Dawn Fitzgerald  
Sr. Director  
Sysco Corporation

Heidi Harrington  
Sr. Manager  
Sysco Corporation

Bruce Barnes  
Sr. Manager  
Sysco Corporation

Elena Mercado  
Digital Marketing Manager  
Sysco Corporation

Daniel Clarke  
Sr. Manager  
Sysco Corporation
Agenda

• Social Media Marketing
• Tailgate ToGo
• Kitchen-2-Kitchen Solution
• Food Costing
• How Sysco Can Help
5 Tips to Elevate Your Social Media Strategy

By Elena Mercado
What's In Store

Today’s Agenda

• Defining Your Goals
• Developing an Effective Content Strategy
• Amplifying Your Reach & Driving Engagement
• Listening To Your Audience
• Measuring Your Social Media Presence
### Defining Your Goals

<table>
<thead>
<tr>
<th>Increase Your Branding</th>
<th>Drive Website Traffic &amp; Sales</th>
<th>Drive Engagement With Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tell Your Story</td>
<td>• Promotions</td>
<td>• Customer Service</td>
</tr>
<tr>
<td>• Build a Community</td>
<td>• Communicate Methods To Make A Purchase</td>
<td>• Giveaways</td>
</tr>
<tr>
<td>• Testimonials</td>
<td>• Communicate Delivery Partners</td>
<td>• Leverage Influencers</td>
</tr>
<tr>
<td>• Reviews &amp; Ratings</td>
<td></td>
<td>• Consider Events</td>
</tr>
<tr>
<td>• Spotlight Bestselling Items</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

P03 | 5 Tips to Elevate Your Social Media Strategy
How to get started

Developing an Effective Content Strategy

Content Cycle

**Audit**
- Understand posting times.
- Understand engagement by Channel.
- Understand which media types perform the best [videos, gifs, images]

**Plan**
- Make a social media calendar that clearly depicts what content is being posted when.
- If you are running any promotions make sure content is scheduled accordingly to align with promotions.

**Create**
- Create high quality photos, or videos. Include video captions when possible as those generally see higher engagement.

**Measure**
- Create content labels to understand best performing content by channel.
- Monitor the following Metrics:
  - Impressions
  - Reach
  - Clicks
  - Engagement Rate

**Optimize**
- Post similar content to the better performing posts.
- Try boosting different audience segments.
Amplify Your Reach & Drive Engagement

Organic posts on Facebook see an average reach of 6.4% of the page’s total likes.

It’s a competitive market when it comes to getting impressions in front of customers. The most effective way of increasing your reach is posting at peak times, boosting your posts and providing users with compelling and ‘viral’ content.
Manage the boosting budget by goal type. Understanding ROI will usually dictate how much you should spend by post, or on a weekly or monthly schedule.

Choose A Budget That Works For You.

From specific zip codes, to addresses with a designated radius – there are many options available to reaching new prospective customers.

Identify Your Audience

Target similar customers to your customer database. This can be based on age, location, or interests.

Create multiple audiences and test which have the most impact to your business.

Target Specific Locations

Whether it’s signing up for an event, or driving users to learn more about a current promotion. A strong CTA will usually experience more clicks.

Have a Clear CTA

Whether it’s signing up for an event, or driving users to learn more about a current promotion. A strong CTA will usually experience more clicks.

Have a Clear CTA

Whether it’s signing up for an event, or driving users to learn more about a current promotion. A strong CTA will usually experience more clicks.

Identify Your Audience

Target similar customers to your customer database. This can be based on age, location, or interests.

Create multiple audiences and test which have the most impact to your business.

Target Specific Locations

From specific zip codes, to addresses with a designated radius – there are many options available to reaching new prospective customers.

Choose A Budget That Works For You.

Manage the boosting budget by goal type. Understanding ROI will usually dictate how much you should spend by post, or on a weekly or monthly schedule.
Listen To Your Audience

Companies with a strong social customer service approach experienced a 92% customer retention rate.

Customers want to be heard. To be more specific, customers that had a bad experience are 21% more likely to leave a review than those who had a good experience.

When responding to bad reviews / comments, be genuine, sincere and take the conversation offline to your direct messages (DM’s). Offer to call the customer directly or potentially offer an incentive to earn their business again.
72% Of Users Read Reviews

Facebook affects more than 50% of consumer’s purchasing decisions.

Encourage supportive customers of your establishment to take to social media, google my business and yelp to provide their reviews.

Incentivize customers to provide reviews by giveaways, or a coupon on future purchases.

Once you reach out to customers who expressed negative reviews and have addressed their concerns, ask them to remove their reviews or amend their original statements.
Measure Your Social Media Presence.

- Create automated weekly or monthly reports delivered straight into your inbox.
- Create content labels for different types of content to understand what users engage best with (including by channel).
- Keep a record of your highest performing posts and potentially repost at a later time.
Social media creates communities, not markets.

Don Schultz
Tailgating
Heidi Harrington
Sysco Corporation
Just because our world looks a little different these days, we all still want to celebrate! As humans, there’s a natural tendency to want to be part of something, hang with the pack – be part of a team. That’s why watching the game down at the local pub, Friday night at the high school ball field, or tailgating at the stadium has become a cultural mainstay.

Game day is more fun with food.
Steps to developing a Tailgate Program

Small scale catering – whether a “Tailgate” or “Party Platter” is all about the item, the delivery, and the marketing.

YOU CAN DO THIS!

✓ Review your menu
✓ Clarify the process
✓ Train your staff
✓ Start simple and expand
Choose your products wisely – craft your menu.

Create a simplified Tailgate Menu focused on takeout and delivery. Pare it down to a short list of easy-to-make dishes that travel well. Think comfort foods like sandwiches and wraps, salads (dressing in a separate container), pizza, and baked pastas – don’t forget sides, desserts, and beverages. Just because the dishes are easy to make doesn’t mean they have to be boring!
Appetizer Bundle
Mexican Fiesta
Tailgate Grill – Classic!
Breakfast / Brunch Kit

Items to feature when it comes to tailgating!

➢ Chicken Wings, Meatballs & Sauces
➢ Pizza & Pasta
➢ Brisket & Pulled Pork
➢ Sous Vide Sirloin Steak
➢ BBQ Ribs & Chicken
➢ Grilled Burgers, Brats & Hot Dogs
➢ Fajitas, Taco Meat & Barbacoa
➢ Guacamole & Salsa
➢ Chips, Dips & Sauces
More Tailgate Themes & Ideas

- Football – Super Bowl / College Bowls
- Basketball – March Madness
- Baseball – World Series
- Soccer – World Cup
- Hockey – Stanley Cup
- Golf – Masters / US Open
- Tennis – US Open / Wimbledon
- Auto Racing – Nascar / Indy 500
- Horse Racing – Triple Crown
- The Olympics – Winter / Summer

The opportunities are endless – there is always something to celebrate with great food!
Your customers will have a better – and safer – Tailgate experience when you provide sturdy packaging that maintains the quality and integrity of the food. That means using containers that are durable, won’t leak, and won’t break. Bonus points for containers that also allow for reheating.
Menus & Marketing

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

Spread the Word
To create excitement, call out the local teams, the seasonal events, and your exciting options on all your social media channels.
➢ Communicate frequently.
➢ Share your Tailgate theme and any other promotions you are offering.
➢ Provide order information – including 3rd party marketplaces.
➢ Build excitement and hype – keep it going season to season!

Signage
Always 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. There are sports fans everywhere!
Menu Engineering

Manage Your Menu Content

• Focus on what you do best – provide a consistent, quality product 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 history or competitive analysis for key offerings.

  PREPARATION
  • Select items that require limited preparation and assembly.
  • Cross-train your kitchen staff for maximum efficiency – you may get last minute orders!
  • 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 ideal presentation.

#foodservicestrong
Social Media

Talk to your customers. Create a sense of excitement & fun!
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!
Tailgating Marketing Kit

11x17 Sign

TAILGATE TO-GO!
Celebrate the BIG GAME in your own family room with our TAILGATE PARTY PACKS!

Scan here to view our PARTY PACK MENU!

AVAILABLE FOR PICKUP OR DELIVERY
Call 48 hrs in advance to ensure availability.
1.800.380.6348 | yourwebsite.com

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

8.5x11 Menu

10’x2.5’ Banner

QR Code

Social Media Post

#foodservicestrong
KITCHEN
KITCHEN
2
d a curated culinary experience

CLICK HERE TO SEE MORE INFO
AT FOODIE.SYSCO.COM

Daniel Clarke
Sysco Corporation

#foodservicestrong
Sysco | iCARE
This is a unique curated culinary experience, you can bundle up menus featuring a few favorite recipes, wine tastings, or cocktail classes, package the ingredients, insert a recipe card, and a possible link to a video to cook along with them.

Get started with your own Kitchen-2-Kitchen experience – create your own curated culinary experience for your customers.
Kitchen-2-Kitchen Checklist

1 REVIEW & SELECT your signature dishes to feature.

2 DETERMINE INGREDIENTS you will provide and highlight the additional pantry staples the customers will need to supply.

3 ASSESS NEEDS around packaging and technology.

4 UTILIZE SYSCO MARKETING CONCIERGE to help with your recipe cards, social media / marketing, video hosting / recording suggestions.

5 COMMUNICATE to your customers.

#foodservicestrong
There are a variety of choices online whether you choose to do a live or on-demand demo for your cooking course. No matter which option you choose, make sure you password protect your session or make your recordings private so you maintain an stream only for those who have paid for the experience.

Here are few options for 3rd party video systems:

Google Meet
Zoom
Vimeo
YouTube

TIP: Consider posting mini live-streams and IG stories to promote your “paid” Kitchen-2-Kitchen sessions.
Plan sufficient staffing and efficient workflow.
If you plan on doing a live-stream demo for your customers, you need to have items on hand and the ability to prep everything as you would a catering order. All ingredients will need to be packaged and ready for pick up the same day to maintain quality. This bulk pick up process may require additional staff to prepare and manage on the day of your event.

Your staff, operational flow, and technology depend on the decisions you make for the video demonstration and are a key to your success. Here are several considerations:

**Workload distribution**
Determine how you will assign your staff, preparing batch recipes and packing ingredients for pick up.

**Kit ordering**
Determine the ordering options best suited for your operation and customers – on-site QR codes for online viewing / ordering, or a call-in line for placing orders.

**Wait times**
Consider implementing a reservation window for customers to join into a live session, or ensure you have an expected lead-time on kits ordered for an on-demand recorded experience.

**Pick-up or delivery**
Pick-up will likely be the easiest process to manage by setting a specific time for kits to be picked up. Creating an ordering option on your Uber Eats or other third-party delivery platform could also allow for delivery of ingredients to your customers, however this will incur some additional overhead costs.
Now that you have thought through your cooking class experience, it’s time to spread the word. Sysco Marketing Concierge offers strategies and customized marketing pieces designed to help you communicate your message.

Menu
Strategize your menu to feature those items your establishment is known for and with higher profit margins and shorter prep times. Consider featuring small bite items, appetizer, entree, dessert, and specialty drinks to give participants a full meal. Review the 4Ps of menu engineering to boost your profitability!

Spread the Word
Many guests are excited to learn something new, and to support their favorite place anyway they can. To get the word out, post photos on your social media channels of a previous classes and the menus for upcoming classes. Don’t forget to update your google/yelp business listing, as well as Open Table gallery, to showcase to your customers the new experience they can expect.

➢ Communicate frequently.
➢ Update with operational changes or safety standards you have implemented.
➢ Provide information how customers can sign up
➢ Share your class menu.
➢ Market promotions you may be offering. Such as, “Attend our Kitchen-2-Kitchen session and get a free appetizer on your next visit!”

Recipe Cards
Provide recipe cards to each participant in your Kitchen-2-Kitchen session, featuring plated images of menu items, restaurant information, and a QR code to link to the video experience.

Sysco Marketing Services is here to help design your promotional pieces and recipe cards.

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

#foodservicestrong
Food Costing

Bruce Barnes
Sysco Corporation
Menu Engineering

Manage Your Menu Content

• Focus on what you do best – provide a consistent, quality product 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 history or competitive analysis for key offerings.

  PREPARATION
  • Select items that require limited preparation and assembly.
  • Cross-train your kitchen staff for maximum efficiency – you may get last minute orders!
  • 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 ideal presentation.
It’s all about money in the bank.

Which do you deposit...

food cost percentages or cash?

<table>
<thead>
<tr>
<th></th>
<th>Menu Price</th>
<th>Cost of Food</th>
<th>Gross Profit</th>
<th>Food Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fettuccine Alfredo</strong></td>
<td>10.99</td>
<td>-2.50</td>
<td><strong>$8.49</strong></td>
<td>22.75%</td>
</tr>
<tr>
<td><strong>Beef Tenderloin</strong></td>
<td>16.99</td>
<td>-6.50</td>
<td><strong>$10.49</strong></td>
<td>38.26%</td>
</tr>
</tbody>
</table>

Don’t rely on food cost percentages alone. They are merely a guide, not a valid business science. Look at gross profit dollars!
Blaine's Pizza

Our toasted hoagie roll topped with a blend of cheeses, our house marinara and your choice of 4 pizza toppings.

**PREP**: 20 min  
**COOK**: 6 min  
**SERVINGS**: 1

**INGREDIENTS**
- PIZZA CRUST PIZZA DEEP DSH 12
  - 6/24 CRT  
  - SUGGESTED PRICE: $4.20 per serving  
  - APPROX. COST PER SERVING: $5.96
  - APPROX. PROFIT PER SERVING: $8.00
- CHEESE MOZZARELLA SHRED WHL MILK 329413  
  - 6/0 CRT  
  - SUGGESTED PRICE: $4.20 per serving  
  - APPROX. COST PER SERVING: $1.80
  - APPROX. PROFIT PER SERVING: $0.45
- PEPPERONI SLICED 14-16CT
  - 5/10 CRT  
  - SUGGESTED PRICE: $4.20 per serving  
  - APPROX. COST PER SERVING: $0.95
  - APPROX. PROFIT PER SERVING: $0.45
- BASIL FRESH HERB
  - 1/2 CRT  
  - SUGGESTED PRICE: $4.20 per serving  
  - APPROX. COST PER SERVING: $0.95
  - APPROX. PROFIT PER SERVING: $0.45

**CHEF'S NOTES**
- Pairs perfectly with Perrier Ginger Ale or Perrier Citrus. Serve with a side of marinara sauce.

**DIRECTIONS**
- Toast the hoagie roll in the toaster for 30 seconds.
- Spread 1 oz of sauce on toasted roll.
- Sprinkle with the blend of cheese.
- Top with pizza ingredients.
- Baked 5 minutes until bubbly.
- Sprinkle with fresh herb. Serve.

---

It's the complete package!
FOOD COST ANALYSIS
Now more than ever...

Additional Costs of Doing Business:

• Sanitation/Safety Measures
• Capacity Restrictions
• Carry Out / Delivery Packaging
• Third Party Fees & Service Charges

Be transparent about your price increases – customers are probably expecting it!

Better control of your brand

Your menu plays a major role in impressing your customers and defining your brand. Sysco Studio takes the guesswork out of creating the most profitable and appealing menu for your business and customers. Choose from a variety of themes and collaborate with a Sysco expert at any point along the way.
Join us for our next Info Session on September 23 featuring content on...

Virtual Kitchens!
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

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@syscomenuservices.com

Foodie.Sysco.com/snapback
Virtual Kitchen
Starting a virtual kitchen (ghost kitchen), best practices and recommended products

Outdoor & Patio Dining
Transforming your outdoor space to capture more dining traffic

Raising the Bar
Navigating the alcohol to food ratio, implementing creative alternatives such as food trucks

Back to School
Meeting the needs of kids/families on the go with prepackaged and ready to go meals

Curbside & Takeout
Implementing off-premise dining solutions and using third-party delivery

Kitchen-2-Kitchen
Bringing your kitchen to your customers’ home with a curated cooking experience

Family Style Meals
Creating a whole-family dining experience togo

Grab and Go
Capturing additional revenue with portable, prepackaged offerings

Tailgate
Providing your customers with the ultimate game day experience

9 Toolkits Launched

foodie.sysco.com/foodie-solutions/