

YOUR MENU. OUR STEP-BY-STEP PROCESS.



Connect with your US Foods representative to determine the best solution for your needs



Submit a project request form with all necessary content



Consult with our specialists to evaluate your menu profitability



Work closely with our designer to finalize your preferred menu layout (note: typical menu design projects take 6–8 weeks)



Finalize and print

BUILD YOUR BUSINESS WITH OUR INTEGRATED SUITE OF SERVICES:

Menu Profitbuilder Pro®

An exclusive web-based program which helps you maximize your profitability. It is fully integrated with usfood.com to help easily determine the cost and profitability of each menu item. Our designers can take this information to lay out and engineer the most impactful and profitable menus for your business.

Internet Marketing Solutions

US Foods has partnered with GoDaddy, one of the biggest names in e-commerce, to amplify your online business presence. Once your menu has been designed, use GoDaddy's online menu publishing tool to reach an even bigger audience on sites such as Yelp, Facebook, TripAdvisor and OpenTable.

Online & Mobile Ordering

Run your kitchen with better technology with our mobile app and usfood.com. Innovative features and an easy-to-use interface allow you to create, review and edit your orders, search product catalog, track deliveries, and access and share invoices – from anywhere 24/7.

Resource Advantage

Tap into the benefits of being a US Foods customer and get discounted pricing on services that reduce operating costs by an average of 15-20%. These include access to over 150 time-saving management tools, forms and checklists to streamline your business.

We appreciate our customers' business and want to partner with you to make you more profitable with your business! For more information, contact your local US Foods representative today.

usfoods.com



MENU DESIGN & PRINTING



MENUS MADE TO ORDER

27% POTENTIAL INCREASE IN SALES WITH THE RIGHT MENU DESIGN*

A lot of thought goes into creating an effective menu. So put yours in the hands of expert food marketers. US Foods will help you create a feast for the eyes – and perhaps more importantly, a menu that truly maximizes your sales and profits. We can help you design that menu in three different ways:

1 WE'LL SHOW YOU HOW TO DO IT YOURSELF

Our template and design programs are as simple as drag-and-drop and point-and-click. In the end, you save time and money, creating a menu exactly how you envisioned it.

2 CREATE IT WITH US

Our menu design division gives you access to professional menu designers. Under your direction, they'll bring your menu to life, and you will have access to publish it.

3 WE'LL CREATE IT FOR YOU

Tell us what you want, and we'll exceed your expectations with an amazing menu. We'll even print and ship it for you.

LET'S CREATE A MENU THAT REALLY SELLS...

SERVICE OFFERING

DO IT YOURSELF

DIY Menu Program (GoDaddy-Locu)

Access to printing and shipping resources — up to 21% discount

DO IT WITH ME

US Foods Menu Design services include menu design, B&W kids menus, color-to-go menus

Access to printing and shipping resources — up to 21% discount

Online menu publishing (GoDaddy-Locu)

DO IT FOR ME

US Foods Menu Design services include menu design, B&W kids menus, color-to-go menus, profit toppers, table tents, logo design

Free first round of printing and shipping

Online menu publishing (GoDaddy-Locu)

TRAINING & SUPPORT

24/7 GoDaddy-Locu Customer Support

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US Foods Menu Profitability Training (MPP)

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US Foods Design Process Support (BaseCamp)

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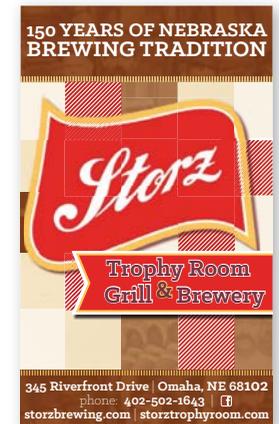
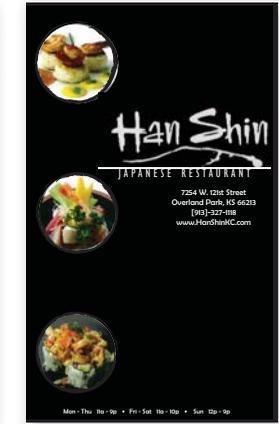
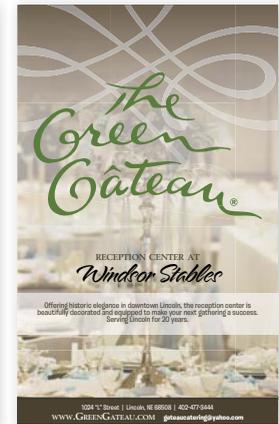
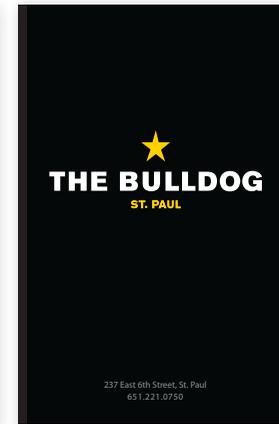
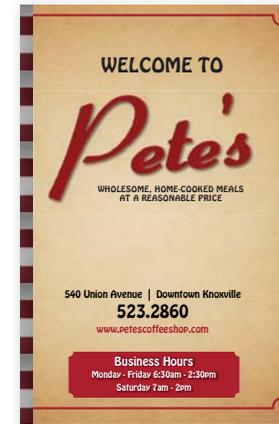
RETAIL VALUE*

\$299

\$1099

from \$2999

*Fee may be waived for qualified customers.



OUR MENUS BUILD ANTICIPATION FOR THE MEAL.

*Wansink, Brian, James Painter, and Koert van Ittersum (2001), "Descriptive Menu Labels' Effect on Sales," Cornell hotel and Restaurant Administration Quarterly, December 42:4,68-72.