



NEWS RELEASE

## US Foods Launches Munch Madness At Its Three Chef'Store Locations

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As college basketball fans cheer on their favorite teams, US Foods' CHEF'STORE is kicking off its **Munch Madness** contest to find the fan favorite game-time munchie. CHEF'STORE will host a bracket-style competition at its locations in **Charlotte, N.C.**, **Columbia, S.C.** and **Oklahoma City, Okla.**, to give fans the chance to taste competing appetizers and cast their vote for the ultimate munchie. While in store, customers can also enter for a chance to win a trip to the national college basketball championship, including hotel and airfare.

The Munch Madness contest will feature delicious, exclusive US Foods appetizers. In the first round, Battered Sweet Corn Nuggets goes up against the Breaded Battered Dill Pickle Chips while Battered Macaroni & Cheese Nuggets take on Breaded, Stuffed Cheddar Cheese Jalapenos. The second side of the bracket features Beer Battered Onion Rings competing against Breaded Mozzarella Cheese Sticks and Steak & Cilantro Mini Empanadas taking on Vegetable Eggrolls.

"We know the thrill of the games is even better when you're enjoying great food with friends and family," said Gary Kawahara, Vice President of Merchandising, CHEF'STORE and US Foods. "From premade appetizers to all the ingredients needed for a winning dish, CHEF'STORE offers a wide selection of exclusive US Foods and national brand products at low prices. We can't wait to welcome fans to our stores to taste and vote for the ultimate munchie."

Beginning today through April 7, CHEF'STORE customers can try each appetizer and vote for their favorite in any of the three CHEF'STORE locations. The munchies with the most votes will move on to the Championship Match on April 7 and the Munchie Champion will be crowned April 8.

Additionally, from March 25 to March 31, customers can enter to win two tickets to the national college basketball championship at any CHEF'STORE location. There will also be a second drawing for \$500 in CHEF'STORE food products for entries submitted on or before April 7.

Each CHEF'STORE features more than 4,000 bulk food items, specialty products and other must-haves. With wide, bright aisles it's easy to get in and out and the temperature-controlled areas and complimentary freeze gel packs help to ensure food safety. The stores don't require a membership fee and are open seven days a week for chefs, restaurateurs and other shoppers who share the love of food.

To find out more about the Munch Madness contest, visit the CHEF'STORE Facebook page:

<https://www.facebook.com/USFChefStore>.

To learn more about the CHEF'STORE, visit: <http://www.usfoods.com/about-us/chef-store.html>.

No purchase necessary. Favorite Munchie voting ends April 7, 2014. College Championship Game Sweepstakes ends 3/31/14. \$500 Food Giveaway ends 4/7/14. Both the Sweepstakes and the Food Giveaway are open to legal residents of the 50 United States and The District Of Columbia, age 18 or older at time of entry. Void where prohibited. See official rules in-store or online at [www.facebook.com/USFChefStore](http://www.facebook.com/USFChefStore) for details. ©2014 US Foods, Inc. All Rights Reserved.

## 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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