

SPRING SCOOP™ PROMOTIONAL MATERIALS

Whether you want to promote new menu offerings or make it easy to boost your off-premise sales, we can help provide the marketing materials you need.

**GET INSPIRED BY THE IDEAS BELOW,
THEN LET US CUSTOMIZE THEM FOR YOUR BRAND.**

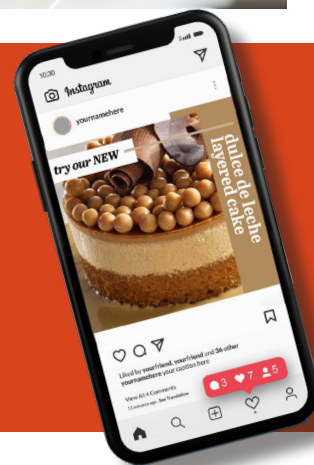
MONEY-MAKING MARKETING

Make it easy on your staff to upsell profitable items, like desserts, appetizers and add-ons, by promoting them to your guests in different ways. Keep it cost-effective by utilizing the same design across multiple marketing pieces.

- To-Go Bag Stuffers | Table Tents
- Check Presenter Inserts | Posters
- Menu Add-Ons & Specialty Menus



**FREE SOCIAL MEDIA
IMAGES AVAILABLE
FOR DOWNLOAD HERE:**



MENU INSERTS

Drive guests to your new and seasonal menu items by putting them front and center on a menu insert. No need to update your entire menu!



DIGITAL MENU BOARDS

With a simple digital monitor, you can promote new menu items and seasonal offerings to encourage order add-ons and increase check averages.

WE CREATE CUSTOM MENUS!

Your menu is the first impression of your brand. Menu Design, powered by US Foods, offers you access to a creative team with expertise in menu design and high-quality printing so you can activate your most important marketing tool.



**Contact your sales rep or submit a project request at
usfoods.com/menus to start a branded custom design.**

HOW TO SUBMIT A PROJECT REQUEST

1 VISIT OUR WEBSITE

Go to www.usfoods.com/menu

For the best user-experience, please use Google Chrome.

2 SIGN INTO YOUR ACCOUNT

If you are not already signed in, click on "SIGN IN TO GET STARTED". Use the same sign-in credentials you use to place a food order with US Foods on Ecom.

SIGN IN TO GET STARTED









3 MY PROJECTS

Click on "MY PROJECTS" to get started with your request.

OVERVIEW HOW IT WORKS MENU PROFITABILITY MARKETING AND MENU TEMPLATES **MY PROJECTS**

4 MENU DASHBOARD

This is your menu dashboard. Click on "+NEW PROJECT" to get started submitting a new project request. (This is also how you request updates on a previously designed menu.)

PROJECT REQUESTS			
STATUS	NAME	LAST UPDATE DATE	ACTIONS
IN PROGRESS	JAMIE'S CAFE - MAIN MENU DESIGN (TEST) <small>Menu</small>	12/18/2020	   
IN PROGRESS	JAMIE'S CAFE - BREAKFAST MENU (TEST) <small>Menu</small>	12/18/2020	   

only projects submitted via the new website (12/17/20 or after) will appear on your dashboard

5 MENU DASHBOARD

Walk through the steps to complete all the necessary information on the project request form.

6 COST ESTIMATE

When finished, click on "NEXT" to see the project estimate.

7 FINISH PROJECT REQUEST

Once on the estimate page, you have the option to:

SUBMIT PROJECT REQUEST

Choose this option when you've uploaded all information and are ready to submit the request; it will show in your dashboard as "IN PROGRESS" and a Menu Manager will reach out to you soon.

EDIT MY ESTIMATE

Choose this option if you want to make changes on the previous page and see a new estimate.

SAVE AS DRAFT

Choose this option if you're not quite ready to submit the project; it will save to your dashboard as "DRAFT" and you can finish it at a later date.

For a more detailed overview and instructions, check out these videos:

[WEBSITE OVERVIEW](#) | [MENU REQUEST DASHBOARD](#) | [HOW TO SUBMIT A PROJECT REQUEST](#)