



# FUN IN THE SUN!

Sizzling Solutions for your Summer Menu

Grilled Yogurt-Harissa  
Chicken Sandwich

## INSIDE:

Chicken Sandwiches,  
Ribs, Burgers, Ice  
Cream *and more!*

# CONTENTS:



<sup>1</sup>Technomic, Inc., <sup>2</sup>Datassential, <sup>3</sup>Mintel, <sup>4</sup>Sysco Sandwich Product Catalog, <sup>5</sup>Nielsen, <sup>6</sup>Nutrition Business Journal



MAKE SUMMER  
**PROFITS**  
 SIZZLE WITH  
**PREMIUM**  
**QUALITY**  
 MEATS FROM



Butcher's Block provides operators with premium quality meat products, including a variety of pork, lamb and veal.

## RARE. MEDIUM. WELL.

The perfect way to cook a steak is up for debate. The quality of meat, however, is not. Butcher's Block provides the right cuts for whatever doneness you desire.



## GRILLIN' FAVES



- ✓ Cooked, smoked baby back ribs
- ✓ Pork cutlet
- ✓ Pork belly
- ✓ Pork butts
- ✓ BBQ smoked pulled pork
- ✓ Pork rib-eye
- ✓ Bone-in skin-on ham
- ✓ Burnt pork ends with BBQ rub
- ✓ Beef brisket
- ✓ Beef short loin
- ✓ Beef skirt
- ✓ Chuck roll
- ✓ Flank steak
- ✓ Lamb chops
- ✓ Lamb racks and ribs
- ✓ Lamb sirloin
- ✓ Lamb stew meat
- ✓ Rib-eye
- ✓ Choice sirloin angus
- ✓ Strip loin
- ✓ Veal
- ✓ Veal osso buco



What's not to love about portable and deliciously filling chicken sandwiches? Satisfy both health-conscious customers and those looking for comfort with all-natural, organic chicken and fried chicken sandwich varieties. From marinades, brines and flavorful breading to sauces, toppings and more, reinvent this menu favorite with creative seasonal items to take your chicken sandwiches from standard to signature.



**SANDWICHES ARE  
EATEN ALL DAY LONG!\***  
**28% @ BREAKFAST**  
**33% @ LUNCH**  
**22% @ DINNER**

**41%** would be willing to **PAY MORE** for chicken that's labeled "**NATURAL.**" Meet customer demand by adding responsibly sourced **COLEMAN ORGANIC®** chicken to your menu!



**MENU IDEA:**



Grilled Yogurt-Harissa Chicken Sandwich



Watch recipe video on the Sysco YouTube channel.

Serve on our Baker's Source Imperial Buttermilk Naan with Caramelized Onions for a flavorful, pillowy bite.

**CUTTING EDGE  
SOLUTIONS**



48%



of consumers are interested in trying chicken entrées with **unique ethnic flavors**. Use **gochujang** (Korean chili sauce) or **sambal** (Southeast Asian spicy chili pepper sauce) to add bursts of **ethnic flavors** to chicken sandwiches!



**61%** specify they want **CUSTOMIZABLE SANDWICHES** and **PORTION SIZES**.

Offer a variety of breads, cheeses, sauces and meal sizes to elevate the sandwich eating experience and drive repeat business.<sup>4</sup>



As of 2017, only **20%** of operators offered **SAVORY JAMS** as a sandwich component. Differentiate your restaurant with new, innovative condiments.<sup>4</sup>



mayo

+



ginger

+



sriracha

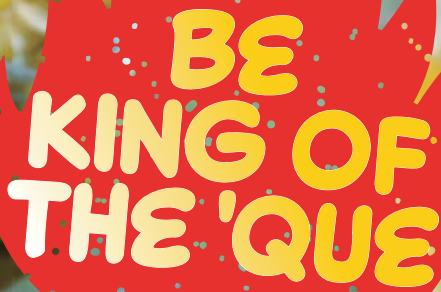
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**CHICKEN SANDWICHES**

have **GROWN** on menus nearly **8%** over the past five years.<sup>1</sup>



84% want hand-seasoned, crispy chicken with golden, one-of-a-kind texture and taste.<sup>2</sup>



# BE KING OF THE 'QUE

Summer celebrations are all about barbeque. When summer begins, consumers are looking to celebrate the numerous seasonal festivities with mouthwatering grilled meats covered in smoky rubs and tangy sauces. From ribs, steak and smoked sausage to pulled pork and brisket, push the boundaries with your barbeque menu this season to keep customers returning for your saucy, smoky fare all summer long. And don't forget to get the napkins ready!

Consumers now, more than in 2014, are **looking for variety** in BBQ menus.<sup>1</sup>

Demands for BBQ meats are increasing!<sup>1</sup>

**+19%** Smoked sausage

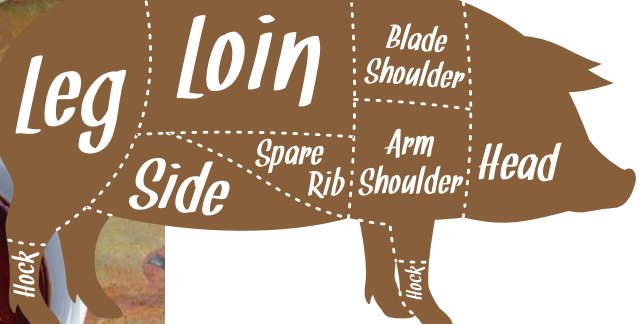
**+12%** Beef brisket

**+16%** Beef ribs

In the past year, **LOW- & SLOW-COOKED** barbeque such as **BRISKET**, **PORK SHOULDER**, **PORK RIBS**, **PULLED PORK**, and **BEEF** have been on-trend, appearing more often in fast-casual barbeque concepts.<sup>1</sup>



**BBQ** holds its own with bright, spicy, **Korean-inspired** flavors. Serve Korean BBQ pork with house-made **kimchi** or **gochujang**.



# RIBS

Baby back ribs are the leanest and most tender of the pork ribs. Prepare 'em smoked, grilled or baked.

## Customers Customizing!

Offer customization with a variety of rubs and seasonings such as Memphis rub, Kansas City rub, mustard rub, chipotle dry rub and more.

Give ribs extra moisture before cooking by slathering them with a signature sauce or paste. Try mustard and Worcestershire sauce or stout-sriracha barbeque sauce.



# BRISKET

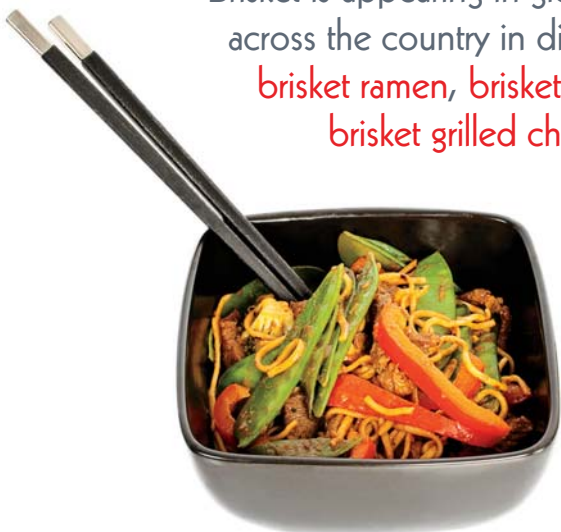


Brisket is tender, succulent and great for braising, curing, smoking and brining.

Incorporate brisket into trending, shareable dishes such as poutine, dumplings or mac and cheese.

Brisket is currently on 12% of restaurant menus and has grown 30% on menus since 2013.<sup>2</sup>

Brisket is appearing in global mash-ups across the country in dishes such as brisket ramen, brisket tacos and brisket grilled cheese!



# AMERICAN FAVES

Summer is the perfect time to attract crowds with patio favorites such as burgers, hot dogs and fries. Impress customers with reimagined versions of these time-tested items that incorporate exciting flavor combinations, bold ethnic sauces and interesting mash-ups. Further intrigue diners by utilizing high-quality, better-for-you bases such as plant-based burgers or turkey franks, available at Sysco, to make your summer grilling season a breeze.



## BURGERS

Burger sales are predicted to grow **3.4%** between 2017-2019.<sup>1</sup>

**35%** of consumers say it's very important that restaurants offer burgers with new and unique flavors.<sup>1</sup>



**26%** of consumers say **breakfast burgers** are highly appealing.<sup>1</sup> **52%** of consumers eat a plant-based diet.<sup>3</sup>

Make your summer

## BURGERS STAND OUT

with heirloom produce, house-made jams or barbeque coleslaw.



## PLANT-BASED BURGERS

**36%** of consumers want to consume less meat.<sup>6</sup> The Beyond Burger<sup>®</sup> is meat-free and provides the same juicy taste as a classic burger! Serve The Beyond Burger<sup>®</sup> with hash browns, vegan Cheddar, fresh avocado and bell peppers stacked on a toasted English muffin for a hearty and delicious meat-free meal.

Serve a hearty, meat-free breakfast burger with plant-based burger patties, hash browns, vegan Cheddar, fresh avocado and bell peppers stacked on a toasted English muffin.





# FRIES



Whether seasoned, brined or beer battered, **offer bold, innovative fries to the 46% of consumers** who specifically want to try alternative fries with Sysco's exclusive product assortments.<sup>2</sup>

**CUTTING EDGE SOLUTIONS**



Satisfy fry fanatics with **Crispy Potato Flats**, perfect for dipping or loading up with toppings, exclusive from Sysco's Cutting Edge Solutions.

Sweet potato fries are popular due to their better-for-you halo. Add a quick dusting of **Caribbean jerk seasoning** or serve with a **turmeric-tahini dip** to increase the **nutrient-rich** appeal.



# HOT DOGS

Customers want to indulge in hot dogs featuring responsibly sourced and minimally processed ingredients.



Transform this ballpark favorite into something special with intriguing toppings such as house-made ketchups, pickled peppers or candied bacon.



## MENU IDEA:

Turkey Frank BLT dogs with avocado and mayo on a pretzel bun.





# GET THE INSIDE SCOOP

As the top frozen dessert item in foodservice, you'll want to serve up a variety of ice cream flavors and textures this summer that will keep up with the competition and keep your customers coming back for seconds. Whether you offer classic hot fudge, whipped cream and cherry toppings or innovative sweet and salty combinations such as bacon, popcorn and pretzels, get the scoop on how you can enhance your menu with this nostalgic, creamy, timeless offering.

Think beyond the bowl and serve ice cream in creative platforms such as in cookie sandwiches, flavored taco shells, or innovative cones made with donuts or soft pretzels.



40%

of consumers are more likely to try a restaurant with new and innovative flavors. Try using small-batch, high-quality, house-made ice creams that are decadent, unusual and enticing to customers. Ginger-molasses, pistachio, cinnamon and beer-flavored varieties **ARE ALL TRENDING.**<sup>5</sup>





Social media plays a huge role when it comes to ice cream marketing efforts. Take advantage of Instagram by showing off your picture-perfect ice cream shots.



Satisfy HEALTH-CONSCIOUS customers

by offering low-fat frozen yogurt paired with healthier add-ons and toppings such as chopped almonds, fresh fruit and honey.



### TOTAL ICE CREAM CATEGORY SALES<sup>3</sup>



33%  
Soft Serve



31.2%  
Hard Pack



22.9%  
Novelty



12.9%  
Soft Serve Yogurt



### MENU IDEA:

Red Velvet S'mores Shake



Watch recipe video on the Sysco YouTube channel.

### CUTTING EDGE SOLUTIONS



Baker's Source  
**PARFAIT  
MUFFIN**

topped with vanilla ice cream, blueberries and white chocolate drizzle.

# SUMMER CHILLERS



Summertime brings about cravings for cool, refreshing drinks to quench customer thirst and exceed expectations for fun, exciting libations. From tropical fruit-infused punches to mock-jitos and watermelon coolers, add value to your beverage menu with exciting, vibrant, flavor-packed mocktails. With easy-to-pour ingredients and quality drink bases, Sysco's alcohol-free bar basics can help you serve top-notch sparkling fruit-flavored mocktails in minutes.



Fresh juice is essential for creating an exceptional mocktail. Utilize natural juices made with whole fruits and vegetables such as cranberry, pineapple, cucumber orange, grapefruit, carrot or beet juice.



**MOCKTAILS** are commanding entire sections of the beverage menu. Increase profitability by giving mocktails the same amount of thought and attention as you would a **CRAFT COCKTAIL**.

Enhance the visual appeal of mocktails with attractive straws, edible flowers, umbrella garnishes and fresh fruits.



U.S. consumers are demanding a plethora of personalized, *made-for-me* beverages including innovative, fruity, signature drinks that interpret *global flavors* with local ingredients. They are also craving more authentic components and complex, zesty layers of flavor in the glass.

Today's **HEALTH-CONSCIOUS** consumers are looking for beverages to offer a range of *benefits* through *vitamins, minerals, antioxidants* and *protein*. Merchandise your mocktails as nutritious by adding superfoods like acai berries, hemp seeds, goji berries, ginger, turmeric and lavender.



## IGNITE CUSTOMER SENSES

by adding *texture* to beverages with a range of:


Temperatures  
Light syrups  
Fizzy ingredients  
Plant-based milks

Honey  
Fresh garnishes  
*and more!*



### MENU IDEA:

*Cucumber-Mint  
Mock-jito*

 Watch recipe video on the Sysco YouTube channel.



# SUNSHINE & SALADS



From potato salad and coleslaw to macaroni salad and more, creamy summer salads create bright, flavorful dishes using the season's freshest produce and inventive dressings. Light summertime salads perfectly complement barbecued meats and can also be transformed into signature entrées. This summer, experiment with the classics to produce innovative textures and flavor profiles that add value and variety to your menu.

**SEAFOOD SALAD** makes for an excellent *dip, appetizer, party tray or filling for sandwiches.* Add our pre-made seafood salad, made with surimi (imitation crab meat), celery and a delicious mayonnaise dressing, to a seafood salad roll with tarragon and chives.

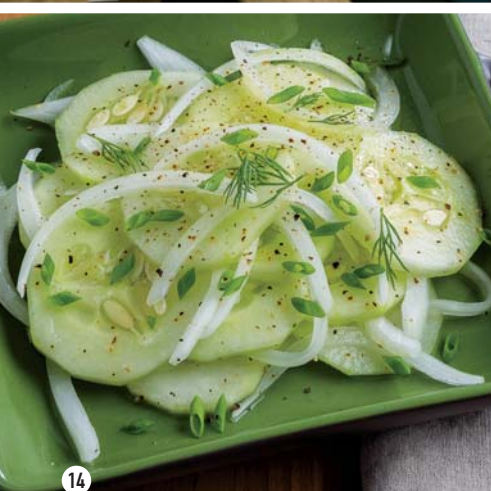


**PASTA SALADS** are perfect for delis, salad bars, as a side dish or main entrée. Offer customization with different pasta salad styles such as *Asian with soba noodles and peanut dressing* or *Italian with asparagus and pesto.*



Serve **CUCUMBER SALAD** as a side dish or as a topping on a toasted *bagel with smoked salmon.*

**COLESLAW** can complete a sandwich as a topping. Add the *crunch* of fresh slaw to *hot dogs, sliders, tacos or chicken sandwiches.*



# SPICE UP YOUR SUMMER SERVING WARE

Hot weather means poolside refreshments, barbeque cravings and al fresco dining. Prepare your operation for the influx of summer crowds with stylish, trend-setting serving ware from Sysco. Sysco offers 170,000+ products on **SuppliesOnTheFly.com** for all the essentials needed to uniquely design the way your food meets the eyes.



Find all your summer essentials for al fresco dining on **SuppliesOnTheFly.com!**



## SLICING AND TRIMMING KNIVES

**Slicing and trimming barbeque is an art.** Using the proper knives can determine the quality of your finished product. Our selection of **durable knives** is excellent for preparing precise, presentable portions of brisket, ribs and more barbeque fare.



## CREATIVE BEVERAGE GLASSES

Whether you're serving lemonade, mocktails or fresh juices, capture customers' attention with visually **stunning drinkware**. Utilize martini, highball and margarita glasses to elevate your summer beverages. And think outside the glass with skewers and umbrella garnishes to add variety to your refreshments.



## PATIO DÉCOR

Outdoor seating attracts customers in the summer months and can **increase revenue** by up to **30%**. Whether you want to upgrade your tables, chairs or umbrellas, Sysco can help you **maximize your outdoor space** with comfortable, cleanable and attractive patio furniture. Once your outdoor area is ready, be sure to promote patio seating throughout your restaurant!



## ICE CREAM SUPPLIES

**Handcrafted ice cream is trending!** Perfect for small, **specialty batches**, ice cream makers can help you produce a range of house-made ice cream,

frozen yogurt or sherbet in a few simple steps. To ensure the perfect amount of ice cream in every scoop, check out our ice cream scoops, spades and scales.

**WE ALL  
SCREAM  
FOR ICE  
CREAM!**

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