



NEWS RELEASE

# Food Fanatics Magazine Wins Four Pearl Awards

2013-11-13

Food Fanatics Magazine, the publication introduced by leading food company US Foods, has received four prestigious **Pearl Awards**. The Pearl Awards, presented by the **Custom Content Council**, recognize excellence in custom media in the areas of design, editorial and strategic initiatives in print and digital.

"Food Fanatics embodies the heart of US Foods and its commitment to sharing the love of food and inspiring business success and we are thrilled it has been recognized with four Pearl Awards," said Marshall Warkentin, vice president of marketing for US Foods. "We've heard great things about the magazine from our customers and it's an honor to have those sentiments echoed here through these awards."

The finalists for the 2013 awards were selected from 587 entries from 13 countries.

Food Fanatics took home the following honors:

- Gold: Best New Editorial Magazine
- Gold: Best Overall Editorial
- Bronze: Best Overall Design
- Bronze: Best iPad Magazine

Food Fanatics magazine is one of the foundational elements of the Food Fanatics program that US Foods introduced in 2012. As the only trade publication in America that covers all foodservice segments, Food Fanatics is a go-to resource for owners, chefs and other key stakeholders in the foodservice industry, providing readers with a unique, cutting-edge perspective on the world of food. Each quarter, over 120,000 readers gain insights to help them increase sales and profits in an increasingly competitive marketplace.

Food Fanatics was created to inform and inspire the foodservice industry, which is reflected in the magazine's editorial content and tone. Regular features include profiles on chefs from different foodservice segments (independent celebrity chefs, chain chefs and noncommercial chefs), emerging dining and culinary trends and real-world tips to improve the business side of owning a restaurant. The magazine is created in partnership with Imagination Publishing, a custom content agency in Chicago and in addition to print is available in a digital format and also through a rich, interactive iPad app.

To learn more about Food Fanatics, visit [www.foodfanatics.com](http://www.foodfanatics.com).

## ABOUT US FOODS

US Foods, Inc. is a large foodservice distributor serving chefs and foodservice operators across the country. Its customers include independent and multi-unit restaurants, healthcare and hospitality entities, government and educational institutions. The company employs approximately 25,000 people in 61 locations nationwide. US Foods is headquartered in Rosemont, Ill.

---

## CONTACT

**Lisa Lecas**

Corporate Communications, US Foods

**Office:** 847-720-8243

**[Lisa.Lecas@usfoods.com](mailto:Lisa.Lecas@usfoods.com)**