

FOODIE

Edition 30 | 2022

LINGUINE
ALLE
VONGOLE
P. 50

Sysco

@the heart of food and service

FRESHPOINT® IS
ON POINT

CATERING TIPS FOR
WEDDING SEASON

DIGITAL SOLUTIONS
& SERVICES

We're committed to helping your business be successful through our People, Products, and Platforms. With new capabilities, better value, personalized offers, unparalleled product assortment, trusted expertise and innovation, we have all the tools you need.

PEOPLE

Our greatest asset is our community of associates, partners, and customers. We are proud to work together as a team in a sustainable relationship that builds long-term profitability and success for everyone.

PRODUCTS

Fresh food and innovative ideas are at the heart of all that we do. Through our network of specialty businesses and the broadest selection of ingredients – we ensure that you can keep pace with market trends at the best value in foodservice.

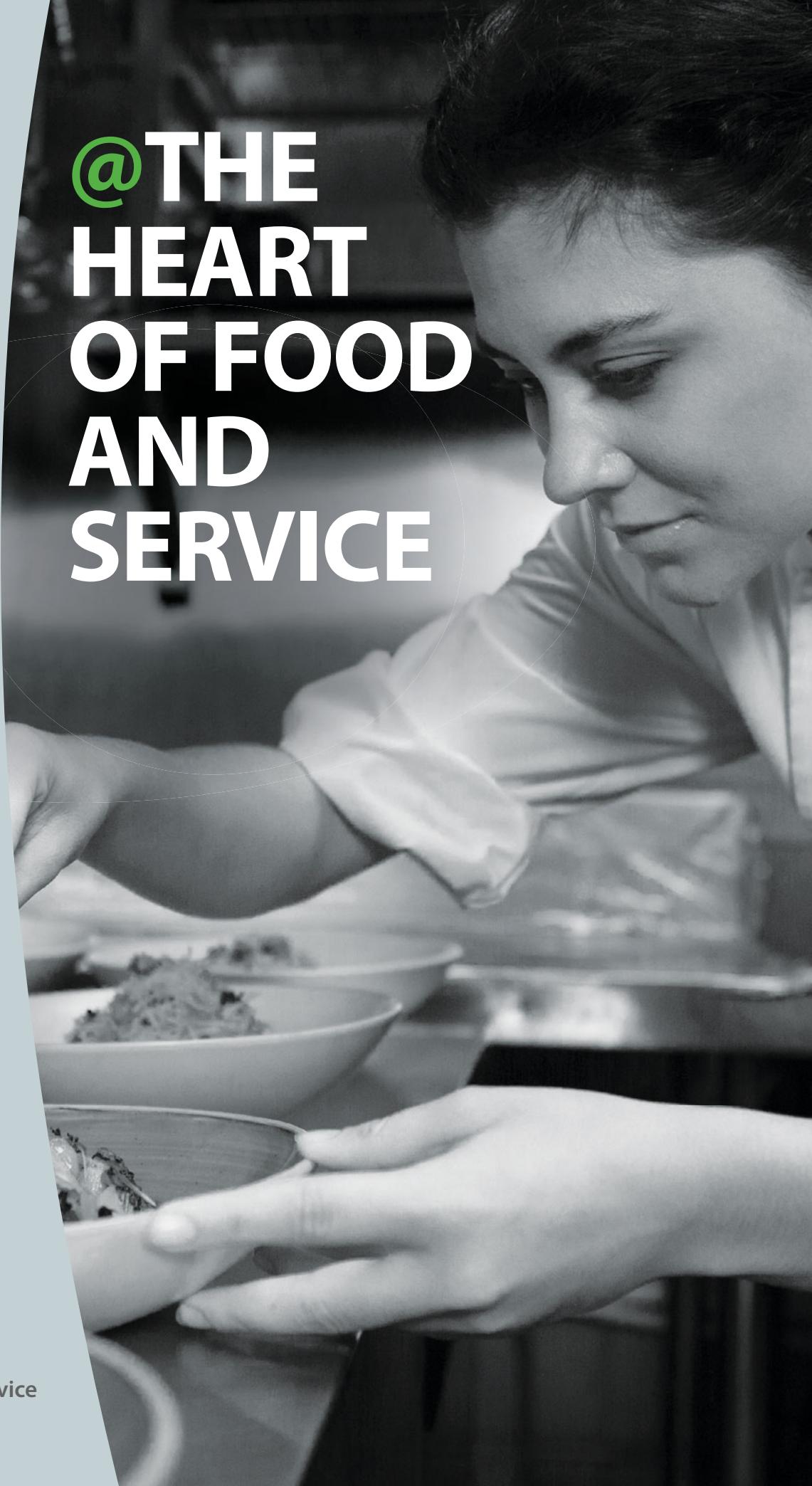
PLATFORMS

Our team offers easy access to business solutions, from *FOODIE* magazine to digital marketing to the latest technology platforms. We're working to help you stay connected and continuously grow.

@THE HEART OF FOOD AND SERVICE



@the heart of food and service





@the heart of food and service

TO OUR VALUED CUSTOMERS,

At Sysco, our purpose is **connecting the world to share food and care for one another**. Our goal is to help your business be successful because we know that when you grow, we can grow with you. As we witness the foodservice industry recovery gain momentum, “connecting” with one another has taken on added significance.

We’ve seen it recently at our homes and businesses. Joyful reunions. Packed restaurants. Full tables. Full hearts.

The entire Sysco team is excited to support your business as restaurant patrons return and traffic increases. We are dedicated to being the *back of the house for your back of the house*.

We’ve made a lot of progress over the past year in improving how we serve our customers. Our digital evolution is a key focus area, helping fuel our strategic transformation and customer-centric business strategy. This work will deliver to you the new capabilities, better pricing, personalized offers, unparalleled product assortment, trusted expertise, and innovation that only Sysco can offer.

In addition, we’re using new tools and technology as a facilitator, to free up time for our industry-best sales team to connect with you in more meaningful ways and offer even more solutions to support your success.

That’s who we are and that’s what this issue of *FOODIE* magazine is all about – putting the industry-defining technology, creative digital solutions, and cutting-edge insights at your fingertips while making it even easier to do business with Sysco.



We’re excited to be a purposeful part of your success while working together with you to find new ways for us all to truly connect with one another.

We know we have to earn your business every day. On behalf of Sysco, thank you for your continued 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.



BUILDING RESILIENCE

Through Better Practices



ONE OF THE NATION'S LARGEST SUSTAINABLE BEEF CATTLE GRAZING EFFORTS

As commodities continue to grow and sustainability continues to be of great importance to today's consumers, Sysco is dedicated to partnering with ranchers to improve grasslands and wildlife habitat. By improving grassland health and resilience we can positively impact the beef supply chain, reduce our environmental footprint, improve the livelihood of ranchers and create a more sustainable future for this industry.

In keeping with this commitment, we partnered with the National Fish and Wildlife Foundation (NFWF) and Cargill to implement one of the largest sustainable beef cattle grazing practices in the United States.



THE SOUTHERN PLAINS GRASSLAND PROGRAM



In a unique cross-industry partnership **funded with \$5 million from Sysco and Cargill over the next five years**, we launched our first beef sustainability initiative with Cargill and NFWF in April 2021. NFWF will work with ranchers in Texas, Oklahoma, New Mexico, Kansas, and Colorado **to create one of the nation's largest sustainable beef cattle grazing efforts**.

The initiative's scope includes **transforming 1 million acres in the Southern Great Plains** – an area responsible for approximately **30% of the beef produced** in the U.S. – by tackling the impacts of climate change and improving grasslands and wildlife habitat.



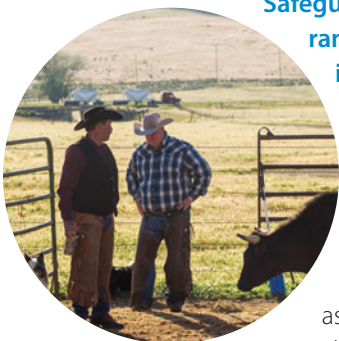
NFWF



SOUTHERN PLAINS GRASSLAND PROGRAM
Scan here for more information.

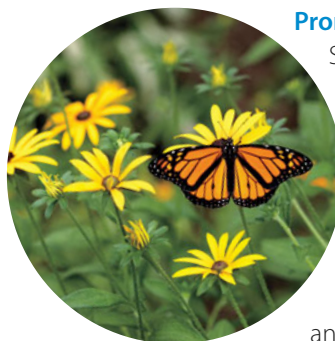


THE PROJECTS, MANAGED BY NFWF, WILL FOCUS ON FOUR AREAS FOR IMPACT:



Safeguarding the livelihoods of ranchers and rural communities in the region.

More than 95% of cattle ranches in the U.S. are family-owned, and they represent a major economic driver in large areas of the country. These efforts will help protect against decreased yields as well as the long-term health of ranchers' businesses.



Promoting biodiversity.

The Southern Great Plains provides critical habitat for native wildlife. The region is home to important migration corridors for monarch butterflies, migratory birds, and species like swift foxes, pronghorns, western box turtles, burrowing owls, prairie chickens and bobwhite and scaled quails.



Increasing carbon storage.

Healthy grasslands sequester and store a large amount of carbon in the soil. Management practices that focus on grassland prosperity allow these ecosystems to capture and hold additional carbon from the environment.



Improving soil health and protecting from erosion and compaction.

Healthy grasslands and habitats hold more water, reducing flooding impacts and making the land more resilient to droughts.

@the heart of food and service
Helping preserve nature's bounty for generations to come.



Nourishing **OUR COMMUNITIES**



Our Sysco family of brands leads the way in foodservice when it comes to value, stewardship, and giving. Recent statistics show one in eight people faces hunger in the United States. As the industry leader, we could not sit back without addressing this issue. Sysco is committed to donating \$500 million worth of goods by 2025 through volunteer time, product and monetary donations.

With our signature Nourishing Neighbors program, we're supporting organizations in our communities that work to eliminate hunger and make nutritious food available where it's needed most.

LOCAL IMPACT... EVERY CASE COUNTS

Sysco customers who choose Sysco Brand products are supporting Nourishing Neighbors and helping to fight hunger in the communities where they live and work.

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.

NATIONAL REACH

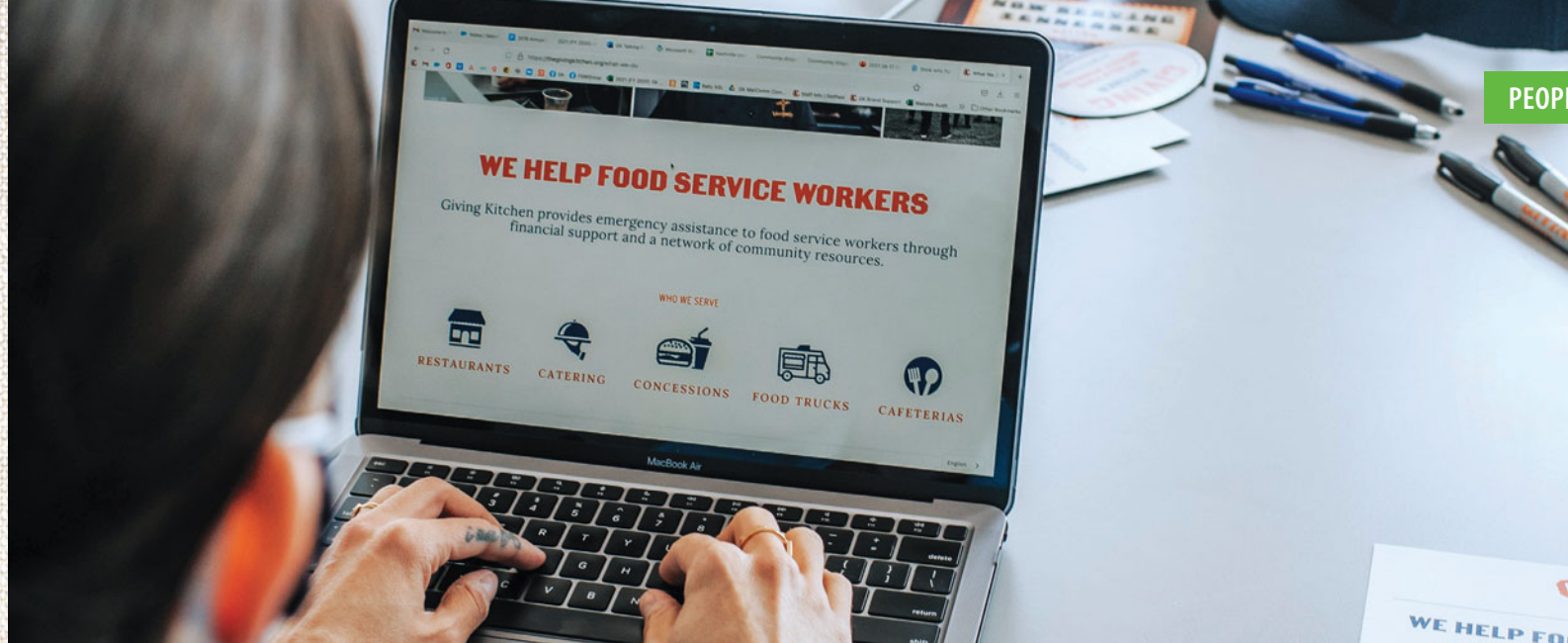
All Sysco's U.S. and Canada Broadline sites partner with local hunger relief organizations. With dozens of locations across North America, Nourishing Neighbors can significantly impact the fight against hunger.

It's estimated that one in three seniors and one in six children are food insecure – which means they don't know where their next meal will come from. We're going to do something about that.

Join us in the fight against hunger! Together, we can make a difference, one person and one meal at a time.



To learn more about Sysco Corporate Social Responsibility and Nourishing Neighbors, scan this code or go to sysco.com/csr



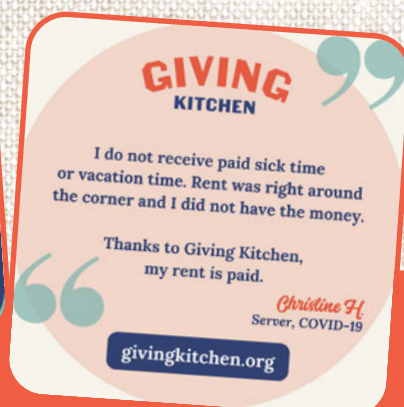
Nourishing Neighbors Partner Spotlight: Giving Kitchen

Giving Kitchen is building a foodservice community where crisis is met with compassion and care. The organization provides emergency assistance for foodservice workers, focusing on financial assistance to help cover living expenses such as rent or mortgage, utilities, and funeral expenses during times of crisis. They also run Stability Network, a referral program connecting foodservice workers to community resources. Giving Kitchen has provided over \$5.5 million in financial aid while serving over 9,000 foodservice workers in crisis.

Sysco has been a leading corporate supporter of Giving Kitchen in Atlanta for a number of years. We've been proud to grow our support along with their growth and expanded this partnership to Nashville in 2021. Adding up the time, financial support and contributed product, Sysco has donated over \$700,000 to support Giving Kitchen since 2014.



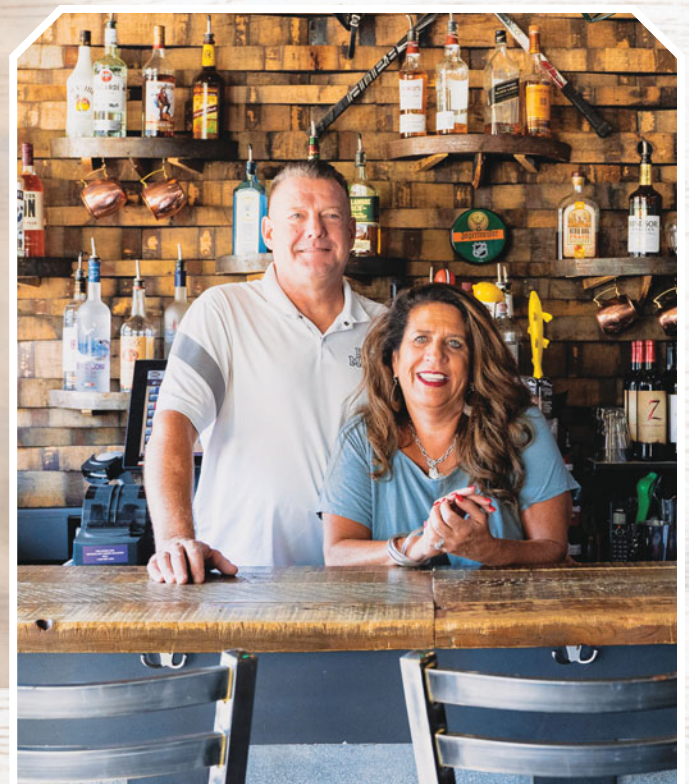
The organization provides emergency financial assistance for foodservice workers to help cover expenses such as rent or mortgage, utilities, and funeral costs during times of crisis.





WINGS and a PRAYER

Hail Mary's Food and Drink offers divine takes on pizza and wings in a comfortable neighborhood sports bar atmosphere.



hailmaryswestlake.com

Since opening its doors in 2018, Hail Mary's Food and Drink has quickly established itself as a local institution in Westlake, Ohio. Located on the outskirts of Cleveland in a neighborhood with schools and ball fields nearby, *it's the kind of place where families gather after Little League and fans belly up to the bar for the big game.* With 42 seats inside and another 50 seats on a covered patio, it's not the biggest. But with about \$1.35 million in sales last year, business is brisk.

The menu offers an enlightened take on bar food staples and is *especially beloved for its wings and Sicilian-style pizzas*, said owner/operators Wil and Julie Novak, adding that a focus on freshness was a differentiator from other area restaurants.

"We make everything fresh and it's just a very well-sourced menu, which Sysco was awesome with," Wil said. "They have been so helpful with everything we've asked and then some."

Before opening Hail Mary's, *the husband-and-wife team spent 50-plus combined years working with some of the biggest names in the restaurant industry*; Julie as a longtime executive at Cameron Mitchell Restaurants and Wil as a chef who opened two Wolfgang Puck concepts and has cooked for U.S. presidents. For the two industry pros, partnering with Sysco was an easy decision when it came time to strike out on their own. While chefs are often hesitant to go with a single provisioner of food products, *Sysco's expansive catalog of top-quality ingredients and value-added business solutions made it the right choice for Hail Mary's.*

"I use all the tools through Sysco so I know exactly in real-time all my numbers. It keeps our food costs in line, it keeps Sysco in line with me for pricing, and it makes things quite simple for our managers," Wil said.

Added Julie: *"Sysco has an advantage over a lot of other purveyors in the sense that they really make an effort to cover the whole of what you're doing as far as what they offer. Minus linens and TVs, they're all-encompassing.* They get the best partners and make it easy to get in with them and stay there."

Next up for the Novaks is a new concept called Salty Mary's Oyster Bar and Tavern that will soon open a mile and a half from Hail Mary's. Again, they've turned to Sysco to help them get the menu together.

"They've let us bring in all of our managers or whoever we want, opinion-wise, to come in and try things in their corporate kitchen," Julie said. "We have a great rep and Sysco has really opened up all of their knowledge and expertise to make sure we've got what we need."





OCEAN'S BOUNTY

Joe Bundrant has the ocean in his veins. As the CEO of Trident Seafoods, he helms a sprawling network of fishing ships, processing plants, and a vertically integrated distributorship that offers a range of products sold in wholesale, retail, and foodservice markets.

Founded with a single vessel in 1973 by Joe's father, Chuck, Trident has worked the bountiful swells along the southern Alaskan seaboard to become the largest seafood company in the country and one of Sysco's largest seafood suppliers. We spoke with Joe about his secrets to success.



Joe Bundrant, CEO of Trident Seafoods

Photo by Corey Arnold, courtesy of Trident Seafoods.

FROM HUMBLE BEGINNINGS TO THE LARGEST SEAFOOD COMPANY IN THE UNITED STATES, TRIDENT HAS EXPERIENCED QUITE THE RISE. WHAT ARE YOUR KEYS TO SUCCESS?

It's all about people. *My dad started this business with one boat and 28 guys. From day one, he invested every last penny back into the business. He told me early on that we have no exit strategy and if we serve our fishermen, our employees, and our customers, then everything else takes care of itself. Our mission is to build a culture that's centered on servant leadership and taking care of those key stakeholders.*

WHAT SETS TRIDENT APART FROM OTHER SEAFOOD COMPANIES?

Access to resource. *Alaska is known for having the best, most sustainably managed fisheries in the world. We work very closely with the Alaska Department of Fish and Game and the National Marine Fisheries Service to ensure that fisheries are managed not just for sustainability, but for long-term abundance.*

WHAT ARE THE MEGATRENDS SHAPING COMMERCIAL FISHING TODAY?

Continued focus on quality and continued commitment to R&D – *we have a very robust R&D team that works on everything from improving harvest to creating products for our customers around the world. A commitment to innovation and to improved quality through refrigeration, harvest time, and fish handling with our fleet. Improved fishing techniques and improved technology.*

ON THE DEMAND SIDE, HOW ARE EVOLVING CUSTOMER PREFERENCES GUIDING THE WAY TRIDENT APPROACHES ITS BUSINESS?

We are using automation and innovation and working with our customers – *Sysco has been a big help here – to create high quality products that are easier for restaurants to prepare and serve.*





TRIDENT PRIDES ITSELF ON SUSTAINABLE FISHING AND BUSINESS PRACTICES. WHY IS THIS SO IMPORTANT FOR YOUR COMPANY?

When you are a family business with no exit strategy and your investments are in communities that don't really have other industries they could turn to if fisheries went into decline, making sure that sustainability is there, **making sure we are taking care of the ocean for future generations**, is part of our core values as a company.

HOW DOES TRIDENT PUT SUSTAINABILITY PRINCIPLES INTO ACTION ON A DAILY BASIS?

I was just with one our catchers that delivers to our Akutan (processing) facility and the captain was showing me new, live HD video that showed exactly what was going into his net in real-time. We also have federal observers.

Historically, it has been a person monitoring, but now **we are going to electronic monitoring, which really helps limit bycatch.**

LET'S TALK ABOUT YOUR PARTNERSHIP WITH SYSCO. HOW WAS IT ESTABLISHED AND HOW HAS IT GROWN OVER TIME?

Great question, because I'm the person that established it. **It was 1986-87 and we were a much smaller company and we were selling to traders and I got a call from Hardin's-Sysco in Memphis, Tennessee, asking if they could buy crab from us direct.** To be honest, we had never heard of Sysco. And so I obviously asked a few questions, did a credit check and found out, 'Wow, this is really a big company.' The buyer gave me a list of all the seafood buyers for Sysco across the country and I was off to the races as a young 20-something salesperson selling seafood to Sysco. I'm very proud of the relationship. Sysco is one of our largest, most important customers in the world today and it all started with one phone call.

WHAT'S ON THE HORIZON WITH TRIDENT AND YOUR SYSCO RELATIONSHIP?

I think reentering post-COVID era is going to be a real challenge. I had dinner with a Sysco customer last night in Chelan, Washington, and he told me that – he's 83, almost 84 years old – and I asked him how he survived COVID. He was quick to point out that he's been in business for 60 years of his life and the key is learning how to pivot and how to change as the world changes. We have been doing business with Sysco for 36 to 37 years and I'm excited about what the future holds. So, I think **the two keys that Sysco has really embraced are commitment to sustainability and commitment to providing better value to customers. I think we are perfectly aligned on those two things and I think we will be ready to pivot in the post-COVID era.**



Scan this code to learn more about Trident Seafoods.



FRESH TAKE FROM *the* Chef



Foodservice is in hyperdrive right now, making a long-awaited comeback after a very challenging time and I'm excited about what the future holds for our customers. My goal for this issue of *FOODIE* is to inspire you to take hold of all the opportunities on the horizon. People want to get out again so we're sharing fresh, creative recipes that will draw customers in, yet are not labor intensive to keep it profitable for you.

As summer ramps up, seafood is in the spotlight and pasta is always a great item to serve from a monetary standpoint. It's filling, inexpensive and by adding seafood, you elevate its value. **Linguine Alle Vongole on page 50 is a classic, popular Mediterranean-inspired pasta dish that's easily enhanced with fresh vegetables like rapini; try using the florets in the dish and then you can turn the stems into a pesto to use later.**

Another great idea for summer center-of-the-plate is kebabs. **North African and Mediterranean foods are hot and heavy in the trend circuit and we wanted to show customers how diverse the range can be using lesser cuts of meat and enhancing them with these flavor profiles.** The beauty of these recipes is how authentic they are, which really appeals to younger-generation diners.



With more people venturing out, larger events are now on the docket. This is being called a boom year for weddings and we're providing some ideas to make your catering events more successful. **The great thing about the Maple-Cured Pork Loin Ham recipe on page 48 is that it's a more economical choice but it's still able to deliver a wow factor with the maple brine and slow-cooked tenderness.** That's the whole idea of better catering service; to take items that people recognize but serve them in a way that's elevated, exhilarating, and tasty.

We're also finding that people coming out of COVID are very conscious about health, which to a lot of people means fruits and vegetables in their natural state. **FreshPoint® offers our customers "fresh as the day it was harvested" produce that's spectacular in dishes like the Watermelon & Grilled Peach Salad on page 48 or when serving a plant-based dish like the Charred Cauliflower Steak with Mozzarella and Sous Vide Egg on page 49.**

Look for tips on page 32 for how to upcycle typically unused parts of produce, like your leftover watermelon rinds that are perfect for pickling and repurposing as a flavorful condiment or topping. There are always opportunities to enhance simple dishes through add-ons like these so you can bring more profits to your plates.

I'm also excited to share what we've been doing recently with *FOODIE LIVE* on page 40. This is my chance to travel the world and interface with our Sysco Chefs and share their many talents and regional/local dishes with our customers, as well as relevant trends and products that are making an impact in foodservice. Don't miss these virtual events!

Cheers and have a flavorful day,

Chef Neil

Chef Neil Doherty
Corporate 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!

PRODUCTS

MAPLE-CURED PORK LOIN HAM



WATERMELON & GRILLED PEACH SALAD



CHARRED CAULIFLOWER STEAK WITH MOZZARELLA AND SOUS VIDE EGG



@the heart of food and service

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



Global Hot List 2022: WHAT'S TRENDING?

Reinventing the norm while staying creative and flexible are central themes of 2022. We're tracking trending concepts to help you push the boundaries of menu innovation, so you can change up proteins and flavors, utilize what's available, and discover new, delicious ways to engage your customers.



Comfort Food vs. Newest Trend

In 2022, we will see conflicting trends driving menu ideation. Consumers will be searching for comfort foods that remind them of days gone by, especially in the dessert category. They'll also be looking for the newest food trends as seen on TikTok and similar platforms. Social media will also increase the speed and distance that food ideas can travel.





Good for the Planet & Good for You

As consumers continue to prioritize taking care of the planet, they'll support restaurants that reflect their values. Highlight dishes and ingredients that are plant-based, sustainable, upcycled, low carbon footprint, or are ethically raised and sourced. Demonstrating that you value these concepts will help customers feel aligned with your brand and more inclined to invest in your business. Find inspiration for zero-waste cooking and more of these concepts on page 32.



Recycle the Present, Save the Future

Also at the top of 2022 environmental-related trends along with zero-waste cooking, is sustainable, reusable and recyclable packaging. This has become a priority for consumers as off-premise dining grows in demand. Customers want it all; packaging that keeps their food hot and intact yet doesn't harm the environment. Providing options will ensure a more satisfying dining experience for take-out diners.

Scan to learn more about our Earth Plus® eco-friendly, disposable solutions.



Top Trending Global Flavors

SOUTHEAST ASIAN

Vietnam, Singapore and the Philippines were cited by the National Restaurant Association as the top regions influencing flavors on menus in 2022.

VIETNAM

SINGAPORE

PHILIPPINES

MEXICO

MEXICAN COMFORTS

As consumers crave familiar-yet-new fare, serve **Mexican comfort food** including next-level quesadillas and taquitos to birria-inspired burgers.

THE SPICE IS RIGHT

Spicy flavors from across the globe are getting even hotter in 2022. Experiment with global hot sauces and seasonings like:

Korean Gochujang



Argentinian Chimichurri



Mexican Tajín



Moroccan Harissa



Japanese Furikake



Indonesian Sambal



Plant Based Keeps Growing

Look out for the continuation of the plant-based trend with these meat-free proteins showing up in sandwiches, breakfast items, and burgers. They are increasingly popular due to animal protein shortages and because of their aura of eco-friendliness and healthiness. Supply shortages are also causing less-expensive traditional proteins to trend such as chicken thighs vs. wings and beef chuck vs. loin. The next frontier in the plant-based space? Seafood.



*To stay up to date
with emerging trends,
learn more about
FOODIE LIVE on page 40.*

Alternative Milks

Nut milks are topping beverage trends with other alternative milks also gaining momentum. Increasing concern for animal welfare is driving popularity for cashew, pistachio, and the familiar almond milk. Milks from alternative substances, such as potatoes are also on the rise as a way to use leftover scraps from cooking and adhere to the zero-waste trend.



PRODUCTS

Modern Menu

Menus have evolved significantly since the pandemic. Enhance your dining experience and boost your bottom line with this modern menu inspiration:

- Labor and supply chain constraints demand smaller menus that are easy to execute and change. Smaller menus offer operators an opportunity to improve forecasting and boost profit margins.
- Digital menus and orders continue to flourish. Ordering via QR codes, kiosks, handheld devices, and websites will become commonplace.
- Remote work is here to stay; reflect this in your business model through remote ordering options, top-quality packaging, takeout meals and meal kits, and delivery.
- To maximize the space of restaurants that still have capacity restraints, offer midweek specials to drive traffic on off-peak days.





PORTICO BRAND
*...is the largest seafood
provider to foodservice in
North America*



Today's catch, tomorrow's supply.

Using industry-leading food safety processes along with integrity, traceability and sustainability as our guiding principles, our Portico seafood brand allows customers to be confident they are serving only the safest, highest-quality seafood available. Our passion for seafood and responsible sourcing extends

to how we build collaborative partnerships with wild fisheries and aquaculture farms throughout the world. From shrimp, salmon and crab to cod and scallops, Portico offers a wide variety of delicious and healthful seafood selections that will heighten the appeal of any menu.

Linguine Alle Vongole P. 50



Chef Elizabeth Morse

“When I think of my home town and surrounding area it screams clams, and this dish displays my Italian heritage and New England traditions.”



Easy access!

Scan to visit Sysco Shop to purchase the recipe ingredients.

Today's catch, tomorrow's supply.



ALASKA IS THE GOLD STANDARD.

ALASKA PIONEERED SUCCESSFUL, SCIENCE-BASED SUSTAINABLE FISHERIES MANAGEMENT PRACTICES.

Now Alaska serves as a worldwide leader, setting the gold standard for fisheries management. State, federal, and international management programs share the goal of sustainability; each has a legal mandate to prevent overfishing or harm to ecosystems and communities. The Alaska seafood industry is committed to the future health and resiliency of fish populations and the surrounding marine ecosystem for generations to come through transparent, collaborative, and careful science-based strict resource management.

IMPROVE YOUR MENU WITH ALASKA SEAFOOD.

Wild Alaska seafood is healthy and versatile, with superior flavor and texture. Harvested using environmentally responsible methods by local families and communities, there's no better choice for pleasing your customers.

#1

ALASKA SEAFOOD IS THE #1 BRAND AMONG PROTEINS ON U.S. MENUS

Source: Datassential 2020

71%

71% PREFER WILD-CAUGHT SEAFOOD AMONG CONSUMERS

Source: Datassential 2020

64%

64% ARE MORE LIKELY TO ORDER SEAFOOD WITH THE ALASKA SEAFOOD LOGO

Source: Datassential 2020



Scan this code to learn more about Alaska Seafood.

PORTICO BRAND

...is sourced with integrity and a dedication to quality



PORTICO BRAND
*...represents a third of all
 seafood sold by Sysco*

The Portico Promise:

The expression, "Our word is our bond," reflects more than a quaint saying at Portico; it's how we operate our business every day. In a world of catchy sales pitches more rooted in hope than fact, Portico stands apart from the crowd. The trust we've built with our customers, the reputation we've carefully guarded, and the quality of the fish and seafood we serve are all held to our industry-leading standards. From how we source our fish and seafood to the way we interact with our customers, we say what we mean and we mean what we say.

✓ When we quote a weight on a case, that's what we deliver. No cutting corners.

✓ When an order calls for cod, that's what we deliver. No substitutions.

✓ When we assure a level of quality, that's what we deliver. Every single time.

Our passion for seafood and sourcing extends to how we build collaborative partnerships with fisheries and the men and women who harvest the bounty of our oceans, ensuring quality seafood can be enjoyed by generations to come. We are unrelenting in our pursuit of perfection.

PORTICO BRAND

...is backed by the strongest food safety program in our industry and supported by the largest Quality Assurance team in foodservice

Get to Know Portico

Our Portico brand of seafood products provides a full range of product for success on any menu. With multiple tiers to meet customer expectations, you'll be able to select the right option to provide a memorable experience to all your guests.



— Pride —



— Simply —



— Imperial —



— Classic —

PORTICO BRAND

...services our customers with over 400 million lbs. in U.S. Broadline Operating Houses (just to put in perspective, that's more than 11,500 truckloads!)



Scan this code to learn more about Portico brand.

Curate Better Catering Events

*This is being called a
boom year for weddings.*

As larger scale celebrations
ramp up in summer '22, look
to Sysco for easy-to-execute
catering ideas and solutions.



Easy access!

Scan to visit Sysco Shop to
purchase the recipe ingredients.

CARVING STATION SUCCESS

Catering a large-scale event is all about creating a great guest experience, and it starts with a well-designed carving station with a high-quality, showstopping cut of meat as the centerpiece. ***One trending favorite is a cost-effective center-cut pork loin, brined and smoked to perfection with a maple-seasoned crust that creates a visually stunning presentation.*** Pork loin is a versatile cut that's equally at home at upscale or casual events, with a flavor profile that pairs well with a limitless variety of complementary sides and accoutrements.

Consider dishes that won't dry out or become soggy on the serving table: creamy garlic mashed potatoes with capers, sliced baguette, roasted cauliflower with parsley and lemon, fig and arugula salad, an elegant succotash with black-eyed peas, corn, and fresh fennel, or grilled Parmesan polenta. Provide a number of garnishes and sauces so guests can customize their plates with creamy horseradish sauce, spicy mustard, tart apple and onion chutney, cornichons, roasted mushrooms, or marinated artichoke hearts.

Maple-Cured Pork Loin Ham P. 48



Chef Jeff Cox

“As I was trying to figure out a better, more-affordable way for our operators to serve ham, I thought about what cut would be easiest to prepare, provide the widest range of use, and deliver consistently high quality. A fresh ham cut from a simply-brined pork loin removes the heat-and-serve factor leaving you with a more moist, flavorful end product.”

Other popular proteins that present well and can ***accommodate larger events are steamship round, a whole smoked turkey, or roasted Atlantic salmon.*** Create an international menu around your centerpiece with creative brines and seasonings, and exciting sides that will please a crowd.

Asian flavor profiles – Indian, Japanese, Vietnamese, and Indonesian are all trending cuisines.

Latino and Hispanic dishes also pair perfectly with the carving station concept, especially with beef tri-tip and flank steak that are perfect for slicing and serving with tortillas.

Another idea is an impressive and eye-catching roasted rack of lamb as the table's focal point with a variety of Mediterranean tapas to add to the plate. Serve more than one protein within the same flavor profile to provide even more options for guests. A carving station is the perfect place to showcase a beautifully designed and executed menu that appeals to the greatest number of people.





Roughly
2.5 million
weddings will take
place this year, along
with the same amount
of wedding showers



BRUNCH BLUEPRINT

According to the Wedding Report, roughly 2.5 million weddings will take place this year, and along with those come the same amount of wedding showers. ***Brunch is a popular choice for this type of event, so offering it as part of your catering services can maximize profits in this niche daypart.*** Brunch is the perfect time to shine as a chef as the limitations that typically constrain certain dayparts are lifted, and creativity is the order of the day.

There's a certain been-there, done-that with trendy dishes like avocado toast and chicken and waffles, and today's diners expect to be surprised and delighted with late-morning fare, so delivering fresh concepts that work for a crowd is a must. It's important to ***offer a menu that incorporates vegan/vegetarian options along with meatier options yet retains some classics*** while still being inventive.

Eggs are a no-brainer, but they don't have to be scrambled. Serve ***sunny-side up atop spicy kimchi-garlic fried rice***, or make ***sausage-and-breadcrumb-coated Scotch eggs*** with a dollop of grainy mustard.

For people with bigger appetites, serve a ***hearty French onion soup and roast beef dip sandwich with jus, caramelized onions and Swiss cheese***.



Scan this code for
more brunch tips!

Serve the whole table at once with **a classic brunch/breakfast board** or create specialized versions, such as a **vegan brunch board**, **Mexican brunch board**, or a **waffle brunch board** – a variety of unique choose-your-own boards is an especially appealing option for catering service.

For dessert, leave coffee cake behind and offer a cool, **on-trend crêpe cake** instead that will wow a larger group. Or capitalize on the bold flavor of in-season summer **berries** and **bake individual crisps or crumbles and top with whipped cream** that party guests can grab at their leisure.



Treating brunch like the special meal it is will help your business stand out and take hold of the increased demand expected this year.





**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 innovate 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 you'll never have to worry about being short on Berkshire pork or Matsutake mushrooms or linens or anything at all.

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.

Sysco

@the heart of food and service

Summer of SKEWERS

Kebabs are a worthy choice for summer menus as grilling season ramps up.

The beauty of kebabs is their versatility; they work with almost any kind of protein, can adapt to any flavor profile, and best of all, they are convenient and easy to make. With roots in the Middle East, the word *kebab* or *kabob* literally refers to chunks of meat and vegetables that are marinated and cooked by broiling or grilling on a skewer. Start there and the possibilities are endless.

For diners returning to restaurants, health continues to be a focus, and Mediterranean foods are touted as some of the world's healthiest, due to good-for-you components like antioxidants, healthy fats, fiber, vitamins, and minerals. **Consumers want nourishing, whole foods with bold, bright flavors prepared in innovative ways, and Mediterranean offerings are the ideal opportunity.**

Simple, fresh ingredients like olive oil, yogurt, legumes, fish, lean meats, fresh herbs, nuts, and produce are versatile, affordable, and can be easily transformed into exciting, vibrant dishes.

Easy access!

Scan each recipe code to visit Sysco Shop to purchase the recipe ingredients.

BEEF SOUVLAKI



BAHARAT LAMB KEBABS WITH
MUJADDARA AND TAHINI SAUCE



CITRUS HERB FISH
SKEWERS WITH
COUSCOUS AND
GRILLED VEGETABLES



Mediterranean & North African Kebabs

P. 50



Chef Snir Mor

“The strongest memories we make are always related to flavor. Born and raised in Israel, these flavors take me back home for a quick visit. These recipes are trendy, yet based on years of tradition. Use them as they are or create a downsized version for upscale appetizers.”

SILAN CHICKEN SKEWERS
WITH ISRAELI COUSCOUS
SALAD AND TOUM SAUCE





For kebabs, you can go with a traditional lemon-garlic-oregano-mint Mediterranean flavor profile or experiment with new flavors borrowed from trending global cuisines to add exotic flair to grilled meats and vegetables.

Try a marinade with *harissa*, a North African paste that adds a *fiery flavor bomb* of *chiles, salt, and red pepper*, or *Korean gochujang*, a fermented *smoky, sweet chili* condiment with a lingering *umami heat*.

Using these popular ingredients can add an incomparable depth of flavor and complexity to your dishes that will be remembered long after the meal ends. Mix and match global flavors with high-quality **Butcher's Block®** cuts of beef and lamb or create seafood skewers made from **Portico®** shrimp, sea bass, halibut, grouper, or salmon. Or for maximum convenience, try our heat and serve chicken breast and thigh skewers. All are versatile options that marry well with any type of marinade or sauce.

On the Side

Traditional meets inspirational with seasonal, shareable sides that accentuate your fresh-off-the-grill skewers.

Serve a visually stunning and easily assembled assortment: chickpea roasted garlic hummus with oven-baked za'atar-dusted pita chips; a Mediterranean-inspired charcuterie board with olives, grilled artichokes, roasted peppers, and smoked garlic; and blackened, sumac-spiced carrots and roasted beet salad with pickles, and fresh garlic sauce with crudité. Give familiar applications like flaming cheese an update with grilled manouri with caramelized plums or kefalograviera topped with cilantro, lime, and chiles. Offer a selection of desserts including sweet-orange semolina cake topped with piced pistachios and a drizzle of honey, fig and apricot granita, dark chocolate baklava, or pomegranate panna cotta made with Greek yogurt. Healthful, shareable meals that are both familiar and refreshed create destination dining for consumers eager to embrace the season and a return to togetherness.

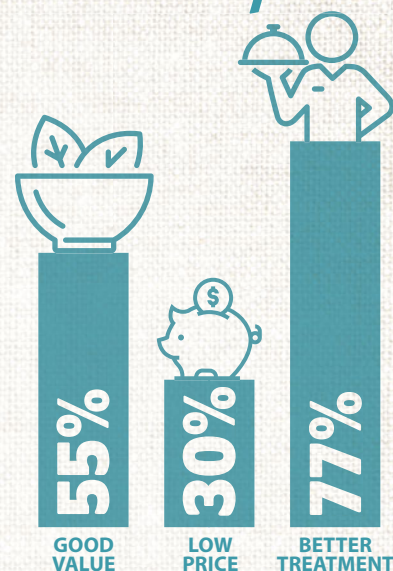
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Leading the way in brand quality, diversity, and profitability.



Taking a Look at Consumer Price Perception

A Datassential survey¹ found that **55% of respondents say that they look for foods that are a good value.** In contrast, only **30% of respondents specifically identify looking for foods that are low priced.** As one of many seismic shifts fostered through the global pandemic, changes in consumer behavior may be directly related to the experiences of the last few years. Consider that **77% of consumers think food industry employees should be paid more and treated better.**² It's not surprising that these changes have also affected consumer insights about value, quality, and price.



Plant-Based Mains

With health and wellness taking center stage, diners are looking for nutritious, full-flavor plant-based dishes that go beyond tofu and salad. As more people go green, alternative proteins from the **Sysco Simply™ Plant Based** family can give your customers inspired, adventurous meat-free options. Mix our **Sysco Plant Based Ground Bulk** with scallions, ginger, cilantro, and fish sauce, shape into balls and serve baked or fried with a Vietnamese dipping sauce and cucumber salad. **Sysco Simply® Plant Based Protein (Pulled Oats™)**, our superfood blend of oats, beans, and peas has a “pulled” texture that can be mixed with barbecue sauce and topped with crunchy cabbage slaw and pickle chips on brioche, incorporated into a garlicky black bean Szechwan stir-fry with peppers, chili and peanuts served over rice, or as the base of a spicy Thai curry stew with lime and cilantro. **Your plant-based menu can replace or duplicate the ground or shredded beef options you already serve and will appeal to vegan and vegetarian consumers as well as those just looking to cut down on meat but still enjoy a restaurant experience.**

Most are familiar with the shrinking cereal box in retail, where the size of the front of the box and the price remains the same, but the width of the box and the portion inside is dramatically smaller. Having experienced this shift, consumers infer that a higher price signals a higher quality.³ Keeping a menu price the same through an inflationary period would signal the opposite. As inflation remains a common topic in the news, the public at large understands that prices are on the rise; so embrace the opportunity to increase profits and maintain patrons' perception of quality and value. To retain a guest's positive impression of value, keep portion sizes consistent while changing plate price as inflation fluctuates. If the events of the last two years have taught us anything it is that customer retention and plate price are not as intertwined as restaurant operators once thought.

¹ Datassential SNAP! Keynote | New Food Values, August 2021

² Datassential 2021 Midyear Trend Report, July 2021

³ Economic Times, Perceived Value Pricing, April 13, 2016

3 Ways to Boost Profits with Customized Add-Ons

Flavor-forward, unique, and memorable experiences differentiate restaurants from their competition. A strategic way to set your operation apart is to utilize signature trending condiments, sauces, and dressings that drive customer interest and provide an opportunity to upsell a dish. Check out these low-labor solutions to enhance the flavor, value, and profitability of menu offerings.

1. Go Global with North African Flavors

According to the National Restaurant Association (NRA), *North Africa ranks in the top 5 global regions influencing today's menus*. As cravings for North African flavors rise, experiment with spices like *berbere* and *dukkah*, and pull from the global pantry to highlight on-trend flavors like *harissa*. Made with a paste of dried red chile peppers, garlic, spices, lemon juice, and olive oil, harissa is a unique North African fiery-hot sauce that makes an excellent addition to chicken, pork, lentils, and vegetables. Serve up a signature *spicy tahini-honey sauce* or *harissa aioli* to add complexity, freshness, and global exploration to various menu offerings.

Set your operation apart by utilizing signature, trending condiments, sauces, and dressings that drive customer interest and provide an opportunity to upsell a dish!



Harissa Aioli



Coriander



Saffron



Berberé Spice



Spicy Tahini-Honey Sauce



*Carrot Top
Chimichurri*

2. Dress It Up

Distinctive dressings provide a point of differentiation and drive a higher price point for many menu builds. Whether using Sysco products or scratch-made combinations, the options are infinite. Cross-utilize dressings and sauces on a variety of menu items – from salads and sandwiches to flatbreads and wings – to provide the adventurous customization opportunities diners are seeking. Elevate your selections with these tips:

- **Oils & Fats:** When selecting oil, consider the flavor's intensity to avoid overpowering the seasonings. Try avocado or coconut oil or any milk, from dairy to alternatives like almond to coconut.
- **Herbs & Spices:** Make your final product look and taste unique with herbs and spices from dried basil and lemon peel to smoked paprika and saffron.
- **Acids:** Whether it's wine, vinegar, fruit juice or a combination, anything goes that properly complements your fat and spice selections.



3. Embrace Root-to-Stem Cooking

About 63 million tons of food is wasted in the U.S. each year. With consumers acutely aware of food waste's environmental and economic impacts, they're eager to support operations displaying efforts to reduce these effects. Raise the visibility of zero-waste cooking by rescuing blemished, misshapen, or visually imperfect produce and repurposing in condiments like **dips**, **jams**, or **pickles**. Or, fully leverage ingredients by using the elements that would typically go to waste. For example, top high-quality proteins with **carrot-top chimichurri**, or upcycle watermelon rinds and seeds in an enticing entrée featuring **watermelon-brined pork chops**, **watermelon salad**, **pickled watermelon rind**, and **roasted spicy watermelon seeds**. The stems of many fresh herbs such as cilantro and parsley are often thrown out when they can be the most flavorful part. Finely chop them up to add to a salad or purée them as part of a sauce for a little extra zip.

Quick-Pickled Watermelon Rinds
see p. 49 for recipe



Emphasize your zero-waste efforts to protect the planet while capturing customer interest and maximizing your profits.



RIPE & READY

freshpoint
a Sysco company

Watermelon & Grilled Peach Salad P. 48



Chef Liz Macias

“A seasonal fresh fruit-forward salad is a great way to create a naturally plant-based dish for summer that meets current customer demand for more healthful menu options.”



Easy access!

Scan to visit Sysco Shop to purchase the recipe ingredients.



Serve “fresh as the day it was harvested” fruits & vegetables all summer long with FreshPoint®

It's peak produce season and the perfect time to show off your summer menu with fruits and vegetables at their absolute best. **FreshPoint®, North America's largest foodservice produce distributor, is your partner in delivering the freshest, most flavorful produce in quantities and packaging that maximize usability and minimize waste.** From everyday staples to local and regional specialties, you can count on FreshPoint® to provide the best in straight-from-the-farm produce you'll be proud to serve this summer and all year long.

From zero-waste cooking, to plant-based entrées and protein-rich veggies, incorporate these trending concepts and ideas to make an impact with produce at its prime.



Going Root to Stem

As foodservice increasingly focuses on wellness and sustainability, using the whole plant makes more sense than ever. **By saving and using produce scraps, we not only reduce food waste, we extract important nutrients from fruit and vegetable trimmings we might otherwise toss.** Some parts can be used for flavoring, while others can be creatively incorporated into dishes.



» **All vegetables** – Stock is a no-brainer. Add every peeling or trimmed bit to your stockpot and simmer for flavorful, nutritious broth. Potatoes, mushrooms, onion and garlic skins, pepper stems, tomato tops – anything you'd automatically sweep into the trash, add to your pot.

» **Citrus peel** – Candy with sugar and use in desserts. (Note – keep the leftover sugar water; it's a delicious citrus syrup you can add to drinks or other desserts!) Use peels to garnish drinks. Add zest to sauces, soups, vinaigrettes, pastas, and pilafs.



» **Fruit scraps** – Make jelly or preserves to serve with breakfast, in desserts, on charcuterie plates with specialty breads, or as a glaze for chicken or ham.



» **Just about anything green** – Pesto is a magical and forgiving sauce that can be made from anything from fresh herb leaves and stems to arugula, spinach, or broccoli, and used as a traditional pasta sauce or added to other dishes for a verdant dash of color and vibrant, summery flavor.



» **Stems and leaves** – Save cauliflower leaves, broccoli stems, celery ends, beet greens, carrot tops, radish leaves, and fennel stalks. Mince tougher pieces and add to long-simmering stews or soups. Sauté greens and serve alongside braised meats or add to soups or pastas. Slice and roast cruciferous scraps with olive oil, kosher salt, and chili flakes. Use carrot, fennel, and celery leaves in salads, soups, or minced atop grilled fish.





All-Day Produce

As consumers trend toward more plant-based, healthful diets, it's important to offer as much produce as possible, in all dayparts. Fruits and vegetables at peak ripeness not only add nutritional appeal but also provide color, texture, and flavor that impart good health and freshness. Build your dishes around seasonal produce and consider diversifying your plates with global applications as well as offering freshened-up familiar options.

Breakfast

- Leafy breakfast salad with a tart, lemony vinaigrette and a simple chive and Cheddar omelet is an excellent carb- and meat-free option.
- Thick-sliced tomatoes with black pepper and basil oil alongside a bowl of cheese grits studded with fresh corn is a delicious summer day starter.

Lunch

- Serve a hearty Japanese ramen in miso broth with steamed carrots, spinach, broccolini, shiitake, spring onion, and a halved poached egg with a dash of togarashi pepper.
- Go bold with intense flavor and texture in a grilled lime-garlic shrimp salad with avocado and crunchy julienned jicama atop crisp mixed greens, halved grape tomatoes, and crunchy pistachios in a cilantro vinaigrette.

Dinner

- Charred cauliflower steak with mozzarella, roasted red peppers, radishes, shallots and Greek olives topped with a sous vide egg.
- Grilled mixed mushrooms with lemon pappardelle and fresh, flowery marjoram is a hearty but bright dish that shines with summer flavors.

Dessert

- Cool things off with a tropical fruit pavlova made with coconut, mango, pineapple and passion fruit over meringue and topped with lightly sweetened whipped cream.
- Sweet but tart Meyer lemon cheesecake with graham cracker crust and blueberry compote is the very essence of summer.

Protein-Rich Vegetables

As diners become more health-conscious, they're looking for ways to add protein to their diets without adding a lot of meat. Fortunately, many readily available vegetables are surprisingly high in protein and are as versatile as they are delicious. The top ten protein-rich vegetables you should always have in your kitchen are:

✓ **LIMA BEANS**

✓ **SPINACH**

✓ **BROCCOLI**

✓ **GREEN PEAS**

✓ **ARTICHOKES**

✓ **SOYBEANS**
(edamame or sprouts)

✓ **BRUSSELS SPROUTS**

✓ **ASPARAGUS**

✓ **SWEET CORN**

✓ **MUSHROOMS**



Legumes, such as lentils, chickpeas, and essentially any kind of bean, are also very high in protein, and are particularly well-suited as a main dish. Add a variety of high-protein options to all your menu's dayparts and take advantage of seasonality whenever possible. Try a meat-free Moroccan harira, a chickpea and lentil stew fragrant with cinnamon, ginger, pepper, and aromatics. Roasted Brussels sprouts are a perennial menu favorite, appearing as a shareable starter or a side. Eloté, or Mexican street corn, grilled and rolled in creamy chili, garlic, and Cotija cheese is a trending, memorable late-summer treat. These affordable meatless proteins can diversify your menu and give consumers the nutritious options they crave in today's health-focused environment.

Charred Cauliflower Steak with Mozzarella and Sous Vide Egg P. 49



Chef Cory Schreiber

“Seasonally a staple dish, but also very interchangeable, adapted with seafood, animal proteins, cured meats, variations on dairy or more vegetables!”



Easy access!

Scan to visit Sysco Shop to purchase the recipe ingredients.



MAKING A PL8 PLAN



For years, operators have been torn between raising prices or reducing portion size to combat ingredient inflation. A pricing practice is only as effective as its subsequent portioning practice. Too often we hear restaurant operators detail it as a “plate and pass” practice, meaning fill the plate and pass for service. Operators finding themselves in this position or finding difficulty implementing a portioning practice, may consider plate replacement as a solution.

The standard 12-inch dinner plate has over double the surface area of an 8-inch plate or 34 more inches of surface area when compared to a more practical 10 inch dinner plate. The strict implementation of a portioning practice without consideration to its plate presentation may prove jarring to your regular customers. Consider the combined benefits of a full-portioned and practical plate. Reduce plate cost, leftovers, and increase profits.



8-inch plate =
50 Square Inches



9-inch plate =
64 Square Inches



10-inch plate =
79 Square Inches



11-inch plate =
95 Square Inches



12-inch plate =
113 Square Inches

Considering purchasing new plates?

Visit **SuppliesOnTheFly.com** for our wide selection of plates and servingware.

THE BEST SHOPPING EXPERIENCE FOR FOODSERVICE SUPPLIES & EQUIPMENT

The best shopping experience often involves finding exactly what you want, when you need it, and at an affordable price, but what if your experience could be even more effortless? With a deep understanding of the industry, our product experts can help you with large and small purchases, from simple to complex, and are readily available to listen to your needs and advise you on the best solution.

We offer www.suppliesonthefly.com exclusively to Sysco customers for ease of ordering supplies at any time. For larger projects, we also have a team of dedicated specialists with the knowledge and expertise to help customers find exactly what they're looking for, from everyday essentials to large equipment and more.

SuppliesOnTheFly has a pulse on foodservice trends and continues to adapt to the industry's changing climate by offering exclusive solutions for Sysco customers. For example, we now stock many high-demand equipment items, reducing our customers' lead-time from months to mere days.

SuppliesOnTheFly has the industry connections and relationships to quickly bring concepts to life for you. This includes custom Supplies and Equipment ordering websites for larger organizations to utilize, building out and optimizing restaurant space to maximize efficiencies and profitability, as well as helping smaller establishments find the best solutions to fit their needs.



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All Sysco customers have exclusive access to SuppliesOnTheFly. Scan this code for an effortless shopping experience on SuppliesOnTheFly.com!



FOODIE LIVE :

Connect *with* Our Chefs

anytime, anywhere!



FOODIE LIVE is an online webinar featuring industry experts who speak on the latest food trends and offer unique product knowledge and education on Sysco programs. Created during the pandemic to help grow and support Sysco customers' businesses, it also helps them better understand available Sysco resources. With COVID restrictions now lightened, our own Chef Neil Doherty has been traveling throughout the United States to capture and share the amazing talents and expertise of our Sysco chef network across the country for an even more robust virtual experience.

Recently, Chef Neil had the pleasure of visiting the Pacific Northwest Region to collaborate with Chef Cory Schreiber, Chef Jeff Cox, Chef Tselani Richmond and Chef Christian Kearns. To connect with our network of chefs anytime, anywhere, follow our Sysco **FOODIE** social media platforms and browse past episodes of **FOODIE LIVE** on SyscoFoodie.com.

Watch for showcases of Sysco products, ideas for how to put them to work in your own kitchen and other inspiration for best business practices for current times. For a more personalized experience, our regional Sysco chefs are also available for local consults during which they can conduct business reviews, demo products, and help develop profitable recipes for your business.



BRING VIRTUAL EVENTS TO A COMPUTER NEAR YOU!

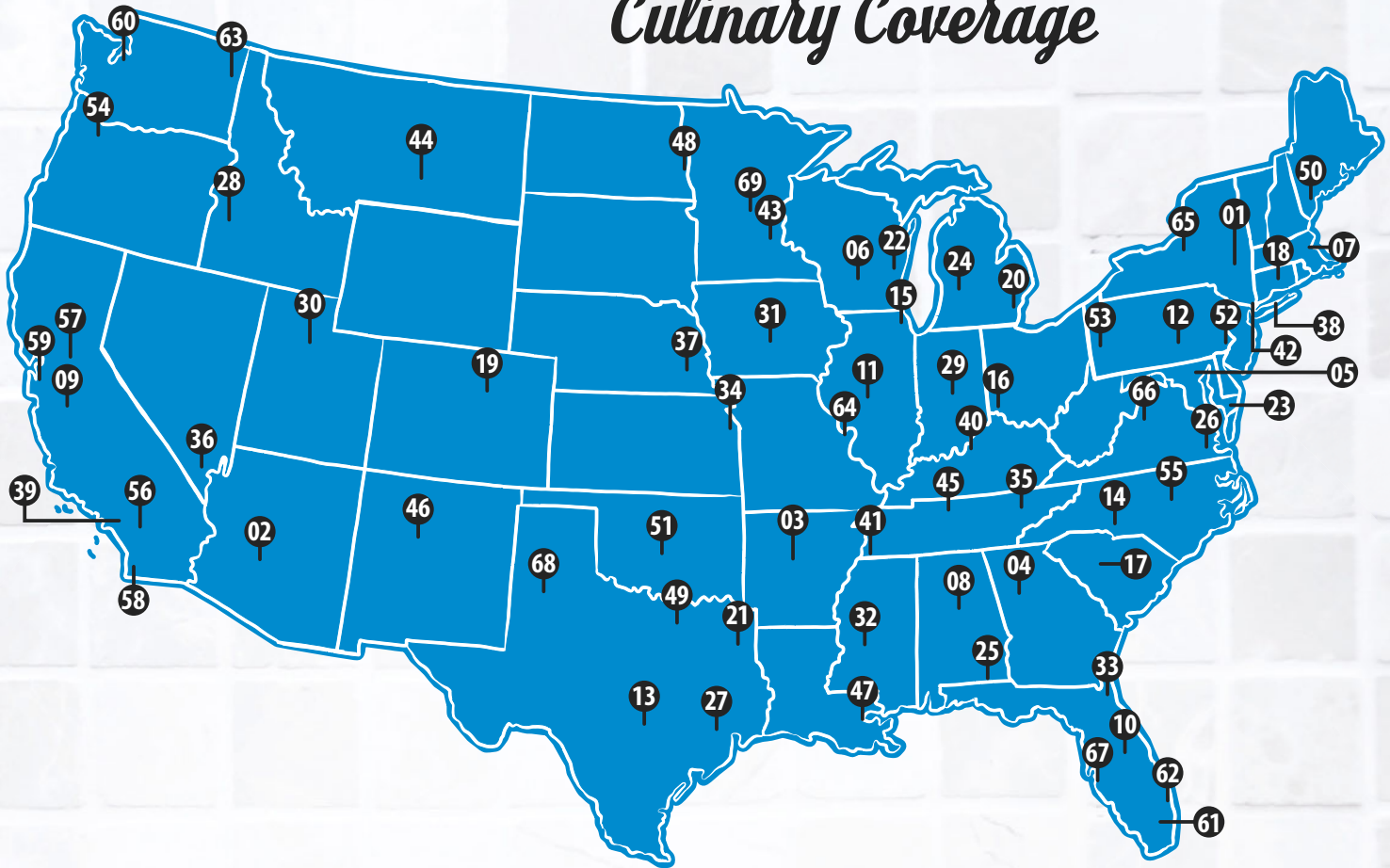
Scan code to schedule an online consultation with one of our chefs.



COAST to COAST

Culinary Coverage

PLATFORMS



60 Chef Jeffrey Cox, Seattle



Scan to meet the chef.



63 Chef Christian Kearns, Spokane



Scan to meet the chef.



54 Chef Cory Schreiber, Portland



Scan to meet the chef.



54 Chef Tselani Richmond, Portland



Scan to meet the chef.

Learn more about our talented chefs in the next issue of **FOODIE**.

- | | | | | | | |
|--|---|---|---|---|---|---|
| 01 Albany
Chef Anthony Teta | 11 Central Illinois
Chef Graham Mullett | 21 East Texas
Chef William Mierop | 32 Jackson
Chef Andrew Haile | 42 Metro New York
Chef Randy Shore Dower & Chef Paul Deckenbach | 52 Philadelphia
Chef Lawrence Hawks & Chef Christopher Paulikas | 61 South Florida
Chef Eduardo Bruno |
| 02 Arizona
Chef Craig Story & Chef Snir Mor | 12 Central Pennsylvania
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| | | 31 Iowa
Chef Aaron Holt | | | | |

Virtually Unbeatable Service

From Our Business Resource Consultant Team



At Sysco we believe in **becoming our customers' most valued and trusted business partner**. Service is at the center of what we do best, and we take this mission far beyond the bounds of delivering quality ingredients.



The Sysco Business Resource Consultant Team is a group of ten industry experts here to support your business with over 300 years of combined industry experience.

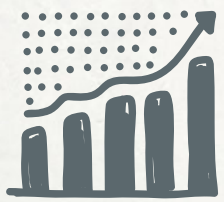
From menu planning to marketing, all the way to operational best practices, **we strive to help you better your business** by implementing practiced, practical, and proven business procedures.



Our quick and easy one-hour virtual consultations are completely customized to your specific business model and operational goals.

@the heart of food and service

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



Looking to increase profits?

Let the Business Resource Consultant Team analyze your P&L and **identify**

ancillary costs and revenue opportunities.



Interested in consolidating food cost?

Perhaps a menu analysis and

pricing practice consultation will **identify incremental revenue and profit pitfalls within your menu.** You can also partner our virtual business consultations with advice from our culinary consultants, for a more robust understanding of your menu's proficiency. We can help you identify underperforming dishes and replace them with more profitable and popular menu items, like those highlighted throughout *FOODIE* magazine.

For more information on how our Business Resource Consultant Team can be of further assistance to you and your operation, please scan the QR code below.



Scan this code for our Business Resource Consultant Service Menu.

Book a Consult Today!



Virtual Business Consultations: The Business Resource Consultants host a unique virtual experience in order to create a profitable and supportive partnership between you and Sysco. They partner with you to review your business goals, assist you with increasing your traffic, and help create new and exciting profit-generating opportunities.



Scan this code to book a Virtual Business Consultation today!

Local Culinary Specialists:

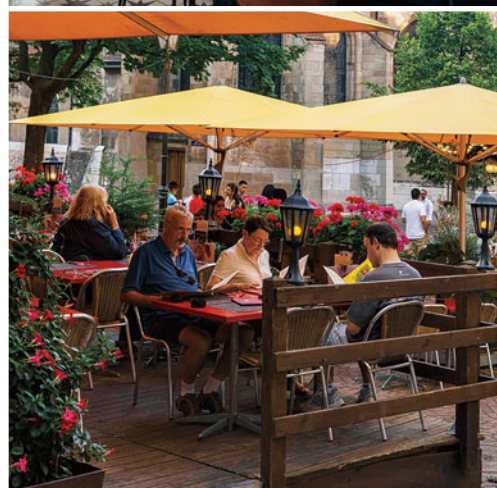
Sysco's local chefs are available to test new menu items, sample new products and more. They can help with new menu ideas, specials and seasonality, recipe ideas, plate presentations/portion control, and access to local Test Kitchens.



Local Category Specialists:

Specialists across the nation are ready to share their expertise in a variety of categories. They collaborate with you by aligning their skill sets with your business needs to maximize your success. They provide support and product guidance to help grow the business. They are available to visit your location, meet virtually, or meet at our on-site kitchens.





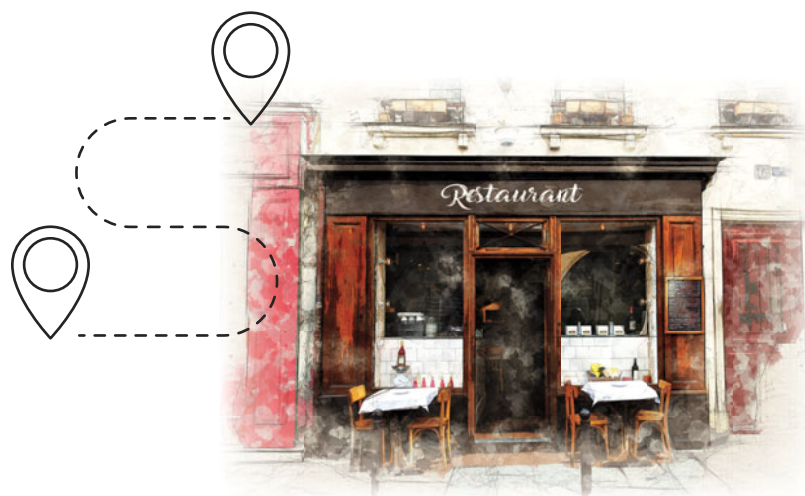
Bridging the Gap Between **Your Restaurant's Digital**

In this era of ever-increasing digital engagement and online ordering, the importance of creating a cohesive and symbiotic relationship between your physical and digital presence is critical. Nothing's more negative to your operation than failing to correctly portray your business beyond brick and mortar.

With a little effort, restaurants can tweak their digital presence to accurately reflect their physical presence for a more all-encompassing expectation of the dining experience. For example, posting photos of your food, beverages, and bar on Facebook only go so far; it's important to go a step further. ***Be sure to integrate all digital touchpoints like your website, social media, and Google Business profile to depict additional features of your establishment – and make sure they are all consistent and aligned.***

Show customers the other benefits of visiting your establishment such as your trendy storefront, comfortable dining room, appealing outdoor dining, and convenient mobile pick-up/drive-up zones. This provides more transparency into the entire expected dining experience, beyond what's on the menu.

Integrate all digital touchpoints like your website, social media, and Google Business profile to depict additional features of your establishment.





& Physical Presence

Restaurant operators experiencing business troubles often hyperfocus on food cost, labor, and fixed costs as the root of the problem, but it's possible that customers may not be choosing your restaurant simply because they do not know what to expect when dining there.

In a survey completed by Datassential, Gen Z & Millennials stated that **they rely on social media more to determine where to eat rather than what to eat**. In fact, more than half (56%) of the surveyed customers stated they have visited a restaurant or café because they saw something on social media that prompted them. Therefore, promoting more visibility into your operations atmosphere, dining experience, and location in addition to sharing menu details will help diners make more informed decisions and hopefully select your restaurant over others.

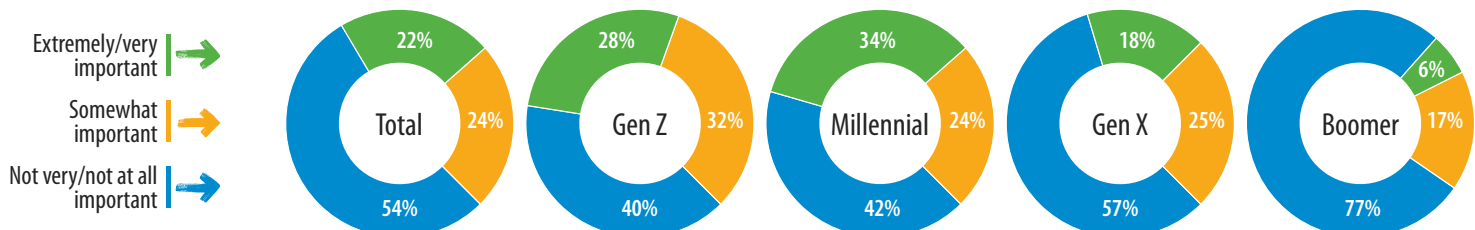
Interested in improving your digital presence?

Scan this code to schedule a Virtual Business Consultation.



Consumers rely on **social media** more to determine **where** to eat rather than what to order.

Importance of social media when deciding what to order when eating out. Survey by Datassential.

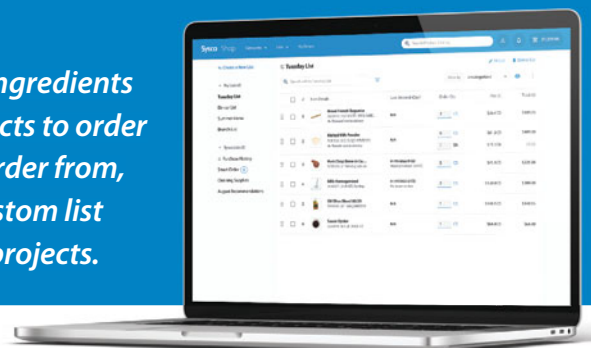




How to Create an Ordering List Online

It's spring: time to clean up, refresh, and update. If you're making changes to your menu this season, keep those changes organized with an ordering list in Sysco Shop.

Sysco Shop – our ecommerce platform – allows our customers to order their ingredients with just a few clicks online. Within Shop, customers can create a list of products to order from again and again. It's easy to use your past purchase history as a list to order from, but you can also mix things up. For a twist on your menu, you can create a custom list designed specifically for seasonal ingredients, upcoming events, or catering projects.



✓ Make it

To start, log in to your Sysco Shop account. Click on "Lists" from the top navigation bar. Think about what kind of list you might like to make: it could be organized by season, cuisine, or restaurant location. You could organize your list with Sysco's standard categories (dairy, meat, seafood, produce) or you could create your own by clicking "View By" and "Custom Categories." Your categories could include the product storage location like Walk-in Cooler and Dry Storage, or specific menus like Lunch and Dinner.

Tip: You can also print your list or export it as a PDF to keep it handy.

🔖 Save it

Once you've made your list, you'll always have it.

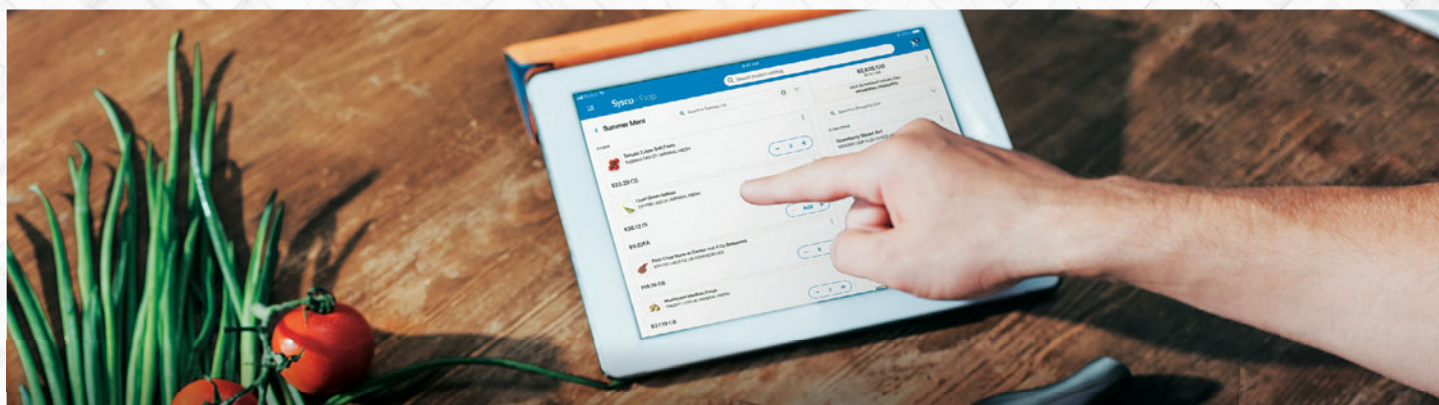
You can order items from it anytime.

Tip: by clicking the "Settings" icon within your list, you can save a list as "Default." Then, that list will appear at the top of your page.

📶 Share it

Made the perfect list? Share it with team members. Click on the "Share" icon to send a duplicate copy of your list to another Shop account.

Tip: you can also make your list public – visible to any other Shop accounts within your restaurant's location – by clicking the "Settings" icon within the list. Or, keep a list private so it is only visible to you.



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MAPLE-CURED PORK LOIN HAM

Yield: 20 servings

Cured Pork Loin Brine
(see QR code)

- 1 boneless or bone-in center-cut pork loin (about 10 pounds)
- 2 gallons cured pork loin brine
- 11 ounces fig preserves
- 4 ounces pure clover honey
- 3 fluid ounces extra virgin olive oil
- 2 ounces Morello cherries in brandy
- 2 tablespoons smoked paprika

1. Prepare Cured Pork Loin Brine.

2. Place the pork in a 6-inch-deep hotel pan; cover with the brine. Place a perforated 2-inch hotel pan on top to hold pork under the brine; cover and refrigerate for 60 hours (2½ days).

3. Start your smoker and set it to 225°F. Remove the pork from the brine and set onto a roasting pan; blot off any moisture.

4. Prepare seasoning glaze by puréeing the preserves, honey, oil, cherries and paprika in a blender or with a stick blender; rub all over the brined pork.

5. Place pork into the smoker and cook to an internal temperature of 190°F; remove and rapid chill. Portion pork as needed for service.

Chef Tip

If you don't have access to a controlled temperature smoker, add ½ cup liquid smoke to the brine, and brine with the liquid smoke for the 60-hour brine time.



Scan this code for Pork Loin Brine recipe.



WATERMELON & GRILLED PEACH SALAD

Yield: 15 servings

- 1 seedless watermelon
- ½ pound red onions, sliced
- 8 fluid ounces apple cider vinegar
- ½ ounce extra fine cane sugar
- Salt and pepper to taste
- 4 peaches
- 2 fluid ounces olive oil
- 2 fennel bulbs
- 1 bunch fresh Italian parsley
- ½ ounce fresh basil leaves
- ½ ounce fresh mint leaves
- 12 fluid ounces white balsamic vinaigrette

1. Peel and dice watermelon into 1-inch cubes; set aside.

2. Place sliced onions in a bowl; add cider vinegar, sugar and a pinch of salt. Cover and refrigerate to pickle and marinate (best if done overnight).

3. Cut peaches into quarters; lightly drizzle with 2 fluid ounces olive oil and grill on a hot grill for 1 to 2 minutes. Turn peaches and repeat (you only want to mark the peach and not cook it through); remove and set aside to cool.

4. Thinly slice fennel bulbs with a mandolin or slicer; rinse in ice water, strain, and set aside.

5. Pick parsley leaves; roughly chop herbs, leaving large pieces, and set aside.

6. Strain onions. Combine all ingredients in a large bowl and toss with vinaigrette; season with salt and pepper.



QUICK-PICKLED WATERMELON RINDS

Yield: 16 servings

- 4 cups chopped watermelon rinds
- 1 cup apple cider vinegar
- ¼ cup granulated sugar
- 2 teaspoons black peppercorns
- 2 teaspoons kosher salt
- 1 teaspoon cumin seeds
- 1 teaspoon yellow mustard seeds
- ½ teaspoon crushed red pepper flakes
- ¼ teaspoon ground turmeric

1. Put watermelon rinds in a medium heat-safe container.

2. Heat 1 cup water, vinegar, sugar, peppercorns, salt, cumin seeds, mustard seeds, red pepper flakes and turmeric to a boil over medium-high heat; boil for 2 to 3 minutes or until sugar and salt dissolve. Pour vinegar mixture over rinds; let stand at room temperature until cool. Cover and refrigerate rind mixture at least 4 hours before serving. Refrigerate in an airtight container up to 1 month.

CHARRED CAULIFLOWER STEAK WITH MOZZARELLA AND SOUS VIDE EGG

Yield: 4 servings

- 4 large in-shell eggs
- 2 heads cauliflower
Salt and fresh ground black pepper to taste
- 3 fluid ounces olive oil blend
- 1 fluid ounce white balsamic vinegar
- 3 ounces pitted Greek olive mix, cracked
- 2 ounces roasted red peppers, cut into long strips
- 1 ounce shallot, sliced
- 2 ounces mozzarella cheese, shredded
- 2 ounces red radishes, thinly sliced, then julienne cut crosswise
- ½ ounce fresh chives, finely chopped
- Lemon wedges
- Microgreens for garnish

1. Set up a sous vide circulator in a large amount of water. Set temperature to 153°F and cover pan with plastic wrap. When temperature is reached, add egg(s). Plan on 60 minutes for the egg(s) to set up, but this can be done the night before also.

2. Cut 2 (1½-inch thick) steaks from center of each cauliflower head,

keeping the core intact; chop remaining cauliflower pieces and set aside to use for the vinaigrette. Season the cauliflower steak with salt; baste with 1 ounce of the olive oil. Either grill the cauliflower steak, or char in a cast-iron or heavy-bottomed skillet until semisoft and charred on the edges. Set aside.

3. Whisk the remaining olive oil and vinegar in a bowl; season with salt and pepper. Add olives, red peppers, shallot and some of the chopped raw cauliflower. Set aside.

4. Place the charred cauliflower steak on a pan; top with cheese. Warm in a 350°F or higher oven or place under a broiler. The cauliflower does not need to be completely hot, just the cheese melted.

5. Transfer the cauliflower to a warm plate; spoon the vinaigrette over the cheese. Remove the egg from the water, crack the shell open and carefully slide the cooked egg on top of the cheese; top with the radishes and chives. Squeeze a little fresh lemon juice over the top if more acidity is desired; garnish with microgreens.





LINGUINE ALLE VONGOLE

Yield: 4 servings

- 1 pound linguine pasta
- 3 fluid ounces extra virgin olive oil
- 4 ounces Italian-style pancetta bacon
- 1 ounce anchovy fillets in olive oil
- 2 cups chopped rapini
- ¼ ounce chopped garlic
- 2 ounces peeled shallot, thinly sliced
- 3 ounces canned chopped ocean clams
- 8 fluid ounces white cooking wine
- 8 fluid ounces reduced-sodium chicken broth
- 24 whole cooked baby clams
- 3 ounces fresh grated Parmesan cheese
- 1 ounce fresh Italian flat-leaf parsley
- ½ ounce torn fresh basil
- 1 teaspoon crushed red pepper
- ½ lemon, juiced
- Salt to taste
- 1 lemon, quartered

1. Bring a large pot of salted water to a boil. Add the pasta; cook until al dente. Reserve 1 cup cooking water, then drain.

2. Warm the olive oil in a large skillet over medium-high heat. Add the pancetta, anchovies and rapini; cook, stirring, until browned, about 2 minutes. Add the garlic and shallots; cook for an additional 1 minute. Remove from the heat and add the chopped clams with juice, then stir in the wine.

3. Return skillet to the heat and add the chicken broth; cook until slightly reduced, about 3 minutes. Add the pasta to the skillet, along with ½ cup of the reserved cooking water. Toss until the pasta is well coated and the sauce thickens slightly, 1 to 2 minutes. Add more cooking water to loosen, if needed.

4. Add the whole clams; cover and cook over high heat for about 3 minutes. Finish with cheese, parsley, basil, red pepper flakes and lemon juice; season with salt and garnish with lemon wedges.

Chef Tip

Serve this dish with grilled baguette on the side.

SILAN CHICKEN SKEWERS WITH ISRAELI COUSCOUS SALAD AND TOUM SAUCE

Yield: 6 servings

Chicken and Marinade

- 3 garlic cloves
- 1 medium onion, diced
- ¼ cup olive oil
- 3 tablespoons fresh lemon juice
- 3 tablespoons silan
- 2 tablespoons tomato paste
- 1 tablespoon Dijon mustard
- ½ teaspoon table salt
- ¼ teaspoon ground black pepper
- 2 pounds chicken breast, cut into 1-inch cubes

Couscous Salad

- ¼ cup plus 1 tablespoon olive oil
- 1½ cups Israeli couscous
- 2 cups water
- ½ teaspoon salt

- 2 tablespoons red wine vinegar
- 1 cup coarsely chopped arugula
- ½ cup crumbled feta cheese
- ½ cup halved cherry tomatoes
- ½ cup rinsed and drained canned chickpeas

Toum Sauce

- ½ cup peeled garlic cloves
- ¼ teaspoon salt
- 1 tablespoon ice water
- 1 cup chilled vegetable oil
- 2 tablespoons lemon juice

1. Chicken and Marinade: Place garlic, onion, oil, lemon juice, silan, tomato paste, mustard, salt and pepper in a food processor; blend to form a smooth paste. Toss the chicken in the marinade; keep

refrigerated for a minimum of 2 hours, preferably overnight.

2. Couscous Salad: Heat 1 tablespoon oil in a saucepot over medium heat; add couscous and stir frequently to toast the grains, about 5 minutes. Add water and salt; bring to a boil, reduce heat to low and simmer, stirring occasionally until all water is absorbed, about 10 minutes. Let stand for 5 minutes; stir in remaining ¼ cup oil and vinegar. Add arugula, cheese, tomatoes and chickpeas; mix to distribute all ingredients evenly, adjusting seasoning with salt.

3. Toum Sauce: Place garlic and salt in a blender; blend to form a rough paste. Scrape the sides; add water and continue blending until

a smooth paste forms. With the blender running at medium speed, add ½ cup of oil until incorporated. Add lemon juice and remaining ½ cup oil in steady stream. The sauce should resemble mayonnaise in consistency. Refrigerate before using.

To Serve

Skewer the chicken on mini bamboo picks. Grill the chicken on high heat until fully cooked and browned on all sides. Serve on a bed of couscous salad topped with a spoonful of Toum Sauce.

Chef Tip

Silan is also known as date honey or date syrup; you may replace it with regular honey.

BEEF SOUVLAKI

Yield: 4 servings

Beef

- 1 garlic clove, minced
- Finely grated zest from 1 lemon
- ½ cup olive oil
- ¼ cup lemon juice
- 2 tablespoons fresh Italian flat-leaf parsley, finely chopped
- 1 teaspoon honey
- 1 teaspoon fresh oregano, chopped
- 1 teaspoon table salt
- ½ teaspoon paprika
- 1½ pounds beef tenderloin, cut in 1½-inch pieces

- 2 green bell peppers, seeded and cut in 1-inch pieces
- 1 red onion, cut in 1-inch cubes

Tzatziki

- 1 English cucumber, halved and seeded
- 2 garlic cloves, minced
- 2 cups plain whole milk yogurt
- ¼ cup fresh mint leaves, chopped
- 2 tablespoons olive oil
- Salt and black pepper to taste

For Serving

- 4 flat breads (pita or naan)
- 1 tablespoon olive oil

1. Beef: Whisk together garlic, lemon zest, oil, lemon juice, parsley, honey, oregano, salt and paprika in a bowl; reserve ¼ cup of the marinade. Toss the beef in the bowl with the remaining marinade; cover and refrigerate for 1 hour. Skewer the beef and vegetables, starting and ending each skewer with bell pepper and onion pieces.

2. Tzatziki: Grate the cucumber; allow to drain in a colander for 10 minutes. Mix garlic, cucumber, yogurt, mint and oil; season with salt and pepper. Cover and refrigerate for 1 hour to allow the flavors to combine. Stir the tzatziki before serving.

To Serve

Grill beef souvlaki skewers until well-browned and medium-rare to medium inside. Remove the skewers from the flame and spoon the reserved marinade over them. Brush the flat breads with oil; grill on the oiled side. Place the flat bread on a serving plate; top with the grilled beef and vegetables, and garnish with tzatziki.

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WITH ISRAELI COUSCOUS
SALAD AND TOUM SAUCE**

**CITRUS HERB FISH
SKEWERS WITH
COUSCOUS AND
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BEEF SOUVLAKI

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