

NO - 30

SCOOP™

FALL 2021 ISSUE



**NEXT-GEN
IDEAS
FOR NEXT-GEN
DINERS**

GET ALL THE LIKES:
Brioche French Toast Stuffed
with Chocolatey Hazelnut Spread
pages 27 & 30

**US.
FOODS**

WHY YOU SHOULD KNOW WHAT THE YOUNG DINER WANTS

Scoop™ is always going to be about innovation, but never for its own sake. The products offered here were specifically developed to appeal to the younger generations – Gen Z and Millennials. Why? Because there are more of them than all other generations and more importantly, they love going out to eat.

So how did we know what they wanted? We asked. We asked what really matters to them in food and in life. Then we dove into their answers and the data to design products they will love.

They care about the planet and reducing their meat consumption, so we leaned in on all-natural, sustainable, vegan, vegetarian and flexitarian-friendly items.

They are always looking for a new twist. We showcase new spins on familiar favorites, giving them an easy way to try new foods they crave, awakening both their curiosity and their natural attraction for culinary adventure.

And because their digital life is essential, we present a host of camera-ready items that set the food trends they seek out.

To confirm these insights, we turned to our US Foods® Scholars – the next generation of our industry workforce. We help shoulder some of the financial burden of culinary school to encourage them to enter the industry and become the labor help you need now.

As we mark 10 years, we're confident this launch will further build the legacy of innovation and labor savings Scoop is known for. And we're confident this product mix will further build your revenue by becoming the go-to spot to satisfy the digital and culinary cravings of this critical target audience.

It's why Scoop is here: to help you make it.

@USFoods #USFScoop

S. Kinkaid

Stacey Kinkaid
VP, Product Development and Innovation





THE KIDS ARE ALRIGHT

The younger set loves going out to eat. It's an event - not just a meal - and one they document with enthusiasm and detail. If you can deliver social media-ready menu items that pique their curiosity and make a positive impact on the environment, they will come back again and again.

53% OF GEN Z

prefer trying new foods from menu items that are somewhat familiar

Datassential - Gen Z keynote 2019

76% OF GEN Z

purchased or would purchase a product to show support for the issues the brand supports

Datassential - Gen Z keynote 2019

64% OF THE

**YOUNGER GENERATIONS
ARE 99% MORE LIKELY**

to rely on social media when choosing a restaurant than older generations

Convince & Convert Consulting, 2018



#traditionalwithatwist

These items add something new to familiar favorites that everyone loves. They are intriguing enough to get noticed, but comfortable enough for even the less adventurous to try.

“Diners of my generation want to experience something new and different when they go out to eat. Something that they won’t be able to find in other restaurants.”

Reagan Harvey, US Foods® Scholar



Scan this code to hear more about what the younger generations want directly from our US Foods Scholars of the Next Generation.





CHEF'S LINE® BUTTER CHICKEN SAUCE

2575383 | 4/0.5 gal.

INNOVATION

Indian cuisine has never been more popular – and butter chicken is among the most beloved dishes. We slow-cook ours with cream, crushed tomato, onion, ginger, fresh garlic and of course, butter. We then stir in fragrant toasted Indian-style spices for enhanced aroma and flavor. It's made without taking shortcuts for the perfect simmer sauce for chicken or any protein – and can also deliver a unique twist on wings, flatbreads, sandwiches and more.

PRODUCT ATTRIBUTES

- + Spices are toasted prior to blending into the sauce to enhance their flavor and aroma
- + Onion, ginger and fresh garlic are slowly cooked in butter to deepen flavors during the extended cooking process
- + Contains no artificial flavors or colors
- + Made with no ingredients found on the US Foods® Unpronounceables List™*
- + Ready-to-use, 4/0.5 gal jugs
- + Shelf-stable; refrigerate after opening

BENEFITS

- + Versatile: simmer or finishing sauce for chicken or other proteins; wing sauce, dip or spread for appetizers and sandwiches
- + Labor-Saving: eliminates washing, peeling and cutting vegetables, measuring ingredients, simmering and puréeing sauce



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE



60 MINUTES OF
LABOR SAVINGS
PER CASE



60 MINUTES OF
LABOR SAVINGS
PER CASE



MOLLY'S KITCHEN® THREE CHEESE CHICKEN AND CHILE DIP

7135022 | 12/1 lb.

INNOVATION

We've infused an American classic with global flavors for a twist your diners will love. Along with white-meat chicken, this three-cheese chicken and chile dip features roasted Hatch green chiles, chipotle and cayenne peppers. These harissa-style seasonings take it around the world, for a one-of-a-kind zing no other Buffalo chicken dip can match.

PRODUCT ATTRIBUTES

- + Made with tender white-meat chicken
- + Decadent blend of cream cheese, cheddar cheese and Romano cheese
- + Tangy, smoky, spicy dip includes harissa-style seasoning, including chipotle and cayenne peppers
- + ½" diced flame-roasted green chiles grown in Hatch Valley, NM
- + Frozen

BENEFITS

- + On-Trend: unique and global-inspired flavors of harissa-style seasoning and Hatch chiles
- + Versatile: it's a dip or a topper for potato skins, pizza, nachos and so much more
- + Labor-Saving: eliminates roasting and shredding chicken, and measuring and mixing dip



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





20 MINUTES OF
LABOR SAVINGS
PER CASE



MONARCH® NASHVILLE STYLE HOT SAUCE

3935486 | 4/0.5 gal.

INNOVATION

This sauce is just the latest Nashville-style thing making a name for itself all across the country. We bring it to you without the hassle of making it yourself—delivering the flavor, heat and cling you need for anything on your menu. From fried chicken to wings to sandwiches and salads, this on-trend sauce delivers the hot and sweet taste your diners crave.

PRODUCT ATTRIBUTES

- + Inspired by some of the most well-known Nashville hot sauce recipes
- + Brown sugar and cayenne pepper blend delivers heat and notes of caramelized sugar
- + Easily combined when shaken
- + Vibrant color ensures eye-catching plate appearance
- + Shelf-stable, in a plastic bottle
- + Vegan*



BENEFITS

- + On-Trend: helps meet the growing demand for the Nashville hot flavor profile
- + Consistent from batch to batch
- + Easy to toss and serve; even a small amount of sauce provides great coverage
- + Labor-Saving: eliminates measuring and mixing ingredients and making hot sauce



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE



60 MINUTES OF
LABOR SAVINGS
PER CASE



MONARCH® PICKLE FRY

5903991 | 6/2 lb.

INNOVATION

Have we taken fried pickle chips to the next level, or have we delivered a unique twist on french fries? Maybe these twice-battered beauties have done both. Our pickle fries are coated in a corn masa batter to deliver crispy and briny goodness in a shape that is bound to start popping up on social media — and all without the back-of-house labor and prep.

PRODUCT ATTRIBUTES

- + 3/8" fry cut
- + Pickle brined in a traditional manner
- + Battered twice with a corn masa batter to increase crispiness
- + Par-fried and frozen
- + No artificial flavors

BENEFITS

- + On-Trend: fried pickle with a unique twist
- + Time-Saving: fry for 2 1/4 minutes
- + Versatile: serve on their own or with a variety of sauces and toppings
- + Labor-Saving: eliminates slicing, drying and breading pickle fries



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





40 MINUTES OF
LABOR SAVINGS
PER CASE



MONARCH® PICKLED RED ONIONS

0352038 | 12/1 lb.

INNOVATION

Elevate your pickled red onion game in looks, flavor, versatility and prep-time savings. We added apple cider vinegar to our proprietary blend of vinegars for a bright, fruity snap that matches their bright pink color. They stand out in any dish, while not overpowering other flavors. And the refrigerated packs come ready to use right out of the bag for maximum labor savings.

PRODUCT ATTRIBUTES

- + Pickled with a blend of vinegars, including apple cider vinegar
- + Approximately $\frac{1}{8}$ " thickness
- + Bright pink color
- + Small, 1 lb. poly-film pack size
- + Refrigerated

BENEFITS

- + Bright, fruity pickle flavor is stronger, for a pop of acidity that doesn't get lost
- + Visually unique for added impact
- + Convenient 1 lb. pack to use as needed to maintain freshness
- + Refrigerated to use immediately, with no thaw time
- + Labor-Saving: eliminates trimming, peeling and slicing onions, measuring and mixing ingredients, heating, cooling and straining brine, marinating and portioning pickled onions



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE







MONOGRAM[®]

CLEANING  DISPOSABLES

MONOGRAM[®] 6x6 FRIED FOOD CONTAINER

1991338 | 300 ea.



SCAN AND PURCHASE
THROUGH US FOODS[®]
ONLINE



MONOGRAM[®] 9x9 FRIED FOOD CONTAINER

6238508 | 200 ea.



SCAN AND PURCHASE
THROUGH US FOODS[®]
ONLINE



INNOVATION

As the saying goes, "Fried food just doesn't travel." Until now. These newly engineered, microflute containers help fried foods maintain their crispiness longer than ever before. Let your to-go customers know they don't have to skip the fries and onion rings anymore. These containers can help you differentiate to-go fried food quality and increase takeout revenue.

PRODUCT ATTRIBUTES

- + Made from unbleached kraft microflute (paper)
- + Vented, single compartment

BENEFITS

- + Keeps fried food crispier for up to 30 minutes compared to traditional containers based on third-party lab testing
- + Venting creates airflow that allows moisture to escape, reducing sogginess
- + Primarily used for fried food, but can be used for other applications
- + Elevate and differentiate your takeout business

60

**MINUTES OF
LABOR SAVINGS
PER CASE**

Sweet Potato

Broccoli Stem

Candy Cane Beet

Golden Beet

Fennel

**CROSS
VALLEY
 FARMS**

CROSS VALLEY FARMS® DICED COLORFUL VEGGIE BLEND WITH SWEET POTATOES

7697791 | 3/2 lb.

INNOVATION

It's almost as if we designed this blend in a photo studio instead of a kitchen. The colorful and intriguing mix of diced sweet potatoes, broccoli stems, candy cane beets, golden beets and fennel are going to look as good trending on social media as they taste in a salad, entrée or side.

The approximately $\frac{1}{2}$ " dice ensures even cooking, and its mild flavor makes it both colorful and versatile.

PRODUCT ATTRIBUTES

- + Includes diced sweet potatoes, broccoli stems, candy cane beets, golden beets and fennel
- + Approximately $\frac{1}{2}$ " dice
- + Prewashed and ready to use
- + Refrigerated



BENEFITS

- + Versatile: can be used in multiple applications from breakfast through dinner
- + On-Trend: visually distinct and colorful blend of orange, green, pink-and-white and yellow
- + Consistent size ensures even cook time throughout
- + Labor-Saving: eliminates washing, peeling, trimming, precisely dicing and combining vegetable blend



**SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE**





60 MINUTES OF
LABOR SAVINGS
PER CASE



CROSS VALLEY FARMS® SHAVED PURPLE AND GREEN BRUSSELS SPROUTS

4881483 | 5/2 lb.

INNOVATION

Taking a trend to the next level, the addition of purple Brussels sprouts to the mix delivers both a splash of unexpected color as well as a nuttier flavor to the profile. And this prewashed and pre-cut shaved mix saves you time in the kitchen, while providing endless menu options, from raw in a slaw or salad to sautéed in a medley.

PRODUCT ATTRIBUTES

- + Purple and green color
- + Approximately 1/4" ready-to-use shreds
- + Refrigerated



BENEFITS

- + Colorful take on a popular item
- + Convenient pack size
- + Year-round availability
- + Labor Saving: eliminates washing, trimming and shaving Brussels sprouts



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





#positiveimpact

From all-natural foods, to items that reduce waste, to vegan, vegetarian or flexitarian items, the conscientious diners of the younger generations will appreciate choices that share their concerns for our world.

"What is most important to my generation is sustainability. Having clean foods from what you order to what you put out needs to be very ethical."

Stevani Flahaut, US Foods® Scholar



Scan this code to hear more about what the younger generations want directly from our US Foods Scholars of the Next Generation.





MOLLY'S KITCHEN® PLANT-BASED* ITALIAN STYLE SAUS'GE TOPPING

2790975 | 2/5 lb.

INNOVATION

As more people go vegan, less of them will tolerate poor meat substitutes. Made using pea protein, this plant-based*, vegan**-friendly pizza topping tastes just like authentic Italian pork sausage. It's seasoned with fennel and Italian herbs and spices, and the toppings are formed in irregular shapes. Together, they look, taste and feel like a traditional sausage pizza topping that is also versatile enough for omelets or pasta.

PRODUCT ATTRIBUTES

- + Seasoned to emulate mild Italian pork sausage flavor and texture
- + Made with textured pea protein and wheat gluten to provide 13 g of protein per serving
- + Cholesterol-free
- + Rectangular and irregularly shaped for a more natural appearance, about 2 g pieces
- + Golden brown crisp, baked exterior with a soft moist interior

BENEFITS

- + On-Trend: meets consumer demand for vegan menu options
- + Time Savings: cook from frozen for 2-3 minutes
- + Versatile: great as a pizza topping or in pasta, added to strata or included in a sandwich
- + Living Well: contains 35% less fat than pork sausage***



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





MOLLY'S KITCHEN® MEATLESS BREADED WINGS

3043713 | 2/4 lb.

INNOVATION

The reason it looks, feels and tastes like chicken is because we use mycoprotein to deliver a boneless wing experience that all but imitates the same meaty texture as real chicken. And when we fry them up, they deliver a crunchy, tender and juicy experience even carnivores love. The mild poultry seasoning gives you a canvas to sauce up and season how you'd like as an app or center of plate, in a salad or in a sandwich.

PRODUCT ATTRIBUTES

- + Vegetarian*; made from mycoprotein**
- + Comparable flavor, performance, texture and appearance to traditional boneless chicken wings
- + Frozen



BENEFITS

- + On-Trend: great boneless wing alternative
- + Versatile: can be an appetizer, main course or in a salad or sandwich
- + Living-Well: good source of fiber
- + Unique vegetarian option



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THROUGH US FOODS®
ONLINE



*Milk, eggs, honey and beeswax permitted; no other ingredients of animal origin. Reasonable efforts to avoid cross contact with other animal-based ingredients.

**Mycoprotein is a meat-free form of high-quality protein derived from fungus.

60 MINUTES OF
LABOR SAVINGS
PER CASE



STOCK YARDS® ALL NATURAL* AMERICAN WAGYU BURGER

5690050 | 24/6 oz.

INNOVATION

Our American Wagyu burger is made from 100% American Wagyu beef. American Wagyu beef is from cattle that are cross-bred with Japanese Wagyu cattle – known for their superior marbling and buttery tenderness. It's exactly the kind of unique backstory diners gravitate towards when they see it on a menu. This all-natural*, decadent burger is ready to cook from frozen, minimizing back-of-house labor.

PRODUCT ATTRIBUTES

- + 100% ground American Wagyu, 75% lean to 25% fat
- + 6 oz. round, pre-formed patty
- + Individually quick frozen

BENEFITS

- + Decadent burger with a buttery mouthfeel and robust beef flavors
- + Easy-to-use premium burger offering
- + On-Trend: helps meet growing demand for unique sources of beef in burgers
- + Versatile: unseasoned burger allows operators to get creative with flavor combinations
- + Labor-Saving: eliminates trimming, cutting, grinding beef, and portioning and forming patties



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





45 MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE® GUACAMOLE - SINGLE SERVE CUP

2879521 | 48/2 oz. cups

INNOVATION

If you already love Chef's Line® guacamole, you're going to love it even more in these perfect-for-takeout, single-serve cups. This retail-ready item requires no back-of-house labor, giving your diners an easy way to include guac in their orders. Featuring hand-scooped avocados and seasoned with lime juice, red onion, cilantro, jalapeño and garlic, it delivers a consistent flavor and texture, cup after cup.

PRODUCT ATTRIBUTES

- + Serve Good®: processed in a reduced waste facility
- + No ingredients from the US Foods® Unpronounceables List™*
- + 2 oz. size for easy, single-serve usage
- + Hand-scooped avocados
- + Refrigerated



BENEFITS

- + Additional option in the Chef's Line guacamole assortment
- + Single serve makes it easy for grab and go
- + Consistent product and clean, fresh flavor
- + Retail-ready to give another outlet for sales
- + Labor-Saving: eliminates measuring ingredients, peeling, pitting, scooping and mashing avocados, and mixing and portioning guacamole

**SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE**





PATUXENT FARMS® ALL NATURAL* UNCURED MAPLEWOOD SMOKED BACON RAISED WITHOUT ANTIBIOTICS

2911441 | 15 lbs.

INNOVATION

This bacon is naturally smoked for over 6 hours using real Maplewood. The result is a mildly smoked aroma with a slight sweetness and salty flavor made with the simplest of ingredients: water, sugar and sea salt. And because it's all natural* and minimally processed, they can feel good about eating it. Great as a side or in sandwiches, burgers, salads and wrapped appetizers.

PRODUCT ATTRIBUTES

- + Pork has been raised without antibiotics
- + 2-Diamond quality
- + Smoked for more than 6 hours using real Maplewood
- + No nitrates and nitrites added, except for those naturally occurring in celery powder and sea salt
- + Frozen, 14-18 slices/lb.

BENEFITS

- + On trend: meets the demand for utilizing proteins raised without antibiotics
- + Versatile: can be used in many different applications



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





**VALU+
PLUS®**

VALU+ PLUS™ MOLDED FIBER HINGED CONTAINERS

0004154 | 6/50 ea. (6x6)

9630361 | 4/50 ea. (9x9)

INNOVATION

These containers are durable, hold hot or cold food and are microwave-safe. Bagasse fiber has been specifically engineered to be functional and durable yet inexpensive in comparison to both non-sustainable alternatives and other molded-fiber options in the market today.

PRODUCT ATTRIBUTES

- + Serve Good®: USDA BioPreferred
- + Approximately 10% less in weight than Monogram® and similar competitor products
- + Made from sugar cane fiber (bagasse)
- + Microwaveable

BENEFITS

- + Cost Savings: engineered to use less material and to cost less, with no loss of performance
- + Versatile: for hot or cold food; any type of cuisine
- + Great alternative to foam/plastic



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE



0004154 | 6/50 ea. (6x6)



9630361 | 4/50 ea. (9x9)



#foodstagram

The younger generations love to go online for food info and trends almost as much as they love posting pics of their meals. Serve up social media-ready foods that get likes and set trends.

“Our generation tries new dishes based on social media. We are a “trending” generation. We see it on TikTok or Instagram, and now we want to try it.”

Angel'o Hill, US Foods® Scholar



Scan this code to hear more about what the younger generations want directly from our US Foods Scholars of the Next Generation.





HILLTOP HEARTH® GLUTEN-FREE HAMBURGER BUN

6046729 | 30/3.5 oz.

INNOVATION

The more people give up gluten, the more important it is to provide high-quality, gluten-free options. Inspired by our seeded Gluten-Free Hamburger Bun, we proudly present this unseeded option. Certified gluten-free and vegan* and individually wrapped, your customers will not know the difference when biting into this light and airy bun.

PRODUCT ATTRIBUTES

- + Serve Good®: Non-GMO Project Verified
- + About 3.5 oz., 3.8" round, pre-sliced
- + Certified gluten-free and vegan*
- + No artificial flavors and colors
- + Frozen; just thaw and serve
- + 30-count cases



BENEFITS

- + Living Well: certified gluten-free and vegan
- + Individually wrapped to protect gluten-free status



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





CHEF'S LINE® THICK-CUT SLICED Brioche LOAF

8065719 | 8/12 oz.

INNOVATION

Our brioche is made with traditional ingredients such as eggs and butter, unlike some of the top-selling brioche products. We also use a yeasted starter that ferments for 7-9 hours for a perfectly buttery and slightly sweet flavor that's good with everything, from sandwiches to desserts.

PRODUCT ATTRIBUTES

- + Made with eggs and cane sugar and flavored with real butter
- + No artificial flavors, colors or preservatives
- + No ingredients from the US Foods® Unpronounceables List™*
- + Pre-sliced to about $\frac{3}{4}$ " thickness
- + 8 loaves per case
- + Frozen

BENEFITS

- + On-Trend: menu penetration for brioche is expected to grow 33.7% over the next 4 years
- + Labor-Saving: taste and appearance of being made from scratch without all of the work

SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE



*Does not include product marketed and sold by third-party licensees.
Processing aids and potential cross-contact during production are not in scope for this program.



120 MINUTES OF
LABOR SAVINGS
PER CASE



DEVONSHIRE® RASPBERRY DONUT CHEESECAKE

9249876 | 2/83.68 oz.

INNOVATION

Your diners will be posting photos of this camera-ready combination all over social media. Along with raspberry infused into the cheesecake batter, we've also topped it with raspberry filling, crumbled donuts, powdered sugar and whipped cream. Part breakfast, part dessert, this built-for-likes, photogenic menu item could quite possibly break the internet.

PRODUCT ATTRIBUTES

- + Creamy raspberry and donut-flavored cheesecake sits on a graham cracker crust, topped with raspberry filling, crumbled donuts, powdered sugar and whipped cream
- + Pre-sliced with paper interleaf - 14 slices per cake
- + Frozen; thaw and serve

BENEFITS

- + Decadent and bright, this cake makes your taste buds think twice, with the appearance and mouthfeel of cheesecake and the flavor of a jelly donut
- + On-Trend: perfect mash-up that sets social media abuzz
- + Labor-Saving: eliminates measuring and mixing ingredients, baking, assembling and garnishing, then precisely cutting cheesecake



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





CHEF'S LINE® HAZELNUT SPREAD WITH COCOA

8110672 | 2/7.28 lb.

INNOVATION

Treat your conscientious diners better by serving a more natural hazelnut spread. The leading manufacturer brand hazelnut cocoa spread uses vanillin, an artificial version of vanilla. Chef's Line® features natural vanilla flavor with other natural flavors, cocoa and hazelnuts that are roasted and ground daily for a fresh, rich and smooth spread. It's the perfect topping or filling for cakes and pastries, or just spread on toast or fruit.

PRODUCT ATTRIBUTES

- + Made with natural vanilla flavor with other natural flavors, compared to some other products that utilize artificial vanilla flavor
- + No artificial flavors, colors or preservatives
- + No ingredients from the US Foods® Unpronounceables List™*
- + Ambient storage

BENEFITS

- + Natural vanilla flavor with other natural flavors enhances the richness and flavor of chocolate and hazelnut
- + Easily spreadable or bakeable
- + On-Trend: younger generations love hazelnut cocoa spreads

 SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE



45 MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE® SALTED CARAMEL CHOCOLATE BROWNIE

0308306 | 24/3 oz.

INNOVATION

Salted caramel is a trend too delicious to end. Now, we've made it too easy to indulge with these individually wrapped, pre-portioned brownies that are perfect for your grab-and-go customers. The chewy edges and moist fudgy center deliver a homemade brownie experience, and the caramel drizzle will be difficult for your diners to resist.

PRODUCT ATTRIBUTES

- + Fudgy center with dark chocolate chunks and caramel bits, with the perfect amount of salt and caramel drizzle
- + Made with no ingredients found on the US Foods® Unpronounceables List™*
- + Pre-portioned, ready-to-eat and individually wrapped with retail-ready graphics
- + Frozen; thaw and serve as needed

BENEFITS

- + On-Trend: grab-and-go packaging for easy takeout and delivery
- + Labor-Saving: eliminates measuring and mixing ingredients, portioning, baking, cooling, cutting and wrapping brownies

 SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE



60

MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE® ICED PUMPKIN SWIRL LOAF CAKE

8418009 | 20/4 oz.

INNOVATION

Who doesn't love pumpkin spice? We've taken beloved vanilla cake and swirled in a delicious blend of real pumpkin and pumpkin spice. It's so good, we've made it available year-round in individually wrapped, retail-ready packages that are perfect for grab-and-go impulse buys.

PRODUCT ATTRIBUTES

- + Made with real pumpkin and a blend of pumpkin spice, swirled with vanilla cake and topped with vanilla icing
- + Kosher Certified
- + Made with no artificial flavors, colors or preservatives
- + Made with no ingredients found on the US Foods® Unpronounceables List™*
- + 4 oz. pre-portioned serving, individually wrapped with retail-ready graphics
- + Frozen

BENEFITS

- + On-Trend: grab-and-go packaging for easy takeout and delivery
- + Labor-Saving: eliminates measuring and mixing ingredients, portioning, baking, cooling, decorating, cutting and wrapping cake slices



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





CHEF'S LINE® PUMPKIN SPICE LATTE ICE CREAM

8808558 | 3 gal.

INNOVATION

If it's fall, it's pumpkin spice latte season. Now you can add this refreshing, richly flavored pumpkin spice latte ice cream to your seasonal specials. We use real pumpkin and classic fall spices, mixed with caramel and salted vanilla whipped cream for the ice cream, then swirled with thin ribbons of coffee. But get this annual trend now because when winter comes, this autumn treat goes.

PRODUCT ATTRIBUTES

- + Made with real pumpkin, caramel, coffee and traditional fall spices
- + No ingredients from the US Foods Unpronounceables List™*
- + 15% butterfat, 60% overrun
- + 3-gallon tub, frozen
- + Limited-time availability

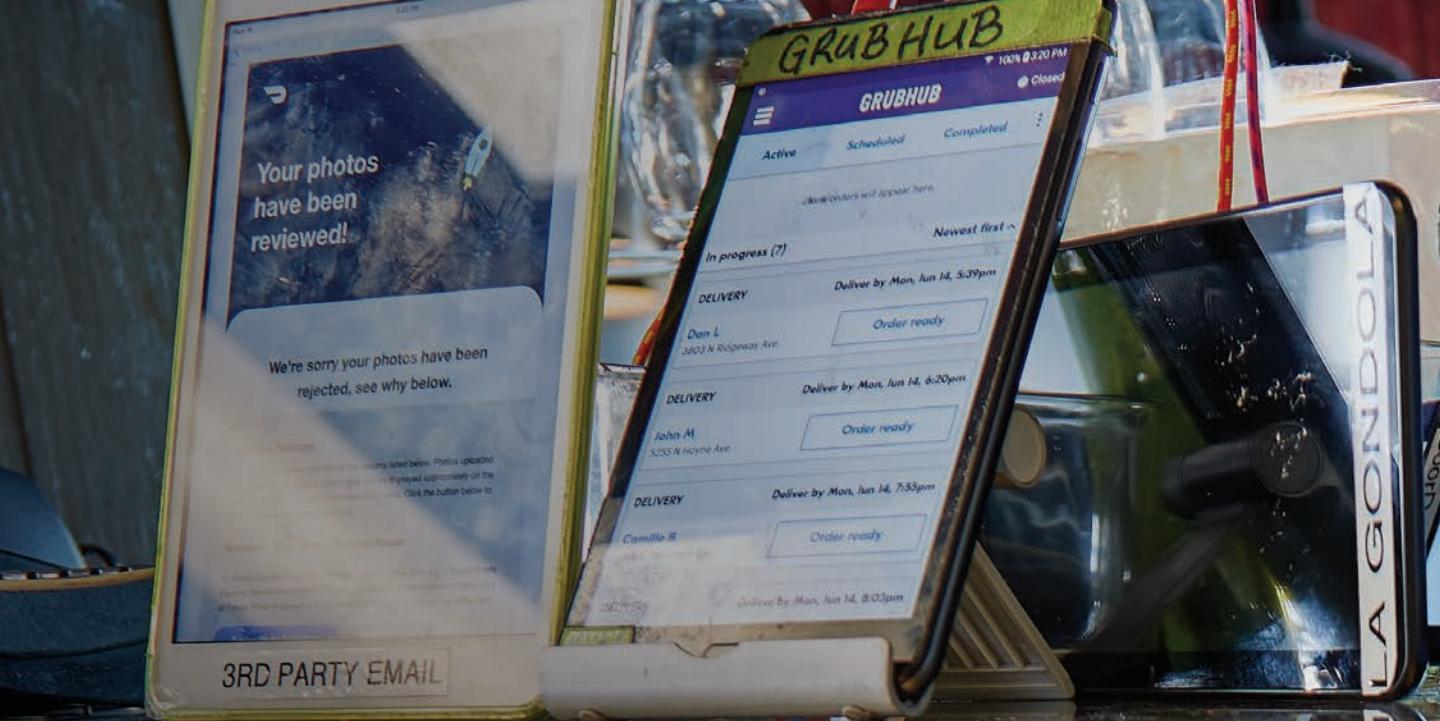


BENEFITS

- + On-Trend: pumpkin flavor sees enormous growth during fall season. Pumpkin spice has grown in menu penetration by 56.7% over the past 4 years
- + Versatile: uses including, but not limited to: pumpkin sundae, pumpkin affogato and pumpkin-spiced shake
- + Premium product with high butterfat and low overrun produces a rich, creamy and dense dessert

SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE

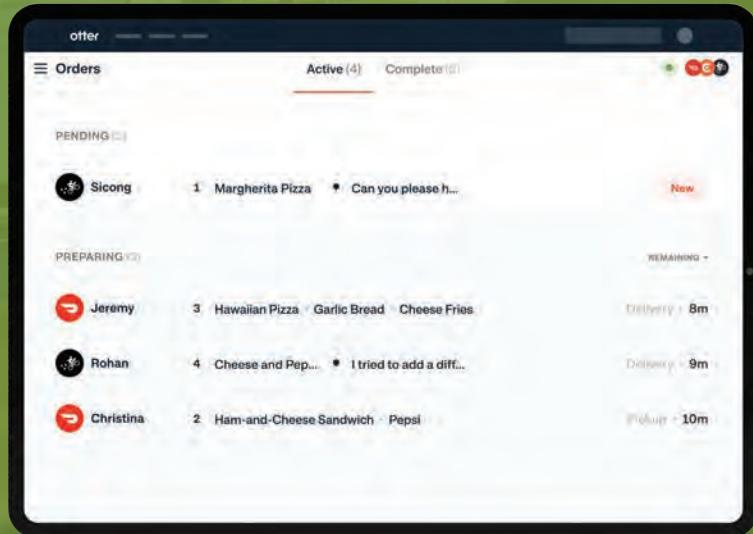




WAKE UP FROM YOUR TABLET NIGHTMARE



With our new CHECK® partner Otter, streamline online orders and gain insight into off-premise performance all in one place.



OTTER PROVIDES BEST-IN-CLASS EXPERIENCE IN:

- Point-of-sale integration
- Integrations with top online ordering services, including ChowNow
- Commission and fee reporting
- Real-time 86'ing

US FOODS® CUSTOMERS

can receive special pricing on Otter, plus several of their integrated delivery platforms.



Learn more at
usfoods.com/check-otter
or scan the QR code.

CHECK®
Business Tools

UPGRADE YOUR YOUTH APPEAL

Gen Z and Millennials are more likely to go online for food info than any other generation. You need to catch their attention, so you can turn that first impression into revenue.

In addition to custom menu design, US Foods® Menu has simple solutions to help reach the next generation:

- Custom digital ads for web, email and social media
- Additional promotional materials like branded swag, QR code signs, inserts and more
- Free social media and menu engineering support from our experts

GET STARTED BY
SCHEDULING A FREE MENU
CONSULTATION BY VISITING
USFOODS.COM/MENUCONSULT
OR BY SCANNING THE QR CODE.



US FOODS® MENU

