

# Sysco®

## POP UP STOCK UP



## Sysco's Stock Up

With the COVID-19 pandemic causing operators across the country to halt dine-in services and limit to take out services, Sysco is here to help you drive business and incremental revenue during this unprecedented time and work with you to create a special one day event for your customers to purchase cases of product and "Stock Up". In response to the empty grocery store shelves across the country, Sysco customers will have an opportunity to stock and sell full foodservice sized cases to their patrons that can be a profitable solution to navigate the current shift in foodservice operations and provide nourishment and a sense of reassurance in your community!

### What is Sysco's Stock Up Concept?

Sysco is providing you with an alternative, temporary, business model during the pandemic to host a limited time promotional event where customers can pre-order and pick up foodservice-sized cases of restaurant quality products curbside for a contact-less transaction. Sysco has plenty of inventory and products to help your customers meet the demands and needs that are lacking from their local grocery stores. Many stores are out of pantry staples, and Sysco can help offer these to your customers. Stock Up products can vary by location but will include commodities such as steak, ground beef, pork tenderloin, etc.

## How can I sign up?

Contact your Sysco Marketing Associate  
Visit [foodie.sysco.com/sysco-pop-up-shop](https://foodie.sysco.com/sysco-pop-up-shop)

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### Why Sysco's Stock Up Concept?

- Continue to make a profit (or mitigate loss) with revenue beyond standard takeout and delivery service.
- Continue to keep your staff employed.
- Shop with fewer crowds than seen at big box stores by providing curbside delivery of pre-ordered cases.
- Opportunity to message to your neighbors locally – For example: "We have steak!"

### What do I need to participate in Sysco's Stock Up Concept?

- An online presence to be able to market the one day event, including a phone number and/or online ordering platform to take orders.
- Walk-in cooler/freezer space to be able to sell dairy and other cooler required products.
- Staff to work the event and staff to regulate local municipality guidelines (social distancing).
- Ordering/payment tools.
- Communication plan, Sysco will provide you with a Stock Up Toolkit including marketing tools and social media outlets, to drive the message effectively to your customers!