

BIG GAME

Sysco[®]
FOODIE

Party Toolkit

2022 EDITION



TAILGATING FAVORITES • FOODS THAT TRAVEL WELL • MENU & MARKETING IDEAS

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Tips for developing a

TAILGATE PROGRAM



IT'S *Game Time!*

The big day that so many fans prepare for all year. The truth of the matter is, it's not the game; it's all about the food. It's our industry's time to shine! As one of the biggest "House Party" days of the year, we want your food on every table in every home!

YOU CAN DO THIS!

REVIEW YOUR MENU.

- What are you known for? Can you turn that into a Tailgate platter?
- Develop a few packages – with a collection of 4-6 items serving up to 10 people each.
- Offer a “BYO Tailgate” option with à la carte options.
- Source additional food items you can use to round out your package options such as desserts & mocktails. Talk to your Sysco Sales Consultant for more suggestions!

CLARIFY THE PROCESS.

- Determine the prep time for each item. Must items be ordered in advance? If so, how much lead time? What’s your capacity? How many orders can you handle?
- Source your caterware: disposable platters, bowls, and chafers (or offer reusable service pieces and equipment if available).
- Will you offer pickup and delivery? What about third-party delivery?
- Don’t forget the wet-naps and utensils!

TRAIN YOUR STAFF.

- Cross-train your team - so everyone can jump in when you get an order.
- Provide an easy order form so nothing is missed when booking a Tailgate!

START SIMPLE AND EXPAND.

- Test the market! Advertise your “Tailgate-At-Home” packages and see what response you get.
- Adjust if necessary – then do it again! The opportunities are endless: football, baseball, basketball, hockey, soccer, even from local high schools to professional teams – your customers are looking for a reason to CHEER!

Check out the following great options that Sysco has put together for your

GAME DAY LINEUP!

READY, SET



GO

Convenience is a quality that consumers are increasingly demanding, making to-go meals a booming category for foodservice.

DID YOU KNOW?

- The average check price increases up to 20% when guests order off-premise.
- Sysco can help you promote takeout options for in-home celebrations and elevate convenience in your to-go platform.
- Sysco offers an array of customizable on-the-go options that deliver the quality of your dining experience at home.

MARKETING TIP:

Offer bounce back deals to encourage guests to return each week no matter who is playing!



03 STARTING LINEUP

Host pre-season events: drive traffic with pre-season opportunities, such as the NFL Combine, Draft Night and Fantasy league parties. These promotions deliver great dividends if guests return every week during the regular season.



Extra Points

Offer a variety of wing flavors and dipping sauces customers can mix and match to create their one-of-a-kind winning wings!

TOP 5 WING FLAVORS:

Hot • Mild • Honey BBQ
Medium • Garlic Parmesan

TOP 5 DIPPING SAUCES:

Buffalo Sauce • Bleu Cheese
Hot Sauce • BBQ Sauce
Ranch Dressing



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GAME ON

START PLANNING

Create two to four special items. It's fun to include a unique twist on traditional game day food or include a signature item from your menu as an attention grabber. Whatever you choose, make sure it is easy to execute and profitable.

A clever name will help draw attention when marketing to your customers. You can sell a "Couch Potato" meal kit or a "Home-gate Party". Offer a "Taco Tailgate" or "BBQ from Around the Country". Think outside the box! Remember, as you market your kits, it needs to be unique and attention grabbing. Don't forget to include all aspects of a menu – from appetizers to desserts, it's a full day's line up of food.

CAPITALIZE ON IT!



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ONCE YOU HAVE A PLAN, PRICING IS IMPORTANT

Using Sysco Studio, you can create accurate recipes with pricing and preparation instructions, so YOU make a profit. Did we mention that Sysco Studio is completely free & you can create your own recipes in your own time!?



SHARE IT

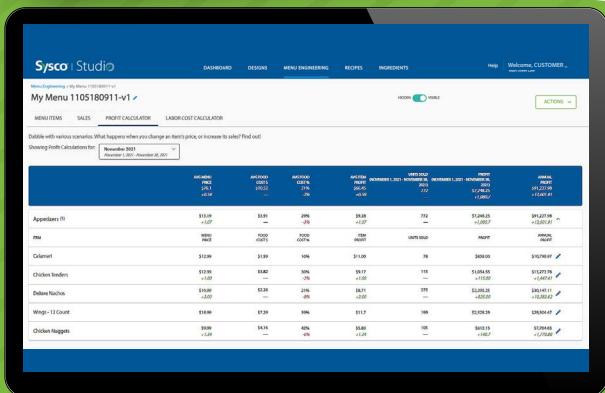
Big game planning starts early! It's important that you share your offerings, whether catering packages, meal kits, or to go orders.

Using your social media platforms is the best way to advertise your Big Game specials. Advertising to your followers on Facebook and Instagram will boost sales with little to no expense. However, if you want to utilize targeted ads and boost your post, we can almost guarantee increased sales and exposure to your Big Game day specials.



Utilize all of the offerings of Sysco Studio, our online self-service tool to market your business.

syscostudio.com





PACKAGE IDEAS



APPETIZER BUNDLE

Handhelds: one or two bites each



MEXICAN FIESTA

Exciting flavor options, fun for guests.



TAILGATE GRILL

Classic tailgating including "adult beverages" too!



BREAKFAST / BRUNCH KIT

Who says you can't tailgate in style?

Pre-sale Gift Cards

- Try a trendy sports themed name such as \$25 "Punt" / \$50 "Quarterback" / \$100 "Touchdown", etc., tailored to each event.
- Offer a promotional value add, such as a \$5 free with \$25 gift card purchase, with a limited window to use free \$5.

Pre-sale At-home Game Day Packages

- Consider order ahead, enjoy-at-home options for the Big Game, March Madness, etc. when you anticipate a busy restaurant.
- Pre-order catering packages for dine-in or pick-up only (no delivery packages).
- Take advantage of pre-sale benefits including cash in hand plus advance knowledge and time to order and prep.

Pre-sale Food Packages

- Advertise pre-set catering packages that can be reserved and purchased in advance. Offer a limited number of packages with a cut-off date to provide restaurant ample time to order and prep.

Example packages:

- Punt Package = 1 quart salsa, 1 quart queso, chips and 6 soft pretzels
- Quarterback Package = 2 lbs. pulled pork, buns, pickles, onions, 2 sides, etc.

Suggested package sale cutoff is 7 business days prior to event.

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Big Game Recipes

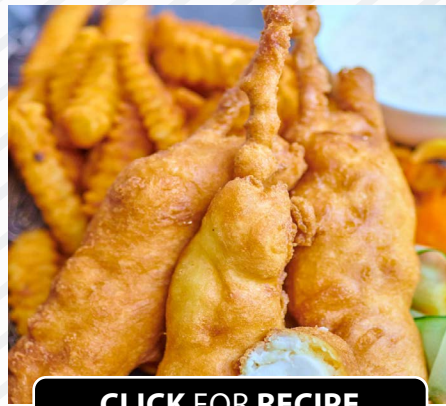
FOR THE WIN!

Seattle
Salmon Cakes



[CLICK FOR RECIPE](#)

Tampa Lobster
Corndog



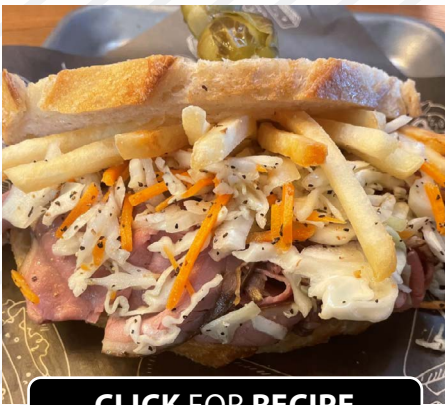
[CLICK FOR RECIPE](#)

Washington
Esquite Burger



[CLICK FOR RECIPE](#)

Pittsburgh Style
Sandwich



[CLICK FOR RECIPE](#)

San Francisco Bay
Area Chowder



[CLICK FOR RECIPE](#)

Kansas City
BBQ Wings



[CLICK FOR RECIPE](#)

Find all your
essentials for the

BIG GAME on

supplies
 onthefly.com
a Sysco company



VETERAN STRONG BURGER

Feel good about supporting a worthy cause, as Jackson and Partners will make a donation to Hire Heroes USA, a 501c(3) that serves veterans and their families with every case purchased.

LEARN MORE AT
www.hireheroesusa.org

- Pull what you need, when you need it, as these IQF burger patties are designed to be cooked from the frozen state.
- Eliminate HACCP concerns that come when working with raw ground beef as these patties are pre-formed and measured to exacting standards.
- Veteran Strong burgers come in a wide variety of exciting blends that will raise the bar on any burger menu or specials board.

CLICK TO SHOP

Bo Jackson
President & CEO
Jackson and Partners



09

ENSURE YOUR FOOD STAYS CRISP



MOISTURE-REMOVING
FRESHNESS PACK

TIME
BEST
INVENTIONS
2021

SAVR^{PAK}

SAVRpak rapidly removes and traps water condensation from to-go packaging, keeping food crisp and ready to eat. Utilizing the laws of thermodynamics, SAVRpak preserves the integrity of the food, keeping it fresher and crispier longer, working well on hot and cold foods, freshly cut fruits, leafy greens, vegetables, salads, french fries, pizza, and more.

[CLICK TO SHOP](#)

START PREPPING



Using your pre-orders, create a supplies order and enter it in Sysco Shop. Creating a list in Sysco Shop will make for easier ordering and will be available to you again next year! We've compiled a list of Big Game essentials for you.

[CLICK FOR BIG GAME LIST](#)

Schedule labor to prep and create a checklist for all that needs to be completed.

If your meal kit allows, start prepping ahead of time. Portioning and having them ready to send home with your customers ahead of time will prevent stress on your back of the house staff. Creating a solid reheating or preparation guide is as important as the food going out the door.



**CUTTING EDGE
SOLUTIONS**

Click here to find other on trend, satisfying and profitable ideas for your tailgate!

WANT MORE?

new
GAMEPLAN

**VISIT OUR
BIG GAME
SITE**

CLICK HERE

REINVENT 2.022

EVOLUTION IN THE RESTAURANT INDUSTRY

The Centralized Business Resource Team hosts one-on-one personalized virtual visits with our customers to discuss their operational goals and challenges. Book your appointment today to learn more about the resources available to you as Sysco's Partner.



Sysco | BUSINESS RESOURCES

Scan here to book a one-on-one appointment with a Business Resources Consultant today

Leslie Niemeyer
Business Resources Consultant

