



NEWS RELEASE

US Foods Brings Restaurateurs First To Market Products And Time Saving Solutions With Its Latest Product Line

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US Foods brings bold flavors and delivers insights from its own back of the house operations straight to customers with the newest edition of The Scoop. From unique items and new features to the unprecedented look at its product development process, the latest lineup reinforces how the company's product innovation continues to lead the industry and helps chefs and restaurateurs across the country create delicious menus.

"This is truly a special issue of The Scoop that not only showcases our high-quality products but offers solutions for back-of-the-house challenges that foodservice professionals face every day," said Steve Guberman, chief merchandising officer, US Foods. "At US Foods, we're dedicated to bringing first-to-market products that benefit chefs and restaurants and delight diners nationwide."

In this edition, US Foods makes it easy to identify key product attributes with the new Benefit Indicators. Located throughout The Scoop, the Benefit Indicators identify important features of each product, including unique flavors, time or cost savings, first-to-market, healthy ingredients and versatility. This edition also introduces Menu Profit Pro®, a costing tool included on the package of select Scoop products, making it quick and easy to calculate cost per serving. Another new feature gives customers a closer look at how US Foods creates its exclusive products, taking readers inside the inspiration and development behind five innovative items.

“We have an entire team devoted to product development, which is unique among foodservice distributors. They spot food trends before they even hit the hot lists,” Guberman said. “This issue of The Scoop allows our customers to see the journey we undertake to create the exceptional products that they have come to expect from US Foods.”

This fall there are more than 20 new items, including back-of-the-house heroes such as Monarch® Mirepoix Blend, a pre-chopped blend of onions, carrots and celery, Rykoff Sexton® Grilled Mixed Vegetables and Cross Valley Farms® Fresh Diced Mangoes. They are on the cutting edge of convenience and help chefs significantly chop down prep time. The versatile and delicious Rituals® Iced Latte Concentrate, made from 100 percent Arabica beans, also provides a fast, no-hassle delivery system.

The Scoop continues to deliver the bold, mouth-watering flavors operators and their customers have come to expect. Chef's Line takes the beloved burger to the next level with its All Natural Grass Fed Burger. This juicy patty, antibiotic-free and minimally processed, is the first-to-market nationally in foodservice, giving diners the same beefy flavor with improved sustainability. Combine it with Molly's Kitchen's® Shot and a Beer Battered Onion Rings, which offer a twist on the classic appetizer with a satisfying Irish stout and whiskey battered crunch.

The weather might be cooling down, but spice is coming in hot. Patuxent Farms® is heating up menus this fall with Nashville Brand Hot Chicken Wings, bringing a sizzling southern favorite to menus nationwide. The popular dish features a bone-in wing and crispy breading, tossed in a spicy, cayenne pepper sauce.

Cuban-inspired dishes have made their mark on American menus over the past nine years, with a market presence increased by 155 percent. Metro Deli® All Natural Cuban Seasoned Pork Roast was developed in partnership with US Foods Food Fanatics Chef Jeffrey Schlissel, who drew inspiration from South Florida, a region heavily influenced by Cuban fare. The end product is a savory roast hand-rubbed with authentic Cuban spices.

Chef's Line rounds out the fall Scoop lineup by making sure diners save room to indulge in decadent fall treats. The

Rustic Pumpkin Sweet Potato Tart is filled with warm flavors like candied orange peel and praline pecans then glazed and topped with coarse sugar. Cinnamon & Brown Sugar Ice Cream, another sweet delight, is the ideal complement to other desserts or a complete star on its own.

US Foods continues to encourage its customers to share their Scoop-based concepts and successes by posting pictures to social media using the #ScoopTalk hashtag. Restaurateurs can visit usfoods.com/ScoopTalk to see other chefs' creations.

To see the full fall Scoop edition and learn more about the product offerings from US Foods, visit www.usfoods.com. You can also like us on **Facebook**, follow us on **Twitter** and watch our chefs in action on **YouTube**. Foodservice operators interested in learning more about Scoop can also request a product demonstration at: <http://www.usfoods.com/content/www/home/food/scoop/scoop-demonstration-request-form.html>

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.

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