



US FOODS
MENU

FALL SCOOP™ MARKETING MADE EASY

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

MONEY MAKING MARKETING

Drive demand for profitable menu items like desserts, appetizers and add-ons featuring your new Scoop™ products with marketing that will catch diner attention. Upselling has never been so easy for your staff!

Table Tents | Check Presenter Inserts | Stickers
Posters | Menu Inserts | Window Clings



TO-GO BAG STUFFERS



TABLE TENTS



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



**CONTACT YOUR
SALES REP OR
SUBMIT A PROJECT
REQUEST TO START
A BRANDED
CUSTOM DESIGN.**

usfoods.com/menu



ELEVATE YOUR GAME DAY

Traditional Italian favorites that can be served as individual dishes or family-style meals combine the quality diners want with the versatility your operation needs.

IDEAS:

Busy Game Days

Streamline game days and watch parties

Snacks & Bites

Combat rising price points with smaller servings

Promote New Items

Gain traction and test popularity

Desserts & Drinks

Bring attention to high-margin menu items

mosaic



GOOD PHOTOS SELL FOOD

ASK ABOUT OUR MOSAIC PHOTO GENERATOR

Save the cost, time and effort of hiring a food photographer and attract diners with high-quality images that showcase Scoop™ dishes in your unique application. Using your own plate presentation, our AI-driven tool blends your picture of the menu item application with our Scoop™ product library and the expertise of our US Foods Menu® team.

TALK TO YOUR SALES REP FOR MORE INFORMATION!

GET STARTED NOW

Promote your new Scoop™ products

Attract diners and grow sales of your new Scoop™ dishes with custom-branded marketing materials. Follow the step-by-step guide below to think through your design and submit a project request.

STEP 1

○ Decide which type of marketing project you want:

- | | |
|--------------------------|--------------------|
| Table Tents* | Digital Menu Board |
| Check Presenters | Menu Insert* |
| To-Go Bag Stuffers* | Stickers |
| Posters or Window Clings | AND MORE! |

**Mosaic imagery option available*

STEP 2

○ Solidify the information you want on it

Pictures

- Do you want to use a photo of the item? If yes,
- Do you want to use one of our stylized Scoop™ product images, your own image or an image created with our Mosaic Photo Generator tool?

Verbiage

- What do you want it to say?
- Do you want your logo on it?
- Do you want to include your website, contact information or a QR code?

STEP 3

○ Submit a project request

- Start at "My Projects" and submit a project request
- Include all the above information in a Word document or the notes box of the request
- Don't forget to upload your logo (if using) and the photo file if you are using your own image

PRO TIP

To get your project quickly, be prepared with all materials when you submit the project request to avoid delays in the design phase. You can also ask your Menu Manager for a print-ready file once approved to print locally.

PHOTOGRAPHY OPTIONS

Our Stylized Photography



Your Photography



Our Mosaic-Generated Imagery



TIMELINES

DESIGN First proof in 4 business days

PRINT 10 business days plus 2-day shipping
OR local print yourself

COSTS

DESIGN Custom design starting at just \$100

PRINT See most popular projects and quantities below
Your Menu Manager can give you a more accurate cost estimate.

TABLE TENT INSERTS

Printing: 100 = \$30

CHECK PRESENTERS / TO-GO BAG STUFFERS

Printing: 1,000 = \$180

MENU INSERTS

Printing: Standard Cardstock (500 copies) = \$140
Synthetic 10 mil (150 copies) = \$390