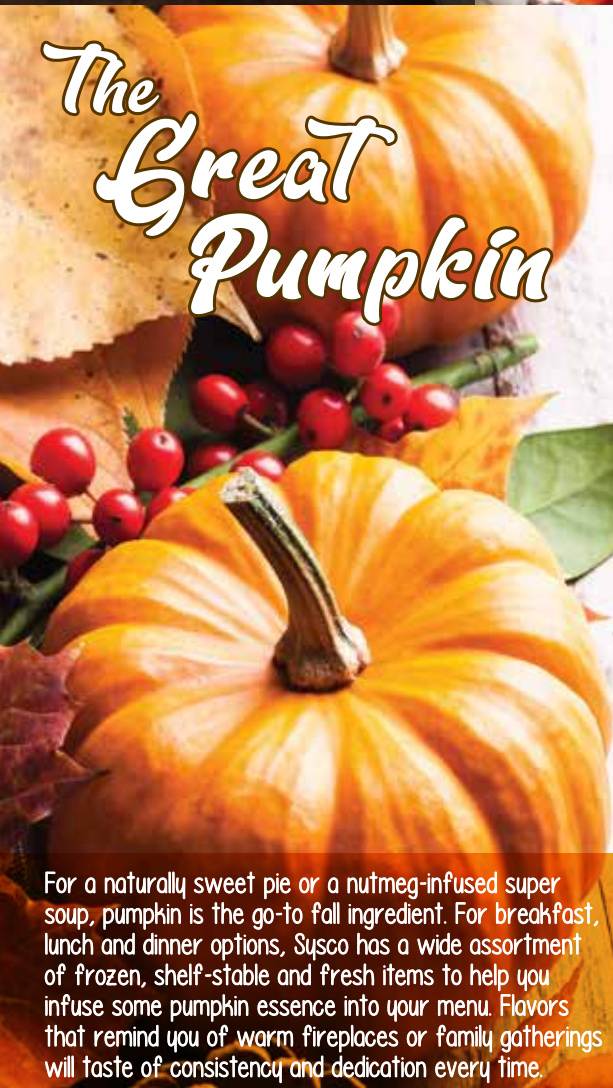
Save valuable preparation time and reduce the space needed to stock a colorful assortment of grains and legumes with Path of Life® Super Sides. A gluten-free side like the Pulse Mélange is sure to turn heads. Intended to heat and serve in minutes, employees will love their ease of use, and consumers will adore the tan and green garbanzo beans with red lentils that are a mirror image to brilliant fall foliage.

Play with Your Food



**CUTTING EDGE
SOLUTIONS**

The Great Pumpkin



For a naturally sweet pie or a nutmeg-infused super soup, pumpkin is the go-to fall ingredient. For breakfast, lunch and dinner options, Sysco has a wide assortment of frozen, shelf-stable and fresh items to help you infuse some pumpkin essence into your menu. Flavors that remind you of warm fireplaces or family gatherings will taste of consistency and dedication every time.

Dressing up



**Baker's
source**

Holiday dressing is a blank canvas and with the right tweaks is the ideal side for those wanting to experiment with regional or ethnic dashes that are sure to entice consumers. Instead of traditional starches, think Baker's Source® brioche, challah or croissant for unforgettable bases. For those sausage needs, chorizo and Andouille are deep in history and dial up distinctive profiles that consumers long for.

Sysco

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

Sweeten The Season

Whether at a sit-down dinner, work party, catered event, or even for those customers looking for a tasty grab-and-go treat, the wish remains the same—an overwhelming desire to feel a connection to holiday meals past. Limited-time offers (LTOs) boost both total sales and average ticket prices due to the demand for holiday flair.



PERFECT PAIRINGS

Sysco's Imperial Cheesecakes in addition to a seasonal selection of garnishes, such as fruit, white chocolate, crushed peppermint or gingerbread, are flexible festive mainstay menu ideas. For the customer in a pinch, relieve them of their worries by encouraging whole desserts to go. Sysco's Desserts To Go program generates add-on sales with whole and sliced pies packaged for takeout. For extra charm, wrap with a bow for a gift to the entire family.



Creating a Signature

CITAVO™



When creating artisanal holiday beverages, profiles and textures are the name of the game. A traditional holiday staple like vanilla or cinnamon married with buzz-worthy profiles like cardamom or roasted ancho chile resonates with taste buds. A texture such as whipped cream or roasted nuts assures consumers that they were in the forefront of thought when the beverage was composed. Citavo's organic and fair trade coffee blends gives operators a marketable beverage for their conscientious consumers willing to pay a premium on sustainable beverages.

THE DISH ON CATERING

Catering is no longer limited to independent operators. Food truck owners, purveyors of pop-up events, restaurateurs and everything in-between can have a slice of the pie that is this up-trending market. Dallas-based catering consultant Sandy Korem estimates profitability ranges of 10% to 15% per event, a figure higher than typical restaurant margins. Planning is essential to success.



A TASTE FOR THE EXPERIENCE

Impress with Sysco Imperial hors d'Oeuvres that shape discussion with their round, triangle, cornucopia, skewer and open-face presentations. Diners crave variety to delight the palate, and Sysco understands that costs drive businesses. That is why these products add appeal and satisfaction but reduce preparation time and waste with innovative packaging and oven-ready trays. Every bite becomes a camera worthy moment.



— Sysco —
Imperial

DONE RIGHT, EVERY TIME

Sysco recognizes the pitfalls that can be associated with catering, such as, the costly setup, breakdown, cleanup and travel. Products, over 170,000 products from SuppliesontheFly.com are available 24 hours a day, 7 days a week. With a range of disposable dishes, exceptional stainless steel chafers, trays and racks and attention grabbing accoutrement (easels, sculptures, etc.), a standard fare can be infused with holiday joy.



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