

NO - 32

scoop™

FALL 2022 ISSUE

MONEY- MAKING MENUS

PRODUCTS
POSITIONED
FOR PROFIT

**ON-TREND UPSELLS
MADE EASY:**
Totchos featuring our
Cheddar Sour Cream
and Chive Potato Tots
pages 12-13

US.
FOODS™

TO THE MENUS THAT MAKE THE MONEY

We know you and your staff are working harder than ever, but how hard is your menu working for you? Unique products and ingredients play a crucial role in ensuring your menu optimizes every and any opportunity to increase profits.

Labor costs are rising – when you can even find people to work – and so is the cost of food. And unfortunately, the knee-jerk reaction of just raising menu prices can often lead to diners ringing up smaller checks or even staying away all together.

This Scoop™ launch is loaded with innovative products that help you to generate more profits through tried and true strategies. From add-ons, swaps and upsells that can increase each check to cost-effective products that allow for menu prices that support increased margins, we're here with solutions that make a real difference to your bottom line.

And as always, Scoop delivers innovative, on-trend items that help you control costs in the back of the house. Items that require no added labor or can be used across a variety of menu segments and dayparts, giving you the opportunity to expand your menu, without expanding your spend.

As long as there are economic challenges in the industry, we will continue to work tirelessly to deliver a wide range of solutions for all kinds of operations. Scoop products are designed to help you increase traffic, revenue and profits. It's just one of the ways we work to help you make it.

@USFOODS #USFScoop

S. Kinkaid

Stacey Kinkaid

VP, Product Development and Innovation





THREE PROFIT-BOOSTER ROCKETS

Raising prices the wrong way can sometimes lead to lower checks and decreased traffic. Instead, try these three strategies to pump up profits.

UPSELL WITH QUALITY INGREDIENTS

Adding quality, on-trend items can drive traffic and help justify a higher menu price, upping per-plate profit.

ADD-ONS AND SWAPS THAT BOOST CHECKS

Offering additions or substitutes - with higher price points - can drive higher checks and more profit.

BETTER COST CONTROL THROUGH CROSS UTILIZATION AND PRE-PREPARED ITEMS

Versatile and labor-saving ingredients help maximize inventory and minimize labor hours.



RIGHT OUT OF THE GATE

From items your diners will pay a little more for to foods that save you time and labor, these apps, sides and add-ons help you build higher checks from the start.



For recipes, videos, marketing resources and menu support, scan this QR code or visit usfoods.com/fallscoop

A Premium Pimento Cheese
Stuffed Pretzel Knot
page 12

B Breaded Cheese Curds
page 6

C Tempura Battered Sushi
page 15



B

C



CHEF'S LINE® BREADED CHEESE CURDS

6105884 | 2/5 lb.

INNOVATION

By starting with Wisconsin white cheddar cheese curds and hand-breading with crispy potato flakes, these curds deliver a handmade, high-quality look, feel and taste in less than three minutes. They are delicious as a premium appetizer, an upsell side or for upgrading an entrée like poutine. And because they come ready to use from frozen, you save hours of labor for a made-from-scratch tasting treat.

PRODUCT ATTRIBUTES

- + Made with Wisconsin cheese from cows not treated with the growth hormone rBST*
- + Hand-breaded with a unique breading mix that contains potato flakes
- + Contains no ingredients found on the US Foods® Unpronounceables List™†
- + Individually quick frozen, ready to cook

BENEFITS

- + Labor-Saving: eliminates gathering, measuring, mixing and breading
- + On-Trend: cheese curds popularity as a product category continues to rise
- + Versatile: great as an appetizer with spices and sauces, topping for soups, salads and burgers or a twist on trendy favorites like poutine
- + Profit Builder: add-on, upsell



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





60 MINUTES OF
LABOR SAVINGS
PER CASE



**A SOUP WORTH
EVERY PENNY**



**A BURGER TOPPING ADD-ON
THAT'S WORTH A LITTLE MORE**

*No significant difference has been shown between milk derived from rBST treated and non-rBST treated cows.

*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.



UPSELL POPPERS
THAT UP YOUR PROFITS

ADD ON AS A TOPPING OR
STUFFED IN A JUICY LUCY



45 MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE®
PIMENTO CHEESE SPREAD

4268768 | 4/2 lb.

INNOVATION

Made with Wisconsin sharp cheddar cheese and authentic diced pimento peppers, this made-from-scratch-looking spread delivers a tangy zip your diners could consider an upgrade. It melts great when stuffed into or topping a burger or fries, or just serve it cold as a dip or on a classic sandwich. And it comes ready to use, saving you additional labor.

PRODUCT ATTRIBUTES

- + Made with an authentic recipe, including pimento peppers and Wisconsin sharp cheddar cheese
- + Contains no ingredients found on the US Foods® Unpronounceables List™*
- + Sharp cheddar cheese from cows not treated with the growth hormone rBST†

BENEFITS

- + Labor-Saving: eliminates measuring, shredding, dicing and mixing
- + Versatile: great cold as a dip or as its own sandwich, as a topping for a burger, hot dog, fries or tots
- + Profit Builder: high-quality upsell/add-on relative to other standard/basic cheese options



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





**3 HOURS OF
LABOR SAVINGS
PER CASE**



HILLTOP HEARTH® PREMIUM PIMENTO CHEESE STUFFED PRETZEL KNOT

5829104 | 10 lb.

INNOVATION

Surprise your pretzel knot-loving diners with this on-trend twist on an old classic. Filled with a creamy pimento cheese blend, these knots are delicious as is, served as an appetizer with any dipping sauce or sliced like a bun for a tasty slider. It just might be worth more to your diners for that zing they can't get with regular buns.

PRODUCT ATTRIBUTES

- +Pretzel dough is filled with a pimento cheese blend, twisted and topped with cheddar cheese
- +Filling is made of a creamy blend of cheddar and cream cheese and red pimento and red bell peppers

BENEFITS

- +Versatile: can be served with signature dips or sliced into a slider bun
- +Labor-Saving: eliminates measuring, mixing, portioning, proofing, baking and cooling
- +Profit Builder: upsell/premium swap over traditional bread sides like garlic knots

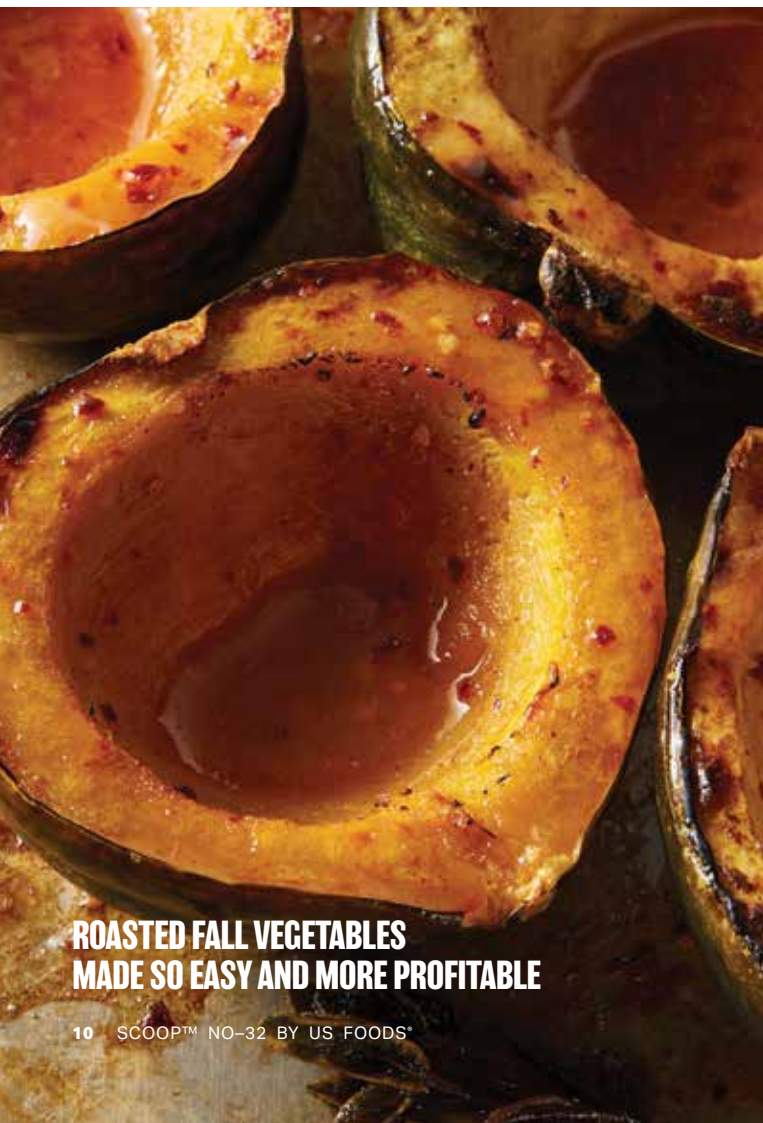


**SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE**





**SUDDENLY YOUR WINGS
ARE WORTH A LITTLE MORE**



**ROASTED FALL VEGETABLES
MADE SO EASY AND MORE PROFITABLE**



30 MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE® HOT HONEY BUTTER DOLLOP

5608691 | 4 lb.

INNOVATION

Hot honey is all the rage. So is finding labor-saving items you can use to upsell menu items. Our hot honey butter comes in approximately ½-oz. dollops for an easy way to portion, fight waste and make it a kitchen staple. From grilled salmon to chicken and waffles to burgers, veggies and breads, unleash this secret weapon now.

PRODUCT ATTRIBUTES

- + Moderate heat from red chili pepper is balanced by honey and brown sugar
- + Approx. ½-oz. portioned dollops made with butter, honey, red pepper, brown sugar and natural flavor
- + Contains no ingredients found on the US Foods® Unpronounceables List™*

BENEFITS

- + Versatile: perfect for proteins, vegetables, bread and other sides
- + Labor-Saving: eliminates measuring, preparing, blending, forming and portioning
- + Profit Builder: upsell from regular butter, add-on for proteins, sandwiches and vegetables



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THROUGH US FOODS®
ONLINE**



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MONARCH® CHEDDAR SOUR CREAM AND CHIVE POTATO TOTS

6783576 | 2/5 lb.

INNOVATION

Younger diners are loving totchos: the trend of topping tots with all kinds of goodness. We've taken that to its next logical step by stuffing the savory flavors of cheddar cheese, sour cream and chives inside the tots. Your diners get all their favorite flavors of "loaded tots" in an item that comes ready to use and cooks in less than three minutes. It's an easy, savory and craveable upsell opportunity you won't want to miss.

PRODUCT ATTRIBUTES

- + Lightly seasoned loaded tots made with shredded potato, cheddar cheese, sour cream and chives with back-of-house-made appearance
- + Approx. ½-oz. tots that cook in three minutes or less
- + Individually quick frozen

BENEFITS

- + On-Trend: these make it easy to add a hot appetizer or side to your menu with a premium price
- + Labor-Saving: eliminates measuring, mixing, peeling, shredding, cooking, cooling, crumbling, portioning and forming
- + Profit Builder: upsell, add-on or swap for traditional potato sides increases value of appetizer



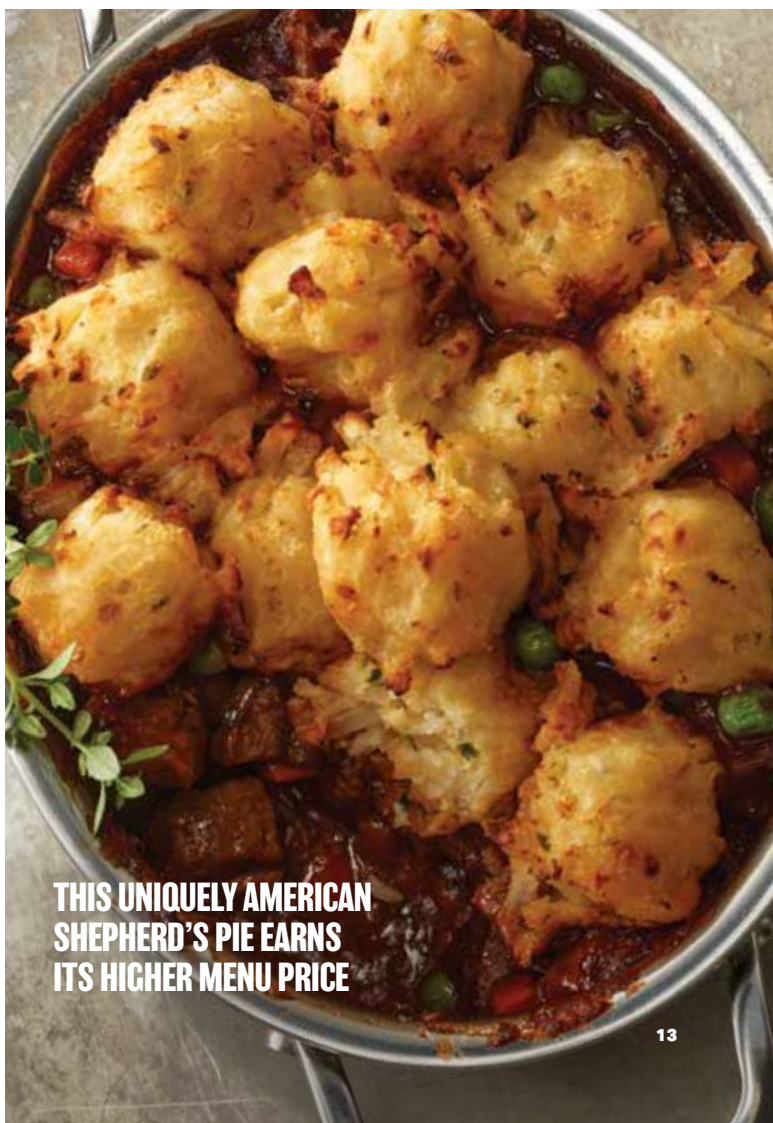
**SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE**



100 MINUTES OF
LABOR SAVINGS
PER CASE



**LOADED TOTS WAFFLES?
TALK ABOUT A UNIQUE UPSell**



**THIS UNIQUELY AMERICAN
SHEPHERD'S PIE EARNS
ITS HIGHER MENU PRICE**



**75 MINUTES OF
LABOR SAVINGS
PER CASE**



HARBOR BANKS® MINI CRAB CAKES

4103657 | 4 lb. 11 oz.

INNOVATION

Oh, the things you can do with these tasty cakes – sliders and salads are just the beginning. Turn them into tacos, stuff them in fish, top a steak to transform it into surf and turf. Each of these versatile options justifies a higher menu price – as does its designation as a part of a Fishery Improvement Project.

PRODUCT ATTRIBUTES

- + 65% lump and jumbo crab meat with a signature seafood spice mix, including parsley, mustard, Worcester sauce and lemon
- + Approx. .75-oz., bite-sized, dome-shaped pieces
- + Progress Check®, part of a Fishery Improvement Project (FIP), wild caught
- + Individually quick frozen, raw



BENEFITS

- + Labor-Saving: eliminates gathering, prepping, measuring, mixing, portioning and forming
- + Versatile: great for appetizers, stuffing, topping a salad or add to an entrée like steak for surf and turf
- + On-Trend: crab is part of a Fishery Improvement Project (FIP); helps to meet growing demand for sustainably sourced seafood
- + Profit Builder: add-on to allow diners to trade up to a higher menu price



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





45 MINUTES OF
LABOR SAVINGS
PER CASE



HARBOR BANKS® TEMPURA BATTERED SUSHI

5254863 | 5 lb.

INNOVATION

Sushi is always popular, but adding it to your menu is not easy. This take on sushi requires no sushi chef and delivers a unique sushi experience to your diners. This surimi roll is lightly battered in tempura then fried for a crunchy and tasty twist on maki rolls that come ready to cook.

PRODUCT ATTRIBUTES

- + Serve Good®: MSC Certified
- + Lightly tempura-battered, roll-cut sushi, containing: nori, calrose rice, surimi, cream cheese, avocado and seasoned rice vinegar
- + Approx. .9 oz., par-fried, individually quick frozen
- + Ready to cook from frozen



MSC-C-54670

BENEFITS

- + Labor-Saving: eliminates measuring, mixing, making rice, assembling, portioning and battering and requires no skilled sushi chef
- + Versatile: can be used as an appetizer with various dipping sauces, a protein topper in an Asian-style bowl or salad or center of the plate
- + Profit Builder: upsell as an appetizer at a non-sushi operation; add-on as salad topper or side



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





CENTER OF PROFITS

Here's your chance to create signature entrées that help enhance profitability. These on-trend items help you boost checks through higher menu prices, labor savings, upsells or all of the above.



For recipes, videos, marketing resources and menu support, scan this QR code or visit usfoods.com/fallscoop

A Mediterranean-Style Wheat Berry and White Bean Blend
pages 20-21

B Plant-Based Pork Strips
pages 22-23

C Hard Cider Battered Wild Alaska Pollock
page 25

D Center-Cut Choice Strip Loin Steak
page 31





MOLLY'S KITCHEN® PLANT-BASED* PORK STRIPS

1754650 | 5/1.5 lb.

INNOVATION

One bite, and you'll think you're eating pork. Two bites, and you might tip your hat to the time and research we did to get here. These strips are lightly seasoned with salt and pepper to give you maximum flexibility in recreating your favorite pork dishes for vegans, flexitarians or anyone willing to pay a little more for a plant-based alternative that doesn't compromise flavor and texture. From BBQ sandwiches to tacos to bowls to salads, your diners will love it.

PRODUCT ATTRIBUTES

- + Serve Good®: Non-GMO Project Verified
- + Vegan**
- + Made from soy protein concentrate seasoned and formed into random-sized strips for the taste and appearance of sliced pork strips
- + 16g of protein per 85g serving
- + No cholesterol
- + Good source of iron, fiber and potassium

BENEFITS

- + Versatile: simply seasoned to use across your menu
- + Profit Builder: plant-based alternatives are perfect profit builders to be offered as a swap for pork in a traditional menu item

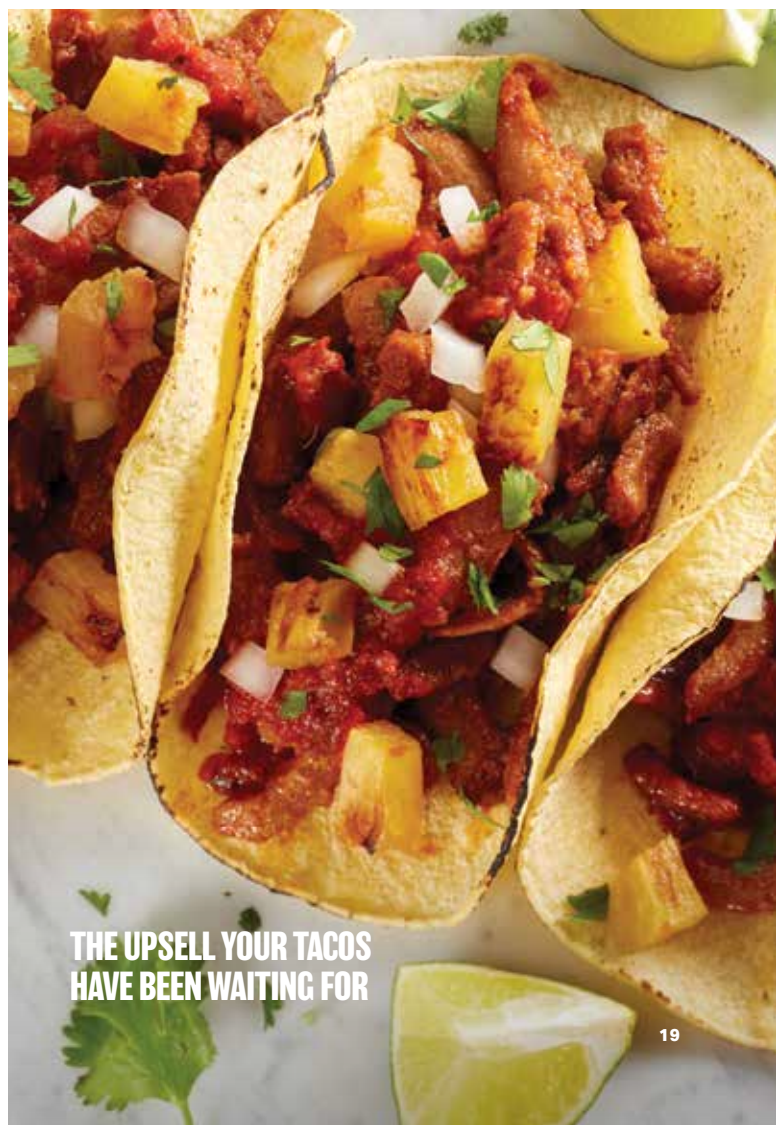


**SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE**





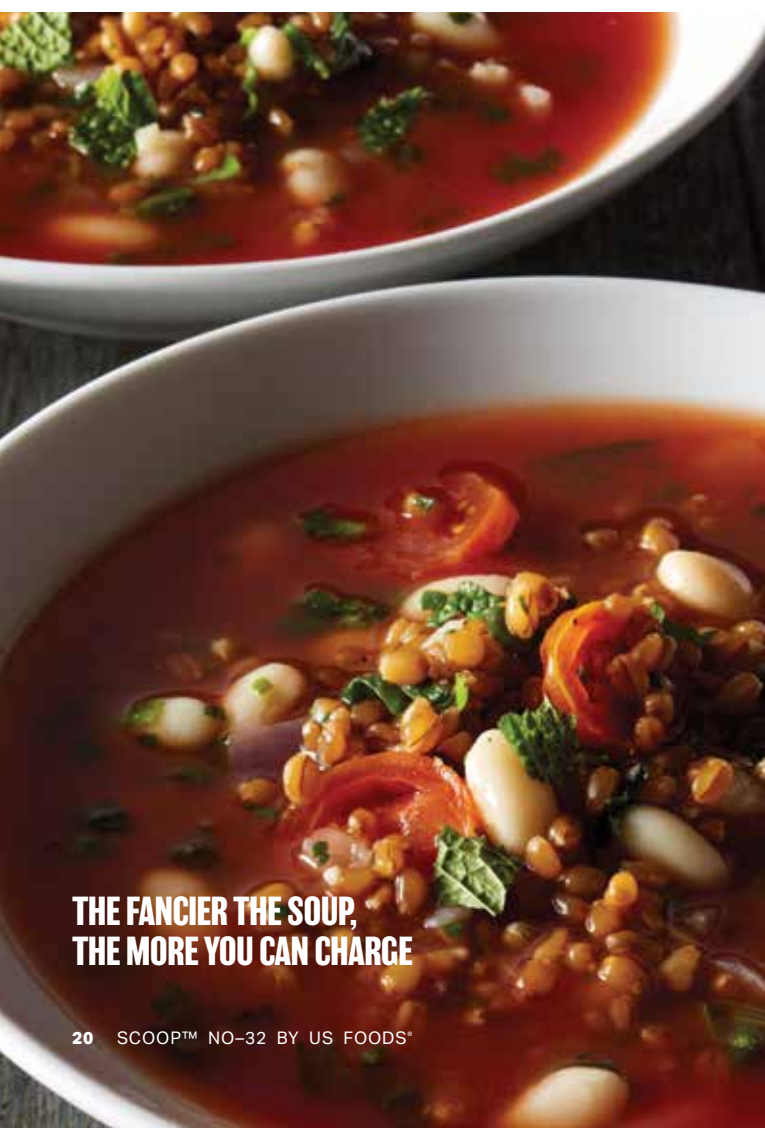
**PROFITABLE BBQ FOR
FLEXITARIANS AND VEGANS TOO**



**THE UPSIDE YOUR TACOS
HAVE BEEN WAITING FOR**



**OFFER MUSHROOMS
STUFFED WITH PROFITS**



**THE FANCIER THE SOUP,
THE MORE YOU CAN CHARGE**

20 SCOOP™ NO-32 BY US FOODS®

120 MINUTES OF
LABOR SAVINGS
PER CASE





CHEF'S LINE® MEDITERRANEAN-STYLE WHEAT BERRY AND WHITE BEAN BLEND

9439102 | 4/2.5 lb.

INNOVATION

Wheat berries aren't often found on menus due to their complicated and labor-intensive prep. This unique and versatile grain blend – featuring white beans, spinach, cherry tomatoes, red onion and seasoned with Mediterranean flavors – is a good source of protein and great as a side or a center-of-plate option for vegetarians[†] or vegans.^{††}

PRODUCT ATTRIBUTES

- + Wheat berries and white beans are pre-cooked
- + Preseasoned with organic roasted garlic, organic spices and organic natural flavor
- + Good source of protein and fiber
- + Contains no ingredients found on the US Foods® Unpronounceables List™*
- + Individually quick frozen

BENEFITS

- + Labor-Saving: eliminates measuring, sorting, soaking, cooking, cooling, washing, trimming, dicing and mixing
- + Versatile: great as a unique entrée salad or side; good source of protein for vegan^{††} diners
- + Profit Builder: upsell, requires no additional labor



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

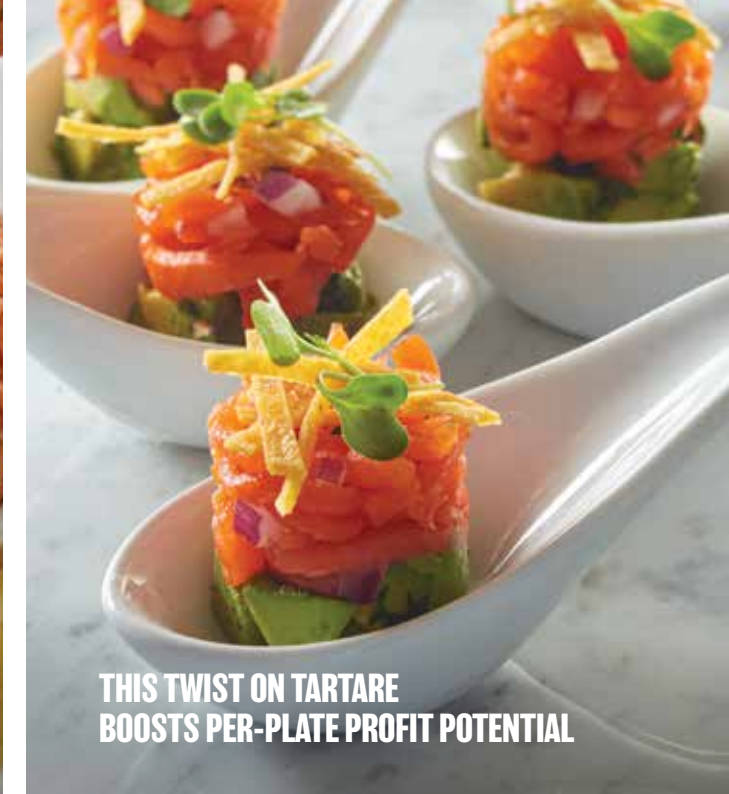


*Does not include product marketed and sold by third-party licensees.

Processing aids and potential cross-contact during production are not in scope for this program.

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

^{††}No ingredients of animal origin. Reasonable efforts to avoid cross contact with animal-based ingredients.



**A SEAFOOD DIP
THAT JUSTIFIES ITS MENU PRICE**

**THIS TWIST ON TARTARE
BOOSTS PER-PLATE PROFIT POTENTIAL**



**90 MINUTES OF
LABOR SAVINGS
PER CASE**



HARBOR BANKS® SMOKED NORWEGIAN STEELHEAD TROUT

3216914 | 4/2 lb.

INNOVATION

Cold smoked using beechwood chips and boasting a rich red color, clean flavor and firm texture, this trout is farm-raised under Norway's strict quality standards at an Aquaculture Stewardship Council-certified facility. This under-promoted seafood comes ready to use, saving you time and labor. Perfect with any dish calling for smoked fish.

PRODUCT ATTRIBUTES

- + Progress Check®: Aquaculture Stewardship Council (ASC) Certified
- + Ocean farmed in Norway
- + Deeper red color compared to salmon
- + Cold smoked using beechwood chips
- + 2-lb., vacuum-packed fillet on serving board
- + Pre-sliced

BENEFITS

- + On-Trend: ASC Certification for sustainable seafood
- + Labor-Saving: eliminates fabricating, deboning, brining, curing, cold smoking and slicing
- + Versatile: side, dip, sandwich or salad
- + Profit Builder: add-on/swap profit opportunity with a lower ingredient cost than salmon, but a higher menu price



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



60 MINUTES OF
LABOR SAVINGS
PER CASE



HARBOR BANKS® HARD CIDER BATTERED WILD ALASKA POLLOCK

0891637 | 2/5 lb.

INNOVATION

Subtly fruity, mildly sweet, incredibly crispy, this next-gen battered fish will delight cider drinkers and fish lovers alike. The craft cider-infused batter delivers a uniquely delicious take on fried fish, while still providing that golden crunch and flaky interior. Great on a sandwich, in a basket with chips or in a taco, salad or bowl. It comes ready to cook from frozen, saving you labor.

PRODUCT ATTRIBUTES

- + Serve Good®: Marine Stewardship Council (MSC) Certified
- + Whole muscle pressed wild-caught Alaska pollock
- + Approx. 2.25 oz. finished size
- + Cider battered with Seattle Cider Company semi-sweet hard cider
- + Par-fried, individually quick frozen



MSC-C-54870

BENEFITS

- + Wild Alaska Pollock provides an economical whole muscle, pressed white fish option
- + Hard cider delivers a subtly fruity aroma, mildly sweet flavor and golden-crisp texture
- + Labor-Saving: eliminates fabricating, portioning, seasoning, battering and par-frying
- + Profit Builder: upsell as a unique take on fish fry

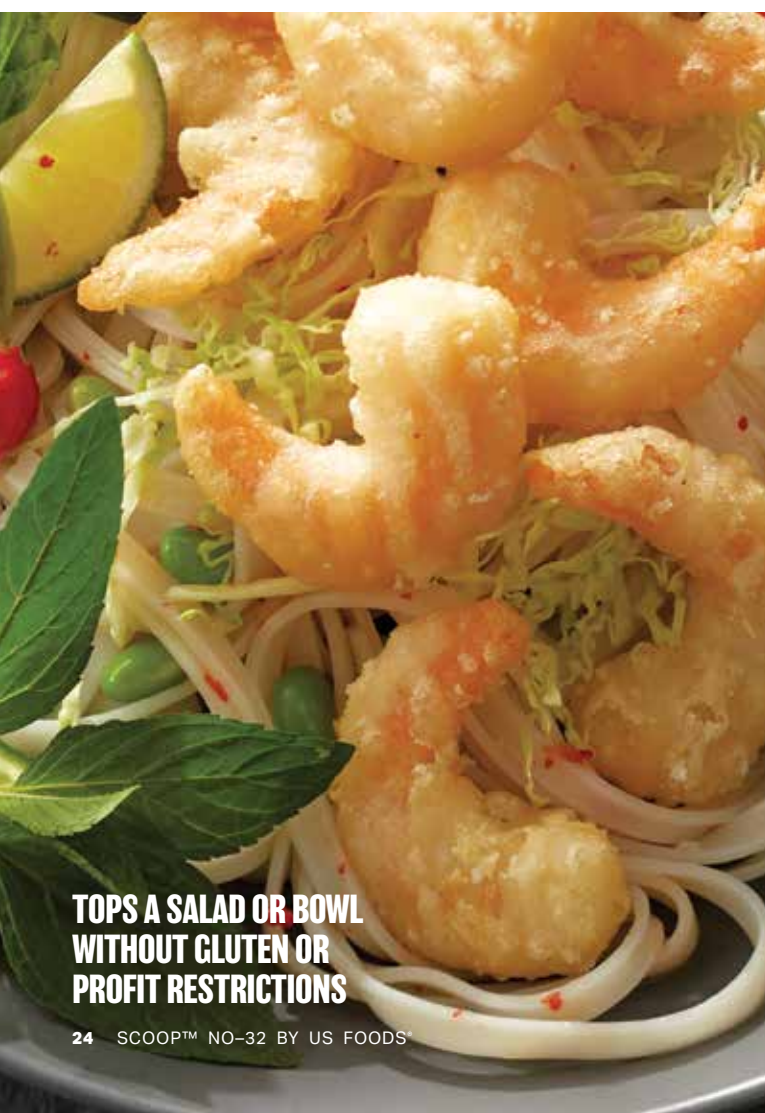


**SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE**





**STAYS CRUNCHY WHEN SAUCED
MAKES MONEY WHEN SERVED**



**TOPS A SALAD OR BOWL
WITHOUT GLUTEN OR
PROFIT RESTRICTIONS**

24 SCOOP™ NO-32 BY US FOODS®

120 MINUTES OF
LABOR SAVINGS
PER CASE





HARBOR BANKS® GLUTEN-FREE CRISPY BATTERED SHRIMP

0529194 | 4/2.5 lb.

INNOVATION

Add battered shrimp to the list of gluten-free items we've conquered. Lightly battered with rice flour and yellow corn flour coating, these shrimp deliver the flavor and crunch you expect – even when sauced. And they're great fried or baked, helping reduce cross-contact concerns. From apps to mains, topping salads or bowls, or showcasing a signature sauce, these will be beloved by all diners, gluten-conscious or not.

PRODUCT ATTRIBUTES

- + Serve Good®: BAP 4-Star Certified Farm Raised Shrimp
- + Gluten-Free Certified, made from a blend of rice and yellow corn flour
- + Moist and tender shrimp are lightly battered and neutrally seasoned, yielding a golden, crispy exterior
- + 31-35 ct./lb., peeled and deveined, tail-off
- + Can be fried or baked, especially important to help avoid gluten cross-contact in a multi-purpose fryer
- + Individually quick frozen

BENEFITS

- + Versatile: great across menu segments
- + Labor-Saving: when starting with peeled, deveined shrimp, eliminates measuring, mixing, battering and par-frying
- + Profit Builder: upsell, add-on or swap for gluten-free items



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





PATUXENT FARMS® ZESTY BREADED CHICKEN BREAST FILLET

7733243 | 2/5 lb.

INNOVATION

Inspired by the chicken sandwich wars, we brought our A-game and used dill pickle flavor in both the marinade and the breading to make sure the “zesty” came through. Then we hand cut every fillet for a scratch-made appearance and oversized bun coverage – perfect for social media posts. And since the product is fully cooked, a simple fry is all that’s needed to deliver a signature sandwich or to slice it up for salads, bowls or wraps.

PRODUCT ATTRIBUTES

- + Breaded, fully cooked, whole muscle, boneless, skinless chicken breast fillet
- + Golden brown, crisp crumb-breaded, tender and moist chicken interior with a hint of a zesty dill pickle flavor
- + Hand cut and oversized for more bun coverage

BENEFITS

- + Labor-Saving: eliminates measuring, mixing, trimming, seasoning, 3-step breading and par-frying
- + Versatile: also great sliced as a topping for a salad or bowl, in a wrap or filling a taco
- + Profit Builder: a unique chicken fillet justifying a higher menu price



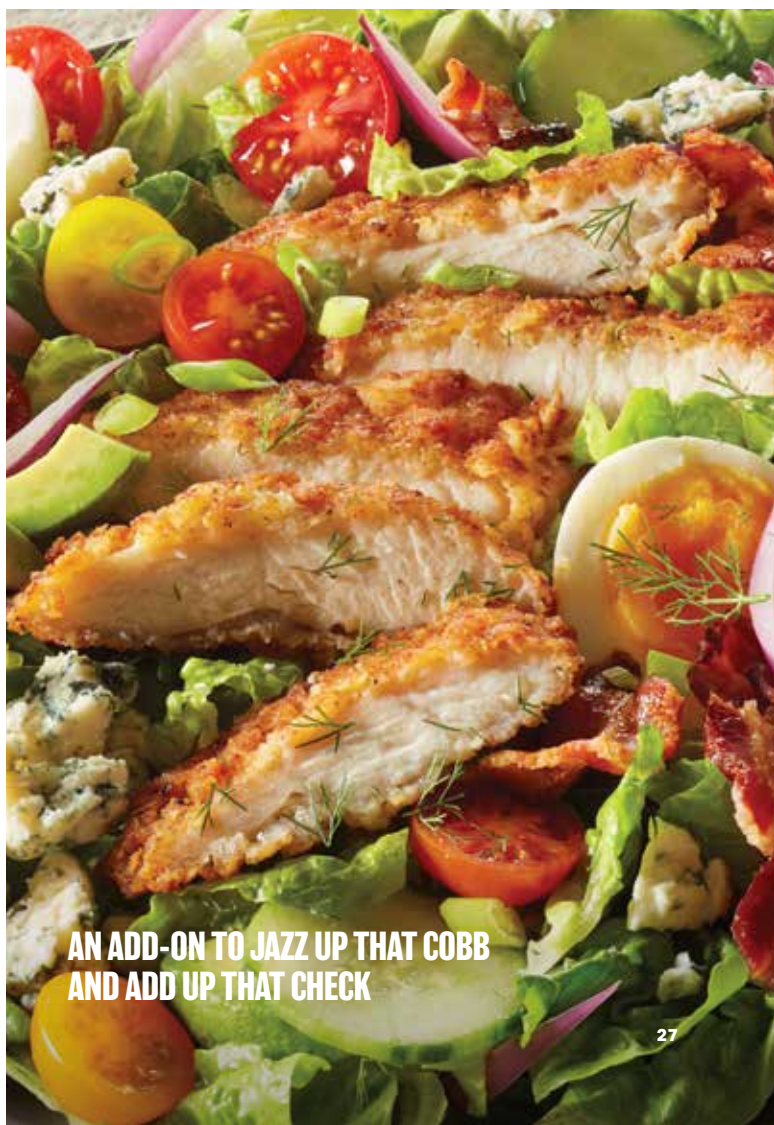
**SCAN AND PURCHASE
THROUGH US FOODS®
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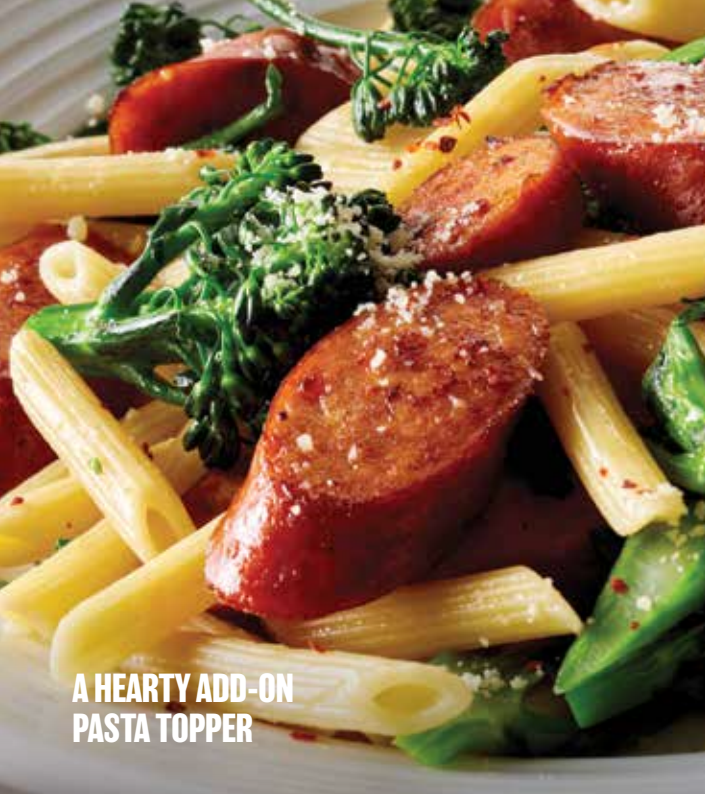
120 MINUTES OF
LABOR SAVINGS
PER CASE



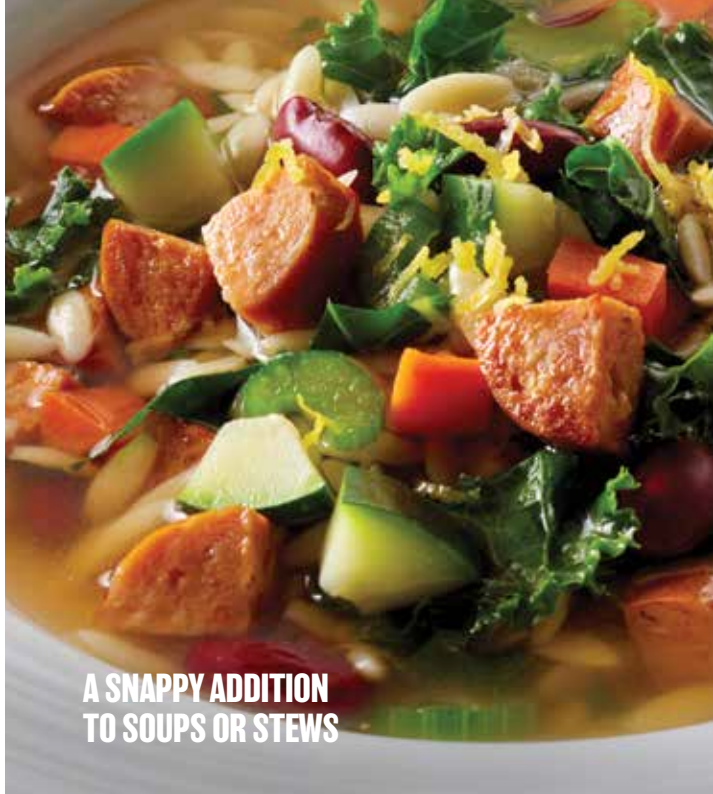
**ZESTY CHICKEN
AND POTATO TOTS WAFFLE?
CHA-CHING**



**AN ADD-ON TO JAZZ UP THAT COBB
AND ADD UP THAT CHECK**



**A HEARTY ADD-ON
PASTA TOPPER**



**A SNAPPY ADDITION
TO SOUPS OR STEWS**



CHEF'S LINE® ALL NATURAL* SMOKED UNCURED CHICKEN SAUSAGE

5231837 | 16/4/3.4 oz.

INNOVATION

With 70% less fat than a pork smoked sausage, according to USDA data, it's no wonder consumers are going crazy for chicken sausage. This fully-cooked, savory sausage has a bit of sweetness that complements the black pepper, garlic and red pepper seasoning. On its own or sliced in a salad, soup, bowl or taco, your diners will love it.

PRODUCT ATTRIBUTES

- + Smoky, savory chicken with a hint of sweetness, black pepper, garlic and red pepper with a distinct snap
- + Contains no ingredients found on the US Foods® Unpronounceables List™**
- + No nitrates or nitrites added, except those naturally occurring in cultured celery juice powder and sea salt

BENEFITS

- + Labor-Saving: eliminates grinding, seasoning, stuffing, extruding and smoking links
- + Versatile: adaptable smoky flavor works well in a variety of dishes and menu parts
- + 70% less fat than pork smoked sausage, based on USDA data



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





**STRIP LOIN
STEAK**

**BISTRO
NY STRIP**



STOCK YARDS® TENDER BY DESIGN™ CENTER-CUT CHOICE STRIP LOIN STEAK



STRIP LOIN STEAK 7119619 | 10/16 oz. 9155801 | 10/14 oz. 6532678 | 15/12 oz. 1132708 | 15/10 oz.
BISTRO NY STRIP 8465095 | 16/8 oz.

INNOVATION

Tender by Design™ delivers frozen, high-quality, tender steaks. Developed over 15 years, our finely tuned process incorporates proprietary practices, including sourcing, aging, packaging, freezing and tempering to consistently yield a high-quality steak, available at a competitive price.

PRODUCT ATTRIBUTES

- + Raw, boneless, center-cut, strip loin steaks
- + Sourced, aged, packaged and quick-frozen using the proprietary Tender by Design process
- + USDA choice, needle-tenderized, single ingredient with no additives or marinade

BENEFITS

- + Aged to exact specifications to deliver optimal tenderness
- + Proprietary process maintains quality by limiting large crystals from forming during freezing
- + Individually vacuum-packed to use only what's required for less waste
- + Commercial-grade aluminum tempering trays temper faster than thinner aluminum sheets pans or wood or plastic cutting boards



SCAN AND PURCHASE
THROUGH US FOODS®
ONLINE





**A PEPPER STUFFED
WITH FLAVOR AND
EARNING POTENTIAL**



**IT'S THE COUNTRY
FRIED COMFORT
FOOD UPSIDE
THEY'VE BEEN
WAITING FOR**

30 SCOOP™ NO-32 BY US FOODS®



60 MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE® ALL NATURAL* MODERN MEATLOAF PATTY

1917980 | 24/6 oz.

INNOVATION

For diners craving unique twists on classic faves, our meatloaf patty hits the spot. Starting with ground chuck and seasoned like grandma would with toasted onion, molasses, garlic and tomato, each patty has that scratch-made look and the deliciously familiar flavor that takes everyone back home.

PRODUCT ATTRIBUTES

- + Contains no soy fillers, caramel color, preservatives and no ingredients found on the US Foods® Unpronounceables List™**
- + Soft and tender texture with juicy mouthfeel and flavor notes of toasted onion, molasses, garlic and sweet tomato
- + Made with ground chuck
- + 24-6 oz., raw, homestyle, pre-formed individually quick frozen patty

BENEFITS

- + Labor-Saving: eliminates trimming, cutting, grinding, measuring, mixing, portioning and forming
- + On-Trend: provides an updated approach to serving comfort foods
- + Profit Builder: great swap option for a traditional burger; better beef cost management and higher menu price helps improve margins



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



*No artificial ingredients, minimally processed

**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.



FINISHING IN THE MONEY

From desserts to impulse grab-and-go's to add-ons that increase checks, these sweet finishers help you boost that bottom line.



For recipes, videos, marketing resources
and menu support, scan this QR code or
visit usfoods.com/fallscoop

A Evolve™ Straw page 38

B Salted Double Chocolate Chunk Cookie
page 34

C Chocolate Almond Coffee Cake
page 35



B

C

60 MINUTES OF
LABOR SAVINGS
PER CASE



CHEF'S LINE® SALTED DOUBLE CHOCOLATE CHUNK COOKIE

9815427 | 52/3 oz.

INNOVATION

Two different semi-sweet chocolate chunks. Two different salts. Two different butters. We are taking the double part of the name very seriously. And because this pastry chef-quality cookie is individually wrapped and ready to go, it's an excellent impulse buy/add-on your diners will fall in love with.

PRODUCT ATTRIBUTES

- + Made with both butter and brown butter, two kinds of semi-sweet chocolate chunks (50% and 55% cocoa) and both salt and sea salt
- + Pre-portioned, 3-oz. serving size, ready to eat, individually wrapped cookie with retail-ready graphics
- + Contains no ingredients found on the US Foods® Unpronounceables List™*

BENEFITS

- + The right amount of salty and sweet makes this can't-stop-eating cookie an impulse they'll have again and again
- + Labor-Saving: eliminates measuring, mixing, scooping, baking, cooling and individually wrapping
- + Profit Builder: off-premise add-on, impulse buy with high margin potential



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





THIS FEATURED DESSERT WITH WARM VANILLA CUSTARD HELPS INCREASE CHECKS



HERE'S A DECADENT ICE CREAM SANDWICH YOU CAN CHARGE MORE FOR



60 MINUTES OF LABOR SAVINGS PER CASE



CHEF'S LINE® CHOCOLATE ALMOND COFFEE CAKE

8197976 | 21/3.5 oz.

INNOVATION

Made with buttermilk, almonds, cocoa and semi-sweet chocolate chips, this delicious treat showcases variety and profitability. You can serve it as a morning pastry with coffee, as a plated dessert or – because they come individually wrapped – as a grab-and-go impulse add-on. One bite of the almond filling between two chocolate cake layers and your diners will be hooked.

PRODUCT ATTRIBUTES

- + Moist chocolate cake on the bottom, then a layer of almond meal and sugar, another layer of moist chocolate cake, topped with almond streusel
- + Kosher certified
- + Contains no ingredients found on the US Foods® Unpronounceables List™*
- + 3.5 oz. pre-portioned serving, individually wrapped with retail-ready graphics

BENEFITS

- + Delicious pre-portioned coffee cake made with high-quality ingredients
- + Retail-ready graphics – allows operator to sell as a grab-and-go option
- + Labor-Saving: eliminates measuring, mixing, assembling, baking, cooling, cutting and wrapping
- + Profit Builder: add-on/upsell/impulse buy



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® CHOCOLATE CHIP COOKIE AND MILK CAKE

0534841 | 2/5 lb. 13.12 oz.

INNOVATION

If you love cookies and milk (who doesn't?), you're going to love this unique spin: cookies and milk as a cake. The two cake layers are loaded with chocolate chips and vanilla wafers and are separated by a creamy layer of milk mousse. And of course we topped it with more mousse, chocolatey drizzle and even more chocolate chips. It's the childhood treat that's all grown up.

PRODUCT ATTRIBUTES

- + Cake batter includes vanilla wafers and semi-sweet chocolate chips
- + Topping and filling are a creamy milk mousse
- + Pre-sliced with paper inner leaf
- + 12 slices per cake

BENEFITS

- + On-Trend: updating comfort food classics with modern twists is always current
- + Labor-Saving: eliminates measuring, mixing, baking, decorating and slicing
- + Profit Building: dessert add-on



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CHEF'S LINE® SMOKED MAPLE BOURBON FLAVORED ICE CREAM WITH PRALINE PECANS

9993068 | 3 gal.

INNOVATION

Fall isn't only about pumpkin spice, and as bourbon becomes more and more popular, your diners won't help but indulge in the smoky sweetness of this creamy treat. Infused with a maple syrup-flavored ribbon and praline pecans, this high butterfat/low overrun ice cream is great on its own, raising sundaes and milkshakes up a notch, or alongside a slice of pie. But it's only here during the fall, so order some today.

PRODUCT ATTRIBUTES

- + Delicious notes of maple syrup, smokiness and praline pecans
- + Contains no artificial flavors, preservatives or high-fructose corn syrup
- + 14.5% butterfat, 60% overrun
- + Contains no ingredients found on the US Foods® Unpronounceables List™*
- + Only available for a limited time
- + Frozen

BENEFITS

- + On-Trend: maple, smoke and bourbon flavors continue to gain popularity
- + Profit Builder: on-trend dessert as an impulse add-on



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MONOGRAM
CLEANING & DISPOSABLES

MONOGRAM® EVOLVE™ STRAW

8446356 | 10/200 ct.

INNOVATION

The material used to create the Evolve Straw is harvested from a biological process involving the fermentation of oil from crushed canola seeds. It has the similar feel and strength of traditional plastic, without disintegrating like paper. And the straws are home and industrial compostable.

PRODUCT ATTRIBUTES

- + Serve Good®: Biodegradable Products Institute (BPI) Certified compostable
- + OK compost HOME and OK compost INDUSTRIAL certified
- + Made with PHA*
- + 7 3/4" jumbo straw
- + Wrapper is FSC certified

BENEFITS

- + Helps reduce single-use plastics
- + Impressive performance over paper – no soggy straw
- + A solution to some jurisdictions' restrictions on disposable foodware



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MONOGRAM® CLEAN FORCE® EASY SCRUB POT & PAN DETERGENT WITH ENZYMES

1153937 | 6/32 oz.

INNOVATION

Fortified with protein- and starch-specific enzymes, this detergent loosens stubborn, baked-on foods to help your staff spend less time cleaning and more time on other important tasks. Plus, it's easy on hands and smells great too.

PRODUCT ATTRIBUTES

- + Formulated with enzymes specially designed for proteins and starches
- + Ready to use
- + Effective foaming properties
- + Mild and fresh clean smell
- + RTU, 32 oz. squeeze bottle

BENEFITS

- + Labor-Saving: loosens soil to help reduce time employees spend scrubbing
- + Gentle on hands



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