



NEWS RELEASE

# US Foods Unveils Programming for the Most All-encompassing Foodservice Solutions Show in Company's History Aimed at Helping Operators "Make It": Food Fanatics® 2025

2025-06-18

Two-Day Immersive Experience Features Countless Solutions to Tackle Every Aspect of Food Service Operations and Appearances by Celebrity Chefs Scott Conant, Stephanie Izard and Jet Tila, Pro Football Hall of Famer Emmitt Smith and More

LAS VEGAS--(BUSINESS WIRE)-- US Foods Holding Corp. (NYSE: USFD) – one of America's leading foodservice distributors, has unveiled programming for the most all-encompassing foodservice solutions show in the company's history: **Food Fanatics® 2025** at Mandalay Bay in Las Vegas, August 19-20. Themed "Every Second Counts," the event will bring together more than 5,000 foodservice operators, culinary professionals, vendors, industry experts and an exciting roster of celebrity chefs, for two days of immersive content and experiences designed to provide countless solutions to address operators' most pressing needs. Registration is open for the highly anticipated event that will feature 180,000 square feet of activities including access to industry thought leaders and celebrity chefs, expert educational sessions and panels, one-on-one consultations, more than 60 vendor exhibitors, culinary demonstrations and networking opportunities with peers.

Pro Football Hall of Famer Emmitt Smith and celebrity chef Jet Tila will kick off the event with inspiring keynote addresses. Celebrity chefs Scott Conant, Stephanie Izard and Jet Tila will serve up expert insights during interactive cooking demonstrations in addition to supporting other activities across the show floor.

"As foodservice operators continue to navigate ongoing industry macro-challenges, we are taking our promise to

help our customers Make It to an unparalleled level by bringing Food Fanatics 2025 attendees more of what they need to succeed across every aspect of their operation,” said Diane Hund, senior vice president and chief marketing officer. “Unlike traditional shows that may focus only on food products, US Foods will provide comprehensive business solutions to help foodservice operations thrive. What happens in Vegas on the show floor should not stay in Vegas, in this instance, as we expect operators to take back and implement a wide variety of best-in-class business learnings and new product ideas aimed at elevating their success.”

Food Fanatics 2025 experiences and content are designed to highlight solutions to help attendees enhance their operations, including:

#### **MORE QUALITY – Drive traffic up and costs down with high-quality and innovative products**

- **Unique food and vendor experiences:** Sample and engage with high-quality, differentiated US Foods Exclusive Brands and vendor product innovations from center-of-plate to produce and grocery and non-food product solutions.
- **Inspiration from celebrity chefs:** A variety of cooking demonstrations by the company’s Food Fanatics chefs and other culinary powerhouses will inspire and ignite menu innovation. Highlights include celebrity chefs Scott Conant, two-time James Beard Award-winning chef, cookbook author, and TV personality, Stephanie Izard, Executive Chef and Owner of Girl & the Goat, Little Goat Diner, Duck Duck Goat, and Cabra, and Jet Tila, a globally renowned culinary expert who oversees culinary for Pei Wei Group’s 148 restaurants and is Managing Partner of Dragon Tiger Noodle Company in Las Vegas. Conant and Izard will also appear as guest judges for the highly anticipated main stage cooking competition featuring US Foods Exclusive Brands products, in which four top chefs from across the country will compete in a culinary skills showdown.

#### **MORE SUPPORT – Navigate operational challenge with help from the experts**

- **1:1 consultative support:** Attendees will have access to a variety of US Foods and industry experts who have extensive experience and years of firsthand knowledge helping operators modernize operations, drive traffic, and reduce costs.
- **Informative discussion panels:** Talk Shop Live panels will feature a diverse roster of thought leaders from across the industry aimed at unveiling new opportunities for navigating a variety of operational challenges.

#### **MORE TOOLS – Drive business efficiencies using the latest technology solutions**

- **Industry-leading technology and tools:** Attendees will discover and interact with the cutting-edge technology solutions designed to help run their business with ease including US Foods’ MOXē® platform, CHECK® Business Tools and additional solutions from best-in-class technology partners dedicated to supporting foodservice operators.

- **Educational sessions:** Sixteen expert-led education sessions will spotlight technology and tools needed to address operators' biggest opportunities, including marketing, staffing, profitability and the evolving industry landscape.

#### **MORE DELIVERIES – Boost more flexibility, frequency and responsiveness for deliveries**

- **Solutions for optimized deliveries:** Participants will learn more about how US Foods delivers excellence with its innovative delivery solutions that offer more flexibility, more frequency and more responsiveness, including Pronto® and US Foods Direct®. US Foods trucks of various sizes will be on site for customers to experience firsthand.

Food Fanatics 2025 is open for registration now. Visit [www.usfoods.com/foodfanatics2025](http://www.usfoods.com/foodfanatics2025) for more information.

#### **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](http://www.usfoods.com) to learn more.

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Source: US Foods