

# FOODIE

AT THE HEART OF FOOD & SERVICE™

## THE Best OF BBQ

TURN YOUR  
RESTAURANT  
INTO AN  
INSTAGRAM  
STAR/P.27

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

MAKE YOUR  
MENU WORK  
HARDER/P.28

WIN GAME  
DAY WITH  
SHARABLE  
SNACKS/P.20







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— BLOCK —

- ✓ 100% Canadian content
- ✓ Hand selected, custom sized product with stringent guidelines on selection, aging, sizing
- ✓ Trimmed for higher, more efficient yields
- ✓ Small box (2-3 pieces per box) ordering efficiency and cooler convenience
- ✓ Butcher's Block® logo and beef grade printed on every box and bag
- ✓ Guaranteed – always tender, juicy and flavourful

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come from  
**Sysco®**

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THE BEST OF  
CANADA  
INTO OUR  
BEEF



## WHY CANADIAN BEEF?

**The Promise:** Each and every day, Canadian beef is produced and delivered with pride and tradition. As exceptional as the land on which it is raised, Canadian beef is excellence without compromise. We will do what is right.

**What we stand for:** When asked world-wide what makes Canadian beef great, people told us it is Canada itself.



**Our community of ranchers and farmers** tend to the cattle and land with values that we all hold dear: honesty, hard work & resourcefulness. We base our practices on facts and what is proven.



**Our quality beef** is shaped by the land and enjoyed at family tables globally. It's our landscape, cold climate, rich grasslands and fields, that all make for hardy herds.



**World-class standards** are in our nature. We strive to establish and respect regulations for the good of us all. Safe quality beef is part of our Canadian culture.



**Raising beef is a craft** spanning a history longer than Confederation. We take on the responsibility for the resources in our care. Stewardship is the mindset, sustainability the practice.

The over 68,000 beef farming and ranching families across the country thank you for your love and loyalty for Canadian beef. **To learn more about why Canada is the world's perfect place for raising beef, visit [CanadaBeef.ca/whycanadianbeef](http://CanadaBeef.ca/whycanadianbeef).**

Sysco

# FOODIE

AT THE HEART OF FOOD & SERVICE™

## Message from the Executive Editor

Dear Valued Sysco Customers, *Bar-B-Que. Barbecue. BBQ.* There are as many ways to spell it as there are ways of cooking it. Beyond the beloved regional takes in North America, over the last few years ethnic ingredients and influences have expanded the idea of



**Bill Goetz**

Senior Vice President,  
Sales and Marketing

barbecue into a highly sought-after global fusion dining experience. And with quality cuts of beef from our specialty meat companies, as well as our fine line of Butcher's Block pork, you don't have to be a pitmaster to add a rack of ribs, a pulled pork sandwich or a

brisket taco to your menu and capitalize on the barbecue trend. See page 14 for more, including delicious recipe inspiration from our Sysco chefs.

This issue has pages of great information that's key to helping our customers be successful: tips on food safety for the kitchen, how to leverage the popularity of Instagram to drive engagement and new business, and how to build a menu that maximizes profitability. And there's a lot more great food content to consider as kids head back to school, football and hockey seasons kick off and chefs begin preserving summer produce for the colder months. Plus, meet Sysco customers Kananaskis Country Golf Course in Calgary and Nick's Inn in Winnipeg.

As always, we love to hear from our customers. If you have a comment, question or feedback for the *Foodie* team, email us at [marketing@corp.sysco.ca](mailto:marketing@corp.sysco.ca).

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

Enjoy the issue.

*Bill*

**Bill Goetz**

Senior Vice President, Sales and Marketing



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For more information on becoming a Sysco customer, please email us at [marketing@corp.sysco.ca](mailto:marketing@corp.sysco.ca).  
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**HIGH LINER FOODS**



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*Carla's Pasta* offers authentic filled-pastas with carefully chosen combinations of high quality Italian-inspired ingredients, dolloped between their signature laminated pasta dough.

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# The Freshest Pork Starts Here

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

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



Sysco is dedicated to supplying the freshest products available. This not only helps meet a growing consumer demand to eat more wholesome foods, but it also helps businesses receive recognition for the quality and care that goes into perfecting their craft.



## SUPPLIER PROFILE

# Maple Leaf Foods Ontario

For more than 100 years, Maple Leaf Foods has been transforming the way Canadians eat. Through a series of mergers over the years that included Maple Leaf Milling Company and Purity Flour Mills Limited, Maple Leaf has grown to become the largest food processor in Canada. It's also a proud leader in the production of sustainable proteins, working to improve the world's food system so that it can survive, and thrive, well into the future.

Maple Leaf values innovation and sustainability. "The world's food system in 2050 won't look like the food system of today," says Michael McCain, President and CEO. "Among society's most urgent challenges is the need to close a 70 per cent food gap between calories that are currently available and expected caloric demand by 2050, when the world's population is expected to exceed 9 billion people." Maple Leaf is in a position to meet that growing need.

"To sustainably feed and nourish

generations to come, our food system must change," McCain says. "We believe it is possible to offer the world good, nourishing food that's sustainably produced and responsibly consumed. This commitment includes a dramatic transformation of our flagship Maple Leaf brand, replacing anything artificial with simple, natural ingredients, as well as making investments and process changes to reduce our environmental footprint by 50 per cent by 2025."

Partnering with Sysco on both branded and private-label products has enabled Maple Leaf to focus on the kinds of innovation needed to drive the marketplace, says Scott McGregor, Director of Sales and Foodservice. "We look at the marketplace and we go to Sysco, and with the help of their Marketing Associates, General Sales and the Corporate Multi-Unit customers, we've been able to really drive the volume we need to innovate new products."

One recent example of this is Maple Leaf's new product initiative, RWA: Raised

Without Antibiotics. "That means never any antibiotics, ever. That's where the marketplace is at right now," McGregor says. "Together with Sysco, we launched some RWA products a year and a half ago. We then worked with Sysco to secure listings, which helped us to get more customers. On Sysco-branded products, you'll see the RWA designation right on the box label."

At its inception, the company sought to please the evolving palate of Canada. In the coming decades, with Sysco by its side, it will look to satisfy the tastes of the planet. "We are proud of our roots but decidedly forward looking," McGregor says. In the coming years, he foresees an increasing interest in foods such as plant-based proteins and a range of ethnic cuisines as customers become more open to different flavours. The company is already investing in plant-based proteins with its Au Naturel brand and through recent acquisitions in the United States. Maple Leaf also has its own halal brand of meats, called Mina.



## BRAND SPOTLIGHT



The food world has never been so dynamic. Across the country, global cuisines permeate and enliven menus; chefs are reviving the great steak-house tradition; and consumers want to know where their ingredients come from. Staying on trend is more important than ever, and Sysco's **Butcher's Block** brand is designed to keep operators ready. With our top-quality cuts of meat, there are no limits to what a chef can achieve.

**Butchers are back**

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

**A return to basics**

Whether your establishment specializes in steaks or you offer just a few prime cuts, turn to Butcher's Block for perfectly aged and marbled beef. Versatile cuts such as boneless ribeye and flank steak

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

**Ethnic insights**

No matter where you look in global cuisine, meat is a mainstay, from Vietnamese *pho* to Persian beef stew. Lamb is used extensively in Middle Eastern and Mediterranean foods, while pork is the protein of choice in many Asian dishes. Butcher's Block meats fit right into any ethnic recipe. Try marinating a **Butcher's Block Boneless Ribeye** for delectable Korean barbecue, or use **Butcher's Block Pork Belly** and **Pork Butt** for a range of East Asian preparations like Pork Belly Banh Mi Sliders (see page 30).

**Close to home**

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

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

**Sysco Brand QA Promise**

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

**FRESH**  
new look,  
**SAME**  
great brands



You may notice that our brands look a little different. Driven by our companywide commitment to more sustainable operations, and new 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.



SERVING YOU IS OUR FIRST PRIORITY.  
SO IS MAKING DELICIOUS,  
**CAREFULLY CRAFTED FOODS.**

You put in long hours to make sure you're delivering on your promise to guests, and we're here to do the same for you. We want to partner with you to help you grow your business, along with providing you delicious, carefully crafted foods.



PRODUCT DESCRIPTION	SUPC
Pace Chunky Salsa Mild	2439784
Pace Chunky Salsa Medium	2440220
Verve Poblano & White Cheddar Soup with Tomatillos	4424661



Visit [campbellsfoodservice.ca/about-us](http://campbellsfoodservice.ca/about-us) to learn more. 



Photos: Nick's Inn: Erika Csuta, former Marketing Associate; Zoë Sveinson, current Marketing Associate; Potoula Ganas, daughter and server; Bertha Ganas, co-owner; Vicki Ganas, co-owner; Lia Ganas, daughter; Sarah Anseeuw, former Marketing Associate.



## Nick's Inn Headingley, Manitoba

**FOUNDED:** 1937  
**CATEGORY:** Comfort Food  
[www.nicksinn.com](http://www.nicksinn.com)

Nostalgia and tradition, pride of ownership and hospitality are just some of the ingredients that distinguish Nick's Inn. This landmark 1950s-style restaurant, with a prime location on the Trans-Canada Highway, 20 kilometres west of Winnipeg, is a destination for locals and visitors on their way into the city or on their way out.

Since Nick's first opened in 1937, three generations of family have served up dishes and worked in the kitchen. Nick's takes pride in its dynamic lineup of staff members, some of whom have been with the restaurant for decades. The restaurant's checkered floors, bright red booths and iconic movie posters on the walls add to the retro atmosphere.

Quality food in abundance is also a factor in the restaurant's success. Nick's uses only the best ingredients in an effort to serve up homemade meals in generous portions. A Sysco customer for over 50 years, Nick's Inn sources a wide variety of products from Sysco, including **Imperial Bacon**, **Butcher's Block Reserve Angus Strip Loin**, **Wholesome Farms** eggs and cheeses, produce, paper products and more.

Thanks to weekly meetings with their Sysco Marketing Associate, Nick's Inn staff members are kept informed and look forward to an annual collaboration session, which might involve a blind taste test to compare products, specs and yields, and often leads to uncovering small inefficiencies in the kitchen.

"There is open communication on both ends," says co-owner Vicki Ganas. "We enjoy the relationship we have with Sysco. They've gone above and beyond the call of duty on many occasions."

In the future, Nick's Inn will focus on doing what it does best: maintaining quality food and an inviting atmosphere while attracting new customers and continuing a long-standing relationship with its regulars. As Ganas says, "Why fix it if it ain't broke?"



**MVP**  
Most Versatile Potato



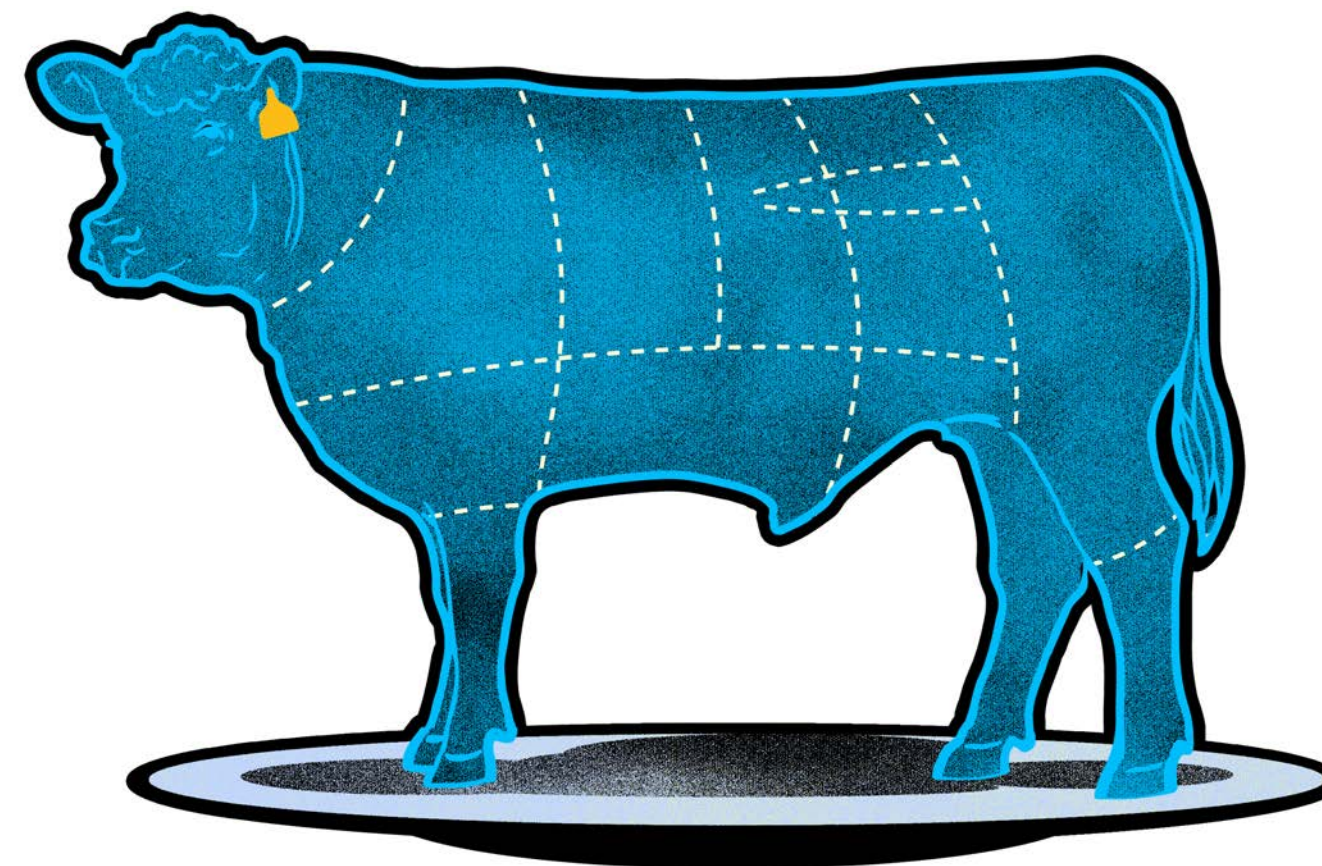
# Potato Bites

Good things  
come from  
**Sysco**™

Product Information				Case Weight		Preparation		
Sysco Code	McCain Code	Average Piece Count	Pack Size	Net (lbs)	Gross (lbs)	Cooking Method	Temp °F	Time (minutes)
2574168	403135	1440	6 x 5 lbs	30	31.5	Deep fry	350	1¾ - 2¼
						Oven	400	11 - 15

For questions or more information on how McCain® can help your business, please contact your Marketing Associate

Find us @mccainfoodserviceca on



## A Cut Above

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

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

Here are eight nontraditional cuts that will make your customers’ taste buds rejoice—and give you a high-quality steak

dish at a lower cost. The trick to cooking all these cuts, Walker says, is to not cook them above medium, so they stay juicy.

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

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

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

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

**OYSTER** This tiny, tender gem (usually weighing no more than 6 ounces) packs intense flavour thanks to its natural

web-like marbling in a shape that resembles an oyster shell.

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

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

**VEGAS STRIP STEAK** Discovered by the same meat scientist who discovered the flat iron steak, this tender 14-ounce slice of steak can easily be cut into smaller portions and grilled, pan-fried, roasted or smoked.

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



# Functional Drinks Go Mainstream

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

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

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

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

Italian Segment, Sysco Corporation.

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

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

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

# Pickling Spices Up Your Menu

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

"It's a very simple, profitable way to come up with unique flavours and textures," says Patrick Britten, Culinary Consultant at Sysco Northern New England. And patrons are eating it up.

## Sharpen Your Flavours

One of Britten's signature recipes is Pickled Fall Vegetables, featuring cold-smoked bacon, maple syrup, butternut squash, potatoes, mini cucumbers, carrots, turnips and radishes. He uses **Sysco Imperial McCormick Pickling Spice**, which is also an attractive option for less experienced chefs because the spices, which help draw out the flavours of the vinegar-and-sugar mixture, are premixed. As for which vegetables to choose, Britten recommends that chefs pick

the highest-quality seasonal produce in your local market.

## Healthy Veggies, Served All Day

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

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

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



Find recipe for Pickled Fall Vegetables on page 31.



REGIONAL BARBECUE STYLES  
DRAW DINERS  
FROM COAST TO COAST

# Fired Up!

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

## Texas Is Brisket Country

Texas barbecue is a rich and wonderful thing. In East Texas, the barbecue is influenced by Eastern styles, so you'll find pulled pork and pork ribs, as well as more sauce. Head west toward El Paso for Mexican barbecue, such as carne asada and barbacoa, often made with goat meat from the head or cheek. But the heart of Texas barbecue country is in and around Austin, where Germans and Czechs immigrated and brought their cooking traditions with them. Here you'll find huge open fire pits featuring a variety of woods: hickory, pecan, mesquite. The primary offering is slow-smoked brisket, which is incredibly versatile. Use it across dayparts, as part of a breakfast taco in the morning and in sandwiches or enchiladas in the afternoon.

## The Carolinas Love Pork

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

Memphis-Style Pulled Pork Sandwich

North Carolina-Style Smoked St. Louis Ribs

"Ropa Vieja" Brisket Tacos

Find recipes for these dishes on pages 29–30.



## Memphis Ribs Can't Be Beat

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

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

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

## Burnt Ends and Blends in Kansas City

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

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

## Los Angeles Barbecue Goes Global

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

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

## Better Together

“Over the years I have made lots of changes to the way I make barbecue and have embraced the many cultures that surrounded me. Today, Los Angeles has become the hub for so many ethnic communities; each one of them has its own variation of barbecue, and I have fallen in love with each one of them.”

—Chef Benjamin Udave, Sysco Los Angeles



Find recipes for these dishes on pages 29–30.





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

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

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

## 1. Grab and Go with It.

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

## 2. Diversify Your Dayparts.

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

## 3. Consider the Snack.

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

## 4. Use the Right Foods.

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

## 5. Hit the Curb.

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

## 6. Implement Online Ordering.

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

## 7. Limit the Selection.

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

## 8. Make Friends with a Delivery Service.

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

## 9. Two Meals for the Price of One.

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

## 10. Let Kids Eat Free.

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



## Protecting the Earth, Plus Delivering Value

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





# Bring Your A-Game

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

## FRY IT UP

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

Fried calamari, delicate, tempura-style vegetables and fried mushrooms (see "Fried Gets Fresh" on page 25) all make

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

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

## Take the Tailgate Inside

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

Pork  
Belly Banh Mi  
Sliders

Loaded  
Mexican  
Street Fries

Find recipes for  
these dishes on  
pages 30-31.



## PASS THE PROTEIN

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

Try getting creative, however, and you'll find plenty of appealing snacks featuring meat and protein instead of bread, rice or potatoes. Consider the chicken wing, for example, which you could coat in a gluten-free flour instead of regular flour before frying. Everyone loves a delicious meatball, whether made from ground beef or turkey. Use gluten-free bread crumbs, or no bread crumbs, depending on your customer base. Also, though it does sit on a bun, our Pork Belly Slider (see recipe on page 30) keeps the focus firmly on the protein—rich, savoury **Butcher's Block Pork Belly**. Make the flavours sing with pickled matchstick vegetables (see more on pickling vegetables on page 13) and **Sysco Imperial Culinary Premium Mayo**.

To go even more purely protein, try our Pork Lonza (see recipe on page 30). This fresh **Butcher's Block Pork Loin** is cured in pink curing salt for several hours, then coated with a variety of seasonings such

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

## THE LIGHTER SIDE

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

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

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

Find recipes for these dishes on pages 30–31.

Grilled Vegetable Charcuterie with Roasted Pepper Sauce

Pork Lonza



# Kananaskis Country Golf Course

Calgary, Alberta



**FOUNDED:** 1983  
**CATEGORY:** Casual  
[www.kananaskisgolf.com](http://www.kananaskisgolf.com)



Darren Robinson,  
General Manager

Set amid the majestic peaks of the Canadian Rockies, the two layouts of Kananaskis Country Golf Course have been rated among the top 10 in North America. Every year from May to October, the resort welcomes 60,000 visitors who come from all over the world to play golf or simply enjoy impeccable hospitality in a spectacular setting. An important part of that hospitality is the golf club's dining room, overseen by Darren Robinson. Here, Robinson shares the secrets of the restaurant's success and details about the grand reopening this May after the resort closed for five years due to floods.

## What changes have you made to your menu since reopening this year?

We pared down the menu to about 25 items, with a focus on doing everything perfectly. We also recognized that as a recreational club, there are certain items you just don't change, because they've historically been some of our best sellers and people expect to see them. In the golf business, those items include a clubhouse sandwich, fish and chips and filet mignon as an entrée.

## What changes have you made to the space?

We did a full renovation to the clubhouse area and the restaurant lounge. All the finishes are new and modern, and we added a 16-person private dining room and a meeting room. We also doubled the size of our patio, and increased the size of our covered back patio, which

now includes a 22-foot fire pit right in the centre that makes for a great ambience. All the railings for both patios are glass, and you are looking down 30 metres over the golf courses, so it is amazing.

## What would you recommend visitors to your restaurant order?

I'd recommend the huevos rancheros for breakfast, the Briggs burger for lunch and for dinner I would say either the filet mignon or the applewood barbecued chicken. Then, for dessert, the crème brûlée and something from our craft cocktails menu or from our excellent wine list.

## What items do you typically source from Sysco?

We order about 20 to 30 per cent of our food from Sysco, including the 10-ounce Triple-A strip loin steak, which we use for our tournament steak barbecues, and multigrain croissants for some of our sandwiches.

## How has Sysco been a key partner in your success?

We've been working with Sysco for about 15 years, and they've been wonderful to us, both when the flood happened as well as this May when we reopened. When the flood occurred, Sysco really stepped up to help us minimize our losses. Our rep was there for us. With any relationship, it's easy to be a good partner when things are going well. It says a lot more if you can be a good partner when times are tough.

# Fried Gets Fresh

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

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

## Cooking Oil Options

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

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

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

## Maintaining Your Fryer

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

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

is too low, your food will taste greasy.

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

## Have Fun with Fried Foods

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

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

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

To see this recipe, visit  
[syscofoodie.com](http://syscofoodie.com).





# Brush up on Kitchen Safety With These Helpful Tips

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

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

## Use the Right Equipment

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

Wear proper apparel, including nonslip shoes.

Use the right kitchen mats to prevent slips and falls; they'll also help preserve cooks' legs, knees and backs.

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

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

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

## Avoid Food Contamination

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

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

leave. This keeps things clean, organized and sanitary.

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

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

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

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

## Prepare for Inspection

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

Save old inspection sheets so you'll know what to expect.

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

Have as much of your staff as possible be ServSafe certified.

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

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

Ask your Marketing Associate about Sysco's complete line of Keystone Cleaning Products, designed to make managing your kitchen assets a lot easier.



# 5 Ways to Make Your Restaurant an Instagram Star

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

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

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

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

## 2. Share your story.

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

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

## 3. Make an impact with your environment.

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

## 4. The art of plating.

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

## 5. Train your staff accordingly.

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



# Making the Most of Your Menu

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

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

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

**ADD AN ADJECTIVE** According to the research firm Technomic, customers are willing to pay 10 per cent more for items with descriptions.

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

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

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

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

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

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

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

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

—Dawn Fitzgerald, Senior Director  
Sysco Marketing Services



## North Carolina–Style Smoked St. Louis Ribs

CHEF MICHAEL VOGT  
SYSCO CHARLOTTE  
6–8 SERVINGS

### DRY RUB

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

### BBQ SPRAY

- 1 cup apple cider vinegar
- 1 cup apple juice

### CAROLINA BBQ SAUCE

- 1 small onion, coarsely chopped
- 1½ cups ketchup
- ⅓ cup apple cider vinegar
- ⅓ cup Worcestershire sauce
- ⅓ cup molasses
- 2 Tbsp. honey
- 1 Tbsp. hot sauce
- 1 tsp. Dijon mustard
- 1 tsp. granulated garlic
- 1 tsp. crushed chipotle peppers

### NORTH CAROLINA RIBS

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

### FOR THE RUB

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

### FOR THE SPRAY

Combine ingredients in a spray bottle.

### FOR THE SAUCE

Pulse the onion with ½ cup water in a food processor. Strain and discard solids; retain juice. Whisk together with the remaining ingredients, heat on low, in a medium saucepan, and simmer for 15 minutes. Cool to room temperature or in refrigerator until you’re ready to use. Preheat smoker to 225–250 degrees, along

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

### CREAMY SOUTHERN COLESLAW

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

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

## “Ropa Vieja” Brisket Tacos

CHEF OJAN BAGHER  
SYSCO HOUSTON  
4 SERVINGS

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

In a pan, heat the oil. Sauté the jalapeño and onion until softened. Add diced sweet potato

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

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

## Memphis-Style Pulled Pork Sandwich

CHEF SPENCER MCMILLIN  
SYSCO MEMPHIS  
8–10 SERVINGS

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

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

To make the sandwich, toast

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

## Bulgogi Carne Asada

CHEF BENJAMIN UDAVE  
SYSCO LOS ANGELES  
3 SERVINGS

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

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

## Adobo Chicken with Pickled Persian Cucumber

CHEF BENJAMIN UDAVE  
SYSCO LOS ANGELES  
8 SERVINGS

### PICKLED CUCUMBERS

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

### ADOBO CHICKEN

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

### FOR THE PERSIAN CUCUMBERS

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



a Mason jar and pour the chili/vinegar mix over the top. Chill for 2–4 hours, up to overnight for best results.

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

## Grilled Corn with Lemon Mayo and Tajin-Parmesan Topping

CHEF BENJAMIN UDAVE  
SYSCO LOS ANGELES  
6 SERVINGS

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

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

## Blackened Shrimp Skewers with Green Mango Salsa

CHEF BENJAMIN UDAVE  
SYSCO LOS ANGELES  
4 SERVINGS

**SHRIMP SKEWERS**

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

**MANGO SALSA**

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

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



## Pork Belly Banh Mi Sliders

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

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

Season pork belly with salt and pepper and slow-roast at 290

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

## Loaded Mexican Street Fries

CHEF JIM WOOLSEY  
SYSCO DETROIT  
2–4 SERVINGS, SHARED

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

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

## Grilled Vegetable Charcuterie with Roasted Pepper Sauce

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

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

and Sysco Imperial Ground Pepper to taste

- ½ cup Sysco Gold N Crispy Batter Mix
- ½ cup club soda
- 1 buttermilk naan with caramelized onions
- 2 slices heirloom tomato
- Fresh jalapeño slices for garnish

**ROASTED RED PEPPER SAUCE**

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

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

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

## Pork Lonza

CHEF DAVID KNICKREHM  
SYSCO IDAHO  
4 SERVINGS (SHARED)

- 2 Sysco Butcher’s Block Pork Tenderloins
- 2 tsp. pink curing salt
- ½ tsp. Sysco Classic Kosher Salt
- 2 tsp. whole fennel seed
- 1 tsp. crushed red apepper
- 1 tsp. freshly ground Sysco Imperial Black Pepper
- 1½ tsp. ground paprika
- ½ cup white wine vinegar
- 1 small red onion, thinly sliced
- 4 buttermilk naan with caramelized onion
- 4 Tbsp. French whole grain mustard, for dipping

Fresh rosemary sprigs for garnish

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

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

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

## Pickled Fall Vegetables

CHEF PATRICK BRITTEN  
SYSCO NORTHERN NEW ENGLAND  
12 SERVINGS

**BACON MAPLE MUSTARD JAM**

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

**PICKLED VEGETABLES**

- 2 cups white balsamic vinegar
- 2 Tbsp. Sysco Classic Kosher Salt
- 4 Tbsp. Sysco McCormick Pickling Spice
- 4 oz. red potato, sliced
- 4 oz. butternut squash, sliced
- 4 oz. mini cucumber, sliced
- 4 oz. rhubarb, sliced lengthwise
- 4 oz. carrot, sliced
- 4 oz. turnip, sliced
- 4 oz. baby radish, quartered
- ½ sliced serrano chili
- 4 oz. mini peppers, sliced
- 1 oz. arugula

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

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

## Fried Exotic Mushrooms with Black Garlic Aioli

CHEF MARCUS MEANS  
ATLANTA  
2–3 SERVINGS

**EXOTIC MUSHROOMS**

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

**BLACK GARLIC AIOLI**

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

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

**FOR THE MUSHROOMS**  
Mix tempura batter; stir together until there are no lumps and add cold seltzer water to help the fried foods to cook up crispy, light and not oily. Cut mushrooms to desired sizes. Dip mushrooms into the batter and shake to remove excess. Preheat deep fryer to 350 degrees. Gently add each mushroom and fry for

two to three minutes, until the batter has puffed and begins to turn golden brown. Remove from oil and drain. Season with salt and pepper. Serve immediately with aioli.

## Crunchy Fried Broccoli with Bulgogi Sauce

CHEF NEIL DOHERTY  
SYSCO CORPORATE  
4 SERVINGS

**BULGOGI SAUCE**

- 1 Tbsp. Sysco Imperial Fresh Garlic, minced
- 2 tsp. Sysco Imperial Fresh Ginger, minced
- 2 Tbsp. plus 2 tsp. tamari or soy sauce
- ¼ cup gochujang (Korean chili paste)
- 2 Tbsp. rice vinegar
- 2 Tbsp. plus 1 tsp. toasted sesame oil
- 2 tsp. Sysco Classic Honey

**BROCCOLI**

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

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

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

## Buffalo-Style Fried Cauliflower

CHEF NEIL DOHERTY  
SYSCO CORPORATE  
4 SERVINGS

- 1 bag batter mix
- 5–7 oz. cauliflower florets, roughly chopped
- 2½ oz. Buffalo Hot Sauce
- 1 oz. celery stalks, shaved
- ½ oz. carrot, cut into matchstick shred
- ½ oz. chives, finely chopped
- 1 oz. Arrezzio Gorgonzola Cheese, crumbled

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

## Fried Okra

CHEF NEIL DOHERTY  
SYSCO CORPORATE  
2–3 SERVINGS

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

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



## DRIVER PROFILE



# Greg Hazel aka “Superman”

20 Years Driving for Sysco Halifax

**Q: What do you like most about working for Sysco?**

A: Probably the great products that we carry and the awesome sales reps that I have on my route.

**What is the most rewarding aspect of your job?**

I love to see happy customers when I’m delivering.

**Describe how you have helped customers solve problems.**

One way I’ve worked with customers to solve problems is by suggesting Sysco products that they didn’t know we carried.

**Describe the relationship you have with your customers.**

I have a one-on-one

relationship with my customers, which makes it easy for them to come to me with any issues that need to be resolved.

**What obstacles do you encounter that affect your job during an average day?**

Obstacles that come up usually have to do with the changing environment when I go from one location to another, such as conditions on back roads and Canadian weather. Environmental awareness is key!

**Tell us something fun, weird or funny that has happened to you while working as a driver.**

I actually got to meet a rock star while working with Sysco: Axl Rose from Guns N’ Roses.

**If you weren’t driving for Sysco, what would you be doing?**

I would probably be a long-haul trucker.

**While driving in your truck, what radio station, music or podcast are you usually listening to?**

K-Rock 89.3 in New Minas, Nova Scotia.

**What is your go-to meal or beverage when on the road?**

Green tea and breakfast.

**What driver quirks do you possess? Do you have superstitions about driving or certain rituals you practice?**

I like to have my route set up the same way every day, or

things do not come together the way I like.

**Of the Sysco customers you deliver to, do you have a favourite dish or meal that they make?**

The Spitfire Arms Alehouse in Windsor, Nova Scotia, makes the best braised short ribs.

**Are Canadians good drivers?**

In some of the smaller cities in Canada, parking is very tight; however, Sysco drivers are professionals and we can get the job done even with tractor trailers.



**SIGNATURE SIDES.  
FEATURING YOUR SIGNATURE FLAVOUR.**



**31% OF CONSUMERS SAY GREAT SIDES ARE ESSENTIAL TO A MEMORABLE BBQ EXPERIENCE.<sup>1</sup>**

Smoke Rings with a Carolina-Style Pulled Pork Sandwich featuring *Brew City*® Beer Battered Thick Cut Onion Rings  
SUPC: 4720858 McCain SKU: 70010011

More than a third of consumers think sides are an important part of a great barbecue experience.<sup>1</sup> So how can you round up more folks with yours? Complement craveable products with the authentic barbecue flavours you’re famous for.

*Ask your Sysco Marketing Associate how you can bring crowd-worthy signature sides to your menu.*

<sup>1</sup>Datassential Menu Trends Keynote, Report: Barbeque and Southern, October 2015.  
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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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