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HOLIDAYS are big business for restaurants, and just because the winter holidays are over doesn’t mean operators should take a break.

With the temperatures warming up and more diners taking advantage of the weekend brunch phenomenon, operators should take advantage of the plentiful profits Spring holidays – Valentine’s Day, Easter Sunday, Mother’s Day, graduations, etc. – have to offer.

Whatever the occasion is, diners love celebrating with a good meal. From traditional hams and drink mixers to specialty desserts and tips of the trade, Sysco has everything you need to make the most of these celebrations.

Learn more at SyscoFoodie.com or contact your local marketing associate.
YOUR PARTNER IN THE KITCHEN

AT BAKER’S SOURCE, we celebrate the craft and artistry of bakers. We do this by offering a broad line of time-saving specialty items to make their lives easier, enabling them to deliver their own fresh-quality goods without all the work.

As your partner for all your brunch bakery needs – from heat-and-serve Belgian waffles and premade cinnamon rolls to pancake mix and prepared muffin batters – we offer the bakery-fresh, speed-scratch ingredients you need to bring your brunch service to life.

On an average week, 40% of consumers typically eat brunch.¹

¹Breakfast Consumer Trend Report, Technomic, 2017

Menu Tip: Our muffin batters and mixes are the perfect canvas for your creativity. Utilize these base ingredients to create a variety of flavored muffins, or turn into moist crumb cakes or breakfast bars.
Menu Tip: “Just add water” pancake mix makes turning out fresh pancakes a breeze, especially during busy weekend brunch service. Make it your own by tossing in chopped nuts, dried fruit, or by topping with a house-made compote using seasonal berries.

SCRATCH-MADE FRESHNESS, SPEED-SCRATCH CONVENIENCE

Whether it’s ready-to-serve, ready-to-bake or single-step ingredients that you need, Baker’s Source is your total solution.

- **Ready-to-mix:** whether you’re simply adding a few ingredients for a quick turnaround or adding your own special touches, our range of mixes give you the versatility you need on your menu.

- **Parbaked:** nothing beats the scent of freshly baked bread wafting in the air and our assortment of crusty and artisan parbaked breads can help you impress your customers with only a few minutes of baking time.

- **Thaw-and-serve:** conveniently store a wide variety of frozen fully baked breads and serve when needed, without worrying about the spoilage or wasted inventory.
HAMMING IT UP THIS EASTER

COMMONLY FOUND
on breakfast and lunch menus throughout the year, Ham shines as the main holiday entree in most Easter feasts. When deciding what kind of ham you’ll be serving this Easter, consider the application and customer expectation.

• **Entrée.** Block & Barrel’s PIT Carving Hams offer great portion control and easy slice. This boneless ham yields a mouthful of flavor and visual impact.

• **Buffet, banquet and carving station.** White Marble Farms® Prime Pork Steamship Ham offers a classic bone-in ham that features a 6-10” bone jutting from the tapered end of the product, serving up a show-stopping presentation.

• **Multi-purpose.** For the ultimate convenience of a boneless ham with the flavor and eye-catching appeal of a bone-in ham, Block & Barrel’s Spiral-sliced Ham offers the best of both worlds. Ideal for buffets and unmanned carving stations that allow diners to help themselves.
THE BRUNCH OBSESSION is sweeping across the restaurant scene, giving operators a reason to embrace the craze. Specialty coffee beverages made with Citavo coffee products, Sysco Imperial juice concentrates and infused mocktails are hugely popular on the weekends as diners see this as a time to indulge.

THE ART OF BRUNCHING

• Have your timing right. Weekend brunch service typically starts at 11 A.M. and ends around 3 P.M.

• Offer something to sip on. Serve up an array of creative juices and mocktails for diners who are looking to leisurely sip during their meal. Increase your profits by letting them add a shot of their favorite liquor for an upcharge.

• Value the variety. Make sure your menu offers breakfast and lunch offerings and hot and cold beverages to satisfy the indulgences of all cravings.

• Small plates, big profits. Offering smaller portions of brunch dishes will tempt diners to order more than just one item and increase check value.

Menu Tip: Fizzy and fun spritzers and mocktails that feature ready-to-mix beverages like Sysco Imperial fruit and vegetable juice concentrates satisfy cravings for lighter beverages that don’t skimp on flavor.
THROUGH OUR CUTTING EDGE SOLUTIONS PLATFORM, we introduce distinctive new products that help our customers stand apart from competition and grow their businesses. Not only do our products add exciting new flavors to your menu and offer savings on labor and time, our new products will help you stay ahead of culinary trends.

**BAKER’S SOURCE PARFAIT MUFFINS**
- Combines three of the fastest growing menued items in the morning day-part - muffins, yogurt and granola
- Thaw and serve convenience
- Made with real fruit and no artificial flavors or preservatives

**SYSCO IMPERIAL SWEET POTATO DICES**
- Attracts health-conscious diners who are looking for a more nutritious alternative to fries
- Perfect for creating sweet and savory brunch and snacking dishes
- Can be served as stand-alone side, snack or as an ingredient in sweet or savory menu applications
CELEBRATING MOM

STREAMLINE SERVICE
Buffet service, à la carte and prix fixe menus keep things simple and streamlined for the back of house and front of house staff. Offering a refined menu keeps the kitchen staff focused on replenishing, not preparing individual orders. Make sure you promote the menu change ahead of time to avoid customer confusion and so guests can look forward to it with eager anticipation.

SHOW MOMS YOU CARE
From a single rose to a free dessert, go above and beyond to make moms feel special.
- Offer complimentary cheese platters, cocktails, mocktails and spritzers
- Say thank you to each and every mom that dines at your restaurant
- Coupons for future visits (coupled with quality food and service) encourage repeat business

AS THE BIGGEST (and most profitable!) day of the year for the foodservice industry, the heat is on for the back-of-house and front-of-house staff to prepare top-quality dishes and provide impeccable service for diners. Making small adjustments to your normal service can leave lasting impressions on guests and make mom feel special on her big day.

In 2017, an estimated 92 million American adults dined in restaurants on Mother’s Day, topping all previous years. 32% of moms said having a meal with their family at a restaurant is their most wanted gift.¹

¹National Restaurant Association, 2017
HIGH-VALUE PROTEINS, PREMIUM PROFITS

HIGH-VALUE INGREDIENTS, especially at the center of the plate, will increase profitability and offer quality and value. Seafood is a versatile protein that is a favorite on any menu. Portico brands have an extensive shrimp selection to cover any and all of your shrimp applications. Peeled and deveined shrimp and pre-breaded calamari can save you valuable time and labor during peak serving times and yield high profits. Additionally, using alternative cost-effective cuts of red meat and pork can be incorporated to any menu and used to create an elegant plate.

For inspiration on how to maximize value cuts of meats on your menu, try adding them to ethnic recipes, which can stand out on your menu and be highly profitable.

26% of moms want seafood for Mother’s Day, 18% want ethnic cuisine, and 16% want steak.¹

Menu Tip: Compound butter – butter creamed with other ingredients such as herbs, fruit, spices, garlic, wine or shallots – is a vehicle for big flavors. Add to steaks or seafood to enhance a dish and make it more luxurious and increase diner-perceived value.

¹National Restaurant Association, 2016
DON’T WAIT until the heat of summer to start offering signature cold beverages. With a rise in consumers shifting to more natural foods that stray from high sugar content and artificial sweeteners and that focus on natural ingredients, operators will want to pour on the benefits and build a solid Spring beverage menu.

Iced coffees and cold brew coffee sales rise during warmer months, and with consumers more socially aware now than ever, highlighting responsibly sourced Citavo organic and fair trade lines will resonate with diners and drive sales. Stir up interest with an eye-catching beverage presentation that can generate buzz tableside or on social media.

MADAGASCAR VANILLA-BEAN AFFOGATO
Menu Tip: Delight guests with a surprising presentation – top ice cream with cotton candy and then pour espresso over it tableside.
CREATING THE PERFECT TABLE SETTING

FROM TAKEOUT containers to the perfect tableware, Supplies on the Fly has operators covered when it comes to putting their best foot forward. Set operators’ tables apart with stylish, trend-setting serving ware to showcase presentation, integrity and creativity. Supplies on the Fly offers an extensive array of products – more than 170,000! – for all the essentials needed to detail and design your Spring celebrations.

For customers on the go or who want to take leftovers home, turn to Sysco Trendz for all your stylish foodservice disposables. Our products represent a refreshing and new approach on take-away design, providing an upscale feel without the added expense of designing and printing custom disposables.
FOR ALL THE PRODUCTS MENTIONED IN THIS BROCHURE (AND MORE!), CONTACT YOUR LOCAL SYSCO MARKETING ASSOCIATE FOR AVAILABILITY AND SELECTION.