Agenda

• Delivery and Restaurant Operation Trends since COVID
• Menu Best Practices
• Products to Consider for Off Premise
• Sysco Packaging Solutions
• How Sysco Can Help
Trends We Are Seeing

• Change in consumer demand
• Acceleration of digital online ordering
• Agility
Delivery and Restaurant Operation Trends since COVID

Mandy Quinn
Partnerships Manager
*Uber Eats*
Current State of Delivery

Third-party delivery saw the most rapid increase in sales (as a percentage of overall sales) since the start of COVID-19 and has doubled throughout the crisis.*

Average checks for third-party delivery orders increased by 69%, from $34.10 prior to March 15 to $57.50 after March 15.*

*Source Technomic, July 2020
How are restaurants responding?

Streamline Delivery Hand-Off:
- Mark an area for pick up
- Double check all orders
- Instructions for pick up

Monitor Third-Party Delivery Performance:
- Monitor and make changes accordingly

Updates to Menu Offerings:
- Adding family-size meals
- Creating meal kits for consumers to prepare at home
- Selling grocery or pantry items*

*Source Technomic, July 2020
Best Practices

Key tips for Restaurant Partners to establish quality and maximize profits.

Photos, photos, and more photos.

Add descriptions to all of your items so eaters know what they are buying.

Categorize menu items according to profit and popularity levels. Mix popular items with higher margin items.

Create combos. Add fries, drinks, and other side items to main dishes.

Charge more for toppings. Example: if your customer chooses a large pizza, charge more for toppings compared to small pizza.
A few more...

Key tips for Restaurant Partners to establish quality and maximize profits.

BUILD YOUR OWN:
Bowl, Taco, Sandwiches, Smoothie, Burger, Platter. Set your own prices for protein, topping, and sauces.

What are your customers asking for on the side?
Upcharge!

Remove low rated items from the menu, especially if the items do not travel well.
Monitor Your Performance, Grow Your Business

Restaurant Manager is your restaurant’s all-purpose tool for data, insights, and business management. You can use it to:

- Review your sales* totals
- Read customer feedback
- Adjust your menu
- Set up in-app marketing campaigns
- Adjust prep time
- Add or edit users

*Sales is the total value of items sold plus applicable taxes. Sales does not include delivery charges, other fees or taxes, or deductions for Uber’s fees.
What can I see?

- **Menu Items**
  - Customers give your menu items a thumbs-up or thumbs-down rating after delivery. The metric is the average of all your item ratings, calculated as:
    - **Tasty**: 90 votes, 80 upvotes, 10 downvotes
    - **Good portion**: 80 votes, 60 upvotes, 20 downvotes
    - **Fast delivery**: 50 votes, 30 upvotes, 20 downvotes
    - **Nice presentation**: 30 votes, 20 upvotes, 10 downvotes
    - **Perfect temperature**: 20 votes, 10 upvotes, 10 downvotes
  - Average rating: 89%

- **Areas for Improvement**
  - **Compliments**:
    - Speed: 100 votes, 90 upvotes, 10 downvotes
    - Value for money: 80 votes, 70 upvotes, 10 downvotes
  - **Top Selling Items**
  - **Menu Item Feedback**
  - **Downtime**
  - **Missed Orders**

- **Overall Rating**
  - **4.7 stars**

- **Performance Metrics**
  - Last 32 weeks:
    - **Sales**: $4,137
    - **Order Volume**: 492 orders
    - **Total Revenue**: $4,902
    - **Margins**: 15.5%

- **Sysco iCARE**

---

#foodservicestrong
How do I use this information?

- Speed up operations
- Improve your ratings and discoverability - earn Top Eats status
- Understand where to spend marketing dollars
- Make informed decisions on packaging

Fast delivery is key.

In fact, 60% of consumers cite speed as the most important factor in customer satisfaction.**

Earning Top Eats Status

On the 1st of every month, we determine if you’ve met the performance criteria for the past 90 days. If you do, you'll earn or keep your Top Eats status. You can check your performance and the goals for each metric in Uber Eats Manager.

**Average star rating**
Customers know they can expect outstanding food and service from these restaurants based on reviews from other customers.

**Completed orders**
Your customers can feel confident ordering from a restaurant that has mastered delivery or pickup.

**Online rate**
When customers come looking for your restaurant in-app during your scheduled menu hours, they know you'll be available and ready for their order.

**Missed order rate**
Rare unaccepted orders means your hungry customers can rely on you to deliver.

**Inaccurate order rate**
Your customers know you’re a perfectionist and offer consistency in every order.

**90+ days on Uber Eats**
To be eligible to earn Top Eats status, you need to be on Uber Eats for at least 90 days. Status is based on your last 90 days of performance. If your first 90 days ends in the middle of the month, your first evaluation will be on the first day of the next month.
Create **Loyalty Programs & Marketing Campaigns**

**Deliver, reward, repeat**

A loyalty program can help you:

1. Attract new regulars
2. Get more eyes on your restaurant
3. Increase sales: Restaurants with a loyalty program get more sales—typically up to 10% more.

**Marketing campaigns that are easy to manage**

1. Create, edit, and track your offer right in Restaurant Manager.
2. Target your offer exclusively to new customers or to all users on the Uber Eats app in your area.
3. See custom budget recommendations based on your location and order history.
4. View results in your performance dashboard.
Impact of Uber Eats in 2020

76% of operators who partner with Uber Eats said they would have had to close their doors without this partnership*

More than two-thirds of operators surveyed consider Uber Eats to be their preferred delivery partner.*

*Source Technomic, July 2020
Sysco Exclusive Offer

New Discounts & Benefits for Sysco Customers
Available Through August 31st

<table>
<thead>
<tr>
<th>New Restaurant Partners</th>
<th>$600+ Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Waived Activation Fee ($350 savings)</td>
<td></td>
</tr>
<tr>
<td>2. Large Photoshoot ($250 value)</td>
<td></td>
</tr>
<tr>
<td>3. 30 Days Waived Marketplace Fee for Uber Eats Delivery (0% for 30 days)</td>
<td></td>
</tr>
</tbody>
</table>

*Standard rates apply 30 days after first completed order.

<table>
<thead>
<tr>
<th>Active Restaurant Partners</th>
<th>$350 Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Large Photoshoot ($250 value)</td>
<td></td>
</tr>
<tr>
<td>2. $100 Credit valid towards in-app promotions</td>
<td></td>
</tr>
</tbody>
</table>

*Credit lasts up to 31 days or until budget is exhausted.

Request more information at: ubr.to/sysco30
Menu Best Practices

Bruce Barnes
Sr. Manager, Marketing Services
Sysco Corporation
Reengineer Your Menu for Takeout!

Manage Your Menu Content
- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the 4Ps of Menu Engineering:

**Profitability**
- Review current item costs and make pricing adjustments based on current market conditions.
- Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

**Popularity**
- Feature your signature items — what are you famous for?
- Review past history or competitive analysis for key offerings.

**Preparation**
- Select items that require limited preparation and assembly.
- Cross-train your kitchen staff for maximum efficiency.
- Review and reduce your inventory to minimize stand-alone items and excess stock.

**Portability**
- Ensure your items package and travel well — maintaining their quality and freshness.
- Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.

#foodservicestrong
Streamline Your Business

• Limit your menu offerings for maximum efficiency, and profitability, while focusing on strategically planned LTOs to drive business.
• Adjust your staffing needs to accommodate your reduced dining room capacity, limited menu, and available services.
• Continue to offer carry-out, curbside pickup, and delivery, along with other enhanced services, such as meal kits, take & bake, and specialty items.
• Create an on-site pop up shop or virtual “marketplace” to sell your signature items and pantry essentials.

Rethink Your Menu Format

• Understand your customer. They will be looking to see the steps you’re taking to ensure their safety and comfort – and this includes your menu format.
• Consider changing to a single sheet disposable paper menu, menu board, or digital display for best safety and sanitation practices.
• For dine-in service, introduce or enhance online ordering and payment options from the table.
• Offer your menu online and viewable via your customer’s smart phone or tablet using a QR Code for contactless ordering.
Takeout Marketing Kit
Choose the marketing pieces that help you best communicate your message.

Menu tips for takeout & delivery...

Item recommendations:
- Minimize your menu options.
- Feature low labor and high profit items.
- Select those that are easily packaged and travel well.
- Limit your options to 20-30 items.

Additional Suggestions:
- Offer family-size meal options, as well as individual portions.
- Pre-payment over the phone or on-line.
- Include any delivery or service fees and extra costs for disposable containers in the menu price.
- Carry-out: Designate pickup station inside front door or curbside pickup.
- Delivery: Leave items on front porch with text that delivery has arrived.

Outdoor Dining Marketing Kit
Let your customers know that you have expanded your services to offer outdoor dining by communicating via these marketing essentials.

Join us on the deck!
Outdoor Dining Available

CURBSIDE TAKEOUT & DELIVERY AVAILABLE!
Daily 8am-10pm
1.800.380.6348 | yourwebsite.com

Outdoor Dining
Daily 8am-10pm
1.800.380.6348 | mainstreetcafe.com

#foodservicestrong
Sysco Packaging Solutions

Jason Bechtold
Sr. Director
Sysco Corporation

Chef Neil
Sr. Director
Sysco Corporation
Understanding The Takeout Game
USING THE RIGHT PRODUCT FOR THE APPLICATION
USING THE RIGHT PRODUCT FOR THE APPLICATION

FOAM CUPS

FOAM SQUAT CUPS
FOAM HINGED CONTAINERS

- Available in white and black
- Various sizes
- Not earth-friendly
- Inexpensive
USING THE RIGHT PRODUCT FOR THE APPLICATION

FOIL CONTAINERS

- Made from recyclable silver aluminum
- Retains heat and ensure easy oven reheating
- Sturdy .0028-gauge construction reduces risks of bending and spillage
- Wide temperature range
Plastic Hinged Container
- Black container with clear top made of high impact polystyrene
- Clear smooth tops for easy labeling
- Durable hinge with "Smart Lock" audible closure system
MINERAL FILLED POLYPROPYLENE HINGED CONTAINERS

- Soak through and grease resistant
- Microwavable
- Stackable
- Audible click for closure indicator
Pulp Trays and Containers

- Unbleached natural color
- Broad temperature range
- Made from bamboo and bagasse
- Home and industrial compostable
Paper Containers
- designed to resist leaks and grease
- Made from 100% recycled fiber
- Reduces condensation while maintaining integrity of the product inside

For more GRAB-AND-GO ideas, visit SyscoFoodie.com
KRAFT PAPER BAGS

- Made from 100% recycled Kraft paper
- Easy to brand your bag
Concierge Service

Our Concierge Service available to any customer

- Contactless Menus, Pop Up Shop/Marketplace, Social Media, Thank you cards and other restaurant marketing materials to ensure continuity
- Provide guidance on what you could be doing to promote your business
- Provide guidance and facilitate our iCare Partnerships available to our customers
  - Websites to facilitate Online ordering
  - Delivery
  - Gift cards, etc.

For Marketing Services Help:

- Call: 1-800-380-6348 or
- Email: info@syscomenuservices.com