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BUSINESS

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on the Fries

Building a
Better Burger

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Milkshake Makeover

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Message from the Executive Editor



Dear Valued Sysco Customers,

Welcome to the first issue of our revamped **Foodie** magazine. In addition to the great food content you've come to know and expect from us, we've added new features that seek to address what matters most to you and your business.

We understand that great food isn't all it takes to make a foodservice operation successful — it takes great business practices, too. That's why we've incorporated additional insights from Sysco's team of experts to make **Foodie** your go-to resource when looking for proven and innovative ideas to drive your business.

We've got a great first issue dedicated to comfort food favorites — burgers, fries and shakes. This classic American trio is in high demand as diners seek bold, new flavors and fresh spins on old favorites.

We have great ideas and content to share, but we also want to hear from you. Send your ideas to foodie@corp.sysco.com.

Sysco is passionate about our customers — and proud to be at the heart of food and service.

Enjoy the issue.

Bill Goetz

Bill Goetz
Senior Vice President, Sales and Marketing

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Get the recipe for our cover feature, the Royale with Cheese, at syscofoodie.com. All of the equipment featured in **Foodie** is available at suppliesonthefly.com.

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

**FRESH
ASSURED**

Sysco believes the best food is made from the highest quality ingredients available — now more than ever, so do customers. Trend data shows that customers across all age groups, from boomers to millennials, are increasingly seeking fresh and healthy dining experiences, right down to the indulgent burger. Though seemingly an unlikely candidate, burgers are actually the perfect canvas for showcasing fresh ingredients across meats, cheeses, toppings, breads and produce.

Freshness is the New Standard

Building a burger with fresh ingredients means operators can charge a premium, as consumers are willing to pay more for freshly prepared food, including house-made pickles and condiments. From produce to beef and lean natural proteins, Sysco has countless fresh product options to refresh your menu today.

One of
the top 2016 NRA
food trends
is a shift towards fresh,
natural and minimally
processed food

Source: What's Hot 2016
Culinary Forecast, National
Restaurant Association

88%
of consumers
are willing to pay
premium prices for
healthier food options

Source: Consumers
Want Healthy Foods — And Will
Pay More For Them, Forbes

Consumers
consider
“fresh”
the most valued
quality distinction
marker when it
comes to food

Source: Restaurant
Patrons Seek Fresh, Healthy
and Sustainable Options, Forbes



Sysco 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.

Iowa Premium Beef TAMIA, IOWA



Iowa Premium Beef began with a singular focus: provide the highest quality corn-fed Black Angus beef raised on family farms in America's heartland. By tapping into a long-held family-farm tradition of growing the crops that feed the cattle, Iowa Premium is able to produce beef unmatched in its flavor, consistency and sustainability.

“Quality and safety starts on the farm,” said Michelle Baumhover, director of marketing for Iowa Premium. “Our farmers work hard to do the right thing every day because the beef they raise not only feeds our customers, it also feeds their families.”

Even as the demand for corn-fed beef continues to rise, Iowa Premium's dedication to humane handling and sustainable practices has never

wavered. Nor has their commitment to quality assurance and food safety. From strict cattle procurement guidelines to rigid policies for processing and cold-chain management, Iowa Premium has a multitude of checkpoints in place to ensure that the wholesomeness of the family farm makes it all the way to the restaurant plate.

“Sysco took the opportunity to invest in Iowa Premium so they could ensure reliable access to an exceptional product for their customers,” Baumhover stated. “In turn, they give us access to their resources — quality assurance, marketing materials, communications. The support they give us is unbelievable. Sysco opens doors, and we are very thankful for the opportunities that brings.”

Oregon Natural Meats EUGENE, OREGON

Oregon Natural Meats (ONM) is passionate about producing the highest-quality beef using only pasture-raised, locally sourced cattle. Ideally situated within Oregon's Willamette Valley, ONM has created a closed-loop system using locally sourced “upcycled” brewer's grains and grass pellets to finish cattle, resulting in a high-quality, intensely flavorful end product.

“There are a lot of boutique beef producers like us. But seasonality keeps them out of the mainstream,” says Stephen Neel, Ph.D., managing partner and CEO of ONM. “We eliminated seasonality constraints by using upcycled feedstuffs during the winter months to supplement pasture grazing so that we could attract a major player like Sysco.”

Everything ONM does — from the upcycled feed to the selection, management and processing of cattle — is done at the local level to help reduce the carbon “hoofprint” of their operation. While a partnership between a locally focused supplier and a broadline distributor may seem an unlikely pairing, Sysco has always been dedicated to helping local suppliers grow and prosper.

“Sysco allowed us to grow at a pace we were comfortable with. No other distributor would even consider that,” says Neel. “We believe in full-carcass utilization. And Sysco respects that. They don't just call me asking for more tenderloins, they ask me what else they need to sell in order to generate more tenderloins for them. That's forward thinking. That's a real partnership.”



TOTAL PATTYMONIUM

Sysco chefs across North America were recently served with an interesting challenge: come up with the most over-the-top burger you can imagine using flavors specific to your region.



The contest, known as “Pattymonium,” provided an outlet for the chefs to flex their creative muscle. The only ingredient they were required to use was a Sysco frozen patty. With the consistent, reliable quality of Sysco frozen patties as a starting point, judges were able to focus more on the execution, creativity and unique flavor combinations offered by each entry, rather than focusing on the patty itself.

From more than 100 entries, eight chefs were chosen as finalists. A cook-off between these chefs narrowed the contestants until only one winner remained.

* Source: 2015 Burger Consumer Trend Report, Technomic

THE CHEF

Chef Luis Reyes,
Sysco Central Florida



Born in Puerto Rico, Chef Reyes grew up in a culture where food was synonymous with family. Whether it was an “everyday dinner or a big family gathering,” food played an important part. “Food represented unity and celebration,” says Reyes.

Reyes began his career in foodservice at a bakery in Puerto Rico, where he worked the front counter and served as a dishwasher. Influenced by his mother and grandmother, who taught him how to “treat ingredients with importance,” Reyes enrolled in the Florida Culinary Institute, graduating with degrees in Culinary Arts and Food & Beverage Management. He joined Sysco in 2005 as a center-of-the-plate specialist and a marketing associate before being promoted to executive chef.

THE RICO BURGER

The “Rico Burger” took home Pattymonium’s top prize. Featuring a grilled Angus patty topped with braised pork belly, pickled shishito peppers, sweet plantains and a cilantro-mojito BBQ sauce, the Rico Burger combines popular ingredients with Latin flavors drawn from Reyes’ background and the “great diversity” of Central Florida’s culinary influences.



RECIPE

FOR THE BELLY

5 oz. pork belly, skin on
2 T all purpose adobo seasoning
1¾ C Mojo Creole marinade
¼ C cilantro
½ yellow onion
Kosher salt
Pepper supreme spice

Season pork belly with salt, pepper supreme and adobo. Place in a pan and cover with mojo marinade, cilantro and onions. Cook in a 300 degree oven for 3.5 hours. Drain and chill. Once completely chilled, fry in a 350 degree fryer and slice.

FOR THE SHISHITO PEPPERS

½ C white vinegar, distilled
½ C granulated sugar
1 T pickling spice
1 C water
3 oz. shishito chili pepper, fresh
¼ C corn starch
Kosher salt

Bring vinegar, sugar, salt, pickling spice and water to a boil. Add peppers and simmer for 5 minutes. Drain, chill and slice. When ready to use, dust in corn starch and fry.

FOR THE PLANTAINS

⅓ C corn starch
3 oz. banana plantain slices, diced

Dice plantains, coat in corn starch and fry.

FOR THE SAUCE

¼ C cilantro
2 oz. Mojo Creole marinade
3 oz. BBQ sauce
Hot chili sriracha sauce

Purée cilantro, mojo and BBQ sauce in a blender. Season with salt and sriracha sauce to taste.

TO PRESENT THE BURGER

1 ea. frozen beef patty, chuck angus
2 ea. Swiss cheese slices
1 ea. brioche bun
1 T butter, melted
2 tomato slices
Kosher salt
Pepper supreme seasoning

Season patty with kosher salt and pepper supreme. Grill to desired temperature. Top beef with cheese slices and melt. Using the melted butter, toast the bread on the griddle. Arrange sliced belly on top of patty. Top with fried peppers and plantains. Drizzle with sauce and serve.

THE ELITE EIGHT

THE CHEF

THE BURGER

Luis Reyes
Central Florida

Rico Burger

Erik Gosswiller
Sysco San Diego

Bacon Cheddar
Brat Burger

Ben Groeger
Sysco Arizona

Waffled Patty
Melt

Whitey Hershorn
Sysco North Texas

Del Rio Burger

Paul Deckenbach
Sysco Metro New York

Jersey Devil Burger

Andrew Petroski
Sysco North Carolina

Carolina Renegade

Dustin Howard
Sysco Eastern
Wisconsin

Wisco Poutine
Burger

Brett Ryan
Sysco Kentucky

The Kentucky Hot
Brown Burger

Get information on chefs and their recipes on syscofoodie.com.

burgers mean **BUSINESS**



The basic elements of a cheeseburger are simple: meat, cheese, bun. But with the availability of so many options these days — different meats and blends, a variety of cheese options, bakery-style buns — each element of the humble cheeseburger has become an opportunity to inject more flavor and creativity.

You don't have to be a five-star restaurant to offer elevated options. Altering any one of the three basic cheeseburger ingredients can help increase the appeal and profitability of any burger menu. Show your customers something new and unexpected. Whether you change it up a little or a lot, the real key is to be playful.



More than the Same Old Grind

ROCK THE KASBAH BURGER

1 ea. oatmeal-dusted wheat bun
8 oz. ground lamb
1 oz. minted feta spread
¼ C arugula
3 slices hot house tomato (¼")
5 slices cucumber (½")
1 oz. harissa aioli (see below)
1 oz. butter
Salt and pepper to taste

Hand-form lamb burger, season to taste and cook to desired temperature. Toast bun and dress with harissa aioli. Place cooked patty on bottom bun. Top with minted feta spread, then add arugula. Shingle the following in order: tomato, cucumbers, radish. Add top bun (dressed with aioli) and serve.

MINTED FETA SPREAD

½ C plain Greek yogurt
½ C crumbled feta
1 T mint (chopped)
½ t lemon juice

Fold all ingredients together and chill.

HARISSA AIOLI (SHORTCUT)

1C mayonnaise
3 t harissa
Juice of one lemon

Mix together and season to taste.

Every good burger starts with a great patty. But these days, what defines the perfect patty is a moving target driven by trends and an ever-increasing desire from diners to explore new flavors. Whether you use an in-house blend or go with one of the many exclusive blends and grinds available from Sysco, your customers will enjoy seeing something different.



BEEFED UP BLENDS

Burgers are all about the blend. Chefs looking to raise the premium appeal (and premium price) of their burgers are experimenting with a much wider variety of cuts to find their signature combination. **Sysco's Fire River Farms® Premium Blend Beef Patty** consists of ground chuck, brisket and sirloin, delivering incredible flavor, juiciness and the specialty burger appeal consumers want.

FOCUSED ON FRESH

Burger hungry millennials value freshness, and operators are responding by selecting fresh, unportioned bulk ground beef to create in-house, hand-formed burger patties. Purchasing ground beef in bulk allows chefs more opportunities for customization when blending, sizing and seasoning their burgers. And because premium burgers command a higher price point, labor costs can be offset.

FAT MEANS FLAVOR

At the height of the high-protein diet fad, lean beef was all the rage. But trends have changed, and consumers are craving burgers with higher fat content. Why? Burgers with more fat are juicier, more flavorful and deliver a better burger experience. Sysco's **Certified Angus Beef® 75/25 Bulk Ground Beef** is the perfect product to bring this trend to life on your menu.



Tons of Buns

Classic hamburger buns — white, wheat, sesame — will never go out of style. But if you are looking to offer something new, there is a world of variety out there. Branch out and don't be afraid to have fun with your buns.

IT'S NO LONGER LONELY ON TOP

The sesame seed's spot on top is being challenged by other on-trend seeds: flax, pumpkin and sunflower. Try Sysco's **BakerSource Everything Deli Brioche Buns** topped with black and white sesame seeds, flax seeds, minced onion, poppy seeds and salt for added texture and a bolder flavor profile.



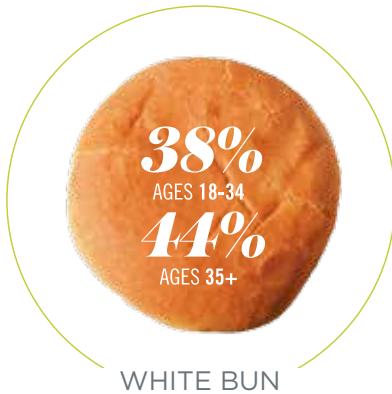
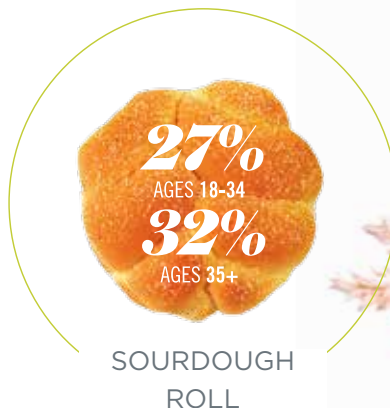
A WORLD OF OPTIONS

Specialty breads such as ciabatta, brioche and challah have made a strong showing on burger menus for the last few years. But keep an eye on some of the new up-and-comers, such as Latin-inspired bolillo rolls and Hawaiian sweet rolls. International options such as these go a long way toward broadening the appeal of any burger.



IN A TWIST OVER PRETZEL BUNS

From food trucks to chain restaurants, pretzel buns — like Sysco's exclusive **BakerSource Gourmet Bavarian Pretzel Bun** — have exploded onto the food scene over the last few years. Their deep brown color, firm-but-chewy texture, hearty flavor profile and coarse salt topping make them as appealing to the eye as they are to the palate.



CHEERS TO BEER BUNS

A burger and a beer. Classic Americana. With the craft brew movement still gaining momentum, beer infused buns — like Sysco's exclusive **Block & Barrel Classic Craft Beer Pub Buns** — are a great way to capitalize on this growing trend while bringing burgers and beers together in a completely new way.



The Big Cheese

Studies show that cheese not only drives satisfaction and craveability but also has a significant effect on the perceived quality and value of a burger.

When it comes to cheeseburgers, the traditional choices still reign supreme — American, cheddar and Swiss. But there are a staggering number of cheeses available today, and consumers value choice more than ever.



SAVOR THE FLAVORS

Bold, new flavors are trending. High-heat varieties of cheese, such as **Block & Barrel Natural Ghost Pepper Jack**, bring added value along with an intensely spicy kick.

Another up-and-coming flavor profile is the smoky-char category, which brings the nostalgic flavor of a backyard burger to the restaurant table. **Block & Barrel Natural Chipotle Jack Slice** (which offers a little heat with the smoke) or a traditional-style **Block & Barrel Natural Smoked Cheddar Slice** is a great way to get that straight-off-the-charcoal taste.



MELTABILITY IS KEY

For sheer meltability it's hard to beat the classic American cheese slice, which melts to the perfect ooey-gooney texture cheeseburger fans crave. If you are looking to branch out, try offering other cheeses such as cheddar, Monterrey Jack or Swiss. They also melt beautifully while giving your customers more options.



TWO OF A KIND

Certain cheeses and toppings are made for one another, like bacon and blue cheese or mushrooms and Swiss. These pairings work together to elevate overall appeal and transform cheeseburgers into premium menu items. When experimenting in your kitchen, remember that balance is key. For example, high-heat toppings work well when balanced by creamy varieties of cheese, such as goat cheese or Brie.

EL JEFE BURGER

- 1 ea. sesame bun
- 1 oz. Avocado Poblano Ranch
- 2 ea. 8 oz. Fire River Farms Premium Blend Beef Patty
- 2 ea. Block & Barrel Natural Ghost Pepper Jack Slice
- 1 ea. red tip lettuce leaf
- ¼ fresh avocado (sliced)
- 2 T pico de gallo
- ½ 6" tortilla cut in strips, fried, dusted with pinch of cayenne
- 1 oz. butter
- 1 ea. jalapeño popper
- Salt and pepper to taste

Cook patties to desired temp. Top with cheese. Toast bun and dress with Avocado Poblano Ranch. Place lettuce on bun, then stack double patty on top. Add avocado and pico. Top with cayenne-dusted tortilla strips. Add top bun and garnish with skewered jalapeño popper.

BUILDING A BETTER BURGER

The bun and patty are half the battle when building a burger; combined, they account for almost three-fourths of the cost. If you can get those two things right, the rest is just a matter of following good layering practices, making good product selections and maximizing creativity with add-ons to increase marketability.

As Chef Neil Doherty, senior director of culinary development at Sysco, says, “It’s always a meat and bun, always a spread of some kind, and it’s always a pickle. That’s your very basic burger. You’ve got to get those things down before you can get to the next level.”

NOT JUST FLUFF

The bun is the bedrock. It’s the ceiling and the ground floor — what holds the whole thing together. To optimize the experience on any given burger, use light buns, such as **BakerSource Tex Mex Pub Buns**. These allow customers to press down on the top bun, making the burger easier to eat. Firm buns make it near impossible to fit everything in without turning it into a fork-and-knife burger.

STACKED IN YOUR FAVOR

Believe it or not, there is an optimal order to all those often unappreciated fillers — a specialized science that goes into the construction of every great burger.

“In a truly good burger, the lettuce and tomatoes and everything else should be above the meat,” says Chef Neil.

In addition to extending the time frame to keep these produce items cool, this approach also keeps the patty from sliding off and provides additional texture to enhance the experience.

IN PERFECT HARMONY

Along with layering, it’s equally important that ingredients feel well-balanced, both from a taste perspective and a presentation standpoint.

“You want to see color,” says Chef Neil. “I think that’s when burgers kind of got elevated, when we started adding garnish to them, because the original burgers were all about sautéed onion, meat and cheese on a bun. Color helps the burger feel fresher and overall more appealing.”

SEASONAL SPECIALS

Featuring seasonal product helps the menu feel fresh and authentic. People crave the familiar, and they want to eat the foods they see growing on nearby farms or recently featured in the produce aisles.

Don’t be afraid to change up both the color and taste profile of your burgers based on the trends and time of year. Sysco’s ability to offer fresh produce all year round — including produce that may not be seasonal in your region — is priceless in an environment where customers are constantly looking for something new. The wide range of produce, patties, buns and condiments Sysco carries allows you to mix and match. Specials and LTO (limited time only) offerings are a great way to experiment with new or “out-there” ingredients without fully committing items to your menu. It’s a perfect way to find out what works and what will keep customers coming back for more.



“In a great burger, you taste the whole thing together, but you can still make out each ingredient individually. If you can nail that balance, you know you’ve got something special.”

— Chef Neil Doherty, senior director of culinary development at Sysco

- BUILD A - BETTER BURGER



1

BUTTER ME UP

Warm, butter-toasted burger buns help bring out natural sugars and add texture.

2

MORE CHEESE, PLEASE

Consider offering softer, less traditional burger cheese options, such as Gouda or Havarti, for an ideal melt and a bolder taste that will take burgers to a whole new level.

3

ICE COLD ONION BATH

To reduce acidity, slice onions thin and rinse in cold water before serving in burgers.

4

PICKLE MY FANCY

Candied jalapeño pickles go great with brisket and pulled pork, elongated pickles elevate sandwiches and gourmet burgers, and dill chips perfectly complement classic burgers.

5

TOO LITTLE TOMATO

Consider using two thick tomato slices on full-sized burgers. This fresh, juicy layer acts as a nice contrast to the savory patty.

6

SPREAD IT ON THICK

Transform mayonnaise into spicy or savory house-made aiolis by mixing in flavorful condiments such as barbeque sauce, ketchup or wasabi.

Turn Up the Heat

The consumer mindset is changing; taste buds across America are evolving. When it comes to burgers and fries, people have become more adventurous, which hugely impacts the foodservice industry.

According to a recent survey, 54% of today's consumers now prefer "very spicy foods and sauces." Another recent survey of chefs identified "extra hot peppers" as one of the top trends for this year. Last year sriracha sauce caught fire, and an increasing number of high-heat spices and sauces entered the American mainstream.

"PEOPLE WANT HEAT. CHEFS ARE INFUSING IT EVERYWHERE TO EXCITE CUSTOMERS AND SATISFY SPICE CRAVINGS."

— Shaun Black, director of category management at Sysco

Adding spicy toppings to your burger is only one way to capitalize on the high-heat trend. You can add heat to almost any basic condiment to create signature sauces, such as a curry ketchup or a chili-oil mayo. Don't be afraid to experiment with new ways of bringing a little heat to your menu, because the trend toward spicy foods is showing no signs of cooling down any time soon.

Ghost Peppers

Sriracha

Gochujang

Togarashi

Harissa

Chinese Hot Mustard

Tabasco

Thai Sweet Chili Sauce

Chipotle BBQ Sauce

HOT

MILD





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Contact your local Sysco marketing associate to learn more.
sysco.com

Good things
come from
Sysco®



Create Specialty Burgers WITH Produce

While the classic burger is typically reliant on lettuce, tomatoes, onions and pickles, there are countless ways to create specialty burgers with fresh and pickled produce. With over 200,000 types of produce available, Sysco carries greens, fruits, herbs and peppers perfect for building a burger for every unique appetite.

Though lettuce, tomatoes and onions may be ubiquitous in the world of burgers, their many varieties and preparation methods are not all the same. In fact, even changing shredded lettuce to whole-leaf lettuce can make a drastic difference in texture and presentation.

While tomatoes are a personal preference, offering different varieties can really put a spin on your burger game. Beyond the classic Roma tomato, beefsteak tomatoes are firm and easy to slice, while multicolored heirloom tomatoes can instantly heighten visual complexity, texture and taste.

Operators who offer more produce customization options for burgers enjoy more business, especially as health food continues to enter the mainstream. For instance, millennial customers tend to appreciate vegetables with complex flavor profiles and nutritional benefits, including nutrient-dense leafy greens like kale, arugula and spring mix.

Top 20 Food Trends of 2016

No. 3
Locally grown produce

No. 5
Natural ingredients/
minimally processed food

No. 18
House-made/artisan
pickles

Source: What's Hot 2016 Culinary Forecast
National Restaurant Association

And as customers increasingly seek healthy options such as wrap burgers — which replaces the traditional bun with a crisp lettuce leaf — demand for exceptionally crunchy and large-leaf varieties, like classic iceberg, butter leaf and romaine lettuces, will continue to go up.

While fresh produce is integral to building a good burger, operators can easily reduce waste and stretch food costs by pickling vegetables. House-made pickled onions, shredded carrots and cabbage make wonderfully tasty and crunchy toppings with an artisanal touch. Other pickled toppings, like sauerkraut, are sure to please customers who crave unique tastes and textures.

Contrary to popular belief, elevating color and texture doesn't have to be expensive. Adding unique produce — including pineapple, beets, avocado, pico de gallo and fresh peppers — to burgers is a great way to justify specialty prices and therefore create bigger profit margins.





➞ 18-34
YEAR-OLDS
WANT HEALTHY
MENU OPTIONS

32%

VIEW THE
AVAILABILITY OF
NON-BEEF MEAT
OPTIONS AS
IMPORTANT

38%

WOULD BE WILLING
TO PAY EXTRA TO
SUBSTITUTE ANOTHER
PROTEIN FOR THEIR
BURGER

48%

PRIORITIZE "NATURAL
AND UNPROCESSED"
OVER "ORGANIC OR
SUSTAINABLE"

SOURCE: TRENDING NOW: BURGERS 2.0
December 2015, Ventura Foods

Healthy Burgers, Healthy Business

Attracting health-conscious customers may sound like a tall order, but it's as easy as adding fresh produce, making small adjustments to portion sizes and offering leaner alternatives to the classic beef patty. Start here with Sysco's wide range of proteins, cheeses, toppings and buns.

➞ No.1

ALTERNA-MEATS

From lean ahi tuna, chicken and turkey to vegan-friendly tofu, beans and mushrooms, the more variety the better. But that doesn't mean red meat is off the list.

Wild meats, such as elk and bison, are complex, tasty and low-fat. Lamb is also an increasingly popular low-fat option ideal for building a trendy Mediterranean burger.

➞ No.2

CHEESE IT UP

There's always room for cheese! Shaved or thinly sliced cheeses cut calories and provide all the tasty satisfaction of a great cheeseburger.

When it comes to high-sodium options like blue cheese and feta, a little goes a long way. Just a few crumbs can add a tasty dimension to a cheeseburger.

➞ No.3

BRING THE FLAVOR

Delicious *and* nutritious? You can't go wrong with healthy fats and protein-packed options, like fresh avocados (sliced or prepared as guacamole) or Greek yogurt (tzatziki style or kicked up with chipotle).

For trendy variety, try crowd-pleasing spicy options, such as gochujang (Korean fermented chili paste), fresh hot peppers and house-made salsas.

➞ No.4

A BUN AMONG US

Whole grain, seed and gluten-free buns not only provide great nutritional content, but also bring unique tastes and textures to the table.

If you want to stand out, bun-free options, including burger bowls and lettuce-leaf burger wraps, are increasingly trendy among carb-conscious millennials.

➞ No.5

KEEP IT FRESH

Fresh produce is essential for healthy burger options. From different tomatoes and lettuce types to fermented options like kimchi, this burger component offers endless on-trend options.

Pickled vegetables are trending as well, moving well beyond the cucumber. Pickled onions, radishes and peppers all bring unique flavors to a burger while still adding a vinegary pop.



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

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



KEEP YOUR EYES ON THE FRIES

French fries are the quintessential comfort food. And what bigger challenge is there than taking a comfort food out of its comfort zone and introducing it to customers in new ways? With fries, the potential for innovation is almost infinite!



3

WAYS TO UP YOUR FRY GAME



1

SAUCED AND TOSSED

Here's a new twist you'll only find at Sysco: sauced and tossed fries. Ken's Dressings® created a new way to add more flavor to basic French fries under the Sweet Baby Ray's® brand: **IntensiFries™**. Available in Ranch, BBQ, Buffalo and Garlic & Parmesan, **IntensiFries** sauces soak into the fry to add a burst of flavor without making a soggy, saucy mess.



2

A REASON TO SEASON

Adding heat is more popular than ever, and bold, regional flavors are making their way into the fry category. There are plenty of ways to "kick it up a notch," like dusting fries with **Sysco Imperial McCormick Cajun Seasoning** or different types of chili powder, such as ancho or chipotle.



3

LOADED FOR PROFIT

Loaded fries are elevating the French fry from side order to center stage. These high-profit appetizers can be created with ingredients most operators have on hand: bacon, cheese, sour cream, chives, mushrooms and so on. You can put almost anything on fries, especially when you start with a hearty cut fry like new **McCain's Fresh-Style Pub Fries**, a Sysco exclusive.

THE GREAT DEBATE: FRESH OR FROZEN?



Fresh-cut fries have a premium appeal, but they are labor intensive and are very hard on fry oil. Frozen fries are valued for their convenience, consistency, quality and overall cost savings. Whether you go fresh or frozen, oil is everything. While animal fats are popular, zero trans fat products such as **Sysco's Fry-On...ZTF** are preferred for their cost effectiveness, durability and ideal health halo.

For fun, profit and overall menu appeal, keep your eyes on fries. They have been — and always will be — a menu favorite with lots of room for continued innovation.



🍴 RECIPE

LOADED BUFFALO-BLUE INTENSIFRIES™

Toss fresh-cooked fries in **Sweet Baby Ray's Buffalo IntensiFries** sauce. Plate, then drizzle with **Sysco Imperial Fromage Bleu Cheese Dressing**. Top with shredded sharp cheddar, crumbled blue cheese and bacon.

20 **SYSCO**FOODIE.com



“There’s not ‘one way’ to make the perfect milkshake, but that’s also the beauty of it: the blank canvas.”

– Trey Curry, ice cream and eggs product manager at Sysco

SHAKING UP THE CLASSICS

In 2015, the food industry saw a resurgence of the milkshake in a big way: “Freakshakes,” visually striking, extreme milkshakes, surged in Australian social media popularity — creating a desire for original creations.

According to Trey Curry, Sysco’s ice cream and eggs product manager, the growing perception of “food as a cultural experience” is one of the key factors behind the milkshake movement. Millennial consumers want more than a meal: they want something unique, something they can share — both in person and online.

“People want new experiences,” says Curry. “So when they find something new, they are far more likely to share it on social media.”

Social media is like word-of-mouth, only much faster and with greater reach. If you offer customers something worth sharing, they will help you generate buzz.

CUSTOMIZABLE AND CRAVEABLE

Milkshakes are an extremely profitable item for restaurants, largely due to the relatively low cost of staple ingredients

and the range of secondary ingredients.

“You don’t have to be a specialty milkshake shop to capitalize on this trend,” says Curry. “It’s customizable for everybody at every scale.”

On the high end of the spectrum is hand-scooped **Wholesome Farms** ice cream, which speaks to the idea of an over-the-top, indulgent dessert. Using house-made ice cream, restaurateurs can tap into trending flavors like crème brûlée and cheesecake, which surged in popularity last year. Carefully curated toppings can elevate shakes further: chocolate becomes dark chocolate truffle; caramel becomes sea salt caramel, and so on.

To maximize profitability while maintaining margins, start with ingredients such as soft serve ice cream. Staple pantry items like cereal, cookie pieces and fresh fruit can all be incorporated to tap into the nostalgia of milkshakes while still delivering a completely new experience for customers.

Ultimately, restaurateurs should focus on creating a product consumers will identify as both novel and shareable — that’s what they’ll pay for. “People are more experimental with what they’re willing to spend money on when it comes to food,” says Trey. “This is the perfect landscape for that.”

RECIPE

THE KITCHEN SINK | GRUB BURGER BAR



- 14 oz. ice cream/milk mixture or soft serve
- 4-5 mini pretzels
- 6-8 potato chips
- 1 T chocolate chips
- ¼ t kosher salt
- ¼ t coffee grounds
- 1 T peanut butter
- 1 T chocolate syrup
- 1 T caramel sauce
- Whipped cream (to garnish)

Combine the mini pretzels, potato chips, chocolate chips, kosher salt and coffee grounds in a food processor. Crush or chop them to form a coarse powder. Combine the coarse powder with the ice cream/milk mixture or soft serve. Add peanut butter, chocolate syrup and caramel sauce. Blend until thoroughly mixed. Garnish with whipped cream, pretzels, chocolate chips, caramel sauce and potato chips.

Provided by Chef Cliff Wright, Grub Burger Bar

MEXICAN CHOCOLATE SHAKE



- 10 oz. vanilla soft serve ice cream
- 2 oz. milk
- 3 T bittersweet chocolate sauce
- ½ t ancho chile powder
- ¼ t Saigon cinnamon, ground

GARNISH

- Wholesome Farms extra creamy whipped cream
- 1 ea. toasted mini marshmallow
- 1 ea. chocolate dolcetto straw (optional)
- Ancho/cinnamon dust

Place all shake ingredients into a shake tin. Blend with a shake spindle on high for 15-20 seconds or until smooth. Garnish with a swirl of whipped cream, a toasted marshmallow, dolcetto and a dusting of ancho chile and cinnamon. Serve immediately.

Provided by Chef Tyler Riddle, Saputo Dairy Foods

SYSCO
CUSTOMER PROFILE

grub
BURGER BAR

Headquarters

College Station,
Texas

Founded

2012

Number of

locations

14, with 4 more
opening soon

Coverage Area

Texas, Louisiana,
Georgia, Pennsylvania,
Delaware, Florida,
California

grubburgerbar.com



Foodie magazine recently sat down with Cliff Wright, Grub Burger Bar's corporate chef, to talk about what has made this relatively new concept such a success.

You've been with Grub from day one. What would you say sets Grub apart?

"Grub is actually an acronym of our core values. The G is Good People — people who are going to take care of you, treat you like family. The R is Real Food. We don't mess with preservatives; stuff that's not real. Everything comes in fresh, and we make it all in house — our signature sauces, our chili, everything. The U is our Unique Vibe. We're not your average burger shop; we're a little edgy. Then the B is for Big Flavors — ghost chili peppers, the Thai peanut burger — stuff that's bold and in your face. That philosophy guides every part of our business, especially in creating a great environment for our customers and the 'grubsters' who work hard every day to keep us successful."

Let's start with the basics. How do you define a classic burger?

"It all boils down to two things: beef and buns. Think about it. How many burgers have you had where if you just ate the meat and bun, you'd think, 'That's a good burger'? You have to have good beef and good buns. If you can get those things spot-on every time, you've got a good burger."

So let's break this down. What makes the perfect beef patty?

"With beef, the lean-to-fat ratio is the most important thing. We use a signature chuck and brisket blend at about 76% lean. Fresh is also very important. We grind all of our proteins in-house every day — even our turkey and chicken. There is never a patty served at Grub that wasn't ground within the last 24 hours."

What makes a perfect bun?

"Freshness. We bake our buns in-house every hour so you always get a fresh bun. And the temperature of the bun is hugely important. You have to serve your burger on a hot bun. And I mean *hot*. We serve hot buns because of something we call

'melting.' If you serve a burger on a hot bun and you pick it up, the bun melts around the burger — it's hot and fluffy on top and crispy where it's toasted. That's how you bring it all together."

Big Flavor is a big deal. What would you say brings the biggest flavor at Grub?

"Everything, really. But usually it's our LTO Market Burger, which changes bi-monthly. One of our most popular was the Mac-n-Cheeseburger, which had creamy macaroni and cheese and bacon. It was amazing. On our regular menu, the biggest flavor is probably the Texas Luau. You take a beef patty, pile on pulled pork, grilled pineapple, grilled jalapeño, Dr. Pepper BBQ sauce, teriyaki sauce — definitely a Big Flavor. We also have Luau Fries, a loaded fry appetizer that uses similar ingredients in a completely different way."

As corporate chef, what is your ideal Grub burger and shake combo?

"My personal favorite is the Voodoo Mushroom Burger. That's my go to. We get really creative with our shakes, too. I love the Bourbon Caramel shake, but the Worms & Dirt has a nostalgic feel that takes me back to picnics when I was a kid. There's also the Kitchen Sink shake. It's outrageous and totally over-the-top in the best possible way. There's a little something for everyone in there."

Grub has been a Sysco customer for a while. What drew Grub to Sysco in the first place?

"We've been with Sysco from the very beginning. Jimmy Loup, our founder, knew going in that he wanted to grow Grub beyond just a single location. And Sysco is everywhere. Basically, every new market we go into, we know Sysco will be there so that we can provide the same quality and consistency across every store, no matter where we grow to next."



"The phrase we use a lot is 'something simple made extraordinary.' That's what we do."

What was your favorite experience with Sysco?

"When I talk to the kitchen managers at our stores, they all say, 'I love my Sysco rep.' That's always great to hear. But for me, personally? I got to go to their test kitchen in Houston and spend a day cooking Market Burgers for everyone. Sysco's Chef Ojan was there tasting everything and saying 'This is awesome!' Getting to work with those guys and use their facilities was a great experience. And the hospitality they showed to us was incredible. As a small operator coming to such a huge operation, that made us feel really special."

What keeps Grub coming back to Sysco?

"We do things a little differently. When you have unique, big flavors, some of that stuff is not easy to source. Even our milkshake straws are a special order. Sysco has done a great job of working with us to stock items that are unique to us, to get us what we need. No matter how wild our idea may be, if Sysco doesn't already have what we need, they will find it for us."

Plus, we don't have to worry about food safety or where our vendors are sourcing their products. Sysco's safety standards give us peace of mind, so we don't have to worry about the products we bring into Grub. The relationship you develop with your rep is a huge part of it, too. You know you can call that rep and get anything you need."



ENHANCE YOUR BRAND WITH SOCIAL MEDIA



Food is a social activity, so it's no wonder that social media has changed the face of the foodservice industry at all levels of operations. Social media channels are a cost-effective way of generating buzz and engaging with customers.

1. IF YOU GRAM IT, THEY WILL COME

When it comes to social media, chances are your customers aren't always where you'd expect them to be. While Facebook and Twitter remain powerful platforms for food discussions, millennials are increasingly moving the food conversation — in the form of curatorial and candid sharing — to image-driven channels like Instagram and Snapchat, where they can showcase their experiences.

2. MAKE AN IMPRESSION

The basic principles of food photography boil right down to capturing delectable photos, especially for channels like Instagram. Why? Because people eat with their eyes first! Just as you would plate a dish for presentation, your photos and videos should look appetizing. To preserve the colors and textures of your dishes, shoot with natural light, and avoid flashes or harsh directional lighting.

Tip: A macro shot of a burger cross section is a great way to show all of its tasty layers.

3. CONTINUE THE CONVERSATION

Social media is a two-way street where customers often lead the dialogue, whether it's positive or negative. Fortunately, it also provides an opportunity for winning back customers by rewarding positive engagement and handling negative reviews as if the customer was giving feedback in person. While you have set business hours, social media is open 24 hours a day, making it important to have a consistent presence in an ongoing, open-door conversation with customers.

4. SOCIAL MEDIA IS COST-EFFICIENT

Social media is not only effective — it is also the most cost-efficient means of marketing. At the most basic level, popular social media channels are free to use, making them a low-cost way to gain high visibility, along with being a great opportunity to engage curious customers who treat eating out as an experience — from the food to the people and restaurant culture. Social media is a forgiving platform, which makes it easy to experiment. So try out paid ads and localization if you're ready to take your strategy to the next level.

5. SHARE AND SHARE ALIKE

Encourage your customers to share their experiences on social media by letting them know where to find you on various channels. You can easily do this by adding a friendly callout on your menu, on a table tent or even on your receipts. Another great way to encourage social activity is to incentivize check-ins on Yelp. Be sure to like/love their photos and reviews, and post comments thanking them for sharing and visiting. While the forum for engagement has evolved, great hospitality never goes out of style.

For more ideas on driving business through brand development and social media, schedule a Business Review with your Sysco marketing associate today.



The **BEST**
BURGERS

Are Built On The

The **BEST**
BUNS.



Ask your Sysco marketing associate what's new, on - trend and exclusive from our BakerSource and Block & Barrel brands.

Flipping Burgers into Benjamins

Burgers may just be the best thing since sliced bread. They're easy to obtain and quick to satisfy. Americans, who eat three burgers a week on average, have proved more than willing to spend a little extra on a specialty burger.

Burgernomics

Demand drives supply and, in the case of burgers, cravings drive demand.

According to Ventura Foods, "I was craving a burger" is the primary reason 65% of consumers recently ordered a burger — more than any other reason measured. Comprised of four of the most commonly craved characteristics (savory, spicy, smoky and salty), it's no wonder the foundation of American comfort food sits on a bed of burgers and fries.

Efficiency Isn't Everything

Price-wise, it's difficult to compete with dollar menus. However, recent big-chain fast food store closures are a testament to the fact that running a sustainable burger business is seldom about being the most affordable. It's about standing out where it counts and tightening efficiencies everywhere else.

"To make it profitable, you've got to look at your base costs," says Chef Neil Doherty, senior director of culinary development at Sysco. "Then look at what percentages you can make on all the add-ons."

The Meat of the Matter

Evaluating your base costs starts with the patty, which generally accounts for 45% of the total cost of goods. From there, you look to see where and how to keep the cost of goods below 30%. For instance, if you add fifteen extra minutes of labor and a few extra cents in spices per day to upgrade your mayonnaise to

an aioli, can you get 30 or 40 cents more from that burger? How eager will your customers be to pay that additional cost?

Positioning for Profit

Converting on the sale not only requires knowing the customer but also understanding how to market to them. Even the best burger-flipping chef in the business can have trouble turning a profit with insufficient or improper marketing. Something as simple as reconsidering your menu descriptions can make a big impact. The more descriptive or unique your menu items sound, the more enticing they become.

"Saying it's a BBQ chicken sandwich is very different than saying this is a honey chipotle BBQ chicken sandwich," says Shaun Black, director of category management at Sysco. "The latter sounds more elevated and more appetizing."

Know your Customer

It's not just about leaving a good taste in customers' mouths; it's about knowing your customer and your competition. People will spend more per visit, and even visit more frequently, if they feel they're getting something they can't get elsewhere. Try offering different add-ons and toppings for on-the-spot customization. Customers love being able to add toppings to fit their personal cravings, which can give you a great idea of what your customers really like. Because the restaurant that can best address, and even influence, customer cravings is the one that will ultimately win business.

COST OF A BURGER - \$2.20 -



BUN
\$0.60

ONIONS
\$0.10



TOMATOES
\$0.20



LETTUCE
\$0.10



CHEESE
\$0.20



PATTY
\$1.00



Too Few Cooks in the Kitchen

Faced with a labor shortage, restaurateurs are struggling to keep up.



The restaurant industry is booming. Locations are expanding, sales are soaring and job growth is outpacing the U.S. economy. For restaurant owners who struggled during the recessionary years, things are finally coming full circle, except for one thing: there's no one there to pick up the apron.

The labor pool is getting shallower, and it looks like a long-term trend. The National Restaurant Association (NRA) predicts that "recruitment and retention" will be a top challenge for operators in 2016 and beyond. "There's more job openings, more restaurants and foodservice concepts coming to the market," says Jason Bechtold, director of field marketing at Sysco. "But there's less of a pool of talent to pull from."

The traditional model of long hours and low pay is becoming increasingly unrealistic for culinary school graduates who earn their degrees while incurring

thousands of dollars in debt.

Then there is the struggle to find affordable housing in cities where prominent restaurants reside.

Ultimately, says Bechtold, restaurant owners will have to "shift" their hiring mindset and consider offering incentives such as stipends for professional development, loan payback programs, college training programs and flexible schedules. But while long-term culture shifts may be the future of foodservice — with the restaurant industry slated to add jobs at a 3% rate in 2016 (over 300,000 jobs in total) — owners and operators need immediate solutions.

→ HERE ARE USEFUL TIPS TO HELP

1 STREAMLINE THE MENU

Simplifying menus by repurposing ingredients increases kitchen efficiency while allowing staff to focus on flawless execution. Additionally, moving from labor-intensive prep to buying fresh, pre-sliced produce and products will cut effort and cost without affecting menu quality. "If you do a great job of manually prepping the food but get in the weeds and can't execute well, the staff and the food suffers," says Chef Neil Doherty. "Certain items — pre-washed lettuce, fresh pre-chopped mushrooms — allow you to put out that beautiful plate efficiently and quickly."

2 STACK YOUR STAFF

Cross-training leverages a restaurant's current talent base and eliminates the need for recruiting unproven talent. In addition to being cost-effective, cross-training allows in-house staff to take on new roles and responsibilities, which grows their skill set and encourages professional development. Offering employees new roles and opportunities boosts morale and improves staff retention.

3 PRAISE YOUR PARTNERS

In order to retain those dedicated, hardworking employees, be sure they are appropriately recognized. Praising an individual in person, or better yet, when surrounded by staff, shows the rest of the team that hard work and talent pay off. Employees that feel valued are positive influences to those around them, and that keeps staff committed and engaged.

4 COOK UP SOLUTIONS

Restaurants looking to streamline their processes and increase efficiencies can utilize tools like Sysco's Business Review, which analyzes everything from menu planning and staff training to back-of-the-house logistics and food costs.

"Operators are desperately trying to improve their business," says Doherty. "A Sysco Business Review helps them understand their business challenges and then develop solutions specific to their situations."

CHOPPEDTM IMPOSSIBLE RESTAURANT CHALLENGE

Brought to you by **Sysco**



1 Chef Brother Luck

3 Chef Emiliano Marentes

2 Chef Shane Brassel

4 Chef Clint Jolly

Take four top chefs and four mystery ingredients, then combine them in a pressure cooker for 40 minutes and see what happens.

That's what it was like at Sysco's Chopped: Impossible Restaurant Challenge. From more than 200 entries, four chefs were chosen to fly to New York to compete for a \$10,000 grand prize. Each finalist was then presented with the same challenge: a mystery box containing four Sysco ingredients — **White Marble Farms Pork Brisket**, fresh turnips, cherry pie filling and ras el hanout (a North African spice blend) — and only 40 minutes to dazzle the judges.

The resulting dishes were evaluated on taste, presentation and the chef's creativity in using the four mystery ingredients. Judging was handled by a distinguished panel of experts: Bill Goetz, senior VP and chief marketing officer at Sysco; Chef Neil Doherty, Sysco's corporate chef and senior director of culinary development; and Chef Robert Irvine, Food Network host and celebrity chef.



what's in the basket?



**White Marble
Farms Pork Brisket**



Ras el hanout



Cherry pie filling



Fresh turnips

1

Chef Brother Luck

Owner/Chef
Brother Luck Street Eats
Colorado Springs, CO
chefbrotherluck.com



THE DISH

Indian Spiced Meatloaf

JUDGE'S TASTING NOTES

Well-balanced, great acidity

2

Chef Shane Brassel

Executive Chef
Canterbury Golf Club
Beachwood, OH
canterburygc.org



THE DISH

Southwest Grilled Pork

JUDGE'S TASTING NOTES

Unique flavors, great use of spices

3

Chef Emiliano Marentes

Chef
The Hoppy Monk
San Antonio, TX
thehoppymonk.com



THE DISH

Seared Pork Brisket

JUDGE'S TASTING NOTES

Beautiful, minimalistic presentation

4



the winner

"This whole process has been amazing and fun," Jolly said in a recent interview with the *Reno Gazette-Journal*.



CHEF CLINT JOLLY

Owner, Great Thyme Catering
Reno, NV
greatthyme.com

As a fourth-generation butcher, the value of being dedicated to one's craft was engrained in Chef Clint Jolly at a very early age. His passion for great food and quality ingredients began in his family's butcher shop and has since led him on many culinary adventures, most recently — his trip to New York and a winning performance in Sysco's Chopped: Impossible Restaurant Challenge.



the dish



The dish from Chef Clint Jolly worked on every level: flavor, presentation and the skillful blending of four very different ingredients. "Chef Clint took the North African flavors and really gave them a creative spin," said Sysco's Chef Neil Doherty.

Chef Irvine — notorious for his frankness, honesty and critical palate — had nothing but great things to say about the winning effort. When presented with Chef Jolly's creation, Chef Irvine's first reaction was, "This is a 'wow' plate."

See video footage from this year's competition and learn more about the ingredients, the chefs and their creations at syscopantry.com.

PORK KEBABS ON TURNIP HASH WITH CHERRY AGRODOLCE AND TOMATO CURRY

SERVES 4

PORK KEBABS

- 2 lb. White Marble Farms Pork Brisket, coarse ground
- ½ C minced yellow onion
- 1 T grated fresh ginger
- 2 garlic cloves, minced
- 2 T ras el hanout
- 1 T kosher salt
- ¼ C fresh parsley, chopped

Gently blend all ingredients together in large bowl. Form into oblong patties on skewers. Grill over high heat (about 5 minutes per side).

TURNIP HASH

- 12 oz. turnip, coarse grated
- 6 oz. red potato, coarse grated
- 2 t kosher salt
- 1 t ground black pepper
- 1 t red pepper flakes
- 1 T olive oil

Heat olive oil over medium heat, add all ingredients and cook until vegetables are tender and slightly browned

CHERRY AGRODOLCE

- ½ C juice from cherry pie filling
- 1 T Vinegar de Jerez
- Pinch kosher salt

Combine all ingredients in sauce pan. Simmer until reduced by 1/3. Adjust sweet and sour balance with white sugar and/or vinegar.

TOMATO CURRY

- 1T olive oil
- 1 ea. Roma tomato, coarse chopped with juice
- ¼ C yellow onion, large diced
- ¼ C red bell pepper, large diced
- 2 t fresh ginger, grated
- 1 t fresh turmeric root, grated
- 1 garlic clove, minced
- 1 C coconut milk
- 1 T curry powder
- 1 t kosher salt
- ½ t ground black pepper

Heat oil in large deep skillet. Cook onions, garlic and pepper until slightly soft. Season with curry and salt, continue to cook until aromatic (90 seconds). Add tomato, ginger and turmeric and cook until tomatoes are soft. Pour in coconut milk and simmer. Season to taste with salt and pepper. Blend smooth and strain before serving.

TZATZIKI

- ½ C Greek yogurt
- ¼ C English cucumber, small diced
- 2 T fresh dill, chopped
- 1 T lime juice
- Kosher salt and black pepper to taste

Blend all ingredients in medium bowl. Season to taste. Chill before serving.

The Meat Doctor is in the House

As director of food safety and quality assurance (FSQA) of specialty meat & seafood companies at Sysco, Norlyn Tipton, a bona fide expert in meat science, is well known as the resident “meat doctor.” However, what many may not know is that his journey to Sysco is full of regional history throughout the company’s backyard.

Hailing from a family of small dirt farmers based in East Texas, Tipton’s grandfather left the farm to start a new tradition in the oil industry. But while young Tipton grew up in Houston, far from the life of a farmer, his family made sure to regularly expose him to farm life, specifically in small cow-calf production.

“Sysco customers can rest easy knowing our products are safe and of the highest quality.”

Tipton — who holds a B.S., M.S. and Ph.D. in animal sciences — didn’t quite embrace cattle right from the get-go. “My dad would make me get out of the truck and open the gate, and there would always be cattle there,” he laughed. “And I was afraid of them!” Naturally, he overcame his fear as he got more involved with the farm, developing a passion for the trade along the way. “It’s like a connection back to my family roots.”

For the past thirteen years, Tipton has nurtured the Sysco Supplier Approval Program, which he built from the ground up. Under his guidance,

Sysco’s scrupulous food safety program aims to get all its U.S. and Canadian meat plants certified under the industry gold standards: Global Food Safety Initiative and Safe Quality Foods Level 3 certifications. It is for this very reason that “Sysco customers can rest easy knowing our products are safe and of the highest quality.”

Tipton also assists in the regulatory aspects of the meat industry, including complex mediations between Sysco meat companies and the U.S. and Canadian governments. Because all meat companies that ship interstate must comply with stringent federal requirements, it is incredibly important for suppliers to be able to rely on a mediator like Tipton. Ultimately, this is what makes it possible for Sysco to provide a caliber of safety that customers can trust.

What fuels Tipton’s dedication to Sysco? Besides his pledge to safety and excellence, it all comes back to his commitment to people, from his colleagues to Sysco’s customers.

“When you get right down to it, it’s my relationships, a bond of trust and my reputation for integrity that sustain me.”



DOCTOR’S ORDER



Take it from the meat doctor himself, a chuck burger will cure any burger craving. A true purist, Tipton prescribes a fresh two-piece chuck Certified Angus Beef burger or a two-piece chuck American-style Kobe burger when hunger pangs strike. “Trends come and go, but a timeless chuck burger will always revive your taste buds!”

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