

FOR IMMEDIATE RELEASE

News Release



CONTACT:

Lisa Lecas

847-720-8243

lisa.lecas@usfoods.com

US FOODS CELEBRATES 5 YEARS OF PRODUCT INNOVATION WITH NEW LINEUP AIMED AT HELPING RESTAURANTS “MAKE IT”

Company introduces 25 new and exclusive products to inspire menus and expands its Tipping Point™ program to help servers across the country increase tips

ROSEMONT, Ill. – Sept. 19, 2016 – Today, US Foods unveiled its [Fall Scoop](#) lineup featuring 25 items that will inspire chefs everywhere to reimagine classics and create new dishes this season. From all-natural items and grass fed beef to decadent desserts, the “Steak Your Claim” Scoop has something for every restaurant. This launch also signals the national rollout of [US Foods Tipping Point™](#), a server training program designed to increase customer satisfaction, check averages and tips.

“Product innovation is at the core of our business and over the last 5 years, we’ve introduced more than 400 unique and high quality products to help chefs and restaurateurs create crave-worthy dishes while saving time and labor in the kitchen,” said Stacie Sopinka, vice president of product development and innovation, US Foods. “With this Fall Scoop, we continue this tradition with must order items like beef marrow bones and pumpkin spice latte ice cream, as well as business solutions that address everything from inventory management and food cost control to server training.”

The 25 items in the Fall Scoop lineup run the gamut from succulent entrée options and accompaniments to simple sides and seasonal desserts.

Center of the Plate Perfection

Of diners who eat beef and pork, 91 percent eat beef at least once a week. To satisfy this craving, US Foods is introducing three new items from its exclusive Stock Yards™ brand. The All Natural Canoe Cut Beef Marrow Bones are great for sharing as an appetizer over garlic crostini and are pre-brined and pre-cut to save chefs time and cut operator food costs. The additional Stock Yards newcomers will help meet the growing demand for grass fed beef, the All Natural Grass Fed Ribeye Steak and All Natural Grass Fed Sliders. Both are 100 percent domestic and grass fed and grass finished and carry the clean labels diners seek today.

Seafood lovers can choose from the Chef’s Line™ Seared Yellowfin Tuna Slices, which are rubbed with pepper and garlic and ready-to-eat, as well as two shrimp varieties from Harbor Banks™, the Breaded Stuffed Shrimp and Grits and the Breaded Stuffed Shrimp Southwest Style.

Showstopping Sides

The new product line has plenty to offer alongside, or on top of, all the season's best foods. The Chef's Line™ Parmesan Peppercorn Compound Butter can be used at any stage of cooking to elevate entrees and sides. Just like all Rykoff Sexton™ products, the new Fire Grilled Artichokes and Caramelized Sliced Onions are of the finest quality and versatile. Also versatile are the Chef's Line™ Natural Chip and Natural Fry, which are made without artificial ingredients, flavors or colors and are ready to be customized.

Sweet Finishes

No fall menu would be complete without the seasonal flavors of pumpkin and sweet potato. The Chef's Line™ Rustic Pumpkin Sweet Potato Tart is filled with candied orange zest, warm spices and topped with praline-pecan streusel. For those looking for something more indulgent, the Devonshire Premium Campfire S'More Lava Cake finished with a toasted marshmallow topping fits the bill.

Star Servers

Also making its debut in Fall Scoop is the national launch of Tipping Point™, a US Foods program that caters to the often under-recognized but highly critical restaurant employees: the wait staff.

Tipping Point is designed to empower restaurant servers by helping them with pointed sales techniques that increase check averages, raise overall tips and engagement among servers and ultimately help operators increase their restaurant sales.

The Tipping Point kits are paired with US Foods items that naturally increase check averages. With US Foods Tipping Point, independent restaurants across the country now have access to specialized server training that is typically only seen in chain restaurants. To learn more about tipping point, visit www.usftippingpoint.com.

For more on the full Fall Scoop lineup, visit www.usfoods.com and join the conversation on social media with #Scoop. You can also like us on [Facebook](#), follow us on [Twitter](#) and [Instagram](#) and watch our chefs in action on [YouTube](#).

About US Foods

US Foods is one of America's great food companies and a leading foodservice distributor, partnering with approximately 250,000 chefs, restaurateurs and foodservice operators to help their businesses succeed. With nearly 25,000 employees and more than 60 locations, US Foods provides its customers with a broad and innovative food offering and a comprehensive suite of e-commerce, technology and business solutions. US Foods is headquartered in Rosemont, Ill. and generates approximately \$23 billion in annual revenue. Discover more at www.usfoods.com.

###