

didyouknow?

“Sea” the Difference!

CHINESE WHITE SHRIMP OFFER A SWEET ALTERNATIVE

Did you know that white shrimp, traditionally grown in Central and South America, have recently “migrated” eastward? Vannamei, or white shrimp, popular worldwide for their sweet, delicate taste and tender texture, are now being commercially grown in China and are available year-round from SYSCO. Since SYSCO Classic White Shrimp only come from facilities personally approved by SYSCO’s own quality control team, you can be assured of the highest quality time after time. They’re block-frozen and sealed in durable plastic bags, so the product can thaw without exposure to other foods . . . *and* you have less waste to dispose of. SYSCO Classic White Shrimp are terrific boiled for a cool shrimp cocktail, sautéed with butter for a sumptuous pasta topping or grilled for a sizzling summer treat. Call your Marketing Associate today to find out how this classic seafood can boost your guests’ appetites . . . *and your* bottom line!



DIDYOU

Keep Them “Cumin” Back for More!

ADD NEW LIFE TO YOUR MENU WITH AN ANCIENT SPICE

Did you know that the cumin plant is actually a member of the parsley family? Native to the Mediterranean, cumin is most commonly grown in China and southern Asia, where it’s harvested by hand and “debearded” to retain the yellowish-brown seeds. Known for its pungent, earthy flavor, it’s a key ingredient in Mexican, Spanish, Indian, Middle Eastern and Asian cuisines. SYSCO Imperial/McCormick® cumin is carefully selected for its taste and aroma, with a high volatile oil content for stronger and longer-lasting flavor. Use it to add an ethnic flair to south-of-the-border dishes, or as your own secret ingredient in rice, stuffing, potatoes and poultry dishes, as well as in marinades and sauces. Or combine it with other spices to create a signature seasoning that will delight your guests—and keep them guessing! Talk to your Marketing Associate about how SYSCO Imperial/McCormick cumin can help spice up your menu!



A Class Act

SPREADING THE WORD ON GOOD NUTRITION



Did you know that SYSCO is as committed to educating our communities as we are to pleasing our customers? On April 29, 2003, SYSCO representatives visited with fourth-graders at Barnard Hughes Elementary School in Modesto, CA, to talk about nutrition in the foods they eat. The class enjoyed a fact-packed presentation about the vitamins and minerals that make fruits and vegetables an important part of their daily diet, and about the transportation and storage process that brings fresh produce from the farm to the warehouse to their school lunch trays. Students then sampled a broad array of nutrient-rich fruits and vegetables, both the commonplace (apples, strawberries and pineapple) and the less familiar (papaya and yellow watermelon). Thanks to the SYSCO volunteer spirit, these kids have a wealth of “food for thought” that will help them make healthful choices for years to come!

KNOW?

This Chicken Always Comes First!

SYSCO'S POULTRY Q.A. TEAM GOES THE DISTANCE

It's well known that SYSCO goes to great lengths to deliver the very best in quality poultry products, but you may not know that SYSCO poultry reaches its own great lengths—16,550 miles, to be exact! SYSCO markets more than 131 million fresh controlled vacuum packaged (CVP) chickens annually; placed side by side, those chickens would stretch from New York to Los Angeles six times, or about 16,550 miles! The only way to achieve numbers like that is through hard work and dedication to quality, and that's just what our suppliers and our SYSCO Quality Assurance team deliver.



SYSCO fresh CVP poultry differs from commodity chicken in its strict quality assurance criteria, which include specifications for sizing and weight, trim requirements, packaging, temperature and label integrity—which ensures that the product is packed fresh—to name just a few. Specific requirements differ for boneless and bone-in products, and each step of the processing, packaging and distribution processes is closely monitored to meet high USDA and SYSCO standards. To find out which quality SYSCO CVP poultry products will help your business soar, contact your Marketing Associate today.