

the SCOOP

ISSUE 6 | SUMMER 2013

US.
FOODS™
KEEPING KITCHENS COOKING.™

TODAY'S
FRESHEST
FLAVORS AND
BOLD MENU
CONCEPTS



THE NATURAL

THE NEXT SANDWICH GENERATION

PUT SCOOP
ON THE
SANDWICH
BOARD AND
CHALK UP
THE PROFITS

ARTISAN BREADS



THE BEST BURGER



BUTCHER SHOP FRANKS



WHAT'S NEW

- ▶ Lunch specials that bring them back for more
- ▶ How to make your dish our Next Top Product
- ▶ Savvy tips from Food Fanatics Chefs



USFOODS.COM

WHAT IS THE NEXT SANDWICH GENERATION?

The next sandwich generation wants something new – but natural – between their bread. We're bringing that authentic taste with trendy new spins for a menu anyone can dig into.



Metro Deli™

All Natural Butcher Shop Style Angus Beef Franks 6991095 - pg. 4

All Natural Deep Fried Turkey Breast 6968994 - pg. 14

All Natural Buffalo-Style Chicken Breast 6968929 - pg. 9

Oven Roasted Turkey Breast 1569425

All Natural Applewood-Smoked Turkey Breast 2565976 - pg. 11

All Natural Deep Fried Chicken Breast 6742118

All Natural Oven Roasted Chicken Breast 6742027

Uncured Cooked Corned Beef Brisket 2791333/ 2669174

Uncured Pastrami Bottom Round Flat 2791309/ 2669216

Uncured Gourmet Ham 3938214 - pg. 6

Angus Beef Top Round 1603992/ 2669117 - pg. 10

Pepperoni, Uncured Deli Faced 2573517

Uncured Pastrami Navel 2791366

Genoa Salami 1996339

Hard Salami 1996354



Rykoff Sexton™

Dark Ale Mustard 7599434 - pg. 5

Unfiltered Italian Extra Virgin Olive Oil 1945526 & **Italian Extra Virgin Olive Oil** 1945534 - pg. 8

Cali Café 100% Colombian Dark Roast 2769537 & **Cali Café 100% Colombian Dark Roast Decaf** 2766020 - pg. 7



Chef's Line™

Mayonnaise 6940803 - pg. 8

French Baguette 7579378 - pg. 10

Multi-Grain Baguette 7579618 - pg. 7

Poppy Seed & Roasted Onion Bun 7589542 - pg. 4

Hummus 2554244 - pg. 8

Hollandaise Sauce 2786689 - pg. 7

All Butter Croissant Bun 6716039 - pg. 7

9-Grain Sprouted Bun 6861827 - pg. 14

Whole Pork Butt 1776855 - pg. 12

All Natural Fully Cooked Pork Belly 2771384 - pg. 14

Angus Chopped Beef 8 oz Patty 1782242 - pg. 16



Harbor Banks®

Fresh Crumb Calamari Fries 1982115 & **Fresh Crumb Calamari Rings** 1980044 - pg. 15



Cross Valley Farms®

Ribbon Cut Hash Browns 7582919 - pg. 6, 13



Glenview Farms®

Nonfat Greek Vanilla Yogurt 1980085 & **Nonfat Greek Plain Yogurt** 1980077 - pg. 8



Monarch®

Multigrain Pancake Mix 2756732 - pg. 7



Molly's Kitchen™

Creamy Smoked Gouda Mac & Cheese Bites 2791630 & **Creamy Pepper Jack Mac & Cheese Bites** 2791663 - pg. 11



**METRO
DELI™**

STACKED IN YOUR FLAVOR

with TRADITION AND QUALITY...
just like your neighborhood DELI.

Try Something Natural

Once upon a time, it was the neighborhood deli. Now your business can be the go-to place for authentic deli meats and sandwiches with Metro Deli. The Metro Deli brand says you only serve all natural meats, made with six ingredients or less served on airy artisan breads, which is on trend with customer tastes.

FRENCH
BAGUETTE

ALL NATURAL
DEEP FRIED
TURKEY BREAST

GENOA
SALAMI

UNCURED
GOURMET
HAM



BUILD YOUR OWN SANDWICH!



NEED NEW IDEAS OR INSPIRATIONS FOR NEW SANDWICHES? CHECK OUT OUR NEW BUILD-YOUR-OWN-SANDWICH INTERACTIVE TOOL ONLINE.



**US. NEXT
FOODS**
**TOP
PRODUCT®**

MAKE YOUR SIGNATURE RECIPE THE US FOODS NEXT TOP PRODUCT®!



Go to www.usfoods.com/contest and submit your own signature recipe by 5:00 pm CT on July 19, 2013



8 lucky finalists could win a chance to compete for cash and a restaurant makeover valued at \$20,000 (USD), and to make our Next Top Product.

Complete set of rules are available at usfoods.com/contest. *Product will be launched between March and September 2014. **One (1) Grand Prize Recipe Winner will receive \$5,000 cash for the submitting chef, plus \$15,000 in credit from US Foods Culinary Equipment and Supplies for kitchen equipment and supplies of their choice for the establishment owner. The seven (7) remaining finalists will each receive \$1,000 credit from US Foods Culinary Equipment and Supplies for the establishment owner. ***To read our rules and regulations, and to learn more, go to www.usfoods.com/contest





**METRO
DELI™**

FRANKLY DELICIOUS



Good taste comes naturally to summer's hot off the grill favorite, the plump and perennially popular hot dog. We're bringing you 100% Angus Beef Frankfurters, made with just a few, all-natural, completely wholesome ingredients, and not a speck of filler. Like the butcher shops of yore, our hot dogs are cut with a chopper, not emulsified and overly processed. They are 7 inches of beefy perfection, skinless and sized just right to nestle in our gourmet buns.

**METRO DELI™
ALL NATURAL BUTCHER SHOP
STYLE ANGUS BEEF FRANKS**

6991095 | 2/5 lb.



**CHEF'S LINE™
POPPY SEED & ROASTED
ONION BUN 6.5"**

7589542 | 12/6 ct.

Our golden Poppy Seed Buns, topped with sweet roasted onions and chives, team up with everything...hot dogs, meatballs, sausage, knockwurst or roast pork.

CLASSIC DOG REGIONAL FLAVOR

EAST COAST

The classic New York style scores with layers of tangy sauerkraut and a smear of mustard

FRESH WEST

These west coasters get better with each hearty ladle of zesty salsa sweetly infused with juicy mango chunks



DEEP SOUTH

Classic Southern comfort food piles on spicy chili and partners it with creamy cheddar cheese sauce for a hot dog with real bite

MIDWEST MONSTER

As legendary as the 1908 Cubs, Chicago dogs packs in raw onion, sweet relish, peppers, pickle spear, tomato slices, mustard and celery salt (and hold the ketchup)



RYKOFF SEXTON™ DARK ALE MUSTARD

7599434 | 4/40 oz.

Rykoﬀ Sexton Dark Ale Mustard brings on the heat, with cracked brown mustard seeds. Made with highest quality dark ale for a sharp, pungent addition to meats, sandwiches, and pretzels. Put plenty on the table!



FOOD FANATICS TIP

FROM CHEF BYRNE:

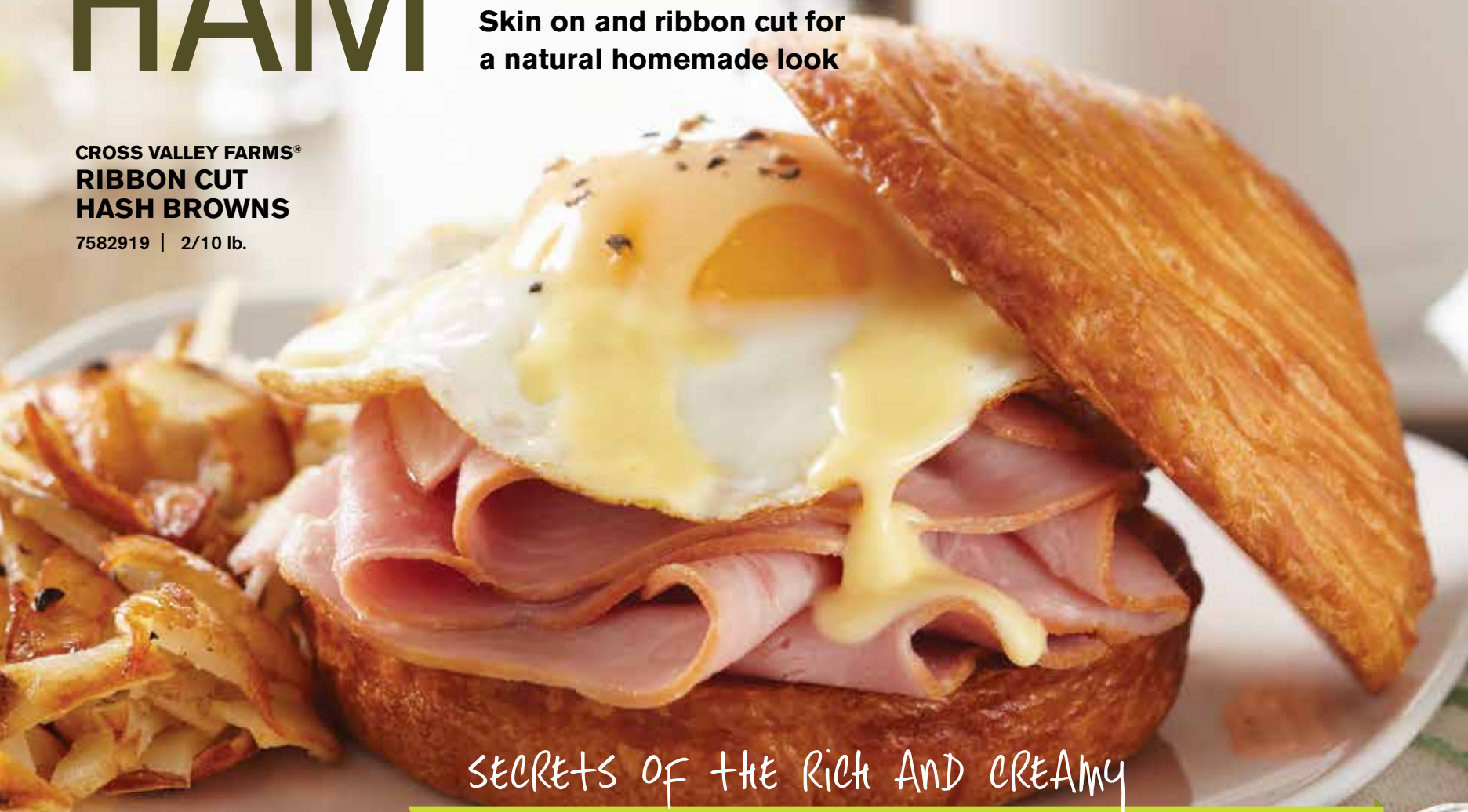
Seeds of innovation: well known for its prowess atop a sandwich, mustard is now muscling its way into dipping sauces for appetizers like chicken strips and crab cakes, and adding its zip to salad dressings.



CREAM, EGGS & HAM

Eggs Benedicts with
Ribbon Cut Hash Browns
Skin on and ribbon cut for
a natural homemade look

CROSS VALLEY FARMS®
RIBBON CUT
HASH BROWNS
7582919 | 2/10 lb.



SECRETS OF THE RICH AND CREAMY

Fried eggs meet their perfect match: our flawless Hollandaise sauce, made with real cream, mustard, egg yolks and butter, atop slices of our very best carving ham from Metro Deli, naturally smoked over applewood chips. Wrap it all up with a flourish in our golden croissant bun with 72 beautifully buttery layers.



FOR THE WELL BRED: GRAINY GOOD BAGUETTES

Try this tasty bite in time for tee off: crunchy fried cod daubed with tartar sauce tucked into a Multigrain Baguette with freshly baked aroma and flavor. This crispy stylish choice for the ladies—and gentlemen—who lunch earns top marks for hearty crunch and good-for-you whole grains and seeds, with just a taste of honey.

CHEF'S LINE™ ARTISAN MULTI-GRAIN BAGUETTE

7579618 | 20/14 oz.

QUAD SQUARE PLATE, 9-3/4" 4735510

METRO DELI™ UNCURED GOURMET HAM

3938214 | 2/7 lba.

CHEF'S LINE™ HOLLANDAISE SAUCE

2786689 | 4/5 gal.

CHEF'S LINE™ ALL BUTTER CROISSANT BUN

6716039 | 60 ct.



MONARCH® MULTIGRAIN PANCAKE MIX

2756732 | 6/5 lb.

FOOD FANATICS TIP

FROM CHEF MACRINA:

These franks will fly...off the plate, wrapped snugly in a blanket of our delightfully healthy pancakes made with 10 whole and ancient grains. Wholly delicious.



RYKOFF SEXTON™ CALI CAFÉ 100% COLOMBIAN DARK ROAST

2769537 | 42-2.5 oz.

CALI CAFÉ 100% COLOMBIAN DARK ROAST DECAF

2766020 | 42-2.5 oz.

Aah, the good life...it begins with a smooth wake-up cup of richly fragrant, full bodied coffee made from the finest quality 100% Colombian beans, and a few nibbles of decadently sweet breakfast pastries.



OVER ACHIEVERS



CHEF'S LINE™ MAYONNAISE

6940803 | 4/1 gal.

CHEF'S LINE™ HUMMUS

2554244 | 2/4 lb.

MAJOR IN THE CLASSICS

Food to fuel the brain from eye-opening breakfasts through late-night study sessions: Chef's Line authentic Middle Eastern hummus, and protein-packed Glenview Farms Greek yogurt. And did we mention they're all natural?

Inspired by a customer request for a mayo with no EDTA (an artificial preservative), we created a premium blend replete with eggs, oil and Omega 3s. Our mayo math adds up: 50% more egg than the industry's well-known brand.

Dip it, spoon it, spread it on thick—our hummus is made with sea salt, garlic, cumin and imported tahini.



RYKOFF SEXTON™ UNFILTERED ITALIAN EXTRA VIRGIN OLIVE OIL

1945526 | 4/3 L.

RYKOFF SEXTON™ ITALIAN EXTRA VIRGIN OLIVE OIL

1945534 | 4/3 L.

fun fact:

AMERICANS EAT MORE
THAN 300 MILLION
SANDWICHES EACH
AND EVERY DAY!



BRAIN FOOD

The sandwich intelligentsia takes over the campus with brilliant combinations that nourish mind and body.

Ace the competition with the natural, nutritious and downright delicious flavors of Scoop.



GLENVIEW FARMS® NONFAT GREEK PLAIN YOGURT

1980077 | 6/32 oz.

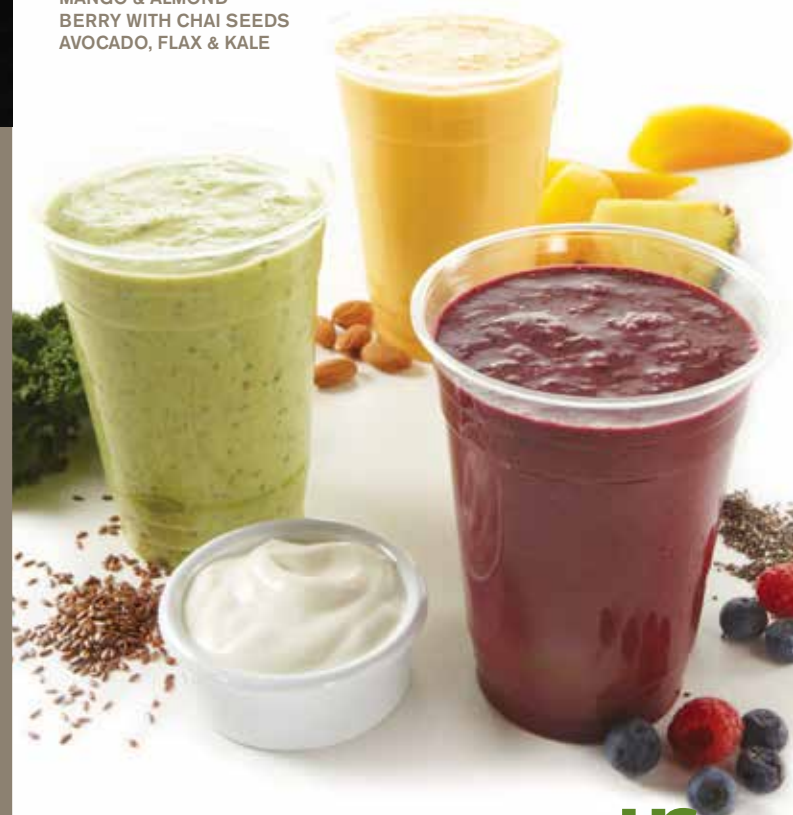
NONFAT GREEK VANILLA YOGURT

1980085 | 6/32 oz.

Each thick, creamy mouthful of our Greek yogurt contains twice the amount of protein as traditional kinds. Five cultures and Grade A hormone-free milk ensure a healthy hit of calcium too. Use this superfood to pump up recipes, or top with fruit or granola for a super snack.

TRY A SMOOTHIE WITH YOGURT!

MANGO & ALMOND
BERRY WITH CHAI SEEDS
AVOCADO, FLAX & KALE




METRO DELI™ ALL NATURAL BUFFALO- STYLE CHICKEN BREAST

6968929 | 2/4 LBA.

Hot wing flavor with our one-of-a-kind deep fried chicken breast. Southern fried goodness kicked up with a special seasoning rub makes a sandwich with real bite. All that, for just 1.5 grams of fat.

TRAY, SLATE BLUE & GRAY 1347020

3 g FIBER
+ 25 g PROTEIN
3 mg IRON
200 mg CALCIUM

KEEPS YOU
MOVING

BUFFALO CHICKEN & BLUE CHEESE SANDWICH

2 oz Buffalo Chicken
2 oz Multigrain Baguette
1 tbsp Mayo
1 slice Blue Marble Jack Cheese



**METRO
DELI**™

FOOD FANATICS TIP

FROM CHEF CANESTRARO:

Mayonnaise was invented in France by Duke de Richelieu's chef in 1756. It's unknown exactly where the name came, but it may have been derived from the French word "moyeo," which means "egg yolk."



RAISING

THE

BAR



Bring top shelf flavor to your bar fare menu with tastefully-presented sandwich pairings and intoxicating appetizers. Perfectly suited for that king-sized appetite with the palate of a gastro pub enthusiast, our latest offerings will raise the bar on pub fare and add mouth-watering options to your lunchtime lineup.

THERE'S NO TASTE LIKE HOME

Nothing satisfies bar patrons more than a hearty portion of red meat, compliments of your new, juicy Beef Dip Sandwich. This inspired update to the French Dip will entice a new generation of pub diners. The flaky baguette gently gives way to the melted mozzarella and premium beef, dripping with our crowd-pleasing au jus that will sate appetites until Last Call.



CHEF'S LINE™ ARTISAN FRENCH BAGUETTE

7579378 | 20/12.6 oz.

It's déjà vu all over again! Bring back the sensory delights of freshly baked bread, straight from the oven to your plate. Ours is a slice of heaven, with an irresistible aroma, deeply satisfying crunch and light, airy inside. Fill the bread basket or pile on the meat, this artisan baguette makes everything it touches an edible masterpiece.

METRO DELI™ ANGUS BEEF TOP ROUND

1603992 | 2/6-9 lba.
2669117 | 2/6-9 lba.

DUCHESS LOW CUP, 7 OZ. 5329255
DUCHESS 7-1/4" PLATE, NR 7329394

LUNCH SPECIALS



Shared portions and new accompaniments bring people together, united in mutual adoration of your sandwich combinations. Upgrade the traditional favorites with a few new quality twists, add a surprising side and you will attract a loyal following.

CUBAN SANDWICH with BLACK BEAN & CILANTRO SOUP



METRO DELI™ UNCURED GOURMET HAM
3938214 | 2/7 lba.



GRILLED HAM & CHEESE with TOMATO SOUP AND CREAMY MACARONI & CHEESE BITES

MOLLY'S KITCHEN™ CREAMY SMOKED GOUDA MACARONI & CHEESE BITES

2791630 | 4/3 lb.

MOLLY'S KITCHEN™ CREAMY PEPPER JACK MACARONI & CHEESE BITES

2791663 | 4/3 lb.



CAPRIASE PANINI with SMOKED TURKEY & SPRING MIX SALAD

METRO DELI™ ALL NATURAL APPLEWOOD-SMOKED TURKEY BREAST

2565976 | 2/6-8 lba.

FOOD FIGHT!

FOOD FANATICS TIP

FROM CHEF PEARSON:

Jump start the excitement at your restaurant with an eating contest. Pile on the protein and carbs, and rack up the profits, as diners line up to down man-sized portions of your sandwich sensations...the bigger the better.



With a swipe of your finger, build the sandwich of your customers' dreams online. Our new Build-Your-Own-Sandwich tool also provides recipes and product information.



SPICE 'EM WHILE THEY'RE HOT

CHEF'S LINE™ WHOLE PORK BUTT 1776855 | 2/4.5 LBA.

This pork's future has never been hotter. Slow roasted on an open rack until it's rich and creamy inside, with just a hint of crispiness outside, there's not a more decadently delicious meat to be found between the buns.



HOT PEPPERS

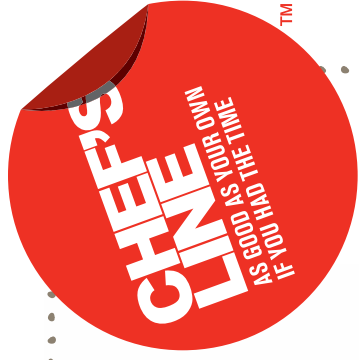


SAUCY
SPINS
TO
BRING
OUT
BBQ'S
BEST

SWEET SAUCE:

Pantry staples like honey, molasses, and brown sugar can turn an ordinary bbq sauce into a sweet and tangy masterpiece.

MOLASSES



SPICY vs SWEET

Smoke out pork's flavorful essence with this saucy all-star lineup

Pull in the lunch or dinner crowd with the succulence of pulled pork, cooked slow and easy over hardwood logs and applewood and hickory chips. Pile it high then top it all off with a super special bbq sauce that's all your own, made pure and natural with ingredients straight out of your pantry.



LIME PEEL



BROWN SUGAR



HOUSE SPICE RUB



HONEY

CHEF'S LINE™
ALL BUTTER CROISSANT BUN
 6716039 | 5/12 ct.

CHEF'S LINE™
9-GRAIN SPROUTED BUN
 6861827 | 7/10 ct.

OUR BUNS PACK
 in the PORK

SPICY SAUCE:

Cooking with a house made spice rub can add heat, smokiness, or international flavor to your bbq. Combine basic bbq sauce with lime for a citrus bite or hot peppers for a spicy sting!



Give 'em something to talk about

Keep your skin on and your sandwiches crunchy with a signature move: layer the top with Ribbon Cut Hash Browns for a deep fried finish. Or side up these natural looking spuds on a platter of pulled pork, fry up as potato pancakes, layer them in casseroles or munch them by the forkful...they're wicked good!



CROSS VALLEY FARMS®
RIBBON CUT HASH BROWNS
 7582919 | 2/10 lb.



SHOULDER
 (PORK BUTT)

FOOD FANATICS TIP

FROM CHEF STURKY:



Despite its name, the pork butt is actually from the upper part of the shoulder. The marbling allows the meat to stay extra moist during cooking.



STREET EATS

FOR MOBILE MUNCHING

It's Crunch Time. When customers hit the streets in search of quick eats with a homemade taste, Metro Deli makes it happen.

1



**CHEF'S LINE™
9-GRAIN SPROUTED BUN**

6861827 | 70 ct.

Our grains are your gain. Roll out these pre-sliced hearty buns packed with nine nourishing grains for a sandwich with substance. They're a natural fit for salmon or veggie burgers, but these lightly-crustured buns never met a meat they didn't like.

2



**METRO DELI™
ALL NATURAL DEEP FRIED
TURKEY BREAST**

6968994 | 2/8 lba.

You're on lean street with our deep fried turkey, made from a vegetable oil blend for a rich southern fried flavor with only 1.5 grams of fat per serving. We've put the kettle on and our turkey in for five minutes of deep fried bliss that creates an all-natural partner for a perfect sandwich or sub.



3



**CHEF'S LINE™
ALL NATURAL FULLY
COOKED PORK BELLY**

2771384 | 4/2-3 lba.

This pork's future has never been hotter. Slow roasted on an open rack until it's rich and creamy inside, with just a hint of crispiness outside, there's not a more decadently delicious meat to be found between the buns.



FOOD ON THE GO

Handmade calamari rings and fries have nothing on these freshly crumbed, crunchy bites of sheer delight.

HARBOR BANKS® FRESH CRUMB CALAMARI FRIES

1982115 | 4/2.5 lb.

FRESH CRUMB CALAMARI RINGS

1980044 | 4/2.5 lb.



We catch them from the wild and bread them by hand in a fresh crumb coating that's never heavy or battered. Pair with a hearty deep fried turkey sandwich for a crisply satisfying side, or send them out on a solo street mission to run rings around the competition.



THE INSIDE SCOOP

works as appetizer, side or snack

lightning fast prep means
90 seconds to fry time

no waste: use just what you need
and save the rest

SQUID SENSATION SPREADS:
Calamari's popularity continues to grow, from a fried appetizer favorite to a pasta ingredient of choice. Turn up the heat even more with dipping sauces like wasabi, chipotle, and Thai chili bring out the flavors of the season

FOOD FANATICS TIP

FROM CHEF WILLIAMS:

Get more social: create a robust, user-friendly mobile version of your website...more than 30% of restaurant website traffic is mobile generated, and growing.



LIME & CILANTRO CALAMARI

at 'Meat In The Middle' Food Truck



Los Angeles

Get SOCIAL with your menu:

- › When you create great sandwiches and dishes, customers spread the word on social media sites like Foodspotting, Instagram, Foursquare and more. Sign up and be part of the conversation.



15 |

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FOODS

KEEPING KITCHENS COOKING™



▲ The Scoop now available on USFood.com!

From easier ordering to more profitable decision-making, we're here to keep you firing on all burners.

- ▶ Simple Online Ordering with Real Time Tracking
- ▶ Robust Menu Profitability Tools
- ▶ Easy Access to Invoices, Purchasing Data and Online Payments

For more information, visit usfoods.com or contact your local US Foods representative.
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Chef's Line™ has
the perfect windup:
the best hamburger on the planet
from Pat LaFrieda nestled inside an
all natural, all butter croissant bun...
and you bet we want fries with that!



CHEF'S LINE™
ANGUS CHOPPED
BEEF 8 OZ PATTY

1782242 | 24/8 oz.

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