



It's Game Time! *Is Your Appetizer Lineup Ready?*

Stimulate Sales and Generate Profits by Adding New Appetizers to Your Core Roster

Appetizers make up a significant portion of operator profits every year, with nearly five billion starters served up annually.¹ Moreover, 80% of operators report that appetizer orders drive other sales such as drinks and desserts.² Clinch this season as undefeated winners with help from Sysco's traditional core appetizers, plus NEW Sysco Imperial Global Bites™.

Sysco appetizers draw fans with their sharable, snackable, pop-in-your-mouth appeal, all while generating high profit margins for you. Proven favorites, Sysco's core team of cheese sticks, onion rings, stuffed jalapeños and vegetables earn MVP status with their volume driving power.

- **Cheese sticks are an all-time classic, with widespread appeal among all ages.** Scoring up to \$2.10 in profit per serving, they are easy to prepare, making them a perfect fit for all dining segments.
- **Onion rings are versatile across all day parts as starters, sides, or toppers.** They tackle patrons' cravings and pull in an average profit of \$2.80 per order.
- **Wild Chiles Stuffed Jalapeños are a bar favorite and tie in well with promotions in any dining segment.** With bold flavors, creamy cheese and crunchy coatings, stuffed jalapeños intensify your entire menu as appetizers, in combo platters, and as sides and small plates.
- **Vegetables harvest serious profits** with exceptional crispiness and consistent, mouth-watering presentation. They're a sensible option for health conscious fans.

Sysco's game winning core appetizers have the power to please, bringing patrons comfort from foods they know and love. But many consumers seek something a bit "different"--with a trend towards international culinary adventure, unexpected ingredient combinations and unique ethnic profiles.³ Patrons crave variety in their appetizers and new menu offerings can help drive their loyalty.

Take your menu to the next level by adding even more profit generating Sysco appetizer varieties, like Sysco Imperial Global Bites™. Inspired by America's top-three favorite cuisines, Asian, Latin and Italian, Sysco Imperial Global Bites™ are intriguing but reliable--what we call "familiar with a twist." And they're key to expanding your menu and sales opportunities.

Score big with help from Sysco core appetizers. They're proven crowd-pleasers that are cost effective yet command high margins. Keep fans on the edge of their seats by introducing inspiring new varieties and flavors like Sysco Imperial Global Bites™ to the line-up. Together, core appetizers and Global Bites™ can inspire a championship season that will generate sales long after the final play. To place an order or for more information, contact your MA today. To learn how Sysco can kick off your appetizer sales, visit www.syscoappetizers.com or call 1.800.438.5966.

¹ NPD Crest, 1/11

² NFP Operator Research, 2007

³ McCormick 2011 Flavor Forecast