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Virtual Kitchens and Gearing Up For The Holidays!
Agenda

- Gearing Up For The Holidays
- Virtual Kitchens
- How Sysco Can Help
Holiday
Sharon Armentrout
Sysco Corporation
Celebrating the Holidays this Season

The holidays are going to look different this year and we all still want to celebrate! Let’s get creative and keep some of what makes the holidays so special.
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?

Have you thought about how you are doing things differently for the holidays?

What do the Holidays look like this year?

Think outside the gift box.
Design the right space during this holiday season
- Create distant-appropriate space for large gatherings
- Outdoor possibilities
- Decorate for the holidays
- Communicate with your guests on your adherence to state guidelines
- Remember safety first with your servers
- Minimize crowding by designating seats and areas to ensure physical distancing

Consider adding festive menu items for dine-in and takeout
- Charcuterie boards with wine pairings
- Comfort foods served family-style
- Cocktail Kits

Custom Kit ideas for one-of-a-kind experience
- Tableside S'mores or kits to take home
- Hot Cocoa Kits
- Cookie Kits
- New Year Celebration kits included with take-out
Create a successful pie to go program
➢ Choose pies that suite your clientele
➢ Market your program through displays and social media
➢ Customized signage
➢ Creates convenience for your patrons
➢ Establish as an ongoing holiday tradition
➢ Consider your packaging for your pie to go program

Offer a variety of holiday themed experiences virtually
➢ Mixology Classes – feature your holiday seasonal drinks
➢ Cooking Class
➢ Pre-recorded sessions
➢ Traditional holiday menu items

Profitable Ideas for the Holidays
➢ Consider your menus and marketing
➢ Manage your menu content profitably
➢ Social media holiday checklist to grow your customer base and increase your business
➢ Communicate your marketing campaigns

#foodservicestrong
Virtual Kitchens

Matt Maroni
Kitchen United
Food delivery is on the rise; while growth has slowed down because of COVID (2020 3.61%*) it is expected to have double digit growth by 2023.

$107.44B $154.34 B

Virtual Kitchen concept can be ideal for many operators.

Savvy Restaurant Owners with Multiple Locations
For larger scale restaurants, this model is ideal for scaling their existing brand further, much like PF Chang’s did with their to-go only pop-up restaurants. In this model, a virtual kitchen can allow an operator to consider moving their to-go operations to an off premise location, or to allow them to expand to a different market.

Traditional Brick and Mortar Restaurant Owners
Looking to expand their brand by leveraging their existing establishment allows restaurants to get more sales and utilize the ingredients they already purchase to produce existing menu items or create new specialties, all geared towards delivery only customers. This allows them to expand and maximize existing cost structure. A virtual kitchen allows them to capitalize on their success, to expand to new markets.

Food Truck Owners
Food truck owners are a great account to target. They traditionally have all the equipment in one place and can test out different locations. If their brand is well-established and demand is there, you can sell them on a virtual kitchen to scale their brand and branch into different markets.

New to the Food Service Industry
New owners looking to enter the food service industry are ideal for a virtual kitchen as it is great low-cost option, affording them the ability to test multiple cuisine styles and benefit from the lower upfront costs of a traditional brick and mortar concept. This is the lowest risk model and a way for them to get started.
Benefits of a Virtual Kitchen:

- Lower Overhead Cost
- Less Risk
- Easier to Expand to New Markets
- Lower Labor Costs
3rd Party Options
Virtual Kitchen Considerations

- Preparation
- Safety
What Type Of Menu Is Best
Staffing Requirements
How To Market Your Virtual Kitchen?
Technology Needs?
How Sysco Can Help
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 to go

Grab and Go
Capturing additional revenue with portable, prepackaged offerings

Tailgate
Providing your customers with the ultimate game day experience

foodie.sysco.com/foodie-solutions/
Concierge Service

Our Concierge Service available to any customer

- **Contactless Menus**, Pop Up Shop/Marketplace, and other restaurant marketing materials to ensure continuity
- Provide guidance on what you could be doing to promote your business
- **Social Media Consulting**
- **Server Training Consulting**

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

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