

Sysco Introduces Recipe for Growth Strategy, Fueled By Our Purpose



FROM THE DESK OF

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Sysco Colleagues,

Last week's [Investor Day](#), virtually attended by key investors and analysts, was an important opportunity for our Executive Leadership Team to share more about Sysco's bold, Purpose-driven transformation and how we are strategically positioning our company for future, profitable and sustainable growth.

Some of the key elements we covered:

- Outlined the next chapter in Sysco's transformation,
- Shared our Recipe for Growth, including its key strategic pillars and investments in our growth agenda, all of which will be fueled by our new Purpose,
- Unveiled an exciting, [new acquisition of Greco and Sons](#), one of the largest and most successful Italian food distributors in the United States, and
- Brought all the pieces of the business together to share our long-term financial outlook.

Sysco is not only advancing the foodservice distribution industry, we are redefining it, by building customer-centric, retail-like capabilities for our customers and investing in our people, technology and supply chain – in ways that others simply cannot duplicate. Because of our global footprint and prominence, we can be more agile and bring innovation to the industry, and our customers, faster.

We had the opportunity to externally unveil our new Purpose – ***Connecting the world to share food and care for one another.*** As you all know, our intention with our new Purpose, Mission and Identity is to push ourselves to go further, do more and innovate on behalf of our customers and our associates. I am excited that we are already receiving great response and feedback on this vitally important work! You can learn more about our launch of Purpose in my [May 10 message](#), and I encourage you to take a few minutes to watch our powerful Purpose videos: [Seat at the Table](#) and [The Gather Restaurant](#).

Our Purpose will fuel Sysco's new business strategy, our [Recipe for Growth](#), which includes five strategic pillars:

1. **Digital:** We will enrich the customer experience through personalized digital tools that reduce friction in the purchase experience and introduce innovation to our customers.
2. **Products and Solutions:**
 - **Products:** Customer-focused marketing and merchandising solutions that inspire increased sales of our broad assortment of fair-priced, quality products and services.

- **Solutions:** Customized, customer-focused solutions to help operators drive traffic, profit and sales.
- 3. **Supply Chain:** We will efficiently and consistently serve customers with the products they need, when and how they need them, through a flexible, agile delivery framework.
- 4. **Customer Teams:** Sysco's greatest strength is our people. People who are passionate about food and foodservice. Our diverse team delivers expertise and differentiated services designed to help our customers grow their business.
- 5. **Future Horizons:**
 - **Corporate Social Responsibility:** We are committed to responsible growth while being stewards of our company and our planet.
 - **M&A:** We will cultivate new channels, new segments and new capabilities.
 - **Funding Through Cost-Out:** We will fund our journey through cost-out and efficiency improvements.

Importantly, each of these five pillars fuels and feeds the next and they create a powerful growth cycle. The customer is at the center of each strategic pillar and each one will help us differentiate ourselves from our competitors and win. Each will help us to meaningfully grow faster than the foodservice distribution market, create unique opportunities in our space and drive efficiencies for the future of our company. In fact, we are confident they will enable Sysco to grow 1.5x faster than the total market by the end of fiscal year 2024.

While a lot of work lies ahead, I am more than confident in Sysco's future. The best companies in the world are growth companies. Always innovating. Always getting stronger. Always profitably growing. There is no company other than Sysco that can combine product and supply chain expertise, with sales and selling expertise, and leverage a suite of digital technology tools that will be the best in the industry. Additionally, no other company in our industry has the balance sheet and strong cash flow to invest in the technology tools required to advance capabilities that better serve customers.

Lastly and most importantly, we have an exceptionally strong leadership team and phenomenal people across our businesses. Each of you plays a fundamental role, as individuals and as part of a team, in our ability to deliver on our commitments. It is through your continued efforts, and your passion for our customer and business, that we will define the future of foodservice and supply chain. Importantly, it is through you that we will deliver on our Purpose to connect the world to share food and care for one another.

As the owner of the Gather restaurant says in our Purpose video, "Who would have thought that a company as big as Sysco would treat us like the family we have become." Every customer, every day, being treated like family. That is Sysco's Purpose in action.

I am so proud of what we have already accomplished together and truly excited about the work we are embarking on. Thank you for joining me and the Executive Leadership Team on this journey – we have limitless opportunity ahead! And we are going for it!

Kevin