

# FOODIE

AT THE HEART OF FOOD & SERVICE

## Savings & Solutions Start Here



**Food Cost and Impact to P&L**  
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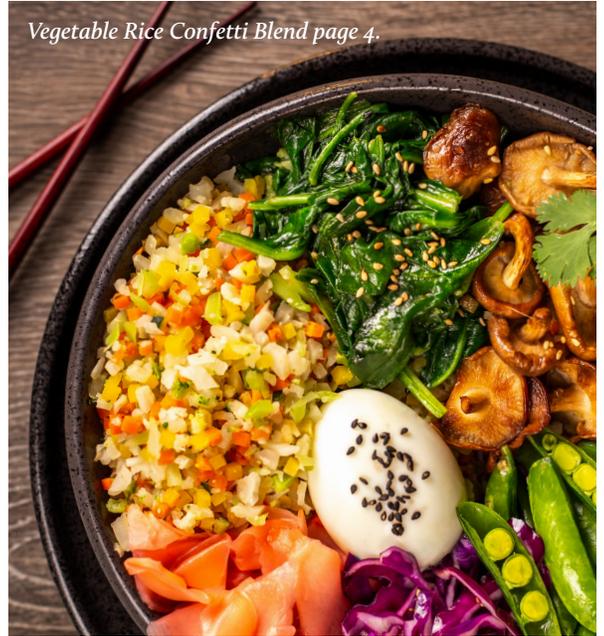
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FEATURES

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Food Cost and Impact to P&L

**3 CULINARY TRENDS**

Salad Power and dressings that work harder for you.

**4 CULINARY TRENDS**

Our Sous Vide Pork Belly and Vegetable Rive Confetti Blend deliver innovation and reduce prep time in you kitchen

**5 OPERATIONS**

Controlling oil costs and usage is a huge opportunity in the kitchen. Check out a few ways to improve and extend oil life in your operation!

**Sysco Brands Featured in this issue:**



**Sysco Classic**  
Salad Dressings  
Fry Oil Filter Pod



**Cutting Edge Solutions**  
Featured Products

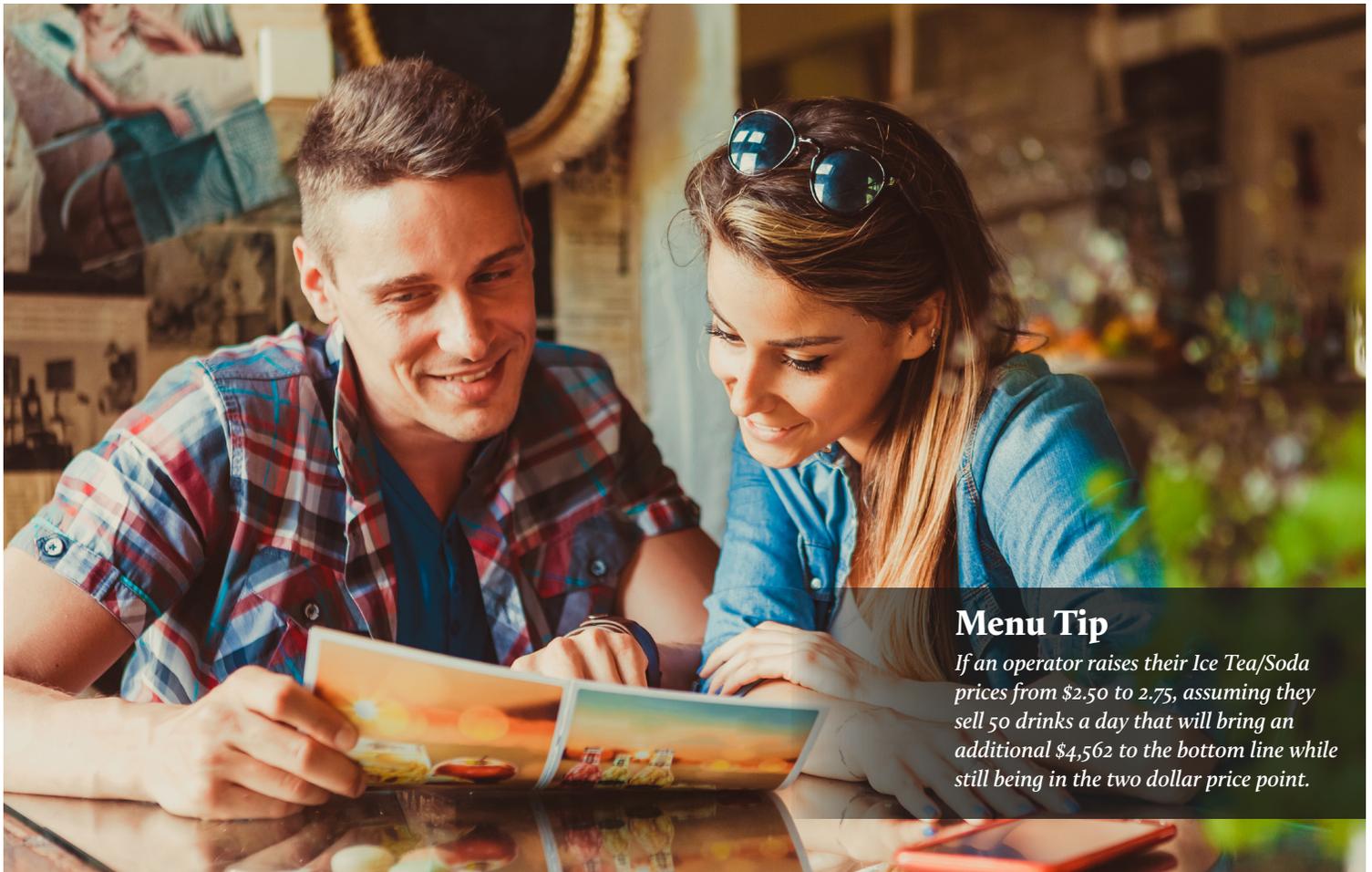


**Sysco Imperial**  
Frying Oil  
Butter It™ Creamy  
Liquid Butter Alternative

To get recipe ideas, food trends, and more, visit [SYSCOFOODIE.COM](http://SYSCOFOODIE.COM)

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### Menu Tip

*If an operator raises their Ice Tea/Soda prices from \$2.50 to 2.75, assuming they sell 50 drinks a day that will bring an additional \$4,562 to the bottom line while still being in the two dollar price point.*

# Menu Engineering and Impact to Your P&L

Today, restaurant operators wear many hats - and one is the CFO hat, which accounts for all expenses that go into the restaurant.

One of the most important costs, but often overlooked or misunderstood, is food cost. Savvy restaurateurs realize this and know that even a 30¢ price variance can have a significant impact on the restaurant's P&L.

We know that menu analysis is a daunting task. It's one of those things you know you've got to do, but you just keep putting it on the back burner for another day. Without properly costed recipes and an engineered menu,

you're letting profits slide right through your fingertips. Identify your Menu Stars (your profit makers) and your job just became a little easier.

By understanding the breakdown of your menu from an analysis and engineering perspective, you will be able to make informed decisions that are based on data and facts, rather than emotion or time available.

## Keys to a Successful Menu:

Accurate Recipes & Portion Control

Competitive & Fair Pricing

Focus on Profits not Percentages

Regular Updates and Reviews

The Sysco Marketing Services team can help help you with: **Menu Analysis, Menu Engineering, and Menu Design.** Please talk to your Marketing Associate for more details!

# Salad Power

Classic build salads are in favor again as we have a new population of young diners who have not enjoyed a Green Goddess, Caesar or Cobb salad the way the Boomer generation has. A revamp or refresh of the greens or dressing can further the appeal to the younger generation.

Look to twists or +1's on base dressings to increase the distinctiveness and interest on the menu to drive a traditional build. Caesar dressing + sriracha or lime juice could appeal to emerging ethnic populations and create a new pull and demand for a classic salad.



## Sysco Offers Dressings That Work Harder for You



Both the Sysco Classic and Sysco Imperial brands offer the core varieties of Ranch, Blue Cheese, Caesar, Italian Vinaigrettes and Honey Mustard dressing are the top flavors. It is important to acknowledge these aid in efficiency and key volume.

Although they may represent small opportunities, **consumers are looking for differentiated and interesting flavors.** By simply adding House Recipe Hot Sauce to our Imperial Blue Cheese Dressing you have now created a Buffalo Blue salad dressing.

**Salads continue to evolve** and consumers are now seeing salads beyond the traditional leafy side or entrée salads. Using super foods such as quinoa as a salad base will help add distinctiveness to your menu. Consider sharing the growth of unique ingredients and how legumes can be transformed. Tropical flavors are in favor as the Hispanic and Asian-American populations grow.

**LTO's are a great opportunity to infuse more flavor into your menu** and create a cycle of innovation to meet the demand of consumers. Remember that Buffalo Blue salad dressing? That can be crossed utilized as a dipping sauce for wings and chicken tenders, or it can be a signature sauce on a grilled chicken sandwich. Flavor combinations and applications are limited only by your imagination!

With top-selling flavors available in a variety of pack sizes and quality tiers, Sysco has the product offering to accommodate your specific needs. All Sysco Brand dressings meet the highest quality assurance standards, offer excellent consistency and have more flavor inclusions, such as herbs, seasonings and chunks of cheese.



In addition to timeless favorites, Sysco provides a variety of flavors, including Sysco Imperial Blood Orange Shallot Vinaigrette, to help you capitalize on the latest consumer taste preferences!



# On-Trend, Flavorful and Labor Efficient Offerings

## *Vegetable Rice Confetti Blend*

Sparked by the growth in riced cauliflower over the last two years, riced vegetables continue to be a craze that serves as an excellent alternative to rice or grains. Our Vegetable Rice Confetti Blend delivers a true vegetable medley featuring broccoli, cauliflower along with orange and yellow carrots. This ready-to-cook combination offers both labor relief and versatility as it can be served in a number of applications including soups, salads, garnishes, or the main attraction.

## *Sysco Classic Sous Vide Pork Belly*

This premium pork belly features lean ribboning and is cooked low and slow in its own natural juices using the sous vide cooking method. Get the benefits of this high-end method without the wait and with no specialized equipment or skills required, using this ready-to-prepare trending protein. This fully cooked pork belly is easy to customize with signature seasonings and finishing techniques, bringing great value to your operation.



# Fry Up Some Savings

*Oil can be one of the most expensive line items on the P&L for many Operators.*

In an effort to extend oil life, we launched the **Sysco Classic Fry Oil Filter pod**. This all-natural, plant-based oil filtering solution can be used in any fryer. After using the pod, on average the oil life is extended for 2-3 days generating roughly \$500 in annual savings per fryer.



All Natural



Plant-Based



Sustainable



# Controlling Oil Costs

**Liquid Butter Alternatives (LBAs)** are designed not just to replace butter, but to bring a robust butter flavor to a wide variety of foods and cooking applications without the need to refrigerate or clarify. Whether you're used to using solid butter to help create delicate sauces or clarifying it for sautéing at higher temperatures, LBAs do it all at a consistently lower cost and with greater price stability vs. the fluctuating butter market.

**Pan and Grill Oils** are made for flat-top grilling and griddling because they contain no salt, which can damage some grill surfaces. Whether searing a chicken breast or cooking your favorite hash browns, Pan and Grill Oils will help you get even browning, prevent sticking to cooking surfaces, and give your foods a rich, buttery taste.

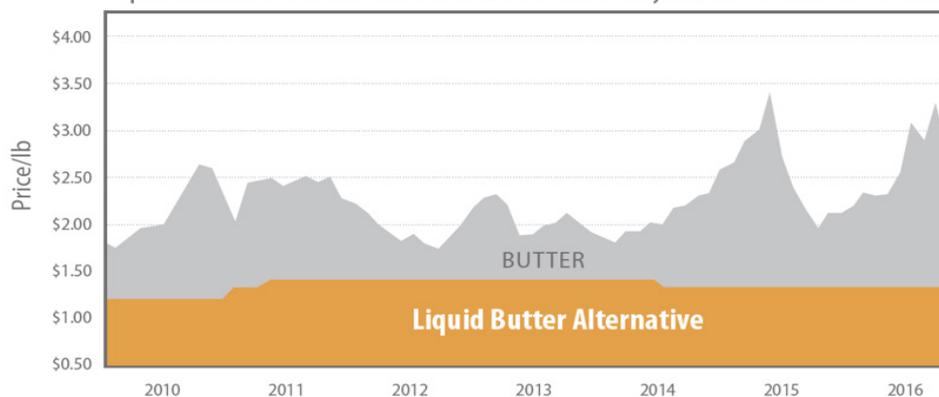


**Extend the fry life of your oil...**

*Fry at 350° and filter daily or more frequently under high frying conditions.*

**Premium Frying Oils** accomplish something that few foodservice products do. They give you the most consistent food quality and simplify your operation, while at the same time lowering your food cost! Formulated for extended fry life, Premium Frying Oil like **Imperial Fry-On®** tend to last much longer than commodity oils. This is the secret to more consistent food quality, fewer oil changes, reduced packaging waste, and ultimately a lower true oil cost. Only Sysco offers the training, tools, and expertise to help you get the most out of your Premium Oil every single day of the year.

Liquid Butter Alternative Provides Better Price Stability and Lower Cost than Butter





# Peace of Pie.

Easy to use, easy to serve and easy to enjoy this holiday season.

Fill & Bake

Bake & Fill



## Buy One, Get One FREE!



LIMITED TIME OFFER

Visit [www.generalmillscf.com/sysco](http://www.generalmillscf.com/sysco) for rebate.

**Pillsbury™ Pie Crust Vegetable: #9911351 (24 per case)**

**Pillsbury™ Pie Crust Lard: #9911350 (24 per case)**

