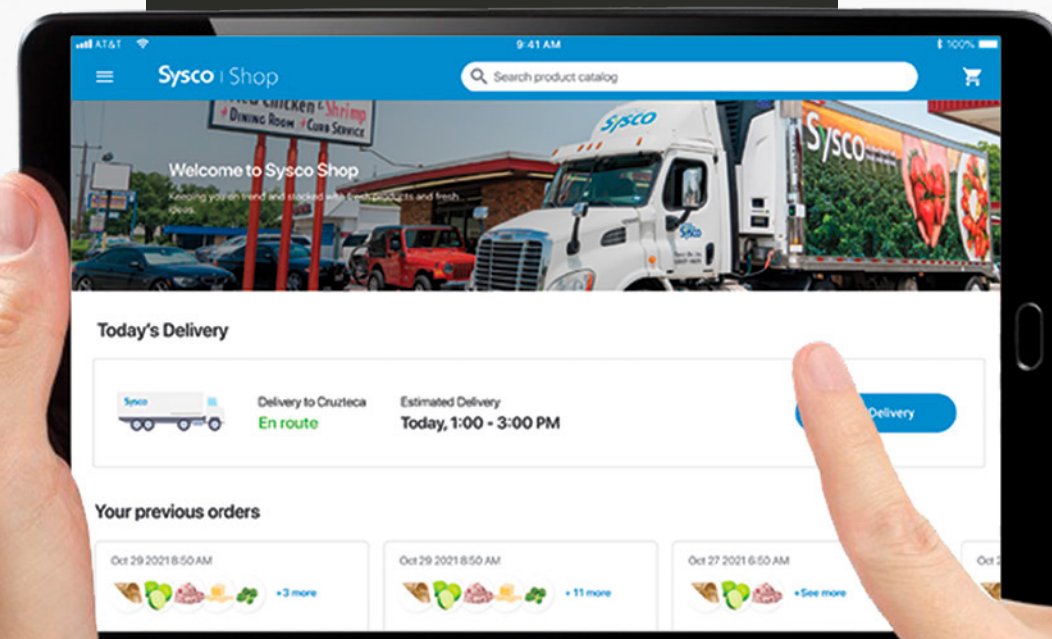


# People First TECHNOLOGY POWERED

Created with our customers in mind, Sysco Shop delivers a premium browsing experience to help you shop smarter. Predictive search, product recommendations, and custom lists provide you with the speed and flexibility you need in your day-to-day operations. Log in to [shop.sysco.com](https://shop.sysco.com) today and explore the many ways Sysco can improve your shopping experience.

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**Sysco** | Shop

@ the heart of food and service

# FOODIE

Edition 29 | 2021



## BISTECCA ALLA FIORENTINA

**Sysco**  
At the heart of  
food and service

Global  
Flavors &  
Recipes

Optimizing  
Your Google  
Business Profile

Celebrity  
Interview:  
Bo Jackson



# Get an Edge with SYSCO CUTTING EDGE SOLUTIONS



CUTTING EDGE  
SOLUTIONS

Whether you are preparing comforting classic dishes or award-winning creations, Sysco is with you every step of the way. We proudly provide our customers with Cutting Edge Solutions to help you run your kitchen with confidence and succeed in this constantly evolving industry.

Our Cutting Edge Solutions are sourced from leading and up-and-coming suppliers at the forefront of innovation. From better-for-you ingredients to labor-saving products, Cutting Edge Solutions can help you easily update your menu and delight guests with new flavors. These Cutting Edge Solutions present new profit opportunities for your business to give you an edge above your competition.

Contact your Sysco Sales Consultant for more information.



## TO OUR VALUED CUSTOMERS,

2021 has been an unprecedented year. The COVID-related challenges have persisted for much longer than any of us had expected. The well-documented supply chain challenges across all industries have added strain to an already strained working environment. Through this letter I want to communicate how impressed and inspired I am with your grit, determination,

and perseverance in the face of continued pandemic-related challenges. Your efforts are an inspiration to the associates of Sysco, and we are working equally hard to ensure we can serve you by delivering the support and unique solutions you need to keep your businesses running.

At Sysco our purpose is **connecting the world to share food and care for one another**. That purpose focuses and motivates our team to provide outstanding service to our customers, to go further in developing solutions to complex problems, and to lean in and do good for our communities.

That's who we are and that's what **FOODIE** magazine is all about – a showcase for the best of what only Sysco can offer. Inside you'll find a sample of the industry-defining ideas, creative solutions, recipes, and cutting-edge insights you can expect from our team as we continue to make progress advancing our customer-centric business strategy. As we look ahead, our strategic transformation initiatives will enable us to serve you even better by providing personalized offers, better pricing, new products, more agile service through new supply chain capabilities, and a suite of best-in-class digital technology platforms that make it easier to do business with Sysco.

Building, growing, and enabling our customer's success is what will continue to propel us forward and drive our team to go further and do more for you. Throughout this year, you've shown us and our industry an unrelenting passion to serve your community. As we embark on a new year together, we are excited to match that passion with our own and are determined to make 2022 even better.

On behalf of Sysco, we want to say **thank you** for your continued partnership, your resiliency, and your will to win – it's something we do not take for granted.

Thank you for your valued partnership!

Be safe and well,

Kevin

Kevin Hourican

Chief Executive Officer  
Sysco Corporation



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@ the heart of food and service  
*Unique offerings only Sysco can provide.*





## SYSCO HAS RAISED THE BAR EVEN HIGHER ON SEAFOOD SUSTAINABILITY.

As the planet's population increases, sustainably sourced seafood will impact how we feed future generations. But its ever-growing popularity means that fisheries are feeling the pressure. Sustainability is increasingly important to today's diners, and Sysco works with suppliers who prioritize both quality assurance and sustainability of this high-demand menu item. In 2009, Sysco launched a partnership with World Wildlife Fund (WWF) to improve seafood procurement practices and standards.

One example of this effort is Peru's mahi-mahi fishery which supports 4,200 fishermen and serves as a critical link in the marine food chain, providing sustenance for sharks, dolphins, and other ocean predators. Sysco, WWF, and others are working collaboratively through a comprehensive fishery

improvement project (FIP) to improve this fishery's sustainability performance to meet the Marine Stewardship Council (MSC) standard.

### Efforts include:

- Developing a new fishing permit system
- Improving traceability and transparency
- Reducing bycatch of sea turtles
- Collaboration between the governments of Ecuador and Peru to develop a binational agreement plan for mahi-mahi

Sysco's commitment has covered more than 700 million pounds of seafood, helped secure livelihoods for more than 100,000 people, and improved protections for species and habitats globally. By 2025, Sysco commits to improving sourcing even further, engaging with suppliers to advance traceability of farmed shrimp, and prohibiting the sale of endangered species for Sysco seafood products worldwide.



And Sysco is on track to meet these new pledges. As of December 31, 2020, Sysco sourced approximately 98% of its volume for the U.S. and Canada's top 15 wild-caught Portico brand seafood species from MSC-certified fisheries, those in MSC assessment, or a FIP. Sysco sourced all Portico brand wild-caught cod, pollock, clams, haddock, salmon, flounder, whiting, and halibut from MSC-certified fisheries. And all of Sysco's canned tuna suppliers were International Seafood Sustainability Association (ISSA) participating companies committed to following best practices for tuna conservation and management.

When ordering seafood from Sysco, you can be confident in the quality and sustainability assurance that diners

desire. Efforts by Sysco and others to help fisheries and farms meet high standards are vital to the health of the oceans and serve to protect the livelihoods of the millions of people who depend on them. Sysco is committed to providing the tools needed for change and the influence that comes with the company's scale and network. By sourcing from fisheries and farms transitioning to more sustainable, responsible, and traceable seafood production, we can all help preserve nature's bounty for generations to come.

Visit [Sysco.com/csr](https://www.sysco.com/csr) to learn more about all the ways Sysco is working to protect our planet through sustainable seafood sourcing.

## @ the heart of food and service

*Helping preserve nature's bounty for generations to come.*



## SYSCO'S SEAFOOD SUSTAINABILITY COMMITMENTS 2025



### IMPROVING SOURCING

by meeting our sustainable sourcing commitments for 100% of Portico brand top 15 wild-caught and top five farmed seafood species and all canned/pouched tuna products



### ADVANCING TRACEABILITY

by engaging with suppliers of farmed shrimp products to ensure supply chains are traceable to farm locations and address the issues of deforestation or conversion of natural ecosystems



### PROTECTING ENDANGERED SPECIES

by prohibiting the sale of endangered species for Sysco seafood products globally





# BOZEMAN'S BEST

A UNIQUELY HISTORIC SPACE, CREATIVE UPSCALE MENU, AND UNWAVERING COMMITMENT TO COMMUNITY MAKE MONTANA ALE WORKS A LOCAL GEM.



LOCATED RIGHT OUTSIDE YELLOWSTONE NATIONAL PARK IN BOZEMAN, MT, MONTANA ALE WORKS IS AN ARCHITECTURALLY STUNNING RESTAURANT THAT'S BOOMING IN BUSINESS, AS NEARLY 4 MILLION TOURISTS PASS THROUGH EACH YEAR.

CUSTOMER FEATURE: MONTANA ALE WORKS



*"Maintaining a good food cost is so vitally important, and the technology side of what Sysco offers gave us a foot up and helped us better control food costs."*  
~ ROTH JORDAN, PARTNER & CORPORATE CHEF



**MONTANA  
ALE WORKS**  
ESTD BOZEMAN 2000

Montana Ale Works is a 9,000-square-foot railway freight house that's rich in history, rooted in community and provides an eclectic array of local, sustainable scratch-made foods.



*Ale Works Partners - Roth, Mark, Christin & Sean*

The Sysco team is another component that helps this eclectic eatery prosper.

*"Our Sysco rep is a former chef, which I love. We've built a relationship, and not only do I respect him as a professional, but I call him a friend. He's always doing everything he can to find me what I need or tackling problems as they arise. The level of service and product sourcing is outstanding. Sysco helps us get everything we imagine."*

~ ROTH JORDAN, PARTNER & CORPORATE CHEF

Montana Ale Works features as much local product from surrounding farms and ranchers as possible, and the Sysco team helps them achieve this challenging yet essential feat. Best known for its scratch-made menu items, Montana Ale Works offers a plate for every palate — from hand-rolled bison potstickers to its local burger program, grilled fish tacos, and Montana meatloaf made with local ingredients, including bacon-wrapped pork, ground beef, and lean Idaho Kootenai bison.

Along with its commitment to consistency, phenomenal service, and outstanding food, Montana Ale Works is also devoted to caring for its team and community. Not only does the restaurant take part in community partnerships and monthly fundraisers, but they also fed furloughed employees every day during the pandemic, provided gift cards, and brought them back to work as fast as they could.

"If you're not going to be good for 50 years, you don't deserve to be good for five years," Jordan explained. "We all believe that this restaurant is bigger than any of us, and we're all striving to do what we can to take ourselves into the next 30 years." As business soars, Montana Ale Works is eager to continue refining and serving quality, local, scratch-made specialties while bringing the community together.



# STEPPING UP to the Plate

Sports icon and renowned foodie Bo Jackson dishes on his Sysco partnership, foodservice in the time of COVID, and the importance of giving back.

“Restaurant operators need solutions. Our products are value-based to help with innovation, labor, and other challenges. Now more than ever, restaurants need great solutions with low labor requirements.”

Bo Jackson



With a deep passion for food and a profound appreciation for foodservice workers, Vincent “Bo” Jackson has made a tremendous impact on the industry for over 20 years. He runs a dynamic, customer-centric food company that provides operations with numerous solution-based products and services. But Jackson’s reach goes far beyond the mainstream restaurant business. We spoke with Jackson about his wholehearted support for restaurants and veterans and how his efforts will continue to affect many lives through the pandemic and beyond.

**Q: How did you get into the foodservice industry?**

**A:** I have always been a food enthusiast. Taking care of a household of 10 was no easy task for my mother, and I was quickly acclimated to the kitchen, helping my mom create meals for my family. This gave me a strong emotional connection to food and began my lifelong passion. Most don’t realize that after my professional career in sports ended, I was involved in food production spanning 28 years, and Sysco has been my partner since day one.

**Q: Let’s talk about your partnership with Sysco. What are the core values of Jackson & Partners, and what is your company bringing to the table that will offer a value-add to Sysco customers?**

**A:** Sysco is a leader in the industry, and Jackson & Partners is proud to be a valued vendor. Jackson & Partners foundational principles are based around integrity, responsibility, and innovation. We are a unique, dynamic company that operates within multiple protein channels, including beef, plant-based, beverage, snack, Ready-to-Eat (RTE), and seafood.



**Q: Your company did a lot to help restaurants stay afloat during the worst of the pandemic. What compelled you to step up to the plate?**

**A:** I have been in the restaurant space for over 20 years. Our restaurants are essential to our economy and communities throughout the country. Sometimes, people don’t realize how important food is in everyday American culture. Foodservice workers are some of the hardest workers, and we will always support them.





# STEPPING UP to the Plate

**Q: What do restaurant operators need to be successful in navigating the new normal?**

**A:** Restaurant operators need solutions. Our products are value-based to help with innovation, labor, and other challenges. Now more than ever, restaurants need great solutions with low labor requirements.

**Q: What are some of your up-and-coming signature products that restaurants can look for?**

**A: "Veteran Strong" Burgers:** My personal recipes of over 20 years combined with a socially responsible program that supports disabled veterans and their families, coupled with Buckhead Beef, a leader in food safety and meat production.

**"Gotcha" Plant-Based:** We have several game-changing plant-based products that are a home run in the kitchen. These products are first to market, flavorful, sustainably sourced, clean label, and available.

**"World Series" Ready-To-Eat Meals:** We have a full lineup of our "World Series" ready-to-eat meals. These restaurant-quality RTEs are second to none with inspired flavors from around the world. They also utilize state-of-the-art packaging technology called Modified Atmosphere Packaging (MAP).

**Q: Can you elaborate on your relationship with veterans and what's involved in the Veteran Strong program?**

**A:** Veterans are the backbone of this country, and I've always had the deepest respect for military members and their families. I traveled to the Middle East three times during Desert Storm to support our veterans and show them we care. I have also been on numerous military base tours, meeting these American heroes throughout the country. Our Veteran Strong program partners with Hire Heroes to raise awareness and money to support the men and women who sacrifice so much for us. For every pound sold, \$.03 will go to Hire Heroes.

**Q: You're an advocate for the foodservice industry, and that also extends to charitable giving. What does it mean to you to reach such a broad audience with your influence?**

**A:** I have always been a foodie since growing up in my mom's kitchen and completely understand the need and responsibility of running a dynamic food company dependent on restaurants' success. So, like any team, I'm one part of it, and I must do everything I can to help the rest of the team achieve success. As a company, we are part of foodservice, but foodservice as an industry needs our support now more than ever.



CELEBRITY GUEST INTERVIEW







## Fresh Take from the Chef

CHEF NEIL DOHERTY

Though times are challenging, I hope **FOODIE** will spark at least one or two “aha” moments that serve as thought starters and solutions. From Mexican Street Corn (Elote) Chowder and White Chocolate Cherry Bread Pudding to African-inspired Waakye Lamb Stew, I chose recipes featuring concepts that will help drive your business forward in today’s market. The recipes highlight labor-saving products and trendy global flavors, provide opportunities for speed-scratch cooking and are perfectly suited for takeout, family packs, or meal kits.

Along with **FOODIE**, you can depend on our business resource team of chefs, product specialists, and menu engineers to save you time, energy, and money. They’re ready to be utilized by you, as a consultant with a wealth of information or as a second set of hands. Whether it’s product selection, streamlining your menu, or tips for best practices, we’re here to help get you there quicker.

With supply chain and labor shortages, it’s no secret that it’s hard to deliver perfect dining experiences – in or outside of the restaurant. My biggest word of advice is that we have to totally change our mindset of the industry compared to what it was pre-COVID. Streamlining your menu is almost a must at this point to make it profitable and easier for your team to execute. Instead of trying to match what’s on your current menu, base your dishes off what’s readily available. Profitable comforts, global flavors, and elevated packaging are buzzing concepts to keep tabs on. We also have to consider the well-being of our staff and rethink how we operate to make everyone feel comfortable.

At the end of the day, it warms my heart to see that no matter how bad things get or what struggles arise, we always find a way to learn, rebuild, persevere, and connect the world to share food and care for one another. I’m deeply amazed and applaud everyone in this diverse business for continuing to take the hand we’ve been dealt and – like a phoenix – rise from the ashes.

Cheers and have a flavorful day,

**Chef Neil**

**Chef Neil Doherty**  
Executive Chef  
Sysco Corporation



### Come See What We’ve Been Cooking!

View our past sessions of **FOODIE LIVE** where Chef Neil and fellow foodies guide us through trends and relevant products that are making an impact in foodservice!

As one of the hardest-hit industries during the pandemic, restaurants and operators showed the world some incredible new ways of doing business, and I believe that’s what makes the foodservice industry one of the best – if not, the best. I witnessed our customers pivot everything from their menus and dining spaces to their concepts, while others took on takeout, provided kids with school lunches, and didn’t hesitate to listen, learn, and work together to make the extraordinary happen.

The goal of **FOODIE** magazine is to continue to put you, the customer, first. I’m working with our team to fill these pages with information to help you prosper now and in the years to come.

**@the heart of food and service**

*A network of culinary experts passionately committed to helping you thrive.*



MEXICAN STREET CORN (ELOTE) CHOWDER

“I hope **FOODIE** will spark at least one or two ‘aha’ moments that serve as thought starters and solutions. From Mexican Street Corn (Elote) Chowder and White Chocolate Cherry Bread Pudding to African-inspired Waakye Lamb Stew, I chose recipes featuring concepts that will help drive your business forward in today’s market.”



FRESH TAKE FROM CHEF NEIL DOHERTY



GHANAIAN WAAKYE LAMB STEW



WHITE CHOCOLATE CHERRY BREAD PUDDING





# Global **HOT**list

Culinary trends continually emerge and evolve. We're tracking the concepts reshaping dining experiences so you can adapt to diners' changing tastes.



## Reinventing the Restaurant Business

The pandemic forced restaurateurs to find new ways to operate to stay profitable. Traditional tableside orders and seated dining took a backseat while restaurants morphed into hybrids, embracing new avenues to serve customers. Expand your services with platforms that meet your business needs.



### OUTDOOR DINING:

62% of fine dining and 56% of casual dining operators have dedicated more resources to developing and expanding outdoor dining since the start of the pandemic (National Restaurant Association). 82% of diners want restaurants to continue to increase outdoor seating post-pandemic (OpenTable).



### MEAL KITS:

Make it easy for customers to bring your restaurant home with DIY takeout kits, deconstructed family-style meals, and cocktail or bar kits.



### GHOST KITCHENS:

These facilities prepare food for delivery with no dining rooms, takeout counters, or consumer-facing storefronts, allowing operators to cut costs on labor, overhead, and food waste.



### GO CONTACTLESS:

Meet demands for consumer safety; 71% of consumers want restaurants to keep offering contactless pay, ordering, and menus (OpenTable).



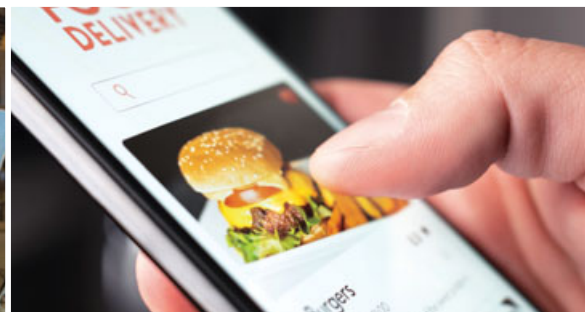
**SYSCO MARKETING SERVICES CONCIERGE IS HERE TO HELP.**

Scan to learn more about available services.



### TAKEOUT & DELIVERY:

Boost off-premise dining by offering remote ordering options, creating a simplified menu, and utilizing packaging that maintains the quality and integrity of your food. 91% of diners want restaurants to keep offering takeout and delivery post-pandemic (OpenTable).



## FOOD TRENDS

## ON THE MENU: Food is Medicine

Cultures have focused on using food as medicinal solutions for thousands of years. The pandemic escalated this concept in the U.S., as consumers turned to food for mood enhancement, anti-inflammation benefits, detoxes, and more. Valerie Hoover, Registered Dietitian at Sysco, said, "We all have heard the expression, 'an apple a day keeps the doctor away.' Today, 'food as medicine' is no longer thought of as a prescribed diet; it's a way of life."



**Serve menu options** that meet customers' varied dietary needs and lifestyle choices, including vegan, vegetarian, flexitarian, and gluten-free and list these call-outs on your menu.



**Highlight healthy halo ingredients** that consumers attribute with immunity and overall health, such as citrus fruits, turmeric, ginger, green tea, specialty honey, mushrooms, chia seeds, and gut-healing fermented foods.



**Experiment with ethnic dishes** containing various healing herbs and spices. Start with North African cuisine as seen in our next trend!



# A World of Global Flavors

Global flavors have been trending for quite some time and have accelerated due to the pandemic. Bring international flavors to the table and serve diners the flavor exploration and complexity they're craving. Pique consumer interest by highlighting North African cuisine in comforting dishes like our Ghanaian Waakye Lamb Stew, an authentic stew made with lamb instead of the traditional goat, along with a Ghanaian spice mix and chile sauce.

## KEEP AN EYE ON INTERNATIONAL INGREDIENTS CONSUMERS ARE SEEKING:

- ▀ Kumquat
- ▀ Cardamom
- ▀ Ginger
- ▀ Turmeric
- ▀ Garam masala
- ▀ Amba
- ▀ Curry of all spice levels

CHEFS RANKED North African CUISINE AS THE HOTTEST GLOBAL FOOD.

(National Restaurant Association, 2019)

GHANAIAN WAAKYE LAMB STEW PG. 60

Additional trending global cuisines on the rise:  
MEXICAN, CHINESE, ITALIAN, WEST AFRICAN, JAPANESE, KOREAN, AND INDIAN

**Easy access!**

Scan to visit Sysco Shop to purchase the recipe ingredients.



Plant-based is no longer a niche in the industry – it's a dominating sector that continues to grow exponentially. As more consumers go green and pile their plates with plants, make sure your plant-based options deliver the same next-level flavors, high-impact textures, and crave-worthy elements as their animal-based counterparts.

**Ways to Level Up Your Plant-Based Menu Options:** Plant-based protein is expected to reach \$14.32 billion by 2025. Serve plant-based protein sources that have the taste, texture, and satisfaction of meat like the Beyond Burger® or our certified-vegan Sysco Simply Plant-Based Burger Patty that allow chefs to showcase their signature flavors.

Utilize other plant-based alternatives such as tropical jackfruit to replace shredded chicken or pork, beans served whole, mashed, or blended into dishes, tofu, and seitan.



Three in four operators say recruitment and retention are their toughest challenges (NRA, 2021 State of the Restaurant Industry Mid-Year Update), and current labor shortage and staffing challenges will persist for the foreseeable future. To tackle these challenges, stock up on versatile, labor-saving items:

- ◆ Sous vide items
- ◆ Prepared desserts
- ◆ Frozen filled pastas
- ◆ Shredded chicken tenderloin
- ◆ Value-added produce like iceberg lettuce, romaine, and broccoli and cauliflower florets



Automating areas of business with robotics is becoming more economical. Utilize the following convenience products to further minimize labor costs:

- ◆ Touchscreen kiosks
- ◆ Computer barista coffee and espresso machines
- ◆ Retail robotic bread baking
- ◆ Automated salad kiosks
- ◆ C-stores without attendants





# Celebrating

## THE TASTES OF ITALY

There's something about Italian cuisine that's unlike any other – the rich flavors, quality ingredients, and comforting sensations create unforgettable meals – every time. Today's consumers have a hearty appetite for global flavors, and Italian cuisine offers the perfect marriage of familiar formats with enticing, trending twists.

According to the National Restaurant Association, Italian is among the top three cuisines in terms of familiarity, trial, and frequency of eating — so innovating Italian favorites for both dine-in and carryout is a win-win for your restaurant.

### MAXIMIZE & CROSS-UTILIZE

It's easy to make the most of your inventory with the Arrezzio brand, which offers one of the widest selections of Italian staples, ranging from ingredients to prepared foods, both U.S.-produced and imported. And these multiuse products can go beyond traditional Italian applications. Showcase various pasta varieties in globally inspired dishes, extend Italian sauces to all kinds of cuisines, and celebrate Italian components across dayparts with dishes like an Italian Benedict breakfast. Add extra profits to your menus with Italian staples that provide classic and contemporary options today's diners crave while simplifying inventory and cutting costs.



SEGMENT: ITALIAN

## Six Cheese Ravioli with Lamb Ragout PG. 48



**Chef Neil**

“Who doesn't love Italian? Elevate the profitability and flavor profile of ravioli (that literally cooks in seconds!) with ragout – lamb, beef, or sausage – to add more oomph to the dish and help you sell more ravioli. This dish makes a perfect home meal replacement or family pack, plus the flavor is delicious.”



### Easy access!

Scan to visit Sysco Shop to purchase the recipe ingredients.





**Celebrating**  
THE TASTES OF ITALY



# Stretch

YOUR CHEESE OPTIONS

Delectable and wide-ranging, classic Italian cheeses have uses stretching far beyond the traditional applications. From soft cheeses like fresh mozzarella and mascarpone to hard cheeses like Parmigiano-Reggiano, there's an Arrezzio cheese to enhance every recipe. Deliver outstanding versatility and try them in menu offerings for any time of day – ricotta pancakes at breakfast; salads, sandwiches, or savory vegetable gratins at lunch or dinner; or goat cheese panna cotta or tiramisu for dessert.



# Olive Oil 101

ARREZZIO

Olive oil is a highly prized Italian ingredient and indispensable in the kitchen, no matter the cuisine. From top tier quality to those providing more value for large-scale applications, the Arrezzio family of olive oils offers various culinary uses and price points to satisfy specific needs.

## GRADES OF OLIVE OIL

### EXTRA VIRGIN OLIVE OIL:

Commonly referred to as “first cold press,” EVOO is the highest grade of olive oil that’s pressed with no heat or chemicals.

**Hot Uses:** Medium heat applications that crave an olive flavor – sautéing, slow roasting, and oil poaching.

**Cold Uses:** Finishing oil, dips, dressings, and marinades.

### OLIVE OIL:

Also referred to as classic or pure olive oil, this blend is naturally non-GMO and contains refined olive oil and up to 20% EVOO added for flavor purposes.

**Hot Uses:** High heat applications such as sautéing, stir-frying, roasting, and searing.

**Cold Uses:** Dressings, pesto herb oils, and marinades.

### OLIVE POMACE OIL:

The most economical grade, this blend features refined olive oil that’s chemically extracted from the seeds and skins of the olive. It’s naturally non-GMO, blended with olive oil, and refined with high heat and solvents.

**Hot Uses:** High heat applications such as sautéing, frying, searing, and grilling.

**Cold Uses:** Not recommended due to bitter flavors.

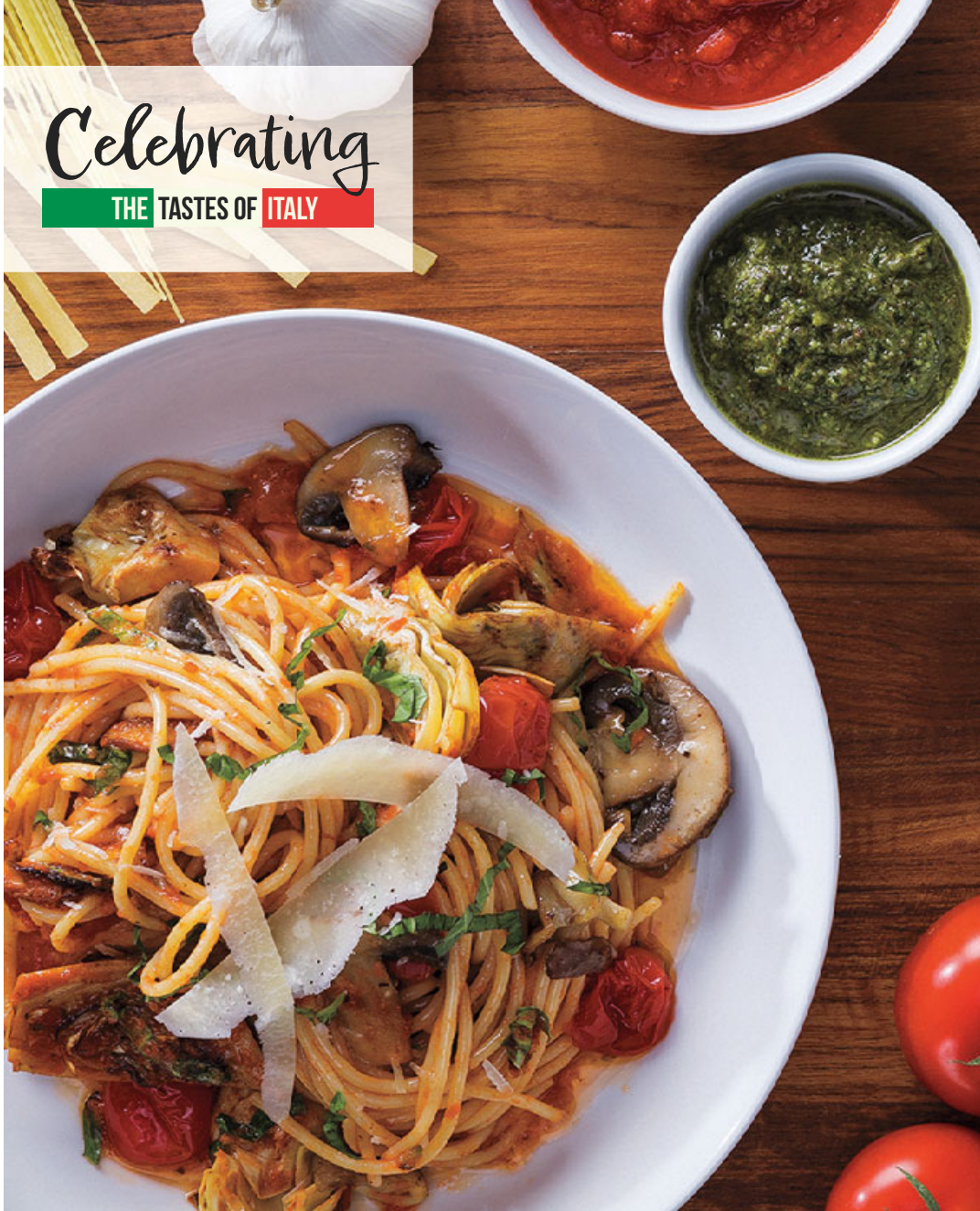


Scan to shop our Arrezzio family of olive oils.

@the heart of food and service

Leading the way in brand quality, diversity, and profitability.



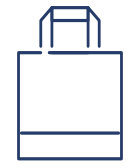


**Celebrating**  
THE TASTES OF ITALY

## Profitable Pasta

Increase your margins and diversify your offerings with the many shapes and styles of Arrezio pasta, which can be prepared to suit plant-based diets as well as meat-centric lifestyles. You can also serve them in diverse formats to meet today's consumers' needs: single entrées, heat-and-eat takeout, or family-style platters.

Elevate versatile pastas with cost-effective peak-season produce or tender, hassle-free lamb, as seen in our Six Cheese Ravioli with Lamb Ragout recipe on pg. 48. These unique pastas also provide excellent opportunities for customization and "build your own" platforms, where diners can choose from a pasta base, sauce, and creative toppings. Giving diners choices of optional protein toppers will please a wide range of consumers while enabling an increased menu price.



## PACK IT UP

Nothing is worse than coming home to a container of soggy pasta. Whether it's ravioli, gnocchi, long-simmered marinara, sage cream sauce, or Bolognese, package the pasta and sauces separately for takeout orders. Include prep instructions as well as all the restaurant-quality components needed for easy assembly.



## Break BOUNDARIES

Beyond Italy, countries throughout the Mediterranean region bring diverse ingredients, flavors, and eating patterns to the table. Experts conclude the Mediterranean diet is the most universally beneficial for long-term health, as this lifestyle emphasizes foods high in omega-3s and healthy fats. Capitalize on this trending eating pattern by using Mediterranean staples to spice up meals across categories. Instead of the basic basil and tomato topping, try bruschetta featuring pea-ricotta spread, or serve naan tacos with Greek-inspired flavors and fillings.

With a variety of Italian staples, build a menu brimming with creative solutions and global influences that delivers the creative, classic combinations diners crave.



# PUTTING A Fresh Spin ON SOUP

Nothing beats soup's comfort food credibility. Beyond its cozy, comforting essence, its ability to showcase trending ingredients and flavors makes it skyrocket in sales this time of year. Soup is a menu workhorse that adapts beautifully to various formats and has plenty of profit potential. Whether you make your own signature soup or stock our ready-to-use varieties, explore our suggestions for putting fresh spins on soup and cross-utilizing this hot item in applications across the menu.

— Sysco —  
**Imperial**

**Sysco Imperial Ready-To-Use Soups** provide various opportunities to showcase soup across the menu in diverse applications. Explore these innovative solutions during soup season to utilize this hot item in new ways, from traditional soups to an element in appetizers, sauces on entrées, and beyond.

## Fully Loaded Potato Soup

> Use as a creamy binder element in vegetable or potato gratins.



> Serve as a base for a seasonal vegetable chowder, such as corn chowder in summer or leek and redskin chowder in the winter.



## Glam Chowder

> Blend with stock and white wine to make a creamy clam sauce for linguine or fettuccine.



> Stir in poached, shelled seafood and flaked fish; bake in pie crust or puff pastry to create an unforgettable fisherman's pie.



## Garden Vegetable Soup

> Use as the cooking liquid for vegetable rice pilaf.



> Use as a base poaching liquid for fish, shellfish, or poultry.



> Add potatoes or root vegetables and a roux to create a flavorful filling for pot pie.



SYSKO PRODUCT BRAND

## Tomato Basil Bisque

> Reduce slightly to make a sauce for pasta or gnocchi.

> Blend with stock to use as a flavorful broth for small plates or appetizers such as Italian gnudi dumplings or poached seafood.





PUTTING A *Fresh Spin* ON SOUP



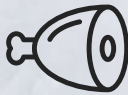
**Lobster Maine Bisque**

- > Reduce with cognac, cream, or fresh herbs and use as a sauce over scallops, steak, or other seafood.
- > Add tomatoes, wine, or citrus to make a bright but decadent sauce for pasta entrées.
- > Stir into crabmeat or chopped shrimp and broil to create a hot dip appetizer.



**Broccoli Cheese Soup**

- > Use as a sauce in pasta dishes, such as house-made broccoli Cheddar mac and cheese topped with steak tips.
- > Reduce and purée with fresh garlic and herbs to create a sauce for roasted chicken or pork.
- > Incorporate into appetizers or sides, such as arancini, savory bread pudding, pasta, rice, or bean-based dishes.



**OUR SYSCO BRAND FAMILY**

From traditional items and Cutting Edge Solutions to labor-saving and eco-friendly products, the Sysco Brand Family delivers a diverse product selection to help you build unique, profitable menus. Our Sysco Brand Family compares favorably with other leading foodservice products and is backed by the largest Quality Assurance team in the industry, ensuring we bring the very best to you and your customers. By understanding your business needs, Sysco delivers powerful solutions focusing on value, variety, innovation, quality, consistency, and savings.

To thrive in today's culinary landscape, operators must feature ingredients in creative formats across the menu to maximize inventory and reduce spoilage and waste. One crucial component that differentiates our Sysco Brand Family from the competition is its potential for cross-utilization. Explore our variety of value-added products that simplify inventory, elevate menu options, and keep your operation profitable.

SYSKO PRODUCT BRAND

**Mexican Street Corn (Elote) Chowder** PG. 48



Chef Neil

"Street corn is very on-trend. Not only can this recipe be served as a chowder or bisque, but you can transform it into an entirely different plate! With additional corn, you can offer it as a creamed street corn casserole served beside a steak entrée."

**Easy access!**

Scan to visit Sysco Shop to purchase the recipe ingredients.





THE NEW 

# CENTER of the PLATE

When the holiday season arrives, consumers crave center-of-the-plate classics – but don't get caught up on traditional options like ham or turkey. Countless diverse approaches can elevate meat and seafood selections to make your holiday menus thrive. Gather inspiration from these trending concepts to serve center-of-the-plate items that build profitability and resonate with customers during and after the holiday season.

## Variety Equals Value

The holiday season is prime time for featuring Sysco's signature cuts of meat. Deliver high value and high impact with some of our labor-saving, precut meats such as a tomahawk rib chop that makes for an eye-catching presentation and delivers a feast for the senses. Other high-impact cuts include Buckhead/Newport Pride Bone-in Fillets, a flavorful spin on leaner filet mignon, and the Buckhead/Newport Pride Osso Bucco-Style Boneless Short Rib, a cost-effective alternative to lamb, veal, or pork shanks in stunning braised applications. Buckhead/Newport Pride also provides top-quality lobster that's perfect for showcasing in surf and turf, a dish synonymous with the holidays that gives customers the delicious decadence they're seeking.

## Raise the Steaks with Global Flavors

One-third of consumers are looking forward to trying new global foods and flavors (Datassential). Add interest to holiday items with ethnic preparations like our Bistecca alla Fiorentina recipe – an authentic Tuscan steak featuring simple ingredients like rosemary, sage, garlic, and EVOO to emphasize the top-quality cut. With operators looking to reduce labor costs, utilizing portion-cut steaks is ideal for costing out menus with precision, saving time, and serving stunning center-of-the-plate entrées with peace of mind.

Ethnic flavors are another crucial driver in menu development. Add international flair to your signature holiday menu with these globally inspired spices and blends.

**Berberi:** An Ethiopian spice blend of ginger, basil, chile peppers, and garlic.

**Dukkah:** An Egyptian-inspired blend of herbs, nuts, and spices, including sesame, coriander, and cumin.

**Za'atar:** A Middle Eastern spice mixture generally containing dried oregano, thyme, and/or marjoram, along with cumin, coriander, sesame seeds, and sumac.

**Togarashi:** An intriguing Asian alternative to chili flakes.

## House-made UPGRADES

Maximize profits and boost the interest in traditional meat offerings with house-made elements. Add premium customizations like compound butters, creamy sauces, and grilled seafood that make excellent toppings worthy of an upcharge. Try compound butters that you can make days in advance, like blue cheese-chive or chimichurri butter. Serve stuffing over a seasonal spread like gingered carrot-parsnip purée, or give the option of topping steak with crab and hollandaise for an elevated entrée.



## Bistecca alla Fiorentina PG. 49



Chef Neil

“Utilize labor-saving products to execute high-end recipes with simple ingredients. Using pre-cut steak – like in our Bistecca alla Fiorentina recipe – takes the labor out of the item. Then let this beautiful cut shine with pure ingredients like olive oil, garlic, and fresh herbs.”

## Easy access!

Scan to visit Sysco Shop to purchase the recipe ingredients.





# Celebrations **TO-GO**

Consumers are looking for high-quality, nontraditional options to celebrate special occasions at home, from small family get-togethers to virtual office parties. Offer a luxury selection of takeout-friendly foods that inspires the holidays at home in a new way.

- Charcuterie boards with wine pairings
- Offer comfort foods family-style like our Ghanaian Waakye Lamb Stew or Six Cheese Ravioli with Lamb Ragout recipes
- Take-and-make meal kits
- Pies to-go program
- Custom cocktail kits

FOR  
MORE  
IDEAS LIKE  
THESE, VISIT  
**SYSCOFOODIE.COM**

## Less Protein **MORE SIDES**

Sides are no longer an afterthought! Serve less protein and more specialized sides using the same culinary techniques and touches as you do on animal proteins to enhance their appeal. Serve sous vide carrots with French butter and bonito flakes or braised chickpeas with roasted eggplant and harissa. To highlight freshness and seasonality, pair filet mignon and pickled grapes with thyme and creamy truffle butter-cauliflower mash. Or, serve impeccably tender Sysco Classic Sous Vide Bone-In Short Ribs with Asian chimichurri, red cabbage, and potato-parsnip pancakes.

## Season **FOR SEAFOOD**

Seafood makes an excellent healthy alternative to meat-centric mains and its versatility is perfect for festive menus. Shrimp is the top-consumed seafood, and its familiarity provides chefs more opportunity for creativity with flavor profiles, preparations, and presentations. To save time and keep labor costs down, use ready-to-cook shrimp varieties from Portico Seafood. Give your seafood menu an even broader appeal with fillets like Portico Salmon, Alaskan Pollock, Cod, Tilapia, and Haddock. Contact your Sysco Sales Consultant to find out what works best in your area.

During the holidays, you can also reel in business with unique fish and shellfish offerings, such as whole roasted fish, striking seafood towers with brilliant tiers of fresh-catch compositions, or international seafood preparations. Salted and dried seafood, such as salt cod, is a traditional dish in many cultures, from Latin American and Italian to French and Scandinavian cuisine. Feature it in our Coquito & Bacalaítos recipe – an appetizer of crispy codfish fritters served with coquito, creamy coconut eggnog to toast to the season.

### Coquito & Bacalaítos

Get this recipe at [SyscoFoodie.com](https://www.syscofoodie.com)



# Profitable Solutions

for the Holidays & Beyond

Looking for simple, profitable ways to enrich the guest experience? This season, entice diners to treat themselves with concepts that increase check averages, grow your customer base, and encourage repeat business.



## Easy access!

Scan to visit Sysco Shop to purchase the recipe ingredients.

## White Chocolate Cherry Bread Pudding PG. 51



Chef Neil

“People gravitate towards comfort, especially this time of year. Bread pudding is always a trendy crowd-pleaser. It’s profitable because it’s easy to make and easy to elevate with simple ingredients like orange rinds, cherries, and white chocolate and simple sauces.”

## NEXT-LEVEL *Appetizers*

As your restaurant’s first tangible food impression, appetizers should offer attention-grabbing flavors. Spark menu development with plant-based appetizers – the most talked-about food trend. Even the simplest vegetable, when dressed up, can become an object of desire. Offer cost-effective plant-based apps with big flavors and added health benefits like stuffed squashes or crostini featuring pickled onions or jalapeños. Pairing plant-based dishes with global flavors is another low-cost way to entice consumers. Serve a shareable fried artichoke starter with diverse international complements, such as lemon-caper sauce, romesco sauce, or Greek-inspired garlic-feta sauce.

## DROOL-WORTHY *Desserts*

How can you make classic desserts even more irresistible? Present diners with those special touches that make the end of the meal especially sweet. Utilize low-cost, peak-season produce to boost the flavor, texture, and appeal of after-meal treats. For a limited-time holiday dessert, add cherries to bread pudding as seen in our White Chocolate Cherry Bread Pudding recipe and serve it with White Chocolate Sauce, Whiskey Sauce or a signature. Make desserts even sweeter by training staff to suggest dessert and beverage pairings like a glass of wine or specialty coffee.







## SATISFYING *Sides*

Amp up standard sides with innovative touches that increase appeal. A toasted crumb or buttered cracker topping makes a refined, crave-worthy finishing touch to items like our Spinach and Artichoke Dip and White Cheddar Cavatappi Mac and Cheese. Both sides are economical, easy to heat and serve, and make irresistible accompaniments to high-demand proteins. For another revenue-building strategy, offer add-ons for an upcharge like BBQ pulled pork on cavatappi for loaded mac and cheese.

## BOOST *Beverages*

Beyond apps, sides, and desserts, drinks are perhaps the most popular, not to mention profitable, add-ons to checks. Capitalize on the love for coffee with coffee cocktails, worldly libations like Mexican-inspired coffee horchata, or serve coffee with trendy complements like non-dairy milk and seasonal flavor shots such as butterscotch or almond. Sysco coffee consultants can provide you with high-quality products, innovative recipes, and cost-cutting tips that will help you maximize your beverage offerings.



## GRAB-AND-GO *Options*

Restaurant-quality food to-go was all the buzz in 2020 and remains an integral part of the industry. Portability and convenience attract consumers to grab-and-go options and keeping these items in view encourages impulse buys. Enhance your existing menu with various accessible grab-and-go options, from individual meals and shelf-stable products to chilled items, beverages, and prebuilt bundles of bite-size desserts.

## THE POWER OF *Word Choice*

A simple shift in menu terminology can significantly influence customer purchasing decisions. Utilize verbiage that connects diners with your dishes, increases profitability, and differentiates your brand.



- > Instead of a simple “**ENTRÉE**” category, showcase seafood in a section titled “**WATER**” and feature a “**PASTURE**” section for chicken, beef, and lamb.
- > For casual eateries, words like “**NIBBLES**” or “**BITES**” are ideal for snacks or small plates.
- > Consumers are concerned with traceability now more than ever. Provide *detailed information* about where your products came from to make diners feel like their experience is exclusive.
- > Incorporate other **BUZZWORDS** into menu descriptions such as:

**SMALL-BATCH**  
**FARM-FRESH**  
**LOCAL**

**SUSTAINABLE**  
**RESPONSIBLE**  
**HOUSE-MADE**

**PLANT-BASED**  
**GLUTEN-FREE**





# IRRESISTIBLE INDULGENCES



European Imports makes it easy to provide consumers with the specialty holiday desserts they're craving this time of year. Make dessert an extraordinary experience with rich, drool-worthy Traiteur de Paris Chocolate Lava Cakes – great for dine-in or takeout.

Evoke feelings of comforting nostalgia and heat up beverage menus with seasonal treats like Mona Lisa Dark Chocolate Domes, perfect for bomb beverages, and Valrhona Dark Hot Chocolate.

From eye-catching desserts to seasonal specialties and charcuterie galore, European Imports can help make your end-of-year entertaining unique, profitable, and effortless.

Contact your Sysco Sales Consultant for more information.



European Imports has been importing and distributing specialty food to upscale retailers, restaurants, and hotels since 1978. Once specializing in the importing of gourmet cheese, European Imports now offers domestic and imported products that include retail and foodservice items spanning cheese and dairy; meat, game, and charcuterie; pastry ingredients, par-baked bread, breakfast pastries, and desserts; and specialty grocery items such as olives and oils, condiments and sauces, pasta and grains, a variety of beverages, and so much more!

With over 5,000 products in the mix, European Imports represents more than 20 countries, providing Sysco customers with a vast array of international specialties and menu-growing opportunities.



Nourishing  
OUR COMMUNITIES

By choosing Sysco Brand products, you are helping to fight hunger in your community.

A portion of the proceeds from each Sysco Brand case sold in our local communities is donated to local charitable organizations. At least 75% of those donations go toward charities that help feed people.\*



VISIT [FOODIE.SYSCO.COM/NOURISHING-NEIGHBORS](https://foodie.sysco.com/nourishing-neighbors) OR  
SCAN THE QR CODE TO LEARN MORE.

\*Excludes contract customer purchases.



# HOW TO CUT COSTS WITH LABOR-SAVING PREP EQUIPMENT

Labor shortages are widespread and affecting countless industries, but restaurants are particularly struggling with the labor crunch, as employment is down about 12% compared to pre-pandemic levels (U.S. Bureau of Labor Statistics).

It may seem that hiring more staff is the only solution to battle labor shortages – but think again! Prep tools and food storage products work together to help you protect your inventory and your bottom line. Labor-saving equipment reduces employee costs and physical effort and relieves the monotony associated with routine prep tasks.

The foodservice equipment and supply industry has developed several new products to make it easier to prep and store food items. Smarter food storage products provide solutions to safer storage, reduced food waste, and a more profitable business. Working together, these labor-saving tools handle prep tasks with little physical effort. Employ the help of slicers, dicers, wedgers, and more with specialty, labor-saving equipment.

supplies  
Onthefly.com  
a Sysco company



Scan to shop all labor-saving prep equipment and food storage on SuppliesOnTheFly.com

## PREP & SUPPLIES, SIMPLIFIED

### FOOD PROCESSORS:

These versatile appliances handle various tasks throughout the day, including puréeing, grinding, and dicing. Food processors are designed to save time and energy, making food preparation tasks run efficiently.



### CHOPPERS:

The ultimate tool for fast prep work, choppers are designed to cut labor costs, save prep time, and provide a safer alternative to traditional knives. Many of the manual units come with interchangeable blades, allowing you to use one unit to chop, slice, dice, wedge, and more.



### IMMERSION BLENDERS:

Immersion blenders are a versatile addition to any chef's kitchen. Unlike traditional blenders, which require a bowl and base, immersion blenders feature a stick design that immerses itself in blended products. Use this unique blender to blend soups and salad dressings, provide specialized attention to individual dishes, aid in dessert preparation, and create fancy froth on lattes.



### SLICERS:

Slicers are a necessary piece of equipment in delicatessens, supermarkets, and meat packaging establishments to easily slice meats, cheeses, and vegetables. There are two main types of slicers: manual and automatic. Manual slicers require the user to physically move the cutter back and forth to slice, while automatic slicers use an electric motor for the same task, helping to improve safety, reduce time, and cut labor costs.



### FOOD STORAGE CONTAINERS:

From small to large, food storage containers, boxes, and bins provide safe, dedicated storage solutions to keep food safe from contaminants. These convenient containers help preserve the fresh flavor of food and offer a safe holding area for ready-to-eat items. Some containers fit perfectly under the chopper to speed up time-consuming tasks, while rolling bins slide under the worktable for easy access to dry ingredients needed for meal preparation.



### COMMERCIAL BLENDERS:

Blenders are essential for completing many important restaurant tasks, like making frozen drinks at the bar, creating sauces or soups, and whipping or puréeing integral ingredients together. Blenders come in a variety of styles and sizes designed to make your job easier. To get the best performance out of your blender, choose the right type for your operation.



## HOW TO OPTIMIZE YOUR GOOGLE BUSINESS PROFILE & MAXIMIZE YOUR DIGITAL FOOTPRINT



# A Real Game Changer

### Pizza Restaurant Profile

Website Directions Save

4.6 ★★★★★ 2,641 Google reviews  
\$\$ · Restaurant

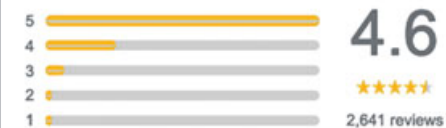
ORDER ONLINE

Enduring pizza chain offers Italian fare in a low-key space decked out with sports history & photos.

Service options: Dine-in · Curbside pickup · No delivery

#### Review summary

Write a review



"... quite neat and unique. With all of that being said, we definitely need to move on to what most of this entire review is based upon... THE FOOD. Since this is a pizzeria ..."

★★★★★

"Waitress so funny, excellent service, food, atmosphere"

★★★★★

Hours: Open · Closes 11PM

Health & safety: Staff required to disinfect surfaces between visits · More details

What if anyone could search your restaurant online and instantly have the vital information to connect with your business at their fingertips? Google is the number one search engine – not by a small margin – and dominates online food searches. Customers conduct billions of Google searches for restaurant hours, locations, reservation information, delivery options, and more.

In partnership with Google, Sysco has made it easier to claim your Business Profile on Google Search and Maps. This simple digital tool can bring your restaurant to the top of Google search results, help customers locate you, and significantly simplify business.

The pandemic accelerated the digital footprint of the foodservice industry, making technology an integral part of restaurant operations. Customers are online now more than ever, and if you haven't optimized your Google Business Profile, you're missing out on tremendous opportunities to expand your customer base, experience higher visibility and traction online, and see your restaurant thrive.

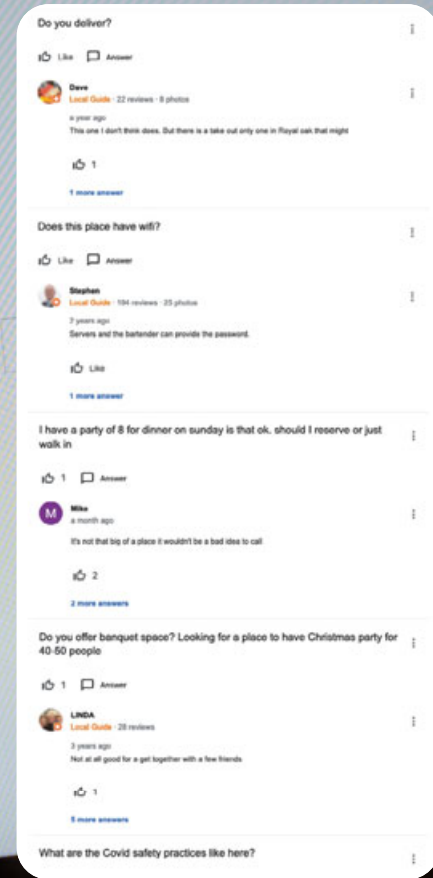
@ the heart of food and service

*Value-added tools that optimize your business and offer a leading edge.*



## BENEFITS OF CLAIMING YOUR GOOGLE BUSINESS PROFILE

- Enhance your visibility by updating your hours, phone number, and location in Google Search and Maps results
- Drive traffic to your site and receive access to a dashboard of metrics to help you learn more about your customer base
- Publish posts promoting limited-time offers or events
- Reply to reviews
- Show what you offer, including products and services
- Attract new customers and engage with current customers
- Obtain insights and analytics about your listing
- Edit photos, menus and much more



## KEEP TABS ON TECHNOLOGY

While doors to dining rooms closed due to the pandemic, restaurants leaned on digital avenues to get the word out about operations. As restrictions and regulations shift, technology continues to function as the backbone of restaurant operations. Consider these strategies to drive your digital presence and effectively market your business to engage your digital audience.

- Operators affected by labor, regulations, and supplies have streamlined their menus on and offline to optimize business for ease of production to ensure quality and offset supply shortages and price increases.
- Consumers constantly make food decisions online, so capture appetites where their attention is: social media! Take advantage of social media with posts that promote signature items or new dishes. Entice your following by posting your updated menu and hours as much as possible.
- As diners seek minimal contact to adhere to health and safety concerns, they're focusing on restaurants' web presence to facilitate orders and payment for delivery and pickup. Utilize online ordering and delivery or implement third-party services such as UberEats, DoorDash, PostMates, or GrubHub to help you build your off- and on-premise dining experience.

In today's digital world, your dining experience often begins online, so it's crucial to make those interactions count. Sysco can help you create a strong web presence to help you reach your target audience, optimize business, and see results. Visit [syscostudio.com](https://syscostudio.com) to get started today!



## HOW SYSCO STUDIO CAN HELP

Sysco Studio makes it easier than ever to set up your Google Business Profile. Your Google Business Profile (GBP) is a free tool offered by Google to help you manage the Google search results of your business. Instead of setting it up on your own – where it can take up to two weeks to verify – Sysco Studio allows any customer to easily set up an appointment with a Marketing Services Concierge to claim, verify, and optimize their GBP instantly. Our Marketing Services Concierge consults Sysco customers, helps them understand the ins and outs of GBP, and provides tips and best practices to optimize results.





# 3 WAYS TO CONNECT WITH SYSCO!

## 1) Consult With Our Business Resources

- Visit: [foodie.sysco.com/business-solutions](https://foodie.sysco.com/business-solutions)

## 2) Contact Marketing Services

- Call 1-800-380-6348
- Email [info@syscomarketingservices.com](mailto:info@syscomarketingservices.com)
- Visit [syscomarketingservices.com](https://syscomarketingservices.com)

## 3) Get the Sysco Shop mobile app now!



GOOGLE PLAY: [play.google.com](https://play.google.com)



APPLE STORE: [apps.apple.com](https://apps.apple.com)



## ENTER TO WIN!

**A set of Sysco Imperial McCormick spices to 100 customers!**

**Prize:** A gift box of spice blends (Caribbean Jerk, Pepper Supreme, Peri Peri and Blackened Redfish Seasoning)

**How to Win:** Scan QR code to enter a random drawing for a set (4) of Sysco Imperial McCormick Spices.

**Deadline to Enter:** January 9, 2022

Winner Selection and Prize Claiming. There will be a total of 100 winners selected in this Promotion. The potential winner(s) will be selected through random drawings which will each be held the week of January 16. Each drawing will be from all eligible entries received from those who entered the drawing by January 9, 2022. During the drawing, 100 potential winners will be selected. Sponsor will have complete discretion over interpretation of the Official Rules, of administration of the Promotion, and of selection of the winner(s). Decisions of the Sponsor as to the selection of the winner(s) will be final. By entering this Promotion, winners consent to the disclosure of their name and contact information to McCormick.



Scan to enter drawing.

# YOU SERVE THEM. WE'LL SERVE YOU.

You want to focus on great food and service. But who's focused on serving you?

Sysco is.

Our people are food people, working to bring innovation to the foodservice industry with technology that makes running restaurants simpler and easier.

So you can get the freshest, tastiest food—whenever you need it.

And new menu ideas that will both appeal to customers and increase margins.

We're the largest grower and distributor of fresh food in the country.

A network of local, delivered global.

**We are, as always,  
at your service.**



@the heart of food and service





# Order Online

ANYTIME, ANYWHERE

## Sysco | Shop

We sat down with **Tom Peck**, who leads our Sysco Technology organization, to discuss **Sysco Shop**. We wanted to learn more about the innovations and improvements being made to help our customers manage their business from anywhere.

### Q: What is Sysco Shop? How are Sysco customers using it?

**A:** Sysco Shop is the one tool you need to quickly place your order and get back to running your business. You can use Sysco Shop anytime, anywhere, and across devices including computers, tablets, and phones. Even if you lose internet connection, you can build your order offline. Our technology teams are continually innovating to make it easier for customers to do business with us.

**Tom Peck**  
Executive Vice President,  
Chief Information and Digital Officer  
Sysco Corporation



### Q: How does Sysco Shop fit into Sysco's business strategy?

**A:** We are laser-focused on servicing our customers, and Shop is one of many tools aimed at making it easier to do business with us. We are bringing – what I call – “B2C-like” or consumer-like online experiences to what is traditionally a high-touch B2B model. Shop allows our customers to make transactions and shop with us anytime, anywhere, and on any device. Enabling customer self-service through digital technologies is a key business strategy.

### Q: How do I sign up for Sysco Shop?

**A:** We have expedited the process to become a customer. Visit [Shop.Sysco.com](http://Shop.Sysco.com). There, you can browse the current product assortment for your zip code as a guest. When you are ready to access the full catalog and place an order, we'll get a little information about your business, and you can place your first order in as little as 24 hours.

### Q: How is Sysco Shop making ordering easier?

**A:** We are constantly adding new features to provide customers effortless ordering. Here are a few of my favorites:

- 1) Recommendations –** We've added relevant recommendations throughout the shopping experience. For example, we will suggest the lid for a container you just purchased so there is no struggle to find the perfect fit.
- 2) Custom List Categories –** Create and sort a list the way it works best for you. For example, you can organize by storage location and have the items in the order they are on your shelf or by specific menus like lunch or dinner.
- 3) Substitutions –** If a particular item is out of stock for your delivery, you can now select a substitute item.
- 4) Forgotten Items –** Based on your order patterns, we may remind you about items you typically order either during checkout or in your order confirmation email, giving you the opportunity to add additional items that may have been forgotten.

### Q: How can I track my orders?

**A:** You can now track your deliveries in Sysco Shop so you can see that day's delivery information immediately upon logging in. We show you the status, items, and invoice for your delivery. And we're launching text notifications so you can be notified of any changes and alerted when your delivery is arriving.

### Q: What innovations are just around the corner for Sysco Shop?

**A:** We know and hear the challenges in the industry, especially in this ever-changing landscape. We have many features on the horizon, including some currently in pilot that will start rolling out soon. We are working on delivering deals, value-added services, additional language support, and even more product assortment. Our focus is to personalize your ordering experience and anticipate your needs to make ordering even quicker.

## GET THE SYSCO SHOP MOBILE APP NOW!



GOOGLE PLAY: [play.google.com](http://play.google.com)



APPLE STORE: [apps.apple.com](http://apps.apple.com)



**@ the heart of food and service**

*At the forefront of technology so you can adapt, grow, and succeed.*



## Six Cheese Ravioli with Lamb Ragout

Yield: 8 servings

- Olive oil
- 5 pounds Buckhead lamb shoulder, boned, trimmed of fat and cubed
- Salt, to taste
- Freshly ground black pepper, to taste
- 1 pound mirepoix (diced celery, carrots and onions)
- 5 garlic cloves
- 5 cups demi-glace
- 1 cup marinara
- Chopped fresh parsley, rosemary sage and thyme, for serving
- Arrezzio Imperial Jumbo Round Six Cheese Ravioli
- Arrezzio Imperial Basil Pesto
- Arrezzio Riserva Copper Kettle Parmesan Cheese, made into Parmesan crisps

**1.** Lamb Ragout: Drizzle olive oil into hot pan. Season lamb with salt and pepper; sear all sides and transfer to a bowl.

**2.** In same pan, cook the vegetables for a few minutes. Add garlic, demi-glace, marinara, herbs and lamb; heat to a boil, then reduce heat to a simmer. Cover and simmer 15 minutes; transfer pan to 300°F oven and bake 1 hour or until lamb is fork tender.

**3.** Warm the ragout in a sauté pan. Cook ravioli as label directs; drain and add to ragout. Serve ravioli with ragout drizzled with pesto garnished with Parmesan crisp.

Get these recipes and more at  
[SyscoFoodie.com](https://www.SyscoFoodie.com)



## Mexican Street Corn (Elote) Chowder

Yield: 6 servings

- 8 medium ears corn
- 2 ounces butter
- 4 garlic cloves, finely chopped
- 1 fresh bay leaf
- 1 medium poblano pepper, seeded and finely chopped
- 1 small jalapeño pepper, seeded and finely chopped
- 1½ cups small diced yellow onion
- ½ cup small diced celery
- 1 teaspoon dried Mexican oregano
- 1 teaspoon ground cumin
- ½ teaspoon ground coriander
- 3 medium yellow potatoes, (cut into ¾-inch dice)
- 2½ cups whole milk
- 1 cup chicken broth
- 1 cup heavy cream
- Kosher salt, to taste

- 1 tablespoon Tajín® Clásico Seasoning, plus more for serving
- ½ cup Mexican crema or sour cream
- ½ cup crumbled Cotija cheese
- ¼ cup thinly sliced cilantro
- Lime wedges, for serving

**1.** Grill corn over medium-high heat until charred; when cool enough to handle, cut kernels from cobs, scraping the cob with the knife to extract the corn milk. Reserve shucked cobs.

**2.** In heavy stockpot, melt butter; add garlic, bay leaf, poblano, jalapeño, onion, celery, oregano, cumin and coriander. Cover and cook 7 minutes or until the onion softens, stirring occasionally. Add potatoes, milk, broth, cream, corn kernels with their milk and reserved cobs; heat to a boil, cover and reduce heat to medium-low. Simmer 25 minutes or until potatoes are tender, stirring occasionally. Remove and discard cobs and bay leaf.

**3.** Remove 1½ cups soup and purée until smooth; stir back into stockpot. Season soup with salt and Tajín.

**4.** Serve soup garnished with crema, cheese, cilantro and additional Tajín along with lime wedges.



## Bistecca alla Fiorentina (Florentine-Style Steak)

Yield: 4 servings

- 1 (3-inch-thick) T-bone or porterhouse steak (about 3 to 3½ pounds)
- Sea salt, to taste
- Freshly ground black pepper, to taste
- 1 bunch fresh rosemary
- 1 bunch fresh sage
- 2 tablespoons extra virgin olive oil

**1.** Pat the steak dry; season with salt and pepper.

**2.** Tie the herb bunches together with kitchen twine to make an herb brush; brush the steak with oil using brush.

**3.** Grill the steak over medium-high heat 20 minutes or until well charred, turning after 12 minutes.

**4.** Transfer steak to a cutting board and let stand 5 minutes to allow the juices to redistribute before slicing.



### CHEF TIP

Try serving this soup topped with Tajín-seasoned seared shrimp.



## Ghanaian Waakye Lamb Stew

Yield: 8 servings

### Stew

- 2½ pounds boneless leg of lamb, trimmed of excess fat and cut into 2-inch chunks
- 2 garlic cloves, diced
- ½ tablespoon fine sea salt
- 1 teaspoon corn flour
- 1 teaspoon dark brown sugar
- 1 teaspoon smoked paprika
- ½ teaspoon ground turmeric
- 1 cup peanut oil

### Sauce

- 3 large red onions, minced
- ¾ teaspoon cayenne pepper, to taste
- 2 habanero chiles, seeds removed
- 1 (5-centimeter) piece root ginger, grated
- 5 ounces tomato purée mixed with 8 ounces water to a smooth paste
- 1½ pounds ripe Roma tomatoes, cut into rough dice
- 3 red bell peppers, cut into 1-inch dice
- 2 teaspoons Ghanaian Five-Spice Mix (see below)
- ⅔ cup chicken or fish stock
- Freshly ground black pepper, to taste
- Chopped peanuts and fresh cilantro, for serving

### Ghanaian Five-Spice Mix (makes 1½ tablespoons)

- ½ tablespoon ground allspice
- ½ tablespoon freshly ground black pepper
- ¼ teaspoon ground or freshly grated nutmeg
- ½ teaspoon ground cloves
- ¼ teaspoon ground cinnamon
- ¼ teaspoon ground ginger

1. In large, heavy-based saucepan or casserole, stir lamb, garlic, salt, flour, sugar, paprika and turmeric over medium heat; cover and leave to steam in its own juices 20 minutes or until meat juices run clear. Transfer lamb to a bowl; drain off the juices and reserve.

2. In same saucepan over medium-high heat, add 1 tablespoon oil and lamb in batches and cook until browned all over, adding another 1 tablespoon oil to saucepan to brown each batch; transfer lamb to same bowl.

3. In same saucepan, add remaining oil, half the onions and cayenne pepper; sauté over medium heat. Meanwhile, in food processor, blend chiles, ginger and remaining onions to a paste; add to sautéed onions, reduce heat slightly and cook 3 to 4 minutes, stirring continuously.

4. Stir in tomato purée mixture; cook 10 to 12 minutes or until it thickens to a paste and the mixture is reduced by about half. Stir in lamb.

5. In blender or food processor, blend tomatoes and peppers until smooth. Stir tomato mixture, 2 teaspoons five-spice mix, fish stock and reserved meat juices into saucepan until well blended; reduce heat to low, cover and simmer 30 to 35 minutes or until lamb is tender and the sauce is reduced and thickened.

6. Check for seasoning; add black pepper to taste. Cook another 15 minutes, uncovered, stirring often. The sauce should transform into a rich, dark color. Serve over rice with soft-cooked eggs garnished with peanuts and cilantro.

### CHEF TIP

Waakye stew traditionally contains goat or mutton, rice, and beans but this recipe uses lamb which is more readily available.



### CHEF TIP

For a unique presentation, try baking and serving in a can; similar to a traditional Boston brown bread.

## White Chocolate Cherry Bread Pudding

Yield: 9 servings

### Pudding

- ¾ loaf day-old French bread, crusts removed and sliced 1-inch thick
- 1½ cups half-and-half
- 1½ cups whipping cream
- 5 large egg yolks
- 2 large eggs
- 6 tablespoons sugar
- 2 teaspoons vanilla extract
- 6 ounces white chocolate, melted
- ½ cup sun-dried cherries

### White Chocolate Sauce

- 24 ounces white chocolate, finely chopped
- 3 cups whipping cream

### Whiskey Sauce

- 4 cups whipping cream
- 1 cup granulated sugar
- 3 tablespoons cornstarch
- 4 tablespoons cold water
- 5 large egg yolks
- ½ cup whiskey

1. Pudding: Cut enough bread slices to cover bottom of an 8-inch-square pan. Toast bread in 400°F oven just until it dries out slightly and starts to turn a little golden.

2. In medium saucepan, heat half-and-half and cream over low heat until it just comes to a simmer. Be careful to avoid boiling over.

3. In large bowl, beat egg yolks, eggs and sugar until just combined. Whisking continuously, pour hot cream mixture in a slow, steady stream into yolk mixture; once yolks are hot, you can pour in hot cream a little faster. Blend in vanilla extract.

4. Scrape melted chocolate into cream mixture, and slowly whisk cream mixture with chocolate.

5. Place a layer of toasted bread in 8-inch-square pan; sprinkle with cherries and strain cream mixture into pan, covering cherries and bread. Let stand 1 hour to let bread absorb custard, turning bread after 30 minutes so that both sides absorb custard mixture.

6. White Chocolate Sauce: In medium stainless steel bowl, add chopped chocolate. In heavy-bottom medium saucepan, heat cream to a boil; pour over chopped chocolate and let stand 5 minutes. Whisk chocolate until smooth; keep warm until ready to use.

7. Whiskey Sauce: In heavy-bottom medium saucepan, heat cream and sugar over medium-high heat until mixture begins to boil. In small bowl, whisk cornstarch and water until smooth; slowly whisk into simmering cream and simmer 2 to 3 minutes.

8. In medium stainless steel bowl, whisk egg yolks; slowly whisk in 1 cup hot cream mixture, then slowly whisk yolk mixture back into saucepan with cream mixture. Cook cream mixture over medium-low heat until mixture reaches 140°F; remove from heat and pour through fine-mesh strainer into saucepan; stir in whiskey, adjusting to taste, and keep warm until ready to use.

9. Place pan with bread pudding mixture into another larger pan; cover bread pudding pan with aluminum foil. Pour hot water into larger pan to surround and come ¾ of the way up sides of bread pudding pan. Bake bread pudding at 350°F about 1½ hours, checking every 15 minutes after first 45 minutes, or until set and a knife inserted in center comes out clean.

10. Remove bread pudding from oven; cool slightly. When ready to serve, run a knife around edge of pan to loosen; cut into 9 pieces. Unmold each piece carefully with a spatula onto a dessert plate.

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. Every effort and care was made in the production of this magazine to ensure that the information included here is true and accurate. Any editorial errors or omissions may be corrected in a future printing.

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