NEWS RELEASE

US Foods Newest Food Fanatics Chef Debuts in Los Angeles

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After demonstrating his culinary chops and business expertise, Chef Aaron Williams has been selected as US Foods' next Food Fanatics Chef. The Los Angeles-based chef will debut in his new role at the Western Foodservice & Hospitality Expo in Los Angeles August 18-20. There, Food Fanatics Chef Aaron will share his insights on what's hot in the local culinary scene and demonstrate how US Foods is providing restaurant operators with the products and tools they need to take their menus to the next level.

"Chef Aaron brings incredible passion and an outstanding combination of culinary expertise and business consulting skills to his new role" said Marshall Warkentin, vice president, Marketing, US Foods. "In an extremely competitive culinary market like Los Angeles, I'm excited to watch him help take restaurant operators to new levels of success by sharing his love of food and bringing forward tailored business solutions."

The Western Foodservice & Hospitality Expo is a can't miss event for those in the foodservice industry, and US Foods will be on hand to highlight mouthwatering food trends from the greater L.A. area and throughout the country. Food Fanatics Chef Aaron will get appetites going with a culinary demonstration focusing on handheld California inspired dim sum and serve as a judge for the second annual Culinary Clash, an interactive competition to raise funds for the California Restaurant Association Educational Foundation.

In addition to showcasing his industry knowledge and culinary prowess at regional food events, Chef Aaron and the LA culinary team will:

- Provide samples of the latest and greatest US Foods exclusive products
- Host workshops to identify and create business solutions

- Offer in-depth menu and recipe analysis for restaurateurs, and
- Consult with operators on improvements they can make to help their business succeed

“The Los Angeles food scene is truly unlike any other, offering an unmatched variety where consumers can find a delicious dish regardless of what they’re craving,” said Food Fanatic Chef Aaron Williams. “It’s an honor to work with the many talented local chefs who share our passion for great food.”

About Food Fanatics Chef Aaron Williams

Chef Aaron Williams has quickly become a go-to restaurant turnaround guru in the greater Los Angeles and Orange County area. Regularly tapped by local and national restaurateurs for his unique insights and menu makeovers, Chef Aaron is known for turning first-time customers into frequent diners. Focused on developing both on-trend and classic menu items that will please diners’ palates, he is constantly testing new products and recipes that help restaurant operators and chefs to succeed. He earned his culinary chops in the kitchens of some of California’s largest sports stadiums, including the Diamond Club Restaurant in Anaheim’s Angel Stadium and at the Honda Center, where he regularly cooked for top athletes and celebrities. While Chef Aaron’s culinary style draws influence from Thai, Latin and Indian cuisines, he notes Mexican cuisine as his real specialty area and credits this to learning to cook in his family kitchen at an early age.

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.

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