GET WINTER-READY!!
Preparing for Cold Weather
Today’s Speakers

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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
- Menu solutions for your outdoor dining utilizing Sysco Studio
- How to create excitement for the winter outdoor dining space
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
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
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.
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
Create a fun atmosphere!
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!
### Luncheon: "What If" Profit Calculator

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

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<td>$10.26</td>
<td>$4.01</td>
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<td>$6.25</td>
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<th>Item</th>
<th>Menu Price</th>
<th>Food Cost</th>
<th>Food Cost %</th>
<th>Item Profit</th>
<th>Monthly Units Sold</th>
<th>Monthly Profit</th>
<th>Annual Profit</th>
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<tr>
<td>Cheesesticks</td>
<td>$7.99</td>
<td>$2.29</td>
<td>20%</td>
<td>$5.71</td>
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<td>$14.39</td>
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<td>$5.96</td>
<td>88</td>
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<tr>
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<td>$5.54</td>
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<td>$3.45</td>
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<td>Shrimp Basket</td>
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<td>$4.77</td>
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<td>$8.83</td>
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<td>$2,057.39</td>
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*Based on your last month of sales history, Jan. 2020.*
Outdoor solutions not the only option.

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

**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