



As a valued partner of US Foods®, it's important that we continue to work together in a unified fashion to provide our customers with a differentiated experience that's exclusive to our brand.

This is an exciting time for all of us. The US Foods strategy of Great Food. Made Easy. is stronger than ever and we have a clearly defined path ahead that will continue to change the way operators view foodservice distributors. The opportunities are bountiful as we each do our part to shape the future of this industry by providing the quality products our customers have come to expect and that will help them successfully compete.

In response to the competitive landscape we all work within, it's more important than ever that we protect and fortify the US Foods brand, so that we continue to be recognized as a foodservice leader. Consistent alignment around our brand standards and guidelines will help us drive results and take our brand and strategy to the next level.

To help reinforce this alignment, US Foods provides the services and tools you need to build excitement in support of your promotions and help increase participation.

In an effort to reduce waste, US Foods continues to prioritize digital solutions, including e-commerce and online product information.

## **Examples of these tools and services include:**

- Individual counsel with members of our marketing team across the country to develop promotional and cross-marketing ideas that will help drive sales, for example – buns with hot dogs or yogurt with granola.
- A creative services process that supports the design and execution of custom promotions and special requests. This process begins with your One-Door contact to discuss strategy and scope, and determine needs. Once a needs assessment is outlined, our marketing team will work with you to draft a creative brief that defines desired outcomes and deliverables. After completing a standard creative-services brief, deliverables take a minimum of 14 business days to complete, depending on scope.
- Access to US Foods branded rebate and promotional templates through your One-Door contact. Many promotional materials have already been created. Be sure to check with your One-Door contact to see what's available before creating your own.
- An established communication channel to inform all appropriate parties of ongoing promotions, so they can customize their strategy and plan accordingly.

## **In the spirit of teaming up and aligning with the US Foods brand - we ask that you adhere to the following:**

- Collaborate with our Merchandising and Marketing resources across the organization to deliver best-in-class materials.
- Share ALL materials you are looking to distribute with your One-Door contact well in advance of distribution. This ensures that US Foods brand standards are met and eliminates potential consequences that may result in a cease-and-desist letter.
- Communicate these details with your brokers and field resources.
- Do not use US Foods trademarked or branded logo on any POS material without proper approvals.
- Do not cross-brand any promotional or POS materials – for example, do not use MB and EB logos on the same communication.

As partners, we are on this journey together. Together, we will continue to lead the way as a driving force in the foodservice industry. Thank you for your continued support and partnership with US Foods.