



NEWS RELEASE

US Foods® Launches Menu IQ®: AI-Powered Tool Giving Restaurant Operators Real-Time Visibility Into Menu Profitability

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New feature integrated into MOXē® platform to help operators make data-driven decisions

ROSEMONT, Ill.--(BUSINESS WIRE)-- US Foods Holding Corp. (NYSE:USFD), one of America's largest food distributors and leader in digital foodservice solutions, today announced the launch of Menu IQ, an AI-powered profitability solution designed to help operators better manage food costs. Menu IQ transforms menu management from intuition into a data-driven strategy for optimizing menu profitability—at no additional cost to US Foods customers. Aligned with US Foods' commitment to deliver more tools to help operators run their business with ease, Menu IQ is integrated into MOXē, the company's all-in-one industry-leading business application, where customers can browse products, manage inventory and track orders.

US Foods Menu IQ

"Every day we hear about our operators' biggest challenges,

and menu profitability sits at the top of their concerns," said James Jones, senior vice president of digital commerce. "Our customers are demanding easier, more intuitive solutions to help improve menu profitability, and Menu IQ enables us to meet this need. Menu IQ delivers real-time visibility into which dishes are driving margins so our operators can adjust instantly to make smarter decisions about which changes will drive increased profitability. This is a great example of how we continue to help our customers Make It."

Menu IQ is built the way operators work—bringing together essential capabilities that make menu management intuitive and actionable:

- **AI Recipe Management:** Upload recipes and automatically calculate food costs.
- **Real-Time Profitability Tracking:** Monitor which menu items drive margins—anytime, anywhere.
- **Actionable Insights:** Identify underperforming dishes and optimization opportunities at a glance.
- **Integrated Data:** Pull actual food costs from MOXē Inventory for accuracy using the US Foods food cost calculator.

To learn more or request a demo, please visit: usfoods.com/how-we-help-you/easy-ordering.

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 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.

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