



Chocolates and Desserts Soar beyond the Holiday Season

As January rolls around and New Year's resolutions kick in, you can still feel confident in promoting your dessert menu. Use these tips to increase dessert consumption during the holiday season and beyond:

- Focus on homemade tastes and grandma's recipes by offering desserts such as apple pie, chocolate brownies, and warm baked sugar cookies. No matter what happens with the economy, make your customers feel welcome by offering these familiar treats!
- Create a mini-dessert in an assortment of flavors, for your customers who want a small special sweet treat at the end of a tasty meal. For instance, you can purchase large sheet cakes in vanilla, chocolate, or strawberry; then add whipped cream, ice cream, or a unique sauce and create your own signature special.
- Offer a combo meal special, by creating an assortment of desserts included in the menu price. For example, you can include a slice of pumpkin pecan pie with a turkey and dressing meal, or a piece of tres leches cake with the purchase of a fajita dinner for two!
- Help your customers capture the moment with cupcakes! Cupcakes are an exploding trend in desserts; you can sell individual sizes or party packs to go.

Even during this economic slow down, customers may consider full-service restaurant visits as special occasions that give them permission to order more indulgently while celebrating with family and friends. Don't forget to include festive desserts in your menu!

Sysco can help you impress your customers during this special time of year with unique and satisfying dessert choices. From International Specialty chocolates to New York cheesecake, Sysco has everything you need to end your meals on a sweet note. Tempt party goers with an indulgent piece of German Chocolate cake or create a light and tasty parfait with fruit, berries, and cream. As an added benefit, you can decrease preparation time for your staff with pre-sliced pies or thaw and serve pies for catered parties. Sysco also offers all the decorations you need to present these delicious temptations beautifully, including puff pastries, chocolate sauces, glazes, and much more. Let us help you create a sweet end to a delicious menu!

For more information on our assortment of traditional and non-traditional dessert items, please click on the attached PDF for our 2008 holiday and New Year's chocolate offerings.

