

Sysco

SUMMER 2017

# FOODIE

AT THE HEART OF FOOD & SERVICE™



**TOMAHAWK CHOP**  
with Middle Eastern Pesto

## *Raising the* **STEAKS**

Pour on the Profits with  
Summer Drinks

Produce Sizzles on  
Summer Menus

Keeping Profitability  
on the Plate

# Sysco® | Mobile ORDERING & INVENTORY

Sysco's suite of technology solutions enables foodservice operators to grow their business.

On a beach, in the storeroom, at a desk. Sysco's ordering and inventory tools are available anytime, anywhere!



"I love walking around my storeroom, placing my order and doing my inventory at the same time. This used to be a multi-step process, but now I am able to do it all in one shot!"

– Chef Pulido, Casa de Reyes

Good things  
come from  
**Sysco®**

## Message from the Executive Editor



Dear Valued Sysco Customers,

The sunny days of summer have arrived. The new season welcomes new opportunities to refresh menus with in-demand summer dishes diners crave. Lean proteins and colorful produce often take center stage this time of year, and opportunities for creative flavor combinations exist in the beverage category, as consumers look to cool down with refreshing drinks.

At Sysco, we take great pride in supplying our customers with the highest-quality, finest cuts of meat in the industry. That pride is now reflected in the names of our specialty meat company product brands, Buckhead Pride and Newport Pride. Offering everything from perfectly aged hand-cut steaks to specialty cuts of pork, lamb and wild game, our meat companies only work with the most innovative and progressive suppliers to ensure that our standards are reflected in every product. Learn more about Buckhead and Newport and their specialty offerings on page 4.

Beverage consumption increases as temperatures rise, providing operators with the opportunity to drive profitability with an expanded seasonal drink menu. Incorporating specialty summer drinks across all day parts helps drive considerable increases in check average, making the juice worth the squeeze when it comes to growing your drink offerings. Check out some fun and fizzy recipes on page 12.

If profitability struggles are keeping you up at night, visit page 26 for easy-to-implement tips from Sysco experts on how to make small adjustments that can help you recoup profits on the front and back end.

This issue is packed with great content: recipes for your kitchen, tips for your back office, and so much more. If there is a topic you would like to see in Foodie Magazine, please let us know. Send an email to [foodie@corp.sysco.com](mailto:foodie@corp.sysco.com) with your ideas and suggestions.

Enjoy the issue,

Bill Goetz  
 Senior Vice President, Sales and Marketing

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Nothing turns heads like the show-stopping tomahawk rib chop. Bring excitement to your menu and your dining room with our featured **Tomahawk Chop with Middle Eastern Pesto**. Find this recipe and more in the Summer 2017 Recipe Book on [SyscoFoodie.com](http://SyscoFoodie.com).

For more information on becoming a Sysco customer, we welcome your call at **888-984-9272**.

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# Serving Steak with *Pride*

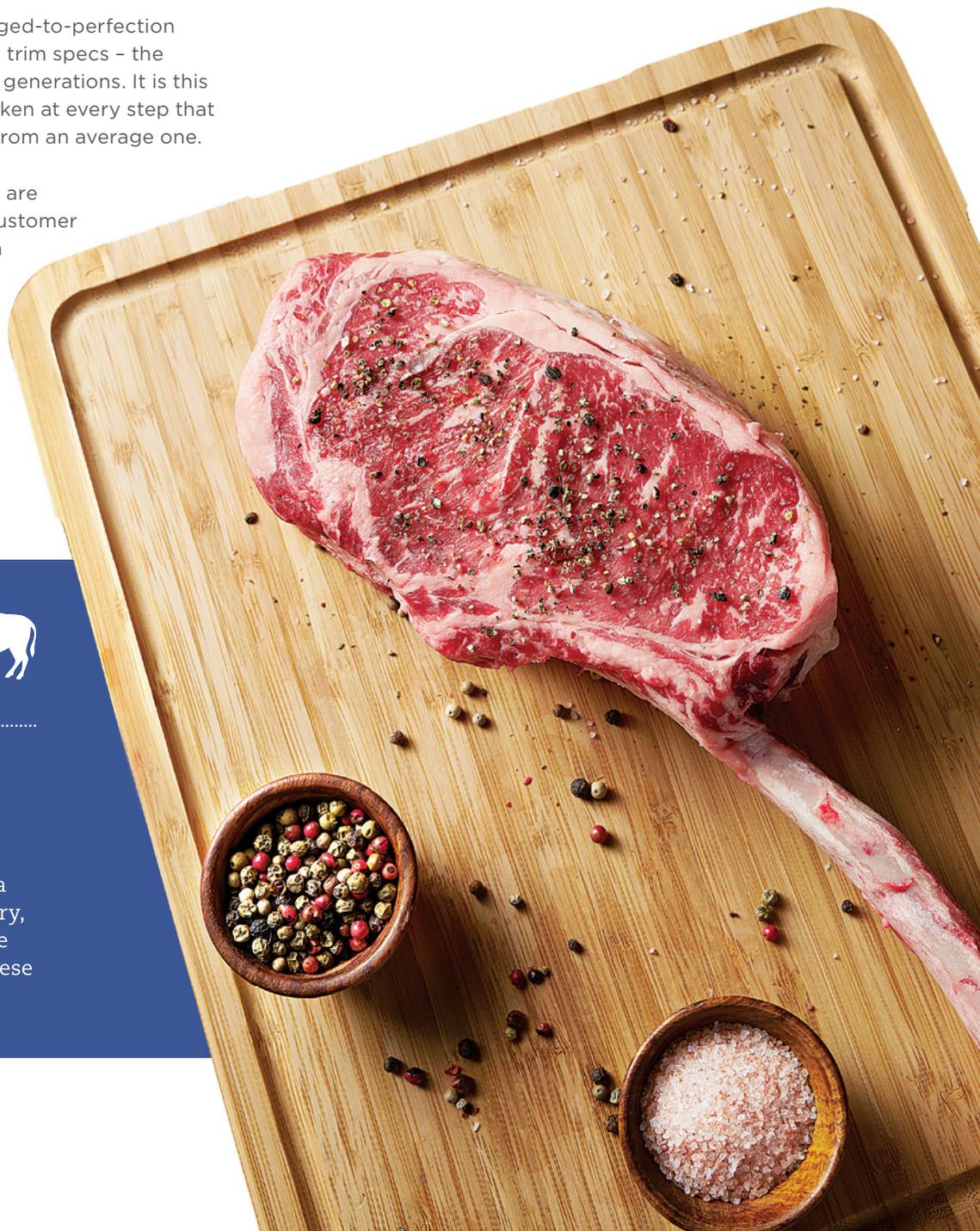
The reputation of Sysco's specialty meat companies is built on supplying the freshest, highest-quality beef available. This dedication to quality begins on the farms and ranches of the most innovative and progressive suppliers and is upheld by the **Buckhead Pride™** and **Newport Pride®** brands, which represent the finest craftsmanship and food safety standards in the industry.



**BUCKHEAD** *Pride™* | **NEWPORT** *Pride®*

Within these specialty meat facilities, aged-to-perfection steaks and chops are hand-cut to exact trim specs – the way artisan meat cutters have done for generations. It is this attention to detail and the extra care taken at every step that distinguishes a truly exceptional steak from an average one.

Whether our specialty meat companies are developing new cuts to help increase customer profits or sourcing the finest proteins in the industry, they have a passion for exceeding expectations. It is their unwavering dedication to quality and consistency that has made Buckhead Pride and Newport Pride trusted partners to many of the world's finest chefs, hotels, steakhouses and neighborhood eateries.



## *Beyond* BEEF

While beef is their specialty, Sysco's meat companies offer a wide selection of quality poultry, veal, lamb, pork and wild game products. For ways to menu these proteins, see page 16.

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.

## Iowa Premium

TAMA, IOWA

Located in the heart of cattle country, **Iowa Premium** is a small beef processing facility that specializes in family-farm-raised, corn-fed Black Angus beef. The company selected their location carefully: Iowa is the top corn-producing state in the nation, and Iowa Premium relies on a sustainable cycle involving cattle and corn to produce their premium beef products.

All of Iowa Premium’s farmers grow the corn they feed to their cattle and use cattle manure to add nutrients back to the soil, which grows a healthy corn crop. This process promotes sustainability, encourages responsible treatment of the land and the animals, and ensures great-tasting beef for customers.

“Quality, sustainability and community are at the heart of everything we do here,” says Jeffrey

Johnson, CEO of Iowa Premium. “Our success is the direct result of our team’s dedication and commitment to company values.”

Iowa Premium keeps their operations local by purchasing from family farms within 150–200 miles of their facility. Many of these farms have been passed down through generations, and the farmers have a vested interest in protecting the land, air and soil. It’s the way these farm families care for their cattle that leads to a premium beef product.

“Iowa Premium and Sysco share a vision of quality, safety and consumer satisfaction,” says Johnson. “Our partnership with Sysco connects our premium products with an array of valuable markets and customers across the nation, and is key to our continued growth as a company.”

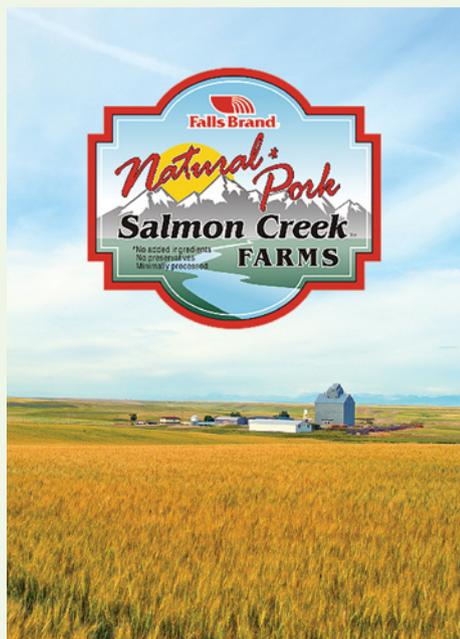


Family Farm Raised • Black Angus



## Independent Meat Co.

TWIN FALLS, IDAHO



In 1904, Otto Florence Sr. founded **Independent Meat Co.** with a simple goal: provide healthy, natural and fresh pork. More than 100 years later, the fifth generation of the Florence family remains committed to that same goal. Today, through their Salmon Creek Farms Natural Pork brand, Independent Meat Co. is a premium supplier of natural, high-quality pork.

“Our goal is to produce healthy, high-quality pigs and pork, without the use of medication or growth enhancers,” says Patrick Florence, owner and CEO of Independent Meat Co. “To do this, we engage family farms where we control the inputs, from genetics to delivery and the process plant.”

Independent Meat Co. has a special relationship with the intermountain’s west Hutterite colonies, and is partnered with 22 family farms in the region, many of which have been family-owned for generations. These farmers take a “back to basics” approach to raising healthy, well-cared-for hogs, feeding them a wholesome, 100% vegetarian diet of wheat, barley, lentils and peas. They believe in keeping their hogs healthy from day one through diet and superior genetics, without the use of growth promoters or feed antibiotics.

“Our thirty-year commitment to Newport Meat Company has resulted in high-quality meat with extraordinary shelf life, eye appeal, and a consistent and predictable supply of product,” says Florence. “Our strong partnership with Newport Meat makes exclusive distribution in Southern California a win-win that we are very thankful for.”

# SET YOUR TABLE APART

Stay on the cutting edge of tabletop trends with stylish steak knives from **World Tableware®** and **Oneida®**. A variety of shapes, handles and blades give operators an abundance of choices when selecting their signature cutlery.

When choosing superior steak knives, look for styles that offer well-balanced handles and high-quality serrated or non-serrated blades. Explore a variety of textures and finishes to find the right knife for your restaurant.

supplies  
onthe**fly**.com  
from Sysco

All items featured here are available for purchase through your local Sysco marketing associate or on [SuppliesOnTheFly.com](http://SuppliesOnTheFly.com).



1. **World Tableware Stainless Steel Steak Knife** with a satin finish and hollow handle. |
2. **World Tableware Jumbo Full Tang Steak Knife** with Spanish Pakkawood handle. |
3. **Oneida Shelby Knife** with angular serrated blade and black handle featuring a silver tip. |
4. **Oneida Crest Knife** with resin handle and marble finish. |
5. **Oneida Caspian Knife** with serrated blade and contemporary handle.

# Specialty Food

# Simplified



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- 3 Add Items to your cart & pay with your Sysco invoice\*

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\*Approved customers only.



# Raising THE Steaks

Steak is as popular as ever. But with so many cuts and grades to choose from, each with different preparation and cooking techniques, it's easy to see why some operators still find steak a bit intimidating.

Today, beef represents great value. While many input costs of the foodservice business continue to inflate – labor, insurance, rent, energy, etc. – protein costs remain stable. In fact, beef prices have fallen steadily over the past two years. With falling costs and continually rising consumer demands taken into consideration, the time has never been better to feature beef on the menu.



Beef prices since 2015<sup>1</sup>



of operators say steak increases traffic<sup>2</sup>



of consumers eat beef monthly<sup>3</sup>



Simply put: people love it, people buy it, and your margins on steak are now better than ever.

**Chef Mark M. DeNittis**

Sysco Center-of-the-Plate Specialist,  
Sysco Denver



1. USDA Boxed Beef Reporting Dashboard  
2. 2015 Usage and Volumetric Assessment of Beef in Foodservice, Technomic  
3. Cattlemen's Beef Board & National Cattlemen's Beef Association, beefretail.org

## How to pick a winner

Choosing the right steak for your operation starts with knowing your customers – regional differences and price tolerance are huge factors to consider. From high impact to high value, the real key to profitability is knowing what sells.

## Big steaks, big impact

Nothing turns heads quite like a tomahawk rib chop. Cut from the standing rib, with the entire bone left intact, “tomahawks” not only make for an amazing presentation, they also inspire excitement as they make their way through the dining room. When served on a sizzling platter, **Buckhead/Newport Pride Tomahawk Chops** are a feast for the senses. Before guests even see the entrée itself, they can hear the juices sizzling and smell the char of the grill. Presentations like this are high impact and high dollar, so they are not for every operator.

Other high-impact cuts include **Buckhead/Newport Pride Bone-In Filets**, which deliver a juicy, more flavorful spin on leaner filet mignon; or the **Buckhead/Newport Pride Osso Bucco-Style Boneless Shortrib**, which is a more cost-effective alternative to lamb, veal or pork shanks in stunning braised applications.



### Worth their salt

Bring more flavor to your steak dishes with specialty sea salts from Woodland Foods.

**Black Hawaiian Sea Salt**

**Applewood Smoked Sea Salt**

**Himalayan Pink Sea Salt**



*Baseball Top Sirloin*



*Ranch Steak*



*Cube Steak*



## Where there is variety, there is value

You don't need to put a massive, two-person porterhouse on the menu to have a successful steak program. Due to recent advancements in product development, there are now more high-value cuts available than ever before. Take the **Buckhead Pride Beef Chuck Roll**, commonly known as the “chuck roll, neck off.” This reasonably priced cut offers both value and versatility for a variety of applications. Operators can easily serve a whole roast, cut the chuck eye into steaks, or shave it for use in Philly cheesesteaks.

Another lesser-known cut to consider is the **Buckhead/Newport Pride Pub Steak**. This USDA Prime graded steak is cut from the shoulder muscle, but remains tender due to the aging and marbling. At around \$4 for an 8-ounce portion, there is plenty of room for profit on the plate.

### Carve it up

Light butchery and solid knife skills can extend profitability. A 20-pound chuck can be stewed or braised whole for about \$300 profit. With creative butchery, that profit margin can reach nearly \$500 by seaming the chuck roll into high-profit cuts like Denver or Sierra steaks. Contact your local Sysco marketing associate for ideas and training materials.

### Need help deciding what's right for you?

To ensure that you make the right choice for your business and profitability goals, consult your local Sysco company. Our marketing associates, culinary consultants and center-of-the-plate specialists are experts in helping every operator find the right fit – from high-end steak houses to casual roadside grills.

## Not all beef is created equal

Quality is always important. But not every application needs the highest grade of beef. If you want to put simmered or braised dishes on the menu, like a traditional Irish stew or a classic American pot roast, then you may not need a USDA Prime cut. In these instances, a USDA Select cut will perform just as well with little to no trade-off in the quality of the finished dish. The only place you'll notice the difference is in your profits!

### There is no substitute for quality

Food safety and quality are something every operator needs to be concerned with. No matter what the USDA grade may be, if the beef arriving at your back door has been mishandled at any step in the process, then it may not be fit to serve. Working with reputable suppliers is incredibly important, and all it takes is one foodborne illness to turn a regular guest into a former customer.

When you get your beef from Sysco, you can rest easy knowing that we maintain the largest and most active quality assurance department in the foodservice industry. From our rigorous supplier approval process and ongoing facility inspections to our never-broken cold chain, we take pride in delivering beef that meets and exceeds the very highest quality and safety standards.

### A cut above

At Sysco, good animal welfare practices and the humane treatment of livestock are ingrained in our company culture. We employ the latest science-based standards and engage leading animal scientists to continually improve conditions and practices, including the incorporation of Animal Welfare and Handling Guidelines and Independent Animal Welfare and Handling Practices into our annual Independent Audit Program.

## Making the grade: a cheat sheet

USDA quality grades are based on attributes that affect tenderness, juiciness and flavor. This includes maturity, firmness, texture, color and marbling. USDA grades are not, however, a measure of quality assurance or food safety. That all depends on your suppliers and the QA practices they have in place.



### SELECT

**Attributes:** Uniform in quality; lean; not as juicy or tender as higher grades  
**Applications:** Marinating, slow cooking, braising



### CHOICE

**Attributes:** A step-up in quality and in marbling from Select  
**Applications:** Loin and rib cuts for broiling, roasting or grilling; use less tender cuts for braising, roasting or simmering



### PRIME

**Attributes:** From young, well-fed cattle; abundant marbling; highest quality  
**Applications:** Prime roast and steaks are excellent for broiling, roasting or grilling

*New York Strip Steak*



*Center-Cut Filet Steak*



*Ribeye Steak*



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## Making the most of your beef

If you want to get the most out of the meat on your menu, then choosing a partner who understands your unique needs, your customers' distinct preferences and your overall profitability goals is critical. At Sysco, we recommend **Buckhead Pride** and **Newport Pride**, North America's leading brands in beef.

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## Integrity of our brand

"Pride" is more than a brand name; it is how our companies conduct their business. Since being acquired by Sysco in 1999, Buckhead Meat and Newport Meat companies have grown to be two of the industry's largest and most reputable meat purveyors – known nationwide for perfectly aged steaks. From USDA Prime and Certified Angus Beef® to Choice, Select and Wagyu steaks, Buckhead and Newport cuts are aged for 21–35 days to enhance flavor and tenderness. It is this unwavering dedication to quality, consistency and craft that has made the Buckhead Meat and Newport Meat teams trusted partners to many of the world's finest chefs, hotels, steakhouses, neighborhood eateries and more. And it is their pride in a job well done that will make them the perfect fit for your operation, too.

## Portion control means profit

The artisan meat cutters at Buckhead Meat and Newport Meat specialize in hand-trimming and hand-cutting steaks and chops to ensure that every customer gets exactly what they pay for – from strict trim specs to exact steak counts.

## Still intimidated? Make it special.

If you do not regularly serve steak, try starting slow. Maybe host a steak night once a month to see how your guests react, and how your kitchen handles cooking steaks when the heat is on. If it works once a month, try it once a week. Odds are you'll soon find a permanent place for steak on your menu.



**The Buckhead/  
Newport Pride  
mission:**

*To source, age, cut  
and deliver top-quality  
meat products to  
our customers with  
exceptional service.*

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## Even high-performing steaks need a little rest

Let steaks rest for at least 3 minutes before slicing or serving. This allows juices to be drawn back into the meat, resulting in a juicier, tastier steak. Because meat will continue to cook even after it is removed from heat, try to avoid letting steaks rest for too long or under heat lamps.

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## RECIPE

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## BETTER WITH BUTTER

Recipes by **Chef Mark DeNittis**

Sysco Denver

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With classic options like compound butters, creamy sauces and grilled seafood offered as toppings for an upcharge, it is possible that the steak category may have invented the customization trend.

Getting into the customization game is easy, especially if you start with these simple-but-effective compound butters using on-hand and on-trend ingredients.

To make them, begin by whipping the butter. Next, fold in the ingredients listed below (or, get creative and add your own signature touch, it's hard to go wrong). Then, place butter mixture on wax paper and roll into a log. Chill for one hour or until firm. Slice rolls into ½" medallions. Place on top of cooked steaks before serving.

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## BLUE CHEESE CHIVE BUTTER

16–20 servings

- 8 oz Wholesome Farms Unsalted Butter
- 8 oz Sysco Imperial Blue Cheese
- 1 T Sysco Natural Fresh Chives, chopped
- 1 T Sysco Natural Fresh Thyme, chopped
- 2 oz Sysco Classic Prepared White Horseradish
- 2 t Sysco Imperial McCormick Ground Black Pepper
- 1 t Sysco Classic Apple Cider Vinegar
- Sysco Classic Kosher Salt, to taste

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## CHIMICHURRI BUTTER

16–20 servings

- 8 oz Wholesome Farms Unsalted Butter
- 2 T Sysco Classic Pure Organic Honey
- ½ c Sysco Natural Italian Parsley, chopped
- ½ c Sysco Natural Cilantro, chopped
- ¼ c Sysco Imperial Garlic Cloves, peeled and roasted
- 1 T Sysco Imperial McCormick Ground Cumin
- 1 t Sysco Imperial McCormick Crushed Red pepper
- 2 T Sysco Classic Red Wine Vinegar
- Sysco Classic Kosher Salt, to taste

**TIP:** Custom compound butters may be made days in advance. Just remember to label and date each roll and keep them chilled.

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Find the recipes for our **Maitre D' Hotel Steakhouse Butter** and **Major Gray Chutney Butter** in the Summer 2017 Recipe Book on [SyscoFoodie.com](http://SyscoFoodie.com).

## ROCK MELON CHELADA 1

Recipe by **Monin**

- ¾ oz fresh lime juice
- ¾ oz Monin Rock Melon Cantaloupe Syrup
- 3 mL Monin Cucumber Concentrated Flavor
- 6 oz non-alcoholic beer
- ice

Combine lime juice, rock melon cantaloupe syrup, cucumber concentrate and ice in a serving glass. Stir well to combine. Top with non-alcoholic beer. Garnish and serve.

## THAI COCONUT SPARKLING LIMEADE 2

Recipe by **Monin**

- 1 oz Monin Coconut Syrup
- 3 mL Monin Basil Concentrated Flavor
- 1 oz fresh lime juice
- 6 oz Topo Chico sparkling water
- ice
- basil sprig and mint sprig for garnish

Combine coconut syrup, basil flavor, lime juice and ice in a 16-ounce glass. Fill with sparkling water and stir well to combine. Garnish with basil sprig and mint sprig.

## COCONUT HORCHATA 3

Sysco Signature Recipe

- ½ c jasmine rice, boiled and strained
- ½ c sweetened condensed milk
- 1 c Wholesome Farms Plain Greek Yogurt
- 1 c coconut milk
- ¼ c coconut flakes
- 3 T almonds
- 2 t vanilla extract
- 2 t lime zest
- 1 ½ t ground cinnamon
- 1 c ice
- 1 c Vita Coco Coconut Water
- salt to taste

In blender, combine ingredients and blend until smooth. Strain through fine strainer. Serve over ice.



# POUR ON THE PROFITS WITH *summer drinks*

It's no surprise that cold beverage sales spike in the summer months. Temperatures peak and consumers look for refreshing, satisfying ways to quench their thirst. As beverage trends shift away from drinks over-saturated with sugar and artificial sweeteners and toward natural ingredients that place an emphasis on nutrition, operators looking to pour on the profits have to build summer beverage menus that emphasize healthful ingredients, while also focusing on variety and customization.



Operators looking to capitalize on rising temperatures should focus on crafting a summer beverage menu that makes customers feel they're being catered to, all while offering the healthful options they crave.

### Bring on the bases

With better-for-you bubbles and naturally sweetened drinks rising in popularity, there's no shortage of beverages to build a summer menu around. Fun, fizzy refreshments like club soda and sparkling water serve as great bases for customization, and play into the desire for carbonation with less sugar. Watermelon water, coconut water and carbonated water are all trending with consumers. Try creating sparkling raspberry lemonade by adding lemonade and Monin Raspberry Syrup to the sparkling mineral water Topo Chico. Sysco's House Recipe Iced Teas become a custom-crafted drink with flavored syrups or muddled fruit add-ins, which are also rising in popularity. Operators can take advantage of this trend by adding Monin Peach Syrup and muddled basil to a pitcher of pre-brewed iced tea. Artisan-style drinks like these are sure to draw consumers in and boost profitability during those hot summer months.

### Fun and flavorful

Innovative flavor combinations are another way to give consumers the "crafted" feel they want in beverages. Using on-hand ingredients and syrups or purees, operators can create flavorful drinks that are low in cost but high in profit. Sweet and spicy flavors are trending in the beverage category. Play to this trend by adding muddled jalapeños and Capfruit Yuzu Puree to Sysco Natural Pineapple Juice. Or add Capfruit Blackberry Puree and muddled basil to sparkling water to create a fizzy, distinct juice. Coconut water is 100% juice and packed electrolytes, providing the nutrition consumers are looking for with very little sugar. Try mixing Vita Coco with grated ginger and lemon juice to create ginger-coconut lemonade or a delicious coconut horchata.

### Presentation matters

To really boost profitability, put a fun spin on presentation. Use herbs to enhance the look and aroma of summer beverages, or to deepen the drink's flavor profile. For a more elaborate presentation, freeze herbs or fruit in ice cubes and toss them in a pitcher of tea, or use them as a garnish for individual drinks. Mini milk bottles make the perfect presentation for serving bright juice flights at brunch, and glass mason jars are great for serving everything from specialty teas to mocktails. Garnishes, colored straws and on-trend glassware make a big difference in the upcharge amount.



Demand for coconut water increased by 27% in 2016.<sup>1</sup>

*Take the "mock" out of "mocktail." Pump up the profitability of your drinks by adding your choice of liquor.*

Create signature summer mash-ups with Topo Chico, Monin Syrups and Vita Coco.



### Sparkling Juice Flights

- A** | Topo Chico + Capfruit Strawberry Puree + Muddled Mint
- B** | Topo Chico + Capfruit Blackberry + Monin Basil Syrup
- C** | Topo Chico + Capfruit Yuzu Puree + Monin Agave Syrup
- D** | Topo Chico + Capfruit Blood Orange Puree + Muddled Ginger



Fun and fizzy beverages perfect for brunch

1. Technavio

 **RECIPE**

**ROYALE WITH CHEESE**

Recipe by **Chef Neil Doherty**  
Sysco Corporate

- 1 brioche bun
- 8 oz Fire River Farms 80/20 Ground Chuck
- 1 slice aged cheddar cheese
- 2 slices tomato
- 4 ea spicy garlic pickle chips
- 1 oz fried tobacco onions (see recipe)
- 1 oz honey mustard BBQ sauce (see recipe)
- ¼ t pepper supreme
- 1 t butter
- tempura mushroom for garnish

**Tobacco Onions**

- 1 red onion
- 1 c buttermilk
- 1 c all-purpose flour
- ¼ t cayenne pepper
- salt and pepper to taste
- canola oil for frying

**Honey Mustard BBQ Sauce**

- 1 c honey mustard sauce
- ½ c BBQ sauce

**For the onions**

Thinly slice the onion. Separate rings and submerge in buttermilk. Let soak for 1 hour. While onion rings soak, season flour with salt, pepper and cayenne pepper.

Remove onion rings from buttermilk and dredge in seasoned flour. Tap off excess. Fry at 350° F until golden and crispy.

**For the sauce**

Mix honey mustard sauce and BBQ sauce together.

**For the burger**

Season ground chuck with salt and pepper. Hand-form patties and cook to desired temperature. Toast brioche bun and dress with honey mustard BBQ sauce. Place cooked patty on bottom bun. Top with aged cheddar, tomato, pickle chips and fried onions. Hold top bun in place with tempura mushroom skewer and serve.



Summer is the ideal time to menu beef. May is National Burger Month, and consumers associate the warm weather with events like outdoor cookouts and grilling parties. When adding ground beef options, it's important to keep quality in mind. Diners are shifting their focus toward high-quality ingredients, which is especially important for raw meat. Sysco's Fire River Farms brand supplies high-quality ground beef that adheres to the strictest food quality and safety standards, allowing you to beef up your menu without compromising your standards.



## Better beef, from the grind up

Summer season is grilling season, and consumers are drawn to the craveability and familiar format of burgers. However, the increasing focus toward healthful options and sustainability means that customers want more than something they can sink their teeth into; they want something they can feel good about eating – and they won't sacrifice quality. Fire River Farms, Sysco's brand of ground beef products, ensures consistent quality for your menu and savings for your bottom line.

Fire River Farms delivers high-quality patty and bulk ground beef in fresh and frozen varieties to Sysco customers. Part of Sysco's Leading Brands family, Fire River Farms takes stringent measures to ensure that all raw materials used to produce their products meet Sysco's strict food safety and quality requirements.

An exceptional level of oversight into the processing and delivery of ground beef ensures that Sysco knows what raw materials are being used and the processes behind them. A rigorous supplier approval program guarantees that all raw materials are compliant with Sysco's food safety and quality programs; the process includes on-site audits and quality, food safety and product evaluations. Monitoring and verification procedures, including random and scheduled audits by quality assurance members, are put in place after approval, to ensure that food safety and quality systems are maintained and that products are manufactured according to agreed specifications. Additionally, Sysco closely monitors the delivery of Fire River Farms ground beef, including time temperature recorders during transportation. All measures ensure that the brand delivers a safe and wholesome product, every time. The best quality for the best ground beef – that's Fire River Farms.

## Beyond the burger

Ground beef offers unmatched versatility, and operators can boost profitability by utilizing the high-margin protein across their entire menu. Fire River Farms products come in a variety of grinds – including Supreme Angus, Imperial Angus and Classic – perfect for crafting everything from comfort food classics like chili and meatloaf to on-trend street-style tacos and authentic enchiladas.



**FRESH**  
new look.  
**SAME**  
great brands.



You may notice that our brands are starting to look different. Driven by a company-wide commitment to more sustainable operations and new FDA regulations on clear and clean labeling, the packaging and branding around our products will soon feature a fresh, new look. Rest assured that no matter what changes on the outside, the quality and consistency you've come to rely on will always remain the same.



### Sysco Brand QA Promise

Deliver Sysco Brand products that meet the most exacting standards for safety, reliability and quality.

All Sysco brands are backed by the largest Quality Assurance department in the industry.

# PORK

## the Powerhouse Protein



Find the recipe for our **Boneless Pork Loin Roast with Herbed Pepper Rub** in the Summer 2017 Recipe Book on [SyscoFoodie.com](http://SyscoFoodie.com).

Pork is flavorful, versatile and makes a great starting point for innovation. It's also cost-effective and has a high utilization percentage, making it the perfect protein for operators looking to maximize profits and broaden the appeal of their menu.

### make it multicultural

Long a staple of Asian and Hispanic cultures, pork lends itself well to many of today's hottest ethnic cuisine trends. **Butcher's Block Skinless Pork Belly or Shoulder** is perfect for authentic dishes like Japanese ramen or Vietnamese pho. For less adventurous diners, try roasted pork Cuban medianoche sandwiches or crispy pork belly tacos.

### go whole hog

Pork is perfect for nose-to-tail cooking: operators can use it for everything from simple pork chops, cured whole bellies and roasted pork butts to making stocks, burnt ends and chicharróns. For operators looking to really capitalize on the sustainability trend, Sysco works closely with suppliers to ensure the very best in animal welfare, including group housing.

### turn it white tablecloth

Pork can also be a cost-effective substitute for beef as an upscale menu offering. Pork chops make for a stunning presentation when roasted and carved tableside. The same can be said for pork tenderloin when it is sliced and fanned out over a bed of sauce. Or try Sysco's **White Marble Farms™ Pork Chop**, which has a higher pH value and a higher grade of marbling than other cuts on the market, and can hold its own next to any steak on your menu.



### Menu This

Other proteins to menu



#### Lamb

Lamb has a rich flavor profile that holds up well to Mediterranean and Middle Eastern spices. Go beyond the conventional rack of lamb by offering a roasted leg of lamb or a marinated lamb kebab.



#### Goat

Goat plays well with the ethnicity trend, and is sustainable, affordable and lean. Try incorporating goat into your menu in everyday applications like goat enchiladas, or go ultra-traditional with a creamy and aromatic goat curry.



#### Veal

Veal is now available in more sustainable varieties than ever before. Be sure to educate your servers on the sustainable attributes so that they can make customers feel more at ease with enjoying the many flavorful benefits of veal.

# The Clean Label Boom

The availability of healthy menu options has long been a concern for consumers and restaurant operators, and the trend is ramping up even more in 2017.

To a large degree, the consumer demand for transparency is driving this trend. Whether in restaurants or grocery stores, Americans are paying more attention to health and wellness and are looking to purchase foods that are simple, fresh and authentic. They want to learn more about the food they eat — how products are made, where the food comes from and what ingredients are included. To this end, they also want easy-to-understand ingredients on their food labels.

But since there's no formal FDA definition for clean label, operators must determine how their customers define it and then source products that meet those guidelines and qualifications. This could include attributes such as natural, organic, minimally processed, non-GMO or "free from" claims, including antibiotic free, hormone free or high-fructose corn syrup free.

"We're looking at being as 'clean label' as possible. As quick as we can get to it," says Neil Doherty, Sysco's senior director of culinary development.

"It's the right thing to do. Our counterparts in Europe are already there and we are catching up."

According to the National Restaurant Association's most recent annual What's Hot Culinary Forecast, natural ingredients/clean menus represent the third-largest concept trend for 2017. Since 2015, in fact, the overarching concern for natural ingredients and minimally processed food has been among the NRA's top 10 trends.

## Clean Label by the Numbers

**59%**

of consumers feel that clean claims align with greater healthfulness<sup>1</sup>

**\$ 82%**

of operators agree that clean labels have a great or moderate influence on future purchase decisions<sup>2</sup>

**50%**

of customers say they look for healthy options when ordering at restaurants<sup>3</sup>

## Introducing two clean label dressings

Clean Label **Sysco Imperial Blood Orange Shallot Vinaigrette**

Clean Label **Sysco Imperial Blackberry Peppercorn Vinaigrette**



1. 2016 Healthy Eating Consumer Trend Report, Technomic  
 2. MenuMonitor, Technomic  
 3. 2016 Healthy Eating Consumer Trend Report, Technomic

# PRODUCE SIZZLES ON SUMMER MENUS

Summertime is the perfect time to showcase produce on your menu. As temperatures rise, so does the interest in lighter, healthier eating styles. The increasing desire for healthful options, coupled with the trends toward “veggie-centric” dishes and center-of-the-plate produce, offers operators the perfect opportunity to experiment with produce-heavy menu options that will draw in customers while keeping costs down.

Strawberry  
Caprese Salad

Ginger-Mint  
Julep with  
Fresh Pineapple

Berry Beet  
Quinoa Salad



Watermelon  
Rind Pickles

## SIGNATURE SALADS

Colorful combinations of fresh vegetables such as carrots, broccoli, cabbages, beet greens, chicory and kale add variety and substance to summertime salads. Fruits like blackberries or strawberries add sweetness, while garnishes such as sunflower seeds, crispy quinoa or roasted pumpkin seeds deliver texture and protein.

## PICKLES AND PRESERVES

“Putting up” the season’s bounty is a time-honored produce strategy, and it’s trending big-time among chefs and operators drawn to pickling and preserving. From fruit jams and chutneys to pickled watermelon rind and bread-and-butter cucumbers, these handcrafted foods set menus apart. Plus, they’re versatile enough to serve with appetizers, alongside sandwiches and in desserts, so you can capitalize on the profitability of produce.

## INNOVATIVE BEVERAGES

Fresh, healthy and appealing, juices and smoothies incorporating everything from spinach to blueberries are an easy and delicious way for patrons to get their daily quota of fruits and vegetables.

Blended beverages are also a great vehicle for reducing food waste by utilizing “imperfect” produce, such as the misshapen and over-/under-ripe produce available through Sysco’s Ugly Fruit Program.

Dress produce up by mixing fruits and flavors to create signature summertime mocktails. Try blackberry mint spritzers, frozen watermelon or cactus-pear slushies, or strawberry lemonade.

*For more trends in summer beverages, see page 12.*

— Sysco | freshpoint —  
**NATURAL™**  
Hand Selected Produce  
SINCE 1983

## RECIPE

### STRAWBERRY PESTO CAPRESE SALAD

Recipe by Chef Neil Doherty  
Sysco Corporate

- 2 c sliced strawberries
- 5 oz fresh mozzarella bocconcini, cut into slices
- ½ c Arrezzio Pesto
- ¼ t salt
- olive oil
- Sysco Imperial Fresh Basil Leaves

Put strawberries and mozzarella together in a small bowl and sprinkle with salt.

Add pesto and stir gently to coat.

Transfer to a plate, drizzle with olive oil, and garnish with fresh basil leaves.

### GINGER-MINT JULEP WITH FRESH PINEAPPLE

Recipe by Chef Doug Weist  
Sysco Louisville

- 2 T pineapple, chopped
- 2 T Monin Ginger Syrup
- ¼ c Kentucky Bourbon
- 3 T Sysco Natural Pineapple Juice
- 8–10 Sysco Imperial Fresh Mint Leaves mint sprigs and pineapple wedges for garnish

Muddle mint leaves, chopped pineapple and ginger syrup in serving glass.

Pack finely crushed ice over muddled mixture, filling the glass to the top.

Pour bourbon over ice, followed by pineapple juice.

Stir gently to combine. To garnish, top with crushed ice, mint sprigs and pineapple wedges.

Find the recipes for all our produce dishes in the Summer 2017 Recipe Book on [SyscoFoodie.com](http://SyscoFoodie.com).



From local to global, Sysco makes a difference. We believe that reducing the environmental impact of our operations is the right thing to do, which is why we continuously improve efficiencies in our logistics chain and warehouses. We work passionately to supply customers with food products that meet high standards of safety, quality and traceability. And we're serious about supporting our communities through philanthropy and volunteerism, making hunger relief our charitable priority.

## DELIVERING HEALTHY AND NUTRITIOUS FOOD TO CHILDREN

At Sysco, we believe no child should grow up hungry, but one in five children in America struggles with hunger. That's why we've partnered with the non-profit Share Our Strength on their No Kid Hungry® campaign, which focuses on ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to nutrition programs like school breakfasts and summer meals, and teaches low-income families to cook healthy, affordable meals through Cooking Matters®.



Strong, effective partnerships are the key to the No Kid Hungry strategy. Thanks to support from our industry partners, more kids around the nation are now getting the healthy meals they need every day.

Billy Shore, Founder and CEO,  
Share Our Strength



To further their mission to end childhood hunger, Share Our Strength hosts the annual Taste of the Nation® culinary fundraiser, which raises critical funds to support their No Kid Hungry campaign. The fundraiser features 20 events in 20 markets across the United States and Canada. At each event, top chefs prepare tastings of their signature dishes for local ticket buyers. In addition to being a national presenting sponsor for Taste of the Nation, Sysco provides volunteers, food products and disposable items for all Taste events across the country. We're honored to assist the chefs who donate their talent and time to the fundraiser.



**NOKID HUNGRY**  
SHARE OUR STRENGTH

SINCE THE LAUNCH OF THE NO KID HUNGRY CAMPAIGN  
**CHILDREN HAVE RECEIVED**



**500 MILLION HEALTHY MEALS**

For more information visit [nokidhungry.org](http://nokidhungry.org).



**2016 TASTE OF THE NATION**

**20 EVENTS**

**16,000 PEOPLE**

**800 CHEFS AND MIXOLOGISTS**

**\$3,000,000 RAISED**

# CREATE FIRST IMPRESSIONS THAT LAST

## LET US POSITION YOUR MENU FOR PROFIT

Your menu is your restaurant's most valuable asset. It influences customers, spotlights signature dishes and elevates your brand.

Is your menu telling the right story?

Drawing on Sysco's 25 years of menu expertise, Sysco Menu Services will customize your menu with services designed to ensure that your brand story is told in a way that's marketable – and profitable.

### OUR SERVICES INCLUDE:

**MENU ANALYSIS AND ENGINEERING**

**CUSTOM MENU DESIGN**

**EXCLUSIVE SELF-SERVICE TOOL**



Good things  
come from  
**Sysco**  
**MENU SERVICES**  
"TELLING YOUR STORY IN A PROFITABLE WAY"

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 summer 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.



## Seafood brings the sizzle

This summer, make room on the grill for the season's best seafood. Guests look for lighter options in the warmer months, so consider adding protein-packed, carb-light dishes to your menu. **Portico**® shrimp, salmon, halibut, swordfish and tuna are perfectly suited to withstand the heat of the grill – just add your favorite rub, marinade or sauce. From skewers and salads to tacos and fillets, seafood pairs swimmingly with summer. Plus, the long summer days are ideal for seafood-themed events like a coastal fish fry with **Portico Cod** and **Pollock**, a New England clambake or a low country crab boil.



## Produce delivers profits

Produce finds its way onto menus in a multitude of applications this time of year. From fresh-pressed juices and smoothies to colorful salads and veggie-centric entrées, produce packs a profitability punch. **Sysco Imperial Fresh Avocados** are the upcharge darling of summer dining. Adding avocado to salads, tacos, burgers and sandwiches is a great way to amplify the profit potential of your menu's most popular dishes. Dress up basic drink offerings with **Sysco Imperial Fresh Mint** and **Sysco Imperial Fresh Lemons** or **Sysco Imperial Fresh Limes**. Muddled at the bottom of a glass, mint and citrus are fresh flavors that complement everything from iced tea and lemonade to cocktails and sparkling water. For more summer beverage ideas, see page 12.



## Summer meets center-of-the-plate

Special family gatherings and summer celebrations are a great time to feature Sysco's signature cuts of meat. Beef up your protein offerings with **Butcher's Block 21-Day Aged-to-Perfection Choice Ribeye** or **Butcher's Block Choice Inside Round**. Top with a rich, herb-infused compound butter (see page 11) and complement the dish with the season's freshest produce. Of course, no summer menu is complete without a burger. Create a signature dish with high-quality ground beef from Sysco's **Fire River Farms**, available in **Fire River Farms Angus Chuck**, **Fire River Farms Imperial Chuck** and **Fire River Farms Classic**.



# 10 REASONS

to put more

# plants

on the menu

Chefs and diners have become obsessed with plants – and not just in vegan or vegetarian applications. The idea of eating more plants has even transformed into an exciting new trend that’s been called everything from “plant-centric” and “vegetable forward” to “veggie-driven.”

“Many consumers today are flex-itarians,” says Massimo Balacchi, director of Sysco’s Italian segment. “While the number of people going vegan or vegetarian is growing, it’s very small compared to those who choose to eat less meat in favor of plant-based menu options.”



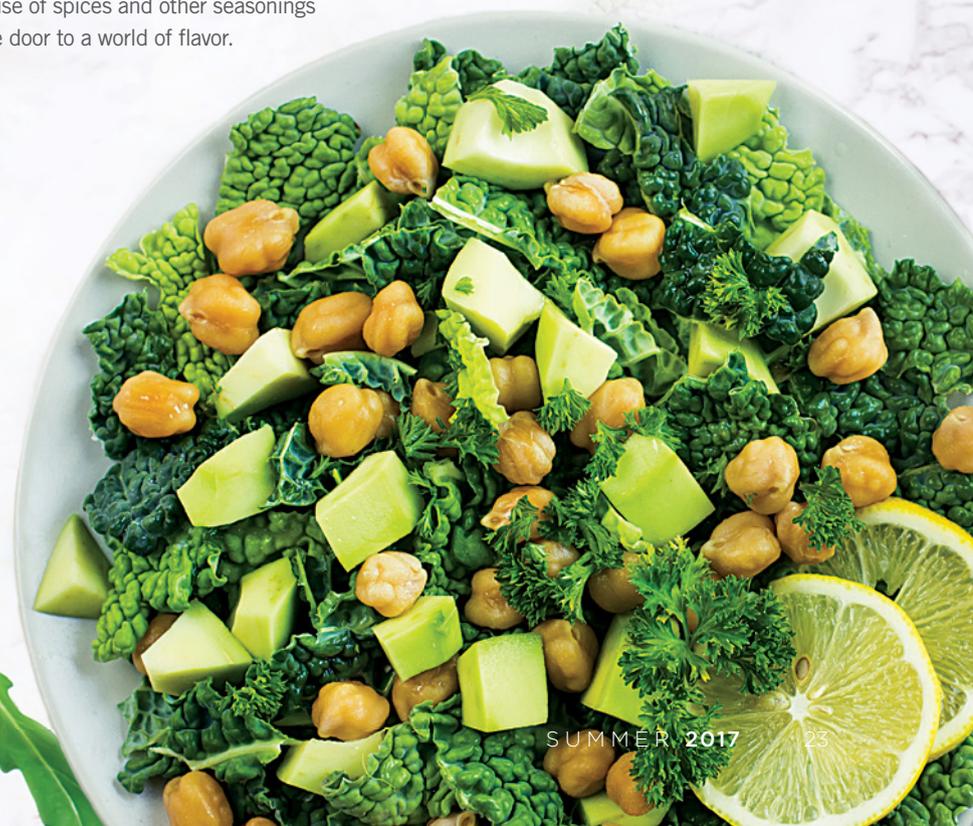
## DID YOU KNOW?

Vegetable-forward limited-service restaurants saw 11% year-over-year growth from 2015 to 2017.<sup>1</sup>

1. Seafood & Vegetarian Consumer Trend Report, Technomic

## HERE ARE THE TOP 10 REASONS PLANT-FORWARD OPTIONS ARE INCREASING IN POPULARITY.

- ① **Plants are good for you.** Eating more veggies and less meat can improve, stop or even reverse common causes of chronic diseases (cardiovascular disease, cancer, Type 2 diabetes, etc.).
- ② **Veggie-centric options appeal to on-trend diets.** Followers of popular diets, such as paleo or gluten-free, are very loyal to places that offer tasty diet-friendly options.
- ③ **Plant-based diets are more sustainable.** Growing plants for food requires fewer resources and generates less pollution.
- ④ **Customers want to eat more plant-based foods.** Among consumers who eat vegetarian and/or vegan dishes, 44% say they’d like restaurants to offer more options to animal protein; 41% would like restaurants to offer a wider variety of vegan options.<sup>1</sup>
- ⑤ **Plant-based diets are nutritious.** A well-balanced plant-based diet meets the nutritional needs of individuals at every stage of life (with the exception of vitamin B12, which can be supplemented).
- ⑥ **Plants are flavorful and delicious.** Plants can hold up to as many cooking techniques as animal proteins. Where fat is reduced, the creative use of spices and other seasonings opens the door to a world of flavor.
- ⑦ **Global cuisine is heavily dependent on plants.** Some of the most exciting global cuisines are predominantly plant-based. Indian, Chinese, Southeast Asian, Mexican, Mediterranean and African cuisines can all serve as inspiration for incorporating traditional flavors and techniques.
- ⑧ **Plant-based items are easy to integrate.** The more plant-based options an operator introduces, the better they fit. Even when vegetarian or vegan items aren’t identified as such, servers can talk them up and help complete the sale.
- ⑨ **It’s easy to make it meatless.** A single portion of animal protein can be replaced in popular meat-based dishes by hearty grilled vegetables, mushrooms, distinctive grains such as farro or quinoa, or plant-based substitutes like tempeh, tofu or seitan.
- ⑩ **Plant-centric menus have cost and profit advantages.** Because plants require fewer resources to grow and harvest, they can be priced lower than other items to encourage trial and recurring volume sales.



SYSCO  
CUSTOMER PROFILE



**Location**  
Chicago, Illinois

**Founded**  
1993

**Category**  
American Fine Dining

[signatureroom.com](http://signatureroom.com)



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*Foodie* magazine recently sat down with **Jay Roman**, executive vice president of **The Signature Room at the 95th**, a place where the view and the food will both take your breath away.

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**If you only had a brief moment to explain The Signature Room to someone, how would you describe your restaurant?**

"The Signature Room is a place where people come to celebrate life - from local families sharing memories and special occasions, to visitors who are seeing Chicago for the very first time. We are known for fine American cuisine, hand-crafted specialty drinks, impeccable service and some of the most stunning views in the world. It really is a special place."

**Your view from the 95th floor of the John Hancock Center is breathtaking. What's your favorite thing about that view?**

"The view is always changing. We have clear days and nights where you can see 80 miles and four states. We have days where it rains at ground level and the clouds stay below us - then all you can see are the tops of other tall buildings rising out of the clouds. You can watch storms roll in off the lake; you can see the stars, the fireworks ... and the sunsets. The sunsets here are especially beautiful."

**You've won a boatload of awards. Are there any that you are particularly proud of?**

"We take pride in every award we receive, and it's great to be recognized as 'the restaurant Chicago looks up to.' Literally. But it's the awards that our staff receives for their work that mean the most to us. The Wine Spectator awards and the Escoffier Society inductions ... these are the types of awards that are earned through hard work, skill and dedication to craft. Those are the ones that really count."

**If I were a new customer and gave you free rein to select my meal for me, what would you recommend? Let's make it a big meal, from apps to desserts!**

"I would start the meal with one of our seafood towers. Not only is it a delicious option, but it's a real statement maker! The tower includes a whole Maine lobster, a dozen oysters on the half shell, a dozen jumbo shrimp and one pound king crab legs – the perfect way to start the evening. For the first course I would select the braised short ribs. They are perfectly tender and the flavor is out of this world! Right now, chef is pairing them with a malanga puree and fresh spring asparagus. The ideal second course would be our lobster bisque. It is a light, cream-based soup with rich flavors of lobster, sherry and a hint of fennel. The soup is completed with a shrimp and lobster mousseline. For the entrée, I would recommend our seared lamb chops. We bring in Australian lamb, which chef pairs with a Mediterranean-inspired tomato goat cheese semolina cake, carrots and a mint parmesan gremolata. No meal at The Signature Room is complete without our iconic white and dark chocolate mousse cake! This dessert has been on our menu since the beginning and for good reason – it is layers of chocolate cake and mousse topped with gold dust."

**How do you stay up with the latest trends to keep the menu fresh?**

"We like to blend new food and beverage trends with the classics. We serve items that are cutting-edge and exciting, but approachable enough for even the most occasional diner. It's a balance."

**You have a charitable focus to your business. Tell us about the Susan M. Roman Scholarship.**

"From our first day of operation, ownership made a commitment to share our success. It's part of our culture. Our managers volunteer to make and serve food at local community centers, and we donate to and participate in several charity events throughout year. To date, we have donated over a million dollars to local charities. After losing one of our favorite people – Susan Roman, wife of owner Rick Roman and mother to Angela Roman, a former GM, and Dominic Roman, our current manager – to ovarian cancer, we created a foundation in her honor. The foundation is focused on raising scholarship money for oncology students and working with local organizations that support families of cancer patients undergoing treatment, such as Gilda's Club and The Ronald McDonald House. So our charity work is not only important, it's deeply personal."

**What items do you typically source from Sysco?**

"Over the last 22 or 23 years of being a Sysco customer, we have sourced everything from cleaning supplies to center-of-the-plate proteins, including specialty items like fresh produce and fish. We also get our tableware from Sysco – our china, our silver and the glasses we set on every table."

**Tell us about the meat you get from Sysco.**

"We get our meat almost exclusively from Sysco. We have used other specialty meat companies in the past. But when it comes right down

to it, no one can compete with the quality and pricing Sysco has to offer. Not to mention the variety! We buy everything from whole tenderloins and 10-ounce filets to striploins and dry-aged ribeyes. And they are always consistent and priced for profit."

**What makes Sysco an ideal partner for you?**

"It's Sysco's product quality and consistency, plus the range of services they offer. We enjoy the ease-of-use of the Supplies on the Fly program, the continuing education they offer, the annual foods shows and the one-on-one attention we get from our reps. So it's not just one thing, it's everything."

**How has Sysco been a part of your success?**

"Sysco not only delivers on our needs and requests, they work to help us save money. And they offer us a consistency we would have a hard time replicating with a combination of many different vendors. They are our one-stop shop. Sysco is also very flexible about our building's delivery restrictions, which are very strict given our 95th floor location. Sysco is, in every sense of the word, our silent partner."



*The Signature Room represents the best of what Chicago has to offer: stunning views, fine dining, excellent service and great people. Our space serves as a reminder of what makes Chicago great.*

**Jay Roman,  
Executive Vice President**



# KEEPING PROFITABILITY ON THE PLATE

Today's operators face a host of profitability challenges: increased competition, soaring food costs and continuing labor pressures, just to name a few. When looking to add profitability, it is important to understand that "value" goes well beyond what is on the plate. Value can be found in the perception of a dining experience.

*"If food is delicious and visually appealing – especially if it's Instagrammable – customers will order it, they will share their experiences, and they'll feel good paying the price you ask," says Cujean Lee, Innovation and Strategy Analyst at Sysco.*

## TOP 5 WAYS TO MANAGE PERCEIVED VALUE



### 1 Reorganize the real estate

One of the simplest and most effective ways to increase profitability is to change the way the plate is composed.

- Decrease center-of-plate portion size by increasing starch and vegetables.
- Choose sides that offer greater plate coverage, like vegetables that add bulk, height, color and textural interest.

**TIP:** Launching a redesigned item under a new name is a great way to avoid customer concerns about smaller portions.

“

You don't have to raise prices to increase profits. There are several tweaks you can make to what you menu or how you plate your dishes that will drive revenue and please your customers.

– Neil Doherty  
Sysco's Senior Director of  
Culinary Development

”

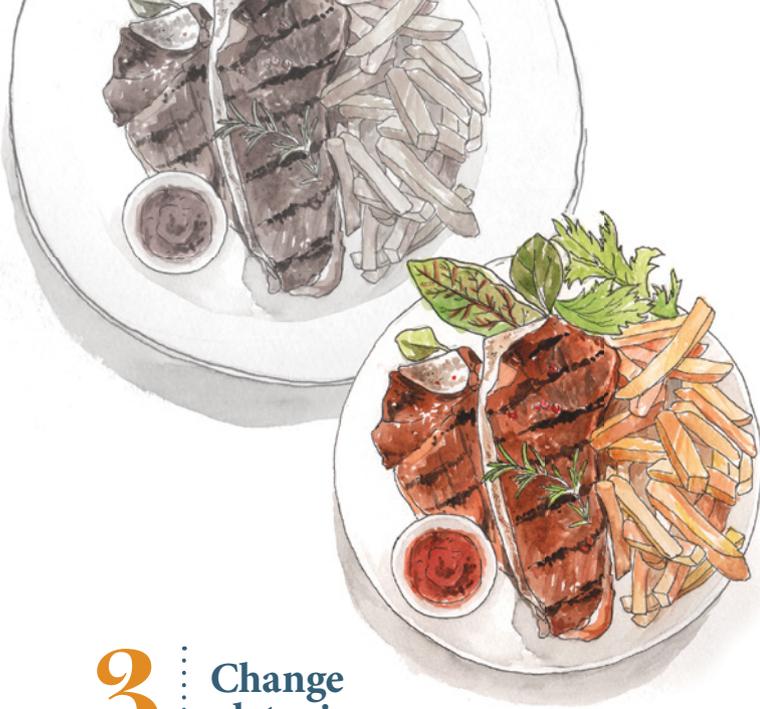


### 2 Emphasize side dishes

One side does not fit all. Use side dishes to fill the plate and leave a lasting impression.

- Unique sides add coverage and interest. Use them as a point of differentiation.
- Craveable side dishes like truffle mac and cheese not only demand a premium price, they also help drive incremental traffic.

**TIP:** Don't think of protein as the center of the plate; consider it "part of the plate."



### 3 Change plate sizes

Whether it's a china plate or a paper-lined sandwich basket, size matters.

- Choose plates with attractive borders that reduce coverage area and create the perception of fuller servings.
- Decreasing container size by an inch can achieve the same result.

**TIP:** If you do it right, food cost savings and increased profitability should offset new tableware expenditures.

### 4 Leverage high-value ingredients

Less expensive ingredients, especially at the center of the plate, will increase profitability and offer quality and value.

- Experiment with value cuts of protein: try lamb shank instead of chops, pork shoulder instead of loin, beef chuck instead of sirloin.
- **Portico Alaskan Pollock** or **Portico Bounty Pacific Cod** are less expensive and more sustainable – something consumers care about more and more.

**TIP:** Look to other cultures for inspiration. Cuisines like Asian, Mexican and Mediterranean use high-value proteins quite effectively.

### 5 Put more plants on the menu

The trend toward eating more plants means that they are now being prepared and served in new and interesting ways.

- Express your creativity. A flavor-packed grilled cauliflower steak offers menu appeal while providing great plate coverage and comfortable margins.
- Replace some animal protein with less-costly plant protein, like beans and quinoa.

**TIP:** Playful garnishes and other extras, such as spiced nuts, herb-infused oil drizzles or house-made vegetable chips, add vibrancy and value.





# CLEAN MATTERS

Cleanliness consistently ranks as one of the top reasons guests choose to return to a restaurant. Keeping the front and back of house squeaky clean can help operators keep employees safe, promote customer health and satisfaction, reduce waste and lower food cost, and extend the life of supplies and equipment.



## Clean ware is priority #1

The cleanliness of dishware, glassware and silverware ranks just behind taste and flavor of food as the most important factor guests consider when choosing a restaurant. Dirty dishware isn't just an eyesore for guests – it's a health hazard. Whether you opt for a manual process or a dishmachine, proper warewashing should always include detergent and sanitizer. **Keystone Mobile Solids Dispenser** automatically uses the perfect amount of both, making it easy for operators to reduce product waste, control costs and conserve water.



## Clean floors are safe floors

Greasy, poorly mopped floors can be a slip-and-fall risk. They can also harbor dangerous bacteria like Listeria, Staphylococcus and Salmonella, which can spread through the kitchen and make customers sick. **Keystone Sanitizing Wash 'n Walk** kills 99% of harmful bacteria on floors and in drains, creating a cleaner, safer kitchen. It's easy to use and there's no rinsing required – simply prepare the floor, apply the solution, and let it work its magic.

Ask your marketing associate about Sysco's **Clean with Keystone Program**.



## Spotless kitchen, spotless reputation

A clean kitchen not only prevents accidents and promotes employee safety, it also reduces the risk of foodborne illnesses and contamination. Keystone offers products like **Orange Multi-Surface Cleaner** and **Redi San RTU Hard Surface Sanitizer**, which help operators stay compliant with local health regulations and keep their kitchen and food prep areas clean. These products break down grease from surfaces, preventing the transmission of germs from counters and tabletops to guests and employees.



## Cleanliness starts with clean hands

Having access to a clean restroom is a big deal to customers: 78% of guests see a clean restroom as an indicator of a clean kitchen and good food quality. **Keystone Antibacterial Foam Hand Soap** has a light citrus scent, kills microorganisms, and leaves hands feeling soft, clean and moisturized. It can be used in back of house as well as in public restrooms to ensure that all areas of your establishment are safe, clean and smell great for guests.

**CLEAN** with **KEYSTONE™**



The demand for healthy menu options is on the rise. A growing number of diners want to know where their food is coming from, what's in it, and how it's going to affect their health – and they expect operators to answer these questions. **eNutrition**, an exclusive digital tool available only to Sysco customers, simplifies this process by changing the way operators access and use nutrition information, making it easier to meet the demand for better-for-you options.

## WHAT IS ENUTRITION?

eNutrition is a web-based interactive tool that provides nutrition information for Sysco products. The site is user-friendly and designed for use across all types of foodservice operations. With eNutrition, Sysco customers can create custom recipes, analyze the per-serving nutrition content of those recipes, and use this information to better highlight their healthful options.

## ACCESS REAL-TIME NUTRITION DATA

eNutrition is integrated with the Global Data Synchronization Network (GDSN), an interconnected network that standardizes foodservice industry data to drive better efficiency, product information and traceability. GDSN integration enables the real-time data flow of manufacturer-provided nutrition data, ensuring that the system's product information is current.

## SEARCH OUR PRODUCT CATALOG

eNutrition allows users to search for products by name or SUPC, and view each product's nutrition information, ingredients, allergen statement and attributes. Operators can use this information to help health-conscious diners and customers with dietary restrictions identify menu items that adhere to their nutritional needs, and to support health-related claims on their menus.

## REQUEST A CUSTOM ENUTRITION REPORT

Don't want to search eNutrition for each individual food item? eNutrition custom reports extract and display data in one simple spreadsheet. The report is an efficient way to review nutrition data for items you purchase, and you can use the results to identify specific nutrients, allergens or product attributes (such as child nutrition, kosher or gluten-free).

## eNUTRITION AT A GLANCE

eNutrition is designed for customers who want to:



**SEARCH**  
product nutrition information provided by the manufacturer



**UTILIZE**  
advanced search based on attributes



**CREATE**  
custom recipes for nutrient analysis

## GET STARTED NOW!

Ready to start taking advantage of all of the features that eNutrition has to offer?

Contact your marketing associate to request access.

## ENUTRITION IS NUTRITION ANALYSIS MADE EASY

eNutrition provides a secure space for storing and accessing all of your recipes. Inputting a new recipe is intuitive and simple, and you can quickly search for existing recipes by name or ingredient. Curious about the calorie, fat, sugar or sodium content in a single serving of one of your recipes? Once you've added a recipe, you can scale it down to view per-serving nutrition information.

Completing a nutrition analysis for your entire menu can help you identify better-for-you options and highlight these options on your menu with a designated symbol or section.

# The Pride of Newport

**Raul Sanchez**  
Manager of Production,  
Newport Meat Company



**F**or Raul Sanchez, the art of handling a knife and crafting the perfect cut of meat has been a part of his life for as long as he can remember. As a child growing up in Mexico City, Sanchez would often spend time watching his father – a lifelong butcher – as he prepared cuts of steak and other meats for customers. This early exposure to the meat industry stuck with Raul, and inspired him to follow in his father’s footsteps as an adult.

Sanchez moved to the United States when he was 17 years old to begin working, first as a welder and then at a local meat company. He joined Newport Meat Company several years later, working in the portion room with four cutters and one packer, and has been a loyal employee of Newport Meat ever since – 33 years in total. Today, he works as the manager of production with 63 team members in that same portion room where it all began.

Raul and his team are responsible for inspecting each and every cut of meat before it’s packed and shipped out to customers, ensuring

“  
*We all have the same passion to give the best to our customers. Because of that passion, we’re able to produce top-quality products.*”

the consistency and quality of every Newport order. Working in the portion room can be demanding – the hours are long, the temperatures are cold, and there’s no shortage of manual labor – but Raul’s dedication to creating high-quality cuts of meat keeps the team motivated and on track. The average employee seniority of the portion room team is 15 years, a true testament to the dedication and pride of Newport cutters.

“Newport is unique because of the people who work here,” says Sanchez. “We all have the same passion to give the best to our customers. Because of that passion, we’re able to produce top-quality products.”

For Sanchez, crafting perfect cuts of steak that delight and impress Newport customers and restaurant guests is the ultimate reward for his hard work. “I love going to work and meeting the daily challenge of creating products chefs will appreciate and enjoy,” he says.

Raul has a genuine love for the artistry of working with meat. While these days he spends the bulk of his time managing his team and working tirelessly to boost production efficiency, cutting steaks is still his favorite part of the job.

“We recently had a very prominent customer ask if they could advertise that all of their steaks are hand-cut by Raul and his team,” says Gavin Hertz, vice president of Newport Meat Company. “There’s an artistry and craft to meat cutting that gets lost on some people, but Raul has a genuine enthusiasm for it and a desire to do more.”



Fennel and Chili-Rubbed  
Rib Roast

# NOW THIS IS BIG.

What are we doing now? A big, bad bone-in rib roast – brined and rubbed with toasted fennel seeds and chili. And yes, those ribs are cut away and crisped with more rub for even greater flavor. To say it's a flavor explosion is an understatement. To see what we'll do next, visit [PorkFoodservice.org](http://PorkFoodservice.org) and sign up for our newsletter, The 400.

 @PigAndCleaver

 **pork**  
checkoff

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This message funded by America's Pork Producers and the Pork Checkoff.

  
Be inspired<sup>®</sup>



**BUCKHEAD** | **NEWPORT**  
*Pride*<sup>™</sup> | *Pride*<sup>®</sup>

**WE TAKE *Pride* IN OUR WORK,  
SO YOU CAN TAKE *Pride* IN  
THE BEEF YOU SERVE.**

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Contact your local Sysco Marketing Associate  
for availability and selection.



**BUCKHEAD MEAT**<sup>™</sup>  
a Sysco company



**NEWPORT MEAT**<sup>®</sup>  
a Sysco company