

NO - 16

SCOOP™

FALL 2016 ISSUE

STEAK YOUR CLAIM

ALL NATURAL GRASS FED
RIBEYE STEAK p7

DEMI GLACE p18

US FOODS
TIPPING POINT™ p32

US.
FOODS®

STOCK YARDS®
ALL NATURAL CANOE CUT
BEEF MARROW BONES
SEE PAGE 6

**“OUR GUESTS ARE
LOOKING FOR...
SUSTAINABLE PRODUCT
THAT’S HUMANELY
RAISED. IT’S GRASS FED,
IT’S FULL OF FLAVOR,
IT’S PRODUCT THAT
YOU CAN’T GET
EVERYWHERE ELSE.”**

–Nicholas Clark, Managing Partner, The Butcher’s Son

**When you think of the
traditional steakhouse
– think again.**

Steakhouse favorites, updated with exciting new ingredients, are showing up in restaurants of all kinds.

Now is the time to “steak your claim” on signature creations that keep your menu on top of the modern meat trend. Our new lineup, including All Natural Grass Fed Ribeye Steak, Demi Glace and Caramelized Sliced Onions, is designed to help you break free of old conventions, so you can reimagine entrées with new culinary personality.

We’re also equipping you with solutions that optimize your operations. Our simple program – US Foods Tipping Point™ offers your waitstaff proven selling techniques to increase tips and raise check averages. And our partnership with Avero restaurant software allows you to get important restaurant data to maximize efficiency and employee productivity.

We couldn’t be more proud to launch yet another edition of Scoop™ on our 5th year anniversary. With over 400 new products launched, we continue to stay ahead of customer needs by innovating every day. We’ll be here to equip you with what you need to keep your menu inspired and keep guests coming through your door.

Tell us or show us what you’ve created with our Scoop products and what you’d like to see in upcoming editions. @USFoods #scoop

S. Sopinka

Stacie Sopinka
VP, Product Development
and Innovation
US Foods®



FALL

**A CUT ABOVE
QUALITY, COST-EFFICIENT
MEAT & SEAFOOD**

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MALLOW BONES p6

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TRANSFORMATIVE
ACCOMPANIMENTS AND
SIMPLE SIDES**

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**scoop™
BY THE NUMBERS**



Of those who eat beef and pork

91% EAT BEEF

as a center-of-plate option
at least weekly



**ONION
& BUTTER**

are leading Beef/Pork dish
flavors at top 500 chains



The term
"GRASS FED"
has increased
600%
on burger menus
over the past 4 years

Information for infographics has been
obtained from Technomic.com

A CUT ABOVE

QUALITY, COST-EFFICIENT
MEAT & SEAFOOD

INSPIRE your menu.

Introduce customers to quality, new alternatives in center-of-the-plate—delicious meats that provide a point of difference and unique ingredients.

ATTRACT more customers.

Showcase these innovations and stay up to date with the modern steakhouse. Offer something for everyone – on-trend, all natural and ultra-convenient options.

OPTIMIZE operations.

We've done the hard work for you – smoking, stuffing, battering and preparing, so you can save precious time.



STOCK YARDS®
ALL NATURAL
GRASS FED
RIBEYE STEAK
SEE PAGE 7



*Marrow
made simple*

STOCK YARDS®

ALL NATURAL CANOE CUT BEEF MARROW BONES

1846585 | 10 lbs.



INSPIRATION

Minimally processed, with no artificial ingredients, All Natural Canoe Cut Beef Marrow Bones are perfect with garlic crostini, and pair extremely well with a Stock Yards steak. The bones arrive ready to thaw, season, roast and serve. With the hard work already done, the possibilities are endless.

PRODUCT ATTRIBUTES

- +Minimally processed, made without artificial ingredients
- +Pre-brined for time savings
- +Pre-cut for convenience
- +Frozen and bulk-packed

BENEFITS

- +On-Trend: Clean-label ingredient list that customers crave
- +Time-Saving: Simplifies preparation of a typically difficult, time-consuming dish



*All natural,
all delicious*

STOCK YARDS®

ALL NATURAL GRASS FED RIBEYE STEAK

9518653 | 16/10 oza.



INSPIRATION

Grass-fed and finished beef on your menu translates to instant appeal, as consumers seek meat raised according to old-world traditions, now more than ever. Our Grass Fed Ribeye steak offers exactly what consumers are searching for with the familiar, pleasing taste of domestic beef.

PRODUCT ATTRIBUTES

- +All natural, minimally processed
- +100% grass-fed and grass-finished
- +Raised without antibiotics or added hormones
- +100% domestic
- +Frozen

BENEFITS

- +On-Trend: Part of a growing grass-fed and sustainable beef trend
- +Excellent alternative to grain-fed and grain-finished beef
- +Clean-label ingredient list that customers crave





FRONT OF THE HOUSE®
10" ROUND KILN PLATE, PEPPER
9934424 | 6/CS

CHEF'S LINE®

ALL NATURAL BRAISED BEEF CHUCK SHORT RIBS

9465510 | 4/3 lb.



INSPIRATION

Braised meats are perfect for fall comfort menu offerings. Traditional braising can take up to eight hours. Our Chef's Line All Natural Braised Beef Chuck Short Ribs take the hassle and cook-time out of the equation, while still maintaining consistent, succulent and tender quality.

PRODUCT ATTRIBUTES

- +Choice chuck short rib
- +Comes in its own juices
- +Provides around 10 three-oz. servings per pouch, about 40 servings per case
- +All Natural
- +Made without artificial ingredients
- +Minimally processed
- +Fully cooked

BENEFITS

- +Moist, tender, full-bodied flavor
- +Time Saving: Braised for 8 hours
- +Finished product is 75% protein, 25% juice



ALSO PICTURED:
HILLTOP HEARTH®
HAWAIIAN SLIDER BUN

STOCK YARDS®

ALL NATURAL GRASS FED SLIDERS

7127324 | 60/2.67 oz.



INSPIRATION

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. Tuck them inside our Hilltop Hearth Hawaiian Slider Bun, add your own mash up of toppings and your sliders are sure to be a stand-out on your menu.

PRODUCT ATTRIBUTES

- +All natural, minimally processed
- +100% grass-fed and grass-finished
- +Raised without antibiotics or added hormones
- +100% domestic
- +Frozen

BENEFITS

- +On-Trend: Part of a growing grass-fed and sustainable beef trend
- +Excellent alternative to grain-fed beef burgers
- +Clean-label ingredient list that customers demand

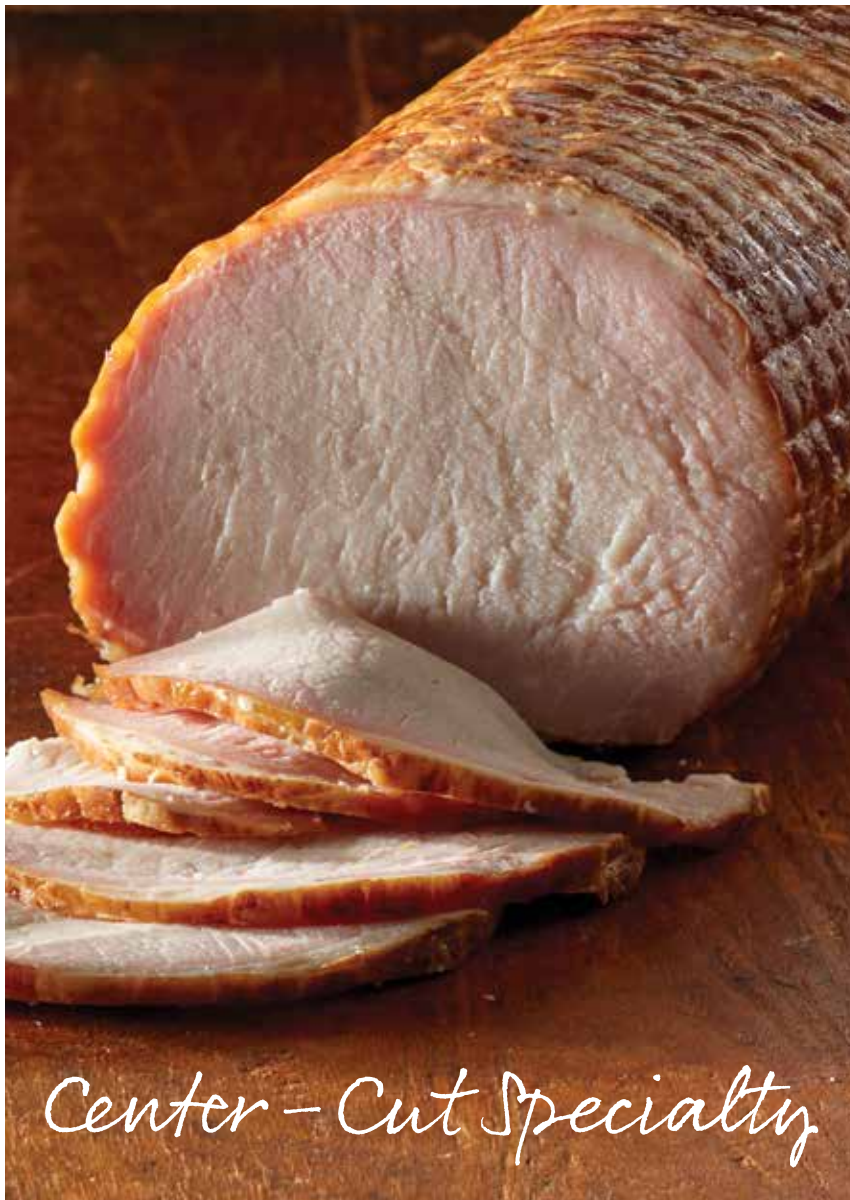




Eggs Benedict



Chop cut



Center - Cut Specialty

METRO DELI® ALL NATURAL APPLEWOOD SMOKED TURKEY BREAST



2565976 | 2/6-8 lba.



INSPIRATION

Our naturally Applewood smoked turkey is made without preservatives or additives – slowly smoked the old-fashioned way, delivering a rich, smoky flavor that is achieved only through this traditional process. It takes longer on our end, but you'll agree that each moist, flavorful slice is worth the extra effort. From the very first bite, the true taste of turkey stands out – just like it should.



PRODUCT ATTRIBUTES

- +All natural, minimally processed
- +Made without artificial ingredients
- +Naturally applewood smoked turkey is netted and placed in a smokehouse with applewood chips for an authentic, smoky flavor
- +Fully-cooked, boneless
- +6-8 lba. D-shape double lobe
- +Refrigerated

BENEFITS

- +On-Trend: Contains only 4 ingredients for premium bite and on-trend applewood smoke flavor
- +Versatile: Can use hot or cold on sandwiches, soups or in hors d'oeuvres
- +Time-Saving: Ready to slice and serve
- +Labor-Saving: As good (if not better) than if a chef took the time to make it him/herself



CHEF'S LINE®

ALL NATURAL APPLEWOOD SMOKED PORK LOIN

6816564 | 2/4 lba.



INSPIRATION

Rubbed with brown sugar, this fully-cooked, center-cut pork loin has real apple juice in the brine. Guests will heartily enjoy the natural pork flavor, complemented by the sweetness of real applewood smoke and the mild tartness of apple juice. The meat is prepared by hand and slow-cooked, preserving the naturally juicy, tender bite only found in the highest-quality pork.

PRODUCT ATTRIBUTES

- +All natural, minimally processed
- +Fully-cooked
- +Made without artificial ingredients
- +Center-cut, boneless pork loin
- +1/8" trimmed fat cap
- +Naturally open-rack smoked with real applewood chips
- +Refrigerated

BENEFITS

- +Versatile: Allows the operator to serve as is or add his/her signature touch
- +Rubbed with brown sugar and smoked with applewood for a mild, sweet smoke flavor
- +Real apple juice used in the brine retains moisture and enhances the applewood smoke
- +Ready-to-serve



PATUXENT FARMS® PREMIUM BEER BATTERED CHICKEN TENDERLOIN FRITTER



7637713 | 2/5 lb.



INSPIRATION

Crispy and savory, our Chicken Tenderloin Fritters are dipped in a real pale lager batter, creating a light, crispy, golden-brown coating and sensational crunch. The texture and flavor of whole muscle battered chicken is clear, with a back-of-house look. Patuxent Farms Premium assures quality and the freshest of flavors, making these Chicken Tenderloin Fritters ideal in everything from chicken-in-a-basket entrées, sandwiches, wraps or specialties.



PRODUCT ATTRIBUTES

- +Made with whole muscle tenderloins
- +Hand-made appearance and back-of-house quality
- +Coated with crunchy, beer batter
- +Medium size
- +Raw and boneless
- +Frozen

BENEFITS

- +On-Trend: Unique flavor profile featuring real beer
- +Versatile: Can be used as an entrée, appetizer basket, sandwich, wrap, taco and with a number of dipping sauces
- +Time-Saving: Looks like it's made back-of-house, but can go from freezer to table in minutes
- +Premium whole muscle tenderloin bite
- +Par-fried for easy fry back



*Southern Charm
Southwest Flair*

BREADED STUFFED SHRIMP AND GRITS

BREADED STUFFED SHRIMP SOUTHWEST STYLE

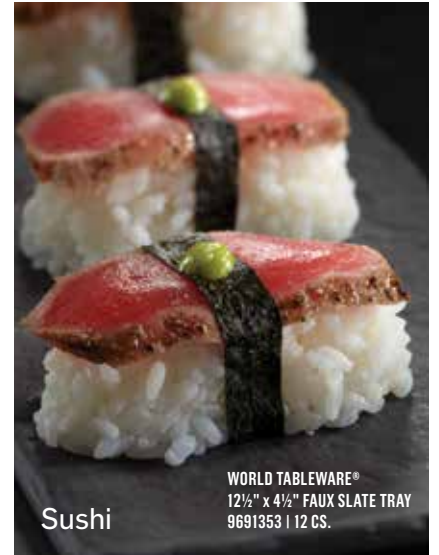
SERVICE IDEAS®
9 1/2" ROUND STEAK PLATTER SET
2347912 | 1 EA.



Tuna Sophisticate



Salad



Sushi

WORLD TABLEWARE®
12 1/2" x 4 1/2" FAUX SLATE TRAY
9691353 | 12 CS.

HARBOR BANKS®

BREADED STUFFED SHRIMP AND GRITS BREADED STUFFED SHRIMP SOUTHWEST STYLE



1714015 | Breaded Stuffed Shrimp and Grits | 6/2 lb.
3305058 | Breaded Stuffed Shrimp Southwest Style | 6/2 lb.

INSPIRATION

Whether it's southern comfort food or a southwestern kick – these unique stuffed shrimp varieties will add regional charm to your menu. Our shrimp and grits style is filled with smoky cheese, grits and onions. Our southwest style is stuffed with Monterey Jack and cheddar cheeses, corn, black beans, Southwestern seasonings and green chilies, with a pop of lime.

PRODUCT ATTRIBUTES

- +Shrimp and Grits: Stuffed with smoky cheese, grits and green onions
- +Shrimp and Grits: Coated with panko-style breadcrumbs and potato flakes
- +Southwest: Stuffed with Monterey Jack and cheddar cheese, corn, black beans and a hint of lime and cilantro
- +Southwest: Coated with tortilla chips and seasoned breadcrumbs
- +16-24 count, tail-on
- +Individually frozen, raw

BENEFITS

- +On-Trend: Creative and unique menu applications
- +Reduces labor and waste
- +Provides portion convenience
- +Goes straight from the freezer to the fryer



CHEF'S LINE®

SEARED YELLOWFIN TUNA SLICES

9192185 | 32/3 oz.

INSPIRATION

These versatile slices save you time and food waste. Filtered with woodsmoke (Clearsmoke™)*, they retain the taste, texture and color of fresh tuna. US Foods® is participating in a Fishery Improvement Project, or FIP, advancing the source of this tuna toward meeting the Marine Stewardship Council (MSC) criteria for sustainable fisheries, while ensuring the long-term viability of this resource.

*Clearsmoke is a registered trademark of Anova Foods, LLC.

***Sashimi Grade" means that the raw material had the best, highest grade at the moment of inspection, was frozen to -35°C immediately after processing and is therefore safe to eat raw

PRODUCT ATTRIBUTES

- +Ready-to-eat tuna
- +18 grams of protein per serving
- +Rubbed with pepper and garlic, then seared
- +Made without artificial ingredients or added preservatives
- +Treated with filtered woodsmoke (Clearsmoke patent)
- +Individually Vacuum Packed (IVP) 3 oz.

BENEFITS

- +Living Well: 18 grams of protein per serving
- +Versatile: Can be used in multiple applications
- +Time-Saving: No need to cook the item because it's Sashimi Grade** and seared
- +Clean-label ingredients that customers crave
- +Long-line wild-caught in the waters of Vietnam – with sustainability in mind
- +Treated with filtered woodsmoke (Clearsmoke patent), as opposed to chemically treated with CO
- +No food waste – 100% yield



ELEVATE THE PLATE

TRANSFORMATIVE ACCOMPANIMENTS
AND SIMPLE SIDES

INSPIRE your menu.

Take all of your center-of-the-plate entrées to new levels with accompaniments that turn up the taste along with distinctive, clean-ingredient sides.

ATTRACT more customers.


Create the entire plate with engaging enhancements and sides, and your menu becomes unforgettable.

OPTIMIZE operations.

With products that come to you conveniently sized, ready to be amazing on the plate in minutes – you can save effort, time and waste.



CROSS VALLEY FARMS®
**BABY BEEFSTEAK
TOMATOES**
SEE PAGE 21



FRONT OF THE HOUSE®
8½" KILN BOWL, PEPPER
6086568 | 6/CS



Instant Upgrade



SAUTÉ.



TOP.



MELT.

CHEF'S LINE®

PARMESAN PEPPERCORN COMPOUND BUTTER

7265587 | 3 rolls (400 grams per roll)



INSPIRATION

For beginning or finishing – this compound butter makes it easier than ever to elevate your entrées. It's made up of savory notes of real parmesan cheese, thyme, peppercorn and pink Himalayan sea salt. We've taken the work out of shaping your own compound butters. Packed in a convenient log, simply cut into coins and place on top of your favorite steak or burger. It also works perfectly for veggies, breads or spreads.

PRODUCT ATTRIBUTES

- +Made with real butter, parmesan cheese, and pink, green and black peppercorns
- +Made without artificial ingredients, flavors, colors, or added preservatives
- +Packed in convenient round logs
- +Made with pink Himalayan sea salt
- +Frozen

BENEFITS

- +On-Trend: Uses premium ingredients, including pink Himalayan sea salts
- +Versatile: Flavor profile is perfect for both proteins and vegetables
- +Time-Saving: Provides a quick and easy way to elevate everyday items such as burgers and vegetables
- +Labor Saving: Eliminate the labor associated with making, blending and rolling compound butter back-of-house



On-trend in no time

LODGE®
9" ROUND
CAST IRON GRIDDLE
0045476 | 1 EA.

RYKOFF SEXTON®

CARAMELIZED SLICED ONIONS

9726983 | 6/2.2 lb.



INSPIRATION

Sourced and specially selected from the prime growing areas of Spain, our Rykoﬀ Sexton Caramelized Sliced Onions deliver consistent quality every time. We use a variety that has low moisture, especially suitable for caramelizing. They're sliced, cooked, and immediately individually quick-frozen within hours of harvest to preserve the complex flavor and color. Take advantage of fully cooked quality in a convenient pack size, saving you time and labor.

PRODUCT ATTRIBUTES

- +Partially cooked in sunflower oil
- +Clean-label ingredients
- +Golden-brown color
- +Made without artificial ingredients, flavors, colors or added preservatives
- +Individually quick-frozen

BENEFITS

- +On-Trend: Clean-label ingredients that customers crave
- +Versatile: Good for both starting recipe or finishing a dish (soups, sauces, stews, burgers, flatbreads)
- +Time-Saving: Traditionally takes 45 min. – 1 hour to caramelize onions
- +Cost-Saving: Saves cost of labor due to the quick prep time compared to traditional caramelized onions





CHEF'S LINE®
DEMI GLACE

2561366 | 8/2 lb.



INSPIRATION

Creating traditional Demi Glace can take 10–18 hours from roasting bones, cutting vegetables, straining and skimming stock and more. Ours is made with every bit of quality and authenticity, but eliminates the time and labor. Made without artificial ingredients, we've maintained the use of roasted bones when creating the stocks. With a neutral flavor and clean-label, it's ready for your customization in a variety of sauces.

PRODUCT ATTRIBUTES

- +Made without artificial ingredients or added preservatives
- +No modified starches or caramel colors
- +No MSG
- +Made with broth from roasted bones
- +Frozen

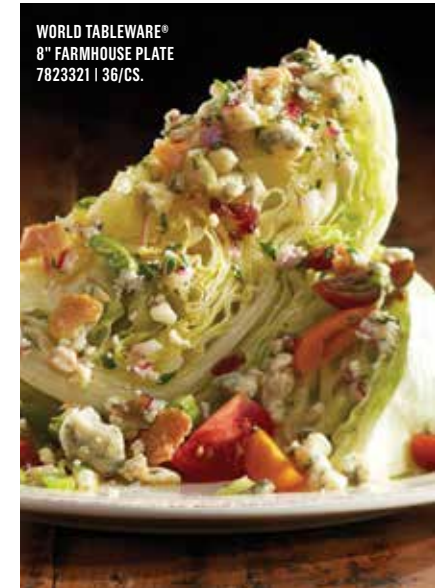
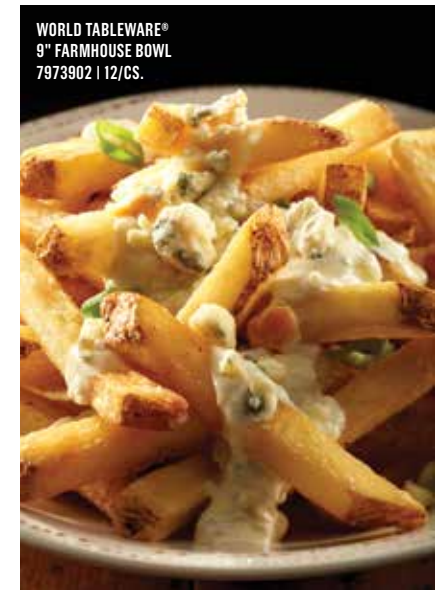
BENEFITS

- +Versatile: Customize by adding wine, herbs or seasonings to fit your menu. Use in stews, braises and sauces
- +Time-Saving: Ready-to-use
- +Cost-Saving: Priced lower than leading MB items and eliminates associated labor costs of making from scratch
- +Universal flavor profile perfect for a wide range of proteins
- +Convenient: 2 lb. boil-in-bag pouch eliminates the need to defrost large buckets



GLENVIEW FARMS®
PREMIUM APPLEWOOD SMOKED BLUE CHEESE CRUMBLES

1056622 | 2/2.5 lb.



INSPIRATION

Its slightly golden color and subtle nuttiness makes this mild cow's milk blue cheese the perfect starting point for a uniquely delicious crumble. Next, we naturally smoked this wheel of cheese for over twelve hours using applewood to enhance the subtle sweetness. It all resulted in a depth of flavor that's unmatched in the market. Sprinkle it on almost everything. Plus, take it beyond toppings — to dips, sauces and spreads.

PRODUCT ATTRIBUTES

- +Mild blue cheese flavor
- +Naturally applewood-smoked
- +Made without artificial ingredients, flavors, colors, or added preservatives
- +Aged for 2 months
- +Crumbled
- +Refrigerated

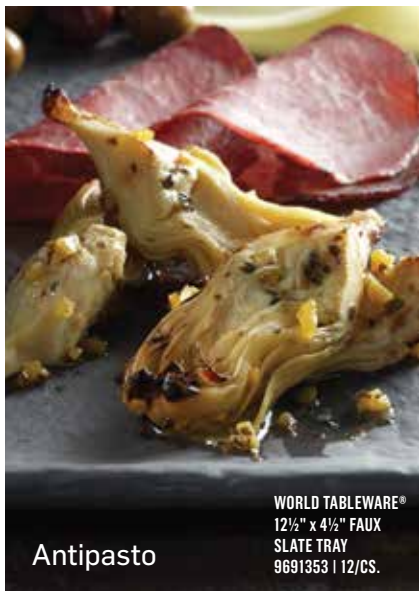
BENEFITS

- +On-Trend: Smoke is a popular flavor profile
- +Versatile: Perfect for any item where blue cheese is typically used
- +Subtle blue cheese flavor appeals to a wide customer base
- +Unique flavor and appearance





Flatbread



Antipasto

WORLD TABLEWARE®
12½" x 4½" FAUX
SLATE TRAY
9691353 | 12/CS.



Distinctly delicious

RYKOFF SEXTON®

FIRE GRILLED ARTICHOKES

3616429 | 2/4 lb.



INSPIRATION

Our Fire Grilled Artichokes exemplify the same commitment to finest quality product as all of our Rykoﬀ Sexton products. These artichoke quarters are grilled over a flame and then marinated in a mixture of canola oil, balsamic vinegar, oregano and garlic. With a firm texture, they offer a distinct and delicious fire-grilled flavor and come in a resealable tub, making it easy for you to use as much or little as you need without compromising freshness.

PRODUCT ATTRIBUTES

- +Fire-grilled
- +Made with Peruvian artichokes
- +Marinated in canola oil, balsamic vinegar, garlic and oregano
- +Artichokes cut into quarters
- +Packaged in a resealable tub
- +Frozen

BENEFITS

- +On-Trend: Clean-label ingredients customers crave
- +Versatile: Can be used on flatbread, in skewers or antipasto, on entrées and more
- +Time-Saving: Already marinated in oil and seasonings
- +Easy storage in a resealable tub



CROSS VALLEY FARMS® BABY BEEFSTEAK TOMATOES

5225864 | 10 lb.



INSPIRATION

Naturally bred and Non-GMO Project Verified, these richly-red tomatoes are raised without pesticides and then hand-picked. They're consistently sized to make them perfect for sliders, sandwiches, caprese salads and a wealth of other fresh, tempting dishes.

PRODUCT ATTRIBUTES

- +Non-GMO Project Verified
- +Greenhouse-grown, vine-ripened
- +10-lb., single-layer pack
- +Hand-picked for excellent quality
- +Rich, red color with green seeds
- +Ambient

BENEFITS

- +Living Well: An excellent source of vitamins C & A
- +Versatile: Can be used in multiple applications
- +Year-round consistency in ripeness
- +Garden-fresh flavor



CROSS VALLEY FARMS® SUNSET BLEND

8858409 | 3/3 lb.



INSPIRATION

For a unique, colorful and delectable vegetable side, our Sunset Blend combines butternut squash, candy-cane striped beets and golden beets. Add a complement to every entrée with this blend. It comes pre-washed, pre-peeled, pre-cut and fresh, never frozen. Great for sides, salads or soups – it saves prep time and showcases beautifully on the plate.

PRODUCT ATTRIBUTES

- +Peeled and cut root vegetables
- +Butternut squash, candy-cane striped and golden beets
- +Fresh

BENEFITS

- +Time-saving – Pre-washed, pre-peeled and diced
- +Living well: Naturally fat-free, good source of B vitamins, vitamin C and excellent source of vitamin A
- +Packed in separate bags
- +Great eye appeal with bright, beautiful colors
- +Maintains color integrity
- +Labor-saving – pre-washed, pre-peeled and diced
- +Stable, year-round pricing
- +Dice size ensures even cooking rate
- +100% yield





Clean
Crunch

CHEF'S LINE®
NATURAL CHIP

7095673 | 6/4 lb.



INSPIRATION

Put all your chips down and add an irresistible crunch to every plate. Made from the finest Russet potatoes grown in the world-famous Columbia Basin, we thinly slice and par-fry them in expeller-pressed canola oil. These chips brown beautifully through their own sugar content for a color and crunch customers can't resist. Save time and labor of slicing your own. Make them a side or an appetizer, and customize them with seasoning and toppings.



PRODUCT ATTRIBUTES

- +Made without artificial ingredients, flavors, colors, or added preservatives
- +Minimally processed
- +Key ingredients: potatoes, sea salt and expeller-pressed canola oil
- +Frozen

BENEFITS

- + On-Trend: Fits with the growing number of operator concepts that promote natural as a key component of their positioning
- +Versatile: Can be used in different day parts – as an appetizer with different seasonings or dipping sauces, as a nacho alternative, as a side dish
- +Time-Saving: Goes from the freezer to the fryer. Ready in minutes
- +Performs and browns same or better as the conventional chips
- +Consistent thickness gives every chip the same crunch when fried



CHEF'S LINE®
NATURAL FRY

9636044 | 6/5 lb.



INSPIRATION

In the midst of typical commercialized fries – we're offering a better alternative your customers seek and you'll feel proud serving, consistent with the Chef's Line commitment to quality ingredients. We've stripped away all of the artificial ingredients typically used in standard fry production to create a simply made and simply delicious skin-on Natural Fry that saves you the time and labor of cutting your own.



PRODUCT ATTRIBUTES

- +Made without artificial ingredients, flavors, colors, or added preservatives
- +Back-of-house look with size variation and natural color development
- +Skin-on potatoes
- +Made with expeller-pressed Canola oil
- +Unique cut (7/16") reminiscent of boardwalk fries
- +Frozen

BENEFITS

- +Labor and time saver in an upscale fry
- +If fried with Rykoff Sexton® Rice Bran Oil or Non-GMO Sunflower Oil, the finished product will be free of artificial ingredients
- +Special processing provides great texture and better hold times (heat retention) than other uncoated fries



WORLD TABLEWARE®
8" FARMHOUSE BOWL
7973902 | 12/CS

MONARCH®
PICKLE FRIES

8869687 | 6/2 lb.



FRONT OF THE HOUSE®
8" OVAL KILN PLATE, LEEK
9107704 | 12/CS



INSPIRATION

What started as a southern favorite has gone mainstream. With the appearance of a fry and the crunchy goodness of a pickle, your diners will love this alternative to more traditional sides. These fries offer a unique batter made with corn masa, and they're made with premium kosher dills for a puckerful punch.

PRODUCT ATTRIBUTES

- +3/8" fry cut
- +Kosher dills pickled in traditional manner
- +Made with a crunchy corn masa batter
- +Frozen

BENEFITS

- +On-Trend: Southern favorite gone mainstream
- +Time-Saving: No need to batter your own pickles
- +Great hold times due to unique batter system
- +Double battered for a crispy bite
- +Unique twist on the familiar pickle chip

FLAVOR RISING

TRAIL-BLAZING BAKERY ITEMS AND DESSERTS

INSPIRE your menu.

Amp up every entrée, sandwich and sweet ending with breads and desserts that add to the entire dining experience.

ATTRACT more customers.

Replace otherwise basic breads and standard sweets with items that make every meal share-worthy.

OPTIMIZE operations.

Here's your proof that ready-to-eat, quick prep products can be remarkable – with back-of-house looks and unforgettable taste.



CHEF'S LINE®
PUMPKIN SPICE
LATTE ICE CREAM
SEE PAGE 29

ALSO PICTURED:
STOCK YARDS®
ALL NATURAL
GRASS FED SLIDERS



Pulled
Pork



Lobster

HILLTOP HEARTH®

PREMIUM HAWAIIAN SLIDER BUN

4496241 | 150/1 oz.



INSPIRATION

Moist and tender, with the sweetness of real pineapple juice, Hilltop Hearth® Hawaiian Slider Buns deliver the perfect taste and texture to complement anything that goes on them. They arrive frozen and pre-sliced, ready to thaw and serve. These buns are a uniquely tempting addition to any dish, from breakfast to barbecue, ham sandwiches to hamburgers.

PRODUCT ATTRIBUTES

- +Contains real pineapple juice
- +Pre-sliced
- +0 g trans-fat per serving
- +Cholesterol-free
- +Frozen

BENEFITS

- +Versatile: can be used in multiple applications
- +Produced as individual buns, not in a cluster
- +Center butterfly-cut, so tops stay attached during shipping
- +Consistent appearance



Simple, Soft & Savory



HILLTOP HEARTH®

PREMIUM BROWN BREAD BREADSTICK PREMIUM GARLIC & OLIVE OIL CIABATTA BREADSTICK

4649764 | Premium Brown Bread Breadstick | 120/1.75 oz.

5825665 | Premium Garlic & Olive Oil Ciabatta Breadstick | 120/1.75 oz.



INSPIRATION

These soft breadsticks are an ideal complement to any soup, salad or entrée. Our Premium Brown Bread variety is made with honey, molasses and coffee. Our Premium Garlic and Olive Oil Ciabatta variety offers the distinct flavor of rich olive oil, garlic oil and parsley. With simple ingredients and 0 g trans-fat per serving, they'll be an instant essential on your menu.



PRODUCT ATTRIBUTES

- +Brown Bread: Key ingredients create a rich flavor: honey, molasses, and coffee
- +Garlic and Olive Oil: Made from a ciabatta dough blended with olive oil, garlic oil and flecks of real parsley
- +Cholesterol-free
- +0 g trans-fat per serving
- +Frozen

BENEFITS

- +On-Trend: Best practice from regional chains
- +Opportunity to revive your bread basket
- +Breadsticks are par-baked 80-90%. Par-baked breads ensure full fresh flavor and moisture when finished in oven



LODGE®
9" ROUND CAST IRON SKILLET
0045476 | 1 EA

Molten Magic

DEVONSHIRE®

PREMIUM CAMPFIRE S'MORE LAVA CAKE

3998334 | 2/12/7 oz.

US
TIPP/NG
POINT



INSPIRATION

A minute in the microwave turns the smoked Callebaut® chocolate ganache inside this graham cracker cake into a sumptuous molten filling. The fluffy marshmallow topping, made with real marshmallow, becomes golden-brown after a few seconds under a blow-torch. With a gently smoky taste evocative of s'mores and campfires, this is both decadent and nostalgic – to make the dessert section on your menu stand out.

PRODUCT ATTRIBUTES

- +Made with Callebaut chocolate
- +Smoked chocolate ganache
- +Unique graham cracker cake
- +Topping with real marshmallow
- +Frozen

BENEFITS

- +On-Trend: Lava cake, S'mores and smoky tastes are increasingly popular
- +Time-Saving: Can be prepped in less than 90 seconds
- +Shareable



CHEF'S LINE® PUMPKIN SPICE LATTE ICE CREAM

8808558 | 3 gal.

US
TIPP/NG
POINT



INSPIRATION

Something this good can't last forever. Our refreshing, richly-flavored pumpkin spice ice cream is available only throughout the fall season. With a distinctive, autumnal flavor – real pumpkin meets classic fall spices, swirled with salted vanilla whipped cream, flavored ice cream and thin ribbons of coffee-caramel. And true to the Chef's Line name, we've maintained 15% butterfat with 60% overrun for a denser, creamier texture.

PRODUCT ATTRIBUTES

- +Made with real pumpkin
- +15% butterfat for a rich and creamy dessert
- +60% overrun for a dense mouthfeel
- +3-gallon tub
- +Limited time availability
- +Frozen

BENEFITS

- +On-Trend: Pumpkin flavor sees enormous growth during fall season
- +Versatile: Uses including but not limited to: pumpkin sundae, pumpkin affogato, pumpkin spiked shake
- +Premium product with high butterfat and low overrun



SUPERIOR®
3 OZ. ICE CREAM
DIPPER
8329575 | 1 EA.

CHEF'S LINE® RUSTIC PUMPKIN SWEET POTATO TART

3688845 | 3/8/6.3 oz.

SCOOP
FAVORITE



INSPIRATION

Some sweets aren't meant to be held back by the seasons. We've brought back a favorite with a unique filling of candied orange zest, warm spices and praline-pecan streusel. Glazed and topped with coarse sugar, it all but shimmers on the plate. Pair it with our new Chef's Line Pumpkin Spiced Latte Ice Cream for an irresistible dessert.

PRODUCT ATTRIBUTES

- +Clean-label ingredients customers crave
- +Kosher
- +Tender, hand-folded pastry crust
- +Filled with sweet potato and pumpkin
- +Frozen

BENEFITS

- +A perfect addition to seasonal fall menus
- +Addition of sweet potato extends item past autumn menu
- +Heat-and-serve prep provides a fresh, warm dessert operators need



“Avero gives me data and answers to help me make informed decisions to... improve our business at every level, product, process and profit.”

- Bar & Grill Managing Partner, New York, NY

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Restaurant Software That Drives Profits



US FOODS®
PRESENTS
TIPPING POINT



US FOODS TIPPING POINT™

GET YOUR SERVERS ENGAGED TO RAISE PROFITS!

US FOODS TIPPING POINT™

US Foods® understands how important repeat business and customer loyalty is to your restaurant. Unlocking potential for more of it starts with your servers, the frontline connection to your customers.

US Foods Tipping Point was designed to help your servers with pointed sales techniques to increase check averages and overall tips.

FOUR REASONS TRAINING YOUR SERVERS MATTERS:

- + **Repeat business:** Customer loyalty is built through guest satisfaction
- + **Increased profits:** Satisfied guests will ultimately have higher check averages
- + **Increased server tips:** Great service leads to higher check averages and bigger tips, better for you and your servers
- + **Server loyalty:** With happy servers comes job satisfaction and less staff turnover

TIPPING POINT ITEMS, FALL 2016:

- + All Natural Grass Fed Ribeye Steak
- + All Natural Canoe Cut Beef Marrow Bones
- + Natural Chip
- + Pickle Fries
- + Premium Campfire S'more Lava Cake
- + Pumpkin Spice Latte Ice Cream

Learn more at usftippingpoint.com or contact your US Foods sales representative.

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