



# HUNGRY FOR BETTER

LOCAL • SUSTAINABLE • WELL-BEING



## 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.

**74%** OF MILLENNIALS ARE WILLING TO PAY MORE FOR SUSTAINABLE PRODUCTS AND SERVICES

- Cone Communications, 2017

**56%** OF CONSUMERS HAVE STOPPED VISITING RESTAURANTS BECAUSE OF FOOD TRANSPARENCY ISSUES LIKE UNCLEAR SOURCING AND INGREDIENTS

- Chr. Hansen and Technomic, 2018



# 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.

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

# 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, how it gets to you and being assured that it’s cared for 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. We source from within 400 miles of where we ship or within the state from where we ship. 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.



## MEET OUR FARMERS: CITY ROOTS | Columbia, South Carolina

At City Roots, we plant the seeds of sustainability and strive to nurture them as they take root throughout the community. City Roots comes from humble beginnings, with a mission to produce clean, healthy and sustainably grown products. To this day, the company aims to create a culture that enhances and educates the community about the benefits of locally grown food and environmentally friendly farming practices. Founded by award-winning architect and native Columbian Robbie McClam in 2009 – and now managed by Eric McClam, Robbie’s son and a fellow architect – City Roots is widely recognized for its achievements in urban, organic and sustainable farming. Meet more of our Serve Local farmers at [usfoods.com/hungryforbetter](https://usfoods.com/hungryforbetter)

# 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.**

Menus with sustainable claims have increased 49.8% since 2016.\*  
Through our Serve Good® program, we equip you with responsibly sourced products  
or items that contribute to waste reduction, so you can keep your menu on-trend  
and your values front and center.

\*Datassential, 2020

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

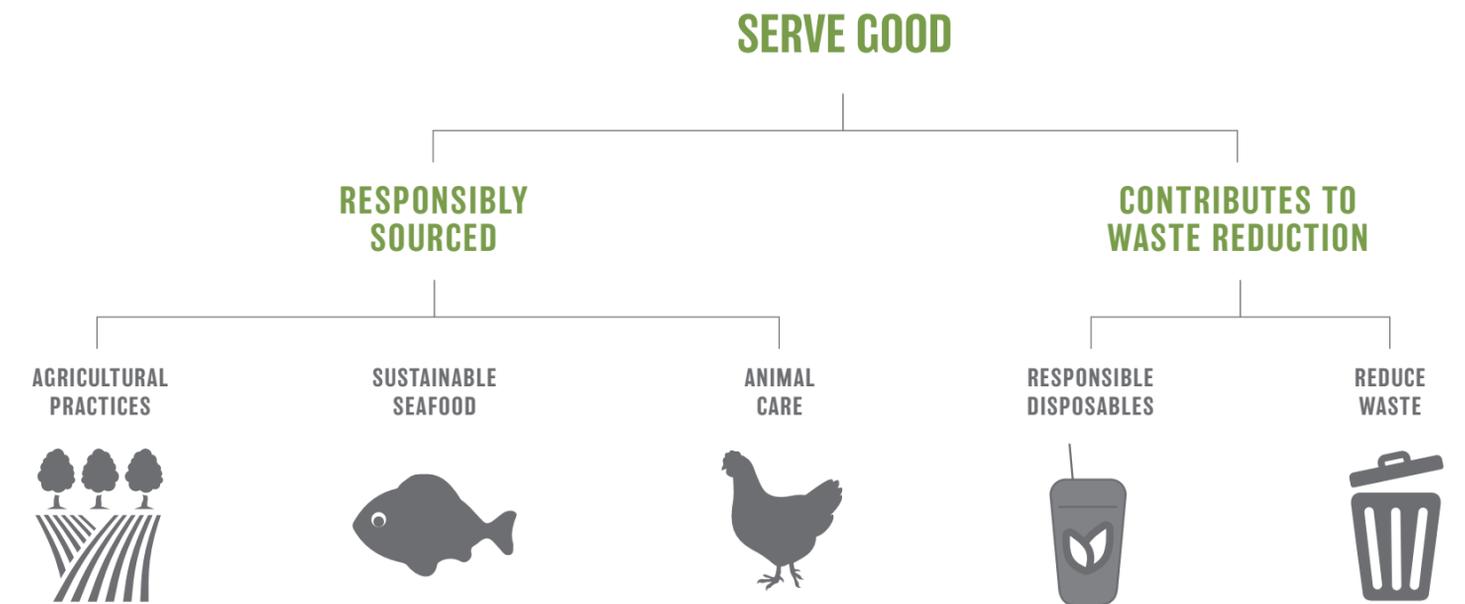
# SERVE GOOD® RESPONSIBLE SOURCING AND WASTE REDUCTION



The Serve Good® program represents our continuing efforts to serve delicious food while serving good. From sustainably sourced foods to items made from recycled materials, products within the Serve Good portfolio are developed with suppliers who are committed to responsible practices, and many items come with the reassurance of verification by third-party certifiers.

To be included in the Serve Good program, a product requires two attributes. First, it must come with a claim of responsible sourcing or contribution to waste reduction. Second, it must arrive to our customers in packaging that meets our program specifications.

## THE PRODUCT CLAIM FOR ALL SERVE GOOD® ITEMS FALLS INTO ONE OF SEVERAL CATEGORIES:



## 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 the USDA Organic regulations. This means that organic operations must maintain or enhance soil and water quality, while also conserving wetlands, woodlands and wildlife. The use of most synthetic pesticides and fertilizers, growth hormones, sewage sludge, irradiation and genetic engineering (genetically modified organisms or GMOs) is prohibited.



#### MONARCH<sup>®</sup> ORGANIC DICED MANGO

APN: 5723667

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



**57%** OF CONSUMERS PURCHASE MORE EXPENSIVE ORGANIC OVER NON-ORGANIC FOOD  
- Foodmix Marketing Communications, 2018



## AGRICULTURAL PRACTICES

### NON-GMO

The non-GMO designation is an assurance that a product does not contain any genetically modified organisms (GMOs), which means its ingredients have not been altered in any way prior to processing. 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-contaminated ingredients by routinely testing ingredients and building identity-preservation practices into the supply chain.



### CHEF'S LINE® FRENCH BAGUETTE

APN: 7579378

Add these 21" authentic artisan baguettes to the top of your must-serve list. Baked golden brown with an open crumb structure for a light and airy texture, they're as visually pleasing as they are delicious. Serve warm as table bread or as part of your sandwich arsenal.



20% IS THE MEDIAN PREMIUM THAT CONSUMERS ARE WILLING TO PAY FOR SUSTAINABLE DISHES

- Technomic, 2019



## AGRICULTURAL PRACTICES

77%

OF U.S. CONSUMERS TRUST  
THE FAIR TRADE CERTIFIED™ SEAL

- NMI 2019 LOHAS

### FAIR TRADE CERTIFIED™

Fair Trade is a global movement putting people and planet first. When you choose Fair Trade Certified™ products, you're voting with your dollar – supporting income sustainability, worker empowerment, community development and environmental stewardship. Through the unique Fair Trade Community Development Fund, workers can address local needs so that their families and children can thrive for generations.



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

APN: 4114593

Take the ethical high ground to the pinnacle of culinary decadence. Serve back-of-house beauty and quality with ingredients that are Fair Trade Certified and Rainforest Alliance Certified™. A final treat: pre-sliced, thaw-and-serve portions save time and labor in the kitchen.



## AGRICULTURAL PRACTICES

### RAINFOREST ALLIANCE CERTIFIED™

Environmentally conscious consumers trust third-party certifiers such as Rainforest Alliance to authenticate the conservation and sustainability efforts of businesses related to food production. Rainforest Alliance Certified™ products help prevent deforestation, protect wildlife and ecosystems, address climate change, protect human rights and promote community enrichment.



### 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 achieve a trusted level of environmental responsibility. Each contains approximately 23% banana, for a rich, sweet taste and moist texture – with no artificial flavors, colors or preservatives.



**85%** OF CONSUMERS INDICATED THEY ARE LIKELY TO CHOOSE A SUSTAINABLE RESTAURANT OVER A NON-SUSTAINABLE RESTAURANT

- Technomic, 2019



## SUSTAINABLE SEAFOOD

As the global demand for seafood continues to grow, we believe we 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:

**88%** OF CONSUMERS ARE WILLING TO PAY MORE FOR SEAFOOD THAT IS CERTIFIED AS SUSTAINABLY AND RESPONSIBLY SOURCED

- CARGILL, 2017



### 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.



### 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.

# 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 every product in our Harbor Banks® brand to meeting either Serve Good or Progress Check standards by 2021.



### SERVE GOOD®

US Foods exclusive program dedicated to products that meet responsible sourcing claims and adhere to strict Serve Good packaging standards, includes seafood products that are certified sustainable to leading industry recognized standards, such as MSC or BAP, or equivalent certification, with Chain of Custody where applicable.



### PROGRESS CHECK®

Achieving the highest levels of 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 towards meeting our Serve Good program standard. 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.



### HARBOR BANKS® COHO SALMON

APN: 2494032

This sustainably fed and sourced Coho Salmon delivers fresh flavor and a delightfully flaky texture, and is ready for your signature touches. A 4-star Best Aquaculture Practices-certified skin-on fillet portion, this menu gem tells your diners you're serious about sustainability.

RESPONSIBLY SOURCED

## ANIMAL CARE

Today's consumers expect more choices, greater accountability and full 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're fed.

## RESPONSIBLY SOURCED PROTEINS

We offer our customers an assortment of responsibly sourced beef, poultry and pork. With these products, our operators will be able to offer their diners a variety of proteins that meet strict standards and commitments to animal care. Responsibly sourced proteins are available in participating markets.



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

APN: 7127324

Raised according to old-world traditions and without antibiotics or added hormones, the domestically sourced 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.

ANIMAL PROTEINS RAISED WITHOUT ANTIBIOTICS  
CAN COMMAND A HIGHER PRICE POINT ON  
RESTAURANT MENUS – AS HIGH AS

20%

- Technomic, 2018



## 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. At US Foods®, we're answering that demand with a selection of Serve Good® disposables. All of these products - cups, plates, napkins, cutlery, containers and more - come with the reassurance of verification, and are made from materials that are certified as one or more of the following:

### RESPONSIBLY SOURCED

- USDA BioPreferred certified
- Forest Stewardship Council® (FSC®) certified
- Sustainable Forestry Initiative (SFI) certified
- Made with recycled content

### COMPOSTABLE

- Biodegradable Products Institute (BPI) certified Compostable
- OK Compost Certified
- Cedar Grove Certified

### MONOGRAM® ALL-PURPOSE FLAX TOWEL

APN: 5081323

Wipe away your messes – and your worries. These towels, made 100% from plants (flax fiber), help reduce laundry costs and avoid cross-contamination. You'll never feel wasteful since these soft-textured but heavy-duty cloths are built to last – yet are also certified compostable.



**72%** OF RESTAURANT OPERATORS SAY THEY BUY AT LEAST SOME PACKAGING OR SUPPLIES THAT CONTAIN RECYCLED MATERIALS

- NRA, State of Sustainability, 2018

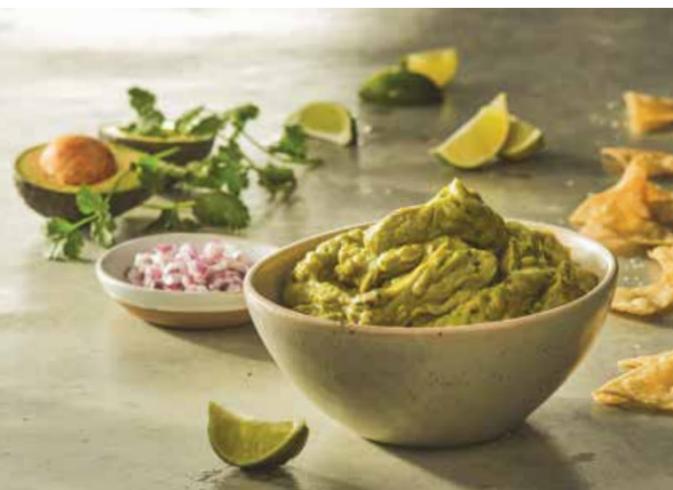
## WASTE REDUCTION

# REDUCE WASTE

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

## MAKING A POSITIVE IMPACT

These include items produced by facilities that have significantly reduced manufacturing waste associated with that specific item, products that create a new form of value and products that minimize the amount of garbage that enters the waste stream.



### CHEF'S LINE® GUACAMOLE

APN: 6385494

Made with clean ingredients like hand-scooped avocados, red onion and cilantro, our Guacamole is kept fresh by the power of pressure rather than preservatives. And as part of our manufacturer's large-scale recycling efforts, the majority of all pits and skins are composted.

**72%** OF DINERS CARE ABOUT HOW RESTAURANTS HANDLE FOOD WASTE  
- Restaurant Food Waste Action Guide, 2018



## SERVE GOOD® PACKAGING STANDARDS

The Serve Good® program begins with products that are responsibly sourced or contribute to waste reduction – but it doesn't end there. At US Foods®, we considered it vital to redesign 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 expanded polystyrene foam (EPS) packaging
- No bisphenol A (BPA) food-contact materials
- No lightweight (less than 2.5 mil) high-density polyethylene (HDPE) box liners
- Non-direct food contact paper packaging must contain a minimum of 40% recycled content or be made from an alternative fiber renewable resource
- All virgin paper content must have Sustainable Forestry Initiative (SFI), Forest Stewardship Council® (FSC®), or similar certification
- Stability performance validation required upon request

### 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 or similar certification
- Corrugated Recycles classification or certification
- BPI (Biodegradable Products Institute) certification for any non-recyclable corrugated material
- Package performance validation required upon request

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



# WELL-BEING

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**DEMANDS OF TODAY'S DINERS CONSTANTLY CHANGE,  
BUT US FOODS® IS HERE TO KEEP YOU SUPPLIED WITH PRODUCTS THAT  
MEET ALL OF YOUR CUSTOMERS' DIVERSE AND EVOLVING NEEDS.**

From options like plant-based alternatives to clean ingredients, to fresh foods  
and more, our offerings fulfill a growing need.

We bring you a wide selection made with simple ingredients, designed  
to satisfy the specific dietary needs of your customers.

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



**69%** OF CHEFS SAID NATURAL INGREDIENTS AND  
CLEAN LABELS ARE HOT RESTAURANT TRENDS  
- NRA, What's Hot Culinary Forecast 2018

## 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 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 MSG\*. In fact, none of the dozens of ingredients on our Unpronounceables List will be found on the product ingredient labels from our four best-quality brands.

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, without any ingredients found on the Unpronounceables List. So that what's left is simply good food.

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

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

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

#### CHEF'S LINE® ALL NATURAL\*\*\* TURKEY BREAST ROAST

APN: 6154634

Serving a moist, delicious, simple-ingredients turkey roast is quicker and easier than you might expect. This single-lobe roast arrives to you in vented cook-in-film packaging, ensuring a perfectly browned skin and a tender, juicy bird – made with none of the stuff you don't want.

\*\*\*No artificial ingredients. Minimally processed.



# PLANT-FORWARD EATING

What is plant-forward eating, and why is it trending? Plant-forward products refer to eating and cooking that celebrates plant-based foods - including fruits and vegetables (produce); whole grains; beans, nuts and seeds; almond and coconut milk and other non-meat items.

## GROWING TRENDS

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



### CHEF'S LINE® MILD TACO FLAVORED QUINOA CRUMBLES

APN: 6636909

Let our plant-based Mild Taco Flavored Quinoa Crumbles be your inspiration to conjure up vegan\* and vegetarian\*\* dishes that don't sacrifice quality and flavor. The light taco flavor helps it blend easily to burritos, tacos, bowls or any other menu idea you come up with. It also adds well to pastas and salads. And it comes ready to crumble to desired serving size and sauté for an easy vegan option. Vegans and non-vegans alike will love this plant-based alternative to your Mexican-style menu.

\*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.



# 85%

**OF CONSUMERS AGREE THAT PLANT-BASED FOODS  
CAN BE JUST AS SATISFYING AS ANIMAL PROTEINS  
AND PRODUCTS**

- Datassential 2018, Plant-Based Eating



OVER THE PAST YEAR, PLANT-BASED  
FOODS GREW ON MENUS BY

- Datassential 2020, Menu Trends

118%

## PLANT-BASED PRODUCTS

US Foods® defines plant-based as a finished product that is 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, egg and dairy alternative products that do not contain any animal-derived ingredients. Ingredients that are not of plant or animal origin are permitted (e.g. water, flavors, enzymes, etc.).

### GAINING MOMENTUM

From a desire for meat alternatives to those looking to reduce meat intake overall for dietary or sustainability concerns – plant-forward products are gaining major popularity among diners. Now's the time to make sure your menu offers the product options and information to keep your customers happy. We're here to help.

#### MOLLY'S KITCHEN® PLANT-BASED BURGER PATTY

APN: 5926512

Don't miss a thing, meat eaters. Our vegan, plant-based burger is savory and juicy, and even has the heft and bite of a typical beef burger. Made with a blend of peas, fava beans and wheat (instead of soy), it's built to meet the rising demand for plant-forward products – and to satisfy.



# FUNCTIONAL FOODS

US Foods® defines Functional Foods as a food or beverage product containing a positive benefit, inherent or added. These products contain at least one positive nutrient content claim such as "excellent source of vitamin C" to help contribute to a balanced lifestyle.

## MEETING THE NEEDS OF TODAY'S DINERS

Today, diners are more educated than ever about what they choose to eat, searching for foods that fit their nutrition and lifestyle preferences. Our wide range of Functional Foods can offer your diners the choices they seek in the most delicious ways.



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

APN: 4014164

Power up your menu with the plant-based protein and fiber in this Gluten-Free Certified blend. Bright with green young chickpeas, kale and edamame, it's a versatile stand-alone or ingredient that will delight vegans, vegetarians, flexitarians and omnivores alike.

**78%** OF AMERICANS AGREE YOUR DIET HAS A MAJOR  
IMPACT ON HOW WELL YOUR BODY FIGHTS/ PROTECTS  
AGAINST ILLNESS

- Datassential, 2020







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

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