



A Day Worthy of

Love

BY JOHN MIKO

*D*uring my many years with SYSCO, I have been fortunate enough to work with our customers and Marketing Associates on what is the single most important dining holiday of the year: Mother's Day. No other week of the year packs more excitement and energy!



SYSCO understands what this day means to you and your customers, so our Marketing Associates will bring their game and resources to the next level to support you. Remember, we are so much more than just your distributor, and we take that responsibility seriously.

Mother's Day shouldn't be about revenues and turning tables. Those things will take care of themselves. It's about creating a dining experience worthy of the person who nurtured and cared for us—mom. It's about the family coming together and appreciating what is important in life. If you exceed expectations when it matters most, you will create devoted customers. There is a big difference between a "loyal" customer and a "devoted" customer. A loyal customer prefers going to your establishment. A devoted customer returns consistently because he or she knows you will make the routine times memorable—and turn special occasions into cherished moments.

During the weeks before the holiday, you need to lay the foundation for execution on the big day. Your menu needs to express your passion and culinary skill. The day's offerings need to be indulgent, but with a cadence from beginning to end. The senses of smell, taste and sight need to be stimulated throughout this gastronomic journey. Take advantage of the concepts presented in this issue to help take your offerings to a higher level. Spend some quality time with your Marketing Associate and leverage his or her talents and product knowledge. They will be excited to help you and be a part of your team's success.

Make sure you spend extra time with your staff and clearly define their roles and your expectations. Your team needs to be at the top of their game. There are no second chances on a day like this. The food has to be prepared flawlessly, and everyone needs to treat your guests as if their own loved ones were sitting at the table. They should go the extra mile with smiling faces, sincere wishes and impeccable attention to detail.

Most importantly, don't forget about mom! Find unique ways to make her feel special. Here are a few ideas to consider:

- **Present her with a gift card to encourage her to bring the family back to create more memories.**
- **Surprise the table with a complimentary dessert to share that offers a sweet ending to a delicious meal.**
- **Give her a couple of dipped strawberries or homemade chocolates to take home and enjoy as she reflects on the special day.**

Above all, make sure someone from your management team stops by each table to recognize mom and thank the family for celebrating this special occasion at your restaurant.

We hope you find our Spring 2007 issue of *SYSCO Today* a great resource in creating devoted customers during this Mother's Day holiday. We hope that through our efforts you feel the same level of devotion to us. We take our motto of "Helping Our Customers Succeed" very seriously. It's not a catchphrase—it is a way of life for us. Thank you for trusting us with your business, and we wish all mothers a great feast and a cherished day with loved ones.