



Sysco's Stock Up Shop Checklist

What is Sysco's Stock Up Shop?

Sysco is providing you with an alternate, temporary business model during the coronavirus pandemic. Join by hosting a special one-day event where customers can pre-order and pick up full foodservice-sized cases of restaurant-quality products curbside for a contact-less transaction. Sysco has plenty of inventory and products to help your customers meet the demands and needs that are lacking from their local grocery stores. Many stores are out of pantry staples, and Sysco can help offer these to your customers. Stock Up Shop products can vary by location but will include commodities such as steak, ground beef, pork tenderloin, etc.

- ✓ Ensure local regulations permit this event for your establishment
- ✓ Discuss with your Sysco Marketing Associate the items available to your operation
- ✓ Coordinate with your Sysco Marketing Associate when you will receive the products
- ✓ Decide on a date and times of operation for the Stock Up Shop
- ✓ Set prices for your product offerings
- ✓ Use online ordering or an order form to receive payment and/or pre-orders
- ✓ Develop your communication plan and utilize Sysco's Instagram, Facebook, and email templates to advertise your Stock Up Shop. Communicate Stock Up Shop dates and event hours and include products and prices
- ✓ Set up your e-commerce platform and/or be ready to take call-in orders
- ✓ Launch marketing campaign
- ✓ Train and inform your staff on how to properly handle cases and maintain sanitation
- ✓ Ensure you have adequate storage space for extra products – inventory tightened
- ✓ Do you have a refund policy in place?
- ✓ Remind your staff to wear gloves when handling food items, including handing cases to customers as this helps to prompt consumer confidence
- ✓ Enforce social distancing
- ✓ Be sure to comply with all food storage regulations provided by your local health department

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