



for 35

SYSCO has played an important role in the foodservice industry's evolution, helping turn America's habit of occasionally eating out into a daily ritual.

1970: The test kitchen did double time as the sales room at SYSCO Corporate



1971: On the trading floor of the American Stock Exchange (the Irvings and the Baughs)



years,

Portable coffee, gourmet takeout, salad bars, kid-friendly foods, home delivery, fusion flavors, fast casual dining—we’ve witnessed and inspired a wide range of trends, traditions and tastes. Today, there are restaurants in schools, room service menus in hospitals and white-tablecloth caterers in office buildings. From the ballpark to Park Avenue, we’ve shaped a dynamic foodservice industry that allows you to mix and match the level of service you wish to provide, the type of food you want to prepare and the atmosphere you hope to create.

When SYSCO was incorporated in 1970, the concept of “meals away from home” was becoming increasingly popular. In fact, in 1971, our annual report documented that “the consumption of food has

increased since 1950 at a faster rate than the country’s population.” Fast-forward to just last year, and foodservice sales were projected to reach more than \$440 billion in the United States alone—or about four percent of the gross domestic product. The reason? Companies like SYSCO offer foodservice customers a virtual one-stop shop filled with incredible foodstuffs and supplies, whether you need to serve 120 customers a day or 200 patrons per hour. It has never been easier to pick up the phone and place an order for imported seafood, seasonal produce, heat-and-serve entrées, family-oriented appetizers, industrial equipment and more—all conveniently delivered on time and in one truck.



JOHN F. BAUGH
FOUNDER,
SYSCO CORPORATION

Born in 1916 near Waco, TX, John F. Baugh is still determined to make the daily trek to his office at SYSCO headquarters in Houston, TX. Partly because he has plenty of sound business advice left to dispense, but mostly because SYSCO is as much a part of Baugh as he is of us. It's his savvy philosophies that have given customers like you an industry in which virtually everything and anything is possible, from rare produce that can be ordered online to a corporate foodservice department tasked solely with ensuring the safety of the food on your tables.

With a story that might sound familiar to anyone who has tried to start his or her own business, Baugh and his wife, Eula Mae, had "no money, no capital and no merchandise" when they began their venture. However, Baugh fully believed in the idea that "frozen foods taste better than anything I could grow in my garden," and was driven to take the products he had been selling to regional institutions to family operated food establishments. A combination of great instincts and good timing, Baugh's decision allowed him to capitalize on the phenomenon of national chains and realize his goal of providing outstanding food distribution services across a growing country.

Today, Baugh's unwavering dedication to independent foodservice operators has resulted in thousands of products and services that double as business building tools for one of the fastest growing industries of the 20th and 21st centuries. And thanks to Baugh's vision, what began as his fascination with the concept of frozen foods in the 1930s has grown into a multibillion-dollar, full-scale mission of helping our customers succeed.



1970

"Frozen foods are taking off! Trends indicate that frozen foods will continue to command an accelerating share of the purchases by foodservice operations."

"Today's wholesale food distributor must constantly update his system for moving products to the marketplace in order to better serve the increasing population."

"People enjoy eating out! The 'meals prepared away from home' eating industry is the fourth largest consumer industry, ranking behind housing, clothing and food consumed at home."

The secret to providing our customers these remarkable tools has been a continuing commitment to their success—and remembering that our growth depends on yours.

Our founder, John F. Baugh, began SYSCO with this very philosophy, understanding that for foodservice operators to compete for patrons, they needed high-quality products that could help them effectively and efficiently run their business, whether the goal was to tempt taste buds, increase profits, decrease prep time or all three. Time and money were invested in product development, quality assurance (QA) programs, supplier acquisition and consumer research. The end results were foods designed for increasingly sophisticated palates, the strictest QA program in the industry, an impressive roster of supplier partners and the ability to forecast profitable trends. And instead of delivering only sugar, eggs or meats like the distributors that preceded us, SYSCO was able to offer a complete foodservice solution, from the front of the house to the back.

In the 21st century, we have continued to perfect the resources we believe benefit our customers the most, such as vegetarian, low-carb or low-fat foods that help you respond to the ever-changing eating habits of your guests. Products such as these allow operators to become part of current trends without compromising their image or altering their menu. Items can easily be added or test-driven, and our quality assurance processes let you worry about your presentation—and not the product. It's part of the magic of foodservice, where you can satisfy any craving at any time, without having to give a second thought as to how the foods you use are acquired, packaged or shipped.

1990: SYSCO is the largest fresh fruit and vegetable distributor in the nation

2003: The percentage of the food dollar spent on food away from home grows to nearly 50 percent



We've also kept our focus on providing value-added services that give you a competitive advantage, keeping in mind that the more SYSCO can do for you, the more you can concentrate on attracting customers. There's now a service for practically every part of your business, from menu design to credit card processing.

For the next 35 years, you can count on SYSCO to play an integral role in your success as we strive to perfect our signature SYSCO Brand lines, further tailor our foodservice programs and diversify our product portfolio. And whether you're just starting up or are already a neighborhood landmark, you can rest assured that SYSCO will continue to deliver people and products that make a difference.

It's simply part of the vision we began with: to supply not only great food to our customers, but also with strategies and skills that help them stay ahead.

2005

"Foodservice operators face a multitude of challenges and must be flexible and open to new ideas to provide consumers intriguing new foods and satisfy them enough to return for more."

"With more families dining out together, more attention is being given to children's preferences in determining where to eat and restaurants that can appeal to multiple generations tend to have a competitive advantage."

"Consumer eating habits are constantly shifting. Many consumers are aware of nutritional issues and are actively trying to eat healthier. There is a continued emphasis on fresh products and unique flavor and taste profiles."

