



## *Every day is Thanksgiving*

Simple ways to include holiday favorites in your everyday menu





# What's Inside

## *Deja Food:*

**Bolster Your Daily Menu  
with Holiday Specials**

## *Meatless Feast:*

**Veggie Meals That Steal  
Table's Spotlight**

## *Flavor Craver:*

**Most Wanted Food &  
Beverage Flavors**

## *Fast and Fabulous:*

**Desserts on the Go**





## **THANKSGIVING IS ONE OF THE BIGGEST HOLIDAYS IN AMERICA.**

The turkey, the stuffing, the cranberry sauce, pumpkin spice lattes and cinnamon muffins—it's all so good, why not offer it year-round? With the holidays upon us, customers are looking for new dining experiences and challenging operators by requesting holiday specials during the off-season. Serving such a holiday favorite as turkey comes with responsibility, but knowing the details about each meal you cook helps you innovate all-time favorites.

Let us guide you through reevaluating your approach to seasonal food and drink items, and equip you with our wide-ranging line of takeout packaging to help you make your menu a little more delivery-friendly. Take a look at some of the actionable menu strategies and ideas featured in this issue backed by the most recent data insights to help you comprehend the trends that are shaping the business.

We worked hard on this issue so that you can focus on what you do best—meet and exceed your customers' expectations.

**Sysco**<sup>®</sup>  
At the heart of  
food and service





*Deja Food:*

# *Bolster Your Daily Menu with Holiday Specials*

Holiday meals are some of the highest revenue-driving items for operators. Why not offer them in your daily menu? Make the most of a classic Thanksgiving item like the oven-roasted turkey by incorporating it into different meals and refining its presentation.



## **Crowd Pleaser**

A whole golden-roasted turkey served on a platter has no competition on a holiday table. But if it's not an option for your business, whole birds can bring festivity to your buffet carving station any time of the year. Don't forget the trimmings! And your customers will be thanking you year-round.

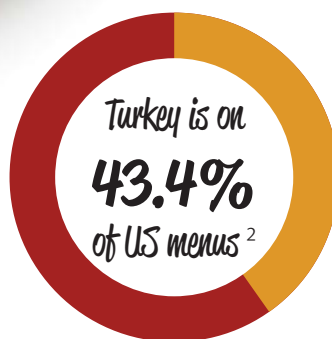
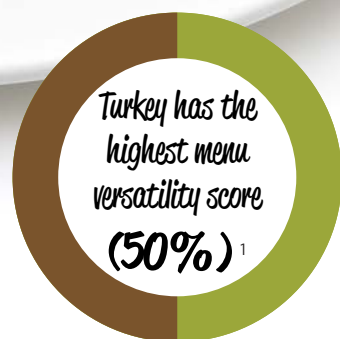
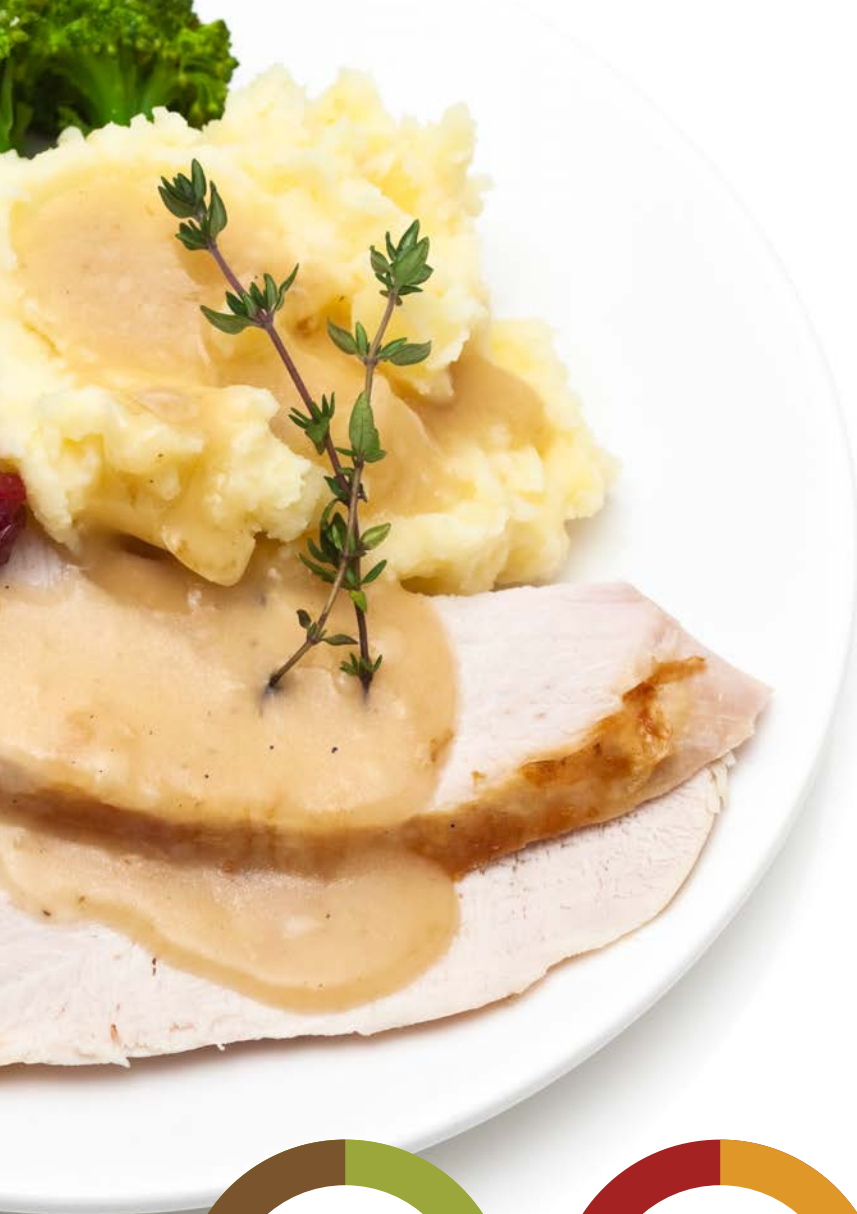


## **Turkey Reigns Supreme**

A staple for the holiday season, the options for serving turkey in a variety of dishes year-round are limitless. Salads, tacos, sandwiches, soups, burgers—the list goes on. With Sysco Classic Ground Turkey, operators can easily add it to almost every application.

## *The best thing since sliced bread*

No doubt, dealing with a whole bird can be challenging. With labor-saving and cost-effective products like Block & Barrel Hardwood Smoked Turkey Breast or Sysco Classic Boneless Turkey Breast, you'll have more time to focus on providing stellar customer service. As dazzling as a whole turkey, but at a fraction of cost and effort.



**Turkey** contains more protein per ounce than other meats<sup>3</sup>

Consumers are more likely to buy **seasonal** items and willing to pay more for them<sup>4</sup>

SOURCE <sup>1</sup> Datassential MenuTrends™, <sup>2,3</sup> Datassential SNAP™ 2018, <sup>4</sup> Healthy Eating Consumer Trend Report (2016) © 2017 Technomic Inc.

## Diversify your menu with an all-time classic—turkey:

- **Southwest turkey and rice salad** (includes smoked turkey with rice, peppers and green chilies topped with a Dijon-cilantro vinaigrette).
- **Turkey Bolognese** (made with turkey, carrots, onion and Portobello mushrooms).
- **White bean and turkey ham soup**
- **Classic Turkey Burger**



But what is turkey without a tart foil of cranberry sauce? Add a Sysco Classic sauce to your sandwiches, or a Sysco Classic dressing to your salads to accentuate the flavor.



*Meatless Feast:*

# Veggie Meals That Steal Table's Spotlight

When it comes to a traditional American Thanksgiving dinner, turkey is undoubtedly the shining emblem. But one can still enjoy a delicious meal without it. For those of your customers who like it meat-free, you can ditch the meat and opt for these plant-based protein-packed alternatives.



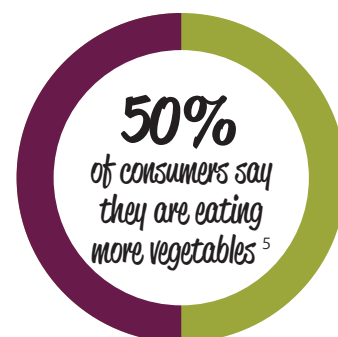
## Veggie-centric

With healthy trends gaining more followers, vegetables are now in the center of consumers' attention. More substantial and filling veggies like squash, cauliflower, and sweet potatoes are now confidently replacing meaty dishes. Methods of traditional protein preparation like grilling, braising and charring are now more commonly used for cooking vegetables as well.

## Veggie Menu Ideas

- Savory tart with Brussels sprouts and apples
- Roasted butternut squash and pumpkin soup
- Sweet potato risotto

*Health and consumer demands* are the largest drivers for using plant-based alternative ingredients<sup>6</sup>



*Use fragrant herbs and in-season legumes* to enhance your meals with appetizing aromas and provide additional health benefits.

SOURCE<sup>5,6</sup> Plant-Based Eating, Datassential 2018





## Tips from Datassential:

1

Avoid overusing such terms as “vegetarian” or “vegan.” This kind of description might present plant-based foods as less indulgent or flavorful than they are. Focus on your quality ingredients and prep methods instead.

2

The world of plant-based foods can sometimes be overwhelming to consumers who are used to shopping for the same veggies. Calling out the subtleties in different varieties helps consumers feel comfortable while they are exploring different options.

3

As some exotic items like dragon fruit or sorghum are trending, the potential of familiar foods is often overlooked. Consumers are embracing new vegetable formats like spiralized zucchini noodles, cauliflower rice and beet hummus.

## Flavor Craver:

# Most Wanted Food & Beverage Flavors

The scent of herbs and spices is reminiscent of the holiday harmony. Indeed, from cinnamon and nutmeg to rosemary and marjoram, fall yields some of the most aromatic and tempting aromas of the year.

**Include these most sought-after spices into your menu this season—and bring holiday joy to your customers with the pleasant smells, tastes, and health advantages they offer.**

### GINGER

Keep your patrons warm this fall by adding it in your menu in various forms: Ginger tea, soy and ginger marinades for meat, and shavings of fresh ginger in stir-fries. Delight your customers with a delectable dessert: Blend unsweetened cocoa powder with butter, flour, molasses, eggs, semi-sweet chocolate chips, and Sysco Imperial Ground Ginger for an elegant take on cookies.

### CINNAMON

Commonly used in Chinese medical practices for Qi support. In the West, Cinnamon is known for its antioxidant properties, improving immune health and anti-inflammatory qualities. Sprinkle some on oatmeal, add a dash of it to a cup of coffee, or combine it with honey and yogurt.

### PEPPERMINT

This classic holiday herb is famous for relieving stomach aches and reduce cold symptoms. The mint perks up chocolate and adds complexity to confections. It provides a vitamin-packed punch, thanks to beta-carotene, vitamins A and C. Keep your customers healthy by letting them sip on a peppermint tea.

### FESTIVE VARIETY

Get creative and find more colorful and aromatic alternatives to familiar refreshing and soothing flavors. Add a finishing touch to your meals using Sysco Imperial McCormick freshly ground, hand-blended, premium quality spices.



Simmer Korintje cinnamon sticks in hot water for 15 minutes to make your location fill up with holiday warmth and comfort.



# *Fast and Fabulous:* **Desserts on the Go**

Desserts present an opportunity to connect with your diners through flavors and, most notably, emotions. More than half of consumers (54%) ages 18 to 34 prefer desserts they ate as children.<sup>7</sup> During the holidays, operators can maximize the dining experience and sales for each visit by offering convenient and innovative dessert solutions that spark nostalgia.



## **Petite Pleasures**

Cookies have been taking over the majority of segments since 2005. They've also grown 64% in fine dining. Macarons are the fastest-growing cookie variety in menus.<sup>8</sup> Bite-sized options are more appealing to consumers if they had a main meal as a previous course. Almost 69% of diners admit to skipping dessert because they were too full. Serving small-size and shareable dessert options like Sysco Imperial Reception Cake Bites, Filled Cake Truffles and Assorted Petit Fours allows customers to have a little bit of everything, and presents check-boosting opportunities for operators as well as reducing labor costs.



## **This Is What They Came For**

According to Technomic's latest research, half of younger consumers say they sometimes come to a restaurant specifically to enjoy a dessert. Due to the increasing popularity of alluring dessert pictures on Instagram, operators are fashioning their sweet treats to stay in vogue. Create picture-perfect confectionary masterpieces by garnishing them with sprinkles of powdered sugar, rosettes of whipped cream, chocolate curls, or mint.





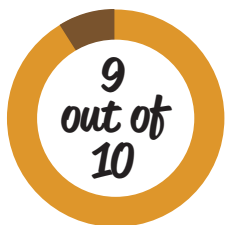
## Guilt-Free

Integrate naturally sweet vegetables into your dessert menu. Innovate with unconventional applications of sweet-and-savory seasonal dishes like spiced squash donuts, persimmon crème brûlée or a sorbet of Sysco Imperial Beets.

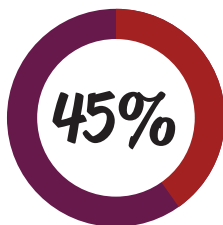


## Finesse with Sauce

Add a finishing touch to make your confectionery irresistible. Get creative by decorating pre-made sweet treats with Sysco Imperial dessert toppings. Complete the presentation by drizzling sauce on a plate, on top of dessert, or serve it in a ramekin on the side.



restaurants  
feature desserts <sup>9</sup>



of consumers had cake  
in the past week <sup>10</sup>

## Desserts to Go

Your patrons enjoyed your main dishes too much and didn't save any room for desserts? Offer them to take sweet delights to-go to treat themselves at home. Take advantage of Sysco's takeout packaging to upsell your special or seasonal items.

Half of operators menu grab-&-go desserts  
and 41% menu mini desserts <sup>11</sup>



Even the most diligent dieters can't resist desserts during the holidays. Don't compromise the flavor but offer reduced portion sizes such as mini desserts, individual-sliced pies and cakes. Choose nutritious ingredients with natural sweetness, like sweet potatoes that are rich in fiber and antioxidants, or carrots that are famous for having tons of vitamins A and beta-carotene.

SOURCE <sup>8</sup> 2017 Dessert Consumer Trend Report, <sup>9</sup> Foodbytes' Dessert Keynote Report <sup>2016, 10, 11</sup> Foodbytes <sup>2016</sup>





To learn more, visit [syscofoodie.com](http://syscofoodie.com) or contact your local Marketing Associate.

[sysco.com](http://sysco.com)



[/SyscoCorporation](https://www.facebook.com/SyscoCorporation)



[@sysco\\_corp](https://www.instagram.com/sysco_corp)



[@sysco](https://www.twitter.com/sysco)