



— Volume 1 —

# MENU INSIGHTS

powered by Sysco Menu Services



# get started on your **NEW MENU!**

Your menu is the heart of your restaurant. The best restaurant menus are planned and deliberate - more than just words and photos. It is the only communication in a restaurant that 100 percent of your guests will see, though only for a few minutes. It is your #1 marketing piece. Profitability analysis is key to knowing how to design a smart menu - let our team help!



## **We are dedicated to working with you to manage your menu creation.**

From the latest trends, analysis and engineering, to design and revisions, we want you to have a positive and insightful experience; learning more about your business and how your menu can be more profitable than ever before.

## **We do more than just menus**

### **Menu Analysis & Consultation**

Partner with one of our industry experts to enhance your profitability.

### **Menu Engineering & Creative Design**

Our professional consultants create design and layout options to maximize your menu power and provide insights on the latest trends.

### **Menu Boards & Digital Displays**

We create eye-catching and sales-driven marketing to grab your customers' attention.

### **Brand & Logo Development**

First impressions are lasting impressions - let your brand speak for itself!



**For more info, check out our website:**  
[www.syscomenuservices.com](http://www.syscomenuservices.com)

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



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**MORE**

**THAN**

**MENUS**

**Sysco's Menu Services team**

supports all of North America.

We touch over  
**10,000**  
menus and have over  
**50,000,000**  
impressions per year.

Who are you going to trust with your menu?



## **Keeping menu offerings up to date can be a challenge, even for the savviest operator.**

By leveraging the latest culinary trends and making minor modifications to dishes, you can keep your customers engaged without having to completely overhaul your menu. Ethnic condiments, globally-inspired dishes and better for you, plant-focused cuisine – all top 10 trends for 2019 – can easily be added to your rotation and featured as limited time offers (LTOs) or on sluggers and table tents.\*

As your menu partner, Sysco helps keep your menu top of mind. We know that it's more than just a listing of items – it's your number one marketing tool. Our team of experts work with more than 10,000 menus a year, and bring you the latest industry insights to help elevate your restaurant and drive profits. Sysco Menu Services will publish insights several times a year. Our hope is you will find these insights useful and become inspired to incorporate the year's most buzz-worthy trends into your menu!

Let us know how we can help you with your next menu!

### **The Sysco Menu Services Team**

*\*What's Hot 2019 Culinary Forecast, NRA*

# Menu Analysis & Certified Consulting

Partner with one of our industry experts to enhance your profitability.

# Brand & Logo Development

First impressions are lasting impressions - let your brand speak for itself!

# Menu Engineering & Creative Design

Our menu experts create design and layout options to maximize your menu power.

# Menu Boards & Digital Displays

We create eye-catching and sales-driven marketing to grab your customers' attention.

Your menu should be your most compelling marketing piece, let us help you transform it.



Start with understanding profitability - which is only uncovered through cost analysis.



## Know your menu

is constructed to encourage the customer to make decisions you want. This is achieved through the psychology of menu engineering.



Bring your menu to life leveraging both the analysis and engineering to create a smart and beautiful design.

**Glenview** COUNTRY CLUB RESTAURANT

### Bar Snacks

**GUACAMOLE & SALSA**  
Served with tortilla chips - \$5.99

**BONELESS CHICKEN WINGS**  
Buffalo | BBQ | Honey Mustard  
Served with ranch dressing - \$6.99

**SHRIMP COCKTAIL**  
Six jumbo cooked Gulf shrimp,  
served with cocktail sauce - 7.99

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### APPETIZERS

**BANGIN' SHRIMP**  
Buffalo or hot peppered Gulf shrimp,  
fried and tossed in house recipe  
tangy sauce - \$6.99

**CORNFLAKE CHICKEN TENDERS**  
Crispy tenders, honey mustard dressing,  
and your choice of ketchup, mayo, ranch,  
or barbecue. Large \$8 | Regular \$6.99

**JUMBO CHICKEN WINGS**  
Buffalo | BBQ | Honey Mustard  
Served with celery and blue cheese dressing.  
Large \$10 | Small \$6.99

**CHICKEN QUESADILLA**  
Grilled or deep-fried with cheddar cheese,  
mushrooms, grilled onions, roasted red  
peppers, sour cream, pico and salsa. \$6.99

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### Flats

**JIP'S LOBSTER FLATBREAD**  
Spiced shrimp, lobster, avocado, horseradish,  
and balsamic glaze - 12.99

**LOADED BACON FLATBREAD**  
Chip of fried beef or pulled chicken with  
cheddar, jalapeno, red, green onions, jalapeno,  
and pulled pork. Served with sour cream,  
and salsa on the side - 10.99

### SANDWICHES

Gluten-free bread with homemade ketchup, mayo, and pickles. \$6.99 for all sandwiches.  
Allison or Caesar Salad 1.50 of Homemade Buns.

**BUILD YOUR OWN BURGER**  
Chef curated 1/2 lb. beef, pulled pepper-froasted  
chicken, or 1/2 lb. turkey, mushrooms,  
bacon, onions, bacon, jalapenos, onion strings,  
blue cheese, cheddar, provolone, turkey  
American, or pepper jack cheese - \$8.99

**ELEET GUACAMOLE WRAP**  
Grilled flat tortillas with guacamole, cheddar,  
onion, jalapeno, queso fresco, tomatoes, and  
cilantro. Served with sour cream - \$8.99

**CHAMPION'S ANGUS HOT DOG**  
Angus (American Angus beef hot dog - 0.25  
per lb.) Cooked | Cheddar | Cheese | 12.99 each

**ULTIMATE GRILLED CHEESE**  
Cheddar and provolone cheese with  
tomato, and slices of bacon or ham - \$6.99

**ROASTED TURKEY PANINI**  
Sliced turkey, roasted bacon, provolone,  
cheddar, tomato, and cranberry peppers on  
grilled flatbread with chipotle ranch - \$10.99

**CHICKEN OR TUNA SALAD SANDWICH**  
On your choice of bread with lettuce,  
tomato, and red onion - \$10.99

**GLENVIEW FISH SANDWICH**  
Fried or baked fisherman with  
tartar sauce, lettuce, tomato, and  
red onion, on a brioche - \$10.99

\*Note: Consuming raw or undercooked meats, poultry, seafood,  
shellfish or eggs may increase your risk of foodborne illness.

### Frozen Drinks

**MONDAY MARGARITA**  
The finest margarita mix, blended with  
tropical, Original or Strawberry flavor.

**TUESDAY MANDIWE**  
Strawberry and raspas poured  
over vanilla ice cream.

**WEDNESDAY LOADED BANANA FUDGEE**  
Frozen banana and Sweet Pea Vanilla.

**THURSDAY HURRICANE**  
Hurricane mix (Guaraní fruit and orange),  
and rum.

**FRIDAY PINK COLADA**  
Pina colada mix, cranberry, lemon, and rum.

**SATURDAY ANTIPODE**  
Rich ice cream, hot cream,  
cappuccino, and vanilla.

**SUNDAY STRAWBERRY DAQUIRI**  
Cranberry and rum.

### Premium Martinis

Featuring New Americano Vodka  
Double (P1 - 4.99 / Regular - 5.99)

**CLASSIC VODKA OR GIN**

**COSMOPOLITAN**

**APPETIZER**

**CRUCIATE - STRAWBERRY**

**BEIJING - TINI**

**LEMONDROP**

**CONSTANT - TINI**

**POMEGRANATE**

**FRENCH KISS**

**KEY WEST**

**ISLAND PUNCH**

**WATERMELON**

**ORANGE BLOSSOM**

ASK US ABOUT OUR DAILY FEATURED  
SPECIAL PREMIUM MARTINI  
\$4.99 (P1) 5pm

House Feature

BOTTLED BEER  
Budweiser | Draft Light | Michelob Ultra |  
Miller Lite | Corona Light | 21st Amendment  
Coors | Lone Wolf Arctic | Blue Moon | Fat Tire  
Pilsener Beer | Craftbrew

DRAFT BEER  
Miller Lite | Coors Light | Young's  
Soft | Anchor Brewing Lager

HOUSE WINE  
Cabernet | Merlot | Chardonnay | Pinot  
Grigio | White Zinfandel

Daily Happy Hour 12-6pm

# Ethnic Cuisine

Korean  
Street  
Toast

**Lebanese, Turkish, Sri Lankan, Israeli, and Syrian foods are gaining popularity.**

Incorporating global flavors like Baharat spice or Tahini paste into seasonal dishes can increase craveability and bring diners flocking.

## Korean Street Toast

Serves 1

Recipe by Sysco Los Angeles Chef Benjamin Udave

2 Wholesome Farms eggs, beaten	2 slices white bread
½ cup shredded cabbage and carrot mix	1 slice American cheese
Salt and freshly ground black pepper to taste	1 slice Block and Barrel ham
1 tsp. canola oil	1 tsp. sugar
1 Tbsp. Wholesome Farms butter	1 oz. House Recipe ketchup
	Additional cabbage for garnish

In a medium bowl, combine the beaten egg and cabbage-carrot mix. Season to taste with salt and pepper. Heat the oil in a saucepan over medium-high. Place the cabbage mixture in the pan, making a square shape to match the bread. In a separate pan over medium heat, melt the butter. Add the bread and toast on both sides. To assemble, place the cooked cabbage mixture on the first slice of bread; top with the cheese, followed by the ham. Sprinkle with sugar and finish with a drizzle of ketchup. Garnish with crisp cabbage for added crunch.

<sup>1</sup> [www.restaurantbusinessonline.com/consumer-trends/trends-will-shape-restaurants-2019-technomics-take](http://www.restaurantbusinessonline.com/consumer-trends/trends-will-shape-restaurants-2019-technomics-take)



# Add Ethnic Flavor To Any Dish



## TURMERIC AIOLI

The right accent for any fried fish or seafood.

- ½ cup Sysco Imperial mayonnaise
- 1 tsp. turmeric powder
- 1 clove garlic, finely chopped
- Juice of 1 lemon
- ½ tsp. Sysco Classic kosher salt
- ¼ tsp. freshly ground black pepper

In a bowl, whisk together the mayonnaise, turmeric, garlic, lemon juice, salt and pepper.

## GOCHUJANG MAYO

Heat up your fish and chips with this Korean chile paste.

- ½ cup Sysco Imperial mayonnaise
- 1 Tbsp. gochujang
- 1 tsp. soy sauce
- Juice of 1 lime
- 1 Tbsp. sugar



In a bowl, whisk together mayonnaise, gochujang, soy sauce, lime juice and sugar.

## AJI AMARILLO DIPPING SAUCE

A delicious dipper for fries or roasted veggies.

- 2 green onions, white and green parts, chopped
- 2 Tbsp. aji amarillo paste
- ½ cup Sysco Imperial mayonnaise
- ¼ cup Wholesome Farms sour cream
- ¼ cup Casa Solana queso fresco



- Juice of 1 lime
- Salt and freshly ground black pepper

Put the green onions, aji amarillo paste, mayonnaise, sour cream, queso fresco and lime juice into the container of a blender and process until the mixture is smooth and creamy. Season the sauce with salt and pepper to taste. Chill until ready to serve.

## RED CURRY SHRIMP SAUCE

Adds tang and spice to sandwiches and cold salads.

- ½ cup Sysco Imperial mayonnaise
- ¼ cup House Recipe ketchup
- 2 Tbsp. finely minced lemongrass
- 2 tsp. Thai red curry paste
- Juice of 1 lime
- 1 tsp. Sysco Classic kosher salt
- 1 tsp. freshly ground black pepper

In a bowl, whisk together the mayonnaise, ketchup, lemon grass, curry paste, lime juice, salt and pepper until smooth.



## TAMARIND CHILE DIPPING SAUCE

Works well with fried shrimp or calamari.

- 4 oz. tamarind paste
- 1-inch piece fresh ginger, peeled and grated
- 3 cloves garlic, minced
- 3 Tbsp. sugar, plus more to taste
- 1 Tbsp. sambal oelek
- 2 tsp. fish sauce
- 1 tsp. soy sauce
- 2 Tbsp. cornstarch

In a medium saucepan over high heat, combine the tamarind paste, ginger, garlic, sugar, sambal oelek, fish sauce, soy sauce, and 4 tablespoons of water and bring to a boil. Reduce heat to low and let simmer for 5 minutes, stirring frequently. In a small bowl, combine the cornstarch with 2 tablespoons of water to make a slurry. When the cornstarch mixture is smooth, whisk into the tamarind sauce, continuing to whisk until the sauce thickens, about 1 minute. Remove the pan from the heat and let the sauce cool. Before serving, taste and adjust the seasoning, adding more sugar if necessary to balance the tartness of the tamarind.



# Natural Enhancements **Superfoods**



**Trending up 1221% since 2008  
with a 4-year growth of 238%:**

Charcoal, aids in digestion, high in antioxidants,  
anti-inflammatory, probiotics for digestion, collagen, CBD. <sup>1</sup>

**Consumers want  
foods with natural  
health & brain  
benefits.**

<sup>1</sup> [www.restaurantbusinessonline.com/consumer-trends/trends-will-shape-restaurants-2019-technomics](http://www.restaurantbusinessonline.com/consumer-trends/trends-will-shape-restaurants-2019-technomics)

# Nostalgic Foods & Comfort Foods

4.2% 1-year growth & 19.5% 4-year growth.<sup>1</sup>

## Grilled Tasso and Pimento Cheese Sandwich

Recipe by Sysco Raleigh Chef Bryan Hudson

**SERVES 4**

- 1 cup Block & Barrel pimento cheese
- 1 cup Magic Seasonings tasso ham, minced
- 8 slices Texas toast
- 4 thin slices fontina cheese
- ¼ cup clarified butter

In a mixing bowl, fold together pimento cheese and tasso ham. Divide the mixture among 4 slices of bread. Lay one slice of fontina on each sandwich. Lay the remaining bread on top. Heat the clarified butter on a griddle or pan over medium heat. Toast the sandwiches on both sides until the bread is golden brown and the cheese is melty. Alternatively, brush a bit of butter on the top and bottom of each sandwich and toast in an oven at 400 degrees for 6 to 8 minutes.



**New takes on familiar foods are here to stay. Incorporating modern twists on classic dishes will surely please.**

# Power Bowls

## 73.3% increase

Bowls are replacing the dinner plate, according to the Wall Street Journal, and they're packed with ancient grains, veggies, proteins, ethnic items and sauces. This trend is on 32% of menus today with a growth of 16% in the past 4 years.

### On-Trend

Ancient grains are a Top 20 Trend and protein-rich grains/seeds are the #5 condiments and accoutrements on the National Restaurant Association's "What's Hot 2018 Culinary Forecast".

### Versatility

This well balanced blend of premium grains is truly a chef's canvas. It can be seasoned a variety of ways to create ethnic inspired cuisine that can be enjoyed throughout the day.

### Time & Labor Savings

Never under or over cook a grain again. Heat and serve in less than 5 minutes.



### Path of Life™ 5-Grain Blend

**A super side of grainy goodness with bold flavor in every bite**

This premium ancient 5-Grain Blend combines red and white quinoa, barley, wild rice and wheat berries to provide an excellent base for countless dishes. Super sides expand your side dish options with healthful ingredients, save on preparation time and reduce the pantry space needed to stock a wide range of grains and legumes.

 **SYSCO**  
**SIMPLY™** For more information,  
visit: [www.syscofoodie.com/simply](http://www.syscofoodie.com/simply)

*Southwest Grain Bowl with Salmon*



# Nut Milks

**Non-dairy milk sales have grown 61% over the past 5 years.** Dairy-free beverages are on a 4-year growth of 72% and a 1-year growth of 16.5%. <sup>1</sup>



For more information, visit:  
[www.syscofoodie.com/simple](http://www.syscofoodie.com/simple)

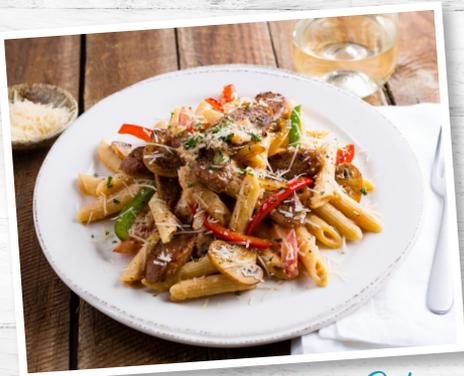


**Oat milk is in the early inception phase, and almond milk and soy milk are on the adoption phase of incorporation on US menus.**

<sup>1</sup> [www.eater.com/2018/12/26/18139840/food-and-restaurant-trends-2019-prediction](http://www.eater.com/2018/12/26/18139840/food-and-restaurant-trends-2019-prediction)

# Flexitarian

60% of consumers eat at least one meatless meal each week.<sup>1</sup>



*Beyond Sausage® Cajun Pasta*

## Beyond Meat® Beyond Sausage®

A modern miracle of meatiness crafted with plant based-ingredients

Created from simple plant-based ingredients and applied in fresh ways. Peas, rice and fava beans provide the protein while trace amounts of beet lend a meaty color. Coconut oil ensures mouth-watering juiciness and it's all wrapped inside a remarkable, 100% plant-based casing. The result is an uncompromisingly savory sausage, bursting with flavor, made directly from plants. Diversify your menu with three delicious flavors: Original Brat, Sweet Italian, Hot Italian.



For more information, visit: [www.syscofoodie.com/simply](http://www.syscofoodie.com/simply)

2/3 of millennials eat meatless regularly. Incorporating healthy vegetable substitutes for protein are highly forecasted for demand in 2019.

*Vegetable Rice Confetti Blend*



<sup>1</sup> [www.datassentials.com](http://www.datassentials.com)

# Delivery

Among restaurants,  
only 29% currently offer  
delivery in any way.



## Earth Plus™ Caterware

Packaging has the power to drive sales and the responsibility to represent your brand. Earth Plus™ Caterware is a line of eco-friendly dinnerware, serving trays and serving utensils that meet the growing demand for eco-friendly polystyrene alternatives. With an attractive, proprietary blend of material that's both flexible and durable enough for regular dining service, takeout, delivery and catering applications, Earth Plus™ Caterware is the perfect sustainable and durable servingware solution.



**50% of  
dinners**  
purchased are  
consumed at home.<sup>1</sup>

### CUTTING EDGE SOLUTIONS

For more information,  
visit: [www.syscofoodie.com](http://www.syscofoodie.com)

**49%**  
of consumers  
have their  
orders delivered.<sup>1</sup>



<sup>1</sup> [www.gloriafood.com/online-food-delivery-statistics-2018](http://www.gloriafood.com/online-food-delivery-statistics-2018)

# Whiskey/Bourbon Integration

BBQ sauce has had a 6.1% 1-year growth & 45.9% 4-year growth on over 63% of restaurant menus in the US.<sup>1</sup>



Desserts that contain alcohol have started to take off as those throwing dinner parties and wedding receptions are looking for a fun way to spruce up their desserts. Adding high end rum, vodka and whiskey is a great way to increase sales on traditional desserts and drive revenue.<sup>2</sup>



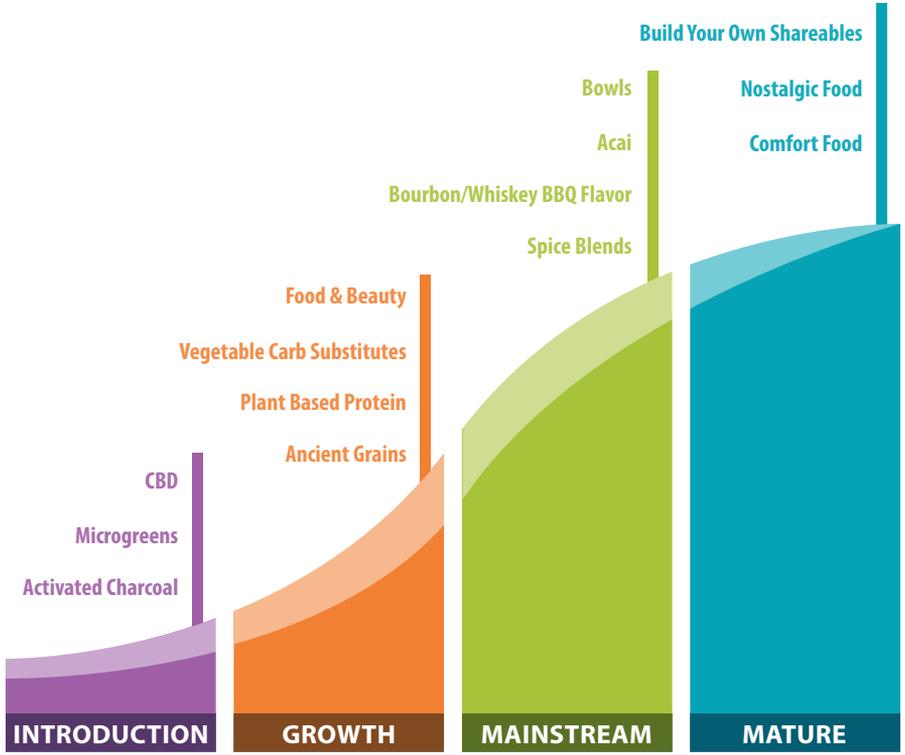
These whiskey/bourbon integrations can be found in desserts, burger glazes, and BBQ sauces.

<sup>1</sup> [www.datassentials.com](http://www.datassentials.com)

<sup>2</sup> [www.QuickstoneCapital.com](http://www.QuickstoneCapital.com)

# Understanding the Flavor Lifecycle

Innovation starts on the left, then progresses to the right



Trends start in the **introduction** phase and come from chef-driven restaurants leading the way in new uses of flavors and ingredients.

Trends move to the **growth** stage as they appear on emerging chain restaurant menus with increased volume.

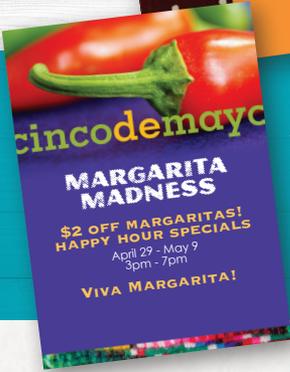
**Mainstream** trends incorporate what is piquing consumer interest and gaining acceptance on menus.

**Mature** trends are proven favorites that have wide appeal for many different palates.



*we're here*  
**TO HELP**

**S/SCO** | MENU SERVICES



## Are you prepared for an upcoming holiday or seasonal event?

### Upcoming Dates

- |                |                  |                     |                       |
|----------------|------------------|---------------------|-----------------------|
| <b>May 5</b>   | Cinco de Mayo    | <b>September 2</b>  | Labor Day             |
| <b>May 12</b>  | Mother's Day     | <b>September 8</b>  | Grandparents' Day     |
| <b>May 18</b>  | Armed Forces Day | <b>September 11</b> | Patriot Day           |
| <b>May 27</b>  | Memorial Day     | <b>October 14</b>   | Canadian Thanksgiving |
| <b>June 14</b> | Flag Day         | <b>October 31</b>   | Halloween             |
| <b>June 16</b> | Father's Day     | <b>November 11</b>  | Veterans' Day         |
| <b>July 1</b>  | Canada Day       | <b>November 28</b>  | Thanksgiving          |
| <b>July 4</b>  | Independence Day | <b>December 25</b>  | Christmas Day         |
| <b>July 28</b> | Parents' Day     | <b>December 31</b>  | New Year's Eve        |

Ask your MA on how Menu Services can help market your upcoming event!



# Interested in menu trends for your area?

Please contact us at [info@syscomenuservices.com](mailto:info@syscomenuservices.com) for more information.



Sysco

# FOODIE

AT THE HEART OF FOOD & SERVICE™



## FOLLOW FOODIE

- The hottest trends in foodservice
- Smart tips to optimize operations
- Marketing ideas to drive new business
- Tried and true Sysco branded recipes

Follow us @SyscoFoodie



Visit [SyscoFoodie.com](http://SyscoFoodie.com) to learn more.

