HOLIDAY TRADITIONS MAKING MEMORABLE EVENTS pages 4 - 5 CASUAL KICK-OFFS
KEEPING IT LIGHT
pages 6 - 7

NO-FUSS ELEGANCE UPSCALE FROM START TO FINISH, pages 8 – 9 **GRILL MASTERS**OUTDOORS BECOME
EVENTFUL, pages 10 - 11

THINK INSIDE THE BOX THE WELL-ROUNDED DELI LUNCH, pages 12 - 13

FOODS®
KEEPING KITCHENS COOKING.®

**EXPAND**OPPORTUNITIES

TURN EATING INTO AN EVENT

ADD THE UNEXPECTED TO YOUR MENU

CATERING
SERVING UP SUCCESS



It's literally profits on a silver platter. Get your share of the catering industry's phenomenal growth.

These totals tell the tale of a booming business: revenue growth has doubled in a decade. 2013 catering sales grew 5.6%. For the last three years, catering has grown faster than all other foodservice segments, which is why caterers, restaurateurs, foodservice contractors and hotel operators are looking to maximize their reach into this expanding and ultra-profitable market.

#### NON-COMMERCIAL ON THE RISE

#### Who's in it:

Non-commercial segments with the largest number of operators reporting catering revenue growth in the past year are B&I (48%), followed by colleges and universities (43%) and hospitals (37%). Growth remains strong in both lodging/hotels and sports/entertainment/ cultural venues.

#### Room for growth:

Catering sales are projected to top \$47 million in 2014, driven by aggressive expansion into the catering space by limited-service establishments and the return of business event spending.

Sources:
FSD-Big Picture Research,
U.S. Census, Catersource
CCU, IBIS World, National
Restaurant Association

# CATERING SMARTS

Make the most of your catering budget by targeting a diversified customer base and grow it with well-planned pricing strategies, savvy marketing and generous helpings of menu creativity. Following are some best-in-class catering practices guaranteed to help you lower costs and turn a smart profit without ever compromising customer satisfaction.



## PRICE IT RIGHT

Use the industry standard of 20% markup on pricing. Off-site events command a premium for convenience. An additional 5–15% charge to provide meals to off-premise customers or out-of-the-area events keeps it profitable for your operation.

# THE 50% RULE

When catering off-premise, require 50% of the estimated invoice 2 weeks prior to the event, with the remainder due on the day of the event.





## HOLD A CATERING FAIR ONSITE

Whether marketing to internal staff within an institutional environment or local businesses, make it easy for them to do business with you. Here are some tips for making the connection count:

- Stage a catering fair. Invite all department heads, senior execs and admins.
- Host an event where you can display several catering set-ups. Explain the menu, ordering, delivery and pick-up procedures.
- Make sure each attendee leaves with a copy of your new catering menu and business cards.
- Offer early booking holiday discounts and seasonal menu offers.
- Change your Catering
   Menu twice a year. You
   should have Spring/
   Summer and Fall/Winter
   versions. Hold another
   catering fair a week or two
   before each seasonal
   menu change.



## MAKE MENU MAGIC

Grab your customers' attention with fresh, new menu ideas that reflect the industry's latest trends. Highlight healthy options, small plates and local products to make your mark.

# PLAY WITH COLOR

Standout presentations incorporate vibrant colors onto the plate in the form of edible garnishes. Use fresh fruits and vegetables to tap into nature's own color palette.



# GO GREEN, PROFITABLY Offer a selection of ecologically friendly disposables for an additional charge ... it's

friendly disposables for an additional charge ... it's good for your business and good for the environment.

- Research shows that almost 45% of cateriers in the non-commercial space offer biodegradable or compostable utensils and plates; of that group, nearly a third pass on some of the additional costs to their customers.
- Green your menu as well by opting for seasonal, organic ingredients, locally sourced.



# HOLIDAY TRADITIONS

RE-IMAGINED FOR TODAY'S TASTEMAKERS

Spin company parties, fundraising dinners, milestone holidays and annual celebrations into catering gold with new twists on beloved traditions.

Keeping offerings fresh and creative can be a challenge. Try a hearty entrée with a contemporary spin: plate up an all natural applewood smoked honey ham with apple chutney and side with a mound of caramelized, shaved Brussels sprouts. End with a sweet flourish: a slice of sweet potato maple or lemon raspberry layered cheesecake.



- A. Applewood Smoked Honey Ham with Apple Chutney
- B. Roasted Sunset Vegetable Salad with Goat Cheese and Candied Pecans
- C. Heirloom Tomato and Burrata Mezzelune Ravioli
- D. French Baguettes
- E. Caramelized Brussels Sprouts
- F. Premium Sweet Potato Maple Layered and Lemon Raspberry Layered Cheesecakes

To access the above recipes, visit usfoods.com/cateringrecipes.



## MELAMINE BOWLS

To bring an inspired look, use white melamine, break-resistant, ecoconscious bowls. Vary the bowl shapes and sizes for additional flair.









# CASUAL KICK-OFFS:

#### SENSATIONAL BUFFET STARTERS

Bring your catering "A" game and get the party started with buffets full of buzzy appetizers ideal for informal celebrations ... business casual with the emphasis on casual.

Let your customers kick back with super easy starters for Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and other fun occasions. Finger foods win the day: feature hand-held street tacos teamed with ghost pepper mango and fresh tomato salsas, pickle fries with a spicy secret dip, smoky macaroni & cheese bites with tomato fondue, chicken tenders with zesty dipping sauces and fresh crumbed calamari fries with key lime remoulade.

- A. Beer & Pretzel Cheese Bites with Dark Ale Mustard Aioli
- B. Pickle Fries with Spicy Secret Dip
- C. Smoky Macaroni & Cheese Bites with Tomato Fondue
- D. Hatch Chile Chicken and Cheese Street Tacos with Ghost Pepper Mango and Fresh Tomato Salsas
- E. Calamari Fries with Key Lime Remoulade
- F. Chicken Tenders with Honey Mustard, Ranch and Korean BBQ sauces

To access the above recipes, visit usfoods.com/cateringrecipes.

#### HEATED WARMING TRAYS

These trays can be placed on a banquet table, credenza or counter top. Electric – simply plug in. Perfect for keeping food at serving temperatures.

# NO-FUSS ELEGANCE

# UPSCALE FROM SAVORY START TO SWEET FINISH

Lay on the luxury, serve up style with high-end menus that cater to the lush life.

Only the best offerings need apply for top-shelf events like corporate board luncheons, fundraising dinners, lavish weddings and elegant New Year's Eve soirées. Start with ultra-trendy crab cakes with orange polenta. Go for the big finish with assorted delights: premium Greek yogurt and black cherry & ricotta cheesecakes.

- A. Crab Cakes with Orange Polenta
- B. Pirate Tacos Mahi Mahi
- C. Basil Cod Fries and Calamari with Marinara Sauce
- D. Sesame Pork Mini Pot Stickers
- E. Spicy Toss N' Serve Shrimp with Tomato Salad
- F. Greek Yogurt and Black Cherry & Ricotta Cheesecakes

To access the above recipes, visit usfoods.com/cateringrecipes.

### DISPLAY RISERS

Adding color and depth to your buffet will elevate your presentation and please your customers.











## FEEL THE HEAT

#### OF CATERING'S SUNNIEST SEASON

Plan the perfect picnic spread by adding twists to favorite foods and introducing many new menu items.

Take it outside for Memorial Day cookouts, Fourth of July barbecues and Labor Day picnics featuring your best sizzling proteins and crispy greens. Menu this: Pat LaFrieda's legendary burger dripping with melted cheese and succulent sweet and hot Italian sausages piled high with sautéed onions and peppers.

- A. Black Bean Burger on Greek Yogurt Wheat Bun
- B. BBQ Blue Angus Burger on Salt and Pepper Seeded Bun
- C. Buffalo Chicken on Hot N' Spicy Bun
- D. Bourbon Molasses Baked Beans
- E. Napa Cabbage Salad with Fresh Veggies& California Olive Oil Vinaigrette
- F. Traditional Sweet Italian Sausage with Peppers
- G. Fried Chicken
- H. Raspberry Linzer Cakies

To access the above recipes, visit usfoods.com/cateringrecipes.

### **ROUND DOUBLE WALL BOWL**

Double wall construction provides insulation to maintain proper food temperature – hot or cold. Requires no preheating or chilling and will not sweat. Heavy gauge 18/8.





# 

#### - THE WELL-ROUNDED LUNCH -

Metro Deli® offers a boxed New York deli-style meal for corporate seminars, lunch and learns, off-ste meetings and company picnics.

We'll provide everything you need to stake your claim in the vital lunch-on-the-go business, from on-trend recipes to a wide range of catering supplies.

Lunch makes up the largest portion of business for many catering operations. Design your catering menu to meet this demand. Get more marketing, merchandising and menu ideas from www.USFMetroDeli.com.

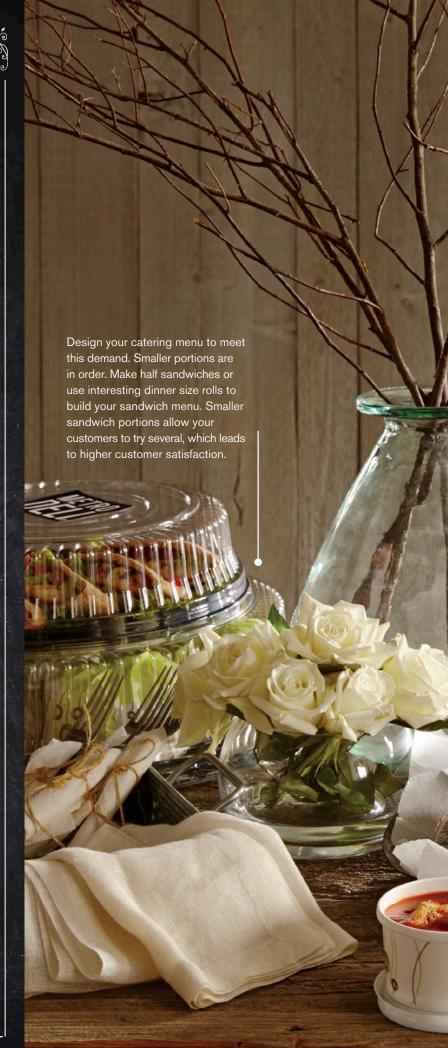
Metro Deli lunch boxes are a great option for lunch on the go or for casual catering functions. To order the lunch boxes, contact your US Foods sales representative.

- A. Chicken Roma Pita
- B. Greek Chicken Sandwich with Greek Yogurt Bun
- C. Napa Cabbage Salad with Fresh Veggies& California Olive Oil Vinaigrette
- D. Milk and Chocolate Chip Cakies

To access the above recipes, visit usfoods.com/cateringrecipes.









## **BRINGING IT ALL TOGETHER**



Prior Order In Section Control Of Section Sect

Reviewing all five on-trend, image-changing, attention-grabbing menu ideas is just your first step to refreshing your catering offering and delighting your customers. The next step is bringing your ideas to life. Follow these 5 easy steps to place your order through an automated process.

#### STEP 1

Choose a menu concept from one of the 5 special events shown in this brochure.

#### STEP 2

Recipes for all menu concepts featured are available online. Visit www.usfoods.com/cateringrecipes to download your copy.

#### STEP 3

Ready to order?
We have built a shopping list for you.

- Simply log into usfood.com from the home page, select the "List" drop-down menu and choose "Scoop Catering."
- 2. Next, go to "Group," make your selection and begin your order.
- 3. Your shopping list will be automatically populated with items.

#### STEP 4

Create your order by selecting the desired products and quantities from your shopping list.

#### STEP 5

Once your order is complete, REVIEW, APPROVE and SEND!

Shopping lists are pre-loaded for selected Hospitality, Healthcare and Education customers only.

If you would like to have the Scoop Catering shopping list added to your ordering site, please contact your US Foods representative.

# **NUTRITIONAL INFORMATION**

Nutritionals are based on indicated serving size. Blank indicates not a significant source of nutrient, N/A indicates data not available.

IIC 5	Doublet Description	Coming Circ	Calories (kcal)	Carbohydrates (gm)	Fat (gm)	Sodium (mg)
US Foods A-Code	Product Description	Serving Size				
CHEF'S LINE®	Constitution Commen	1 1 1 1 1 (00)	010	0	15	000
8729121	Sweet Italian Sausage	1 cooked link (86 g)	210	0	15	690
8727026	Black Bean Burger	1 burger (120 g)	160	28	2	480
8601411	Heirloom Tomato and Burrata Mezzelune	1 cup (170 g)	470	50	23	660
8732000	Milk and Chocolate Chip Cakies	1 cakie (135 g)	600	80	29	250
8732018	Raspberry Linzer Cakies	1 cakie (125 g)	500	77	19	490
1782242	USDA Choice Angus Chopped Beef Patty; 8 oz	8 oz.	620	0	50	120
3934320	Original Tandoori Naan	1 naan	370	59	11	840
6776256	Salt & Pepper Seeded Bun	1 bun	260	40	8	480
7579378	French Baguette	2 oz.	140	30	0	330
CROSS VALLEY FA	RMS®		,			
7965122	Napa Cabbage Blend	100 g	25	6	0	25
7734825	Shaved Brussels Sprouts	1 cup	40	8	0	20
8858409	Sunset Blend	85 g	35	9	0	45
8858276	Mini Heirloom Tomatoes	85 g	See in	dividual n	utritional	s below
	Zima™ Tomatoes		35	7	0	35
	Angel Sweet™ Tomatoes		30	6	0	25
	Mini Kumato®		30	6	0	40
	Y.E.L.O.™ Grape		30	7	0	40
DEL PASADO™						
8704108	Premium Fresh Tomato Salsa	2 Tbsp	10	2	0	10
8703688	Premium Fresh Ghost Pepper and Mango Salsa	2 Tbsp	10	3	0	100
7980238	Hatch Chile Chicken Street Taco	1 item	370	38	18	660
7980212	Queso Street Taco	1 item	420	41	22	500
DEVONSHIRE®						
8848186	Premium Sweet Potato Maple Layered Cheesecake	1 slice (191 g)	700	69	44	390
8848129	Premium Lemon Raspberry Layered Cheesecake	1 slice (191 g)	600	72	41	450
	Premium Greek Yogurt Cheesecake	1 cake	430	33	30	260
7997505						

US Foods A-Code	Product Description	Serving Size	Calories (kcal)	Carbohydrates (gm)	Fat (gm)	Sodium (mg)
GLENVIEW FARMS	S®					
7955644	Smoky Ghost Pepper Jack Cheese Slices	1 oz.	110	1	9	150
HARBOR BANKS®						
8651994	Parmesan Basil Cod Fries	4 oz. (113 g)	170	27	1.5	340
7904980	Island Style Mahi Mahi	4 pieces	180	13	8	330
2762706	Premium Handmade Jumbo Lump Crab Cake	1 cake	170	8	10	370
8825903	Calamari Rings & Tentacles	4 oz. (uncooked)	160	18	2	540
8894271	Spicy Toss N' Serve Shrimp	3 oz. (84 g about 5 shrimp)	200	20	10	540
1982115	Fresh Crumb Calamari Fries	4 oz.	210	28	0.5	650
HILLTOP HEARTH						
8693459	Greek Yogurt Wheat Bun 4"	1 bun (2.7 oz.)	190	38	2	250
7982069	Hot & Spicy Buns 4"	1 bun	190	35	3	350
7663420	Whole Wheat Pita Pockets 6"	1/2 pita	120	23	1	310
METRO DELI®						
7664840	All Natural Applewood Smoked Honey Ham	2 oz.	80	3	3	480
MOLLY'S KITCHEN	<b>V</b> ®					
7980527	Beer & Pretzel Cheese Bites	10 items	310	23	17	610
2791630	Creamy Smoked Gouda Macaroni & Cheese Bites	5 pieces	250	24	14	920
MONARCH®						
6763494	Bourbon Molasses Baked Beans	1/2 cup	130	25	0.5	440
8869687	Pickle Fries	3 oz. (85 g)	180	29	6	700
PACIFIC JADE®						
8719973	Sesame Pork Mini Pot Stickers	2 Tbsp	10	2	0	10
PATUXENT FARMS						
7777642	Premium Buffalo-Style Chicken Tenderloin Fritters	2 items	280	23	12	930
2790855	Fully Cooked Fried Chicken	3 oz.	200	5	12	430
7781750	Premium Panko Breaded Chicken Tenderloins	2 pieces (140 g)	280	21	12	620

Nutritional information in this publication is provided for informational purposes, is not tailored to your specific situation and is not meant to substitute the advice of a physician or other health professional. The accuracy of the information provided is based on data obtained from product manufacturers. Because nutritional information changes rapidly, we suggest you continue to read product labels. US Foods, Inc. neither assumes any legal liability nor makes any warranty or guarantee, either express or implied, regarding the completeness, accuracy or usefulness of this information.

## **STOCK UP**

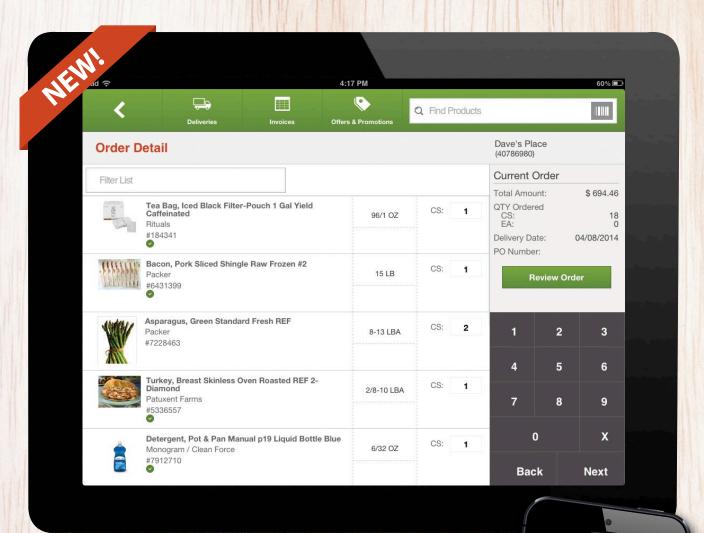
We've made it easy ... below you'll find the ordering details for everything you need to plan, prepare and execute a memorable event. Count on US Foods® to cater to you with high-quality products, delivered promptly, accurately, and with great care.



HOLIDAY TRA	ADITIONS (pages 4 – 5)
7664840	Metro Deli® All Natural Applewood Smoked Honey Ham
7734825	Cross Valley Farms® Shaved Brussels Sprouts
8858409	Cross Valley Farms® Sunset Blend
8858276	Cross Valley Farms® Mini Heirloom Tomatoes
8601411	Chef's Line® Heirloom Tomato and Burrata Mezzelune
7579378	Chef's Line® French Baguettes
8848129	Devonshire® Lemon Raspberry Layered Cheesecake
8848186	Devonshire® Sweet Potato Maple Layered Cheesecake
1137306	Carving Station, 250W Heat Lamp, 26" x 18"
2268092	Chafer, Round, S/S, 4 qt. Orion
*1545961	Serving Tray, Square, S/S, 18-1/2" x 18-1/2"
*8771347	Riser, Brushed S/S, Magnetic 9" x 4" x 2-3/4"
*6621288	Bowl, Flared, White Melamine, 1.9 qt.
5607957	Bowl, Square, White Melamine, 3.9 qt.
2819399	Basket, Wavy Round, Brushed S/S 9" x 2-3/4" Deep
CASUAL KIC	K-OFFS (pages 6 – 7)
7777642	Patuxent Farms® Premium Buffalo-Style Chicken Tenderloin Fritters
1982115	Harbor Banks® Fresh Crumb Calamari Fries
7980238	del Pasado™ Hatch Chile Chicken Street Taco
7980212	del Pasado <sup>™</sup> Queso Street Taco
8703688	del Pasado™ Premium Ghost Pepper Mango Salsa
8704108	del Pasado <sup>™</sup> Premium Fresh Tomato Salsa
8869687	Monarch® Pickle Fries
2791630	Molly's Kitchen® Creamy Smoked Gouda Macaroni & Cheese Bite
7980527	Molly's Kitchen® Beer & Pretzel Cheese Bites
*8770554	Heated Shelf, Free-standing, 22" x 13" x 1-1/2" 115 Volt
*0621888	Cucina Pans, Au Gratin, S/S, 2.5 qt.
2619633	Serving Platter, Bamboo, 14-1/2" x 8-1/4"
4727616	Serving Platter, White Melamine, 14-1/4" x 7" x 1/2"
*3868312	3 Compartment Server, White Melamine, 4.5 oz., 7-1/2" x 2" x 1" $$
7667553	Monogram® 10" Black Serving Tongs
NO-FUSS EL	EGANCE (pages 8 – 9)
8894271	Harbor Banks® Spicy Toss N' Serve Shrimp
8825903	Harbor Banks® Calamari Rings & Tentacles
8651994	Harbor Banks® Parmesan Basil Cod Fries
7904980	Harbor Banks® Island Style Mahi Mahi
2762706	Harbor Banks® Premium Handmade Jumbo Lump Crab Cake
8719973	Pacific Jade® Sesame Pork Mini Pot Stickers
7997505	Devonshire® Premium Greek Yogurt Cheesecake
7997513	Devonshire® Premium Black Cherry & Ricotta Cheesecake
1268689	Chafer, Oval, S/S, 6 qt. Orion
	Serving Platter, Bamboo, 14-1/2" x 8-1/4"
2619633	Serving Flatter, Daniboo, 14-1/2 x 6-1/4
2619633 *1342161	Serving Tray, Oblong, S/S, 19-3/4" x 30"

NO-FUSS FI	LEGANCE (continued)
8606246	Serving Bowl, Etched Ware, Black Melamine, 13 oz.
*5558754	Round Plate, Siciliano, White Melamine, 10.5"
*5697750	Elevation Stand, Black Metal, 18-1/4" x 20" x 9-1/2"
3647054	Serving Tray 17-1/2" X 9-1/2", Twist Cup Clear
7698392	Dessert Twist Cups, Clear, 3 oz.
0679779	Spoons, Asian Clear
	ERS (pages 10 – 11)
8729121	Chef's Line® Traditional Sweet Italian Sausage
1782242	Chef's Line® Chopped Beef Patty, Pat LaFrieda, 8 oz.
8727026	Chef's Line® Black Bean Burger
2790855	Patuxent Farms® Fully Cooked Fried Chicken
7777642	Patuxent Farms® Premium Buffalo-Style Chicken Tenderloin Fritters
7965122	Cross Valley Farms® Napa Cabbage Blend
6763494	Monarch® Bourbon Molasses Baked Beans
8693459	Hilltop Hearth® Greek Yogurt Wheat Bun 4"
7982069	Hilltop Hearth® Hot & Spicy Buns 4"
6776256	Chef's Line® Seeded Salt & Pepper Bun 4"
7955644	Glenview Farms® Smoky Ghost Pepper Jack Cheese Slices
8732018	Chef's Line® Raspberry Linzer Cakies
*8770554	Heated Shelf, Free-standing, 22" x 13" x 1-1/2" 115 Volt
*5969837	Chafer Grill, Steel Black Bridge Style, 22" x 12" x 7-1/2"
*0621888	Cucina Pans, Au Gratin, S/S, 2.5 qt.
*1342161	Serving Tray, Oblong, S/S, 19-3/4" x 30"
4727616	Serving Platter, White Melamine, 14-1/4" x 7" x 1/2"
*3857497	Serving Bowl, Beehive, Dazzle Red, Double Wall, 6.9 qt.
*5558754	Round Plate, Siciliano, White Melamine, 10.5"
8716987	Monogram <sup>®</sup> PleatPak <sup>™</sup> (Large)
THINK INSID	E THE BOX (pages 12 – 13)
7781750	Patuxent Farms® Premium Panko Breaded Chicken Tenderloins
7965122	Cross Valley Farms® Napa Cabbage Blend
3934320	Chef's Line® Original Tandoori Naan
7663420	Hilltop Hearth® Whole Wheat Pita Pockets 6"
8693459	Hilltop Hearth® Greek Yogurt Wheat Bun 4"
8732000	Chef's Line® Milk and Chocolate Chip Cakies
7662968	Monogram® 16" Black Round Platter
7664139	Monogram® 16" Clear High Dome Platter Lid
7643539	Monogram® 80 oz. Black Round Serving Bowl
7637754	Monogram® 80 oz. Clear Round Dome Bowl Lid
6807754	Monogram® Meadows, Double Poly Coated Container w/lid, 12 oz.
6807986	Monogram® Meadows, Double Poly Coated Container w/lid, 16 oz.
8716987	Monogram® PleatPak™ (Large)
7645153	Monogram® 10" Black Serving Spoons
7653033	Monogram® 10" Black Serving Forks
7667553	Monogram <sup>®</sup> 10" Black Serving Tongs

## Like our mobile? Love our iPad.



Manage your kitchen from anywhere 24/7. Start your order on USFood.com and finish it on the US Foods® iPad or mobile app with real-time synching.

Create, view, edit orders
Track deliveries
Optimized for Spanish

Search product catalog
Access and share invoices
Nutritional filters

Ξ

Log Out

Use your USFood.com credentials or contact your sales representative.

Download on iTunes today.



Android user? You can download the US Foods Mobile app on Google™ play