



Sysco®

FOODIE

AT THE HEART OF FOOD & SERVICE™

SnapBack

YOUR BUSINESS



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**FOODIES
UNITE**

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As our operating environment continues to evolve during the global pandemic, restaurant owners are being challenged to meet and keep up with new, ever-changing consumer demands, as well as shifts in operating requirements as the country begins to turn its focus to opening up the economy. It is critical that businesses move quickly and thoughtfully in order to keep up with a rapidly evolving market.

This special, digital edition of Foodie is focused on the information you need to keep your business running during these extraordinary times. From starting a pop-up grocery store to providing delivery options where they didn't exist before, Sysco has ready-made tools and resources to help you manage your business through this difficult time.

As your partner in business, Sysco remains committed to helping our customers and communities succeed because together, we are #foodservicestrong.

To learn about Sysco's Products, Services and more, visit www.sysco.ca





Sysco Knows Fresh™

Fresh is always in season at Sysco. From traditional dine-in service to off-premise caterings and curbside pickup, the landscape of foodservice is ever-changing. That's why we're open and ready to deliver wholesome foods that nourish and comfort your guests.

With freshness at the core of every product we offer, we're committed to providing you with the largest portfolio of quality assured products. We work closely with our vast network of suppliers to keep you stocked during this shifting climate with the freshest ingredients you need to keep your business – and community – healthy and strong.

From produce that's picked at its peak, to meat, seafood, and wholesome dairy items like eggs, milk, and cream, our products are selected and packed to maintain the utmost in quality and deliver freshness you can see and taste. Visit <https://sysco.ca/produce> to learn more about our quality produce offerings and fresh cut, value added items to help you deliver fresh, delicious products to your customers, anyway you serve it!

To learn more, visit <https://sysco.ca/produce> or contact your Sysco representative.

SnapBack Tool Kit

Navigating the New Foodservice Landscape



Safety Checklists, Sanitation & PPE Products

- Spacing and capacity
- Social Distancing and Sanitation Protocols
- Sanitation Products
- Kitchen and restaurant setup to support both in-house and off-site dining (efficiency flow)

The New Guest Experience

- How to pair down menu guide (Menu Relevancy)
- Price relevancy
- Simplifying your menu - rethinking the format
- Carry out and Delivery
- Rethinking product mix while keeping my brand identity
- Signage, Banners, etc.

Business Planning Resources

- Cashflow Management - P&L Calculator, Break Even Calculation, Sales and Labor Expense Simulations
- Inventory Management (Sysco Source)
- Snapback Opening Checklist
- Hiring new staff
- Onboarding staff
- Ongoing staff training
- Managing staffing levels to meet business and operational demands



Marketing to the New Normal

- Social Media best practices and tips
- Ideas to pull customers back into the restaurant
- Social Media presence regarding sanitation efforts
- Social Media templates
- Sample Safety Posters for Customers
- Sample Snapback Marketing Kit

Market Insights, Podcasts & Webinars

- Research
- Trends
- Podcasts
- Webinars
- Industry Related Articles

Snapback Partner Offers & Deals

- UberEats
- HYR
- TD Banking Merchant Services
- BarterPay
- EZ Chef
- TrainCan
- SiriusXM

(Snapback Additional Offers)

- Ordereze
- MPP
- Optimum Control
- Restaurantowner.com
- RunningRestaurant.com
- Moduurn
- Spiffy

OFF- PREMISE DELIVERS

With restaurant operators having to limit the number of guests and even close their dining rooms to comply with safety and social distancing regulations amid the current COVID-19 health pandemic, offering takeout and delivery is the biggest opportunity to drive sales within local communities. Even as restrictions are lifted and businesses slowly open back up, being flexible and willing to adapt business operations are key to retaining a customer base and growing profits.



Take it to Go

Carryout and curbside pick-up allows you to utilize valuable front of house employees to take incoming orders, package meals, process payments, and handoff/deliver meals at curbside. Having a designated area for packing and holding orders, investing in sturdy, high-quality packaging that retains food integrity, promoting a streamlined menu that features items that travel well, and having a clearly marked area for pickup within the restaurant or signage to denote reserved parking spots for curbside pickup are keys to successful takeout.

tip To minimize contact, offer to take payment over the phone or online when the order is placed to avoid handling cash or credit cards.

Family-Style Meal Deals

Ideal for guests who are getting food to go, larger family style meal bundles can help streamline back-of-house operations to reduce error, reduce packaging costs for takeout orders and decrease item variability, all while utilizing products in your inventory. Additionally, having a limited – or rotating – family-style menu that features a choice of 3-5 entrees and a couple of sides allows for a reduction of inventory products. It reduces prep time, labor and ticket times for your staff, which leads to a decrease in overall cost and exposure while still maintaining a high standard of food and service quality.

Grab and Go Foods

Whether your local government mandate allows for dine-in service or limits restaurants to only offer takeout and delivery, the opportunity for you to offer prepackaged grab and go items can be a profitable solution to navigate the current state of foodservice operations. This is especially useful for operators who are working with limited staff. When pre-packing food, it's important that the items offered travel well—grilled meats, vegetables, pizzas, casseroles and pot pies, pasta dishes, sandwiches and salads.

Self-Delivery and Third-Party Services

Whether you have your own delivery service or choose to partner with a third-party company, offering delivery helps boost revenue and reach a new customer base. And as consumers long for a sense of normalcy and grow weary from piecing together groceries for meals at home, they will be looking for opportunities to have food delivered to them. Many delivery services are waiving fees and mobilizing into unity to support local restaurants and optimize order experiences for consumers. Sysco has partnered with UberEats to provide a special sign-on deal for Sysco customers (go to www.sysco.ca/advantage to find out more).

tip Your delivery menu pricing should cover any associated costs that come with self and third-party delivery.

Promote Your Efforts

Share your meal deals, limited menus, promos, and more on your website, community platforms, and social media channels. Be sure to use hashtags like #FoodserviceStrong, #TakeOutDay, and #FoodiesUnite to help your posts reach more people. Promoting your partnership with third-party delivery services, new hours of operation, or special holiday meal deals is also key to keeping your digital audience informed and engaged. Depending on the traffic in the area surrounding your restaurant, yard signs and banners can also be useful marketing pieces to gain attention and drive business.

Did you know?

The CDC states that currently there is no evidence to support transmission of COVID-19 associated with food.
CLICK HERE TO READ MORE

For more resources to help drive your take-out business, please visit <https://www.sysco.ca/Snapback>

RESTAURANT *to* POP UP SHOP

In addition to offering meal packs and fulfilling to-go orders, many operators have monetized their currently unused or partially utilized dining rooms by converting them into Pop Up Shops. Merchandized like a neighborhood corner store, they are providing much-needed supplies like pantry staples, paper products, and cleaning and sanitation items to their customers in a safe, shoppable environment.



Why adopt the POP UP SHOP CONCEPT?

- Operators can continue to make a profit (or mitigate loss) with revenue beyond takeout and limited dining service.
- Operators can continue to employ their staff.
- Allows operators to leverage dining room space for an additional source of revenue, even if they are open for limited dining service.
- It provides customers the chance to shop with fewer crowds than big box stores, which helps minimize exposure to health risks.
- It provides operators with a competitive advantage within local communities.
- Creates opportunities to message to your neighbors locally – for example:

we have eggs!



GET STARTED WITH THE POP UP SHOP CONCEPT

For more information on how to set up your own Pop Up Shop and serve your community with essential goods, talk to your Sysco Representative and visit <https://www.sysco.ca/Services/Solutions-and-Services/Sysco-Pop-Up-Shop.html>

Disclaimer: Please check with your local officials to determine if a Pop Up Shop concept is in compliance with your city guidelines. Your Sysco Representative can help.

HERE'S WHAT YOU NEED:

- Floor space for dry goods; push tables together or re-arrange to merchandise products. No need for racks – this is very informal, like a wholesale environment.
- Walk-in cooler/freezer space to sell dairy, fresh produce, and other chilled or frozen items.
- Staff to work the floor, stock products and help customers while adhering to social distancing best practices.
- Order and payment tools.
- A communications plan to share the message about your pop up shop. Your website, social media channels and messaging by your associates on their channels to reach the community are important to your success.

POP UP SHOP SUCCESS STORY



Owner: Joey Saladino Jr. | Business: Joe's BBQ | Location: Alvin, Texas

To help our employees and our loyal customers, we came up with the idea of a general store to sell some of the essential products people need. We started taking things out of our storeroom and offering those items like paper towels, toilet paper and bleach.

With help from Sysco Houston, we were able to procure enough supplies to fully stock our general store.

I started posting on Facebook, sharing pictures of our paper goods and letting people know we have the goods they are looking for. After a couple of days, we started incorporating more products into our store that our customers were requesting like meat, chicken, beef, pork, vegetables, dried beans, bottled water, bread, eggs, and milk.

We had so many customers telling us thanks and writing very nice notes about the stuff that we were getting for them. At one point, I was able to get 10 cases of baby wipes and that put it over the top. I started my day every morning going through what we needed for our store. We started putting specials on our cooked food like 1/2 price specials and offering 10% off some items. I think the combination of both the store and the daily special helped us sell more food. The more food that we needed to cook means that we needed more staff on board. The staff liked it because they were able to get some hours. We had to let 1/2 of our staff go just with the promise to let them come back when all is back to normal.

Today our store has been open for two full weeks and is still going strong. The grocery stores in our town have been stocked back up with most of the items that people need. We are planning to stay open with a few of the things that we need. I go to Walmart and H.E.B in the morning and see what they don't have and I order those items for the community. I still have people asking me how I am getting all these items that they cannot get in the stores. I am quick to tell them ***Sysco is supplying us with all the things that our community needs.***

I say all good things come from Sysco.

POP UP SHOP CHECKLIST

- ✓ Discuss with your Sysco Marketing Associate the items available to your operation
- ✓ Develop your communication plan including email and social media to advertise your Pop Up Shop offerings, hours and safe selling practices
- ✓ On-site signage to attract road traffic attention
- ✓ Set up your e-commerce platform to be able to show images and descriptions of available products
- ✓ A point of sale system to process orders
- ✓ Train staff on the new concept with proper safety handling
- ✓ Ensure you have adequate storage space for extra products – inventory tightened
- ✓ Establish business practices such as a refund or return policy
- ✓ Enforce social distancing
- ✓ Be sure to comply with all food storage regulations as provided by the local health department

Your Top 5 Questions Answered

The foodservice industry has seen hard times before, but we have never experienced anything like the conditions we are seeing and feeling today with the COVID-19 global health pandemic. Weathering this storm will take patience, creativity and the support of trusted partners.

1 What is Sysco doing to support my business?

Sysco is working around the clock, both local and corporate teams, to develop resources to help our customers navigate the current global health pandemic. Visit the COVID-19 Foodservice Hub on Sysco.ca to find support materials with information and ideas about shifting your business to new revenue streams and pivoting to takeout, delivery and curbside service models. Additionally, we are continuing to develop support materials for operators who are moving toward reopening their doors for traditional service and how to resume operations under the new and quickly changing mandates. Your Marketing Associate is another great resource to discuss options that will work best for your unique business.

2 What suggestions does Sysco have for how to serve customers for upcoming holiday occasions, such as Mother's Day?

As the economy gradually reopens and evolving mandates allow for more businesses to open their doors – often with limitations and social distancing practices in place – operators should prepare for takeout and to-go to be the primary method for serving customers during these traditionally busy foodservice holidays. Once you've developed a limited holiday or family meal pack menu that's themed to each occasion, you'll want to promote it far enough in advance to give customers time to plan and place orders. Posters, banners, social media posts, and website banners are effective ways to reach your customers during this time. Additionally, allowing customers to pre-order helps with inventory planning, reduced unnecessary labor expenses, and lower ticket times.

3 Can Sysco help scratch-made kitchens find value-added items to save on labour?

Sysco has many great speed-scratch products that help reduce labor without sacrificing flavour and quality. Hand-cut fries are time-consuming and don't usually travel all that well in delivery, so consider a frozen fry option with maximum crispness properties like our Sysco Imperial Ultimate Crisp fry. Soup bases, pre-cut produce, par-baked breads, and heat and serve meats like our Butcher's Block pulled pork can be great versatile products that help fill in gaps and require minimal labour. Ask your Marketing Associate about speed-scratch products in your local assortment that can help your business.

4 What are some ideas to help my business stand out from everyone else?

Social media is your biggest ally right now – it's everyone's main line of connection to the rest of the world. If you do not have a digital presence or are not active on it, you are missing opportunities to drive local sales. And while social media channels like Facebook and Instagram are no-cost platforms, paying nominal fees to boost your posts to local zip codes to increase exposure to your community can help gain a new customer base. Additionally, look for local food-focused Facebook groups and community pages to join and post your offerings. Get creative with your meal packs, too; include a couple rolls of toilet paper, thank you cards, and coupons to increase customer-perceived value. Also, don't forget to talk about the measures you are taking to keep your operation, employees, and food safe for your customers. This boosts confidence in the safety of your business.

5 Can Sysco help with a menu for those running on a skeleton crew?

Yes! Sysco's Menu Services is working overtime to help customers with this very issue. Our team can help with every aspect of the menu – from streamlining it to your best sellers, helping you conceptualize and price family packs, and make your menu as efficient and appealing as possible. This may entail using some items that are ready-made (you will have to pick and choose your battles) as these items will bring consistency with minimal labor. To find out how our Menu Services team can create value-added materials for you, call 1-800-380-6348, email info@syscomenuservices.com or ask your Marketing Associate for details.

Concierge is here to help.



We're taking all the necessary precautions and adhering to safety standards to make sure your visit back with us makes you feel

CONFIDENT & COMFORTABLE!



MISSED YOU!



Open daily 7am-10pm
Dine-in & Carryout



Sysco

Sysco Marketing Services is here to help you reimagine your business with the steps for a successful

Snap-Back!

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!

Our team of associates is available to assist you.

- Understand your local, provincial, and federal guidelines
 - Communicate with your customers
 - Streamline your business – smarter, faster, better!
 - Rethink your business and expand your services
 - Reconfigure your space and implement social distancing measures
- Connect with our service partners to setup a website, online ordering, and delivery services

Let's partner to create your menus and marketing.

- Limited menus for dine-in, carryout, and delivery
- Contactless menu creation
- Pop Up Shop menus and marketing
- Banners and signage to promote your safety and sanitation protocol
- Customer promotions and social media messaging



Café Appetizers

- Buffalo Stuffed Mushrooms**
Spicy buffalo sausage, Parmesan cream cheese stuffed in fresh mushrooms baked to a golden brown for a taste like no other! - 9.99
- Beer Battered Onion Rings**
Crispy onion rings battered in our special beer and drizzled with chipotle ranch - 8.99
- Steak Tips**
Tender pieces of steak marinated in our special sauce and sautéed. Served with our own parmesan fries and ranch dressing. 1/2 Order - 8.99 Full Order - 15.99
- Potato Skins**
Four generous deep-fried potato skins topped with melted cheddar cheese and crispy bacon. Served with sour cream - 7.99
- Asian Shrimp**
Eight hand-battered shrimp served with crispy noodles, Asian slaw and tossed in Thai sauce topped with shredded carrot - 9.99

Salads & Soups

- Asian Chicken Salad**
Mixed lettuce, mandarin oranges, thinly sliced red onion, crunchy Chinese noodles, red bell pepper, shredded carrot served with Asian inspired dressing of chicken and toasted lot-free Sesame dressing on the side - 9.99
- Chef Salad**
Sliced hard boiled egg, turkey, ham, red onion, tomatoes, cucumber and shredded cheddar with choice of dressing - 9.99
- Joe's Vegetarian**
- Pasta Primavera**
Sautéed fresh mushrooms, onion, red and green pepper, tomatoes in a creamy Alfredo sauce - 14.99
- Vegetarian Flatbread**
Grilled flatbread, fresh basil, tomatoes, cucumbers, pepper jack cheese and pesto. Served with baby red potatoes and coleslaw - 9.99
- Stuffed Portobello Mushroom**
Fresh sliced tomato, pesto and mozzarella cheese stuffed in a portobello mushroom, baked to a golden brown and served on focaccia bread with baby red potatoes and coleslaw - 11.99
- Soup of the Day**
All of our soups are freshly prepared by Rose everyday! Ask your server for today's Soup du Jour. Soup 2.99 | Bowl 4.99
- Garden Fresh Soup & Salad Bar**
Make your very own salad sensation with a variety of fresh made salads, mixed greens, fresh toppings and a cup of homemade soup! 8.99

Choose Your Salad Protein
Chicken 2
Salmon 3
Shrimp 4

Your menu is a reflection of you... your kitchen, your service and your quality. Does your menu tell your story? Does it tell your story in a profitable way?

FOODIES UNITE

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For our *concierge* service, call 1-800-380-6348 or email info@syscomenuservices.com

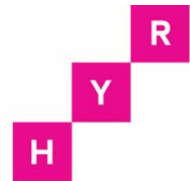
For more information about how Sysco can support your business please go to <https://www.sysco.ca/Snapback>

Sysco
At the heart of food and service

Sysco ADVANTAGE Partners

Sysco Advantage provides restaurateurs with connections to business partners that help them compete, stay in the game and focus on what they do best. Through Sysco Advantage, service providers offer discounts and value-added offer to Sysco Customers across Canada.

Visit www.syscoadvantage.ca for more information





*Let's Celebrate #TakeOutDay
with Foodies from across Canada!*

**FOODIES
UNITE**

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As a part of Foodies Unite, Sysco Canada has partnered with Canada's Great Kitchen Party @ Home Edition to support local Canadian restaurants.



ENCORE

MAY 6th
8pm EST



TOGETHER, WE CAN HEAL.



Foodies Unite is a nationwide community support initiative, powered by Sysco. We are leveraging our network to support the continuity of food supply across Canada, help heal the Foodservice industry, help our customers, and help fight hunger through food relief partnerships to serve communities most in need.

Join us now! Visit foodiesunite.ca for more information.



Healing the Industry

We believe that as Canadians work together, we can unite to heal the industry, and bring us all back together, stronger than ever.



Helping our Customers

Sysco has the resources, tools, and products you need to support you during this unprecedented time.



Nourish our Communities

We are leveraging our network to ensure food continuity, fight hunger and serve those communities most in need across Canada.



Sysco®

At the heart of food and service

Sysco is committed to supporting our customers, and we're working tirelessly to provide you with the information, tools, and products you need to stay current in this rapidly evolving market.

As restrictions and local mandates are lifted and operators are allowed to slowly reopen their dining rooms, Sysco is hard at work developing resources and solutions to help our customers ease back into full-service operations and return to the community.

FOODIES UNITE

Powered by
Sysco®

— Sysco —
Classic
HIGH PERFORMANCE NITRILE GLOVES
Guantes de Nitrilo de Alto Rendimiento
FOODSERVICE - POWDER FREE
LARGE - NON-STERILE - AMBIDEXTROUS
SINGLE USE ONLY - WRIST LENGTH
Grande Alimentación - Sin Polvo
Grande - Sin Esterilizar - Ambidiestro
Un Solo Uso - Pulverizado o Muñeca
10/100 CT (1000/CT)

— Sysco —
Imperial
PLASTIC DOME LID
Tapa Domo de Plástico
CLEAR
Transparente
16 IN (40.64 cm)
36 CT

Please visit www.sysco.ca to learn more about how Sysco can help!