



NEWS RELEASE

US Foods Fall Scoop™ Product Line-Up Helps Operators Do More With Less

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Versatile New Products Empower Operators to Boost Profitability with Creative Menu Offerings that Transend Dayparts, While Keeping Food Costs in Check

ROSEMONT, Ill.--(BUSINESS WIRE)-- US Foods Holding Corp. (NYSE: USFD), one of America's largest foodservice distributors, today announced the launch of Fall 2025 Scoop™, the company's latest line-up of new, Exclusive Brands products designed to help operators elevate profitability and streamline operations. Today, operators across the industry are facing an ongoing "profitability paradox," the challenge of expanding menus with profit-boosting, innovative and limited-time offerings, while managing increased food and operational costs. Fall Scoop helps operators tackle this challenge by delivering 18 highly versatile, on-trend products that can be used in a variety of recipes across multiple menu dayparts to help operators grow their menu with fewer SKUs. US Foods' latest offerings give operators what they need to refresh their menu, cut waste and boost margins.

US Foods Fall 2025 Scoop Magazine

"The number one strategy operators use to boost profits is adding new and limited-time offerings to the menu, but for the 80% of operators who identify food costs as their biggest operational challenge¹ it can be difficult to strike the right balance," said Stacey Kinkaid, vice president of product development and innovation at US Foods. "Whether it's a brand-new signature dish, a refreshed favorite, or a customizable add-on, our goal is to help operators do more with less because we understand there is value in the versatility of products that operators can use in many different recipe ideas across the menu."

Product versatility not only drives menu innovation but creates value for the operator by helping them streamline inventory management needs and manage food costs. While versatility has always been central to Scoop product

innovation, Fall Scoop 2025 takes it one step further by delivering various on-trend usage ideas and interactive recipe solutions. These suggestions inspire menu innovation, while helping operators envision product cross-utilization across menu dayparts, recipe ideas, and customer preferences.

Fall 2025 Scoop includes products that save time and labor, transcend dayparts, and are on-trend for operators, chefs and customers alike. Highlights of these versatile profit drivers include:

- **Monarch® Corn Ribs:** A transformation of classic corn on the cob into innovative, visually appealing “corn ribs,” made popular on social media. By quartering cobs lengthwise, these pre-cut, individually quick-frozen, unseasoned corn ribs eliminate the labor-intensive and potentially hazardous task of cutting tough, round cobs. Deep-fry to crispy perfection or char on the grill for a smoky finish. Elevate with an endless array of sauces, spice rubs, dips or vibrant garnishes for an appetizer, side dish or base for a lunch or dinner offering.
- **Rykoff Sexton® Diced Dragon Fruit:** This tropical ready-to-use product is making a vibrant splash across menus nationwide. Beloved by Gen Z diners for its bold and trendy pink color, the subtly sweet, versatile flavor creates eye-catching breakfast bowls, vivid desserts or striking cocktails and mocktails.
- **Cross Valley Farms® Ribbon Cut Hash Brown Potatoes:** These ribbon-cut russet potatoes deliver a back-of-house appearance, while a distinctive size and shape provide versatile uses across the menu from breakfast to dinner. Deep-fry the potatoes to achieve crispy ribbon hash browns that can be used as a traditional breakfast side, burger topping or as the base for an innovative potato waffle recipe.
- **Chef’s Line® Beef and Pork Ragu:** Just in time for cooler months and as consumers look for comforting menu options, this labor-saving sous vide product is a hearty addition to menus no matter the time of day. The eight-hour cooking process ensures meat tenderness and depth of flavor that can be featured in a base for a pasta dinner, a midday sandwich or even a breakfast hash.
- **Cross Valley Farms® Pineapple Pico De Gallo:** A ready-to-use product that elevates any dish with Latin-inspired flavor. This fruit-forward, slightly spicy blend is perfect as a dip, a tropical butter sauce, pineapple chutney or inspiration for tropical cocktails and mocktails.
- **Chef’s Line® Garlic and Herb Cheese Filled Muffin:** Filled with Boursin™ cheese, infused with garlic and herbs and topped with zucchini, tomatoes, pumpkin seeds, chives, parsley and dried garlic, these muffins are ideal for breakfast, brunch or a gourmet side dish. Enjoy it solo, use it for sandwiches or pair with soups, salads or entrées across menus.

To view the full line up of Fall Scoop™ products, visit the company's website at usfoods.com/fallscoop.

About US Foods

With a promise to help its customers Make It, US Foods is one of America's great food companies and a leading foodservice distributor, partnering with approximately 250,000 customer locations and foodservice operators to help their businesses succeed. With more than 70 broadline locations and more than 90 cash and carry stores, US Foods and its 30,000 associates 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. Visit www.usfoods.com to learn more.

MEDIA CONTACT:

Sara Matheu

Senior Director of Media Relations

773-580-3775

Sara.Matheu@usfoods.com

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