

the

SCOOP

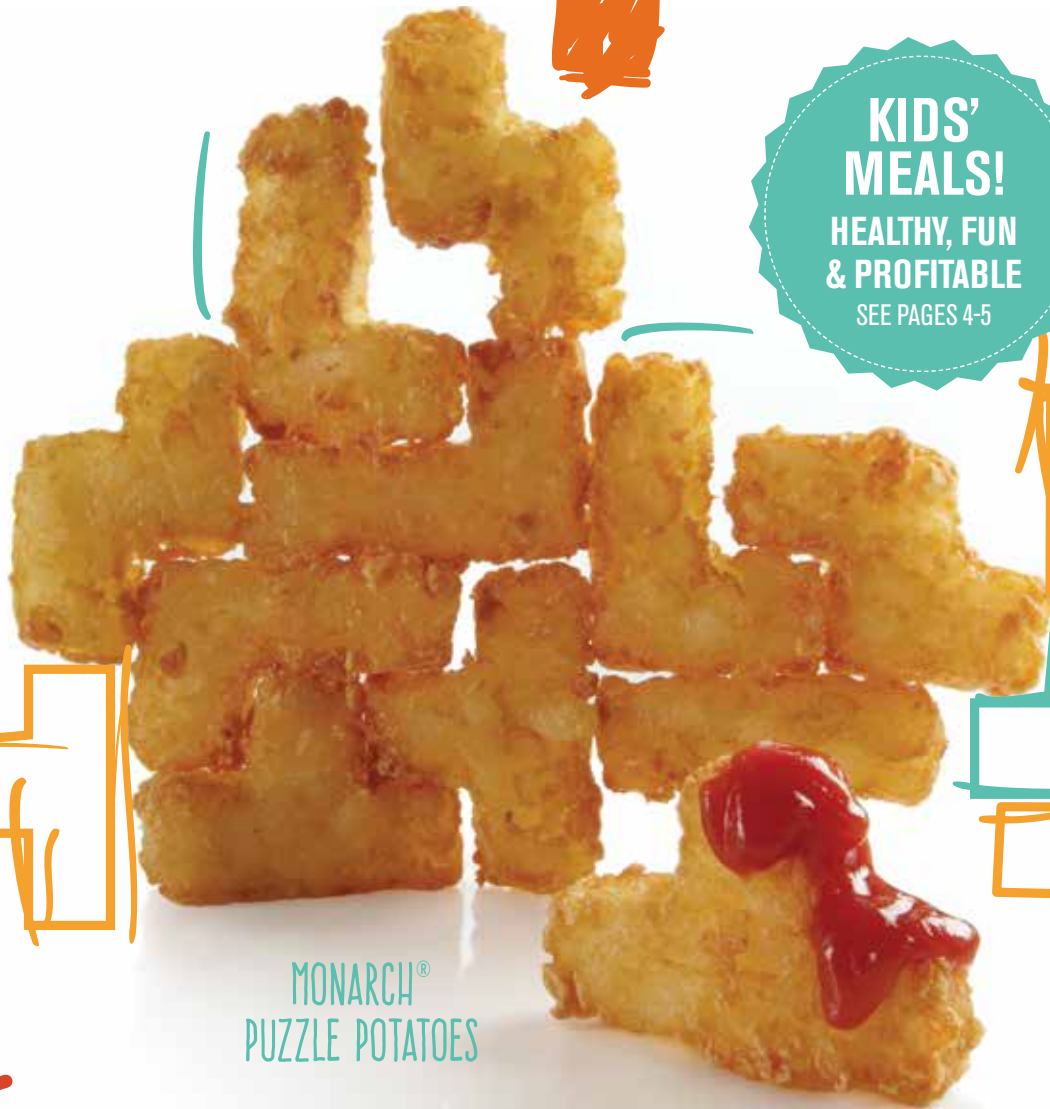
ISSUE 9 | SUMMER 2014



FAMILY DINING

A SUMMER FULL OF FLAVORFUL FOODS THAT BOTH KIDS AND ADULTS WILL CRAVE

KIDS' MEALS!
HEALTHY, FUN & PROFITABLE
SEE PAGES 4-5



MONARCH® PUZZLE POTATOES



CAKE POPS

ALL NATURAL SALSAS



BEEF RIB BITES



★ THE TOP ★
FAMILY FRIENDLY
RESTAURANTS
USFOODS.COM

ENTER OUR CONTEST FOR A CHANCE TO WIN!
DETAILS ON PAGE 3



What's NEW

Dining is one of the most important times a family spends together. This summer, let us help you make your table the place everyone wants to gather with our Summer Scoop line-up.

Our delicious and fun-to-eat items, such as our exclusive Monarch® Puzzle Potatoes and Devonshire® Cake Pops, will keep kids happily in their seats and parents eager to come back for more.

Also back this season is another US Foods® exclusive from famed New York butcher Pat LaFrieda. This time he is sharing his family's secret recipe for sweet and hot Italian sausages, which are perfect for any dish from a spicy breakfast omelet to a flavorful, family-style pasta dish.

These are just some of the many items available for you to use to create memorable menus that will keep your operations busy all summer long.

Contact your sales rep today or visit USFoods.com for more information on these delicious and exclusive Scoop items.



Pietro Satriano
Chief Merchandising
Officer, US Foods



In this issue of *The Scoop*, we're offering exclusive items that will quickly turn your operation into a family favorite.



Chef's Line®

Lemon Cranberry Muffin
8712846, **Ginger Green Tea Muffin** 8712853 - pg. 7

Greek Yogurt Tzatziki
7981582 - pg. 8

Black Bean Burger
8727026 - pg. 9

Beef Rib Bites
8714479 - pg. 10

BBQ Beef Brisket 8665119,
Hot Italian Sausage
8729105, **Sweet Italian Sausage** 8729121 - pg. 12

Heirloom Tomato and Burrata Mezzelune 8601411, **Buffalo Milk Ricotta, Spinach and Rapini Tondi** 8605487 - pg. 14

Raspberry Linzer Cakes
8732018, **Milk and Chocolate Chip Cakes** 8732000 - pg. 15

Mayonnaise
6940803 - pg. 16



Patuxent Farms®

Bourbon Bacon - Raw
6763171 - pg. 7

Premium Panko Breaded Chicken Breast Chunks
7781768, **Premium Panko Breaded Chicken Tenderloins**
7781750 - pg. 10, **Premium Panko Breaded Chicken Breast Filets** 7781784 - pg. 12



Harbor Banks®

Fish Bites 8638702,
Parmesan Basil Cod Fries
8651994 - pg. 4



Rykoff Sexton®

Pole and Line Caught Albacore Tuna 7877517,
Pole and Line Caught Skipjack Tuna 7877509 -
pg. 16



Cross Valley Farms®

Baby Kale Trio
8634883 - pg. 14



Hilltop Hearth®

Greek Yogurt Wheat Bun
8693459 - pg. 9



Glenview Farms®

Savory Egg Mix 8571002,
Egg White Scrambled Mix
8570970 - pg. 6



del Pasado™

Premium Fresh Ghost Pepper and Mango Salsa 8703688,
Premium Fresh Tomato Salsa 8704108 - pg. 10



Devonshire®

Birthday Cake Pop
8744005, **Chocolate Cake Pop** 8743544 -
pg. 3



Monarch®

Puzzle Potatoes
8713414,
Sweet Pancake Mix
6631782 - pg. 5

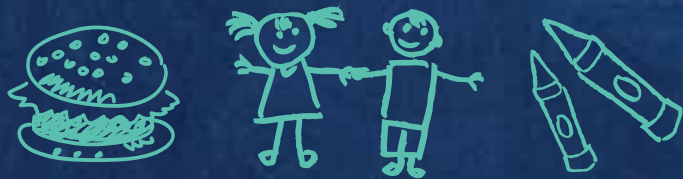


★ THE TOP ★

FAMILY FRIENDLY

RESTAURANTS

We're looking for restaurants
with the best combination of
FOOD, FAMILY AND FUN.



Check it out! We've got the perfect way to keep kids entertained
while dining — customized kids' menus with activities just for them:

USFOODSRETAILSTORE.COM/SCOOPSTORE



Your restaurant could win
\$2,000 worth of culinary
equipment and supplies and
be featured in the 2014 Winter
Food Fanatics® Magazine.

A panel of culinary experts, including a judge from
Rachael Ray's Yum-o!® organization, will select winners
based on three categories: **A dedicated kids' menu,**
family friendliness, and a fun environment.

Enter by July 18, 2014, 5pm CT. For more details, visit:

USFOODS.COM/CONTEST

Complete set of rules is available at usfoods.com/contest. Five (5) winners
will receive *\$2,000 in credit from US Foods® Culinary Equipment and
Supplies for kitchen equipment and supplies of their choice for the
establishment owner. The five (5) remaining finalists will each receive a
*\$500 credit from US Foods Culinary Equipment and Supplies for the
establishment owner. To read our rules and regulations and to learn more,
go to usfoods.com/contest.



CAKE
POPS

US Foods® is the first to market with
these pops! Birthday Cake Pops are
made with vanilla cake and covered in
white chocolate and rainbow
sprinkles. Our rich Chocolate Cake
Pops are hand-dipped in dark
chocolate and rolled in chocolate
sprinkles. They're not only great for
kids — parents too can enjoy one
paired with a gourmet coffee.

DEVONSHIRE®
BIRTHDAY
CAKE POP

8744005 | 6/10/1 oz.

DEVONSHIRE®
CHOCOLATE CAKE POP

8743544 | 6/10/1 oz.



3 |

US
FOODS

**HARBOR BANKS®
FISH BITES**

8638702 | 2/5 lb.

Toss these popcorn-style, breaded Alaskan pollock bites in “pirate tacos” for a crunchy treat. They’re high in protein and a great source of omega 3. The fish is deep skinned for a less “fishy” taste, and the breading is 51% whole grain.

**HARBOR BANKS®
PARMESAN BASIL COD FRIES**

8651994 | 4/2.5 lb.

Cod is one of the healthiest sources of low-calorie protein and another great omega 3 food. Covered in a real Parmesan cheese and basil breading, they’re tasty and good for you.

SUPERIOR® WHITE
WHITE NR PLATE, 6-1/2"
7353154 | 36/CS



SURFER STICKS

PIRATE TACOS



HLC FIESTA
PLATE, 6-1/8"
1377498 | 12/CS

VEGGIE DIPPERS



SUPERIOR® CUNCUN
NR PLATE, 7-1/4"
4736153 | 36/CS

LIKE THESE
KIDS' MEALS?
FIND THESE RECIPES
AT USFOODS.COM/
SUMMERSCOOP

63%
OF PARENTS
WANT KIDS' MENU
OFFERINGS TO
INCLUDE MORE
INTERESTING
OPTIONS

SUPERIOR® WHITE WHITE
NR PLATE, 7-1/4"
8353153 | 36/CS

FARMHOUSE SLIDERS



KID FRIENDLY. PROFITS AMPLENTY.

An inexpensive and healthy kids' menu is no fairy tale. You can plate kids' meals at a \$2 cost.

84%
OF PARENTS
SELECT A RESTAURANT
BASED ON A
KID-FRIENDLY
ENVIRONMENT



MONARCH® PUZZLE POTATOES

8713414 | 6/5 lb.

Entertainment and eating go hand in hand. Puzzle Potatoes have 15% less sodium than our Monarch® Tater Tots and 30% less fat when baked.

MONARCH® SWEET PANCAKE MIX

6631782 | 6/5 lb.

Chubby's Restaurant is sharing its secret for the lightest, sweetest pancakes to ever stack on a plate. Kids will love you for it. It tastes like dessert, but we call it breakfast.

SUNSHINE PANCAKES



HLC FIESTA
PLATE, 7-1/4"
5377486 | 12/CS





2 EASY EGG MIXES, UNLIMITED OPTIONS!

Our eggs will put your menu on the morning express. Get ready — your breakfasts are going to be big.

A nearly limitless variety of alternative egg dishes — skilletts, frittatas and breakfast sandwiches — have grown 25% in popularity over the last 5 years. Our egg white mix includes whole milk and thickeners to prevent runniness. Both mixes are refrigerated and ready to use, and exclusive to US Foods®.



UP THE ANTE:
RESEARCH SHOWS
CUSTOMERS WILL
PAY A PREMIUM
UP-CHARGE FOR
EGG WHITES



SUPERIOR®
SHIRRED EGG, 9-1/2 OZ.
9345745 | 24/CS

**GLENVIEW FARMS®
EGG WHITE
SCRAMBLED MIX**

8570970 | 15/2 lb.

LESS CRACKING. MORE COOKING.

Take your breakfast to the next level with easy-to-prepare egg mixes. Give customers their food faster with less mess in the kitchen! It's as easy as pour and serve.



Prepare desired ingredients.



Pour egg mix over ingredients and bake.



Slice and serve — quick quiches in no time!

**GLENVIEW FARMS®
SAVORY EGG MIX**

8571002 | 15/1 lb.

MIX IT UP FOR YOUR CUSTOMERS.

- Made with whole eggs and whole milk.
- Cream cheese provides a rich dairy note and works with thickeners to retain moisture.
- Mildly seasoned with garlic powder, onion powder and salt to provide a savory note.

MUFFIN TOPS WITH TWO NEW FLAVORS



**CHEF'S LINE®
LEMON CRANBERRY MUFFIN**

8712846 | 2/12/4 oz.

Inspired by trending coffeehouse flavors, we've extended our line of muffins. Our Lemon Cranberry Muffins are made with all natural ingredients that include real cranberries, a creamy lemon purée filling and finished with a buttery lemon streusel.

PAIR WITH:



To Go

**CHEF'S LINE®
GINGER GREEN
TEA MUFFIN**

8712853 | 2/12/4 oz.

CREAMY ginger tea FILLING AND topped with CANDIED ginger!



Our Ginger Green Tea Muffins are made with all natural ingredients that include green tea, a creamy ginger filling, molasses and buttermilk, all topped with candied ginger.



BOURBON

Did you know bacon is eaten with eggs 71% of the time? That request will grow. We've created a crisp and meaty smoked bacon with a delicious and unexpected twist — the sweet, smooth, distinctive flavor of real Kentucky bourbon.

**PATUXENT FARMS®
BOURBON BACON - RAW**

6763171 | 2/7.5 lb.

SUPERIOR®
PACIFIC SQUARE PLATE, 7"
6928493 | 24/CS



POWER LUNCH

Summer dining for the healthy eater: a flavorful and filling dish that packs in the health without losing any flavor!

MADE WITH ALL NATURAL INGREDIENTS, TZATZIKI COOLS THE MILD HEAT OF THE BURGER

BLACK BEAN BURGER RICH IN FIBER, PROTEIN AND ANTIOXIDANTS

GREEK YOGURT WHEAT BUN GOOD SOURCE OF PROTEIN WITH 9 GRAMS OF PROTEIN PER SERVING

CHEF'S LINE®
GREEK YOGURT
TZATZIKI

7981582 | 2/4 lb.



Tzatziki is on the rise, appearing on 65% more menus. Using authentic Greek yogurt, Chef's Line® creates the creamiest and tangiest dipping sauce or sandwich spread. It's not just for gyros anymore.

SUPERIOR® CUNCUN
FLUTED RAMEKIN, 2 OZ.
4735189 | 36/CS
WORLD TABLEWARE
FARMHOUSE PLATE, 9"
8565467 | 12/CS

SWAP THE DIPS:
PASS THIS DIP
TO KIDS FOR
A HEALTHIER
ALTERNATIVE
TO RANCH

Serving size: 2 tbsp	Total Fat	Calories	Sodium
Chef's Line Greek Yogurt Tzatziki	2 g	25	110 mg
Regular Ranch Dressing	15.6 g	148	287 mg
Light Ranch Dressing	6.8 g	77	303 mg

US FOODS NEXT
TOP
PRODUCT®

INTRODUCING THE WINNER OF THE 2013 US FOODS
NEXT TOP PRODUCT CONTEST

The Black Bean Burger, a patty full of black beans and a little kick, was created by Chef Jermy of Greenhouse Grille, Fayetteville, Arkansas.

SPICY!



CHEF'S LINE®
BLACK BEAN BURGER

8727026 | 36/4.25 oz.

As operators everywhere look to add new, healthier menu options, the chef's tier black bean burger is the perfect choice. Made with black beans, this kosher, vegan patty has a moist and delicious base: rolled oats and panko crumbs add texture; red and green bell peppers, cilantro and parsley give it a Southwestern flavor; and a dash of hot sauce gives it an extra note of spice.



HILLTOP HEARTH®
**GREEK YOGURT
WHEAT BUN**

8693459 | 6/8/2.7 oz.



**ON THE RISE:
WHEAT BUNS HAVE
GROWN 50% ON
MENUS SINCE 2009**

Building on the widely popular Greek yogurt trend, Hilltop Hearth® brings you a delicious bun, where Greek yogurt meets whole grains to create an artisan wheat bun with a sweet, Mediterranean appeal. It contains 18% of the daily recommended value of protein and 20% of the daily value of fiber.



**CONGRATULATIONS
TO THE 2013 WINNER
OF THE US FOODS®
NEXT TOP PRODUCT®
CONTEST!**

Chef Jermy Gawthrop's fresh fusion of flavors in his winning black bean burger will soon be a delicious dish for kitchens across the country. His recipe competed against seven other chefs' dishes in the US Foods Next Top Product competition at the World Food Championships last November.





**DEL PASADO™
PREMIUM FRESH
GHOST PEPPER AND
MANGO SALSA**

8703688 | 4/48 oz.

**DEL PASADO™
PREMIUM FRESH
TOMATO SALSA**

8704108 | 4/48 oz.

del Pasado™ fresh salsas taste like you made them from scratch. The Premium Fresh Tomato Salsa has a classic flavor profile with a medium level of heat. The Premium Fresh Ghost Pepper and Mango Salsa combines mangoes, habanero peppers and ghost peppers — the hottest trend in salsa.

**SALSA REIGNS
SUPREME**

A growing interest in international and ethnic cuisine brings many more sauces and dips to the attention of consumers. None has gained mass appeal more than *salsa*, which means sauce in Spanish.

**BRING YOUR
APPETITE
FOR THESE
APPETIZERS**



**CHEF'S LINE®
BEEF RIB BITES**

8714479 | 9/1.8 lba.

Short ribs have grown as an entrée by 187% over the past 8 years. To get them tasting that moist and tender, you need to cook them slowly for about 8 hours. No worries. Chef's Line® did it for you. These fully cooked USDA Choice rib bites are ready to use. No artificial ingredients and no preservatives.



**PATUXENT FARMS®
PREMIUM PANKO
BREADED CHICKEN
BREAST CHUNKS**

7781768 | 2/5 lb.



**PATUXENT FARMS®
PREMIUM PANKO BREADED
CHICKEN TENDERLOINS**

7781750 | 2/5 lb.

Japanese-style panko bread crumbs create a crispy, unique bite for our chicken. We now offer panko breading on our whole muscle chunks, tenderloins and filets.

SUPERIOR® QUAD SQUARE PLATE, 7-3/4"
4735486 | 24/CS
SUPERIOR® ELITE SQUARE SOUFFLÉ, 3-1/2 OZ.
8585614 | 36/CS

SUPERIOR® ELITE RECTANGULAR PLATTER, 8" X 5-5/8"
8584187 | 24/CS
SUPERIOR® QUAD BOWL, 6"
5897020 | 36/CS

SUPERIOR® STAINLESS STEEL
MIXING BOWL, 3 QT. 5330717 | 1 EA
LIBBEY GLASS STACKING
BOWL, 5 OZ. 2849867 | 36/CS
SUPERIOR® WHITE WHITE NR
PLATE, 6-1/2" 7353154 | 36/CS
SUPERIOR® PASADENA OVAL
BOWL, 7" 6971980 | 12/CS
SUPERIOR® CHEF SERIES
BRUSH, 1" 6339865 | 1 EA
SUPERIOR® ATTERBURY® LARGE
TEASPOON 1511567 | 12/CS

One Sauce Doesn't Fit All

Give customers the
opportunity to construct
their own flavor profiles

Salsa has moved
beyond its Latino
roots to surpass
ketchup as America's
favorite condiment

add your favorite
BBQ sauce to Beef
Rib Bites

honey mustard
pairs perfectly
with Panko
Chicken
Tenderloins

SAUCES ARE KEY IF YOU WANT TO DRIVE TRAFFIC AND CRAVINGS

Dips and sauces provide
consumers with a low-risk,
low-cost way to try something
new or different, particularly
with bold or spicy flavors.

sweet chili sauce adds
an international flair to
Panko Chicken Chunks

MEAT FOR YOUR FAMILY MEAL

CHEF'S LINE® SWEET ITALIAN SAUSAGE

8729121 | 4/2.5 lb.

Chef Pat LaFrieda created these Italian sausages exclusively for US Foods®. Generations in the making, these authentic sausages have no artificial ingredients or preservatives, are made with whole pork butts and stuffed in a natural casing. By freezing as soon as they come off the line, we are able to seal in the flavors.

CHEF'S LINE® HOT ITALIAN SAUSAGE

8729105 | 4/2.5 lb.



CHEF'S LINE® BBQ BEEF BRISKET

8665119 | 2/7 lba.

There's been a stampede of upscale BBQ offerings in the casual dining segment. Chef's Line® has perfected the pit smoking process and done most of the work for you. What you get is authentically prepared BBQ Beef Brisket. We take a boneless USDA Choice beef brisket and naturally pit smoke it over applewood and hickory chips (saving you somewhere between 10 and 14 hours). It comes to you fully cooked and ready for you to finish with your own history-making sauce.

ALL KALE
CAESARI!

UPDATE YOUR CAESAR
SALAD WITH CRISPY
PANKO BREADING



PATUXENT
FARMS®

PATUXENT FARMS® PREMIUM PANKO BREADED CHICKEN BREAST FILETS

7781784 | 2/5 lb.

Benefit from this exciting new trend! Whole muscle chicken is coated in a panko breading that's coarse and dense, creating a satisfying extra crunch that will greatly enhance items on your menu, like salads, tacos and wraps.

SUPERIOR® ASPEKT BOWL, 10"
5895255 | 12/CS

82%

of adults in the U.S. eat sausage and Italian sausage

CHEF'S LINE

AS GOOD AS YOUR OWN
IF YOU HAD THE TIME

created for you by

Pat LaFrieda
MEAT PURVEYORS™

BBQ ON THE TABLE:
OUR BRISKET WILL
SAVE YOU BETWEEN
10 AND 14 HOURS OF
COOK TIME

**EASY TO
HEAT! BOIL
STRAIGHT
IN THE BAG
AND TOP
WITH YOUR
FAVORITE
SAUCE**



PLATE THE PERFECT DATE



WHEN THE ADULTS MAKE THAT GREAT ESCAPE — LEAVING THE KIDS WITH THE SITTER — MAKE IT WORTH THEIR WHILE WITH A MEMORABLE MEAL.

These authentic pastas from Italy taste like they were made in heaven. Rich and creamy burrata cheese is complemented by roasted sweet heirloom tomatoes in our new Chef's Line® Heirloom Tomato and Burrata Mezzelune pasta. Buffalo milk ricotta and rapini in our Chef's Line Buffalo Milk Ricotta, Spinach and Rapini Tondi provide an updated twist on a classic stuffed pasta flavor profile.

Our Cross Valley Farms® “trio” is made up of baby black kale, baby scarlet kale and wild arugula, and delivers a truly harmonious flavor that's both delicate and robust.



CHEF'S LINE®
HEIRLOOM
TOMATO AND
BURRATA
MEZZELUNE

8601411 | 3/3 lb.

CHEF'S LINE®
BUFFALO MILK
RICOTTA, SPINACH
AND RAPINI TONDI

8605487 | 3/3 lb.

CROSS VALLEY FARMS®
BABY KALE TRIO

8634883 | 3/1 lb.



SUPERIOR® QUAD SQUARE BOWL, 8-1/2"
4735759 | 12/CS
WORLD TABLEWARE FARMHOUSE PLATE, 10-1/2"
7973811 | 12/CS
WORLD TABLEWARE FARMHOUSE PLATE, 6-3/8"
7973795 | 36/CS
WORLD TABLEWARE FARMHOUSE BOWL, 11"
7973985 | 12/CS

UPWARD TREND:
Kale penetration
is up over
400%
since 2009

NEW DESSERTS

talk sweetly

TO YOUR CUSTOMERS



Chef's Line® introduces a tasty cross between a cookie and a cake — the cakie. Our Raspberry Linzer Cakies tempt with a traditional raspberry filling surrounded by a flaky, buttery, almond-flavored biscuit. Real chocolate chips make our Milk and Chocolate Chip Cakies a decadent, cake-like cookie perfect for dessert or anytime snack. Customers will love these cookie-sized, individual desserts.

And you can get both only from US Foods®.

CHEF'S LINE®
**RASPBERRY
LINZER CAKIES**

8732018 | 24/4.4 oz.

CHEF'S LINE®
**MILK AND
CHOCOLATE
CHIP CAKIES**

8732000 | 24/4.8 oz.



IN THE
LAST 5 YEARS,
INDIVIDUALLY PORTIONED
DESSERTS WERE OFFERED
40% MORE
ON MENUS

SUPERIOR® ESPRESSO MUG, 3 OZ.
9345877 | 12/CS
SUPERIOR® ESPRESSO SAUCER, 4-1/2"
8345720 | 12/CS
SUPERIOR® WHITE WHITE NR PLATE, 6-1/2"
7353154 | 36/CS
SERVICE IDEAS FRENCH COFFEE PRESS, 20 OZ.
4712931 | 1 EA



15 |



HOOK, LINE AND SAVOR

As the first in the foodservice market,

we're proud to offer chunk white albacore and skipjack tuna that's pole and line caught — one of the most sustainable methods for catching tuna throughout the western and central Pacific Ocean. It's also a great option for healthier menus because it's naturally low in fat and cholesterol and an excellent source of omega 3.



REEL FAMILIES IN ON ENVIRONMENTALLY FRIENDLY

Treat your customers to a healthy lunch you know is not only good for their family, but good for the environment, too!

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RYKOFF SEXTON™

SUSTAINABILITY

PROFIT ON TUNA YOU
CAN PROUDLY SERVE

**RYKOFF SEXTON®
POLE AND LINE CAUGHT
SKIPJACK TUNA**

7877509 | 6/66.5 oz.

**RYKOFF SEXTON®
POLE AND LINE CAUGHT
ALBACORE TUNA**

7877517 | 6/66.5 oz.

**CHEF'S LINE®
MAYONNAISE**

6940803 | 4/1 gal.

Chef's Line® Mayonnaise delivers the same taste and characteristics of the brand leader. Rich in omega 3s, it also exceeds our own expectations in flavor, texture and spreadability for an amazing tuna salad!

**US
FOODS**

DISTRIBUTED BY/
DISTRIBUIDO POR
US FOODS, INC.
ROSEMONT, IL 60018

**CHEF'S
LINE**
AS GOOD AS YOUR OWN
IF YOU HAD THE TIME