

FOODIE

AT THE HEART OF FOOD & SERVICE

Holiday Success Starts Now

**PLAN FOR A
PROFITABLE
SEASON**

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**THE CURE
FOR DULL
APPETIZERS**

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**THE BEST
OF SPEED
SCRATCH**

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ON HOLIDAY
CLASSICS**

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Sysco FOODIE

AT THE HEART OF FOOD & SERVICE

Message From the Executive Editor

Dear Valued Sysco Customer,
When it comes to the fall and winter holidays, it makes sense for those of us in the foodservice industry to adopt the Boy Scout motto: Be Prepared. Planning well in advance can make the difference between a successful holiday season and one that falls flat.

In this special Holiday Planning Issue, we've interviewed experts for tips on how to avoid profit pitfalls during this key time of year (page 27). We also show you how to put together a motivated seasonal staff



Dominic Iezzi
Senior Vice President,
Sales and Marketing

(page 26) and address every aspect of holiday planning, from event marketing to menu development (page 12).

When planning your holiday menus this year, think "traditions with a twist." You could start with a charcuterie board for an easy and on-trend appetizer (page 8). Then, elevate the classics by adding creative new spins to seasonings and sides (page 16). Finish the meal with decadent scratch-made desserts or premade sweets from Sysco's European Imports line. Whether you host grand holiday events or just tweak your menu with a few special items, we want to help you make the most of the season.

We are grateful for the chance to earn your business every day. Is there something you'd like to see in *Foodie*? Email your questions and comments to us at marketing@corp.sysco.ca. We love to hear from our customers.

Enjoy the issue,

Dominic Iezzi
Senior Vice President, Sales and Marketing



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To add that festive feeling to your menu, serve decadent scratch-made desserts. Or save time and labour by ordering thaw-and-serve treats.

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@SyscoCanada

True Holiday Indulgence

The holidays are the perfect time for decadent dishes and delicious buffet spreads. It's the time to treat customers to the freshest products and offer indulgences like top-quality steak and lobster from our specialty companies. "Our specialty meat companies expand our breadth of premium fresh products and provide centre-of-the-plate customization to customers," says Paul Nasir, President, Sysco Specialty Meat Companies.

Our specialty meat companies provide freshness and flavour by relying on the largest Quality Assurance team in the industry and implementing numerous checks. They measure steaks to ensure specifications are met, monitor plant temperature and complete a packaging and labelling check on steaks, which are individually vacuum packed. Additionally, all of our meat-handling facilities

have SQF (Safe Quality Food) Level 3 Certifications from the SQF Program, which checks that the process and products meet the highest safety and quality codes.

In order to deliver fresh lobster, Sysco buys directly from supplier partners, and stores the catch in the correct environment before quickly bringing it to market. "We make sure the lobsters are appropriately handled in tanks with the correct pH balance and chemicals," says Norlyn Tipton, Sysco's Director of FSQA Specialty Meat & Seafood Companies.

Through these comprehensive practices, Sysco ensures customers receive the freshest products for the holidays—and all year long. "We don't cut any corners," Tipton says. "Quality is maintained every day, every step of the way."



LOCATION
Garner, North Carolina

CATEGORY
Poultry

KNOWN FOR
High-quality turkeys

everything from gas use to refrigeration. In the past, that monitoring has led Butterball to install LED lighting, which reduces electricity use, and to increase the amount of recycled water at company facilities.

Giving back to the community is another key component of Butterball's mission. The company donates millions of pounds of food each year, and supports many nonprofit organizations. "It's great to be a good corporate citizen," Jenkins says. "When someone sees the Butterball logo, there's a connection between the brand and the holidays. Giving back is an extension of that—the holidays are about family, community and good feelings."

SUPPLIER PROFILE

Butterball LLC

Since Butterball turkeys were introduced more than 60 years ago, they've become synonymous with the holidays. The name conjures up images of meals shared with family. In 2006, after Carolina Turkeys acquired the Butterball division from ConAgra Foods Inc., Butterball LLC was established in its current form. Today, the North Carolina-based company is the largest producer of turkey products in the U.S., processing more than 1 billion pounds of turkey annually.

Sysco's partnership with Butterball LLC has evolved over the past decade. "It's been

an increasingly strong relationship," says Richie Jenkins, Senior Director of National Accounts and Marketing for Butterball Foodservice. "We're approaching the business differently. Ten years ago, it was more transactional; now it's more relational."

Core Values

A main focus of Butterball is ensuring high safety standards across all areas of the company. "Food safety, animal safety and associate safety are pillars of Butterball," says Jenkins, noting that Butterball is part of the Global Food Safety Initiative and the largest American Humane Certified turkey producer. "We are always researching new technologies, ingredients and processes, and we're very involved and on top of animal care and well-being."

The company focuses on reducing its environmental footprint by measuring

An Enduring Partnership

Although Sysco's relationship with Butterball continues throughout the year, there is a spike as the holidays draw near. It's a jump that's also seen on the retail side—unsurprisingly, since one in three turkeys at Thanksgiving are Butterball birds. "That's our Super Bowl," says Jenkins. "It's our biggest time of the year."

Butterball provides Sysco with everything from ground turkey and turkey burgers to dark-meat items, like ham and pastrami. It also supplies a variety of Butterball- and Carolina Turkeys-labelled products. "Pretty much anything there is to do with turkey, we're doing with Sysco," Jenkins says. "We've grown stronger together over time, and we'll continue to deliver the products consumers crave."

Ask your Sysco Representative about Butterball items that are right for your holiday menu.



Planet-Friendly Packaging

Whether you're moving toward using paper straws or less plastic, Sysco's **Earth Plus** brand makes it easy to find eco-friendly products and packaging solutions that are as good for the environment as they are for your business.

An Earth-Friendly Approach

Earth Plus packaging keeps the spotlight on The Four Rs: Reduce, Reuse, Recycle and Renew. Sysco's planet-friendly line of to-go containers and other nonfood items focuses on reducing plastic use, producing items made from post-consumer plastic, creating recyclable foodservice packaging and using polylactic acid, a natural plastic material made from 100 per cent annually renewable corn. "All of the items are in

71 per cent of consumers believe it is important for restaurants to use environmentally friendly packaging

some way representative of The Four Rs, says Evan Nave, Sysco's Senior Manager of Brand Development.

Earth Plus products also meet a growing consumer demand for eco-oriented packaging. Seventy-one per cent of consumers

believe it is important for restaurants to use environmentally friendly packaging, and 73 per cent of millennials try to purchase products in recyclable packaging, according to Technomic.

Real Packaging solutions

Earth Plus consistently seeks out ways to create earth-friendly products that enhance the dining experience. As off-premise dining continues to increase, the **Earth**

Plus Fiber Hinge Containers provide a convenient option for to-go packaging. In addition to being eco-friendly, they feature compartments that allow you to separate chicken from veggies, or sandwiches from chips. And when it comes to breakfast, the

Earth Plus Soup Containers are good for grab-and-go favourites like oatmeal or grain bowls. Use them at lunch and dinner to hold the right temperatures for takeout soups, stews and pastas.

Strong and durable, **Earth Plus Fiber Tableware, Hot/Cold Beverage Cups** and **Paper Straws** meet industry standards for compostability. As a result of extensive customer research, the beverage cups are made from 100 per cent annually renewable plant-based materials.

Help for the Holidays

Earth Plus makes preparing for special events and holiday crowds easy with a variety of environmentally sound packaging options for your operation. "We are always looking for new and innovative products that are great for your business as well as for the planet," says Nave.



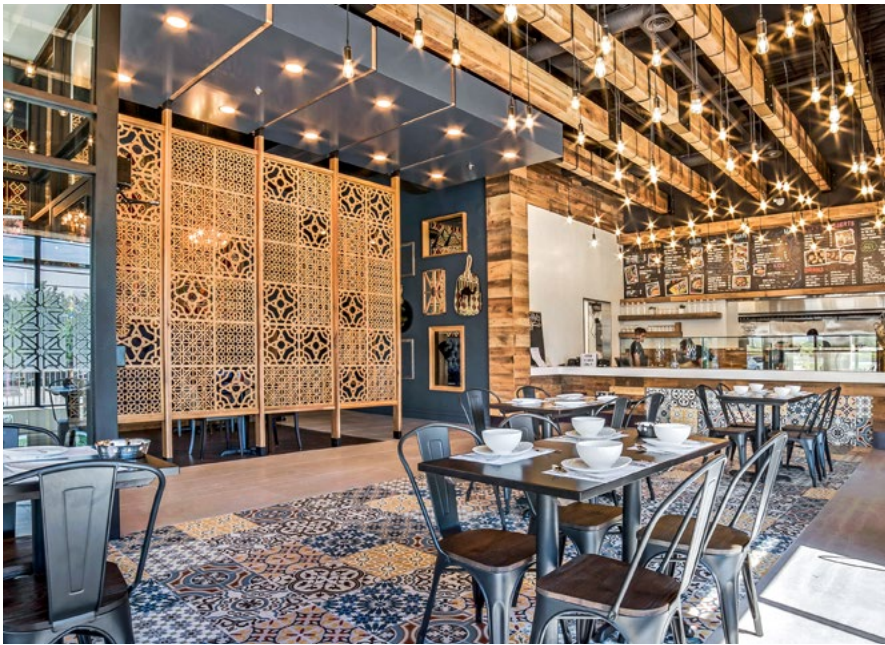
Sysco Brand QA Promise

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



CUSTOMER PROFILE

Masrawy Egyptian Kitchen

Mississauga, Ontario

Masrawy Egyptian Kitchen is bringing a taste of Cairo to the people of Mississauga, Ontario. Owner **Mohamed Saleh** talked to *Foodie* about sharing his native culture with the community and providing patrons with a traditional experience that goes beyond food.

How would you describe Masrawy Egyptian Kitchen?

Our restaurant is very welcoming and authentic. At Masrawy, we try to nourish your body and feed your soul. You're not here to just have a meal; you're here to have an experience, from how the place looks, to the servers who treat you like family. We cook traditional Egyptian soul food.

What's the story behind Masrawy?

We started off in 2014 as a catering company. At first, we cooked at my house, and then we started catering out of the back of restaurant kitchens. Eventually we grew so much that I needed to build my own commercial kitchen. We were doing private parties and corporate events of all kinds. But people kept asking us to open a restaurant, and in 2018 I finally decided to take the risk.

How did you transition from managing a catering company to running a full-service restaurant?

In my 30 years of living in Canada, I had never seen anyone open an Egyptian restaurant, and now I know why—making this kind of home-cooked food is labour-intensive. Thankfully, with the help of Sysco, we've been able to manage our food costs and get all the supplies we need at a reasonable price. I was also blessed with the best team. A renowned chef joined us first, quickly followed by an all-around perfect staff. My wife works in the restaurant with me when she's not teaching as a professor.

What are some of your signature dishes?

You've got to try the staple dish of Egypt, which is called *koshari*. It's rice, lentils, pasta, chickpeas, caramelized onions, tomato-garlic sauce and a garlic vinaigrette.

It's vegan- and vegetarian-friendly. After that, I would suggest the *hawaoshi*, which is like a street burger. It's a mix of ground beef and ground lamb that has been seasoned and stuffed into flatbread. I would also recommend our chicken tikka. It is marinated for two days and then cooked to perfection in a tangy sauce.



Sysco trusted me and saw my potential.



How has Sysco been integral to your growth and success?

I would not have been able to open this restaurant without Wassem Khassib, my Sysco representative. He came in and was able to get me everything I needed to start the restaurant. Sysco trusted me and saw my potential, and they offered me amazing payment arrangements. Wassem is always available and never leaves us hanging. We can call or text him at any time, and he's very hands-on with our chef, too.

What are your plans for the future?

In the future, I'd love to open more locations in different parts of the city so more people can have access to our food. However, for now I'm focusing on perfecting the current location and continuing to introduce our customers to items that aren't offered anywhere else.

Small Bites, Big Flavours

Eye-catching platters of charcuterie, or cheese and salumi, are all the rage right now, both as restaurant starters and on catered buffets.

Serving a board of charcuterie, or cheeses and salumi, is a simple yet sophisticated way to start a meal or fill out a holiday buffet. Made up of assorted cured meats, such as salami and prosciutto, a range of fresh and aged cheeses, and a variety of nuts and fruits—the appetizer is as elegant as it is mouthwatering.

Salumi boards have a long tradition, but that doesn't mean you can't have fun and get creative. Wrap salty Italian prosciutto around figs and goat cheese and top with hot honey for a sweet-and-spicy flavour

blast. Match peppery pecorino cheese with red fig jam or pair aged Cheddar cheese with apricot jam or *mostarda*, a sweet condiment spiked with mustard seed.

You can also move from land to sea while still staying on-trend by making a Spanish Octopus Bruschetta With Bottarga (shown here). Recently, more diners have been embracing the octopus, especially when it is cooked in inventive ways. We've simmered it and then tossed it with cherry tomatoes, chiles and bottarga—a delicacy made from cured mullet roe. Served as

a salad on top of sliced bread, it makes a beautiful passed appetizer for catered holiday events or, with two or three to a plate, it would also be a perfect seafood starter. You can also bring in popular Middle Eastern flavours by placing a grilled lamb kefta atop a caramelized onion naan. And instead of making ceviche from scratch, go plant-based by chopping jarred hearts of palm with onions and peppers and serve it in a lettuce cup.



Lamb Kefta
With Naan and
Harissa Yogurt



Hearts of Palm
"Ceviche"
Lettuce Cups

Spanish Octopus
Bruschetta
With Bottarga



Goat Cheese-
Stuffed Figs
Wrapped
in Prosciutto

Find recipes for these appetizers on page 28. Find charcuterie pairings on SyscoFoodie.com.



Delicacies for your platter:

- 1 Apricot Jam 2 Italian Prosciutto 3 Date and Walnut Crackers 4 Multigrain Flax Crackers 5 Pecorino Pepato 6 Smoked Cheddar 7 Pickled Lotus Root 8 Italian-Style Domestic Salami 9 California Goat Cheese 10 Hot Honey

SPEED SCRATCH

Speed scratch, which means combining high-quality prepared food products with those made from scratch, saves time and labour and permits culinary skill to be deployed where it is most effective.



The Best of Speed Scratch

We asked six Sysco chefs across Canada and the United States for their favourite **time- and labour-saving products** for the holidays.

The holiday season is always a hectic time, when your team is pushed to the limit in the front and back of house. The nationwide labour shortage makes saving time and work in the kitchen even more critical to having a successful and profitable season. Luckily, chefs have a secret weapon they can call on: high-quality speed-scratch products from Sysco. These items—from turkey breast to cilantro pesto—come already

prepared or semiprepared. By eliminating the need for extra peeling, chopping and prep time, speed-scratch items can be a lifesaver in the kitchen. They can also be easily customized to fit your menu, whether you are cooking for 10 or 200, in a casual or fine-dining environment. We talked to Sysco chefs across the U.S. and Canada to learn their tips for speed-scratch cooking during the holidays. Now, the secret is out.



Adam Aspelund

BUSINESS RESOURCE
COORDINATOR
SYSCO GRAND MONTREAL

The holidays are an intensely busy time in the food industry. Luckily, Sysco products are always here to help ease the pressure during this time of year. If you are running breakfast service or a hotel breakfast buffet, instead of making pancakes from scratch, you can use **Sysco Classic Buttermilk Pancake Mix**. Fry up some **Sysco Classic Cold-Smoked Bacon** with **Sysco Imperial Potato Tot Bites**. Fry a few eggs at the same time. Lighten it up with some fresh fruit or juice, and breakfast is a done deal.



Bonnie Ray

CULINARY CONSULTANT
SYSCO CHARLOTTE

For operators who are looking for ways to minimize food and labour costs, speed scratch is the way to go. By using speed-scratch products, you can offer diners upgraded dishes with higher price points and still take pressure off kitchen staff doing daily prep work, which is especially important during the busy holiday season. It's truly a win-win situation. One of my favourite products is **Arrezzio Imperial Basil Pesto Sauce**, which can be easily incorporated into roasts, sauces, relishes, stuffing and more. It's my go-to condiment.



Jacob Hummel

BUSINESS RESOURCES MANAGER
SYSCO EDMONTON

For holiday meals of all sizes, I highly recommend the **Flamingo Turkey Roast Breast and Thigh, Raw Netted**. This is a raw, precarved combination of white and dark turkey meat that you simply place in the oven and bake in the bag. When it is cooked, you can slice it for a great effect at the table. It's super-convenient and much easier than roasting a whole turkey. You don't have to worry about carving or carcasses, and you get 100 per cent yield. Serve with **Sysco Classic Yukon Gold Mashed Potatoes** or your favourite side.



Peter Ecker

CULINARY CONSULTANT
SYSCO WINNIPEG

One of my favourite speed-scratch products for the holidays is **Sysco Classic Potato Pearls**. You can easily adjust the thickness and consistency of the mashed potatoes and infuse them with other flavours and ingredients. It's a money saver and a time saver, and it works well in all areas of the menu: as a meat pie topper or in spring rolls, fritters, croquettes, tempura, gnocchi—and even cheesecake. You read that right: mashed-potato cheesecake. Book a session with your local Sysco culinary team to find out how to make one.



Brian Everman

CULINARY CONSULTANT
SYSCO LINCOLN

Prepared chicken parts have long been available, but the **Hormel Fire-Braised Chicken Breast** is different. These are lightly seasoned, flame-seared and finished sous vide for maximum juice retention and flavour. Along with the chicken breast, you can also get boneless and skinless thigh meat, a whole turkey breast, pork loin, pork shoulder and a flank steak. For the holiday trade, having an array of centre-of-the-plate options at hand that are fully prepped and ready to be heated, sauced and served is more than helpful—it's a game changer.



Anthony Teta

CULINARY SPECIALIST
SYSCO ALBANY

During the holidays, I cannot live without a premixed **5 Grain Blend**. Some blends feature on-trend grains such as red and white quinoa, wheat berries, barley and wild rice, and can be used in stuffing and other sides. You can even use them at breakfast for power bowls or fold it into steel-cut oats. To make my favourite stuffing, combine a 5 Grain Blend with roasted chestnuts, sausage and cranberries. Serve this with a French Cut Turkey Breast, mashed potatoes and cranberry sauce for a unique spin on classic seasonal dishes.

THE ULTIMATE GUIDE TO

Holiday Planning

Turkey Roulade With Bourbon Gravy
TREND
Cooking With Booze

START PREPARING NOW FOR A PROFITABLE HOLIDAY SEASON

In the foodservice industry, the fall and winter holidays are game time, when operators can capitalize on large, high-margin events both on- and off-premise. But in order to have a winning season, you have to be prepared.

Start thinking now about your holiday menus: What labour-saving products and ingredients will rescue you when you are short a team member or two? Speaking of teams, have you locked down staffing for key dates and times (see article on page 26)? What will be the signature dessert that goes viral on Instagram? Will you serve traditional classics or put a more modern spin on things?

Holiday Menus That Work

“Think about the dishes that worked last year and the ones that fell flat,” says Chef Neil Doherty, Sysco’s Senior Director of Culinary Development. “Keep in mind that diners are often looking for comfort during the holidays,” Doherty says. It’s a great time to offer braised meats and scratch baking on your menu. Yet, as an operator, you also want dishes you can make ahead of time—that are easy to prepare and that hold well. A grilled or broiled steak works great at this time of year, too. “A top sirloin can be just as flavourful as a ribeye and costs much less,” says Doherty.

You don’t need to change your entire menu for the holidays, either. Instead, you may want to create a few special dishes and make sure to market them to your customers. And don’t neglect your beverage selection, Doherty says. “Use on-trend ingredients like acai berries or turmeric to spruce up cocktails and mocktails.” Ask your Sysco Representative for information about Sysco’s **Menu and Marketing Services**, which can be a lifesaver this time of year.

Tips & Trends

Update holiday standards by incorporating some of the top food trends for 2019—chosen by the National Restaurant Association—into your menus. Diners today are hungry for more grass-fed beef, heritage pork and responsibly raised seafood. When you use these ingredients, note it on your menu and add a small upcharge! Adding plant-based dishes (another trend) to your menu is a great way to attract an ever-growing vegetarian, vegan and flexitarian customer base. We’ve put together recipes that use these concepts as inspiration.

Whether it’s bourbon or beer, cooking with booze is big this year. To loosen up a traditional turkey roulade made with Sysco **Imperial Boneless Turkey Breast**, spike it with a flavourful bourbon gravy, as we’ve done here (photo, facing page). A simple steak, such as a sirloin, New York Strip or rib-eye from **Butcher’s Block** is so good that all it requires to be the anchor for a celebratory meal is a touch of flame from the grill and perhaps a simple accent like a compound butter made with chimichurri, slowly melting on top. If, instead, you’re on the lookout for a holiday main dish

Steak Topped with Chimichurri Butter
TREND
Grass-Fed Beef

that makes a grand statement, deep-fry an entire **Butcher's Block Pork Rack** (facing page) and give it the star treatment when you present it at the table. Or add breadth and a lighter option to your menu by roasting a barramundi, spiced with Persian flavours. And to add more plant-based dishes to the mix, try adding cauliflower to potatoes for a more up-to-date mash, and top it with a savoury vegan gravy.

Marketing 101

One of the most important things you can do to prepare for the holidays is to start marketing your events and LTO specials well in

advance. Begin implementing your marketing plan at least two months ahead of the holidays, says Bruce Barnes, Sysco Menu Consultant. Make sure to stay on top of it, or have someone on your staff assigned to do it. Use everything in your arsenal, from Instagram updates to a bullhorn, to get the word out. You may have the best turkey special or finest New Year's Eve prix fixe menu in the world, but it won't matter if no one knows about it. Here are some holiday marketing tactics from Barnes. And in addition, ask your Sysco Representative about the full range of **Marketing and Design Services** available from Sysco.

Holiday Marketing Tactics:

- Create "sluggers," or menu inserts.
- Print attractive flyers; share in to-go orders and pass out to diners.
- Place posters in bathrooms and coatrooms.
- Give away incentive rewards.
- Use all relevant channels of social media, especially Facebook.
- Promote your events prominently on your restaurant's website.
- Send out email blasts and newsletters to your loyal customer list.
- Talk to your customers about upcoming events and specials.
- Introduce VIP customers to your events coordinator.
- Target local businesses and let them know about your event space and catering capabilities.

Your Source for Supplies

You will also want to start thinking about supplies and equipment well ahead of time. When the dining room is full, the last thing you need to be thinking about is a broken walk-in or a shortage of dishware. Before the season starts, remember to check on:

- Soup warmers and kettles
- Holding cabinets
- Beverage urns and carafes
- Chafers and serving pieces
- Heating fuel
- Ice machine
- Disposables
- Apparel
- Flatware
- Dishware
- Glassware

You've gotten the word out. You've checked your equipment and ordered supplies. You've planned your menus. When all the pieces are in place and your team is assembled, you can look forward to the holidays with a sense of calm and excitement instead of anxiety. You're ready to tackle any challenge.



Persian Tamarind Barramundi
TREND
Responsibly Sourced Seafood



Cauliflower-Potato Mash with Vegan Gravy
TREND
Plant-Based Options

Confit of Butcher's Block Pork Rack
TREND
Heritage Pork

Find recipes for these dishes and more on pages 28-29

Elevate
seasonal
menus
with a
creative
spin

Holiday Twist



Sweet and Spicy Rubbed Ham

Sweet Potato Spaetzle With Maple-Pecan Sauce

Brussels Sprouts With Bacon Marmalade and Smoked Hazelnuts



When diners choose to eat their holiday meal at a restaurant instead of at home, they arrive with a complicated set of expectations. They crave the comfort and familiarity of timeless dishes, eaten year after year with friends and family alike, and would be disappointed if those items were completely absent. And yet, they are also seeking more: elevated, chef-driven plates made with fresh, on-trend ingredients, using sophisticated techniques. By layering flavours and adding your own creative spin, you can give diners the best of both worlds. This is true for stalwarts like turkey and ham, but it's even easier to implement with sauces, seasonings and especially sides.

Bring new zest to a whole turkey, for example, by marinating it in a tangy citrus and cranberry brine before roasting it (pictured on next page). And instead of serving the turkey with the usual cranberry sauce, try a relish made from tomatoes, apples and raisins (pictured on next page). It is incredibly simple to make, and the addition of apple cider vinegar gives the sweet combination a little acidic punch. As a side, consider a butternut squash gratin. In the gratin shown on the next page, butternut squash is matched with its natural flavour partners, sage and brown butter, and then finished with a sweet and sophisticated maple gastrique.

Sysco's Reliance Cooked Bone-In Ham requires little in the way of seasoning. You could just slice it and serve as is. But for extra depth, season it with a sweet and spicy rub redolent of clove, ginger and nutmeg, and slice thin for a stunning presentation (see above).



Find recipes
for these dishes
and more on
pages 30-31

As a surprising twist on the usual mashed sweet potatoes, cook up sweet potato spaetzle instead, and pair it with a sauce made with pecans and maple syrup. Your guests won't miss the mashed potatoes. Roasted Brussels sprouts tossed with smoked hazelnuts and bacon marmalade round out the meal.

During the holidays, diners are looking for something like comfort food crossed with haute cuisine. They want something familiar yet new and different at the same time. To create a successful and profitable holiday menu, stay seasonal, but try out some fresh flavours and ingredients. Try out a new technique that elevates a classic dish to new heights. Most importantly, use your imagination to put new twists on classic fall and winter holiday fare, and you won't go wrong.

BRIGHT SIDES

Centre-of-the-plate proteins tend to stay fairly traditional for the holidays, but chefs have a little more leeway—and room to work in new favourite trends and ingredients—with side dishes. Here are a few recommendations for ways to mix things up.

Mixed-Up Mash

Instead of making your standard mashed potatoes, layer in extra flavour by adding in other vegetables, such as parsnips, cauliflower or celery root. Also, rather than adding butter and cream, consider other dairy products like crème fraîche or mascarpone. And make sure to highlight the updates on your menu.

Winter's Versatile Greens

Sautéed spinach makes a great side, but don't forget the other wonderful winter greens. Alternatives such as beet greens, mustard greens and collard greens are all waiting to be sautéed, tossed in hearty salads or baked into gratins.

Waves of Grain

Looking to serve an inexpensive side dish with your protein that won't go soggy or lose its shape? Rices, grains and many kinds of pilafs all work great at this busy time of year. Try a 5-grain blend for a mix of grains that's as versatile as it is delicious.

A Word on Asparagus

Everyone loves asparagus in spring at the height of its season. But during the holidays, asparagus costs more than other greens (because it's shipped from afar) and doesn't hold up well in a buffet or catering situation, or sitting under lights. You might want to choose Brussels sprouts or winter greens instead.

Find
recipes
for these
dishes on
pages
30-31



5 TIPS FOR USING MENU SLUGGERS

Make these inserts part of your marketing toolkit.

1. Sell Your LTOs

Publicizing limited-time offers is probably the most popular use for sluggers. Make sure to include images and an end date to create a sense of urgency.

2. Test New Items

Sluggers offer the perfect opportunity to try out new dishes without having to add them to your permanent menu.

3. Promote Profitmakers

Items featured on sluggers show 25 to 30 per cent higher sales than regular menu items do. Feature your biggest moneymakers such as specialty cocktails.

4. Dish Desserts

Diners pay more attention to dessert items when they are on a separate menu such as a slugger, table tent or separate list brought to the table by a server.

5. Use Sysco's Services

Ask your Sysco Representative about how **Sysco's Marketing and Design Services** can help you create custom sluggers—a proven and inexpensive way to increase sales and awareness.

A Fresh Take on Takeout

Expert tips for breaking into this growing market.

An increasing number of restaurants are turning to takeout and delivery, whether it's to create a new revenue stream or to keep up with consumers' changing habits. In fact, according to Technomic, 44 per cent of sales for all restaurants now come from off-premise dining. Many third-party delivery services take a significant bite out of your profit margins, however, and there are risks to inconveniencing on-premise diners with a rush of takeout customers.

Texas Honey Ham Company is a bustling counter-service operation in West Lake Hills, Texas, outside Austin. Co-owner Trent Hunt compares the controlled chaos inside to a Wall Street trading floor: "We like that frenetic feel, but it's quick and organized." Here's how experts like Hunt bring order to a successful takeout business, while still taking care of diners in-house.

ONLINE ORDERING IS KEY

Make sure patrons can consult a menu and order through your restaurant's website. List your number

for call-in orders prominently on your homepage. Texas Honey Ham Company used a trusted third-party service to set up their online ordering service.

DON'T NEGLECT ON-PREMISE DINERS

Texas Honey Ham Company has figured out the right balance for on- and off-premise dining. Separate lines form for either placing or picking up to-go orders, while tables are filled with diners enjoying breakfast tacos and sandwiches. "You have to train your people to explain the system to diners when they come in," Hunt says. Think ahead about how on-premise diners will be affected by the flow of people lining up for takeout orders. "It takes quite a bit of logistical planning."

KEEP THE MENU SIMPLE

In general, a limited menu can make managing takeout and delivery easier, and combo plates ensure customers on the go don't miss out on sides and appetizers.

OUTSOURCE DELIVERY

"We've looked into doing delivery ourselves, but the cost is pretty prohibitive," Hunt says. Yet third-party delivery services can charge up to 30 per cent in fees. "That's why we only accept orders through services that don't take a cut from restaurants," he says.

FIND PACKAGING THAT WORKS

Use packaging that will preserve a food's temperature and freshness and that will travel well. "We used to wrap our sandwiches in butcher paper, but we switched a few years ago to stackable containers," Hunt says. "It's going to constantly evolve," Hunt says. "Anytime we've got a problem, whether it's about finding better packaging or reviewing inventory, our Sysco Representative is all over it. They always find a solution."

Ask about how Sysco's Business Resources can help you set up a successful takeout and delivery program.

44%
of restaurant sales
come from off-
premise dining.
—Technomic

Plan Ahead for Party Pack Profits

Today, many people don't have time to cook holiday meals from scratch. Complete "party meal packs"—whether a turkey dinner with all the trimmings for 10 or ham and sides for 100—have become very popular with consumers, and they also appeal to operators looking for additional revenue. We spoke with Rachanee Teipen, Culinary Consultant at Sysco Indianapolis, to get tips for party pack success.

Be True to Your Food

"Make sure to include whatever you're known for on the menu," says Teipen. Don't suddenly go outside your comfort zone. Not everyone wants turkey or ham for the holidays. If you're known for fajitas, make that your meal pack. If you're known for Mediterranean food, feature it.

Put Your Marketing Plan in Place

"Figure out your marketing plan and staffing needs about 90 days out," Teipen says. "Use social media and brochures, and keep flyers by the host stand. And the more people you have involved in getting the word out, the better."

Choose the Right Containers

When choosing packaging, take into account portion sizes and whether each item will be served hot or cold. If you need to buy new containers and brand or customize them, do it early. Sysco's **Earth Plus** brand of eco-friendly containers (pictured) is perfect for your party pack needs.

Get the Full Profit Potential

When you are figuring out how much to charge, make sure to include all your costs, including packaging, labour and transportation. And ask your Sysco Representative about how Sysco can help develop the menu, create a marketing plan and more.

For detailed information
about these Earth Plus
products, see pages 4–5.

Decadent Holiday Desserts

Add seasonal cheer to your winter menu with confections ranging from simple to sensational.

You may not want to revamp your entire menu for the holidays, but adding a decadent, scratch-made holiday dessert is a stunning and memorable way to bring in the seasonal flavours diners crave (think eggnog, gingerbread, cinnamon and peppermint). For those without a dedicated pastry chef, who need to conserve labour but still want to present something special after the meal, Sysco offers a wide variety of delicious, ready-made thaw-and-serve dessert treats that have great plate presentation.

Bring the Spirit

It's not just the yule log—many desserts have strong associations with the holiday season, such as Britain's sticky toffee pudding. Here we've improved on a classic by making a Sticky Toffee Pudding Cake paired with a delicious caramel sauce that you can pour at the table. In Italy, winter

means store shelves stocked with tall boxes of panettone—a sweet, brioche-like confection with dried fruit. We've used it to make a rich and festive Panettone Bread Pudding. If you have the time and the staff to do it, make this rich Gingerbread Chocolate Layer Cake. One of the most popular tastes of the season is eggnog. Use it to make a luxurious-yet-simple Eggnog Cheesecake With Gingersnap Crust.

Or Have It Shipped to You

Not only is eggnog a favourite dairy-based holiday drink, it is also a versatile kitchen item. Chef Neil Doherty, Sysco Senior Director, Culinary Development recommends mixing it into crème anglaise to add Christmas spirit to any dessert. And if you don't have time to make your own desserts from scratch, you can order individual thaw-and-serve treats, such as those pictured below.

Market Your Offerings

"People are more willing to indulge during the holidays," says Bruce Barnes, Sysco Menu Consultant. "The power of suggestion works well." Barnes suggests using a separate dessert menu, dessert card or a slugger on the table. Detailed descriptions and beautiful photos entice customers.

Whether serving an delicate thaw-and-serve treat or a deluxe scratch-made delicacy, this is the time to layer seasonal flavours and pull out all the stops.

After-Dinner Drinks Get an Update

Seasonal garnishes, crumbled cookies, **Wholesome Farms whipped cream** and toasted marshmallows add pizzazz and personalization to **Citavo** coffee and cocoa drinks during the holidays. Sysco also offers a variety of flavours of syrup to customize your after-dinner drinks this season, including peppermint, lavender, salted caramel and pumpkin pie.



Sticky Toffee Pudding Cake With Caramel Sauce

Find recipes for these desserts on [SyscoFoodie.com](https://www.SyscoFoodie.com).

Normandy Apple Cooked Tartlet

Eggnog Cheesecake With Gingersnap Crust

Panettone Bread Pudding With Crème Anglaise

The Chocolate Kube, Raspberry Biscuit and Caramel Crumb Biscuit

Tiramisu Delizioso

Gingerbread Chocolate Layer Cake



Discover our range of reduced water content vegetables

Exclusive to Bonduelle, the new InFlavor vacuum dehydration process **reduces the amount of water** contained in vegetables, giving them a **firmer texture** and a **bolder taste**. High water content vegetables are no longer an obstacle when frozen, but rather a major culinary advantage. Vegetables at their very best.



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Bonduelle InFlavor 8 x 1 kg (8 x 2.2 lb.)	
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5272176	Pizza Mix
5272163	Fajita Mix
5315534	Diced Yellow Onion
5272137	Red Onion Strips
5315365	Green Pepper Strips
5272145	Red Pepper Strips



For more information, please contact your sales representative.
bonduelle-foodservice.ca



Upgrade the Dining Experience

Self-analysis and a comprehensive road map are the first steps to connecting with consumers.

When dining out, today’s consumers are always on the hunt for fantastic fare. But what they’re also looking for is more than just good food—it’s the experience. Millennials and younger generations have bought into the experience economy, where it’s not just about making a purchase—it’s about looking for value and connection beyond a simple transaction.

“From technology to the environment, everything’s changing,” says Jay Ashton, the Business Resources Lead for Sysco Canada. “This new generation is changing the model we’ve had for the past 30 or 40 years.”

Meals as Experiences

Along with being more in tune with diverse flavours, today’s diners are placing a higher value on sustainability at restaurants and

are relying on social media to guide decisions and showcase meals as experiences. (A 2015 Eventbrite survey found that 75 per cent of diners believe it’s worth paying more for a unique dining experience.)

Trying to improve customer experience can be overwhelming, but Sysco can guide you through the process. Most importantly, Sysco can help you take the first step: evaluation. “You need to look at everything and map out your diners’ experience from the time they walk into your restaurant to the time they leave,” Ashton says. This full map can reveal opportunities for improvement and close gaps between where you are and where you want to be.

Strategic Mindset

From there, Ashton says, create a strategy for building your consumer base and improving their experience. Begin by examining why certain items are on the menu, why you follow certain trends and who your customer base is. Sysco can help there, too, with everything from menu development and training to looking at how technology and marketing can improve business.

Studying the industry and staying on top of industry, technology and food trends are also essential to improving customer experience. This can be especially important during fall and winter months, when holiday menus introduce new ingredients. Along with encouraging social media sharing, Ashton also underlines the importance of engaging with people. “New generations want operators to talk to them about food and the experience they’re having.”

Back to Basics

But at the end of the day, Ashton says, restaurants don’t need to reinvent the wheel or create an over-the-top dining experience. “At the heart of it all, it’s about making customers feel valued, and that can start with something as simple as shaking their hand.”

5 Tips for a Strong Holiday Team



1. Be clear about your needs and expectations

If you are hiring temporary employees, be clear about the seasonal nature of the gig to ensure it's a mutually beneficial relationship. Look for the kind of person who can jump right in for four or six weeks and keep a positive attitude throughout the season.

2. Work the staff's needs into the schedule

Before you set the schedule in stone, get a good idea of each worker's preferences for the holidays. Being accommodating comes with a lot of positives: It helps create a pleasant workplace, makes scheduling fair and gives you a good idea of who prefers to pick up extra shifts and who needs time off.

3. Treat current and seasonal staff equally

While some of your staff may be temporary, it's important not to treat them as second-class citizens. Everyone should feel like an equal part of the team—because at the end of the day, everyone is working toward the same goal: a successful holiday season.

4. Plan for the holiday season early—and thoroughly

Careful, deliberate advance planning helps keep your holiday team invested and motivated. Focus on these three areas:

- **Training:** Based on the number of positions you need to fill and the level of experience of new hires, you can determine the exact amount of time you need to train new seasonal staff.

- **Scheduling:** Once you've built the schedule, send it out early. This helps the team plan their holiday schedule around it.
- **Planning:** Prepare for the worst by planning for when an employee doesn't show up on a busy day, so it has little detrimental effect if it actually happens.

5. Show your appreciation

The holiday season comes with a lot of headaches, as anyone in foodservice knows. Show your team you appreciate their efforts by offering lots of positive feedback, giving small gifts, throwing a party (after the rush is over) or even giving them a day off.

Profit Pitfalls to Avoid During the Holidays

The celebratory season can be fraught with missteps that impact the bottom line. Here are some do's and don'ts gleaned from hard-earned experience.

DON'T

Ignore the value of online marketing
A creative digital profile helps boost visibility. You're foolish to avoid social media. We do some fun stuff, such as promoting our staff. It gives us more personality.
—Damian DeAngelis, Owner, Bagatelle Restaurant and others, Key West, Florida

Offer dishes you can't serve properly
If you are a caterer, or a restaurant that does takeout and delivery, be mindful of things that don't travel well. You could end up with a soggy mess.
—Deborah Lowery, Owner, Ladyfingers Catering, Louisville, Kentucky

Price things too high
Diners tend to be trying to save money around this time. If items are too expensive, they may not sell.

Get lax with reservations
Be more vigilant with reservations. Confirm large parties, retain credit card information with cancellation penalties and make confirmation calls to guests.
—Cardel Reid, Executive Chef, The Signature Room, Chicago, Illinois



DO

Get started early
Game planning is critical. We use Thanksgiving as almost a target date for menus. And we'll have our wine tastings for the season done in September or October.

Make changes while you have the time
Whether you're revamping the dessert menu or training new staff members. It's important to use your off-season to your advantage instead of taking time off or having limited hours. Don't let your menu go stale.
—Damian DeAngelis

Stay on top of trends
Especially international fare; it keeps things interesting and unique. These days we get lots of requests for Indian, Latin and Italian dishes.

Create fixed holiday menus
Whether the menu is traditional or modern, creating a fixed-price menu is an efficient way to please guests and save them money.
—Deborah Lowery

Cross-utilize products
When we offer a duck breast entrée on the dinner menu, we'll use other parts for our duck nachos, and the bones to make stock. The same approach works for items such as celery: After the stalks go into a main dish, use the leaves for petite salads and the roots for stocks or soups.

Try out new dishes beforehand
At The Signature Room, we will run new holiday dishes as specials well beforehand to get guest feedback and train the staff in preparation and serving.
—Cardel Reid

Goat Cheese-Stuffed Figs Wrapped in Prosciutto

CHEF SHEA ZAPPIA
SYSCO SYRACUSE
MAKES 24 PIECES

- 8 oz. Block & Barrel Imperial goat cheese
- 12 fresh figs, halved
- 24 thin slices Arrezzio Imperial prosciutto, cut into ½-inch strips
- Arrezzio Imperial extra-virgin olive oil, as needed
- 2 tsp. Sysco Imperial Fresh rosemary, chopped
- Zest of 1 orange
- Sysco Classic salt and Sysco Imperial McCormick freshly ground black pepper, to taste
- Hot honey, as needed

Heat the oven to 375 degrees. Line a sheet tray with parchment paper. Place about ½ teaspoon of the goat cheese in the centre of the fig halves. Wrap each fig half with a piece of prosciutto.

Place figs on the sheet tray and drizzle with the olive oil. Sprinkle on the rosemary and orange zest and season with salt and pepper. Roast in oven for 10 minutes. Remove from oven, drizzle with the hot honey and serve warm.

Hearts of Palm “Ceviche” Lettuce Cups

SHEA ZAPPIA
SYSCO SYRACUSE
MAKES 12 PIECES

- 16 oz. Jarred hearts of palm, drained and diced
- ¼ cup Sysco Imperial Fresh red onion, minced
- 2 Tbsp. Sysco Imperial Fresh green onion, sliced
- 1 Tbsp. Sysco Imperial Fresh red pepper, diced
- 1 Tbsp. Sysco Imperial Fresh yellow pepper, diced
- 1 Tbsp. Sysco Imperial Fresh orange pepper, diced
- 1–2 Fresno chiles, deseeded and thinly sliced
- ½ tsp. Sysco Imperial Fresh garlic, minced
- ⅔ cup Sysco Imperial Fresh loosely packed fresh cilantro, roughly chopped

- ¼ cup Sysco Imperial Fresh Key lime juice
- 2 Tbsp. Arrezzio Imperial extra-virgin olive oil
- 2 tsp. Sysco Classic granulated sugar
- Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper, to taste
- 12 leaves Boston bibb lettuce

In a large bowl, combine the hearts of palm, red onion, green onion, peppers, Fresno chile(s), garlic and cilantro in a mixing bowl. In a separate bowl, combine lime juice, olive oil and sugar. Pour lime juice mixture over the hearts of palm mixture and combine. Season to taste with salt and pepper. Allow to sit for at least 30 minutes to let flavours meld. Lay out the lettuce leaves on a platter. Fill each lettuce leaf with approximately 2 tablespoons of the “ceviche.” Serve immediately.

Lamb Kefta With Naan and Harissa Yogurt

SHEA ZAPPIA
SYSCO SYRACUSE
MAKES 6 SKEWERS

- LAMB KEFTA**
- 6 buttermilk caramelized onion naan
 - 12 oz. ground lamb
 - ¼ cup Sysco Imperial Fresh red onion, minced
 - 2 tsp. Sysco Imperial Fresh garlic, minced
 - ¼ cup Sysco Imperial Fresh cilantro, chopped, plus additional for garnish
 - 3 tsp. za’atar spice, plus additional for garnish
 - 2 tsp. Sysco Imperial McCormick ground coriander
 - 1 tsp. Sysco Imperial McCormick ground cumin
 - Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper, to taste
 - ⅓ cup Sysco Imperial feta cheese, crumbled
 - Arrezzio Imperial extra-virgin olive oil, as needed

- HARISSA YOGURT**
- 1 cup plain Greek yogurt
 - 1 Tbsp. harissa paste
 - Juice from 1 lemon
 - 2 tsp. Sysco Classic granulated sugar
 - 18 slices cucumber, sliced 1/8-inch thick

FOR THE KEFTA
In a large bowl, combine the ground lamb with the onion, garlic, cilantro, za’atar, coriander, cumin, and salt and pepper to taste. Fold in the feta cheese. Portion the lamb mixture into 2-ounce portions and shape each one into a cylinder about 2 inches long. Skewer the lamb with pre-soaked 6-inch bamboo skewers, pushing through the top of the cylinder and pulling all the way through until meat is resting on the blunt end of the skewer. (You may have to gently squeeze the lamb around the skewer to hold it in place.) Chill for at least one hour or overnight.

FOR THE YOGURT
In a bowl, combine the yogurt, harissa, lemon juice and sugar.

TO PREPARE THE DISH
Prepare a hot grill and brush each naan with a little olive oil. Grill evenly, about 30 seconds on each side. Keep warm. Drizzle the lamb with olive oil and grill for 2 minutes on each side; finish in a 350-degree oven for 5 minutes. Season the cucumber slices with salt and pepper. Serve the lamb skewer on the grilled naan, topping each with 1 tablespoon of yogurt sauce. Garnish the skewers with za’atar, cilantro and seasoned cucumber slices.

Spanish Octopus Bruschetta With Bottarga

SHEA ZAPPIA
SYSCO SYRACUSE
MAKES 12 PIECES

- 1 lb. Spanish octopus, blanched
- 3 oz. bottarga (cured mullet roe)
- ¼ cup Sysco Imperial Fresh red onion, shaved

- 2 Sysco Imperial Fresh celery ribs, finely diced on the bias
- ½ cup Arrezzio Imperial roasted cherry tomatoes
- 1–2 Calabrian chiles, chopped
- 3 Tbsp. Sysco Imperial Fresh Italian parsley, cut in a chiffonade
- 1 tsp. Sysco Imperial McCormick fennel seeds, toasted
- ½ cup Arrezzio Imperial extra-virgin olive oil, plus more for drizzling
- Zest and juice from 1 orange
- Sysco Classic kosher salt and Sysco Imperial McCormick ground black pepper, to taste
- 12 slices of Baker’s Source rustic baguette, cut ½-inch thick
- Celery leaves, for garnish (optional)

Prepare the octopus by cutting into 1/8-inch slices. Cut the bottarga into 12 paper-thin slices and place the slices on parchment paper. Keep covered and refrigerate. In a large bowl, combine the octopus with red onion, celery, tomatoes, chile(s), parsley and fennel seeds. Toss with olive oil and orange zest and juice, and season with salt and pepper. Chill until ready to use.

Prepare a hot grill. Drizzle each slice of baguette with olive oil and season with salt and pepper. Grill the baguette slices on one side until they develop a nice char but still retain a bit of chew. Do not over-toast. Top each warm slice of bread with 1 tablespoon of octopus mixture. Finish each bruschetta with a slice of bottarga. Garnish with a celery leaf, if using, and serve.

Chimichurri Butter

CHEF NEIL DOHERTY
SYSCO CORPORATE
MAKES 16 PIECES

- 8 oz. Wholesome Farms unsalted butter
- ½ cup Sysco Imperial Fresh Italian parsley, finely chopped

- ½ cup Sysco Imperial Fresh cilantro, chopped
- ¼ cup Sysco Natural garlic, roasted
- 1 Tbsp. Sysco Imperial McCormick ground cumin
- 1 tsp. Sysco Imperial McCormick crushed red pepper
- 1 Tbsp. agave syrup
- 2 Tbsp. Sysco Classic red wine vinegar
- Sysco Classic kosher salt, to taste

In a bowl, beat or whip the butter. Thoroughly fold or whip in the remaining ingredients. Place the mixture on parchment or waxed paper and roll up into a log. Form the butter into quenelles while still malleable, or chill until firm, at least 1 hour. Then crosscut the log into coins. Place a coin or quenelle of butter on a steak as it is being served.

Confit of Butcher’s Block Pork Rack

CHEF NEIL DOHERTY
SYSCO CORPORATE
SERVES 4

- 3 Tbsp. pickling spices or Zatarain’s Crab Boil spice
- 2 Tbsp. salt
- 1 Tbsp. granulated sugar
- 1 5–7 lb. Butcher’s Block pork rack
- Sysco Classic liquid frying shortening, as needed
- 1 pomegranate, cut in quarters, for garnish
- 2 Honeycrisp apples, quartered and grilled, for garnish
- Fresh bay leaves, for garnish

In a coffee grinder, process the pickling spices or crab boil mix, salt, and sugar to a fine grind. Rub into the pork rack; wrap in plastic wrap and refrigerate overnight. In a deep fryer or high-sided stockpot, heat the shortening to 335 degrees. Leaving the fat on the meat, place the pork rack in a fryer basket and carefully lower it into the shortening. Cook the pork rack for 40 to 45 minutes or until internal temperature reaches a minimum of 140 degrees. Drain on a wire rack for 5 minutes before serving.

Serve family style, garnished with pomegranate, apples and fresh bay leaves.

Persian Tamarind Barramundi

CHEF NEIL DOHERTY
SYSCO CORPORATE
SERVES 4

- ½ cup barberries
- 6 Tbsp. olive oil, plus more for greasing
- 1 large Sysco Imperial Fresh yellow onion, thinly sliced
- ½ cup almonds
- ¼ cup tamarind paste
- 4 cloves Sysco Natural garlic, minced
- ⅓ cup Sysco Imperial Fresh cilantro, minced
- ⅓ cup Sysco Imperial Fresh parsley, minced
- ⅓ cup Sysco Sysco Natural fresh tarragon, minced
- 4 barramundi filets, skin on
- Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper
- Lime wedges, for garnish

Heat the oven to 375 degrees. Grease two baking sheets and set aside. Soak the barberries in warm water for 30 minutes and drain. In a large skillet over medium-high, heat 3 tablespoons of the olive oil. Add the onions and cook until brown, about 10 minutes. Lower the heat to medium and cook, stirring occasionally, for 30 minutes longer, until onions are dark brown and caramelized. Add the barberries, almonds, tamarind paste and garlic and cook until fragrant, about 10 minutes. Remove from heat and stir in the cilantro, parsley and tarragon.

Season the fish with salt and pepper. Rub each fish with about ½ cup of the herb mixture and brush with remaining olive oil. Bake for 15 minutes. Change oven setting to broil and cook 3 to 4 minutes longer, until the fish’s skin is golden. Serve with lime wedges for garnish.

Vegan Gravy

CHEF BRENT DUREC
SYSCO KELOWNA
MAKES ABOUT 1 GALLON

- 3 small onions, skins reserved
- 4 small shallots, skins reserved
- 5 medium carrots, skin on, ends removed
- 2 small yellow beets, skin on, ends removed
- 1 medium head of cauliflower
- 1 acorn squash, halved and seeded
- 2 bulbs garlic, halved
- 4 Tbsp. miso paste
- 2 Tbsp. tomato paste
- 4 oz. dried shiitake mushrooms
- ½ bunch Sysco Natural fresh thyme
- ½ bunch Sysco Natural fresh sage
- 4 Sysco Imperial McCormick bay leaves
- 2 Tbsp. Sysco Imperial McCormick whole black peppercorns
- 1 gallon cold water
- 2 Tbsp. cornstarch dissolved in ¼ cup water, or all-purpose flour

Using a mandoline, thinly slice the onions, shallots, carrots, beets, cauliflower, squash and garlic and place them in a large bowl. Add the miso and tomato pastes and toss to coat. Spread the coated vegetables evenly over a large sheet tray. Roast them in a 250-degree oven until they develop a rich, dark colour, between 30 and 60 minutes. Remove roasted vegetables from the pan and place in a large stockpot. Deglaze the pan with ¼ cup water. Add the mushrooms, thyme, sage, bay leaves and peppercorns. Cover with the water. Bring to a boil; then lower heat and let simmer over medium heat until the liquid has reduced by 75 per cent. Strain through a fine-mesh strainer. Thicken with cornstarch slurry or flour, depending on your preference.

Cauliflower-Potato Mash

SYSCO CULINARY TEAM
SERVES 6–8

- 1 head cauliflower, cored and cut into florets
- 1½ lb. baking potatoes, peeled and cut into 1-inch cubes
- 1 clove garlic, chopped
- 2 cups Wholesome Farms whole milk
- 3 Tbsp. Wholesome Farms unsalted butter
- 1¼ tsp. Sysco Classic salt
- ¼ tsp. Sysco Imperial McCormick black pepper
- Sysco Imperial Fresh parsley, minced (optional)

Bring cauliflower, potatoes, garlic and milk to a boil in a lid-ded saucepan. Reduce heat. Cover and simmer for 10 minutes, until vegetables are fork-tender. Drain, reserving the milk. Return the vegetables to the pot. Stir in the butter and half the milk, and mash until smooth. (If too thick, add more milk.) Stir in salt and pepper. Garnish with parsley, if desired.

Turkey Roulade With Bourbon Gravy

CHEF NEIL DOHERTY
SYSCO CORPORATE
SERVES 6–8

- WILD MUSHROOM STUFFING**
- 1 cup cubed fresh white bread (such as ciabatta), crust removed
 - ½ cup Wholesome Farms whole milk
 - 2 slices applewood-smoked bacon, cut into ¼-inch pieces
 - ¾ cup finely chopped onion
 - ¼ cup finely chopped celery
 - 1 tsp. minced garlic
 - 5 oz. assorted mushrooms, such as shiitake and oyster, sliced
 - ¼ cup Marsala wine
 - 2 Wholesome Farms eggs
 - ½ Tbsp. Sysco Imperial Fresh chopped fresh thyme
 - ½ Tbsp. Sysco Imperial Fresh chopped fresh oregano
 - Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper, to taste

TURKEY ROULADE

- 1 3 lb. boneless turkey breast half
- 2 cups wild mushroom stuffing
- 10 oz. thick-sliced applewood-smoked bacon

BOURBON GRAVY

- 2 oz. Wholesome Farms unsalted butter
- 2 oz. Sysco Classic all-purpose flour
- 1 cup bourbon
- 4 cups chicken stock
- ¼ cup pure maple syrup

FOR THE STUFFING

In a small bowl, soak the bread cubes in the milk. Meanwhile, in a sauté pan, cook the bacon over medium-high heat until it is crisp and all the fat is rendered. Add the onion, celery and garlic and cook until softened, about 5 minutes. Add the mushrooms and continue to cook until the mushrooms have released their liquid and are soft, about 4 minutes. Deglaze the pan with the Marsala and cook for 1 to 2 minutes longer. Remove from the heat and allow to cool completely.

Squeeze excess milk from the bread and place it in a large mixing bowl. Add the eggs and mix well, breaking up the pieces of bread. Add the mushroom mixture, thyme, oregano, and salt and pepper to taste. Stir well to combine, and set aside.

FOR THE TURKEY

Heat the oven to 350 degrees. On a large cutting board, place the turkey breast on plastic wrap and cut it so that it opens up to one large evenly flat piece. Cover with additional plastic wrap and pound to an even thickness of just under ½ inch. Remove the plastic wrap from on top and spread the stuffing evenly over the middle portion of the turkey breast and roll it up lengthwise, using the outer plastic wrap to help keep the roll in place. On a

large sheet of parchment paper, lay the slices of bacon down so they just overlap. The resulting “blanket” of bacon should be long enough to cover the entire length of the turkey roulade. Lift the turkey roulade onto the bacon slices and carefully remove the plastic wrap. Using the parchment as a handle, carefully roll up the roulade, “Tootsie Roll” fashion, inside the parchment. Twist the ends tightly. Place the roll on top of a large sheet of aluminum foil and roll the roulade, paper and all, inside the aluminum foil. Crimp the ends closed. Bake in a roasting pan fitted with a rack for 1½ hours, or until internal temperature reads 155 degrees. Let the roulade rest for 15 minutes; then carefully remove the foil and parchment and slice into inch-thick slices.

FOR THE GRAVY

In a saucepan over medium heat, heat the butter. Slowly add the flour, mixing with a wooden spoon, until you have a roux. Cook for about 3 minutes until the roux is golden-brown in colour. Add the bourbon, stock and maple syrup; reduce just a bit. Season with salt and pepper. Strain the mixture and keep warm.

Citrus and Cranberry Brine

CHEF BRENT DUREC
SYSCO KELOWNA
MAKES 1½ GALLONS

- 1 cup Sysco Classic salt
- 1 Reliance Fresh lemon, cut into wedges
- 1 Sysco Imperial Fresh orange, cut into wedges
- 1 Sysco Imperial Fresh yellow onion, quartered
- 4 Sysco Imperial Fresh green onions, halved lengthwise
- 1 Sysco Imperial Fresh small bulb garlic, halved
- 1 cup Sysco Imperial dried cranberries
- 4 oz. Sysco Imperial Fresh sage
- 4 oz. Sysco Imperial Fresh thyme
- 4 Sysco Imperial McCormick bay leaves

- 1 Tbsp. Sysco Imperial McCormick whole black peppercorns
- 1½ gallons cold water

Rub the turkey (or whatever protein you are brining) with 2 tablespoons of the salt. In a large nonreactive container, combine the rest of the ingredients with the cold water. Mix well to dissolve the salt. Add the turkey to the brine and let soak for 24 hours.

Tomato Apple Raisin Relish

CHEF RACHANEE TEIPEN
SYSCO INDIANAPOLIS
SERVES 6–8

- 2 Tbsp. Arrezzio Imperial extra-virgin olive oil
- 4 Sysco Imperial Fresh Granny Smith apples, skin on, finely diced
- 1 Sysco Imperial Fresh small yellow onion, finely diced
- 2 Sysco Imperial cups raisins
- 4 Sysco Classic cups sugar
- 1½ cups Sysco Classic apple cider vinegar
- 2½ cups cold water
- 4 cups Sysco Classic canned petite-diced tomatoes, drained
- 4 tsp. Sysco Classic kosher salt

In a sauté pan, heat the olive oil over medium-high heat. Add the apples and onions and cook for 5 minutes. Add the remaining ingredients, lower the heat to medium-low and simmer, stirring occasionally, until the liquid has reduced, and the mixture is thickened enough to coat the back of a spoon.

Butternut Squash Gratin With Brown Butter, Fried Sage and Maple Gastrique

CHEF RACHANEE TEIPEN
SYSCO INDIANAPOLIS
SERVES 8

- MAPLE GASTRIQUE
- ½ cup pure maple syrup
 - 1 cup apple cider vinegar
 - ¼ tsp. Sysco Classic kosher salt

BUTTERNUT SQUASH GRATIN

- 5 Tbsp. Wholesome Farms unsalted butter
- 7 tablespoons Arrezzio Imperial extra-virgin olive oil, divided
- 3 lb. butternut squash, cut into ¾-inch cubes
- 1 small Sysco Imperial Fresh yellow onion, finely diced
- 2 tsp. Sysco Imperial McCormick dried thyme
- 2 tsp. minced garlic
- Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper, to taste
- ½ cup cold water
- 1 cup Wholesome Farms heavy cream
- 1 cup Panko breadcrumbs
- ½ cup Arrezzio Imperial grated Parmesan cheese
- 7 Sysco Imperial Fresh sage leaves
- 2 Tbsp. Sysco Imperial Fresh chopped fresh parsley

FOR THE MAPLE GASTRIQUE

In a saucepan over medium-low heat, bring maple syrup, vinegar and salt to a simmer. Reduce until the liquid is thickened into a syrup, about 8 minutes. Let cool completely. Add water to loosen mixture if it becomes too thick.

FOR THE GRATIN

Heat the oven to 375 degrees. Butter a casserole dish and set aside. In a large sauté pan over medium heat, melt the butter until it begins to brown and has a nutty aroma. Remove from the heat, pour into a bowl and set aside. Heat 2 tablespoons of the olive oil in the same pan and add the butternut squash, onion, dried thyme and garlic; season lightly with salt and pepper. Stir in the water and allow to cook, covered, for about 15 minutes or until the squash has developed a golden-brown colour and becomes tender. Uncover the pan, add the cream and cook for 2 minutes longer. Pour the mixture into the prepared casserole dish and set aside.

In a small bowl, combine the breadcrumbs, the Parmesan cheese and the melted brown butter. Stir until well combined. Sprinkle the breadcrumb mixture over the top of the butternut squash. Bake until golden brown and bubbly, about 30 minutes.

In a separate pan, heat the remaining 5 tablespoons olive oil and fry the sage leaves until crisp. Drain the sage on paper towels. Garnish the gratin with the fried sage and fresh parsley, and drizzle with the maple gastrique.

Brussels Sprouts With Bacon Marmalade and Smoked Hazelnuts

CHEF RACHANEE TEIPEN
SYSCO INDIANAPOLIS
SERVES 32

SMOKED HAZELNUTS

- 2 cups hazelnuts, skins removed
- 1 Tbsp. Arrezzio Imperial extra-virgin olive oil
- 1 tsp. Sysco Classic kosher salt
- Hickory wood for smoking

BACON MARMALADE

- 2 lb. Sysco Classic bacon, finely chopped
- 2 tsp. Wholesome Farms unsalted butter
- 2 Sysco Imperial Fresh onions, diced
- 1 tsp. Sysco Classic salt
- ½ cup Sysco Classic light brown sugar
- ¼ cup apple cider vinegar
- 1 Tbsp. Arrezzio Imperial balsamic vinegar
- 1 tsp. Sysco Imperial McCormick dried thyme
- ½ tsp. Sysco Imperial McCormick freshly ground black pepper
- Pinch Sysco Imperial McCormick ground cayenne pepper
- ½–1 cup cold water
- 2 tsp. Arrezzio Imperial olive oil

BRUSSELS SPROUTS

- 2 lb. Brussels sprouts, trimmed and halved
- 2 Tbsp. Arrezzio Imperial olive oil
- Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper, to taste

FOR THE SMOKED HAZELNUTS

In a bowl, combine the hazelnuts with the olive oil and salt. Pour the nuts into a pan and spread them in a single layer. Fire up a smoker to 225 degrees. Add 3 to 4 medium chunks of hickory wood. When the smoker is ready, place the nuts in the smoker. Smoke the nuts, shaking the pan with tongs a couple times to prevent burning, until they are toasted and have a nice smoky flavour, 30 to 60 minutes. Remove the pan from the smoker and let the nuts cool completely in the pan. Coarsely chop the nuts and set aside.

FOR THE BACON MARMALADE

In a large sauté pan over medium heat, cook the bacon until it starts to get crispy and the fat is rendered, 15 to 20 minutes. Transfer the bacon to a bowl and set aside. Reserve the bacon fat. Add the butter and 2 tablespoons of the reserved bacon fat to the pan and return to medium heat. Add the onions and salt and sauté for 10 minutes, stirring frequently. Return the bacon to the pan. Add the brown sugar, apple cider vinegar, balsamic vinegar, dried thyme, black pepper and cayenne and stir until the ingredients are well incorporated. Add water and continue cooking until the mixture reaches a jamlike consistency, 15 to 20 minutes. Remove from heat and stir in the olive oil.

FOR THE BRUSSELS SPROUTS

Heat the oven to 400 degrees. On a sheet pan, toss the Brussels sprouts with olive oil and sprinkle with salt and pepper to taste. Spread in a single layer and bake,

tossing once halfway through, until tender and golden brown, 25 to 30 minutes. Toss the roasted Brussels sprouts with 1 cup of the bacon marmalade and sprinkle with ½ cup of the chopped smoked hazelnuts.

Sweet Potato Spaetzle With Maple-Pecan Sauce

CHEF NEIL DOHERTY
SYSCO CORPORATE
SERVES 6–8

SWEET POTATO SPAETZLE

- 3 Wholesome Farms eggs
- 1 Tbsp. Wholesome Farms heavy cream
- 5 tsp. Wholesome Farms butter, melted
- ½ tsp. Sysco Classic salt
- 1½ cups hot sweet potato pulp
- 1½ cups Sysco Classic all-purpose flour
- 1 Tbsp. vegetable oil
- 2 Tbsp. Wholesome Farms unsalted butter
- ¼ cup raw sweet potato, cut in a fine dice
- 1 tsp. chopped Sysco Imperial Fresh parsley
- Sysco Classic kosher salt and Sysco Imperial McCormick freshly ground black pepper

MAPLE-PECAN SAUCE

- ½ cup pure maple syrup
- ½ cup Sysco Classic chopped pecans

FOR THE SWEET POTATO SPAETZLE

In a mixing bowl, combine the eggs, cream, melted butter, salt and sweet potato pulp. Mix in the flour to form a dough (you may need a little more or less flour depending on the moisture content of the sweet potato). Bring a saucepan of salted water to a boil. Use a spaetzle maker or a rubber spatula to push the dough through the holes of a colander into the simmering water; cook for 2 minutes. Once the spaetzle begin to float, use a slotted spoon to transfer them to a bowl of ice water. Once chilled, drain the spaetzle. Spread out the spaetzle on a sheet pan and toss with the vegetable oil. Cover with plastic wrap and refrigerate for at least 1 hour, or up to 2 days.

When ready to serve, heat the butter in a sauté pan over medium heat. Add the diced sweet potato and cook until it begins to soften, 2 to 3 minutes. Add the spaetzle, parsley and salt and pepper to the pan and heat through.

FOR THE MAPLE-PECAN SAUCE

In a small saucepan, bring the maple syrup to a boil. Add the pecans. Let the sauce return to a boil, cook for 1 minute and then remove from the heat. Pour the sauce over the sweet potato spaetzle and serve.

Sweet and Spicy Rubbed Ham

SYSCO CULINARY TEAM
SERVES 6–8

- 6 lb. Block & Barrel cooked bone-in ham
- ½ cup Sysco Classic brown sugar
- ½ cup pure maple syrup
- ½ tsp. Sysco Imperial McCormick ground mustard
- ¼ tsp. Sysco Imperial McCormick ground cinnamon
- ¼ tsp. Sysco Imperial McCormick ground ginger
- ¼ tsp. Sysco Imperial McCormick ground cloves
- Pinch Sysco Imperial McCormick ground nutmeg
- Cinnamon sticks for garnish (optional)
- Red seedless grapes for garnish (optional)

Heat the oven to 325 degrees. Line a shallow roasting pan with foil. Place the ham on a rack in the pan and insert an ovenproof meat thermometer into its thickest part. Bake, uncovered, for about 1½ hours or until internal temperature reaches 140 degrees. Meanwhile, in a small bowl, mix together the sugar, maple syrup and ground spices. During the last 30 minutes of baking, brush the ham with the spice mixture. Remove the ham from the oven, cover with foil and let stand 10 to 15 minutes before carving. Garnish the platter with cinnamon sticks and red grapes, if desired.



Chef Brent Durec
Culinary Consultant, Sysco Kelowna

Creativity and Innovation

Chef Brent Durec feels fortunate to be based at Sysco Kelowna in British Columbia. This area of western Canada, which is sometimes called the “Napa of the North” for its world-class wine, food and scenery, is nothing if not inspiring for Durec and the customers who visit him and his colleagues for business reviews and menu consultations.

“We work with customers one-on-one,” says Durec. “We discuss product innovation and do testing and training, but my number one thing is helping them succeed. We try to make their business more profitable.”

Passionate About Food

Introducing customers to new tastes is a pleasure for Durec, who credits his Ukrainian grandmother’s cooking with first piquing his interest in the culinary arts. “Cooking came naturally,” he says. One of his grandmother’s signature dishes, stuffed cabbage rolls, is still a favourite.

Before coming to Sysco, Durec held a variety of jobs in foodservice, including working in hotels and at a golf course. But it wasn’t until his early 20s (he’s now 48) that he decided to attend cooking school. “And I never looked back,” he says. “Cooking allows you to express your creativity.”

“My number one thing is helping [customers] succeed. We try to make their business more profitable.”

Customer-Focused

Durec has been with Sysco for 15 years, with just over six of those in his current role as Culinary Consultant. He previously worked in purchasing and sales and even as a protein specialist. “We’re pretty lucky,” he says. “We’re small here compared with some Sysco operating companies, and we’re a super-tight group.”

His favourite parts of the job is interacting with customers, exploring new products and seeking out what will be the next big thing in foodservice. “You get to do something different every day,” he explains. “I’m constantly on the hunt for food trends, such as plant-based foods, sustainable products and healthier choices.”

Locally Grown

Durec is happy to have so many family farms in the Kelowna area offering a

direct pipeline of fresh produce—and even local cheese. “We try to use as much local product as we can.” And while Kelowna is a 4½-hour drive from Vancouver and all of its varied seafood offerings, Durec says daily deliveries keep them well-stocked with fresh fish and shellfish. Not surprisingly, in this part of the world, salmon is king.

When not working, Durec is often involved with food in some way. He is on the board of several local organizations, including the British Columbia Restaurant & Food Service Association, and he and his colleagues do charitable work in the community. Last year, Sysco Kelowna donated nearly 100,000 pounds of fresh and frozen produce to local food banks. “If we can’t sell it, we can help feed local families,” says Durec. “That’s a win-win.”



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