



*Create
a one-of-a-kind
environment centered
around celebrations*



*Check out these
great features:*

.....
We Love Mom...
Mom Loves Waffles P.3

Let's Celebrate! P.4 & 5



Stay a cut above the rest with Buckhead Pride & Newport Pride - page 6



Special Celebrations

This time of year is packed with special occasions and is the perfect opportunity to wow your guests and drive profitability. We are arming you with tips and tricks to make this celebration season your best yet. As a valued Sysco partner, we want to work together to help exceed your customer's heightened expectations.

FEATURES

- 3 **WE LOVE MOM...MOM LOVES WAFFLES**
Make Mother's Day one to remember with an elevated and exciting waffle brunch display.
- 4 **LET'S CELEBRATE**
Special Occasion season is here, mark your calendars with these tips.
- 6 **FEAST FIT FOR FATHER'S DAY**
Treat Dad to the perfect steak while keeping your profitability.
- 7 **CELEBRATIONS CALL FOR CHICKEN!**
Take advantage of this versatile & cost-effective protein to explore new multicultural dishes and day part offerings.
- 9 **THE FORECAST CALLS FOR SUMMER**
Get ahead of the summer season planning to forecast a smooth operation.

Check out the latest issue of Sysco Foodie at www.syscofoodie.com

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

© 2019 Sysco Corporation. All rights reserved. Unless otherwise noted, all product or brand names and their associated copyrights herein belong to their respective owners.



MOM *Loves* WAFFLES

Elevate your waffle display by whipping up some fresh ideas. Don't have a waffle iron, not a problem – check out our Baker's Source Heat 'N' Serve waffle options.

Their fresh from the griddle taste makes them the perfect base to create a show-stopping presentation.

MENU IDEAS

- ♥ **Waffle Fondue** – Use a chocolate base fondue complimented with waffles & fresh fruit for an interactive action station
- ♥ **Fruitful Flavors** – Brighten up your waffle presentation with fresh fruit like berries, bananas, apples or kiwi
- ♥ **Flavored Waffles** – Try combining chocolate or red velvet cake mix with your waffle mix to create a new and exciting dessert waffle flavor
- ♥ **Chicken and Waffles Twist** – Pair the Baker's Source Imperial Biscuit Mashups with our Sysco Classic Fresh CVP chicken



Fruitful Waffles

INGREDIENTS:

Baker's Source Heat & Serve Waffles

8 cups prepared fruit, (any combination of strawberries, blueberries, raspberries, or cherries)
Zest of ½ lemon
Zest of ½ orange
1 tbs. lemon juice
1 tbs. orange juice
2 tbs. honey
1 jalapeño, seeded and finely diced (for sweet heat topping)
½ cup sugar
Pinch of salt
Pinch each of cinnamon, ground ginger, and nutmeg
2 tbs. cornstarch
2 tbs. berry liquor, such as Framboise (optional) or use water (chilled)

73%
of diners try a
new restaurant on
Mother's Day¹.

DIRECTIONS:

1. In a large saucepan, combine 8 cups fruit with all of the ingredients except cornstarch and Framboise (or water if not using Framboise).
2. Bring fruit mixture to a simmer. Combine cornstarch and berry liquor.
3. Add cold cornstarch mixture to simmering fruit mixture and carefully stir as not to break fruit until fully thickened. Remove from heat and serve warm over waffles.

¹OpenTable

LET'S CELEBRATE IN MAY & JUNE...

MAY
5



Tacos for everyone! Create a variety of offerings sure to satisfy – from a protein- alternative like a plant-based meatball item to show-stopping Mahi Mahi which can be seasoned with a variety of spices and grilled to perfection.

GRADUATION
SEASON



Opportunities to expand on off-premise dining opportunities. Amp up your catering menus and tie in platter LTOs to capture a piece of the party action. Planning makes perfect, party planning can start months before the graduation celebration – start your promotion now to stay top of mind with potential guests.

MAY
12



The most popular day of the year for brunch – stand out from the pack with an upgraded waffle presentation. Tips & recipes are available on the previous pages.

MAY
21



An opportunity to show your employees your appreciation for their hard work throughout the year. Consider adding some special items to your employee meal.

MAY
27

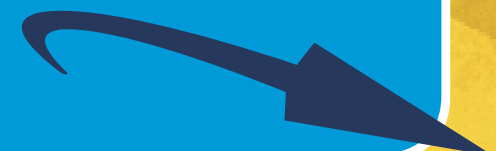


Kick off the summer season with some special features. Capture extra tourist business or get a piece of the staycation crowd.

JUNE
16



Check out the next page for steak choices sure to impress Dad on his big day.



GEAR UP FOR THE BUSY SEASON AHEAD WITH THESE TIPS & TRICKS FOR UPCOMING HOLIDAYS

Feast Fit for Father's Day

Steaks and special occasions go hand-in-hand, especially for Father's Day. Be ready to MEAT your customer's expectations with the perfect steak. From high impact to high value, the real key to profitability is knowing what sells & choosing the product that is right from your guests.

Making the Grade: A Cheat Sheet

USDA quality grades are based on attributes that affect tenderness, juiciness and flavor. This includes maturity, firmness, texture, color and marbling. USDA grades are not, however, a measure of quality assurance or food safety. That all depends on your suppliers and the QA practices they have in place.

SELECT	CHOICE	PRIME
Attributes: Uniform in quality; lean; not as juicy or tender as higher grades	Attributes: A step-up in quality and in marbling from Select	Attributes: From young, well-fed cattle; abundant marbling; highest quality
Applications: Marinating, slow cooking, braising	Applications: Loin and rib cuts for broiling, roasting or grilling; use less tender cuts for braising, roasting or simmering	Applications: Prime roast and steaks are excellent for broiling, roasting or grilling

All Buckhead Pride and Newport Pride products are minimally aged for 21 days to ensure the highest quality for your guests. Ask for your local selections today



BUCKHEAD
Pride



NEWPORT
Pride

29%

of operators say steak increases traffic²

² 2015 Usage and Volumetric Assessment of Beef in Foodservice, Technomic

CELEBRATIONS CALL FOR CHICKEN!

With so many celebration traffic opportunities, you want to make sure you are covering all your day parts with something for everyone.

Chicken's popularity continues to rise as customers look for flavorful protein offerings. Its consumption has been bolstered over the past few years by increases at breakfast and snacking occasions.

Dark meat poultry is on trend with the rise in ethnic concepts and Keto dieters. It provides a great canvas for unique flavoring and can drive innovation in most operator's business.

Adobo Chicken with Pickled Persian Cucumber

8 SERVINGS

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

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

Directions:
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.

Sysco
Classic

45%

of consumers who eat chicken strongly agree that restaurants should offer more chicken entrees with ethnic flavors³

³ Center of the plate: Poultry consumer trend report



The forecast calls for SUMMER...

Temperatures are heating up, school is out, and vacation season is starting – is your restaurant ready? Remember these tips when forecasting your plan to make the most of the increased summer traffic.



A LOOK BACK

Pull your data from previous years to review past guest counts. Consider major events that could have been a factor (major weather, big events or conventions, school schedules)



SET A PLAN

Combine your historical data with insights on the current season to forecast guest traffic and areas you may need to adjust to run a profitable operation.



AREAS TO REVIEW

This is the time to look at your business as a whole – staffing levels, ordering guides, menu offerings, hours of operation. Make the necessary tweaks to accommodate the shift in business.



EXPLORE NEW OPPORTUNITIES

Now is the perfect time to prospect new opportunities to increase sales. Be on the hunt for things like summer camp catering opportunities, daycare field trips, corporate gatherings, and even wedding season business.

