FOODIE
AT THE HEART OF FOOD & SERVICE™

TURN YOUR RESTAURANT INTO AN INSTAGRAM STAR/P.27
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THE Best OF BBQ

FALL 2018
Dear Valued Sysco Customers,

Bar-B-Que. Barbecue. BBQ. There are as many ways to spell it as there are ways of cooking it. Beyond the beloved regional takes in North America, over the last few years ethnic ingredients and influences have expanded the idea of barbecue into a highly sought-after global fusion dining experience. And with quality cuts of beef from our specialty meat companies, as well as our fine line of Butcher’s Block pork, you don’t have to be a pitmaster to add a rack of ribs, a pulled pork sandwich or a brisket taco to your menu and capitalize on the barbecue trend. See page 14 for more, including delicious recipe inspiration from our Sysco chefs.

This issue has pages of great information that’s key to helping our customers be successful: tips on food safety for the kitchen, how to leverage the popularity of Instagram to drive engagement and new business, and how to build a menu that maximizes profitability. And there’s a lot more great food content to consider as kids head back to school, football and hockey seasons kick off and chefs begin preserving summer produce for the colder months. Plus, meet Sysco customers Kananaskis Country Golf Course in Calgary and Nick’s Inn in Winnipeg.

As always, we love to hear from our customers. If you have a comment, question or feedback for the Foodie team, email us at marketing@corp.sysco.ca.

Thank you for the continued chance to earn your business each and every day.

Enjoy the issue.

Bill Goetz
Senior Vice President, Sales and Marketing

Message from the Executive Editor
FROM EVERYWHERE, FOR EVERYONE.

THE BEST SEAFOOD STARTS HERE.

High Liner Foods is your single source for succulent seafood. Our wide selection of species in battered, value-added, and unprocessed options are second to none. Whether you’re looking to serve quickly or carefully craft signature items, you can envision your menu with seafood that tempts every palate and delights any meal.

To learn more about our full line of delicious seafood products, visit www.highlinerfoods.com

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AUTHENTIC ITALIAN CUISINE COMES FROM THE HEART.

For 40 years, Carla’s Pasta™ has stayed true to their Italian heritage by delivering authentic homestyle pastas and sauces, from their family kitchen to foodservice operators across North America.

Carla’s Pasta offers authentic filled pastas with carefully chosen combinations of high quality Italian-inspired ingredients, dolloped between their signature laminated pasta dough.

All of their pastas are prepared lovingly, with Nonna’s touch.

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For more information, please contact your marketing associate.
For more than 100 years, Maple Leaf Foods has been transforming the way Canadians eat. Through a series of mergers over the years that included Maple Leaf Milling Company and Purity Flour Mills Limited, Maple Leaf has grown to become the largest food processor in Canada. It’s also a proud leader in the production of sustainable proteins, working to improve the world’s food system so that it can survive, and thrive, well into the future.

Maple Leaf values innovation and sustainability. “The world’s food system in 2050 won’t look like the food system of today,” says Michael McCain, President and CEO. “Among society’s most urgent challenges is the need to close a 70 per cent food gap between calories that are currently available and expected caloric demand by 2050, when the world’s population is expected to exceed 9 billion people.”

Partnering with Sysco on both branded and private-label products has enabled Maple Leaf to focus on the kinds of innovation needed to drive the marketplace, says Scott McGregor, Director of Sales and Foodservice. “We look at the marketplace and go to Sysco, and with the help of their Marketing Associates, General Sales and the Corporate Multi-Unit customers, we’ve been able to really drive the volume we need to innovate new products.”

One recent example of this is Maple Leaf’s new product initiative, RWA: Raised Without Antibiotics. “That means never any antibiotics, ever,” McCain says. “We believe it is possible to offer the world good, nourishing food that’s sustainably produced and responsibly consumed. This commitment includes a dramatic transformation of our flagship Maple Leaf brand, replacing anything artificial with simple, natural ingredients, as well as making investments and process changes to reduce our environmental footprint by 50 per cent by 2025.”

At its inception, the company sought to please the evolving palate of Canada. In the coming decades, with Sysco by its side, it will look to satisfy the tastes of the planet. “We are proud of our roots but decidedly forward looking,” McGregor says. In the coming years, he foresees an increasing interest in foods such as plant-based proteins and a range of ethnic cuisines as customers become more open to different flavours. The company is already investing in plant-based proteins with its Au Naturel brand and through recent acquisitions in the United States. Maple Leaf also has its own halal brand of meats, called Mina.
The food world has never been so dynamic. Across the country, global cuisines permeate and enliven menus; chefs are reviving the great steakhouse tradition; and consumers want to know where their ingredients come from. Staying on trend is more important than ever, and Sysco’s Butcher’s Block brand is designed to keep operators ready. With our top-quality cuts of meat, there are no limits to what a chef can achieve.

Butchers are back
Increasingly, consumers want to know that their food is wholesome and of high quality—especially when it comes to meat. That could explain why the number of local butchers is on the rise, with many meat-forward restaurants incorporating an in-house butcher program and even offering cuts over the counter. Every Butcher’s Block product is backed by Sysco’s commitment to quality and consistency, ensuring that you are serving the best possible cuts, plate after plate.

A return to basics
Whether your establishment specializes in steaks or you offer just a few prime cuts, turn to Butcher’s Block for perfectly aged and marbled beef. Versatile cuts such as boneless ribeye and flank steak can accommodate any preparation, from marinated and grilled to pan-roasted with a dollop of butter. Or go all out with a Butcher’s Block Strip Loin to create your own signature fillet.

Close to home
Patrons are interested in locally sourced ingredients and are willing to pay a premium for them—up to 25 per cent more. With Sysco, your restaurant can boast a transparent supply chain from farm to table. At every step, we have insight into our supply network and know where all of our product is sourced. Talk with your local DiGiCo to find out which of your Butcher’s Block meats are locally sourced.

Butcher’s Block has developed its offerings of highest-quality meats to fit seamlessly into your menu, whether accentuated with foie gras or alongside French fries. Order it when you want the perfect cut.

Ethnic insights
No matter where you look in global cuisine, meat is a mainstay, from Vietnamese pho to Persian beef stew. Lamb is used extensively in Middle Eastern and Mediterranean foods, while pork is the protein of choice in many Asian dishes. Butcher’s Block meats fit right into any ethnic recipe. Try marinating a Butcher’s Block Boneless Ribeye for delectable Korean barbecue, or use Butcher’s Block Pork Belly and Pork Butt for a range of East Asian preparations like Pork Belly Banh Mi Sliders (see page 30).

FRESH new look, SAME great brands
You may notice that our brands look a little different. Driven by our companywide commitment to more sustainable operations, and new regulations on clear and clean labeling, our products’ packaging now features a fresh new look. Rest assured that no matter what changes on the outside, the quality and consistency you’ve come to rely on remain the same.
Nostalgia and tradition, pride of ownership and hospitality are just some of the ingredients that distinguish Nick’s Inn. This landmark 1950s-style restaurant, with a prime location on the Trans-Canada Highway, 20 kilometres west of Winnipeg, is a destination for locals and visitors on their way into the city or on their way out. Since Nick’s first opened in 1937, three generations of family have served up dishes and worked in the kitchen. Nick’s takes pride in its dynamic lineup of staff members, some of whom have been with the restaurant for decades. The restaurant’s checkered floors, bright red booths and iconic movie posters on the walls add to the retro atmosphere.

Quality food in abundance is also a factor in the restaurant’s success. Nick’s uses only the best ingredients in an effort to serve up homemade meals in generous portions. A Sysco customer for over 50 years, Nick’s Inn sources a wide variety of products from Sysco, including Imperial Bacon, Butcher’s Block Reserve Angus Strip Loin, Wholesome Farms eggs and cheeses, produce, paper products and more. Thanks to weekly meetings with their Sysco Marketing Associate, Nick’s Inn staff members are kept informed and look forward to an annual collaboration session, which might involve a blind taste test to compare products, specs and yields, and often leads to uncovering small inefficiencies in the kitchen.

“*There is open communication on both ends,*” says co-owner Vicki Ganas. “*We enjoy the relationship we have with Sysco. They’ve gone above and beyond the call of duty on many occasions.***

In the future, Nick’s Inn will focus on doing what it does best: maintaining quality food and an inviting atmosphere while attracting new customers and continuing a long-standing relationship with its regulars. As Ganas says, “*Why fix it if it ain’t broke?***
Take a look at the top food trends of 2018, and chefs agree: It’s all about the beef—specifically, new and interesting cuts of beef. This trend ranked first in an annual survey by the National Restaurant Association. More and more restaurants and chefs are incorporating nontraditional cuts of beef as a cost-efficient but delicious way to freshen up menus.

“We’re always looking for ways to make the best use of the animal,” says Jack Walker, sales manager at Sysco specialty meat company Metropolitan Meat, Seafood & Poultry, who also has more than 25 years of experience as a chef. “By discovering new parts of the cow, we can find different steaks and varieties of meat to help create something that’ll stand out in the market.”

Here are eight nontraditional cuts that will make your customers’ taste buds rejoice—and give you a high-quality steak dish at a lower cost. The trick to cooking all these cuts, Walker says, is to not cook them above medium, so they stay juicy.

**COULOTTE**
One of the most tender cuts from the sirloin, the coulotte is versatile and packs a lot of flavour. Walker suggests roasting it whole.

**DENVER**
Cut from the chuck, this tender, flavourful meat has marbling and is great for grilling or roasting.

**FLAT IRON**
An alternative to hanger, skirt and flank steaks, this cut is rich in flavour and benefits from being marinated or tenderized. Walker recommends it for grilling and sautéing and as a topper on salads.

**MERLOT**
Cut from the side of the heel, this versatile, lean and thin steak can be sliced for stir-fry, grilling or pan-broiling.

**OYSTER**
This tiny, tender gem (usually weighing no more than 6 ounces) packs intense flavour thanks to its natural web-like marbling in a shape that resembles an oyster shell.

**SHOULDER TENDER**
Shaped like a tenderloin and just as tasty—but smaller and half the price—this lean cut can be cooked whole, cut into medallions or sliced for stir-fry. Its cylindrical shape, Walker says, makes it attractive for plate presentations.

**TRI-TIP**
This tender triangular cut is already a West Coast favourite and is gaining popularity on the East Coast. Versatile and full of flavour, it can be grilled, roasted, braised or broiled.

**VEGAS STRIP STEAK**
Discovered by the same meat scientist who discovered the flat iron steak, this tender 14-ounce slice of steak can easily be cut into smaller portions and grilled, pan-fried, roasted or smoked.

Ask your Marketing Associate about the range of nontraditional cuts available from Sysco’s specialty meat companies.
Functional Drinks Go Mainstream

Wellness is in. As consumers strive for optimal health, the global food industry is rising to meet demands. The best evidence of this is the functional beverage industry, which has expanded well beyond household names like Odwalla and Gatorade. You will now find a number of health-conscious beverages on the market that are rich in fruits, vegetables, and smart supplements including antioxidants, protein, vitamins and minerals. Consumers’ interest in functional beverages will continue to grow as the offerings diversify and address a number of health objectives, such as weight loss and better digestion.

“People are interested in probiotics, fermentation and gut health,” says Valerie Hoover, R.D., L.D., Manager, Health & Wellness at Sysco, citing the popularity of kombucha, kefir and yogurt drinks. According to Google Trends, along with the uptick in functional beverage searches, consumers are acquiring new tastes. More earthy flavors such as ginger and matcha are gaining traction in the market. Green tea — often considered the go-to healthy tea option—is now joined by the likes of “adaptogenic” healing teas that incorporate ingredients such as reishi mushroom, ginseng, ovaltine and holy basil to address issues such as immunity, detoxification and relaxation. “Diversity is also very mainstream now because of its anti-inflammation and antioxidant properties,” Hoover adds.

“As more consumers reject sugary drinks, the door has opened for alternative refreshments such as flavored sparkling waters, vitamin waters and other beverages with a perceived health benefit. Due to the maturity of the soda market, it has become a large enough volume to allow for a wide selection of functional beverage types to succeed,” says Massimo Balacchi, Director, Italian Segment, Sysco Corporation.

To accommodate these trends, the food and beverage industry should continue exploring flavor combinations and innovating menu items. Technomic predicts that cafes will increasingly rely on offerings such as functional teas to maintain their edge for beverage-focused occasions, for example. In addition, consider opportunities beyond beverages. “Chefs can incorporate superfoods into functional beverages not only as hot or cold drinks, but also as dressings, marinades, sauces and flavorings,” Balacchi suggests.

Create your own in-house signature health beverages using Sysco Imperial Fruit & Veggie Concentrates in flavors like Citrus Carrot, Berry Beet, and Apple & Greens as a base.

Ask your Marketing Associate about the bottled wellness beverage options available in your Sysco market.
As barbecue reached its peak? Are smoked meats so last season? Not even close! Sophisticated diners are seeking out regional barbecue traditions, from the pulled pork sandwiches of North Carolina to the smoky ribs of Memphis and the slow-smoked brisket of Texas. And in Los Angeles, a melting pot of cuisines, including Korean, Thai, Mexican and South American, is giving rise to a flavorful new kind of American grilling—whether you want to call it global, fusion or barbecue without borders.

Making real barbecue takes time and dedication, and at Sysco we proudly sell our award-winning pork and beef products to many of the greatest barbecue joints in the country. If you’d like to add barbecue to your menu without putting in a wood-fired smoker, use Block and Barrel Pre-Smoked Whole Briskets or Pre-Smoked Pork Shoulders as the foundation of standout barbecue dishes. Take a walk through the Barbecue Belt to get familiar with the deep flavors and even deeper traditions that keep customers coming back for more.

**Regional Barbecue Styles Draw Diners From Coast to Coast**

### Texas Is Brisket Country

Texas barbecue is a rich and wonderful thing. In East Texas, the barbecue is influenced by Eastern styles, so you’ll find pulled pork and pork ribs, as well as more sauce. Head west toward El Paso for Mexican barbecue, such as carne asada and barbacoa, often made with goat meat from the head or cheek. But the heart of Texas barbecue country is in and around Austin, where Germans and Czechs immigrated and brought their cooking traditions with them. Here you’ll find huge open fire pits featuring a variety of woods: hickory, pecan, mesquite. The primary offering is slow-smoked brisket, which is incredibly versatile. Use it across dayparts, as part of a breakfast taco in the morning and in sandwiches or enchiladas in the afternoon.

### The Carolinas Love Pork

“If it’s not cooked over wood, it’s simply not barbecue,” says Michael Vogt, Sysco Culinary Consultant, Charlotte. You could also say, “If it’s not pork, it’s not North Carolina barbecue.” Other regions have their briskets and beef ribs, but in North Carolina, pork is king. How do you know you’re in North Carolina? “Spice-rubbed pork ribs glistening in sauce and succulent shreds of the shoulder piled high on a soft white bun,” Vogt says. The region is also known for smoking the whole hog, and the sauce is vinegar-based and not too tomatoey.

### Fired Up!

Find recipes for these dishes on pages 29–30.
Memphis Ribs Can’t Be Beat
The star of Memphis barbecue? Cleaver-chopped pork shoulder, served on a plate with slow, beans and bread or on a sandwich made with a fluffy Wonder Bread–like bun. Add thick, sweet sauce and a traditional mayonnaise-based slaw. No matter how that meat is delivered, “our obsession with the moist, hocked bits of smoky, charred Rod be the stuff of Southern culinary lore,” says Spencer McMillin, Sysco’s Memphis Culinary Consultant. Smoking methods vary, but the more respectable joints use pit smokers—dark rooms filled with rotating, pork fat–crusted shelves that go for up to 14 hours at a time. In addition to pork shoulder, you’ll find plenty of ribs, divided into two categories: dry-rubbed and wet-mopped. Most dry rubs consist of some variation on brown sugar, cayenne, garlic salt, onion powder, paprika, a dried herb or two, and white and black pepper. Mops are ubiquitous and mostly follow a basic formula: one part apple cider vinegar, 1/4 part water, 1/2 part brown sugar. Add a small handful of salt and spices, plus yellow mustard and ketchup.

The mops are applied in various ways, generally at the end of the cooking process, much like a sauce. They provide an acidic and sweet counterpoint to the juiciness created by the slow-melting fat.

Burnt Ends and Blends in Kansas City
“Kansas City barbecue takes components of other regions and blends them together in a rub-and-sauce combo,” says Andrew Langdon, Culinary Consultant at Sysco Kansas City. “The rub infuses flavor and seasonings into the meat while it cooks low and slow over a wood fire. The sauce is a tomato-based mix with variations from tangy to spicy.” And while other regions focus on one type of protein or cut, Kansas City uses a wide variety of meats with a focus on the brisket point, which yields the signature burnt ends. “Burnt ends are a staple of KC style, with the notoriety of the fat-to-texture ratio that makes the meat as flavorful as it is.”

The Block and Barrel Burnt Ends are the perfect example of Kansas City style. “I season the meat with the McCormick BBQ Spice before heating to drive home the flavor and, of course, a coat of the Sysco Imperial Kansas City Style BBQ Sauce. Served with some onion straws and pickles, that’s a taste of Kansas City.”

Los Angeles Barbecue Goes Global
“If you’re in Texas or North Carolina, making barbecue is a full-day production,” says Benjamin Udave, Sysco Culinary Consultant for Los Angeles. “But that’s not how we roll in LA. For us [Angelinos], barbecue is simple: hot coals, nice cuts of meat, some veggies, and call it a day.” LA’s Latino community has always made use of its parks and public spaces for grilling. “We think of barbecue as a social outing, when everyone gathers around the grill, beer in their hand.” LA is also now home to some of the best Asian barbecue in the world and is the fount of grilling fusion. This spirit is exemplified in Udave’s Bulgogi Carne Asada, party-ready with Filipino-inspired Adobo Chicken, Mexican-Style Corn and Pickled Persian Cucumbers.

Better Together
“Over the years I have made lots of changes to the way I make barbecue and have embraced the many cultures that surrounded me. Today, Los Angeles has become the hub for so many ethnic communities; each one of them has its own variation of barbecue, and I have fallen in love with each one of them.”

–Chef Benjamin Udave, Sysco Los Angeles
TIPS for Making the Grade During the Back-to-School Season

1. **Grab and Go with It.**
   Portable, prepackaged meals that customers can grab and take when they have become an important factor in the success of many fast-casual and independent businesses. People are busy and stressed, and research shows they want something quick, tasty and healthy at a good value. Sysco’s versatile lines of packaging make off-premises dining easy. Modern, lightweight Sysco Trendz disposables are designed for greater resistance to grease and moisture, while Sysco Imperial Potatoes and Sysco French Fries, coated in an extra-thick batter to ensure a crisp outside and buttery interior.

2. **Diversify Your Dayparts.**
   If your customers come in primarily for coffee, place packaged breakfasts, lunches and snacks close to POS to drive impulse sales. If you are a lunch spot, upsell packaged dinners, à la carte entrées or preassembled meal kits. Busy parents will appreciate the convenience.

3. **Consider the Snack.**
   Snacking has become big business. According to new research, 86 per cent of consumers say they snack at least once a day, snacks are used increasingly to replace a meal, and 57 per cent say portability is an important factor. Keep wrapped snacks accessible all day. Ask your Marketing Associate about our new Block and Barrel Snack Trays.

4. **Use the Right Foods.**
   Some foods retain their flavour and texture better than others on that ride home from the restaurant. Soups, sandwiches, salads and wraps all make the grade. Short pastas such as cavatappi and penne retain their texture well. Fried foods can go soggy, but Sysco has developed several distinctive french fry products to hold up over time, including SySCO Imperial Potatoes and Fries, and Ultimate Crisp Heavy Battered French Fries, coated in an extra-thick batter to ensure a crisp outside and buttery interior.

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

6. **Implement Online Ordering.**
   Diners today expect to be able to order meals online, on either a restaurant’s own app or a third-party website. This is true for takeout and delivery and is even becoming the case for some eat-in dining. The online experience should be seamless, so as not to frustrate customers before they get in the door.

7. **Limit the Selection.**
   Takeout and delivery can be a burden for restaurants. Do your kitchen—and customers—a favour by creating a separate, limited takeout menu that offers a few selected items.

8. **Make Friends with a Delivery Service.**
   Are you on board with Uber Eats or another version of digital home delivery? Don’t bother trying to fight it; the revolution is here. As millennials are becoming parents themselves, they turn to their phones for everything, including dining up-dinner—with no actual dialing or taking involved.

9. **Two Meals for the Price of One.**
   Because economics is a driving force keeping families at home, value and savings should also play an integral role in bringing them back into the restaurant. A limited-time “Order a meal, take one home” offer is perfect for the back-to-school season, as busy parents will have one less dish to prepare the following day.

10. **Let Kids Eat Free.**
    Another surefire savings-based concept for back-to-school season is a weekly Kids Eat Free Night. Not only will this attract regular customers back in, but it will also bring in new customers willing to try out an untested spot to save money.

The back-to-school season poses many challenges for restaurants. As the lazy days of summer wind down, so does time and money spent on dining out. When students head back to class, schedules change and activities increase, leading families to hunker down at home and causing university students to focus more on studies and less on entertaining. But this season offers opportunities for restaurants, too, from off-premises dining to takeout and delivery and is even becoming the door. Diners today expect to be able to order meals online, on either a restaurant’s own app or a third-party website. This is true for takeout and delivery and is even becoming the case for some eat-in dining. The online experience should be seamless, so as not to frustrate customers before they get in the door. As millennials are becoming parents themselves, they turn to their phones for everything, including dining up-dinner—with no actual dialing or taking involved. Are you on board with Uber Eats or another version of digital home delivery? Don’t bother trying to fight it; the revolution is here. As millennials are becoming parents themselves, they turn to their phones for everything, including dining up-dinner—with no actual dialing or taking involved. Another surefire savings-based concept for back-to-school season is a weekly Kids Eat Free Night. Not only will this attract regular customers back in, but it will also bring in new customers willing to try out an untested spot to save money.
As temperatures begin to chill and leaves start falling, customers will be gathering on barstools and around high tables to watch college and pro football, followed closely by NHL hockey. Watching a game is a communal activity, and the nibbles served should be fun, sharable and delicious, too. Almost anything that can be eaten can be shared, from flatbreads to sliders to loaded french fries. If you’re looking for recipe ideas, inspiration and solutions to bring in the game-day crowd, Sysco has your back.

**FRY IT UP**

Bite-sized nuggets of deliciousness, deep-fried foods make perfect sharable snacks. And as Mark Bittman explained in a New York Times article, “Deep Fried and Good for You,” oil is not evil. When you deep-fry, most of the oil stays outside the food, forming that delicious crisp exterior and moist interior. It’s the only cooking method that can make zucchini taste sinful, so go ahead and put it on the menu.

Fried calamari, delicate, tempura-style vegetables and fried mushrooms (see “Fried Gets Fresh” on page 25) all make terrific snacks for sharing. If you want to please a hungry game-day crowd, try our Loaded Mexican Fries. Topped with fire-roasted corn, Pica y Salpica Natural Crema and Casa Solana Taco Seasoning, this dish turns a game-day party into a fiesta.

Interested in spicing up your French fry game without a lot of extra time and labour? Try offering our Sysco Imperial Crispy Potato Flats or Sysco Imperial Battered Sweet Potato Fry—both make a great base for loaded fries.

-Fries-italy

**Take the Tailgate Inside**

To entice customers away from their recliners and 82-inch TVs, create a party atmosphere in your restaurant. Make it a place where fans want to gather to drink and eat fantastic food while they watch the games. Consider hosting a series of happy-hour parties that coincide with kickoffs. Decorate your space with local team merch and organize eating contests where customers can win hats or jerseys from their favourite teams. Take lots of pictures and publicize the fun on social media!
PASS THE PROTEIN

High-protein, low-carb diets remain popular, from Paleo to Whole 30 to people who can’t tolerate gluten. It’s easy to work around these limitations when it comes to entreés but tougher with bar snacks, which are traditionally coated in batter, wedged between buns or loaded with carbs.

Try getting creative, however, and you’ll find plenty of appealing snacks featuring meat and protein instead of bread, rice or potatoes. Consider the chicken wing, for example, which you could coat in a gluten-free flour instead of regular flour before frying. Everyone loves a delicious meatball, whether made from ground beef or turkey. Use gluten-free bread crumbs, or no bread crumbs, depending on your customer base. Also, though it does sit on a bun, our Pork Belly Slider (see recipe on page 30) keeps the focus firmly on the protein—rich, savoury Butcher’s Block Pork Belly.

Make the flames sing with pickled matchstick vegetables (see more on pickling vegetables on page 13) and Sysco Imperial Culinary Premium Mayo. To go even more purely protein, try our Pork Lonza (see recipe on page 30). This fresh Butcher’s Block Pork Loin is cured in pink curing salt for several hours, then coated with a variety of seasonings such as whole fennel seed, ground paprika and fresh rosemary. Pork loin might seem unusual for a game-day snack, but when sliced and served with crusty bread or pita and a cold beer, it definitely satisfies.

THE LIGHTER SIDE

When spending hours at a bar or restaurant to watch a long game, customers want to be able to order multiple apps and snacks and taste a range of flavours without feeling weighed down. In addition, vegetarians and vegans need to feel they have options on the menu, or they might choose to stay home instead or just order a drink.

One easy solution is to offer a variety of flatbreads or pizzas with different toppings. Cut into quadrants, these light, shareable snacks offer a blank canvas for any chef’s creativity. Or take your guests to veggie heaven with a Grilled Vegetable Charcuterie with Roasted Pepper Sauce (see recipe on page 30) or a variation using any roasted vegetables. In our version, zucchini, carrots and peppers are seasoned and grilled, then paired with warm naan and a cooling sauce made with yogurt and roasted red peppers.

However you decide to make the play, think strategically and you’ll have no trouble bringing in patrons who want to eat, drink and order seconds for the whole season.

Find recipes for these dishes on pages 30–31.
Set amid the majestic peaks of the Canadian Rockies, the two layouts of Kananaskis Country Golf Course have been rated among the top 10 in North America. Every year from May to October, the resort welcomes 60,000 visitors who come from all over the world to play golf or simply enjoy impeccable hospitality in a spectacular setting. An important part of that hospitality is the golf club’s dining room, overseen by Darren Robinson. Here, Robinson shares the secrets of the restaurant’s success and details about the grand reopening this May after the resort closed for five years due to floods.

What changes have you made to your menu since reopening this year?

We pared down the menu to about 25 items, with a focus on doing everything perfectly. We also recognized that as a recreational club, there are certain items you just don’t change, because they’ve historically been some of our best sellers and people expect to see them. In the golf business, those items include a clubhouse sandwich, fish and chips and filet mignon as an entrée. In the golf business, those items include a clubhouse sandwich, fish and chips and filet mignon as an entrée. In the golf business, those items include a clubhouse sandwich, fish and chips and filet mignon as an entrée. In the golf business, those items include a clubhouse sandwich, fish and chips and filet mignon as an entrée. In the golf business, those items include a clubhouse sandwich, fish and chips and filet mignon as an entrée. What changes have you made to the space?

We did a full renovation to the clubhouse area and the restaurant lounge. All the finishes are new and modern, and we added a 16-person private dining room and a meeting room. We also doubled the size of our patio, and increased the size of our covered back patio, which now includes a 22-foot fire pit right in the centre that makes for a great ambience. All the railings for both patios are glass, and you are looking down 30 metres over the golf courses, so it is amazing.

What would you recommend visitors to your restaurant order?

I’d recommend the huevos rancheros for breakfast, the Briggs burger for lunch and for dinner I would say either the filet mignon or the applewood barbecued chicken. Then, for dessert, the crème brûlée and something from our craft cocktails menu or from our excellent wine list.

What items do you typically source from Sysco?

We order about 20 to 30 per cent of our food from Sysco. We use a combination of corn oil and high-oleic canola oil for our tournament steak barbecues, and they’ve been wonderful to us. With any relationship, it’s easy to be a good partner when things are going well. It says a lot more if you can be a good partner when times are tough.

How has Sysco been a key partner in your success?

When deep-frying food, the most important ingredient is the cooking oil, as the taste and aroma of the oil you choose can permeate the foods you fry. Want to know how good a restaurant is? Check out the fried foods. If the only flavour a customer tastes from a dish is “fried”—and every bite coming out of the fryer tastes the same, whether it’s a French fry or an asparagus stalk—then the restaurant probably needs to upgrade its frying habits. This means paying special attention to two things: What oil to use, and how it’s maintained.

Cooking Oil Options

Sysco offers a range of frying oils that will not impart or transfer flavour. With value-driven, long fry life and sustainability options, each oil has its own special advantages.

Fry-On ZTF: This Sysco-exclusive combination of corn oil and high-oleic canola oil is a top choice for excellent food quality. Recommended for fine dining and chef-driven cuisine.

Sysco Classic: This midtier oil, a combination of cottonseed and soybean oil, is a great value. Recommended for high-volume kitchens where price is a factor.

Maintaining Your Fryer

Even when using the best oils, your fryer needs TLC. To keep your fryer in great shape and fried food tasting its best, Sysco recommends that you:

• Regularly verify that the oil temperature is accurate. If heat is too low, your food will taste greasy.
• Strain your oil every day to take out food particles. Left in the oil, these continue to fry, and their flavour can leach into other items.
• Check your container to make sure your oil is fresh. Because cooking oil is extracted from various plants, nuts and seeds, it has an expiration date.
• Always change the oil in your deep fryer when it darkens or it smokes at lower temperatures than usual.

Have Fun with Fried Foods

Sysco offers an array of products for your fryer, including every kind of fresh and frozen food. See the recipes for Fried Exotic Mushrooms with Black Garlic Aioli, Crunchy Fried Broccoli and Buffalo-Style Fried Cauliflower (page 30), to get started experimenting with fresh fried food.

Try our Sysco Imperial fried appetizers, including exciting new offerings such as Jalapeno Poppers and Buffalo Chicken Dip Poppers to spice up your fried food offerings. Diners love to dip, so don’t forget to pair your apps with delicious dipping sauces. Ask your Marketing Associate about plus-one ideas to inspire your own creations, made with ingredients already in your kitchen.
Every September, Food Safety Month reminds us of the kitchen health and safety issues that are so crucial to a restaurant’s success. It’s a great time to check on the basics to make sure you are protecting both your staff and customers from problems such as contamination and food-borne illnesses.

Your kitchen is the heart of the restaurant. Here are some essential tips to keep it safe, sanitary and pumping out fantastic food.

**Use the Right Equipment**

Get in the habit of asking questions and being deeply familiar with the materials in your kitchen.

- Wear proper apparel, including nonslip shoes.
- Use the right kitchen mats to prevent slips and falls; they’ll also help preserve cooks’ legs, knees and backs.

Know the materials you’re using, including cooking materials, such as oils, and chemicals used for cleaning.

- Post your chemical MSDS (Material Safety Data Sheet). Some chemicals can’t be mixed and are caustic until they are rinsed properly.
- Wear gloves. Whether you’re cooking or cleaning, gloves will protect your two greatest assets in the kitchen—your hands. But wearing them doesn’t mean you don’t have to wash your hands. Sometimes it’s the little things that matter most. Foodborne pathogens are invisible, but good habits will keep your kitchen clean and free of the hazards that create an environment for bacteria to thrive.

- Inspect the kitchen at every shift and have the shift manager sign off before everyone can leave. This keeps things clean, organized and sanitary.

- Shift inspections are about more than just cleanliness. Include food temperatures and equipment inspections to make sure everything is working.

- Avoid cross-contamination by properly storing everything in a safe place.

- Store everything in the correct order—such as cooked over raw, fish over pork, pork over beef and beef over chicken.

- Make sure all containers are properly labelled with the correct use by date and rotation.

**Prepare for Inspection**

Making the grade for inspection shouldn’t be difficult—especially if you’ve gone through it before. Here is a quick refresher:

- Save old inspection sheets so you’ll know what to expect.
- Fix things that have been flagged in the past and give them special attention.
- Have as much of your staff as possible be ServSafe certified.

Hold regular meetings to keep everyone educated about what is expected and how important cleanliness is.

With the right protocols and procedures in place, you’ll have no trouble keeping things running safe and sound in the kitchen.

Ask your Marketing Associates about Sysco’s complete line of Keystone Cleaning Products, designed to make managing your kitchen assets a lot easier.

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5 Ways to Make Your Restaurant an Instagram Star

In today’s competitive climate, restaurants are using social media to bring in new customers. As a showcase for alluring images, Instagram is easily the best online platform for sharing pictures of your food. This phenomenon is a mouthwatering opportunity for restaurants: It’s free, and it markets your images straight to a following of foodies. Best of all, if you take care and give customers what they crave, they will do most of the work for you—sharing with their own friends and followers. Here are five ways to build your customer base and increase loyalty by sharing your world of food and fun on Instagram.

1. **Get an account. Add your location. Use it regularly.**

   If you don’t already have one, go ahead and set up your account. Always have your phone at the ready; take pictures of your most interesting, fun and photogenic food, and post frequently—daily if you can. Make sure you’ve included a custom location on both Facebook and Instagram. This makes it easy for customers to tag your business and see activity at your location. Follow similar people and businesses in your food community. Comment, like and interact as much as possible. Your business will stay top-of-mind, you’ll always be in the know, and others will see you’re an active, engaged member of the tribe.

2. **Share your story.**

   Behind every great restaurant is a story waiting to be told. Customers connect most when they know who you are, how you got started and what the stories are behind favourite dishes and recipes. Consider what’s most interesting about your restaurant, celebrate it and share it with your customers online. From staff selfies (wearing your merchandise, of course) to wall art to menu items and ingredients, there’s an opportunity to visually share your story. The more customers know about you, the more they have to love and share.

3. **Make an impact with your environment.**

   Food is just one part of the adventure. Consider the environment you’ve built for your customers. Are there noteworthy visual elements that are unique and engaging? Think about murals, indoor plants, light installations, photography and paintings that bring individuality to your space. It’s not just décor: it’s an opportunity for your customers to snap a photo, tag your business and share with friends.

4. **The art of plating.**

   If you are going to post your dishes on Instagram, you might want to give more thought to plating. You don’t have to develop a novelty dish specifically for Instagram, à la the Unicorn Frappuccino (though feel free!). But you can use plating as an outlet for your creativity. Stack food high for drama. Let the food breathe by leaving plenty of negative space on the plate. One great Instagram account to follow for inspiration: @theheartofplatting.

5. **Train your staff accordingly.**

   Customers will generate their own content about your business on Instagram, so make sure you post your account name in a prominent place and encourage customers to post to it. But no one knows the place better than your service staff. Encourage your bartenders, servers and hosts to learn about and use Instagram. They should be looking for Instagrammable moments to share on your account. They can also help your customers represent your business and your food in the best possible light on their social channels, literally by saying, “Let me take that photo for you!”
Even if you spend zero dollars on marketing your restaurant, you still have an amazingly powerful sales tool at your fingertips: your menu, which is read by every one of your customers. Pay close attention to your menu—evaluate it at least every six months, keep it simple and pay attention to placement—and watch your profits climb.

NAME THAT FARM
If possible, include the source location of the ingredients. Diners increasingly want to know where their food comes from.

THINK INSIDE THE BOX
Attract the reader’s eye to certain spots on the menu by using design elements such as a box, a special font or a design icon.

GET IT IN WRITING
For daily specials, write them down, whether on a slabber, a table tent or just a piece of paper you hand out to diners. The written word will stick with customers much better than a memorized speech from a server.

PICTURE THIS
Depending on the type of establishment, images work well to move product on menus. We expect to see more augmented reality popping up in menus in the coming years as well.

What does your menu need a refresh? Ask your Marketing Associate about Sysco’s consulting services, which include menu analysis and design.

"Your menu is your No. 1 marketing tool.”
—Dawn Fitzgerald, Senior Director Sysco Marketing Services

Fired Up!

**North Carolina-Style Smoked St. Louis Ribs**
CHEF MICHAEL VOGT SYSCO CHARLOTTE

**Sauce**

- 1 cup Sriacha sauce
- 1 cup apple cider vinegar
- 1 cup light brown sugar
- 1 tbsp. dry mustard
- 1 tsp. cayenne pepper
- 1 tsp. ground cumin

FOR THE RIBS

- 2 lbs. baby back ribs
- 1 cup brown sugar
- 1/4 cup Granulated garlic
- 1/2 cup apple cider
- 1/2 cup Imperial Black Pepper
- 1/2 cup onion powder
- 1/2 cup granulated garlic
- 1/2 cup spicy brown sugar

Thaw the ribs, pit the skin and rub the dry rub liberally on both sides of the ribs. Place in a smoker, meat side up. After one hour, lightly spray the ribs with BBQ Spray. Repeat every 15-20 minutes thereafter for the next two hours or so. After the third hour, check for doneness. The ribs should be tender to the touch. When finished, lightly brush with sauce.

*Creamy Southern Coleslaw*

1 cup mayonnaise
2 tbsp. apple cider vinegar
1/2 cup sugar
1/2 tsp. salt
1/2 tsp. celery seed
1/2 tsp. Sriacha Classic Hot Sauce
1/2 tsp. Imperial Black Pepper
1 tsp. grated green cabbage
1/2 cup shredded red cabbage
1/2 cup shredded carrots

In a small bowl, stir together the first six ingredients. In a large bowl, stir together the shredded cabbages and carrots. Stir the contents of the small bowl into the large bowl. Chill and serve alongside the ribs.

*Pulled Pork Sandwich*

SYSCO MEMPHIS CHEF SPENCER MCMILLIN

FOR THE PORK

- 1 cup cooked boneless pork shoulder
- 1/2 cup BBQ sauce
- 2 cups barbecue sauce
- 1/4 cup mustard
- 1/4 cup horseradish

FOR THE P UFFS

- 1/2 cup pizza dough
- 3-4 lb. Block and Barrel Smoked Pork Shoulder

To make the sandwich, toast the buns, pile on the pulled pork, and top with your favorite pickles slices and coleslaw.

**NAME THAT FARM**

NAME THAT FARM

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NAME THAT FARM

NAME THAT FARM
FALL

**Green Mango Salsa**

- Chop the mango into small chunks.
- Zest the lemons and add the zest to a bowl with sugar and vinegar.
- Set aside.

**Topping**

- Tajin-Parmesan

**Grilled Corn with Lemon Mayo and Tajin-Parmesan Topping**

- Preheat the grill to medium-high heat.
- Brush the chicken with marinade and grill on both sides until cooked.
- Brush with marinade and serve.

**Belly Banh Mi**

- In a bowl, combine all the ingredients and whisk together to mix well.
- Set aside.

**Fried Exotic Mushrooms with Black Garlic Aioli**

- In a bowl, combine all the ingredients and whisk together to mix well.
- Set aside.

**Fried Okra**

- In a bowl, combine all the ingredients and whisk together to mix well.
- Set aside.

**Fried Mushrooms with Black Garlic Aioli**

- In a bowl, combine all the ingredients and whisk together to mix well.
- Set aside.

**Bulgogi Sauce**

- In a mixing bowl, combine all the ingredients and whisk together to mix well.
- Set aside.

**Buffalo-Style Mushrooms with Black Garlic Aioli**

- In a bowl, combine all the ingredients and whisk together to mix well.
- Set aside.

**Fried Mushrooms with Black Garlic Aioli**

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Q: What do you like most about working for Sysco?
A: Probably the great products that we carry and the awesome sales reps that I have on my route.

What is the most rewarding aspect of your job?
I love to see happy customers when I’m delivering.

Describe how you have helped customers solve problems.
One way I’ve worked with customers to solve problems is by suggesting Sysco products that they didn’t know we carried.

Describe the relationship you have with your customers.
I have a one-on-one relationship with my customers, which makes it easy for them to come to me with any issues that need to be resolved.

What obstacles do you encounter that affect your job during an average day?
Obstacles that come up usually have to do with the changing environment when I go from one location to another, such as conditions on back roads and Canadian weather. Environmental awareness is key!

Tell us something fun, weird or funny that has happened to you while working as a driver.
I actually got to meet a rock star while working with Sysco: Axl Rose from Guns N’ Roses.

If you weren’t driving for Sysco, what would you be doing?
I would probably be a long-haul trucker.

While driving in your truck, what radio station, music or podcast are you usually listening to?
K-Rock 85.3 in New Minas, Nova Scotia.

What is your go-to meal or beverage when on the road?
Green tea and breakfast.

What driver quirks do you possess? Do you have superstitions about driving or certain rituals you practice?
I like to have my route set up the same way every day, or things do not come together the way I like.

What do you enjoy most about driving for Sysco Halifax?
I love to see happy customers when I’m delivering.

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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!