



NEWS RELEASE

US Foods Launches US Foods Direct

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New E-commerce Offering Provides Easy Access to Endless Aisle of More Than 40,000 Hard-to-Find Ingredients

ROSEMONT, Ill.--(BUSINESS WIRE)-- US Foods Holding Corp. (NYSE: USFD) today announced the addition of US Foods Direct to the company's exclusive e-commerce platform. This new offering is integrated into US Foods' online ordering platform, providing operators with an endless aisle of more than 40,000 specialty products and counting. US Foods Direct gives operators easier access to hard-to-find ingredients, such as specialty spices, seasonings, herbs, pastas, flours, sauces or oils, and innovative, on-trend items such as plant-based proteins, dairy-free or vegan alternatives, and gluten-free products. With US Foods Direct, operators now have a one-stop shop for distinctive ingredients that will set their menu apart from the competition.

Sixty-three percent of foodservice operators say they want to improve on offering something different from the competition.ⁱ Unfortunately, for many operators who are searching for unique ingredients, this can mean sourcing products from other specialty food channels which require longer lead times and additional resources. With sixty two percent of operators reporting that they prefer to order food and beverage products through a secure website,ⁱⁱ US Foods Direct provides seamless online access to a broad selection of specialty items that arrive within five days.

"As diner preferences evolve, so must operators' menus. That can be difficult when operators are looking for niche, specialty products that are harder to source," said Nick Underhill, senior director, corporate strategy for US Foods. "US Foods Direct helps operators address these challenges. Whether it's fine quality olive and balsamic oils from Europe, milk alternatives made from rice, oat or hemp, or a specialty pasta that stars in a new best-selling dish, operators can now source the specialty products they need with the click of a button."

To encourage exploration of the wide selection of products, US Foods Direct is organized by categories including

“Finest Essentials,” featuring ingredients such as infused oils and cooking wines that help operators complete some of their best dishes, “Inclusive Dining,” helping operators cater to diners with allergies and specific diets, and “Crème de la Crème,” which includes items such as yogurt, butter, cream and cheeses. Product offerings within each category will continue to grow to provide ongoing menu inspiration. To find out more information, please visit www.usfoods.com/direct.

About US Foods

US Foods is one of America’s great food companies and a leading foodservice distributor, partnering with approximately 250,000 restaurants and foodservice operators to help their businesses succeed. With 25,000 employees and more than 60 locations, US Foods 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. and generates approximately \$24 billion in annual revenue. Visit usfoods.com to learn more.

i Datassential, 2019

ii Datassential, 2019

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