

August 2020



Back to School Solutions TOOLKIT



Resources and Insights to help you capture Back to School traffic from students and families that are on the go



Meet the Mealtime Gap for Students and Families On the Go at Home or at School

The back-to-school season poses many challenges for restaurants. As the lazy days of summer wind down, so do time and money spent on dining out. When students head back to class, schedules change and activities increase, leading families to hunker down at home and causing college students to focus more on studies and less on entertainment. But this season offers new opportunities for restaurants, due to Covid-19, from off-premise dining options to marketing your new menu options.

Sysco understands that this pandemic has caused havoc on the food service industry and to combat that we have thoughtfully put together the following recommendations and resources to help you set up the back to school experience. At Sysco, we offer a wide range of takeout-friendly ingredients, products and packaging, as well as ideas to ensure success.

Here are our tips to make it the best fall yet:

- **Planning and preparation is key** to being ready for the season.
- **Diversify menu dayparts** and capitalize on the seasonal trend by offering a variety of options for off-premise dining, including **grab and go, takeout and delivery**.
- We always encourage you to **put the safety and comfort of your guests and employees first**.

Please review federal, state and local regulations to ensure your compliance with the law. For safety and sanitation, stay up to date and check the latest information on [CDC.gov](https://www.cdc.gov). Consult your legal advisors regarding any risks associated with starting a new venture or implementing any recommendations.



Check out what's inside the toolkit:

10 TIPS FOR THE BACK TO SCHOOL SEASON PROCESS AND PREPARATION

- Setup Grab and Go
- Diversify Your Dayparts
- Consider the Back-To-School Snack
- Use the Right Foods
- Take It Curbside
- Implement Online Ordering
- Limit the Selection
- Partner with a Delivery Service
- Two Meals for the Price of One
- Weekly Specials and Programs
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- Jax Grills and Union Kitchen

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- Grab And Go
- Foods that Travel Well
- Snacks and Fruits
- Entrees and Salads
- Packaging
- Signage
- Safety and Sanitation
- Social Distancing

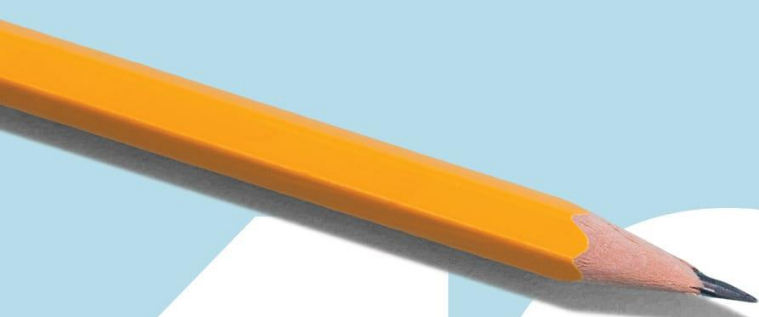
MENUS & MARKETING

- Menu Engineering
- Streamline Your Menu for Success
- Contactless Ordering
- Social Media Messaging

ICARE SERVICE PARTNERSHIPS

- Uber Eats
- Ordereze
- Ready
- Popmenu
- Cheddrsuite





10

TIPS for Making the Grade During the Back-to-School Season

1

**Setup
Grab and Go**

2

**Diversify Your
Dayparts**

3

**Consider
the Back to
School Snack**

4

**Use the
Right Foods**

5

**Take It
Curbside**

6

**Implement Online
Ordering**

7

**Limit
the Selection**

8

**Partner with a
Delivery Service**

9

**Two Meals for
the Price of One**

10

**Weekly Specials
and Programs**




Process & Preparation

Setup Grab and Go

Portable, prepackaged meals that customers can grab and take with them have become an important factor in the success of many fast-casual and independent businesses. People are busy and stressed, and research shows they want something quick, tasty and healthy at a good value. Sysco's versatile lines of packaging make off-premise dining easy. Modern, lightweight **Sysco Trendz** disposables are designed for greater resistance to grease and moisture, while **Sysco Earth Plus** containers are made with post-consumer recycled content.

Diversify Your Dayparts

If your customers come in primarily for coffee, place packaged breakfasts, lunches and snacks like **Baker's Source** Parfait Muffins close to POS, to drive impulse sales. If you are a lunch spot, upsell packaged dinners, à la carte entrées or preassembled meal kits. Busy parents will appreciate the convenience.

 **TIP:** Pre-packaged or made to order sandwiches remain one of the most popular go-to lunch items for adults and children alike. Adding pre-packaged sandwiches to your grab and go program is an easy way to build profits and reduce the amount of time customers spend in line waiting for food (it also relieves the back of house stress during the lunch rush).

Are you ready for your local schools' reopening? Try our 3 ways to adapt and prepare for the start of the school year for customers with grab and go:

1. Work with school PTAs or Booster Clubs to promote your grab and go items
2. Design of your meal offering should be made easy enough for a kid to prepare on their own
3. Offer your grab and go meals as packages, so that families can buy a bundle for the week

Process & Preparation

Consider the Back-to-School Snack

Snacking has become big business. Many consumers snack at least once a day and snacks are increasingly being used to replace meals. With portability being an important factor, ask your Sysco Sales Consultant about the new **Block and Barrel Snack Trays** today!



TIP: Think beyond standard cafeteria food. College is often a time for exploration as a lot of college students have the freedom to choose their own meals and try things they didn't grow up eating.



Use the Right Foods

Some foods better retain their flavor and texture than others on their ride home from the restaurant. Soups, sandwiches, salads and wraps all make the grade with superior transportability. Whether sauces ordered on the side or extra, short pastas like cavatappi and penne retain their texture. Unfortunately, fried foods can go soggy, but Sysco has developed french fry products that hold their "crunch" over time. For a fry with hold time, try **Sysco Imperial Red Batter Potatoes and Fries**, and **Ultimate Crisp Heavy Battered French Fries**, coated in an extra-thick batter to ensure a crisp outside and buttery interior.

Take It Curbside

This growing trend splits the difference between takeout and home delivery by having a server meet the customer in their car or at the curb. Use texts to communicate with customers and cut out the middleman. Diners love not having to leave the car, and it's cheaper than building a drive-through window!






Process & Preparation

Implement Online Ordering

Diners today expect to be able to order meals online, on either a restaurant's own app or a third-party website. This is true for takeout and delivery and is even becoming the case for some eat-in dining. The online experience should be seamless, so as not to frustrate customers before they get in the door.

Limit the Selection

Takeout and delivery can add to processes for restaurants. Do your kitchen and customers a favor by creating a separate, limited takeout menu that offers a few selected items most suitable for takeout.

 **TIP: Given the continued prevalence of phone-based orders, addressing issues regarding staff knowledge and skills on the phone is critical. It's no secret: good customer service coupled with a great product makes for happy customers and a greater chance of repeat business.**

Partner with a Delivery Service

Are you on board with Uber Eats or another version of digital home delivery? As millennials are becoming parents themselves, they turn to their phones for everything, including dialing up dinner with no actual dialing or talking involved.

Two Meals for the Price of One

Because economics is a driving force keeping families at home, value and savings should also play an integral role in bringing them back into the restaurant. A limited-time "order a meal, take one home" offer is perfect for the back-to-school season, as busy parents will have one less dish to prepare the following day.



Process & Preparation

Weekly Specials and Programs

Another surefire savings-based concept for back-to-school season is to offer a weekly **Kids Eat Free Night** or **Loyalty Program**. Not only will this attract regular customers back in, it will also bring in new customers willing to try out an untested spot in order to save money.

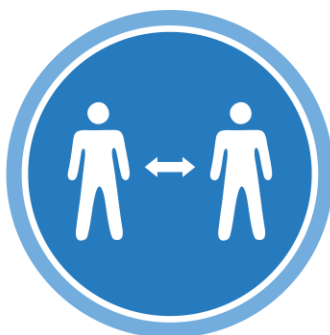
Safety and Sanitation is still required

While COVID-19 is still a threat, here are some ways you can keep your customers and staff safe:

- Have clearly marked walkways to the restroom and throughout the restaurant to allow for social distancing
- Provide your staff with PPE supplies
- Stock up on Sysco supplies to keep your space clean and staff protected
- Use contactless or disposable menus
- Require guests to wear their masks while walking around the restaurant



TIP: Always refer to the CDC guidelines and your local Restaurant Association guidelines for current safety procedures and standards.





Staffing & Training

Plan Sufficient Staffing and Efficient Workflow

Consider hiring additional help, such as local college students, as a backup option for busy weekends, holidays, and seasons. Your staff, operational flow, and technology depend on the decisions you make and are a key to your success.

Menu Ordering

Determine the menu ordering options best suited for your operation and customers – including contactless solutions such as QR codes for online viewing, tablet BYOD (bring-your-own-device) for online ordering, or have table side waiters wearing masks.

Takeout Window/Area

Most likely your menu items are prepared inside and by creating a takeout window or a designated takeout pick-up area, you can expedite orders quickly and conveniently.

Workload Distribution

Determine how you will assign your staff, both inside and outside.

Back to School Family Menu

Create a dedicated menu specifically for family-style takeout for the whole family. Note how many the meal will feed and offer up options for breakfast, lunch, dinner or all three for a full day's meal. Add snack option add-ons including fruit, cookies, crackers, granola bars and more. Check out our Products section for more ideas.



Operator Insights

Doug Wilson has worked closely with KISD (Katy Independent School District) and HISD (Houston Independent School District) to achieve certification to serve teachers, staff and administrators.



We have developed “Grab and Go” coolers at our front doors with an array of quick food to-go so staff can get back to campus. We are also finishing up “Boxed Lunches” for parents that are teaching from home to order curbside or delivery from our app. This year will be a challenge and we are looking at every angle to be successful!

- Paul Miller, Owner of Jax Grill and Union Kitchen



Products



GRAB AND GO

Put together a grab and go container of spiced hummus paired with a container of mini carrots and pita bread. This healthy Mediterranean snack is easy to make and pack up, and it's delicious all day.

Some foods simply retain their flavor and texture better than others on that bumpy ride home from the restaurant. Soups, sandwiches, salads and wraps all make the grade. Use our Sysco Imperial Fresh produce, with breads, and condiments to get optimal flavor and quality every step of the way at a competitive price point.



TIP: Looking for to-go pasta that will retain its al dente texture? Stick with shorter shapes with tubes and curls, such as cavatappi, penne and rigatoni.

Products

"Shop" your menu for alternates and pairings that hold and travel well.
For example; hot french fries can go soggy in a to-go container, instead offer chips or potato salad as a to-go friendly alternative.

FOODS THAT TRAVEL WELL



BURGERS



RICE BOWLS



SOFT TACOS



BURITTOS



PIZZA



FALAFEL



SANDWICHES



PANINIS



PASTA DISHES



LASAGNA



HUMUS



SOUPS



SALADS



Products

From yogurt cups and fruit precuts to crackers and cookies, ready-to-eat foods in coolers or near your check out counter give your grab and go customers snacking options throughout the day.



Yogurt



Snack Bar / Mix



Cookies



Apples



Melon



Crackers



Muffins



Fruit Snacks



Cheese Crackers



Packaging

Sysco's extensive line of takeout packaging can help you step-up your disposables game to ensure that your customers have restaurant-quality meals, regardless of where they consume them.



Cutlery Kit, Fork, Knife
Spoon, Salt & Pepper

1 / 250 Count



Container Paper
#3 Takeout Kraft

2 / 65 Count



Bag Paper Brown with
Handle

1 / 200 Count



Container Plastic Clear
Hinged 8"

2 / 100 Count



Container Plastic 9x9
1 Compartment

1 / 120 Count



Container Plastic 8x8
1 Compartment

2 / 75 Count



Container Plastic Deli
With Lid 16oz

1 / 240 Each

Signage

A way to make first and lasting impressions is to ensure you have the proper signage. After all, your success is all about your branding and marketing, right? This includes giving attention to your curb appeal, brand recognition through signage, and the ability to stand out from every other restaurant in your area.

TIP: Good outdoor lighting also means well-lit signage where people can read and remember your restaurant's name while driving or walking by.



Aarco Aluminum A-Frame Sidewalk Poster/Sign Holder
36" H x 24" W
APR-SAF2436



Aarco "The Rocker" Sidewalk Sign with Write-On Surface
36" H x 24" W
APR-ROC2



Aarco Roll A-Frame Black Double Sided Sidewalk Sign
36" H x 24" W
APR-RAF3



Aarco Booster Black "Boaster" Freestanding Double Sided Poster Holder
22 1/4" x 63"
APR-BPH1BK



Aarco "The Rocker" Double Sided Sidewalk Sign
36" H x 24" W
APR-ROC5



Aarco Roll A-Frame White Double Sided Sidewalk Sign
36" H x 24" W
APR-RAF1



Aarco Roll A-Frame White Double Sided Write-On Sidewalk Board
36" H x 24" W
APR-RAF5



AARCO Brass Neon Marker Board and Menu/Poster Holder
48" x 25"
APR-P-17B



Aarco Booster Silver Freestanding Double Sided Poster Holder
22 1/4" x 63"
APR-BPH1S



Aarco Products Inc. MA1B A-Frame Sidewalk Board
42" x 24"
APR-MA1B



Aarco Roll A-Frame Double Sided Sidewalk Board with Poster Holder
36" x 24"
APR-RAF6



Aarco Products Black All Purpose Poster Holder
22 1/4" x 59 1/2"
APR-PHS1B

supplies **onthefly.com**
a Sysco company

*Pricing and product availability are subject to change at any time.

Safety & Sanitation

The health and safety of your guests should be at the top of your priorities. We have put together key, fundamental products for you to consider. These items include masks, gloves, sanitizer and more. Your restaurant should have a large stockpile of protective equipment in order to supply every worker with an adequate amount.



Soap Hand Antibacterial Foam Advanced

4 / 750 ML



Bleach Liquid Disinfectant Cleaner

4 / 32 OZ



Cleaner Floor Sanitizing Wash n Walk

1 / 2.5



Container Foam Hinged 3 Compartment Double Tab

150 / 9x9x3



Container Paper #3 Takeout Kraft

2 / 65 Count



Container Plastic 3 Compartment Hinged 9"x9" White MFPP

1 / 120 Count



Container Plastic 3 Compartment Hinged 8"x8" White MFPP

2 / 100 Count



Container Plastic Clear Hinged 8"

2 / 100 Count



Container Plastic Deli Translucent with Lid

240 / 16 OZ



Container Foam Hinged 3 Compartment Double Tab

150 / 8x8x3



Kit Cutlery Heavy Knife, Fork, Spoon, Salt & Pepper, Napkin

250 Count



Mask Face 3 Ply Disposable

50 Count



Label Roll 1"x3" Tamper Protect It Permanent Blue

10 / 500 Count



Towelette Moist with Alcohol

1000 Count



Thermometer Infrared Forehead Non-Contact IR

1 Each



Dispenser Hand Sanitizer Pedal Activated

1 Each



Sanitizer Hand with Aloe 77% Alc.

12 / 25 FL OZ



Sanitizer Hand Liquid 80% Alc.

6 / 0.5 Gal

Social Distancing

For the unforeseen future, we will need to continue to exercise social distancing according to your state and local guidelines. Given most restaurants are operating at or below 50% to maintain the required social distancing.

Be sure to check your local guidelines to stay informed and compliant with restrictions in place. As a general rule continue to check local and national guidelines to ensure you are aware of any new practices at all times.

In addition to masks, and sanitation, there is also a second tier of equipment you may need to consider. Check out the products below.



Rosseto® Avant Garde Sneeze Guard with Pass-Through Window
24" x 15.5"



Rosseto® Avant Garde Sneeze Guard Acrylic
48" x 28"



Rosseto® Avant Garde Sneeze Guard with Pass-Through Door
48" x 40"



Cal-Mil Free-Standing Barrier with Window
40" x 31.75" x



Cal-Mil Wesport Social Distancing Sign
17.5" x 22"



American Metalcraft Protective Barrier Line Hinged Guard
28"



American Metalcraft Black Barrier Post and Base System
84"



Wall/Floor Indoor Social Distancing Decal
13" x 18" Case of 4



Indoor Wall/Floor with Small Shoe Prints Floor Decal
13" x 18" Case of 4



Indoor Wall/Floor Decal Thank You for Practicing Social Distancing Text
13" x 18" Case of 4



Indoor Social Distancing Wall Poster 20# Paper
11" x 17"



Bon Chef Health Partitions Restaurant Table Partitions
18' x 48' x 60'

Menus & Marketing

Sysco Marketing Services has you covered for all your Back to School dining marketing needs

Now that you have thought through your Back to School strategy, it's time to spread the word about the safety/comfort measures, and takeout family menu you have put in place. Sysco Marketing Concierge offers strategies and customized marketing pieces designed to help you communicate your message.

Menu

Strategize your menu to feature those items that have higher profit margins, require shorter prep times, and transport easily while maintaining their quality. Review the 4Ps of menu engineering to help you strategize your menu and boost your profitability! Make ordering easy and mobile device friendly, encouraging them to return again and again.

Spread the Word

Frequent communication and marketing via all your social media channels is essential to reach your existing customers and capture new ones. To get the word out, post photos of your new family-style items, including options for fruits and snacks and your new menu on all your social media channels.

Signage

- Have visible signage at all times. Consider patio easels, sidewalk signs, and banners – make sure your signage can be spotted by those walking or driving by.

Sysco Marketing Concierge can also help you customize any of the materials in this toolkit.

Contact us at 1-800-380-6348 or info@syscomarketingservices.com



Menu Engineering

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.

Sysco Studio

DASHBOARD DESIGNS MENU ENGINEERING RECIPES INGREDIENTS

Menu Engineering > Luncheon > What-If

Luncheon: "What If" Profit Calculator

Dabble with various scenarios. What happens when you change an item's price, or increase its sales? Find out!

Based on your last month

	AVG MENU PRICE	AVG FOOD COST \$	AVG FOOD COST %	AVG ITEM PROFIT	MONTHLY UNITS SOLD	MONTHLY PROFIT	ANNUAL PROFIT
	\$8.08 +0.04	\$3.27	27%	\$4.63 +0.03	2,242	\$13,877.03 +480.00	\$166,524.47 +5,760.00
Appetizers (6)	\$10.26 +0.17	\$4.01	35% -1%	\$6.25 +0.16	1,246	\$7,335.62 +480.00	\$88,027.56 +5,760.00
ITEM	MENU PRICE	FOOD COST \$	FOOD COST %	ITEM PROFIT	MONTHLY UNITS SOLD	MONTHLY PROFIT	ANNUAL PROFIT
Cheesesticks	\$7.99	\$2.29	29%	\$5.7	225	\$1,282.5	\$15,390.00
Chicken Wings (12)	\$14.99	\$8.43	57%	\$6.56	88	\$577.28	\$6,927.36
Chips & Salsa	\$5.29 +1.00	\$0.84	16% -4%	\$4.45 +1.00	480	\$2,136.00 +480.00	\$25,632.00 +5,760.00
Chicken Wings (6)	\$8.99	\$3.54	40%	\$5.45	142	\$773.9	\$9,286.8
Shrimp Basket	\$ 12.29	\$4.77	43%	\$6.52	96	\$508.55	\$6,102.71
CURRENT	\$11.29	\$4.77	43%	\$6.52	78	\$508.55	\$6,102.71
Blaine's Pizza	\$12.99	\$4.16	33%	\$8.83	233	\$2,057.39	\$24,688.68



Streamline your Menu for Success

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.

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.
- Offer your menu online and viewable via your customer's smart phone or tablet using a QR Code for contactless ordering.



Contactless Ordering

Utilize QR Codes

Your customers are looking for a convenient and safe way to view and order from your menu. To meet these 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 menu
- Online ordering for dine-in, patio, and takeout
- Website, social media, and image gallery
- LTO's, special features, and promotions
- Virtual "marketplace" to sell signature items, family-style bundles, and take & bake meal kits

Want to do it yourself?

Login in at syscostudio.com or ask your Sysco Sales Consultant for more information.



Social Media Messaging



Talk to your Customers

During this time, it's important to communicate and engage with your customers where they are – and the majority of your customers are online.

We realize this pandemic is making everything incredibly challenging, and Sysco is here to support you in every way possible. We have put together some core fundamentals to help you engage with your customers online, boost awareness on your offerings and keep your business going strong during this unprecedented time.

Your website, email, and social media can help you to:

- Be responsive and virtually interact with new and existing customers in a personal and transparent way.
- Answer customer inquiries about your business operations and support.
- Stay connected with your employees by sending them updates.
- Get guests to feel safe with your services and comfortable with their experience.
- Share photos, promotions and updates about your business and services.
- Make sure you're top-of-mind when your customers are looking for dining options.
- Share your services and availability
 - Pre-pay and pickup
 - Delivery
 - Online ordering
 - Limited hours
 - Pop Up Shop

JOE'S RESTAURANT

ARE YOUR CHILDREN BACK TO SCHOOL?

Check out our all-new delicious combos for the entire family! We have updated our restaurant menu into a family-oriented style with a variety of innovative options to help you come back to school.

Social Media Messaging

Keep in mind...

Communication

The tone of your messages should reflect the commitment of your restaurant to keep your customers safe and informed through transparency and authenticity.

Connection

Use social media to listen to and address concerns. Don't just broadcast. It's a tool for conversation and building relationships with your new and existing customers.

Community

Engage your guests, your local community and business partners. Get their feedback and ask them questions about their expectations and their sentiment about the situation.

Promote Your Services



Share Your Commitment



Drive Traffic



Back to School Marketing Kit

Let your customers know that you have expanded your services to offer Family-Style Meals by communicating via these marketing essentials. Sysco Marketing Concierge is here to help you customize these pieces for your establishment, providing you with print-ready PDF files for you to print locally.

Contact us at 1-800-380-6348 or info@syscomarketingservices.com



8.5x11 Menu

11x17 Poster



QR Code



Social Media Post



Place your Family Meal Order Today!

Open Daily 8am-10pm

1.800.380.6348 | joesrestaurant.com

10'x2.5' Banner



Back to School Specials


Family Meal-style Dinners Available for Order now!

Daily 8am-10pm | 1.800.380.6348 | joesrestaurant.com

Safety and Sanitation & Marketing Kit

Choose the marketing pieces that help you best communicate your message. Sysco Marketing Concierge is here to help you customize these pieces for your establishment, providing you with print-ready PDF files for you to print locally.

Contact us at 1-800-380-6348 or info@syscomarketingservices.com



Our promise to you.

The Main Street Café Promise:
The restaurant industry has an outstanding track record of protecting employees and guests. To ensure your safety as we welcome you back into our dining rooms, we ask that we make the following promises to each other.

OUR PROMISE TO YOU:


- We will continue to be a leader in safe sanitation practices with all team members certified in safe food handling and have a certified manager present on every shift.
- All employees will pass a health check or complete a health survey prior to each shift.
- All indoor and outdoor seating options will comply with the appropriate social distancing guidelines.
- Hand sanitizer or hand washing stations will be available to all customers and employees.
- We will clean and sanitize common areas and surfaces regularly.
- We will clean and sanitize each dining area after every use.
- Place settings, utensils, menus, and condiments will either be single-use or will be cleaned and sanitized after every use.
- We will post this promise at our entrances so everyone understands the steps we must all take to keep our community safe.

YOUR PROMISE TO US:

- If you have been exposed to COVID-19 recently or have symptoms of COVID-19 (including a fever, cough, or shortness of breath), please help us keep everyone safe by using our contactless curbside or delivery options.
- If you have underlying health conditions or are otherwise concerned about contracting COVID-19, please feel free to use our contactless curbside or delivery options.
- You agree to follow the social distancing and sanitary guidelines that have been put in place to protect you and our other customers and employees.
- If you have any questions about our promise to you, please ask, and our manager will be happy to assist you.

~ The Staff & Management of Main Street Café

Welcome back!
We've missed you! ❤️




We take the safety of our customers and employees seriously.



We're following strict public health guidelines by frequently wiping down and sanitizing surfaces, as well as providing guests with sanitation products when in our establishment.

The staff of Main Street Café values our customers and appreciates your support!

8.5x11 Sign

4x6 Table Card



Condiments are provided by request and sanitized after every use.



The staff of Main Street Café values our customers and appreciates your support!

11x17 Sign



One member of a party may be allowed in waiting area while other members of their party wait in their car.

Thank you for your consideration and for taking the safety of our customers and employees seriously.



11x17 Sign



No one with a fever or symptoms of COVID-19 is to be permitted in the restaurant.

Thank you for your consideration and for taking the safety of our customers and employees seriously.

11x17 Sign

8.5x11 Sign



This area is cleaned every 2 hours.

The staff of Main Street Café values our customers and appreciates your support!

Masks & Social Distancing Marketing Kit

Let your customers know that you are following recommend safety guidelines by communicating via these marketing essentials. Sysco Marketing Concierge is here to help you customize these pieces for your establishment, providing you with print-ready PDF files for you to print locally.

Contact us at 1-800-380-6348 or info@syscomarketingservices.com

11x17 Posters




Welcome!
For the health and safety of our customers and staff we ask that you

please wear a mask and maintain 6' social distance.


Masks are required at all times except when seated at your table.




MASKS REQUIRED



Welcome!
For the health and safety of our customers and staff we require masks at all times except when seated at your table.




SAFETY REQUIRED

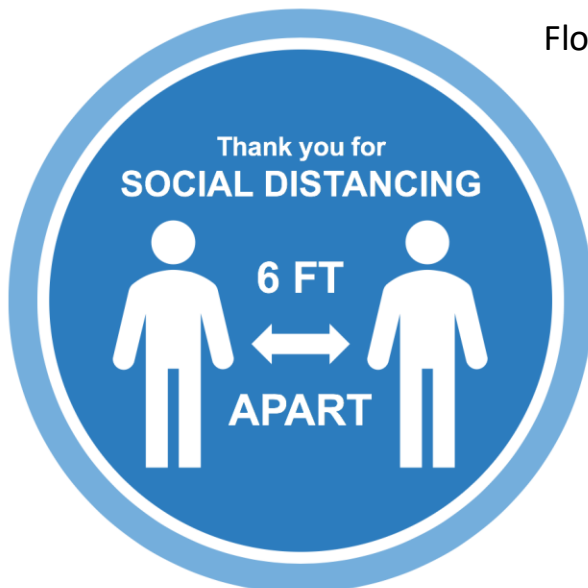


WASH YOUR HANDS **6' SOCIAL DISTANCING** **WEAR A MASK**

Welcome!
For the health and safety of our customers and staff we require safety standards be adhered to.



Floor Decals





Service Partnerships

The Sysco iCare program is designed to make you more efficient, increase your profitability and make it easier for you to manage your operations.

The intent is to help drive business in all areas of house with our holistic collection of offerings, encompassing our specialized services, restaurant technology, tools, partnerships, and personalized consultation.

We have partnered with best-in-class companies to make sure our customers have the right tools to optimize their business and increase traffic.

Service Partnerships

Uber Eats

Company Description:

Uber Eats is an on-demand food delivery app and website that helps bring millions of people around the world the food they want, at the tap of a button.

Value:

The demand for delivery is skyrocketing, and the industry is changing fast. Uber Eats is helping 600,000+ restaurants get their food to more hungry customers using the Uber platform.

Advantage:

Uber Eats' global average delivery time of delivery people using the Uber platform is under 30 minutes. Speed and convenience matters when customers are hungry, and Uber Eats is able to get food to them quickly by connecting your restaurant with our large network of delivery partners on the road.

Product Offering:

Uber Eats offers three ways for restaurants to serve customers: Customer Pick Up, Uber Delivery, and Use Your Own Delivery Staff. Choose the option(s) that best suits your business!

[CLICK HERE TO LEARN MORE](#)

www.ubr.to/sysco

SYSCO EXCLUSIVE PRICING:

New customers receive savings that are valued at \$600!

This includes a waived activation fee (\$350 value), large photoshoot (\$250 value), and 30 days waived marketplace fee for Uber Eats delivery.

Existing customers receive savings that are valued at \$350!

This includes a large photoshoot (\$250 value) and \$100 Eats Offers credit redeemed towards free delivery promo.

ON-DEMAND FOOD DELIVERY PARTNERSHIP



For more information about how Sysco can support your business please go to www.syscomarketingservices.com

Questions? Email us at info@syscomarketingservices.com

Service Partnerships



Company Description

Ordereze is a restaurant-specific online marketing/online presence solution where everything from your website and your social media, to your online ordering and more is managed from one dashboard with one company. We provide restaurants with the ability to seamlessly engage with, promote to, and provide exceptional products and services to their customers.

Value:

Ordereze is the only company of its kind, providing restaurants with a cost-effective and easy solution to manage their entire online presence. We are also truly a company that is by restaurants for restaurants, our founder is a restaurant owner himself and went through the struggles of trying to find a marketing company that understood him as a restaurant owner and how to successfully market a restaurant. We are well known for our customer service - in fact, we have the lowest churn rate in the industry and the typical lifetime of our customer is over 6 years - over 85% of our staff overall has worked in the food service industry as well!

Product Offering:

Custom packages are created based off each customer's specific needs, goals, day-to-day operations, and budget. Offerings include: Web Hub, Social Hub, Social Website, Do it for Me Social Posting, Do it for Me Review Response, Do It For Me Email Marketing, Online Ordering Pro, Wi-Fi Connect, Menu Sync.

SYSCO EXCLUSIVE PRICING:

Setup fees waived or reduced for all Sysco customers. Fees not waived can be financed over up to 8 months.

All services discounted, reach out below for more information on the specific services and offers you need.

WEBSITE
ONLINE ORDERING
SOCIAL POSTING



Email busdev@ordereze.com, call 631-271-3470 or visit www.ordereze.com to learn more.

For more information about how Sysco can support your business please go to www.syscomarketingservices.com

Questions? Email us at info@syscomarketingservices.com

Service Partnerships



Company Description

Ready connects guests to hospitality venues directly on their phone so they can view the menu, order, pay, review and redeem rewards all in one seamless, connected experience. We're laser focused on providing best in class tech to help restaurants remove all the friction that gets in the way of providing great hospitality.

Value:

Allow guests to connect directly to a digital menu, order, pay, review and redeem rewards contactlessly with their phone. No app download, no account sign-up, no additional labor and no hardware is required.

Advantage:

Ready is a first party, fully integrated 100% contactless solution that's payment processor agnostic and flexible to any workflow. From restaurants to hotels to stadiums, Ready caters to operators wanting to provide the ultimate guest driven connected dining experience.

Product Offering:

At Ready our hospitality product suite encompasses the entire dining experience. We support Digital Menus, Order Ahead, Order to Seat, Table or To-Go, Virtual Drive Thru, Virtual Kiosk and Pay at Table. We facilitate payments with Apple Pay, Google Pay, VISA, Mastercard and all major credit cards.

CLICK HERE TO LEARN MORE

www.readytopay.com/sysco

SYSCO EXCLUSIVE PRICING:

Sysco customers get
1 MONTH FREE!

Pricing varies based on modules needed and number of locations. Fill out the form for more information on pricing.

**CONTACTLESS MENU &
ORDERING SOLUTION.
NO APP NEEDED!**



For more information about how Sysco can support your business please go to www.syscomarketingservices.com

Questions? Email us at info@syscomarketingservices.com

Service Partnerships



Company Description

Popmenu gives restaurants the power of digital hospitality through an all-in-one marketing tool for attracting and engaging guests. We believe that independent restaurant owners deserve to control their online presence, not to be controlled by it.

Value:

Popmenu supplies restaurants with the tools they need to successfully manage and build their online presence from website design and hosting, dynamic menu technology, email marketing, simplified menu management, Google My Business integration, social media, online ordering, and more.

Advantage:

The Menu is the primary decision point for all guests, new and returning. Popmenu's unique, patent pending Menu technology, puts the preferred consumer preferences in the restaurants domain, where owners control the narrative and gain valuable consumer insights. Not only does Popmenu give restaurants a brand new, ADA conformant website, Popmenu also provides its customers with best-in-class support, on-demand training, and executes marketing campaigns and digital strategy for its customers.

Product Offering:

Popmenu will build restaurants a world-class website that includes their one-of-a-kind dynamic Menu technology on top of a platform that provides email marketing, social media tools, and unique integrations to Google My Business--all in one hub.

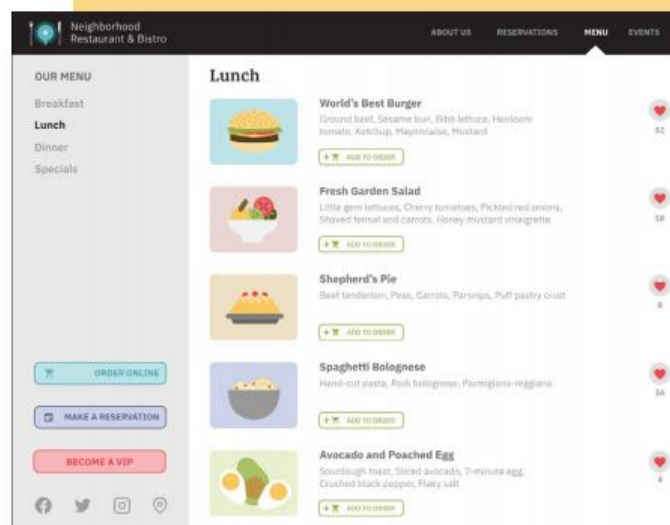
CLICK HERE TO LEARN MORE

www.get.popmenu.com/Sysco

SYSCO EXCLUSIVE PRICING:

Minimum 25% discount to shared Sysco customers. Plus waiving all build, design, and maintenance fees, for both the full website and its online ordering platform!

**WEBSITE DESIGN
ONLINE ORDERING
EMAIL MARKETING
SOCIAL MEDIA**



For more information about how Sysco can support your business please go to www.syscomarketingservices.com

Questions? Email us at info@syscomarketingservices.com

Service Partnerships



Company Description

CheddarSuite is a cloud-based, SAAS business management software for restaurants that serves as a one-stop platform to streamline all of your restaurant management needs like scheduling, communication, inventory, documentation, and more.

Value:

CheddarSuite eliminates the need for multiple apps, and can be accessed from anywhere at any time. There are no annual contracts, and users receive access to free online trainings, webinars, and live support.

Advantage:

Gone are the days of bundling packages and using multiple programs. With CheddarSuite, users only pay one price per month and receive access to all the tools and business solutions they need to manage the day to day operations of their restaurant. That means less time keeping up with programs and logins and more time running the business.

Product Offering:

CheddarSuite replaces the paper clutter mess of invoices, schedules, spreadsheets, and complicated POS reports to help you better communicate issues shift to shift and understand if you are making or losing money - and why. This inclusive tool features scheduling capabilities, log documentation, inventory management, document storage, vendor management, comprehensive overviews of revenue, cost, and goals, as well as centralizing staff communication into a single, easy-to-use platform.

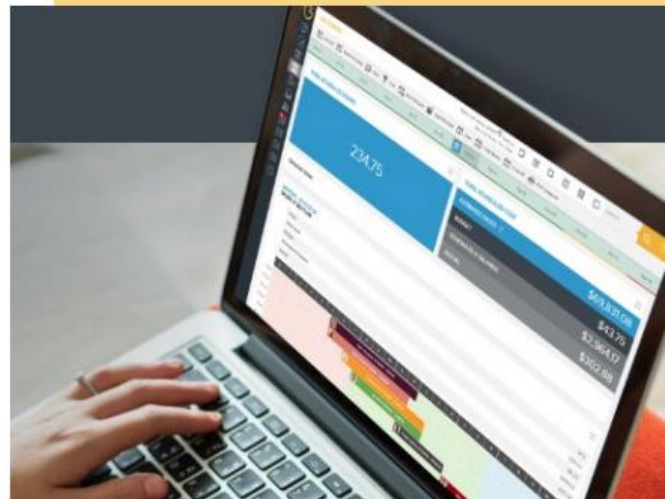
Visit www.cheddrsuite.com/form/sysco or call 855-805-0722 for more information!

SYSKO EXCLUSIVE PRICING:

Sysco customers receive **FREE** scheduling software for **Lifel**

Our **PLUS Plan \$49/month**, normally \$99/month, gives you all the advanced restaurant management tools you need. Our end-to-end restaurant management **PRO Plan \$89/month**, normally \$139/month, gives you all the "Plus" features along with the ability to integrate with your POS system.

**SCHEDULING, INVENTORY,
INVOICES, & MORE!**



For more information about how Sysco can support your business please go to www.syscomarketingservices.com

Questions? Email us at info@syscomarketingservices.com

Sysco[®]
FOODIE
Solutions

Need help with Back to School?

Contact your Sales Consultant or Sysco Concierge Services
at 1-800-380-6348 or info@syscomarketingservices.com

Please review federal, state and local regulations to ensure your compliance with the law. For safety and sanitation, stay up to date and check the latest information on [CDC.gov](https://www.cdc.gov). Consult your legal advisors regarding any risks associated with starting a new venture or implementing any recommendations.