



Give the Gift of a Memorable Meal

Striped tie for dad. Reindeer sweater for mom. Scented soaps for your sister. Yawn! Giving exactly the right gift is a struggle for many holiday shoppers. That's why merchant-specific gift cards are becoming an annual must-have item. Consider this: a survey by the National Retail Federation reports that during the last holiday season, consumers spent an average of \$164.81 on all gift cards—\$80 of that on restaurant gift cards alone.

What does this mean? It means that you can make a big impact on your bottom line by launching a gift card program during the holidays. SYSCO iCare and NOVA Network provide an easy way for your customers to give a personal gift to loved ones this season, while ensuring future business for you.

A NOVA gift card program gives you an opportunity to introduce a strong revenue-generating opportunity at your busiest time of year, and it lets you compete with other

retailers for those gift-giving dollars. Your regular customers will enjoy an easy way to give others a taste of your menu, and the program can draw new customers to your restaurant when they come to purchase gift cards for family, friends and co-workers. Don't wait for requests, either; impulse buying is a big part of holiday shopping, so add a gift card mention to your staff's regular suggestive sell.

You'll start seeing the benefits in January when customers come back to redeem their gift cards. Sixty-one percent of gift card recipients spend more than the value of the card—most of them some 25% more. Those are numbers that should help bring out your holiday spirit!

To learn more about NOVA Electronic Gift Cards, call 1-800-380-4554, send an e-mail to sysco@novainfo.com, or contact your SYSCO Marketing Associate. Mention promotional code "82600" to receive your SYSCO customer discount.



*Who knew healthy could
taste this good?*

More than 90% of restaurant customers surveyed* said that **Chef Francisco® Healthy Creations™** soups *"met or exceeded their expectations."* Sure, our soups are health-inspired with lower sodium, zero trans fat, no preservatives and reduced fat and calories...But what brings people back for more is the superb flavor and quality. This means your health-conscious customers won't be forced to compromise taste for healthier choices.

Try one of our four new varieties, Boston Clam Chowder (SUPC #6043717), Roasted Chicken Noodle (SUPC #6043747), Fire-Roasted Vegetarian Vegetable (SUPC #6043729) and Southwestern Vegetarian Black Bean (SUPC #6043739), or any of the other 15 delicious Healthy Creations. Find out for yourself that healthy does taste this good.

To learn more, please contact your SYSCO Marketing Associate today.

Chef
Francisco
Healthy Creations™

