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US Foods targets millennials with new product lineup

March 1, 2017 - by Rebekah Schouten

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US Foods is hoping to help restaurants attract more millennial diners.

ROSEMONT, ILL. — US Foods is hoping to help restaurants attract more millennial diners with its new Spring Scoop 2017 lineup of 26 products named “What Millennials Crave.”



Stacie Sopinka, vice-president of product development and innovation for US Foods

Removing ingredients such as TBHQ, BHT, BHA – even PHOs – can significantly impact the sensory attributes and shelf life of your product. Join us as we review the oxidation process, uncovering its impact on the color, flavor and shelf life of foods. We will then discuss a variety of effective solutions from process and packaging to functional ingredients, providing protection to value and premium brands alike.

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“Millennials spend more on dining out than any other demographic, so it’s essential for restaurateurs to understand their preferences and shape their menus accordingly,” said Stacie Sopinka, vice-president of product development and innovation for US Foods. “Our product development team – made up largely of millennials – dove deep into dining trends and came up with a diverse new set of products and services that will help our customers grow sales with this critical cohort while also saving time and money.”

US Foods identified three millennial dining trends around which to craft its new offerings.



Chef's Line All Natural Chicken Shawarma and Indian Curry Starter

Global cuisine

Almost half of millennial restaurant-goers are looking for globally-inspired cuisine, according to statistics US Foods cited from Mintel, and millennials are looking to explore new foods featuring authentic ingredients and international flavors. Products in US Foods’ Spring Scoop that cater to this trend include traditional ethnic foods, such as Pacific Jade Indian Curry and Thai Red Curry Sauce Starters, as well as Chef’s Line All Natural Chicken Shawarma for restaurateurs aiming to add Mediterranean flavor to their menus.



Chef's Line All Natural White Turkey Burgers

The real deal

Authenticity is key for the millennial generation, US Foods said. Millennials are seeking sustainably sourced ingredients, and 65% enjoy foods that are natural or organic, according to statistics US Foods cited from Hartman Group. To reach these consumers, US Foods' Spring Scoop offers such sustainable offerings as Chef's Line All Natural Fire Grilled Chicken Breast and White and Dark Turkey Burgers, both vegetarian-fed and raised without antibiotics.



Chef's Line Aged Cheddar and Onion Bialys

On the go eats

Seventy per cent of millennials purchase grab-and-go sandwiches, according to statistics US Foods cited from NATSO, so restaurants may reach these consumers by adding more portable options to their menus. To aid in this effort, US Foods' Spring Scoop offers sandwich fixings such as Chef's Line Aged Cheddar and Onion Bialys and Beef & Truffle Patties. US Foods also offers portable dessert options like the Devonshire Black Velvet Cookie, which may be eaten on its own or filled with the new Glenview Farms Tahitian Vanilla Ice Cream Puck.

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