

Fighting Back **Against** Food-Cost Inflation

What is happening?

Food-cost inflation has been increasing at a 3.5 percent rate in the past year, and recent trending has spiked to upwards of 6 percent. Greater international demand for food products as well as environmental factors like flooding and droughts have driven this inflation surge. Meanwhile, spiking ethanol-related demand for corn has hurt the cost of animal feed, which in turn leads to even higher commodity product costs. If that's not enough, rising fuel prices add to the cost of moving and storing those commodity food products. It's a situation that affects all areas of the food chain in both retail and foodservice distribution. Your customers are feeling the same pinch at the grocery store. The bottom line: We are mired in a period of sustained, rising food cost inflation.

How can SYSCO help?

Menu Analysis.

Do you know the food cost of your dishes? You don't need to serve any item at a loss. SYSCO menu analysis concentrates on the gross profit dollars per plate, not the margin percentage. Ask your Marketing Associate to help you evaluate your portion cost, sell price and gross profit dollars per plate served. Let us help you make your meals more profitable.

Portion Control

Are your portion sizes consistent with your recipe specifications? SYSCO scales, portion bags and containers will help you control production and keep costs in line. Ask your Marketing Associate for tips about how to better manage dish portions.

Food Waste and Spoilage Reduction

Do you have a plan for managing and minimizing food waste and spoilage? Your culinary team needs to be coached on proper preparation and storage techniques to keep your food fresh so your raw products yield as much profit as possible.

Purchasing Strategy

We'll show you portion-controlled, value-added, further-prepared and frozen items designed to save time and labor, minimize waste, and offer consistency without sacrificing quality.

Energy Conservation

There's more to saving energy than turning off lights at night and keeping cooler doors closed. Spend time with your team auditing your energy use and find ways to save energy—which is good for your bottom line and good for the environment.



Menu Engineering

Change Up the Mix

SYSCO can help you add value to your menu by expanding more profitable areas and discontinuing the slower-moving, less profitable items. Every SYSCO Operating Company has either an in-house or an outsource option that creates and prints eye-catching, mouth-watering menus. We also have culinary experts who can help you take your menu offerings to the next level. Let us help you revamp your menu, attract more customers, and generate greater profits!

Reprint Effective and Nimble Menus

Is it time to reprint menus? This time, let SYSCO show you how to make them easily updateable so you can change prices or offerings quickly and inexpensively.

Offer Different Portion Sizes

Today's health-conscious diners appreciate the option to enjoy smaller portions of your delicious signature dishes. We'll help you offer a reduced size and price option that still retains a healthy margin.

Leverage SYSCO's Culinary and Operations Experts

Side dishes, soups, salads and desserts yield impressive profits while increasing check averages. Sub-prime cuts of beef offer your customers attractive protein alternatives at a palatable price point. Talk to your SYSCO Marketing Associate and SYSCO Corporate Chef about leveraging these items as daily specials or new menu additions.

Raise Menu Prices

When you have to raise menu prices, let SYSCO share proven, effective solutions to ease the transition.

