



NEWS RELEASE

US Foods® Launches SIGNATURE™ Solutions to Help Hospitality Operators Elevate Guest Satisfaction, While Reducing Operational Burdens

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Comprehensive Suite of Tools and Resources Help Reduce Operational Waste, Improve Labor Efficiency and Drive Traffic for Hotel and Lodging, Casino and Gaming, Banquets and Catering, and Entertainment Venue Foodservice Operators

ROSEMONT, Ill.--(BUSINESS WIRE)-- US Foods Holding Corp. (NYSE: USFD), one of America's largest foodservice distributors, today announced the launch of US Foods SIGNATURE™, a new comprehensive program designed to help hospitality operators across four hospitality operation types: hotel and lodging, casino and gaming, banquets and catering, and entertainment venues, reduce operational waste, improve staff efficiency for labor savings and elevate the guest experience. Building upon the company's industry-leading technology solutions for foodservice operators, US Foods is the first U.S. broadline foodservice distributor to combine the power of best-in-class technology tools with the strength of the company's industry experts to help hospitality customers assess and solve their most pressing operational challenges.

"We're always looking for new ways to bring first-to-market solutions to our customers to help them Make It, and that's exactly why we created the SIGNATURE program for hospitality foodservice operators," explained Rob Burkart, vice president of national sales for US Foods. "Through our robust roster of SIGNATURE solutions, operators in this growing and competitive industry -- from lodging to banquet halls and golf clubs to casinos -- will find the right tools and support to solve their unique challenges and grow their business."

The SIGNATURE program offers a carefully curated selection of solutions to help hospitality operators navigate crucial operational concerns such as labor shortages, rising operational costs, evolving guest expectations, and the

need to drive traffic and bookings.

- **Managing labor and staffing** – SIGNATURE brings a suite of labor-support tools to help hospitality operators streamline operations, reduce labor strain, and improve overall efficiency, including the newly enhanced and exclusive US Foods Caféessentials® Program, which provides menu planning resources, staff-training video demonstrations, and pricing strategy guidance.
- **Optimizing cost management** – Rising costs demand smarter solutions. SIGNATURE delivers comprehensive financial analysis and action plans, including US Foods Menu IQ™, the new AI-powered tool exclusive to US Foods that gives restaurant operators real-time visibility into menu profitability. Available tools can also identify cost-saving opportunities and revenue growth strategies that fit unique business models and guest expectations.
- **Delivering increased guest satisfaction** – Choosing the right products for back-of-house menu development and meal execution is critical to elevating guest satisfaction. The SIGNATURE program’s solutions and execution strategies help operators deliver memorable foodservice experiences that can generate positive reviews, increase bookings, or build guest loyalty, all while supporting operational efficiency goals. As more hospitality operators seek to differentiate through sustainability initiatives, the program highlights US Foods Exclusive Brands offerings, including the US Foods Serve Good® portfolio of products developed with suppliers committed to responsible practices.

The SIGNATURE program complements a collection of valuable online resources available to operators on the US Foods website, including informational webinars and materials and tools to help foodservice operators navigate industry challenges. To learn more about the US Foods SIGNATURE program, visit www.usfoods.com/hospitality.

About US Foods

With a promise to help its customers Make It, US Foods is one of America’s great food companies and a leading foodservice distributor, partnering with approximately 250,000 customer locations to help their businesses succeed. With more than 70 broadline locations and more than 90 cash and carry stores, US Foods and its 30,000 associates provides its customers with a broad and innovative food offering and a comprehensive suite of e-commerce, technology and business solutions. US Foods is headquartered in Rosemont, Ill. Visit www.usfoods.com to learn more.

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