

NEWS RELEASE

For Immediate Release

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PERFORMANCE FOODSERVICE-ROMA AND BACIO® CHEESE COMPANY DONATE \$429,482 TO AMERICAN RED CROSS FOR HURRICANE SANDY RELIEF EFFORT

Special Check Presentation Held Today During International Pizza Expo

LAS VEGAS, Nevada – [PERFORMANCE Foodservice-ROMA](#) and [Bacio® Cheese Company](#) today presented a check for \$429,482 to the American Red Cross for their Hurricane Sandy relief effort during a special ceremony at the annual International Pizza Expo held here this week.

Both companies launched their *Bacio Cheese® Blocks of Hope™* program in November 2012 to provide assistance to pizzerias and communities affected by Hurricane Sandy last October.

A portion of the sales from every pound of Bacio Cheese sold nationwide between Nov.18, 2012 and Feb.16, 2013 contributed to the Red Cross donation. To offer relief to pizzerias and to support their rebuilding efforts in the aftermath of the storm, the program also provided a relief rebate to all Bacio customers for purchases of Bacio Cheese within that same time frame. More than 3,200 pizzerias nationwide participated in the program, receiving approximately \$2 million in relief rebates.



Participants in today's check presentation ceremony included (L to R): George Holm, President & CEO of Performance Food Group; Mac Pearce, President & CEO of PERFORMANCE Foodservice-ROMA; Katherine Fahed, Regional Majors Gifts Officer with the American Red Cross; and Jason Mounts, Associate Director of Bacio Cheese Company.

Additional Resources:

- Blocks of Hope Video (<http://www.baciocheese.com/blocksofhope/>) (A video that captures the essence and spirit of the initiative.)
- Bacio Cheese Company Website (www.baciocheese.com)
- PERFORMANCE Foodservice-ROMA Website (www.performancefoodservice.com)

About Performance Food Group:

Through its leading family of foodservice distributors – PERFORMANCE Foodservice-ROMA, Vistar and PFG Customized Distribution, Performance Food Group, Inc. (PFG) delivers over 98,000 national and proprietary-branded food and food-related products to more than 165,000 independent and national chain restaurants, quick-service eateries, pizzerias, theaters, schools, hotels, healthcare facilities and other institutions. PFG operates one of the nation's largest private truck fleets, as well as 70 distribution centers and 13 Merchant's Mart locations across the United States. The company currently employs more than 11,000 people nationwide. For more information, visit www.pfg.com.

About Bacio Cheese Company:

Bacio Cheese is an exceptional Italian cheese made for the most discerning pizzerias. Bacio is true to its Italian namesake that means "kiss." It is 100% natural cheese specially made with premium Grade A milk and a Kiss of Buffalo Milk™ to create delicious authenticity and unparalleled performance. Our unique recipe makes Bacio special, but our obsession with premium quality makes Bacio exceptional. Our Master Cheese Maker supervises all aspects of Bacio – from the moment the milk is received to the packaging of the cheese. Bacio is available exclusively through PERFORMANCE Foodservice-ROMA. For more information, visit www.baciocheese.com.

About American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, visit www.redcross.org.

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