

Sysco

HOLIDAY 2017

# FOODIE

AT THE HEART OF FOOD & SERVICE™

Layered Bread  
Pudding Stack



## Sweeten the Season with *Holiday Flavors*

Nine Seasonal Hacks  
to Cut Prep Time

Holiday Proteins for  
the Modern Foodie

Handling the  
Catering Crush

*Savor the  
Holidays.*

Please contact your Marketing Associate and ask us how we can help delight your guests this holiday season.



**BUCKHEAD**  
*Pride™*

**NEWPORT**  
*Pride®*

## Message from the Executive Editor



Dear Valued Sysco Customers,

Our cherished associates, customers and communities are the heart of Sysco. Over the last few months, the Gulf Coast and Southeastern regions of the U.S. were hit hard by Hurricanes Harvey and Irma. The aftermath of these two unprecedented weather events left many in our collective foodservice family in challenging – and sometimes devastating – circumstances. And we pledge to be there for them through this difficult time.

At Sysco, we have a long history of providing aid for communities affected by natural disasters, helping them both prepare and recover by delivering food, water and emergency supplies. Our trucks are a familiar sight for first-responder organizations and customers. They know they can count on Sysco for support in the most challenging times. In addition to trucks full of donated products, Sysco is proud to have made a \$1 million donation to the American Red Cross for Hurricanes Harvey and Irma relief, which will provide additional assistance to the affected communities.

Even as many of our own associates experienced personal hardship in these events, their commitment and dedication to put our customers first never wavered. Customer deliveries, especially to hospitals and nursing homes, were a top priority even as inclement weather made landfall across the coast. Countless phone calls and check-ins followed in the days after to ensure our customers knew their local Sysco team was ready to be of assistance.

The spirit of the holiday season came a little early this year as people from all over the country came together to help others in their time of need. Many of our incredible customers opened their kitchens and began cooking around the clock to deliver warm meals to hurricane evacuees and first responders. Sysco applauds these profoundly kind and generous acts of community service. As a community, we know feeding someone in need is one of the best ways to show our hearts, not just this time of year – but all year.

On behalf of Sysco, I extend best wishes to our customers and the entire Sysco family for a happy holiday and New Year.

Enjoy the issue,

*Bill*

Bill Goetz  
 Senior Vice President, Sales and Marketing

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Increase profits during the year's busiest season with holiday-flavor-infused desserts, like a delicious and festive Layered Bread Pudding Stack. Find the recipe for this dish and more at [SyscoFoodie.com](http://SyscoFoodie.com).

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

# FRESH AND FLAVORFUL HOLIDAYS

With the holidays quickly approaching, carved hams and whole roasted turkeys are certain to be center of the plate on menus and tabletops. And while often starring as traditional holiday favorites, these proteins also shine throughout the day, allowing operators an opportunity to take advantage of their versatility, value and healthful benefits. Sysco's extensive selection of fresh ham and turkey products, all backed by an industry-leading quality assurance program, ensures operators and customers will fully savor the season.

## HAM IT UP

Healthy omelets and rich, creamy soups are just the start to the number of ways ham can make an appearance on holiday menus. Think flavorful smoked hams – Applewood or Cobb – added to breakfast casseroles, or flat, artisanal carving hams rubbed with exotic spices or drizzled with sauces. **Block & Barrel** offers a wide variety of sliced deli meats to elevate any holiday sandwich or catering event. Consumers are confident knowing Sysco ham is always fresh, never frozen, lean, USDA-inspected, and contains no MSG, fillers or preservatives. Low-sodium and all-natural hams are also available to complement more health-conscious applications.

## LET'S TALK TURKEY

Turkey's versatility and health benefits make it a favorite all year round. It can be substituted for proteins like pork or beef as a healthier alternative throughout the day. Turkey also takes on flavors well – Cajun spices, buffalo sauce or barbecue rubs – allowing it to stand center of the plate. Whole turkeys deliver that made-from-scratch holiday presentation, and operators get more bang for their bird by creating gravy and rich stocks. To save valuable time at tableside carvings, Sysco offers ready-to-cook boneless turkey breasts, all of which are trans-fat, MSG and gluten-free. And with 46% of sandwiches being ordered away from home,<sup>1</sup> **Block & Barrel** has plenty of sliced turkey options for on-the-go customers.

BREAKFAST OFFERINGS MAKE UP

**25%**  
OF HAM USE

**3.6**

SANDWICHES EATEN PER WEEK, WITH TURKEY AS THE PREFERRED FILLING

**84%**

OF CONSUMERS SAY MEAT QUALITY IS MOST IMPORTANT IN SANDWICH CREATION

SANDWICHES ARE THE

**#1**

ITEM FOR SOCIAL AND BUSINESS CATERING

Source: i. Technomic



**S**ysco 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.

## Acornseekers

FLATONIA, TX

Inspired by the movement of fine European wine to Napa Valley, Acornseekers founders Manuel Murga and Sergio Marsal set out to bring one of Spain’s most beloved culinary traditions to America: Ibericus pork. This Spanish delicacy is considered to be one of the finest hams in the world and comes from an ancient breed of hogs that originated on the Iberian Peninsula.

In August 2014, Manuel and Sergio flew from Spain to the United States with 150 purebred Iberian sows and boars. They had their sights set on South Texas, which boasts a temperate climate similar to that of Spain and – most importantly – an abundance of oak trees and acorns. Iberian pigs can eat up to 15 pounds of acorns a day, which is what gives the pork its renowned flavor.

Murga and Marsal were the first to import Iberian pigs to the United States and are

committed to raising their pigs in the traditional Spanish way. Thanks in part to their ideal location, Acornseekers’ Ibericus pork is highly juicy with an intense natural flavor. Their products are comparable to those in Spain, and have been awarded the black label designation, reserved for purebred black Iberian pigs finished only on acorns and pasture.

All Acornseekers pigs are raised free-range and outdoors their entire lives, which allows them to eat a nutritious omnivorous diet. The pigs are provided with clean drinking water and freshwater ponds for swimming and staying cool. The level of quality and care in raising the animals is an important part of producing authentic Ibericus pork. Acornseekers Ibericus pork is available to Sysco customers exclusively at [SuppliesOnTheFly.com](http://SuppliesOnTheFly.com).



## Toy Farms of Keener, Inc.

CLINTON, NC



In 2002, Wellie Jackson set out to start building turkey farms from the ground up in Sampson County, North Carolina. Despite having no prior turkey growing experience, he began working seven days a week alongside his wife Tara to launch the first farm, and Toy Farms of Keener, Inc., was officially founded.

Today, Toy Farms of Keener is committed to raising healthy, well-cared-for turkeys that serve as a source of high-quality protein. Over the years, the operation has expanded to include eight farms in total and has formed an ongoing partnership with Butterball. But it remains a true family business. Wellie and Tara’s oldest children – 10-year-old Daughtry and 8-year-old Channing – enjoy helping out on the farms by setting out feeders, washing trucks and mowing grass. Their newest grow-out farm, “Sugar Plum,” was named for 5-year-old Sarah-John, the youngest Jackson family member.

Wellie’s top priority as the founder and owner of Toy Farms of Keener is to make sure his turkeys are treated with compassion and care.

“The wellbeing of my turkeys is the most important thing. That’s just being a decent person,” says Jackson.

All of the farms are equipped with the latest technology to ensure the turkeys’ health and happiness, including new temperature-controlled environments that provide clean, fresh air on an ongoing basis.

Environmental sustainability is a top concern for Toy Farms of Keener, too. All of the turkey waste from the farms is sent to a renewable energy gasification plant, which uses the waste to create power and steam.

“That’s good for me, good for the environment, and good for the soul,” says Jackson.

# Supplies for Success

**Is your restaurant ready for the upcoming holiday season?** Between end-of-year banquets and festive gatherings, this time of year is one of the busiest for operators. From cream chargers to sheet pans and much more, Sysco has everything you need to stay equipped for every occasion.

Sysco Narrow Rim  
Bright White China



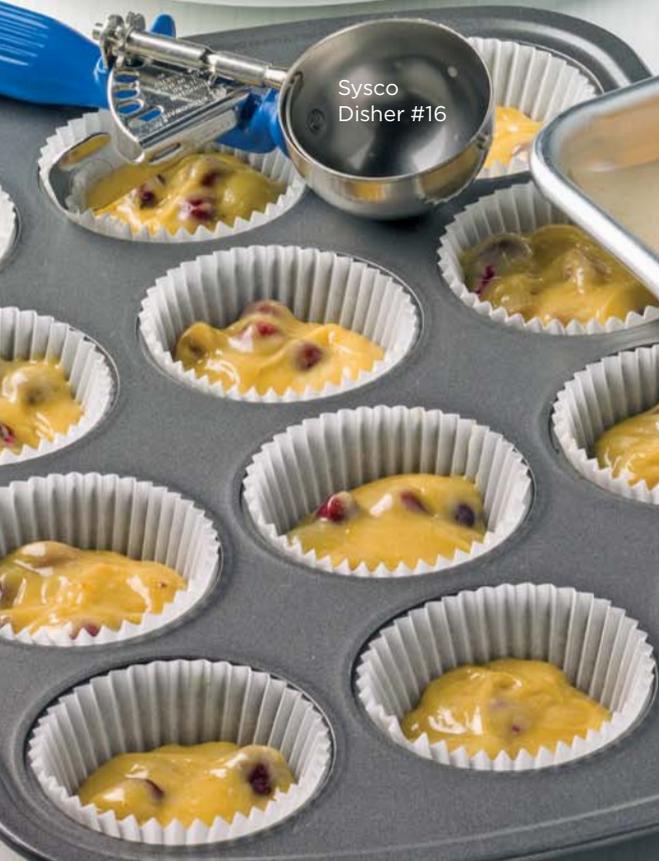
Sysco Chargers  
for Dispenser



Sysco Sheet  
Pan 18" x 26"



Sysco  
Disher #16



supplies  
**OnTheFly.com**  
from Sysco

Make sure you're prepared for the holiday rush with Supplies & Equipment products from Sysco. Contact your local Sysco marketing associate or visit **SuppliesOnTheFly.com**.

Sysco Pyrotex  
Oven Mitt 17"



# IT'S THE *season* TO SIP

See the opportunity in every sip and every season. Keep your beverage menu deliciously on-trend all year long with easy-to-use Keurig® single-serve brewers and the seasonal and flavored beverages millennials want.\*

## Pecan Snickerdoodle Coffee

6 oz. Cinnamon Sugar Cookie coffee	1 oz. whipped cream
1 oz. Monin® Butter Pecan Syrup	Toasted pecans, nutmeg & cinnamon to garnish

Brew coffee. Add Monin® Syrup. Garnish with whipped cream, toasted pecans, nutmeg, and cinnamon.



**KEURIG**  
GREEN MOUNTAIN



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K150

QUALIFY FOR A NO-COST BREWER, OR GET \$105 BACK.\*\*



Contact your local Sysco Marketing Associate or call 888-841-2444 for more information.

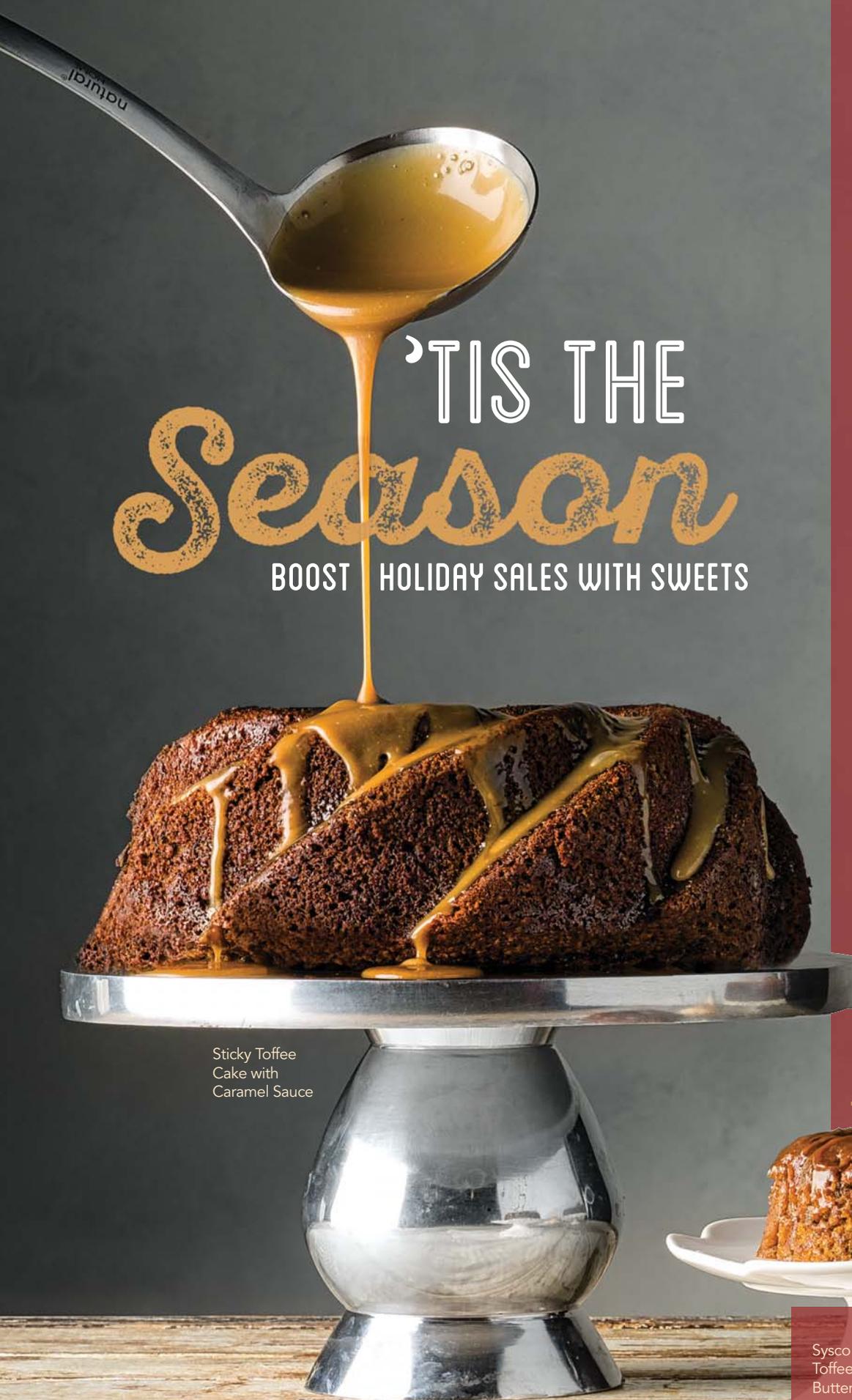
Visit [Foodservice.Keurig.com/Sysco2018](http://Foodservice.Keurig.com/Sysco2018) for beverage ideas and inspiration.

FRESHLY BREWED • QUALITY • CONSISTENCY • VARIETY

Good things  
come from  
**Sysco**®

\*Source: Millennial Flavored Coffee Consumer Insights & Preferences, Flavor & Fragrance, Inc. September 2016  
\*\*See Keurig® Brewer Program Offer and Agreement.

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'TIS THE  
*Season*

BOOST HOLIDAY SALES WITH SWEETS

Sticky Toffee  
Cake with  
Caramel Sauce

 RECIPE

## STICKY TOFFEE CAKE WITH CARAMEL SAUCE

Recipe by **Chef Neil Doherty**  
Sysco Corporate

### FOR THE STICKY TOFFEE CAKE

- 8 oz chopped pitted dates
- 2 c water
- ¼ c Wholesome Farms unsalted butter
- 1½ c Sysco Classic sugar
- 4 ea Wholesome Farms eggs
- ½ t Sysco Imperial McCormick vanilla extract
- 2½ c cake flour
- 2 t Sysco Classic baking soda

### FOR THE CARAMEL SAUCE

- 1¼ c Baker's Source light brown sugar, packed
- 1½ c coffee cream
- 1 c Wholesome Farms unsalted butter
- 1 t Sysco Imperial McCormick vanilla extract

### FOR THE STICKY TOFFEE CAKE

Preheat oven to 375° F and grease a 12-cup bundt pan or 12 individual 12-oz. ramekins. Combine dates and water in saucepan and cook until reduced to a jam consistency, stirring often. Set aside.

Add butter and sugar to an electric mixer and bring to a creamy consistency. Mix in eggs and vanilla, then reserved date mixture.

Combine flour and baking soda and add to mixture, blending thoroughly by hand. Pour into greased bundt pan and bake 40 minutes. Ramekins may take slightly less time.

### FOR THE CARAMEL SAUCE

Combine sugar, cream, butter and vanilla in saucepan and bring to a boil. Boil for 5 minutes.

While cake is hot, poke thoroughly with a skewer or toothpick. Pour caramel sauce over cake, reserving some for garnish.



Sysco Imperial Sticky Toffee Pudding with Butter Toffee Sauce

Treat your guests with this fully prepared and frozen version, ready to heat up and serve in just 60 seconds! No pastry chef required.

For many consumers, the desire for healthier options goes out the window during the holidays. Between end-of-year work parties, gatherings of friends and family, and pressures to power through the marathon of entertaining, shopping and socializing in one piece, consumers are primed to indulge and treat themselves this time of year.

This creates an ideal opening for operators to roll out limited-time offers (LTOs) of seasonal desserts and premium beverages to boost both sales and check averages. Fortunately, adding these items to the menu without stressing resources can be a relatively easy process, achieved by making a few tweaks to standard recipes or by dressing up a ready-made foundation to achieve a premium offering.

### A Time to Indulge

Several factors drive diners to give more thought to desserts or indulgent beverages during the holidays. Nostalgia is one big factor.

“Mentally, you start to miss home during that time of year,” says Neil Doherty, Senior Director of Culinary Development at Sysco. “We tend to gravitate toward the foods we grew up with.”

Childhood favorites, homey versions of something grandma baked, comfort desserts such as bread pudding and cobbler, warming drinks like hot cocoa and spiced cider – all stir up memories of holidays past.

Full recipes for these sweet treats are available at [SyscoFoodie.com](http://SyscoFoodie.com).

Apple Cider Doughnut Ice Cream Sandwich with Caramel Bourbon Sauce



Similarly, celebrations – whether it’s a corporate event or a group of friends catching up over a holiday dinner or brunch – demand a fittingly memorable sweet finale or treat beverage.

*“We tend to gravitate toward the foods we grew up with.”*

Thus, indulgent choices are tailor-made for the season. Those sky-high chocolate desserts and traditional holiday favorites such as yule log cake, as well as spiked coffees and holiday-themed cocktails, satisfy cravings for something rich and splurge-worthy.

### Serving a Taste of the Season

In the era of pumpkin spice-flavored everything, it’s easy to forget that the holidays are a time to spotlight many other craveable flavors.

According to Technomic’s MenuMonitor, mainstay flavors on holiday menus include cranberry, mint, gingerbread, eggnog, sweet potato, nutmeg, hazelnut and cinnamon – all natural fits for holiday desserts and beverages. Emerging flavors that chefs could spotlight include bergamot and finger limes.

Eggnog Cheesecake with Gingersnap Crust



For restaurants with a creative pastry chef on staff, the sky’s the limit when building a holiday dessert and drink menu. Operators without the in-house expertise can still satisfy the demand for seasonal tastes by customizing everyday dessert options, dressing them up to capture the festive essence of the season. Cheesecake, for example, takes on holiday flair with seasonal fruit, white chocolate, crushed peppermint candy or an eggnog-based sauce.

With LTO beverages, thoughtful presentation is essential. A simple cappuccino might be a staple on an after-dinner menu, but adding peppermint-flavored syrup and whipped cream easily elevates it for the holidays.

Mulled and spiked cider can get a seasonal lift with the addition of an apple or orange slice and a decorative mug. Spicy Mexican hot chocolate crowned with velvety foam, topped with a cinnamon stick, and paired with traditional cookies (or cinnamon-dipped churros) appeals on many levels: comfort, warmth, ethnic favorites. Topping warm drinks with a sturdy seasonal cookie like a snickerdoodle also reinforces the holiday theme.

If possible, it never hurts to have the aroma of the holidays in the air, either – the scent of spiced cobbles, cookies and cakes wafting through the dining room evokes warm memories and sets the stage for dessert sales.

# 8 WAYS TO DECK THE HOLIDAYS WITH DESSERTS & BEVERAGES

- 1 Make the most of LTOs' fleeting nature. If guests know a dessert or drink is only offered for a short time, they are less likely to pass it up. Social media has proven to be a powerful tool to get the word out and create demand.
- 2 Remind guests that something special awaits. Train servers to offer a simple cue for desserts when taking orders: "Be sure to save some room for our warm Sticky Toffee Pudding - it's only on the menu for a few weeks."
- 3 Design a separate menu spotlighting desserts and indulgent beverages. This isn't the time to bury desserts or specialty coffees on the regular menu - a separate menu or table tent will remind customers you've got something special to cap their meals. "It's an add-on opportunity because the demand is there," says Adam Clay, Sysco's Category Manager for Bakery and Convenience. "Having a separate menu gives desserts the attention they deserve."



Gingerbread Hot Chocolate

Mulled Tart Cherry Apple Cider

S'mores Mocha Espresso

## RECIPE

### MULLED TART CHERRY APPLE CIDER

Recipe by Kevin Cloud  
Sysco Riverside

- 4 c apple cider
- 1 c Montmorency tart cherry juice
- 2 ea Sysco Imperial McCormick cinnamon sticks
- 2 t whole mulling spices
- 1 ea Sysco Imperial Red Delicious apples, sliced
- 1 c frozen whole Montmorency tart cherries

In a medium pot, bring all ingredients to a boil and reduce to simmer for 10 minutes. Serve hot. Garnish with cinnamon sticks and apple slice.

## RECIPE

### GINGERBREAD HOT CHOCOLATE

Recipe by Monin®

- ¾ oz Monin® Gingerbread Syrup
- 5 oz hot cocoa
- whipped cream

Mix Monin® with hot cocoa and pour in glass. Top with whipped cream and serve. Add crushed gingerbread cookies if desired.

## RECIPE

### S'MORES MOCHA ESPRESSO

Recipe by Monin®

- ½ oz Monin® Toasted Marshmallow Syrup
- ½ oz Monin® Dark Chocolate Sauce
- 1 ea espresso shot
- steamed milk

Combine ingredients, except milk, in serving cup. Stir and set aside. Steam milk in a pitcher. Pour steamed milk into serving cup, stirring gently. Garnish with mini s'mores.

**4** Suggest dessert-beverage pairings. Ideally, servers should be trained to promote coffee with dessert orders, especially since coffee or tea will help balance out the richness of a decadent dessert. But menus that point patrons toward complementary dessert-drink combinations can accomplish the same thing. “Making that recommendation – ‘Here’s your dessert, and here’s the beverage that’s going to make those flavors pop,’ – paints a complete picture,” says Angela Flenoy, Sysco’s Director of Category Management, Beverage.

**5** Promote desserts and beverages beyond the dinner day part. Plenty of holiday lunches are celebrations, too. Scaled-down portions of seasonal LTOs and festive beverages provide a manageable treat that doesn’t overwhelm.

**6** Consider samplers as well as family-style desserts. Flights of desserts, especially those with a limited run, are perfect for diners who want to indulge (but not too much), or who plan to share. Espresso or other

drinks served several ways are another option. Depending on the makeup of guests you might be serving, larger portions might work, too: “Saying, ‘How about a warm cobbler for the table?’ is one way to upsell and reinforce the whole family experience,” says Clay.

**7** Offer takeout options or whole desserts to go. If you would rather turn tables than have guests linger over dessert and coffee, consider selling takeout-friendly desserts, such as premade bars or mini cakes trimmed for the holidays (i.e., packed in optional gift-style containers). Many restaurants do a brisk business supplying whole pies or cakes to busy customers looking for a shortcut for a family meal or a host gift. Ask your marketing associate about the varieties and flavors in **Sysco’s Pies-To-Go** program.

**8** Tap into snacks’ demand. Promote an all-day selection of holiday-themed desserts and premium coffees, cocoas and hot ciders for the legions of snack fans. A s’mores hot chocolate is the perfect antidote to an overcast late fall or winter day.

## RECIPE

### CRANBERRY APPLE CRUMBLE

Recipe by **Richard Boone**  
Sysco Hampton Roads

#### FOR THE CRANBERRY APPLE CRUMBLE

- 1½ c Sysco Imperial Red Delicious apples, peeled and chopped
- 1½ c Sysco Imperial Granny Smith apples, peeled and chopped
- 2 c fresh cranberries
- 2 T Sysco Classic all-purpose flour
- 1 c Sysco Classic sugar

#### FOR THE TOPPING

- ½ c Wholesome Farms unsalted butter, melted
- 3 ea packages instant oatmeal, cinnamon and spice flavor (1½ oz)
- ¾ c chopped pecans
- ½ c Sysco Classic all-purpose flour
- ½ c Baker’s Source light brown sugar, packed

#### FOR THE CRANBERRY APPLE CRUMBLE

Preheat oven to 350° F.

Combine apples, cranberries and flour, and toss to coat. Add sugar and mix. Spoon mixture into a two-quart casserole dish and set aside.

#### FOR THE TOPPING

Melt butter in a large microwave-safe bowl. Mix melted butter with oatmeal, pecans, flour and brown sugar. Spoon over apples and cranberries. Bake for 45 minutes. Serve warm with cream, ice cream or whipped cream.

Find these deliciously decadent recipes at [SyscoFoodie.com](http://SyscoFoodie.com).



Cranberry Apple Crumble

Good Old Days Foods Pecan Cobbler

Serve homemade flavor with this ready-made classic dessert. Just thaw then heat in the oven for 20 minutes and top with Wholesome Farms Vanilla Ice Cream.

# The Dish on

## PLATING DESSERTS



During the holidays, shoppers may be frantically scrambling to pick up those final items on their gift lists, but they're still making time to dine out. Since customers are willing to pay more for an exceptional dining experience – not to mention the fact that so many flavors associated with the holidays are sweet (think eggnog, peppermint and pumpkin everything) – the holidays are an excellent time to drive dessert sales.

Here are some tips from Vince Veneziano, Senior Vice President of Corporate Accounts at Lyons Magnus, and the Cheesecake Factory's Tony Gressak, Vice President of Distributor Sales, and Alan Lee, executive pastry chef and Senior Manager of Bakery Research and Development, for turning desserts into sweet profits this holiday season.

### SYSKO IMPERIAL CLEAN NEW YORK VANILLA CHEESECAKE

Give a classic a fresh twist with ...

- Lyons Blackberry Designer Dessert Sauce
- Lyons Raspberry Designer Dessert Sauce
- Fresh berries
- Whipped cream
- Sprig of mint

### THE CHEESECAKE FACTORY BAKERY DUTCH APPLE CHEESECAKE

Dole out the decadence with ...

- Lyons Sea Salt Caramel Sauce
- Cinnamon
- Powdered sugar

### THE CHEESECAKE FACTORY BAKERY PEPPERMINT CHOCOLATE CHUNK CHEESECAKE

Create your own sweet signature with ...

- Lyons Dark Chocolate
- Truffle Sauce
- Crushed peppermint candy

### THE CHEESECAKE FACTORY BAKERY PUMPKIN CHEESECAKE

Dress up the holiday flavor with ...

- Lyons Bourbon Caramel Sauce
- Spiced nuts
- Toffee crumble
- Whipped cream
- Lyons Premium Walnuts in Maple Flavored Sauce



Lyons Dark Chocolate Truffle Sauce



Lyons Raspberry Designer Dessert Sauce



Lyons Blackberry Frozen Topping



Lyons Sea Salt Caramel Sauce

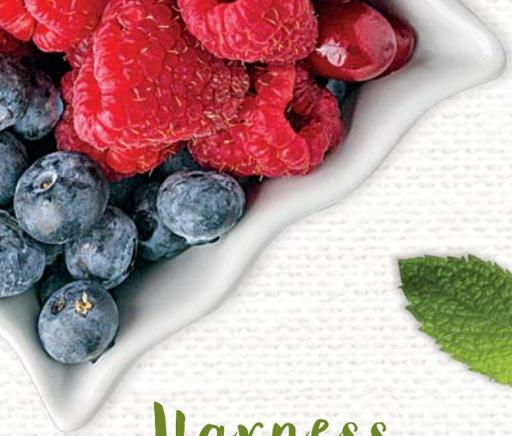


## Get SAUCY

In addition to serving classic holiday flavors, there's ample opportunity to elevate premade desserts – and sales – by experimenting with sauces. A premade dessert serves as a blank canvas upon which operators can unleash some very profitable creativity.

Take a classic slice of cheesecake. It's a simple delight. On the plate all by itself, however, it can look a little underwhelming. Simply adding a drizzle of strawberry, rich chocolate or salted caramel sauce can transform both the flavor and visual appeal of the dessert. Whether pooled underneath, drizzled in a pattern on top, or served in a ramekin on the side, a sauce has the power to change the entire character of a dessert.

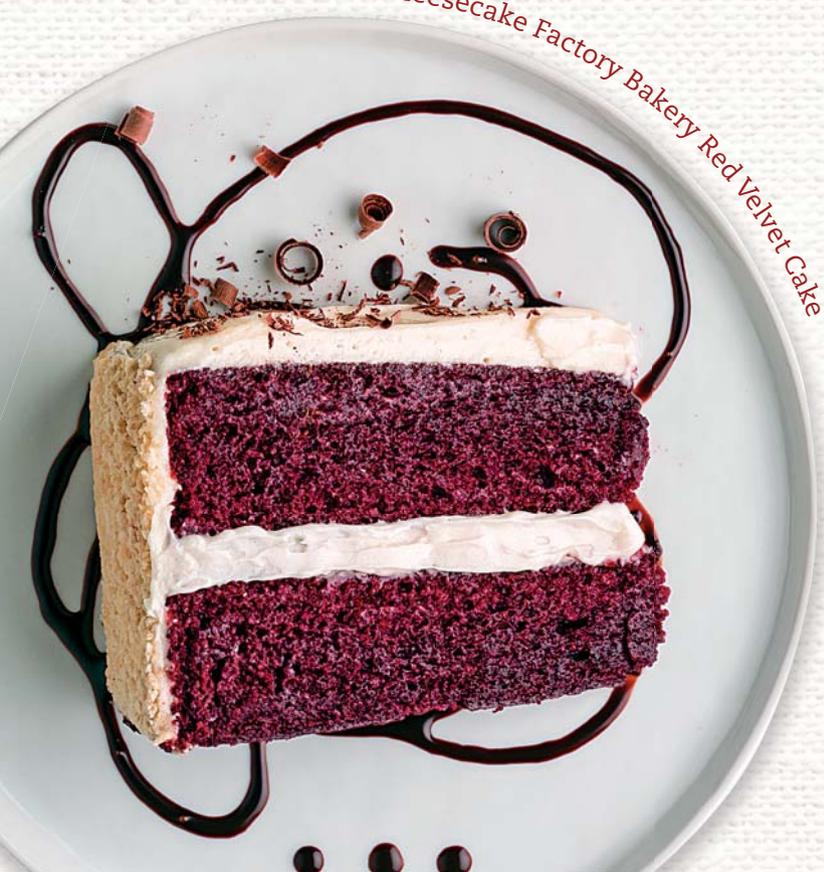




*Sysco Imperial Meyer Lemon Lava Cake*



*The Cheesecake Factory Bakery Red Velvet Cake*



## Harness

# THE GARNISH



Adding a garnish can go a long way to improving a dessert's appearance and its perceived value. When it comes to dessert toppings and garnishes, the possibilities are endless.

Powdered sugar, chocolate curls, a dollop of whipped cream or a sprig of mint can add value to a piece of cake or pie. Piping whipped cream rosettes can give the dessert an even more polished and expensive appearance. During the holidays, capture popular flavors by adding peppermint sticks or gingerbread.

Nuts are fantastic for adding texture and flavor to ice cream or cakes. But why stop there? Just by making a homemade caramel, you can offer customers candied peanuts, pecans or pistachios. Or go a step further and incorporate popular bourbon or maple flavors with pecans to create a homemade brittle that can be served on the side or crushed and sprinkled on top.

Of course fresh fruit is always a colorful and healthful way to add brightness to the decadence of rich dessert flavors.

## Play with YOUR FOOD



Another way to increase profitability with plating is to experiment with the size and construction of the dessert itself. Larger, shareable desserts are extremely popular and, if plated creatively, can become an Instagram-worthy spectacle as they arrive at the table. But operators can also sometimes maximize opportunity by minimizing the size of the bite.

Instead of one large chocolate brownie, try serving brownie bites. Pair each one with a different complementary sauce, and garnish and place in a soup spoon for a sophisticated and easy-to-execute take on a dessert flight.

Another popular trend to take advantage of is putting new twists on old favorites, such as warm cookies and milk, or a do-it-yourself s'mores plate. Evoking a sense of nostalgia gives guests that experience they're looking for.

# 9 Seasonal Hacks to cut Prep Time

When the dining room is filled to capacity night after night, or catering jobs are keeping you maxed out, it's time to seek some backup assistance. Speed-scratch ingredients were made for the holidays.

"There are many things operators can look at to help them cut corners, save on labor and still produce a premium plate, all without cutting quality," says Neil Doherty, Sysco's Senior Director of Culinary Development. "Many of these can work well across day parts and dishes."

Some ingredients, such as cranberries and chestnuts, have a narrow window of availability but bring a lot of distinctive flavor and utility to the table. They also tend to spur chefs' creativity to maximize use of these seasonal products.

During the holidays, these nine timesavers and versatile seasonal ingredients can help save the day.

## 1 Eggnog, a quintessential holiday staple, is a kitchen chameleon.

- Add to cheesecake mixes
- Purée into milkshakes
- Freeze into ice cubes for cocktails or into semifreddo
- Use in place of milk in French toast batter and bread pudding
- Thicken slightly into crème anglaise for dessert plates
- Blend with powdered sugar for dessert glaze



## 3 Chestnuts



Another seasonal standout, chestnuts turn up the flavor in numerous menu items.

- Use to flavor veloutés (classic French sauces made of chicken, veal, or fish stock and cream, and thickened with butter and flour)
- Roast and simmer in stock, then purée into cream soups
- Purée and add to pancake and muffin batters
- Incorporate into savory dishes like mashed potatoes
- Dehydrate and grind for gremolata
- Add to compound butter, whipped cream and buttercream
- Roast, chop and mix into stuffings
- Fold into chocolate ganache for truffles

## 6 Pie Crust



This all-purpose dough can help speed up production of several applications.

- Use for quiches, empanadas, crostadas, pot pies or breakfast bakes
- Shape and fill to make hors d'oeuvres

## 7 Puff Pastry



## & Phyllo

Spread with sweet or savory fillings.

- Roll into palmiers or fleurons, or cut into cubes
- Use as a base for cinnamon rolls
- Wrap around spanakopita and other fillings for appetizer trays

## Eggnog



## 2

## Cranberries



These tart seasonal gems pack a flavor punch that doesn't require much embellishment.

- Use in traditional jams, jellies, mostardas and sauces
- Add to pancakes and muffins
- Soak in vermouth for cocktails
- Pickle
- Simmer with sugar, cornstarch and cranberry juice for cheesecake topping

## 4

## Gravy Mix

This timesaver eliminates steps and intensifies flavor.

- Use to enrich stuffings
- Prepare with a 50/50 mix of water and cream for poultry sauce
- Blend with additional liquid for chicken and dumplings
- Cook with Worcestershire sauce and Dijon mustard to create beef gravy for Swedish meatballs



## 5 Pie Filling

A huge convenience, especially when fresh fruit is less available.

- Combine with half fresh product to extend the yield and inject a fresh element
- Layer into cakes, cheesecakes and trifles
- Purée and mix with alcohol for a dessert beverage
- Purée with balsamic vinegar for a fruit vinaigrette or gastrique
- Blend with brown gravy for a fruit-enhanced sauce for proteins
- Purée and mix into barbecue sauce for a unique take on a classic



## 8 Precut Proteins

Already-portioned meats and seafood cut waste, ensure standard portions, and reduce the need for butchering skills.

- Sear and wrap with puff pastry for individual Wellington-style plates
- Skewer on kebabs
- Add to paella, seafood stews and chowders
- Upgrade steaks with signature sauces or compound butters, or pair with shrimp



## 9 Precut Vegetables

Precut root veggies and winter squash can be used in various holiday dishes.

- Pickle or candy
- Cook down into butters
- Roast until caramelized, finely chop or purée, or fold into mashed potatoes
- Roast and rough-chop for flatbreads or pot pies
- Fold into quiches





# Pile on the Profits

Pasta is perhaps the ultimate comfort food and one of the most adaptable staples in a restaurant's pantry. With its low cost – and with the right combination of ingredients – it can also be a profit powerhouse.

For Chef Massimo Balacchi, Sysco's Italian Segment Director, starting with quality pasta is the key. He argues that premium products made with higher-grade wheat are worth the extra expense – which often amounts to just pennies per serving.

"Having a higher protein content changes the overall experience, palatability and mouthfeel of the dish," says Balacchi. "It's much more enjoyable, doesn't get mushy, and doesn't fall flat on the plate."

After quality, presentation can spell the difference between a ho-hum pasta dish and one with higher perceived value. Pasta shapes that create more elevation and plate coverage have more visual appeal.

"One of the cuts that has really caught on in many places is cavatappi (a corkscrew-shaped macaroni)," says Balacchi. "Even just four ounces of that makes a plate look full."

Serving pasta on smaller-scale plates and in bowls is another way to enhance perceptions of portion size and value. Operators often serve pasta on entrée plates, which leave too big a canvas.

Fall Chickpea  
Mac & Cheese with  
Prosciutto and Sage

Get this recipe at  
[SyscoFoodie.com](http://SyscoFoodie.com).

Beet and Goat Cheese  
Gocce with Roasted  
Beet Carpaccio

Get this recipe at  
[SyscoFoodie.com](http://SyscoFoodie.com).

# with PASTA



Autumn Better-for-You Trottole

“If you have a plate that looks half empty, chances are you are not going to feel as full or satisfied versus if you have a plate that’s slightly smaller but looks full,” Balacchi notes.

When it comes to pasta preparations, expert technique can trump pricey add-ons. The common practice of combining pasta with expensive proteins, such as fillet or lobster, inflates the overall food cost, often without an equivalent effect on taste – or return on investment.

“Ultimately what’s important is the overall flavor of the dish, the sauce and how it interacts with the shape of the pasta,” Balacchi says.

Premium proteins can still play a role in pasta dishes, but a little goes a long way. Opting for less-costly cuts of meat, poultry, and seafood, as well as using plant-based proteins and vegetables, can bring down the plate cost without sacrificing taste.

To appeal to health-seeking diners or vegetarians, chefs are preparing pasta with a wider variety of herbs and vegetables, extending well beyond the traditional garlic, olives, onions, tomatoes and basil. Ingredients such as fennel, tubers, kale, spinach and roasted cauliflower are also trending up.

Traditional wheat-based pastas are increasingly being pushed aside in favor of alternative products that appeal to guests who want to avoid simple carbohydrates or gluten. Pastas made with chickpeas, whole wheat, spelt, lentils, beans, corn and rice have become more readily available (and better tasting) in recent years. A chickpea-based pasta from Banza is especially popular – and available through Sysco.

“Ask any pasta manufacturer what’s on trend now, and they will say pulse pastas,” Balacchi says.

Chefs like pasta because it’s readily available, provides a neutral base for other flavors, and challenges their creativity. Pasta specials can be built around whatever is seasonal or on hand. A raid on the pantry or a visit to the seasonal market can both inspire a terrific pasta dish.

“Ultimately, even if you use ingredients that cost a little less, if the culinary preparation is masterful, you can still come up with amazing dishes,” Balacchi says. “Prepare something that people will come back for. People tend to come back and order the same thing if they find a dish they like.”

## RECIPE

### AUTUMN BETTER-FOR-YOU TROTTOLE

Recipe by **Massimo Balacchi**  
Sysco Corporate

- 1 lb Sysco Imperial butternut squash (½" diced)
- 1 lb Sysco Imperial cauliflower florets
- 8 oz Sysco Imperial red seedless grapes
- ½ c Arrezzo extra virgin olive oil, divided
- 1 lb LaBella Trottole pasta
- 3 ea Sysco Imperial garlic cloves, minced
- 1 c vegetable broth
- ¼ c almond milk
- 1 dash Sysco Imperial McCormick nutmeg
- 1 dash Sysco Imperial McCormick ground cloves
- 1 dash Sysco Imperial McCormick cayenne pepper
- salt and pepper to taste

Preheat the oven to 400° F. Place butternut squash and cauliflower on a baking sheet. Drizzle with half of the olive oil, salt and pepper, and roast for 20 minutes. Add the grapes and roast an additional 10 minutes, then set aside. Cook the pasta according to the packaging directions. In a large pan, sauté the minced garlic in the remaining olive oil until golden. Fold in vegetable broth, almond milk, nutmeg, cloves and cayenne pepper. Add the roasted vegetables and drained pasta, mix well.

*Pasta* is the third most popular food choice among Gen Zers and the fourth most popular for Millennials.

*Younger consumers* in general are more likely to order pasta today than they were three years ago.

*The top three ingredients* in pasta entrées are garlic, cheese and sauce.

# Solutions

## THAT GIVE YOU THE EDGE



### CUTTING EDGE SOLUTIONS

Through the Cutting Edge Solutions platform, Sysco introduces distinctive new products to help our customers differentiate and grow their businesses. In addition to adding new flavors to your menu, saving labor and time, and increasing profitability, these seven new items showcase Sysco's commitment to offering more sustainable, healthful products that your patrons are sure to love.

### Beyond Meat® The Beyond Burger®

The media is buzzing. Customers are raving. And The Beyond Burger® is weighing in as a satisfying alternative to beef. The world's first plant-based burger is designed to satisfy carnivores' cravings and provide a healthier, more sustainable option for vegetarians.

- 20g of protein per 4oz patty – more than beef!
- Looks, cooks and satisfies like a beef burger
- Gluten- and cholesterol-free, non-GMO, and free of all major allergens including soy, peanut and dairy

**TIP:** Featuring The Beyond Burger® along with the traditional burgers on your menu will generate customer curiosity and drive purchases of this new product.





## Fire River Farms® Grass Fed Beef Patties

- Lean, delicious, grass fed burgers that customers want
- Antibiotic- and hormone-free beef appeals to health-conscious diners
- 61% of chefs described grass fed beef as a hot trend<sup>1</sup>

**TIP:** Burgers allow for customization that appeals to a growing Millennial and Gen Z customer base.



## COLEMAN Organic® Small Bird Chicken

- USDA Certified Organic
- Non-GMO verified and no antibiotics ever
- No thawing is needed, saving time and labor costs

**TIP:** 63% of consumers are willing to pay more for premium protein from a trusted source.<sup>2</sup>



## Sysco Imperial Clean Chocolate Cheesecake

- Made with real cream cheese and free from artificial colors, flavorings and preservatives
- Thaw-and-serve desserts offer ease of handling and preparation
- Serve as a grab-and-go indulgent snack made with real ingredients

**TIP:** Easily personalize these New York-style cheesecakes with unique garnishes, or serve individually for snacking and to-go occasions.



## Premier Gold Natural Wild Caught Gulf Shrimp

- Product of the USA - 100% Wild Caught Texas and Louisiana Shrimp
- Consistent product quality from a renewable and sustainable resource
- Free from artificial preservatives and added sulfites

**TIP:** Shrimp is the king of seafood in the U.S., appearing on over 65% of menus. Its versatile flavor profile complements any cuisine type and menu application.



## Sysco Imperial Fruit and Vegetable Juice Frozen Concentrate

- Made with real ingredients: no added sugars or corn syrup, and no artificial flavors or preservatives
- Easy to use - simply mix with water and serve
- Consistent flavor in every serving

**TIP:** Use them in multiple menu applications across day parts, from juices, smoothies and bowls, to marinades and craft cocktails.



## DuraLoc™ Cleaning Tools

Slip-and-fall accidents make up 57% of all foodservice general liability insurance claims.<sup>3</sup> Maintain a clean, safe working environment with DuraLoc Cleaning Tools, also available from Cutting Edge Solutions. Talk to your marketing associate today to learn more.

### SOURCES:

1. NRA What's Hot 2017 Menu Trends
2. Center of the Plate Report, Technomic 2015
3. C.N.A. Insurance

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 holiday menu, operators should look at what's in season to determine food costs 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.



## Celebrate the Season with Centerpiece Roasts

Whether catering year-end banquets or accommodating families that are looking for a seasonal dining experience, the holidays are the perfect time to delight diners with eye-catching centerpiece roasts. **Butcher's Block Strip Loins** undergo a unique 21-day aging process, adding rich flavor and tenderness to the meat. Peppercorn-crusted beef tenderloin is another classic choice for the centerpiece roast. Simply garnish with sprigs of festive rosemary to add a subtle holiday touch. For the ultimate holiday showstopper, opt for an impressive and elegant standing rib roast. Any of these juicy steak cuts are sure to leave a lasting impression on guests who want to celebrate the season with a special meal.



## Produce that's Fresh and Festive

'Tis the season for all things merry and bright! Use fresh produce to add festive color and visual appeal to your entrées, appetizers, sides and desserts. Guests expect to be wowed by special-occasion dining experiences, and vibrantly colored veggies like purple sweet potatoes or carrots are sure to meet the mark. These same colorful vegetables can be used to give classic holiday comfort dishes a healthy, produce-centric makeover. Baked veggie casseroles are lighter in carbs, fats and calories than their meaty counterparts, but still feel indulgent and warm. And for something sweet, add a touch of holiday spirit with in-season figs, pomegranates or blood oranges.



## Make a Splash with Seafood

Parties, banquets and events, oh my! Whether catering small get-togethers or larger gatherings, there's no better time for operators than the holiday season. Bite-size foods like **Portico Prime Mini Crab Cakes** and **Portico Bounty Breaded Shrimp** make perfect tray-passed appetizers. To add luxury to a buffet table, serve smoked salmon with pickled red onions and capers. For the main course, craft an entrée that's both festive and flavorful with **Portico Simply Latin Shrimp** or **Portico Prime Dry Scallops**. And of course, no holiday celebration or end-of-year banquet would be complete without tender **Portico Simply North Atlantic Lobster Tails**, cooked to perfection.



# Holiday Proteins for the Modern Foodie

The rise of the foodie culture has come by way of an increasing desire for diners to expand their horizons by sampling new cultural influences, ingredients and food preparations. As a result, today's diners are willing to pay more for culinary experiences, whether wholly new dish concepts or fresh takes on traditional favorites.

That also holds true for the venerable holiday protein. Though turkey and ham are still neck-and-neck for most popular holiday meat option, other contenders are weighing in, vying for the center of the table during the year's most profitable season.

Chief among these are numerous cuts of beef, lamb, veal, pork and several varieties of seafood.

## A roast by any other name

Roasted turkey is a mainstay of the season, but other proteins, like prime rib roast, lamb chuck and **White Marble Farms** pork butt, provide operators with a new palate from which to work during the holidays. Though they can be prepared in a fashion similar to traditional turkey (e.g., brining or marinating, and slow-roasting), these alternative proteins provide a diversity of flavor and center-of-the-plate appeal that today's diners love. They also hold their own on the carving station. Versatility of preparation and shorter overall cook times can also boost profits for operators.

## Table steaks

Steaks are popular year-round. But diners may be willing to pay a little more for innovative holiday options, such as rich, marbled **Buckhead/Newport Beef** ribeyes and tomahawk chops, or **Butcher's Block Reserve** veal hanger and flank steaks, dry-rubbed with spices and grilled over an open flame. Even health-conscious diners, who don't normally eat steaks the rest of the year, are more likely to splurge on a decadent entrée during the holidays.

## Catch the wave

For diners who seek more healthful protein options, seafood is extremely popular. And the holidays are a perfect time to offer up seafood as the star of the meal. In addition to lobster and shrimp, whole fish – like branzino, red snapper and **Portico Salmon**, roasted with fresh herbs and vegetables – are eye-catching and delicious main courses. Hearty holiday stews and soup courses are also immensely popular, such as cioppino (a shellfish stew with a tomato-and-wine base), Southern-style seafood gumbo, or creamy seafood chowders.

Be sure to speak to your marketing associate about all the ways exciting, new proteins can add value to your menu this holiday season.



## Coming Soon: **MySysco<sup>®</sup>** Marketing

A great dining experience is often the sum of its parts. Customers expect a great atmosphere, top-notch service and amazing food. But a lot hinges on one factor that might get lost in the shuffle – the menu.

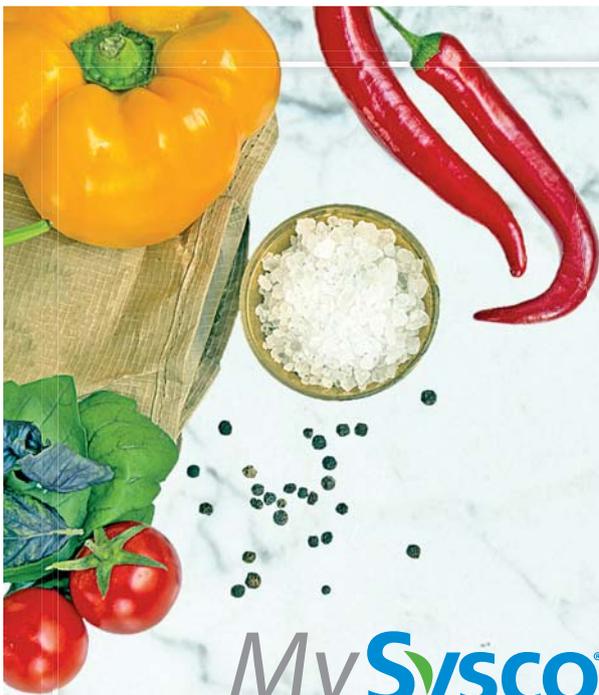
At Sysco, we've spent years helping operators build menus to highlight key items and boost brands in the most profitable way. Today, we're taking that mission one step further with MySysco Marketing, Sysco's new-and-improved menu services platform. This innovation gives operators access to Sysco marketing tools and resources, including menu analysis and engineering, design, and management capabilities, all in one easy-to-use location.

Personalized menus, and the analysis behind them, provide operators with valuable information to help determine which items are most profitable and

should be promoted. And engineering a better menu streamlines service, improves the dining experience of customers, and increases profits.

With MySysco Marketing, it's never been easier to create high-quality, branded marketing pieces backed by professional expertise. Operators can choose to work with Sysco experts to engineer menus and marketing materials, or produce them individually in house.

Ask your marketing associate for more information about MySysco Marketing today.



**MySysco**  
Marketing

*Craft Your Menu. Build Your Brand.*

**Operators gain access to a full suite of resources including:**



Personalized menu analysis that provides cost of goods, profit per plate and per category, and more



Menu engineering that promotes high-profit items, streamlines the number of offerings, and maximizes value



Design tools to create professional menus and marketing pieces



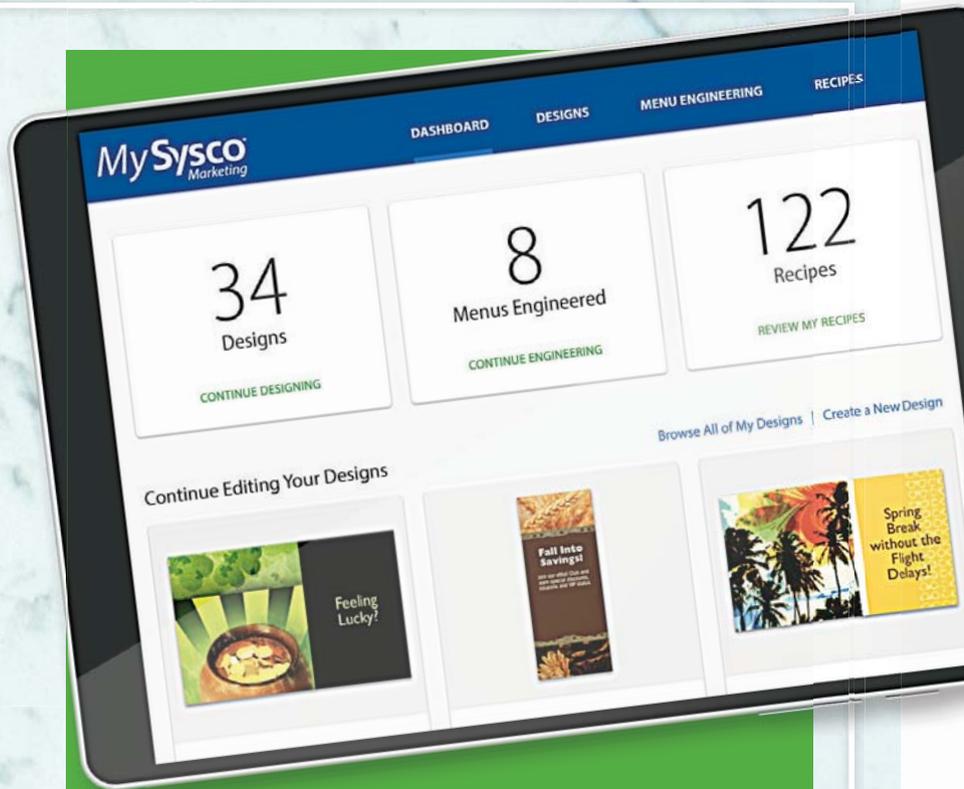
A recipe locker where operators can save inventive menu ideas from Sysco chefs



Live chat to communicate directly with certified Sysco marketing and menu specialists



Print OnDemand letting operators print in house or with our printing partners at discounted rates



**18%**

increase in sales possible if graphic elements like pop boxes are used



My time at the Sysco facility was very helpful for redesigning my new menus, and the ideas were great. We have had good reviews from our customers, and I believe the new design has enhanced our business. I would recommend MySysco Marketing to others.



- a loyal Sysco customer



# Handling the CATERING CRUSH

That adage, “Fail to plan – plan to fail,” never rings truer than it does with catered events. Whether it’s on-premise or off, restaurants that take on catering jobs, especially during the holiday season, need to consider many details to pull off successful and profitable bookings.

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***“The staff is used to working a specific menu, so you want to keep it close to that style or you’ll end up retraining an entire staff.”***

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## Start with menus.

Catering clients often begin planning holiday parties early in the fall. Operators who want to capture that business should be actively promoting catering options and prepared to field inquiries with suggested menus and pricing.

Designing a holiday catering menu that features dishes on the everyday menu can be challenging, especially if prices aren’t the same. Some clients might balk at the higher charges. Instead, operators should try rolling out premium products that command higher prices but that don’t veer too far from a restaurant’s competitive positioning. If you stray too far from your normal inventory, you might end up with leftover or unused product that doesn’t work with your menu at the end of the season.

Consider premium presentations, such as steaks with a luxurious sauce or special chutney, sides embellished with premium seasonal add-ons, or over-the-top desserts.

“Your cooks are already trained in a certain style of cooking, so you want to keep them close to that style but add some accoutrements to it,” says Neil Doherty, Sysco’s Director of Culinary Development. “A restaurant is not like a banquet kitchen in a hotel that’s used to producing different menus every day of the week. In restaurants, the staff is used to working a specific menu, so you want to keep it close to that style or you’ll end up retraining an entire staff.”

Also factor in the production challenges of serving larger parties, either on-site or off-site. Fixed menus are a godsend for efficiency. So are buffets. The last thing a restaurant needs during a busy schedule is a party of 20 all ordering different entrées.

## Book strategically.

Because holiday catering services and venues are in such high demand, this is a prime opportunity to set higher prices, especially during peak times. After the most-requested slots are booked, an operator can fill in the gaps with slots on slower days, such as midweek or Sunday brunch, by offering more attractive pricing or incentives for the planner.

In addition to demand, service style also affects staffing and pricing. Fully catered, off-premise events that require service staff and some on-site cooking demand top dollar, since they involve more labor (e.g., setup, service, breakdown, cleanup, etc.), as well as the cost of travel. But although these events can be a boon for sales, it's important to watch profit margins.

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*"A lot of times, people who do catering see the money at the end of it, but they trip up on what it costs to do it."*

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"There are so many open variables that you'd be crazy not to put pen to paper," Doherty says. "A lot of times, people who do catering see the money at the end of it, but they trip up on what it costs to do it."

Restaurants catering off-premise events risk leaving money on the table if they don't tuck in charges for items like supplying plates, flatware and glassware (after all, someone will need to organize, transport and clean these items); trash disposal; ice (and the labor involved in packing it); travel to and from the event; and more.

There are a variety of options to reduce the labor demands and costs of events. More affordable and less labor-intensive options include drop and leave with disposables (including disposable chafing dishes); an agreement to pick up service items the following day; or buffets, with or without servers plating individual servings. Small corporate dinners at an executive's home – an increasingly popular style of entertaining – saves on venue rental and decorations. Often a small crew can handle intimate groups like this.

Restaurant operators who strategically plan their holiday catering schedule can turn events into gold: Dallas-based catering consultant Sandy Korem estimates that profits from a catered event should range from 10% to 15%, well above the typical restaurant margins.

Find the recipe for  
PB&J Pork Belly  
at [SyscoFoodie.com](http://SyscoFoodie.com).

More consumers are  
opting to hire caterers for  
home dinner parties and  
workplace lunches, according  
to Technomic's 2016 Takeout &  
Off-Premise Dining Consumer  
Trend Report.



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 committed to working with partner organizations to discover and apply more responsible, sustainable sourcing practices.

# HEART OF PALM



As the world's largest foodservice marketer and distributor, Sysco is dedicated to leading by example when it comes to sustainable practices. Palm oil, palm oil kernel (PKO) and palm oil derivatives have become increasingly popular in recent years due to their cholesterol-free and no-trans-fat nature. In addition to healthy qualities, they can be used in a variety of products, including food and beverages, cleansers, and cosmetic and personal hygiene products. Unfortunately, unsustainable harvesting has been common practice in palm oil production. Indiscriminate clear-cutting of land has resulted in negative climate impact, destroying of animal habitats and human rights abuses for workers.

At Sysco, we recognize the importance of contributing to a sustainable supply of palm oil and are committed to partnering with our suppliers to increase responsibly sourced palm oil in the Sysco Brand supply chain. In fact, in 2016 Sysco became a member of the Roundtable on Sustainable Palm Oil (RSPO), a not-for-profit organization working to develop and implement global standards for sustainable palm oil. Sysco is committed to making a difference in the ethical standards of palm oil harvesting practices, promising by the end of 2020 that 100% of the palm oil in Sysco Brand products will be certified by the RSPO.

Going one step further than RSPO certification requirements, Sysco has developed a palm oil sourcing policy to address additional unsustainable practices to affect meaningful, long-term change in the palm oil industry's impact on humanity and the environment. We have committed to sourcing palm oil ingredients for our products that also promise:

- No deforestation
- No development on peat lands, regardless of depth
- No exploitation of workers

Our commitment to a better environment and responsible sourcing practices is unwavering. Our dedication to improving harvesting practices of palm oil ingredients is just one of the ways we are working to be our customers' most valued and trusted partner.



## Sysco's Palm Oil Timeline

- 2015** Reassessed palm oil commitments
- 2016** December 2016: Membership to the RSPO
- 2018** By December 31, 2018: All palm oil and PKO used in Sysco Brand products will be RSPO mass-balance certified
- 2020** 100% of palm oil in Sysco Brand products will be RSPO-certified





5

# WAYS

TO TAKE CARE OF  
BUSINESS AND

*yourself*

Between long hours standing at stoves and prep counters, intense heat, and the stress of keeping the line humming, working in a busy restaurant can take its toll on a chef's physical and mental health. Add the stress of the holiday season peak, and next thing you know, you're out with the flu or simply exhausted.

The good news: Adopting healthier habits and committing to some self-care can help chefs survive even the most brutal of holiday schedules. Here are a few tips from Chef Ben Udave, Sysco Los Angeles, and Chef Meegan Roberts, Sysco Arizona, for finding your Zen this season.

1

Find a way to blow off steam. End-of-shift drinks are a common solution, but they're not the healthiest option. For many chefs, exercise is the antidote to long hours at work. But it's got to be scheduled and treated like a regular appointment, not left to chance. The benefit of a committed exercise program is that fitter people tend to adopt healthier eating habits, too, lest they undo what they have accomplished at the gym or on the trail.

2

Work quick breaks into the day. Between day parts or before the rush, checking out for a half-hour walk, jog, yoga, or meditation session will help clear the head and reduce stress.

3

Arrive with a game plan. Don't leave the day's tasks to chance - focusing on organization, following a plan, and communicating that plan to the staff will help the day go more smoothly and reduce the potential for stress.

4

Don't forget to feed yourself. Some chefs get so wrapped up feeding other people that they forget to eat. A shift's worth of tasting sauces doesn't count, and overdoing it with rich food, while tempting, is likely to pack on the pounds. Refueling with small, healthy meals, snacking on fruit, and drinking plenty of water throughout the day will keep the body's engine running smoothly.

5

Get adequate sleep. This one's not always the easiest thing to accomplish, especially given the unorthodox hours many chefs keep because of late closings. But adopting a strategy to relax at the end of the day - listening to music, taking a warm shower, putting aside the day-to-day concerns that keep any chef up at night - and getting a good night's rest will prepare anyone to face the next day's challenges.

# Top Quality Tabletops



It's the special touches of flavor that often elevate the most enjoyable of meals. A side of honey mustard gives chicken tenders a sweet touch of twang. The spicy strawberry jelly spread on a warmed biscuit prickles the palate. A rich, creamy mayonnaise and pickled relish bring together the ingredients of a potato salad in delicious harmony. Sauces, jellies, condiments and other consumer-facing items provide opportunities for flavor enhancement and customization that consumers crave in their dining experiences. With Sysco's **House Recipe** products, operators can deliver consistency, quality and front-of-house flavor that rival the best of national brands.



## Customized Convenience

Mustard and ketchup are staples on restaurant tabletops far and wide, familiar flavors known and loved. However, with ever-evolving tastes, the tabletop provides an opportunity for operators to encourage customers to integrate additional flavors into their dishes. Mayonnaise swirled with a few dashes of Sriracha brings an amazing spice complexity to a turkey sandwich. A variety of packaged jams on the table provides griddled pancakes a burst of fresh fruit flavor. Operators also have opportunities throughout the day to take advantage of customization and convenience. With over 130 House Recipe products available, crafted combinations can serve as limited-time offers or add-on ingredients on the menu. Additionally, health-conscious consumers are reaching for lower-sodium sauces and all-natural or organic options, all available in the House Recipe product assortment.



## Saucy Stats

Seasoning, sauces and condiments are forecasted to grow

**\$1.47 billion** over the next five years.<sup>1</sup>

**48%** of Millennial consumers prefer to eat meals on-the-go.<sup>2</sup>



## Our Brands are Getting a New Look

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.

## Unprecedented Quality

House Recipe's experienced producer network and quality assurance teams ensure products meet or exceed national brand standards – delivering unsurpassed dependability and consistency of flavor. These quality assurance standards run across every aspect of sourcing, production and distribution, so businesses are confident in the items delivered time and time again. House Recipe offers individual serving and portion-controlled packages to reduce costs and waste, making it convenient for customers and profitable for operators. With the products customers crave and the reliability businesses desire, House Recipe is consistently perfect, every time.



## Sysco Brand QA Promise

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

Sources: 1. "Seasoning, Sauce and Condiment Production in the US: Market Research Report," IBIS, 2016. 2. "The Modern Consumer: Understanding Tomorrow's Tastemakers Today 2017," Y-Pulse, 2017.

**SYSCO  
CUSTOMER PROFILE**

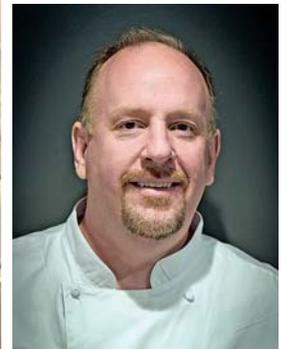
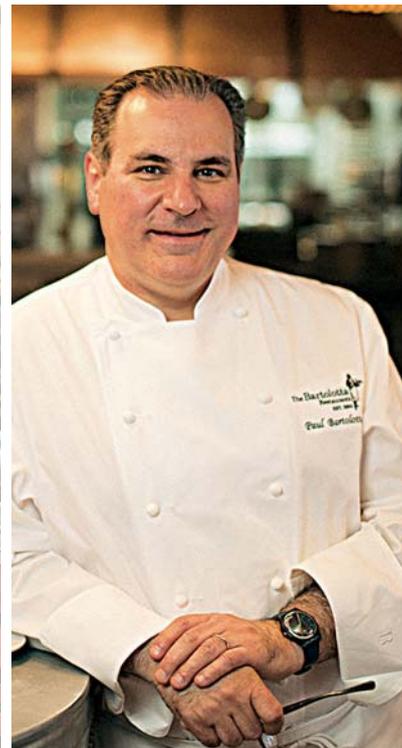


**Location**  
Southeastern Wisconsin

**Founded**  
1993

**Category**  
Casual and Fine Dining  
Concepts

[www.bartolottas.com](http://www.bartolottas.com)



*Foodie* magazine recently had the pleasure of speaking with brothers and co-owners **Joe Bartolotta**, president, and **Chef Paul Bartolotta** of **The Bartolotta Restaurants**, as well as the group's director of purchasing, **Brent Perszyk**, about creating four-star food and dining experiences – and turning the Midwest into a culinary destination.

**If you only had 30 seconds to explain The Bartolotta Restaurants to a complete stranger, how would you describe the business?**

“Bartolotta is in the business of providing memorable experiences through the finest service, hospitality and food imaginable.”

**How did you get your start in the Milwaukee area?**

“When we started out in 1993, we wanted to build something special. We tapped into our heritage with our first restaurant, Ristorante Bartolotta, a traditional Italian concept which received rave reviews. We were quickly the best Italian restaurant in Milwaukee, then began to receive national attention. That initial success and our desire to give diners amazing experiences led us to open another restaurant, Bartolotta's Lake Park Bistro, which focused more on authentic French cuisine. That concept also received numerous awards, including the James Beard Award for Best Chef Midwest for executive chef Adam Siegel. Since then, we've added several more restaurants to our portfolio, and we're looking forward to potential expansion throughout the Midwest.”

**Tell me what makes your restaurants so successful? What makes them special or unique to patrons?**

“Our passion for hospitality and what we do separates our company from others. Curiosity also drives us and keeps us searching for new ideas to share with our guests.”

**How do you stay up with the latest trends to keep the restaurants fresh and customers coming back for more?**

“We are constantly looking for ways to keep our menus fresh. Sysco has been instrumental in the continuing education we offer our team. We have had great opportunities to see where our products come from and how they are produced. One of my favorite experiences was meeting some of the farmers and visiting their facilities, which are part of the Iowa Premium Program. Also, spending time at the Buckhead Prime cutting facility was very educational for us. It was a fantastic opportunity to directly meet with the cutters and discuss the fabrication of our meats. This takes all the unknowns out of the process. Sysco has been a big part of helping to continue to educate and show new products to our chefs.”

**How long have you been doing business with Sysco?**

“Our relationship with Sysco is going on 20 years of business.”

**What makes Sysco an ideal partner for The Bartolotta Restaurants?**

“Sysco has partnered with us to make sure that we receive the quality ingredients that we expect, while aggressively working with us to keep costs in line. Their dedication to product safety throughout the supply chain is second to none. This takes any worry about food safety out of the equation and allows us to focus on delivering top-notch food and hospitality to our guests.”

**With the number of restaurants to manage in the Bartolotta portfolio, how does Sysco help improve operations, especially during the holidays?**

“Sysco helps us through the busy holiday season by delivering consistency. It allows our guests to experience the same great quality food, no matter which of our many locations they choose. That consistency starts with our marketing associate, Chad Wondra, who takes great pride in servicing our accounts. It continues with the warehouse team. We never get to see them, but their attention to detail and the quality of the items they pick keeps us running smoothly and efficiently. And thanks to consistent delivery times and friendly service from their drivers, our chefs always have what they need to do their magic.”



CAFE LA SCALA



# BOOSTING SPEED OF SERVICE

Slow service can undermine even the best food and sharpest design. It can also erode profitability, especially if online reviews detailing slow speed of service start rolling in.

Fortunately, operators can lean on a variety of strategies to speed up delivery and turn tables more quickly.



## FRONT OF HOUSE

### KEEP BETTER TABS ON THE TRAFFIC FLOW.

Better communication and training are arguably the foundation for better efficiency. The host stand needs a way to signal servers. Servers need to touch base with bartenders. And the back of house and guests need to see that servers are moving orders along at a healthy – but not hurried – pace, and that servers are dropping and settling checks efficiently. A floor manager can look for potential clogs and work out a way to maintain the flow.

### LEVERAGE TECHNOLOGY TO RUN MORE SMOOTHLY.

Technology can shave time off multiple stages of the dining experience, such as reservation and guest management solutions, POS systems that include features like check splitting or digital payments, and scheduling software that ensures sufficient hands are available to cover the restaurant.



## BACK OF HOUSE

### SIMPLIFY THE MENU.

An easy-to-navigate layout, self-explanatory descriptions, and, when appropriate, photos all help guests order more quickly. In the kitchen, a curated menu that repurposes more ingredients or involves shorter cooking times is easier to produce quickly than one with many options and varied ingredients.

### CONSIDER EQUIPMENT WHEN CREATING A MENU.

A menu mix that relies too heavily on one station or piece of equipment will create a production bottleneck.



## DESIGN AND WORKFLOW

### REDUCE STEPS WHEN POSSIBLE.

Bar supplies and kitchen spaces should be organized to limit the number of physical steps employees need to take to do their jobs.

### MAKE SURE SERVICE STAFF HAVE THE RIGHT TOOLS.

A convenient supply of flatware, linens, glassware, corkscrews, etc. will speed up service and turnaround times.

Maintaining a streamlined foodservice operation is always important. To meet the heightened demands of the busiest season of the year, it's absolutely essential.

# HOW TO MAXIMIZE your digital brand

With so many consumers researching dining options online, a solid, easily discoverable and navigable web presence is arguably a restaurant's most important marketing investment. These basic steps can help potential guests find their way to your restaurant and the kind of information that will give you an edge over the competition.

## TAKE CONTROL OF YOUR ONLINE "STOREFRONT."

Google is a good place to start establishing a stronger web identity. If you don't have one already, you'll need to create a free Google My Business listing, or log into an existing account at [google.com/business](http://google.com/business). You'll be able to search for your business and input basic information about it. Google will verify the business, often through a postcard or phone call. Once that's done, you can correct and verify information about your restaurant, upload photos of your restaurant and food, and respond to reviews.

## PROVIDE THE ESSENTIALS.

The most basic requirements include an address, phone number, inviting photos and menus with prices. Having a mobile-friendly menu that scales to phone screens; special sections for vegetarian, kids menus and other dietary preferences; online ordering or reservation links; and additional tools beef up a website's selling power.

## BUILD A CONSISTENT AND ENGAGING SOCIAL MEDIA PRESENCE.

A restaurant's social accounts should reflect a unified tone and image that's in line with its website. Choose a voice and visual style that appeal to your audience. Create excitement around your brand by promoting recent events or new additions to the menu. And take the time to monitor and respond to comments across all social media, including online review sites.



## GOING SOCIAL

- Facebook is the preferred social media site for Gen Zers (47%) and Millennials (69%) to research and engage with restaurants.
- Millennials' use of Yelp increased 16% from 2014 to 2016.
- Gen Z turns to Instagram, Snapchat and Tumblr for restaurant content more than other generations.



BACK OF OUR  
**HOUSE**

# Sysco® SUPPLIER DIVERSITY

## *Inviting everyone to the table*

Sysco's commitment to diversity is deeply ingrained in the way we do business. You see it in the variety of the products we source, in the customers we serve and in the suppliers with whom we work. As the world's largest foodservice distributor, Sysco knows that the business landscape is constantly evolving and becoming more and more culturally varied. To ensure continued success, and to welcome more diverse supplier operations to the Sysco family, we began our Supplier Diversity program.

Sysco's Supplier Diversity program partners with more than 500 minority- and women-owned suppliers, who help meet the demands of our customers, support our efforts to increase the variety of products we offer, and provide access to new specialty products. Our program is one of the most well-established in the industry and has been developed with a continued focus on improving supplier engagement, and on providing mentorship to help suppliers grow through their relationship with Sysco.

The Supplier Diversity program is designed from the ground up to create opportunities for minority- and women-owned

businesses. Typically, these are smaller operations that specialize in producing a wide range of products, including specialty teas, desserts and cakes, secret-recipe BBQ rubs and sauces, high-quality proteins, or more specific ethnic offerings, such as frozen Indian meals or Hispanic food products. As a small operation, the prospect of becoming part of a portfolio as expansive as Sysco's could seem daunting. But the Supplier Diversity program is committed to making the process easy, with simple, standardized registration and a database for all participating suppliers.

New program initiatives launching in the coming year will offer suppliers more information to help differentiate their businesses and position themselves for success. These include a new supplier mentorship program and a supplier playbook. The mentorship program will partner new suppliers with current members of the Supplier Diversity program, who will assist them in successfully navigating the process. Similarly, the new supplier playbook will be an exhaustive resource to help suppliers understand the requirements and processes involved in becoming part of

the Sysco portfolio. Additional resources will include a Diversity Brochure and Supplier Diversity Newsletter to drive both internal and external program awareness.

But partnering with these suppliers isn't just good practice – it makes good business sense. Minority consumers are the fastest growing segment of the U.S. population and connecting with those customers is increasingly important. The suppliers in our diversity program help pave the way for a broader product assortment, offering operators more diverse menu choices, and providing new ideas and new ways of doing business with various ethnic markets.

## A GROWING PART OF OUR BUSINESS

**500** MINORITY- AND WOMEN-OWNED SUPPLIERS

**\$1.1B** SPENT WITH SYSCO SUPPLIER DIVERSITY PROGRAM SUPPLIERS IN 2016

**80%** OF CONSUMERS EAT AT LEAST ONE ETHNIC CUISINE VARIETY PER MONTH

SERVING  
TODAY,  
BY PROTECTING  
TOMORROW.



Atlantic Salmon from Faroe Islands

At High Liner Foods, our commitment to do things the right way stretches from sea to table to tomorrow. We are steadfast in our principles and processes to provide the very best seafood while also sustaining fish populations and their environments along the way.

To learn more about our promises, methods, and full line of delicious seafood products, visit [www.highlinerfs.com/sysco](http://www.highlinerfs.com/sysco)

  
**HIGH LINER FOODS**

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Good things  
come from  
**Sysco**<sup>®</sup>

# QUALITY RUNS IN THE *Family*

The Sysco Brand family has been delivering quality, innovation and profitability for decades. Our dedication to these values will never change – but soon, the look of Sysco Brands will. 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.

These exciting new logos will be on packages at your local OpCo soon!



**NEWPORT**  
*Pride*<sup>®</sup>



**WHOLESOME**  
- FARMS -



**CASA**  
**SOLANA**<sup>®</sup>



**HOUSE**  
- RECIPE -



EST'D  
**BLOCK & BARREL**  
1885



**Baker's**  
source



**FIRE RIVER**  
FARMS<sup>®</sup>

Sysco | freshpoint  
**NATURAL**<sup>™</sup>  
*Hand Selected Produce*  
SINCE 1983



**JADE**  
MOUNTAIN<sup>®</sup>



**ARREZZIO**  
.....



**BUCKHEAD**  
*Pride*<sup>™</sup>



**BUTCHER'S**  
- BLOCK -

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