



— Volume 2 —

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% 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 collateral 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



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Want more great food related content?
Check out syscofoodie.com for
even more great ideas!

Sustainability

Responsible sourcing



Sustainable operations are important to consumers including where and how you source your meat, seafood, vegetables; water usage, plastics and waste. If you have sustainable business practices, stating those practices on the menu can increase profits. Consumers want to know about the good you are doing and because they care about the environment, animal welfare and public health. Including sustainable practices on the menu is on a 50% increase since 2015!¹



Sysco's 2020 Seafood Sustainability Commitment for Portico Seafood covers the top **15 wild-caught species**, and **top 5 aquaculture species**.



It extends to building **collaborative partnerships** with fisheries and the men and women who harvest the bounty of our oceans.

500+

Portico Seafood **offers over 500 items** aligned with our 2020 Commitment.

Visit [sysco.com](https://www.sysco.com) to learn more about Sysco's **Corporate Social Responsibility Goals**

643% INCREASE

in customer demand for sustainable practices since 2018.

¹apps.datacentral.com/snap/food?q=sustainable

Sustainability

Parting with plastics

Usage of disposables overall in restaurants is expected to increase. Although half of operators surveyed say they expect to use the same volume of disposable, more than six times as many say they are likely to increase their usage rather than decrease next year. With the increase of off-premise dining and availability of delivery, it's no surprise that operators are increasingly using disposables; elevating the environmental impact of waste.

Operators are most motivated to use sustainable disposables because they know their customers feel it is important. Operators are also highly motivated if it makes financial sense, so understanding how costs balance with sales and traffic can spur a change in disposables purchasing.



We have a full line of Eco-Friendly options!
Ask your MA for more information about these sustainable products.



French Cooking Techniques

Featuring Cutting Edge Solutions products

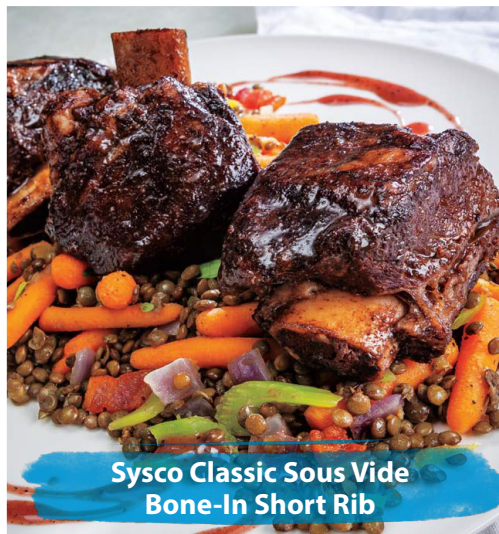
Cooked low and slow sous vide-style to a delectable tenderness, these on-trend lamb products are ready to heat and serve in any application from center-of-the-plate to bowls and ethnic inspired sandwiches. With precise quality and impeccable safety, these items offer consistency in the kitchen, labor savings and easy storage in the freezer. Showcase the versatility of these fork-tender proteins with signature sauces, seasonings and endless menu applications.

What is Sous Vide?

A French technique using a temperature-controlled water bath that requires 7 to 10 hours of cooking time to achieve tender, juicy meat.



Sysco Imperial Sous Vide Lamb



Sysco Classic Sous Vide Bone-In Short Rib

Lamb
is currently on
20%
of foodservice menus.¹



Sous vide
products have increased
186%
on foodservice menus
over the last 4 years.¹

¹<https://apps.datassential.com/snap/food?q=sous%20vide>

Restaurant Technology

Self-service kiosks & touchscreen ordering

All-in-one restaurant management platforms have become a valuable tool for restaurant owners and managers to integrate point-of-sale, analytics, online ordering, inventory management, and new dish experimentations.

Digital menus are quickly on the rise as they can easily be updated with new prices, new items, and add visuals that print menus may not be able to keep up with. Even self-service kiosks have become more prevalent and are popping up in familiar places.

Touchscreen paying and ordering technologies (Applebees and Sushi Sakura for example) are changing not only diners' experiences but also the way they approach pay and go meals.

Sysco | Studio

- Sysco Studio takes the guesswork out of menu design and management and ensures business success with all the tools customers need in **one easy to use platform**.
- Design your menu, your way, and choose from **hundreds of professionally designed custom backgrounds** to customize menus for any season or cuisine type.
- Customers can build menus on their own, or qualify for help from a Sysco expert to **engineer their best menu**.



109 Seconds: Is Your Menu Working for You?

According to the National Restaurant Association (2017), the restaurant industry was a \$799 billion industry. That equates to approximately \$2 billion spent each day at restaurants in the U.S.

As a restaurateur, your menu is your number one marketing tool, but surprisingly, the average diner engages with your menu for only 109 seconds. With such a large (and brief) opportunity, you'll want to make sure your menu is working efficiently.

Know the Ins and Outs

Before you can capture your customer's eye (and appetite), you need to know your menu inside and out to understand what's working and what isn't.

*Restaurant operators should constantly be looking at their menu and thinking of ways to improve it. To ensure your menu is properly leveraged, you'll want to focus on **item placement, price points and the overall design** – all of which are critical in creating an attractive and effective menu.*

- Dawn Fitzgerald, Sr. Director, Marketing Services

Even if your restaurant is busy, you may not be selling the most profitable items. To increase profitability, you need to analyze your menu to identify what's performing well and what you need to adjust.

The four categories of menu performers are:



STARS

High Volume/High Profit

These are the items you need to highlight on your menu!



PLOW HORSE

High Volume/Low Profit

These can be fixed by examining ingredients, portion sizes or menu pricing.



PUZZLE

Low Volume/High Profit

These items may need relocation and/or a new description. Create some buzz around these items by creating tabletop marketing and highlighting them on the menu.



DOG

Low Volume/Low Profit

These items sell less than 3% per category and should be removed from the menu to make room for more profitable, new or seasonal items.

By knowing what categories your items fall into, you can determine what you need to highlight or eliminate from your menu to maximize profits. But before you can identify an item's popularity, the food costs need to be determined.

The Price of Profitability

When calculating food costs, it's important to look at the **profit dollar contribution**. You can't take food cost percentages to the bank, but you can take dollars! Often, relying solely on percentages can make you think menu items with lower food costs are more profitable, which may not always be the case.

Ribeye	Menu Price	\$24.00	NY Strip	Menu Price	\$18.00
	Cost of Food	\$8.91		Cost of Food	\$5.33
	Gross Profit	\$15.09		Gross Profit	\$12.78
Food Cost = 37%			Food Cost = 29%		

The more profitable item is the Ribeye – the one with the higher food cost percentage. Without looking at the profit contribution of each item, you could make the wrong marketing decision.

Popularity Wins

Once you know the profitability of an item, the next step is to understand the popularity of it. To find this, you want to look at the number of each item sold over a period – this is also known as the **velocity** (or Product Mix report) – and categorize each item into one of the four performer groups.

*When menu items are **strategically placed on the menu**, it helps the customer decide what to order and **promotes more sales** of those item than if they were placed on the menu at random.*

- Sysco Menu Consultant.

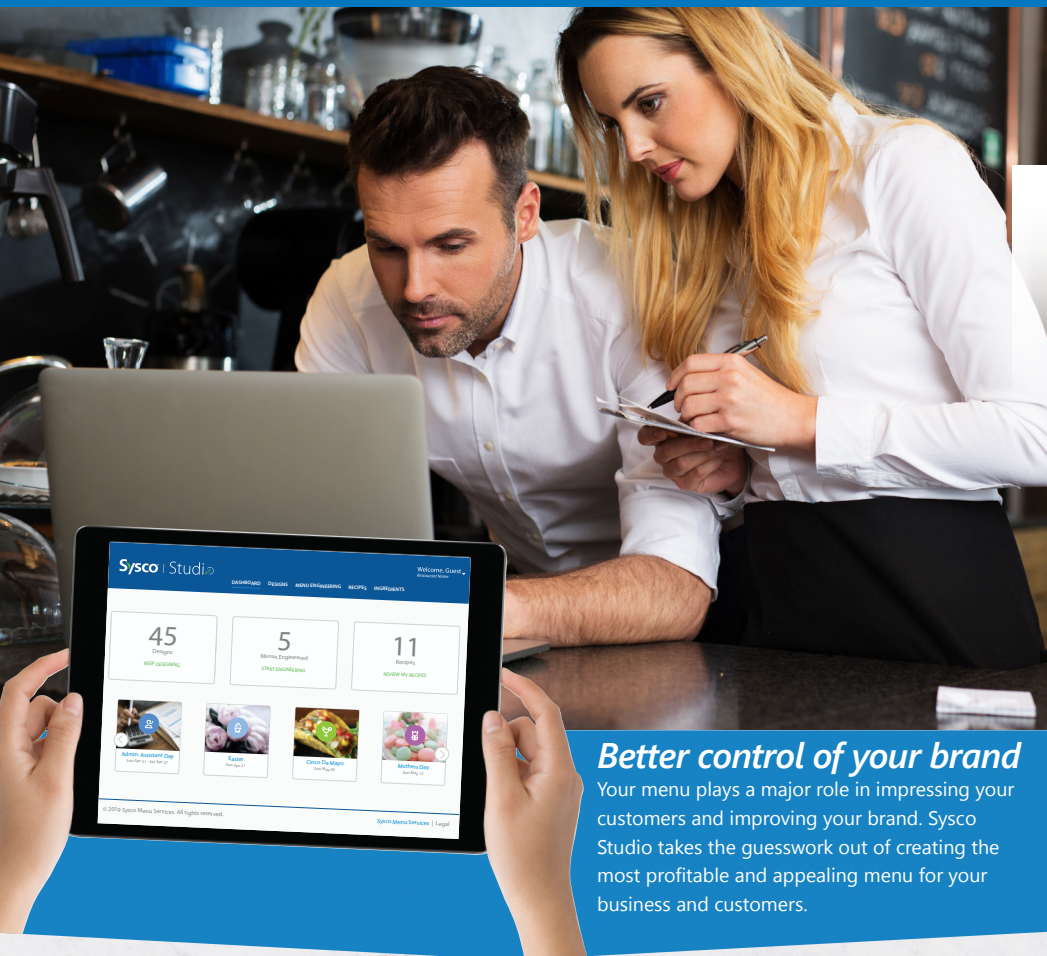
The goal is to find balance between popularity and profitability:

- **Place items strategically** on your menu to potentially increase the visibility and sales of the dishes.
- **Reduce the portion size** to increase profit and food cost (without affecting perceived value of the item).
- **Increase the price** – if it's done right, most customers don't mind paying a slightly higher price.
- **Capitalize on your Stars!** Reinvent your best performing item and offer it in other menu categories.

As you can see, there's a lot of thought put into the 109 seconds your menu is in front of your dining guests. Keep it simple and direct – promote your profit makers and help your customers help you be more successful.

Want to know more about our services? Ask your Marketing Associate or contact us: info@syscomenuservices.com or 800.380.6348

Sysco | MARKETING SERVICES



Better control of your brand

Your menu plays a major role in impressing your customers and improving your brand. Sysco Studio takes the guesswork out of creating the most profitable and appealing menu for your business and customers.



Stay ahead of the pack

Our visual tools keep you ahead of the competition by spotting sales trends, mapping out strategy and exploring what-if scenarios.



Catalog your favorite recipes

Keep track of profitable dishes in your private recipe locker, and improve staff training with printable recipe cards.



Better management overall

Sysco Studio has the tools you need in one place to improve restaurant success and profitability. Spend less time on your business, and more time building it.

Ask your Marketing Associate for more information today.

Personalized Food

Build-your-own options

Consumers universally prefer customized to preset options when dining away from home.

Benefits of customizable meals: items designed and chosen specifically by the customer, which in turn satisfies specific needs (offering vegan or gluten-free options), creates more enjoyable products, and are unique to your concept. These personalizations cater directly to your audience.¹



**67% prefer to
build your own pizza.¹**



**75% prefer to
build your own burrito.¹**



**64% prefer to
build your own pasta dish.¹**



New Cuts of Beef

Add variety to your menu

As beef prices continue to rise, new cuts will be isolated in cattle. Consider the **Las Vegas Strip**. The name was given to the subscapularis muscle by the scientist who patented the process for isolating it. It lies between the shoulder blade and the backbone, and is reportedly as tender as the New York Strip.

With consumption on steady demand, consumers' plate choices are more complex than ever with a variety of health claims when deciding on cuts and proteins. The most appealing to customers when seen on menu are terms: USDA-Certified, No Added Hormones, and Grass-Fed.

**69% of consumers
consume beef**
at least once a week.¹

¹Datassential.com

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Sea Snacks

Seaweed chips and toppings

Seaweed consumption is **growing 7% annually in the United States**, according to James Griffin, an associate professor at Johnson & Wales University.

"Sea vegetables in the higher level of dining have been growing rapidly over the past 10 years — and over the past three incredibly fast," the educator at the Providence, R.I.-based university told an NRA show audience in May.¹



¹www.nrn.com/food-trends/6-food-trend-predictions-2019

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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?

**Menu Analysis
& Certified Consulting**
Partner with one of our industry experts
to enhance your profitability.

**Brand & Logo
Development**
First impressions are lasting impressions
- let your brand speak for itself!

**Menu Engineering
& Creative Design**
Our menu experts create
design and layout options to
maximize your menu power.

**Menu Boards &
Digital Displays**
We create eye-catching and
sales-driven marketing collateral
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.



Puff Snacks

Quinoa and other crunchy foods

There's a surge of puffed-up, crunchy snacks on the market, and with ingredients like chickpeas, beets, quinoa and kale; companies want you to feel like it's okay to eat a whole bag.

75% growth over 4 years¹



¹Datassential.com

Energy Balls

Protein focused, savory but not sugary

Although still in the inception phase, a number of brands have begun to experiment with **protein balls**. These convenient, bite-sized snacks are high in protein and often feature seeds and nuts. The volume of innovation suggests that we might be seeing the next big trend. Key traits include dried fruits, no nitrates, natural sugars and no added sugar.¹



Adding Energy Balls as an on the go option for our quick serve customers can give their guests the healthy boost they are hoping to add to their day!

¹www.foodbev.com/news/top-four-signs-that-protein-balls-are-the-next-big-protein-trend/

Boneless Wings

The new wings preference

Breaded chicken tenders and boneless wings are a crowd favorite and a labor saver for back of the house.

Add your own flavor twist with a bare base. Try tossing in BBQ sauce, chipotle maple sauce, or lemon pepper seasoning.

Clarified Butter

Ghee is opening new doors

A staple in Indian cuisine, ghee is a form of clarified butter that has been used in recipes since the 19th century. **Due to its long shelf life, concentrated nutty flavor and high smoking point, ghee is the ideal cooking fat for a variety of preparation methods, such as sautéing, caramelizing and frying.**

Though currently in its inception phase, there is a forecasted 4 year growth of 30% with the popularity in Fine Dining and Midscale restaurants. Perceived value significantly increases per person averages when this ingredient is included in high-end dishes, such as steaks and seafood.





Add-Ons & Side Dishes

Spice up your extras with ethnic flavors

Add-ons are expected to experience the most growth in the next 5 years with an expected **33% increase**.

In addition, **larger, shareable sides with hyper-local ingredients** and worldly spices ordered a la carte can increase the per person average for operators and make customers feel satisfied with paying a higher price.

Ask your Marketing Associate about our new spice blends: **Black Garlic Powder** and **Peri Peri**

— Sysco —
Imperial

¹ ignite.technomic.com/Reports/View/menu-forecast-2020-and-beyond/list

Protein Alternatives

Growing trend for plant based items

As diners who identify as "flexitarian" become a larger segment of the market, operators get creative about making the most of vegetables, grains and legumes.

14% of consumers identify as flexitarian, semi-vegetarian, vegetarian or vegan.¹

That means the odds are high that in any concept, one in every 10 guests will be seeking a plant based menu item. With the huge variety of plant based foods and demand growing for imaginative ways of presenting them, produce and other protein alternatives are no longer an afterthought.



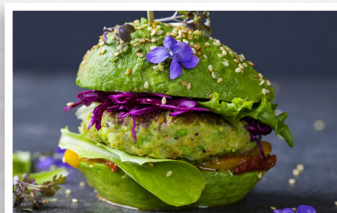
Reimagine Classics

Behold the Reuben sandwich made with tempeh in place of corned beef or a charcuterie plate built on vegan sausage, mushroom pâté, smoked carrots and other ingredients that stand in for the real thing. The food cost is a fraction of the original, but the effect is at least as powerful.



Add Customizable Bowls

Bowls remain a popular vehicle at fast-casual restaurants. Offering a choice of bases (e.g., quinoa, lentils, brown rice, spinach), animal or vegetable proteins, and fresh vegetables allows picky eaters to get exactly what they want and shows a commitment to healthy options.



Take a Chance on New Items

Greater variety and better-tasting options are two of the reasons consumers say they seek out vegetarian and vegan items in restaurants, according to Technomic. Introducing them to novel produce is likely to reinforce that perception.



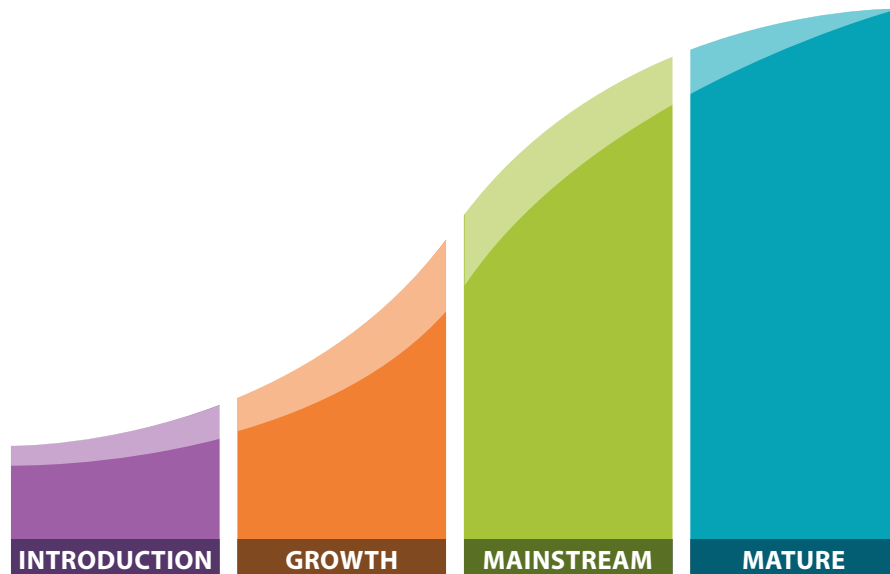
Visit SyscoFoodie.com/Simply for more details.



¹ Seafood & Vegetarian Consumer Trend Report, Technomic

Understanding the Flavor Lifecycle

Innovation starts on the left, then progresses to the right



Trends start in the **introduction** phase and come from chef-driven restaurants leading the way in new uses of flavors and ingredients.

Trends move to the **growth** stage as they appear on emerging chain restaurant menus with increased volume.

Mainstream trends incorporate what is piquing consumer interest and gaining acceptance on menus.

Mature trends are proven favorites that have wide appeal for many different palates.



Technomic.



Are you prepared for an upcoming holiday or seasonal event?

Upcoming Dates

October 14	Canadian Thanksgiving	February 2	Groundhog Day
October 31	Halloween	February 2	Super Bowl
November 11	Veterans' Day	February 14	Valentine's Day
November 28	Thanksgiving	February 17	Presidents' Day
December 25	Christmas Day	February 25	Mardi Gras
December 31	New Year's Eve	March 6	Employee Appreciation Day
January 1	New Year's Day	March 8	Daylight Saving Time
January 20	Martin Luther King Jr. Day	March 17	St. Patrick's Day
January 25	Chinese New Year	April 5	Palm Sunday

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

Sysco

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

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