

Foodie Live Schedule JANUARY

30 minute sessions. Please pre-register.
Meeting times are listed as Central.



MONDAY, JANUARY 11 | 9 AM CST

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Successful Online Strategies

Part 1: Simplifying Social Media

If you've ever felt overwhelmed and frustrated by social media, this Foodie Live is for you. In this session, Sysco Business Resource Specialists Brett Taylor and Emily Grenier cover social media basics, platform benefits and features, and tips on best practices to increase engagement. Come ready to take notes and expand your customer base on one of the most powerful online marketing channels for restaurants.

TUESDAY, JANUARY 12 | 11 AM CST

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Valentine's Day: Promotions and Creating A Memorable Experience

Are you ready for Valentine's Day, post-pandemic? In this Foodie Live, Restaurant Specialist, Debbie Gonzales will provide practical and straightforward tips on how to give diners an exciting and safe Valentine's Day experience. Learn how to create a profitable holiday menu, collaborate with local vendors to save time and money on ambiance, and create an easy-to-implement marketing strategy to promote your offers. Come ready to take notes and create a memorable Valentine's Day experience for your guests.

WEDNESDAY, JANUARY 13 | 9 AM CST

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Increase Cash Flow With Gift Cards, Giftfly

Increase cash flow to your business instantly through the customer gift card platform, Giftfly. This easy-to-use program gives you the capability of offering customers physical and digital gift cards for any occasion, anytime, and anywhere. Not only are gift cards a popular and convenient gifting solution, they can also be a powerful tool in acquiring new customers. Learn how Giftfly can help bring profits to your business.

THURSDAY, JANUARY 14 | 11 AM CST

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Valentine's Day: Marketing Made Easy

You've done all the work to make Valentine's Day memorable for your guests, and now it's time to get the word out. In this Foodie Live, Sysco Restaurant Specialists, Debbie Gonzales and Sharon Armentrout provide easy-to-implement marketing strategies to ensure that reservations and meal orders pour in for your holiday promotion. You'll learn how to increase foot traffic by creating excitement online, partnering with vendors to get the word out, and other effective marketing strategies. Come prepared to learn and have your most successful Valentine's Day.

MONDAY, JANUARY 25 | 9 AM CST

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CES: Cutting Edge Solutions Are Here

Is your menu on the cutting edge? We're excited to introduce the latest Sysco Cutting Edge Solutions (CES) products inspired by consumer demand and designed to increase profit while cutting labor costs.

TUESDAY, JANUARY 26 | 9 AM CST

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Cost Saving Operational Tips

Are you missing out on cost-saving possibilities in your business? In this Foodie Live, Chef Leslie Niemeyer will guide you through the Sysco Financial Planning Calculator to discover opportunities to eliminate unnecessary spending. Expect to come away knowing your P&L summary, cost-saving measures determined by our Break-even calculator, and the Labor Simulator tool that will break down your labor needs. Start 2021 off strong with operational savings.

WEDNESDAY, JANUARY 27 | 11 AM CST

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Valentine's Day: The Curbside Way

This Valentine's Day, give customers a memorable experience from the comfort of their home with quality curbside packaging. In this webinar, Business Resources Consultant Brian Vanderkolk will provide tips on selecting cost-effective food packaging that maintains food quality during transport, meets consumer demands for sustainability, and adds visual impact to your packaging. Tune in to make this a Valentine's Day to remember for your curbside customers.

THURSDAY, JANUARY 28 | 9 AM CST

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Successful Online Strategies Part 2: Simplifying Social Media (Intermediate)

If you've ever felt overwhelmed and frustrated by social media, this Foodie Live is for you. In this session, Sysco Business Resource Specialists Brett Taylor and Emily Grenier will break down the fundamentals of creating an impactful social media presence for your business. You'll learn actionable steps that can be taken in a matter of minutes to increase visibility and engagement on social platforms, attract paying customers, and build a favorable reputation through online reviews. Come ready to take notes and expand your customer base on one of the most powerful online marketing channels for restaurants.

FRIDAY, JANUARY 29 | 11 AM CST

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How To Create A Popular & Profitable Menu with Sysco Studio

Are you maximizing your menu's profitability? Your menu is not only a valuable marketing tool; it is also one of the most crucial elements to your overall success. Discover how the newly upgraded Sysco Studio platform can simplify the process of menu design, engineering, and management to enhance your restaurant's earning potential. Expect to walk away with clarity and confidence on how to give your menu the makeover it needs.