

tips to promote YOUR BUSINESS

Sysco | MARKETING SERVICES

Sysco | Studio

Now is the time to focus! Utilize Sysco Studio to create marketing pieces that will “talk to your customers”:

FOCUS on your High Profit Generating Menu Items -

- Promote them as “House Favorites” on **Table Tents** or **Sluggers** menus.
- Make sure you know the profit contribution of all your main categories and feature your “Stars” and “Puzzles”.
- **Tabletop marketing works!** These types of specialty menus will influence your guests’ dining decisions.

FOCUS on your Customers -

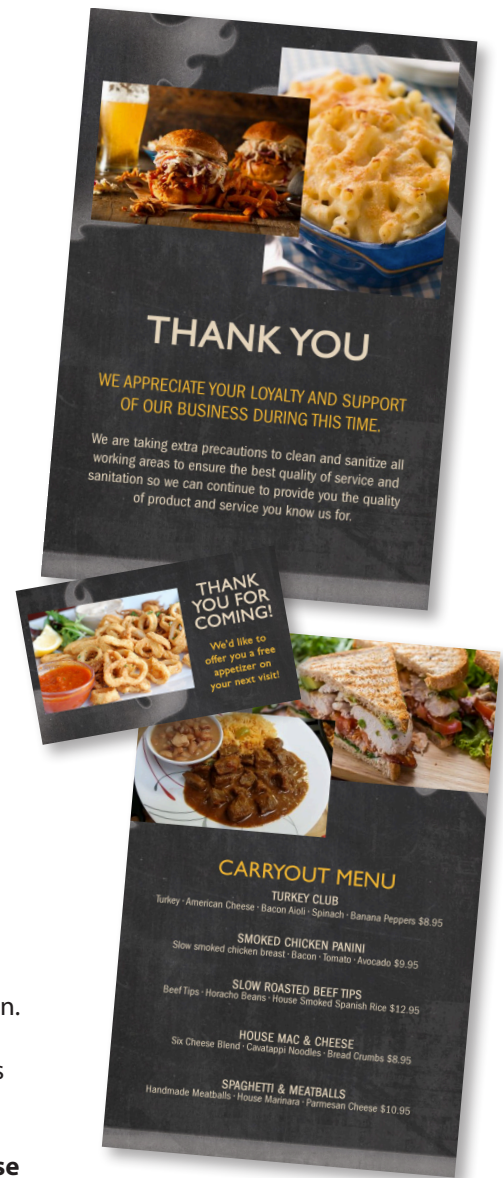
- Make sure those customers that do come in know you appreciate their business.
- Say THANK YOU - post it on social media, put it on a **Table Tent** or a **Poster** in the lobby.
- Invite them back with a **Buzz Card** - offering a free appetizer or dessert.
- Let them know with a **Table Tent** or a **Poster** you’re running a clean, sanitized, safe place where they can come and feel comfortable.

FOCUS on Carry Out -

- **Promote carry-out or pick-up...** make it easy and safe for your diners to swing by and feed their family.
- Create and market “meal bundles” for pickup - offering a package deal of entree, sides, and desserts for the family.
- If you use a **delivery service** (Uber-eats / Door Dash, etc...) make sure you adjust your pricing to cover their surcharge... it can be upwards of 35%.
- Consider promoting free delivery services within 5 miles of your location.

FOCUS on Your Business -

- You may be forced to cut-back staffing or faced with no-shows. **Be prepared.**
- Feature **low labor intensive menu items** that will ease the burden on the kitchen. Create a “**Limited Menu**” - put a positive spin on it, ie. Spring Break menu.
- Make sure these items are consistent with the quality and service your customers are accustomed to - just easier to produce.
- Don’t forget about **item profitability** - it all has to work together!
- If applicable, reach out to your landlord - see if they’re willing to **negotiate a lease reduction** for this time of uncertainty.



To find out more about our Menu Services offerings call us at 1-800-380-6348 or visit www.syscomenuservices.com

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food and service