



— Volume 1 —

MENU INSIGHTS

powered by Sysco Menu Services



get started on your **NEW MENU!**

Your menu is the heart of your restaurant. The best restaurant menus are planned and deliberate - more than just words and photos. It is the only communication in a restaurant that 100 percent of your guests will see, though only for a few minutes. It is your #1 marketing piece. Profitability analysis is key to knowing how to design a smart menu - let our team help!



We are dedicated to working with you to manage your menu creation.

From the latest trends, analysis and engineering, to design and revisions, we want you to have a positive and insightful experience; learning more about your business and how your menu can be more profitable than ever before.

We do more than just menus

Menu Analysis & Consultation

Partner with one of our industry experts to enhance your profitability.

Menu Engineering & Creative Design

Our professional consultants create design and layout options to maximize your menu power and provide insights on the latest trends.

Menu Boards & Digital Displays

We create eye-catching and sales-driven marketing to grab your customers' attention.

Brand & Logo Development

First impressions are lasting impressions - let your brand speak for itself!



For more info, check out our website:

www.syscomenuservices.com

Sysco
At the heart of
food and service



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MORE THAN MENUS

Sysco's Menu Services team
supports all of North America.

We touch over
10,000
menus and have over
50,000,000
impressions per year.

Who are you going to trust with your menu?



Keeping menu offerings up to date can be a challenge, even for the savviest operator.

By leveraging the latest culinary trends and making minor modifications to dishes, you can keep your customers engaged without having to completely overhaul your menu. Ethnic condiments, globally-inspired dishes and better for you, plant-focused cuisine – all top 10 trends for 2019 – can easily be added to your rotation and featured as limited time offers (LTOs) or on sluggers and table tents.*

As your menu partner, Sysco helps keep your menu top of mind. We know that it's more than just a listing of items – it's your number one marketing tool. Our team of experts work with more than 10,000 menus a year, and bring you the latest industry insights to help elevate your restaurant and drive profits. Sysco Menu Services will publish insights several times a year. Our hope is you will find these insights useful and become inspired to incorporate the year's most buzz-worthy trends into your menu!

Let us know how we can help you with your next menu!

The Sysco Menu Services Team

**What's Hot 2019 Culinary Forecast, NRA*

Menu Analysis & Certified Consulting

Partner with one of our industry experts to enhance your profitability.

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We create eye-catching and sales-driven marketing to grab your customers' attention.

Your menu should be your most compelling marketing piece, let us help you transform it.



Start with understanding profitability - which is only uncovered through cost analysis.



Know your menu

is constructed to encourage the customer to make decisions you want. This is achieved through the psychology of menu engineering.



Bring your menu to life leveraging both the analysis and engineering to create a smart and beautiful design.

Our Snacks

GUCAMOLE & SALSA
Served with tortilla chips - \$5.99

BONELESS CHICKEN WINGS
Buffalo | BBQ | Honey Mustard
Served with ranch dressing - \$6.99

SHRIMP COCKTAIL
Six jumbo | Cocktail | Gulf shrimp
Served with cocktail sauce - \$7.99

APPETIZERS

BANGIN' SHRIMP
Sautéed | Breaded | Gulf shrimp
Fried and tossed in house recipe
tangy sauce - \$8.99

CONIFLARE CHICKEN TENDERS
Crispy | Breaded | Chicken tenders
and your choice of batter | fries, fries, fries
Coke | Lemon | Orange | \$10.99 | \$12.99 | \$14.99

JUMBO CHICKEN WINGS
Buffalo | BBQ | Honey Mustard
Served with creamy and blue cheese dressing
Large | 10.99 | Small | 6.99

CHICKEN QUESADILLA
Grilled | On the border with cheddar | cheese,
mushrooms, grilled onions, roasted red
peppers, sour cream, pico and salsa - \$9.99

Plats

JP'S LOBSTER FLATHEAD
Spiced | Sautéed | shrimp | breaded
and | buttered | \$12.99

LOADED RACHIS FLATHEAD
Choice of steak | beef | or | pulled chicken | with
cheddar | progress | red | cabbage | slaw | with
a | side | of | fries | \$12.99

SANDWICHES

Gluten free | made with homemade keto | buns
Available in | veggie | or | cheese | \$8.99

BUILD YOUR OWN BURGER
Half | English | French | beef | or | pepper | frozen
cheese | up | to | 3 | layers | mushrooms,
sautéed | onions, | bacon, | jalapenos, | onion | strings,
blue | cheese | cheddar | parmesan, | mayo
ketchup, | or | special | sauce | \$10.99

FILET GUACAMOLE WRAP
Grilled | filet | mignon | with | guacamole, | cheddar,
| avocado | salsa | choice | meat | string | and | lettuce
| served | with | french | fries | on | the | side | \$10.99

CHAMPION'S ANGUS HOT DOG
Angus | ground | Angus | beef | hot | dog | \$4.25
Add | chili | or | cheese | sauce | 0.75 each

ULTIMATE GRILLED CHEESE
Grilled | and | seasoned | cheese | with
| tomatoes | and | choice | of | bacon | or | ham - \$9.99

ROASTED TURKEY PANINI
Roast | turkey | roasted | bacon, | provolone,
| melted | tomato | and | caramelized | onions | on
| grain | | Ruffalo | roll | | served | with | ranch - \$10.99

CHEEKER ON THE SALAD SANDWICH
On | your | choice | of | bread | with | lettuce,
| tomatoes, | and | red | onion - \$10.99

GLENVIEW FISH SANDWICH
Fried | fish | on | bun | with | lettuce,
| tomato, | and | mayo - \$10.99

*Not for Consuming raw or undercooked meats, poultry, seafood,
shellfish or eggs may increase your risk of foodborne illness.

Frozen Drinks

MONDAY
MARGHERITA
The French margarita mix, blended with
tequila. Original or Strawberry flavor.

TUESDAY
MAHONEY
Strawberry and mango poured
over pine colada.

WEDNESDAY
LOADED ANANAS PALMER
Frozen lemonade and Sweet Tea Vodka.

THURSDAY
HURRICANE
Hurricane mix (Guaraní fruit and orange),
and rum.

FRIDAY
PINA COLADA
Pina colada mix, unsweetened, and rum.

SATURDAY
ANANAS
Rich ice cream, mint cream,
caramel, and vanilla.

SUNDAY
STRAWBERRY DAQUIRI
Strawberry and rum.

Premium Martinis

Featuring New Americanos Vodka
Double (Bottle) 4.99 / Single 5.99

CLASSIC VODKA OR GIN

COSMOPOLITAN

APPLETINI

CIRCULETE STRAWBERRY

BILLY-TINI

LEMONDROP

CRANST-TINI

POMEGRANATE

FRENCH KISS

KEY WEST

ISLAND PUNCH

WATERMELON

ORANGE BLOSSOM

ASK US ABOUT OUR DAILY FEATURED
SPECIAL PREMIUM MARTINI
12-10 PM DAILY

House Feature

HANDCRAFTED BLOODY MARY
Americanos Vodka,
New Yorks Bandwagon,
and | your | choice | of
Bloody Mary mix - \$10.99

Daily Happy Hour 12-6pm

Ethnic Cuisine



*Korean
Street
Toast*

Lebanese, Turkish, Sri Lankan, Israeli, and Syrian foods are gaining popularity.

Incorporating global flavors like Baharat spice or Tahini paste into seasonal dishes can increase craveability and bring diners flocking.

Korean Street Toast

Serves 1

Recipe by Sysco Los Angeles Chef Benjamin Udave

2 Wholesome Farms eggs, beaten	2 slices white bread
½ cup shredded cabbage and carrot mix	1 slice American cheese
Salt and freshly ground black pepper to taste	1 slice Block and Barrel ham
1 tsp. canola oil	1 tsp. sugar
1 Tbsp. Wholesome Farms butter	1 oz. House Recipe ketchup
	Additional cabbage for garnish

In a medium bowl, combine the beaten egg and cabbage-carrot mix. Season to taste with salt and pepper. Heat the oil in a saucepan over medium-high. Place the cabbage mixture in the pan, making a square shape to match the bread. In a separate pan over medium heat, melt the butter. Add the bread and toast on both sides. To assemble, place the cooked cabbage mixture on the first slice of bread; top with the cheese, followed by the ham. Sprinkle with sugar and finish with a drizzle of ketchup. Garnish with crisp cabbage for added crunch.

¹ www.restaurantbusinessonline.com/consumer-trends/trends-will-shape-restaurants-2019-technomics-take



Add Ethnic Flavor To Any Dish



TURMERIC AIOLI

The right accent for any fried fish or seafood.

- ½ cup Sysco Imperial mayonnaise
- 1 tsp. turmeric powder
- 1 clove garlic, finely chopped
- Juice of 1 lemon
- ½ tsp. Sysco Classic kosher salt
- ¼ tsp. freshly ground black pepper

In a bowl, whisk together the mayonnaise, turmeric, garlic, lemon juice, salt and pepper.

GOCHUJANG MAYO

Heat up your fish and chips with this Korean chile paste.

- ½ cup Sysco Imperial mayonnaise
- 1 Tbsp. gochujang
- 1 tsp. soy sauce
- Juice of 1 lime
- 1 Tbsp. sugar

In a bowl, whisk together mayonnaise, gochujang, soy sauce, lime juice and sugar.



AJI AMARILLO DIPPING SAUCE

A delicious dipper for fries or roasted veggies.

- 2 green onions, white and green parts, chopped
- 2 Tbsp. aji amarillo paste
- ½ cup Sysco Imperial mayonnaise
- ¼ cup Wholesome Farms sour cream
- ¼ cup Casa Solana queso fresco

- Juice of 1 lime
- Salt and freshly ground black pepper

Put the green onions, aji amarillo paste, mayonnaise, sour cream, queso fresco and lime juice into the container of a blender and process until the mixture is smooth and creamy. Season the sauce with salt and pepper to taste. Chill until ready to serve.



RED CURRY SHRIMP SAUCE

Adds tang and spice to sandwiches and cold salads.

- ½ cup Sysco Imperial mayonnaise
- ¼ cup House Recipe ketchup
- 2 Tbsp. finely minced lemongrass
- 2 tsp. Thai red curry paste
- Juice of 1 lime
- 1 tsp. Sysco Classic kosher salt
- 1 tsp. freshly ground black pepper

In a bowl, whisk together the mayonnaise, ketchup, lemon grass, curry paste, lime juice, salt and pepper until smooth.



TAMARIND CHILE DIPPING SAUCE

Works well with fried shrimp or calamari.

- 4 oz. tamarind paste
- 1-inch piece fresh ginger, peeled and grated
- 3 cloves garlic, minced
- 3 Tbsp. sugar, plus more to taste
- 1 Tbsp. sambal oelek
- 2 tsp. fish sauce
- 1 tsp. soy sauce
- 2 Tbsp. cornstarch

In a medium saucepan over high heat, combine the tamarind paste, ginger, garlic, sugar, sambal oelek, fish sauce, soy sauce, and 4 tablespoons of water and bring to a boil. Reduce heat to low and let simmer for 5 minutes, stirring frequently. In a small bowl, combine the cornstarch with 2 tablespoons of water to make a slurry. When the cornstarch mixture is smooth, whisk into the tamarind sauce, continuing to whisk until the sauce thickens, about 1 minute. Remove the pan from the heat and let the sauce cool. Before serving, taste and adjust the seasoning, adding more sugar if necessary to balance the tartness of the tamarind.



Natural Enhancements **Superfoods**



**Trending up 1221% since 2008
with a 4-year growth of 238%:**

Charcoal, aids in digestion, high in antioxidants,
anti-inflammatory, probiotics for digestion, collagen, CBD. ¹

**Consumers want
foods with natural
health & brain
benefits.**

¹ www.restaurantbusinessonline.com/consumer-trends/trends-will-shape-restaurants-2019-technomics

Nostalgic Foods & Comfort Foods

4.2% 1-year growth & 19.5% 4-year growth.¹

Grilled Tasso and Pimento Cheese Sandwich

Recipe by Sysco Raleigh Chef Bryan Hudson

SERVES 4

- 1 cup Block & Barrel pimento cheese
- 1 cup Magic Seasonings tasso ham, minced
- 8 slices Texas toast
- 4 thin slices fontina cheese
- ¼ cup clarified butter

In a mixing bowl, fold together pimento cheese and tasso ham. Divide the mixture among 4 slices of bread. Lay one slice of fontina on each sandwich. Lay the remaining bread on top. Heat the clarified butter on a griddle or pan over medium heat. Toast the sandwiches on both sides until the bread is golden brown and the cheese is melty. Alternatively, brush a bit of butter on the top and bottom of each sandwich and toast in an oven at 400 degrees for 6 to 8 minutes.



New takes on familiar foods are here to stay. Incorporating modern twists on classic dishes will surely please.

Power Bowls

73.3% increase

Bowls are replacing the dinner plate, according to the Wall Street Journal, and they're packed with ancient grains, veggies, proteins, ethnic items and sauces. This trend is on 32% of menus today with a growth of 16% in the past 4 years.

On-Trend

Ancient grains are a Top 20 Trend and protein-rich grains/seeds are the #5 condiments and accoutrements on the National Restaurant Association's "What's Hot 2018 Culinary Forecast".

Versatility

This well balanced blend of premium grains is truly a chef's canvas. It can be seasoned a variety of ways to create ethnic inspired cuisine that can be enjoyed throughout the day.

Time & Labor Savings

Never under or over cook a grain again. Heat and serve in less than 5 minutes.



Path of Life™ 5-Grain Blend

A super side of grainy goodness with bold flavor in every bite

This premium ancient 5-Grain Blend combines red and white quinoa, barley, wild rice and wheat berries to provide an excellent base for countless dishes. Super sides expand your side dish options with healthful ingredients, save on preparation time and reduce the pantry space needed to stock a wide range of grains and legumes.



For more information,
visit: www.syscofoodie.com/simply

Southwest Grain Bowl with Salmon



Nut Milks

Non-dairy milk sales have grown 61% over the past 5 years. Dairy-free beverages are on a 4-year growth of 72% and a 1-year growth of 16.5%. ¹



For more information, visit:
www.syscofoodie.com/simply

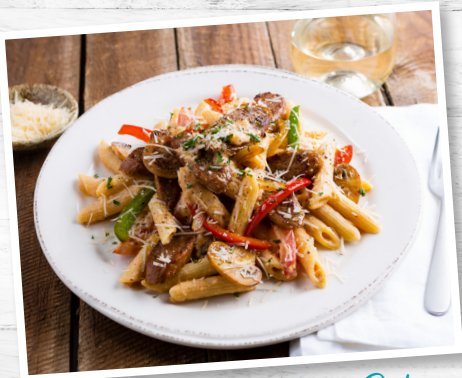


Oat milk is in the early inception phase, and almond milk and soy milk are on the adoption phase of incorporation on US menus.

¹ www.eater.com/2018/12/26/18139840/food-and-restaurant-trends-2019-prediction

Flexitarian

60% of consumers eat at least one meatless meal each week.¹



Beyond Sausage® Cajun Pasta

Beyond Meat® Beyond Sausage®

A modern miracle of meatiness crafted with plant based-ingredients

Created from simple plant-based ingredients and applied in fresh ways. Peas, rice and fava beans provide the protein while trace amounts of beet lend a meaty color. Coconut oil ensures mouth-watering juiciness and it's all wrapped inside a remarkable, 100% plant-based casing. The result is an uncompromisingly savory sausage, bursting with flavor, made directly from plants. Diversify your menu with three delicious flavors: Original Brat, Sweet Italian, Hot Italian.



For more information,
visit: www.syscofoodie.com/simply

2/3 of millennials eat meatless regularly.
Incorporating healthy vegetable substitutes for protein are highly forecasted for demand in 2019.

Vegetable Rice Confetti Blend



¹ www.datassentials.com

Delivery

Among restaurants,
only 29% currently offer
delivery in any way.



Earth Plus™ Caterware

Packaging has the power to drive sales and the responsibility to represent your brand. Earth Plus™ Caterware is a line of eco-friendly dinnerware, serving trays and serving utensils that meet the growing demand for eco-friendly polystyrene alternatives. With an attractive, proprietary blend of material that's both flexible and durable enough for regular dining service, takeout, delivery and catering applications, Earth Plus™ Caterware is the perfect sustainable and durable servingware solution.

**50% of
dinners**
purchased are
consumed at home.¹

CUTTING EDGE SOLUTIONS

For more information,
visit: www.syscofoodie.com

49%
of consumers
have their
orders delivered.¹



¹ www.gloriafood.com/online-food-delivery-statistics-2018

Whiskey/Bourbon Integration

BBQ sauce has had a 6.1% 1-year growth & 45.9% 4-year growth on over 63% of restaurant menus in the US.¹



Desserts that contain alcohol have started to take off as those throwing dinner parties and wedding receptions are looking for a fun way to spruce up their desserts. Adding high end rum, vodka and whiskey is a great way to increase sales on traditional desserts and drive revenue.²



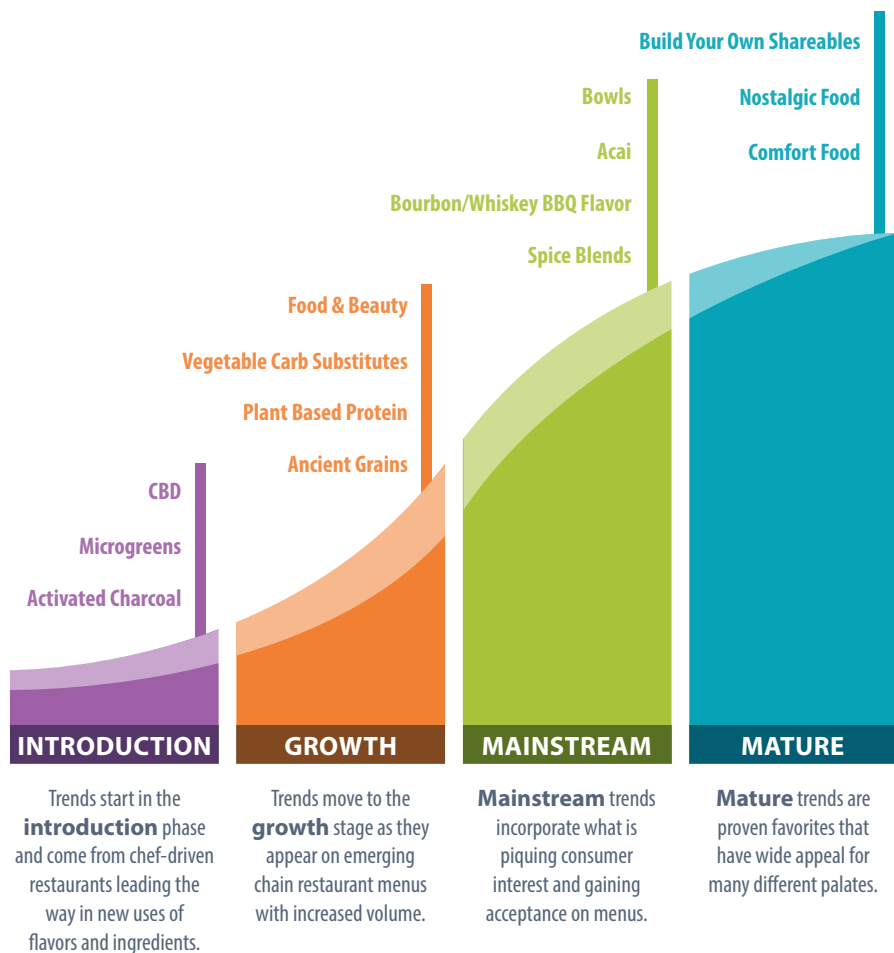
These whiskey/bourbon integrations can be found in desserts, burger glazes, and BBQ sauces.

¹ www.datassentials.com

² www.QuickstoneCapital.com

Understanding the Flavor Lifecycle

Innovation starts on the left, then progresses to the right





we're here
TO HELP

S/SCO | MENU SERVICES



Are you prepared for an upcoming holiday or seasonal event?

Upcoming Dates

May 5	Cinco de Mayo	September 2	Labor Day
May 12	Mother's Day	September 8	Grandparents' Day
May 18	Armed Forces Day	September 11	Patriot Day
May 27	Memorial Day	October 14	Canadian Thanksgiving
June 14	Flag Day	October 31	Halloween
June 16	Father's Day	November 11	Veterans' Day
July 1	Canada Day	November 28	Thanksgiving
July 4	Independence Day	December 25	Christmas Day
July 28	Parents' Day	December 31	New Year's Eve

Ask your MA on how Menu Services can help market your upcoming event!



Interested in menu trends for your area?

Please contact us at info@syscomenuservices.com for more information.



Sysco

FOODIE

AT THE HEART OF FOOD & SERVICE™



FOLLOW FOODIE

- The hottest trends in foodservice
- Smart tips to optimize operations
- Marketing ideas to drive new business
- Tried and true Sysco branded recipes

Follow us @SyscoFoodie



Visit SyscoFoodie.com to learn more.

