The Perfect Pair

SEVEN SOUPS AND SANDWICHES TO SERVE ALL WINTER

Sweet Potato, Beer and Cheese Bisque + Short Rib Sandwich
Chef Chris Szymanski, Sysco Eastern Wisconsin

+ FRIED FISH IN FOCUS
/P. 20

EASY V-DAY TRUFFLES
/P. 12

THE LATEST FOODIE FORECAST
/P. 10

4 WAYS TO GO GREEN
/P. 25
Dear Valued Sysco Customers,

We hope you had a wonderful holiday season, and we wish each of you a Happy New Year. Here at Sysco Canada, we are very excited about the many innovative new products and initiatives coming in 2019.

As the festivities die down and the cold settles in, restaurant guests are looking for hearty and delicious comfort foods to sustain them through the winter. What could be better than a bowl of warming soup paired with a savoury sandwich? We’ve collected seven soup-and-sandwich combos that work with a variety of menus, day or night (see page 14).

One trend we see continuing in the new year is health and wellness. In this issue, you’ll learn about the benefits of nutritional fibre, and how Sysco can help you add more high-fibre ingredients to your menu—including a colourful grain, bean and salmon bowl (page 8). Also, as flexitarianism and vegetarianism become more mainstream, operators need to get creative about recipes that use vegetables at the center of the plate (see page 9).

Are you looking for ways to save money and become more energy efficient? Check out our four tips for going green (page 25), which range from the practical to the somewhat fanciful.

We look forward to another great year as your most trusted partner. We are grateful for the chance to work with you and earn your business every day. If you have questions or comments, contact us at marketing@corp.sysco.ca. We love to hear from our customers!

Dominic Iezzi
Senior Vice President, Sales and Marketing

Message From the Executive Editor

For more information on becoming a Sysco customer, please email us at marketing@corp.sysco.ca.

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Sourcing the very best catch has always been the focus of Montreal-based IFC Seafood. Since 1999, the marketer and importer has brought responsibly sourced, quality seafood products from all over the world—including the icy waters of the North Atlantic and sustainable farms in Asia—to the North American market. For more than three years, they have been an integral partner of Sysco Canada, supplying popular Portico, IFC, Olivia and VIA brand shrimp and scallops.

A Simple Mission

IFC was founded by Carlos Torralbo, who began with the simple mission of supplying retail and foodservice businesses in the Montreal area with a few premium seafood items, namely Icelandic scampi tails (linguine) and North Atlantic sea scallops. As positive feedback began to come in and momentum increased (early accounts included Costco), Torralbo grew the business and began selling cod, haddock, sole, shrimp and more. Now with a team of 16 people across Canada, the $150 million-plus business imports from India, Thailand, Vietnam, Chile, Norway, Ecuador and other countries where fisheries and plants operate thoughtfully and sustainably.

Key Partnerships

According to Senior Vice President of Sales and Marketing Randy Riopelle, who came on board at IFC in 2011, a focused approach to customer relationship building has been key to IFC’s success. “Trying to be everything to everybody has never been our goal,” Riopelle says. His team channels the majority of its efforts and resources toward a few key clients, including Sysco Canada. “Sysco has been an integral partner for IFC. We have shared goals and objectives, which has led to mutual growth opportunities,” he says. IFC is committed to delivering the objectives and expectations of its focused customer base.

Supplier Sustainability

IFC has also built long-standing relationships with just a few key suppliers per category. “We always travel to the plants, meet the teams and make sure they are meeting the standards we promise to our customers,” Riopelle says. Plant audits, customer specifications and sustainability requirements are aspects of the visits. IFC also works closely with several seafood sustainability groups including Ocean Wise and Seafood Watch.

In the future, says Riopelle, IFC will continue to introduce new products methodically and with care, expanding on their value-added offerings, which include marinated shrimp and scallops and ready-made meals. “Whatever we do, we’ll do our homework first,” Riopelle says.

Ask your Marketing Associate about fresh, high-quality seafood supplied by IFC.

Whether you are serving seared scallops, crisp-fried fish and chips or spicy mahi mahi tacos by the ocean, you need to feel confident that your fish is fresh and flavoursome. When you order from Sysco, you know that not only will your seafood taste great, but it is also backed by the most comprehensive quality assurance system in foodservice.

“The key for us is having a full assortment of chilled, frozen and shelf-stable seafood, so you have the right product for the right application,” says Eric Buckner, Senior Director of Seafood at Sysco. This is true whether that means flying seafood in from harvest locations, bringing it straight from the docks to Sysco facilities for processing or processing it at sea, where the fish is frozen at peak freshness and vacuum-sealed for distribution.

According to Buckner, “Sysco’s renowned quality assurance process ensures that only the best products reach the market.” Some of these controls include detailed specifications, point source inspection, food safety audits and social responsibility audits.

When you order one of the more than 100 varieties of seafood sold through Sysco’s award-winning Portico Seafood Brand, you can rest assured that the freshness and quality are always guaranteed.
Convenience Is Key
Baked goods are the perfect convenience food. No matter what kind of operation you run, these days, customers want to be able to stop in, grab a bite and go. Our specialty baked goods, including scones, muffins and doughnuts, make this especially easy. Our mini and bite-sized baked goods are perfect on-the-run snacks for any time of day. Sandwiches made on our ciabatta or batard breads or our new, on-trend artisan breads can be wrapped and ready to go in minutes.

Make the Most of Morning
The fastest-growing daypart in 2018 was breakfast, and the trend is expected to continue in the year to come. Customers crave croissants, muffins and morning breads of all kinds. But most operations don’t have the staff to make breads and baked goods from scratch. That’s why Sysco is your go-to for elegantly wrapped Baker’s Source Muffins, Chocolate Two-Bite Brownies and much more. You brew the perfect cup of coffee, and we’ll do the rest.

Nutritious and Delicious
Fresh-baked whole-grain breads are some of the healthiest foods on the planet. In fact, a recent study found that moderate consumers of carbohydrates have a lowered risk of mortality. We understand that today’s diners are interested in wellness and wholesome ingredients. That’s why, among our 200 products, Baker’s Source offers a range of nutritious breads, including whole-grain, barley and wheat berry breads, such as our Multi-Grain Roll.

The Sweet Spot
Preparing dessert is a time-consuming specialty. Baker’s Source offers options that work for every daypart, from lunch to snack to after-dinner desserts. Try our easy-to-prepare Fudge Brownie Mix or frozen Chocolate Chip Cookie Dough for casual sweets that can be taken on the go. Baking from scratch can be labour-intensive and add to your kitchen staffing needs. With muffins and brioches to brighten your morning service and cakes, cookies and pastry to round out the night, there is every reason to make Baker’s Source your trusted partner in the kitchen.

BRAND SPOTLIGHT
The smell of freshly baked bread evokes an array of positive emotions: the comfort of family and the happiness of home. It’s no wonder baked goods form delicious bookends for so many meals—beginning with crusty rolls and ending with a luscious dessert. With Sysco’s Baker’s Source brand, you can choose from a variety of tempting par-baked, fully baked and ready-to-bake goods to go with every daypart.

Sysco Brand QA Promise
Our Sysco Brand products meet the most exacting standards for safety, reliability and quality. All Sysco brands are backed by the largest Quality Assurance department in the industry.
Roost Vineyard Bistro & Farm Bakery
North Saanich, British Columbia

It started with a farm on the Saanich Peninsula north of Victoria. Then came the bakery, the market, the winery and the bistro. We talked to Dallas Bohl, who owns Roost Vineyard Bistro & Farm Bakery with his wife, Sarah, about what’s next for the family business.

How would you describe Roost in a few words?
We have a 10-acre farm that my father-in-law, Hamish, bought sight unseen 25 years ago, when all that was here was asparagus, a few buildings and a big barbed wire fence around the compound. Since then, he’s planted acres of wheat and grapes, raised sheep and planted fruit trees. We’ve also planted a chef’s garden and built up the winery. We’ve also split our operations into the vineyard bistro and the farm bakery.

What are some signature dishes that guests must try?
In the bistro, we built our own wood-fire pizza oven. It was outside for years, and then we built the whole restaurant around it. We try to source the pizza ingredients, if not from our farm, then locally. We have a Little Ducky Pizza. It’s duck confit and local pears, plus walnuts from the farm next door. We also have a new pasta program with our own flour, all made in-house, and we pair pasta with our wines. In the bakery, our cinnamon buns have been a staple forever, along with our giant meatloaf and smoked-meat sandwiches.

What is it like running Roost as a family business?
I first met my wife, Sarah, when she gave me a tour of the farm at the grand opening of Roost. She showed me the ostriches and the wheat program. After about a year and a half of chasing her around, we finally started dating, and now we run the business together. It’s great working with Hamish, Sarah’s father. He’s been our winemaker up until this fall, and his interest and energy have driven everything we do. My kids are 7 and 10. The way I envision it, one of them is going to be front of house, and one of them is going to be back of house.

What items do you typically source from Sysco?
Sysco is great at getting local products. There was a man in the area growing wild mushrooms, which was not done until recently. He didn’t have the distribution to be able to do it without Sysco. Sysco has been able to develop relationships with locals, and I think that’s been very key for us growing as a business. The sales reps have been very helpful in our growth, too.

What’s in the future for Roost?
We have a world-class winemaker from Oregon who just joined our team. We’ve got one of the best celebrity chefs in Victoria, Garrett Schack, who just joined us two weeks ago. He is very focused on local ingredients and beverages. As we look ahead, our next step is to take the bistro to the next level, with wine pairings and events that showcase some of these stories we’ve had on the farm.
Fit Fibre Into Your Menu

As customers seek out healthier choices, there is one nutrient you should consider adding to your menu mix: fibre. With all the detox cleanses, weight loss schemes and ever-changing requests for fad diet foods, it’s easy to lose focus on what really matters. By putting a variety of high-fibre foods on the menu, we are contributing to the kind of well-balanced diet that remains constant through all the varying nutrition trends, and there’s a reason why.

Fibre Fosters Health

Unlike other essential food components such as fats and proteins, fibre isn’t absorbed by the body; instead, it remains relatively intact as it passes through the digestive system. Foods rich in fibre have been known to help lower “bad” cholesterol levels, which can reduce your risk of heart disease. They’re also good for stabilizing blood sugar levels, which can reduce your risk for Type 2 diabetes. Fibre can also help you achieve and maintain a healthy weight by making you feel fuller. Plus, a high-fibre diet has been linked to improved gut and brain health and decreased brain inflammation.

Serve the Rainbow

“Since fibre-rich foods fill you up more than foods with low fibre content, they can help curb cravings you may have for unhealthy food,” says Jason Knapp, Senior Manager of Business Resources at Sysco. Before joining Sysco, Knapp ran a health and wellness restaurant, so he is familiar with the benefits of fibre and the role it plays in your diet. “I like to follow the ‘five a day the colourful way’ philosophy,” he adds, referring to the idea of eating at least five daily servings of fruits and vegetables. “As a chef, I look for ways to make my food presentable. Nature does that for me by giving us all these fibre-rich foods in a multitude of colours.”

Vibrant veggies such as peas, artichokes, broccoli, carrots and Brussels sprouts are all high in fibre; as are fruits like apples, raspberries, bananas and oranges. Lentils, beans and nuts can be added to recipes to raise the fibre content on your menu, along with healthy whole grains like barley, wheat bran, brown rice and oats. For a great nutritional menu idea, check out Chef Knapp’s Southwest Grain Bowl With Salmon, made with high-fibre black beans, colourful mixed vegetables and heart-healthy 5 grain blend.

As your Marketing Associate about the range of healthy high-fibre products available from Sysco and FreshPoint, such as fruits, vegetables, grains and legumes.

Vegetables, Reimagined

Whether we identify as vegetarian, vegan, flexitarian or omnivore—we all know we should be incorporating more fruits and vegetables into our diets. Customers are becoming more aware of and knowledgeable about health and wellness issues related to eating, and restaurateurs need to be prepared to meet their needs. Plus, plant-based eating and meat alternatives are the fastest-growing food trend in North America right now. Ignore them at your peril.

Central to Your Health

According to recent research, a diet rich in vegetables and fruits can lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer and lower blood sugar, which keeps your appetite in check.

One way operators can fulfill customers’ growing desire for healthier food is to feature more nutrition-packed fruits and vegetables in main dishes, as opposed to relegating them to sides. One way to achieve this is by thinking creatively and substituting proteins with plants.

Options Are Key

As the number of diners requesting meat-free dishes grows, the key is to offer an array of appealing choices and alternatives on the menu. According to Valerie Hoover, Marketing Manager at Sysco and a registered dietitian, “Chefs are beginning to use more beans, lentils, soy and whole grains when making preparations such as tacos, enchiladas or soups,” says Hoover. “You can add a sauce or seasonings to spice up the ingredients if needed.”

By making creative substitutions, chefs are bringing vegetables off the sidelines and into the centre of the plate. Not long ago, it would have been hard to believe that cauliflower rice or zucchini spaghetti would be common restaurant menu items, or that we would be eating vegan raw “tuna” and creating seared “scallops” out of turnips, as shown here. When it comes to innovative cooking with vegetables, there’s no limit to what your imagination can dream up.

Likelihood of customers to order a plant-based dish

49% —Technomic

Seared Turnip “Scallops” With Butternut Sauce; recipe page 26.
Foodie Trendwatch

As an operator, it’s crucial to stay on top of the latest culinary trends. We talked with Sysco chefs across Canada and the United States to bring you the latest food forecast, from vegan junk food in Edmonton to tricked-out tater tots in Maine.

1. The Rise of Vegan Junk Food
   **KEN WIRSMA, CULINARY BUSINESS REVIEW SPECIALIST, SYSCO EDMONTON**
   “About a year ago, a vegan cinnamon bun purveyor opened here. You can also find vegan gelato. And one pub serves nachos with vegan cheese, vegan wings made with cashewflower and a vegan chili cheese dog. We’re actually short on the Beyond® products in Canada right now because M&W is selling the Beyond Burger® and it’s done so well. Every business review we do now includes some kind of vegan or vegetarian option because that’s what our customers are demanding. We give them ideas and options.”

2. Plant-Based Proteins in Ethnic Cuisine
   **CHEF BENJAMIN UDAVE, EXECUTIVE CHEF, SYSCO PACIFIC MARKET**
   “Chefs are reinventing ethnic cuisines such as Mexican, substituting the proteins with vegetables and fruits such as cauliflower, coconut and jackfruit. Diners today are trying to eat less meat, but they still want the flavours. They don’t want just a salad or steamed vegetables. If you take something like jackfruit, you can marinate it and cook it in a chili sauce, and it will pick up the flavour of the chiles. I’ve seen vegan pozole, vegan ceviche. You can never replace meat, but creative chefs are making the effort.”

3. Southeast Asian Flavours
   **LAURIE WOLFE, CULINARY CONSULTANT, SYSCO WINNIPEG**
   “Ethnic cuisines—particularly Southeast Asian flavours like Korean, Thai, Vietnamese and Filipino—are really prominent here. Anything that’s fermented is hugely popular because of gut health, so kimchi is a big deal. Here at Sysco Winnipeg, we’ve made a Reuben sandwich with kimchi instead of sauerkraut. We meet with a lot of small establishments, so we show them how to take a traditional dish like red pepper biskwe and give it a twist by adding coconut milk and Thai basil to appeal more to millennials and Gen Z’s, who have a more robust palate.”

4. Gourmet Food Halls
   **CHEF OJAN BAGHER, CULINARY CONSULTANT, SYSCO HOUSTON**
   “Gourmet food halls are booming here in Texas. The old food courts have gone through an evolution. It used to be that you could go to the mall and get a pretzel or quick-service food. These new food courts remind me of the hawker markets in Singapore or Hong Kong, where many different and wonderful independent restaurants share an eating space, and diners can choose among an array of food styles. Here in Houston, you might have menus ranging from artisanal pizza to ramen to upscale barbecue place that smokes its brisket for 16 hours. It’s a one-stop shop for food lovers.”

5. Kicked-Up Comfort Foods
   **JOELLY DANCEY, BUSINESS RESOURCE CONSULTANT, SYSCO CENTRAL ONTARIO**
   “People want homey braised dishes and comfort foods like meatloaf on a sandwich. They’re making grilled cheese, but it’s a kicked-up version with artisan breads and special cheeses. And it’s not plain tomato soup; maybe the customer has to pour the soup over condiments in the bowl. People want to know where their food comes from. They don’t want a box with a long list of ingredients.”

6. Healthier Versions of Southern Classics
   **CHEF MARCUS MEANS, CULINARY CONSULTANT, SYSCO ATLANTA**
   “On local menus, I’ve seen tater tots with siracha aioli, and foot’er pressed into a waffle press to serve like chicken and waffles. Here at the Sysco OpCo, when we do business reviews, we’ve tried Sysco Imperial Potato Tater Barrels with smoked chicken, serrano salsa, Cornish cheese and cilantro crema. We’re also doing a potline with tater tots instead of french fries, using cheese curds from a local cheesemaker. Everyone grew up on tater tots. Plus, they come precooked and frozen, so they’re a labour saver for chefs.”

7. Unique Takes on Tater Tots
   **PATRICK BRITTEN, MARKET CHEF, NORTHEAST SYSCO NORTHERN NEW ENGLAND**
   “On local menus, I’ve seen tater tots with siracha aioli, and foot’er pressed into a waffle press to serve like chicken and waffles. Here at the Sysco OpCo, when we do business reviews, we’ve tried Sysco Imperial Potato Tater Barrels with smoked chicken, serrano salsa, Cornish cheese and cilantro crema. We’re also doing a potline with tater tots instead of french fries, using cheese curds from a local cheesemaker. Everyone grew up on tater tots. Plus, they come precooked and frozen, so they’re a labour saver for chefs.”
It’s no secret that Valentine’s Day is one of the busiest days of the year for restaurants across North America. According to the National Restaurant Association (NRA), Valentine’s Day is the second-most-popular holiday for dining out in the U.S. and Canada, with Mother’s Day taking the top spot. When asked in an NRA poll which factors they considered most when choosing a Valentine’s Day dining destination, 42 per cent of patrons said they chose to dine at a favourite restaurant—either their own or their partner’s. Twenty-one per cent based their choice on whether or not the restaurant had a romantic atmosphere, while 13 per cent picked a location that offered a special menu or promotion. With so many restaurants competing for business on the big night, what can you do to stand out on Valentine’s Day?

While traditional Valentine’s Day dinner specials certainly can bring the crowds, the holiday presents restaurateurs with the opportunity to curate a distinctive experience for their patrons and think of little ways to make customers feel special. It’s all in the details, such as greeting guests with a champagne toast or giving them a small plate or takeaway box of stunning chocolate truffles at the end of the meal.

The truffles shown here are surprisingly quick and easy to make. Use Baker’s Source Fudge Brownie Mix to bake, roll, dip in melted Sysco Imperial Chocolate Chips, and top with your favourite decoration. This sweet treat is the perfect end to a romantic dinner.

Looking for another way to sweeten the holiday? Try planning a hands-on activity, like teaching guests how to make romantic-themed cocktails for an extra fee. Do it early before the house gets too busy. You’ll engage customers and, more importantly, create vivid memories of your venue for when the next special occasion arises.
On a cold day, a bowl of soup warms us from the inside out. Thick chowders rich with seafood, silky bisques with tomato or lobster, a savoury pho or ramen—soup is the ultimate in comfort food. Although they can be light or hearty, soups are always satisfying, especially when paired with a favourite sandwich. Classic couplings like grilled cheese with tomato soup call out for modern reinventions, such as this grilled pimento and cheese sandwich with tasso ham (right), partnered with a gumbo-style chicken and vegetable soup (left).

Soup + Sandwich

The Ultimate Comfort Combo

GUMBO-STYLE CHICKEN AND VEGETABLE SOUP

GRILLED TASSO AND PIMENTO CHEESE SANDWICH

Chef Bryan Hudson, Sysco Raleigh
THE PERFECT DATE
When we asked seven Sysco chefs from the U.S. and Canada for their own original soup-and-sandwich pairings, they drew upon their backgrounds and regional cuisines, as well as their own ingenuity. Chef Nate Luce, in the heartland of Minnesota, created a silky chicken and wild rice soup with an updated BLT made with Tomato-Bacon Jam and Brussels sprout leaves (left-hand page). Chef Peter Ecker of Sysco Winnipeg created a Thai-style tomato and coconut bisque (left-hand page) with crispy cheese-stuffed wontons, topped with tempura shrimp for added Asian flair.

SEAFOOD IN THE MIX
Soup is a winning dish in the hands of a capable chef for many reasons. For one, it is an easy way for operators to introduce more seafood onto the menu. Diners who might not normally eat fish will order a clam chowder or seafood stew. Many customers would like to add more seafood to their diet, and soup makes it accessible. But don’t hide that delicious fish, says Andrew Rivera-Myers, Culinary Consultant at Sysco Northern New England. He uses “big chunks of fish, so not only can you see the seafood, you can also taste it,” he says of his New England Seafood Chowder (below). “I only lightly thicken my chowder, and I like to go bold. I use a heavily smoked bacon, which imparts a really nice flavor to the broth.” He also uses a fair amount of freshly ground black pepper and other spices to enhance the natural taste of the fish and add a little heat in the colder months.

To go with the chowder, Rivera-Myers has created a classic Lobster Roll, freshened up with a bit of basil mayonnaise (below). The sandwich is made with chunks of lobster meat mixed with basil pesto on a Baker’s Source Split-Top Hot Dog Bun, and accented with fresh celery leaves.

69% of customers are more willing to purchase soup that’s topped with high-quality garnishes.

—Technomic

Find recipes for these dishes and more on pages 27-30.
EARTHY AND SPICY
“The Midwest is known for cooking that's simple but also satisfying and filling,” says Chris Szymanski, Culinary Specialist at Sysco East Wisconsin, who created a Sweet Potato, Beer & Cheese Bisque and Short Rib Sandwich with Red Wine Pickles (this page). “The farmers and blue-collar workers of this area appreciate a rich, hot soup or stew after a long day.”

Soup is also a great vehicle for showcasing trending ethnic flavors such as Korean kimchi in Chef John Williams’ Pork and Kimchi Stew (right-hand page) or fresh chiles and other Latin ingredients in Chef Jennifer Kimberly’s brightly colored Chicken Tortilla Soup (right-hand page).

IN THE SOUP
Chefs love soups for their versatility. You can cook them from scratch, from stock to garnish, or start with a Sysco Classic Soup Base in chicken, beef or vegetable to speed things along. Soups are a way to let colorful vegetables shine: think vibrant butternut squash and bright peas. But they are also an efficient way to use up “ugly” or unused vegetable scraps, saving money and avoiding food waste.

When making a rustic stew, you might leave the vegetables roughly chopped. When going for something more refined, you can use a chinois or an immersion blender to get a smooth, silky consistency. If you prefer to keep things light and healthy, lean on olive oil, with vegetables or chicken for your stock. If instead you’d prefer to serve something with full-bodied flavor, add butter or a ham hock at the base when sautéing the mirepoix. At the end, finish with Wholesome Farms Butter or Cream, or shave Arrezzio Parmesan Cheese on top for added richness. Top with a high-quality garnish such as a sprinkling of fresh herbs and homemade croutons and you’ve got a delicious meal that always has a place at the table.

SOUP IT UP!
Think up clever names and menu descriptions for your soups.

PROVIDE OPTIONS
Offer customers’ choice of both cups and bowls to suit all appetites.

PREDICT THE WEATHER
Offer a soup-and-sandwich special when the temperature drops.

EDUCATE YOUR CUSTOMERS
Boast about health benefits of soup ingredients like organic and non-GMO on your menu.

Sweet Potato, Beer & Cheese Bisque + Short Rib Sandwich with Red Wine Pickles
Chef Chris Szymanski, Sysco Eastern Wisconsin

Chicken Tortilla Soup + Buttermilk Naan Quesadilla with Green Chile Queso
Chef Jennifer Kimberly, Sysco West Texas

Find recipes for these dishes and more on pages 27–30.
Perhaps the best way to enjoy fried fish is by the ocean, where you can smell a salty breeze and watch the day’s catch being hauled ashore. But the lack of a sea view doesn’t stop landlocked consumers from ordering plenty of seafood. In fact, the lean, healthy protein and omega-3–packed nutrition of fish and shellfish have never been more in demand, whether you’re on the docks of Vancouver or in downtown Winnipeg. This is especially true of irresistible fried fish. Whether it’s breaded or lightly battered, everyone loves crispy, golden-brown seafood, especially when it is sprinkled with salt and pepper and paired with a tangy sauce.

**The Perfect Fish Fry**

Crispy, golden brown, still warm in the centre. Dipped in sauce or doused with a squeeze of lemon. There you have:

65% of consumers eat seafood at least every 90 days. —Technomic
BATTERING vs. BREADING
Chef Greg Meeker of Sysco Seattle

“Breading fish comes out more consistently in the end, but it requires a three-step process. First dip the fish fillet in flour, then egg and finally in the breadcrumbs. Flour basically acts as the food glue, the egg activates the glue and aids browning and the breadcrumbs stick to all that. Don’t forget to add salt and pepper.”

Battering is the easiest way to prepare fish but the hardest to execute. If the batter’s too thick, too thin, if it doesn’t have enough effervescence, and if the batter is not chilled correctly, it tends to blast off the fish. It will blow up.”

For Chef Meeker’s batter recipe, which won’t blast off your fish when you cook it, see page 30.

Seafood sales increased more than 3% in 2017. —Nielsen

In the past five years, 44 per cent of American and British consumers have added more seafood to their diets, according to Cargill’s Feed4Thought Survey, with shrimp, salmon and tuna at the top of the list. There will always be die-hard seafood fans—those who love to pick apart crabs’ legs piece by painstaking piece, or sharp down oysters on the half shell with no chaser. But even patrons who are normally squeamish about our sea-dwelling friends still appreciate the most accessible of seafoods: good old-fashioned fish and chips, whether wrapped in newspaper or served on bone china. Though it is usually made with cod, any firm white fish works well. You can also get creative and follow Sysco chef Greg Meeker’s lead by using salmon instead (previous page) for fantastic results. Or take the dish upscale by using flavourful halibut when it’s in season, typically from mid-March through early November. Fried fish of any kind, as well as fried shrimp, fried calamari or fried anything, pairs perfectly with Sysco dips and sauces. Use them as-is or customize to suit your tastes by adding fresh chopped herbs such as parsley and dill or spices like turmeric or paprika. Adding a spice paste like Korean gochujang to mayonnaise is also an easy way to make your own sauce. Squeeze a lime or lemon, add salt and you’re there.

Italy, which is surrounded by ocean on three sides, has its own version of fried fish—the fritto misto (left-hand page). Literally translated as “fried mix,” it is a delicious combination of seafood and vegetables coated in a light tempura-like batter and fried, then served with a simple sauce or just a lemon wedge. You can use octopus, calamari, small fish like fresh sardines and chunks of bigger white fish, and vegetables such as sliced eggplant, sliced zucchini or whatever you have on hand. The key is the light coating and right frying oil. The ingredients should shine through and not taste greasy or loaded down with a heavy breading or batter. Top the dish off with chile flakes and a little sea salt and serve. If you’ve been hesitant to add more seafood to your menu, take heart. Proximity to a coast or lake is not a requirement, as Sysco distributes its high-quality, exquisite Portico Seafood all over the country. And a plate of ever-popular fish and chips or crisp and satisfying fritto misto is a great way to start.

SYSCO IMPERIAL
High-performance, high-oleic, low-linolenic, 100 per cent canola oil. Can be used in a variety of applications including frying, baking and grilling.

SYSCO CLASSIC
This pure canola oil is a great value. Sysco Classic is recommended for high-volume kitchens where price is a factor.

FRY-ON®
This Sysco-exclusive combination of corn oil and high-oleic canola oil is a top choice for high quality foods. Recommended for fine dining.

SYSCO FOODIE
Battering is the easiest way to prepare fish but the hardest to execute. If the batter’s too thick, too thin, if it doesn’t have enough effervescence, and if the batter is not chilled correctly, it tends to blast off the fish. It will blow up.” For Chef Meeker’s batter recipe, which won’t blast off your fish when you cook it, see page 30.
For a foodservice operation, becoming more environmentally sustainable and energy efficient doesn’t just feel good—it’s also important for the bottom line. “What you can’t afford is to not go green in some big or small way,” says Michael Oshman, CEO and founder of the Green Restaurant Association, which works with restaurants in both the United States and Canada. “And you can start by stopping: Stop buying plastic straws, stop using paper coverings or washable linens to dress your tables,” he says. You can also start crunching the numbers on some of the top cost-saving trends to see what makes the most sense for you and your restaurant. Here are four resource-saving suggestions.

1. **Install low-flow prerinse spray nozzles**
   Swapping out the valve on the prerinse nozzle at your dish station saves water, energy and money. Conventional spray valves consume up to one-third of the water in a commercial kitchen; studies show replacing just one fixture can save between $105 and $469 per year in energy and water costs. You can save between $1,400 and $1,800 per valve over five years in water and energy, according to a prerinse spray valve study conducted by the city of Calgary, Alberta.

2. **Use LED lighting**
   Restaurant lighting is pricey, accounting for 10 to 25 per cent of an operation’s energy costs. LED lighting is about 90 per cent more efficient, says Peter Stabins, Senior Vice President for Canada Energy. Restaurants that make the switch, such as the Tin Cup Sports Grill in Oakville, Ontario are saving more than precious energy; they’re also saving money. The Tin Cup Sports Grill replaced 79 lights in its 3,000-square-foot restaurant, including everything from the outdoor signage to the washrooms, for a savings of $1,500 per year.

3. **Install electric-car-charging stations**
   Electric vehicle sales have grown 214 per cent since 2017, according to FleetCarma, a group that hopes to speed the transition to electric cars. For example, 14,626 new plug-in electric vehicles rolled through Tim Hortons’ drive-throughs between April and June of 2018. The previous year, only 4,659 electric cars drove through.
   “It’s the same principle as Wi-Fi,” says Brian Miller, Communications Advisor for Plug’n Drive, a nonprofit that promotes e-cars in Toronto. “I’ve stopped specifically at certain locations because they have charging. I know my car will be charging for 30 minutes, so I end up buying lunch.” Costs vary between $5,000 and $6,500, depending on how much electrical work is required and the number of stations you want to add.

4. **Plant a living wall**
   Imagine a fresh green garden growing on your restaurant’s dining room wall, and being able to clip fresh herbs to accent the dishes coming out of your kitchen. Studies show vertical gardens can produce oxygen-rich air and even cut air conditioning costs in the summer. Plus, you might just save money on herbs and lettuces. The average cost of installing a living wall system, complete with edible plants, is $105 to $165 per square foot, according to Architek, a Vancouver-based living architecture technologies company that is dedicated to creating more sustainable building practices.

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**4 Smart Tips for Going Green**

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**For more information, please contact your sales representative.**
**FOR THE CHARRED LIME CREMA**
Heat grill to high heat. Zest the limes and reserve the zest. Cut the squash into ½-inch dice. Place the limes inside the crema, add the salt and kosher salt, and mix until combined. Chill until ready to serve.

**FOR THE CHARRED LIME CREMA**
In a bowl, toss the butternut squash, oil, and salt and pepper. Place on sheet pan and roast at 400 degrees until tender, about 35 minutes, tossing the squash about halfway through cooking.

**FOR THE BOWL**
Place salmon fillets in pan. Reheat two sauté pans over medium-high heat. In one pan, heat 1 tablespoon of oil. Add the onion, roasted red pepper and garlic. Sauté until the onion softens, tossing occasionally to not burn garlic. Add 1 cup of the corn blend and beans and sauté until the corn and beans become tender and combine, and keep warm.

**FOR THE SALMON**
Season salmon fillets with the turmeric and Cajun seasoning. Heat 1 tablespoon of oil in a sauté pan over medium-high heat. Place salmon fillets in pan. Reduce heat to medium. Once the salmon is golden brown, turn the fillets over and cook until desired doneness, about 4 minutes on each side.

**FOR THE BOWL**
In a small saucepan, heat the vegetable stock to a boil. Add butternut squash, ginger and turmeric and simmer until the squash is tender, about 10 minutes. Drain and purée squash in a blender with the olive oil until silky smooth. Place mixture into warm bowl and toss with salt and pepper.

**FOR THE TURMERIC OIL**
In a bowl, whisk together the vegetable oil, turmeric and Cajun seasoning; set aside.

**FOR THE TURBINEL SCALLOPS**
Bring a pot of salted water to a boil. Add turnips and cook until fork-tender, to 30 minutes. Remove and set aside until cool. Using a ring mold, cut the turnips to the size of a 1½-slab. Heat the oil in a sauté pan over medium heat; add turnips and sauté, brushing with the turmeric oil, until slightly seared. Cook the 5 Grain Blend according to the instructions on the bag.

**FOR THE BUTTERNUT SAUCE**
Heat a saucepan over medium-low heat and sauté the vegetables, cooking the fennel, Brussel sprout leaves and carrots first, followed separately by the golden beets and finally the red beets. Reserve the beets to not stain the other vegetables.

Place the turnips with the 5 Grain Blend and sautéed vegetables next to the turnip scallops on top of the butternut ginger sauce. Garnish with toasted pistachios and basil and serve.
**Lobster Rolls With Basil Mayonnaise**

**CHEF ANDREW RIVIERE-MYERS**

**SYSCO NEW ENGLAND**

SERVES 8

1 lb. fresh lobster meat
1/4 cup SySCO Imperial mayonnaise
1/4 cup basil pesto
Salt and freshly ground black pepper

**SYSCOFOODIE RECIPES**

1. Place the lobster into bite-sized pieces, leaving some bigger pieces of claw intact. In a large bowl, combine the mayonnaise and basil pesto with the lobster meat and gently mix. Season to taste with salt and pepper.

2. To serve, put 2 ounces of shredded lobster on each roll, halved, and top with the pork belly and chopped microgreens.

**Chicken Tortilla Soup**

**CHEF JENNY KIMBERLY**

**SYSCO WEST TEXAS**

SERVES 20

- 1/4 cup Arrezzio Imperial olive oil
- 1 cup 5 Grain Blend
- 1/2 cup rutabaga, cut into 1/4-inch dice
- 1/2 cup carrots, cut into 1/4-inch dice
- 1/2 cup celery
- 1 tsp. Minor’s adobo
- 1 Tbsp. chopped garlic
- 1/2 tsp. oregano
- 1/4 tsp. salt
- 1/4 tsp. salt
- 2 Tbsp. chopped fresh cilantro
- 2 Tbsp. roasted corn, crushed by hand
- 1 oz. green chiles
- 1 cup refried beans
- 1 cup whole stewed tomatoes, crushed by hand
- 1 cup Burgundy cooking wine
- 1 Tbsp. fresh thyme
- 1 tsp. salt
- 1 cup whole tomatoes, crushed by hand
- 1 Tbsp. SySCO Classic chicken broth
- 1 Tbsp. Casa Solana Cotija cheese

**SYSCOFOODIE RECIPES**

1. In a large stockpot over medium heat, warm the oil. Add the onion, garlic, carrot, celery and jalapeños to the stockpot. Add the chicken base and adobo concentrate, then briefly sauté and stir all ingredients together to dissolve the base. Add 2 quarts water and bring to a boil. Reduce heat and simmer until the flavors have melded, 20 to 25 minutes.

2. Fry the corn tortillas in a deep fryer until broken down and you get a jammy consistency. Crumble the tortillas by hand and fold into the soup as a thickener. Fold in the cilantro, and season with salt and pepper.

3. To serve, place 2 ounces of shredded chicken in each bowl, ladle 8 ounces of soup into each bowl and top with the Cotija cheese, corn tortilla strips, avocado slices and jalapeños. Serve with a lime wedge on the side.

**FOR THE BEEF BLT**

Spread butter on both sides of the Texas toast.

**FOR THE WINTER BLT**

Place the beef into a pan or flattop grill. Sear the pork belly until golden brown on each side. Place the Brussels sprout leaves in the fat from the pork belly and cook until crisp. To assemble the sandwich, spread Tomato-Bacon Jam on one slice of the toast, arrange the Brussels sprout leaves and top with the pork belly and the other slice of toast.

**Winter BLT With Tomato-Bacon Jam**

**CHEF NATE LUCE**

**SYSCO MINNESOTA**

SERVES 8

1 qt. Slow Roasted Tomato Wedges
1/4 cup sugar
2 onions, chopped
1 cup diced carrots
1/4 tsp. oregano
1 tsp. salt
2 slices Texas toast

**SYSCOFOODIE RECIPES**

1. Deglaze stockpot with Burgundy wine and reduce by half. Add chicken stock, 1 cup water, roasted vegetables and remaining ingredients to the stockpot. Let the soup come to a low simmer until vegetables are cooked through, 8 to 10 minutes. Garnish with grilled corn and remaining okra and serve.
**RECIPES**

**In a mixing bowl, fold together pimento cheese and tasso ham.**
- Dredge the mixture with cornstarch, then dip one strip at a time in the batter, coating completely.
- Fry the mixture in the fryer until golden brown, about 3 minutes longer. One strip of fish will take about 1 1/2 minutes to fry.

**For the frutti misto**
- Fry to golden brown, about 3 minutes longer. One strip of fish will take about 1 1/2 minutes to fry.

**In a medium saucepan over high heat, combine the tamarind paste, ginger, garlic, sugar, salt, fish sauce, soy sauce, and a tablespoons cold water and bring to a boil. Reduce heat to low and let simmer for 5 minutes, stirring frequently. In a small bowl, combine the cornstarch with a tablespoons water to make a slurry. When the cornstarch is smooth, whisk into the sauce, whisking until the mixture is smooth.**

**For the tangerine sauce**
- In a bowl, combine tangerine sauce, pomegranate molasses, and honey and mix well. Pour the mixture over the fish and serve immediately.

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Omar Albanna
Eight Years Driving for Sysco Edmonton

Q: What do you like most about working for Sysco?
A: I really like working independently and running my own business. I have a great partnership with Sysco, helping our customers to succeed.

What is the most rewarding aspect of your job?
Working with our customers. I build great relationships with them—and I also keep physically fit.

Describe how you help customers solve problems.
I always try to be as helpful as possible to make the customer happy. I also ask questions about what I can do to help improve their experience.

Tell us something fun, weird or funny that has happened to you while working as a driver.
One time I split my pants wide open when getting into the trailer. It was pretty embarrassing!

Describe the relationship you have with your customers.
The relationships are amazing! When I hear feedback from my customers that I’m the best driver they’ve had, it makes it all worth it.

What kind of obstacles do you encounter that affect your job during an average day?
Rehandling cases that are not efficiently positioned on the load can sometimes extend my workday. I appreciate all the support I am getting from my supervisors to help correct those challenges, and I’m encouraged by the efforts I see the company making to improve our systems and make the process better.

What is your go-to meal or beverage when on the road?
I don’t like to eat anything too heavy while working. Things like Danishes and coffee help keep me energized.

Out of your Sysco customers, do you have a favourite dish or meal that they make?
Sorrentino’s has great pasta, and The Cheesecake Cafe has amazing ice cream cheesecake!

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If you weren’t driving for Sysco, what would you be doing?
I would be learning another language, like French. I already speak Arabic, and I’m fluent in English as a second language. I studied French in university, and I’m working on improving my fluency.

What music or podcast do you listen to while driving?
I often listen to Yanni. The music takes my mind off the stress of the job and keeps me in a positive state of mind.

Are Canadians good drivers?
Very good! I’ve travelled all over—drivers in Edmonton are much better than in the United States, Turkey or Saudi Arabia.

Innovative FLAVOUR COMBINATIONS

CRISPY PEANUT BUTTER STACKED BROWNIE
Sitting on top of a cookie crust base is a layer of chewy, peanut-filled brownie followed by a crispy milk chocolate layer. Finished with chocolate cake cubes and a rich peanut butter topping. SUPEC #2295475

CHEWY CHERRY OAT BAR
A smooth, chewy fruit fill sits on top of a chewy oatmeal crust. Topped with crunchy golden crumble and yogurt drizzle, this easy to serve dessert is a delicious finish to any meal. SUPEC #2258443

From traditional favourites to innovative flavour combinations, our bars and brownies are available in many varieties and formats to satisfy any menu need. They add a sweet element to a range of daypart offerings—perfect for snacking, grab-and-go offerings and dessert flights, too.