NEWS RELEASE

# US Foods' New Belly Burger Makes Star-Studded Debut on South Beach

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This year at the Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE, it's all about the "belly."  Pork belly, that is, as the US Foods Food Fanatics chefs introduce the new Chef's Line® Belly Burger and showcase their culinary talents with the ultimate Beach Belly S'more creation.

The Food Fanatics kick off the Festival on Friday, February 20 at the Wine Spectator Trade Day presented by Southern Wine & Spirits of Florida where they will share the new, signature Belly Burger with thousands of food industry insiders. The Chef's Line® Belly Burger combines the rich, smoky flavors of pork belly with the richness of beef.  In South Beach, the Food Fanatics chefs are topping the rich and meaty burger with the colorful Cross Valley Farms Super Food Slaw which includes Brussels sprouts, broccoli slaw, kale, red cabbage and carrots and is sure to make it a delicious hit with festival goers.

"Pork belly use has grown 350 percent in the last four years and our new, first-of-its-kind Belly Burger showcases the rich and uniquely delicious reason why diners and chefs alike can't get enough of this tasty treat," said Pietro Satriano, chief merchandising officer at US Foods. "The Belly Burger packs in all of the right flavors and takes the traditional burger to the next level of indulgence."

Festival attendees will continue their "belly binge" with the Food Fanatics on Saturday, February 21 at the Seminole Hard Rock Hotel & Casino's Meatopia: The Q Revolution presented by Creekstone Farms hosted by Guy Fieri curated by Josh Ozersky. Throughout the evening, Food Fanatics chefs will be serving up the ultimate campfire favorite – with a twist. Their own Beach Belly S'more recipe features Oaxacan Mole-rubbed pork belly and a toasted, maple Sriracha marshmallow layered between two chia-seeded graham crackers, delivering sweet and savory goodness with a hint of heat in every bite.

The 14th annual Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE is a national is a star-studded, four-day destination event that features internationally renowned talent and leaders of the hospitality industry at uniquely crafted events showcasing world-class wine, spirits, food and fun. The Festival is one of the most popular and world-renowned hospitality events in the country, and has raised more than $20 million to date for the Chaplin School of Hospitality & Tourism Management at Florida International University.

To receive live updates of the Food Fanatics at the Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE, follow @FoodFanatics or the hashtag #SOBEWFF.

## ABOUT US FOODS

US Foods, Inc. is a large foodservice distributor serving chefs and foodservice operators across the country. Its customers include independent and multi-unit restaurants, healthcare and hospitality entities, government and educational institutions. The company employs approximately 25,000 people in 61 locations nationwide. US Foods is headquartered in Rosemont, Ill.

## CONTACT

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