



# HUNGRY FOR BETTER

WELL-BEING • SUSTAINABLE • LOCAL

**US.**  
FOODS

# WHAT IT MEANS TO BE HUNGRY FOR BETTER

We believe that it all starts with what's real. And we know that both you and your diners are hungry for better. You want authentic, simple ingredients from sources you know and trust, along with clear information to help you decide what's right for your establishment. We're committed to working with our partners and suppliers to bring you the best and widest selection of products like these, with attention to every detail.

We also believe that the power of food can do remarkable things, like create change that unites us all and improves the state of our planet, people and communities. We all need food to live. We're working together to help customers live better.

Discover our three pillars of Hungry For Better:  
Well-Being | Sustainable | Local

# 64%

**OF CONSUMERS SAY THAT IT IS IMPORTANT TO THEM TO MAKE SUSTAINABLE CHOICES THAT LIMIT THEIR IMPACT ON THE ENVIRONMENT.**

- Datassential, 2022 SNAP! Keynote | Sustainability



# HUNGRY FOR BETTER

**UNDER OUR HUNGRY FOR BETTER PROGRAM, WE SERVE UP THREE PRODUCT PORTFOLIOS – WELL-BEING, SUSTAINABLE AND LOCAL – TO HELP OUR OPERATORS FIND OPTIONS THAT RESONATE WITH TODAY'S DINERS.**



**SERVE YOU** offers products to meet all of your diners' diverse and evolving well-being preferences – from plant-forward alternatives to clean labels with no ingredients on the Unpronounceables List<sup>®\*</sup> to gluten-free foods and more. Our wide selection can satisfy the specific dietary preferences of your customers. Products in this pillar meet one or more of the following criteria:

**PLANT-FORWARD**

- PLANT-BASED\*\*
- VEGAN\*\*\*
- VEGETARIAN\*\*\*\*

**GLUTEN-FREE**

**NO INGREDIENTS ON THE UNPRONOUNCEABLES LIST<sup>®\*</sup>**



**SERVE GOOD<sup>®</sup>** products are responsibly sourced, contribute to waste reduction or are produced or manufactured to help reduce greenhouse gas emissions.

**AGRICULTURAL PRACTICES**

- ORGANIC
- NON-GMO
- FAIR TRADE CERTIFIED™
- RAINFOREST ALLIANCE CERTIFIED™

**ANIMAL CARE**

- SUSTAINABLE SEAFOOD
- CLIMATE-CONSCIOUS

**REDUCE WASTE**

- RESPONSIBLE DISPOSABLES



**SERVE LOCAL** means you get locally sourced products from regional farmers, producers or manufacturers as Exclusive Brands and Manufacturer Brands products. With Serve Local, it's all about helping the farmers in our communities thrive. Available in participating markets.

**PRODUCTS ARE EITHER:**

SOURCED WITHIN 400 MILES FROM WHERE PRODUCTS SHIP

OR

SOURCED WITHIN THE STATE FROM WHERE PRODUCTS SHIP TO OUR CUSTOMERS

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

\*\*Made with ingredients derived from plants, fungi and algae; no animal-derived ingredients. 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.

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

# WELL-BEING

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## EXCITING CHOICES TO APPEAL TO DINERS' DIVERSE AND EVOLVING WELL-BEING PREFERENCES.

With plant-forward options, clean ingredient labels with nothing on the US Foods® Unpronounceables List<sup>®\*</sup>, gluten-free and more, staying ahead of the curve is not your job – it's ours.



[usfoods.com/well-being](https://usfoods.com/well-being)

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

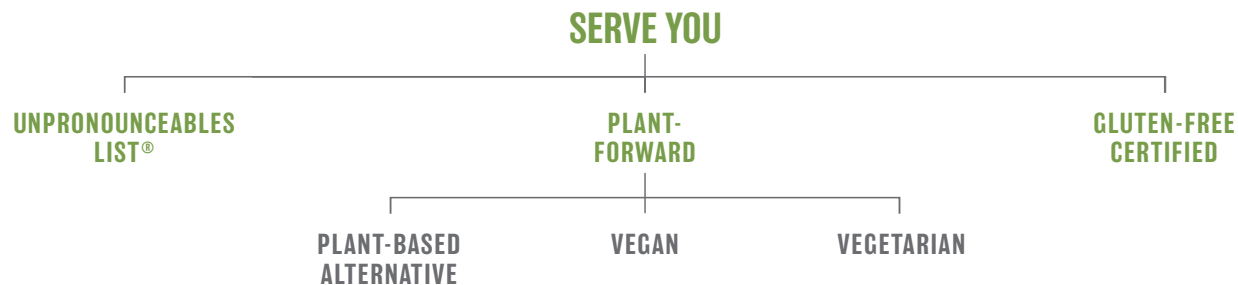
# SERVE YOU PRODUCTS FOR WELL-BEING, WHERE TASTE IS KING!



Our comprehensive product portfolio, appropriately named “Serve You,” was created with the specific need to appeal to your customers – and the important goal of driving traffic to help your business succeed. We directly address diner needs for personalization – and the operational challenges associated with it – by offering products that satisfy these needs, while being delicious enough to stand on their own.

Serve You products offer a special focus on well-being – and the variety of meanings that has to your diners. Options include plant-forward (plant-based, vegan and vegetarian), gluten-free and clean ingredient labels with nothing on our Unpronounceables List®.

## SERVE YOU ITEMS MEET ONE OR MORE OF THE FOLLOWING CRITERIA:



# SIMPLE INGREDIENTS. CLEAN LABELS. JUST GOOD FOOD.

Consumers today are demanding products with simple and clean ingredient labels, and at US Foods®, we are committed to helping our operators meet those expectations.

## UNPRONOUNCEABLES LIST®

Through our Unpronounceables List®\*\* initiative, we have cleaned up our ingredient profiles – creating many new US Foods Exclusive Brands products and reformulating others by avoiding, removing or replacing certain ingredients and food additives such as artificial flavors and artificial (FD&C) colors, hydrogenated oils, high-fructose corn syrup and added MSG.

Our full Metro Deli®, Rykoff Sexton®, Chef's Line® and Stock Yards® product portfolios – more than 1,000 items – will be produced with clean-label profiles by excluding ingredients found on the Unpronounceables List. So that what's left is simply good food.

[usfoods.com/unpronounceables](https://usfoods.com/unpronounceables)



### METRO DELI® ALL NATURAL\* OVEN-ROASTED TURKEY BREAST

APN: 1569425

Our Oven-Roasted Turkey Breast delivers a delicious flavor along with a clean label, thanks to our Unpronounceables List®\*\* initiative. It arrives in an easy-open bag, ready to slice – an all-natural\* asset to your sandwiches, wraps, salads and deli trays. So add your favorite accompaniments, and rest assured that you're serving the best of the best.

\*No artificial ingredients. Minimally processed.

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

# GLUTEN-FREE CERTIFIED

US Foods® is committed to bringing you Exclusive Brands products that are third-party gluten-free certified, to help operators easily meet the specialty diet preferences of today's diners.

## GLUTEN-FREE

Our wide variety of products tagged as gluten-free are certified by third parties for transparency and confidence. It's not enough that these foods are gluten-free – they have to taste great, too!

THE TERM  
"GLUTEN-FREE"  
HAS GROWN  
**39%**  
ON MENUS OVER  
THE PAST 4 YEARS.

- Datassential MenuTrends

### CHEF'S LINE® GLUTEN-FREE QUINOA, GREEN CHICKPEA, KALE AND EDAMAME BLEND

APN: 4014164

Our cooked white and red quinoa, green garbanzo beans, chopped kale, and edamame offers a gluten-free base for salads, entrées, and more. With 6g of plant-based protein per serving, the blend is minimally seasoned, ready for chef's flavor choices.



# PLANT-FORWARD

Eating more plant-based\* foods is a dietary shift that's appealing for many customers, whether or not they limit their meat consumption. As more diners seek alternatives to animal proteins, the plant-forward movement continues to grow.

## PLANT-FORWARD EATING

Plant-forward eating isn't a trend, it's here to stay. Vegetarians and vegans have a permanent seat at the table – and their presence makes the omnivore majority interested in trying restaurants that carry these options. As diets like plant-based only continue to grow, it's important that operators make themselves a viable option to these customers to increase traffic to their establishments.

### OUR PLANT-FORWARD PORTFOLIO INCLUDES ITEMS THAT ARE:

1. PLANT-BASED\*
2. VEGAN\*\*
3. VEGETARIAN\*\*\*

**MORE THAN ONE-QUARTER OF THE GENERAL POPULATION IS LIMITING MEAT IN THEIR DIET.**

- Plant-Forward Opportunity Report, 2023  
A Datassential Report



### CHEF'S LINE® BLACK BEAN BURGER

APN: 8727026

Made with black beans, this Kosher Certified patty includes rolled oats and bread crumbs, red bell peppers, cilantro and parsley for a Southwestern flavor that vegan and vegetarian diners will appreciate. Plus, it's an excellent source of fiber.

\*Made with ingredients derived from plants, fungi and algae; no animal-derived ingredients. 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.

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



# GAINING MOMENTUM

In sync with consumers' demand for meat alternatives, we developed several well-being options for diners seeking plant-based, vegetarian and vegan foods. From center-of-the-plate products to appetizers and more, we offer a range of items for you to stay ahead of the curve.

## PLANT-BASED\* ALTERNATIVES

Plant-based products are alternatives without any animal-derived ingredients. They are made with ingredients derived from plants – including vegetables, fruits, whole grains, nuts, seeds and/or legumes. Additionally, fungi and algae, although not technically plants, will also be considered as plant-based ingredients. Products eligible are meat, seafood, egg and dairy alternative products that do not contain any animal-derived ingredients. Ingredients that are not of plant or animal origin are permitted.

## VEGETARIAN\*\*\*

To be considered vegetarian at US Foods®, the product does not contain any ingredients that are of animal origin – except that milk, eggs, honey and beeswax may be used. We partner with our suppliers to make reasonable efforts to avoid cross-contact with other animal-based ingredients.

## VEGAN\*\*

To be considered vegan at US Foods, the product does not contain any ingredients that are of animal origin – including milk, eggs, honey, beeswax and gelatin. We partner with our suppliers to make reasonable efforts to avoid cross-contact with animal-based ingredients.

CHEF'S LINE® BLACK BEAN HUMMUS  
APN: 7294116 | Vegan\*\*



MOLLY'S KITCHEN® PLANT-BASED\* BREAKFAST SAUS'GE PATTY  
APN: 1438213 | Plant-Based\*, Vegan\*\*



MOLLY'S KITCHEN® MEXICAN-STYLE CHEESE STUFFED CIGARS  
APN: 1037625 | Vegetarian\*\*\*



\*Made with ingredients derived from plants, fungi and algae; no animal-derived ingredients. 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.

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

# SUSTAINABLE

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**DINERS TODAY DEMAND MORE THAN JUST GREAT-TASTING FOOD.  
THEY WANT RESPONSIBLE OPTIONS THAT ALIGN WITH THEIR  
LIFESTYLE AND VALUES.**

Through our Serve Good® program, we equip you with responsibly sourced products, items that contribute to waste reduction, or products that have been consciously produced or manufactured to help reduce greenhouse gas emissions – so you can keep your menu on-trend and your values front and center.



[usfoods.com/servegood](https://usfoods.com/servegood)

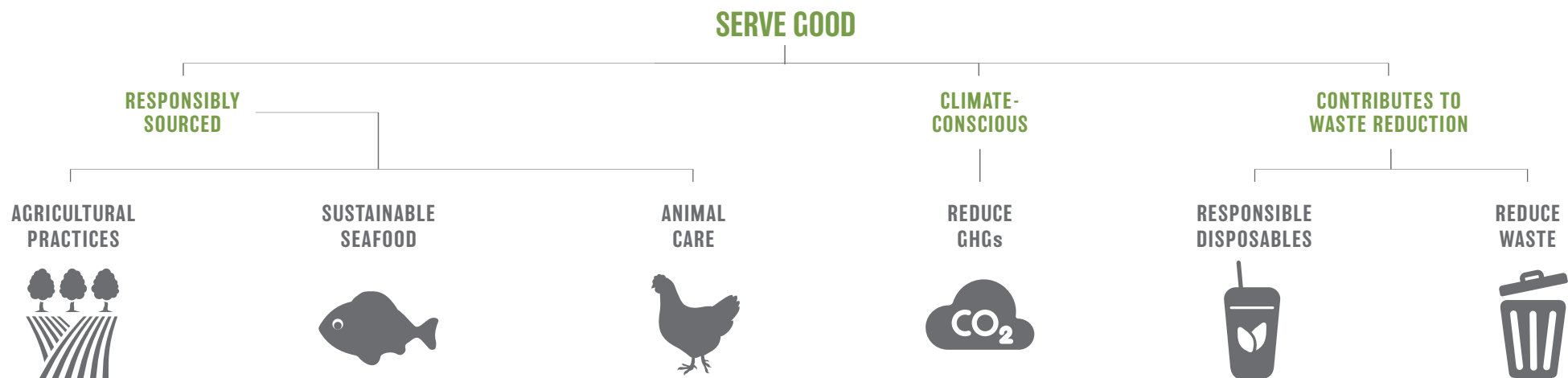
# SERVE GOOD<sup>®</sup> RESPONSIBLE SOURCING, CLIMATE-CONSCIOUS AND WASTE REDUCTION



The Serve Good<sup>®</sup> program represents our continuing efforts to serve delicious food while serving good. From sustainably sourced foods to products made from items that are certified compostable, products within the Serve Good portfolio are developed with suppliers who are committed to our defined standards for responsible practices, and most items come with the reassurance of verification by third-party certifiers.

To be included in the Serve Good program, a product requires several attributes. First, it must come with a claim of responsible sourcing, contribution to waste reduction, or production or manufacturing to help reduce greenhouse gas emissions (GHGs). Second, it must arrive to our customers in packaging that meets our program specifications.

## SERVE GOOD ITEMS FALL INTO SEVERAL CATEGORIES:



Serve Good products can have multiple environmental and social benefits (e.g., a Climate-Conscious product might also be USDA Organic certified).



**70%**

**OF OPERATORS SAY THAT  
IMPROVING THEIR  
SUSTAINABILITY IS A PRIORITY.**

- Datassential, 2022 SNAP! Keynote | Sustainability

# AGRICULTURAL PRACTICES

Consumers are no longer simply purchasing products. Increased mindfulness of environmental and social practices has led to increased demand for foods that help protect biodiversity, ensure workers' rights and increase overall transparency.



## ORGANIC

Organic is a labeling term for food or other agricultural products that have been produced using cultural, biological and mechanical practices that support the cycling of on-farm resources, promote ecological balance and conserve biodiversity in accordance with USDA Organic regulations, intended to promote conservation, soil health and water quality. The use of most synthetic pesticides and fertilizers, growth hormones, sewage sludge, irradiation and genetic engineering is prohibited.

[ams.usda.gov](https://ams.usda.gov)

### MONARCH® ORGANIC DICED MANGO

APN: 5723667

Bring a taste of the tropics to salsas, salads, smoothies, fish tacos and more. Our mangos come pre-diced for multiple applications, resulting in no extra labor costs and a 100% yield (no waste). Best of all, they're USDA Certified Organic to meet the standards of increasingly discerning diners.



RESPONSIBLY SOURCED

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# AGRICULTURAL PRACTICES



## NON-GMO

Packaging with the Non-GMO Project Verified seal conveys that the product has been produced using non-GMO practices, as certified by a third party. This certifier assists farmers, processors and manufacturers in avoiding GMO ingredients by routinely testing ingredients and building identity-preservation practices into the supply chain. [nongmoproject.org](http://nongmoproject.org)



### CHEF'S LINE® NON-GMO ARTISAN FOCACCIA SQUARE BUN

APN: 2298680

Our square focaccia bun dough ferments for 13 hours – true Genovesian style – then is cut, dimpled and brushed with extra-virgin olive oil and stone-baked. Packed with flavor, these individually frozen buns are Non-GMO Project Verified and part of our Serve Good® program.

# AGRICULTURAL PRACTICES



## FAIR TRADE

Fair Trade is a global movement putting people and the planet first. Fair Trade certifies products as coming from farms audited by third-party organizations against Fair Trade standards. Those standards help promote safer working conditions, decent wages and fair prices for harvest, and also support the right to organize. [fairtradecertified.org](http://fairtradecertified.org) | [fairtrade.net](http://fairtrade.net)



# 56%

OF SHOPPERS SURVEYED IN 12 COUNTRIES SAID THEY WERE WILLING TO PAY MORE FOR A FAIR TRADE PRODUCT, DESPITE THE INCREASED COST OF LIVING.

- Fairtrade International

## DEVONSHIRE® PREMIUM BANANA CHOCOLATE SWIRL CAKE MADE WITH RAINFOREST ALLIANCE BANANAS AND FAIR TRADE CHOCOLATE

APN: 4114593

Serve back-of-house beauty and quality with ingredients like Fair Trade Cocoa, Fair Trade Chocolate Chips and Rainforest Alliance Banana. A final treat: pre-sliced, thaw-and-serve portions save time and labor in the kitchen.



RESPONSIBLY SOURCED

# AGRICULTURAL PRACTICES



## RAINFOREST ALLIANCE CERTIFIED™

To qualify for this certification, Rainforest Alliance must find that a product meets the group's standards for promoting greater social, economic, and environmental sustainability, including meeting specific requirements in the focus areas of forest, climate, human rights and producer livelihood.

[rainforest-alliance.org](http://rainforest-alliance.org)

# 88%

OF CONSUMERS INDICATED  
THEY ARE LIKELY TO  
CHOOSE A SUSTAINABLE  
RESTAURANT OVER A NON-  
SUSTAINABLE RESTAURANT.

- Datassential Sustainability Keynote, p48



## CHEF'S LINE® BANANA NUT MUFFIN MADE WITH RAINFOREST ALLIANCE CERTIFIED BANANAS

APN: 1685663

Made with Rainforest Alliance Certified bananas, these muffins deliver top quality, and each contains more than 20% banana for a rich, sweet taste and moist texture – with no artificial flavors, colors or preservatives.



# ANIMAL CARE

Today's consumers expect more choices, greater accountability and more transparency from those responsible for bringing food to their plates. Many diners are concerned about the treatment and care of agricultural animals - including how those animals are raised and what they are fed.

## RESPONSIBLY-SOURCED PROTEINS

We offer our customers an assortment of responsibly sourced beef, poultry and pork that are American Humane Certified for livestock and poultry welfare, cage-free for eggs, and raised without antibiotics for meat and poultry. Every product in our responsibly sourced protein assortment meets the following standards: All natural\* (USDA standard), raised without antibiotics and no added hormones.\*\* Responsibly sourced proteins are available in participating markets.

### STOCK YARDS® ALL NATURAL\* GRASS-FED SLIDERS

APN: 7127324

Raised without antibiotics or added hormones, the beef in these sliders delivers flavor and quality in every bite. Add your own mash-up of toppings, and your sliders are sure to be a standout on your menu.



\*No artificial ingredients. Minimally processed.

\*\*Federal regulations prohibit the use of hormones in poultry and pork.

# SUSTAINABLE SEAFOOD

## SUSTAINABILITY MATTERS

As responsibly sourced seafood practices continue to vary across countries and organizations, US Foods® is working to make seafood choices easier and more transparent for our customers through our Serve Good® and Progress Check® programs. Our Responsibly Sourced Seafood Policy commits most products in our Harbor Banks® brand to meeting either Serve Good or Progress Check standards at the time of their sourcing.



### SERVE GOOD®

US Foods' exclusive program is dedicated to products that meet responsible sourcing claims and adhere to strict Serve Good packaging standards. This includes seafood products that are certified sustainable to leading industry recognized standards, such as MSC or BAP, or other certification schemes benchmarked by the Global Sustainable Seafood Initiative (GSSI).



### PROGRESS CHECK®

Achieving a sustainability certification requires years of investment from fisheries, farms and processors. Our Progress Check program recognizes seafood products and vendors that have made significant progress toward meeting our Serve Good program standard for seafood. Dedicated timelines, objectives and being enrolled in programs such as fishery improvement projects (FIP) or Aquaculture Improvement Projects (AIP), or equivalent certification, stewards the process toward full certification.

**68%** OF CUSTOMERS WOULD COMMIT TO BUYING ONLY SUSTAINABLY SOURCED SEAFOOD PRODUCTS, AND 73% WOULD COMMIT TO SUPPORTING BUSINESSES THAT ONLY OFFER SUSTAINABLE SEAFOOD.

- Morning Consult®

# SUSTAINABLE SEAFOOD

As the global demand for seafood continues to grow, we believe foodservice distributors can play an important role in supporting the long-term health of fisheries and aquaculture through the distribution of responsibly sourced seafood while supporting our operators' businesses. We support third-party certifications such as:



## MARINE STEWARDSHIP COUNCIL (MSC)

The Marine Stewardship Council is an international non-profit organization created to address the problem of unsustainable fishing and works to safeguard wild-caught seafood supplies. The blue MSC eco-label on a seafood product means that it is fully traceable to sustainable fisheries that have been certified to the global MSC standard.

[msc.org](http://msc.org)



## BEST AQUACULTURE PRACTICES (BAP)

The Global Aquaculture Alliance coordinates the development of Best Aquaculture Practices certification standards in seafood for farms, feed mills, hatcheries and processing facilities. The BAP star system indicates integration levels of certification along the aquaculture production chain for farmed seafood.

[bapcertification.org](http://bapcertification.org)

## HARBOR BANKS® COHO SALMON

APN: 2494032

This Coho Salmon delivers fresh flavor and a delightfully flaky texture, ready for your signature touches. It boasts a four-star Best Aquaculture Practices certification covering the feed, hatchery, farm and processor. Plus, the skin-on fillet tells diners you're serious about supporting sustainable seafood.





MONOGRAM®  
CARBON-NEGATIVE\* CUTLERY  
FORK APN: 1017864  
SPOON APN: 1017858  
KNIFE APN: 1017861

MORE THAN HALF OF CONSUMERS SAY THEY ARE CONCERNED ABOUT THE CLIMATE, AND A SIMILAR PROPORTION BELIEVES THEIR INDIVIDUAL FOOD CHOICES IMPACT THE ENVIRONMENT.

- Datassential, 2022 Plant-Forward Opportunity Report

\*Based on lifecycle assessment of estimated emissions from raw materials through manufacturing and delivery to US Foods' distribution centers verified by SCS Global Services per ISO 14044-2006. Electricity emissions include use of Renewable Energy Credits (RECs).

# REDUCE GREENHOUSE GAS EMISSIONS

Products in the Climate-Conscious pillar are developed with one crucial goal in mind: helping to reduce greenhouse gas emissions.

## CLIMATE-CONSCIOUS PRODUCTS

A Serve Good® product falls under the Climate-Conscious category when it has been consciously produced and/or manufactured to help reduce greenhouse gas emissions (GHG) with claims such as:

**Carbon Neutral-Certified** – third-party certified as contributing no net GHG emissions to the atmosphere

**Carbon-Negative** – having a net negative product carbon footprint as verified by a third-party life cycle assessment

**Climate-Friendly\*** – having ingredients that were grown and processed with greenhouse gas emissions that are lower than 70% of all products assessed by HowGood, an independent research company

**Regenerative Agriculture** – using regenerative agriculture practices to help protect and improve soil health, potentially reducing GHG emissions



SCAN TO  
LEARN MORE

### MONARCH® GREEN CHICKPEAS

APN: 7112395

Non-GMO Project verified and Climate Friendly\*, these green chickpeas are harvested young while still fresh and full of naturally bright green color and flavor, providing a touch of sweetness with the nutty crunch expected of garbanzo beans.

\*Products eligible for HowGood's Climate-Friendly attribute have ingredients that were grown and processed with greenhouse gas emissions that are lower than 70% of all products assessed by HowGood's methodology. [howgood.com/climate-friendly-methodology](https://www.howgood.com/climate-friendly-methodology)

# 70%

OF GEN Z CONSUMERS  
BELIEVE COLLECTIVE  
CLIMATARIAN EATING  
CAN HELP THE PLANET.

- Datassential, 2024





MONOGRAM®  
EVOLVE™ HOME AND INDUSTRIAL  
COMPOSTABLE CARRYOUT BAGS

T-SHIRT APN: 3415305

LARGE CARRYOUT APN: 8808988



# RESPONSIBLE DISPOSABLES

From pleasing a new era of eco-conscious diners to cutting waste and costs, sustainability is becoming more and more essential to foodservice operations. Our growing selection of Serve Good® Responsible Disposables includes cups, plates, napkins, cutlery, containers and more – made from materials that are certified, verified or classified as one or more of the following: recyclable, compostable, post-consumer content, biobased or responsibly sourced virgin pulp.

## ITEMS THAT MEET SERVE GOOD® STANDARDS:

### CERTIFIED RECYCLED

Products in this category are made from material that has been recovered or diverted from the waste stream, either during the manufacturing process, after consumer use, or a mix of both pre- and post-consumer sources. To qualify for Serve Good, a non-food product must meet or exceed the minimum recycled content thresholds for its specific material category.

### RESPONSIBLY-SOURCED PULP

Paper materials sourced from renewable and responsibly managed virgin feed stocks. Many wood pulp-based products contain responsibly sourced materials with certification by the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) or the Program for Endorsement of Forest Certification (PEFC).

### BIOBASED

The goal of the BioPreferred program is to increase the purchase and use of biobased products, or products derived from plants and other agricultural, marine and forestry materials. Products that meet applicable category standards for biobased content may display the USDA Certified Biobased Product label.

### CERTIFIED COMPOSTABLE

US Foods® includes products in this category if they are certified as compostable, meaning that the product can break down in a compost system at the end of its life. Certifying bodies may include the Biodegradable Products Institute (BPI), TUV Austria (OK Compost HOME, OK Compost INDUSTRIAL), or Compost Manufacturers Alliance (CMA).

### REDUCED IMPACT

Serve Good products in this category are certified against multiple attributes across the product lifecycle, demonstrating that they meet criteria related to product performance as well as decreased human and environmental impacts. Certifications may include UL EcoLogo or Green Seal.

## REDUCE WASTE

# MAKING A POSITIVE IMPACT

These include products sourced or manufactured in a way that can help divert waste from landfills. Manufacturers may utilize commonly discarded ingredients to create new forms of value, work to reduce product-specific manufacturing waste in their facility, or incorporate upcycled ingredients into their product.

## REDUCE WASTE

Serve Good® products that fall under this category specifically contribute to waste reduction based on how they are sourced and/or manufactured.



### UPCYCLED FOOD ASSOCIATION (UFA)

The Upcycled Certified seal from the UFA means that products have been produced with surplus food or food byproducts from manufacturing.

[upcycledfood.org](http://upcycledfood.org)

### REDUCED MANUFACTURING WASTE

Products in this category are manufactured at a facility that is taking steps to reduce the manufacturing waste associated with a specific Serve Good product. The facility must provide documentation on an annual basis showing its waste stream reductions relevant to the Serve Good product, and/or may have a third-party waste reduction certification for the facility (not the product).



### CHEF'S LINE® PUB GRAIN HAMBURGER BUN

APN: 4128685

Our Pub Grain Hamburger Buns, made with Spent Grain flour, a byproduct of beer brewing, are a part of our Serve Good program due to their certification as Upcycled\*. This blend of barley, wheat and rye makes a bun that has a traditional dense crumb texture with mild earthy and sour notes.

\*Certified by the Upcycled Food Association to contain upcycled spent grain flour, a byproduct from the beer brewing process, which otherwise would have gone to waste or non-food uses.



# SERVE GOOD® PACKAGING STANDARDS

The Serve Good® program begins with products that are responsibly sourced, are produced or manufactured to help reduce greenhouse gas emissions, or contribute to waste reduction. At US Foods®, we design the packaging for items included in the Serve Good program to ensure a holistic approach in providing sustainable solutions. All products within the Serve Good program meet the following standards:

## INNER PACKAGE

- No polystyrene (PS)
- No polyvinyl chloride (PVC)
- No expanded plastic or cushioning consisting of any non-compostable materials, such as foam, bubbles or pillows
- Rigid polyethylene terephthalate (PET) packaging is permitted, provided it contains a minimum of 5% recycled PET (rPET) or biobased polymer
- No substances on California's Proposition 65 list that would require a warning label
- No high-density polyethylene (HDPE) film less than 2.5 mil. in thickness
- Non-direct food contact paper packaging must contain a minimum of 40% recycled content or be made from an alternative renewable fiber source
- All virgin paper content must have Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), Program for the Endorsement of Forest Certification (PEFC), or similar third-party certification

## OUTER PACKAGE (ASSUMED TO BE CORRUGATED BOX)

- Unbleached kraft paperboard
- Must contain a minimum cumulative average of 35% post-consumer recycled content
- Product must fit in a box without excess headspace
- All virgin paper content must have SFI, FSC, PEFC or similar certification
- Must feature disposal instructions, such as Corrugated Recycles classification or How2Recycle logo
- Any non-recyclable material (such as wax-coated corrugate) must be certified as compostable by BPI, CMA, TUV or similar third party

To stay informed of all developments in our Serve Good program, connect with us at [usfoods.com](https://www.usfoods.com).



# LOCAL

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**IT TAKES TIME TO FIND LOCAL\* SUPPLIERS WHO CAN CONSISTENTLY SUPPLY THE LOCALLY GROWN FOOD YOU WANT, IN THE QUANTITIES YOU WANT, AT A PRICE THAT WORKS FOR YOUR MENU. US FOODS® MAKES IT EASY.**

With our Serve Local program, we've built a solid network of local producers who can deliver what you need, when you need it. So you never have to go far to get products sourced close to home – and you can feel great about knowing you're supporting local communities.

\*Products offered through Serve Local are sourced within 400 miles from where the products ship to our customers or within the state from where the products ship to our customers. In select markets only.



[usfoods.com/servelocal](https://usfoods.com/servelocal)

# SERVE LOCAL KNOW YOUR FOOD, SUPPORT YOUR COMMUNITY



The story behind your food means something – to you and your diners. It’s about knowing where it starts and how it gets to you, being assured that steps are taken to maintain its quality along the way. It’s about helping the farmers in our communities thrive.

Serve Local means you get locally sourced products from regional farmers, producers or manufacturers. You also get to know more about how your products are grown, raised or caught. Products offered through the Serve Local program are sourced within 400 miles from where the products ship to our customers or within the state from where the products ship to our customers. With Serve Local, you never have to look far to find products that are produced nearby.

Serve Local is currently available in select markets. We are constantly working to build additional partnerships.



## FARMER SPOTLIGHT: CITY ROOTS | SC

City Roots is a family-owned organic farm that specializes in growing high-quality, certified organic microgreens in greenhouses year-round. Bright in color and packed with flavor, microgreens make a great garnish or topping to any dish. Founded in 2009 as South Carolina’s first urban farm, City Roots also promotes sustainable living by educating the local community on the benefits of local food and land stewardship in Columbia, South Carolina.

*"The Serve Local program from US Foods has been a great way for City Roots to highlight locally grown, regional produce to chefs and consumers."* – Eric McClam, Owner at City Roots

Meet more of our Serve Local farmers at [usfoods.com/serve-local](https://usfoods.com/serve-local)



To learn more about our Hungry for Better program,  
visit [usfoods.com/hungryforbetter](https://usfoods.com/hungryforbetter).