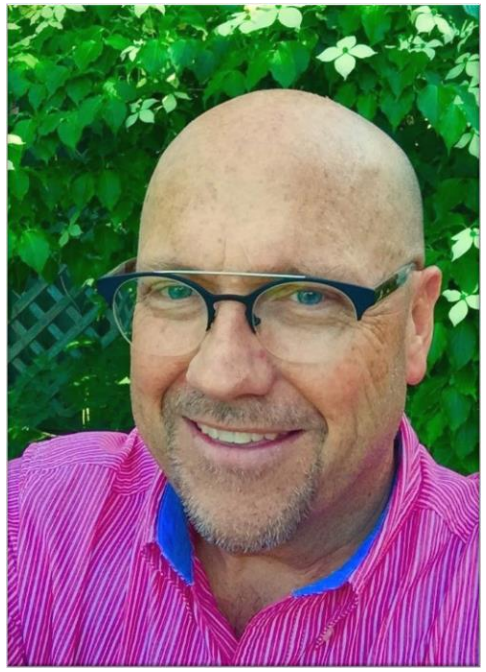
Reimagine
YOUR RESTAURANT

Today's Speakers

Dawn Fitzgerald
Sr. Director
Menu/Marketing/Technology
Sysco Corporation

Jimmy Parks

VP, Structures Division
Arena Americas



Bruce Barnes

Sr. Manager
Menu & Marketing Expert
Sysco Corporation

Kendall Wayner

Director of Client
Relations and Marketing
RANCO

Heidi Harrington

Sr. Manager
Menu & Marketing Expert
Sysco Corporation

Agenda

- **Outdoor Solutions and Sysco Partners to help**
- **How to create excitement for the winter outdoor dining space**
- **Menu solutions for your outdoor dining utilizing Sysco Studio**

RANCO RESPONSE

End to End Solution

- Ranco designed the 26° pitch structures specifically for snowy climates. The increased pitch allows the roof to shed snow much better than standard tents, making them perfect for semi-permanent installations during winter months. Structures can easily integrate with climate control solutions to suit your needs.

Available Items:

- Wind & Snow Rated Canopies
- Lighting
- Safety Package
- Concrete Weights
- Generators

https://rancoresponse.com/sysco/

Geodesic Domes

unique outdoor experience

Geodesic domes are an easy opportunity to provide a unique sheltered experience for your guests on your patio. Setup in less than 2 hours for a wind, rain, and snow-proof solution.

Domes can be heated and seat up to 8 guests. We recommend offering this seating as an exclusive reservation with a minimum bill amount, and a dedicated server.

Heaters *heat your outdoor space*

Already have an outdoor space?
Electric or propane heaters are great options to warm your space to make it a year-round experience.

Our partners will provide a consultation on your dining area and give recommendations for equipment that will be best suited to heat your venue in an efficient and effective manner.

Partners include: Sunbelt Rentals, Herc Rentals, Bromic, and Infratech.

Contact Sysco Marketing Services for more information on these partners
1-800-380-6348 or info@syscomarketingservices.com

PHOENIX DOMES
GEODESIC DOMES CANADA PHOENIXDOMES.COM

DOMEGUYS
INTERNATIONAL® LLC

Create experiences
@COASTAL.SOCIETY
astal.society IGLOO Style -Launching New Experience
clusively at @coastal.society OPEN All Year for Hand-
afted Cocktails, Dining & Boutique Shopping
on-Sun 11am-10pm
Center Street
uglas, MI 49406
k to Website in Bio

Create a warm and inviting atmosphere that will attract guests to your space.

- Warm blankets
- Heaters
- Warm cocktails
- Seasonal décor
- Twinkle lights
- Live music
- Firepit

There's always a reason to get together – create excitement for your guests to celebrate something!

- Oktoberfest
- Christmas Market
- Maple Syrup Festival
- Winter Carnival
- Turkey Bowling
- Ground Hog Day
- Pub Crawl
- Snow Sculpture Contest

Add warm and cozy menu items along with classic comfort foods to keep your guests toasty.

- Chili and Hearty Stews
- Seasonal Soups and Bisques
- Stuffed Squash or Peppers
- Roast Turkey or Beef
- Fondues and S’mores

Don’t forget to spice up your drink menu with seasonal favorites.

- Spiked Hot Chocolate
- Pumpkin Spice… anything!
- Eggnog
- Mulled Wine
- Carmel Apple Margarita

CREATE SEASONAL BUZZ!

Reward your guests for braving the elements!

- Snow Day Specials
- Price = Temperature
- Blizzard Bucks
- Frequent Flurries Loyalty Program

Talk to your customers – current and new!

It's important to communicate and engage with your customers where they are – and the majority of your customers are online, especially during cold weather months.

KEEP KNOWLEDGEABLE AND STAY CURRENT!

Guidelines & Regulations

- ❑ Confirm your local and state guidelines
- ❑ Understand requirements and limitations for your business and dining services

Reach out to your local resource agencies for the latest information and guidelines.

Suggested Agencies: Local Health Department, Chamber of Commerce, State Restaurant Association

Best practices checklist

Whether you are already open or reopening to indoor dining services, preparation is essential. Here is a checklist to ensure you have addressed all areas of concern.

Guidelines & Regulations
- ❑ Confirm your local and state guidelines
- ❑ Understand requirements and limitations for your business and dining services

Your Menu
- ❑ Consider streamlining your menu and reducing offerings to those items that are profitable, popular, easy to prepare, and portable
- ❑ Review current item costs and make pricing adjustments based on current market conditions
- ❑ Consider changing format to single sheet, disposable paper menus or viewing online for best safety and sanitation practices
- ❑ Continue to offer carry-out, delivery, and other enhanced services, such as meal kits, take & bake options, and specialty items
- ❑ Introduce or enhance online ordering capabilities

Marketing
- ❑ Communicate frequently and authentically with your customers via your website and social media
- ❑ Develop a "We're open!" or "We've missed you!" campaign, creating excitement for your dining services
- ❑ Inform your customers of the safety standards and sanitation protocol you have implemented to reassure them that their safety is your number one priority
- ❑ Utilize banners and posters for interior and exterior signage to clearly convey your message

Front of House & Service
- ❑ Remove/rearrange tables and chairs to allow for social distancing – minimum 6 feet apart
- ❑ Create outdoor seating, if possible
- ❑ Consider implementing reservations to control capacity and limit crowding
- ❑ Create visible sanitizer stations for your wait staff
- ❑ Consider removing condiments from the table and serving pre-portioned condiments with the order
- ❑ Consider using plate covers when serving
- ❑ Utilize disposable or wrapped silverware and straws
- ❑ Promote safety and sanitation practices utilizing signage and social media posts

Counter Service
- ❑ Add sanitizer stations and shields for cashiers
- ❑ Create spacing markers for customers in the ordering line or wait areas by using floor decals
- ❑ Promote order-ahead and online ordering options

Kitchen
- ❑ Test and clean kitchen equipment and ice machine
- ❑ Organize and label storage containers
- ❑ Consider installing hands-free towel, soap, and sanitizer dispensers
- ❑ Post signage with hand washing procedures and cleaning protocols
- ❑ Take inventory of kitchen smallwares, flatware, glassware, plates, cleaning and sanitizing supplies

Bar
- ❑ Test and clean bar equipment
- ❑ Create visible sanitizer stations for bar area
- ❑ Take inventory of glassware, bar supplies, cleaning and sanitizing supplies
- ❑ Review bar/alcohol beverage server certification
- ❑ Implement social distancing guidelines in bar area

Bathrooms
- ❑ Consider installing hands-free towel, soap, and sanitizer dispensers
- ❑ Consider installing hands-free door openers
- ❑ Post signage with hand washing procedures
- ❑ Post signage with cleaning and sanitation schedule

Building
- ❑ Refresh the outside/landscaping of your building
- ❑ Complete deep cleaning and sanitizing of all areas
- ❑ Reactivate utility and facility services, if needed

Staff
- ❑ Implement zero tolerance policy prohibiting staff from working when sick
- ❑ Consider implementing temperature check for staff
- ❑ Train staff on hand washing procedures, safety standards, and sanitation protocol
- ❑ Consider masks and gloves for all staff
- ❑ Reinstate staff based on capacity and service needs
- ❑ Place extra emphasis on customer service to ensure your guests are comfortable and confident with your services

OPTIMIZING INDOOR DINING TOOLKIT Sysco FOODIE Solutions 9

Create a fun atmosphere!

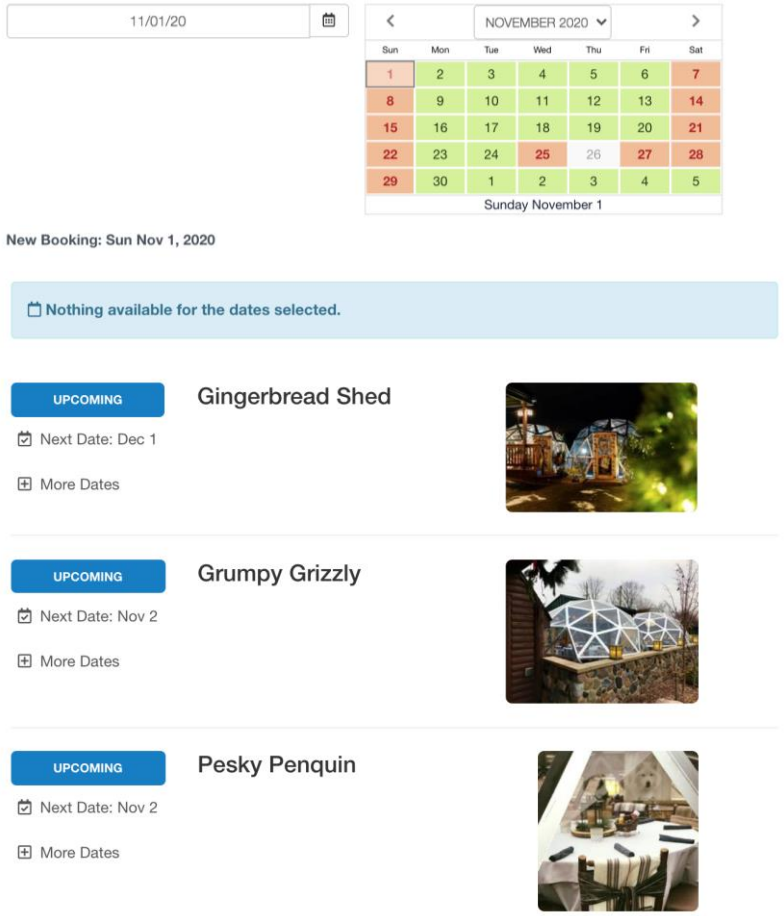
DEADWOOD
BAR ★ GRILL

Implement a system for reservations.

Back by popular demand, Deadwood will once again offer two heated igloos for a unique dining experience! Deadwood will be accepting reservations for November 1-February 28 for parties of up to 10 people in the cozy, decorated igloos.

Igloo diners will be able to enjoy Deadwood's regular menu, along with daily specials. There is a $250 food and beverage minimum for igloo diners as well as a $5 non-refundable booking fee taken at the time the reservation is made.

Reserve your igloo by clicking below. No reservations will be taken via phone. Don't see your date available? Head over to Camp Ticonderoga, our sister restaurant in Troy, or the Moose Preserve, our sister restaurant in Bloomfield Hills; they are also hosting igloo dining this winter!



Sysco | Studio

DASHBOARD | DESIGNS | MENU ENGINEERING | RECIPES | INGREDIENTS

Menu Engineering » Luncheon » What-If

Luncheon: "What If" Profit Calculator

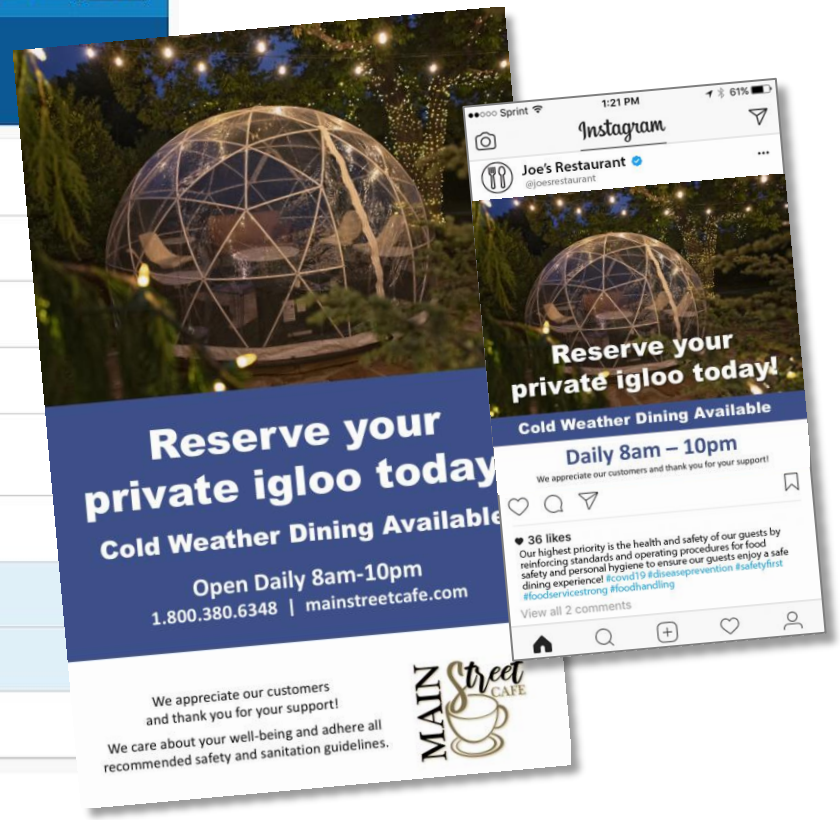
Dabble with various scenarios. What happens when you change an item's price, or increase its sales? Find out!

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

	AVG MENU PRICE	AVG FOOD COST $	AVG FOOD COST %	AVG ITEM PROFIT	MONTHLY UNITS SOLD	MONTHLY PROFIT	ANNUAL PROFIT
	$8.08 *+0.04*	$3.27 —	27% —	$4.63 *+0.03*	2,242 —	$13,877.03 *+480.00*	$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% *-4%*	$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	$4.77	43%	$6.52	98	$508.55	$6,102.71
CURRENT	*$11.29*	*$4.77*	*43%*	*$6.52*	*78*	*$508.55*	*$6,102.71*
Blaine's Pizza	$12.99	$4.16	33%	$8.83	233	$2,057.39	$24,688.68

Sysco | Studio

can help you market your plan!



#foodservicestrong

Sysco | iCARE

Outdoor solutions not the only option.

- Think of additional Revenue Streams
  - Takeout amplification
  - Retail
  - Multicourse takeout meals
  - In home restaurant experiences
  - Virtual brands

Sysco FOODIE Solutions

12 TOOLKITS AVAILABLE

- ✓ 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

Concierge is here to help.

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

#foodservicestrong

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

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:

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