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# BACK *to* SCHOOL

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The back-to-school season offers challenges and opportunities for restaurants and non-traditional eateries. As schedules change and activities pile up, families tend to hunker down at home, and college students find themselves in an endless cycle of studying and rushing to class. Restaurants can help busy parents and students to eat better and can also capitalize on this seasonal trend by offering a variety of options for off-premise dining, including grab-and-go, takeout, and delivery.

Back to school is also a great time to diversify your menu dayparts: When busy parents and students come in for coffee and breakfast, offer them a prepacked lunch option. When families come in for dinner, upsell them tomorrow's lunch too. If it's quick, tasty, and convenient, they'll buy it.

At Sysco, we offer a wide variety of takeout-friendly ingredients, products, and packaging, as well as the ideas and inspiration to ensure success.

# The Goods

## ON GRAB AND GO

Portable, prepackaged meals that customers can grab and take with them have become an important factor in the success of many fast-casual and independent operator businesses. People are busy and stressed, and research shows they want something quick, tasty, and healthy at a good value.

### *Diversify Your Day*

If your customers come in primarily for coffee, place packaged breakfasts, lunches, and snacks like Sysco's Cutting Edge Solutions' Parfait Muffins in a prime location, close to POS, to get customers thinking beyond what they're ordering at the moment and drive impulse sales. If you are a lunch spot, upsell packaged dinners, à la carte entrées, or preassembled meal kits. Busy parents will appreciate the convenience.

### *Consider the Snack*

Snacking has become big business lately. According to new research, 80% of consumers say they snack at least once a day; snacks are used increasingly to replace a meal (usually lunch); 57% say portability is an important factor when choosing a snack. So to boost sales throughout the day, use the right packaging to wrap up savory, protein-rich snacks and sweet treats that customers can purchase on the fly.



**PUT TOGETHER A GRAB-AND-GO CONTAINER OF SPICED HUMMUS PAIRED WITH A CONTAINER OF MINI CARROTS AND PITA BREAD. THIS HEALTHY MEDITERRANEAN SNACK IS EASY TO MAKE AND PACK UP, AND IT'S DELICIOUS ALL DAY.**



9% OF "RESTAURANT" DINNERS IN 2017 WERE PURCHASED FROM A RETAIL STORE LIKE A SUPERMARKET.



## Surprise with Takeout Fries

Fried foods can go soggy in an instant, but Sysco has developed several distinctive French fry products to hold up over time and distance. Our **Sysco Imperial Red Batter Potatoes and Fries** use a unique blend of seasonings to add flavor to each bite. For the crunchiest exterior, we created the **Ultimate Heavy Battered French Fries**, coated in an extra-thick batter to ensure a crisp outside and buttery interior. For a spicier taste, the **Crispy Jalapeño Battered Crinkle Cut Fries** offer the perfect balance of crunch and heat and still maintain crispness and freshness when eaten off-premise.

S O M E  
F O O D S  
F A R E  
B E T T E R

Some foods simply retain their flavor and texture better than others on that bumpy ride home from the restaurant. Soups, sandwiches, salads and wraps all make the grade. Use our Sysco Imperial Fresh produce, with breads, and condiments to get optimal flavor and quality every step of the way at a competitive price point.

## Package with Purpose

Sysco's versatile lines of packaging make off-premise dining easy. Modern, lightweight **Sysco Trendz** food service disposables are carefully designed for greater resistance to grease and moisture. **Earth Choice** containers, perfect for all cold takeout dishes, are tamper-proof and sustainably made with post-consumer recycled content.



# TACKLING TAKEOUT AND Delivery

According to research by the NPD Group, 48% of dinners purchased from a restaurant last year were eaten at home. This staggering statistic is accompanied and supported by the astronomical growth of online ordering platforms such as Uber Eats, Grubhub, and many more. During the back-to-school season, this trend will be even more exaggerated as busy families turn to quick, convenient meals. How can restaurants turn takeout and delivery from a drain on resources or loss leader into a profit stream, while also making it easier for customers? Here are some ideas for you:

## Curbside Delivery



This growing trend splits the difference between takeout and home delivery by having a server meet the customer, in his or her car, at the curb. Use texts to communicate closely with customers, and cut out the middleman to save money. Diners love not having to leave the car, and it's cheaper than building a drive-through window!

## Online ORDERING

Diners today, and millennials in particular, expect to be able to order meals online, on either a restaurant's own app or a third-party website. This is true for takeout and delivery, and is even becoming the case for some eat-in dining, where the food can be ready once customers arrive. The online experience should be simple and seamless so as not to turn off or frustrate customers before they even get in the door.



## 7 MOST POPULAR DELIVERY ITEMS IN America

1. Chicken
2. Chinese food
3. Pizza
4. Burgers
5. Sushi
6. Mexican food
7. Pasta (Source: DoorDash and Grubhub)



# Limited Selection

Takeout and delivery can be a burden for restaurants. Do your kitchen—and your customers—a favor by creating a separate, limited takeout menu that offers a few selected items—those that are the most portable and still taste good after a bumpy 20-minute car ride.

## MAKE FRIENDS WITH A DELIVERY SERVICE

Are you on board with Uber Eats or another version of digital home delivery? Don't bother trying to fight it; the revolution is here. As millennials are becoming parents themselves, they turn to their phones for everything, including dialing up dinner—with no actual dialing or talking involved.



*Looking for to-go pasta that will retain its al dente texture?*

Stick with shorter shapes with tubes and curls, such as cavatappi, penne and rigatoni.



## The Right Packaging

Sysco offers the perfect takeout packaging solutions, whether it's **Sysco Trendz** to hold temperatures and prevent splashes or tamper-proof **Earth Choice** to protect precious cargo. For catering and dishes for bigger groups, try our **Cutting Edge Solutions Stack-and-Go Trays**, which feature vented lids to maintain food integrity.

## BACK to SCHOOL

Back-to-school can be a breeze, if you create an off-premise dining plan for your customers. By offering a variety of grab and go options and tackling takeout and delivery, you will be ready when the season arrives.

**BACK** *to*  
**SCHOOL**