


SYSCO® | MARKETING SERVICES

**To find out more about our Marketing Services offerings call us at 1-800-380-6348 or email info@syscomenuservices.com**

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** – state 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**
or reach out to your Sysco Marketing Associate.

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# 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.
  *Suggested agencies: Local Health Department, Chamber of Commerce, State Restaurant Association, and National Restaurant Association.*

## 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.

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# Reopening Checklist

As you prepare to reopen your dine-in services and other business offerings, here is a checklist to ensure you have addressed all areas of concern.

## Guidelines & Regulations

- ❑ Confirm the your local and state guidelines
- ❑ Understand requirements and limitations for reopening your business and phasing back into dine-in services

## Your Menu

- ❑ Consider streamlining your menu and reducing offerings to those items that are profitable, popular, easy to prepare, and portable
- ❑ Review current item costs and make pricing adjustments based on current market conditions
- ❑ Consider changing format to single sheet, disposable paper menus or viewing on line for best safety and sanitation practices
- ❑ Continue to offer carry-out, delivery, and other enhanced services, such as meal kits, take & bake options, and specialty items
- ❑ Introduce or enhance online ordering capabilities

## Marketing

- ❑ Communicate frequently and authentically with your customers via your website and social media
- ❑ Develop a "welcome back" or a "we missed you" campaign, creating excitement for your reopening
- ❑ Inform your customers of the safety standards and sanitation protocol you have implemented to reassure them that their safety is your number one priority
- ❑ Utilize banners and posters for interior and exterior signage to clearly convey your message

## Front of House & Service

- ❑ Remove/rearrange tables and chairs to allow for social distancing – minimum 6 feet apart
- ❑ Create outdoor seating, if possible
- ❑ Consider implementing reservations to control capacity and limit crowding
- ❑ Create visible sanitizer stations for your wait staff
- ❑ Consider removing condiments from the table and serving preportioned condiments with the order
- ❑ Consider using plate covers when serving
- ❑ Utilize disposable or wrapped silverware and straws
- ❑ Promote safety and sanitation practices utilizing signage and social media posts

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## Counter Service

- ❑ Add sanitizer stations and shields for cashiers
- ❑ Create spacing markers for customers, in the ordering line or wait areas, using floor decals
- ❑ Promote order-ahead and online ordering options

## Kitchen

- ❑ Test and clean kitchen equipment and ice machine
- ❑ Organize and label storage containers
- ❑ Consider installing hands-free towel, soap, and sanitizer dispensers
- ❑ Post signage with hand washing procedures and cleaning protocols
- ❑ Take inventory of kitchen smallwares, flatware, glassware, plates, cleaning and sanitizing supplies

## Bar

- ❑ Test and clean bar equipment
- ❑ Create visible sanitizer stations for bar area
- ❑ Take inventory of glassware, bar supplies, cleaning and sanitizing supplies
- ❑ Review bar/alcohol beverage server certification
- ❑ Implement social distancing guidelines in bar area

## Bathrooms

- ❑ Consider installing hands-free towel, soap, and sanitizer dispensers
- ❑ Consider installing hands-free door openers
- ❑ Post signage with hand washing procedures
- ❑ Post signage with cleaning and sanitation schedule

## Building

- ❑ Refresh the outside/landscaping of your building
- ❑ Complete deep cleaning and sanitizing of all areas
- ❑ Reactivate utility and facility services, if needed

## Staff

- ❑ Implement zero tolerance policy prohibiting staff from working when sick
- ❑ Consider implementing temperature check for staff
- ❑ Train staff on hand washing procedures, safety standards, and sanitation protocol
- ❑ Consider masks and gloves for all staff
- ❑ Reinstate staff based on capacity and service needs
- ❑ Place extra emphasis on customer service to ensure your guests are comfortable and confident with your services

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# 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**

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 Sysco|Studio.

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



Sysco | Studio

Ask your Sysco Marketing Associate for more information about Sysco|Studio and your user name and password.

If you already have Sysco PORTAL access, you can use that login information at **syscostudio.com**

## iCare partners:

### DELIVERY:

- Uber Eats

### CONTACTLESS PAYMENT:

- Ready Pay

### WEBSITE & ONLINE ORDERING:

- Ordereze
- Pop Menu

### OTHER SERVICES:

For more information about our partners and other resources, visit our website at **foodie.sysco.com/snapback/**

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# 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.




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# 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.

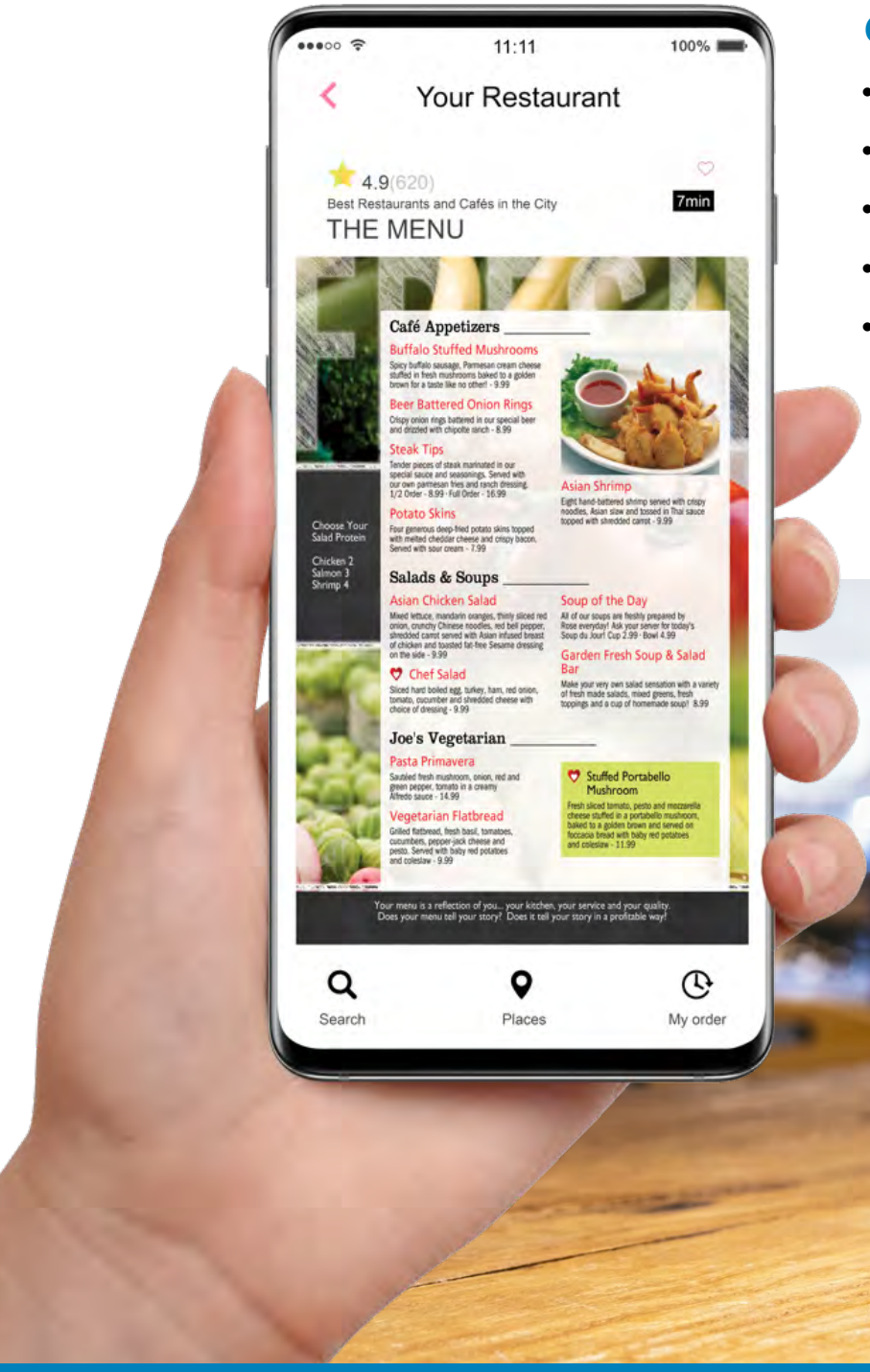
### PORTABILITY

- 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.



# Snap-Back! with QR Codes

Your customers are looking for a convenient and safe way to view and order from your menu when dining-in. To meet these new expectations, and as an alternative to disposable menus, you may want to offer your menu online and viewable to your customers from their smart phone or tablet. This can be done quickly and easily by using a QR code.




## QR codes link customers to your:

- Contactless dine-in menu
- Online ordering for carryout and delivery
- Website, social media, and image gallery
- LTO's, special features, and promotions
- Virtual "marketplace" to sell signature items, family-style bundles, and take & bake meals

Don't have a website, online ordering, or delivery services in place? Contact us – we are here to help!

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# Maximize Your Inventory for Snap-Back!

Less is more! As you consider your menu for reopening, you will want to focus on cross-utilization of inventory in order to minimize excess stock and maximize usage of versatile items.

To do this, consider the following recommendations from our Sysco Chefs as you relaunch your menu for dine-in service.

## Evaluate Your Menu Offerings

- Target slower moving items for elimination from your menu.
- Remove items that don't travel well, as carryout and delivery sales will continue to be on the rise.
- Eliminate dishes with single-use or limited-use ingredients.
- Reinvent recipes in order to cross-utilize your inventory ingredients.
- Consider eliminating redundant items.
- Eliminate items that are problematic or have a higher failure rate.
- Eliminate items that are labor intensive and require extensive preparation.
- Minimize inventory of items that are highly perishable or with a short shelf life.
- Consider removing low profit items in order to drive more sales to higher performers.

## Cross-Utilize Inventory

- Focus on proteins first – costs are typically higher in this category.
- Limit variety and number of cuts offered for each type of protein. For example, reduce steak options from 3 to 2.
- Limit preparation styles of each protein to 1 or 2 proven options.
- Cross-utilize ingredients across multiple categories – feature steak as an entrée, salad add-on, or breakfast platter.
- Offer proteins that work well with versatile with cooking methods, have limited waste, and provide trim and end portions usable as ingredients in other items.
- Create additional flavor profiles while cross-utilizing base items, sauces, and dressing.

**Contact your Marketing Associate or call Sysco Marketing Services at 1-800-380-6348 or email info@syscomenuservices.com**

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## Maximize Inventory

### New Flavor Profiles Using Existing Pantry Items

**CRUSHED TOMATOES**
- Marinara
- Pizza sauce
- Soups and stews
- Pasta and salad enhancer

**BARBEQUE SAUCE**
- Flatbread base
- Signature sauces

**RANCH DRESSING**
- House ranch with avocado, spices, or peppers for heat

**SOUPS**
- Sauces with a twist
  Add thickness, puree for consistency, or use as is

### Consolidate Item Variety and Redundancy

- Dressings
- Pasta shapes
- Bread choices
- Cheese choices
- Fried foods

**Chef Neil Doherty, Sysco Corporate**





# Inventory Basics for Snap-Back!

## Inventory Reduction

- Lower exposure by limiting menu items.
    - A menu with 65 items may utilize 250 ingredients, where as menu with 40 items may utilize only 200.
    - Reducing inventory increases available cash on hand.

        *250 ingredients, average of 1.5 cases x $40 per case = $15,000 of inventory on hand*

        *200 ingredients, average of 1.75 cases x $40 per case = $14,000 of inventory on hand*

## Menu & Labor Management

- Take inventory faster and more accurately with less to count and manage costs easier with less to order.
- Turn tables faster, as customers order more efficiently with limited options.
- Analyze your menu more quickly with fewer items and ingredients.
- Reduce complexity for smoother execution and staff training.
- Increase speed of order to table with decreased prep and production time.

## Ingredient Preparation

- Streamline ingredient prep with reduced inventory and cross-utilization.
- Save preparation time with limited transition from item to item.
    - A prep cook is more likely to complete (12) 30 minute tasks than (24) 15 minute tasks in an 8 hour shift.
- Reduce risk of cross-contamination, use of excess gloves, and sanitation expense.
- Increase ingredient freshness with more frequent turns of limited options.
- Eliminate unnecessary prep by purchasing quality items and pre-prepped ingredients for convenience.
    - Less staff reduces kitchen crowding and increased space between prep stations
    - Less sanitation is required.
    - More consistent finished products are produced.
- Adopt usage of recently elevated products, including soups, pre-cut vegetables, bakery items, and roasted, braised, grilled or sous vide proteins.
- Save time and money by cleaning and sanitizing fewer pans, cutting boards and pieces of equipment as a result of cross-utilization and streamlined ingredient prep.

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# Snap-Back Marketing Kit

Choose the marketing pieces that help you best communicate your message.

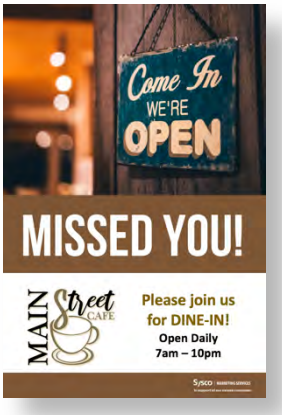
8.5x11 Menu




11x17 Poster



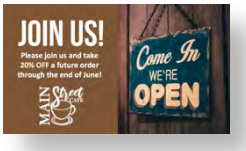

4x6 Card




6x4 Napkin Dispenser




3.5x2 Card




10'x2.5' Banner

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## 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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# Social Distancing – Reimagine Your Restaurant

Local, state, and federal guidelines for social distancing may require that you reimagine your restaurant and dining room. Staying informed with the latest information is critical as you make decisions and changes to your operation.

**Check out these resources for more information about social distancing and safety guidelines:**

- ✓ Nation Restaurant Association COVID-19 Resources and Information by State
- ✓ Center for Desease Control – Social Distancing
- ✓ Sysco Foodie COVID-19 – Keeping Your Operations Safe

## Based on the NRA guidelines for social distancing, consider the following:

- Update floor plans for common dining areas, redesign seating arrangements to ensure at least six feet of separation between table setups.
- Limit party size at tables, as approved by local and state government.
- Consider adding physical barriers where practical, specifically booth area seating.
- Enact a reservations-only business model or call-ahead seating to better space diners.
- Post signage at entrance stating the social distancing protocol for your operation.
- Limit contact between waitstaff and guests. Consider wearing face masks and gloves. (May be required.)
- Use technology solutions where possible to reduce person-to-person interaction – mobile ordering and menu tablets, text on arrival for seating, and contactless payment options.
- Design a process to ensure guests stay separate and do not congregate in waiting areas. May include floor markings, outdoor distancing, waiting in cars, etc.
- Consider an exit from the facility separate from the entrance to mitigate guest traffic.
- Where possible, workstations should be staggered so employees avoid standing within six feet of one another or your guests.

**For more information check out:**
NRA Reopening Guidance



# Safety and Sanitation
## Your #1 Priority!

As you reopen your business to dine-in services, assuring your staff and customers of the safety standards and sanitation practices you have implemented is key.

Your customers are looking for a dining experience that makes them feel comfortable and confident that their safety is your #1 priority.

**Check out these resources for more information about safety and sanitation protocol:**

- ✓ Sysco Foodie – Keeping Your Operations Safe
- ✓ U.S. Food & Drug Administration: Food Safety Best Practices
- ✓ NRA Coronavirus Information and Resources

## Based on the NRA guidelines for safety and sanitation, consider the following:

- Discard all food items that are out of date.
- Where salad bars and buffets are permitted by local/state guidelines, they must have sneeze guards in place. Change, wash, and sanitize utensils frequently and place appropriate barriers in open areas.
- Ensure the person in charge is ServSafe certified and their certification is up to date. Provide food handler training to refresh employees.
- Thoroughly detail-clean and sanitize entire facility. Focus on high-contact areas that would be touched by both staff and guests.
- Between seatings, clean and sanitize table condiments, digital ordering devices, check presenters, self-service areas, tabletops, chairs, booths, and common touch areas.
- Clean and sanitize reusable menus. If you use paper menus, discard them after each customer use.
- Implement procedures to increase how often you clean and sanitize surfaces in the back-of-house.
- Check restrooms regularly and clean and sanitize them based on frequency of use.
- Make hand sanitizer readily available to guests.
- Implement staff health screening protocol based on the CDC recommendations. CDC – Resources for Businesses and Employers
- Promote PPE (Personal Protective Equipment) products, gloves, and masks.
- Promote single-use products, such as preportioned condiments, wrapped straws, and disposable menus.
- Consider automatic paper towel and soap dispensers, auto-flush toilets, and hands-free door openers.



Staying informed with your local, state, and federal guidelines for safety and sanitation is critical as you make decisions and changes to your operation.

**Nation Restaurant Association COVID-19 Resources and Information by State**

# Safety and Sanitation Marketing Kit

Choose the marketing pieces that help you best communicate your message.

8.5x11 Sign




4x6 Table Card



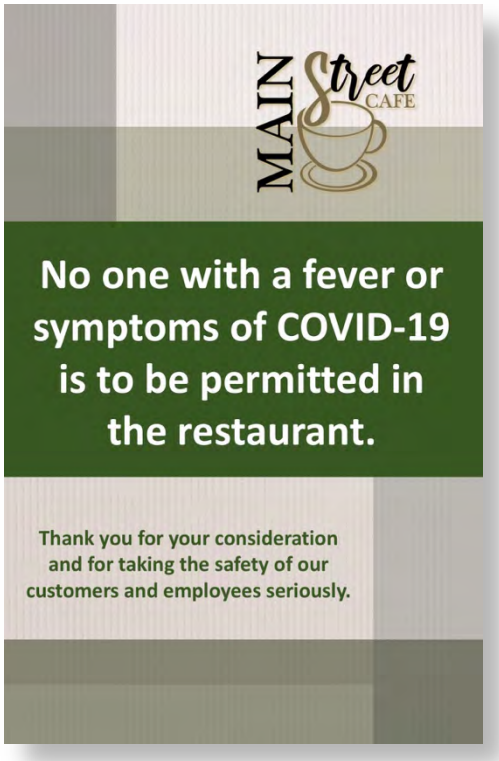




11x17 Sign

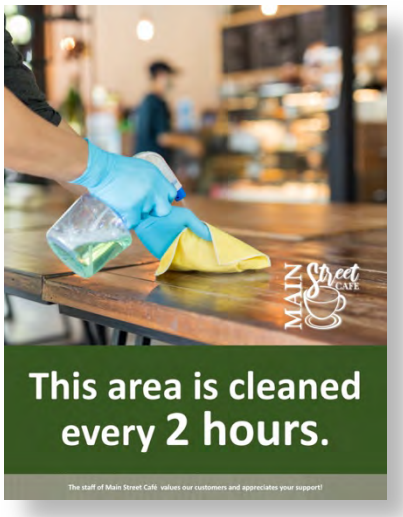



11x17 Sign




11x17 Sign

8.5x11 Sign

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# Recommended Messaging for Snap-Back!

Here are examples of messages you can use to communicate and promote your services and availability.

## OPEN FOR BUSINESS

- WE SURVIVED! Together we will thrive. We've taken every precaution to ensure your dining experience with us exceeds your expectations and addresses your concerns. Welcome back!
- YOU'VE HAD OUR BACKS – AND WE'VE GOT YOURS! We appreciate the support we've received from our community! To continue to support you, we're offering a free dessert to each of our customers that dined with us during quarantine. Share your receipt or order number to redeem.
- DINE-IN WITH CONFIDENCE! We're back and we've learned a thing or two. We've continued our extra preventative sanitation practices to ensure your dining experience is safe and comfortable.
- WELCOME BACK! Our restaurant is ready to take your order for dine-in or carry out. We are happy to share our house-made favorites with your family and our community!
- QUARANTINE IS OVER – LET'S EAT! We've transformed our restaurant to address your concerns. We've continued to emphasize the importance of health and safety procedures to ensure a safe dining experience.
- ATTENTION TO OUR CUSTOMERS! We are so happy to welcome all of you back to our establishment. By following the public health and safety guidelines, we ensure that our restaurant is a safe place for you and your family to enjoy.
- WELCOME BACK! We are fully prepared to serve you in whichever way you find more comfortable – dine-in, pickup or delivery. Place your order online and we'll handle the rest!
- SPRING IS HERE AND WE'RE OPEN FOR BUSINESS! We used the quarantine to perfect our craft and improve our plates – can't wait to share with you! If you are not ready to come in to the restaurant yet, we understand and have made it very simple for you to order online, for pickup or delivery.

## SAFETY FIRST

- We drive a strong food safety culture to protect our guests and our team. We have identified all critical control points of our operation to help keep our community healthy.
- We care about your health and safety. As part of our commitment to our guests, help us protect each other by practicing good handwashing techniques.
- Let us serve you by dining-in or ordering curbside. You can enjoy your meal with confidence knowing we have increased our sanitation practices, as health and safety is our top priority.
- Enjoy touch free ordering by using your mobile device. Download our app, order online, and pick up curbside. We are happy to serve you!
- Have a question about our health and safety procedures? Our professionally trained staff is working tirelessly to ensure your well-being while dining with us. Please ask your server for more information.
- We pride ourselves in the cleanliness of our establishment. Now more than ever, we are focused on improved sanitation procedures and a safe dining experience. We have setup hand sanitizer stations all throughout the restaurant. If you have a specific concern, please share with our team.
- We are taking great measures to create a warm, safe experience in our restaurant. We have adjusted our seating arrangements to maximize space between our guests. Please share with us how we can improve our service.



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