

NO - 25

# scoop™

SPRING 2020 ISSUE

**RAISING  
THE BAR**  
THE CLASSICS -  
CELEBRATED AND  
ELEVATED

**US.**  
FOODS®

# TAKE THE STANDARDS TO NEW HEIGHTS

Think about your most formative dining experience. It may not have been a plate of foie gras, but more likely a cheeseburger cooked to juicy perfection. Maybe it was served at your favorite neighborhood spot, where the owner still knows you by name.

Some of our fondest food memories are tied to tradition. Not just familiar fare, but faces and places, too – places like the local bar and grill, where good company and the perfect comfort food go together like pizza and wings. We believe these operations are the backbone of the foodservice industry – and also one of its biggest opportunities.

That's why in this, our 25th edition of Scoop™, US Foods® is celebrating the classics – while taking them to new heights. Mainstays still matter. But operators face more challenges than ever: increasing convenience options, fast-casual competition and a squeeze on everything from prep and storage space to skilled labor. Meanwhile, modern diners are seeking more choices and deeper engagement – bold flavors, new experiences and plenty of dietary offerings. To keep customers coming back, you need to bring something new to the table – with seasonal items, add-ons, a flexible menu. Variety isn't just the spice of life – it's the key to the upsell.

So with this latest Scoop assortment, we're raising the bar: offering product solutions to elevate classic favorites; adding colors, textures and flavors to your menu; and appealing to more diners with a delicious array of plant-forward offerings. Better still, all of these items have been designed with maximum back-of-house convenience and efficiency in mind.

With Scoop, we help you elevate time-honored traditions into today's trending menu items. We're here to help you make it.

@USFoods #USFScoop

*S. Kinkaid*

**Stacey Kinkaid**  
VP, Product Development and Innovation



# BREAK NEW GROUND

At a time when many restaurants are falling short of consumer expectations, fine dining and fast-casual operations are thriving. How? By routinely offering diners something new, according to our exclusive survey insights. Even in a traditional bar-and-grill setting, classic offerings can be reimaged. The key, no matter your segment: give curious customers a reason to keep coming back – or risk losing their business to competitors.

COMPETITION IS HEATING UP:

**69% of fine dining**  
restaurants and  
**73% of fast casual**  
restaurants add new offerings  
at least monthly

KEEP IT FRESH:

**54% of consumers**  
consider new menu items important  
in their decision when selecting  
a restaurant

SEAL THE DEAL:

**49% of consumers**  
said they would likely pay more for a  
new menu item



**HILLTOP HEARTH®**  
**PREMIUM PIMENTO CHEESE**  
**STUFFED PRETZEL KNOT**  
5829104 | 10 lb.

# ELEVATED FAVORITES



Because diners want variety – and are willing to pay a premium for it – we’re bringing you products that help take classic dishes like pizza, burgers and sides to new levels. Create upsell opportunities that increase your sales while keeping your customers coming back for more.

**70% OF MILLENNIALS** are willing to pay a premium of 15% or more for a pizza or burger that has flavors they haven’t tried before

– Datassential, in conjunction with US Foods\*

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## IN FULL VIEW

To learn more about how our Scoop™ elevated favorites were brought to life, visit [www.usfoods.com/springscoop](http://www.usfoods.com/springscoop)



## CHEF'S LINE® GARLIC BREADED CHEESE CURD

1570108 | 2/5 lb.

### INNOVATION

Create new food cravings with this melty, garlic-rich showstopper. Inspired by the classic flavors of cheesy garlic bread, we've combined Wisconsin white cheddar cheese curds with a garlic breading, making this dish a perfect match for specialty sauces and craft beer.

### PRODUCT ATTRIBUTES

- +Made with fresh, Wisconsin-sourced white cheddar cheese curds
- +Lightly hand-breaded with breadcrumbs, fresh garlic and parsley
- +Made with milk from cows not treated with the growth hormone rBST\*
- +Meets the criteria for the US Foods® Unpronounceables List™
- +Individually quick frozen

### BENEFITS

- +Time-Saving: less than three-minute fry time yields back-of-house look and taste
- +Premium ingredients include fresh cheese curds and garlic cloves
- +Lightly breaded, so the cheese is the star



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THROUGH US FOODS MOBILE



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## HILLTOP HEARTH® PREMIUM PIMENTO CHEESE STUFFED PRETZEL KNOT

5829104 | 10 lb.

### INNOVATION

Here's a Southern-inspired spin on the familiar soft pretzel. We've filled pretzel dough with creamy pimento cheese, making a crave-worthy, shareable appetizer and a creative alternative to the standard slider bun.

### PRODUCT ATTRIBUTES

- +Pretzel dough is filled with pimento cheese, hand-twisted into a knot and topped with extra-sharp cheddar cheese
- +Filling is made of a creamy blend of cheddar cheese, cream cheese and pimento peppers
- +Features a unique knot shape new to the US Foods® portfolio of products
- +Frozen

### BENEFITS

- +On-Trend: helps meet the growing demand for pimento cheese
- +Versatile: can be served with signature dips or sliced into a slider bun



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## CHEF'S LINE® ALL NATURAL\* SEASONED PRIME RIB STEAK BURGER

5903391 | 24/6 oz.

### INNOVATION

This is the burger that beef-lovers hope for. Six ounces of whole muscle prime rib – no trim – that's juicy, lightly seasoned and full of flavor.

### PRODUCT ATTRIBUTES

- +6-oz. prime rib beef burgers
- +Lightly seasoned with salt, pepper and garlic powder
- +Individually quick frozen

### BENEFITS

- +On-Trend: helps meet growing demand for premium cuts of beef in burgers
- +Lightly seasoned and shaped
- +Ready to cook from frozen, with no need to thaw
- +Ground from whole muscle prime rib for quality, flavor and tenderness



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## HILLTOP HEARTH® PREMIUM STOUT BEER HAMBURGER BUN

7255988 | 5/12 ea.

### INNOVATION

Nothing goes together better than burgers and beer! That's why we created our Premium Stout Beer Hamburger Bun, a split-top, sliced bun infused with the flavor of real stout beer – a trendy item that can serve as your new all-purpose sandwich carrier.

### PRODUCT ATTRIBUTES

- +Contains real stout beer with rich, hoppy flavor
- +Dark color, with an artisan split and attractive sheen
- +Made without artificial flavors, colors or preservatives
- +4¼" sliced, split top
- +Frozen

### BENEFITS

- +On-Trend: highlights growth in popularity of craft beers
- +Versatile: can be served as a carrier for a variety of burgers and sandwiches



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# MONARCH<sup>®</sup> ROSEMARY SEASONED FRIES

5990518 | 6/5 lb.

## INNOVATION

Serve a popular side with a tasty spin that will keep diners coming back. Pre-cut, par-fried and consistently coated and seasoned, our Rosemary Seasoned Fries deliver an elevated profile while requiring no additional back-of-house fuss.

## PRODUCT ATTRIBUTES

- +USDA extra-long fancy 5/16" french fry cut, with skin on
- +Clear coating and seasoned with rosemary
- +Less than four-minute fry time
- +Par-fried and frozen

## BENEFITS

- +Consistent seasoning coverage for optimal flavor delivery
- +Eliminates slicing and seasoning to save time in back-of-house
- +Elevates a traditional side
- +Pairs well with any burger or dipping sauce



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## ROSELI® ALL NATURAL\* SMOKED CUPPING PEPPERONI

6327717 | 4/5 lb.

### INNOVATION

Add the signature style of Detroit pizza to your menu with our All Natural\* Smoked Cupping Pepperoni. It delivers the savory, smoky flavor that people crave, with no fillers or added MSG, nitrates or nitrites\*\*.



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### PRODUCT ATTRIBUTES

- +Includes smoked uncured pork and beef, with collagen casing
- +Made without added MSG, fillers, BHA or BHT
- +Made without added nitrates or nitrites\*\*
- +16 slices per ounce
- +Refrigerated

### BENEFITS

- +On-Trend: helps meet growing demand for all natural\* menu options
- +Approximately 38-mm slice diameter maximizes pizza coverage
- +Ready to use, with no thawing needed



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## CHEF'S LINE® GLUTEN FREE ITALIAN PIZZA CRUST

2661625 | 22/7.4 oz.

### INNOVATION

Offer your guests the best of both worlds: a gluten-free pizza that's every bit as savory and appealing as the Italian original. Produced in Italy, Chef's Line® Gluten Free Italian Pizza Crust delivers authentic flavor.

### PRODUCT ATTRIBUTES

- +Produced in Italy
- +Gluten-free; made with buckwheat and rice flour
- +Approximately 10½" personal size
- +Made without artificial colors, flavors or preservatives
- +Frozen; ready to bake from frozen or thawed

### BENEFITS

- +On-Trend: gluten-free
- +Versatile: fits into all menu parts
- +Bakes in minutes
- +Individually wrapped



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**DEVONSHIRE®**  
**BOMBOLONI (bom-bo-LO-nee)**  
1195622 | 4/12/1.76 oz.

# INNOVATIVE EXPERIENCES



Enhance the experience of dining out to connect with your most valuable customers. Scoop™ is delivering products designed to highlight textures, colors and flavors to offer food experiences that will excite and delight your guests.

**57% OF CONSUMERS** who dine out at least once a week said their top reason for visiting restaurants is because they enjoy the overall experience

- Datassential, in conjunction with US Foods®

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## IN FULL VIEW

To learn more about how we developed our Scoop innovative experiences, visit [www.usfoods.com/springscoop](http://www.usfoods.com/springscoop)



# HARBOR BANKS® TEMPURA SHRIMP

1699609 | 4/2.5 lb.

## INNOVATION

Serve up tender shrimp in a deliciously airy, crisp batter, with no fuss or skilled labor required. Our Tempura Shrimp has been battered by hand – so your staff can skip the mess of a challenging, delicate batter and your guests can enjoy every bite just a few minutes after ordering.

## PRODUCT ATTRIBUTES

- +Serve Good®: 4-star BAP-certified
- +Litopenaeus Vannamei shrimp is peeled and deveined, with tail on
- +16-20 ct./lb. as sold
- +Light, crisp batter
- +Par-fried and individually quick frozen

## BENEFITS

- +On-Trend: helps meet growing demand for responsibly sourced seafood
- +Versatile: light, crisp texture and neutral flavor pair well with multiple dips and sauces
- +Time-Saving: ready to fry or bake from frozen
- +Already peeled, deveined, cut, cleaned, stretched and battered by hand; no skilled labor needed
- +Made with no phosphates added, so the clean shrimp flavor comes through



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## HARBOR BANKS® CRACKER BREADED ATLANTIC COD TAIL

5434555 | 2/5 lb.

### INNOVATION

A Marine Stewardship Council (MSC) certified, 4-diamond fish, this wild-caught Icelandic cod is responsibly sourced and prepared without artificial colors or flavors. It's lightly coated with a buttery, savory cracker breading that delivers a satisfying crunch while letting the fish's clean flavor shine.

### PRODUCT ATTRIBUTES

- +MSC certified
- +Whole muscle, wild-caught Atlantic cod tail portions
- +Approx. 4-oz. portions are boneless and skinless
- +Premium, buttery cracker breading
- +High fish-to-coating ratio
- +Made without artificial colors or flavors
- +Frozen

### BENEFITS

- +Time-Saving: portions are breaded and ready to cook from frozen
- +Light coating has a crunchy texture
- +Use of the tail portion promotes whole-fish utilization



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## CHEF'S LINE® ALL NATURAL\* PULLED UNCURED BACON

4031265 | 4/2.5 lba.

### INNOVATION

Offer your diners the delicious taste and texture of bacon in an all-new eating experience. Our All Natural\* Pulled Uncured Bacon lifts a broad variety of dishes to new levels – with minimal time and prep in your back-of-house.

### PRODUCT ATTRIBUTES

- +All natural\*
- +Includes no added nitrites or nitrates\*\*
- +Applewood-smoked pork belly, cooked for over six hours
- +Meets the criteria for the US Foods® Unpronounceables List™
- +Frozen

### BENEFITS

- +Versatile: can be used to feature bacon in new ways and in a variety of dishes
- +Time-Saving: pulled and pre-cooked until tender; ready to serve in 6–8 minutes
- +Easy-peel film

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## MONARCH<sup>®</sup> NASHVILLE STYLE HOT SAUCE

3935486 | 4/0.5 gal.

### INNOVATION

Bring the heat to your menu with our authentic Nashville Style Hot Sauce. Inspired by some of the city's most beloved chicken shacks, this recipe combines fiery dry spices with oil and brown sugar for an eye-watering, mouth-watering addition to any meal.

### PRODUCT ATTRIBUTES

- +Inspired by some of the most well-known Nashville hot sauce recipes
- +Cayenne/brown sugar blend delivers heat and notes of caramelized sugar
- +Easily combined when shaken
- +Vibrant color ensures eye-catching plate appearance
- +Shelf-stable, in a plastic bottle

### BENEFITS

- +On-Trend: helps meet the growing demand for the Nashville hot flavor profile
- +Time-Saving: premade sauce needs no back-of-house work
- +Consistent from batch to batch
- +Easy to toss and serve; even a small amount of sauce provides great coverage



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## METRO DELI® UNCURED BACON JAM

2114410 | 4/41 oz.

### INNOVATION

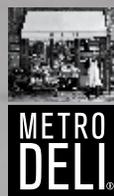
Premium plates begin with premium ingredients. Our Uncured Bacon Jam is the bacon-rich, smoky-sweet addition that will elevate your menu – from breakfast dishes to burgers, charcuterie and beyond.

### PRODUCT ATTRIBUTES

- +Perfectly balances savory and sweet, with pieces of smoky uncured bacon, onion and brown sugar
- +Made with more than 25% uncured bacon
- +Made without added nitrates or nitrites\*
- +Meets the criteria for the US Foods® Unpronounceables List™
- +Shelf-stable – refrigerate after opening

### BENEFITS

- +Versatile: can be used across multiple dayparts and applications
- +Time-Saving: spares your kitchen the hours it takes to make bacon jam from scratch
- +Makes it easy to elevate dishes from breakfast through dinner
- +Packaged in a resealable tub



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# DEVONSHIRE® BOMBOLONI (bom-bo-LO-nee)

1195622 | 4/12/1.76 oz.

## INNOVATION

Authentically Italian and thoroughly irresistible, our Bomboloni are airy, fluffy doughnuts that are ready for nearly any application: sweet, savory, filled, baked, fried, warm, at room temperature – the options are splendid.

## PRODUCT ATTRIBUTES

- +Italian doughnuts with fluffy, airy dough
- +Can be baked, fried or thawed and served at room temperature
- +Pre-fried and ready to eat
- +Produced in Italy
- +Frozen

## BENEFITS

- +On-Trend: bomboloni are increasingly popular in the United States
- +Versatile: can be used in savory and sweet applications, and as a sandwich carrier



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# DEVONSHIRE<sup>®</sup> PEANUT BUTTER CHOCOLATE CAKE

3778176 | 2/82 oz.

## INNOVATION

Give dessert-lovers a decadent reason to celebrate. Your guests will revel in a dense, crunchy peanut butter filling between two layers of moist chocolate cake – all covered in chocolate ganache and topped with real REESE'S Peanut Butter Cups.

## PRODUCT ATTRIBUTES

- + Two moist layers of chocolate cake with dense, crunchy peanut butter filling
- + Covered in chocolate ganache and topped with real REESE'S Peanut Butter Cups
- + Operators can list "Made with REESE'S Peanut Butter Cups" on menus
- + Pre-sliced
- + Frozen

## BENEFITS

- + Time-Saving: pre-made cake eliminates the need for scratch creation
- + 12 pre-sliced portions with paper leaflet for easy separation

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## CHEF'S LINE® TOASTED COCONUT PINEAPPLE FLAVORED ICE CREAM

9156990 | 3 gal.

### INNOVATION

Delight your guests with a taste of the tropics – a premium dessert that pairs rich pineapple and coconut flavored ice creams, toasted coconut pieces and a sweet-tangy pineapple ribbon.

### PRODUCT ATTRIBUTES

- +Combines coconut and pineapple flavored ice creams, toasted Philippine coconut pieces and a pineapple variegate
- +Made without artificial flavors or preservatives, modified starches or high-fructose corn syrup
- +Minimum 15% butterfat and maximum 60% overrun
- +Three-gallon resealable tub
- +Meets the criteria for the US Foods® Unpronounceables List™
- +Frozen

### BENEFITS

- +On-Trend: toasted coconut is a unique flavor with growing popularity on menus
- +Versatile: can be easily incorporated into dessert, beverage and cocktail menus
- +Premium ice cream with high butterfat and low overrun provides an indulgent experience

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**MOLLY'S KITCHEN®**  
**PLANT-BASED BURGER PATTY**  
5926512 | 40/4 oz.

# PLANT FORWARD



The flexitarian movement is here: plant-based foods and veggie-focused dishes aren't just for vegans anymore – and they're more than a passing trend. Scoop™ provides you with plant-forward products to make sure you give every diner a reason to take a seat at your table.

**1/3 OF MILLENNIALS** said plant-forward offerings are extremely important in their decision to choose one restaurant over another

– Datassential, in conjunction with US Foods®

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## IN FULL VIEW

To learn more about how we developed our Scoop innovative experiences, visit [www.usfoods.com/springscoop](http://www.usfoods.com/springscoop)



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

5926512 | 40/4 oz.

### INNOVATION

Stay ahead of the trends with our Plant-Based Burger Patty. This vegan, plant-based burger is made with a blend of peas, fava beans and wheat, instead of soy, and has a size and weight similar to typical beef burgers.

### PRODUCT ATTRIBUTES

- +Ingredients include vegetable proteins (peas, fava beans and wheat), instead of soy
- +Made with sunflower oil and coconut oil to provide a juicy texture
- +Exterior docking provides a typical burger appearance
- +23 grams of protein per patty
- +Vegan
- +Frozen

### BENEFITS

- +On-Trend: plant-based products are gaining popularity
- +Versatile: can be easily customized to offer a vegan option on your menu
- +Similar size and weight to beef burgers after cooking

  
**TIPPING POINT** [usfoods.com/tippingpoint](https://usfoods.com/tippingpoint)







## CROSS VALLEY FARMS® SHAVED PURPLE AND GREEN BRUSSELS SPROUTS

4881483 | 5/2 lb.

### INNOVATION

Brussels sprouts are rapidly gaining popularity, and our Shaved Purple and Green Brussels Sprouts put a colorful, flavorful flourish on the dish. This ready-to-use item – which is available year-round – is a win-win for your guests and staff.

**US TIPPING POINT**  
usfoods.com/tippingpoint

### PRODUCT ATTRIBUTES

- +Purple and green color
- +¼" shreds
- +Refrigerated

### BENEFITS

- +Time-Saving: prewashed and pre-cut
- +Colorful take on a popular item
- +Small pack size for customer convenience
- +Year-round availability
- +Ready to use



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THROUGH US FOODS® MOBILE





## CROSS VALLEY FARMS® DICED COLORFUL VEGGIE BLEND WITH SWEET POTATOES

7697791 | 3/2 lb.

### INNOVATION

What a beauty! This brightly colorful blend of diced sweet potatoes, broccoli stems, candy cane beets, golden beets and fennel adds visual appeal to each plate and bowl. It's an ideal side with your favorite proteins, and versatile enough to enrich any meal.

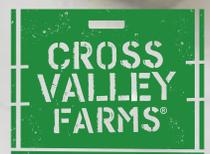
### PRODUCT ATTRIBUTES

- +Includes diced sweet potatoes, broccoli stems, candy cane beets, golden beets and fennel
- +Uniform ½" dice
- +Prewashed and ready to use
- +Refrigerated

### BENEFITS

- +Versatile: can be used in multiple applications from breakfast through dinner
- +Visually distinct blend of orange, green, pink-and-white and yellow vegetables
- +Pre-cut vegetables save back-of-house work
- +Consistent size ensures even cook time throughout

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## CROSS VALLEY FARMS® APPLE PINEAPPLE PICO DE GALLO

1891497 | 5 lb.

### INNOVATION

Here's a fresh splash of flavor for large and small plates alike: tart Granny Smith apples combined with sweet pineapple and the savory kick of jalapeño peppers, onions and key lime juice. This Apple Pineapple Pico de Gallo is as easy as it is distinctive and appealing.

**US TIPPING POINT**  
usfoods.com/tippingpoint

### PRODUCT ATTRIBUTES

- +Includes Granny Smith apples, onions, pineapple, jalapeño peppers, cilantro and key lime juice
- +Cut to about 3/4"
- +Available year-round
- +Refrigerated

### BENEFITS

- +Versatile: can be used as a shareable appetizer or an ingredient in many dishes
- +Pre-cut and ready to use
- +A refreshing alternative to traditional pico de gallo, with the bright green of Granny Smith apples



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

4014164 | 4/2.5 lb.

### INNOVATION

Power up your menu with the plant-based protein and fiber in this innovative blend. Bright with the green of young chickpeas, kale and edamame, it's a combo that will keep vegans, vegetarians, flexitarians and omnivores delighted and satisfied.

### PRODUCT ATTRIBUTES

- +Includes pre-cooked white and red quinoa, young green chickpeas, kale and edamame
- +Minimally seasoned; ready for chef's flavor choices
- +Gluten-Free Certified
- +Vegan
- +Frozen

### BENEFITS

- +Time-Saving: this pre-cooked, consistently pre-packaged blend takes 3-5 minutes to prepare, vs. 20-30 minutes if you prepared it from scratch
- +Plant-based protein
- +6 g of protein per serving

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# MONOGRAM<sup>®</sup> KITCHEN CLEANER AND DEGREASER WIPES

5443398 | 4/30 ea.

## INNOVATION

Clean stainless steel and other non-food-contact surfaces with ease – now and later. Our Kitchen Cleaner and Degreaser Wipes are simple and safe, and they leave behind a layer of Scotchgard™ protector to make future cleaning easier.

## PRODUCT ATTRIBUTES

- +Leaves behind Scotchgard™ protector layer
- +Fast, easy and convenient
- +Packed in resealable pouch
- +Odorless

## BENEFITS

- +Time-Saving: wipes leave behind a layer of Scotchgard™ protector that can cut future cleaning time by 45%
- +Includes no caustic ingredients
- +No need to dilute chemicals; no rinsing needed
- +Disposable; save water and laundry

**MONOGRAM**  
CLEANING  DISPOSABLES



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THROUGH US FOODS<sup>®</sup> MOBILE



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## MONOGRAM<sup>®</sup> MEDIUM DUTY SCOURING PADS

5082080 | 20 ea.

### INNOVATION

Leave no mess behind. The new technology of our Medium Duty Scouring Pads makes tough cleaning jobs easy.

### PRODUCT ATTRIBUTES

- +Unique raised-dot technology helps scour tough messes and lift food particles
- +User-friendly curved shape makes it easy to grip and clean hard-to-reach places
- +Green color indicates medium-duty use
- +In a busy kitchen, each pad can last one to two weeks

### BENEFITS

- +Time-Saving: engineered to clean tough messes quickly and effectively
- +Limits scratching on delicate surfaces
- +Easily rinsed without trapping food particles in it
- +Ideal for cleaning pots, pans, casserole dishes, drinking fountains and sinks
- +Safe for use on stainless steel, aluminum and glass

**MONOGRAM**  
CLEANING  DISPOSABLES



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# DELIVERY JUST GOT MORE PROFITABLE

**CHECK**<sup>®</sup>  
Business Tools

Delivery is all the rage, but third-party commissions of up to 40% can put a dent in your profits. ChowNow changes that. Get **commission-free delivery**, with a nationwide network that helps you preserve profits while boosting sales. No overhead. No liability. And flat-rate pricing means you never pay a commission.

## EXCLUSIVE OFFER FOR US FOODS<sup>®</sup> CUSTOMERS:

From March 2 to April 26, 2020:

- Get your own branded mobile app for just \$99 (a \$499 value)
- Get printed marketing signage and 500 additional printed promo cards to promote your new app and delivery (a \$200 value)

## COMMISSION-FREE DELIVERY. ON DEMAND. ON YOUR TERMS.

To get started, contact your US Foods representative or visit [usfoods.com/check](https://usfoods.com/check) to submit an inquiry to ChowNow.



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



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