

Sysco

HOLIDAY ISSUE 2016

# FOODIE

THE HEART OF FOOD & SERVICE™

SPECIAL EDITION

# HAPPY HOLIDAYS

Sweeten  
the Season

Changing the Nature  
of the Feast

Hot Holiday Drinks  
Warm Up Sales





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## Message from the Executive Editor



Dear Valued Sysco Customers,

The holiday season is most often celebrated around a dining table – consuming foods and flavors that connect us to our families, cultures and traditions. At Sysco, we see the tables of tradition turning as more and more consumers are opting out of cooking at home and instead dining out to celebrate the holidays with friends and family.

The holidays pack a profitable punch, but they also come with challenges that can leave operators feeling overwhelmed. Sysco partners with our customers to help alleviate that stress by delivering products and solutions that enhance menus, manage labor and maximize profitability. We have great articles in this issue that address all three.

I hope you are enjoying the recent changes we've made to *Foodie* magazine and find the content beneficial to your business. At Sysco, we greatly value and respect our customers' feedback. Please let us know how we are doing by responding to a short survey on [SyscoFoodie.com](http://SyscoFoodie.com).

Thank you for your business and the opportunity to be your valued and trusted business partner.

Happy holidays,

Bill Goetz  
Senior Vice President, Sales and Marketing

### FEATURES

- 08 **Changing the Nature of the Feast**
- 12 **Hot Holiday Drinks Warm Up Sales**
- 22 **Customer Profile: Magnolia Bakery**
- 24 **Sysco's Latest and Greatest**

### STORIES

- 06 **Set Your Table Apart**
- 14 **Sweeten the Season**
- 18 **Produce for All Plates**
- 20 **Kids' Menu Makeover**

### COLUMNS

- |                            |                             |
|----------------------------|-----------------------------|
| 04 <b>Naturally Fresh</b>  | 26 <b>Tech Tips</b>         |
| 05 <b>Local Flavor</b>     | 28 <b>Ops Insight</b>       |
| 16 <b>Trend Watch</b>      | 30 <b>Back of Our House</b> |
| 19 <b>Healthy Interest</b> |                             |



Create our featured holiday feast from the cover of this issue: **spinach and feta dressing**, special holiday **turkey brine** and a **savory bread pudding with merlot cranberry reduction**. Find these recipes and more at [SyscoFoodie.com](http://SyscoFoodie.com).

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

# Fresh Ham

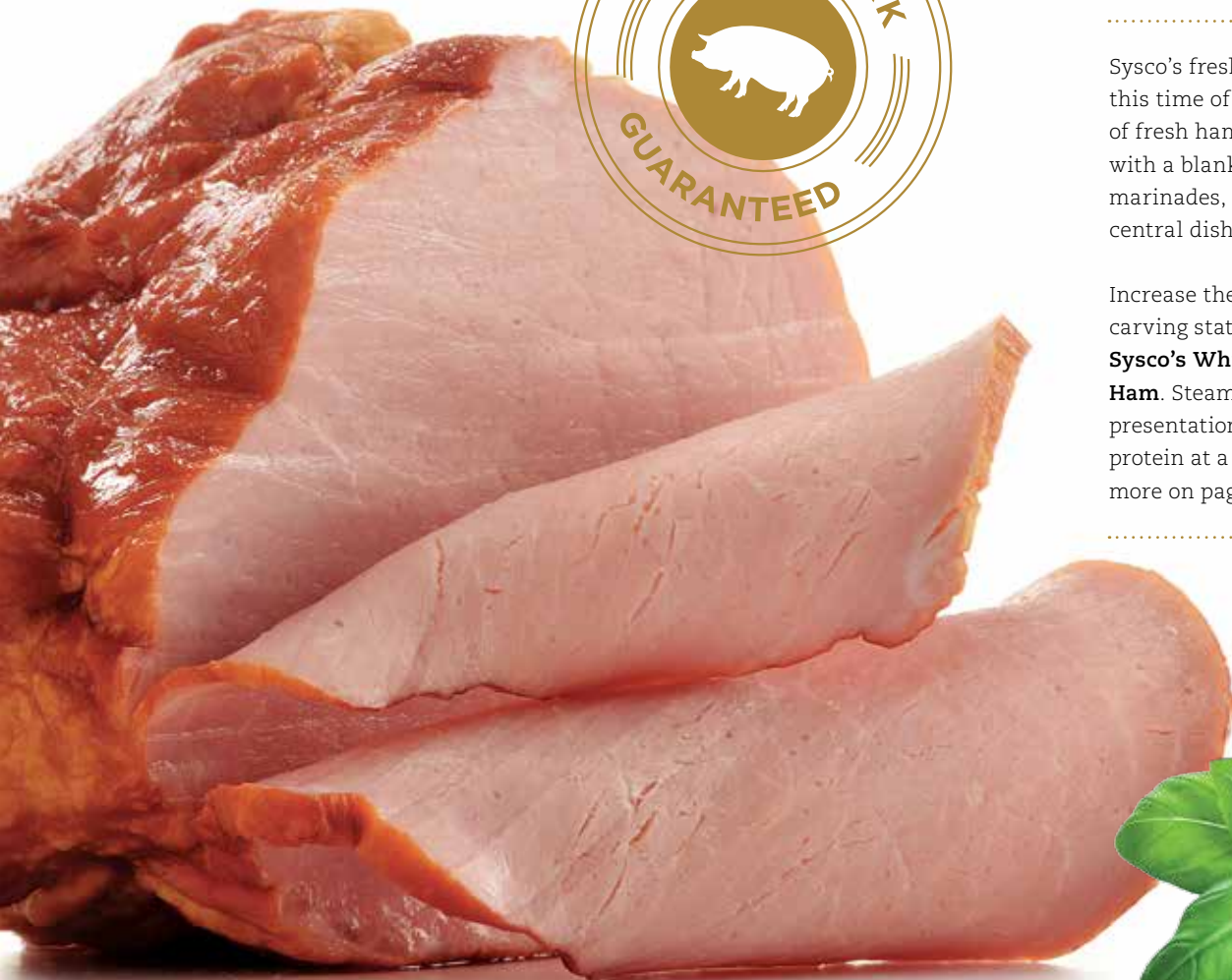


**S**ysco's White Marble Farms™ brand offers quality, all natural, minimally processed pork products without added or artificial ingredients. Twenty family-owned farms across the Midwestern countryside are responsible for carefully producing every pig used for White Marble Farms premium pork. These farmers devote individualized attention to the animals, and promote and practice sustainable agriculture. White Marble Farms' commitment and dedication to sustainability, quality assurance requirements and responsible animal-handling allows Sysco customers to have access to all-natural, outstanding quality pork products.



Sysco's fresh ham offerings are popular this time of year. White Marble Farms' line of fresh ham products provides operators with a blank canvas for signature marinades, glazes and rubs to create the central dish for delicious holiday meals.

Increase the visual appeal of your carving station this holiday season with **Sysco's White Marble Farms Steamship Ham**. Steamship ham offers an elegant presentation while delivering a great-value protein at a profitable price point. Learn more on page 10.



**S**ysco is dedicated to supplying the freshest locally sourced products available. This not only helps meet a growing consumer demand to “eat closer to home,” it also helps small businesses get the recognition they deserve for the quality and care that goes into perfecting their craft.

## Fresh-Pik Produce, Inc.

KENLY, NC

As owner and founder of **Fresh-Pik Produce, Inc.**, James Sharp likes to say, “It all started with one row in a garden.” Sharp is a fifth-generation farmer from Wilson County, North Carolina, who spent his youth on his family’s traditional farm helping his dad in the garden. He got his start in the local produce business by selling crops to his neighbors and to his father’s employees. After graduating from college in 1997, Sharp founded Fresh-Pik Produce, and later built his own cooling facility and packing house in 2000.

Today, Fresh-Pik Produce ships romaine, green leaf and red leaf lettuce, watermelons, strawberries, peppers, cabbage, collard greens, pumpkins and other fresh produce across the East Coast and the Midwest. As the business has grown over the years, they’ve retained their commitment to freshness, quality and food safety.

“Our lettuce can be picked today, cooled, washed and packed tonight, and delivered to the local FreshPoint facility the following morning,” says Sharp. “Fresh-Pik’s produce can be less than 24 hours old when it’s shipped from the warehouse to customers. This process helps us achieve our goal of providing the freshest, safest product.”

Fresh-Pik Produce further ensures the quality of their products by consistently harvesting garden-fresh crops from their fields. During their lettuce production season, they make as many as 12 to 14 plantings in order to guarantee that they always have newly harvested lettuce ready to ship.

“Our partnership with FreshPoint, a Sysco company, is meaningful to us because they share our vision for providing high-quality, locally sourced produce,” says Sharp.



“We’re proud to be associated with a distributor who promotes local vendors in the way FreshPoint does.”

## Van Groningen & Sons, Inc.

MANTECA, CA



In 1922, Henry Van Groningen Sr. began a farming operation in California, and later began harvesting row crops with the help of his four sons. Thus, **Van Groningen & Sons, Inc.** was officially born. Since that time, the family-owned business has been passed

down to Henry Van Groningen’s children, grandchildren and great-grandchildren, and has developed a reputation for providing the freshest melons, sweet corn and almonds in the western United States.

Today, Van Groningen & Sons’ success is owed to the cumulative efforts of four generations of farmers and visionaries, and to their commitment to freshness, quality and sustainable farming.

“With nearly 80 years of farming experience, we have been able to grow with considerable vertical integration,” says Ryan Van Groningen, shareholder and sales manager. “We are hands-on in every step of the process. We grow and harvest with our own crews in the field; we use our own trucks to transport to our own facility; and we size, sort and pack with our own warehouse staff.”

Van Groningen & Sons, Inc. considers itself a “steward of sustainability.” Recently, they adopted a 1MW solar system, which will generate over 1.4 million kilowatt hours of clean, reliable energy annually. They’ve also implemented a number of programs to reduce food waste, including partnering with local food banks and finding ways to donate and repurpose unused produce.

“Over the years, our relationship with Sysco through FreshPoint has not only grown in size, but it has grown in terms of mutual benefit,” says Jeanna Hoff, a FreshPoint account manager at Van Groningen & Sons. “This partnership has allowed us to ensure that our orders are fulfilled quickly, accurately and at the best price.”



# SET YOUR TABLE APART

Tabletop styles are following farm-to-table food trends. Casual pieces in natural finishes with nostalgic throwback details are being used to create complementary tablescapes for rustic, family-style food. **Oneida®** is at the forefront of this trend with a suite of items to help you set the perfect table for your business.

## JARRING IMPACT

**Mini Heremes Jars** are perfect for serving yogurt or simple desserts, and the clamped lids provide a tight seal for storage.

## WATER, WATER EVERYWHERE

Complete your table service with this stylish **Americana Water Bottle** from **Anchor Hocking** – ideal for water or juice.

## WHAT A MUG

The nostalgic **Handled Mason Jar** from **Anchor Hocking** will add a down-home touch to any table setting.

## THE CHAIRMAN OF THE SERVING BOARD

Introducing the **Mod Farm Collection** from **Buffet Euro by Oneida**. These new, rustic, organic serving board designs are perfect for casual, farm-to-table serving and display.

## THE DISH ON DISHES

Blended tones of porcelain create an individualized aesthetic called **Marble**. Unifying food and nature, Marble offers the perfect surface to celebrate both the farm and the table.

## FLATWARE THAT DOESN'T FALL FLAT

Inspired by the Mod Farm trend, **Cooper** features an open-hole handle and brushed finish, resembling classic riveted cookware.

supplies  
**OnTheFly.com**  
from Sysco

All items featured here are available for purchase now at **SuppliesOnTheFly.com**.



# VEGGIE. TASTY. NEW.

Frito-Lay is proud to team up with Sysco as our primary launch partner for the new SunChips® Veggie Harvest Farmhouse Ranch flavored snacks. The creamy flavor of Farmhouse Ranch combined with real veggie and whole grain is just what today's snackers are looking for.



MADE WITH REAL  
VEGGIE



NO ARTIFICIAL  
FLAVORS OR  
PRESERVATIVES



13G OF WHOLE  
GRAIN



30% LESS FAT THAN  
REGULAR POTATO  
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associate or your Frito-Lay/PepsiCo  
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**Sysco**

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Changing  
**the Nature**  
of the  
**Feast**

*They say, “There’s no place like home for the holidays.” But for many Americans, taking the time to prepare and clean up after a large holiday meal isn’t as appealing as it used to be. As a result, holiday meals can mean big business for savvy operators who know how to make the most of the feasting season.*



**30+**  
**million Americans**  
will make restaurants part of  
their Thanksgiving meal



**43%**  
**of consumers**  
say that seasonal dishes are  
important or very important



## RECIPE

### CAJUN TURKEY ROULADE WITH CRANBERRY BASIL RELISH AND FRIED SALAD

Recipe by **Chef Jody Di Sabantonio**  
Sysco Nashville

#### Turkey and stuffing

2	raw, boneless turkey breasts
1.5 lbs	caul pork fat, frozen
2 lbs	layflat bacon
3 ea	boudin link sausages, 6-ounce packages
2 c	Sysco Classic Japanese Bread Crumbs, coarse
½ c	Creole-style mustard
1 T	gumbo file seasoning
1 ½ T	Sysco Imperial Cajun Seasoning
¼ c	Sysco Natural Garlic, chopped
2	Sysco Natural Jumbo Red Onions
2	Sysco Imperial Green Bell Peppers, diced
2	Sysco Imperial Red Bell Peppers, diced
2 T	Sysco Imperial Sage, chopped
1 T	Sysco Natural Thyme, chopped
2 lbs	100/150ct crawfish tail meat
6	Wholesome Farms XL Eggs
12	Sysco Natural Garlic, whole, peeled
1 bunch	Sysco Imperial Pascal Celery, diced
4	Sysco Imperial Red Onions
6	Sysco Classic Jumbo Carrots, diced

#### Gravy

4 c	chicken stock
1 c	bourbon
¼ c	Sysco Imperial Maple Syrup
2 oz	Wholesome Farms Butter
2 oz	Sysco Classic Flour

#### Cranberry relish

2 c	Sysco Imperial Orange Juice
1 lb	Sysco Imperial Dried Cranberries
¼ t	Sysco Natural Fresh Sage
3 oz	Sysco Classic Granulated Cane Sugar
½ t	Sysco Classic Ground Cinnamon

#### Salad

3 T	rendered duck fat
1 package	salad mix, power blend
2 T	Sysco Natural Chopped Garlic
1 c	turkey cracklins or pork rinds

Get the complete instructions for this recipe and more great holiday feast ideas at [SyscoFoodie.com](http://SyscoFoodie.com).

# Let's Talk Turkey



of consumers want to see turkey in a greater range of applications



of consumers would trade beef for turkey, given the option



of restaurants feature turkey year round

When it comes to the traditional American holiday meal, turkey still leads the flock. During the holiday season, demand for this versatile protein skyrockets. Consumers not only want turkey at home, they expect to see it on your menu.

#### The whole shebang

It's hard to beat the impact of a whole golden-roasted turkey presented on a platter and carved tableside. If this is not an option in your location, whole birds can also help transform your everyday buffet carving station into a holiday spectacular, especially when served with all of the traditional trimmings. It's a great way to bring the feel of the holiday feast directly into your dining room.

#### Taking it piece by piece

For many operators, dealing with a whole turkey simply isn't practical. Products like **Sysco Classic Whole Tom Turkey**, **Sysco Imperial Boneless Turkey Breast in Bag** and **Sysco Classic Boneless Turkey Roast** offer convenient and cost-effective ways to bring a little holiday cheer to any menu. Just roast, slice and serve. Boneless turkey roasts can also be sliced from end to end, meaning little to no waste and near 100% product utilization. For operators wanting to preserve that whole-bird impact, consider **Sysco Imperial French Cut Turkey Breast**, a full boneless turkey breast with the first wing joint and bone attached. It's as easy to prepare as a turkey roast and as stunning on the table as a whole bird, but at a fraction of the portion size, cost and effort.

#### Turkey takeout

Cooking a whole turkey can be intimidating to the average home cook. So if your whole-turkey game is strong, let people know by offering cooked turkeys for pre-order and pick-up during the holiday season. You don't have to offer full catering – sides, beverages, desserts – to be profitable, either. Most of your costs are in inventory, cooking and packing. Plus, people will pay a premium for the security of knowing that the most important part of their holiday meal is in the hands of a professional.

#### Turkey takeover

Turkey is a given during the holiday season. But that doesn't mean you have to limit turkey to special holiday menus. Turkey is as versatile as chicken and as hearty as pork. Pretty much anything you can do with either of those proteins, you can do with turkey – tacos, chicken fried turkey, sandwiches, soups, sausages – the options are almost infinite. One of the biggest drawbacks to turkey has always been portion size. But with **Butterball Turkey Breast Fillets**, operators can easily incorporate turkey into almost every application, even simple grilling.

*If you have turkey on your menu during the month of November, people are going to buy it.*

**Brandi Page**, Product Manager at Sysco



# HAM

*is a Holiday Hit*

Ham is commonly found on breakfast and lunch menus throughout the entire year. It's not until the holiday season that people start thinking about ham as a main entrée, and no holiday feast feels complete without it. It's the perfect protein for feeding hungry holiday crowds!

## A bone of contention

An operator's preference for bone-in or boneless ham is driven largely by the planned application and customer expectation. If you are serving ham as a kitchen entrée (not from a carving station or buffet), then boneless hams like **Sysco's Old-Fashioned PIT Carving Hams** offer greater portion control, easy slicing and near 100% utilization. With a bone-in ham, you won't get full yield but you will get full flavor – and maximum impact. For buffets, banquets and carving stations, it's hard to beat the look of a **White Marble Farms™ Prime Pork Steamship Ham**. This classic bone-in ham features a 6- to 10-inch bone jutting from the tapered end of the product, which makes for an eye-catching and elegant presentation with a craft-butcher feel.

## The best of both worlds

Spiral-sliced hams offer the ease and convenience of a boneless ham with the flavor and visual appeal of a bone-in ham. Plus, you still have a bone to use later – a real bonus for operators who make soups and stocks from scratch. Spiral-sliced hams are perfect for buffets and unmanned carving stations, because all customers need to help themselves is a pair of tongs.

## Go flat out

The ham world is going flat, or at least it's heading that way. And products like the **Block & Barrel Applewood Ultimate Carving Ham** are leading the way. Flat boneless hams are a relatively new category that showcases the natural shape of the muscle for a less uniform, more crafted look and feel. Each one has a unique look, and the naturally flat shape of the muscle allows for easy carving. Try adding a signature drizzle just after taking the ham out of the oven to give it an attractive home-for-the-holidays sheen that's sure to make any buffet line feel more like a family table.

## Where there's smoke, there's flavor

A smoked ham's flavor can vary greatly depending on the wood that is used. Hickory is still a solid favorite, but sweeter, milder fruit woods are coming on strong. There is no "perfect wood" for ham. Your choice will depend largely on what your customers want most. Try using regional favorites like pecan wood in southern areas and apple or cherry in northern regions where those trees are more prevalent.

No matter how you slice it, ham is an important part of any holiday feast. Contact your marketing associate to learn more about making Sysco hams a part of your holiday tradition.

Get the recipe for this Tasso-style Prime Pork Steamship Ham, brined and seasoned with a Cajun Tasso Rub, on [SyscoFoodie.com](https://www.SyscoFoodie.com). Recipe by **Chef Ojan Bagher, Sysco Houston**.







## RECIPE

### APPLE HONEY ALMOND DRESSING

Recipe by Chef Neil Doherty  
Sysco Corporate

- 4 c Sysco Imperial Red Delicious Apples, ½" dice
- 1 c Sysco Classic Almond Slices, toasted
- 1 c Sysco Natural Matchstick Carrots, julienned
- ½ c onion, sliced thin
- ¾ c Sysco Natural Celery Branches, bias cut
- 2 T garlic, chopped
- 2 T fresh tarragon, chopped
- 1 T Sysco Imperial McCormick Pepper Supreme
- 1 c Sysco Classic Organic Honey
- 10 c Sysco Classic Seasoned Croutons, ½" cut
- 1 pt Sysco Imperial Chicken Soup Base
- 4 oz butter
- Sysco Classic Kosher Salt to taste

In a heavy skillet, sauté carrots, celery, onions, garlic and tarragon until softened. Add apples, honey and half of the chicken stock.

Fold in croutons. Adjust moisture with remaining stock.

Add toasted almonds and season with pepper. Adjust with salt if needed.

Place in pan, cover and let cool.

# Dress to IMPRESS

## Dressing 101

The type of dressing your customers prefer is based on one of two things: geography and tradition. Be aware of regional styles and variations when planning your holiday menu, and use that as your jumping-off point. No matter which style of dressing you choose, the odds are good you will be starting with the same basic ingredients: bread, cornbread or rice as a base, sautéed root vegetables (also called *mirepoix*), and a liquid such as wine or stock. From there, what you add and how you prepare your signature dressing is open for interpretation and limited only by your imagination.

## Dress it up

Taking your dressing to the next level is as easy as adding or swapping ingredients. Instead of French bread or cornbread, try challah, croissant or brioche to dial up the richness of your base. If you prefer a sausage stuffing, try adding a Latin flare with chorizo or a pop of Cajun spice with boudin. Adding different nuts and/or dried fruits is another way to fine-tune your flavor profile. As a starting point, see what's fresh and seasonal in your area.

## One cannot live on bread alone

Driven by the need to reduce carbs or limit gluten intake, many health-conscious consumers have written stuffing completely off the menu. For these diners, swap bread for options like beans, oatmeal or cauliflower. Or, for a truly mouth-watering, gluten-free stuffing that's sure to grab attention, start with a base like **Sysco Supreme Chipotle Lime Red Quinoa Pilaf with Fire Roasted Vegetables**.

## Beyond the holidays

Dressing is a great item to keep on hand all year, not just for the holidays. As a side dish, dressing adds a rustic, lodge-style feel to roasted meats and poultry. It also works great when used as a base for elevated stuffings in pork chops, whole fish, crab, tenderloins and more. Save time and labor costs with high-quality dressing mixes from Sysco, like our **Traditional Cornbread** or **Chicken & Herb Stuffing**. They are wonderful as-is, but also work great as a starting point for your unique creations.

As with any holiday item, it's best to get your order in now. That way you can be sure and have everything you need to present your guests with a stunning holiday feast. **Contact your marketing associate today!**





# ■ HOT HOLIDAY ■ *Drinks* Warm Up Sales

**For operators, falling temperatures often mean one thing: rising hot beverage sales.**

As the holiday season kicks into full swing, consumers are drawn to warm, indulgent drinks. And while classic holiday flavors remain mainstays on seasonal drink menus, the increasing sophistication of consumers' palates, combined with the shift toward high-quality ingredients and handcrafted beverages, is creating a new kind of holiday flavor profile.

Wintermint  
Mocha

Pecan Pie  
Latte

Brûléed  
Pumpkin Latte

Mexican Churro  
Coffee





## Create a signature

Limited-time-offer beverages are particularly important around the holiday season, when consumers are looking for specific flavors of warm beverages – pumpkin spice, peppermint, mocha – and operators risk losing traffic if they don't offer them. However, the key is to balance classic holiday flavors with unique touches that draw customers in.

When creating a signature holiday drink, think of ways to anchor a trend in familiarity. International spices and flavor profiles are making their way to holiday drink menus, with beverages like Mexican hot chocolate and spices like cardamom and roasted ancho chile becoming seasonal favorites. Paired with traditional holiday flavors like vanilla and cinnamon, these profiles resonate with consumers looking to go beyond the traditional.

## Think sustainably

In addition to bold flavors, sustainability is something consumers find increasingly attractive. Among younger consumers, coffee beans that are organic, have been harvested through environmentally friendly practices, or are third-party certified are mostly likely to be perceived as sustainable. Operators looking to attract younger coffee drinkers should consider offering origin-inspired coffee like Sysco's **Citavo® Origin Coffee**, which features responsibly sourced coffee blends, a minimum of 51% of which comes from a specified region, including Guatemala, Colombia and Costa Rica.

## Focus on preparation

The trend toward high-quality ingredients sheds light on another buzzword currently dominating the hot beverages category: handcrafted. With consumers increasingly expressing a desire for customization in all aspects of foodservice, creating a drink they feel is unique is essential to sales. In creating handcrafted beverages, preparation and presentation are just as important as product. Everything from serving the beverage in an oversized mug to introducing different textures – such as whipped cream or roasted nuts – can make the consumer feel that the drink was crafted specifically for them.

## Go beyond coffee

The desire for handcrafted, innovative beverages extends well past coffee. On winter menus, tea, cider and hot chocolate are getting a makeover, too, with bolder flavors like chai and chile coming into play. And presentation style – including the incorporation of fresh berries, herbs and warm spices – transforms regular beverages into handcrafted holiday masterpieces.

While it's important to note that holiday classics aren't disappearing – pumpkin spice lattes, nutmeg hot chocolates and apple ciders are still mainstays for winter menus – they are evolving. To really kick up the heat, menus must evolve as well.

Warm your customers' hearts with hot beverages featuring **Monin®** flavored syrups. Find these recipes and other seasonal favorites at [SyscoFoodie.com](http://SyscoFoodie.com).

**Citavo Costa Rican Blend  
Medium Roast Coffee**  
+ Monin Praline Syrup,  
Monin Vanilla Syrup, maple  
syrup, steamed milk



**PECAN  
PIE  
LATTE**

**Citavo Guatemalan Blend  
Medium Roast Coffee**  
+ Monin Peppermint  
Syrup, chocolate syrup



**WINTER  
MINT  
MOCHA**

**Citavo Guatemalan Blend  
Medium Roast Coffee**  
+ Monin Pumpkin Spice Syrup,  
Monin Toasted Marshmallow  
Syrup, steamed almond milk



**BRÛLÉED  
PUMPKIN  
LATTE**

**Citavo Costa Rican Blend  
Medium Roast Coffee**  
+ Monin Cinnamon Bun  
Syrup, Monin Vanilla  
Syrup, almond milk



**MEXICAN  
CHURRO  
COFFEE**





63%

of consumers eat  
dessert at least  
once a week



34%

are more likely to  
order mini desserts  
if offered\*

# Sweeten THE SEASON

*For the restaurant industry, the holiday season presents an opportunity and a challenge. Consumers who choose to dine out are more likely to indulge around this time of the year – but they're also looking for originality. For operators, this means integrating new flavors and applying inventive techniques to one of the most popular holiday categories: desserts.*

## PETITE SWEETS

Desserts are getting smaller. Consumers are increasingly leaning toward personal desserts, which they see as a small treat rather than a big commitment. This is great for operators, as it extends desserts across all day parts; because consumers see miniature versions of desserts as less of an indulgence, they're more likely to buy them at non-traditional times. Bonus: ready-to-go options like the new **Sysco Imperial Reception Cake Bites**, **Filled Cake Truffles** and **Assorted Petit Fours** reduce labor costs and come in delectable flavors like **Ancho Chocolate**, **Salted Caramel**, **Bananas Foster** and **Pumpkin**.

## PERFECT PAIRINGS

Another way to play into the miniature dessert craze while still giving customers variety is to offer dessert flights with three to five miniature sweets, like filled cake truffles. This allows consumers to satisfy their sweet tooth without breaking the bank or their diet. To add a sophisticated twist to dessert flights, pair a hot beverage – like on-trend Mexican hot chocolate – with a single-serve dessert. For consumers, pairing a warm beverage with a dessert adds value and is the perfect way to indulge. For more trends in the hot beverages category, see page 12.





## RECIPE

### BROWNIE TRUFFLE SKEWERS

Recipe by **Chef Greg Meeker**, Sysco Seattle  
**Chef Dimitri Ponomarchuk**, Continental Mills

6 lbs	BakerSource Fudge Brownie Mix
20 oz	water
48 ea	Sysco Natural Fresh Strawberries
1 c	Sysco Imperial Chocolate Chips, melted

Place water and BakerSource Fudge Brownie Mix in mixer. Using a paddle, mix on low for 30 seconds.

Scrape bowl and paddle. Mix on low for another 30 seconds. Pour batter into greased sheet pan.

Bake at 350° F for 25–30 minutes.

Let brownies cool. Scoop 1 oz brownie and roll into balls.

For presentation, skewer one brownie truffle, one strawberry, then another brownie. Drizzle with melted chocolate and serve.

“

*More people buy desserts during the holidays than any other time of the year. That's when creating a standout dessert becomes even more important.*

**Adam Clay**, Category Manager  
 Bakery & Convenience at Sysco

”



Entice your guests with festive Holiday Bread Pudding. Find this recipe and more at [SyscoFoodie.com](http://SyscoFoodie.com).

## CREATIVE CUSTOMIZATION

Increasingly, consumers are looking for innovation and customization on menus. For operators, this means setting themselves apart by creating signature items. For restaurateurs looking to maximize profits while minimizing margins, cross-utilization is key. Try starting with a pre-made dessert, such as a **Sysco Imperial Cheesecake** or Sysco's new **Spiced Quinoa Tart with Walnuts**. Then play with on-trend flavors and textures by adding spices like cardamom and hazelnut, or creating a special ganache. Carefully curated flavor profiles elevate the experience: a chocolate cake can become a Peruvian spiced, dark chocolate dessert; a quinoa tart can become a mixed berry pie; a cheesecake can be elevated with lavender, basil and honey. Unleash your creativity!

## CAPITALIZE ON LTO

Consumers are more likely to indulge during the holiday season, making it the perfect time to capitalize on limited-time-only offerings. Operators should balance their menu between the classic flavor profiles consumers crave this time of the year, such as pumpkin and peppermint, with bold, on-trend flavors. Another way to entice customers? Relieve them of holiday stress by offering whole desserts to go. Sysco's **Desserts To Go** program generates add-on sales with whole and sliced pies packaged for takeout.

Because diners are more likely to treat themselves during the holiday season, the secret to maximizing dessert sales is simple: just ask. For more tips on upselling during the holiday season, visit page 28.







# Get More *from* *Your Morning*

Breakfast isn't just the most important meal of the day – it's also the most profitable. Just ask the folks over at the Golden Arches who credit the launch of an all-day breakfast menu as their ticket out of a big sales slump. Breakfast isn't just cereal anymore (actually cereal is showing up in desserts). Adoption of a fast-paced, on-the-go lifestyle has heavily influenced the way Americans consume breakfast. And while breakfast requirements like speed and portability are important, healthy options that promote all-day wellness are also a big trend.



## ◀ THE “UPPER KING” BREAKFAST BOWL

Recipe by **Chef Britney Jerome**  
Sysco Columbia

12 oz sweet potato, peeled and diced  
12 oz rainbow chard  
4 ea pecan smoked sausage links  
3 oz olive oil blend  
1 T garlic, minced  
2 T crushed red pepper  
1 ½ c chicken broth  
2 oz apple cider vinegar  
8 oz Sunrise Quinoa Blend, prepared  
4 oz mini sweet pepper, sliced and pickled  
4 ea eggs  
4 oz Manchego, coarsely grated  
2 oz pepitas (pumpkin seeds)  
kosher salt to taste  
ground black peppercorn to taste

In small pot of water, prepare quinoa blend according to package instructions.

Arrange diced sweet potato in a single layer and steam until just tender, careful not to overcook to the point of falling apart. Chill quickly.

Using a sharp knife, remove central ribs from chard. Slice on a bias into ½-inch thick pieces and reserve. Gently chop chard leaves into large pieces and set aside.

Grill sausage links until interior temperature reaches 165° F. Allow to rest 2 minutes before slicing.

Toss cooked sweet potato with olive oil, salt and pepper. Set aside.

Heat a sauté pan over medium heat. Add oil, sliced chard ribs and crushed red pepper. Cook for 1 minute. Increase heat to high. Add garlic, vinegar and chicken broth, and cook until liquid is reduced by half. Add chard leaves and season with salt and pepper. Toss until just softened, approximately 1 minute. Cook egg as desired.

Assemble bowls by mounding Sunrise Quinoa Blend, chard, sweet potatoes and pickled peppers side by side. Top each bowl with eggs and sliced sausages. Finish with Manchego and pepitas.

## Rise, shine and keep moving

There is not a more grab-and-go-friendly breakfast choice than the smoothie. Smoothie consumption has seen rapid growth over the last few years as consumers co-mingle the trend of traditional fruit smoothies with cold-pressed juices for sophisticated flavor combinations and maximum health benefits. Smoothies have even become so popular they have spun-out a whole new way for diners to enjoy them – the smoothie bowl. Thicker than traditional smoothies, due to the incorporation of Greek yogurt, smoothie bowls are topped with sliced fruit, granola, nuts and seeds, and then enjoyed by the spoonful. And smoothies aren't the only trend befriending the bowl. Power-breakfast bowls laden with nutrient rich grains, veggies and protein are another quickly growing morning meal trend.

## An egg in the hand ...

Egg sandwiches from the corner bodega have long been a breakfast staple of hurried New Yorkers. Now, operators everywhere are building on-trend breakfast sandwiches with

bagels, toast, buns or biscuits stuffed with everything from eggs, bacon, sausage and melted cheese to fried chicken, sliced tomato, avocado and more. If your diners prefer a sit-down breakfast, serve sandwiches with a side of crispy home fries and spicy ketchup.

## Move over, breakfast

Brunch has overtaken breakfast as the morning indulgence occasion of choice. With a more leisurely pace, often on a weekend and paired with a cocktail, brunch serves as a reward for a hectic week. The important strategy for operators is finding ways to be different than the clichéd brunch with omelet stations, shrimp bowls and crudité. Savory bread puddings and deep-dish quiches are excellent chafing table options, while flavored bacon and savory waffles offer unique twists on classics.

### Tip

A great opportunity during the holiday season is to offer a modified brunch designed specifically for office parties and client meetings to expand the reach of your brunch catering services.





# Produce

## FOR ALL PLATES

### RECIPE

#### PERSIMMON CRÈME BRÛLÉE

Recipe by **Chef Neil Doherty**  
Sysco Corporate

- 4 c heavy cream
- 2 t cardamom
- ½ t ground allspice
- 1 ½ c sugar
- 2 t pure bourbon vanilla extract
- 12 ea large egg yolks
- 8 ea large ripe persimmons

Heat oven to 300° F. Cut tops off persimmons, scoop out flesh and set empty persimmon shell aside.

In a medium saucepan, heat cream, persimmon flesh, cardamom, allspice and ½ cup sugar over medium heat. Bring to simmer and remove from heat. Strain mixture through a chinois, pushing persimmon flesh through with a wooden spoon. Add vanilla to strained mixture and stir. Cool to 90° F.

In large bowl, whisk together egg yolks and ½ cup sugar. Gently whisk in cream mixture to form a custard.

Pour custard into half hotel pan and set in the center of a roasting pan. Transfer to middle rack of oven.

Pour hot water into roasting pan until it reaches halfway up the side of hotel pan. Bake until set but slightly soft in the center. Cool overnight.

Whip cooled custard and spoon into reserved persimmon shells. Sprinkle 1 t of sugar over top of each. Using a torch, melt sugar until bubbling and golden brown. Let rest until sugar hardens to crisp shell. Serve with whipped cream and berries. Tilt persimmon top to the side for presentation.



**B**eets are chic. Squash is stylish. Vegetables are in vogue. For 2016, one thing is clear: produce is anything but passé.

Labeled one of the hottest trends of 2016 by the National Restaurant Association, “veggie-centric” dishes are taking the foodservice industry by storm. This emerging trend is driven by three key factors: an increase in health-conscious diners, the desire for less food waste (think stem-to-root in place of snout-to-tail) and the growing sophistication of consumer palates.

#### Small plates

Vegetables aren’t just for sides anymore. Driven by applications and preparations that go beyond oven roasting – caramelizing, puréeing, pickling, candying – vegetables are kicking meals off in new and exciting ways. For holiday menus, try a savory tart with Brussels sprouts and apples, roasted butternut squash and pumpkin soup, or a sweet potato risotto. Use fragrant herbs and in-season legumes to add depth, complexity and texture.

#### Center of the plate

Produce has moved squarely to the center of the plate. Increasingly, chefs are showcasing vegetable variety as the main attraction rather than the

sideshow. Meaty vegetables like sweet potatoes, squash and cauliflower lend a thickness similar to traditional center-of-the-plate offerings. Applications conventionally used on proteins – braising, grilling, charring – add a complex flavor profile. For richer, heartier dishes, create in-season specialties like pumpkin ravioli and spaghetti squash pasta.

#### After dinner plates

While integrating naturally sweet vegetables into desserts is nothing new, holiday dessert menus are showcasing modern applications of sweet-and-savory seasonal creations like a sorbet of Sysco Imperial Beets, spiced squash donuts and persimmon crème brûlée.







# Naughty to Nice: Healthy Holiday Swaps

The holiday season is one of the most food-focused times of year, when friends and families gather to enjoy traditional dishes like ham, turkey and other classics. But more consumers are now looking for healthier ways to indulge in holiday treats without overloading on carbs, fat and sugar. This holiday season, treat diners to nutrient-dense foods and slimmed-down portion sizes packed with festive flavor.



## Protein with a twist

Creating hearty dishes without the go-to holiday proteins can feel like a daunting task. But protein-packed seafood offers just as much flavor without the heaviness of traditional fare. Salmon Wellington – **Portico Wild Salmon** in a flaky puff pastry with creamy spinach filling – is a lighter alternative that's packed with texture and flavor. And it looks just as festive sitting at the center of the table. Nutrient-rich vegetables like eggplant and Portobello mushrooms can be carved like a holiday roast to deliver deep, home-style flavor and a festive holiday experience.



30%

Eating fish twice a week  
reduces heart disease risk  
by at least 30%

Source: 2015-2020 Dietary  
Guidelines for Americans

38%

38% of adults purchase  
fresh fruit during the  
holiday season

Source: NPDP's SnackTrack  
Holidays Christmas Profile

## Festive flavors

Holiday cuisine is known for rich, comforting flavors. But that doesn't have to mean loading food with refined sugar and salt.

**Sysco Imperial Spices and Seasonings** like sage, rosemary and thyme can replace salt to give food a full flavor profile. Festive spices like cinnamon and nutmeg pack a flavorful punch, and also contain anti-inflammatory and detoxifying properties. Add heat to caramelize fruits and roasted veggies and take advantage of their natural sweetness, or use apples and cranberries to provide tartness and sweetness without processed sugar.

## Very merry veggies

Swap carb-heavy, low-nutrient holiday sides for vegetable-based versions loaded with vitamins, minerals and antioxidants. Replace standard starches like mashed potatoes with smashed carrots and parsnips with butter and spices. Not only are **Sysco Classic Carrots** an excellent source of potassium and fiber, they're also packed with beta-carotene and vitamin C. Wilted **Sysco Natural Kale**, pumpkin seed and cranberry salads create a festive feel with a healthy dose of disease-fighting antioxidants. Pumpkins, acorn squash and sweet potatoes are much-loved holiday classics rich in fiber and complex carbohydrates. Serve them in soups and casseroles, or roast them with warm holiday spices.

## Sweet treats

Even the most health-conscious consumers are eager to indulge in desserts during the holidays. Reduce portion sizes to trim fat and calories in classic tarts, pies and cakes. Mini desserts offer full flavor while making it easy for consumers to treat themselves. Choose nutrient-dense ingredients with natural sweetness, like sweet potatoes, which are rich in fiber, potassium, antioxidants, beta-carotene, vitamins A and C, and more.



Get into it at [sysco.com/health](https://sysco.com/health)

For more health tips from the back of the house to the front of the house, subscribe to Sysco's SHAPE newsletter, which highlights new health and nutrition trends every month.







# KIDS' MENU MAKEOVER



With so many reasons to gather and celebrate during the holiday season, it's no surprise that operators see many families walk through their doors this time of year. Operators know that sometimes their biggest critics come in the smallest packages – kids! That is why it is always a good idea to be ready with a robust kids' menu to please all palates. Kids' taste buds range from adventurous eaters to picky hard-to-pleasers, so here are a few tips and tricks to help you plan for big success with your smallest diners.



## If they build it ...

A menu that engages a child right from the start is the best first step to ensuring a successful family meal for your guests. Build-a-meal menus are a big hit with children and parents alike because they allow the child to take control of food choices from a list of parent-approved selections, like grilled chicken, carrot sticks or apple slices (don't forget the dipping sauces). Yogurt and applesauce pouches are also in-demand kiddie favorites that parents love. The mix-and-match nature of the menu isn't just fun for diners, it also helps operators and kitchen staff avoid costly and confusing substitutions that come with a more rigid kids' menu.

## Little big kids

Big kids may have outgrown the novelty of the kids' menu, but they just aren't ready for the massive portions that come with adult entrées. Consider a place on your menu for young adults who are ready for more sophisticated dining selections at a reduced portion size and price point. These young diners are typically more adventurous eaters, making them likely to shy away from the fried finger foods of typical kids' menus and try the type of cuisine they see their parents enjoying. Pairing

these grown-up options with a familiar "security blanket" side item like pasta or fruit salad can ease the transition from the kids' menu to the adult table.

## Points for presentation

Kids buy into foods right away when they are visually appealing. That's how favorites like happy face pancakes remain popular year after year. Presentation matters, and while a kid's dish doesn't require meticulous food styling, simple solutions can make a big difference. **State Fare**, a Sysco customer in Houston, Texas, serves their kids meals on a stainless steel camp tray. Their build-a-meal approach allows for each menu selection to fill a tray compartment, which is then finished off with a signature Oatmeal Whoopie Pie for dessert. Jim Mills, chef and partner at State Fare, says that kids and parents alike love to see the whimsical tray as it approaches the table, and he believes that this small presentation detail has contributed to improved customer loyalty and positive word of mouth among his family-oriented customer base.

## Notable nutrition

According to the Kids LiveWell® nutrition criteria, kids' meals should

be 600 calories or less and offer items from two or more food groups. Restaurants that participate in the Kids LiveWell program commit to offering healthful meals for children with a focus on increasing the consumption of lean protein, whole grains, low-fat dairy, and fruit and vegetables while limiting the availability of unhealthy fats, sugars and sodium. Sysco is a proud partner of the program and works with operators all over the country to create healthful kids' menus for any concept.

Need help creating a build-a-meal kids' menu for your young diners? Ask your marketing associate about **Sysco Menu Services**. Learn more on page 26.

## Simple Operator Tips for Kids' Meal Success:



**Keep it simple and pure.** If a child orders plain buttered noodles, don't get fancy with the garnish. It only takes one fleck of chopped parsley to tank a meal and trust us – the parents won't forget.



Allow for plenty of options in your **build-a-meal menu program**. It's a great way to cross-utilize ingredients and products from other dishes and day parts.



Make it known that **milk and juices are available** beverage options. Bonus points if the drink is included in the price of the kid's meal.



**Chef Jim Mills**, chef and partner at State Fare restaurant in Houston, Texas, relies on small, thoughtful details to make a big impression with kids' meals.



SYSCO  
CUSTOMER PROFILE

MAGNOLIA  
BAKERY  
— NEW YORK CITY —

**Original  
Location**

West Village,  
New York City

**Founded**  
1996

**Category**

Neighborhood  
Bakery

[magnoliabakery.com](http://magnoliabakery.com)



**Foodie** magazine had the pleasure of speaking with **Bobbie Lloyd**, chief baking officer for Magnolia Bakery, the neighborhood bakery that turned cupcakes into a global craze.

**What put Magnolia Bakery on the map?**

"People know us for cupcakes. But we've worked really hard to steer clear of being pigeonholed as a cupcake shop – we are a full-service bakery. As a matter of fact, our best seller is banana pudding, which accounts for about 15% of total sales. That's huge for a single item. Cupcakes may have put us on the map, but it's everything else we do that keeps us there."



**How did your cupcakes go from a popular local item to a national sensation?**

"In 2001 we were mentioned in an episode of *Sex and the City*. Then there was a *Saturday Night Live* skit called 'Lazy Sunday: Chronicles of Narnia Rap' that went viral in the early days of YouTube. Both of these mentions did two important things. *Sex and the City* made us popular with women ages 18 to 35. The *SNL* skit raised our profile among men ages 18 to 25. Both of them together helped make our name known outside of the local area, and that's how it all started!"

**What are your personal favorites and best-sellers in cupcakes?**

"My favorite is the chocolate cupcake with chocolate buttercream. It's rich, dark and moist; and the buttercream practically tastes like fudge. Our best-selling cupcake is vanilla with vanilla buttercream. It's a good old-fashioned butter-base vanilla cake. When you bust it open, you smell the butter and the vanilla. It's so good. But if I had to pick one item over all, my personal favorite is the Key lime cheesecake. It's incredibly light with just enough of a pucker from the Key lime. I will literally have it for lunch sometimes."

**What makes Magnolia Bakery different?**

"We always bake on premise and from scratch. Part of the experience is seeing it happen. People love that! Magnolia Bakery is just like the neighborhood bakeries I grew up with. I hear customers say 'this place reminds me of my grandmother's house', or 'my mother used to bake this kind of coconut cake' all of the time. So it's the nostalgia and authenticity that makes us different, that true corner bakery feel."

**Your menu looks phenomenal. How do you come up with new ideas and keep things fresh?**

"You have to keep an eye on the industry and see what flavor profiles people really want. I am always looking for ways to stay classic and not get into

the crazy flavor combinations. Those trends come and go. Classics are classic for a reason. People will always want them, and want them done well."

**The holiday season must be huge for Magnolia. What do you do to prepare for the rush?**

"We communicate. We have a lot of staff and manager meetings where we talk about production. Since we bake on premise, we only have so much space and so much oven time at each location. So we have to plan everything perfectly to accommodate the increase in business."



*We always bake on  
premise and from scratch.  
Part of the experience  
is seeing it happen.  
People love that!*



**What are your must-have holiday classics?**

"Pumpkin and apple desserts start getting popular in October – cakes, cookies, scones, you name it. Then from the two weeks before Thanksgiving to the two weeks after, pies are a big focus: apple, pecan, pumpkin. After Thanksgiving, cookies are huge through the end of the year. This year we are doing a special Twelve Days of Christmas Cookies where there are three different cookies featured every day leading up to Christmas."

**If someone wants a Magnolia Bakery pie for the holidays, how far in advance should they order?**

"Sooner is better. We officially stop taking orders the Sunday before Thanksgiving. Since we bake fresh, the pie you pick up will have been baked that day. With limited oven space, it's a real balancing act. Last year we made over

2,000 pies for Thanksgiving alone – all in two days."

**How long have you been doing business with Sysco?**

"When we purchased Magnolia Bakery in 2007, we invited Sysco to bid because we already had a great relationship from past ventures. But at the time, Sysco didn't carry some of the core items we needed. The fact that they were willing to work with us and start carrying these items meant a lot. So Sysco has been our prime vendor for the past 10 years. And we rely on that consistency across all locations."

**What keeps you coming back to Sysco year after year?**

"We've always had great relationships with our marketing associates; that's a big part of it. They are willing to do just about anything to make sure we have what we need. Some of our locations are difficult because of limited space or heightened security, like our Rockefeller Center bakery. But Sysco always manages to get in and out quickly, regardless of the location."

**How has Sysco been a part of your success?**

"As our business grew, it helped knowing Sysco has every market covered. That's a big help to us in rolling out new or seasonal products across multiple locations. Sysco was instrumental in helping us open our first international location in Dubai in 2010, too. Since we bake from scratch, getting fresh ingredients is incredibly important. At that time, we had no idea how to manage international products and logistics. We wouldn't have been able to get that store open without that Sysco connection."

**How can people get a taste of Magnolia Bakery?**

"We have nine locations in the U.S. in New York, LA, Chicago and Hawaii. We also have 16 locations internationally. If none of those are convenient, you can order online through our catalog at [magnoliabakery.com](http://magnoliabakery.com)."





# Sysco's Latest and Greatest

Looking to offer your customers something new? Want to source on-trend items that reduce labor costs and boost profitability? Check out these new, exclusive additions to Sysco's product assortment from our Cutting Edge Solutions innovation program.



## Sysco Imperial Waffle Waffle Fries

- Unique solution for all-day breakfast and snack trends
- Perfect for sweet and savory applications
- Competitive cost per serving

**Tip:** This exclusive sweet and crunchy waffle fry is a great base for chicken and waffles or loaded-fry nachos.







## Sysco Imperial Honey Sriracha Fries

- On-trend flavor profile
- 6.5% growth in sweet-heat category over the last 5 years
- Elevated product with high profit potential

**Tip:** Serve as an appetizer duo with beer-battered onion rings and a trio of dipping sauces for a delicious and profitable plate.



## Sysco Imperial Beets

- Reduces the labor costs and mess associated with fresh beet prep
- 100% useable product with no waste
- 49% menu growth in beets over the last 4 years

**Tip:** Beets provide versatility across all day parts, from beet-based smoothies and juices to salads and dips.



## Sysco Classic RTO Sourdough Bread

- Refrigerator-to-Oven format – new to market!
- Bake fresh with ease
- Greatly reduces prep time

**Tip:** Great for burgers, gourmet sandwiches, breadsticks, bagels and soup boules.



## Sysco Natural Pineapple Juice

- Not-from-concentrate juice is a fresh-tasting alternative to canned juices
- Gently pasteurized for extended shelf life – 40 days refrigerated
- Free of high fructose corn syrup and artificial colors and preservatives

**Tip:** Hawaiian flavors are trending, and this item can be used in meat marinades, as well as in beverages and desserts.



## BakerSource Classic Cheese Enrobed Breads

- Covered 360° with cheese for bold flavor
- Thaw and serve for convenience
- Comes in two great flavors: **Aged Jack Cheese with Green Chiles** and **Italian Blend with Caramelized Onion**

**Tip:** Use this unique bread to elevate deli sandwiches, or chop it and toast it to make flavorful cheese croutons for salads.



## Wholesome Farms Yogurt

- Greek, Plain
- Greek, Vanilla
- Lowfat Plain
- Lowfat Vanilla

**Tip:** 83% of consumers are eating snacks between meals. Appeal to health-conscious snackers with protein-packed Greek yogurt, fruit and granola parfaits. Or try fruit and veggie boards with yogurt-based dips.





Item Name	Sell Price	Number Sold	Food Cost	Food Cost %	Profit	Total Cost	Total Profit	Menu Class
Crispy Fried Calamari	12	35	4.2	35%	\$7.80	\$151.30	\$280.80	Appetizers
Sticky Back Ribs	12	30	4.2	35%	\$7.80	\$84.00	\$195.00	Dogs
Southern Fried Chicken	11	23	3.80	35%	\$7.15	\$88.55	\$164.45	Dogs
Garlic Cheese Bruschetta	10	32	3.5	35%	\$6.50	\$112.00	\$208.00	Pincheros



## A FULL MENU OF SERVICES

**Y**our menu says a lot about your restaurant. In fact, many customers begin forming an opinion based on your menu before they even taste the food or experience the service. **Sysco Menu Services** is a collection of innovative solutions and technologies designed to increase profitability by using your menu as a tool.

Dawn Fitzgerald, senior director of Menu Services, says, “We believe every restaurant should have a menu that illustrates their story in a profitable way. Menu Services is another way Sysco brings more to the table to help our customers succeed and grow.”

Sysco Menu Services offers a wide range of business-building tools – menu design, menu analysis, marketing campaigns, profitability calculators and more.

### MENU SERVICES ONDEMAND

Menu Services OnDemand, a powerful self-service menu marketing tool and flagship offering, allows you to design menus and other marketing materials quickly – anytime, anywhere. OnDemand’s menu design feature lets you create and customize menus using a collection of more than 1,500 design and layout options. Users can also choose from hundreds of pre-designed templates to create personalized marketing and promotional materials tailored to your business needs.

OnDemand also allows users to evaluate menu profitability with a profitability calculator and access to profitability training videos. For

personalized assistance, customers can chat live with Menu Services experts through **Menu University**. All menus and marketing materials can be stored and accessed in the personal cloud locker, ensuring that you always stay connected to your projects. Print projects from downloadable high-resolution PDFs using the **Print On Demand** feature, and watch your custom-designed projects come to life and help your business grow.

Through all of these services and more, Menu Services’ goal is to empower Sysco customers by providing a one-stop-shop for all menu, marketing and promotional needs.

### Menu Services OnDemand at a glance

- Choose from 1,500+ design and layout options
- Create powerful marketing tools – table tents, posters and more
- Calculate the profitability impact of simple price changes
- Chat live with industry experts
- Enjoy a library of video tutorials

### GET STARTED NOW

Setup is simple, training is easy and the Menu Services team is ready to help with exemplary customer service and industry expertise. To learn more or request a demo, visit **SyscoMenuServices.com** or call **800-380-6348** today.



# CAKE

## Upgrade Your Business

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### The Point of Sale Every Restaurant Deserves

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# SET SERVERS UP FOR UPSELL SUCCESS



*“Would you like fries with that?”  
It’s the classic upsell-question-turned-cliché, but there is no doubt that effective upselling strategies are critical to a restaurant’s bottom line.*

## Empower servers

One of the best ways to prepare your staff for upselling success is to have them try the food they are selling. This will allow your servers to make recommendations using descriptive details based on their own experiences, which brings an element of authenticity to the upsell.

## Seasonal story-selling

You can improve your chances of successfully upselling simply by sharing the stories behind your food. Seasonality provides a great opportunity to add a sense of urgency as well – if diners don’t buy now, they may miss an opportunity to try something truly special. For example, wild leeks (also called ramps) must be foraged from nearby boggy riverbanks within a three-week window. If you use a special preparation, such as your grandmother’s pickling recipe, make sure your servers know those details. Customers have little-to-no problem paying a few extra dollars for something they know they can’t get from your competition.

## Open a dialogue

Upselling during the holidays is a little easier, because guests are more likely to try special menu items connected to the season. But first, your servers have to establish a dialogue. Here are a few conversation starters servers can use any time of year to strategically upsell while still coming across as natural and conversational.

- Have you dined with us before or is this your first time?
- May I start you off with a few of our best small plates this evening? The \_\_\_\_\_ is my personal favorite.
- May I offer you something to drink? We have a selection of fruit-infused teas or freshly brewed flavored coffees.
- We have a few new crowd-pleasers on the menu – would you like to hear about them?
- Our dessert menu is fantastic. If you don’t have room, may I recommend packing one to-go for later?

Teaching servers the art of the upsell not only impacts your operation’s bottom line, but also helps your servers increase their per-person averages, which has a direct impact on overall tips and job satisfaction.



**Tip:** The holiday season is also a prime time for add-on gift certificate sales. Offering time-sensitive gift card specials is a great way to drive business during the post-holiday, pre-Valentine’s Day lull.



# MANAGING HOLIDAY LABOR PAINS

The holiday season is one of the most lucrative times of year for the restaurant industry. More consumers are dining out, check averages rise and operators are benefiting from spikes in their off-premise catering business.



Staffing requirements during the busy holiday season can include just about every position, from hosts and servers to bartenders, bussers and prep cooks. And hiring the right seasonal help is very important to keep your business flowing. For example, inexperienced servers are not ideal because there is not enough time to train them before the holiday rush. Operators must also consider their catering operations and make sure they are sufficiently staffed for in-dining room and off-premise catering services.

One way to determine how much staff you need is to forecast how many guests you'll serve in a week, day or shift. A great way to track this data is to leverage the capabilities of your point-of-sale (POS) system. These insights will help you understand day-to-day labor needs without overstaffing, which drives up labor costs and eats away at profitability. Overstaffing can be just as detrimental as understaffing. While you may conserve labor costs with a skeleton crew, poor customer experiences will hurt your reputation and cost you repeat customers.

## Tips for Seasonal Staffing Success

### Be upfront

Set clear expectations with blackout dates that are publicized well in advance. Stress the accountability each member has to the team and to the business. "The holiday season presents even more external scheduling conflicts for your staff, and as a result can lead to more call-outs and no-shows," says Pat Lindsey, president of

Advanced Restaurant Solutions. "Create awareness that individual actions affect the larger team. And by not showing up at work, they are negatively impacting the overall success of the business."

### Be human

Think about how you would want to be treated and treat your staff the same way. Talk to staff about their needs

and do your best to be accommodating when scheduling. Flexibility in scheduling reinforces positive behaviors and promotes staff loyalty.

### Don't assume

Not everyone wants time off at the holidays. Some are looking to pick up as many hours and shifts as possible. Just be sure to distribute those extra shifts evenly.



# Keeping Things Fresh

**Idalia Garcia**  
Produce Manager  
Sysco Riverside



Idalia Garcia, produce manager at Sysco Riverside in California, shares a story with many immigrant families. Her parents left Havana, Cuba, in search of a better life, which they found in Orange County, California, a place Garcia has called home since the age of eight.

“My parents worked really hard to provide opportunities for me,” Garcia says. “They were so proud to send their only daughter to Cal State Fullerton.”

After college, Garcia’s career path led her to a local produce company where her early success and passion for produce caught the eye of a Sysco rep, with whom she shared several accounts. When that rep was promoted, he contacted Idalia. Shortly thereafter she was hired as a Sysco marketing associate.

“I was an MA for four years. Then my VP asked if I wanted to get back into produce,” she says. “Since I

consider myself a ‘produce geek,’ I jumped at the chance.”

As produce manager, Garcia is responsible for making sure the products her customers receive are delivered to exact specification. “Some customers require greener produce while others like it to be ripe and ready,” Idalia says. “So we go that extra mile by hand-picking products for them, because we know that makes a big difference.”

Product education is also an essential part of her job. By staying active in the field (literally) and engaging with local farmers and chefs, Idalia keeps a keen eye out for new and interesting products. “I get so excited when I find something like a new heirloom varietal,” Garcia says. “My customers get really excited, too. That’s why I love produce. It always seems to bring out people’s passion.”

Sysco programs like **FreshPoint** and **Cutting Edge Solutions** also

*Sysco is passionate about local food. During the summer we source as much produce as we can from local market suppliers.*

help Garcia keep things fresh, with new promos and products delivered quarterly. “We’ve done zebra lemons, gold kiwi and **Sysco Imperial Beets** recently. The produce industry is just so dynamic. With heirloom products and hybrid creations, there’s a lot of innovation happening – and there’s always something new to talk about.”

When it comes to quality, Sysco relies on the largest and most active quality assurance department in the industry, with more than 100 specialists monitoring every detail – from our industry-leading cold chain, which is never broken, to the exact harvest location within a given field. Every box of Sysco Brand produce is of the highest quality and 100% traceable, so customers always know where their produce comes from.

“We have a complete quality assurance story to tell,” Garcia says. “With Sysco Brand produce, you not only see the difference, you can taste it!”



A new look  
to the quality  
dairy brand  
you've trusted  
for years!



## Honest Nutrition

Sysco's Wholesome Farms brand – fresh new look, same great products – always.

Watch for our new look coming soon to your kitchen and ask your Sysco Marketing Associate about the wide variety of quality dairy products available from Wholesome Farms.







# LET'S CRAFT GREAT PIZZA TOGETHER.



*Contact your local Sysco Marketing Associate for more information about Riserva premium mozzarella cheese.*



Look for the Seal  
California Milk Advisory Board