

People & Products That Make A Difference



At SYSCO, diversity matters. And because supplier diversity is particularly important to SYSCO and our customers, we work at it every day. In the past few years, we have taken giant strides to increase our purchases from minority- and woman-owned suppliers. The reason is straightforward: Simply put, it is good for business, good for SYSCO and good for our customers.



DIVERSITY
MATTERS
at
SYSCO



FLORENCIO CUÉTARA III

PRESIDENT
CLASSIC FOODS, INC.

“This company is about making products the way my grandfather made them in the 30s and 40s—without trans fats, MSG, or artificial colorings or flavorings.”

When Florencio Cuétara III says he’s been involved with the family potato chip business since the day he was born, he’s not exaggerating. “One of the homes where I lived for many years was literally on top of the plant—my bedroom was above the fryers,” he says. “I really was born into this business.”

While only he and his wife are still involved with Classic Foods, Inc., Cuétara looks on his 45 employees—many of whom have been friends for decades—as extended family. “We have people who have been with the company for thirty-some years,” he says. “We don’t have a lot of turnover, so people tend to start here and retire here.”

It’s a constancy that’s vital in a business that prides itself on holding onto its traditions as well as it holds onto its people. “This company is about making products the way my grandfather made them in the 30s and 40s—without trans fats, MSG, or artificial colorings or flavorings,” says Cuétara, who adds that Classic Foods produces more than 500 million packages per year, of which SYSCO distributes about 20 percent.

“In most cases, our product is not more expensive than our competitors’, but it is dramatically better,” he says. “When an operator tries the product and realizes it’s offered at a comparable price, we don’t really have to say very much—I think the product does all the talking.”



JOSEPH PEREZ

VICE PRESIDENT OF PURCHASING
GOYA FOODS

“With SYSCO’s help, we’ll continue pursuing our goal of providing the very best quality product at a reasonable price.”

Seventy years. Twenty-five hundred employees. Millions of pounds of beans, rice and other products per day. And a commitment to maintaining the human touch, no matter how big the operation gets. It’s the guiding philosophy of Goya Foods—and it’s proven to satisfy customers and employees alike. “We call it *la gran familia Goya*—‘the large Goya family,’” says Vice President of Purchasing Joseph Perez. “We have an open-door system that’s very much hands-on. It’s a truly caring atmosphere.”

Though Goya transacts 90 percent of its business directly with retail establishments, it has partnered with SYSCO to begin expanding its wholesale business. “We’ll maintain our retail focus, but we look forward to taking full advantage of the opportunities working with SYSCO provides,” says Perez. “With SYSCO’s help, we’ll continue pursuing our goal of providing the very best quality product at a reasonable price.”

More than just a home-front ideal, this pervasive attitude of caring extends to the company’s marketplace interaction and beyond. “It’s caring on every level—from caring about the quality of our product and the well-being of our staff to caring that the Hispanic community is served with dignity and respect,” says Perez. “We want the general market to know that we’re a formal, serious company that will not play games with the consumer or with our customers.”

