

EDITION 13

Sysco

FOODIE

AT THE HEART OF FOOD & SERVICE™

THE ULTIMATE *COMFORT COMBO* *Soup & Sandwich*

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The Deliciousness is in the Details: **5 TIPS TO BUILD A BETTER SANDWICH**

Everyone's favorite lunchbox staple grows up fast when care and consideration is given to each element of the humble sandwich. Take yours to the next level with these easy-to-execute tips.

TIP #1 Propose a Toast

Toasted bread brings an artisan element to a sandwich by providing a little crispness that delivers texture and turns a cold lunch into a warm plate. It also helps add a melty element to cheese and creates a heartier base for loaded sandwiches that would otherwise get soggy or fall apart. Toasting is also a great way to revive day-old bread and bring its back to its formerly fresh glory.

TIP #2 Unexpected Spreads

Scratch-made spreads are a low labor and low food cost way to add high impact to your sub or wrap.

Simple plus one strategies like mayo + Sriracha or a simple roasted garlic aioli creates an added layer of flavor in one easy step. Herby cream cheese, pesto, or even jam can be a real crowd-pleaser.

TIP #3 Cheese Please

When it comes to cheese, consumers want options, and there are so many flavorful cheeses that can elevate the everyday ham and cheese. **Block & Barrel Smoked Gouda** or **Pepper Jack Cheese** can help create something more custom and original. Creamy or melting cheeses are popular choices.

TIP #4 Pile on the Protein

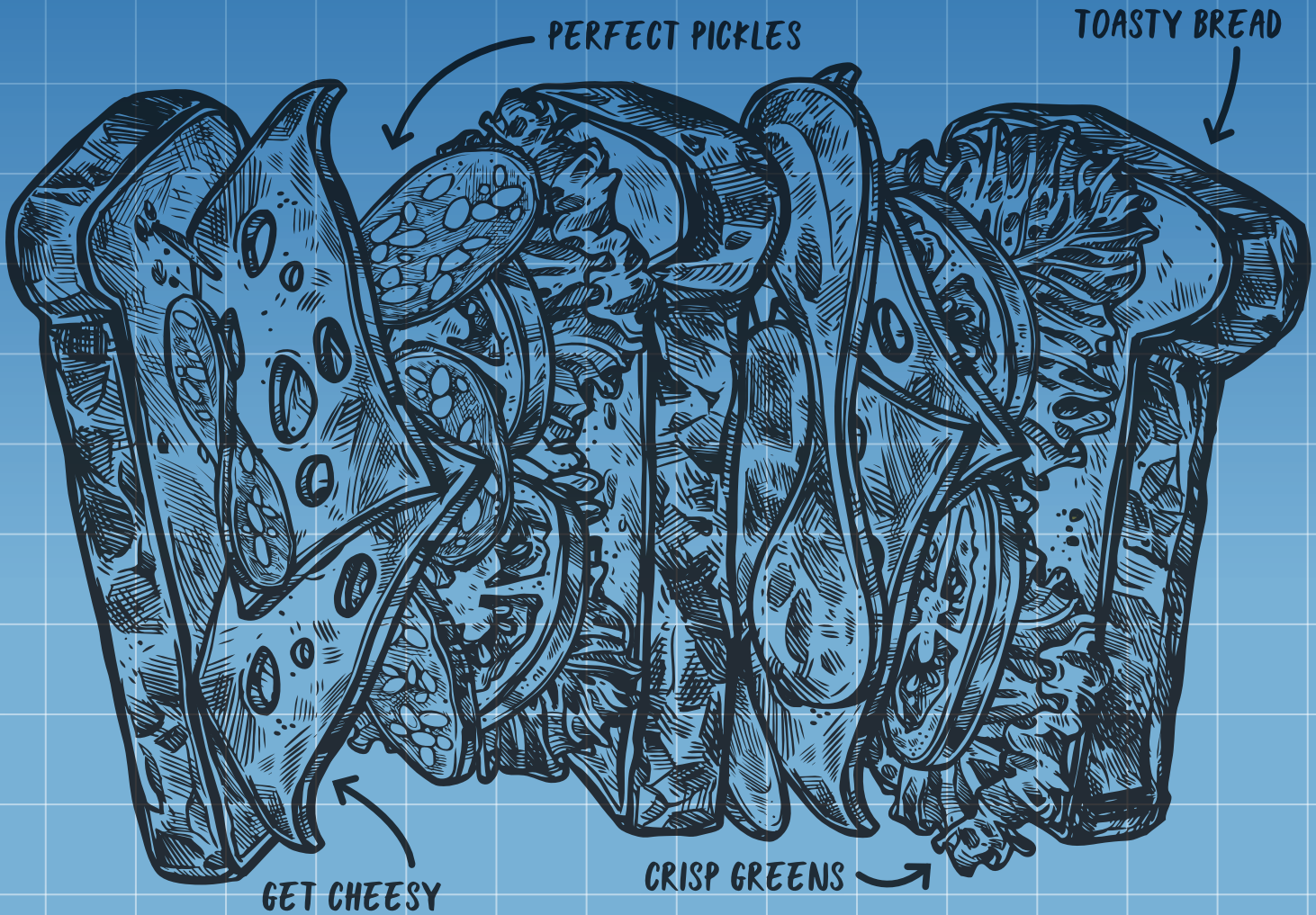
Sometimes something ordinary done extraordinarily can create big buzz. Piling on your proteins and playing with scale can land your sandwich loyal fans.

Block & Barrel offers a premium line of deli meats that allow you to showcase thick-carved meats, which will bring value and encourage customers to come back for return visits. Try turkey, pastrami, ham or corned beef for that piled high presentation. As your sandwiches grow in size, be sure to increase your menu pricing accordingly.

TIP #5 Top it Off

Just like with pizza or ice cream – picking the right toppings to compliment a sandwich is the most fun step. From **Block & Barrel pickles** to hot banana peppers to colorful slaws and house-pickled veggies, there are so many ways to bring tons of flavor and crunch to any sandwich. Speaking of crunch – give your guests the ultimate crunch experience by offering potato chips as a topper. Our **Block & Barrel Kettle Jalapeño** or **Mesquite BBQ** flavors would be excellent options.

Visit **Foodie.Sysco.com** to find recipes and more sandwich inspiration from our **Block & Barrel** brand of deli products.



THE SCIENCE OF A SANDWICH

Crafting the perfect sandwich is part art and part science. Layering flavors and textures with the countless deli options available from Sysco can lead to a whole lot of exciting and innovative creations – which is just the ‘wich your customers are looking for. Explore mixing the traditional with the unexpected, incorporate ethnic influences and above all – have fun playing as you search for your signature sandwich.

Talk to your marketing associate about the products Sysco offers to help you build delicious deli sandwiches.



BREAK OUT BREADS

Most sandwich shops start by asking the customer to select their bread: wheat, rye, whole-grain or ciabatta. There are so many options to choose from, and we know customers love choices! **Baker's Source**, Sysco's bakery brand, is always innovating its assortment of sandwich breads. From hoagie rolls, and pretzel buns, to bagels, Hawaiian rolls, and naan – we can help you build your sandwich selections with quality products that consumers crave. Are you looking for fresh-baked sandwich bread? Consider par-baked options that offer labor savings and scratch-made taste.

SPREAD THE LOVE

Consumer expectations are high when it comes to offering choices, and sandwich spreads are a great place to carve out a point of differentiation between you and the competition. Delight your customers with ready-to-use options like **Sysco Classic Hummus**, **Block & Barrel Pimento Cheese**, and **Sysco Classic Tzatziki**. Try house-made vinaigrette consisting of olive oil, vinegar, and Italian herbs. Some sandwiches can be taken to the next level with bacon jam or even fruit-infused spreads like a cranberry mayo.



SAY CHEESE

America's cheese consumption continues to grow year over year. With the overwhelming selection, it's hard to know where to start – but there is one component that always brings people back to American cheese – meltability. **Land O'Lakes Extra Melt® Sharp American Premium Slices** are exclusive to Sysco in our **Cutting Edge Solutions** platform. Other popular cheeses that add depth of flavor to sandwich creations are Swiss, Havarti and Monterey Jack.



VEG OUT

Think beyond the sliced tomato and open up a world of produce possibilities. Pickled pink radishes, fried green tomato slices, grilled onions, crunchy pickles, zesty slaws, and roasted peppers are all ways to bring flavor, color and crunch. The **Sysco Imperial Breaded Avocado Slice** is an innovative ingredient that would be a welcome topper for many deli creation.

MEAT OF THE MATTER

The central hero of most sandwiches is almost always the protein – high-piled towers of **Block & Barrel Turkey** (with no antibiotics ever), large scoops of **Block & Barrel Chicken Salad** or layers of lean roast beef. Stand out from the competition by using our **McCormick Sysco Imperial Spices** to create a signature spice blend to rub on the outside of turkey or roast beef. Choosing a quality deli meat is key to delivering great sandwich experiences. Consider the wide range of protein options like ham, turkey, tuna salad, sliced chicken, corned beef, salami, pastrami and more. Also – just about everything is better with bacon.



OPERATIONAL TIP: PACKAGED FOR PORTABILITY

Remember that the majority of sandwiches are ordered to-go, and therefore, the way they are packaged needs to consider the journey ahead. Wrapped tightly in craft paper, and slipped into an **Earth Plus Craft Paper Box** will minimize shift so sandwiches stay intact.

THE SCOOP — ON — Soup

*** Soup sales soar in the cold winter months** – no surprise there. The soup category is innovating based on the growing interest from consumers for global flavors and vegetarian options to complement the comforting classics like chicken noodle, broccoli cheese, and chili.

*** Operational Tip:** When selling a combination of products (e.g., soup & sandwich) at a percentage off an item that complements soup, use the most popular items on the menu to ensure greater participation and interest in the combo. There is usually a trade-up of portion size in the mix, where price reduction on the whole combo may be as little as 5-10 percent. Ensure that you will make equal or more profit from the combo than you would have without a combo. The profit increase is from selling a larger size and more items. If customers usually buy a medium soup, upgrade them to a large soup combo with sandwiches, salads, or fresh baked accompaniments.



10 Ways TO BUILD SOUP SALES



1. OFFER VARIETY

Three or four different soups a day is perfect. Customers love to have options and four keeps the selection process fun without being overwhelming for your guests or your kitchen.

2. MOUTHWATERING NAMES

Use great names and tantalizing menu descriptions. Over-communication can be helpful when it comes to your menu descriptions. They help guests make smart, informed ordering decisions.

3. DRESS IT UP

A little garnish can justify a lot more profit. From bacon to shredded cheese, and tortilla strips and avocado slices - there is no limit on ways to dress up soups for presentation and profit.

4. SAMPLE TO ENHANCE THEIR EXPERIENCE

Promote new soups and minimize waste by offering small samples. A small sample shooter is a great way to convert on a soup sale. Or provide samples of your new soup to get diner feedback.

5. SIZE TO SELL

Offer both cups and bowls to maximize your customers' options. Also, as delivery and to-go dining continues to rise, make sure you have the right-sized containers with spill-proof lids for your soup offerings.

6. CREATE COMBO VALUE

Pair soup with salads or sandwiches in creative ways. If your menu allows, let guest mix soups and half sandwich combos or a side portion of an entree salad. Another option is a loaded baked potato.

7. COMBINE SOUPS

Put two soups together and create a new sensation. Inspiration can come when two good things collide. Layering flavors with soups can be the foundation of a great original house soup special.

8. MAKE SOUP A MEAL

Serve it with bread at a higher price point. A toasted baguette for dipping, a bread bowl to help soak up every last drop or even tabletop crackers are a great way to elevate soup as a meal.

9. MAKE SOUP A SNACK

Mid-afternoon? Late at night? Why not? Snacking is on the rise, and diners are not committed to set meal times anymore. As a popular comfort food, soup is well-positioned to please at any time of day.

10. COOK WITH IT

Use soup as an ingredient in sauces or in other dishes. Soup is one of the most versatile products in a kitchen. Look for ways to cross-utilize your soup products to maximize your profit potential.

Talk to your marketing associate about the wide variety of soups and soup bases in our Sysco Imperial brand. Start souping up profits today!



NEW BOLD LOOK SAME GREAT TASTE

Dress up your table with House Recipe tabletop ketchup! Our newly redesigned bottles bring fancy* to your table.

Find more information about Sysco's House Recipe tabletop ketchup and family of brands at: foodie.sysco.com

*Ketchup must have a minimum of 33% tomato solids in the sauce to qualify as "Fancy" or US Grade A by the USDA.