



**US.** WE HELP YOU  
**FOODS** MAKE IT™

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GREAT FOOD AND  
EASY BUSINESS TOOLS FOR  
**COLLEGES AND UNIVERSITIES**



## TOP CHALLENGES FOR COLLEGE AND UNIVERSITY OPERATORS\*

**82%** FINDING NEW MENU IDEAS

**87%** DETERMINING CUSTOMER NEEDS

**67%** MANAGING FOOD COSTS

**79%** OFFERING SOMETHING UNIQUE

\*All information for infographics is taken from Datassential, 2017



## LET US HELP YOU MAKE IT EASY.

At colleges and universities today, Generation Z reigns. They're influencing on-campus dining experiences and expecting food choices that are made-to-order, customizable, fresh and healthy. We'll make it easy to keep them coming back for more. We'll introduce you to on-trend items that keep your menu up to date. Our Serve Good® program features hundreds of responsible products that deliver on the type of fresh, clean and socially conscious items students seek.

# GREAT FOOD.

## CULINARY SUPPORT FOR COLLEGES AND UNIVERSITIES

### NEW, ON-TREND PRODUCTS

Scoop™, our exclusive product innovation launch, is all about food and fresh ideas designed to inspire your menu and equip you with delicious choices for the wide range of student preferences or dietary restrictions.

### RESPONSIBLE PRODUCT SOURCING AND WASTE REDUCTION

We know it's vital to provide you with the products and know-how to develop a menu students can trust. Our program, Serve Good®, offers a lineup of products that are responsibly sourced or contribute to waste reduction, including sustainable seafood, organic and non-GMO items, responsible disposables and products that prioritize animal care.

### FOOD FANATICS® CHEFS

Our Food Fanatics chefs collaborate with chefs and culinary teams across the country. They provide personalized culinary expertise that helps you keep students happy and your operation efficient – from product introductions and menu engineering to in-depth recipe analysis and more.

### EQUIPMENT AND SUPPLIES

Serving students with efficiency and quality is a big job. We've brought together best-in-class solutions to help improve your bottom line. Shop tens of thousands of equipment and supply products from trusted brands for your front- and back-of-house.





# MADE EASY.

## TECHNOLOGY FOR COLLEGES AND UNIVERSITIES

### ONE ONLINE PLATFORM. COMPLETE CONTROL

A seamless online experience is essential to keeping up with the changing dietary demands of today's college and university students. That's why our industry-leading e-commerce platform allows you to view real-time pricing and detailed product content, and compare products side by side. This, along with customizable shelf-to-sheet shopping, inventory lists and the ability to download nutritionals and allergens, means you'll get everything you need to make the best decisions for your college or university.

### US FOODS® MOBILE

Automatically integrate with our e-commerce site to sync all of your locations to your mobile device. Search products, check, edit and create new orders – all on the go. Track deliveries in a single, streamlined interface with our tracking tool, Where's My Truck. Plus, search and review your invoices and convert them to PDF or Excel files for easy sharing, all from your mobile device.

### MENU PROFIT PRO™ TO MAXIMIZE YOUR MENU AND CONTROL COSTS

Menu Profit Pro is an exclusive US Foods program that helps you maximize your menu by determining cost, calculating profitability and providing nutritional information for every item.

## BUSINESS SOLUTIONS FOR COLLEGES AND UNIVERSITIES

### CENTRALIZED ORDER GUIDE MANAGEMENT

Centralized Order Guide Management allows users to update their master shipping list in real time, and changes are immediate across all shopping lists for customer locations. Order from an up-to-the-minute inventory, including suggested substitutions, and once your order is placed, you'll instantly receive an e-mail order confirmation showing your order was submitted, cancelled, or edited.

### COLLABORATIVE SOURCING

Aligning with our Exclusive and Manufacturer Brands allows for collaborative sourcing, which maximizes cost savings by increasing distribution efficiencies. Our merchandising team can support your product requirements by developing an Exclusive Brand Incentive Program that makes sense for your business and provides purchasing discounts.

### ONE POINT OF CONTACT

We are your single point of contact – one consistent voice across all your locations – for everything from account setup to brainstorming ideas to resolving issues. Use our nine-step Quality Service Process (QSP) to ensure that nothing falls through the cracks, whether you're opening a new location, monitoring performance or conducting business reviews.

### HOMEBASE, ONLINE SCHEDULING PLATFORM

Homebase is a web-based scheduling tool, labor cost management and communications platform allowing you to save 5-10 hours a week, simplify payroll, track labor expense and create streamlined team communication.



To get more information on anything you've seen here, visit us at [usfoods.com](http://usfoods.com) or contact your US Foods® Sales Representative.





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