



*Featuring*  
ADAPTING TO THE HOLIDAYS  
VIRTUAL CELEBRATIONS  
TAKE-HOME CULINARY KITS  
MAXIMIZING YOUR SEATING

THE  
**HOLIDAYS**  
*Toolkit*

**Innovative Tools  
To Generate  
Revenue This  
Holiday Season**





# Celebrating

## THE HOLIDAYS THIS SEASON

The foodservice industry has been hit particularly hard over the last several months. The holidays will look a little different this season while we continue following social distancing guidelines. How can we create an atmosphere of warmth and comfort? Think outside the “gift” box on ideas that can support your profitability while bringing home the holiday cheer for our patrons.

Let’s get creative and keep some of what makes the season special. By creating a simple and easy way to execute your foodservice operations, you will be able to plan on profitably during the holidays. This toolkit serves as guide to help you navigate the options available for the season.

Sysco has thoughtfully put together this Holiday Toolkit solution for you, to help streamline your processes.

Please review federal, state and local regulations to ensure your compliance with the law. For safety and sanitation, stay up to date and check the latest information on CDC.gov. Consult your legal advisors regarding any risks associated with starting a new venture or implementing any recommendations.



As the holidays approach, I want to take a moment to thank all our customers for the opportunity to earn your business and be your trusted partner. Your success is our top priority. While 2020 has been a most unprecedented year, I am confident that together we will emerge from this crisis with an even stronger bond and partnership. No matter the circumstances, Sysco is here to support you and help your business succeed.

To ensure we are best positioned to meet your evolving needs, we have pivoted our business model to better serve you. Our efforts include exciting improvements to our digital tools and an enhanced sales model. You also can expect a broader product assortment, more flexible supply chain and the industry’s best-trained Sales Consultants with more specialized expertise – all to help your business grow and run more efficiently and profitably. I am confident you will like the improvements we are making. Together, we will get through this crisis, and we will succeed by growing together.

In this issue, I am excited to introduce you to the ideas and solutions our team of experts has put together for the holidays. Inside you will find information on thoughtful preparation of holiday meals. These suggestions are aligned with running an operation that is safe, socially-distanced and merchandised to drive new revenue streams. We introduce you to compelling meal and cocktail kits and provide creative concepts for to-go food gifts that can increase your average ticket. As always, our Sales Consultants are available to engage with you on these growth concepts, and many more.

As we reflect on what has been the most challenging year in our industry’s history, I wish you, your loved ones and your foodservice family good health. And as we turn the page to a new year, Sysco remains laser-focused on improving how we serve you. I am confident that the best is yet to come regarding our partnership and optimistic we will see a more favorable business climate. We are poised and ready to provide you with the fresh inventory, innovative solutions and exceptional service required for when that opportunity presents itself.

Thank you for your continued and valued partnership.

*Kevin Houricau*  
President & CEO



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# THE HOUSTONIAN

## Hotel, Club, & Spa

The Houstonian Hotel, Club, and Spa provides luxury accommodations located in the heart of Houston, TX. They provide peace and relaxation when you need to get away or create magical moments with access to their 27-acre playground! As Covid-19 began to shut down businesses across the country, The Houstonian was also greatly impacted. However, the Executive Chef, Neal Cox, identified opportunities to pivot the foodservice program of The Houstonian and keep operations moving forward to welcome guests back. Chef Neil Doherty sat down with Chef Neal Cox to give us his insights and perspective here on the changes they made and how the focus on a great guest experience remains the center of their operations.

**Chef Doherty:** Thank you Chef Neal for meeting with me to discuss how you have pivoted during the pandemic. Tell us about the safety measures that have been implemented at The Houstonian.

**Chef Cox:** Thanks Chef! I'm happy to share what we've done! The Houstonian has gone well beyond the local and state mandates and we pride ourselves on safety for guests and employees, as it is a number one focus for us. All staff wear gloves and masks at all times. Both guests and staff must pass through a wellness station, monitored by security, and receive a wrist band. At weddings and other events, guests must have food or drinks in order to remove their masks, and when dancing or walking throughout the facilities, they must have their mask on. Of course we continue to value the memories that are being created at The Houstonian, and with that, guests are allowed to remove masks for photographs.

**Chef Doherty:** Great to hear Chef. From how you describe what you're doing for safety, we can tell that it is a priority to keep everyone safe and follow local guidelines. Can you give us some insight into how you will handle events during the holidays and how you will be maintaining safety and sanitation?

**Chef Cox:** The holidays are a special time here at The Houstonian and we have made changes in order to prepare for events. For example, the ballroom has a capacity of 600, but it is only set for 150 to abide by six feet social distancing guidelines. We are not currently offering buffets and if a client does request it, we will develop a setup that will work and still ensure the safety of guests. We have also removed salad stations and cold seafood displays. These courses are plated and served during events.

**Chef Doherty:** The holidays will definitely look different this year. What other changes have you implemented?

**Chef Cox:** In addition to those changes for buffet events, we have also made modifications for servicing receptions, such as no passed hors d'oeuvres - those are either served at a manned station or plated as a course. And everyone's favorite dessert display is also plated and served individually. For beverages, a new glass is offered each time, as we stopped refills in the same glass of water, iced tea or soft drinks. Staff will handle food served in clear-top disposable containers in lieu of a buffet laid out on tables. Items like sushi may still be offered, but will need to be on ice, covered, and served by staff.

**Chef Doherty:** And what is a final tip that you can give for holiday events?

**Chef Cox:** We are not providing self-service for guests at events. This includes beverage stations and condiment areas. Even though we have made all of these changes for the benefit of keeping our guests safe, we are confident they will continue to enjoy unparalleled service and a luxurious experience.

**Chef Doherty:** Thank you again and Cheers!

Neal Cox  
Executive Chef



To learn more about The Houstonian Hotel, Club, and Spa, please visit [www.houstonian.com](http://www.houstonian.com)





CLICK THE IMAGES BELOW TO VIEW

# What do the Holidays look like this year?

Typically this time of year people are out and about for social gatherings and holiday fun. Many would be hustling and bustling for holiday gifts or preparing for family meals. This year will be different as we practice social distancing and small group gatherings. How do you take advantage of every opportunity to attract patrons and be profitable? Check out the tips on the next few pages to help you with adapting the holidays to changing demands.

Redesigning Your Seating Layout

Think Outside the Gift Box

Cocktail Kits

Pies To Go

Packaging Options

DIY Celebrations

Virtual Experiences

Marketing Ideas



# REDESIGN YOUR LAYOUT for social gatherings

**Designing the right space during this holiday season** will help ensure guest safety, as well as encourage diners to celebrate the holidays in your establishment. With the demand for safety protocols, and to meet state and county regulations, you will need to rethink your current dining layout to provide proper social distancing, but still maintain a sense of intimacy and warmth for your guests. Check out our suggestions and tips for your redesign.

Need help with creating the perfect outdoor and patio dining experience? [Click here to view our toolkit and select products.](#)

## Customer Comforts

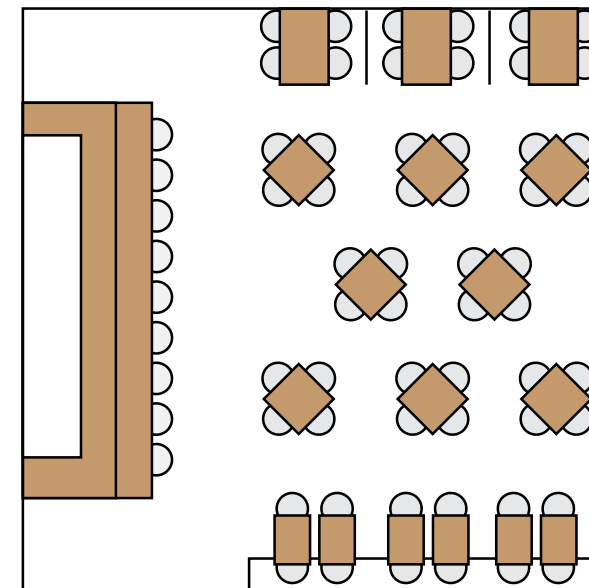
- Create distant-appropriate large gatherings with holiday warmth.
- Be sure to decorate for the holidays; create the traditional themes that people relate to as comfort.
- Allow enough space to spread out: communicate with your guests on your adherence to state guidelines.

## HOW TO MAXIMIZE SEATING UNDER NEW DISTANCING GUIDELINES

**Create a diagram of your floor plan layout** with entrance, exit, kitchen flow, tables, chairs, and if applicable, outside dining floor plan. Are there different layouts for different days? Are you able to create space for small gatherings?

**Think ahead before completing your plan** by reviewing state guidelines. Are there any possible obstacles that might get in the way? Test the process by making sure your staff understands the workflow and their responsibilities.

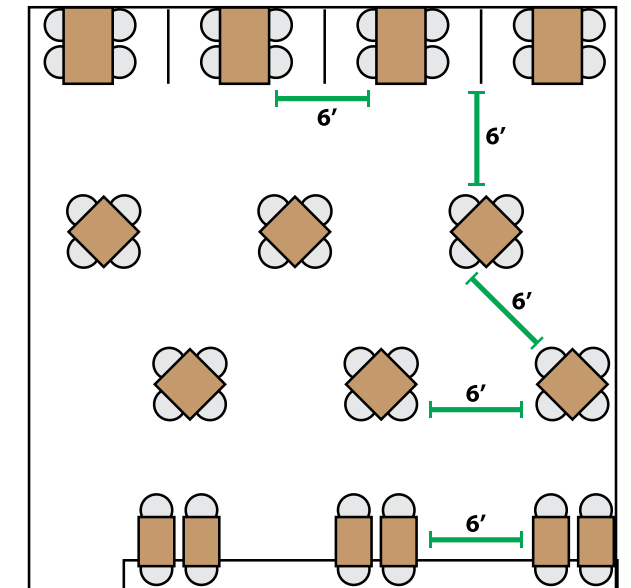
SEATING BEFORE / 1000 sq ft



15 sqft/occupant      67 Seats

12 Booth  
32 Open Table  
11 High-Tops  
12 Banquet

SEATING AFTER / 1000 sq ft

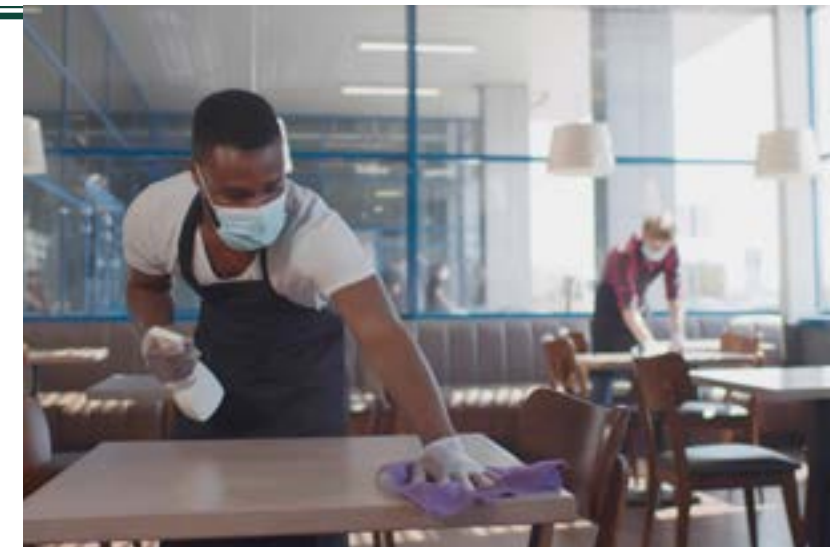


20 sqft/occupant      52 Seats

16 Booth  
24 Open Table  
0 High-Tops  
12 Banquet

## Safety First

- Be sure designated servers are following safe food handling practices and wearing their mask.
- Communicate any precautions for guests in a way that makes them feel welcome.
- Minimize crowding by designating seats or areas and marking the floor to ensure physical distancing is being followed.





# Think outside the gift box.

Be thoughtful about your menu; instead of buffets, offer family-style for small group social gatherings. For takeout or dine-in, include charcuterie or small plates. Offer a luxury selection of prepackaged foods that inspire bringing the holidays home. Also consider adding festive touches to your dine-in and takeout.

## ► Ideas:

Charcuterie boards with wine pairings

Serve comfort foods family-style

Virtual cooking shows with your meal kits

Pies to-go program

Hot chocolate gift set

Dessert at the table with “make your own s’mores”

Cookie kits (pre-made or ready to bake)



## How to...

### CHEESE BOARDS

Cheese plates are an increasingly popular course at restaurants. A standard cheese plate will include three to five different cheeses. This plate is accompanied by an assortment of dried fruits, breads and nuts. The easy ability to manage portion size will help your restaurant control costs. Cheese plates will also help your restaurant increase wine sales. Many customers will want to enjoy a bottle of wine when ordering a cheese plate as a delightful combination. Consider options to enhance home holiday celebrations with kits to take home and make themselves.



### CHARCUTERIE

Charcuterie boards afford restaurants the opportunity to delight their customers with a creative mix of tastes and textures. The flavors can range from sharp and salty, to sweet and buttery flavors. A standard charcuterie plate will include three to five different cheeses, accompanied by an assortment of dried fruits, breads, and cured meats. Consider options to enhance home holiday celebrations with kits to take home and make themselves.

### TAKE AND MAKE MEAL KITS

Offer your customers the option to pick up pre-portioned ingredients and preparation instructions so they can recreate the magic of your menu at home. Meal Kits can also pair with virtual events like cooking classes, virtual celebrations, and more. Meals that travel well, such as pasta-based dishes or hamburger packs for the family, are prepackaged essentials. Offering the opportunity to be “Chef for the Day” can become a fun family activity. Find more options in our Kitchen2Kitchen Toolkit [here](#).

### FAMILY STYLE MEALS

Family style meals are a great way to provide comfort foods to families – they are cost effective and efficient to execute in an off premise dining program. Some operators have found success by creating a separate, limited takeout menu that offers a few select items. This has the added benefit of reducing back of house labor. Meals that are quickly and easily assembled can provide operators with an effective means of fulfilling consumer needs and driving revenue for their operation.





# COCKTAIL KITS

Typically after your customers are seated, a drink order is placed and the dining experience begins. Since we are limited on our gatherings, make memorable moments with signature holiday cocktail kits.

Have your own special holiday drinks? Why not create a cocktail kit for your customers to enjoy at home for the holidays? Add a virtual experience by having your bartender give “mix-it-up” directions on your website. Be sure to include any suggestive selling in the experience (such as specials or gift cards).

Consider after dinner drink kits as well. Why not start and finish their holiday experience with your holiday signature drinks – or even make it a dessert to-go!

**Please check with your local guidelines on to-go alcohol sales.**

[VIEW MORE RECIPES AT FOODIE.SISCO.COM](https://www.foodie.sisco.com)



## BRANDY PUNCH MILKSHAKE

### Chef's Tip:

To scoop ice cream more easily, microwave on 30% power in 30-second increments until softened.



Yield: 4 servings

### INGREDIENTS

- 1/2 cup brandy
- 2 tablespoons vanilla extract
- 1/4 cup milk
- 3 cups vanilla ice cream, slightly softened
- Dash grated nutmeg
- Cinnamon stick

\*For the holidays, try eggnog ice cream instead of vanilla in this recipe!

### DIRECTIONS

1. Place brandy, vanilla, milk and ice cream in blender; puree until smooth.
2. Pour into 4 glasses and garnish with a cinnamon and dash of nutmeg.



**KING CHEESECAKE COMPANY**



Sysco is committed to cultivating diversity and inclusion in both our workforce and in the communities we serve. By embracing and learning more about the diversity in our communities, we can better understand and support the changing needs of our customers and ultimately, consumers. Through our supplier network of minority-owned business partners, such as Renaissance Man Food Services and the King Cheesecake Company, we can offer our customers a variety of products.

The King Cheesecake Company, founded in 1984 by John and 'Lrma King, manufactures more than 200 varieties of desserts sold in the southwest and gulf regions of the U.S. Their product line-up includes gourmet cheesecakes, sweet breads, muffins, cakes and deep dish pies in flavors such as key lime, apple and pecan.



Made with Wholesome Farms ingredients

[CLICK HERE TO VIEW KING CHEESECAKE COMPANY PRODUCTS & OTHER SYSCO STOCKED ITEMS](#)



## Benefits

- Convenient way for clients and customers to buy holiday pies for home
- Establish an ongoing holiday tradition that customers look forward to each year
- Build loyalty and add value to the customer relationship
- Customers can have fresh-baked flavors without the extra time spent in the kitchen
- Celebrate the holiday season with customers

CLICK HERE TO VIEW OUR SELECTION OF PIES

# Pies To Go

## Steps to a successful pie to go program:

- Choose three or four pies that are traditional holiday favorites and offer customers the option to create their own home-baked appeal by picking up *pre-baked, ready-to-serve, frozen, or ready-to-bake pies*.
- Be sure to market your program throughout your establishment by *customizing signage*, such as table tents, posters digital menu boards, menu sluggers and more.
- *Create a holiday-themed pie table display* at your entrance or in close proximity to the cash register. Use risers to display whole pies at different heights and post your ordering process within the display. In addition to selling as an add-on to in-dining ticket, consider offering a samples and a pre-order program with designated pick-up time slots.

## Top Selling Flavors




- |              |                         |
|--------------|-------------------------|
| 1. Apple     | 5. Pecan                |
| 2. Pumpkin   | 6. Peach                |
| 3. Cherry    | 7. Sweet Potato         |
| 4. Blueberry | 8. Fruits of the Forest |

Pre-baked versus  
Unbaked pie sales  
during winter  
holiday season

Pre-baked  
30%

Unbaked  
70%

### Format during winter holiday season

-  Traditional: 34% (88% unbaked)
-  Hi-Pies: 33% (98% unbaked)
-  Open Face: 33% (75% unbaked)

Source: Sara Lee Frozen Bakery Tasteful Traditions Operator Guide.

PACKAGED TO PERFECTION  
Consider  
adding  
twine, or ribbon to  
package your to-go  
desserts to elevate and  
add festivity.

# DESSERT PACKAGING

## PIE PACKAGING



Bakery Box, White, 10x10x5  
5508189



Bakery Box, Window, 10x10x2.5



Plastic Pie Wedge Container, Clear  
7857960



Bakery Box, Window, 10x10x5

PACKAGED TO PERFECTION  
**64%**  
of consumers say  
packaging quality is very  
important in the decision  
to purchase.

Source: Sara Lee Frozen Bakery  
Tasteful Traditions Operator Guide.

CLICK HERE TO VIEW OUR SELECTION OF PACKAGING ON SUPPLIESONTEHFLY.COM



# VIRTUAL EXPERIENCES

Restaurants are a place to celebrate and dining out is not just an ordinary occasion. Now more than ever, diners want to make memorable occasions safely at home. Offer your customers the opportunity to celebrate, even while at home, just as they would at your establishment. This is a great opportunity to show them that you care and miss them at your restaurant.

## ► Experience Ideas:

- **COOKING CLASS** – Show your chef's talent by having them host a cooking class of one of your famous menu items. Or a holiday favorite like Challah bread.
- **MIXOLOGY CLASS** – Your loyal customers are surely missing their local bartender! Host a mixology class paired with their favorite appetizer sampler.
- **LIVE MUSIC** – Ambiance is a huge part of the dining experience. Partner with a local performer to host music diners can tune in as they enjoy a to-go meal from your restaurant at their home.
- **KITCHEN VIRTUAL TOUR** – Now is a great time to showcase your spotless kitchen by highlighting the precautions you are taking to continue delivering the most delicious, yet carefully prepared food.
- **THEMED PARTY** – Re-energize your guests with some fun by hosting a virtual game/trivia night or tap into trending shows and movies that have a large fan base and create themed food and drink recipes that viewers can make at home.

Find more options in our [Kitchen2Kitchen](#) Toolkit.



## ► Video Options:

- **ON DEMAND PRE-RECORDING SESSIONS** – Capitalize on a one-time session by leveraging it repeatedly as you have additional customers interested in [Kitchen2Kitchen](#) meal kits. This allows for you to script and record at your convenience, ensuring you provide a consistent and an error free experience.
- **LIVE STREAM** – Offering a live stream experience for your customers, via a platform like Zoom or Google Meet, requires the ability to package large offerings at one time for your customers and have an engaging and private environment for the chef to host the class. The bonus to this type of setup is the true engagement with your audience and the ability for them to ask questions about the products and techniques.



# DIY Celebrations

## Custom Kit Ideas

Whether customers choose to dine-in or takeout, you can offer the opportunity for unique one-of-a-kind kits and experiences. This may include a hot cocoa gift set with marshmallows and specialty toppings. To make this gift set extra special, consider adding a travel sized bottle of coffee or Irish cream liqueur. Ready-to-decorate cookie kits are sure to delight the whole family and are a

fun activity all season long. Another memorable option is tableside s'mores - complete with a heat source, graham crackers and chocolate. Each of these unique experiences are also an excellent way to create buzz on social media. Be sure to include a coupon for a future visit with select gift purchases to entice return visits throughout the year.

### Tableside S'Mores

Graham crackers, chocolate, marshmallows



### Cookies Kit

Pre-made, ready to decorate or ready to bake dough



### Hot Cocoa Kit

Cocoa mix, marshmallows, chocolate chips with logo mug or mason jar





# Social Distancing

For the unforeseen future, we will need to continue to exercise social distancing according to your state and local guidelines. Given most restaurants are operating at or below 50% to maintain the required social distancing.

Be sure to check your local guidelines to stay informed and compliant with restrictions in place. As a general rule continue to check local and national guidelines to ensure you are aware of any new practices at all times.

In addition to masks and sanitation, there is also a second tier of equipment you may need to consider. Check out the products below.



# Single-Use Disposable

The CDC <sup>\*\*</sup>“recommends use of disposable items”<sup>\*\*</sup>, from menus and condiments to napkins, utensils, and dishes. In many cases, single-use products are required for your customers. Sysco has a variety of items to assist you.



Rosseto® Avant Guard Sneeze Guard with Pass-Through Window

24" x 15.5"



Rosseto® Avant Guard Sneeze Guard Acrylic

48" x 28"



Rosseto® Avant Guard Sneeze Guard with Pass-Through Door

48" x 40"



Cal-Mil Free-Standing Barrier with Window

40" x 31.75" x



Sweet Plus Sysco Sugar Substitute Packet Yellow

# 5817251



Sysco Classic Sugar Packet

# 4000899



Sweet Plus Sysco Sugar Substitute Packet Green

# 3504836



Sweet Plus Sysco Sugar Substitute Packet Blue

# 5641725



Cal-Mil Wesport Social Distancing Sign

17.5"x 22"



American Metalcraft Protective Barrier Line Hinged Guard

28"



American Metalcraft Black Barrier Post and Base System

84"



Wall/Floor Indoor Social Distancing Decal

13"x18" Case of 4



Sysco Imperial Knife Plastic Pieces Silver Extra-strength

# 4961831



Sysco Imperial Spoon Plastic Pieces Silver Extra-strength

# 4961841



Sysco Imperial Fork Plastic Pieces Silver Extra-strength

# 727998



Sysco CLASSIC Napkin Dinner 17" X 17" 3-Ply White 1/8 Fold

# 1288415



Indoor Wall/Floor with Small Shoe Prints Floor Decal

13"x18" Case of 4



Indoor Wall/Floor Decal Thank You for Practicing Social Distancing Text

13"x18" Case of 4



Indoor Social Distancing Wall Poster 20# Paper

11" x 17"



Bon Chef Health Partitions Restaurant Table Partitions

18' x 48' x 60'

[CLICK HERE TO VIEW PRODUCTS](#)

<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/business-employers/bars-restaurants.html>



# Outdoor Seating

People are more relaxed in an outdoor setting and picking the perfect furniture for their comfort matters. Waterproof and easy to move or stack is recommended, but above all, outdoor restaurant furniture needs to be both functional and comfortable.

Consider seating configurations that allow for limited group dining as well as flexibility for different occasions or special events. Coordinating your outdoor style with your interior will provide a seamless transition for your guests and encourage them to dine al fresco!



# Ambience & Heating

Restaurants with outdoor dining offer something that people want – the ultimate outdoor dining experience. A leisurely lunch, an evening celebration with friends, or a romantic dinner are more appealing in an outdoor setting with the right ambience and climate control. To help you create your outdoor experience, Sysco has the products to outfit your dining area.



Wabash Green Valley Outdoor Table Bar Height Cedar Tex/Bronze  
30"x30"



Wabash Green Valley Outdoor Barstool Cedar/Tex Bronze  
18"x21"



Wabash Sullivan Outdoor Table Pewter Vein  
24"x30"



Grosflex Windmaster Umbrella Terra Cotta  
9'



Sterno Product Flameless Tealight Candle 2.0T with Timer  
Set of 4



Atomist nevoa Fan  
40 Gallon



Atomist Wall Mount Fan with Control Box Wall Bracket  
23"x12



Atomist Fan with Pedestal and Control Box  
25 Gallon



Wabash Sullivan Outdoor Chair Pewter Vein  
22"x24"



Wabash Spyder Outdoor Picnic Table Black  
75"



Grosflex Pacific Amazon Green Fanback Armchair  
Case of 4



Grosflex Table Top with Umbrella Hole Tokyo Stone  
48x32



Patio Comfort PC02AB Patio Comfort Heater Antique Bronze  
AEI-PC02AB



Patio Comfort PC02JS Patio Comfort Heater Jet Silver Vein  
AEI-PC02JS



Patio Comfort NPC05 SS Patio Comfort Heater Stainless Steel  
AEI-NPC05 SS



Infratech C2024SS3 Motif Mediterranean Collection Stainless Steel (240V)  
AEI-C2024SS3



High Chair Mahogany  
20"x20"



Grosflex Ibiza Table Sandstone Round  
46"



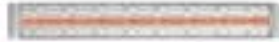
Grosflex Umbrella Base with Filling Cap  
Bronze



Carlisle Dual Booster Seat with Safety Strap  
Black



Infratech C2024SS1 Motif Contemporary Collection Stainless Steel (240V)  
AEI-C2024SS1



Infratech C2024SS2 Motif Craftsman Collection Stainless Steel (240V)  
AEI-C2024SS2





# PROFITABLE *Ideas for the* HOLIDAYS

## *Menus & Marketing*

**Sysco Marketing Services has you covered for all your Holiday marketing needs.**

Now that you have thought through your Holiday strategy, it's time to spread the word about safety/comfort measures, and Holiday menu you have put in place. And Sysco Marketing Services has you covered with all our marketing tips, tricks and our services aimed to take the work off you, so you can concentrate on what you do best!



### MENU

First and foremost, include those items that have higher profit margins, require shorter prep times, and transport easily while maintaining their quality. Review the 4Ps of menu engineering to help you strategize your menu and boost your profitability! Make ordering easy and mobile device friendly, encouraging them to return again and again.



### SPREAD THE WORD

Frequent communication and marketing via all your social media channels is essential to reach your existing customers and capture new ones. To get the word out, post photos of your new Holiday items, including options for fruits and snacks and your Grab and Go menu items on all your social media channels.



### SIGNAGE

Have visible signage at all times. Consider patio easels, sidewalk signs, and banners. Sysco can help you create these. We believe "the bigger the better" for your signage so it can be spotted by those walking or driving by.

The holiday season is quickly approaching - are you looking for ideas for your business to increase customer traffic? Marketing your restaurant, gives consumers ways to find you and attract new customers through menu offerings and promotions. This holiday season, grow your customer base and increase repeat business by using these marketing tools to enrich the guest experience. Market to those that are out shopping and do not have time to cook by offering curbside and takeout specials.

## *Holiday Checklist*

- ✓ Run specials for your menu or promotions for the holidays.
- ✓ Post your holiday hours and make your website festive with your brand, create cheerful holiday on-line communications.
- ✓ Choose a local charity to support during the holidays. Contribute a percentage of LTO items for donations or select a night for the charity. Be sure to market it!
- ✓ Choose a theme across all channels: website, social media channels, emails and blogs.
- ✓ Show your customers that you are ready for the holidays and help put your customers in the dining mood.
- ✓ Remember to regularly update your social media, as customers are checking their social media feeds often.
- ✓ Create a promotion related to sharing their visit at your restaurant on social media.
- ✓ Get your staff involved in helping with your social media channels.
- ✓ Offer specials for customers to help you share your marketing.
- ✓ Request them to share pictures on their social channels.
- ✓ Send out holiday cards with your menu specials, drink specials, gift cards, decoration kits, cocktail kits, meal kits, etc.

**Sysco Marketing Concierge  
is here to help you succeed!**

Contact us at 1-800-380-6348 or  
[info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)



# Social Media

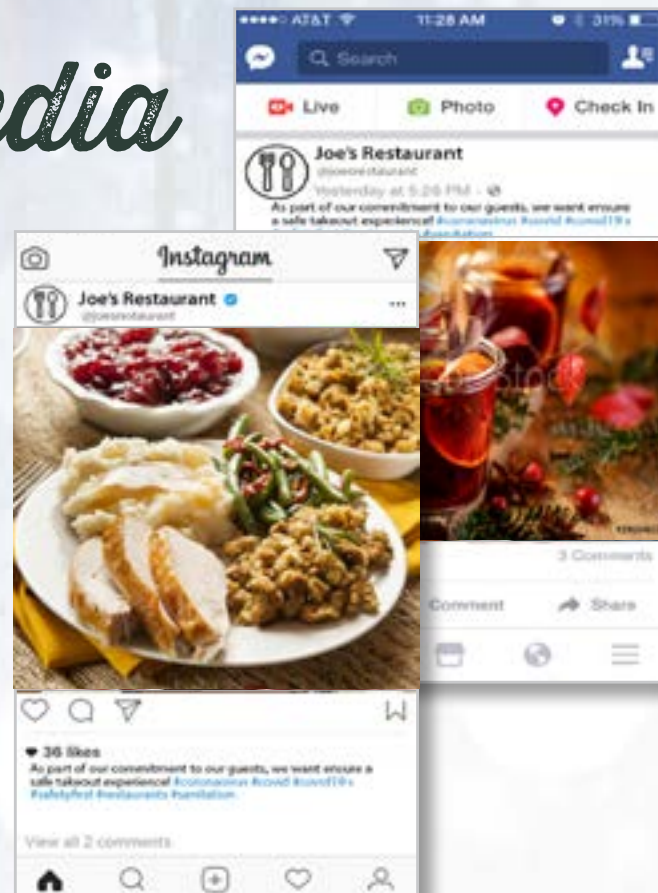
This is a great time to put fresh content in front of your customers. The two content pillars that you should consider are calendar and conversational.

**Calendar Content** is defined as event-based and seasonal, built around popular holiday sales, promotions, and launch dates.

**Conversational Content** is designed to increase engagement with your customers. Ask for answers or poll your audience to learn more about their preferences. This will increase engagement and keep your brand top of mind.

## TIP:

The more hashtags you see, the more chances for exposure and higher reach. Hashtag examples: #holidays, #partytogo, #tistheseason, #celebrate Social Post Copy Example: We love our customers and we want to hear from you. What's your favorite Holiday Meal? Turkey or Tamales? We have both!



# HOLIDAY MARKETING CAMPAIGNS

Let your customers know that you have expanded your services to offer Holiday meals by communicating via these marketing essentials.

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

8X10 FLYER



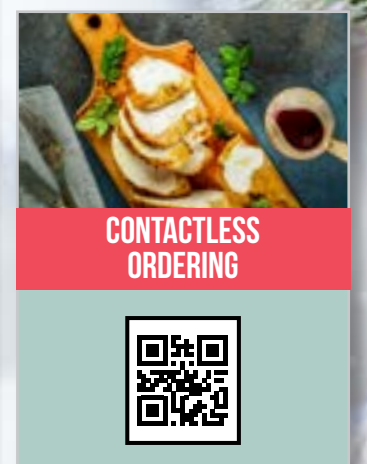
11X17 POSTER



5X7 TABLE TENT



4X6 QR CODE



# Email Marketing

This is a great time to put fresh content about Holiday Specials in front of your customers.

## Email Subject

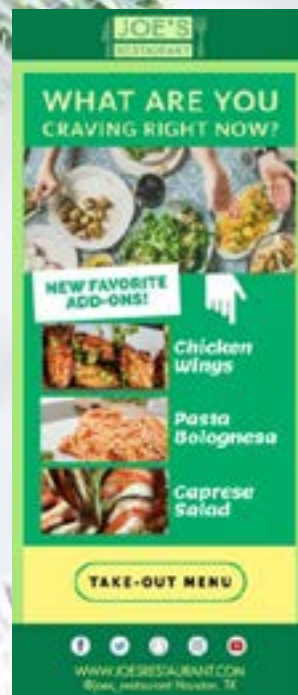
Check out our NEW Menu! We are introducing Holiday options.

## Preheader

How are you celebrating the Holidays?

## TIP:

Create an email campaign. Craft a simple email message about the new opportunity for your community and diners. Include photos of your products, menu and restaurant set-up.



**Sysco Marketing Concierge is here to help you succeed!**

Contact us at 1-800-380-6348 or [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)



# MANAGE Your Menu Content

Focus on what you do best – provide a consistent, quality product that your customers can count on. Evaluate and update your menu considering the

## 4P'S OF MENU ENGINEERING:

### PROFITABILITY

Review current item costs and make pricing adjustments based on current market conditions. Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

### POPULARITY

Feature your signature items – what are you famous for? Review past history or competitive analysis for key offerings.

### PREPARATION

Select items that require limited preparation and assembly. Cross-train your kitchen staff for maximum efficiency. Review and reduce your inventory to minimize stand-alone items and excess stock.

### PORTABILITY

Ensure your items package and travel well – maintaining their quality and freshness. Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.

## CUTTING EDGE SOLUTIONS

# HARVEST LAMB SHANK

## Ingredients

### HARD CIDER GLAZE

- 2 cups Hard apple cider
- 3 cups Sysco Classic brown sugar
- 1 tsp Grated Imperial Fresh ginger
- ¼ tsp Fresh grated nutmeg

### ROASTED SQUASH, APPLES AND ONIONS

- 2 Fuji apples, cored and cut into wedges
- 1 Butternut squash, peeled, seeded and cut into 1 x ½-inch slices
- 1 large Imperial Fresh white onion, halved and sliced
- 2 tbsp Arrezio Imperial olive oil
- ½ tsp Sysco Classic kosher salt

### FOR SERVING

- 4 Sysco Imperial Sous Vide Rosemary & Mint Lamb Shanks
- ½ cup Wholesome Farms Imperial unsalted butter, softened

## Directions

### HARD CIDER GLAZE

Heat all ingredients in a saucepan over medium heat until reduced by ½, about 30 minutes. Refrigerate in an airtight container up to 6 days. Makes about 1 cup.

### ROASTED SQUASH, APPLES AND ONIONS

Toss all ingredients in a large bowl. Spread in a single layer on parchment-lined sheet pan and roast at 400°F until tender and lightly caramelized, about 35 minutes. Refrigerate in an airtight container up to 6 days. Makes about 6 cups.

### FOR SERVING

Warm Sous Vide Rosemary & Mint Lamb Shanks in packaging in a saucepan of simmering water until heated through, about 5 minutes. Remove packaging and transfer lamb and sauce to a sauté pan over medium heat. Cook until lamb is slightly charred and sauce has mostly reduced, about 8 minutes, basting occasionally. Warm roasted squash, apples and onions in oven at 400°F until heated through, about 8 minutes. Heat hard cider glaze in a small saucepan over high heat until simmering, about 2 minutes; whisk in butter. Transfer roasted squash, apples and onions to serving plate; serve topped with lamb and glaze.



Sysco Studio							
Menu Engineering - Lunches - What If							
Luncheon: "What If" Profit Calculator							
Double with various scenarios. What happens when you change an item's price, or increase its sales? Find out!							
	ITEM PRICE	QUANTITY	ITEM PRICE	QUANTITY	MONTHLY SALES	MONTHLY PROFIT	ANNUAL PROFIT
Appetizers (10)	\$16.00	10	\$16.00	10	\$160.00	\$160.00	\$160.00
Chowsticks	\$1.00	10	\$1.00	10	\$10.00	\$10.00	\$10.00
Chicken Wings (12)	\$14.00	12	\$14.00	12	\$168.00	\$168.00	\$168.00
Chips & Salsa	\$1.25	10	\$1.25	10	\$12.50	\$12.50	\$12.50
Chicken Wings (6)	\$8.00	6	\$8.00	6	\$48.00	\$48.00	\$48.00
Shrimp Basket	\$12.25	10	\$12.25	10	\$122.50	\$122.50	\$122.50
Subs	\$11.25	10	\$11.25	10	\$112.50	\$112.50	\$112.50
Blender's Pizza	\$11.00	10	\$11.00	10	\$110.00	\$110.00	\$110.00



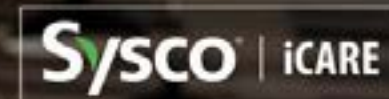


Service Partnerships

**The Sysco iCare program is designed to make you more efficient, increase your profitability and make it easier for you to manage your operations.**

The intent is to help drive business in the front and back of house with our holistic collection of offerings, encompassing our specialized services, restaurant technology, tools, partnerships, and personalized consultation.

We have partnered with best-in-class companies to make sure our customers have the right tools to optimize their business and increase traffic.



Service Partnerships



#### Company Description

Ordereze is a restaurant-specific online marketing/online presence solution where everything from your website and your social media, to your online ordering and more is managed from one dashboard with one company. We provide restaurants with the ability to seamlessly engage with, promote to, and provide exceptional products and services to their customers.

#### Value:

Ordereze is the only company of its kind, providing restaurants with a cost-effective and easy solution to manage their entire online presence. We are also truly a company that is by restaurants for restaurants, our founder is a restaurant owner himself and went through the struggles of trying to find a marketing company that understood him as a restaurant owner and how to successfully market a restaurant. We are well known for our customer service - in fact, we have the lowest churn rate in the industry and the typical lifetime of our customer is over 6 years - over 85% of our staff overall has worked in the food service industry as well!

#### Product Offering:

Custom packages are created based off each customer's specific needs, goals, day-to-day operations, and budget. Offerings include: Web Hub, Social Hub, Social Websuite, Do it for Me Social Posting, Do it for Me Review Response, Do It For Me Email Marketing, Online Ordering Pro, Wi-Fi Connect, Menu Sync.

Email [busdev@ordereze.com](mailto:busdev@ordereze.com), call 631-271-3470  
or visit [www.ordereze.com](http://www.ordereze.com) to learn more.

#### SYSKO EXCLUSIVE PRICING:

Setup fees waived or reduced for all Sysco customers. Fees not waived can be financed over up to 8 months.

All services discounted, reach out below for more information on the specific services and offers you need.

**WEBSITE  
ONLINE ORDERING  
SOCIAL POSTING**



For more information about how Sysco can support your business  
please go to [www.syscomarketingservices.com](http://www.syscomarketingservices.com)

Questions? Email us at [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)



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**Sysco** | iCARE

# Service Partnerships



## Company Description

Ready connects guests to hospitality venues directly on their phone so they can view the menu, order, pay, review and redeem rewards all in one seamless, connected experience. We're laser focused on providing best in class tech to help restaurants remove all the friction that gets in the way of providing great hospitality.

## Value:

Allow guests to connect directly to a digital menu, order, pay, review and redeem rewards contactlessly with their phone. No app download, no account sign-up, no additional labor and no hardware is required.

## Advantage:

Ready is a first party, fully integrated 100% contactless solution that's payment processor agnostic and flexible to any workflow. From restaurants to hotels to stadiums, Ready caters to operators wanting to provide the ultimate guest driven connected dining experience.

## Product Offering:

At Ready our hospitality product suite encompasses the entire dining experience. We support Digital Menus, Order Ahead, Order to Seat, Table or To-Go, Virtual Drive Thru, Virtual Kiosk and Pay at Table. We facilitate payments with Apple Pay, Google Pay, VISA, Mastercard and all major credit cards.

**CLICK HERE TO LEARN MORE**

[www.readytopay.com/sysco](http://www.readytopay.com/sysco)

For more information about how Sysco can support your business please go to [www.syscomarketingservices.com](http://www.syscomarketingservices.com)

Questions? Email us at [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)

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food and service

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**Sysco** | iCARE

# Service Partnerships



## Company Description

CheddarSuite is a cloud-based, SAAS business management software for restaurants that serves as a one-stop platform to streamline all of your restaurant management needs like scheduling, communication, inventory, documentation, and more.

## Value:

CheddarSuite eliminates the need for multiple apps, and can be accessed from anywhere at any time. There are no annual contracts, and users receive access to free online trainings, webinars, and live support.

## Advantage:

Gone are the days of bundling packages and using multiple programs. With CheddarSuite, users only pay one price per month and receive access to all the tools and business solutions they need to manage the day to day operations of their restaurant. That means less time keeping up with programs and logins and more time running the business.

## Product Offering:

CheddarSuite replaces the paper clutter mess of invoices, schedules, spreadsheets, and complicated POS reports to help you better communicate issues shift to shift and understand if you are making or losing money - and why. This inclusive tool features scheduling capabilities, log documentation, inventory management, document storage, vendor management, comprehensive overviews of revenue, cost, and goals, as well as centralizing staff communication into a single, easy-to-use platform.

Visit [www.cheddrsuite.com/form/sysco](http://www.cheddrsuite.com/form/sysco) or call 855-805-0722 for more information!

For more information about how Sysco can support your business please go to [www.syscomarketingservices.com](http://www.syscomarketingservices.com)

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## SYSKO EXCLUSIVE PRICING:

Sysco customers receive **FREE** scheduling software for Life!

Our **PLUS Plan \$49/month**, normally \$99/month, gives you all the advanced restaurant management tools you need. Our end-to-end restaurant management **PRO Plan \$89/month**, normally \$139/month, gives you all the "Plus" features along with the ability to integrate with your POS system.

**SCHEDULING, INVENTORY,  
INVOICES, & MORE!**





# Service Partnerships



## Company Description

Popmenu gives restaurants the power of digital hospitality through an all-in-one marketing tool for attracting and engaging guests. We believe that independent restaurant owners deserve to control their online presence, not to be controlled by it.

## Value:

Popmenu supplies restaurants with the tools they need to successfully manage and build their online presence from website design and hosting, dynamic menu technology, email marketing, simplified menu management, Google My Business integration, social media, online ordering, and more.

## Advantage:

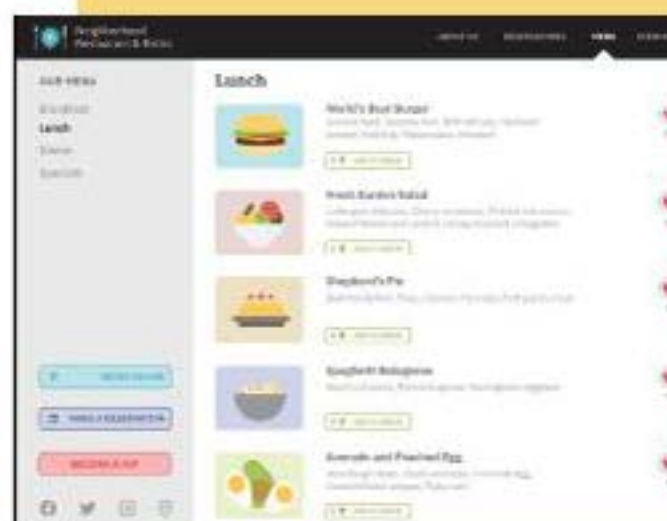
The Menu is the primary decision point for all guests, new and returning. Popmenu's unique, patent pending Menu technology, puts the preferred consumer preferences in the restaurants domain, where owners control the narrative and gain valuable consumer insights. Not only does Popmenu give restaurants a brand new, ADA compliant website, Popmenu also provides its customers with best-in-class support, on-demand training, and executes marketing campaigns and digital strategy for its customers.

## Product Offering:

Popmenu will build restaurants a world-class website that includes their one-of-a-kind dynamic Menu technology on top of a platform that provides email marketing, social media tools, and unique integrations to Google My Business--all in one hub.

[CLICK HERE TO LEARN MORE](#)

[www.get.popmenu.com/Sysco](http://www.get.popmenu.com/Sysco)



## Sysco EXCLUSIVE PRICING:

**Minimum 25% discount** to shared Sysco customers. Plus waiving all build, design, and maintenance fees, for both the full website and its online ordering platform!

**WEBSITE DESIGN  
ONLINE ORDERING  
EMAIL MARKETING  
SOCIAL MEDIA**

For more information about how Sysco can support your business please go to [www.syscomarketingservices.com](http://www.syscomarketingservices.com)

Questions? Email us at [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)

# Service Partnerships



## Company Description

CMSText helps restaurants put their advertising and marketing messages right into the palms of customers' hands! Our platform allows you to create a database of your restaurant's customers so promotions can easily be sent to their mobile phones.

## Value:

CMSText is the most effective marketing tool while also being the most economical tool a restaurant can utilize. On average, our customers receive a \$62 return on investment for every dollar they spend on our services. Approximately 98% of text messages are read by customers within 3-5 minutes of receiving mobile advertising - this leads to an increase in carry-out delivery orders, an average redemption rate of 20%-30%, and turns your slow nights into profitable ones.

## Advantage:

At CMSText we understand that running a restaurant is a full-time job, which is why our concierge service manages all the work and details in setting up and sending out advertising messages so you can spend more time running your business. We're the only text marketing agency to offer the lowest-price and money-back guarantee, and since there are no long-term contracts, you can cancel your services at any time.

## Product Offering:

Unlimited texting package for operators with 1 to 3 locations - concierge managed services - month-to-month subscriptions so you never have to lock into a contract.

Call 866-430-475, email [info@CMSText.com](mailto:info@CMSText.com), or visit [www.CMSText.com](http://www.CMSText.com) for more information.

## Sysco EXCLUSIVE PRICING:

Sysco customers receive the **Unlimited Texting package for \$69 per month** (\$139 value), with a special pricing of **\$30 per month for the first 6 months** of the Unlimited Texting package. The one-time setup fee of \$149 is also waived!

**MOBILE MARKETING  
MONEY-BACK GUARANTEE**



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Questions? Email us at [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)





# Service Partnerships



## Company Description

Constant Contact is a leader in online marketing with a mission to provide people with a smarter way to market a small business. Our platform has all the right tools, all in one place—with email, social, and search marketing tools to help you find new customers and keep them coming back. Connect with award-winning marketing advisors who know marketing across industries inside and out—and provide practical advice at every step of the way. We offer the right approach to online marketing to achieve the results you want.

## Product Offering:

**Customizable Email Templates:** Quickly create beautiful, branded, and mobile-responsive emails that look great on any device.

**Social Media Tools:** Get connected to new audiences and attract new customers with Instagram and Facebook ads.

**List Building Tools:** Drive more traffic to your site with Google Ads, or grow your list with website sign-up forms, lead generation landing pages, text-to-join, Facebook lead ads, and more.

**Advanced Features & Integrations:** Drive engagement and results with subject line texting, automated email series, and behavioral segmentation to deliver personalized content.

**Real-time Reporting:** Review email results, website performance, and traffic results quickly to see what is working and improve your marketing strategy.

**Marketing Advice and Expert Support:** Get your marketing and technical questions answered fast by our marketing advisors and award-winning support team.

CLICK HERE TO LEARN MORE

[www.go.constantcontact.com/promo/sysco/signup](http://www.go.constantcontact.com/promo/sysco/signup)

## SYSKO EXCLUSIVE PRICING:

Sysco customers receive

**20% off!**

Constant Contact email marketing services.

EMAIL, SOCIAL, &  
WEB MARKETING TOOLS

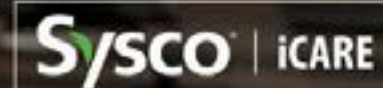


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Questions? Email us at [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)



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# Service Partnerships

## Do you need your menus and marketing pieces printed?

Sysco has you covered with our iCare Print Partner **IMT** (Integrated Marketing Technologies).

Whatever your needs are for printing, whether it be posters, banners, floor decals, menus, or other marketing materials, Sysco's partnership with IMT provides you affordable negotiated rates for printing.

Sysco Concierge Services can also help you customize any of the materials in this toolkit.



Contact us at 1-800-380-6348 or [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)

**IMT IS A ONE-STOP-SHOP PRINT SOLUTION.**

Their digital cutter with OptiScout software has all the tools you need for custom menu work.



For more information about how Sysco can support your business please go to [www.syscomarketingservices.com](http://www.syscomarketingservices.com)

Questions? Email us at [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)



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**NEED HELP WITH HOLIDAY PLANNING?**  
Contact your Sales Consultant or Sysco Marketing Concierge  
at 1-800-380-6348 or [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)

Please review federal, state and local regulations to ensure your compliance with the law. For safety and sanitation, stay up to date and check the latest information on [CDC.gov](https://www.cdc.gov). Consult your legal advisors regarding any risks associated with starting a new venture or implementing any recommendations.