NEW MENU!

Your menu is the heart of your restaurant. The best restaurant menus are planned and deliberate - more than just words and photos. It is the only communication in a restaurant that 100 percent of your guests will see, though only for a few minutes. It is your #1 marketing piece. Profitability analysis is key to knowing how to design a smart menu – let our team help!

We are dedicated to working with you to manage your menu creation.

From the latest trends, analysis and engineering, to design and revisions, we want you to have a positive and insightful experience; learning more about your business and how your menu can be more profitable than ever before.

We do more than just menus

Menu Analysis & Consultation
Partner with one of our industry experts to enhance your profitability.

Menu Engineering & Creative Design
Our professional consultants create design and layout options to maximize your menu power and provide insights on the latest trends.

Menu Boards & Digital Displays
We create eye-catching and sales-driven marketing to grab your customers’ attention.

Brand & Logo Development
First impressions are lasting impressions - let your brand speak for itself!

For more info, check out our website:
www.syscomenuservices.com

get started on your NEW MENU!

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Introduction
More Than Menus
Ethnic Cuisines
Superfoods
Nostalgic Foods
Power Bowls
Nut Milks
Flexitarian
Delivery/Takeout
Whiskey/Bourbon Integration
Menu Adoption Cycle
Holiday/Seasonal Marketing
Want More Trends?
Sysco Foodie
Sysco's Menu Services team supports all of North America.

We touch over 10,000 menus and have over 50,000,000 impressions per year.

Who are you going to trust with your menu?
Keeping menu offerings up to date can be a challenge, even for the savviest operator. By leveraging the latest culinary trends and making minor modifications to dishes, you can keep your customers engaged without having to completely overhaul your menu. Ethnic condiments, globally-inspired dishes and better for you, plant-focused cuisine – all top 10 trends for 2019 – can easily be added to your rotation and featured as limited time offers (LTOs) or on sluggers and table tents.*

As your menu partner, Sysco helps keep your menu top of mind. We know that it’s more than just a listing of items – it’s your number one marketing tool. Our team of experts work with more than 10,000 menus a year, and bring you the latest industry insights to help elevate your restaurant and drive profits. Sysco Menu Services will publish insights several times a year. Our hope is you will find these insights useful and become inspired to incorporate the year’s most buzz-worthy trends into your menu!

Let us know how we can help you with your next menu!

The Sysco Menu Services Team

*What’s Hot 2019 Culinary Forecast, NRA
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Your menu should be your most compelling marketing piece, let us help you transform it.

Start with understanding profitability - which is only uncovered through cost analysis.

Know your menu is constructed to encourage the customer to make decisions you want. This is achieved through the psychology of menu engineering.

Bring your menu to life leveraging both the analysis and engineering to create a smart and beautiful design.
In a medium bowl, combine the beaten egg and cabbage-carrot mix. Season to taste with salt and pepper. Heat the oil in a saucepan over medium-high. Place the cabbage mixture in the pan, making a square shape to match the bread. In a separate pan over medium heat, melt the butter. Add the bread and toast on both sides. To assemble, place the cooked cabbage mixture on the first slice of bread; top with the cheese, followed by the ham. Sprinkle with sugar and finish with a drizzle of ketchup. Garnish with crisp cabbage for added crunch.

**Korean Street Toast**
Serves 1  
Recipe by Sysco Los Angeles Chef Benjamin Udave

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Wholesome Farms eggs, beaten</td>
<td>2 slices white bread</td>
</tr>
<tr>
<td>½ cup shredded cabbage and</td>
<td>1 slice American cheese</td>
</tr>
<tr>
<td>carrot mix</td>
<td>1 slice Block and Barrel ham</td>
</tr>
<tr>
<td>Salt and freshly ground</td>
<td>1 tsp. sugar</td>
</tr>
<tr>
<td>black pepper to taste</td>
<td>1 oz. House Recipe ketchup</td>
</tr>
<tr>
<td>1 tsp. canola oil</td>
<td>Additional cabbage for garnish</td>
</tr>
<tr>
<td>1 Tbsp. Wholesome Farms butter</td>
<td></td>
</tr>
</tbody>
</table>

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**Ethnic Cuisine**

Lebanese, Turkish, Sri Lankan, Israeli, and Syrian foods are gaining popularity.

Incorporating global flavors like Baharat spice or Tahini paste into seasonal dishes can increase craveability and bring diners flocking.
Add Ethnic Flavor To Any Dish

**TURMERIC AIOLI**
The right accent for any fried fish or seafood.

- ½ cup Sysco Imperial mayonnaise
- 1 tsp. turmeric powder
- 1 clove garlic, finely chopped
- Juice of 1 lemon
- ⅛ tsp. Sysco Classic kosher salt
- ¼ tsp. freshly ground black pepper

In a bowl, whisk together the mayonnaise, turmeric, garlic, lemon juice, salt and pepper.

**GOCHUJANG MAYO**
Heat up your fish and chips with this Korean chile paste.

- ⅓ cup Sysco Imperial mayonnaise
- 1 Tbsp. gochujang
- 1 tsp. soy sauce
- Juice of 1 lime
- 1 Tbsp. sugar

In a bowl, whisk together mayonnaise, gochujang, soy sauce, lime juice and sugar.

**AJI AMARILLO DIPPING SAUCE**
A delicious dipper for fries or roasted veggies.

- 2 green onions, white and green parts, chopped
- 2 Tbsp. aji amarillo paste
- ⅓ cup Sysco Imperial mayonnaise
- ¼ cup Wholesome Farms sour cream
- ¼ cup Casa Solana queso fresco
- Juice of 1 lime
- Salt and freshly ground black pepper

Put the green onions, aji amarillo paste, mayonnaise, sour cream, queso fresco and lime juice into the container of a blender and process until the mixture is smooth and creamy. Season the sauce with salt and pepper to taste. Chill until ready to serve.

**RED CURRY SHRIMP SAUCE**
Adds tang and spice to sandwiches and cold salads.

- ½ cup Sysco Imperial mayonnaise
- ¼ cup House Recipe ketchup
- 2 Tbsp. finely minced lemongrass
- 2 tsp. Thai red curry paste
- 1 tsp. Sysco Classic kosher salt
- 1 tsp. freshly ground black pepper
- Juice of 1 lime
- Salt and freshly ground black pepper

In a bowl, whisk together the mayonnaise, ketchup, lemon grass, curry paste, lime juice, salt and pepper until smooth.

**TAMARIND CHILE DIPPING SAUCE**
Works well with fried shrimp or calamari.

- 4 oz. tamarind paste
- 1-inch piece fresh ginger, peeled and grated
- 3 cloves garlic, minced
- 3 Tbsp. sugar, plus more to taste
- 1 Tbsp. sambal oelek
- 2 Tbsp. fish sauce
- 1 tsp. soy sauce
- 2 Tbsp. cornstarch

In a medium saucepan over high heat, combine the tamarind paste, ginger, garlic, sugar, sambal oelek, fish sauce, soy sauce, and 4 tablespoons of 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 2 tablespoons of water to make a slurry. When the cornstarch mixture is smooth, whisk into the tamarind sauce, continuing to whisk until the sauce thickens, about 1 minute. Remove the pan from the heat and let the sauce cool. Before serving, taste and adjust the seasoning, adding more sugar if necessary to balance the tartness of the tamarind.
Natural Enhancements

Superfoods

Trending up 1221% since 2008 with a 4-year growth of 238%: Charcoal, aids in digestion, high in antioxidants, anti-inflammatory, probiotics for digestion, collagen, CBD.¹

Consumers want foods with natural health & brain benefits.

Grilled Tasso and Pimento Cheese Sandwich

Recipe by Sysco Raleigh Chef Bryan Hudson

SERVES 4

In a mixing bowl, fold together pimento cheese and tasso ham. Divide the mixture among 4 slices of bread. Lay one slice of fontina on each sandwich. Lay the remaining bread on top. Heat the clarified butter on a griddle or pan over medium heat. Toast the sandwiches on both sides until the bread is golden brown and the cheese is melty. Alternatively, brush a bit of butter on the top and bottom of each sandwich and toast in an oven at 400 degrees for 6 to 8 minutes.

New takes on familiar foods are here to stay. Incorporating modern twists on classic dishes will surely please.

www.datassentials.com
Power Bowls
73.3% increase

On-Trend
Ancient grains are a Top 20 Trend and protein-rich grains/seeds are the #5 condiments and accoutrements on the National Restaurant Association’s “What’s Hot 2018 Culinary Forecast”.

Versatility
This well balanced blend of premium grains is truly a chef’s canvas. It can be seasoned a variety of ways to create ethnic inspired cuisine that can be enjoyed throughout the day.

Time & Labor Savings
Never under or over cook a grain again. Heat and serve in less than 5 minutes.

Path of Life™ 5-Grain Blend
A super side of grainy goodness with bold flavor in every bite
This premium ancient 5-Grain Blend combines red and white quinoa, barley, wild rice and wheat berries to provide an excellent base for countless dishes. Super sides expand your side dish options with healthful ingredients, save on preparation time and reduce the pantry space needed to stock a wide range of grains and legumes.

Southwest Grain Bowl with Salmon

Bows are replacing the dinner plate, according to the Wall Street Journal, and they’re packed with ancient grains, veggies, proteins, ethnic items and sauces. This trend is on 32% of menus today with a growth of 16% in the past 4 years.
Nut Milks

Non-dairy milk sales have grown 61% over the past 5 years. Dairy-free beverages are on a 4-year growth of 72% and a 1-year growth of 16.5%.  

Oat milk is in the early inception phase, and almond milk and soy milk are on the adoption phase of incorporation on US menus.

For more information, visit: www.syscofoodie.com/simply
Flexitarian 60% of consumers eat at least one meatless meal each week.¹

Beyond Meat® Beyond Sausage®
A modern miracle of meatiness crafted with plant based-ingredients
Created from simple plant-based ingredients and applied in fresh ways. Peas, rice and fava beans provide the protein while trace amounts of beet lend a meaty color. Coconut oil ensures mouth-watering juiciness and it’s all wrapped inside a remarkable, 100% plant-based casing. The result is an uncompromisingly savory sausage, bursting with flavor, made directly from plants. Diversify your menu with three delicious flavors: Original Brat, Sweet Italian, Hot Italian.

2/3 of millennials eat meatless regularly. Incorporating healthy vegetable substitutes for protein are highly forecasted for demand in 2019.

Vegetable Rice Confetti Blend
Created from simple plant-based ingredients and applied in fresh ways. Peas, rice and fava beans provide the protein while trace amounts of beet lend a meaty color. Coconut oil ensures mouth-watering juiciness and it’s all wrapped inside a remarkable, 100% plant-based casing. The result is an uncompromisingly savory sausage, bursting with flavor, made directly from plants. Diversify your menu with three delicious flavors: Original Brat, Sweet Italian, Hot Italian.

Beyond Sausage® Cajun Pasta

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¹ www.datassentials.com
Delivery
Among restaurants, only 29% currently offer delivery in any way.

Earth Plus™ Caterware
Packaging has the power to drive sales and the responsibility to represent your brand. Earth Plus™ Caterware is a line of eco-friendly dinnerware, serving trays and serving utensils that meet the growing demand for eco-friendly polystyrene alternatives. With an attractive, proprietary blend of material that’s both flexible and durable enough for regular dining service, takeout, delivery and catering applications, Earth Plus™ Caterware is the perfect sustainable and durable servingware solution.

50% of dinners purchased are consumed at home.¹

49% of consumers have their orders delivered. ¹

¹ www.gloriafood.com/online-food-delivery-statistics-2018
Whiskey/Bourbon Integration

BBQ sauce has had a 6.1% 1-year growth & 45.9% 4-year growth on over 63% of restaurant menus in the US.¹

Desserts that contain alcohol have started to take off as those throwing dinner parties and wedding receptions are looking for a fun way to spruce up their desserts. Adding high end rum, vodka and whiskey is a great way to increase sales on traditional desserts and drive revenue.²

These whiskey/bourbon integrations can be found in desserts, burger glazes, and BBQ sauces.

¹ www.datassentials.com
² www.QuickstoneCapital.com
Understanding the Flavor Lifecycle

Innovation starts on the left, then progresses to the right

INTRODUCTION

Trends start in the introduction phase and come from chef-driven restaurants leading the way in new uses of flavors and ingredients.

GROWTH

Trends move to the growth stage as they appear on emerging chain restaurant menus with increased volume.

MAINSTREAM

Mainstream trends incorporate what is piquing consumer interest and gaining acceptance on menus.

MATURE

Mature trends are proven favorites that have wide appeal for many different palates.

© 2019 Technomic, Inc.
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The Sysco Menu Services Team

*What's Hot 2019 Culinary Forecast, NRA
Are you prepared for an upcoming holiday or seasonal event?

Upcoming Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 5</td>
<td>Cinco de Mayo</td>
</tr>
<tr>
<td>May 12</td>
<td>Mother’s Day</td>
</tr>
<tr>
<td>May 18</td>
<td>Armed Forces Day</td>
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<tr>
<td>May 27</td>
<td>Memorial Day</td>
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<tr>
<td>June 14</td>
<td>Flag Day</td>
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<tr>
<td>June 16</td>
<td>Father’s Day</td>
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<tr>
<td>July 1</td>
<td>Canada Day</td>
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<tr>
<td>July 4</td>
<td>Independence Day</td>
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<tr>
<td>July 28</td>
<td>Parents’ Day</td>
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<tr>
<td>September 2</td>
<td>Labor Day</td>
</tr>
<tr>
<td>September 8</td>
<td>Grandparents’ Day</td>
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<tr>
<td>September 11</td>
<td>Patriot Day</td>
</tr>
<tr>
<td>October 14</td>
<td>Canadian Thanksgiving</td>
</tr>
<tr>
<td>October 31</td>
<td>Halloween</td>
</tr>
<tr>
<td>November 11</td>
<td>Veterans’ Day</td>
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<tr>
<td>November 28</td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>December 25</td>
<td>Christmas Day</td>
</tr>
<tr>
<td>December 31</td>
<td>New Year’s Eve</td>
</tr>
</tbody>
</table>

Ask your MA on how Menu Services can help market your upcoming event!
Interested in menu trends for your area?

Please contact us at info@syscomenuservices.com for more information.
FOLLOW FOODIE

- The hottest trends in foodservice
- Smart tips to optimize operations
- Marketing ideas to drive new business
- Tried and true Sysco branded recipes

Follow us @SyscoFoodie

Visit SyscoFoodie.com to learn more.