

Feed the Senses to *Snap-Back* **Sysco** At the heart of food and service

HOST VIRTUAL TASTINGS FOR YOUR GUESTS

For the past weeks diners have been missing in-person experiences and a sense of normalcy, but you can help them bring home some of their favorite moments! Host a live tasting event where you guide customers through insights on special pairings for the night. These can range from a wine tasting or making their own charcuterie boards, to cocktail demos from their favorite bartender. This allows you to provide your guest with a fun experience while generating more sales for your business.

WHAT KIND OF TASTINGS CAN YOU HOST?

- Virtual wine tastings
- Wine and cheese pairings
- How to make your own charcuterie board
- Cocktail demos



HOW TO IMPLEMENT?

- Select a date to host the live tasting and communicate it in your social media channels and website. If you will only make this available to a limited number of customers, make sure to announce this as well.
- You can host the live tasting to a limited number of participants via a videoconferencing tool (e.g. Zoom, Microsoft Teams) or leverage your social media audience by hosting a live stream in Facebook or Instagram. A live stream is a very interactive option where participants can easily join the conversation via comments or reactions (e.g. likes, emojis) and allows you to reach a broader audience.
- Prepare a special menu with all the elements that your customers will need to participate in the tasting. Make this menu available for delivery or curbside pickup orders.
- Include printed instructions in the kit or post them on your social media, website, or send via email. You should remind customers of the live tasting time, what they will need, and a brief overview of what the tasting will include.
- For every tasting kit purchased you can offer a coupon (e.g. \$10 off, 10% off, their next order or visit).



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