HOLIDAYS

Innovative Tools To Generate Revenue This Holiday Season

THE HOLIDAYS Toolkit

Featuring
ADAPTING TO THE HOLIDAYS
VIRTUAL CELEBRATIONS
TAKE-HOME CULINARY KITS
MAXIMIZING YOUR SEATING
The foodservice industry has been hit particularly hard over the last several months. The holidays will look a little different this season while we continue following social distancing guidelines. How can we create an atmosphere of warmth and comfort? Think outside the “gift” box on ideas that can support your profitability while bringing home the holiday cheer for our patrons.

Let’s get creative and keep some of what makes the season special. By creating a simple and easy way to execute your foodservice operations, you will be able to plan on profitably during the holidays. This toolkit serves as a guide to help you navigate the options available for the season.

Sysco has thoughtfully put together this Holiday Toolkit solution for you, to help streamline your processes.

As the holidays approach, I want to take a moment to thank all our customers for the opportunity to earn your business and be your trusted partner. Your success is our top priority. While 2020 has been a most unprecedented year, I am confident that together we will emerge from this crisis with an even stronger bond and partnership. No matter the circumstances, Sysco is here to support you and help your business succeed.

To ensure we are best positioned to meet your evolving needs, we have pivoted our business model to better serve you. Our efforts include exciting improvements to our digital tools and an enhanced sales model. You also can expect a broader product assortment, more flexible supply chain and the industry’s best-trained Sales Consultants with more specialized expertise — all to help your business grow and run more efficiently and profitably. I am confident you will like the improvements we are making. Together, we will get through this crisis, and we will succeed by growing together.

In this issue, I am excited to introduce you to the ideas and solutions our team of experts has put together for the holidays. Inside you will find information on thoughtful preparation of holiday meals. These suggestions are aligned with running an operation that is safe, socially-distanced and merchandised to drive new revenue streams. We introduce you to compelling meal and cocktail kits and provide creative concepts for to-go food gifts that can increase your average ticket. As always, our Sales Consultants are available to engage with you on these growth concepts, and many more.

As we reflect on what has been the most challenging year in our industry’s history, I wish you, your loved ones and your foodservice family good health. And as we turn the page to a new year, Sysco remains laser-focused on improving how we serve you. I am confident that the best is yet to come regarding our partnership and optimistic we will see a more favorable business climate. We are poised and ready to provide you with the fresh inventory, innovative solutions and exceptional service required for when that opportunity presents itself.

Thank you for your continued and valued partnership.

Kevin Hourican
President & CEO

Customer Success Story

The Houstonian Hotel, Club, and Spa

Holiday Solutions
What Do The Holidays Look Like?
Redesign Your Layout

Holiday Must Haves
Think Outside The Gift Box
Cocktail Kits
Pies To Go Program
Dessert Packaging
Virtual Experiences
Decoration Kits
Product Guide

How Will You Market For The Holidays?
Marketing for the Holidays
Rethink Your Menu
Social Media Recommendations/Messages
Menu Engineering/4 Ps
iCare Partners

Please review federal, state and local regulations to ensure your compliance with the law for safety and sanitation, stay up to date and check the latest information on CDC.gov. Consult your legal advisers regarding any risks associated with starting a new venture or implementing any recommendations.
The Houstonian Hotel, Club, and Spa provides luxury accommodations located in the heart of Houston, TX. They provide peace and relaxation when you need to get away or create magical moments with access to their 27-acre playground! As Covid-19 began to shut down businesses across the country, The Houstonian was also greatly impacted. However, the Executive Chef, Neal Cox, identified opportunities to pivot the foodservice program of The Houstonian and keep operations moving forward to welcome guests back. Chef Neil Doherty sat down with Chef Neal Cox to give us his insights and perspective here on the changes they made and how the focus on a great guest experience remains the center of their operations.

Chef Doherty: Thank you Chef Neal for meeting with me to discuss how you have pivoted during the pandemic. Tell us about the safety measures that have been implemented at The Houstonian.

Chef Cox: Thanks Chef! I’m happy to share what we’ve done! The Houstonian has gone well beyond the local and state mandates and we pride ourselves on safety for guests and employees, as it is a number one focus for us. All staff wear gloves and masks at all times. Both guests and staff must pass through a wellness station, monitored by security, and receive a wrist band. At weddings and other events, guests must have food or drinks in order to remove their masks, and when dancing or walking throughout the facilities, they must have their mask on. Of course we continue to value the memories that are being created at The Houstonian, and with that, guests are allowed to remove masks for photographs.

Chef Doherty: Great to hear Chef. From how you describe what you’re doing for safety, we can tell that it is a priority to keep everyone safe and follow local guidelines. Can you give us some insight into how you will handle events during the holidays and how you will be maintaining safety and sanitation?

Chef Cox: The holidays are a special time here at The Houstonian and we have made changes in order to prepare for events. For example, the ballroom has a capacity of 600, but it is only set for 150 to abide by six feet social distancing guidelines. We are not currently offering buffets and if a client does request it, we will develop a setup that will work and still ensure the safety of guests. We have also removed salad stations and cold seafood displays. These courses are plated and served during events.

Chef Doherty: The holidays will definitely look different this year. What other changes have you implemented?

Chef Cox: In addition to those changes for buffet events, we have also made modifications for serving receptions, such as no passed hors d’oeuvres - these are either served at a manned station or plated as a course. And everyone’s favorite dessert display is also placed and served individually. For beverages, a new glass is offered each time, as we stopped refills in the same glass of water, iced tea or soft drinks. Staff will handle food served in clear-top disposable containers in lieu of a buffet laid out on tables. Items like sushi may still be offered, but will need to be on ice, covered, and served by staff.

Chef Doherty: And what is a final tip that you can give for holiday events?

Chef Cox: We are not providing self-service for guests or events. This includes beverage stations and condiment areas. Even though we have made all of these changes for the benefit of keeping our guests safe, we are confident they will continue to enjoy unparalleled service and a luxurious experience.

Chef Doherty: Thank you again and Cheers!

To learn more about The Houstonian Hotel, Club, and Spa, please visit www.houstonian.com

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To learn more about The Houstonian Hotel, Club, and Spa, please visit www.houstonian.com
Typically this time of year people are out and about for social gatherings and holiday fun. Many would be hustling and bustling for holiday gifts or preparing for family meals. This year will be different as we practice social distancing and small group gatherings. How do you take advantage of every opportunity to attract patrons and be profitable? Check out the tips on the next few pages to help you with adapting the holidays to changing demands.

What do the Holidays look like this year?

CLICK THE IMAGES BELOW TO VIEW

- Redesigning Your Seating Layout
- Think Outside the Gift Box
- Cocktail Kits
- Pies To Go
- Packaging Options
- DIY Celebrations
- Virtual Experiences
- Marketing Ideas
Designing the right space during this holiday season will help ensure guest safety, as well as encourage diners to celebrate the holidays in your establishment. With the demand for safety protocols, and to meet state and county regulations, you will need to rethink your current dining layout to provide proper social distancing, but still maintain a sense of intimacy and warmth for your guests. Check out our suggestions and tips for your redesign.

**Customer Comforts**
- Create distant-appropriate large gatherings with holiday warmth.
- Be sure to decorate for the holidays; create the traditional themes that people relate to as comfort.
- Allow enough space to spread out: communicate with your guests on your adherence to state guidelines.

**Safety First**
- Be sure designated servers are following safe food handling practices and wearing their mask.
- Communicate any precautions for guests in a way that makes them feel welcome.
- Minimize crowding by designating seats or areas and marking the floor to ensure physical distancing is being followed.

**Need help with creating the perfect outdoor and patio dining experience?**
Click here to view our toolkit and select products.

**Create a diagram of your floor plan layout** with entrance, exit, kitchen flow, tables, chairs, and if applicable, outside dining floor plan. Are there different layouts for different days? Are you able to create space for small gatherings?

**Think ahead before completing your plan by reviewing state guidelines.** Are there any possible obstacles that might get in the way? Test the process by making sure your staff understands the workflow and their responsibilities.

**How to Maximize Seating Under New Distancing Guidelines**

<table>
<thead>
<tr>
<th>Seating Before / 1000 sq ft</th>
<th>Seating After / 1000 sq ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 sqft/occupant</td>
<td>20 sqft/occupant</td>
</tr>
<tr>
<td>67 Seats</td>
<td>52 Seats</td>
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<tr>
<td>12 Booth</td>
<td>16 Booth</td>
</tr>
<tr>
<td>32 Open Table</td>
<td>24 Open Table</td>
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<tr>
<td>11 High-Tops</td>
<td>0 High-Tops</td>
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<tr>
<td>12 Banquet</td>
<td>12 Banquet</td>
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</tbody>
</table>
Think outside the gift box.

Be thoughtful about your menu; instead of buffets, offer family-style for small group social gatherings. For takeout or dine-in, include charcuterie or small plates. Offer a luxury selection of prepackaged foods that inspire bringing the holidays home. Also consider adding festive touches to your dine-in and takeout.

Ideas:
- Charcuterie boards with wine pairings
- Serve comfort foods family-style
- Virtual cooking shows with your meal kits
- Pies to-go program
- Hot chocolate gift set
- Dessert at the table with “make your own s’mores”
- Cookie kits (pre-made or ready to bake)

How to...

CHEESE BOARDS
Cheese plates are an increasingly popular course at restaurants. A standard cheese plate will include three to five different cheeses. This plate is accompanied by an assortment of dried fruits, breads and nuts. The easy ability to manage portion size will help your restaurant control costs. Cheese plates will also help your restaurant increase wine sales. Many customers will want to enjoy a bottle of wine when ordering a cheese plate as a delightful combination. Consider options to enhance home holiday celebrations with kits to take home and make themselves.

CHARCUTERIE
Charcuterie boards afford restaurants the opportunity to delight their customers with a creative mix of tastes and textures. The flavors can range from sharp and salty, to sweet and buttery flavors. A standard charcuterie plate will include three to five different cheeses, accompanied by an assortment of dried fruits, breads, and cured meats. Consider options to enhance home holiday celebrations with kits to take home and make themselves.

TAKE AND MAKE MEAL KITS
Offer your customers the option to pick up pre-portioned ingredients and preparation instructions so they can recreate the magic of your menu at home. Meal Kits can also pair with virtual events like cooking classes, virtual celebrations, and more. Meals that travel well, such as pasta-based dishes or hamburger packs for the family, are prepackaged essentials. Offering the opportunity to be “Chef for the Day” can become a fun family activity. Find more options in our Kitchen2Kitchen Toolkit here.

FAMILY STYLE MEALS
Family style meals are a great way to provide comfort foods to families – they are cost effective and efficient to execute in an off premise dining program. Some operators have found success by creating a separate, limited takeout menu that offers a few select items. This has the added benefit of reducing back of house labor. Meals that are quickly and easily assembled can provide operators with an effective means of fulfilling consumer needs and driving revenue for their operation.

Ideas:
- Charcuterie boards with wine pairings
- Serve comfort foods family-style
- Virtual cooking shows with your meal kits
- Pies to-go program
- Hot chocolate gift set
- Dessert at the table with “make your own s’mores”
- Cookie kits (pre-made or ready to bake)
Typically after your customers are seated, a drink order is placed and the dining experience begins. Since we are limited on our gatherings, make memorable moments with signature holiday cocktail kits.

Have your own special holiday drinks? Why not create a cocktail kit for your customers to enjoy at home for the holidays? Add a virtual experience by having your bartender give “mix-it-up” directions on your website. Be sure to include any suggestive selling in the experience (such as specials or gift cards).

Consider after dinner drink kits as well. Why not start and finish their holiday experience with your holiday signature drinks – or even make it a dessert to-go!

Please check with your local guidelines on to-go alcohol sales.

Recipe

BRANDY PUNCH MILKSHAKE

Chef’s Tip:
To scoop ice cream more easily, microwave on 30% power or 30-second increments until softened.

INGREDIENTS

Yield: 4 servings

1/2 cup brandy
2 tablespoons vanilla extract
1/4 cup milk
3 cups vanilla ice cream, slightly softened
Dash grated nutmeg
Cinnamon stick

*For the holidays, try eggnog ice cream instead of vanilla in this recipe!

DIRECTIONS

1. Place brandy, vanilla, milk and ice cream in blender; puree until smooth.
2. Pour into 4 glasses and garnish with a cinnamon and dash of nutmeg.

Sysco is committed to cultivating diversity and inclusion in both our workforce and in the communities we serve. By embracing and learning more about the diversity in our communities, we can better understand and support the changing needs of our customers and ultimately, consumers. Through our supplier network of minority-owned business partners, such as Renaissance Man Food Services and the King Cheesecake Company, we can offer our customers a variety of products.

The King Cheesecake Company, founded in 1984 by John and Lrma King, manufactures more than 200 varieties of desserts sold in the southwest and gulf regions of the U.S. Their product line-up includes gourmet cheesecakes, sweet breads, muffins, cakes and deep dish pies in flavors such as key lime, apple and pecan.

Please check with your local guidelines on to-go alcohol sales.

VIEW MORE RECIPES AT FOODIE.SYSCO.COM

KING CHEESECAKE COMPANY
Steps to a successful pie to go program:

• Choose three or four pies that are traditional holiday favorites and offer customers the option to create their own home-baked appeal by picking up pre-baked, ready-to-serve, frozen, or ready-to-bake pies.
• Be sure to market your program throughout your establishment by customizing signage, such as table tents, posters digital menu boards, menu sluggers and more.
• Create a holiday-themed pie table display at your entrance or in close proximity to the cash register. Use risers to display whole pies at different heights and post your ordering process within the display. In addition to selling as an add-on to in-dining ticket, consider offering a samples and a pre-order program with designated pick-up time slots.

Bangladesh

Benefits
• Convenient way for clients and customers to buy holiday pies for home
• Establish an ongoing holiday tradition that customers look forward to each year
• Build loyalty and add value to the customer relationship
• Customers can have fresh-baked flavors without the extra time spent in the kitchen
• Celebrate the holiday season with customers

Top Selling Flavors
1. Apple
2. Pumpkin
3. Cherry
4. Blueberry
5. Pecan
6. Peach
7. Sweet Potato
8. Fruits of the Forest

PIE PACKAGING

Bakery Box, White, 10x10x5
5500189

Bakery Box, Window, 10x10x5

Plastic Pie Wedge Container, Clear
7857960

Bakery Box, Window, 10x10x2.5

64% of consumers say packaging quality is very important in the decision to purchase.

Source: Sara Lee Frozen Bakery Tasteful Traditions Operator Guide.

CLICK HERE TO VIEW OUR SELECTION OF PACKAGING ON SUPPLIESONTEHFLY.COM

Source: Sara Lee Frozen Bakery Tasteful Traditions Operator Guide.

Source: Sara Lee Frozen Bakery Tasteful Traditions Operator Guide.

Consider adding twine, or ribbon to package your to-go desserts to elevate and add festivity.
**DIY Celebrations**

**Custom Kit Ideas**

Whether customers choose to dine-in or takeout, you can offer the opportunity for unique one-of-a-kind kits and experiences. This may include a hot cocoa gift set with marshmallows and specialty toppings. To make this gift set extra special, consider adding a travel sized bottle of coffee or Irish cream liqueur. Ready-to-decorate cookie kits are sure to delight the whole family and are a fun activity all season long. Another memorable option is tableside s'mores - complete with a heat source, graham crackers and chocolate. Each of these unique experiences are also an excellent way to create buzz on social media. Be sure to include a coupon for a future visit with select gift purchases to entice return visits throughout the year.

**Experience Ideas:**

- **COOKING CLASS** – Show your chef’s talent by having them host a cooking class of one of your famous menu items. Or a holiday favorite like Challah bread.
- **MIXOLOGY CLASS** – Your loyal customers are surely missing their local bartender! Host a mixology class paired with their favorite appetizer sampler.
- **LIVE MUSIC** – Ambiance is a huge part of the dining experience. Partner with a local performer to host music diners can tune in as they enjoy a to-go meal from your restaurant at their home.
- **KITCHEN VIRTUAL TOUR** – Now is a great time to showcase your spotless kitchen by highlighting the precautions you are taking to continue delivering the most delicious, yet carefully prepared food.
- **THEMED PARTY** – Re-energize your guests with some fun by hosting a virtual game/trivia night or tap into trending shows and movies that have a large fan base and create themed food and drink recipes that viewers can make at home.

Find more options in our Kitchen2Kitchen Toolkit.

**Video Options:**

- **ON DEMAND PRE-RECORDED SESSIONS** – Capitalize on a one-time session by leveraging it repeatedly as you have additional customers interested in Kitchen2Kitchen meal kits. This allows for you to script and record at your convenience, ensuring you provide a consistent and an error free experience.
- **LIVE STREAM** – Offering a live stream experience for your customers, via a platform like Zoom or Google Meet, requires the ability to package large offerings at one time for your customers and have an engaging and private environment for the chef to host the class. The bonus to this type of setup is the true engagement with your audience and the ability for them to ask questions about the products and techniques.

**VIRTUAL EXPERIENCES**

Restaurants are a place to celebrate and dining out is not just an ordinary occasion. Now more than ever, diners want to make memorable occasions safely at home. Offer your customers the opportunity to celebrate, even while at home, just as they would at your establishment. This is a great opportunity to show them that you care and miss them at your restaurant.

- **Tableside S'Mores**
  - Graham crackers, chocolate, marshmallows

- **Cookies Kit**
  - Pre-made, ready to decorate or ready to bake dough

- **Hot Cocoa Kit**
  - Cocoa mix, marshmallows, chocolate chips with logo mug or mason jar

Find more options in our Kitchen2Kitchen Toolkit.
Social Distancing

For the unforeseen future, we will need to continue to exercise social distancing according to your state and local guidelines. Given most restaurants are operating at or below 50% to maintain the required social distancing.

Be sure to check your local guidelines to stay informed and compliant with restrictions in place. As a general rule continue to check local and national guidelines to ensure you are aware of any new practices at all times.

In addition to masks and sanitation, there is also a second tier of equipment you may need to consider. Check out the products below.

![Rosseto® Avant Guard Sneeze Guard with Pass-Through Door](image1.png)

**24" x 15.5"**

**RCI-FDW11advnlID**

*Pricing and product availability are subject to change at any time.*

![Cal-Mil® Westport Social Distancing Wall/Floor Decal](image2.png)

**17.5" x 22"**

**RCI-SDB1enc1117**

*Pricing and product availability are subject to change at any time.*

![American Metalcraft Protective Barrier Line Hinged Guard](image3.png)

**28"**

**AMM-RSBPBL**

*Pricing and product availability are subject to change at any time.*

![American Metalcraft Black Barrier Post and Base System](image4.png)

**84"**

**AMM-AG34**

*Pricing and product availability are subject to change at any time.*

![Wall/Floor Indoor Social Distancing Decal](image5.png)

**13" x 18" • Case of 4**

**AMM-AG34**

*Pricing and product availability are subject to change at any time.*

![Indoor Wall/Floor with Small Shoe Prints Floor Decal](image6.png)

**13" x 18" • Case of 4**

**RCI-FDR10advnlID**

*Pricing and product availability are subject to change at any time.*

![Indoor #20 Paper Social Distancing Sign](image7.png)

**84" Retractable**

**AMM-RSBPBL**

*Pricing and product availability are subject to change at any time.*

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Single-Use Disposable

The CDC *“recommends use of disposable items”*, from menus and condiments to napkins, utensils, and dishes. In many cases, single-use products are required for your customers. Sysco has a variety of items to assist you.

![Sweet Plus Sysco Sugar Substitute Packet Yellow](image8.png)

**# 5817251**

*Pricing and product availability are subject to change at any time.*

![Sysco Classic Sugar Packet](image9.png)

**# 4000899**

*Pricing and product availability are subject to change at any time.*

![Sweet Plus Sysco Sugar Substitute Packet Green](image10.png)

**# 3554836**

*Pricing and product availability are subject to change at any time.*

![Sweet Plus Sysco Sugar Substitute Packet Blue](image11.png)

**# 5641725**

*Pricing and product availability are subject to change at any time.*

![Sysco Imperial Knife Plastic Pieces Silver Extra-strength](image12.png)

**# 4961831**

*Pricing and product availability are subject to change at any time.*

![Sysco Imperial Spoon Plastic Pieces Silver Extra-strength](image13.png)

**# 4961841**

*Pricing and product availability are subject to change at any time.*

![Sysco Imperial Fork Plastic Pieces Silver Extra-strength](image14.png)

**# 727998**

*Pricing and product availability are subject to change at any time.*

![Sysco CLASSIC Napkin Dinner 17" X 17" 3-Ply White 1/8 Fold](image15.png)

**# 1280415**

*Pricing and product availability are subject to change at any time.*

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CLICK HERE TO VIEW PRODUCTS

Outdoor Seating
People are more relaxed in an outdoor setting and picking the perfect furniture for their comfort matters. Waterproof and easy to move or stack is recommended, but above all, outdoor restaurant furniture needs to be both functional and comfortable.

Consider seating configurations that allow for limited group dining as well as flexibility for different occasions or special events. Coordinating your outdoor style with your interior will provide a seamless transition for your guests and encourage them to dine al fresco!

Outdoor Seating Ambience

Ambience & Heating
Restaurants with outdoor dining offer something that people want – the ultimate outdoor dining experience. A leisurely lunch, an evening celebration with friends, or a romantic dinner are more appealing in an outdoor setting with the right ambience and climate control. To help you create your outdoor experience, Sysco has the products to outfit your dining area.

Products

Outdoor Picnic Table Black
- 46”
- 30” x 30”

Outdoor Chair Pewter Vein
- 22” x 24”
- 75”

Wabash Green Valley Outdoor Table Bar Height Cedar/Tex Bronze
- 30” x 30”

High Chair Mahogany
- 20” x 20”

Wabash Green Valley Outdoor Barstool Cedar/Tex Bronze
- 18” x 21”

Grosflex Windmaster Umbrella Terra Cotta
- 9’

Grosflex Pacific Amazon Green Fanback Armchair
- Case of 4

Grosflex Table Top with Umbrella Hole Tokyo Stone
- 48” x 32”

Atomist neova Fan
- 40 Gallon

Patio Comfort PC02AB Patio Comfort Heater Antique Bronze
- AEI-PC02AB

Patio Comfort PC02JS Patio Comfort Heater Jet Silver Vein
- AEI-PC02JS

Patio Comfort NPC05 SS Patio Comfort Heater Stainless Steel
- AEI-NPC05 SS

Infratech C2024SS1 Motif Mediterranean Collection Stainless Steel (240V)
- AEI-C2024SS1

Infratech C2024SS2 Motif Craftsman Collection Stainless Steel (240V)
- AEI-C2024SS2

Infratech C2024SS3 Motif Contemporary Collection Stainless Steel (240V)
- AEI-C2024SS3

Paraclipse Mosquito Eliminator Replacement Cartridge
- 14.5” 7.75x7x21” 30 Watts

Propane Gas
- Case of 4

Ceiling Mount Pole Smart Heat™ Prods 13-5/8”
- AEI-PC02AB

Bromic® BH3030004 Ceiling Mount Pole Smart Heat™ Stainless Steel (240V)
- BMC-BH3030004

Bromic® BH0110002 Radiant Patio Heater
- AEI-BH0110002

Infratech C2024SS1 Motif Mediterranean Collection Stainless Steel (240V)
- AEI-C2024SS1

Infratech C2024SS2 Motif Craftsman Collection Stainless Steel (240V)
- AEI-C2024SS2

Infratech C2024SS3 Motif Contemporary Collection Stainless Steel (240V)
- AEI-C2024SS3

PRODUCTS

THE HOLIDAYS TOOLKIT
Sysco Marketing Services has you covered for all your Holiday marketing needs.

Now that you have thought through your Holiday strategy, it's time to spread the word about safety/comfort measures, and Holiday menu you have put in place. And Sysco Marketing Services has you covered with all our marketing tips, tricks and our services aimed to take the work off you, so you can concentrate on what you do best!

**MENU**

- First and foremost, include those items that have higher profit margins, require shorter prep times, and transport easily while maintaining their quality. Review the 4Ps of menu engineering to help you strategize your menu and boost your profitability! Make ordering easy and mobile device friendly, encouraging them to return again and again.

**SPREAD THE WORD**

- Frequent communication and marketing via all your social media channels is essential to reach your existing customers and capture new ones. To get the word out, post photos of your new Holiday items, including options for fruits and snacks and your Grab and Go menu items on all your social media channels.

**SIGNAGE**

- Have visible signage at all times. Consider patio easels, sidewalk signs, and banners. Sysco can help you create these. We believe “the bigger the better” for your signage so it can be spotted by those walking or driving by.

**Holiday Checklist**

- Run specials for your menu or promotions for the holidays.
- Post your holiday hours and make your website festive with your brand, create cheerful holiday on-line communications.
- Choose a local charity to support during the holidays. Contribute a percentage of LTO items for donations or select a night for the charity. Be sure to market it!
- Choose a theme across all channels: website, social media channels, emails and blogs.
- Show your customers that you are ready for the holidays and help put your customers in the dining mood.
- Remember to regularly update your social media, as customers are checking their social media feeds often.
- Create a promotion related to sharing their visit at your restaurant on social media.
- Get your staff involved in helping with your social media channels.
- Offer specials for customers to help you share your marketing.
- Request them to share pictures on their social channels.
- Send out holiday cards with your menu specials, drink specials, gift cards, decoration kits, cocktail kits, meal kits, etc.

Sysco Marketing Concierge is here to help you succeed!

Contact us at 1-800-380-6348 or info@syscomarketingservices.com

The holiday season is quickly approaching - are you looking for ideas for your business to increase customer traffic? Marketing your restaurant, gives consumers ways to find you and attract new customers through menu offerings and promotions. This holiday season, grow your customer base and increase repeat business by using these marketing tools to enrich the guest experience. Market to those that are out shopping and do not have time to cook by offering curbside and takeout specials.
The Holidays Toolkit

Social Media

This is a great time to put fresh content in front of your customers. The two content pillars that you should consider are calendar and conversational.

Calendar Content is defined as event-based and seasonal, built around popular holiday sales, promotions, and launch dates.

Conversational Content is designed to increase engagement with your customers. Ask for answers or poll your audience to learn more about their preferences. This will increase engagement and keep your brand top of mind.

TIP: The more hashtags you see, the more chances for exposure and higher reach. Hashtag examples: #holidays, #partytogo, #tistheseason, #celebrate Social Post Copy Example: We love our customers and we want to hear from you. What’s your favorite Holiday Meal? Turkey or Tamales? We have both!

Email Marketing

This is a great time to put fresh content about Holiday Specials in front of your customers.

Email Subject
Check out our NEW Menu! We are introducing Holiday options.

Preheader
How are you celebrating the Holidays?

TIP: Create an email campaign. Craft a simple email message about the new opportunity for your community and diners. Include photos of your products, menu and restaurant set-up.

HOLIDAY MARKETING CAMPAIGNS

Let your customers know that you have expanded your services to offer Holiday meals by communicating via these marketing essentials.

Choose the marketing pieces that help you best communicate your message.

Let us Cook for You!
Now Offering Holiday Meals with all the trimmings

Sysco Marketing Concierge is here to help you succeed!
Contact us at 1-800-380-6348 or info@syscomarketingservices.com

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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 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.

HARVEST LAMB SHANK

Ingredients

**HARD CIDER GLAZE**
- 2 cups Hard apple cider
- 3 cups Sysco Classic brown sugar
- 1 tsp Grated Imperial Fresh ginger
- ¼ tsp Fresh grated nutmeg

**ROASTED SQUASH, APPLES AND ONIONS**
- 2 Fuji apples, cored and cut into wedges
- 1 Butternut squash, peeled, seeded and cut into 1 x ½-inch slices
- 1 large Imperial Fresh white onion, halved and sliced
- 2 tbsp Arrezzio Imperial olive oil
- ½ tsp Sysco Classic kosher salt

**FOR SERVING**
- 4 Sysco Imperial Sous Vide Rosemary & Mint Lamb Shanks
- ½ cup Wholesome Farms Imperial unsalted butter, softened

Directions

**HARD CIDER GLAZE**
Heat all ingredients in a saucepan over medium heat until reduced by ½, about 30 minutes. Refrigerate in an airtight container up to 6 days. Makes about 1 cup.

**ROASTED SQUASH, APPLES AND ONIONS**
Toss all ingredients in a large bowl. Spread in a single layer on parchment-lined sheet pan and roast at 400˚F until tender and lightly caramelized, about 35 minutes. Refrigerate in an airtight container up to 6 days. Makes about 6 cups.

**FOR SERVING**
Warm Sous Vide Rosemary & Mint Lamb Shanks in packaging in a saucepan of simmering water until heated through, about 5 minutes. Remove packaging and transfel lamb and sauce to a sauté pan over medium heat. Cook until lamb is slightly charred and sauce has mostly reduced, about 8 minutes, basting occasionally. Warm roasted squash, apples and onions in oven at 400˚F until heated through, about 8 minutes. Heat hard cider glaze in a small saucepan over high heat until simmering, about 2 minutes; whisk in butter. Transfer roasted squash, apples and onions to serving plate; serve topped with lamb and glaze.
The Sysco iCare program is designed to make you more efficient, increase your profitability and make it easier for you to manage your operations.

The intent is to help 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 our customers have the right tools to optimize their business and increase traffic.
FAMILY STYLE MEALS TOOLKIT

Service Partnerships

Sysco EXCLUSIVE PRICING:
 Sysco customers get 1 MONTH FREE!
 Pricing varies based on modules needed and number of locations. Fill out the form for more information on pricing.

CONTACTLESS MENU & ORDERING SOLUTION. NO APP NEEDED!

Company Description
Ready connects guests to hospitality venues directly on their phone so they can view the menu, order, pay, review and redeem rewards all in one seamless, connected experience. We’re laser-focused on providing best-in-class tech to help restauranteurs remove all the friction that gets in the way of providing great hospitality.

Value:
Allow guests to connect directly to a digital menu, order, pay, review and redeem rewards contactlessly with their phone. No app download, no account sign-up, no additional labor and no hardware is required.

Advantage:
Ready is a first-party, fully-integrated 100% contactless solution that’s payment processoragnostic and flexible to any workflow. From restaurants to hotels to stadiums, Ready caters to operators wanting to provide the ultimate guest driven connected dining experience.

Product Offering:
At Ready, our hospitality product suite encompasses the entire dining experience. We support Digital Menus, Order Ahead, Order to Seat, Table or To Go, Virtual Drive Thru, Virtual Kiosk and Pay at Table. We facilitate payments with Apple Pay, Google Pay, VISA, Mastercard and all major credit cards.

Click to learn more
www.readytopay.com/sysco

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For more information about how Sysco can support your business please go to www.syscomarketingservices.com
Questions? Email us at info@syscomarketingservices.com

Sysco EXCLUSIVE PRICING:
Sysco customers receive FREE scheduling software for Life!

Our PLUS Plan $49/month, normally $99/month, gives you all the advanced resturant management tools you need. Our end-to-end restaurant management PRO Plan $59/month, normally $139/month, gives you all the “Plus” features along with the ability to integrate with your POS system.

SCHEDULING, INVENTORY, INVOICES, & MORE!

Company Description
Cheddr Suite is a cloud-based SaaS business management software for restaurants that serves as a one-step platform to streamline all of your restaurant management needs like scheduling, communication, inventory, documentation, and more.

Value:
Cheddr Suite eliminates the need for multiple apps, and can be accessed from anywhere at any time. There are no annual contracts, and users receive access to free online trainings, webinars, and live support.

Advantage:
Gone are the days of bundling packages and using multiple programs. With Cheddr Suite, users only pay one price per month and receive access to all the tools and business solutions they need to manage the day to day operations of their restaurant. That means less time keeping up with programs and logs and more time running the business.

Product Offering:
Cheddr Suite replaces the paper clutter mess of invoices, schedules, spreadsheets, and complicated POS reports to help you better communicate issues, shift to shift and understand if you are making or losing money - and why. This inclusive tool features scheduling capabilities, log documentation, inventory management, document storage, vendor management, comprehensive overviews of revenue, cost, and goals, as well as centralizing staff communication into a single, easy-to-use platform.

Visit www.cheddrsuite.com/form/sysco or call 855-805-0722 for more information!

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Questions? Email us at info@syscomarketingservices.com
**FAMILY STYLE MEALS TOOLKIT**

**Service Partnerships**

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**POP MENU**

*Company Description:*

Popmenu gives restaurants the power of digital hospitality through an all-in-one marketing tool for attracting and engaging guests. We believe that independent restaurant owners deserve to control their online presence, not to be controlled by it.

*Value:*

Popmenu supplies restaurants with the tools they need to successfully manage and build their online presence from website design and heating, dynamic menu technology, email marketing, simplified menu management, Google My Business integration, social media, online ordering, and more.

*Advantage:*

Popmenu's unique, patent pending Menu technology, puts the preferred consumer preferences in the restaurants domain, where owners control the narrative and gain valuable consumer insights. Not only does Popmenu give restaurants a brand new, ADA conformant website, Popmenu also provides its customers with best-in-class support, on-demand training, and executive marketing campaigns and digital strategy for its customers.

*Product Offering:*

Popmenu will build restaurants a world-class website that includes the one-of-a-kind dynamic Menu technology on top of a platform that provides email marketing, social media tools, and unique integrations to Google My Business—all in one hub.

**CLICK HERE TO LEARN MORE**

www.get.popmenu.com/Sysco

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**CMS TEXT**

*Company Description:*

CMS Text helps restaurants put their advertising and marketing messages right into the palms of customers' hands! Our platform allows you to create a database of your restaurant's customer so promotions can easily be sent to their mobile phones.

*Value:*

CMS Text is the most effective marketing tool while also being the most economical tool a restaurant can utilize. On average, our customers receive a $62 return on investment for every dollar they spend on our services. Approximately 99% of text messages are read by customers within 3.5 minutes of receiving mobile advertising - this leads to an increase in carry-out delivery orders, an average redemption rate of 29%-30%, and turns your slow nights into profitable ones.

*Advantage:*

At CMS Text, we understand that running a restaurant is a full-time job, which is why our concierge service manages all the work and details in setting up and sending out advertising messages so you can spend more time running your business. We're the only text marketing agency to offer the lowest-price and money-back guarantee, and since there are no long-term contracts, you can cancel your services at any time.

*Product Offering:*

Unlimited text messaging package for up to 10 locations, concierge managed services, month-to-month subscriptions so you never have to lock into a contract.

Call 866-430-475, email info@CMSText.com, or visit www.CMSText.com for more information.

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**SYSCO EXCLUSIVE PRICING:**

Minimum 25% discount to shared Sysco customers. Plus, waiving all build, design, and maintenance fees for both the full website and its online ordering platform.

**WEBSITE DESIGN**

**ONLINE ORDERING**

**EMAIL MARKETING**

**SOCIAL MEDIA**

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For more information about how Sysco can support your business, please go to www.syscomarketingservices.com

Questions? Email us at info@syscomarketingservices.com

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Sysco has you covered with our iCare PrintPartner IMT (Integrated Marketing Technologies).

Whatever your needs are for printing, whether it be posters, banners, floor decals, menus, or other marketing materials, Sysco’s partnership with IMT provides you affordable negotiated rates for printing.

Sysco Concierge Services can also help you customize any of the materials in this toolkit.

Contact us at 1-800-380-6348 or info@syscomarketingservices.com.
NEED HELP WITH HOLIDAY PLANNING?
Contact your Sales Consultant or Sysco Marketing Concierge at 1-800-380-6348 or info@syscomarketingservices.com

Please review federal, state and local regulations to ensure your compliance with the law. For safety and sanitation, stay up to date and check the latest information on CDC.gov. Consult your legal advisors regarding any risks associated with starting a new venture or implementing any recommendations.