

Sysco

WINTER 2018

# FOODIE

AT THE HEART OF FOOD & SERVICE™



Japanese Curried  
Seafood Stew

## Sensational Seafood

Fried Chicken  
Takes Flight

Trends on the Rise  
in 2018

Win with  
Big Game Bites





*Today's catch, tomorrow's supply.*

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Operators focused on quality seafood with a respect for the environment trust **Portico** to deliver responsibly-sourced seafood with integrity.

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*To learn more, visit [Syscofoodie.com](http://Syscofoodie.com) or contact your local marketing associate.*

**Sysco**



## Note from the Executive Editor



Dear Valued Sysco Customers,

We hope you enjoyed a wonderful and prosperous holiday season and found time to recharge and celebrate with family and friends. As we usher in the New Year, it gives us the opportunity to reflect on all the things we are most thankful for – and YOU, our loyal customers, are at the top of our list.

Thank you for the opportunity to serve and support you and your business every single day. Because of your continued and valued partnership with Sysco, you have made the Sysco Brand Family the biggest and most popular brand of products in the foodservice industry. We take great pride in every case of Sysco Brand product that passes through our hands and into your kitchen. Over the last decade, we have worked hard to make the products in our branded lines more local, more sustainable, and always with the uncompromising quality that comes from Sysco. And soon cases of Sysco Brand products will bring even more good things to local communities. Check out page 24 to learn more about our new Nourishing Neighbors program.

If your New Year's resolution includes finding ways to manage your business more efficiently, ask your marketing associate about our MySysco Order platform that gives you the ability to browse products and place and track orders from anywhere at any time. Our technology tools are designed to put our customers in control of back-office processes so more time can be spent on other areas of the business.

We have many good things in store for our customers in 2018, and we are excited to continue the spirit of giving with our #SyscoShareMyPlate social giving campaign benefiting Share Our Strength. Look for more details in February on how photos of your food shared on Instagram can help end childhood hunger in America.

Enjoy the issue and Happy New Year!

*Bill*

**Bill Goetz**

Senior Vice President, Sales and Marketing

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Diversify your menu and satisfy customer cravings for international flavors with offerings like Japanese Curried Seafood Stew, a dish by **Chef Bryan Hudson** from Sysco Raleigh. Find the recipe for this and other dishes in the recipe book at [SyscoFoodie.com](http://SyscoFoodie.com).

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

f /SyscoCorporation

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@sysco



# SYSCO KNOWS FRESH SEAFOOD

At Sysco, we understand and value the importance of freshness in seafood. To become our customers' most valued and trusted business partner, we provide consistent, high-quality products that meet their demands.

## A fresh guarantee

Freshness in seafood can be defined as the point at which the products are in their most premium state. The most common interpretation of "fresh fish" is fish that has never been frozen. The key to freshness is a short timeline. We source our seafood from around the globe, including wild caught and farm-raised fisheries. Sourcing from aquaculture fisheries allows us to minimize the amount of time involved with processing and transport. For wild fisheries, due to time at sea, many fish are often frozen at sea (FAS) to preserve freshness. Sysco's Quality Assurance team guarantees the quality of all **Portico** seafood products, whether fresh, frozen at the source, or shipped through one of our specialty seafood companies.

## A fleet of experts

Sysco's network of specialty seafood companies provides local expertise and processing to exacting standards for market needs. Onsite Quality Assurance personnel oversee all aspects of receiving, inspecting, handling and processing at our facilities to ensure fish is handled safely and that the best quality product is shipped.

Sysco operating companies offer a variety of species, ranging from staples such as salmon, shrimp, scallops and tuna to regional favorites like corvina, perch, halibut and bass. Whether the product is never frozen or frozen at the source, Sysco takes pride in assuring consistent, quality products in every box.





FROM OUR SUPPLIERS

to YOUR MENU

**S**ysco 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.

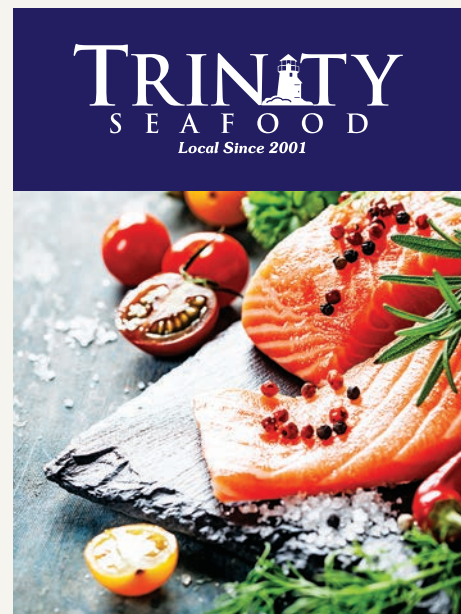
SUPPLIER	<b>Trinity Seafood</b>	LOCATION	<b>Lakewood, NJ</b>
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On July 4, 2001, a small team of seafood industry veterans in New Jersey opened the doors of their new facility for the first time. Starting out with just five refrigerated trucks, **Trinity Seafood** set out to take the Jersey Shore by storm. Today, the company has established itself as one of the top seafood distributors along the Jersey Shore and across the Tri-State area.

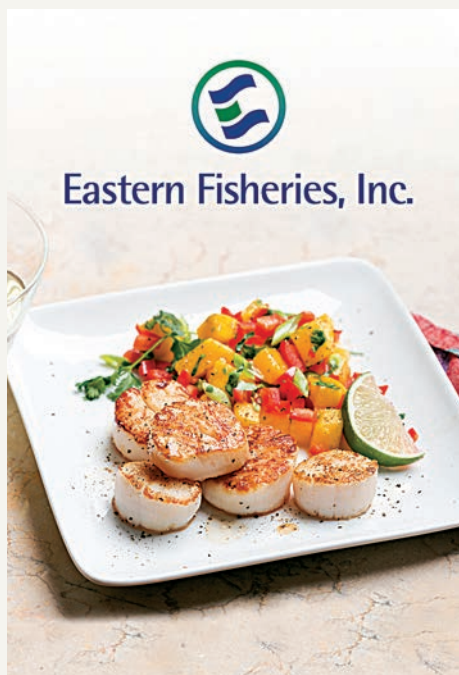
Trinity purchases their seafood from around the globe, with an emphasis on continued partnership with local docks. They specialize in cutting products by hand in their onsite cut shop, which operates 18 hours a day and employs between 12 and 18 master cutters at all times. Trinity is a full-line seafood distributor, with products ranging from fresh shrimp, scallops and lobsters to whole fish and filets, plus a full line of frozen products.

In 2014, Trinity Seafood was acquired by Sysco's Buckhead Beef specialty meat company. Following the acquisition, Trinity invested in a brand-new facility in Lakewood, New Jersey, which has earned them a Safe Quality Foods (SQF) Level 3 certification. This new facility features a multitude of innovative food safety and quality assurance measures. Trinity is also a Marine Stewardship Council certified supplier.

Today, Trinity continues to work with the same ports and docks they used even before the company was officially founded. This commitment to optimizing capabilities while supplying fresh, locally sourced seafood has allowed Trinity to stand out as the premier Jersey Shore seafood supplier.



SUPPLIER	<b>Eastern Fisheries</b>	LOCATION	<b>New Bedford, MA</b>
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**Eastern Fisheries**, headquartered in New Bedford, Massachusetts, is a family owned and operated seafood company and the largest scallop supplier, distributor and marketer in the world. It was founded in 1978, when Roy Enoksen partnered with Frank O'Hara Sr. to bring their seafood to broader markets.

The launching of the F/V Friendship – a 97-foot scallop boat – in 1980 symbolized a true friendship between Roy and Frank that continues to this day. Both partners believed strongly in applying a vertically integrated, hands-on approach to their company to deliver high-quality seafood at industry-setting prices.

Eastern Fisheries has formed strategic partnerships to ensure a consistent supply of premium scallops for their customers, and has also capitalized on the O'Hara's catcher-processors in the North Pacific to add flatfish

and cod to their offerings. Today, the company owns the largest scallop fleet in the industry and has worldwide operations in the United States, China, Japan and Europe.

Having come from long lines of fishermen, both Roy and Frank deeply understand the value of the ocean and the vital importance of sustainable fishing. All of their seafood is harvested using safe fishing practices to minimize the impact on the marine environment and to prevent overfishing.

Since their founding, Eastern Fisheries' vision and continuing commitment to sustainability and quality assurance has allowed them to deliver a consistent, high-quality product to customers worldwide. They remain focused and true to those core beliefs – beliefs that are still being fostered today by the current generation of family members.



# Set your table for *success*

**Whether your restaurant features  
trendy meals or comfort foods,**

Sysco provides dinnerware solutions that are sure to make your menu offerings stand out. The classic bright white, narrow-rim design is the perfect blank canvas for your creations and complements casual to fine-dining concepts. To impress your customers, pair this versatile dinnerware collection with stylish Dominion flatware. Complete your table setting with mixing glasses and elegant stemware that marry the essential elements of design and affordability.

Sysco can set your table apart with quality products available for purchase through your local Sysco Marketing Associate or at **SuppliesOnTheFly.com**.

supplies  
**OnTheFly.com**  
from Sysco





# FLAVOR AS BIG AS TEXAS.

Introducing Sysco Texas Smoked® Brand Bacon.



Sysco's **Texas Smoked®** Brand Bacon packs a robust hickory-wood smoked flavor that stands out from the competition. With extended time in the smokehouse, the extra smoked flavor and appearance makes it a favorite with customers and works across the menu to deliver big flavor, big time versatility and bigger profits.

To learn more, contact your Sysco Marketing Associate or Business Review Specialist.



# SENSATIONAL SEAFOOD

## AN OCEAN OF INSPIRATION

Seafood, a menu workhorse that's often overlooked, is starting to get a bit more attention from operators – and it's easy to see why: 89% of consumers say they eat seafood at least once a month, with a third of respondents saying they choose seafood over other proteins because they want “something different.”<sup>1</sup> And because many diners are not willing to tackle the preparation of these sometimes daunting ingredients at home, it's an area of opportunity for restaurants.

However, despite the availability of alternative seafood products, many restaurants fall back on traditional choices, such as salmon and shrimp, and miss an opportunity to diversify menus. Operators can create more interest in their seafood lineup in many ways, such as embracing new presentations, including trending ethnic and regional specialties, and introducing new species to the menu.

Baker's Source  
Imperial French  
Rustic Baguette

Find the recipe for  
**Rustic Bouillabaisse**  
by Chef Daniele Mereu  
from Sysco Victoria  
in the recipe book at  
[SyscoFoodie.com](https://www.SyscoFoodie.com).







## LOOK BEYOND THE EXPECTED

Offering customers on-trend ethnic and regional specialties is a terrific way to satisfy demand for more variety while also keeping a lid on food costs.

Poke bowls are a prime example. Poke's popularity and flexibility are two good arguments for carving out a space on casual menus. Essentially just a salad of cubed fish and a variety of colorful, complementary ingredients, poke bowls can be constructed from various species, including tuna, salmon and amberjack. Take the guesswork out of this dish by using the **Great American Seafood Poke Kit** from **Sysco Cutting Edge Solutions**.

Seafood stews, soups and curries from various cultures are also incredibly popular.

"We're starting to see more ceviches, bouillabaisse, paellas, and items like Thai and Malaysian fish soups and seafood curries," says Neil Doherty, Senior Director of Culinary Development for Sysco. "Dishes like these satisfy customers' cravings for newer, bolder and more authentic flavors, and they're a great way to use trimmings and small quantities of leftovers and still boost profits."

These items also give customers exposure to cuisines and dining experiences they might not attempt to produce at home.

"Anyone can cook a slab of salmon at home, but it takes more skill to prepare these kinds of dishes," says Doherty. "The average home cook isn't going to go out and buy four types of seafood to make a dish."

## RECIPE

### NORDIC SALMON POKE

Recipe by Chef Nathan Luce

Sysco Minnesota

- 4 oz Salmon Atlantic Poke Kit
- 4 oz Path of Life 5 Grain Blend
- 1 ea Sysco Imperial Beet, cooked, halved and cubed
- 1 ea Sysco Imperial Cucumber, sliced into 7 pieces
- 2 oz Sysco Imperial Broccoli Fresh Slaw Mix
- 1 oz Sysco Imperial Radish, trimmed and julienned
- 2 c pickled ginger brine
- 1 T pickled ginger
- 2 oz sunflower oil
- 2 t shichimi togarashi, divided
- 3 ea Sysco Imperial Baby Dill sprig
- 1 T sour cream

Heat the sunflower oil in a 10" skillet, then add 1 teaspoon of shichimi togarashi and the 5 grain blend. Once the grain is heated and you can smell the togarashi, remove from heat and place in the cooler until the grain blend temperature is at or under 40° F.

Slice cucumbers, julienne radishes, and place in a bowl with broccoli slaw and 2 cups of pickled ginger brine. Let the veggies set for at least 30 minutes. Thaw and prepare salmon poke kit. In a small bowl, place cubed salmon and poke marinade and set aside. Slice the beet in half and cut into cubes.

To assemble, place the spiced grain blend to one side of a serving bowl. Lay the beets, broccoli slaw, cucumber slices, pickled ginger, radish and salmon poke on top. Garnish with a dusting of shichimi togarashi, a dollop of sour cream, and dill.



"We're starting to see more ceviches, bouillabaisse, paellas, and items like Thai and Malaysian fish soups and seafood curries."







## MANY FISH IN THE OCEAN – AND ELSEWHERE

With the increase in demand for seafood, overharvesting concerns have risen in the last decade. Chefs committed to sustainability are choosing to source their fish a bit differently than in the past.

### Consider bycatch varieties

Cooking with fish that are unintentionally caught in commercial nets addresses the sustainability question while also reducing food waste, as fewer fish end up discarded. Chefs who go this route need to be creative. The supply is often seasonal in nature. And since these aren't your everyday fish, guests might need a little coaxing to try something novel.

### Look beyond the obvious farmed fish

Aquaculture, which now produces more than half the world's supply of seafood (United Nations Food and Agriculture Organization), has eased the pressure on wild-caught seafood and evolved to encompass high-quality products with greater variety. The top-selling

categories continue to be shrimp and salmon, but lesser-known species such as cobia, sea bream, rockfish and European sea bass are making headway on more menus. Because they aren't raised in the wild, farmed fish yield a more predictable supply – a plus for restaurants that don't change their menus frequently.

### Source widely available but overlooked seafood

Octopus is a great example of how a less-familiar option can pick up steam. Long overlooked by both consumers and chefs, octopus has earned new appreciation over the past several years, expanding beyond upscale restaurants into more mass-market locations in applications ranging from carpaccio to tacos and beyond. Besides a healthy supply, a big factor behind octopus' surging popularity is the availability of pre-tenderized product, which eliminates a key hurdle for wary kitchen staffs concerned about its reputation for toughness when improperly handled.

## RECIPE

### PORK BELLY MOFONGO WITH CRIOLLA SAUCE SHRIMP

Recipe by Chef Luis Reyes

Sysco Central Florida

- 20 ea Premier Gold Natural Wild Caught Gulf Shrimp, peeled and deveined
- 3 ea green plantain
- 4 ea Sysco Imperial Garlic cloves, peeled
- 3 T Arrezzio Extra Virgin Olive Oil
- 1 T Wholesome Farms Unsalted Butter
- 6 oz Butcher's Block Pork Belly, cooked salt to taste
- 1 t Sysco Imperial Parsley, chopped
- 1 t fresh lime zest
- 1 ea vine-ripened tomato
- ½ ea Sysco Imperial Green Bell Pepper
- ½ ea Sysco Imperial White Onion
- 1 T cilantro, chopped
- 1 c tomatoes, diced in juice
- 1 c Sauternes wine
- ½ t Sysco Imperial Seafood Soup Base
- Block & Barrel Classic Pork Rind for garnish

Heat deep fryer to 350° F.

In a food processor, purée the bell pepper, onion and 2 garlic cloves.

In a sauté pan, heat 1 tablespoon of oil, season the shrimp with salt and cook until just done; remove from pan. Add the vegetable purée and cook until the liquid evaporates. Add the fresh tomatoes and wine, reduce by half. Add the diced tomatoes with juice, ½ cup of water and the soup base. Bring to boil and simmer for 30 minutes at low heat. Season to taste; add shrimp, lemon zest and chopped cilantro, and keep warm.

Cut the pork belly into 2" cubes, fry for 3 minutes, and chop. Peel the plantain and cut into 2" segments. Fry in deep fryer for 7 minutes. In a mortar, crush the remaining fresh garlic with a pinch of salt. Add the hot plantain and crush until smooth. Add the remaining olive oil and the butter then mix. Fold in the chopped pork belly and the chopped parsley. Adjust seasoning as needed. Keep warm.

To present, portion the mofongo into 4 spheres, place on plate, and portion 5 shrimp and sauce around them. Top with a crispy fried pork rind chip.

**TIP:** To easily peel the plantain, cut both ends off and make 3 incisions lengthwise just on the skin. Submerge the plantains in hot boiling water for 3 minutes (without boiling them) then use the back of a tablespoon to peel. This will help to remove the skin easily.





## HOW TO TAME AN OCTOPUS

If possible, choose smaller octopus, which cooks more quickly and is more tender.

If frozen, thaw the octopus overnight.

When cooking, heat the octopus in water or seasoned broth, and then cool it down gradually to help keep it tender. Cooking time depends on product weight.

When done, a knife inserted into the thickest part of the body will pierce the flesh easily.

Season simply and serve in salads, stews, sauces and other dishes, or finish by grilling lightly.

Find the recipe for **Charred Octopus with Roasted Potato Medley and Lemon Aioli** by Chef Brian Littlejohn from Sysco Las Vegas in the recipe book at [SyscoFoodie.com](http://SyscoFoodie.com).

## TIPS

- Roll out new seafood items via LTOs (limited-time offers), which signal limited availability and help gauge demand.
- Consider less-familiar species to create menu excitement.
- Small-plate trios – three types of fish tacos, or three skewers of grilled fish and shellfish, for example – can broaden a restaurant's appetizer repertoire and provide a low-risk introduction to new seafood items.

68%

of 18- to 34-year-olds say they would order fish tacos<sup>1</sup>

42%

Poke bowls are up 42% year over year on menus<sup>2</sup>

Sources: 1. Technomic 2017 Center of the Plate: Seafood & Vegetarian Consumer Trend Report. 2. Technomic MenuMonitor.



## RECIPE

### GULF OF MEXICO AGUACHILE

Recipe by Chef Jennifer Kimberly  
Sysco West Texas

1–2 lbs	Premier Gold Natural Wild Caught Gulf Shrimp, raw
2 c	fresh lime juice
3 ea	serrano peppers, thinly sliced
2 ea	English cucumbers, peeled into ribbons and sliced (reserve ribbons)
2 ea	avocado, sliced
½ ea	red onion, thinly sliced
1 oz	epazote
½ t	sea salt

Peel, devein and butterfly the shrimp, then rinse and pat dry. Sprinkle the shrimp with sea salt.

In a large glass bowl, add the fresh lime juice and sliced serrano peppers. Using a mortar, lightly grind the peppers into the lime juice.

Pour the mixture over the shrimp and allow to marinate for 30 minutes.

Layer the sliced cucumbers on a serving plate. Top with the aguachile, sliced avocado, sliced red onion and epazote. Garnish with cucumber ribbons.

Serve with tortilla chips or saltine crackers.








# FRIED CHICKEN TAKES FLIGHT

With the price of chicken wings soaring, operators are on the lookout for ways to keep food costs manageable while keeping chicken lovers happy.

A number of foodservice chains have started offering boneless wings, made from versatile breast meat, to keep menu prices affordable. But shifting to other fried chicken preparations is a logical plan B. Applications such as **Sysco Classic Fresh Tenders** are enjoying a wave of popularity that shows no signs of diminishing.

With so many restaurants jumping on the fried chicken bandwagon, the biggest challenge today is figuring out how to stand out from the crowd. Consumers have come to expect a little personality in that fried chicken; here are a few ideas to turn a ho-hum plate into something memorable.







Gochujang

Sweet Chili

Honey Mustard

Sriracha

BBQ

### Find your brine

Southern cuisine has long relied on buttermilk to develop flavor in fried chicken. Chefs can dip chicken in **Wholesome Farms Fresh Buttermilk** just before cooking, use it as a brine to tenderize the meat, or even slow-cook the chicken in buttermilk. Brines from pickles and jalapeños, beer and other liquids help create stronger flavor profiles as well.

### Nashville style

Among the most popular variations on a theme is Nashville hot fried chicken, which starts with a spicy buttermilk brine, takes two dips in the frying oil, and soaks up even more heat with **Sysco Imperial McCormick Cayenne Pepper** and hot sauce. It's typically served over white Pullman bread with sweet pickles.

### Korean heat

Coated with a whisper-thin batter, twice-fried and brushed with gochujang (Korean chili paste), this version appeals to consumers who prefer simple yet bold flavors. Often served with a sweet dipping sauce, this version also taps into the appetite for dishes that pair sweet with spicy.

### Not your basic breakfast

Chick-fil-A™ popularized the chicken sandwich, but chefs across the country have responded with their own homages and spins, usually with upgraded bread. Chicken at breakfast is no longer a novelty either, as restaurants have warmed to the idea that patrons crave chicken before lunchtime. Chicken served on biscuits, fried chicken with waffles, chicken breakfast burritos and other breakfast dishes are growing in popularity.

### Dark meat takes center stage

More operators are turning to dark meat, especially in the form of boneless thighs found in fried chicken sandwiches. The less common and richer-flavored alternative to breast products appeals to consumers from cultures where darker meat is more commonly used.

### Beyond chicken

A big reason for fried chicken's appeal is the packaging.

"People like the whole concept of the batter and the crunch," says Neil Doherty, Senior Director of Culinary Development at Sysco. "Using the same batter, classic chicken fried steak, pork chops, turkey cutlets, fish, mushrooms and other items hit many of the same notes."

Ask your marketing associate about all of the Sysco Classic brand breadings that can help you create your signature fried chicken.

Menu mentions of  
"Nashville hot" chicken  
have surged

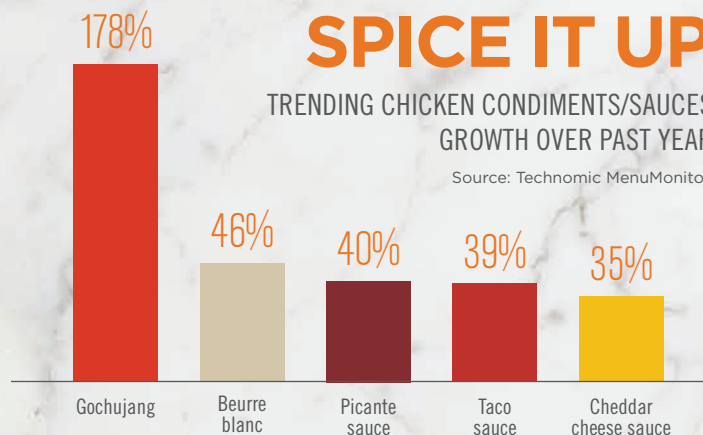


over the past year.

## SPICE IT UP

TRENDING CHICKEN CONDIMENTS/SAUCES  
GROWTH OVER PAST YEAR

Source: Technomic MenuMonitor.





# HISPANIC

## CULTURE

### Influencing the Industry

Over the past two decades, the United States has experienced a massive influx of cultural influence, largely due to the nation's growing minority population. As a result, cultural diversity has become more common in American life and is especially apparent both in the food we eat and in the foodservice industry itself. Additionally, increased interconnectivity in our society – thanks to TV, travel and the internet – has also played a major role in fueling the demand for dining experiences that spotlight authentic flavors and other elements (e.g., music, ambiance) from various international cultures. One of the most popular, and influential, is Hispanic culture.

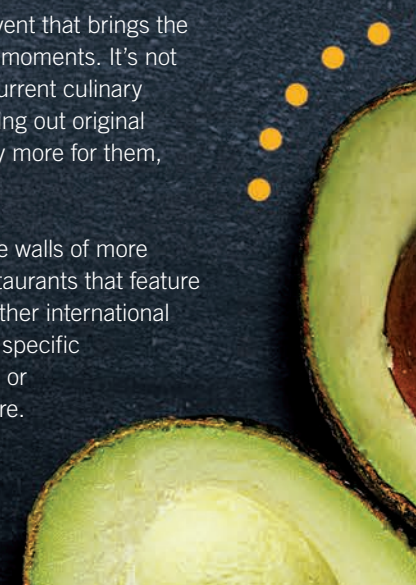
With bold, on-trend flavors and ingredients, Hispanic entrées rank third in popularity among all menu options.<sup>1</sup> But Hispanic influence in foodservice isn't just felt in the food we're eating. The restaurant industry is bolstered by a large Hispanic employee base. According to the U.S. Bureau of Labor Statistics, Hispanics account for more than a quarter of the total U.S. foodservice workforce. Furthermore, Hispanics are an increasingly important consumer demographic for retailers and foodservice operators. The largest U.S. minority, Hispanics make up 18% of the total population – more than 57 million people.<sup>2</sup> And with increased population growth has come increased purchasing power.

These factors all point to a market segment that is shaping – and will continue to shape – the foodservice industry.

### AUTHENTIC FLAVORS AND EXPERIENCES

In Hispanic culture, food is a central element of life. A meal is an event that brings the whole family together. It's about community and creating authentic moments. It's not surprising then that Hispanic food figures so prominently into our current culinary consciousness. Today's diners are more adventurous, actively seeking out original (and Instagrammable) dining experiences. And they're willing to pay more for them, especially Millennials.

As result, the popularity of Hispanic food has grown well outside the walls of more traditional Hispanic restaurants and is seen now in mainstream restaurants that feature Hispanic dishes and flavors. And though fusing those flavors with other international cuisines is extremely on trend, customers are also looking for more specific Hispanic cuisines and ingredients, such as Peruvian, Puerto Rican, or even more regionally specific choices like Yucatecan or Oaxacan fare.





## POPULATION GROWTH LEADS TO CULTURAL INFLUENCE

As the Hispanic population grows, so too does its sway as a consumer demographic. Embracing important aspects of Hispanic culture is critical for operators. For example, dining out for Hispanic consumers is typically a family affair. A restaurant concept with family-friendly seating would therefore be an attractive option. So would a restaurant with healthy dishes on the menu that feature fresh ingredients, since Hispanic diners are typically more health-conscious than some other consumer segments.

Operators can also appeal to Hispanic customers with bilingual promotional materials: 40% of Hispanics say bilingual ads, billboards and menus are important to them.<sup>3</sup> Simply including a menu item's name in Spanish promotes inclusion and shows cultural awareness.

By keeping up with consumer expectations and thoughtfully employing these kinds of strategies, operators can stay relevant with Hispanic customers.

## AN ACTIVE INDUSTRY FORCE

The Hispanic population's general perception of the foodservice industry is positive. For many, the restaurant business is a gateway to the American Dream and an excellent place to start learning skills and developing work ethic. Not only does foodservice provide entry-level employment; it creates opportunity for people from many diverse backgrounds by providing a platform for success even outside the industry.

Operators can attract and retain Hispanic talent by offering initial training and education, and by promoting an upward trajectory and the opportunity for advancement, including eventual management or possibly ownership.

## A COMMITMENT TO DIVERSITY

Sysco works every day to encourage and create a more holistic approach to engaging Hispanic businesses and customers by:

- Partnering with Hispanic foodservice business leaders and building programs tailored to the needs of communities
- Sourcing the freshest ingredients from across cultures to be more authentic
- Including Hispanic partners in the Sysco Supplier Diversity Program
- Providing Hispanic businesses with value-added services such as marketing assistance, business review and menu analysis

Many of the same ideals that are hallmarks of Hispanic culture are engrained in Sysco's business practices. It's about a dedication to people, culture and community that's at the heart of food and service.

## FLAVORS ON DEMAND

**Hispanic foods are the third-most popular menu items**

**One-third of top 500 restaurants feature Hispanic food**

**71% of consumers would order Hispanic options if available**

## GROWING POPULATION, GROWING POTENTIAL

**\$1.4T in buying power<sup>1</sup>**

**80% likely to patronize a restaurant at least once a week<sup>2</sup>**

Sources:

1. Terry College of Business Multicultural Economy Report, 2016.
2. Sysco-Technomic survey, 2017.

Sources:

1. Technomic MenuMonitor, Q1 2017 Top 500 chains.
2. U.S. Census Bureau, 2017.
3. 2017 Hispanic Consumer Trend Report, Technomic.



# BIG *Game* BITES

Bar classics like wings will probably never disappear from menus. But one-time pub standards like breaded mushrooms, fried mozzarella sticks and spinach dip are giving way to a whole new class of appetizers designed to keep patrons fed and festive during winter sports events such as the Big Game, March Madness and Stanley Cup hockey playoffs.

These days, game-day diners are more likely to see appetizer menus that rely heavily on creative plant-based mash-ups, cheese-centric choices and plays on ethnic foods to keep sports fans happy.

A winning lineup may include some of these elements.

**POUTINE** has successfully migrated south from its French-Canadian roots, often in an elevated form. The traditional dish of fries topped with cheese curds and gravy provides a base for versions topped with chili, crab meat or sausage.

Check out the recipe for **Fried Chicken Poutine** by Chef Michael Brown from Sysco Edmonton in the recipe book at **SyscoFoodie.com**.



**LOADED FRIES** piled high with the likes of cheese sauce, lobster, fried pork belly, gravy, bacon, kimchi, pastrami or chili are trending up on menus, jumping nearly 10% over the past year according to Technomic's MenuMonitor.

**CHEESE** is a no-brainer when it comes to bar bites. These days the biggest story is queso, a universally popular and eminently shareable dip that's busted out of its origins at Mexican restaurant concepts. Start with **Casa Solana Queso Seguro** and add in beer, chorizo, crawfish and other embellishments that layer flavor and boost perceived value.

**BOLD GLOBAL FLAVORS** are mixing it up on appetizer menus. Emerging items include Korean barbecue, Indian samosas, pot stickers, coconut shrimp, poke, cross-cultural tacos and many others.

**HEALTH HALO VEGETABLES** such as cauliflower and Brussels sprouts are ditching supporting roles as sides to star as bar bites. Roasted or Buffalo-style cauliflower, crispy fried Brussels sprouts with Sriracha aioli or chimichurri sauce, or roasted artichokes with a trio of dipping sauces all appeal to revelers who want to feel a little better about what they're consuming.

## MARKETING TIPS:

Owning a signature preparation of an already popular dish is a good start, but simply creating a craveable app won't necessarily get sports fans piling into seats. Well-styled food photos along with advance game-day social media promos, however, can do the trick. An over-the-top queso, mile-high loaded fries or a trio of variations on a slider theme – especially when tied to the specific event – can launch a conversation and help set the wheels in motion for sports fans seeking a place to meet up for the big day.







## RECIPE

### CRAWFISH-STUFFED HUSHPUPIES

Recipe by Chef Neil Doherty  
Sysco Corporate

- 1½ c water
- ½ lb crawfish tails
- 1 pkg cornbread mix, 6 oz
- ¾ c all-purpose flour
- 1 can cream-style corn, 8 oz
- ¾ c green onions, chopped
- 2 ea jalapeño peppers, diced
- vegetable oil

Bring the water to a boil, add crawfish tails, and cook 3–5 minutes or just until crawfish turn pink.

Drain and rinse with cold water.

For the hushpuppy batter, combine cornbread mix and flour in large bowl. Stir in corn, green onions and jalapeños just until dry ingredients are moistened. Then stir in crawfish tails.

Pour oil to a depth of 3" in a Dutch oven or large saucepan and heat to 375° F. Drop batter by teaspoonfuls into oil and fry in batches, 2 minutes each side or until golden brown.

Drain on paper towels and serve immediately with rémoulade sauce.

## CUSTOMER SPOTLIGHT

At **Swig & Swine** in Charleston, South Carolina, Chef Anthony DiBernardo scores points with his signature pimento cheese dip served with seasoned chicharrones. This craveable southern-inspired dish with a twist pleases crowds and is optimized for sharing, making it a great snack for game day or any day.

## RECIPE

### SWIG & SWINE PIMENTO CHEESE

Recipe by Chef Anthony DiBernardo

- 1 lb cream cheese, softened
- ½ c Duke's mayo
- ¼ c pimentos, diced
- ½ T horseradish
- ½ T garlic, chopped
- ½ T cracked black pepper
- dash Worcestershire
- 1 t kosher salt
- pinch cayenne
- 1½ lbs shredded cheddar

Combine all ingredients well. Refrigerate until ready to serve. Serve with **Block & Barrel Pork Rinds (chicharrones)**.



"Pimento cheese and chicharrones are the chips and dip of the south. Pimento cheese is a definite crowd pleaser, and a dish that's easy to make ahead of time, making it great for any occasion!"

– Chef Anthony DiBernardo



## FACTORS DRIVING APPETIZER ORDERS



Happy hour discounts



Entrée/appetizer deals



Larger, more cost-effective portion sizes

Source: Technomic 2017 Starters, Small Plates and Sides Consumer Trend Report.



# An Intuitive POS That Makes Running Your Restaurant a Piece of Cake



**A smarter point of sale to increase table turns, ease kitchen flow, and boost sales** — a system designed exclusive for the restaurant industry.

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## FOODIE MAGAZINE SPECIAL

**\$500 OFF Activation + BOGO\*  
Thermal Printer (\$899 Savings)**

\*Offer expires 1/31/18. Rules and restrictions apply. Offer valid for new customers only. Purchase or Lease of one or more POS terminal bundles is required. Must purchase additional printer at full price. Limit one free printer per customer location. A 24-month SaaS term commitment required.



# trends

## ON THE RISE IN

# 2018

Although the holiday rush only just ended, restaurateurs should be keeping a close eye on what's next for their menus. Here's a peek at the top food trends for 2018, based on Technomic's MenuMonitor and appearances on independent menus.

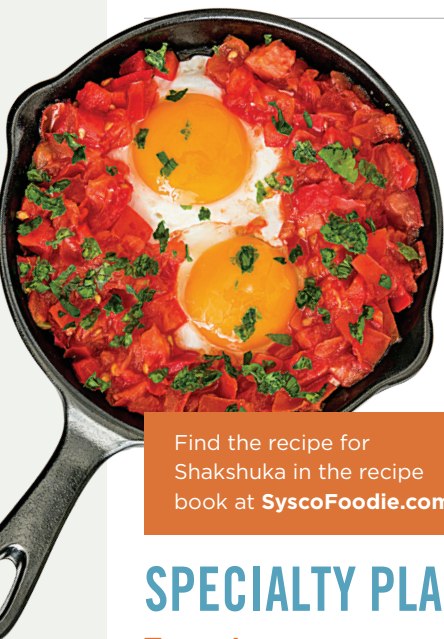
## HOUSE-MADE CONDIMENTS

### XO sauce

This spicy Cantonese sauce from Hong Kong is made of dried seafood (such as scallops, fish and shrimp), chili peppers, onions and garlic.

### Comeback sauce

Similar to Louisiana rémoulade, this dipping sauce or dressing is usually made of mayonnaise and chili sauce.



Find the recipe for Shakshuka in the recipe book at [SyscoFoodie.com](http://SyscoFoodie.com).

## BETTER BREAKFASTS

### Expect an emphasis on eggs

This versatile breakfast mainstay is being used in new and exciting ways; think shakshuka, cloud eggs (egg yolks nestled in a fluffy bed of egg whites) and Scotch egg-inspired, biscuit-wrapped eggs.

## GLOBAL INFLUENCE

### Pickled condiments

Ethnic flavors will continue to make appearances on menus in the form of condiments like **curtido** (Salvadorian cabbage relish); **amba** (Middle Eastern mango pickle); and **pikliz** (Haitian pickled cabbage, carrots and peppers).

### Zhug or S'Chug

This Middle Eastern hot sauce is made from fresh red or green hot peppers and seasoned with coriander, garlic, salt, cumin and other spices.

## SPECIALTY PLANT-BASED INGREDIENTS

### Tempeh

Made from binding cultured/fermented soybeans into a cake, this product is being used in many unique preparations, such as a bacon alternative.

### Chicory

This somewhat woody, perennial herbaceous plant can be used for salad leaves or as a flavoring additive for coffee or baked goods.

## UNIQUE FLAVOR BOOSTS

### Yeasts

Products like koji yeast, brewer's yeast and nutritional yeast add an unmistakable umami flavor to dishes across menu parts.

### Tarragon

This bright-tasting herb is perfect for enhancing cocktails and citrusy desserts.

### Fermenting and pickling

Traditional methods for treating perishable foods can be used to create savory, versatile ingredients.



## GRAB-AND-GO FOODS

### Bubble waffles and "cone" foods

These Instagrammable, distinctive-looking and unexpected options can be used in savory or sweet menu preparations.

### On-the-go options

Convenience stores are driving the trend of portable meals. Handheld options offer customers a way to eat on-the-go without sacrificing flavor or quality.





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 a winter 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.



## Make a splash with seafood

**Portico Seafood** will shine on your menu all winter long through holidays like Mardi Gras, Lent and Valentine's Day. Pay homage to Fat Tuesday by featuring classic Cajun recipes throughout February; think favorites like crawfish étouffée, shrimp Creole and lowcountry boils. For the Big Game, go all out with shrimp: You can barbecue it, boil it, broil it, bake it, sauté it and more. Score major points with shareable, bite-sized game-day appetizers like breaded shrimp, grilled shrimp skewers and shrimp gumbo. And don't forget Valentine's Day: Offer a special dinner-for-two menu with surf and turf featuring **Buckhead/Newport Pride steaks**.



## Score points with produce

After indulging throughout the holidays, many customers are ready to opt for lighter, fresher meals. Make it easy for guests to celebrate the upcoming Big Game without blowing their New Year's resolutions by serving up a variety of produce-centric snacks. Start with fresh produce from **Sysco FreshPoint Natural** to create pickled veggies, winter salads and colorful produce-centric sides. Give classic game-day nachos a fresh and healthy makeover by loading them up with freshly chopped veggies and queso fresco. And when it comes to game-day entrées, make your burgers, tacos and other items stand out from the crowd with an assortment of high-quality, fresh-from-the-farm produce.



## Celebrate seasonal beef

The Big Game is just around the corner. Whichever team you're rooting for, start stocking up on ingredients for favorite game-day recipes like chili, burgers, brisket and cheese steaks. **Fire River Farms** bulk ground beef has a fat-to-lean ratio of 81/19 – perfect for forming flavorful burger patties by hand, or whipping up a spicy beef queso dip. Later in the month, encourage guests to take their special someone out to dinner on Valentine's Day with a holiday special. **Butcher's Block** tenderloins and New York strip steaks are juicy and flavorful, and make for eye-catching presentations that will delight couples dining out.





## FLAVOR FEATURE

# GRILLING SEAFOOD

As far as healthy entrees go, it's hard to beat grilled seafood—satisfyingly simple yet exploding with intense flavor. By amping up those notes of char and smoke with little more than Sysco® Imperial /McCormick® legendary spice blends, your favorite fish or crustacean quickly transforms into a summertime sensation that's crave-able all year round.

Sriracha Lime Shrimp Lettuce Wraps



## FEATURED RECIPES

# Spice Up Your Seafood!

### Grilled Soft Shell Crab Po'Boy

For 75+ years, OLD BAY® and Maryland Blue Crab have gone together like surf and sand. The touch of brown sugar really enhances the sweetness of blue crab and caramelizes well on the grill, bringing a brand new dimension to this Chesapeake classic.

#### CHEF'S TIP

Tin foil is your friend! Use it to cover and steam crabs on the grill. Don't worry—aluminum is very heat conductive, so grill marks show through with no problems!



4029761



### Lemon Pepper Black Cod w/ Capers & Summer Tomatoes

Rich, meaty fish such as sable or black cod taste incredible enough on their own, which is what makes this preparation as simple as a light sprinkle of Sysco® Imperial/McCormick® Lemon & Pepper Seasoning Salt so appealing. Both sable and black cod are highly sustainable, and serving them supports eco-friendly fishing practices.

**CHEF'S TIP** Poisson en Papillote is perfect for a grand reveal of simple and tasty in season ingredients. Wrap the fish in the parchment and then repeat with foil to encase the paper. Grill over medium high heat for 8 minutes.



9806480



### Nori Wrapped Salmon

Firm, flavorful fish like salmon, trout, or Arctic char shine even brighter when they're given a hint of smoke and a touch of sweetness. Sysco® Imperial/McCormick® Blackened Redfish Seasoning balances the rich, natural oils of dark-fleshed fish with deep notes of cedar and hints of lemon.

#### CHEF'S TIP

Brush on anything sweet right at the end. You'll still get that great caramelized flavor without the sugar causing the fish to stick to the grill.



7441916

Contact your McCormick sales representative or Sysco MA today or visit us at [McCormickforChefs.com](http://McCormickforChefs.com) to discover a fresh array of flavor profiles, ingredient combinations, recipes, and more.

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# 5 WAYS TO

## Spread the Grilled Cheese Goodness

*Judging from the proliferation of restaurant concepts devoted strictly to grilled cheese, diners' collective appetite for this comfort food classic isn't going anywhere. So how can operators differentiate their offerings? Fortunately, elevating this favorite beyond a kids' menu staple is a relatively simple matter.*

### 1 Start with better building blocks.

Since grilled cheese sandwiches are such a simple creation, ingredients truly matter. The first concern should be the cheese, which needs to melt well and impart a distinctive flavor to the sandwich. Bread should also be sturdy enough to weather the grill and retain texture. Any spreads, garnishes, dips and other accoutrements are fair game for upgrades as well. Chef-driven grilled cheese sandwiches layer in unique flavor and texture with the addition of caramelized onions, chutneys, pestos, garlic or herb-infused mayonnaise, house-made pickles (and other vegetables), and more.

### 2 Redraw the parameters.

Biscuit-based grilled cheeses, quesadillas, paninis, Cubans: They may look different, but they're all ways to mix up the menu and differentiate offerings from all the other grilled cheeses in the universe. Layer in unexpected items such as peanut butter, sliced bananas, a sweet/spicy pairing of fruit preserves and Sriracha, a dash of blue cheese, or a splash of vinegar for a flavor kick.

### 3 Offer more choices.

Devoting menu real estate to a selection of inventive grilled cheese sandwiches shows commitment to the dish. Providing a make-your-own option provides another way to personalize the dish and engage guests. Limited-time offers that capture seasonal tastes and ingredients – such as fried green tomatoes in the summer or grilled ramps in the spring, paired with complementary cheeses – create excitement.

### 4 Reinvent a classic pairing.

Few meals conjure fond childhood memories like a gooey grilled cheese and a hot bowl of tomato soup. It's the stuff of bygone Saturday afternoon kids' lunches. Well, those same kids, now that they're grown up, are likely to get a warm and fuzzy feeling when presented with artisanal bread, sharp cheddar or housemade pimento cheese, and a creamy from-scratch tomato bisque or Florentine soup.

### 5 Reach over the top.

Today's craveable creations are stacked with roasted meats, slabs of mac 'n' cheese, pierogi and other dumplings, housemade sauerkraut, turkey with all the trimmings, crispy onion rings, pulled pork, bacon, cured ham, crab and more. Choice of bread is key here, as all that weight demands a solid foundation.

## More Cheese, Please

*Fact: 78% of consumers say cheese quality is key to a good sandwich.*

Source: Technomic 2016 Sandwich Consumer Trends Report.

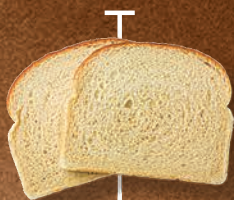


# Stretch Your Imagination

Ask your marketing associate how to incorporate the grilled cheese trend on your menu!

Bread

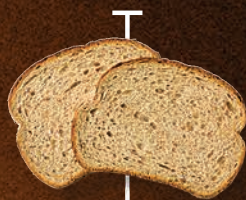
BAKER'S SOURCE  
CLASSIC SOURDOUGH



BAKER'S SOURCE  
IMPERIAL FRENCH  
RUSTIC BAGUETTE



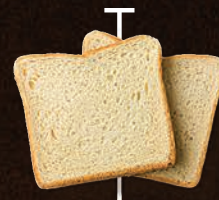
BLOCK & BARREL  
CLASSIC WHEATBERRY  
THICK DELI SLICED



BAKER'S SOURCE  
IMPERIAL CIABATTA



SYSCO CLASSIC  
TEXAS TOAST WHITE



Cheese

BLOCK & BARREL  
IMPERIAL CHEDDAR



BLOCK & BARREL  
IMPERIAL GRUYÈRE  
KING CUT



BLOCK & BARREL  
IMPERIAL GOAT  
CHEESE



BLOCK & BARREL  
IMPERIAL GHOST  
PEPPER JACK



BLOCK & BARREL  
PIMENTO CHEESE



Spread

TERRAPIN  
BACON JAM



ARREZZIO  
BASIL PESTO



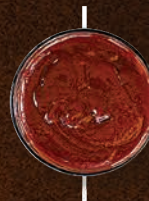
INTERNATIONAL  
SUPREME MAJOR GREY  
CHUTNEY



SYSCO IMPERIAL  
HONEY MUSTARD  
DRESSING



SYSCO IMPERIAL  
BBQ SAUCE



Protein

SADLER'S  
SHREDDED BEEF  
BRISKET



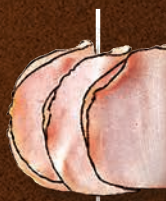
ARREZZIO  
PROSCIUTTO



SYSCO IMPERIAL  
THICK SLICE BACON



BLOCK & BARREL  
BLACK FOREST  
HAM



BLOCK & BARREL  
BBQ PULLED PORK

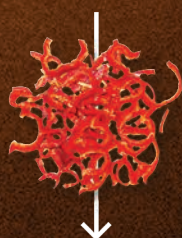


Topping

SYSCO CLASSIC  
CRISPY FRIED  
ONIONS



ARREZZIO  
RED PEPPER  
STRIPS



SYSCO CLASSIC  
GRANNY SMITH  
APPLES



SYSCO IMPERIAL  
FRESH TOMATO  
MEDLEY



CARLA'S WHITE  
CHEDDAR  
MAC & CHEESE







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.

# NOURISHING NEIGHBORS

## DELIVERING GOOD THINGS TO OUR COMMUNITIES



As the world's largest food distributor, Sysco knows about getting food to people, and not just in restaurants. We've partnered with a variety of charitable organizations over the years, including agencies working to end hunger. Now, we've made a renewed commitment to help solve hunger in communities where we live and work.

**Nourishing Neighbors** is an endeavor that directs Sysco's charitable donations primarily to agencies working to provide healthy, nutritious food where it's needed; think food banks, youth after-school and weekend food programs, and meal delivery to seniors.

The unfortunate reality is that millions of people in the United States – children, families and seniors – live with food insecurity. With Nourishing Neighbors, our U.S. broadband companies commit a portion of Sysco Brand local sales to partner with local organizations to fight hunger, one meal at a time. Our goal is to position 75% of charitable giving and volunteerism in the hunger and feeding space.

We're excited about this direction, and we hope you are too. When it comes to giving back in our communities, it just makes sense for Sysco to focus on what our industry does – feeding people. As we all know so well: Food is a necessity, not a privilege.

Sysco is directing



75%

of community donations and volunteerism toward hunger relief initiatives.



Every case of Sysco Brand products sold helps fight hunger.

### COUNTING THE COST OF HUNGER



48.8M  
AMERICANS

live with  
food insecurity<sup>1</sup>



13M

CHILDREN<sup>2</sup>



5.7M  
SENIORS<sup>2</sup>

1 IN 8  
PEOPLE<sup>2</sup>

Sources: 1. Nokidhungry.org. 2. FeedingAmerica.org.



# AN EDGE ABOVE THE REST

Sysco's Cutting Edge Solutions platform provides our customers with new products to help you refresh your menu, drive repeat business and streamline back-of-house operations.

## ON TREND FLAVORS

Spark new interest in your menu with chef-tested, on trend ingredients to help you create unique signature dishes.

## CUSTOMER SATISFACTION

Satisfy your customers' changing dietary preferences with better-for-you products that easily complement your menu.

## PROFITABLE SOLUTIONS

Save valuable time and labor with versatile products that can help you achieve operational excellence and maximize your profitability.



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Sysco Imperial Clean Cheesecake



Arrezzio®  
Gocce™ Pasta



Coleman Organic® Small Bird Organic Chicken



Premier Gold Natural Wild  
Caught Gulf Shrimp

Sysco®

CUTTING EDGE  
SOLUTIONS

Learn more about Cutting Edge Solutions on [SyscoFoodie.com](http://SyscoFoodie.com)



# MEETING the MEATLESS CHALLENGE

**V**egetarian and vegan requests at restaurants are no longer out of the ordinary. However, these days, many consumers consider themselves “flexitarians” – they still crave animal protein, but they like to mix it up with the occasional (or more regular) meatless dining decision.

Fortunately, restaurants have plenty of opportunity to creatively satisfy demand for plant-based versions of mainstream menu items that also give the illusion of eating meat.

For instance, diced beets tossed with sesame oil, seaweed, ginger, scallions, rice vinegar and other seasonings could become a flavor-packed vegetarian play on poke.

## FACT

68% of consumers say a desire to eat healthier drives their choice of vegan/vegetarian substitutes.

Source: Technomic 2017 Center of the Plate: Seafood & Vegetarian Consumer Trend Report.

Seitan – seasoned, kneaded wheat gluten – provides a meaty texture and a neutral taste that can act as a springboard for meatless buffalo wings, ribs, mock chicken, tuna salad and more. Jackfruit has astounded consumers with its ability to stand in for pulled pork in sandwiches and other applications.

Veggie burgers, once limited to relatively lackluster bean patties, have evolved to the point where even the most hard-core meat lover might not spot them as fakes.

With the appearance, taste, mouthfeel and cooking properties of real meat, the Beyond Burger and similar products have been game-changers.

Raw or pickled vegetables add an element of crunch to any recipe, but certain vegetables – eggplant, yams, portobello mushrooms – take especially well to marinades, charring and grilling. These processes result in a more aggressive flavor and texture, allowing these plant foods to play starring roles in dishes across the menu. And cauliflower, often somewhat bland and unremarkable in the past, has found new respect in the form of steaks, rice and even gluten-free pizza crust.

Finally, don’t overlook other flavor-forward potential ingredients, such as artichokes and cured olives, which can factor into hearty sandwich spreads. Hummus is another versatile hit and finds multiple uses as the protein in a wrap, in place of mayonnaise, thinned to dress salads, and more.



## 🍴 RECIPE

### ITALIAN JACKFRUIT “TUNA” PASTA

Recipe by Chef Massimo Balacchi  
Sysco Corporate

- 1 lb LaBella Spaghetti Pasta (whole wheat optional)
- ¼ c Arrezio Extra Virgin Olive Oil
- 6 ea Sysco Imperial Garlic Cloves, sliced
- ¼ c capers nonpareil
- 1½ lbs canned jackfruit
- 15 ea black olives, sliced
- 15 ea green olives, sliced
- 2 lbs Sysco Imperial Cherry Tomatoes, halved
- 1 ea whole lemon, zested
- 3 t wakame powder
- ½ c Sysco Classic Breadcrumbs
- ½ c Sysco Imperial Italian Parsley, chopped
- Sysco Classic Black Pepper to taste

Heat a large sauté pan with olive oil then make a soffritto with the garlic, capers and canned jackfruit for 3–4 minutes, adding some of the jackfruit brine if necessary to prevent it from drying out. Add the sliced olives and cherry tomatoes, cook over medium heat for about 5 minutes. Add the lemon zest and wakame powder. Bring a large pot of water to a boil and cook the pasta according to the package directions, then drain it. Transfer the pasta to the sauté pan and fold it in, adding breadcrumbs, chopped parsley and black pepper (optional). Serve promptly and enjoy!





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CRAFT ME WITH RISERVA PREMIUM CHEESE.**

**-SINCERELY,  
YOUR PIZZA**

**AVAILABLE IN LOAVES, DICED, SHREDS AND BLENDS.**



**Contact your local Sysco Marketing Associate  
for more information about Riserva Premium Cheese.  
To learn more, visit [Sysco.com/Riserva](http://Sysco.com/Riserva)**



**Look for the Seal**  
California Milk Advisory Board





PASTA LABELLA



# BE SIMPLY *inspired*

Few ethnic food categories feel quite as comforting as Italian – hearty soups and pastas, warm breads dipped in **Arrezzio Extra Virgin Olive Oil**, wood-fired pizzas – foods that nourish the soul and satisfy with the comforts of home-style cooking. And with cool winter temperatures, consumers crave comfort foods more than ever. Sysco's **Arrezzio** brand offers the best in traditional Italian-inspired ingredients, with exceptional quality and robust flavors that allow you to customize your menu and delight consumers.



## The art of eating well

"L'arte di mangiar bene." This food philosophy is widely embraced by Italian culture, which emphasizes a diet based on using a few simple, versatile ingredients to create nourishing, flavorful dishes; think a warm plate of uncomplicated cacio e pepe (literally meaning "cheese and pepper," this dish consists of nothing more than fresh pasta, Pecorino Romano cheese and black pepper), or a bowl of wild mushroom risotto served family style. Italian-inspired ingredients are designed to bring people together with simple, intentional cooking that highlights stand-out quality rather than complexity in preparation. With simplicity/back-to-basics ranked as one of the top 10 food concept trends in 2017 by the National Restaurant Association, there's never been a better time to simplify your menu.<sup>1</sup>

## A hearty balance

Grains are a staple in Italian cuisine. And whether you're serving a more traditional protein like chicken or veal parmesan, or a lighter seafood option like jumbo grilled shrimp, or a simple fish filet sautéed with butter and lemon at the center of the plate, hearty grain pairings such as pasta or a creamy risotto made with **Arrezzio Arborio Rice** can create a perfectly

well-rounded meal. Capitalize on the wide appeal of Italian cuisine to complement virtually any protein in any preparation.

## Versatile for any trend

While Arrezzio prides itself on authentic, traditional flavors, the options to incorporate the hundreds of Arrezzio products and align with innovative market trends are endless. Italian flavors are finding their way into settings beyond the traditional sit-down restaurant, and in non-traditional styles of cuisine as well. Incorporate Italian cheeses, such as **Arrezzio Fresh Mozzarella Ovolini** and **Riserva Parmigiano Reggiano**, or meats into a fusion-style sandwich or flatbread. Choose from a range of convenience products such as **Arrezzio Basil Pesto Genovese** to boost flavors in fast-casual establishments.

## Quality over quantity

Creating Italian meals that please requires a love for food and family paired with a commitment to the highest quality ingredients – characteristics that Sysco values above anything else. Sysco is committed to maintaining the most stringent standards in terms of quality, consistency and food safety – utilizing the largest and most active Quality Assurance department in the industry.

## OUR BRANDS ARE GETTING

# *a new look*



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.

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



SYSKO  
CUSTOMER PROFILE



**Location**

Halifax, Nova Scotia,  
Canada

**Founded**

1982

**Category**

Seafood

[www.mtcw.ca](http://www.mtcw.ca)

Foodie magazine had the opportunity to chat with **Joseph Drake**, executive chef at **Murphy's on the Water**, about creating one-of-a-kind memories for customers on the scenic Halifax waterfront.



*If you had only a few seconds to sell Murphy's on the Water to a potential visitor, how would you describe it?*

"Well, honestly, we've got everything: Amazing views, amazing food, amazing tours, fantastic locale, and our staff is absolutely phenomenal."

*What is it about Murphy's location that makes it such a draw for visitors?*

"Murphy's on the Water is centrally located on the longest extending wharf on the Halifax waterfront. The views from any section of the restaurant are stunning. Guests can also pair their meal with one of the many vessels in our fleet, like the Harbour Hopper Tall Ship Silva, or the Harbour Queen Mississippi-style sternwheeler."

*How do you incorporate food into the cruises?*

"In addition to sailing and fishing trips, we have an entire section of our tours dedicated to the love of food – culinary experiences! And we also offer fully catered wedding cruises – from hors d'oeuvres to entrées – complete with wine pairings."





“  
We’ve got everything:  
Amazing views, amazing  
food, amazing tours, fantastic  
locale, and our staff is  
absolutely phenomenal.  
”

***Talk about your food. What kind of dining experience are you curating for your guests?***

“For me, everything that we do should be helping create a memory for our guests, whether they’re travelers or locals. Murphy’s gives me an opportunity to add to that memory with the best possible food. Of course with our maritime location, we do fantastic seafood like scallops and lobster – a couple of our signature dishes. But we like to keep our menu well rounded with options such as our chicken breast stuffed with mushrooms, Havarti and jalapeño, our smoked chicken pasta, and several burger options.”

***Are there any examples on the menu of different or unexpected ways you’re using seafood?***

“Since lobster is one of our signatures, we like to use it creatively in several dishes, such as our mac-n-cheese topped with fresh lobster meat. Since we are in Nova Scotia after all, we also do a delicious lobster poutine. A newer dish we’ve added is one that my Sysco marketing associate, Shaun MacDonald, helped me develop last season, and that’s our ahi tuna tacos. Usually, fish tacos are made with a fish like haddock or halibut. I wanted to take it another step. After discussing it with Shaun and sampling several products, we chose the tuna taco. It’s seared to a beautiful pink, and we’ve received nothing but rave compliments.”

***If I walked into your restaurant and gave you carte blanche to create a meal – from appetizer to dessert – what’s it going to be?***

“I can answer that without even hesitating. For the appetizer, you’re going to try the Cajun-dusted, bacon-wrapped scallops with blueberry glaze. I have two recommendations for your entrée: Obviously our lobster, which we get in fresh every single day, or the lemon-glazed salmon on a bed of wild rice with fresh vegetables and finished with pickled red onion. It’s another product supplied by Sysco and it’s extremely popular. To finish your meal, you’re going to taste our house-made bread pudding with caramel sauce and vanilla bean ice cream.”

***How long have you partnered with Sysco and what are some other ways they position you for success?***

“I’ve worked with Sysco my entire career. Honestly, I rely on them. They are always willing to go the extra mile. I’ve been working with Shaun for the past year, and he’s constantly telling me about new products Sysco is carrying and trends in the industry. He provides me with detailed product information – talks to me about where the product is coming from, how it’s packed and handled, whether it’s sustainable – and he works with me to meet the proper costs so that our guests are getting value for their money. It also extends to our catering operation and helping troubleshoot pain points there, because there are obviously some things we can’t do on a boat, like use open flames. But I was able to tell Shaun my limitations and Sysco was able to help provide all the solutions that I needed.”

***How important is sustainability when making decisions about sourcing seafood?***

“As a chef, it’s extremely important. Chefs must prioritize and develop menus that are using products that can be sustained for years to come to ensure that they’re available for future generations of culinary students, chefs and customers. Our customers are also very interested in sustainability. We get so many questions about our products – where they’re from, if they’re local, if they’re sustainably sourced. Our customers are aware, they care about it, and we’re taking that seriously at Murphy’s. If chefs aren’t taking it seriously when creating a menu, they’re part of the problem.”







**Lucas**

Line cook, early 30s

## THE TEAM PLAYER

- 12 years of industry experience
- Desires career advancement and craves mentorship
- Loyal, less likely to leave for \$1 to \$2 more an hour than other workers
- Cares about growth potential, teamwork and treating employees like family

### Operator opportunities

1. Emphasize healthcare benefits and career advancement opportunities.
2. Communicate company values, training and culture.
3. Keep an eye on back-of-house leadership to ensure staff is motivated and engaged.



**Jen**

Server, late 20s,  
recent college grad

## THE SETTLED SERVER

- Eight years of experience (previously a host and bartender), and customer service comes naturally
- On the management track but cares more about compensation and benefits than career advancement or training
- Loyal, needs \$5 more to move
- Seniority and scheduling flexibility more important than healthcare

### Operator opportunities

1. Communicate compensation and benefits upfront.
2. Highlight flexibility.
3. Communicate company values throughout recruiting.



**Jose**

Line cook, 20 years old,  
part-time college student

## THE LADDER CLIMBER

- Three years of experience (previously a dishwasher)
- Relatively junior member of the team who wants to learn and grow in his career
- Compensation and benefits are a top priority but training and education are a close second, a trait not shared by other worker types
- Flexible schedules matter a lot, but positive co-worker relationships have the greatest influence on his workplace happiness

### Operator opportunities

1. When recruiting, and to prevent turnover, emphasize training and education.
2. Find ways for workers to earn bonuses or additional compensation.
3. Provide competitive wages.

# 4 KEY TYPES OF EMPLOYEES

## How to attract, hire and retain them

Between low unemployment rates and high turnover, the restaurant industry is turning to a more proactive, specialized approach to recruiting workers, one that takes into account the individual's values: their passions, goals and motivations. The following strategies can be employed to better attract and nurture new talent, and to entice them to stay.



**Gabrielle**

Cashier, late teens/early 20s,  
part-time college student

## THE CHECK CHASER

- Restaurant newbie with one year of experience
- She juggles her job with school
- College isn't cheap, so compensation is what matters most to her
- A company's social media presence influences whether she applies to a job

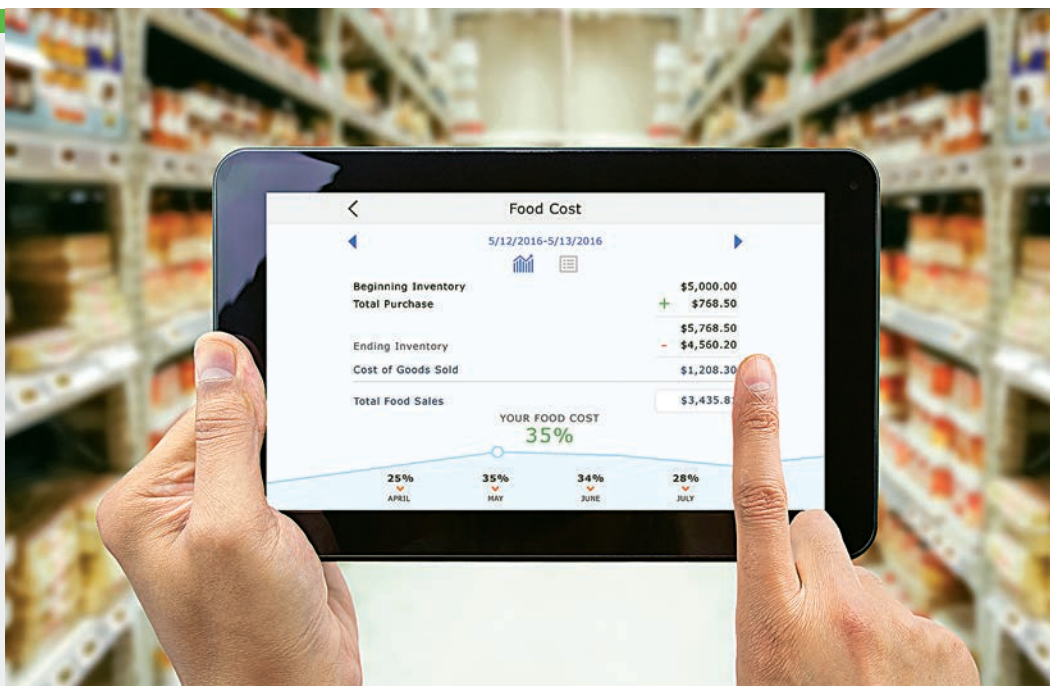
### Operator opportunities

1. Emphasize flexibility when promoting job openings.
2. Be transparent about compensation and offer competitive rates.
3. Consider how the brand comes across via social media.



# REINVENTING RESTAURANT MANAGEMENT

At Sysco, we understand the need for technology solutions that simplify restaurant business operations and make day-to-day tasks easier and more efficient. That's why we've developed cutting-edge mobile ordering and inventory tools.



Sysco puts everything you need in the palm of your hand. Intuitive, user-friendly interfaces make our apps incredibly easy to use, giving you more control of back-office processes so you can concentrate on other core areas of your business.

With Sysco Mobile ordering, you can conveniently place, review, and track orders and delivery status at any time, from anywhere via your mobile device. The flexibility to work out of the office helps eliminate time-consuming manual processes and improves efficiency. Access to all current and past orders helps you plan for the future.

Sysco Mobile Inventory makes inventory management simpler than ever before. The easy-to-read dashboard provides complete visibility of the entire inventory, providing valuable insights into food costs and purchasing trends. You can access real-time food costs

as well as historical data to identify potential waste, underconsumption or overstocking scenarios. This helps determine how inventory can be optimized. Sysco mobile ordering and inventory tools work in tandem to further streamline processes with suggested ordering between apps to replenish product par levels in the inventory if they're too low.

## MAKING IT PERSONAL

Sysco's e-commerce tools also allow you to take advantage of your most valuable resource – your Sysco marketing associate. Your marketing associate is here to act as your trusted industry partner and can help identify ways to improve your business through services such as business review and menu analysis, and by pointing out new trends, products and profit-boosting specialty items.

Sysco apps are available through the Apple Store and Google Play. Talk to your marketing associate to learn how Sysco technology can transform your back-office operations today.



## WHAT CUSTOMERS ARE SAYING

*"I just placed an order through Sysco Mobile. I really like the ease of it, and it frees up time for the chef and for me."*

*"I think it's a great app. I can do inventory at the restaurant and then go home to do my order. I'm even setting up my pars this week to get the FULL Inventory/Par/Ordering experience!"*



# Riding the *wave*



**Rob Allgood**

Director of Manufacturing and Facilities,  
Sysco Louisiana Seafood, LLC.

**F**or Rob Allgood, the passion for seafood began at a young age, rooted in a love for all things culinary that evolved with niche experience. Realizing this was something he wanted to pursue, Allgood completed his B.S. in Hotel and Restaurant Management at the University of Houston and upon graduation was already a full kitchen manager for Pappadeaux Seafood.



*The Total Catch program not only expands our offerings, it helps us remain a responsible partner to our customers.*



“The opportunities that came to me just so happened to be in seafood, and it enabled me to strengthen what I was able to do both culinarily and operationally,” says Allgood. “The turning point was when I came to work at Louisiana Seafood in 2005.”

It was there that Allgood began heading up seafood production, gaining a wealth of invaluable industry knowledge and eventually helping grow the company tenfold. Today, Allgood works with the production team overseeing the prepared foods manufacturing division, and does all research and development for new products.

Louisiana Seafood’s relationship with Sysco has been steadfast for more than 20 years, long before the business became part of the Sysco family. And it’s a relationship Allgood says has been an accelerator to the business.

Staying true to Sysco standards of quality, Louisiana Seafood is involved in multiple sustainable sourcing programs. The Gulf Wild Program ensures every red snapper the company purchases and sells is tagged and 100% traceable, down to where and when it was landed, and by which boat. The Total Catch program combines responsible sourcing with an enticing variety of seafood offerings.

“About 8 or 10 years ago, we started purchasing all the bycatch from Gulf Coast snapper boats, and began to market them to chefs in the state,” says Allgood. “The program has really taken off, and now what used to be called ‘trash fish’ are considered delicacies. We see things like golden tile fish, different forms of grouper, and almaco jacks, and through the years of marketing this fish and teaching operators how good some of these subspecies are, it’s another piece that not only expands our offerings, it helps us remain a responsible partner to our customers.”







*Traditional ingredients for*  
**THE MODERN PIZZA CRAFTSMAN.**



Good things  
come from  
**Sysco**



**ENJOY COOKING DEMOS • TASTE OUR PRODUCTS • MEET OUR TEAM**

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INTERNATIONAL  
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# 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!



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