FOODIE

THE HEART OF FOOD & SERVICE™

DIVE INTO

Seafood

Perfecting the Pizza
Warm Up to Winter Salads
So Many Reasons to Love Valentine’s Day
Since 2011, Sysco has worked with our supply chain partners to increase the sustainability of Sysco Brand seafood. As a result, last year we sourced more than 24 million pounds of wild-caught sustainable seafood — an increase of 300% since our work began. In collaboration with the World Wildlife Fund and others, we have recently expanded our commitment to increase purchases of sustainably farmed seafood as well.

Together we are working to support the health and biodiversity of our oceans for generations to come.

Message from the Executive Editor

Dear Valued Sysco Customers,

We hope you’ve enjoyed a joyful and profitable holiday season, and that you are excited about the good things the New Year has in store for you and your business. At Sysco, nothing makes us feel happier or more fulfilled than helping our customers succeed and achieve their dreams — it’s why we never rest in our pursuit to be your most valued and trusted business partner. And while Sysco will always prioritize people and relationships as the most valuable aspect of our business, we welcome and encourage the use of smart technology solutions to help us serve you better.

Sysco is pleased to introduce the newly created MySysco.com — a single sign-on, mobile-friendly destination where customers can engage with Sysco whenever and wherever they choose. MySysco.com capabilities include online ordering with enhanced search and navigation, the ability to pay bills online, inventory management tools, access to SuppliesOnTheFly.com, and more. We’ve brought the best of Sysco together in one place to create an enjoyable, convenient and comprehensive online experience for our customers. Visit our Tech Tips column on page 26 for a glimpse into one of MySysco.com’s capabilities, Sysco Mobile.

This issue is jam-packed with great food and operational content that we hope you find beneficial to your business. As always, we welcome your comments and feedback at foodie@corp.sysco.com.

Thank you for the opportunity to earn your business each and every day. We look forward to a continued successful partnership in the New Year.

Enjoy the issue,

Bill Goetz
Senior Vice President, Sales and Marketing
Fresh from the Sea

Sysco is dedicated to supplying the freshest locally sourced products available. This not only helps meet a growing consumer demand to “eat closer to home.” It also helps small businesses get the recognition they deserve for the quality and care that goes into perfecting their craft.

In 1961, 19-year-old Chuck Bundrant headed north from his hometown in Tennessee on a grand adventure, with nothing more than an old Ford and a dream. Twelve years and countless Alaskan fishing and crabbing expeditions later, Trident Seafoods was founded. Today, Trident Seafoods is the largest vertically integrated seafood company in North America, and is known for Alaskan salmon, Alaskan pollock and other seafood products.

“When my father, Chuck Bundrant, started this company in 1973, he set out to build a wild Alaskan seafood company people could trust, one based on the principles of sustainability, traceability, integrity and responsible fishing,” says Joe Bundrant, Trident CEO. “I fondly remember when I personally took the first order from Hardin’s Sysco in Memphis, Tennessee. That order was for Alaska Snow Crab Clusters, and the year was 1986. Over the last 30 years, we’ve developed a valuable partnership with Sysco, guided by my father’s principles, which remain at the core of our business today.”

Trident Seafoods partners with thousands of independent Alaskan fishermen and ship captains, and has their own state-of-the-art fleet where fish are caught, prepared and frozen on board for optimal freshness. They are equally committed to responsible fishing practices and sustainability, and support research to keep their fisheries healthy and thriving.

“Trident understands that Sysco only works with the best of the best,” says Jamie Marshall, vice president of sales in Trident’s Foodservice Division. “We strive to exceed Sysco’s high standards every day, and we consider it a badge of honor to have been a Sysco supplier for the last 30 years. We’re so proud that Sysco has partnered with us to champion wild Alaska seafood, so that it can be offered as a smart and sustainable choice for restaurants and operators everywhere.”

Paul Piazza and Son, Inc.

More than a century ago, Paul Piazza founded a fresh seafood supply store in the famous French Market of New Orleans. Today, Paul Piazza and Son, Inc. remains a family owned and operated business with an unmatched commitment to quality and customer service, supplying the U.S. with more than 25 million pounds of premium-quality wild-caught Gulf shrimp each year.

Their shrimp are sourced from the nutrient-rich waters of the Gulf of Mexico – an abundant and sustainable natural resource and managed fishery that replenishes itself each year.

“As a fourth-generation shrimp processing company, we have built longstanding relationships with many of the best local fishermen along the Gulf Coast,” says Andy Neely, vice president of sales at Paul Piazza and Son, Inc. “These partnerships, coupled with our dedicated and committed shrimp sourcing, processing and sales teams, enable our company to supply only the finest wild-caught Gulf shrimp.”

Paul Piazza and Son, Inc. is vertically integrated, allowing them to stay close to their products throughout the process for total quality control. They are also committed to supporting the domestic shrimp industry and providing jobs in the Gulf region.

“Our long-term partnership with Sysco is based on our shared commitment to supplying consistent, premium-quality wild-caught Gulf shrimp to all of Sysco’s operating companies and customers,” says Neely. “We’re proud to partner with a company that shares our vision and values.”

Catch something fresh

Portico Fresh offers Sysco customers a wide variety of fresh fish, from whole fish to fillets and pre-cut portions. To help support local fisheries, popular shellfish and regional seafood options are also available – all of which are 100% quality assured. Sysco’s specialty seafood companies bring tremendous value to our customers by packing Portico Fresh products to exacting specifications, which guarantee consistency and reduced labor costs.

Consumers are hooked on seafood

Consumers want more healthful menu options and have an increasing interest in locally sourced and sustainable seafood. You’ll find Portico Fresh products at every price point, opening up opportunities to meet your needs.

With Portico’s wide variety of offerings at all price points, operators can be confident they are serving the safest, highest-quality seafood available.

While coastal communities have easier access to fresh seafood, Sysco can meet the demand for fresh, high-quality seafood from coast to coast with our network of specialty seafood and U.S. distribution companies.
As the food scene grows more diverse, guests increasingly expect experiences that go beyond the traditional. Explore unexpected ways to showcase authentic global cuisines and incorporate trending international influences with tableware and barware from Libbey®. Libbey’s durable tabletop products, such as Sysco-branded Esteem Dinnerware, provide operators with versatility that extends through all day parts. Explore more on-trend presentations at SuppliesOnTheFly.com.

Well traveled
Make all your presentations first class with the Sonoran Hammered Pot Belly Bowl. Use them to accent your tables with rich texture and shine, as a unique way to serve signature sauces or as an innovative part of your check delivery.

A vessel for the journey
More than just a water glass, the innovative design of Master’s Reserve® Renaissance premium stemware is perfect for Sangria cocktails, craft microbrews or gourmet desserts.

Depart from the familiar
Start an exotic meal with Sysco’s Esteem Dinnerware Stacking Cups and Saucers, or end with traditional coffee and tea service. Multi-use options and durability give operators the lowest cost per use.

All items featured here are available for purchase through your local Sysco marketing associate or on SuppliesOnTheFly.com.

The Hispanic cuisine captivates even the most sophisticated of palates. And few ingredients are as authentic and versatile as our Crema Mexicana. Use it to make your business grow.

Visit our site for tips, recipes, and more.
sysco.com/picaysalpica
Dive Into

SEAFOOD

The USDA’s 2015–2020 Dietary Guidelines for Americans (DGA) say that we should eat seafood twice per week or more as part of a healthy diet. So if people know they need to eat more seafood, then why aren’t they biting? The answer is: They will be. The USDA’s 2015–2020 Dietary Guidelines for Americans say that we should increase our odds of hooking more customers.

Seafood

Dive Into

SPICY LEMON PEPPER RUB

Recipe by National Fisheries Institute

For the highest-quality result every time, the chef recommends Sysco Imperial McCormick spices.

¾ t lemon pepper
1 T chili powder
1 T ground cumin
1 T ground coriander
1 T light brown sugar
¼ t coarse sea salt
½ t red pepper flakes
1 T ground black pepper

FISH, GLORIOUS FISH

One of the main reasons to offer more seafood to provide customers with healthy alternatives. While there will always be a place for fried seafood on the menu, think about adding grilled or broiled options inspired by popular global cuisines like Moroccan, Persian, Mediterranean and Asian fusion.

Sell the dish, not the fish

Seafood offers a unique opportunity to vary the featured protein while keeping the preparation familiar. Understanding how a fish will perform when the heat is on is the important part. If you use white, flaky fish like Portico Alaska Pollock, then you can easily substitute Portico Cod or Portico Haddock depending on what’s fresh, on-trend or offered at a great value.

One fish, two fish ...

To ensure that your seafood menu has the broadest appeal possible, always include at least one orange-flesh fish like Portico Salmon, a white fish like Portico Tilapia or Portico Alaska Pollock, and one local variety of fish when available. To find out what will work best in your area, contact your Sysco marketing associates.

Somewhere beyond the sea

High-quality fish is no longer only a coastal luxury. With modern improvements in supply chains, an incredible diversity of fresh and fresh-frozen products is currently available throughout the country. Sysco’s Portico brands provide fresh seafood offerings and “frozen at sea” options that are flash-frozen within minutes of leaving the water – you can’t get much fresher than that! After freezing, these fish can be shipped to operators almost anywhere.

Making the most of it

Seafood is as versatile as chicken. Once you start putting seafood on your menu, you will find more opportunities across all menu categories and day parts, even breakfast. Take Portico Salmon, for example. This one fish can be used in appetizers as a salmon poke, a spinach and grilled salmon salad with lemon-dill dressing, a casual grilled fish sandwich or an elegant poached salmon entrée. While most people don’t think of seafood for breakfast, they soon will. Popular morning day part items include lobster Benedict, bagels and lox (smoked salmon), crab omelets with fresh load, or a classic shrimp and grits with a soft-poached farm-fresh egg. You can bet customers will be more likely to try seafood for breakfast with options like those on your menu!

TIP: Seafood toppings using shrimp, crab or lobster can be a profitable addition to grilled fish, chicken, pork or beef!

SEAFOOD ENCHILADAS

Recipe by Chef Benjamin Udave
Sysco Los Angeles

3 oz lobster meat
12 ea Portico Beauty Cooked Shrimp, 16/20-coast
3 ea Casa Solana® Enchilada Sauce
3 oz Casa Solana® Corn Tortillas
3 oz Casa Solana® Cheddar Cheese
1 oz Wholesome Farms Butter
1 oz Sysco Imperial Shredded Cabbage
1 oz Sysco Imperial Red Bell Pepper
1 oz Sysco Imperial Cilantro Dressing
1 T Pico’s® Salsa Chona Mexicana

Warp lobster meat and shrimp in butter and enchilada sauce. Warm tortillas and fill with seafood mix, cheese and fresh onion. Top with warm enchilada sauce and cheese, then use a torch to char the top until cheese melts and browns slightly. Garnish with cabbage and onion. Top with micro mint and drizzle with crema.

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The seafood category encompasses much more than just fish. Crustaceans (lobster, shrimp, crab), mollusks (clams, mussels, scallops) and cephalopods (squid, octopus) are available in a stunning variety of types and styles, allowing more opportunities for menu placements across every day part.

**Shrimp is still huge**

It’s no small wonder that shrimp is still king of the sea, outshining every other type of seaweed by a significant margin. Shrimp is versatile, easy to farm and readyly available in the wild. Shelling and cleaning shrimp can be labor-intensive, though. To save time and keep labor costs down, consider Portico Bounty Peeled & Devined White Shrimp or, for a ready-to-cook tropical infusion, Portico Bounty Coconut Breaded Shrimp.

**Aw, shocks**

Oysters are also becoming more trendy. Their briny flavor and supple texture make them perfect as a fried appetizer, as a raw bar offering, and as an ingredient in stews and soups. As with any raw food item, proper handling is critical. If you are not used to handling live or raw shellfish, it would be a good idea to try ordering from one of Sysco’s Specialty Seafood companies to get started. Their products are offered in various forms, from shucked oysters by the galon to IQF oysters on the half shell. If you still want to prepare the shock-and-freeze experience, try Sysco High-Pressure Pasteurized (HPP) Oysters. This unique process produces high pressure to kill harmful bacteria while keeping the oyster in its shell.

**Brothers in arms**

Squid and octopus add an international flare for today’s more adventurous diners. For the everyday eater, there’s always the staple appetizer fried calamari (a favorite even among people who say they won’t eat “squid”). Grilled octopus is appearing on more and more menus as well. And with the increasing availability of high-quality octopus coming out of Spain and Portugal, coupled with an even more reliable resource from Mexican octopus coming out of Spain and Portugal, coupled with an even more reliable resource from Mexican

**NOTE:** The availability of bycatch is limited. Please ask your Sysco marketing associate about opportunities in your area and foodservice.

**MARINATE**

Marinate 12 3-oz medallions of pollock in miso for 4 hours. Preheat oven to 325°F. Salt and pepper both sides of pollock, then dip in the Asian sauce mix. Bake at 325°F for 20–25 minutes until set.

**Sauce**

**Marinade:** 13 oz Sysco Simply Pollock 9 oz Sushi 白 or yellow miso 1 T Portico Simply Pollock 1 T Portico Simply White Vinegar 1 T Portico Simply Soy Sauce 3 T tamari sauce 1 T Portico Simply Shoyu 3 T Portico Simply Rice Vinegar 1 t Portico Simply Salt

**Asian Sauce Mix:**

10 g tamari sauce 2 T white or yellow miso 3 T sesame oil 1 T honey 1 T fish sauce

**Cooking Instructions:**

1. Preheat oven to 350° F. Place pollock on a baking sheet lined with foil. Bake for 20–25 minutes or until set.

2. Remove pollock from oven and drizzle with Asian sauce mix. Serve immediately.

3. Garnish with white or yellow miso, sesame seeds, or scallion and serve.

**MODIFICATIONS:**

**Lobster**

Serving sashimi or a lobster salad on the menu is a great way to add a touch of luxury to any seafood offering. Portico Fresh Live Lobsters or Sysco High-Pressure Pasteurized (HPP) Oysters are ideal for the occasion.

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**Cooking Instructions:**


2. Grilled pollock: Carefully run a knife around the edge of the cup to remove flan and place on dish. Shingle pollock on fan, and add fresh, parsley with pickled vegetables and tomatoes. white or yellow miso 3 T sauce

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Today, the pizza landscape is changing. New approaches to pizza are springing up. Detroit-style, flatbreads, designer pizza, Roman, fast-casual. Influenced by the increasing popularity of global flavors and the shifting definition of what constitutes “authentic” pizza, international flavor profiles and fusion approaches are becoming more mainstream. The introduction of high-quality ingredients and the focus on customization are redefining the way chefs and diners view the traditional pie. For operators, this means striking a balance between properly executing the basic components of a pizza and introducing the on-trend techniques and ingredients consumers crave.

**International influence**

Pizza is going global. Internationally influenced bases are popping up on menus: flatbreads, naan and lavash bread are available alongside traditional white flour crust. New flavor profiles – Mediterranean and Indian, for example – are making their way into the category. Play up these flavors in fusion offerings that will appeal to consumers: steak flatbread with chimichurri sauce, Korean pork belly and gochujang tomato sauce, or cucumber-mint naan. Hispanic cheese is also making an appearance in the pizza category; try swapping mozzarella with Spanish Manchego or Mexican Cotija cheeses.

**Crafting the crust**

As diners become more interested in healthy grains, operators should make an effort to incorporate more dough varieties into their pizza lineup. Ancient grains, whole wheat dough and gluten-free options play into consumer desires for better-for-you options.

**Build your own**

Customization continues to be a standout trend for 2016, and the pizza category is no exception. The rise of the fast-casual, quick-fired pizza revolves around customization. Customers choose from a variety of fresh ingredients, which are then added to their dough and cooked quickly in a high-temperature oven. Arrezzio’s assortment of meats and pre-cut vegetable toppings appeals to this “build your own” concept while keeping labor costs low. Additionally, Arrezzio frozen dough balls and Arrezzio premade pizza crusts ensure the perfect crust every time.

**Past pepperoni**

Although pepperoni still ranks as the most popular pizza topping among Americans, international and fresh ingredients are beginning to replace traditional add-ons like mushrooms, peppers and onions. Try adding ethnic ingredients like a curry chicken, or swap the familiar for the slightly unconventional: chorizo sausage in place of Italian sausage, goat cheese instead of mozzarella.

To meet the demand for fresh, premium ingredients, use post-bake toppings: additions that are applied after the pizza is out of the oven. Leafy vegetables like arugula and kale are popular, as are cold cuts like prosciutto and salami, which would otherwise dry up in high-temperature ovens. Burrata adds a fresh flavor to pizza when added after cooking, representing a new twist to classic pizza cheeses. In addition to giving the pizza a fresh flavor, using fewer prebake ingredients keeps the dough from being weighed down, resulting in a lighter and crispier crust.

To learn more about the latest trends in pizza, talk to your Sysco marketing associate. Or visit us in person at the International Pizza Expo 2017 International Pizza Expo Las Vegas Convention Center March 28 to March 30, 2017 Sysco booth #1521

**Sauce shake-up**

Old-school thinking dictates that tomato sauce be simmered over the stove for hours to reach the right flavor profile. However, as consumers move toward light, bright flavors, shorter cook times that bring out the fresh flavor of tomatoes are being adopted.

To really shake up your sauce, go beyond traditional red sauce by incorporating various types of pesto, BBQ sauce, wing sauce and white sauce. Play to consumers’ desires for international flavors by using hummus or Greek yogurt as a base, or capitalize on cross-utilization by substituting savory for sweet – try using Nutella or mascarpone as the base for a dessert pizza, or salsa for a zesty breakfast pizza.

**Recipe**

**STEAK & GORGONZOLA FLATBREAD**

Recipe by Saputo Culinary Team

- 1 ea. Black & Barrel Square Flatbread
- 1 T. Arrezzio Extra Virgin Olive Oil
- 1 ea. garlic clove, fresh
- 4 oz. prime skirt steak, cooked medium, sliced
- ½ c. Riveria Shredded Mozzarella Cheese
- 1 c. Gorgonzola crumbles
- 1 c. tomatoes, sliced
- 1 c. Arrezzio Crumbled Gorgonzola Cheese
- scallions, sliced thin

Preheat oven to 450°F. Lightly brush flatbread with olive oil. Thinly slice high-crust garlic clove over sliced bread for flavor. Top flatbread with sliced cheese, chewy, sweet, tomatoes and gorgonzola crumbles. Place in oven and bake for 3-5 minutes, or until cheese is melted and bubbly. Remove from oven and top with sliced scallions. Slice into strips and serve immediately.
Beyond Sliced Bread

Reinventing the classic soup and sandwich

Classic soups and sandwiches are simple and familiar: grilled cheese, chicken noodle, tomato basil. They’re substantial, comforting and evoke just the right amount of nostalgia. Long mainstays on fast-casual and full-service restaurant menus alike, these offerings are heavily favored by consumers — but a shift is happening within the category. As food culture becomes more diverse, consumers are increasingly drawn to more innovative and craveable offerings. In the soup and sandwich category, this means traditional offerings are being superseded by the demand for new flavors and innovative combinations.

Focus on customization

Customization continues to rank highly with consumers, particularly the millennial segment. For operators, tapping into this trend means offering different flavor combinations, condiments or add-ons, such as flavored aiolis, pickled vegetables or unique spreads. Premade bases like Minor’s Ready to Flavor are classic additions that can be added to soups or sandwiches for spice, texture and flavor. In the soup category, offering toppings bars allows people to be in control of their own tastes, and trending soups like ramen can be customized easily with different noodles and broths.

Upgrade the classics

A guaranteed way to strike a balance between familiarity and innovation is by introducing a new flavor profile or ingredient to traditional soups and sandwiches, like chicken and quinoa or chicken and waffles. Other creative flavor combinations are popular with consumers – like the incorporation of seafood (lobster rolls and a spicy seafood stew), or the focus on health-conscious and vegetarian options (bánh mì paired with tom yum soup), with operators who see the offering as a value item – and consumers’ desire for innovation, operators should consider offering pairings that play into the trends currently affecting the soup and sandwich category. As food culture becomes more diverse, consumers are increasingly drawn to more innovative and craveable offerings. In the soup and sandwich category, this means traditional offerings are being superseded by the demand for new flavors and innovative combinations.

Go international

The growing desire for international flavors and applications is a standout trend in the soup and sandwich category. According to Technomic, an increasing number of consumers say they would like to see more restaurants offering “ethnic” sandwiches and ingredients. Sandwiches with Asian influences are gaining ground, and Asian-inspired sandwiches like the Vietnamese bánh mì are growing mainstream, and Asian-inspired sandwiches and ingredients are classic additions that can be added to soups or sandwiches for spice, texture and flavor. In the soup category, offering toppings bars allows people to be in control of their own tastes, and trending soups like ramen can be customized easily with different noodles and broths.

| Recipe | SALMON BLT
| Sysco Signature Recipe |

1. Portion Simply Salmon, 4 oz portions
2. strips of Smoked Leafy Lettuce Bacon
3. Sysco Imperial Smoke-Roasted Tomato
4. Hydroponic Bib Lettuce Leaves
5. Sysco International Imperial Capers, unsalted
6. Black & Walnut Whole Wheat Bread Slices
7. asparagus stalks, fresh
8. Whitehouse Farms Unsalted Butter
9. fresh jalapeño, roasted
10. Sysco Imperial Mayonnaise
11. Sysco Natural Fresh Pesto Garlic, chopped
12. Sysco Natural Fresh Cilantro

Butterfly salmon and season with salt and pepper. Pan-sear quickly to medium doneness. Place cilantro, mozzarella, garlic, fresh lime juice and ½ of the roasted jalapeño into a bowl. Blend until creamy. Taste and adjust seasoning. Butter round slices and toast to golden. Place bacon until crisp. Blanche asparagus and then slice into half lengthwise; season with salt. Slice tomato into five equal slices. Spread a light layer of aioli onto toast. For best results, pan-sear quickly to medium doneness. Place cilantro, mozzarella, garlic, fresh lime juice and ½ of the roasted jalapeño into a bowl. Blend until creamy. Taste and adjust seasoning. Butter round slices and toast to golden. Place bacon until crisp. Blanche asparagus and then slice into half lengthwise; season with salt. Slice tomato into five equal slices. Spread a light layer of aioli onto toast. For best results, pan-sear quickly to medium doneness. Place cilantro, mozzarella, garlic, fresh lime juice and ½ of the roasted jalapeño into a bowl. Blend until creamy. Taste and adjust seasoning. Butter round slices and toast to golden. Place bacon until crisp. Blanche asparagus and then slice into half lengthwise; season with salt. Slice tomato into five equal slices. Spread a light layer of aioli onto toast. For best results, pan-sear quickly to medium doneness. Place cilantro, mozzarella, garlic, fresh lime juice and ½ of the roasted jalapeño into a bowl. Blend until creamy. Taste and adjust seasoning. Butter round slices and toast to golden. Place bacon until crisp. Blanche asparagus and then slice into half lengthwise; season with salt. Slice tomato into five equal slices. Spread a light layer of aioli onto toast. For best results,
The experts say will be Check out the trends for 2017.
with leading industry surveys and meetings consultations, supplier ball (also known as chef looked in their crystal Sysco’s culinary experts To help you keep pace,

To be successful in the Sysco’s Top 7 Foodservice Trends for 2017

Waste reduction In-house food preservation, such as pickling and dehydrating, will become even more widespread in 2017. Not only are consumers increasingly gravitating to the spicy-sour flavors of pickled foods, they’ve also drawn to the sustainable aspects of such old-school techniques. Whole-animal butchery and the curing and dehydrating of meat are also growing in popularity, and house-made pickles and charcuterie remain a big point of differentiation for smart operations.

Novel protein alternatives Growing interest in global cuisines, such as African, Indian and Latin American, has led to the exploration of unconventional meats like goat. Menu penetration of goat is up 15.9% in the last year, according to Technomic’s MenuMonitor data. “People want authentic, and a lot of those dishes call for goat,” Doherty says.

Plant-based meat alternatives Veggie burgers and other plant-based meat substitutes aren’t just for vegetarians anymore. A growing number of omnivores are looking for options that provide a similar mouth-feel and flavor to a variety of meats. According to Technomic’s MenuMonitor data, menu mentions of jackfruit (a fruit with a texture similar to pulled pork) have climbed 52.9% in the last two years.

Sardines Thank the abundant palates of millennials and Gen Z for the resurgence of this classic preserved fish. Sardines are easy to use, can be served hot or cold, and are well-suited for tapas and small-plate menus. Plus, they’re becoming the darlings of sustainability advocates. “We’re using everything,” Doherty says. “Nothing’s taboo now. People are willing to try and taste anything.”

Dark chocolate at breakfast As the breakfast day part expands, operators are looking for new ways to build excitement. Dark chocolate blended is considered decadent, yet also benefits from a substantial health halo of options that provide a similar mouth-feel and flavor to a variety of meats. According to Technomic’s MenuMonitor data, menu mentions of jackfruit (a fruit with a texture similar to pulled pork) have climbed 52.9% in the last two years.

Foodservice Trends Worth Tracking

What’s Hot?
Sysco’s Top 7 Foodservice Trends for 2017

1. Protein-packed pastas 53% of people between 18 and 34 specifically seek high-protein foods, according to Technomic’s, 2016 Healthy Eating Consumer Trend Report. To meet this need, Sysco is test marketing a chickpea-based pasta that’s gluten-free, GMO-free and high in protein and fiber. “It’s been received very well so far,” says Neil Doherty, Sysco’s senior director of culinary development.

2. Plant-based meat alternatives Veggie burgers and other plant-based meat substitutes aren’t just for vegetarians anymore. A growing number of omnivores are looking for options that provide a similar mouth-feel and flavor to a variety of meats. According to Technomic’s MenuMonitor data, menu mentions of jackfruit (a fruit with a texture similar to pulled pork) have climbed 52.9% in the last two years.

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Reel In the Health Advantages

Seafood offers a wide variety of lean protein options packed with vitamins, minerals and other essential nutrients. From salmon and scallops to catfish and clams, seafood is highly regarded among nutrition experts for its many health benefits, including high concentrations of omega-3 fatty acids and B-complex vitamins. It’s easier than you think to incorporate seafood into your menu with the Sysco Portico brand, which offers a diverse selection of delicious, healthful, high-quality products.

OH MY, OMEGA-3
Seafood is a natural source of EPA and DHA, omega-3 fatty acids linked to heart health. In fact, eating eight ounces of seafood per week is thought to reduce the risk of dying from heart disease by as much as 36%. Omega-3s are also linked to elevated brain function, improved eyesight, lower blood pressure and weight loss. To help attract increasingly health-conscious consumers, try Portico Simply Wild Salmon, which is particularly high in healthy omega-3s and powerful proteins called bioactive peptides. Many seafood products are also packed with healthy B-complex vitamins like biotin, B3 and B12.

SIMPLY SUPERIOR
The Portico Simply name says it all – raw seafood in its natural state of goodness, with no preservatives, chemicals or added water. Portico simply Pangasius is packed with protein and has a clean, crisp, bright flavor with no “off” odors due to inferior water or added chemicals. Portico Simply products are single-frozen and available portioned, skinned, boned or peeled. These raw products provide maximum menu versatility while delivering uncompromised quality and value, thanks to their natural health benefits and the fresh flavor Sysco works so hard to maintain from dock to dining room.

A HEALTHY RELATIONSHIP: SEAFOOD NUTRITION PARTNERSHIP
The Seafood Nutrition Partnership (SNP) is a 501(c)(3) nonprofit organization dedicated to inspiring a healthier America by raising awareness of the nutritional benefits of seafood. SNP leads educational efforts to help Americans confidently select, order and prepare seafood while also promoting a nutrient-rich diet of seafood and omega-3s. To raise awareness of their mission, SNP launched a three-year national public health education campaign in October of 2015 called “Love Your Heart – Eat Your Seafood.”

Get into SHAPE at sysco.com/health.
For more health tips from the back of the house to the front of the house, subscribe to Sysco’s SHAPE newsletter, which highlights new health and nutrition trends every month.

For more information, visit SeafoodNutrition.org

“We are encouraging all Americans to join us in taking the Healthy Heart Pledge – a commitment to eat seafood at least twice a week to support heart health, brain health and overall wellness,” says Linda Cornish, executive director of the Seafood Nutrition Partnership. “Since only 10% of Americans currently follow this guideline, we are here to provide tips, resources and nutrition programs to help people include more seafood in their diets.”
WINTER GREENS SALAD WITH WARM BACON DRESSING
Recipe by Chef Jennifer Kayg
Sysco Cincinnati

2 lbs Kale Salad Crunch Mix
6 oz Sysco Classic Layflat Bacon
6 oz red onion
8 oz Arroccio White Balsamic Vinegar
2 ½ oz Sysco Classic Extra Fine Granulated Cane Sugar
1 oz Arroccio Olive Oil 80/20 Blend
6 oz Sysco Imperial Dried Cranberries
8 oz large glazed pecan pieces
salt and pepper to taste

Chop bacon and thinly slice red onion. Set aside. Sauté bacon in olive oil over medium-high heat until fat is rendered out and bacon is crisp. Turn off heat. Add vinegar and stir. Then add red onions and sugar until sugar is dissolved and onions are a bright pink. Taste and adjust seasoning to appropriate tartness. Add more sugar if too tart. Use salt and pepper (to taste) to balance flavors. Add green and cranberries and toss until well coated. Garnish with pecans and serve.

Top: For an added pop of color, garnish with roasted butternut squash, diced, hamburger, pomegranate seeds, and blood oranges.

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Who says salads can’t be enjoyed year-round? While there’s no denying that a cool, light, refreshing salad pairs well with a hot summer day, winter salads use a different set of seasonal ingredients to add variety and brightness to cold-weather menus. Hearty, filling ingredients like roasted sweet potatoes, root vegetables, cooked beets, and crisp apples and pears bring bold flavors and welcome textures to winter salads. Toppings like dried fruits, nuts, crumbled cheese and flavor-packed dressings create a truly stunning signature dish.

WINTER SALADS

Winter Salads

Winter salads can pair well with winter fruits, nuts, crumbled cheese and dressing. They will appreciate the clean, nourishing ingredients as well as the reprieve from the typical carb-heavy winter cuisine.

Choosing the right lettuce is key to building a superior salad. For many salads, greens just won’t cut it during the winter season. This time of year, consumers are drawn to romance and Arcadian Blends hold their own against dressings and heavy toppings, and offer multidimensional flavors and upscale appearances. For classic winter salad bases, opt for bold-flavored, nutrient-rich options like Sysco Imperial Fresh Kale or spinach.

Top it off
Kick up the flavor profile of your winter salads by topping them with a variety of mix-ins. Dried cranberries, cherries, figs and dates add a dose of sweetness without overpowering other flavors, while pine nuts, walnuts and pecans lend a crunchy texture and woody flavor. Add richness with crumbled blue cheese or creamy goat cheese. To really set your salads apart, mix your own signature dressing. Opt for an ultra-satisfying offering like warm bacon or balsamic vinaigrette, or whip up something lighter like a citrus honey dressing or pomegranate vinaigrette. Creamy options like yogurt-based or lemon poppy seed dressings also pair well with winter produce flavors.

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Americans will spend nearly $4.4 billion dining out on Valentine’s Day in 2017, making it the second biggest day of the year for dining out. While this holiday has traditionally been owned by the fine dining segment, casual dining operators are always looking for new ways to indulge. Valentine’s Day creates the perfect excuse to snack on sweets like cookies, cupcakes, chocolate-covered fruit and pretzels, or the sweet-salty-savory combo of chocolate-covered bacon.

**COURT CURRENT CUSTOMERS**

42% of consumers will pick a favorite restaurant as their Valentine’s Day destination. So in-house signage – table tents, menu inserts, posters, etc. – is a great way to encourage current customers to celebrate at your restaurant. Digital marketing strategies like direct-to-customer emails also help communicate with loyal patrons, while targeted Facebook ads are an inexpensive way to reach first-time customers.

Tip: Sysco Menu Services is a great resource for creating holiday-themed menus.

**PRICE FIXE = PROFITABILITY**

Priced fixed menu prices are a great way to ensure each Valentine’s Day cover is profitable. The key is making sure your kitchen staff is capable of handling a limited-but-unfamiliar menu during a rushed service. Another way to approach prix fixe is to offer bundled meals featuring your top-selling customer favorites. Offer pared-down portions of your best salads, entrees and sides with a sharable dessert for a set price that still gives guests a feeling of value.

Tip: Inexpensive themed changes to existing menu items can make customers feel special. Try adding pink rose syrup to chocolate desserts, or sending guests home with a small box of pastries for their morning coffee.

**ALL-DAY OPTIONS**

With fast-casual options like heart-shaped pizzas and red velvet pancakes, consumers have delicious choices to celebrate Valentine’s Day across all day parts and at all price points. Snacking is still the fastest growing trend in foodservice, and consumers are always looking for new ways to indulge. Valentine’s Day creates the perfect excuse to snack on sweets like cookies, cupcakes, chocolate-covered fruit and pretzels, or the sweet-salty-savory combo of chocolate-covered bacon.

Tip: Need a little holiday inspiration? Ask your marketing associate to set up a Sysco Business Review with our local in-house chefs.

**FOR LOVE**

Be sure and stock extra Valentine’s Day essentials such as wine glasses, Champagne flutes, steak knives and tabletop décor to set the right romantic atmosphere. Find everything you need to set the right mood at SuppliesOnTheFly.com.

**READY FOR LOVE**

Because most Valentine’s Day promos are aimed at couples, singles often feel left out. To help attract this demographic, consider a February 15th “Un-Valentine’s Day” celebration with food and drink specials designed for small groups and singles. Then, leverage social media to target the right local customers to make this new tradition a success.

**FORGOTTEN SINGLE, BUT NOT FORGOTTEN**

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Great ideas are on the menu

Create lasting holiday memories with special recipes and other great menu ideas from Sysco Menu Services. That presents your holiday plates with poaches, sluggers, check stuffers and more from Sysco OnDemand.
“If you just want to fill your belly, stay home and make a sandwich. If you want an experience, if you want a wonderful evening? I’ll make sure you get it.”

Chef Troy Bijeaux

Tell us about Café Josephine. What sets you apart?

“Number one, I’m here day in and day out. Too many people want to open restaurants and just sort of walk away. Not me, I’m here every day so we can create food with the most passion and the highest quality we can get. They say, ‘Live every day like it’s your last.’ That’s truly what I believe, that’s how I cook.”

How did you get into the restaurant business?

“My first vision was an old-fashioned meat market and grocery store with a small deli. We ran that for two years before we realized that people wanted us to do more of the cooking for them. And even though I was selling them the best-quality meats available, they just didn’t want to spend that valuable family time cooking anymore. So I started slowly introducing homemade specialty pizzas and Italian dishes. From there, it continued to evolve as we started adding more and more unique specials to the menu. So eight years later, here we are: an operation we can all be proud of.”

What is Café Josephine known for?

“We have a saying around here: ‘Food with Attitude.’ I strive to surprise and delight. Folks come here thinking, ‘What’s on the menu. So eight years later, here we are: a full-service restaurant and catering operation we can all be proud of.’

What drives your passion for seafood?

“We love seafood in Louisiana; it’s part of our culture. Plus, seafood is only fresh for a few days. It’s not like a steak that can age for weeks and keep getting better. I have suppliers begging my door down to try and sell me seafood to compete against Sysco. But they only want to deliver to me once a week. That’s not good enough. If it’s delivered on Wednesday, I won’t consider that fresh. Your fish has to be fresh when it hits my plate. Folks come in and think, ‘I don’t want to spend that valuable family time cooking anymore. So I started slowly introducing homemade specialty pizzas and Italian dishes. From there, it continued to evolve as we started adding more and more unique specials to the menu. So eight years later, here we are: an operation we can all be proud of.’

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What is your favorite experience with Sysco?

“We had a large wedding last year. As you know, weddings are one day. And as you know, weddings are one day. And as you know, weddings are one day. But I really wasn’t nervous, and I really wasn’t scared. I just knew I had to make that bride’s dream come true. No one. It’s about the peace of mind in knowing you are working with the biggest and the best. I’m the kind of chef who likes to talk with my customers; I’m about that ‘parking lot to parking lot’ experience. So I need to know what I bought, and know that what I serve is the best quality. I want to look my customers in the eye every day and know I gave them my best. Sysco gives me that confidence every day.”

What would you say makes Sysco such an ideal partner?

“Other than that relationship, it’s the broad selection and buying power. I mean, who has more buying power than Sysco? No one. It’s about the peace of mind in knowing you are working with the biggest and the best. I’m the kind of chef who likes to talk with my customers; I’m about that ‘parking lot to parking lot’ experience. So I need to know what I bought, and know that what I serve is the best quality. I want to look my customers in the eye every day and know I gave them my best. Sysco gives me that confidence every day.”

Foodie magazine recently sat down with Troy Bijeaux, passionate chef, owner and “head honcho” at Café Josephine, where quality and freshness are the order of the day – every day.

OK, then. If someone walked in and said, “Chef Troy, hook me up,” what would you bring to the table?

“I’ll start you off with roasted beets and hydroponic greens tossed in a pomegranate dressing. I like that as a palate cleanser to get you ready for what’s coming next. After that, we would get you some jumbo lump crab meat eggrolls with a house-made jalapeño jelly and siracha. Next we go to the sea bass, my personal favorite. I like it pan-sautéed with fresh lobster and crawfish in a cream sauce over angel hair pasta with a few sprinkles of hot peppers and green onion. For dessert, I’m going to put you on my bread pudding. It’s a little different, more home-style. It’s like when your grandma would make it and pull it out of the oven while it’s still hot and not quite firm. She’d put it on the counter and you’d dig in a little early because you couldn’t help yourself. Maybe even burn your mouth a little. That’s how I make my bread pudding.”

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California Mozzarella is still the BIG CHEESE

The popularity of pizza, lasagna, stuffed pasta and paninis clearly shows that consumers are craving mozzarella. Its mild, nutty flavor is a favorite among kids, and chefs love how easily it shreds, melts and slices. In fact, per capita consumption in the United States has grown from 9 to 11 pounds per year since the year 2000.

This 20%+ bump in consumption has been driven largely by an increase in foodservice operators. While mozzarella’s primary use remains pizza, operators are now incorporating this versatile cheese into flatbreads, grilled cheese sandwiches, salads, entrees and more.

In 2015, the United States produced more than 11 billion pounds of cheese, of which mozzarella accounted for four billion pounds. As the leading producer of mozzarella in the U.S., California alone produces 1.4 billion pounds of mozzarella every year, more than one-third of the country’s supply.

Mozzarella production begins much like many other cheeses. But after the curds are separated from the whey, the cheese goes through a cooker-stretcher — a device that acts much like a taffy pulling machine. This process, called pasta filata, is what creates long strings when the warm cheese is stretched. Sysco makes Riserva® Mozzarella using this same technique, but with a few added improvements to enhance texture and allow for higher heat tolerance.

Massimo Balacchi, director of Sysco’s Italian Segment, says, “Consistency is one of the most important aspects of product development. We selected one company in California to be our exclusive supplier of Riserva because only they could guarantee a closed milk source and a small group of trained cheese makers dedicated to producing Riserva Mozzarella.”

The tagline for Riserva says it all: “Traditional, authentic mozzarella for the modern pizza craftsman.” Since its introduction in 2014, customers have flocked to the quality and consistency of Riserva Mozzarella.

The Riserva brand’s goal is to create premium products focused on quality and consistency. Because California is the number one dairy state in the nation and a top producer of milk, butter, non-fat dry milk and mozzarella, Sysco turned to the California Milk Advisory Board (CMAB) for promotional support. The CMAB was eager to help Sysco, and granted Riserva the right to use the Real California Milk seal – a designation of origin and quality ensuring that all products bearing the seal are made with 100% real California milk in a plant inspected by the CMAB.

“California dairy is consistent and reliable because of the Golden State’s mild, year-round weather with few seasonal changes,” says Mike Gallagher of the California Milk Advisory Board.

To showcase other California dairy products, the California Milk Advisory Board also recently launched a new foodservice campaign called Real Makers. The campaign currently has three informative, fun-to-watch videos featuring up-and-coming chefs and restaurants on the cutting edge of craft. Learn more at realcaliforniamilk.com/foodservice.

Because Sysco and the California Milk Advisory Board are working to give modern pizza craftsmen a competitive edge, Riserva Mozzarella is available nationwide. Ask your local Sysco marketing associate for more information today!

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For restaurant operators, the ordering process is often complex and time consuming. But what if it didn’t have to be? With Sysco Mobile, Sysco’s foodservice ordering app, operators can order the products they need from the convenience of their mobile devices. Available 24 hours a day and 365 days a year, Sysco Mobile’s anytime, anywhere access is changing the way Sysco customers engage with their marketing associates and approach the order process. With more free time, they’re able to dedicate more time to the things they care about.

FLEXIBILITY IN THE PALM OF YOUR HAND

Order
Create and review orders using the order guide or custom list feature, or by searching for product images and nutrition information in Sysco’s product catalog.

Track
Track, review and monitor your order deliveries with ease.

Manage
Look up past orders, or modify and add to existing orders. Managing inventory is easier than ever with one-step reordering and recorded grocery lists.

“Owners and managers of foodservice operations want to spend less time ordering and more time focused on growing their businesses. Our goal is to provide our customers with a more innovative way to interact and engage with Sysco, and to help them run more profitable businesses.”

Ron May
Vice President of eCommerce at Sysco

“The ability to quickly access information related to business decisions, despite hectic schedules.

The flexibility to place orders and engage with the app when and where it’s convenient.

Ideas to boost operational efficiency, including ways to increase productivity and lower costs.

Actionable business insights designed to facilitate successful business decisions.

A consistent, streamlined experience across all channels.

For Sysco Mobile was developed to help Sysco customers run their businesses more efficiently and profitably by giving them control of their ordering process. When designing the mobile app, Sysco focused on several key needs identified by customers, including:

• More time to focus on increasing guest satisfaction.

The Next Generation of Doing Business with Sysco

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• The flexibility to place orders and engage with the app when and where it’s convenient.

• Ideas to boost operational efficiency, including ways to increase productivity and lower costs.

• Actionable business insights designed to facilitate successful business decisions.

• A consistent, streamlined experience across all channels.

GET STARTED NOW!

Download Sysco Mobile from the Apple App Store or Google Play to get started. Available for iPad, iPhone, and Android.

The Point of Sale Every Restaurant Deserves

Simple, intuitive, and cost friendly.

Intuitive Design Just for Restaurants

Make menu changes and adjustments on the fly.

View Reports Anywhere, Anytime

Real-time reports view from any device.

Industry Low Credit Card Rates

More revenue on every transaction.

Setup a free demo at trycake.com

or call 855.696.CAKE Ext. 2
SEASONAL SHAKE-UP

Offering a balance of signature and seasonal dishes is a great way for operators to try out new trends, meet customer demands and keep costs down. When building a winter menu, operators should look at what’s in season to determine food cost and availability. Sysco’s team of product specialists and extensive in-season offerings can help operators select the right products to create delicious, diversified menus.

Hook more customers with seafood
Sysco’s Portico brand offers customers premium seafood for all occasions. In the winter months, operators can use seafood in heartier dishes like soups, stews and chowders. In February, lobster tails are the perfect menu offering for Valentine’s Day. On St. Patrick’s Day, haddock fillets, loins and sirloins strike the right notes for a romantic evening. Selections from Butcher’s Block, Aged rib eye, striploins and top sirloins strike all the right notes for a romantic evening. Selections from Butcher’s Block Reserve, Butcher’s Block Choice and Butcher’s Block Select deliver an unforgettable dining experience for any special occasion.

Beef up your offerings
Keep things classic this Valentine’s Day by serving a steak dinner. Sysco can handle all your center-of-the-plate needs with offerings from Butcher’s Block. Aged rib eye, striploins and top sirloins strike all the right notes for a romantic evening. Selections from Butcher’s Block Reserve, Butcher’s Block Choice and Butcher’s Block Select deliver an unforgettable dining experience for any special occasion. Sysco carries a variety of USDA-graded programs, so quality is never a concern.

Pick your produce
From juicy citrus and hearty root vegetables to leafy greens, winter produce offers a variety of flavors and textures sure to add a touch of seasonality to any dish. Reduce waste and make the most of winter produce by highlighting the intense flavor in rinds and peels. Zest peels to add a zip to sauces or spice blends, or candy them to create a quick garnish for a sugar-rimmed cocktail. Vegetable scraps, like cauliflower jacket leaves or leftover root vegetables, can be roasted into crunchy, salty chips, or used to make a hearty stock.

Every operator is acutely aware of tight margins in the hospitality industry. Money lost through food and product waste – and occasionally, theft – is a big issue, and an easy way for costs to spiral out of control. But there’s good news: smart inventory management can greatly reduce waste while boosting revenue and giving employees a crucial sense of operational responsibility.

“Every operator is acutely aware of tight margins in the hospitality industry. Money lost through food and product waste – and occasionally, theft – is a big issue, and an easy way for costs to spiral out of control. But there’s good news: smart inventory management can greatly reduce waste while boosting revenue and giving employees a crucial sense of operational responsibility.”

Inventory made easy
Need a better way to manage inventory? Try the Sysco Mobile Inventory App. This new app works seamlessly with Sysco Mobile, allowing operators to manage and track inventory and vendors while eliminating inefficiencies and gaining valuable, real-time insight into keeping costs under control.

To help you get started, here are a few inventory problem areas you may want to address first.

Coolers
“Nobody ever makes an order without putting a hand in the refrigerator,” says Neil Doherty, Sysco’s senior director of culinary development. “By inventorying constantly, you know what the market is on products. You can make better decisions…80% of all chains do regular inventory. Less than 20% of independents do daily or weekly inventory. The reason chains are more profitable and have the ability to grow is because they understand what their costs are daily.” When beginning an inventory program, be sure to take a complete count of all products used in the restaurant. An inventory unit should be the smallest practical countable unit of any given item. Use a spreadsheet (or any recent sales to establish how much product is needed to get from one delivery to the next. Then establish a regular inventory schedule with clear guidelines, and make staff members responsible for each aspect.

Remember, different types of products should be catalogued differently. For improved accuracy, take time to create an inventory list for each product category. You’ll be glad you did.

Freezers
Chef Neil likes to refer to freezers as “the land of mistakes.” So organization is vital. Too often, people try to hide items in the freezer. Or, unopened and poorly labeled boxes stack up, and no one can find anything. Operators should adopt a “retail mentality” when it comes to deep-freezers and walk-ins. “Take things out of boxes and stack them side by side so you can get a quick feel for what you have and what you really need,” Doherty says.

Dry storage
This area is typically easier to inventory than other parts of the operation, simply because it’s the most visible. Still, if ingredients have been sitting untouched in dry storage for a couple of months, it’s time to question why they’re taking up space in your restaurant. Otherwise, Doherty says, “It’s smothering cash.”

Inventory: Your best keepers
In the cooler area, you’ll find immediate and potentially perishable products. These might include fresh fruits, vegetables, cheeses, desserts, plus deli meat and fresh fish and shellfish. This area is typically easier to inventory than other parts of the operation, simply because it’s the most visible. Still, if ingredients have been sitting untouched in dry storage for a couple of months, it’s time to question why they’re taking up space in your restaurant. Otherwise, Doherty says, “It’s smothering cash.”

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Born and raised on the Adriatic Riviera in Riccione, Italy, Massimo Balacchi has fond childhood memories of preparing in the kitchen as a child, learning from his mother and grandmother. His venture into the culinary world officially started at age 7, when he began cooking on his own. By age 13, Massimo had secured his first job as a cook in a local kitchen.

When he was 15, Massimo had the opportunity to enter the Italian National Culinary Championship – where he walked away with a first place win! He would later receive two culinary degrees from the I.P.A.S. (Italian Culinary Institute) in Riccione, and then move to London at the age of 18. By the time Massimo was 19, he had earned the title of executive chef.

Several years later Balacchi moved to Miami, where his commitment to preparing high-quality food opened countless doors for him over the years. He was even a Sysco customer for 10 years before joining Sysco South Florida as the Italian Segment manager.

“Italian is the biggest ethnic segment in the nation, and pizza is by far the largest consumed ethnic food,” Massimo explains. “Deciding to abandon the stove and join Sysco seemed logical, as it allowed me to reach millions of people with wholesome, quality products.”

Throughout his culinary career, Massimo has remained committed to the cause of helping people eat healthier. His dual passion for good food and “good for you” food has led Balacchi to make a number of healthy changes in his own diet, which has further fueled his desire to share wholesome, quality food with operators and consumers alike.

As Sysco’s Italian Segment director, Balacchi’s goal is to share his lifelong knowledge of Italian cuisine with Sysco customers. He is responsible for monitoring product and market trends that affect operators in the Italian foodservice segment, and works hand-in-hand with a multifunctional team of suppliers and Sysco employees to ensure that Sysco stocks the best possible portfolio of products.

Massimo also uses his passion for his Italian heritage and healthy food to help Sysco customers select the right products for growing and improving their business. He often engages with the Italian foodservice community at industry events like Pizza Expo, where he educates operators about everything from innovative products and trending flavors to cost-saving tips and healthy menu ideas.

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Sysco is North America’s leading produce supplier – we know fresh! Ask your Marketing Associate about fresh, quality assured produce exclusively from Sysco and FreshPoint; and watch for our new look coming soon to your backdoor.