SOLUTIONS & SERVICES

Info Session
November 18, 2020
Agenda

• Innovative Holiday Ideas
• Optimizing Your Online Ordering

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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?

Think outside the gift box.

What do the Holidays look like this year?
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 slingers 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.

Would you like to add a pie to go?
Meal Kits? What is happening on-line?

Family Style Meals
• Create a separate limited takeout menu that offers a few select items
• Reduces back of the house labor and waste
• Pre-Order packages with set pick up time
• Include any special instructions
• Don’t forget dessert!

Spread the word!
❖ Social Media Campaign
❑ Menu Specials
❑ Photos
❑ Gift Cards
❑ Post holiday hours
❖ Signage
❑ Patio easels
❑ Sidewalk Signs
❑ Banners

Gourmet Turkey Feast by Harry ... $214.99
Harry & David Special offer
Uncle Ray's Fried Turkeys- Cajun ... $99.00
Goldbelly Free shipping
A·D Corky's BBQ 5-lb Ham or... $137.98
OVC.com Free shipping
3 lbs. Fully Cooked Turkey... $39.99
Omaha Steaks Lifetime returns
Oven-Roasted Turkey by Harry... $89.99
Harry & David Special offer
Choose a local charity to support during the Holidays

• Look for existing community events that you can support
• Ask your customers for inspiration
• Identify a meaningful cause
• Watch the news and read local newspaper
• Donate part of your sales to hunger-relief programs or find a benefit in your area
• Donate surplus food to a food bank
• Designate a percentage-of-sales day
• Work with your local schools
• Host a holiday celebration for people at risk of hunger or others in need
Offer a variety of Holiday themed experiences virtually

- Virtual Feast
- Festive Chocolate Tasting Workshop
- Ugly Sweater Dinner
- Mix & Twist– feature your holiday seasonal drinks
- Cooking Classes
- Traditional holiday menu items
- Live Band Entertainment
- On demand pre-recorded sessions
- Wine Dinner
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
Online Ordering

• 60% of US Consumers order delivery or takeout once a week
• 31% say they use third-party delivery services at least twice a week
• 34% of consumers spend at least $50 per online order
• 70% of the consumers would rather order directly from a restaurant

*Source: National Restaurant Association
Optimizing Your Online Ordering

Make it known you have online ordering
Leverage Your Website
   GoogleMyBusiness
   Social Media
   Email
Designate Pick Up Area
   Signage

Simplify the ordering process for your guests
   Menu simplification
   Select items that travel well
   Be selective about your images

Provide a variety of options to order from you
   Mobile App
   3rd Party
   Phone Call Directly to you
   Walk in
Online Ordering

The Key to Replacing Lost Revenue and Thriving during COVID-19
The WHY...

- Current restrictions
- Streamlined Process
- Minimal effort
- Consumer demand
- Staying relevant
- Better customer experience
- Broadens your customer base
- Higher check averages
- Marketing opportunities
- Increased revenue
• 92% of all restaurant traffic is now off-premise
• Seated diners in restaurants across the U.S. is still down almost 40%
• In recent surveys, over 60% of respondents stated they have ordered directly from restaurant’s website.
• 50% of Gen Z consumers are willing to try a new restaurant if curbside is an option
• Older consumers are ordering online almost as much as the younger generations and are expected to continue to embrace online ordering post-COVID
Implement Online

**Step 1: Choose a platform that’s best for you.**
The platform(s) you utilize should:

- Be cost effective
- Take care of entering menus and modifiers for you
- Be customizable/able to accommodate your day-to-day operations
- Be branded
- Have a team ready and able to make any changes you may need but also be easy for you to login and make updates yourself
- Offer a seamless and easy experience for your customers
- Allow you to maintain ownership of your customers
- Provide you with real time analytics
- Have marketing tools/capability
- Be able to get you live and receiving orders within a few days of signing up
How to Implement Online Ordering...

Step 2: Preparing for Online Orders

- Optimize your menu
- Determine your contactless pickup/delivery processes
- Prepare your staff
- Do a test order with your online ordering company and your team
- Make sure the settings within your ordering platform are tailored to your every need
- Condition your customers to placing orders online
- Create a promo for your customers' first online order
- Place signs within your establishment, in windows etc...
- Post to social media
- Send email blasts
How to Implement Online Ordering...

Step 3: Go LIVE!

• Make sure your online ordering is easily accessed from your website!
MAKING YOUR ONLINE ORDERING SUCCESSFUL
MARKETING IS THE BACKBONE TO SUCCESSFUL ONLINE ORDERING
By maintaining ownership of your customers that order online, you should be collecting key data.

- General marketing
- Targeted marketing – based on behavior
- Automated marketing
Hey Corynne,

Did you enjoy your meal? We'd love to hear about it!

Sweet Potato Fries  Chicken Wings

Leave Your Review

We look forward to hearing what you have to say.
TRY SOMETHING NEW & CREATIVE

Mimosa Kit

Enjoy Fantastic Mimosas 'To Go' with this convenient and tasty Mimosa kit, gets you...

- 2 Champagne Bottles
- 2 Mini Orange Juice bottles
- fresh cut oranges

Just pop the cork, pour some champagne and top off with fresh OJ & an Orange 🍊

$35.00

Marys are now available to go with these awesome kits.

Tos Premium Vodka

& Bloody Mary Mixes

&kles, Celery Salt, Hot Sauce
We'd love to show you how our platform can help and are currently offering FREE online ordering to Sysco customers! Contact us to learn more!

www.Ordereze.com

631.271.3470
Optimizing Your Online Ordering

Make it known you have online ordering
Leverage Your Website
  GoogleMyBusiness
  Social Media
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  Designate Pick Up Area
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Solutions & Services

We are waiving delivery minimums on your regularly scheduled delivery day, to help you get what you really need even easier.

FAST Onboarding

New customers onboarded in less than 24 hours.

Sysco Is Making It Easier
✓ Virtual Kitchen
✓ Outdoor & Patio Dining
✓ Raising the Bar
✓ Back to School
✓ Curbside & Takeout
✓ Kitchen-2-Kitchen
✓ Family Style Meals
✓ Grab and Go
✓ Indoor Dining
✓ The Holidays
✓ Cold Weather Solutions

foodie.sysco.com/foodie-solutions/
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

Foodie.Sysco.com/snapback

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**
- 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@syscomarketingservices.com
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