



**FOODIES  
UNITE**

*Snap-Back!*  
**Toolkit**

**Sysco® | MARKETING SERVICES**

To find out more about our Marketing Services offerings  
call us at 1-800-380-6348, email [info@syscomenuservices.com](mailto:info@syscomenuservices.com)  
or ask your Marketing Associate

**Sysco®**  
At the heart of  
food and service

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## We are here for *You!*

Sysco is here to support you as you reopen for dine-in and expanded services.

We have a team that can assist with tools, tips, and products to welcome back your customers to a safe dine-in experience. We'll help you promote online ordering for carryout/delivery services and introduce creative marketing strategies, such as meal kits and curated “marketplace” baskets to take home.

### Take advantage of your opportunity to succeed.

- **Understand the rules** – provincial and local ordinances.
- **Communicate with your customers** – current and potential.
- **Streamline your business** – menu, inventory, and staffing.
- **Expand your services** – technology and creative marketing.
- **Reconfigure your space** – inside and out.

### We have a team of associates ready to assist.

To enlist our help, please call **1-800-380-6348**  
email [info@syscomenuservices.com](mailto:info@syscomenuservices.com)  
or reach out to your Sysco Marketing Associate.



## Let us help you *Snap-Back!*

Sysco Marketing Services can assist you with creating dining room menus, carry-out and delivery menus, posters, table top marketing, and social media messaging.

**Step 1:** Review suggested messages and determine what you want to communicate to your customers.

**Step 2:** Customize the content to suit your immediate business and community needs.

**Step 3:** Submit your request to Sysco Marketing Services by calling **1.800.380.6348** or email at [info@syscomenuservices.com](mailto:info@syscomenuservices.com)

Be prepared to provide the following information:

- Your message.
- The menu or marketing option you would like to use – menu page, pop up shop menu, carryout/delivery menu, buzz card, poster, table tent, social media graphic.
- Your content to feature – hours, menu items, safety measures, etc.

**Step 4:** Create marketing pieces and messaging.

We will work with you to create your marketing pieces or you may use the self-serve tool [Menu Services on Demand](#).

**Step 5:** Implement your menus and post your messages.

### What is Marketing Services on Demand?

It is a self serve design tool to help you create custom marketing assets for your business. You can create or update your menu, design posters, table tents, and other material for promotions

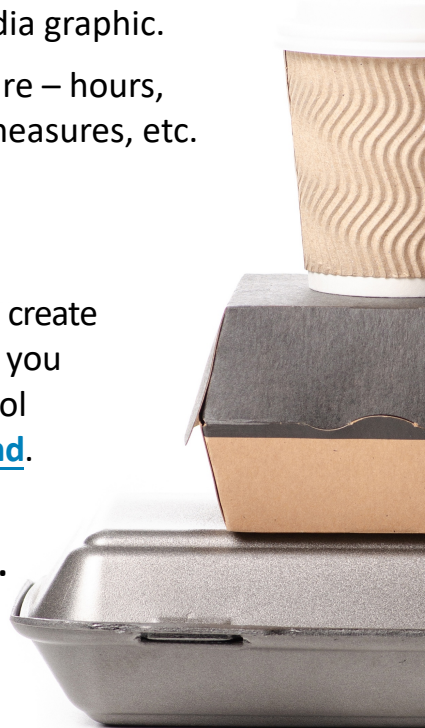
### Different Ways to Use MSOD:

- Choose from a variety of design templates
- Customize your fonts, layouts, and images
- Print in-house or through a local printing company

### How to Access MSOD:

Ask your Sysco Marketing Associate for more information about Menu Services and your user name and password.

If you already have access, you can use that login information at [http://ondemand.mymenulab.com/sign\\_in](http://ondemand.mymenulab.com/sign_in)



# Sysco Marketing Services Concierge IS HERE TO HELP



Sysco Marketing Services is here as *your advocate* during this uncertain time.

We can help you shift through all the tools, tips, and products Sysco has available to help you continue to develop your business – such as carry-out and delivery menus, social media messaging, and more.

We have a team of associates available to assist you to:

- Create a limited menu for carry-out and delivery
- Create marketing pieces – posters, thank-you's, and discount cards
- Create Pop Up Shop menus and marketing pieces
- Design Retail Grab-and-Go displays
- Connect you with our service partners to setup a website, online ordering, and delivery services
- Provide social media messaging
- Provide you with access to helpful tools, such as Menu Services on Demand

## How to Contact Us:

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For more information about how Sysco can support your business please go to [sysco.ca/Snapback](https://sysco.ca/Snapback)





# Steps for a successful Snap-Back!

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As you move forward with reopening or expanding your services, it's important that you strategize your snap-back plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!



## Understand the rules.

- Reach out to your local resource agencies for the latest information and guidelines.

## Communicate with your customers.

- Engage your customers in-house and online.
- Keep them informed of your hours, services, and special offerings.
- Let them know you care about their safety by promoting your sanitation practices.
- Get creative! Give them a reason to visit you and come back for more.
- Thank your customers for their support and tell them you value their business.

## Streamline your business – smarter, faster, better!

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the 4P's: profitability, popularity, preparation, and portability.
- Review and reduce your inventory to minimize stand-alone items and excess stock.
- Consider staffing needs to accommodate your dining room capacity, updated menu, and available services.

## Expand your services.

- Offer online ordering and payment services for contactless carryout and delivery.
- Create an on-site or virtual "marketplace" to sell signature items, family-style bundles, and take & bake meal kits for do-it-yourselfers.

## Reconfigure your space.

- Redistribute tables and seating to reflect social distancing standards, creating a comfortable and safe experience for your guests.
- Avoid lobby crowding by limiting wait area capacity to 1 member per party.
- Designate parking spaces for convenient curbside pickup.

Examples of marketing pieces that Marketing Services can create

Call Sysco Marketing Services at 1-800-380-6348 or email [info@syscomenuservices.com](mailto:info@syscomenuservices.com)

## Rethink Your Menu for Snap-Back!

As you reopen your business and dine-in services, you will need to rethink and reengineer your menu to meet the new expectations of your customers.

Single-use, easily sanitized, digital display or contactless menus are recommended (or may be required) and serve as a clear indication of your commitment to safety and sanitation.

### Streamline Your Business

- Limit your menu offerings for maximum efficiency, and profitability, while focusing on strategically planned LTO's to drive business.
- Adjust your staffing needs to accommodate your reduced dining room capacity, limited menu, and available services.
- Continue to offer carry-out, curbside pickup, and delivery, along with other enhanced services, such as meal kits, take & bake, and specialty items.
- Create an on-site pop up shop or virtual "marketplace" to sell your signature items and pantry essentials.

### Rethink Your Menu Format

- Understand your customer. They will be looking to see the steps you're taking to ensure their safety and comfort – and this includes your menu format.
- Consider changing to a single sheet disposable paper menu, menu board, or digital display for best safety and sanitation practices.
- For dine-in service, introduce or enhance online ordering and payment options from the table.
- Offer your menu online and viewable via your customer's smart phone or tablet using a QR Code for contactless ordering.





# Reengineer Your Menu for Snap-Back!

## Manage Your Menu Content

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the **4P's of Menu Engineering**:

### PROFITABILITY

- Review current item costs and make pricing adjustments based on current market conditions.
- Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

### POPULARITY

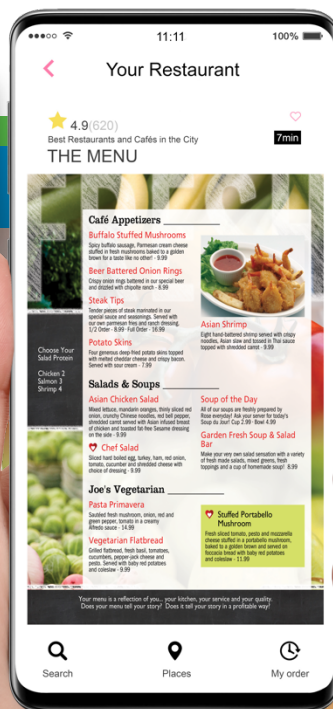
- Feature your signature items – what are you famous for?
- Review past history or competitive analysis for key offerings.

### PREPARATION

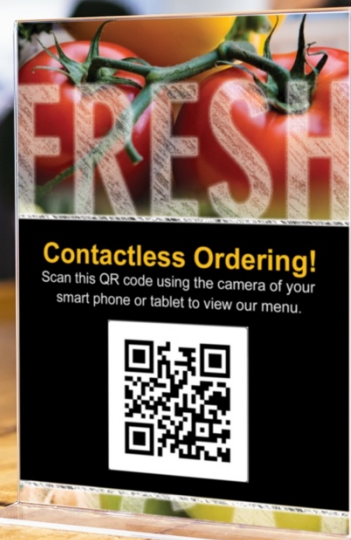
- Select items that require limited preparation and assembly.
- Cross-train your kitchen staff for maximum efficiency.
- Review and reduce your inventory to minimize stand-alone items and excess stock.

### PORTABILITY

- Ensure your items package and travel well – maintaining their quality and freshness.
- Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.



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# Snap-Back Marketing Kit

Here are some examples of marketing pieces that help you best communicate your message.

8.5x11 Menu



11x17 Poster



4x6 Card



3.5x2 Card



6x4 Napkin Dispenser



10'x2.5' Banner



**We're open!**  
**Join us!**  
**Welcome back!**  
**It's been a while!**

- Let your customers know that you're back in business or you have reopened your dining room.

**Count on us!**  
**Confident & Comfortable!**  
**Because we CARE!**  
**Safety first!**

- Communicate that your customer's safety is your number one priority.

**Better than before!**  
**See what's new!**  
**New & Exciting!**  
**Offering you more!**

- Promote your expanded services, such as in-house "marketplace", online ordering, and contactless delivery.

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# Safety and Sanitation Marketing Kit

Here are some examples of marketing pieces that help you best communicate your message.

8.5x11 Sign



4x6 Table Card



11x17 Sign



11x17 Sign



11x17 Sign

8.5x11 Sign

