

# FRESH STARTS

Cater to the health-conscious consumer in the New Year

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Ring in the New Year with **Healthy Menu Swaps** / P.3

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The New Year represents a fresh start for your business as you begin to reexamine current strategies and set new goals for the upcoming seasons. We've given you a jumpstart to optimizing your restaurant by providing leading industry trends, menu solutions, and a new platform focused on alternative dietary lifestyles. As a valued Sysco partner, we look forward to contributing to your continued growth and development in 2019.

## Food Forecast 2019



**Ethnic Foods:** Regional spins are being placed on global dishes and flavors in applications such as hot pots and pho.



**Plant-Based:** Convenience, affordability, and an increasing focus on health has caused plant-based products to become mainstream.



**Sustainability:** Consumers seek sustainable products now more than ever. The Portico Seafood brand offers seafood with integrity.



**New Beverages:** Citavo Cold brew is the hottest trend in cold coffee, growing 420% in the past four years.<sup>1</sup>



**Grab and Go:** 30% of millennials and 38% of Gen Z consumers agree that they eat food from foodservice on the go more often now than two years ago.<sup>2</sup>



Start the new Year with fresh ideas and solutions.

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Provide a variety of menu offerings for the health conscious consumer.

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Meet the growing consumer demand for varied dietary and lifestyle choices.

### 5 Portico Seafood

Seafood with integrity.

### 6 Alaska Seafood

Premium quality and taste this pure source of protein will keep your customers coming back for more.

### 7 Menu Refresh

From menu design to menu analysis and engineering a guide down the path to profitable growth.

Check out the latest issue of Sysco Foodie at [www.syscofoodie.com](http://www.syscofoodie.com)

For more information on becoming a Sysco customer, we welcome your call at **888-984-9272**  
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<sup>1</sup> Datassential MenuTrends (2018)

<sup>2</sup> Technomic 2018 Generational Consumer Trend Report

# Healthy Menu Swaps for the New Year

Provide a variety of menu offerings for the health conscious consumer.



## Apple Sauce vs. Shortening

Apple sauce serves as a perfect substitute for sweet baked foods such as cookies or cakes.



## Cauliflower Mashed vs. Mashed Potatoes

Create a low carb, low fat version of your favorite mashed potato recipe by substituting potatoes with cauliflower.



## Whole Grains vs. White Rice

Swap white rice for quinoa or brown rice to add protein, fiber, and potassium to your meals.



## Cow's Milk vs. Almond Milk

Almond milk is a nutritious plant-based alternative suitable for a variety of cooking applications.

## Gluten-Free Flour Alternatives

Depending on the recipe, flour can usually be replaced by gluten-free ingredients or starches.

**Grain Flours/Starches:** Rice, corn, sorghum

**Legume Flours:** Soy, chickpeas, fava beans, peanuts

**Nut Flours:** Chestnut, almond, walnut, filbert

**Tuber Flours/Starches:** Potato, tapioca, arrowroot, sweet potato

**Seed Flours:** Flaxseed, millet, buckwheat, amaranth, quinoa

*\*Create a flour blend for optimal results as gluten-free flours cannot be swapped cup-for-cup with traditional all-purpose flour.*

## Natural Enhancements

Technomic Inc. predicts that 2019 will see a rise in functional foods known as natural enhancements. This refers to "ingredients that enhance something in the body, even facets that don't necessarily need fixing, such as brain function, beauty and mental health."

Innovative ingredients expected to gain popularity include collagen for beauty and karkade for stress.





Making the choice simple.

Sysco Simply is a platform designed to help you meet the growing consumer demand for varied dietary and lifestyle choices. Based on customer insights, feedback and industry trends, the first focus area of Sysco Simply™ is **plant-based dining**; including vegan, vegetarian, flexitarian and plant-based protein products.

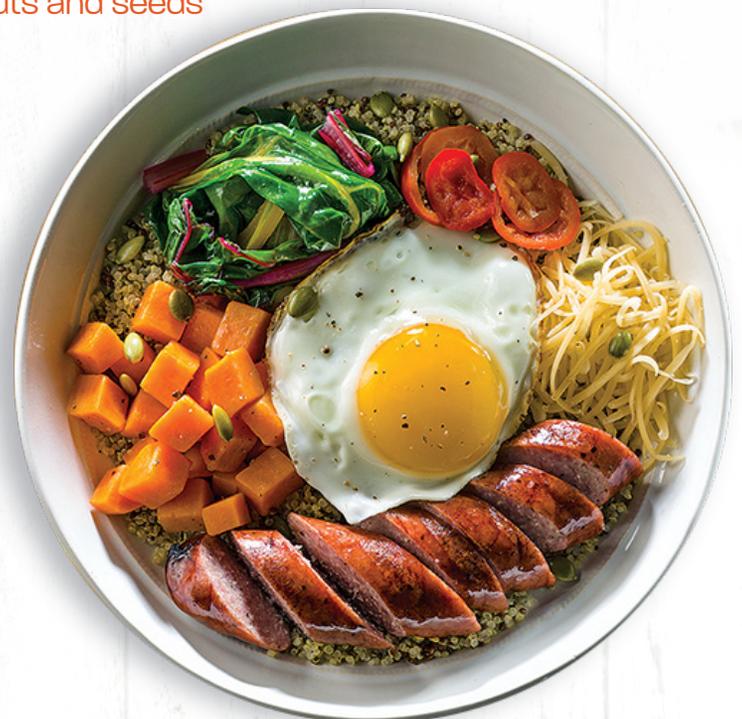
Access featured products at: [Syscofoodie.com/Simply](https://Syscofoodie.com/Simply)

## *Building a better bowl*

Bowls allow health conscious customers to experience on-trend ethnic flavors paired with better-for-you ingredients. These fresh dishes traditionally include plant-based proteins, whole grains, vegetables, sauces and broths, nuts and seeds that allows for customization with every bowl.

This delicious flexitarian bowl contains **Beyond Meat Sausage**, A modern miracle of meatiness crafted with plant based-ingredients.

Learn more about this product on the Sysco Simply website and find the full bowl recipe in the Insider's Report of Sysco Simply.





## *Today's catch. Tomorrow's supply*

**The Portico brand consistently delivers quality seafood options to your kitchen. We are committed to offering products that meet operator needs and provide a memorable experience to all of your guests.**



Portico Classic is built on commitment to delivering high quality products that are equal to or better than leading industry brands at the best value.



Portico Imperial stands out as a leader in the industry offering premium performance and versatility. From superior harvesting methods and minimal processing to clean label packaging.



Portico Simply offers the very best differentiated by the highest quality of frozen seafood with nothing added. Our products are as natural as you can get; no breading, no marinades, no flavorings, no spices, no further processing, just a guarantee to deliver the highest quality and customer satisfaction.



From the worlds' oceans and premier aquaculture farms to the finest kitchens - Portico Pride offers specialty fresh and chilled seafood items in a single high-quality tier. This brand is for discerning operators focused on quality assured seafood with a commitment to food safety. Portico Pride Seafood is selected and produced with integrity, care and workmanship that exemplifies the Portico Brand family.



# Alaska SEAFOOD

Alaska Seafood can help your menu stand out against the competition. With premium quality and taste this pure source of protein will keep your customers coming back for more. **61%** of consumers are more likely to order the seafood offering when they see “Alaska” and **56%** will return to your restaurant in the near future.<sup>3</sup>

## Celebrate with Seafood

Seafood is the first choice for **43%** of consumers when dining out for special occasions.<sup>4</sup> Allow Sysco’s seafood selection to help you satisfy consumers’ wants, while exceeding their expectations. Capitalize on upcoming holidays such as Valentine’s Day and the Lenten Season.

**56%**

of restaurants with  
tacos on the menu  
use FISH as the main  
ingredient.



### **Wild Alaska Salmon**

Wild-caught Alaska Salmon is prized around the world for its superior flavor and texture. With five different varieties, Sockeye, Coho, Keta (or Chum), King and Pink, wild Alaska Salmon allows you to easily cater your dish to the most suitable species. This versatile fish can be used in appetizers such as salmon poke, spinach and grilled salmon salads with lemon-dill dressing, casual grilled fish sandwiches or elegant poached salmon entrées.

### **Pacific Cod**

Alaska Cod, more known as Pacific cod, is white, tender-firm, lean and flaky with a mild taste. Its moisture content is slightly higher than Atlantic Cod making it ideal for baking, sautéing or steaming. The possibilities are endless with our tender cod products. This fish can be topped, encrusted, lightly seasoned or battered to suit a variety of menu applications.



### **Alaska Pollock**

Mild, tender and firm, pollock is a popular choice for its versatility and adaptability. With its snow-white fillet that flakes beautifully, this fish is best used in value-added breaded options such as fish & chips and sandwiches



“  
Did you know that customers will spend only 109 seconds reading a menu?  
Engineer your menu layout to take advantage of every second!  
”

# MENU Refresh

Create a strategy for success this year with Sysco Menu Services. From menu design to menu analysis and engineering allow us to guide you down the path to profitable growth.



Design can help with aesthetics, but the true success story for a menu



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A Smart Menu!

Analysis + Engineering + Design

Menu Services are complimentary to Sysco's foodservice customers.

Learn more about the menu solutions we offer at [www.syscomenuservices.com](http://www.syscomenuservices.com).

# Dinner For Two

SATISFY SWEETHEARTS WITH  
A ROMANTIC SURF AND TURF DINNER  
THIS VALENTINE'S DAY!



## Cutting Edge Solutions Portico Imperial Saddleback Lobster Tails

Maximize convenience and minimize waste with an innovative seafood solution. Made from premium wild-caught lobsters from the cold waters of the North Atlantic, these sustainability harvested lobster tails are known for their rich flavor and appealing texture.



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

Offers the very best steaks to our discerning customer who values products that are carefully sourced, selected and produced with the mastery of workmanship. Perfectly aged steaks create the best dining experience that your guest will rave about each time they visit.



Visit [SyscoFoodie.com](https://www.SyscoFoodie.com) for more information on  
Cutting Edge Solutions products, recipes, and more.