



HOURS
Wednesday - Monday
13:00 - 22:00
Tuesday
Closed

OPEN

Reimagine
YOUR RESTAURANT



Dawn Fitzgerald
Sr. Director
Sysco Corporation



Bruce Barnes
Sr. Manager
Sysco Corporation



Taking it Outdoors & Reimagining your Buffets/Salad Bars

Sysco Exclusive!

Join our customer info sessions.



Heidi Harrington
Sr. Manager
Sysco Corporation



Beau Lentz
**Market Development
Manager**
Supplies On The Fly

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**

A photograph of an outdoor dining area. In the foreground, there are several round tables with white chairs. A table is set with a white napkin, a glass, and a bottle. The background shows more tables and chairs, some with people, under a covered patio area. The lighting is warm, suggesting evening or dusk. The overall atmosphere is relaxed and inviting.

Mastering your Outdoor Dining Experience

Heidi Harrington
Sysco Corporation

[Foodie.Sysco.com/snapback](https://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





Process and Preparation

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 passer by 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 waving 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.

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

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

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.

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

Foodie.Sysco.com/snapback

#foodservice**strong**

Sysco | iCARE

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.

Sysco Studio | DASHBOARD | DESIGNS | MENU ENGINEERING | RECIPES | INGREDIENTS

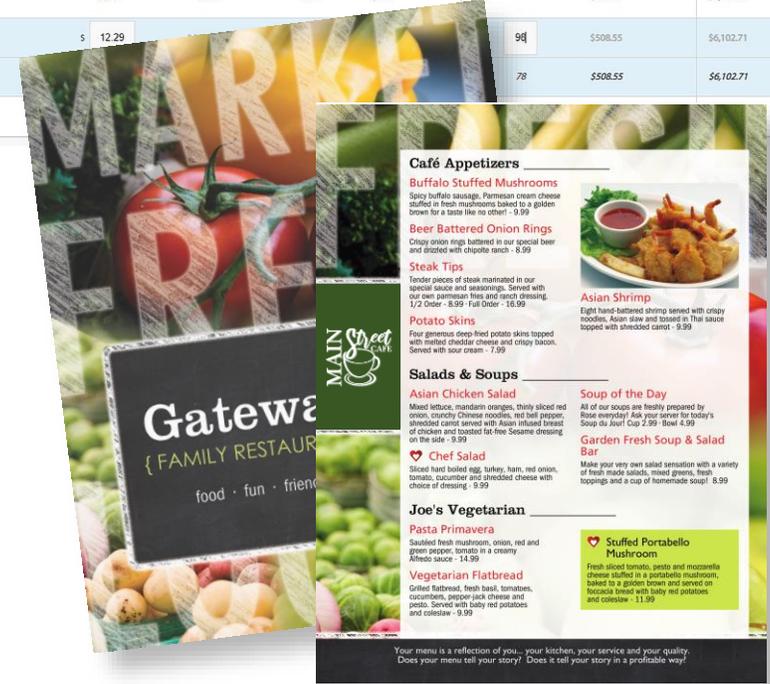
Menu Engineering > Luncheon > What-If

Luncheon: "What If" Profit Calculator

Dabble with various scenarios. What happens when you change an item's price, or increase its sales? Find out!

Based on your last month of sales history, Jan 2020.

	AVG MENU PRICE \$R.08 +0.04	AVG FOOD COST \$ \$3.27	AVG FOOD COST % 27%	AVG ITEM PROFIT \$4.63 +0.03	MONTHLY UNITS SOLD 2,242	MONTHLY PROFIT \$13,877.03 +480.00	ANNUAL PROFIT \$166,524.47 +5,760.00
Appetizers (6)	\$10.26 +0.17	\$4.01	35% -1%	\$6.25 +0.16	1,246	\$7,335.62 +480.00	\$88,027.56 +5,760.00
ITEM	MENU PRICE	FOOD COST \$	FOOD COST %	ITEM PROFIT	MONTHLY UNITS SOLD	MONTHLY PROFIT	ANNUAL PROFIT
Cheesesticks	\$7.99	\$2.29	29%	\$5.7	225	\$1,282.5	\$15,390.00
Chicken Wings (12)	\$14.99	\$8.43	57%	\$6.56	88	\$577.28	\$6,927.36
Chips & Salsa	\$5.29 +1.00	\$0.84	16% -9%	\$4.45 +1.00	480	\$2,136.00 +480.00	\$25,632.00 +5,760.00
Chicken Wings (6)	\$8.99	\$3.54	40%	\$5.45	142	\$773.9	\$9,286.8
Shrimp Basket	\$ 12.29				99	\$508.55	\$6,102.71
CURRENT					79	\$508.55	\$6,102.71
Blaine's Pizza							



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!**

Promote Your Services



Share Your Commitment



Drive Traffic



Outdoor Essentials

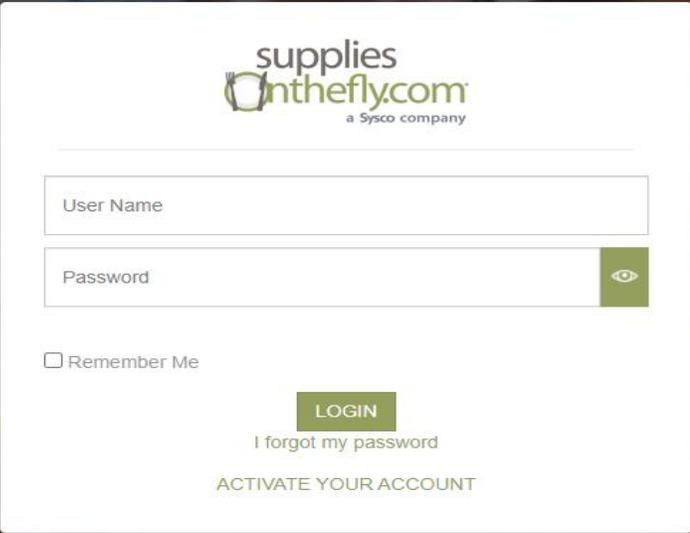
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Supplies on the Fly



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Getting Logged In



supplies
onthefly.com[®]
a Sysco company

User Name

Password 

Remember Me

LOGIN

[I forgot my password](#)

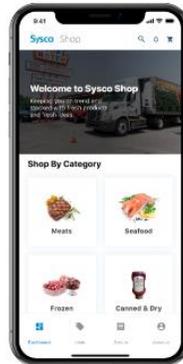
[ACTIVATE YOUR ACCOUNT](#)

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

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Outdoor Dining Essentials |

DEPARTMENTS ▾ WHAT'S ON SALE DEALS OF THE WEEK



Outdoor Dining Essentials
Turn your customers' parking lots or outdoor areas into a temporary dining room. [Learn How >](#)

Find the Latest Ways to **SAVE** Shop **Current Promos & More** [→](#)



Outdoor Dining Essentials

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 I™
Dinner Plate White Melamine

[Shop All Outdoor Tabletop >](#)

Service and Ambiance

3



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



Tablecraft® Center Ice Core Pitcher



Carlisle® Griptite™ 2 Serving Tray

[Shop All Outdoor Serving Supplies](#)

4



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



Atomist Fan R33 with Pedestal and Control Box



AARCO The Rocker™ Sidewalk Sign with Write-On Surface

[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:

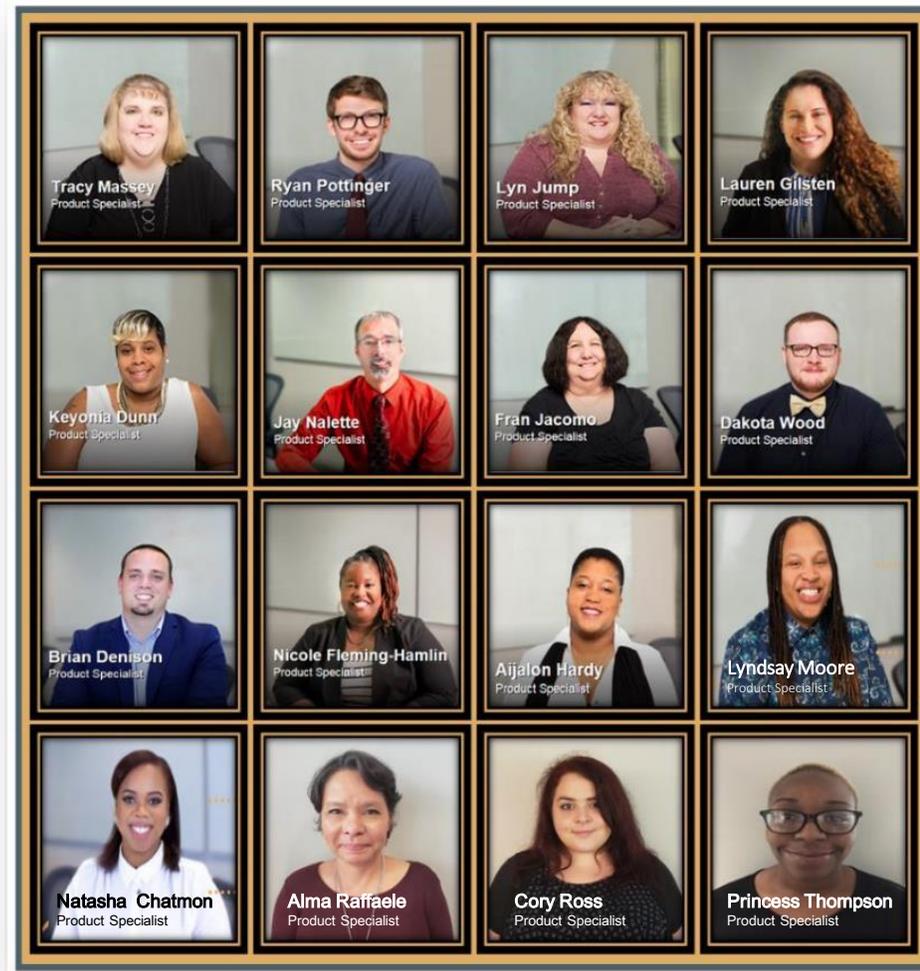
1. Pare down your menu to include only items that can be prepared outdoors (scroll down for some simple ideas).
2. Lease or purchase the equipment you need to prepare items on your menu, plus a portable hand sink.
3. Select a location with ample space for social distancing and set your equipment up.

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

CROWN VERITY
BRILLIANT FOR LIFE™

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 tableside 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**
3:00 EST

READY PAY
Mobile contactless ordering and payment solution - no app needed!

**WEDNESDAY
SEPT 9**
11:00 EST

SIRIUS XM
Dynamic Media is the world's largest reseller of business background music, hardware, and commercial audio systems.

**THURSDAY
SEPT 10**
11:00 EST

SYSKO STUDIO TRAINING
Overview of our Sysco | Studio tool with tips and tricks including menu analysis, engineering, design, and overview of additional marketing materials available.

**TUESDAY
SEPT 15**
3:00 EST

CONSTANT CONTACT
Create effective email marketing and other online marketing campaigns to meet your business goals.

**WEDNESDAY
SEPT 16**
11:00 EST

GIFTFLY
Digital loyalty and gift cards system.

**THURSDAY
SEPT 17**
11:00 EST

SYSKO STUDIO TRAINING
Overview of our Sysco | Studio tool with tips and tricks including menu analysis, engineering, design, and overview of additional marketing materials available.

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



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Join us on the deck!
Outdoor Dining Available
 Open Daily 8am-10pm
 1.800.380.6348 | mainstreetcafe.com

We appreciate our customers and thank you for your support!
 We care about your well-being and adhere to all recommended safety and sanitation guidelines.



Sysco Marketing Services will help you reimagine your business with the steps to boost your *success!*

As you evaluate your business and expanded services, it's important that you strategize your menu and marketing plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!

Our team of associates is available to assist you.

- Streamline your operation – smarter, faster, better!
- Rethink your business and expand your services
- Reconfigure your space and implement safety protocols
- Connect with service partners to setup a website, online ordering, and delivery services
- Understand your local, state, and federal guidelines
- Communicate with your customers
- Access helpful tools, such as Sysco | Studio

Let's partner to create your menus and marketing.

- Menus for dine-in, carryout, and delivery
- Marketing for expanded services
- Signage to promote safety and sanitation protocol
- Customer communication and social media messaging

For our *concierge* service, call 1-800-380-6348 or email info@syscomarketingservices.com

#foodservicestrong

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