

## NEWS RELEASE

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### **Performance Foodservice Introduces GreenBasis® Products to Promote Sustainability**

**RICHMOND, Va.** — Performance Foodservice today launched its GreenBasis® label for its branded foodservice disposable products that meet the company's criteria for environmentally responsible manufacturing processes, product composition or product life cycle options.

The GreenBasis label will be reserved for Silver Source and First Mark™ branded disposable products such as cups, napkins and cutlery. Products free of toxic materials or made from recycled content will receive the GreenBasis designation as will those verified as compostable, biodegradable, recyclable or reusable.

"Customers are looking for product offerings that support their sustainability efforts, particularly in the disposables category," said Fred Sanelli, Sr., Vice President of Marketing, Brands and Sales Development for Performance Foodservice. "Our portfolio of GreenBasis products will continue to grow as we work with our manufacturing partners to develop products that meet our sustainability criteria."

The potential environmental impact will continue to grow as U.S. demand for foodservice disposables is projected to approach \$18 billion in 2013. Demand is expected to be spurred by growth in the fast-casual dining category, which relies heavily on disposables, and demographic trends that point to more dining out.

Restaurants, schools, hotels, health care facilities and other foodservice establishments concerned about the environmental impact of disposables can now turn to Performance Foodservice and its GreenBasis initiative.

"Our GreenBasis program addresses sustainability on a number of fronts including the manufacturing process, product makeup and the extent to which a product avoids the waste stream," added Sanelli. "This enables our customers using GreenBasis products to promote their sustainability efforts on several levels."

For additional information, please visit [www.greenbasisproducts.com](http://www.greenbasisproducts.com).

Performance Foodservice ([www.performancefoodservice.com](http://www.performancefoodservice.com)) operates 37 broadline distribution centers serving customers nationwide. It is a business segment of Richmond, Va.-based Performance Food Group, Inc.

#### **About Performance Food Group:**

Through its leading family of foodservice distributors – Performance Foodservice, 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 128,000 independent and national chain restaurants, quick-service eateries, pizzerias, theaters, schools, hotels, health care facilities and other institutions through its 70 distribution centers and 13 Merchant's Mart locations across the United States. Altogether, PFG's family of distributors offers outstanding service with a wide variety of high-quality products that, along with the strength of our industry-wide relationships and expertise, helps customers run their businesses successfully. Richmond, Va.-based PFG employs more than 11,000 people nationwide. For more information, visit [www.pfg.com](http://www.pfg.com).