

BUSINESS  
RESOURCES

# MENU OF *Services*



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At the heart of  
food and service

The Business Resource Consultant Team is here to assist you with easy to book and personalized virtual consultations to meet your business needs. Some of our most commonly requested services are listed below. In this Menu of Services, you will gain insight into what to expect when booking said consultation, what you will take away and the many Service and Solutions Partners here to help you with your day-to-day operations. Should you not see the service you are needing assistance with please reach out to your Sales Consultant for more details on how the Business Resource Consultant Team can assist you with a personalized consultation.

# WHAT'S *Inside*



## *Digital Brand, Marketing & Social Media*

Creative Marketing Consultation  
Managing Online Reviews & Interactions  
Developing Your Online Presence  
Demographics Analysis  
Implementing a Customer Loyalty Program

## *Labor Strategies*

Service & Waitstaff Development  
Solving for Rising Food and Labor Costs

## *Menu Strategies & Resources*

Theoretical VS Actual Food Cost  
Profitability & Sales Volume Analysis  
Menu Strategy Best Practices  
Digital Menu & Online Ordering

## *Operating Procedures*

Restaurant Operations & Procedures

## *P&L, Profitability*

## *Inventory Management*

Inventory Management  
Alternative Revenue Sourcing

# Creative Marketing CONSULTATION



## SERVICE DESCRIPTION

Whether your customer is a social media guru, or they are just starting out, the BRC team can meet with and create a marketing platform that works with your customer's vision of their business. Your Business Resource Consultant will dig deeper to gain a better understanding of customers marketing needs and provide tools & resources to help build an effective marketing platform.

## DELIVERABLES

Customers can expect a review of their current marketing efforts in relation to their success as well as recommendations to grow exposure leading to actualized sales.



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# Managing Online **REVIEWS & INTERACTIONS**

## SERVICE DESCRIPTION

When discussing online reviews and interactions, the Sysco Business Resources team excels at discussing the finer points of reputation management. In this consultation, we will explore best practices for engaging your current and potential guests via social media, public review sites, and your website. Conversations frequently address when and what to post, how to respond to negative reviews, and managing your brand identity through the tone, topic, and content of your posts and responses. This topic can be covered in tandem with Online Presence & Website Consultation.



# Online Presence and Website **CONSULTATION**

## SERVICE DESCRIPTION

When electing to discuss online presence and website consultation, the Sysco Business Resource team will research your current digital experience and suggest best practices to make certain that your identity online is an extension of your brand. In this consultation, we delve into the benefits of claiming your business online, discuss the importance of search engine and mobile optimization, and craft an engaging message. Frequent topics include: Google My Business, social media demographic usage, mobile optimized websites, leveraging your digital identity to attract potential employees, and aligning with a web hosting partner that specifically supports restaurants. This topic can be covered in tandem with Managing Online Reviews & Interactions.



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*Menu of Services*

# Demographics ANALYSIS



## SERVICE DESCRIPTION

Understanding your end user or consumer is a pivotal component to addressing changes within your operation. The Sysco Business Resource Consultant Team is available to help you better understand your consumer base and community demographics. Looking to expand into a new market? Allow the Business Resource Consultant Team to provide you with key market information such as, generational make up, average household income, commuter status and restaurant similarity density. All this and more may be covered in our custom and personalized Demographics Analysis Virtual Business Consultation.

# IMPLEMENTATION OF A *Customer Loyalty Program*

## SERVICE DESCRIPTION

Loyalty Programs drive traffic to restaurants at a higher rate than ever. Through implementation of a customer loyalty program, customers can see increased foot traffic, customer loyalty and spend. Through researching customer base and buying habits with restaurants, the Business Resource Team can assist in creating standards to use for a loyalty program.

## DELIVERABLES

After discussion of loyalty program needs, wants, options and opportunities, we can assist in conversations with our Solutions Partners to create and maintain the loyalty program for the customer.



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# *Service & Waitstaff Training* CONSULTATION



## SERVICE DESCRIPTION

The Sysco Business Resource team can assist restaurant operators to create a multi-level training program that will define their customer experience model, create a business culture, and engage the staff to exceed the guest's expectations. When discussing staff training, it is important to address Cost benefits, team engagement, and how to create consistency among the team members. In this consultation we take into consideration where the business is in their onboarding, training, and ongoing education and offer solutions to address those areas. Staff training on standard steps of service are also available as a toolkit for the operator to administer or hosted by the BRC virtually.

## DELIVERABLES

You will receive assistance in developing a staff training program. BRC team can administer a Service Training session with the operator and their staff.

# SOLVING FOR *Rising Food and Labor Costs*



## SERVICE DESCRIPTION

Understanding Food and Labor costs is critical for a profitable business in any environment, but particularly during inflationary periods. Fortunately, there are a variety of tools for identifying what these costs are, and even more options for creatively addressing these costs by adjusting the standards and procedures within the operation. While this process is normally more involved than a single one-size-fits-all solution, the immediate and ongoing benefits of these conversations are likely the most valuable interactions our Business Resources team can have with most operators. During this consultation you can expect your Business Resources Consultants to help you identify profitability pitfalls and opportunities for incremental profit growth in the future.

## DELIVERABLES

Operators must know what their food cost and labor cost are relative to their sales, even if initially this is accomplished through a simple break-even spreadsheet or Profit & Loss statement, which we can provide. Meanwhile, a complete menu breakdown is also essential to understand profitability of the current menu items, and regular inventory should be instituted to track food inventory relative to sales over time. Customers that take advantage of this consultative service can expect to gain insight into their profitability and key money makers as well as the items that detract from profitability. In conjunction with our Restaurant Solutions Team, customers who intend to make pricing changes, have a new menu designed or redesigned can have this done during this consultation. Our printing partners who offer discounted printing services can have the menu printed and delivered creating a streamlined and simplified process.



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**SCHEDULE A VBR**

# Theoretical vs. Actual FOOD COST



## SERVICE DESCRIPTION

Identifying your per plate cost and competitive sell price can play a critical role in a restaurant's long term success. Customers in the past who have utilized our free proprietary recipe costing software Sysco Studio in conjunction with a Virtual Business Review (VBR) have been able to identify their food cost, determine competitive selling prices and emphasize the importance of portioning in the kitchen. Plate portion consistency is the leader in maintaining a profitable plate and your Business Resources Team is here to help you determine the best practice around food costing and portion control for your establishment.

## DELIVERABLES

Customers can expect a brief demonstration of the Sysco Studio software and the importance it plays in tracking your food cost week to week with automatic updates for purchased Sysco products. A review of the importance and best practices with applicable materials and equipment that may be used for portioning will be covered.

# Profitability & Sales VOLUME ANALYSIS

## SERVICE DESCRIPTION

There is no doubt that profitability and popularity are key in creating an effective menu. The Business Resource Team is here to help identify profitability pitfalls and income opportunities in relation to your operation. In this consultation we cover menu profitability and popularity within your overall menu in relation to your sales volume. Which items are working for you to make money? Where are opportunities for incremental profit growth? Overhead, labor recap and break-even calculations are topics that may be covered in this consultation.

## DELIVERABLES

Customers that participate in a Profitability & Sales Volume Analysis Virtual Business Consultation can expect to have their sales volume data interpreted and analyzed to provide recommendations on which items to keep, increase or remove from their menu to make room for new menu items as to keep your menu ever evolving.



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This tool provides you with several resources to help you manage your cashflow.

**P&L Summary Calculator**  
This calculator is automatically updated with information on the tab labeled "Input"

Food & Soft Beverage Sales Total	\$111,000
Bar Sales Total	\$11,500
Other Operating Income Total	\$500
<b>Sales Total</b>	<b>\$123,000</b>
Beginning Inventory	\$30,000
Food & Soft Beverage Cost Total	\$20,600
Bar Cost Total	\$10,600
Other Costs Total	\$3,100
Ending Inventory	\$20,000
<b>Cost of Goods Sold Total</b>	<b>\$44,300</b>
<b>Gross Margin</b>	<b>\$80,700</b>
Labor Total	\$19,400
Prime Costs Total	\$60,700
Variable Cost Total	\$39,740
Fixed Costs Total	\$31,400
<b>Operating Expenses Total</b>	<b>\$71,140</b>
<b>Operating Income Total</b>	<b>\$8,246</b>

**P&L Summary**  
This tab shows you how your operation is doing overall. The **summary** on the left automatically updates with values from the "input" tab (2nd tab).  
-COGS = (Beginning Inventory + Food & Beverage Purchases) - Ending Inventory  
-Gross Margin = Sales Total - COGS  
-Prime Costs = COGS + Labor  
-Operating Expense = Labor + Variable Costs + Fixed Costs  
-Operating Income = Gross Margin - Operating Expense

**Input**  
This tab is where you will input all your expenses for your business. Populate all relevant values (grey boxes) as they pertain to your operation and each tab where applicable will update automatically.

**Break Even Calculator**  
This tab will help you understand how your business needs to perform in order to break even. It has both a monthly and weekly level summary. Populate the grey boxes as necessary.

**Labor Simulation**  
This tab will help you understand what your labor force should look like as depending on current establishment climate. Populate the grey boxes as necessary.

For more information about how Sysco can support your business please go to [Foodie.Sysco.com/Covid](https://Foodie.Sysco.com/Covid)

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# Menu of Services

# Menu Strategy BEST PRACTICES



## SERVICE DESCRIPTION

Identifying your per plate cost and competitive sell price can play a critical role in a restaurant's long-term success. Customers in the past who have utilized our free proprietary recipe costing software, Sysco Studio, in conjunction with a Virtual Business Consultation have been able to identify their food cost, determine competitive selling prices and emphasize the importance of portioning in the kitchen. Plate portion consistency is the leader in maintaining a profitable plate and your Business Resource Consultant Team is here to help you determine the best practice around food costing and portion control for your establishment.

## DELIVERABLES

Following your Menu Engineering & Layout Consultation your project will be submitted to one of our graphic artists and Restaurant Solutions Team. The average menu project turnaround time is between 6–8 weeks of which several rounds of menu proofs and revisions will take place between you and the Restaurant Solutions Team to make sure your menu meets your standards.

Following all menu proofs and finalizations a final PDF copy of your menu will be emailed to you for printing.



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# Digital Menu & ONLINE ORDERING



## SERVICE DESCRIPTION

Bridging the gap between your digital and physical menu and space has been a rising question over the past decade, and how to increase actual sales within a virtual environment. Your business's digital presence and ability to order online for pick up or delivery is a direct reflection on your business's ability to pivot, adapt and market your current menu offerings. Digital and physical menus, Menu Boards, Digital TV Menu's and Online ordering platforms and website integration importance are key topics covered in this consultation.

# Restaurant Operations & Procedures CONSULTATION

## SERVICE DESCRIPTION

The Sysco Business Resource team will focus this consultation on systems and procedures in overall restaurant operations. A restaurant needs to have a set of Standard Operating procedures for it to run smoothly. We will review system options for Back of House, Front of House, and Managerial. Back of House systems can include options, such as, opening/closing checklists, Prep checklists, Line check, Recipe Adherence, etc. Front of House can include Side-work Duties, Opening and closing checklists, Steps of Service Standards, etc. Managerial systems would be a discussion on inventory, food / beverage costing, P&L, Opening/Closing Checklists, Ordering and receiving an order, Time and Temp Logs, Human Resource Systems, Marketing Strategies, Scheduling, etc. Typically, this consultation will require follow up meetings due to how large a topic.

## DELIVERABLES

Strategy and goal setting on Standard Operating Procedures.  
Financial Planning Tool to support discussion on Profit and Loss  
Sysco Studio for Recipe breakdown, menu analysis, and "what if" calculator.



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# ALTERNATIVE *Revenue Sourcing*



## SERVICE DESCRIPTION

The Business Resource Team will collaborate with customers to find the right mix of alternative revenue streams to keep the business growing. From loyalty and gift card programs, to third party delivery and ghost kitchens, helping you find new ways to increase revenue and serve your communities is always an exciting conversation. The result is always finding exciting and innovative ways to differentiate yourself from your competition and keep customers coming back to your table for more.

## DELIVERABLES

Following your Alternative Revenue Sourcing consultation, you will be supported by the Sysco Business Resource Consultant Team and any Sysco Solutions Partners that you have agreed to partner with or are wanting to learn more about. A strategy for implementation will be established and Sysco teams will work to assist you in seeing your project through to completion.

# *Inventory* MANAGEMENT



## SERVICE DESCRIPTION

Inventory Management is an important operational function of profitable restaurants but is often overlooked or tracked incorrectly. Proper inventory management can combat key contributors to elevated food costs: over-portioning, waste, and theft, and can contribute 3–5% to an operator's bottom line. Your Business Resources team can work to develop an effective approach to managing inventory and integrating tracking and reporting into the regular operational cadence.

## DELIVERABLES

Inventory spreadsheets are still effective, and while more time-consuming than tech-based solutions, they can still be an appropriate solution for smaller businesses with limited inventory. Technology platforms which allow shelf-to-device list management and live pricing are now the standard in inventory management. These tools reduce time and labor investment and can produce robust reporting for operators to get a wholistic snapshot of their current inventory and trends over time. During your Virtual Consultation you can expect your Business Resources Consultant to help you identify the appropriate program, service, or approach to help you manage your inventory for your current operational needs.



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