



Sysco[®]

POP UP SHOP



Sysco's Pop Up Shop Checklist

What is Sysco's Pop Up Shop?

Sysco is providing you with an alternate, temporary, business model during the coronavirus pandemic to bring in customers safely to purchase the essential pantry items that they need for their families. Sysco has plenty of inventory and products to help your customers meet the demands and needs that are lacking from their local grocery stores. Many stores are out of pantry staples, and Sysco can help offer these to your customers. Pop Up Shop products can vary by location but will include essential commodities such as eggs, condiments, bread, toilet paper, etc.

Discuss with your Sysco Marketing Associate the items available to your operation

Develop your communication plan including email and social templates to advertise your Pop Up Shop. Communicate shop hours (if different than take-out hours) on your website, social posts, signage, etc

Onsite signage

Set up your e-commerce platform with product images, descriptions and price

Create product signage and Point of Sale sheets

Train and inform your staff on new concept – schedule accordingly

Ensure you have adequate storage space for extra products – inventory tightened

Do you have a refund policy in place?

Remind your staff to wear gloves when handling food items, even pre-packaged grab and go items, including handing the bags to customers as this helps to prompt consumer confidence

Enforce social distancing

Be sure to comply with all food storage regulations provided by your local health department

www.sysco.ca/pop-up-shop