

## MAY 2020 NEWSLETTER

### THIS MONTH'S INDUSTRY EVENTS

ALL INDUSTRY EVENTS HAVE  
BEEN EITHER POSTPONED OR  
CANCELLED

### NEXT MONTH'S HOLIDAYS & EVENTS

*time to start planning!*

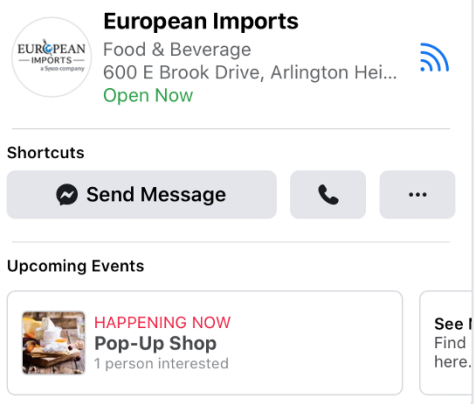
**JUNE 20** SUMMER STARTS  
**JUNE 21** FATHER'S DAY

### NEW THIS MONTH: FACEBOOK



[www.Facebook.com/  
EuropeanImportsSysco](https://www.Facebook.com/EuropeanImportsSysco)

Follow us to find out about our  
newest initiatives including several  
direct-to-consumer outlets.



AS ALWAYS, CONTINUE TO  
FOLLOW US ON

**Instagram**

@EUROPEANIMPORTS

# EUROPEAN — IMPORTS — a Sysco company

## RESTAURANT REINVENTION

Social distancing pleas remain urgent, and experts recommend limiting trips to the grocery store. Grocery stores, in turn, are getting innovative with data to help navigate the crisis, using technology to limit the number of shoppers in store and partnering with grocery delivery services and food manufacturers to better predict supply and demand. But stores are still challenged to keep shelves stocked, leaving many Americans without basic staples. While restaurants continue their struggle, for those that remain open, necessity has been the mother of invention. As they continue to look for new revenue streams to stem dine-in losses, some have discovered innovative ways to help solve consumer problems. Some restaurants are now selling groceries along with their carryout. DIY meal kits and “take and bakes” are easing some of the pain of meal planning and preparation.

How can restaurants innovate and tap into the latest trends to remain a regular part of their customers’ repertoire? Enclosed are some suggestions for the best ways to address consumer needs while working to mitigate the devastating effects this pandemic has had on the foodservice industry.

### CONSUMERS MOTIVATED TO HELP

*Once social distancing eases, what will cause consumers to spend more at restaurants?*

Across the board, the most compelling motivation for consumers to spend more is their desire to help restaurants recover from months of eliminated dine-in traffic and economic instability (35%), followed by wanting to socialize more (25%) and enjoying foods that couldn’t easily be made at home (24%).

Source: [Datassential](#)



## CANCELLED: 2020 SUMMER FANCY FOOD SHOW

Typically this is the time of year we share with you our plans to exhibit at the Summer Fancy Food Show, and invite you to visit our booth to see what’s new and exciting at European Imports. However, the Specialty Food Association announced in a recent press release that the 66th annual Summer Fancy Food Show will not take place as planned due to the national and global response to the COVID-19 pandemic, including travel restrictions and the Javits Center’s critical service in fighting the pandemic that impacts the facility’s availability. Click [here](#) to read the press release in its entirety.

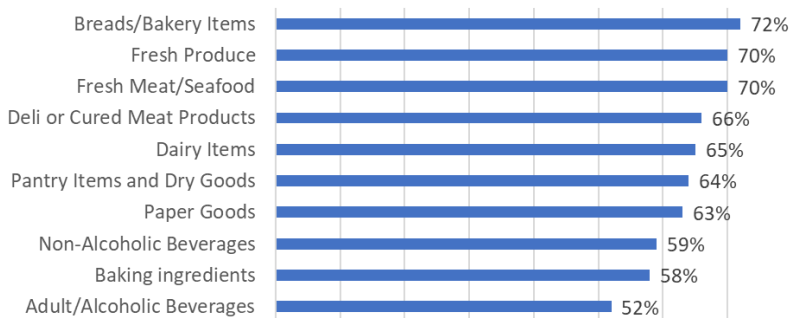
# INDUSTRY TRENDS

## Pop Up Stores

### POP-UP GROCERS PIQUE CONSUMERS' INTEREST

COVID has forced restaurants to get crafty to survive, and one of the latest tactics from chains is to sell groceries along with their carryout options. Apparently, these “pop-up provisioners” are onto something, as most Americans express some interest — *especially Gen Z and Millennials* — no matter the grocery category. But execution will be crucial, given all the forms this new idea could take. Will customers be able to pre-order online? Curbside pick-up, or delivery? Bundled meal kits, or customizable orders? If a restaurant figures out which combination works for its operation, the potential is there for a big audience.

Source: [Datassential](#)



■ What is your interest in purchasing the following grocery categories from restaurants during the COVID-19 crisis?

### GO-TO-MARKET BEST PRACTICES TRADITIONAL WAYS TO ADVERTISE

- Social Media: update with hours to shop; show daily product assortment and pricing; create exclusivity and promote safety by scheduling appointments to pick-up; use boosted posts
- Mailers, Flyers or Postcards
- Update your website

### CREATIVE WAYS TO ADVERTISE

- Your local neighborhood app
- Flyers to be handed out with all takeout and deliveries
- Outdoor signage such as banner signs and sidewalk menu boards
- Door hangers
- Email campaign to loyal customers
- Radio ads
- Digital — TV, web, streaming services
- Mobile advertising on delivery vehicles

### GOOGLE MAPS REVIEWS

Update your business description to market that you are a participating Pop Up Shop.

Source: [Sysco](#)

### HOW TO GET STARTED

- Discuss with your sales representative the items available to your operation.
- Develop your communication plan including email and social templates to advertise your Pop Up Shop. Communicate shop hours (if different from take-out hours) on your website, social posts, signage, etc.
- Set-up your e-commerce platform with product images, descriptions and price.
- Create product signage and Point of Sale sheets.
- Schedule, train and inform your staff on the new concept.
- Ensure you have adequate storage space for extra products, which may require tightening your inventory.
- Do you have a refund policy in place?
- Remind your staff to wear gloves and masks when handling food items, even pre-packaged grab and go items, including handing the bags to consumers as this helps to prompt consumer confidence.
- Enforce social distancing. This may include putting up barriers or adding additional signage to the floors to designate the appropriate distance to keep while waiting in line.
- Be sure to comply with all food storage regulations provided by your local health department.





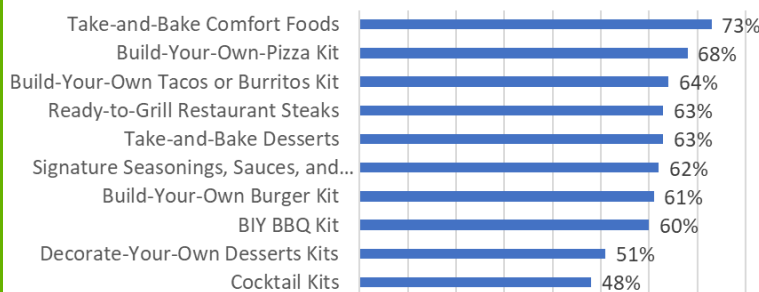
# INDUSTRY TRENDS

## Do-It-Yourself & Take-and-Bake

### A WORTHWHILE DIY PROJECT

Another way restaurants have gotten creative to generate new revenue streams is by offering do-it-yourself and “take and bake” meals, and consumers are expressing strong interest. Consumers can make home-cooked meals without all the hassle and it can also be a form of entertainment for the family. Millennials and households with kids have the strongest interest across all options, while take and bake comfort foods and desserts are popular with Gen Z. Singles prefer more casual options, better suited for one person like pizza, burger, cocktails, and dessert decorating kits.

Source: [Datassential](#)



■ How interested are you in ordering these DIY/take-and-bake options from restaurants during COVID?

## MEAL KIT *Inspiration*

### BURGER NIGHT

- Pilot Wagyu Burgers (1402688)
- Pretzilla Sliced Burger Buns (9909696)
- Carr Valley Budweiser Pub Cheddar Spread (7081554)

### SAUSAGE NIGHT

- Big Fork Sausages — *four varieties available*
- Pretzilla Sausage Buns (2687295)
- Clovis Dijon Mustard Packets (7055948)

### FONDUE NIGHT

- Emmi Fondue Blend (1938275)
- Pretzilla Soft Pretzel Bites (9909161)
- Nueske's Applewood Smoked Summer Sausage: Pork (1446832) or Beef (1439500)
- *Possible additions from your produce:* Apples, Pears, Broccoli, Potatoes

### PASTA NIGHT

- DeCecco Whole Wheat Penne Rigate (1400904)
- *Gluten Free:* Banza Rotini (4646547), Penne (4646533)
- Raos Marinara Sauce (0268142)
- Latteria Sociale Mantova Parmigiano Reggiano — *three sizes available* — cut wedges for each box
- *Possible additions:* Sausage, Vegetables

When asked “What is the most interesting restaurant promotion you’ve noticed during the COVID crisis?”

“Take and bake from my favorite local shop. All proceeds went directly to supporting furloughed workers.”

- a 31 year old man in Crossville, TN



### BUILD-YOUR-OWN PIZZA

#### PAULIE GEE'S HELLBOY PIZZA RECIPE

brought to you by [Mike's Hot Honey](#)

#### INGREDIENTS

- Your favorite pizza crust or dough
- 1 can (14.28 oz.) Italian Tomatoes (7015052)
- 1 (4 oz.) Fresh Mozzarella Ovaline Ball (6849871)
- 1 oz. Sliced Calabrese Salame (3836105)
- Shredded Parmigiano-Reggiano (1917040)
- 1-2 Packets Mike's Hot Honey (7022281)

#### INSTRUCTIONS

1. Begin with your favorite pizza crust, whether it is a dough ball or pre-made crust.
2. Preheat oven. *For dough ball:* pre-heat to the hottest possible temperature. *For pre-made crust:* follow package instructions.
3. Top your pizza with all ingredients except for the honey.
4. For dough ball: Bake for 7 minutes. For pre-made crust: follow package instructions.
5. Finish with a generous drizzle of Mike's Hot Honey.

# INDUSTRY TRENDS

## Family Style Meals

### TAKE-OUT, FAMILY-STYLE

A MESSAGE FROM SYSCO'S CHEF NEIL

“ Right now, chefs have an opportunity to provide people with something that is sorely needed, comfort. Boredom and anxiety are on the rise and comfort food is a popular solution for both. Takeout family-style meals are an excellent way for chefs to support their communities. Though these types of meals may not be overly exciting, they are important. And you can put your own creative spin on them, taking them from easy speed-scratch meals to a unique dish full of local flavor. ”

#### CHANGING TIMES

A recent Datassential survey states that 89% of consumers feel safer eating at home. This poses new challenges that will require restaurants to find creative ways to appeal to consumers. One way to address this abrupt social shift is to provide your community with familiar and comfortable dining options like family-style meals that your customers can enjoy in the sanctuary of their own homes.

#### SEEKING COMFORT

In times of anxiety, people often turn to familiar food to reassure themselves and their families. Comfort foods are called that for a reason; they let diners relax and eat something they know they'll enjoy without having to make many decisions. Since cities started COVID-19 quarantine procedures, sales of comfort food items have seen a drastic increase with noodles, sandwiches and classic hot dishes leading the way. But what's in the dish matters less than the memories associated with it, studies have shown. This means the ideal comfort foods are going to vary for different people based on location and ethnicity. Spending some time upgrading popular local comfort foods on your menu and making sure they stand out as winners will set you apart.

Family-style meals are a great way to provide comfort to families in these uncertain times and are also the most cost-effective and efficient ways to execute an off-premise dining program. Some operators have found success by creating a separate, limited takeout menu that offers a few select items. This also has the added benefit of reducing back-of-house labor. Meals that are quickly and easily assembled can provide operators with an efficient means of fulfilling consumer needs and driving revenue for their operation.

#### SIMPLIFIED & EFFICIENT

Delivery and takeout give operators an opportunity to do their part in prevention, as well as sustain their business during this time of social distancing. Working with limited staff can pose significant labor challenges for full-service operators, but a limited menu can help mitigate that. Consider a limited family-style offering of just 3-5 different takeout entree options, paired with 1-2 of your side dishes. This decrease in variability drastically reduces the odds of back-of-house mistakes and the resulting unfavorable customer experience.

#### COST REDUCTION

Individual takeout menu items require a higher number of to-go ware pieces. An emphasis on large-size family-style menu items can ultimately reduce your packaging costs even in times of increased takeout and delivery orders. In addition, having a set family-style menu allows operators to reduce their inventory of products, which leads to a decrease in overall cost and exposure while still maintaining a high overall standard of food and service quality.

#### FOODS THAT TRAVEL WELL

Some foods retain their flavor and texture better than others during the takeout or delivery timeframe. Sandwiches, salads and wrap platters are all excellent examples of family-style takeout or delivery meals that are popular in times like these. Short pastas, such as cavatappi and penne, retain their quality during transport. Keep in mind that fried foods can lose their crisp during transit. Selecting your menu items and takeout containers with travel in mind will increase customer satisfaction and likely will result in an uptick of re-ordering.

#### POPULAR TAKEOUT & DELIVERY ITEMS

- Grilled Meats—*reheat easily and maintain integrity*
- Vegetables—*prepare al dente so they don't overcook when reheated*
- Pizza and Flatbread—*delivery & takeout staples*
- Casseroles & Pot Pies—*hearty choice with extended hold capabilities*
- Pasta Dishes—*can prep in advance and in bulk*
- Sandwiches, Wraps and Salads—*very portable*

Source: Sysco

Make the meal complete with a dessert! For an Italian themed Family Meal, include Davigel Tiramisu (7061562), available in a convenient 5 count box.

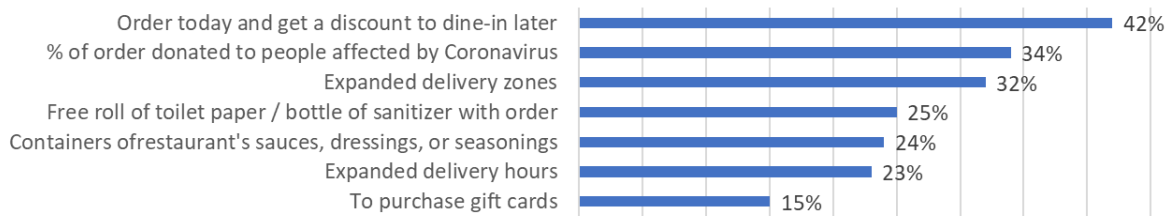


# INDUSTRY TRENDS

## TBD

### RESTAURANTS (STILL) HAVE A LOT OF LEVERS TO PULL

Throughout the COVID crisis, restaurants have been using promotions and discounts to keep their customers coming, and many of these strategies work well together. The idea of ordering now and getting a discount to dine-in later is a strong motivator to generate business. One in three consumers would also be swayed by knowing their order would benefit charities. Convenience-driven factors are motivators for parents, who would like expanded delivery zones, and singles, who would prefer expanded hours.



■ What would motivate you to get food from restaurants during the COVID crisis?

### GIVING BACK GOES A LONG WAY

Americans would gladly see chains get involved with charitable causes, but don't have a clear preference as to the type. Some differences can be seen across demographics. Women stand behind the mantra that "charity starts at home," showing greater preference toward activities that help staff. They also want to see options that help first responders. Boomers clearly feel that restaurants should stick with what they are good at, advocating for options that involve meal donations, whether to first responders, furloughed staff, or the homeless and needy.

When asked "What is the most interesting restaurant promotion you've noticed during the COVID crisis?"

"Buy one burger, one gets donated to front-line workers."

- a 47-year old woman in Los Angeles, CA

"The ideas surrounding delivery fees and donations towards healthcare."

- a 20-year old woman in Seattle, WA

Which causes do you want to see chain-restaurants supporting during this time of COVID-19 / Coronavirus?

	Male	Female	Gen Z	Millennial	Gen X	Boomer
Donating meals to healthcare workers and first responders	54%	66%	43%	57%	61%	67%
Providing paid time off for sick staff or staff caring for others with Coronavirus	51%	55%	41%	51%	52%	60%
Providing meals or funding to restaurant staff who have been furloughed/let go during the crisis	45%	56%	39%	54%	49%	52%
Working with local food banks to help feed homeless/those in need during Coronavirus	52%	58%	40%	56%	53%	62%
Donating meals to organizations/services working with elderly or high-risk populations	46%	57%	45%	53%	48%	55%
Donating safety equipment (masks, gloves, etc.) to healthcare workers and first responders	48%	57%	42%	52%	50%	58%
Increasing wages/giving bonuses to staff who are working during the crisis	52%	65%	42%	60%	57%	65%

Source: Datassential

# INDUSTRY TRENDS

## *Category Increases*

### US PACKAGED FOODS GROWTH EXPECTED TO “FAR EXCEED” EXPECTATIONS



Research firm Credit Suisse has projected that US packaged food companies' retail sales will grow by as much as 15% to 30% on average during the March to May

2020 period. The projection indicates a massive shift in eating patterns among consumers due in large part to quarantine measures and social distancing practices in response to the coronavirus pandemic.

Sources have indicated that food at home now constitutes approximately 80% of consumer spending on food today compared to 50% before the pandemic. Grocery chains have reported similar trends, with Target announcing that food and beverage sales are up 50% in the month of March. Food companies have announced an increase in production by as much as 40% in order to keep up with demand, according to Credit Suisse.

Chicago-based market research firm IRI said sales of fresh meat increased by 77% in the week ended March 15 as consumers stocked up their fridges and freezers.

It remains unclear if this projected bump will translate into long-term benefits for big food companies, as uncertainty remains over how long the pandemic will last, and if consumer trends toward store-bought foods will continue beyond the end of the pandemic, Credit Suisse said.

Source: [Food Business News](#)

### CONSUMERS SEEN UPPING THEIR HOME BAKING GAME

Together with toilet paper, dried beans and sliced bread, family flour has seen an extraordinary spike of sales since the beginning of March. The surge has forced flour millers to scramble to keep up with orders.

The sudden affinity for family flour has prompted flour millers to wonder whether the bags of newly purchased flour will inspire a surge of home baking or will end up on the back of pantry shelves gathering dust.

While demand for family flour has been declining for years, decades even, data gathered by Chicory, a New York-based tech firm, suggest that hundreds of thousands of consumers are, at a minimum, putting their toe in the water and have begun exploring home baking.

From the first week of March, views of basic homemade bread recipes surged 355%, to 896,215. By the first week of April, the figure had slipped to 660,756 views, but the views were still more than triple the levels at the start of the month.

Chicory attributed part of the surge in recipe searches to a natural consequence of panic purchases leading many consumers to “come up with ways to use up everything that’s packing their pantry.” Difficulty finding packaged bread also may have contributed to a desire to “bulk up their basic cooking and baking skills in order to self-sustain.”



Also contributing to the decision to bake is the large number of consumers officing from home, Chicory said.

“People have more time; particularly those who are out of work or working from home and can monitor their

bread for a perfect rise,” the company said.

“Bread has become the food and recipe of choice for most Americans,” said Joey Petracca, chief operating officer and co-founder of Chicory. “Playing a comforting role in our lives during these unstable times, basic bread and its infinite variations are staple pantry items that offer a sense of normalcy. Homemade and hearty recipes always see a surge during cold, flu and allergy seasons, and we’re seeing the same pattern now as people look for ways to self-soothe. What’s unusual is that this also fits into an emerging trend of basic and scratch recipes as people look to build their cooking and baking skills from the ground up. Bread serves so many purposes and these recipes offer exactly what people are looking for right now.”

Sharon Davis, program director at the HBA, said the association’s staff have affirmed that home bakers have been elevating their craft beyond the usual cookies, cupcakes, brownies and mug muffins.

“They’re tackling essential daily staples — loaf bread, tortillas, homemade pizza and always popular banana bread,” she said.

Source: [Food Business News](#)



# INDUSTRY TRENDS

## Retail & Foodservice

### HOW COVID-19 WILL AFFECT 2020 FOOD TRENDS



TUALATIN, ORE. — Expect to see several emerging food and beverage trends change course as consumers cope with the coronavirus crisis in the United States, said Suzy Badaracco, president of Culinary Tides, Inc.

Prior to the pandemic, experts predicted momentum for meat alternatives, low- or no-alcohol beverages and sustainability-driven purchasing behaviors. The trajectory of these trends has been altered by the political and economic uncertainty created by COVID-19, Ms. Badaracco said in a new report.

“It can be difficult to know which trends are most likely to rise above the noise over the next 12 months as the situation is still very much in flux,” she said. “It can be even more confusing trying to decide which will resonate most with your brand and customers.”

Consumers may behave more conservatively and cautiously in the months to come, relying on food and beverages that provide comfort and familiarity. Such behavior does not bode well for plant-based meat alternatives, Ms. Badaracco noted.

“It is clear from research that faux plant-based meats are consumed by meat eaters, not vegetarians, with curiosity being their driver,” she said. “As sales numbers on these products continue to slide, COVID-19 will push meat eaters back to animal protein at an accelerated pace, while vegetarians will celebrate plants being plants.”

The dairy category, with its “winning combination of health attributes and comfort,” also may benefit from changing consumer attitudes, Ms. Badaracco said.

“A newer, more promising direction, which supports the current mood, is to hybridize the categories — an alliance between animal and vegetable protein, with vegetables maintaining their natural integrity and voice,” she added.

The sober-curious movement, another leading trend gaining ground months ago, will give way to a rise in classic cocktails, global ciders, wine and beer, Ms. Badaracco predicted. Hard seltzer also will remain popular.

“When times are difficult, consumers drink,” she said.

“Overall, alcohol consumption is expected to rise — and the balance of which type of alcohol is consumed will shift between categories.”

Baby boomers, Gen X and older millennials will lead the shift back to booze, while younger millennials and Gen Z are more likely to remain steadfastly sober.

A third trend reversal expected to occur in a post-pandemic world is a de-escalation of sustainability spending while consumers regain financial footing. No- or low-cost sustainability solutions, such as composting or embracing ugly fruits and vegetables, may still continue, but purchases of organic food and beverages are expected to slide in the meantime.

“Sustainability spending will bounce back; however, its return will be linked directly to economic health and consumer confidence,” Ms. Badaracco said.

Source: [Food Business News](#)

#### PENT-UP DEMAND

As people emerge from the COVID-19 crisis, they will ease into environments that provide a comfort zone.

While our homes have always been a safe place, the COVID era has given this a whole new, and sometimes scary, meaning. Sheltering in place has left us clamoring to get back to normal life, while at the same time, feeling trepidatious to walk out the front door. Consumers are excited at the prospect of re-engaging with friends over food, but not ready for big crowds that make it impossible to keep your distance. While there is still a lot of uncertainty, consumers will gravitate toward environments that allow them to self-protect.

Restaurants can help ease this transition, by providing a balance of levity along with COVID safety precautions.

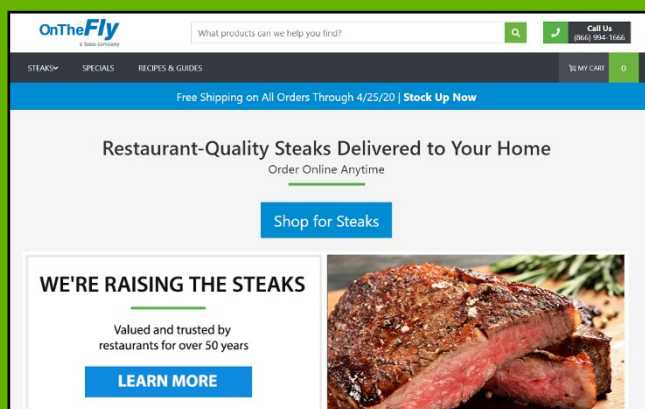
Source: [Datassential](#)

# WHAT'S HAPPENING AT EUROPEAN IMPORTS

## ONTHEFLY.COM

**OnTheFly**  
a Sysco company

While many grocery stores are facing shortages of much-needed food products, the slowing of the foodservice industry has left distributors — including European Imports and Sysco — with plenty of inventory and fewer outlets to sell product. One way we are working to bridge the gap is offering products on a new consumer-facing website, OnTheFly.com. While the site initially launched with a limited number of Sysco Specialty Meat Groups' restaurant-quality steaks, the plan is to continue to expand the site's assortment and include a number of European Imports' products on the site. From cheese and charcuterie to pastas and sauces, we'll offer products that ship straight to consumers' homes.



## POP-UP SHOPS

Calling all Chicagoland Foodies! We're currently hosting Pop-Up events at our Arlington Heights (IL) facility Wednesdays thru Fridays 10:00 A.M.—2:00 P.M. and Saturdays 10:00 A.M.—1:00 P.M. This is an excellent opportunity to purchase restaurant-quality cheese, charcuterie and steaks at wholesale prices. Follow our Facebook Page to see what will be available at each week's events, as we'll be changing our assortments regularly!

## SYSCO DONATES 13.5 MILLION MEALS IN FOUR WEEKS

During this time of unprecedented demand and need in our community, leading companies like Sysco are stepping up to the plate. The distribution giant recently donated over 13.5 million meals over the last four weeks, showing its fierce dedication to aiding our industry.

"We're pleased to be able to contribute so significantly at a time of unprecedented need. Once our team activated its product donation strategy, they worked to quickly refine and implement the broad-based approach allowing us to provide millions of meals to vulnerable citizens across the communities we serve," said Neil Russell, Vice President of Corporate Affairs.

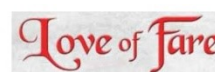
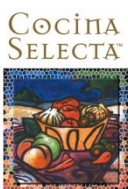
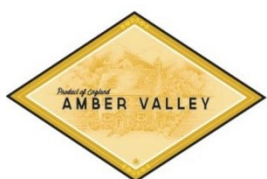
Working closely with suppliers, customers, and government entities, along with key partners like Feeding America in the U.S., Second Harvest in Canada, and FareShare in the U.K. and Ireland among others in Europe, the company continues to find new ways to address increasing food insecurity and the added constraints on the supply chain and food systems.

As stated in a press release, Sysco's four-pronged community response strategy supports food redistribution efforts across the global supply chain, including product donations, direct delivery to food banks and other hunger relief organizations, the loaning of refrigerated trucks and facility storage space to increase capacity for local food distribution, and volunteer and staffing support for mobile distribution efforts.

"I am incredibly proud and inspired every day by the partnership, innovation, agility, and compassion our associates around the world continue to demonstrate during this time of crisis," Russell concluded. "Our ability to think creatively and act quickly has enabled us to support and respond to our customers and communities in the most dynamic and helpful ways."

In the coming days and weeks, the company will continue to assess product inventory system-wide that will be identified for donation, coordinate transportation and logistics support to address capacity constraints, and support mobile pantry and drive-through distribution models.

Source: Deli Market News



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