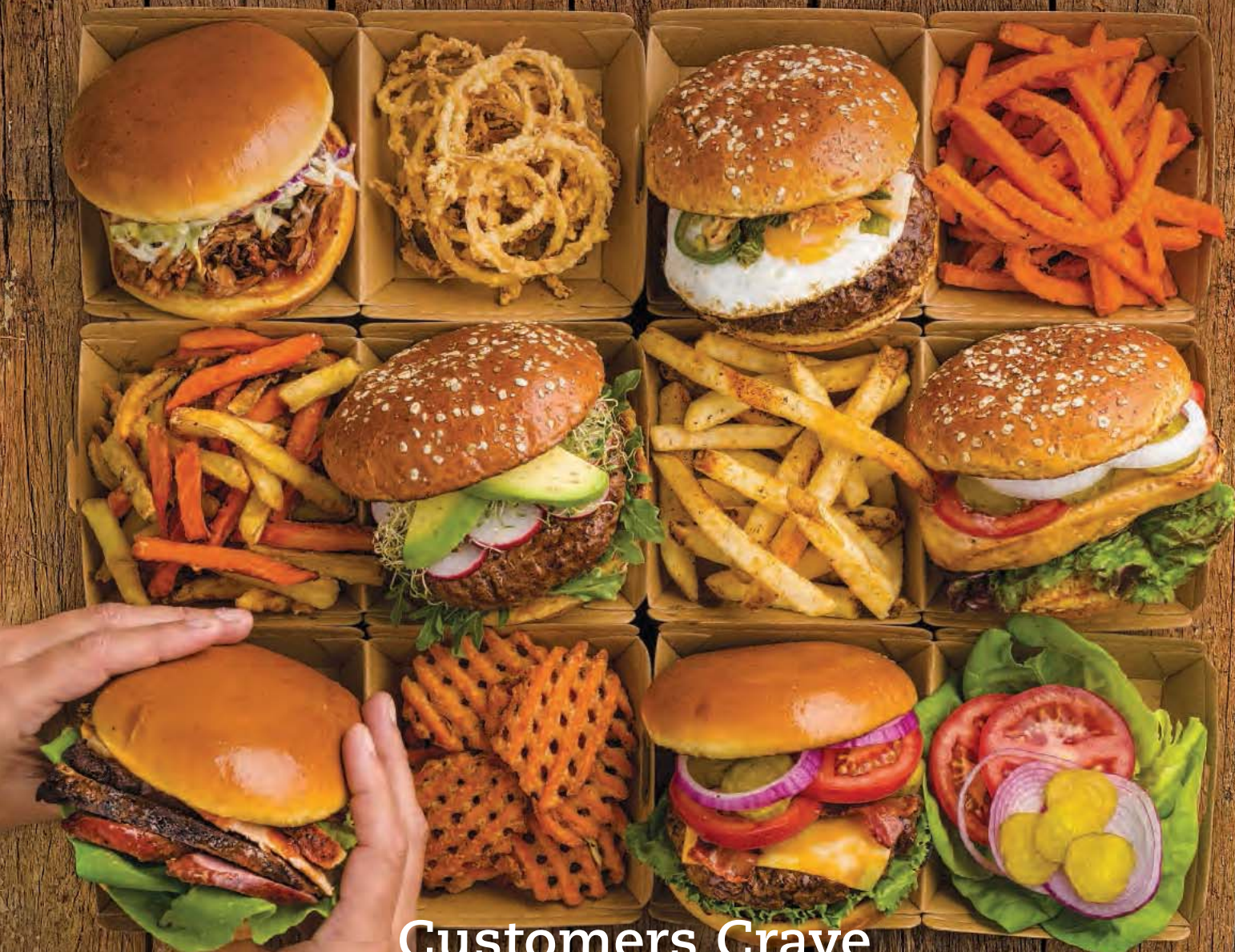


Sysco®

FALL 2017

FOODIE

AT THE HEART OF FOOD & SERVICE™



Customers Crave *Customization*

Serving the Made-for-Me
Generation

Nine Ways to
Attack Snacks

Street Foods
Open a World of Flavor

Message from the Executive Editor



Dear Valued Sysco Customers,

At Sysco, we know that no two customers' needs are exactly the same. As a chef and/or operator, you know that, too. You see it every day when servers deliver order tickets to the kitchen with instructions from diners to alter dishes on the menu to satisfy their needs. Maybe the request is dressing on the side or swapping one side for another. Maybe it is due to allergies or dietary restrictions. But these requests aren't the exceptions in today's restaurant; they are the new normal.

Welcome to the generation of customization.

Well-known fast casual concepts have changed the foodservice game by putting the customer in control of their meal. While limiting their menu to only a few offerings, they've managed to offer an endless supply of choices for customers to customize their own unique versions of a simple dish. And customers love being in the driver's seat so much, they don't mind paying premium prices for the chance to tailor their meal to meet their specifications. Visit page 8 to learn ways operators can build menus that offer customization without distressing the kitchen or increasing food costs.

Some of foodservice's biggest trends – like snacking, all-day breakfast and street food – also create opportunities for operators to customize dishes and introduce popular ethnic flavors and ingredients to their menu. See more on pages 12, 16 and 22, respectively.

On the operations side of the business, labor issues are always top of mind. Find tips on how to hire and engage the millennial workforce on page 32. On page 33, learn more about MySysco® – Sysco's new digital platform designed to bring a personalized and stress-free online experience to Sysco customers.

As always, we love hearing from our customers and welcome your ideas and feedback. If there is something you would like to see in *Foodie*, let us know at foodie@corp.sysco.com.

Enjoy the issue,

Bill

Bill Goetz
Senior Vice President, Sales and Marketing

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Exploring new takes on the classic burger and fries is a perfect way to offer guests a custom-made experience. Learn more on page 8 about how you can make the most of the growing trend of customization, or visit **SyscoFoodie.com**.

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

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Fresh from the Fields

As the leading foodservice supplier of high-quality produce in North America, Sysco knows the importance of delivering good things – and delivering them fresh. Sysco's specialty produce brands, **Sysco/FreshPoint Natural**, **Sysco Imperial Fresh** and **Sysco Reliance Fresh**, are committed to delivering the freshest products available. Using industry-leading food safety and quality control processes, Sysco delivers a wide variety of safe, high-quality produce designed to help you capitalize on trends and boost customer satisfaction.

“Veggie-centric cuisine” ranked number 13 on the National Restaurant Association’s 2017 What’s Hot Culinary Forecast.

Fresh produce is the perfect way to add a pop of color, texture or flavor to your menu, and the breadth of Sysco's produce offerings makes it easy to add produce to your menu in any daypart. Move vegetables to the center of the plate by spiralizing Sysco Imperial Beets for an on-trend take on vegetable noodles, or showcase the variety of fall vegetables with pumpkin ravioli or carrot, turnip and cabbage hash. Add a touch of customization to your menu by offering build-your-own vegetable noodle bowls using asparagus, squash, cucumber or sweet potatoes. Sysco has the largest produce QA department in the foodservice industry with associates inspecting produce daily, so you know that the produce you're serving is the best available.



HEALTHY OPTIONS A BIG HIT WITH SMALL DINERS

The NRA ranked “healthful kids’ meals” and “fruit and vegetable side items” as the No. 1 and No. 5 hottest trends in kids’ meals for 2017, respectively. Get creative with options kids will love, like cauliflower pizza crust or butternut squash mac and cheese. Make healthy choices easy by making fruits and vegetables default side items on kids’ menus, or add kid-friendly produce snacks.

FRESHNESS & SUSTAINABILITY

— Sysco | freshpoint —

NATURAL
Hand Selected Produce
SINCE 1983

Specifications exceeding
U.S. #1 Quality Grade standards

— Imperial —
FRESH
Hand Selected Produce
SINCE 1983

Packed to maintain the
utmost in quality, freshness
and food safety

— Reliance —
FRESH
Hand Selected Produce
SINCE 1983

Great value, quality and safety



Sysco is dedicated to supplying the freshest, locally sourced products available. This not only helps meet a growing consumer demand to “eat closer to home,” it also helps small businesses get the recognition they deserve for the quality and care that goes into perfecting their craft.

Ark Foods

BROOKLYN, NY

As founder Noah Robbins tells it, the **Ark Foods** story all began with a pepper.

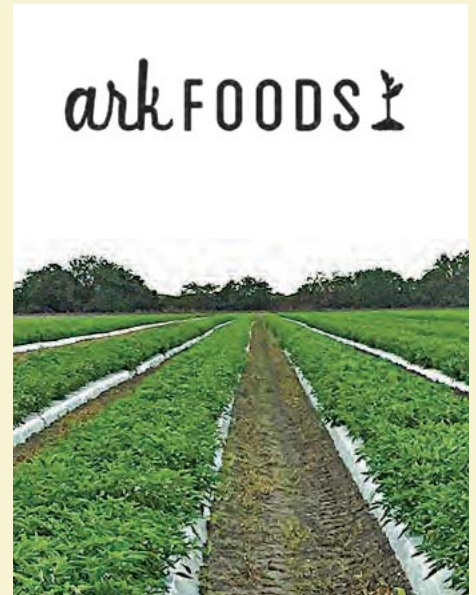
“I founded Ark Foods after I tried a shishito pepper at a restaurant,” Robbins explained. “It blew my mind, but I couldn’t find it anywhere! So, I decided to grow it myself. It’s been a fun ride so far, and we’re just getting started.”

Today, Ark Foods is a small family-farming operation that specializes in “curious” vegetables. While it was their shishito peppers that put them on the map, Ark Foods is now known for their full range of uncommon and intriguing produce items. Their fairytale eggplant – no bigger than the palm of your hand – is perfectly sized for entrees and offers plenty of plating potential, while their sweet habanero brings all of the aroma and tanginess without the heat.

Ark Foods is committed to bringing amazing new vegetable experiences to customers at accessible price points. All of their produce is picked to order and shipped by FreshPoint in small pallet quantities to guarantee freshness and quality.

“What’s great about FreshPoint is that they know how to build demand for unique items,” said Robbins. “They understand and listen to their customer, and respond by servicing them with fresh, high-quality, new food items. That’s not an easy thing to do.”

This fall, Ark Foods plans to unveil a new “Ark Collection” of hard-to-find, curious vegetables. They hope that this project will help keep the spirit of local summertime farmers’ markets and small-batch produce oddities alive year round.



Witt Road Organics

CLEWISTON, FL



Six years ago, an organic farming operation began on a small plot of land near the sandy southwestern shores of Lake Okeechobee. The farm began collaborating with already-established family farmers, and in 2011 **Witt Road Organics** was officially born. Today, Witt Road Organics supplies fresh, high-quality organic produce straight from the rural Florida heartland.

Witt Road Organics was founded with the mission of producing “real food for real people” through back-to-basics organic farming techniques. The company’s interest in organic farming is twofold: Not only are they passionate about producing quality food for those concerned about the integrity of what they’re eating, but they’re also committed to contributing to the improvement of the environment through land stewardship.

Today, Witt Road Organics is known for their organically grown broccoli, papaya, celery, squash, romaine, peppers, cilantro, and other seasonal vegetables and herbs. Although the farm has acquired additional land acreage since it was founded, it remains a small-scale farming operation, allowing the company to ensure the quality of their crops with each and every harvest. Witt Road Organics prides itself on the freshness of their produce; all of their crops are shipped to customers within days of being picked fresh from the fields.

Witt Road Organics joined the FreshPoint family as a trusted produce grower this year, and they are excited to share their organically grown herbs and vegetables with FreshPoint customers.

Set Your Catering Apart

From business luncheons to everyday gatherings, customers desire a great catering experience. The catering business is one of the fastest growing foodservice segments, increasing 20% over the last five years. Express Catering allows a restaurant to vastly expand its customer base without the hassle of establishing a full-service catering unit, which can be time-consuming and costly. Sysco provides everything you need to host a memorable group experience. From chafing fuel to food pans, Sysco has you covered. Expanding your business opportunities is right around the corner!



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from Sysco

A full line of Sysco brand chafing fuel and Express Catering products is available for purchase through your local Sysco marketing associate or on SuppliesOnTheFly.com.



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IS THE DRIVE TO BE THE BEST

Delivering quality, safety and accuracy
in a **big** way.

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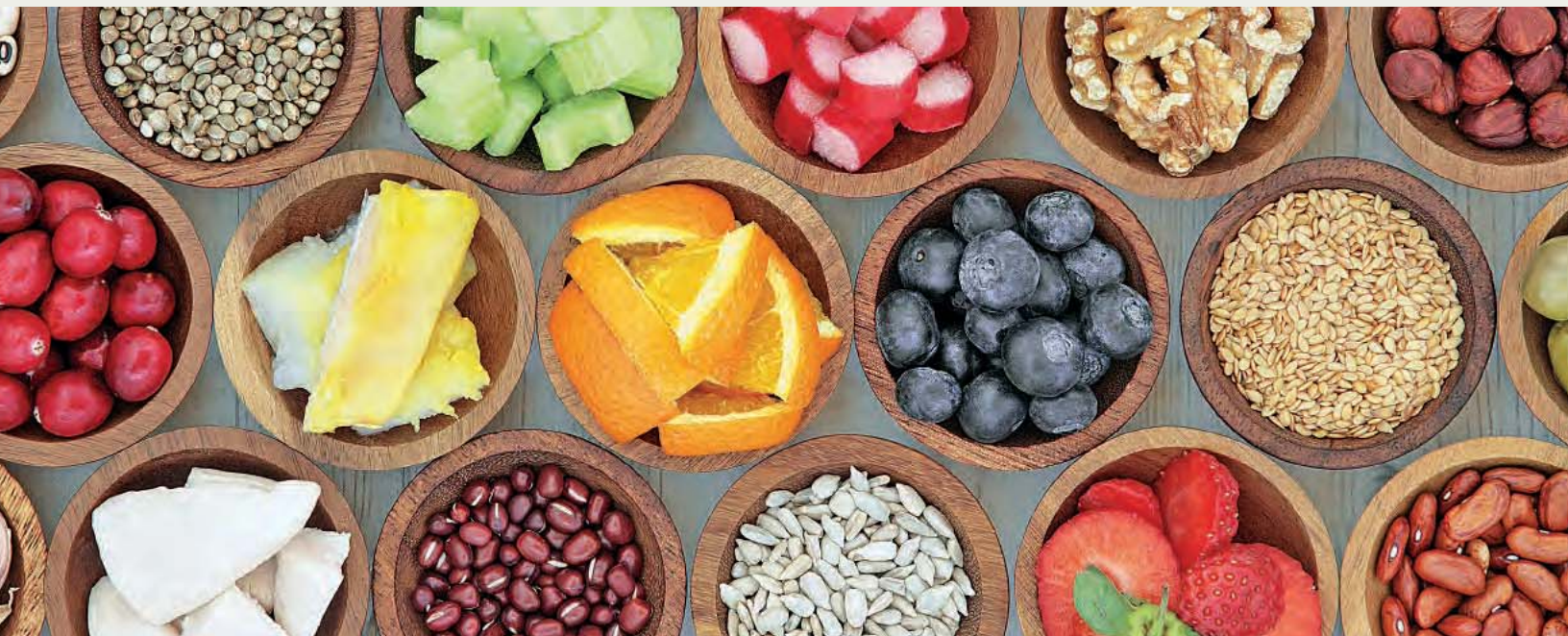
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Serving the MADE-FOR-ME Generation



Put an egg on it.
Sauce on the side.
Extra meat, hold
the cheese.
Gluten-free bun.

The swelling ranks of orders with exceptions have become the norm for many restaurant operators. The trend has become ingrained in the dining experience, thanks to pizza, burrito and sandwich fast-casual operators that allow customers to specify their favorite fillings, condiments, breads, grains, proteins and more.

Some guests request substitutions out of necessity – food allergies or religious preferences, for example – while many others do it because they want meals prepared to their specifications.

A healthy chunk of today's guests would go even further. They relish the chance to create their own originals. Nearly half of consumers under 34 said they would welcome self-serve, build-your-own sandwich bars, and 40% to 45% would welcome more do-it-yourself options at quick-service and fast-casual restaurants. Millennials are particularly pro-customization and most likely to associate it with good value, according to Technomic.¹

For full-service restaurant operators, the initial reaction to these kinds of figures might be "Awesome! I can trim my staff!" If only it were that simple.

"Having guests do their own thing sometimes becomes a free-for-all," says Neil Doherty, Senior Director of Culinary Development for Sysco.

With few exceptions, food cost and food safety both go out the window when the staff relinquishes control of ingredients.

"A healthy chunk of today's guests would go even further. They relish the chance to create their own originals."

But if self-serve isn't the answer, how can an operator satisfy the desire for a customized experience without causing delays in service and havoc in the kitchen?

WHAT they want, WHEN they want it

TOPPINGS AND INGREDIENTS *play a big role.*

People want
to customize ...



Curated choices, mix of portions

A relatively simple way to personalize an order is to offer a choice of sides. A patron who knows they can have their favorite sweet potato fries or won't need to settle for white rice when they really wanted brown will feel more in control, which is ultimately the point.

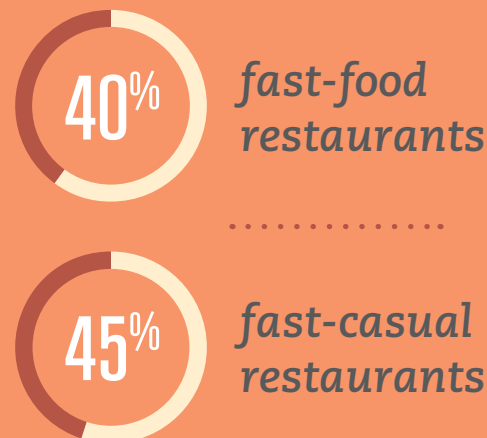
Several portion options offer another customization angle. Borrowing a page from quick-service restaurants, some operators serve burgers and steaks in several sizes along with half and full sandwiches, salads and entrées. Mixing up the options allows consumers to customize meals to suit their budgets and their appetites.

Flexible portion sizes also provide a relatively simple tweak to a menu, although they don't really cut down on labor. For example, something like a mixed slider trio, with three different proteins, probably has the opposite effect.

Charging for extras – extra condiments or adding cheese, avocado and other premium ingredients – is growing more common among restaurants. And it can be justified, particularly when the add-ons are house-made or otherwise out of the ordinary. For restaurants with a price-sensitive clientele, the alternative is to set prices that will cover nearly every potential variation and still make a plate profitable.

Some casual restaurants have adopted a “choose one item from column A, one from B and one from C” menu approach to satisfy choosy eaters and give everyone ultimate control over what ends up on the table. But many restaurant guests, rightly so, believe they're paying to enjoy the chef's idea of a delicious meal. A balance – leaving one portion of the menu to the guest's discretion and trusting experts in the kitchen with the rest – presents a reasonable compromise that should make everyone happy.

It's especially important at limited service restaurants. People want more “**BUILD YOUR OWN**” options at ...





It might seem counterintuitive, but one strategy to allow more customization is to **reduce the number of menu choices**. There are many arguments for streamlining a menu, not the least of which is operational efficiency. A shorter menu simplifies production so special requests don't bog the line down as much. It also allows a restaurant staff to concentrate on what they do well instead of being distracted by trying to execute a complicated menu.

"A streamlined menu gives operators a better chance at being successful and consistent with every dish on the menu," says Dawn Fitzgerald, Sysco's Senior Director of Marketing Services. "When a menu is too large it not only puts strain on your food costs and your kitchen, it creates a lot of room for mistakes and lapses in quality control."

A shorter list also frees up menu real estate for more complete product descriptions, which in turn yield more orders. Research has shown that well-described items command a higher price, too.²

"A streamlined menu gives operators a better chance at being successful and consistent with every dish on the menu."

"We encourage customers who come to us for menu help to be as descriptive as possible, even calling out how the dish is prepared," Fitzgerald says. "That allows a restaurant to convey the quality of the dish, the texture, flavor and more."

Fitzgerald and the Sysco Menu Services team work with operators to conduct a comprehensive menu analysis and engineering exercise, analyzing plate costs and charting the profitability and sales of each dish to determine which ones are keepers.

TIP: A Sysco Business Review can identify potential ways to keep a lid on food costs while still allowing recipe variations. Ask your marketing associate about scheduling one with your local operating company.

"We'll say, 'These are the dishes you need to concentrate on, because they are the most popular with your customers and are the most profitable,'" Fitzgerald explains.

GETTING FRONT AND BACK OF HOUSE ON BOARD

Operators that do allow substitutions and customization need to set up some ground rules for servers and kitchen staff.

"Customizing slows down and affects the quality of the overall concept," Doherty says. "Sometimes there is so much freestyling going on that a restaurant gets away from what the menu intended."

Going off-recipe to accommodate a special request can throw carefully managed food costs out of whack as well.

Food and drink aren't the only aspects of the dining experience that can be customized, either. Technology, in the form of kiosks and tablets that provide patrons more information about what's in their food, allows them to order exactly what they crave and puts them in the driver's seat. Technology can also speed up checks and the cash out

"We encourage customers who come to us for menu help to be as descriptive as possible, even calling out how the dish is prepared."

process, allowing guests to leave when they wish instead of being held hostage by a less-than-responsive server. Delivery, which allows customers to enjoy food when and where they desire, is another opportunity for customization.

Finally, a "no substitutions" policy might not fly for the average restaurant, but it could work for a portion of the menu – value-driven, popular items such as snacks, appetizers or meal deals.

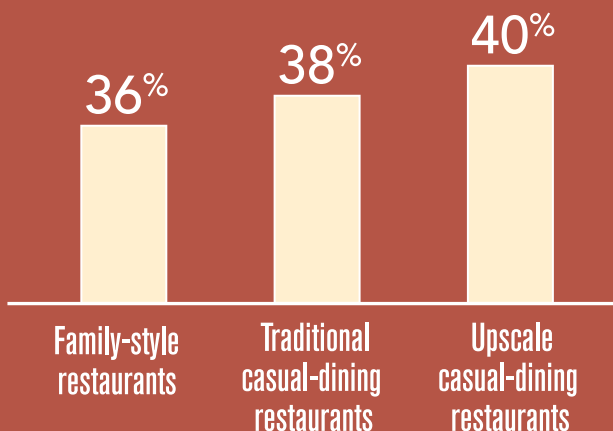
61%

of people said the ability to customize their order was important/extremely important when visiting a **fast food restaurant**

62%

of people said the ability to customize their order was important/extremely important when visiting a **fast casual restaurant**

Offering more customizable options is likely to **INCREASE VISITS** at ...

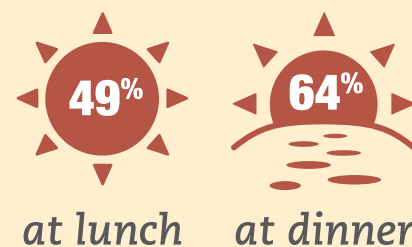


Technomic

Source: 2016 Consumer Trend Reports, Technomic

It's more important **LATER IN THE DAY**

Diners want customizable options ...



Sources

1. 2016 Sandwich Consumer Trend Report, and 2016 Future of LSR: Fast-Food & Fast-Casual Consumer Trend Report, Technomic
2. "Descriptive Menu Labels' Effect on Sales," Cornell University, 2003

9 Ways to Attack Snacks

The line separating “just a bite” from a full-fledged meal continues to blur as snacking nibbles away at traditional dayparts. Snacking now accounts for half of all food and beverage opportunities, with consumers eating or drinking as their schedules allow rather than planning activities around breakfast, lunch and dinner.

RECIPE

PB&J PORK BELLY

Recipe by Sysco National Restaurant Association Culinary Team

2 lb cooked pork belly, 1" x 2" square cubes
¼ c Sysco Classic Peanuts, roughly chopped

PEANUT HOT SAUCE

3 c Sysco Classic Peanut Butter
4 c Sysco Classic Hot Sauce
2 c Sysco Classic Clover Honey
½ c Jade Mountain Soy Sauce

GRAPE JELLY-GINGER DRIZZLE

3 c Sysco Classic Grape Jelly
2 T Sysco Imperial Grated Fresh Ginger

FOR THE SAUCE

Combine peanut butter, hot sauce, honey and soy sauce in a blender and blend until smooth. Wrap airtight and store at room temperature.

FOR THE DRIZZLE

Combine grape jelly and ginger in a blender and blend for 60 seconds. Reserve.

FOR THE PORK BELLY

For a single portion, fry six 1" x 2" pork belly cubes. Toss with 1 cup of peanut hot sauce. Plate and drizzle with grape jelly-ginger and top with crushed peanuts to finish.

PB&J Pork Belly are a perfect appetizer bite.

A penchant for snacking reflects several significant cultural shifts, including a move away from traditional family food rituals, the growth of single diners, evolving health and wellness trends, and the sheer variety and availability of foods.

Who's snacking? Nearly everyone: 83% of consumers snack on a daily basis, up from 76% in 2014, according to Technomic's 2016 Snacking Occasion Consumer Trend Report. Millennials and older members of Gen Z, who are often content to eat alone (with their mobile devices in hand), are most likely to rely heavily on snacks.

Reasons for snacking vary, but they generally fall into one of three broad categories: for nourishment, to fuel mental and physical performance, and for pleasure or comfort. And while some snackers admit they do it without any specific goal, consumers today expect snacks to be functional.¹

The collective appetite for snacks is strong and gaining steam. How can operators position themselves to capture more of this demand?

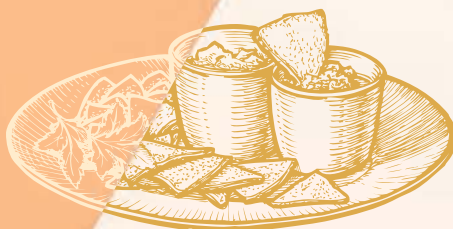


1. Create shareable plates and menus

Snacking isn't always a solo activity. Groups meeting to socialize over drinks will find a selection of small plates hard to pass up.

2. Consider time of day

Morning snackers tend to be seeking nourishment. Afternoon snackers look for an energy boost. Evenings are the most likely time for indulgence. Shifting the snacks menu to focus on different offerings throughout the day will appeal to a broader audience.



3. Mind the portions

Although the definition of snacks is evolving, they will never be heavy meals. Portions should be manageable but satisfying – think sliders over burgers, wings over whole roast chickens, and brownie bites over molten chocolate cake.

4. Mix it up

Two key drivers of snack sales are lower price points and the chance to try something new without committing to it. An affordable, craveable menu invites repeat visits. But to avoid the risk of burnout among regular guests, rotate menu items, replacing slower-moving or seasonal selections with LTOs (limited time offers).

5. Make snacks portable

Snacking is often done solo and on the fly, so it's smart to make at least some options takeout-friendly. Grab-and-go snack "kits," such as veggies and hummus, or protein boxes, make sense for some operations. Snacks that require minimal care in packaging, such as cookies, pastries and ready-made wraps, are good choices where grab-and-go isn't feasible.



Carrot and Parsnip Street Fries are a healthy afternoon snack option. Find the recipe at [SyscoFoodie.com](https://www.SyscoFoodie.com).



6. Offer functional food and beverages

Customers snacking to appease hunger pangs or improve focus at work are seeking sources of sustained energy, such as whole grains, protein and caffeine. In the morning, smoothies, yogurt-granola-fruit parfaits and egg sandwiches fit the bill. Afternoons are ideal for cheese-and-fruit plates or meat snacks. And coffee drinks, kombucha or healthy teas have all-day appeal.

7. Don't ignore indulgence

Late-evening diners who stop in for a drink or a nibble are more likely to splurge when ordering a light meal. This is the time to roll out more indulgent treats, such as bacon-wrapped dates, truffle popcorn, charcuterie plates or dessert samplers.

8. Call out snacks

Bar menus, happy hour menus, or a snacks/small plates section highlighted on an all-in-one menu are all ways to promote the availability of lighter bites. Table tents can also alert guests who aren't hungry enough for a full meal but want a bite. To save guests time, mobile sites should facilitate takeout snack orders with a separate heading.

9. Think finger food

Because snacks are often a convenience more than a luxury, knives (and possibly forks) should not be required. Snacks call for skewers, small bites, and handheld items like tacos that can be consumed quickly without a lot of fuss. Sauces and dips belong in containers, not pooled on a plate.

How Snacks Stack



37%

of the time a snack replaces a meal.¹

When are snacks most likely to substitute?²

42%

 Breakfast

55%

 Lunch

10%

 Dinner

Since 2015

29%

of consumers snack more often

40%

choose healthier foods

Ask your Sysco Marketing Associate about scheduling a Business Review to see how snacks can make a profitable addition to your menu.

Sources: 1. The Future of Snacking 2016, The Hartman Group. 2. 2016 Snacking Occasion Consumer Trend Report, Technomic



A smoothie makes a great midmorning snack.

RECIPE

PUMPKIN AUTUMN PROTEIN SMOOTHIE

Sysco Signature Recipe

½ c	Wholesome Farms Milk
1 ea	Sysco Reliance Banana, frozen
¼ t	Sysco Imperial McCormick Ground Cinnamon
¼ t	Sysco Imperial McCormick Allspice
2 t	Sysco Imperial Pure Maple Syrup
2 t	Pea Protein Powder
1 c	ice
⅓ c	Sysco Imperial Pumpkin Puree

Place all of the ingredients in the blender in the order listed. Blend on high for at least 3 minutes or until smooth. Scrape the sides of the blender as needed.

TIP: Add more milk to thin out if it is too thick. Add a couple more ice cubes for a thicker texture, if desired.



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Waking Up to All-Day

≡ Breakfast ≡

Find the recipes for
Vietnamese Iced Coffee
and **Breakfast Bao** at
[SyscoFoodie.com](https://www.SyscoFoodie.com).

Busy lifestyles and a shift toward lighter meals and snacks have pushed all-day breakfast to the forefront.

More than two-thirds of Americans say they would like to see more restaurants offer breakfast foods throughout the day. The trick for operators is figuring out how to meet that demand without disrupting operations or cannibalizing other dayparts.

“You never want to add anything to the menu that stops the wheel,” says Neil Doherty, Senior Director of Culinary Development for Sysco. “An operation adding an all-day breakfast program should be able to flawlessly execute it within the regular ticket cycle.”

Carving out a slice of all-day breakfast demands a commitment to streamlining. Try these four angles:

1. Carefully curate the menu

For most restaurants, it's not practical to offer a comprehensive menu of breakfast offerings from opening to closing. Expanding a menu to include all-day breakfast choices demands careful consideration of how these new dishes will mesh with an existing menu, either through cross-utilization or ease of preparation.

Breakfast sandwiches, for example, are particularly well suited to all-day applications. Simple to make ahead of time using already-cooked ingredients, they can be customized if needed, then warmed at service time in ovens or presses. Sandwiches offer a substantial but not overly heavy choice for guests on the go. Aside from breakfast, consumers opt for these simple and takeout-friendly options most often as morning or afternoon snacks or in lieu of a lunch sandwich, according to Technomic's 2016 Sandwich Consumer Trend Report.

Quiches and frittatas made in advance, portioned and quickly reheated, can play a part on the regular breakfast and lunch menu as well as in all-day breakfast. Breakfast wraps made with scrambled eggs and the fixings can be quickly

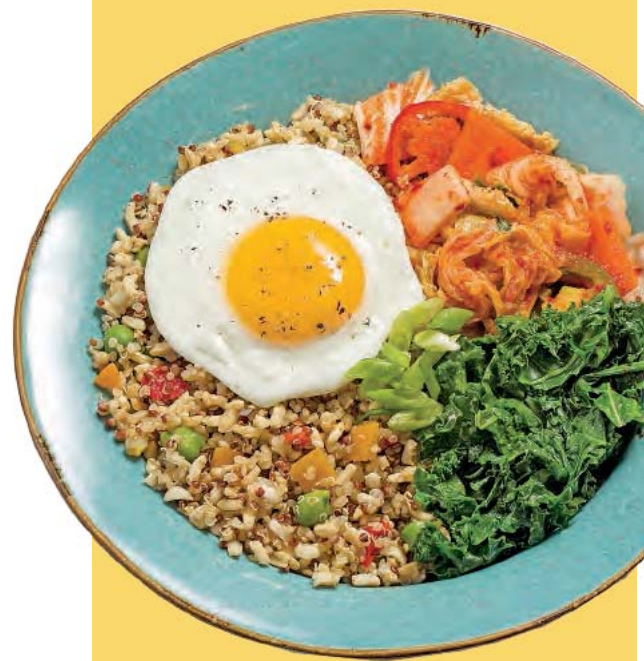
assembled – or pre-assembled – and reheated for service. Think about other carriers beyond toast and tortillas. Vietnamese bao (steamed bun) is a simple way to merge popular ethnic flavors with the familiar comfort of breakfast favorites.

The opposite is also true: Omelets as well as chicken and waffles, for example, have all-day appeal and are hearty enough to menu both at breakfast and lunch.

2. Consider labor-saving moves

One way to satisfy the appetite for breakfast without overly taxing the kitchen is to design a menu around semi-prepared elements, such as Sysco's labor-saving Cutting Edge Solutions including **Path of Life Hashbrowns with Red Quinoa**, a blend of shredded skin-on russet potatoes, red quinoa, white cheddar cheese and fresh spinach that satisfies as a healthy breakfast bowl, plated entrée or side.

Sysco Imperial Waffle Waffle Fries offer all-day plate appeal as the base for a hearty skillet breakfast, or portioned for a side or snack.



RECIPE

SPICY KOREAN QUINOA BOWL

Recipe by **Cujean Lee**
Sysco Cutting Edge Solutions

- 2 t Sysco Supreme Toasted Sesame Oil
- ½ t freshly grated ginger
- 1 t Sysco Imperial Minced Garlic
- 2 c Path of Life Korean BBQ Quinoa
- 1 c kimchi, chopped
- 2 t kimchi juice
- 2 t tamari
- 2 c Sysco Imperial Kale, finely chopped
- 2 Wholesome Farms Eggs
- ¼ c sliced green onions for garnish (optional)
- fresh ground pepper for garnish (optional)

Heat the oil in a large skillet, add ginger and garlic, and quickly toss. Add the CES Korean BBQ Quinoa and heat thoroughly. Stir in kimchi juice and tamari.

In a separate skillet, cook the eggs sunny side up.

Steam kale until soft, season with salt and pepper. Assemble the bowls, dividing the quinoa, kimchi and kale evenly.



RECIPE

CHOCOLATE CHERRY PARFAIT

Sysco Signature Recipe

- 1 c Sysco Supreme Cherries
- 1 t Sysco Reliance Lemon Zest
- 2 t Baker's Source Classic Brown Sugar
- ½ c Sysco Classic Granola
- 1 c Wholesome Farms Vanilla Greek Yogurt
- 2 oz bittersweet chocolate, chopped
- chocolate curls, garnish
- fresh cherries on stem, garnish

Place cherries, lemon zest and brown sugar in a small stainless steel saucepan. Place on low heat and simmer 20 minutes. Remove and let cool.

Layer parfait with cherries, granola and chocolate chunks, then yogurt. Repeat process to fill glass. Top with chocolate curls and fresh cherries as garnish.

TIP: Let chocolate warm slightly at room temperature and use potato peeler to make curls.

Depending on the operation, a do-it-yourself model can help relieve some of the added demands of serving breakfast foods all day. Yogurt bars, especially popular on college campuses, allow students to customize their parfait or bowl according to individual preferences. Some colleges have set up an “eggs all day” station, giving students flexibility to order omelets or eggs any style, and simplifying prep by limiting the choice to one high-demand ingredient. Bagels, cereal and breads for toast are ready-made DIY breakfast fare.



TIP: Put an egg on it. A fried egg added to a burger or grain bowl adds a simple, easily executed taste of breakfast.

3. Encourage grab-and-go sales



Time-strapped patrons will gravitate toward well-designed displays of breakfast pastries, fruit salads, chia puddings, yogurt parfaits and protein boxes with hard-boiled eggs, lean meats, nuts and cheese. Displays do double duty, helping to market products and get them into diners' hands quickly.

Campus convenience stores are ideal showcases for grab-and-go muffins, oatmeal, cottage cheese cups, filled tortillas, fruit cups and pre-made bowls, all options that fit the bill without requiring additional labor or equipment.

4. Balance consistency and variety



Because breakfast foods are relatively affordable, guests are likely to stop in more frequently than they would for full meals, and they are likely to be crunched for time when ordering. For both of these reasons, all-day breakfast fare needs to be efficient to prepare and reliably consistent to create loyalty, but choices should also vary to keep customers interested.

One strategy to shake up the status quo is to feature a daily quick bread or muffin flavor, LTO (limited time offer) breakfast sandwiches, or seasonal fruit. Another is to introduce ethnic flavors to the menu – egg burritos, bao with breakfast fillings, globally-inspired coffee drinks, and more.



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FLAVORS TO FALL FOR

Offering a balance of signature and seasonal dishes is a great way for operators to try out new trends, meet customer demands and keep costs down. When building an autumn menu, operators should look at what's in season to determine food costs and availability. Sysco's team of product specialists and extensive in-season offerings can help operators select the right products to create delicious, diversified menus.



Celebrate Autumn's Bounty

This season, we're dreaming of plates piled high with oodles of noodles – veggie noodles that is. With a simple peeler or grater, you can transform nutrient-packed butternut squash, red beets, golden beets, carrots, zucchini or cucumber into flavorful spaghetti noodles. Mix and match veggies to create pasta dishes with complementary colors and flavors, and use different tools to form spirals and other shapes. Dress up plates in eye-catching color with on-trend purple and white asparagus. These colorful varieties have all the nutritional benefits of regular garden asparagus, but the unexpected color makes plates feel more festive. And don't forget to take advantage of fresh, in-season pumpkins and squash.



Fall for Family-Friendly Seafood

Autumn is on its way and it's bringing cool weather, fall holidays and a brand-new school year with it. Embrace the chilly weather with warm comfort foods like lobster macaroni and cheese bites, made with **Portico Prime North Atlantic Lobster Meat**. As the new school year kicks off across the country, busy families will be looking for easy weeknight dining options. Quick breaded appetizers like calamari rings and **Portico Bounty Coconut Breaded Shrimp** are fun and filling for families on the go. For a protein-packed entrée or appetizer, use **Portico Prime Smoked Salmon** to create sandwich squares, cucumber cups, pinwheels and other finger foods that even kids will love.



Beef Up Your Autumn Menu

As the summer season transitions into autumn, host an end-of-summer hurrah or Labor Day event that celebrates the spirit of backyard BBQs one last time. Just fire up the grill and cook **Fire River Farms pre-made beef patties** to perfection. The start of the fall season means schools are back in session, and busy families are taking a break from cooking and dining out. Whip up tasty house-made spaghetti sauces, meatloaves and other kid-friendly dishes with **Fire River Farms ground beef**. For a hearty meal the whole family can share, tender **Butcher's Block Top Round** or **Butcher's Block Chuck** tastes great slow-cooked and served in a pot roast or beef stew with potatoes, carrots and other autumn veggies.

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— FOR —
EVERYONE.



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High Liner Foods is your single source for succulent seafood. Our wide selection of battered, value-added, and unprocessed options are second to none. Whether you're looking to serve quickly or carefully craft signature items, you can enliven your menu with seafood that tempts every palate and delights any meal.

To learn more about our full line of delicious seafood products, visit www.highlinerfs.com




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STREET FOODS

— Open —

A WORLD OF FLAVOR

Adventurous diners are looking for ways to explore the globe through their restaurant experiences. Pushed to the forefront over the last decade by chefs' travels, the rising status of food trucks, and social media, ethnic foods popularized at carts and kiosks around the world can be adapted to win over guests seeking exotic tastes.

Street foods add a fun, casual angle and bold flavor that can expand menu appeal to a wider audience. Often offered as appetizers, snacks, light meals and bar foods, street foods align with consumer preferences for innovative and ethnic flavor profiles.

Thanks to readily available prepared sauces, bases and spice blends, it doesn't take a trip to Seoul, Marrakesh or Athens - or a mastery of world ethnic cuisines - to execute street-inspired dishes well.



🔪 RECIPE

BULGOGI SLIDERS AND SKEWERS

Recipes by **Chef Paul Fripp**
Sysco Gulf Coast Florida

Bulgogi

1 lb	Butcher's Block Thinly Sliced Beef Sirloin
3 T	Kikkoman Soy Sauce
2 T	Baker's Source Brown Sugar
2 T	Kikkoman Mirin
1 T	fresh ginger, minced
2 ea	garlic cloves, minced
½ c	pineapple, chopped
1 t	Simply Organic Chili Flakes or Korean Chili Powder
1 T	Sysco Supreme Sesame Oil
	Sysco Imperial McCormick Sesame Seeds
	bibb lettuce leaves

Pickled vegetables

daikon radish	rice wine vinegar
carrots	garlic
cucumbers	chili flakes (optional)
red radish	jalapeños (optional)
salt	cilantro (optional)

For the bulgogi

Place sirloin in freezer for 30 minutes to firm up a bit to make slicing easier. Slice ¼" strips of sirloin and place in a hotel pan.

To make the marinade, blend soy sauce, brown sugar, mirin, ginger, garlic, pineapple, chili flakes and oil. Pour over sliced sirloin and refrigerate for 2 hours.

For the sliders

Take half the meat and sear in a skillet with a little oil. Garnish with toasted sesame seeds. Place in a slider bun with cucumbers, pickled vegetables, and sriracha or gochujang aioli.

For the skewers

Thread the remaining meat on pre-soaked skewers (in water overnight). Grill or sear. Serve in lettuce leaves with pickled vegetables, sriracha aioli and kecap manis (Indonesian sweet soy sauce).

For the pickled vegetables

Using a mandolin, julienne daikon radish and carrots, then thinly sliced cucumbers and red radish. Season with salt, seasoned rice wine vinegar and garlic. Add chili flakes, sliced jalapeños and cilantro for garnish if desired.

HERE'S A QUICK TOUR:

SKEWERED AND GRILLED

- Indonesian-inspired sate, featuring threaded strips of marinated beef, chicken or pork, is typically paired with fiery peanut sauce.
- Korean bulgogi, thinly sliced barbecued beef or pork, can be served in sliders or skewers in lettuce cups for a gluten-free application.
- Kebabs, a staple in many cultures, need not be limited to proteins. Vegetables such as onions, bell peppers, mushrooms and summer squash hold up well to grilling, too.

Tip: Skewered foods are tailor-made for dramatic plating and often don't require cutlery.

HANDHELD AND HOT

- Tacos have legions of fans and have been adopted by other cultures, from Korean-style to tacos al pastor (spit-grilled meat and pineapple).
- The distinctive appearance and taste of thinly pressed Cuban sandwiches impress guests and generate excitement.
- Japanese gyoza is a simple snack that can host a number of delicious fillings.

BOWLED OVER

- Poke – simple raw, marinated fish – is a mainstay of Hawaiian street food culture that's trending up everywhere.
- Ramen has been embraced and elevated by chefs.
- Take a different approach on Mexican street corn with esquites – a tangy and delicious Mexican corn salad.

Tip: Keep it real. "The more authentic you can make it, the more people are going to jump on it," says Neil Doherty, Sysco's Senior Director of Culinary Development.

FRIED AND TRUE

- Falafel balls, served with a tahini dressing, work either in sandwiches, atop salads, or on their own.
- Indian pakoras, mini potato latkes and other vegetable cutlets appeal as finger foods.
- Arancini (stuffed rice balls) are a delicious Italian starter or side.

SAVORY AND STUFFED

- Indian samosas, usually stuffed with potatoes or peas and served with spicy chutney, make an interesting starter or shareable option.
- Savory empanadas cut across Latin cultures and can be filled with seasoned meats, vegetables, cheese and more.
- Asian dumplings and bao (steamed buns) have cross-cultural – and cross-daypart – appeal.

IN THE NATIONAL RESTAURANT
ASSOCIATION'S 2017 CULINARY
FORECAST, CHEFS VOTED STREET
FOODS THE #2 TREND FOR THIS YEAR.

RECIPE

ESQUITES (MEXICAN STREET CORN)

Recipe by Chef Armando Pomaes
Sysco New Mexico

4 ea	corn on the cob, silk and husk removed
2 c	Sysco Classic Chicken Stock
1 t	Sysco Classic Salt
2 oz	Wholesome Farms Butter
3 oz	Pica y Salpica Crema
1 T	Casa Solana Cotija
½ t	Tajin
1	lime

Remove corn from the cob using a sharp knife. Boil corn in chicken stock until tender. Stir in butter and season with salt. With a slotted spoon fill glasses with corn. Top with crema, Cotija, Tajin and a wedge of lime. Squeeze lime and stir in all ingredients before eating.



Get the recipe for this Pork Gyoza on [SyscoFoodie.com](https://www.syscofoodie.com).



From local to global, Sysco makes a difference. We believe that reducing the environmental impact of our operations is the right thing to do, which is why we continuously improve efficiencies in our logistics chain and warehouses. We work passionately to supply customers with food products that meet high standards of safety, quality and traceability. And we're committed to working with partner organizations to discover and apply more responsible, sustainable sourcing practices.

TURNING THE TIDE

As one of the largest purchasers of seafood in North America, Sysco knows how important it is to improve sustainability in the supply chain by implementing effective long-term solutions. But addressing complex sustainability issues requires cooperation among many partners. One of our most important partnerships has been with World Wildlife Fund (WWF). In 2009, we began working with WWF to assess our seafood supply chain. By 2011, we'd made our first sustainable seafood goal: to source our top 10 Sysco Portico Brand wild-caught seafood species from fisheries that are Marine Stewardship Council (MSC) certified, in MSC full assessment or in a comprehensive fishery improvement project with a timebound goal of reaching the MSC standard. In 2016, we pledged to expand our responsibly sourced offerings to include our top 15 wild-caught Sysco Portico Brand seafood species, and to source our top five aquaculture species groups – shrimp, salmon, pangasius, tilapia and catfish – from Aquaculture Stewardship Council (ASC) or Best Aquaculture Practices (BAP) certified farms with specific goals set to be achieved by 2020.

By the end of 2015, we had already made progress on our 2020 goals, with 83% of our top 15 wild-caught Portico Brand seafood species meeting our commitment and with all of Sysco's Portico Brand wild-caught, North American (cold water) lobster, haddock, halibut and flounder coming from MSC-certified fisheries. Since 2011, Sysco has seen a 250% increase in seafood volume from MSC-certified fisheries – more than 24 million pounds. In addition, we currently source 100% of our pangasius and tilapia from ASC-certified or BAP-certified farms.

Our commitment never wavers. We have extended our partnership with WWF through 2020, and work continues every day on our remaining wild-caught and aquaculture seafood species. Seafood sustainability at Sysco is another way we are working to be our customers' most valued and trusted partner.



SYSCO'S SUSTAINABILITY PERFORMANCE

As of 2015 ...

83% of top 15 wild-caught Sysco Portico Brand seafood species are MSC certified* or in a comprehensive FIP

250% increase since 2011 in MSC-certified seafood volume purchased

100% ASC and BAP certification commitment on top five farmed Sysco Portico Brand species

100% ASC or BAP 2 Star certification of Sysco Portico Brand Pangasius and Tilapia

7 fishery improvement projects supported with direct efforts on the water to transition fisheries to the MSC standard

100% ISSA membership for Sysco brand canned tuna suppliers

* MSC certified or in final assessment for MSC certification



In addition to local and nationally acclaimed brands, Sysco's exclusive Portico brand brings operators the highest quality standards in the industry, with delicious, healthful seafood selections eminently adaptable to any menu. We take great pride in our work to ensure quality, consistency, traceability, integrity and competitiveness.

WHEN IT COMES TO PROFITABILITY, YOUR MENU MATTERS

SYSCO MENU SERVICES BRINGS MORE TO THE TABLE.

Food trends change year after year. More than ever, customers are choosing snacks over full-sized entrées. Menu sizes today are shrinking, and customization is the new normal. But offering customers the options they want while still ensuring labor costs and profit margins stay in check can be a challenge.

With Sysco Menu Services, our team of experienced industry experts can help craft a menu that satisfies customers of all types, showcasing your menu if needed, and elevating your brand to keep customers coming back.

SYSCO MENU SERVICES INCLUDE:

IN-DEPTH MENU ANALYSIS AND ENGINEERING

CUSTOM MENU DESIGN AND DEVELOPMENT

SELF-SERVICE TOOL FOR IN-HOUSE USE

Contact your local marketing associate to discuss how Sysco can customize your success!



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MENU SERVICES
"TELLING YOUR STORY IN A PROFITABLE WAY"

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Healthy Menus, Healthy Value



Restaurant guests are increasingly looking for menus that can help them stick to their health and wellness resolutions. Some 40% of consumers surveyed said they are more likely to purchase and pay more for “clean” foods; 43% said the same about “natural” foods, according to Technomic’s 2016 Healthy Eating Consumer Trend Report. Those who say they order healthy items most or all of the time rose from 35% to 40% in the last two years.

Eating more healthfully often means scaled-down portions. That’s a plus for the operator, but not necessarily for customers, who might question value. A number of strategies can help preserve the value perception of a healthier plate:

- Limit the protein element, but load up on less costly vegetables, grains and beans. Taking care to ensure those less-costly ingredients shine will help customers forget the downsized protein.
- Consider fanning proteins and showy items such as avocados or pineapples to create more visual allure and occupy more real estate on the plate.
- Plates designed with separate ramekins holding dipping sauces, salsas, dressings, sides or other items can suggest more food is on the plate.
- Painting the plate with a colorful sauce or puree and garnishing with edible herbs, fruits and vegetables add visual and taste appeal.

- Opt for dishes that complement the serving size – too small, and the food is falling over plate edges; too big, and the portions appear skimpy. Bowls can help lessen the perception of smaller portions.
- Present one-bite dessert or appetizer flights. Serving several small portions in Asian soup spoons or shot glasses makes smaller portions appear more substantial.

HEALTHY CLAIMS TRIGGER ORDERS

Consumers’ ordering habits can be affected by menu descriptors.

61%	will order an offering if it is said to contain natural ingredients
39%	under a certain calorie count
37%	healthy
35%	organic ingredients
31%	local ingredients
25%	light
21%	vegetarian/vegan

2016 Healthy Eating Consumer Trend Report, Technomic

FRESH

Is always in season

— Sysco | freshpoint —

NATURAL

Hand Selected Produce

SINCE 1983

— Imperial —

FRESH

Hand Selected Produce

SINCE 1983

— Reliance —

FRESH

Hand Selected Produce

SINCE 1983

Sysco is North America's leading produce distributor – we know fresh! Ask your Marketing Associate about fresh, quality assured produce exclusively from Sysco and FreshPoint; and watch for our new look coming soon to your backdoor.

Good things
come from
Sysco

freshpoint
a Sysco company

Dairy Done Right

It's surprising to think of the many different menu items that start with dairy – dishes like Indian butter chicken, homemade garlic aioli or blueberry crumble ice cream. These are just a few that are part of the National Restaurant Association's top 20 food trends for 2017, and they all begin with dairy. Essential, wholesome products like butter, yogurt, eggs and milk serve as the base of countless dishes in a restaurant's kitchen. But dairy's versatility also allows you to enhance menu favorites or to easily create new signature dishes, whether introducing authentic flavors, spicing up sides with house-made condiments, or creating decadent desserts like chocolate cherry truffle ice cream. Whatever the case may be, your signature dish starts with Wholesome Farms.



Wholesome by Nature

Simple, honest and reliable – that's the Wholesome Farms promise. With a focus toward reliability and consistency, the brand sources naturally nutritious, farm-fresh products from a community of trusted dairy farmers local to their customers. Every product comes from a carefully monitored producer network and must meet rigorous quality assurance standards. Plants are continuously inspected, packaging and transport are rigorously examined to ensure proper temperatures for safety and maximum preservation, and all products meet USDA Standard of Identity (SOI) criteria. From milk and cream to eggs, butter, and almost everything in between, Wholesome Farms provides products that are honestly dairy – fresh, simple and nutritious. Wholesome Farms is dairy, done right.



You may notice that our brands are starting to look different. Driven by a company-wide commitment to more sustainable operations and new FDA regulations on clear and clean labeling, the packaging and branding around our products will soon feature a fresh, new look. Rest assured that no matter what changes on the outside, the quality and consistency you've come to rely on will always remain the same.



Sysco Brand QA Promise

Deliver Sysco Brand products that meet the most exacting standards for safety, reliability and quality.

Nourish Your Business

From breakfast applications to dinner presentations, dairy has the versatility you need to try out new trends and add value to your menu. In the morning, capitalize on the avocado toast trend by topping cottage cheese and avocado with tomatoes and cumin. For more adventurous brunch applications, serve ethnically inspired items – currently ranked as the No. 1 trend in the breakfast category by the National Restaurant Association¹ – like shakshuka, a traditional Middle Eastern dish of eggs poached in a spiced tomato sauce, or classic Mexican huevos rancheros.

Looking for some fun lunch ideas? Use yogurt to create a Greek aioli, perfect for dipping French fries or adding value to items like burgers and sandwiches. For a lighter application, use cottage cheese or yogurt to make homemade salad dressings. Transition from day to night with appetizers like smoked salmon deviled eggs or traditional paneer yogurt dip. For the main course, offer customers creamy pastas or serve salmon or cod with a lemon butter sauce. Move dairy to the center of the plate with poached egg pasta or Indian curry. Then finish out the meal with artisanal ice cream or traditional crème brûlée. With a wide-ranging portfolio of fresh, high-quality dairy products, Wholesome Farms has everything you need to add value to your menu and nourish your business.

Source: 1. "What's Hot 2017 Culinary Forecast," National Restaurant Association

SYSKO
CUSTOMER PROFILE



MIDGLEY'S
PUBLIC HOUSE

Location

Stockton, California

Founded

2014

Category

Casual and Fine Dining

midgleyspublichouse.com



Foodie magazine recently spoke with **Michael Midgley, Jr.**, chef/owner at Midgley's Public House, who's serving up exciting New American cuisine with a flair and passion as dynamic as his personality.

Tell us about Midgley's Public House.

"Our concept really appeals to our whole market. We offer both a fine dining experience and a whole other casual dining side. We're the kind of place you can go for an intimate occasion, like an anniversary, or you can come after a round of golf and have the best happy hour ever with appetizers at our bar. And the quality of our food is top-notch. It's steak and seafood with a modern-day twist."

How did you get into the restaurant business?

"It was a childhood dream. My father was a great cook, though not as a career. He was always telling me, 'If I could do it again, I'd be a chef.' So he put the seed in my mind. My first kitchen job was when I was 14 as a dish washer at a country club. Pretty soon after, I was cooking. I worked my way up through the ranks in all aspects of foodservice and went to culinary school at 23. But I always knew I wanted to be a chef."

You also have a pretty unique mark of distinction on your résumé

"I was a contestant on 'Top Chef' and it totally changed my life. It gave me an opportunity that I otherwise wouldn't have had, and I grabbed it and ran with it. But I always tried to be humble. I wasn't an overnight success. It was a lot of hard work. But it paid off in the end."

What is Midgley's famous for?

"We're famous for the quality of our food. Anything we sell with beef in it, from poutine to chili to hamburgers, is all Certified Angus Beef. All our seafood is fresh and butchered in-house. We also take pride in our attention to detail, so our service is second to none."

What's your signature item?

"Our most popular item is our tomahawk steak. It looks awesome when it comes out of the kitchen, and we like to parade it around the dining room. When that happens, we usually get an order for another."

A new customer walks in and gives you free rein to choose the meal. What's it going to be?

"I would make you a play on all our favorites, signature items that I've created myself. I'd start you off with the bacon-wrapped pork belly sliders. We braise the pork for about four hours,

then we wrap it in bacon, deep-fry it, and turn it into an amazing BLT. Next, I'd get you some of our Asparagus Cigars – an asparagus spear and cream cheese rolled up in an egg roll wrapper and fried. For the main course, I'd get you some beef, a smaller cut, served with fresh local veggies and my grandma's mashed potatoes. Or if it's the weekend, you'd get the barrel-smoked Prime Rib, which is Certified Angus Beef brand Prime. And then to finish it off, I'd serve you our Doughnut Maple Bacon Bread Pudding made with Krispy Kreme doughnuts."

How do you approach the current trends of customization and snackability with your menu?

"Snackability is a big part of our business. We love serving our customers small plates and appetizers like our pork belly sliders, crab cakes, oysters or calamari. They're perfectly sized for snacking and all from Sysco. Customization is something else we're known for. If you're coming in Friday and call on a Tuesday to tell me you want halibut or petrale sole, all I have to do is contact my Sysco seafood specialist, and I'll get it for you. If you're vegan, I'll make you something vegan. It gives people a personalized experience."

What other items do you typically source from Sysco?

"I get everything from Sysco. For dishwashing, I use Ecolab. I use Supplies on the Fly for my restaurant equipment. Sysco also simplifies my record-keeping and ordering processes. And I obviously would never get my beef, seafood or chicken from anybody else."



We're famous for the quality of our food and a lot of that is due to the products we get from Sysco.



How long have you been with Sysco?

"Sysco has been with me since day one. They laid it all out for me from the beginning. Running a restaurant isn't just about food. My first marketing associate, Camille Halleck, was amazing. She went out of her way to show me all the ways that Sysco could help me, including menu analysis, how to cross-utilize ingredients and be more profitable. They made sure I was going to succeed, and no one else was offering that kind of service."

How has Sysco been a part of your success?

"Sysco's quality and service are incredible. And that makes my life easier. I don't have to make an order by calling six or seven people who are all coming at different times on different days. Sysco saves me countless hours a week, which lets me stay in my kitchen focusing on food and running my restaurant. That's why I'll partner with them as long as I'm in business."

Managing Millennials



With a tight labor market, restaurant owners face more competition for the best employees. Keeping that talent means knowing how to manage a staff of millennials, who now represent the largest generation in the labor market.

Tips on the best ways to attract and engage millennial talent:

Plan thorough onboarding.

The old process – view a video introduction, read a few documents, then shadow an experienced server or cook – no longer cuts it. Millennials want to feel like they’re part of something.

Create a thorough, rigorous onboarding experience that connects new hires to the organization, the restaurant, the team and managers, and explains expectations. Focus on the ground rules, showing them how to score points and get more of what they need while still performing and meeting expectations.



Don’t allow a peer culture to take hold.

Restaurant managers often want to feel as though they’re part of the group and be “buddies” with everyone on staff, which can sometimes encourage a party atmosphere at work. But peer cultures and too much fun can undermine the manager’s ability to step in and make hard decisions.

Employees in leadership positions should know they are there to be a performance coach and to remind people of proper procedures and standards, as well as how to troubleshoot and resolve conflicts in a businesslike environment.

Cultivate a coaching-style organization.

An employer known for investing in employees and developing elite teams offers a compelling recruiting message for millennials. Rewarding exceptional performance is key to retention, too. It is important to let your top employees know there are rewards for a job well done and a path for growth within the business. This helps operators retain their best talent and develop a loyal and trustworthy staff.



My Sysco® Convenience at Your Fingertips



Easy three-step setup process: 1. Go to [MySysco.com](https://mysysco.com) 2. Register and activate your account 3. Log into your accounts and apps to link them to your single login on MySysco

When it comes to keeping your operations running smoothly and profitably, there are a lot of moving parts. That's why Sysco developed technology solutions that maximize engagement, streamline processes and bring all the resources you need digitally in one destination – MySysco.

What is MySysco?

We all have enough login information and passwords to remember. MySysco is a one-stop shop available to all our customers. From this new central hub, you can access your favorite Sysco applications and tools in one convenient location using only one username and password. Applications such as Sysco Market Express Ordering, Sysco Account Center and Supplies on the Fly can all be linked to your MySysco account. You can shop products, place an order, pay bills and more.

MySysco's homepage design is sleek, responsive, and optimized for use on

your PC or mobile device. And you can organize your MySysco account for a unique user experience. Set up a favorites bar to easily maneuver between your most frequently used applications, use the highlights dashboard to keep track of important account information, or access professional marketing content and menu services. You'll also have the opportunity to learn about brand-new applications and tools as they become available.

Access Made Effortless

Using MySysco to streamline all your digital Sysco resources is simple.

Just go to [MySysco.com](https://mysysco.com) to register and activate your account. Once you're registered, log into your applications and accounts to link them to your new single MySysco login. After you have linked your accounts, you will no longer have to individually log into each site when accessed through MySysco.

This technology also enhances your connection to one of your most valuable assets – your marketing associate. Relationships are still at the heart of our business and your marketing associate will be able to assist you with all of your MySysco account needs.



Your Recipe for Success

There's more to foodservice than simply plating great food. There are numerous business elements that require operators' attention. And to maximize efficiency and profitability, it's vital to know what's working and what's not. No one is more dedicated and experienced than Sysco's Business Review experts at partnering with operators to help identify issues and offer customized solutions to improve their business.

Foodie: sat down with three passionate Directors of Business Review – Teresa De Silva (Sysco Idaho), Spencer Richins (Sysco Sacramento) and Eric Rose (Sysco Syracuse) – to discuss what makes Sysco's review process a valuable resource for operators.

Foodie: Describe your approach to the Business Review process.

Theresa da Silva: Our teams are set up to consult and find solutions for any area a customer may need assistance with. We look at what we can



do today and in the future to ensure profitability. From center-of-the-plate planning and menu analysis to e-commerce and marketing, our services differentiate us from the competition. Loyalty and partnership develop very quickly, and customers are really excited to come back in and work on another area of their business.

Foodie: What are customers most surprised about when they meet for a Business Review session?

Eric Rose: One thing I see is that customers are always impressed by the breadth and quality of the tools at their disposal. Our resource teams are elite; our chefs are world class and possess all the accolades of the trade; and our consultants' experience transcends all areas of foodservice. Our customers are also pleased by our genuine interest in their business. We are committed to their success, and we make suggestions that provide ROI and increase profitability.



Foodie: In what ways can a Business Review help operators embrace and succeed in the era of customization?

Spencer Richins: We help operators take advantage of this industry shift by helping them create small plates, shareable items and other more flexible menu



options using items new to their menu or by more effectively using ones already in their inventory. Since more consumers are eating outside of normal meal times, we work together with operators to create menus that can move seamlessly throughout the day with specialized menu items for specific times that increase overall revenue per day by increasing the per-person average cost.

To meet your local Business Resource team and see all they have to offer your business, talk to your marketing associate about scheduling a Sysco Business Review.



**YOUR
SIGNATURE
DISH
STARTS**

here

The simple delivery of fresh, honest, and authentic dairy products is a promise we keep from farms to your kitchen. Ask your local Sysco Marketing Associate about Wholesome Farms dairy.

Good things
come from
Sysco®

QUALITY RUNS IN THE *Family*

Good things
come from
Sysco

The Sysco Brand family has been delivering quality, innovation and profitability for decades. Our dedication to these values will never change – but soon, the look of Sysco Brands will. Rest assured that no matter what changes on the outside, the quality and consistency you've come to rely on will always remain the same.

These exciting new logos will be on packages at your local OpCo soon!



sysco.com



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