

Sysco

FALL 2018

FOODIE

AT THE HEART OF FOOD & SERVICE™

Bone Up On BBQ



**MAKE YOUR
MENU WORK
HARDER/P.28**

**WIN GAME
DAY WITH
SHARABLE
SNACKS/P.20**

**10 WAYS TO
BRING IN THE
BACK-TO-
SCHOOL
CROWD/P.18**

**TURN YOUR
RESTAURANT
INTO AN
INSTAGRAM
STAR/P.27**



HAND CRAFTED *with* PRIDE



The perfect dining occasion starts with skill and experience

We're known for perfectly aged steaks. But it's the people behind the scenes that make it possible. The dedication of the rancher, the chef, and master meat cutters like Jorge are how we provide our customers' guests with a truly special dining experience.



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FOODIE

AT THE HEART OF FOOD & SERVICE™

Message from the Executive Editor

Dear Valued Sysco Customers, Bar-B-Que. Barbecue. BBQ. There are as many ways to spell it as there are ways of cooking it. Beyond the beloved regional takes in America, over the last few years ethnic ingredients and influences have expanded the idea of barbecue into a highly sought-after global-fusion dining experience. And with quality cuts of beef from our Buckhead and Newport specialty meat companies, as well as the fine pre-smoked products from our Butcher's Block brand, you don't have to be a pitmaster to add a rack of ribs, a pulled pork sandwich or a brisket taco to your menu and capitalize on the barbecue trend. See page 14 for more, including delicious recipe inspiration from our Sysco chefs.



Bill Goetz

Senior Vice President,
Sales and Marketing

This issue has pages of great information that's key to helping our customers be successful: tips on food safety for the kitchen, how to leverage the popularity of Instagram to drive engagement and new business and how to build a menu that maximizes profitability. And there's a lot more great food content to consider as kids head back to school, football season kicks off and chefs begin preserving summer produce for the colder months. Plus, meet Party Fowl, a great customer in Nashville having fun with creative dishes featuring their signature hot chicken.

As always, we love to hear from our customers. If you have a comment, a question or feedback for the Foodie team, email us at foodie@corp.sysco.com.

Thank you for the continued chance to earn your business each and every day.

Enjoy the issue.

Bill

Bill Goetz

Senior Vice President, Sales and Marketing



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

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HOT LIL BABIES
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The Freshest Pork Starts Here

Whether it's a juicy grilled pork chop, bacon-wrapped loin or crisp-crusted schnitzel, the average American diner consumes an impressive 64 pounds of pork annually. At Sysco, our **Butcher's Block** pork products meet consumer demands by offering the highest quality marbling and color; they are also more consistent due to our limited number of supplier-partners, live animal sizing considerations, food-service-friendly pack sizes and higher-yielding trim specifications.

At Sysco, freshness and quality control of our meat products is our highest priority. Before our pork reaches your restaurant or your customers' plates, we ensure it's properly chilled in a high-tech-controlled "cold chain" every step of the way, from supplier to our trucks and warehouses, right to your back door. Once it's in the restaurant, we recommend that you refer to the storage and preparation guidelines printed on the box to address food safety concerns.



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 businesses get the recognition they deserve for the quality and care that goes into perfecting their craft.

SUPPLIER PROFILE

Southern Specialties

From asparagus to baby zucchini, Southern Specialties has been supplying hand-harvested specialty produce year-round for nearly 30 years. When pioneering chefs of the California Cuisine movement began to focus on unusual vegetables such as baby squash and French beans for their artful presentations, Southern Specialties saw an opportunity to provide the culinary world with something distinct. As demand for these products spread across the country, its offerings have evolved to include the latest in specialty fruits and vegetables. Today, Southern Specialties has expanded its growing regions throughout North and South America, taking advantage of the wide-ranging micro-climates where its produce can thrive.

Southern Specialties' products now include distinctive offerings such as specialty peppers, peas, beans, tropical fruits, specialty lettuces, baby vegetables, berries, asparagus and more. Such plants demand unique growing conditions. Growing them sustainably, but still making them available in North America year-round, requires a

far-reaching footprint and a commitment to the environment.

Responsible farming is at the heart of everything Southern Specialties does. Helpful insects are used in place of fertilizers and pesticides whenever possible, and water sources are constantly monitored to ensure food safety from start to finish. But investments in responsibility aren't limited to the produce. Southern Specialties is also committed to the people who bring their foods to your kitchen.

“We embrace communities in our grower network in order to make the relationship strong and have the very best, safest product we can,” says Charlie Eagle, Vice President of Business Development at Southern Specialties. “Every farm is audited to ensure they have sanitary facilities, safe working conditions and proper employee education.” Support extends into the communities that surround the farms, where Southern Specialties supplies computers for nearby schools, builds libraries, subsidizes medical care and supports local athletic events.

Throughout its 25-year partnership with Sysco, a mutual passion for quality and consistency has driven Southern Specialties to pursue greater opportunities in produce sales and the highest food safety standards.

“The attention to detail that Sysco demands has made us a better company,” says Eagle. “Sysco has their own quality assurance and food safety teams. They visit our facilities and our farms in various countries. Their receiving practices, their marketing initiatives are among the best

Robert Colescott,
Founder
and CEO



LOCATION: Pompano Beach, FL

FOUNDED: 1990

CATEGORY: Produce

www.southernspecialties.com



LET'S GROW SOMETHING SPECIAL

in the country. And their customer base is among the best in the country.”

Whatever the weather may be outside, you can depend on Southern Specialties to provide a taste of spring or summer with fresh specialty produce, grown the right way.



BRAND SPOTLIGHT



The food world has never been so dynamic. Across the country, global cuisines permeate and enliven menus; chefs are reviving the great American steakhouse tradition; and consumers want to know where their ingredients came from, whether served on fine china or from a food truck. Staying on trend is more important than ever, and Sysco's **Butcher's Block** brand is designed to keep operators ready for the rush. With our top-quality cuts of beef, pork, lamb and veal, there are no limits to what a chef can achieve.



Butchers are back

Increasingly, consumers want to know that their food is wholesome and of high quality—especially when it comes to meat. That could explain why the number of local butchers is on the rise, with many meat-forward restaurants incorporating an in-house butcher program and even offering cuts over the counter. Every Butcher's Block product is backed by Sysco's commitment to quality and consistency, ensuring that you are serving the best possible cuts, plate after plate.

A return to basics

The traditional American steakhouse is booming. Whether your establishment specializes in steaks or you offer just a few prime cuts, turn to Butcher's Block for perfectly aged and marbled beef. Versatile

cuts such as boneless ribeye and flank steak can accommodate any preparation, from marinated and grilled to pan-roasted with a dollop of butter. Or go all out with a **Butcher's Block Strip Loin** to create your own signature fillet.

Ethnic insights

No matter where you look in global cuisine, meat is a mainstay, from Vietnamese pho to Persian beef stew. Lamb is used extensively in Middle Eastern and Mediterranean foods, while pork is the protein of choice in many Asian dishes. Butcher's Block meats fit right into any ethnic recipe. Try marinating a **Butcher's Block Boneless Ribeye** for delectable Korean barbecue, or slice it up to make deluxe steak tacos. Use

Butcher's Block Pork Belly and **Pork Butt** for a range of East Asian preparations like Pork Belly Banh Mi Sliders (see page 30).

Close to home

Patrons are interested in locally sourced ingredients and willing to pay a premium for them—up to 25 percent more. With Sysco, your restaurant can boast of a transparent supply chain from farm to table. At every step, we have insight into our supply network, and know where all of our product is sourced. Talk with your local OpCo to find out exactly which of your Butcher's Block meats are locally sourced.

Butcher's Block has developed its offerings of highest-quality meats to fit seamlessly into your menu, whether accented with foie gras or alongside french fries. Order it when you want the perfect cut.



Sysco Brand QA Promise

Our Sysco Brand products meet the most exacting standards for safety, reliability and quality. All Sysco brands are backed by the largest Quality Assurance department in the industry.

FRESH
new look,
SAME
great brands



You may notice that our brands look a little different. Driven by our companywide commitment to more sustainable operations, and new FDA regulations on clear and clean labeling, our products' packaging now features a fresh new look. Rest assured that no matter what changes on the outside, the quality and consistency you've come to rely on remain the same.

Party Fowl Nashville, Tennessee



Hot Chicken and Stuffed French Toast



"Beer Butt" Chicken



Nashville's food scene is booming, and its hot chicken is sweeping the nation. **Party Fowl** is one spot that truly celebrates the city's fun and flavors. We chatted with **Austin Smith**, the restaurant's co-owner, to find out what makes this joint rock.

If you had to describe Party Fowl in just a few words, what would they be?

Party Fowl is: Nashville Hot Chicken, Boozy Slushies [a selection of cooling cocktails made in the slushy machine], local brews and everything Nashville loves under one roof. There was no hot chicken joint that had live music; it was all fast-casual restaurants. I wanted much more than that. Party Fowl is a bar and a concert venue. It's a restaurant for everybody.

Tell us a little about the Nashville "hot chicken" phenomenon.

We've had hot chicken in Nashville forever, it just took a while for the rest of the world to catch on. Prince's Hot Chicken Shack and Bolton's—those are the originals. But it wasn't until 2012 that the hot chicken craze blew up. A place called Hattie B's opened in midtown, and the press was unbelievable. Then *Food Republic* named 2015 "The Year of Hot Chicken," and even *The New York Times* was writing about it.

How has your business trajectory surprised you?

When we first opened in 2014, we thought this was a fun idea. We had no clue how big and how fast this would go. But we made some very smart decisions. I hired my operations manager, Tiffany Thompson, and executive chef, Bart Pickens, and they've been with me ever since. Some advice I would give to other owners: Do not skimp on your staff. Since we opened the doors, every single year our business has gone up. I have to give a shout-out to Nashville's politicians for bringing in the people and the national conventions, not to mention tourism, because right now we are the *It* city, serving the *It* food.

What do you think makes diners come back again and again to Party Fowl?

To start, we have a family feeling here. I'm the owner, but I am very involved. And



There was no hot chicken joint that had live music; it was all fast-casual restaurants. I wanted much more than that. —AUSTIN SMITH, CO-OWNER



Boozy Slushies



Brunch for Two

when we hire people, we are looking for fit, and we tell them, you are part of this family. That attitude comes through in our service and the way we approach our customers. In addition to that, I would say people come back for our brunch, which The Food Network named the No. 1 brunch in Tennessee. Regular customers come back for our Boozy Slushies, and of course the creative things we do with hot chicken, from Hot Chicken Nachos to Hot Chicken Poutine. Then there are the Chicken Tenders, which are five-to-one our biggest sellers.

What are your favorite signature dishes on the menu?

We have a fairly notorious version of a Bloody Mary on the menu called Brunch for Two, a.k.a. The Dirty Bird. One morning I was a little hung over and I came into the restaurant and Chef Bart said, You need a Bloody Mary. And I said yes! Want some fried chicken? Yes! Want some scotch eggs? Yes! Fried okra? Yes! He thought I was joking until he saw the dead serious look

in my eye. So yes, we serve a Bloody Mary with fried chicken in it (actually two fried Cornish hens). You're welcome, America!

How do you incorporate chicken on your menu throughout the day?

When it comes to breakfast, 99 percent of restaurants only do chicken and waffles. But I've got Chef Bart, and we play outside the box. We do a hot chicken stuffed French toast dipped in orange custard, and a savory pancake dish called Bird in a Blanket, rolled up like enchiladas filled with smoked chicken and topped with buttercream sauce. Rich and decadent. To integrate chicken into every meal, you just have to be creative.

What items do you typically source from Sysco?

Pretty much everything. I would say 75 to 80 percent of my products, down to the paper goods and the soaps, are from Sysco.

That includes all our chicken, too. We want a better-quality bird for our guests: We like to use chicken that is natural and fresh—the birds are well treated. We need the birds to be the same size, and Sysco delivers that consistency. I've been a customer since the day I got my restaurant license. When we need something, our sales rep gets it done.

How has Sysco been integral to your success?

We make a lot of crazy requests. My chef is special in every way, and it takes a special company to keep him happy. It's not just being an order taker, it's being on your toes. That's why we consider Sysco a partner, not a vendor.

We are opening a 13,000-square-foot building, and I've already got orders in with Sysco. My mobile fixtures, kitchen equipment, small wares, bar equipment, furniture, most of my food...I feel that Sysco is building my restaurant with me.

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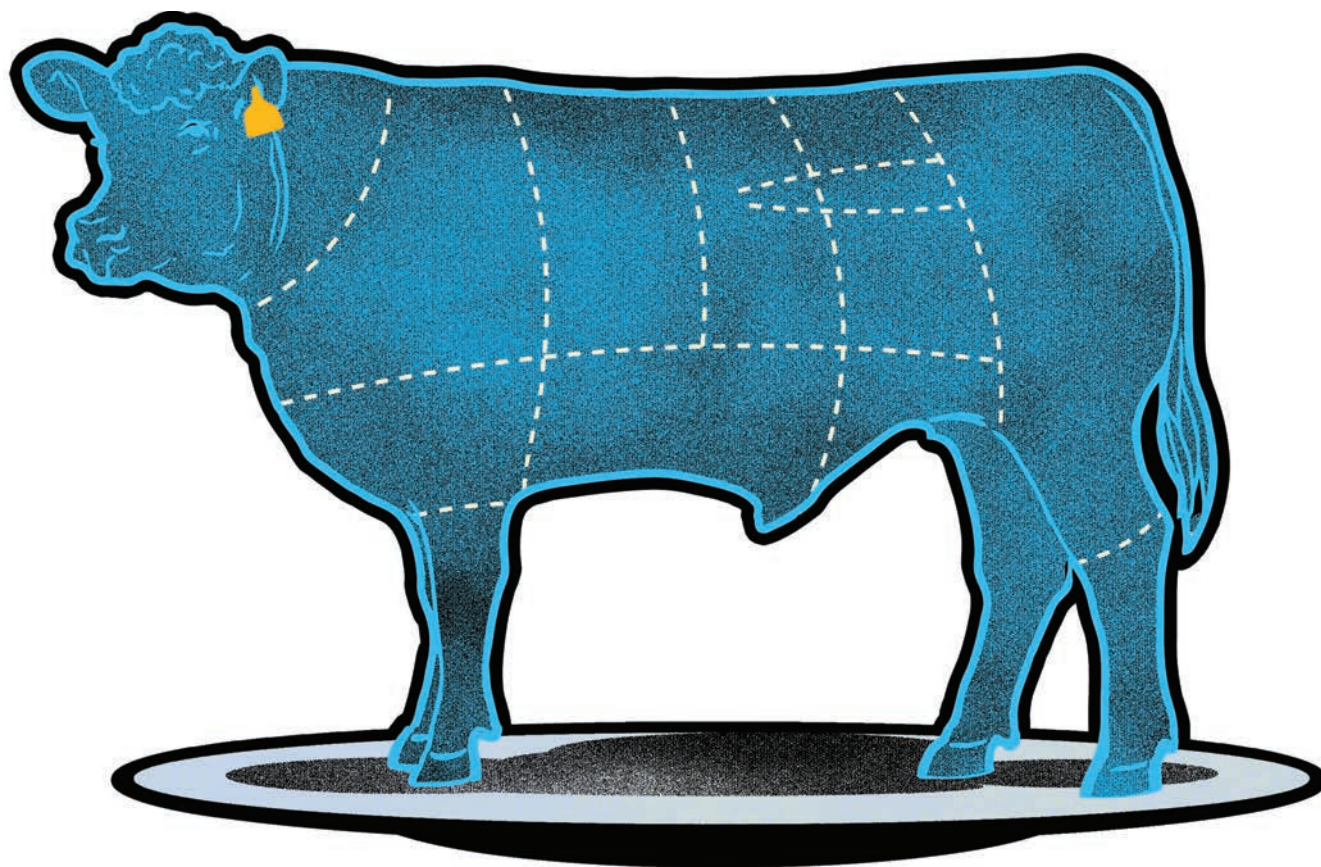


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A Cut Above

Take a look at the top food trends of 2018, and chefs agree: It's all about the beef—specifically, new and interesting cuts of beef. This trend ranked first in an annual survey by the National Restaurant Association. More and more restaurants and chefs are incorporating nontraditional cuts of beef as a cost-efficient but delicious way to freshen up menus.

“We’re always looking for different ways to make the best use of the animal,” says Jack Walker, sales manager at Sysco specialty meat company Metropolitan Meat, Seafood & Poultry, who also has more than 25 years of experience as a chef. “By discovering new parts of the cow, we can find different steaks and varieties of meat to help create something that’ll stand out in the market.”

Here are eight nontraditional cuts that will make your customers’ taste buds rejoice—and give you a high-quality steak dish at a lower cost. The trick to cooking all

these cuts, Walker says, is to not cook them above medium, so they stay juicy. Find these cuts and more through Sysco’s Buckhead Pride and Newport Pride specialty brands. At both purveyors, beef is aged 21 to 35 days to enhance flavor and tenderness.

COULOTTE One of the most tender cuts from the sirloin, the coulotte is versatile and packs a lot of flavor. Walker suggests roasting it whole.

DENVER Cut from the chuck, this tender, flavorful meat has some marbling and is great for grilling or roasting.

FLAT IRON A great alternative to hanger, skirt and flank steaks, this cut is rich in flavor and benefits from being marinated or tenderized. Walker recommends it for grilling and sautéing and as a great topper on salads.

MERLOT Cut from the side of the heel, this versatile, lean and thin steak can be sliced for stir-fries, grilling or pan-broiling.

OYSTER This tiny, tender gem (usually weighing no more than 6 ounces) packs intense flavor thanks to its natural web-like marbling in a shape that resembles an oyster shell.

SHOULDER TENDER Shaped like a tenderloin and just as tasty—but smaller and half the price—this lean cut can be cooked whole, cut into medallions or sliced for stir-fry. Its cylindrical shape, Walker says, makes it attractive for plate presentations.

TRI-TIP This juicy triangular cut is already a West Coast favorite and is gaining popularity on the East Coast. Versatile and full of flavor, it can be grilled, roasted, braised or broiled.

VEGAS STRIP STEAK This tender 14-ounce slice of steak can easily be cut into smaller portions and grilled, pan-fried, roasted or smoked.

Ask your Marketing Associate about the range of nontraditional cuts available from Sysco’s specialty meat companies.

Functional Drinks Go Mainstream

Wellness is in style. As consumers strive for optimal health, the global food industry is rising to meet demands. The best evidence of this is the functional beverage industry, which has expanded well beyond household names like Odwalla and Gatorade. You will now find a number of health-conscious beverages on the market that are rich in fruits, vegetables, and smart supplements including antioxidants, protein, vitamins and minerals. Consumers' interest in functional beverages will continue to grow as the offerings diversify and address a number of health objectives, such as weight loss and better digestion.

"People are very interested in probiotics, fermentation and gut health," says Valerie Hoover, R.D., L.D., Manager, Health & Wellness at Sysco, citing the popularity of kombucha, kefir and yogurt drinks. And according to Google Trends, along with the uptick in functional

beverage searches, consumers are acquiring new tastes. More earthy flavors such as ginger and matcha are gaining traction in the market. Green tea—often considered the go-to healthy tea option—is now joined by the likes of "adaptogenic" (healing) teas that incorporate ingredients such as reishi mushrooms, ginseng, amla fruit and holy basil to address issues such as immunity, detoxification and relaxation. "Turmeric is also very mainstream now because of its anti-inflammation and antioxidant properties," Hoover adds.

As more consumers reject sugary drinks, the door has opened for alternative refreshments such as flavored sparkling waters, vitamin waters and other beverages with a perceived health benefit. "Due to the maturity of the soda market, it has become a large enough volume to allow for a wide selection of

functional beverage types to succeed," says Massimo Balacchi, Director, Italian Segment, Sysco Corporation.

To accommodate these trends, the food and beverage industry should continue exploring flavor combinations and innovating menu items. Technomic predicts that cafés will increasingly rely on offerings such as functional teas to maintain their edge for beverage-focused occasions, for example. In addition, consider opportunities beyond just beverages. "Chefs can incorporate superfoods into functional beverages not only as hot or cold drinks, but also as dressings, marinades, sauces and flavorings," Balacchi suggests.

Create your own in-house signature health beverages using **Sysco Imperial Fruit & Veggie Concentrates** in flavors like Citrus Carrot, Berry Beet, and Apple & Greens as a base.

Ask your Marketing Associate about the assortment of bottled wellness beverage options available in your Sysco market.

Pickling Spices Up Your Menu

Would your customers care for some kimchi? How about a plate of savory sausage with a side of pickled green beans? Pickled veggies are having a moment, inspiring operators and chefs to experiment with new ways to brine and to add these bright, acidic dishes to their menus.

“It’s a very simple, profitable way to come up with unique flavors and textures,” says Patrick Britten, culinary consultant at Sysco Northern New England. And patrons are eating it up.

Sharpen Your Flavors

One of Britten’s signature dishes is Pickled Fall Vegetables (see the recipe on page 31), featuring cold smoked bacon, maple syrup, butternut squash, potatoes, mini cucumbers, carrots, turnips and radishes. He uses **Sysco Imperial McCormick Pickling Spice**, which is also an attractive option for less seasoned chefs because the spices, which help draw out the flavors of the vinegar and sugar mixture, are premixed. As for which vegetables to choose, Britten recommends

that chefs pick the highest-quality seasonal produce in your local market.

Healthy Veggies, Served All Day

For operators hoping to better serve the needs of health-conscious consumers, pickled vegetables are a great choice across every daypart. Add them to breakfast bowls, as an accent on sandwiches, and as a side to smoked and roasted meats at dinner.

You’re already starting with wholesome produce, and the fermentation process can further boost the nutritional value of certain foods. Pickling is great for gut health, too: During fermentation, live bacteria break down food components, making some foods easier to digest.

One of the advantages of pickled vegetables is that patrons can enjoy them year-round. “The idea of bringing back some of the beautiful summer vegetables in the fall and winter—there’s that nostalgia of pulling in those flavors,” Britten says. “Patrons get the memories they had in summer on that cold winter day.”



Find recipe for
Pickled Fall
Vegetables on
page 31.





To see this recipe, visit
syscofoodie.com.

REGIONAL BARBECUE STYLES
DRAW DINERS
FROM COAST TO COAST

Fired Up!

HAS barbecue reached its peak? Are smoked meats so last-season? 🍷 Not even close! Sophisticated diners are seeking out regional barbecue traditions, from the pulled pork sandwiches of North Carolina to the smoky ribs of Memphis and the slow-smoked brisket of Texas. And in Los Angeles, a melting pot of cuisines, including Korean, Mexican and South American, is giving rise to a flavorful new kind of American grilling—whether you want to call it global, fusion or barbecue without borders. 🍷 Making real barbecue takes time and dedication, and at Sysco we proudly sell our award-winning pork and beef to many of the greatest barbecue joints in the country. If you'd like to add barbecue to your menu without putting in a wood-fired smoker, use **Block and Barrel Pre-Smoked Whole Briskets** or **Pre-Smoked Pork Shoulders** as the foundation for many standout barbecue dishes. 🍷 Take a walk through the Barbecue Belt to get familiar with the deep flavors and even deeper traditions that keep customers coming back for more.





Memphis-Style Pulled Pork Sandwich

Texas Is Brisket Country

Texas barbecue is a rich and wonderful thing. In East Texas, the barbecue is mainly influenced by Eastern styles, so you'll find more pulled pork and pork ribs, as well as more sauce. Head west toward El Paso, and you can enjoy all kinds of Mexican barbecue, such as authentic carne asada and barbacoa, often made with goat meat from the head or cheek. But the heart of Texas barbecue country is in and around Austin. Germans and Czechs immigrated to the area and brought their cooking traditions with them. Here you'll find huge open firepits proudly featuring a variety of woods: hickory, pecan, mesquite. The primary offering is often brisket, followed by pork ribs and sausage. The great thing about slow-smoked brisket is its versatility. Use it across dayparts, as part of a breakfast taco in the morning and in sandwiches or enchiladas in the afternoon.

The Carolinas Love Pork

"If it's not cooked over wood, it's simply not barbecue," says Michael Vogt, Sysco Culinary Consultant, Charlotte. You could also say, "If it's not pork, it's not North Carolina barbecue." Other regions have their briskets and beef ribs, but in North Carolina, pork is king. How do you know you're in North Carolina? "Spice-rubbed pork ribs glistening in sauce and succulent shreds of the shoulder piled high on a soft white bun," Vogt says. The region is also known for smoking the whole hog, and the sauce is vinegar-based and not too tomatoey.



North Carolina-Style Smoked St. Louis Ribs

Find recipes for these dishes on pages 29-30.



"Ropa Vieja" Brisket Tacos



Memphis Ribs Can't Be Beat

The star of Memphis barbecue? Cleaver-chopped pork shoulder, served on a plate with slaw, beans and bread or on a sandwich made with a fluffy Wonder Bread-like bun. Add thick, sweet sauce and a traditional mayo-based slaw. No matter how that meat is delivered, “our obsession with the moist, hacked bits of smoky, charred flesh is the stuff of Southern culinary lore,” says Spencer McMillin, Sysco’s Memphis Culinary Consultant. Smoking methods vary, but the more respectable joints use pit smokers—dark rooms filled with rotating, pork fat-crusted shelves that go for up to 14 hours at a time.

In addition to pork shoulder, you’ll find plenty of ribs, divided into two categories: dry-rubbed and wet-mopped. Most dry rubs consist of some variation on brown sugar, cayenne, garlic salt, onion powder, paprika, a dried herb or two, and white and black pepper. Mops are ubiquitous and mostly follow a basic formula: one part apple cider vinegar, ¼ part water, ½ part brown sugar. Add a small handful of salt and spices, plus yellow mustard and ketchup.

The mops are applied in various ways, generally at the end of the cooking process, much like a sauce. They provide an acidic and sweet counterpoint to the juiciness created by the slow-melting fat.

Burnt Ends and Blends in Kansas City

“Kansas City barbecue takes components of other regions and blends them together in a rub-and-sauce combo,” says Andrew Langdon, Culinary Consultant at Sysco Kansas City. “The rub infuses flavor and seasonings into the meat while it cooks low and slow over a wood fire. The sauce is a tomato-molasses mix with variations from tangy to spicy.” And while other regions focus on one type of protein or cut, Kansas City uses a wide variety of meats with a focus on the brisket point, which yields the signature burnt ends. “Burnt ends are a staple of KC style, with the notoriety of the fat-to-texture ratio that makes the meat as flavorful as it is.” The **Block and Barrel Burnt Ends** are the perfect example of Kansas City style. “I season the meat with the

Sysco Imperial BBQ Spice before heating to drive home the flavor and, of course, a coat of the **Sysco Imperial Kansas City Style BBQ Sauce**. Served with some onion straws and pickles, that’s a taste of Kansas City.”

Los Angeles Barbecue Goes Global

“If you’re in Texas or North Carolina, the act of making barbecue is a full-day production,” says Benjamin Udave, Sysco Culinary Consultant for Los Angeles. “But that’s not how we roll in LA. For us [Angelenos], the idea of barbecue is simple: hot coals, nice cuts of meat, some veggies, and call it a day.” LA’s Latino community has always made use of its parks and public spaces for grilling. “We think of barbecue as a social outing, when everyone gathers around the grill, beer in their hand.”

LA also is now home to some of the best Asian barbecue in the world and is the fount of grilling fusion. This spirit is exemplified in Udave’s Bulgogi Carne Asada, ready to serve at a gathering when paired with the Filipino-inspired Adobo Chicken, Mexican-Style Corn and Pickled Persian Cucumbers.

Taste of the South

“Any way you look at it, North Carolina is the epicenter of American barbecue! What was once a regional style of food that started in the South has now spread everywhere—even to the big cities, where it is influencing the larger foodie scene.”

—Chef Michael Vogt, Sysco Charlotte





Adobo Chicken With Pickled Persian Cucumber



Grilled Corn With Lemon Mayo and Tajin-Parmesan Topping

Blackened Shrimp Skewers



Bulgogi Carne Asada



Green Mango Salsa

Find recipes for these dishes on pages 29-30.





TIPS for Making the Grade During the Back-to-School Season

THE back-to-school season poses many challenges for restaurants. As the lazy days of summer wind down, so do time and money spent on dining out. When students head back to class, schedules change and activities increase, leading families to hunker down at home and causing college students to focus more on studies and less on entertainment. But this season offers opportunities for restaurants, too, from off-premise dining options to diversifying your menu dayparts.

At Sysco, we offer a wide range of takeout-friendly ingredients, products and packaging, as well as ideas to ensure success. Here are our tips to make it the best fall yet.

1. Grab and Go With It

Portable, prepackaged meals that customers can grab and take with them have become an important factor in the success of many fast-casual and independent businesses. People are busy and stressed, and research shows they want something quick, tasty and healthy at a good value. Sysco's versatile lines of packaging make off-premise dining easy. Modern, lightweight **Sysco Trendz** disposables are designed for greater resistance to grease and moisture, while **Sysco Earth Plus** containers are made with post-consumer recycled content.

2. Diversify Your Dayparts

If your customers come in primarily for coffee, place packaged breakfasts, lunches and snacks like **Baker's Choice Parfait Muffins** close to POS, to drive impulse sales. If you are a lunch spot, upsell packaged dinners, à la carte entrées, or preassembled meal kits. Busy parents will appreciate the convenience.

3. Consider the Snack

Snacking has become big business. According to new research, 80 percent of consumers say they snack at least once a day; snacks are used increasingly to replace a meal; and 57 percent say portability is an important factor. Ask your Marketing Associate about the new **Block and Barrel Snack Trays**.

4. Use the Right Foods

Some foods retain their flavor and texture better than others on that ride home from the restaurant. Soups, sandwiches, salads and wraps all make the grade. Short pastas such as cavatappi and penne retain their texture well. Fried foods can go soggy, but Sysco has developed several distinctive french fry products to hold up over time, including **Sysco Imperial Red Batter Potatoes and Fries**, and **Ultimate Crisp Heavy Battered French Fries**, coated in an extra-thick batter to ensure a crisp outside and buttery interior.

5. Hit the Curb

This growing trend splits the difference between takeout and home delivery by having a server meet the customer in his or her car or at the curb. Use texts to communicate with customers and cut out the middleman. Diners love not having to leave the car, and it's cheaper than building a drive-through window!

6. Implement Online Ordering

Diners today expect to be able to order meals online, on either a restaurant's own app or a third-party website. This is true for takeout and delivery and is even becoming the case for some eat-in dining. The online experience should be seamless, so as not to frustrate customers before they get in the door.

7. Limit the Selection

Takeout and delivery can be a burden for restaurants. Do your kitchen—and customers—a favor by creating a separate, limited takeout menu that offers a few selected items—those most suitable for takeout.

8. Make Friends with a Delivery Service

Are you on board with Uber Eats or another version of digital home delivery? Don't bother trying to fight it; the revolution is here. As millennials are becoming parents themselves, they turn to their phones for everything, including dialing up dinner—with no actual dialing or talking involved.

9. Two Meals for the Price of One

Because economics is a driving force keeping families at home, value and savings should also play an integral role in bringing them back into the restaurant. A limited time "Order a meal, take one home" offer is perfect for the back-to-school season, as busy parents will have one less dish to prepare the following day.

10. Let Kids Eat Free

Another surefire savings-based concept for back-to-school season is to offer a weekly Kids Eat Free Night. Not only will this attract regular customers back in, it will also bring in new customers willing to try out an untested spot in order to save money.



Protecting the Earth, Plus Delivering Value

Rooted in the 4 R's (Reduce, Reuse, Recycle and Renew) Sysco Earth Plus disposable products deliver affordable, eco-friendly solutions that are good for both your business and the planet. When you need hardworking delivery, takeout or catering containers that do the job right every time, think of Sysco Earth Plus.



Bring Your A-Game

As temperatures drop and leaves start falling, customers will be gathering on barstools and around high tables to watch college and pro football, followed closely by NHL hockey. Watching a game is a communal activity, and the nibbles served should be fun, sharable and delicious, too. Almost anything that can be eaten can be shared, from flatbreads to sliders to loaded french fries. If you're looking for recipe ideas, inspiration and solutions to bring in the game-day crowds, Sysco has your back.

Pork Belly Banh
Mi Sliders



FRY IT UP

Bite-sized nuggets of deliciousness, deep-fried foods make perfect sharable snacks. And as Mark Bittman explained in a *New York Times* article, “Deep Fried and Good for You,” oil is not evil. When you deep-fry, most of the oil stays outside the food, forming that delicious crisp exterior and moist interior. It’s the only cooking method that can make zucchini taste sinful, so go ahead and put it on the menu.

Fried calamari; delicate, tempura-style vegetables; and fried mushrooms (see “Fried Gets Fresh” on page 25)

all make terrific snacks for sharing. If you want to please a hungry game-day crowd, try our Loaded Mexican Fries (see recipe on page 30). Topped with fire-roasted corn, **Pica y Salpica Natural Crema** and **Casa Solana Taco Seasoning**, this dish turns a game-day party into a fiesta.

Interested in spicing up your french fry game without a lot of extra time and labor? Try offering our **Sysco Imperial Crispy Potato Flats** or **Sysco Imperial Battered Sweet Potato Fry**—both make a great base for loaded fries.

Take the Tailgate Inside

To entice customers away from their recliners and 82-inch TVs, create a party atmosphere in your restaurant. Make it a place where fans want to gather to drink and eat fantastic food while they watch the games. Consider hosting a series of happy-hour parties that coincide with kickoffs. Decorate your space with local team merch and organize eating contests where customers can win hats or jerseys from their favorite teams. Take lots of pictures and publicize the fun on social media!

Find recipes for these dishes on pages 30-31.

Loaded Mexican Street Fries
To see this recipe,
visit syscofoodie.com.

PASS THE PROTEIN

High-protein, low-carb diets remain popular, from Paleo to Whole 30 to people who can't tolerate gluten. It's easy to work around these limitations when it comes to entrées but tougher with bar snacks, which are traditionally coated in batter or wedged between buns.

Try getting creative, however, and you'll find plenty of appealing snacks featuring meat and protein instead of bread, rice or potatoes. Consider the chicken wing, for example, which you could coat in a gluten-free flour instead of regular flour before frying. Everyone loves a delicious meatball, whether made from ground beef or turkey. Again, you can use gluten-free bread crumbs, or no bread crumbs, depending on your customer base. Also, though it does sit on a bun, our Pork Belly Slider (see recipe on page 30) keeps the focus firmly on the protein—rich, savory **Butcher's Block Pork Belly**. Make the flavors sing with pickled matchstick vegetables (see more on pickling vegetables on page 31) and **Sysco Imperial Culinary Premium Mayo**.

To go even more purely protein, try our Pork Lonza (see recipe on page 31). This fresh **Butcher's Block Pork Loin** is set in pink curing salt for several hours, then coated with a variety of seasonings such as whole fennel seed, ground

paprika and fresh rosemary. Pork loin might seem unusual for a game-day snack, but when sliced and served with crusty bread or pita and a cold beer, it definitely satisfies.

THE LIGHTER SIDE

When spending hours at a bar or restaurant to watch a long game, customers want to be able to order multiple apps and snacks and taste a range of flavors without feeling weighed down. In addition, vegetarians and vegans need to feel they have options on the menu, or they might choose to stay home instead, or just order a drink.

One easy solution is to offer a variety of flatbreads or pizzas with different toppings. Cut into quadrants, these light, sharable snacks offer a blank canvas for a chef's creativity. Or take your guests to veggie heaven with a Grilled Vegetable Charcuterie with Roasted Pepper Sauce (see recipe on page 30), or a variation using any roasted vegetables. In our version, zucchini, carrots and peppers are seasoned and grilled, then paired with warm naan and a sauce made with yogurt and roasted red peppers.

However you decide to make the play, think strategically about your menu and you'll have no trouble bringing in patrons who want to eat, drink and order seconds during game days—for the whole season.

Find recipes for these dishes on pages 30-31.





Grilled
Vegetable
Charcuterie
with Roasted
Pepper Sauce

Pork
Lonza



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Sunflower oils are produced using the technology

Fried Gets Fresh

Great food starts with great ingredients. When deep-frying food, the most important ingredient is the cooking oil, as the taste and aroma of the oil you choose can permeate the foods you fry.

Want to know how good a restaurant is? Check out the fried foods. If the only flavor a customer tastes from a dish is “fried”—and every bite from the fryer tastes the same, whether it’s a french fry or an asparagus stalk—then the restaurant probably needs to upgrade its frying habits. This means paying special attention to two things: What oil to use, and how well it’s maintained.

Cooking Oil Options

Sysco offers a range of frying oils that won’t impart or transfer flavor. With value-driven, long fry life and sustainability options, each oil has its own special advantages.

Fry-On ZTF: This Sysco-exclusive combination of corn oil and high-oleic canola oil is a top choice for excellent food quality. Recommended for fine dining and chef-driven cuisine.

Sustain: This 100% sunflower oil is high quality—and only found at Sysco. Recommended for kitchens balancing quality and cost.

Sysco Classic: This midtier oil, a combination of cottonseed and soybean oil, is a great value. Recommended for high-volume kitchens where price is a factor.

Maintaining Your Fryer

Even when using the best oils, your fryer needs TLC. To keep your fryer in great shape and fried food tasting its best, Sysco recommends that you:

- Regularly verify that the oil temperature is accurate. If heat is too high, your food will develop a burned taste. If the temperature is too low, your food will taste greasy.

- Strain your oil every day to take out food particles. Left in the oil, these continue to fry, and their flavor can leach into other items.
- Check your container to make sure your oil is fresh. Because cooking oil is extracted from various plants, nuts and seeds, it has an expiration date.
- Always change the oil in your deep fryer when it darkens or it smokes at lower temperatures than usual.

Have Fun with Fried Foods!

Sysco offers an array of products for your fryer, including every kind of fresh and frozen food. See the recipes for Fried Exotic Mushrooms with Black Garlic Aioli, Crunchy Fried Broccoli and Buffalo-Style Fried Cauliflower (page 31) to get started experimenting with fresh fried food.

Try our **Sysco Imperial Fried Appetizers**, including exciting new offerings such as **Jalapeño Poppers** and **Buffalo Chicken Dip Poppers** to spice up your fried food offerings. Diners love to dip, so don’t forget to pair your apps with delicious dipping sauces. Ask your Marketing Associate about plus-one ideas to inspire your own creations, made with ingredients already in your kitchen.

Find recipes for Fried Exotic Mushrooms with Black Garlic Aioli, Buffalo-Style Fried Cauliflower, Fried Okra, and Crunchy Fried Broccoli on page 31.



*To see this recipe, visit syscofoodie.com.

Brush up on Kitchen Safety With These Helpful Tips

Every September, Food Safety Month reminds us of the kitchen health and safety issues that are so crucial to a restaurant's success. It's a great time to check on some of the basics to make sure you are protecting both your staff and your customers from problems such as contamination and food-borne illnesses.

Your kitchen is the heart and soul of the restaurant. Here are some essential tips to keep it safe, sanitary and pumping out fantastic food:

Use the Right Equipment

Get in the habit of asking questions and being deeply familiar with the materials in your kitchen.

Wear proper apparel, including nonslip shoes.

Use the right kitchen mats to prevent slips and falls; they'll also help protect cooks' legs,

knees and backs.

Know the materials you're using, including cooking materials, such as oils, and chemicals used for cleaning.

Post your chemical MSDS (Material Safety Data Sheets). Some chemicals can't be mixed and are caustic until rinsed.

Wear gloves. Whether you're cooking or cleaning, gloves will protect your two greatest assets in the kitchen: your hands. But wearing them doesn't mean you don't have to wash your hands.

Avoid Food Contamination

Sometimes it's the little things that matter most. Foodborne illnesses are invisible, but good habits will keep your kitchen clean and free of the usual hazards that create an environment for bacteria to thrive.

Inspect the kitchen at every shift and have the shift manager sign off before everyone can

leave. This keeps things clean, organized and sanitary.

Shift inspections are about more than cleanliness. Include food temperatures and equipment inspections to make sure everything is working.

Avoid cross-contamination by properly storing everything in a safe place.

Store everything in the correct order—such as cooked over raw, fish over pork, pork over beef and beef over chicken.

Make sure all containers are properly labeled with the correct Use By date and rotation.

Prepare for the Inspection

Making the grade for inspection shouldn't be difficult—especially if you've gone through it before. Here is a refresher:

Save old inspection sheets so you know what to expect.

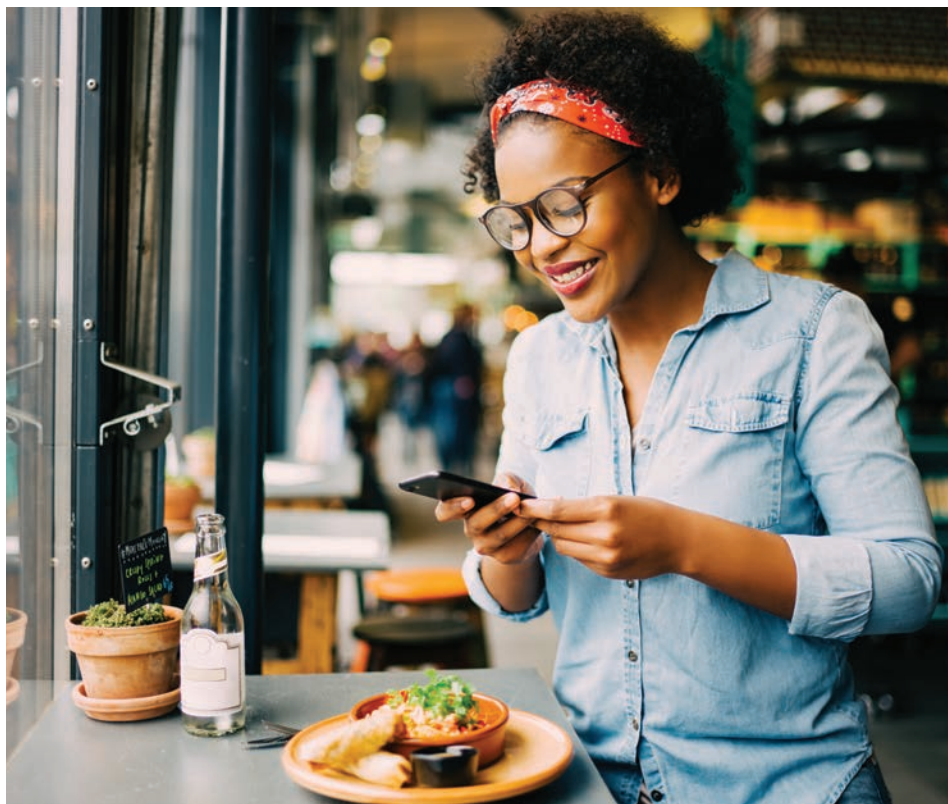
Fix things that have been flagged in the past and give them special attention.

Have your staff get ServSafe certified. Ask Your Marketing Associate how Sysco can help with this process. See more info at health.sysco.com.

Hold regular meetings to keep everyone educated about what is expected and how important cleanliness is.

With the right protocols and procedures, you'll have no trouble keeping things running safe and sound in the kitchen.

Ask your Marketing Associate about Sysco's complete line of Keystone Cleaning Products, designed to make taking care of your kitchen a little easier.



5 Ways to Make Your Restaurant an Instagram Star

In today's competitive climate, restaurants are using social media to bring in new customers. As a showcase for alluring images, Instagram is easily the best online platform for sharing pictures of your food. It's a mouthwatering opportunity for restaurants: Instagram is free, and it markets your images straight to a following of foodies. Best of all, if you take care and give customers what they crave, they will do most of the work for you—sharing with their own friends and followers. Here are five ways to build your customer base and increase loyalty by sharing your world of food and fun on Instagram.

1. Get an account. Add your location. Use it regularly.

If you don't already have one, go ahead and set up your account. Always have your phone at the ready; take pictures of your most interesting, fun and photogenic food; and post frequently—daily if you can. Make sure you've included a custom location on both Facebook and Instagram. This makes it easy for customers to tag your business and see activity at your location. Follow similar people and businesses in your food community. Comment, like and interact as

much as possible. Your business will stay top-of-mind; you'll always be in the know; and others will see you're an active, engaged member of the tribe.

2. Share your story.

Behind every great restaurant is a story waiting to be told. Customers connect most when they know who you are, how you got started, and what the stories are behind favorite dishes and recipes. Consider what's most interesting about your restaurant, celebrate it and share it with your customers

online. From staff selfies (wearing your merchandise, of course) to wall art, to menu items and ingredients, there's an opportunity to visually share your story. The more customers know about you, the more they have to love and share.

3. Make an impact with your environment.

Food is just one part of the adventure. Consider the environment you've built for your customers. Are there noteworthy visual elements that are unique and engaging? Think about murals, indoor plants, light installations, photography and paintings that bring individuality to your space. It's not just décor, it's an opportunity for your customers to snap a photo, tag your business and share with friends.

4. Perfect the art of plating.

If you are going to post your dishes on Instagram, you might want to give more thought to plating. You don't have to develop a novelty dish specifically for Instagram, à la the Unicorn Frappuccino (though feel free!). But you can use plating as an outlet for your creativity. Stack food high for drama. Let the dish breathe by leaving plenty of negative space on the plate. One great Instagram account to follow for inspiration: @theartofplating.

5. Train your staff accordingly.

Customers will generate their own content about your business on Instagram, so make sure you post your account name in a prominent place and encourage customers to post to it. But no one knows the place better than your service staff. Encourage your bartenders, servers and hosts to learn about and use Instagram. They should be looking for Instagrammable moments to share on your account. They can also help your customers represent your business and your food in the best possible light on their social channels, literally by saying, "Let me take that photo for you!"

Making the Most of Your Menu

Even if you spend zero dollars on marketing your restaurant, you still have an amazingly powerful sales tool at your fingertips: Your menu, which is read by every one of your customers. Pay close attention to your menu—re-evaluate it at least every six months, keep it simple and pay attention to placement—and watch your profits climb.

PARE IT DOWN In 2013, the average number of items on menus was 153, according to the National Restaurant Association. The current trend is leaner, as too many choices can cause anxiety in diners, and slow service and food waste at restaurants.

ANALYZE IT Before you redesign the menu, analyze which dishes are profitable and which are lagging so you know what to highlight and what to cut.

ADD AN ADJECTIVE According to research, customers are willing to pay 10 percent more for items with descriptions.

NAME THAT FARM If possible, include the source location of the ingredients. Diners increasingly want to know where their food comes from.

THINK INSIDE THE BOX Attract the reader's eye to certain spots on the menu by using

design elements such as a box, a special font or a design icon.

DON'T GET LOST IN THE MIDDLE Place big-ticket or popular dishes at the beginning or end of a section list; anything in the middle gets lost.

GET IT IN WRITING For daily specials, write them on a slugger, table tent, or just a piece of paper you hand out to diners. The written word will stick with customers better than a memorized speech from a server.

PICTURE THIS Depending on the type of venue, images work. We expect to see more augmented reality popping up in menus in the coming years as well.

Does your menu need a refresh? Ask your Marketing Associate about My Sysco Marketing services, which include customized menu analysis and design.

“Your menu is your No. 1 marketing tool.”

—Dawn Fitzgerald, Senior Director
Sysco Marketing Services



North Carolina-Style Smoked St. Louis Ribs

CHEF MICHAEL VOGT
SYSCO CHARLOTTE
6-8 SERVINGS

DRY RUB

- 1½ cups brown sugar
- ½ cup Sysco Classic Kosher Salt
- ½ cup paprika
- ¼ cup granulated garlic
- ¼ cup onion powder
- ¼ cup Sysco Imperial Black Pepper, freshly ground
- 2 Tbsp. chili powder
- 2 Tbsp. ground cumin

BBQ SPRAY

- 1 cup apple cider vinegar
- 1 cup apple juice

CAROLINA BBQ SAUCE

- 1 small onion, coarsely chopped
- 1½ cups ketchup
- ⅓ cup Sysco Classic Apple Cider Vinegar
- ⅓ cup Worcestershire sauce
- ⅓ cup molasses
- 2 Tbsp. honey
- 1 Tbsp. House Recipe or other hot sauce
- 1 tsp. Dijon mustard
- 1 tsp. granulated garlic
- 1 tsp. crushed chipotle peppers

NORTH CAROLINA RIBS

- 3 racks Butcher's Block St. Louis-style ribs
- Wood chips for smoking, such as hickory and cherry wood

FOR THE RUB

Combine all ingredients in a bowl and whisk with a fork.

FOR THE SPRAY

Combine ingredients in a spray bottle and set aside.

FOR THE SAUCE

Pulse the onion with ½ cup water in a food processor. Strain and discard solids; retain juice. Whisk together with the remaining ingredients, heat on low, in a medium saucepan, and simmer for 15 minutes. Cool to room temperature or in refrigerator until you're ready to use. Preheat

smoker to 225–250 degrees, along with wood chips. Trim excess fat off the ribs and remove the membrane from the bone side of the ribs. Apply the dry rub liberally on both sides of the ribs. (This can also be done the day before for a more intense flavor.) Place ribs in the smoker, meat side up. After one hour, lightly spray the ribs with the BBQ Spray. Repeat every 15–20 minutes thereafter for the next two hours or so. After the third hour, check for doneness. The ribs should be tender to the touch. When finished, lightly brush with sauce.

CREAMY SOUTHERN COLESLAW

- 1 cup mayonnaise
- 2 Tbsp. apple cider vinegar
- 2 Tbsp. sugar
- 1 Tbsp. celery seed
- ½ tsp. Sysco Classic Kosher Salt
- ½ tsp. freshly ground Sysco Imperial Black Pepper
- 1 lb. shredded green cabbage
- ¼ cup shredded red cabbage
- ¼ cup shredded carrots

In a small bowl, stir together the first six ingredients. In a large bowl, stir together the shredded cabbages and carrots. Stir the contents of the small bowl into the large bowl. Chill and serve alongside the ribs.

“Ropa Vieja” Brisket Tacos

CHEF OJAN BAGHER
SYSCO HOUSTON
4 SERVINGS

- 1 Tbsp. canola oil
- 1 fresh jalapeño chili, chopped, plus slices for garnish
- ¼ red onion, chopped
- 1½ cups diced sweet potato, flash fried
- 1 oz. cilantro, chopped, plus leaves for garnish
- ½ cup cotija cheese, grated
- 4 eggs
- 4 8-inch Casa Solana Flour Tortillas
- 12 oz. Sysco Block and Barrel Smoked Beef Brisket
- ¼ cup Sysco Jalapeño Ranch dressing
- Sysco Classic Kosher Salt and Imperial Ground Pepper to taste

In a pan, heat the oil. Sauté the jalapeño and onion until softened.

Add diced sweet potato and season with salt and pepper. Remove from heat and place in a bowl. Fold in the cilantro and cotija cheese and reserve warm. Fry the eggs sunny side up; reserve warm. Heat the tortillas. Pull brisket apart with two forks or kitchen tongs to resemble strands of *ropa vieja*; heat through.

To assemble, place the tortillas on plates, add a layer of the sweet potato hash and top with pulled brisket. Drizzle with ranch dressing, place the fried egg on top and serve immediately.

Memphis-Style Pulled Pork Sandwich

CHEF SPENCER MCMILLIN
SYSCO MEMPHIS
8-10 SERVINGS

- 10-11 lb. Butcher's Block skin-on, bone-in pork butt
- ½ cup McCormick's Smokehouse Maple Seasoning
- Wood logs of choice (hickory is preferred in Memphis)
- Charcoal and wood-chip combo (optional)
- 1 cup Sysco Reliance Barbecue Sauce
- 8 Block and Barrel Premium Buns
- Sliced pickles and coleslaw for serving

To smoke the pork, score the skin side of the shoulder with a knife, cutting through the fat but not the meat. Massage the seasoning into the meat, making sure to include the spaces between the score marks. Wrap the seasoned shoulder in plastic film and refrigerate for at least 24 hours, up to two days. Using a professional smoker, smoke the shoulder at a low temperature (200–250 degrees) for around eight hours. Wrap the finished pork in aluminum foil to rest for a few minutes. Pull the meat apart using your hands or two forks. Toss with the barbecue sauce. (Or skip these steps and simply warm up 3–4 lb. Block and Barrel Smoked Pulled BBQ Pork.)

To make the sandwich, toast the buns, pile on the pulled pork, and top with your favorite pickle slices and coleslaw.

Bulgogi Carne Asada

CHEF BENJAMIN UDAVE
SYSCO LOS ANGELES
3 SERVINGS

- 4 oz. bulgogi sauce (recipe on page 31)
- 1 lb. sirloin flap meat
- 2 green onions, sliced thin
- 1 tsp. sesame seeds, toasted
- Tortillas for serving (optional)

Take half the bulgogi sauce and add 2 oz. water. Mix until it thins out. Marinate the flap meat in the thinned-out glaze for at least 4 hours, up to overnight. Grill flap meat over high heat until desired temp is met and outside is a little charred. Brush with remainder of glaze. Garnish with green onion and sesame seeds. Serve with warm tortillas.

Adobo Chicken with Pickled Persian Cucumber

CHEF BENJAMIN UDAVE
SYSCO LOS ANGELES
8 SERVINGS

PICKLED CUCUMBERS

- 1 lb. Persian cucumber
- ½ cup sweet chili sauce
- ½ cup seasoned rice wine vinegar
- 2 shallots, julienned
- 4 cloves garlic, thinly sliced
- 6 sprigs cilantro

ADOBO CHICKEN

- 3 lb. boneless chicken thighs
- ½ cup white wine vinegar
- ½ cup soy sauce
- 4 cloves garlic, crushed
- 1 tsp. black peppercorns
- 3 bay leaves

FOR THE PERSIAN CUCUMBERS

Cut the cucumbers into ¼-inch rounds. Set aside. Combine the sweet chili sauce and vinegar in a small saucepan and heat until they just mix together. Remove from the heat. Place cucumbers, shallots, garlic and cilantro in a Mason jar and pour the chili/vinegar mix over the top. Chill

for 2–4 hours, up to overnight for best results.

FOR THE ADOBO CHICKEN

Mix all the ingredients together and marinate chicken for about three hours. Remove chicken from the marinade and cook on a charcoal grill until internal temperature is 165 degrees. In a saucepan, cook down the marinade until it is reduced by half and set aside until chicken is cooked. Brush the marinade over the chicken and serve accompanied by Persian cucumbers.

Grilled Corn with Lemon Mayo and Tajin-Parmesan Topping

CHEF BENJAMIN UDAVE
SYSCO LOS ANGELES
6 SERVINGS

- 6 ears fresh corn
- 1 qt. chicken stock
- 4 oz. Wholesome Farms Unsalted Butter
- 4 sprigs fresh thyme
- Salt to taste
- 2 lemons
- 1 cup mayonnaise
- 1 Tbsp. Tajin seasoning
- 4 oz. Parmesan cheese, grated

Clean the corn, leaving the base of the cob to use as a handle. In a large pot, bring chicken stock to a boil along with butter and thyme. Add salt to taste. Add corn and cook for about 15 minutes. Zest the lemons and add the zest to the mayonnaise. Mix the Tajin and grated Parmesan. Grill corn over a charcoal grill until kernels begin to mark. Remove from heat; squeeze the juice from the 2 lemons over the corn. Lather with lemon mayonnaise. Finish off with Tajin-Parmesan topping.

Blackened Shrimp Skewers with Green Mango Salsa

CHEF BENJAMIN UDAVE
SYSCO LOS ANGELES
4 SERVINGS

SHRIMP SKEWERS

- 1 lb. Premier Gold Wild Caught Gulf Shrimp, unpeeled
- 1 zucchini, roughly chopped
- 1 small red pepper, roughly chopped
- 1 clove garlic, crushed
- ½ small red onion, cut into wedges
- 2 Tbsp. Arrezio Extra-Virgin Olive Oil
- Sysco Classic Kosher Salt and Sysco Imperial Ground Pepper to taste

MANGO SALSA

- 2 cups unripe mango, cut into ¼-inch dice
- ½ cup ripe pineapple, grilled and cut into ¼-inch dice
- 2 oz. lime juice
- 2 oz. fish sauce
- 1 oz. rice wine vinegar
- 1 shallot, finely chopped
- 1 pinch crushed red chili flakes
- 1 Tbsp chopped cilantro

To make the skewers, toss all the ingredients together in a large bowl to season. Thread the shrimp and vegetables onto metal skewers and grill over high heat, turning as needed, until charred on all sides, about 10 minutes on each side. Serve with the mango salsa, made by gently mixing all the ingredients together in a bowl.



Pork Belly Banh Mi Sliders

CHEF JIM WOOLSEY
SYSCO DETROIT
3–6 SERVINGS (SHARED)

- 10 oz Butcher's Block Pork Belly
- Sysco Classic Kosher Salt and freshly ground Sysco Imperial Black Pepper
- 6 slices English cucumber
- 2 tsp. fresh cilantro, chopped
- 3 oz. carrots, matchstick-sliced
- 3 oz. red onions, thinly sliced
- 3 oz. mini cucumber, thinly sliced
- ½ cup sugar
- 1 cup white vinegar
- 3 bao (Chinese buns)
- 3 oz. mayonnaise

Season pork belly with salt and pepper and slow-roast at 290 degrees for four hours. Place

cucumber, carrot, onion, cucumber and cilantro in a nonreactive container. In a saucepan, combine 2 cups water, sugar and vinegar and bring to a boil. Pour over vegetables and place in cooler. In a pan or on a flat-top, fry bao to golden brown. Spread mayonnaise across each bao, then slice cooked pork belly into thick slices and place atop each bao with the pickled vegetables; serve right away.

Loaded Mexican Street Fries

CHEF JIM WOOLSEY
SYSCO DETROIT
2–4 SERVINGS, SHARED

- 6 oz. sirloin flap, cooked
- Sysco Classic Kosher Salt and freshly ground Sysco Imperial Black Pepper, to taste
- 6 oz. Sysco Imperial Crispy Potato Flats
- ½ oz. Sysco Classic Taco Seasoning Mix
- 2 oz. natural crema
- 2 oz. cilantro pesto
- 2 oz. fire-roasted corn
- 1 oz. fresh jalapeño chili, sliced
- 2 oz. cotija cheese
- Fresh cilantro leaves for garnish

Season flap meat with salt and pepper and roast at 350 degrees for 30 minutes. Let cool, slice and portion. Fry the Crispy Flats in a deep fryer, and season with taco seasoning. Top the fries with the roasted beef, crema, cilantro pesto, jalapeño slices and roasted corn. Garnish with cotija cheese and cilantro leaves, and serve immediately.

Grilled Vegetable Charcuterie with Roasted Pepper Sauce

CHEF JIM WOOLSEY
SYSCO DETROIT
4–6 SERVINGS (SHARED)

- 2 Tbsp. Arrezio Extra-Virgin Olive Oil
- 3 baby zucchini, halved
- 4 tri-color carrots
- 4 crudité vegetables such as baby carrots, radishes and turnips

- Sysco Classic Kosher Salt and Sysco Imperial Ground Pepper to taste
- ½ cup Sysco Gold N Crispy Batter Mix
- ½ cup club soda
- 1 oz. mixed wild mushrooms
- 1 Baker's Source Buttermilk Naan With Caramelized Onions
- 2 slices heirloom tomato
- Fresh jalapeño slices for garnish

ROASTED RED PEPPER SAUCE

- ½ red pepper, roasted and peeled
- 1 tsp. chopped garlic
- 1 tsp. cilantro, chopped, plus whole leaves for garnish
- 3 oz. plain Greek yogurt
- Sysco Classic Kosher Salt and freshly ground Imperial Black Pepper, to taste

FOR THE VEGETABLE PLATTER

In a large bowl, drizzle olive oil on the zucchini, carrots and crudités and grill. Season to taste with salt and pepper. (Note: Keep crudités at the edge of the grill to save the stems and leaves from burning.) Combine batter mix with club soda according to instructions; lightly batter wild mushroom blend and fry until golden. Separately, deep-fry naan until golden. Arrange the vegetables on a platter accompanied by sliced naan, mushrooms and tomato slices, topped with jalapeño slices for garnish.

FOR THE ROASTED PEPPER SAUCE

In a blender, combine roasted pepper, garlic and cilantro with Greek yogurt. Season to taste with salt and pepper. Serve in a bowl next to vegetable platter.

Pork Lonza

CHEF DAVID KNICKREHM
SYSCO IDAHO
4 SERVINGS (SHARED)

- 2 Sysco Butcher's Block Pork Tenderloins
- 2 tsp. pink curing salt
- ½ tsp. Sysco Classic Kosher Salt
- 2 tsp. whole fennel seed
- 1 tsp. crushed red a pepper
- 1 tsp. freshly ground Sysco Imperial Black Pepper
- 1½ tsp. ground paprika
- ½ cup white wine vinegar
- 1 small red onion, thinly sliced
- 4 Baker's Source Buttermilk Naan With Caramelized

- Onion
- 4 Tbsp. French whole grain mustard, for dipping
- Fresh rosemary sprigs for garnish

FOR THE PORK LONZA

Trim pork loins of silver skin. Sprinkle with curing salt and place in a sealable bag, squeezing out air. Allow to cure refrigerated for 4 to 8 hours. Add remaining spices to the bag and agitate to distribute evenly. Allow to sit for another hour. Remove the tenderloins and shake off excess spices. Roast tenderloins at 275 degrees for 30 to 40 minutes. Cool completely before serving.

FOR THE PICKLED ONIONS

In a shallow pan, bring vinegar to a boil and add red onion. Cook 45 seconds; turn onions over and cook for another 45 seconds. Remove from the heat and allow the onions to cool to room temperature in the vinegar.

When ready to serve, grill naan and slice each piece into six wedges. Cut cooked pork loin into slices and arrange on a platter or individual plates. Serve the pork shingled with dollops of mustard, pickled onions, grilled naan and rosemary sprigs.

Pickled Fall Vegetables

CHEF PATRICK BRITTEN
SYSCO NORTHERN
NEW ENGLAND
12 SERVINGS

BACON MAPLE MUSTARD JAM

- 1 lb. smoked bacon, diced
- 1 qt. maple syrup
- 2 cups finely diced shallots
- 1 cup apple cider vinegar
- 1 cup whole grain mustard

PICKLED VEGETABLES

- 2 cups white balsamic vinegar
- 2 Tbsp. Sysco Classic Kosher Salt
- 4 Tbsp. Sysco McCormick Pickling Spice
- 4 oz. red potato, sliced
- 4 oz. butternut squash, sliced
- 4 oz. mini cucumber, sliced
- 4 oz. rhubarb, sliced lengthwise
- 4 oz. carrot, sliced
- 4 oz. turnip, sliced
- 4 oz. baby radish, quartered

- ½ sliced serrano chili
- 4 oz. mini peppers, sliced
- 1 oz. arugula

FOR THE JAM

Sauté bacon until it begins to render; add the shallots and cook through. Add maple syrup and apple cider vinegar and cook over medium-low heat until reduced to consistency of slightly thick syrup (will stiffen more when cool). Fold in the grain mustard; set aside and let cool.

FOR THE PICKLED VEGETABLES

Bring balsamic vinegar, two cups cold water, salt and pickling spice to a simmer for 30 minutes. Blanch the potato and butternut squash. Combine all the vegetables in a bowl; strain the warm pickling liquid over the vegetables and refrigerate for 24 hours. Toss with the arugula and serve with Bacon Maple Mustard Jam on the side.

Fried Exotic Mushrooms with Black Garlic Aioli

CHEF MARCUS MEANS
ATLANTA
2-3 SERVINGS

EXOTIC MUSHROOMS

- 5 oz. Sysco Wild Blended Mushrooms
- 1 cup Jade Mountain Tempura Batter Mix
- ½ cup cold seltzer water

BLACK GARLIC AIOLI

- 5 cloves black garlic
- 1 cup mayonnaise
- 1 tsp. lemon juice
- Salt to taste

FOR THE AIOLI

In a blender, combine the garlic, mayonnaise and lemon juice. Mix on high until well blended. Season with salt to taste.

FOR THE MUSHROOMS

Mix tempura batter; stir together until there are no lumps and add cold seltzer water to help the fried foods to cook up crispy, light and not oily. Cut mushrooms to desired sizes. Dip mushrooms into the batter and shake to remove excess. Preheat

deep fryer to 350 degrees. Gently add each mushroom and fry for two to three minutes, until the batter has puffed and begins to turn golden brown. Remove from oil and drain. Season with salt and pepper. Serve immediately with aioli.

Crunchy Fried Broccoli with Bulgogi Sauce

CHEF NEIL DOHERTY
SYSCO CORPORATE
4 SERVINGS

BULGOGI SAUCE

- 1 Tbsp. Sysco Imperial Fresh Garlic, minced
- 2 tsp. Sysco Imperial Fresh Ginger, minced
- 2 Tbsp. plus 2 tsp. tamari or soy sauce
- ¼ cup gochujang (Korean chili paste)
- 2 Tbsp. Jade Mountain Rice Vinegar
- 2 Tbsp. plus 1 tsp. Sysco Supreme Toasted Sesame Oil
- 2 tsp. Sysco Classic Honey

BROCCOLI

- 6 cups broccoli florets
- ¾ cup cornstarch
- 1¼ tsp. baking powder
- 2 Tbsp. panko crumbs
- 1 tsp. salt
- ½ cup all-purpose flour
- 1 cup ice-cold club soda
- 1 Tbsp. Sysco Supreme Toasted Sesame Seeds
- ¼ cup green onions, thinly sliced

FOR THE SAUCE

In a bowl, combine all the ingredients and whisk together to mix well. Set aside.

FOR THE BROCCOLI

Toss broccoli in ¼ cup of cornstarch, shaking off excess. Mix the remaining cornstarch, baking powder, panko, salt and flour together. Add club soda to the cornstarch mixture. Dip the broccoli in the batter mix. Deep-fry broccoli in batches until golden. Set on paper towels to drain. Toss crunchy broccoli with the sauce. Remove, garnish with toasted sesame seeds and green onions, and serve.

Buffalo-Style Fried Cauliflower

CHEF NEIL DOHERTY
SYSCO CORPORATE
4 SERVINGS

- 1 bag Sysco Gold N Crispy Batter Mix
- 5-7 oz. cauliflower florets, roughly chopped
- 2½ oz. Buffalo Hot Sauce
- 1 oz. celery stalks, shaved
- ½ oz. carrot, cut into matchstick shred
- ½ oz. chives, finely chopped
- 1 oz. Arrezzio Gorgonzola Cheese, crumbled

Mix the batter according to the recipe on package; set aside. Cut celery stalks in half lengthwise; shave thinly with a vegetable peeler. Place celery in ice water to help it curl. Heat deep fryer to 350 degrees. Fry the cauliflower for 3 to 4 minutes; remove and toss with 2 ounces of the sauce, reserving the rest. Toss celery and carrot with ¼ ounce of the sauce and set aside. Sprinkle with chives and Gorgonzola cheese and drizzle the remainder of the sauce around the plate.

Fried Okra

CHEF NEIL DOHERTY
SYSCO CORPORATE
2-3 SERVINGS

- ½ lb. fresh okra
- 2 cups flour
- 1 cup cornmeal
- 1 cup cornstarch
- 1 Tbsp. paprika
- 1 tsp. cayenne pepper

Cut each piece of okra in half lengthwise and soak in cold water for one hour. Meanwhile, mix the remaining ingredients together in a bowl. Remove the okra from water and dredge in the flour mixture, shaking off excess. Deep-fry at 350 degrees until crispy and golden. Serve with Bulgogi Sauce (see Crunchy Fried Broccoli Recipe) or your favorite dipping sauce.



Chef Ojan Bagher
Culinary Consultant, Sysco Houston

A Passion for Cooking

A first-generation Iranian-American, Chef Ojan Bagher came to Houston's OpCo eight years ago after working at the esteemed fine-dining establishment Brennan's of Houston, where the culinary world opened up to him. "Going to a restaurant of that caliber lets your creativity just shine through," Bagher says.

That creativity now comes into play in Bagher's work at the OpCo, where he regularly meets with manufacturers to do Product Cuttings and Evaluations, and with Sysco customers to conduct customized In-House Business Reviews.

Could this be a Sysco product?

For the Product Evaluations, Bagher works closely with the merchandising department. Together, they see if they can come up with great new ways to prepare and plate new products that will appeal to Sysco customers.

"It's like an informal demo," he says. "We cook the product, test it and decide: Is this a good item and is there a market for this? For Sysco to be interested, there has to be a uniqueness, and also consistency."

Another question he and the merchandising department ask: Does it have something new to offer?

Somebody once told me a long time ago, 'you don't buy products from a company, you buy products from people,' Bagher says. We want to be that trusted partner. That's the ultimate goal.

Creative solutions

A big part of Bagher's job is participating in Sysco's Business Reviews. Sysco customers can visit their local OpCo with a list of pain points, and the experts there offer comprehensive solutions, including menu revisions and cooking tips.

"When the Marketing Associate brings in a customer, we show them anywhere from 15 to 20 items, maybe eight composed dishes, from start to finish," says Bagher. "I like to do the cooking in front of the customer... sautéing, grilling, roasting—just to show that the ideas we are proposing are approachable and not too difficult to execute back in their kitchen."

Bagher is clearly a man who loves his

job—in particular, helping restaurants develop new dishes and cooking techniques. "I love to cook, so I'm constantly experimenting and trying new things," he says. "For every customer that comes in, I try to do it differently. Each Business Review is customized to that customer. You open up your wheelhouse by adding other ingredients." Even more than opening up customers to new possibilities, however, by putting the extra time, energy and heart into his work, he is building a relationship.

"Somebody once told me a long time ago, you don't buy products from a company, you buy products from people," Bagher says. "We want to be that trusted partner. That's the ultimate goal."





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