

We are here for you.

Sysco Marketing Services is here to support you during this uncertain time.

We can help with tools, tips and products that Sysco has available for you to continue to maintain your business – including dine-in menus, carryout and delivery menus, social media messaging, Pop Up Shop, and more.

To get started, you will need to provide the following:

- **restaurant information**, including your Sysco account #, your logo, address, phone, and website.
- **menu items** you would like to include in your menu.
We recommend you choose items that are best suited for transport, easy to prepare, and profitable.
- **message** you would like to communicate to your customers about your available services or concerns for their health and safety.

If launching a Pop Up Shop, please provide the following:

- **grocery list** you would like to include in your pop up menu of items.

We have a team of associates ready to assist.

To enlist our help, please call 1-800-380-6348,
email info@syscomarketingservices.com
or reach out to your Sysco Sales Consultant.



tips to promote YOUR BUSINESS

Sysco | MARKETING SERVICES

Sysco | Studio

Now is the time to focus! Utilize Sysco Studio to create marketing pieces that will “talk to your customers”:

FOCUS on your High Profit Generating Menu Items -

- Promote them as “House Favorites” on **Table Tents** or **Sluggers** menus.
- Make sure you know the profit contribution of all your main categories and feature your “Stars” and “Puzzles”.
- **Tabletop marketing works!** These types of specialty menus will influence your guests’ dining decisions.

FOCUS on your Customers -

- Make sure those customers that do come in know you appreciate their business.
- Say THANK YOU - post it on social media, put it on a **Table Tent** or a **Poster** in the lobby.
- Invite them back with a **Buzz Card** - offering a free appetizer or dessert.
- Let them know with a **Table Tent** or a **Poster** you’re running a clean, sanitized, safe place where they can come and feel comfortable.

FOCUS on Carryout & Pop Up Shops -

- **Promote carryout or pickup...** make it easy and safe for your diners to swing by and feed their family.
- Create and market “meal bundles” for pickup - offering a package deal of entree, sides, and desserts for the family.
- If you use a **delivery service** (Uber Eats / Door Dash, etc...) make sure you adjust your pricing to cover their surcharge... it can be upwards of 35%.
- Consider promoting free delivery services within 5 miles of your location.
- Set up a **Pop Up Shop** to sell pantry staples and hard to find items to your local community.

FOCUS on Your Business -

- You may be forced to cut-back staffing or faced with no-shows. **Be prepared.**
- Feature **low labor intensive menu items** that will ease the burden on the kitchen. Create a “**Limited Menu**” - put a positive spin on it, ie. Spring Break menu.
- Make sure these items are consistent with the quality and service your customers are accustomed to - just easier to produce.
- Don't forget about **item profitability** - it all has to work together!
- If applicable, reach out to your landlord - see if they're willing to **negotiate a lease reduction** for this time of uncertainty.



To find out more about our Marketing Services offerings
call us at 1-800-380-6348 or visit syscomarketingservices.com

Sysco[®]
At the heart of
food and service



Talk to your customers.

During this time, it's important to communicate and engage with your customers where they are – and the majority of your customers are online.

Your website, email, and social media can help you to:

- Be responsive and virtually interact with new and existing customers in a personal and transparent way.
- Answer customer inquiries about your business operations and support.
- Stay connected with your employees by sending them updates.
- Get guests to feel safe with your services and comfortable with their experience.
- Share photos, promotions and updates about your business and services.
- Make sure you're top-of-mind when your customers are looking for dining options.
- Share your services and availability
 - Pre-pay and pickup
 - Delivery
 - Online ordering
 - Limited hours
 - Pop Up Shop

Keep in mind...

COMMUNICATION

The tone of your messages should reflect the commitment of your restaurant to keep your customers safe and informed through transparency and authenticity.

CONNECTION

Use social media to listen to and address concerns. Don't just broadcast. It's a tool for conversation and building relationships with your new and existing customers.

COMMUNITY

Engage your guests, your local community and business partners. Get their feedback and ask them questions about their expectations and their sentiment about the situation.



Take action.

We recommend that you communicate your available services and your commitment to the health and safety of your guests and staff.

You can do this by:

- Reaching out through social media – Facebook, Instagram, Twitter.
- Updating your website.
- Sending emails to your guest contact list.
- Creating a limited menu for carry-out and delivery.
- Engaging delivery service providers – Uber Eats, DoorDash, Grubhub.
- Enabling online ordering and payment.
- Including a thank-you card with all orders.
- Offering discounts for future visits.
- Displaying posters on your restaurant doors and windows.
- Selling grocery items by launching a Pop Up Shop.

For more information...

check out our
Social Media Toolkit
at
foodie.sysco.com/snapback



Let us help you.

Sysco Marketing Services can assist you with creating limited menus for carry-out and delivery, posters, thank-you cards, and social media messaging for you to post.

Step 1: Review suggested messages and determine what you want to communicate to your customers.

Step 2: Customize the content to suit your immediate business and community needs.

Step 3: Submit your request to Sysco Marketing Services by calling 1.800.380.6348 or email at info@syscomarketingservices.com

Be prepared to provide the following information:

- Your message.
- The menu or marketing option you would like to use – menu page, poster, buzz card, table tent, social media graphic.
- Your content to feature – menu items, hours, safety measures taken.
- If launching a Pop Up Shop, provide the grocery list you would like on your menu of items.

Step 4: Create and approve marketing pieces and message.

We will work with you to create your marketing pieces or you may build your own using the the PowerPoint templates provided or use Sysco|Studio at syscostudio.com.

Step 5: Post your message.

For more information about Social Media tips and best practices, see the **Best Practices** section of the [Social Media Toolkit](#) pdf.

Sysco | Studio

Ask your Sysco Marketing Associate for more information about Sysco|Studio and your user name and password.

If you already have Sysco PORTAL access, you can use that login information at

syscostudio.com

iCare partners:

DELIVERY:

- Uber Eats
- DoorDash

WEBSITE & ONLINE ORDERING:

- **Ordereze**
ph: 1-631-271-3470
email: busdev@ordereze.com

For more information about our partners and other resources, visit our website at

foodie.sysco.com/snapback

Recommended Messages and Marketing Pieces.

Here are examples of messages you can use to communicate and promote your services and availability.

SUPPORT COMMUNITY – Health & Safety

- We understand the uneasiness everyone is feeling during these trying times so we would like to assure you that we are taking appropriate steps in our establishment in order to provide you with a safe experience.
- We take the safety of our customers and employees seriously. We're following strict public health guidelines by frequently wiping down and sanitizing surfaces, as well as providing guests with sanitation products when in our establishment.
- TAKE-OUT WITH CONFIDENCE! We have taken extra preventative steps to address any concerns and doubts you may have to ensure your dining experience is safe and comfortable. Your patronage is very important to us. Thank you!
- In times like these, we guarantee we have your well-being top of mind while dining in our establishment. With continual sanitation of all high touch surfaces including seats, tables, menus and more, we want to ensure your experience with us is a safe one.
- As part of our commitment to our guests, we ensure health practices are being followed by our whole team, including frequently disinfecting surfaces and hot spots, door handles and other high touch areas.
- Because we value our community, we have increased the cleaning schedule and will continue to implement best practices for sanitation and cleanliness within our locations, in order to provide a healthy and safe environment. We want you to enjoy your experience with confidence.

DRIVE TRAFFIC – Carry-Out & Delivery

- Because we care about our guests, we have adapted our menu offerings with new and innovative options that help promote your well-being. Take a look at the delicious inspiration from our chef. Ask about our family-style meal bundles today!
- Please ask for our take-out and delivery options, as we have you covered. Our professionally trained staff is working tirelessly to ensure your safety and well-being is top priority, as well as ensuring you're enjoying your favorite food at home!
- FREE LOCAL DELIVERY! We're offering free local delivery through the end of April so you and your loved ones can keep enjoying your favorite meals!
- Place online order for curbside pick-up – The safety and well-being of our customers is important to us. We offer online ordering for curbside pick-up. We'll do what it takes to get your order processed, safely, quickly and warm!

THANK YOU – Customer Appreciation

- Thank you for your business! We appreciate your loyalty and support during this time! We have worked hard to promote the best quality of service and to ensure our work stations are sanitized for your safety.
- In support of our community, you won't see any price increases from us so that you can continue enjoying the foods you really love!
- To thank you for your business, we're offering 20% off your future orders through the end of April so you and your loved ones can keep enjoying your favorite meals!



Recommended Messages for Pop Up Shops

Here are examples of messages you can use to communicate and promote your Pop Up Shop.

- While our chefs are busy creating prepared takeout meals, our restaurant is able to offer grocery delivery and curbside pick-up. Some grocery items include eggs, produce, milk, rice, pasta, nuts, cheddar cheese, butter, and more. Deliveries go out daily at noon. We are in this together with good food and taking care of your essential product needs!
- We transformed our restaurant into your neighborhood corner store during this period of uncertain times, stocking our shelves with everything from fresh produce to everyday pantry essentials such as eggs, butter and towel tissue. We are happy to help your family and our community!
- Attention to our community - we've converted our restaurant into a MARKET place! We have stocked fresh produce, eggs, pasta, house made sauces, tomato cans, dairy products and even PAPER GOODS... the list goes on! Ask for our grocery delivery and curbside pick-up.
- Our restaurant is offering products that currently are in short supply at your local grocery store, and other staples that are out of stock in big-box retailers. We will be ordering and restocking them daily! Order online or call us for a full list of products available for purchase – we deliver and offer take out.
- Quarantine Survival Kits! We have stock on groceries and essential items such as paper towels and toilet paper! Order online, take out or free delivery and can keep practicing #socialdistancing.
- Our grocery takeout and delivery is up and running! Pantry items and essentials INCLUDED. We offer grocery delivery and curbside pick-up. Click here for more details.
- We are stocking shelves with produce, toilet paper, napkins, spices, beans, soups, sauces, pasta, plenty of milk dried and fresh pasta and much more.
PLACE ONLINE ORDER FOR CURBSIDE PICK-UP.
- We've converted our restaurant to become your neighborhood corner store during these uncertain times! We have you covered with fresh produce to everyday pantry essentials.
- Attention Neighbors! We've transformed our restaurant into a MARKET PLACE!
[\[share products stocked in your dining room\]](#)

Sample Marketing Kit

Choose the marketing pieces that help you best communicate your message.

8.5x11 Menu



11x17 Poster



4x6 Card



3.5x2 Card



8.5x11 Pop Up Shop List



Carry-out & delivery menu tips...

Item recommendations:

- Minimize your menu options.
- Feature low labor and high profit items.
- Select those that are easily packaged and travel well.
- Limit your options to 20-30 items.

Additional Suggestions:

- Offer family-size meal options, as well as individual portions.
- Pre-payment over the phone or on-line.
- Include any delivery or service fees and extra costs for disposable containers in the menu price.
- Carry-out: Designate pickup station inside front door or curbside pickup.
- Delivery: Leave items on front porch with text that delivery has arrived.

Pop Up Shop

The “Corner Market” concept gives you an opportunity to expand your services and increase your earning potential by stocking and selling pantry staples to your community.

Check with your Sysco Sales Consultant for items and resources available to you.

Check out this Pop Up Shop example menu featuring recommended categories/items to sell.

PLACEHOLDER
Address, City, State 00000
(000) 000-0000 | www.website.com

POP UP GROCERY SHOP

We've converted our restaurant to be your neighborhood corner store during these uncertain times. Items are available for pickup or delivery. Give us a call or check out our website!

DAIRY & EGGS		BAKERY:	
Milk – 0.00	Eggs – 0.00	Bread – 0.00	Wraps – 0.00
Cheese – 0.00	Butter – 0.00	Rolls – 0.00	Hot Dog Buns – 0.00
Yogurt – 0.00	Cream – 0.00	Tortillas – 0.00	Hamburger Buns – 0.00
PRODUCE		PANTRY:	
Apples – 0.00	Broccoli – 0.00	Flour – 0.00	Canned Veg – 0.00
Oranges – 0.00	Cauliflower – 0.00	Sugar – 0.00	Canned Fruit – 0.00
Bananas – 0.00	Onions – 0.00	Salt/Pepper – 0.00	Canned Soups – 0.00
Lettuce – 0.00	Mushrooms – 0.00	Coffee/Tea – 0.00	Pickles – 0.00
Tomatoes – 0.00	Potatoes – 0.00	Pasta – 0.00	Condiments – 0.00
Carrots – 0.00		Sauces – 0.00	
MEAT & SEAFOOD		PAPER PRODUCTS & CLEANING SOLUTIONS	
Chicken – 0.00	Hot Dogs – 0.00	Toilet Paper – 0.00	Disposable
Hamburger – 0.00	Brats – 0.00	Paper Towels – 0.00	Gloves – 0.00
Steaks – 0.00	Ground Turkey – 0.00	Sanitizer/Bleach – 0.00	
Pork Loin – 0.00	Sausage – 0.00		
Roasts/Chops – 0.00	Bacon – 0.00		

Dining room items are also available for carryout and delivery. We appreciate your support and value our customers!

Sysco | MARKETING SERVICES
In support of our valued customers.

Why take advantage of this opportunity?

- Keep your staff employed.
- Allow your customers to avoid crowded super markets.
- Provide items typically out of stock at other stores.
- Enhance your carryout and delivery offerings beyond standard menu items.
- Engage your local community with frequent social media reach-outs.

Example: “Available now! Hamburger & farm fresh eggs!”

What do I need to get started?

- Confirm local ordinances and guidelines for your area.
- Establish proper health and sanitation practices for your staff.
- Create a designated “shop” space in your restaurant.
- Designate adequate cooler/freezer space to store dairy and other perishable products.
- Employ staff to facilitate sales, gather orders, and make deliveries/curbside pickup.
- Setup convenient ordering and payment tools.
- Communicate via social media to drive messages to your customers.

For more information, visit
foodie.sysco.com/sysco-pop-up-shop

Design Gallery

Choose the background design that best represents your brand.

