



# Sysco® POP UP SHOP

## Sysco's Pop Up Shop

With the COVID-19 pandemic causing operators across the country to halt dine-in services and limit to take out services, Sysco is here to help you drive business and incremental revenue during this unprecedented time and work with you to transform your restaurant dining area into a Pop Up Shop. In response to the empty grocery store shelves across the country, Sysco customers will have an opportunity to stock and sell pantry staples that can be a profitable solution to navigate the current shift in foodservice operations and provide nourishment and a sense of reassurance in your community!

### What is Sysco's Pop Up Shop Concept?

Sysco is providing you with an alternative, temporary, business model during the coronavirus pandemic to bring in customers safely to purchase the essential pantry items that they need for their families. Sysco has plenty of inventory and products to help your customers meet the demands and needs that are lacking from their local grocery stores. Many stores are out of pantry staples, and Sysco can help offer these to your customers. Pop Up Shop products can vary by location but will include essential commodities such as eggs, condiments, bread, toilet paper, etc.

### How can I sign up?

Contact your Sysco Marketing Associate  
Visit [www.sysco.ca/pop-up-shop](http://www.sysco.ca/pop-up-shop)

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### Why Sysco's Pop Up Shop Concept?

- Continue to make a profit (or mitigate loss) with revenue beyond standard takeout and delivery service.
- Continue to keep your staff employed.
- Shop with fewer crowds than seen at big box stores as well as provide Curbside (Click & Collect) and Delivery service to customers who are unable to visit your establishment.
- Opportunity to message to your neighbors locally - For example: "We have eggs!"

### What do I need to participate in Sysco's Pop Up Shop Concept?

- Floor space for dry goods; ideally a restaurant space that is adaptable – i.e., ability to push tables to the side or re-arrange. There is no need to have racks; it is a very informal, wholesale environment.
- Walk-in cooler/freezer space to be able to sell dairy and other cooler required products.
- Staff to work the floor and staff to regulate local municipality guidelines (social distancing).
- Ordering/payment tools.
- Communication plan, Sysco will provide you with a Pop Up Shop Toolkit including marketing tools and social media outlets, to drive the message effectively to your customers!