Taking it Outdoors & Reimagining your Buffets/Salad Bars

Sysco-Exclusive!
Join our customer info sessions.

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Agenda

- Mastering your Outdoor Dining Experience
- Rethinking your Menu for Outdoor Dining
- Outdoor Essentials
- Tips to Reimagining Your Buffets/Salad Bars
- How Sysco Can Help
Mastering your Outdoor Dining Experience

Heidi Harrington
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Foodie.Sysco.com/snapback
Steps To Outdoor Dining and Patio

1. Understand local guidelines and regulations
2. Reconfigure your outdoor space and set up seating
3. Determine equipment and technology needs
4. Plan your menu and train your staff
5. Communicate to your customers
Strategize the space you have available.

- If you own your restaurant property and it includes a private patio or other under-utilized space, there are great options for expanding to include outdoor seating.
  - Consider a side lot or back courtyard for additional seating as well.
  - Sidewalk seating is a great option, but in many cases requires a permit. Tent/Canopy seating can be a great alternative the approval process to put up a tent can be faster than building additional patio space.

**TIP:** Consider the street and foot traffic before opting for a sidewalk expansion. All it takes is a passerby with a cigar or a vehicle with heavy exhaust to impact a fine dining experience.

Understand your local ordinances and guidelines.

- Determine if you will need any permits and confirm your local regulations before setting up a dining space on the sidewalk adjacent to your restaurant. For example, you may need a sidewalk dining facility permit, especially if you serve alcohol. (Note, many cities are waiving the permit given the current COVID environment.) Outdoor food preparation, cooking, or expanding your bar may also require a permit.

**TIP:** Many state agencies have faster licensing for outdoor capacity – they are expediting the process.

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Here are some ways cities are adapting to aid their local businesses in their reopening efforts, while keeping customers 6 feet apart:

- Expediting or waiving outdoor dining permits and sidewalk licensing fees.
- Allowing businesses to convert parking lots, full sidewalks, and even streets into dining spaces so tables can be spaced 6 feet apart.
- Closing streets to vehicle traffic so pedestrians have more walking space away from outdoor dining patios.
- Relaxing liquor laws and allowing for alcohol to be served and consumed beyond a business’ property line.
- Allowing for tents and canopies to be set up in parking lots and over sidewalk spaces.
- Allowing for barriers to be added to separate diners from pedestrians.
Process and Preparation

Design an outdoor dining layout.
- To get started, consider everything you want to include before you begin buying furniture or other equipment.
  - **TIP**: Adding atmospheric elements to your patio area reduces the amount of people you can seat. However, a smaller seating section also creates exclusivity. This can build demand and excite guests looking to enjoy the outdoors.

Consider the ambiance.
- When designing your outdoor space don’t leave out the ambiance.
  - Lighting is also very important.

Prepare for all seasons and weather conditions.
- Nowhere is immune to inclement weather.
  - Wipe down tables and chairs right after a rainstorm.
  - Install patio heaters for chilly summer nights or to extend your outdoor dining season into cooler weather months.
  - Offer plenty of shade by using umbrellas, awnings or deck covers.
  - Utilize fans along the roof lines to circulate airflow and keep your customers cool.
  - Implement an evacuation plan in case of dangerous or extreme weather.
Steps To Outdoor Dining and Patio

Protect against unwanted pests.
Just like weather, pests are inevitable.
• Stay diligent with your cleaning routine when it comes to spilled drinks or food.
• Store fresh fruit in containers with secure lids and keep juices covered when possible.
• Utilize proper bug zappers or sprays to rid your patio of bees, wasps, mosquitoes, and flies.
• Clear away food as quickly as possible, as critters are attracted to the smell of food.
• Sweep the floors often.
• If pests become a problem, call a professional control company to discuss your options.

Safety and sanitation is still required.
While COVID-19 is still a threat, here are some ways you can keep your customers and staff safe while they are dining in your outdoor and patio areas:
• Position tables 6 feet apart.
• Have clear walkways to the restroom and throughout the restaurant to allow for social distancing.
• Provide your staff with PPE supplies.
• Stock up on Sysco supplies to keep your space clean and staff protected.
• Use contactless or disposable menus.
• Require guests to wear their masks while walking around the restaurant.
• Sanitize tables and chairs between each guest seating.

TIP: Always refer to the CDC guidelines and your local Restaurant Association guidelines for current safety procedures and standards.
Staffing and Training

Plan sufficient staffing and efficient workflow.
• While capacity may be limited, adding more seating creates more work for your staff.

Workload distribution
• Determine how you will assign your staff, both inside and outside.

Menu ordering
• Determine the menu ordering options best suited for your operation and customers.

Wait times
• Consider putting a time limit on your outdoor dining area.

Takeout window
• Most likely your menu items are prepared inside and by creating a takeout window, you can expedite orders quickly and conveniently for your servers.
Rethinking your Menu for Outdoor Dining
Bruce Barnes
Sysco Corporation

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Outdoor Menus and Marketing

Menu
Strategize and Streamline your menu to feature those items with higher profit margins and shorter prep times.

Spread the Word
To get the word out, post photos of your new space and menu on all your social media channels.

• Communicate frequently.
• Update with operational changes or safety standards you have implemented.
• Provide information how customers can order – including 3rd party marketplaces.
• Share your outdoor dining menu.
• Market promotions you may be offering.

Signage
Have visible signage at all times. Consider patio easels, sidewalk signs, and banners – make sure your signage can be spotted by those walking or driving by.
Menu Engineering

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 4P’s 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 sales 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.
Contactless Ordering

Utilize QR Codes
Your customers are looking for a convenient and safe way to view and order from your menu when dining.

To meet these expectations, and as an alternative to disposable menus, you may want to offer your menu online and viewable to your customers from their smart phone or tablet.

This can be done quickly and easily by using a QR code.

QR codes link customers to your:
• Contactless menu
• Online ordering for dine-in, patio, and takeout
• Website, social media, and image gallery
• LTO’s, special features, and promotions
• Virtual “marketplace” to sell signature items, family-style bundles, and take & bake meal kits
Social Media

• Talk to your customers.
   During this time, it’s important to communicate and engage with your customers where they are – and the majority of your customers are online.

• Your website, email, and social media can help!
Getting Logged In

Sign in to shop the largest selection of restaurant essentials anywhere.
Welcome to the private equipment and supplies website for Sysco and its customers.
Have Questions? Call us at (866) 792-4793
Become a Sysco customer at Sysco.com

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Searching for what you need

Outdoor Dining Essentials
Turn your customers’ parking lots or outdoor areas into a temporary dining room.

Find the Latest Ways to SAVE
Shop Current Promos & More
We have what you need

Call today to speak with one of our specialist 866-792-4793
Seating and Tabletop

1. Select Seating

Outfit your outdoor space with plenty of seating for guests of all ages. Don’t forget to offer a shady spot to sit. Umbrellas are a great way to protect guests from the sun and keep them cool.

- Wabash Green Valley Outdoor Table Bar Height Cedar/Tex Bronze
- Grosfillex® Windmaster Umbrella Terra Cotta

Shop All Seating

2. Transform Your Tabletop

Swap china and glass with durable, lightweight pieces designed to withstand the rigors of outdoor use.

- Cambro® Laguna® Tumbler Clear
- G.E.T. Supermel™ Dinner Plate White Melamine

Shop All Outdoor Tabletop

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Service and Ambiance

**Streamline Service**
Simplify your serving routine with versatile beverage and food serving basics for dining outside.

1. Tablecraft® Center Ice Core Pitcher
2. Carlisle® Griptite™ 2 Serving Tray

**Add Ambiance**
Create a comfortable and welcoming space with fans, insect control, signage, and more.

3. Atomist Fan R33 with Pedestal and Control Box
4. AARCO The Rocker™ Sidewalk Sign with Write-On Surface

Shop All Outdoor Serving Supplies

Shop All Outdoor Ambiance
Apparel and Cooking Equipment

5 Solve Challenges

From stabilizing tables to keeping staff cool, tackle your toughest outdoor dining challenges with simple, yet innovative, products.

Jtech ServAlert 12 Rugged Pager System
Chef Works® Micropique Sport Wick® Polo

Shop All Solutions

Take Your Kitchen Outside Too!

Check Out Our Outdoor Cooking Resources
Outdoor Cooking Equipment

Think Outside the Kitchen

Maintain social distancing and grow your carryout business with an outdoor kitchen.

Setting up your outdoor kitchen is easy:

1. Pare down your menu to include only items that can be prepared outdoors (scroll down for some simple ideas).
2. Lease or purchase the equipment you need to prepare items on your menu, plus a portable hand sink.
3. Select a location with ample space for social distancing and set your equipment up.

Bonus Tip:
Add a portable bar to allow guests to grab-to-go cocktails while they wait for their food.
Teams of Specialists to Help

• **Product Specialist**
  • Quick Quotes
  • Product Search

• **Equipment Specialist**
  • Large capital purchases
  • Remodels
  • Design
  • Layout
  • New Openings

• 866-792-4793
Tips to Reimagining Your Buffets/Salad Bars

Dawn Fitzgerald
Sysco Corporation
Reimagine Your Buffet/Salad Bar

- Install sneeze guards
- Switch out commonly used utensils to minimize cross-contamination risks
- Move your traditional salad bar to a tables side experience
- Butler Style, create your own, prepared in the back of the house; have an online checklist or paper they can mark all the ingredients they want
  - Consider unlimited servings
  - Consider time limits
- Have staff dole out the food of your traditional buffet or salad bar utilizing gloves and plexiglass to protect customers
- If you are a buffet only establishment consider implementing a reservation system
- Fill buffets/salad bars with grab and go style food
- Fill buffet areas with other items as canned/bottled drinks, grocery staples
The Sysco iCare program is designed to make you more efficient, increase your profits, and make it easier for you to manage your operations. We help you drive business in the front and back of house with our holistic collection of offerings, encompassing our specialized services, restaurant technology, tools, partnerships, and personalized consultation. We have partnered with best-in-class companies to make sure you have the right tools to optimize your business and increase traffic.

**Tuesday Sept 8**
3pm CST
**Ready Pay**
Mobile contactless ordering and payment solution - no app needed.

**Wednesday Sept 9**
11am CST
**Sirius XM**
Dynamic media for the world’s largest number of restaurant managers, business owners, and consumers alike.

**Thursday Sept 10**
11am CST
**Sysco Studio Training**
Overview of our Sysco Studio tools with tips and tools including recipe creation, ordering, and compliance.

**Tuesday Sept 15**
2pm CST
**Constant Contact**
Learn how email marketing and online ordering can be an asset to your business.

**Wednesday Sept 16**
11am CST
**Giftify**
Digital loyalty and gift card systems.

**Thursday Sept 17**
11am CST
**Sysco Studio Training**
Overview of our Sysco Studio tools with tips and tools including recipe creation, ordering, and compliance.

For more information about how Sysco can support your business please go to Foodie.Sysco.com/Snapback
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

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