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NEWS RELEASE

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Performance Foodservice Launches New Entrées Featuring Distinctive Guinness Flavor

Chef-Inspired Modern Foods Crafted in the Irish Tradition

RICHMOND, Va. — [Performance Foodservice](#) today announced the launch of [Guinness® Bold Entrées](#), an exclusive and distinct line of beer-infused modern foods created in partnership with Guinness and renowned Chef Todd Davies.

Although cooking with the world's No.1 stout is a tradition that dates back more than 250 years, beer-inspired dishes and recipes using premier branded beverages are now trendy and thriving in restaurants, bars and homes across the country.

"We're embracing the beer trend in America through these innovative, beer-infused entrées inspired by traditional recipes and flavor," said Fred Sanelli, Senior Vice President of Marketing & Sales Development for Performance Foodservice. "From saucy pork ribs to braised corned beef infused and marinated in Guinness, these bold and flavorful entrées can add depth and variety to our customers' menus in exciting new ways."

Guinness Bold Entrées initially include Braised Corn Beef, Braised Beef Chili with Beans, Braised Pot Roast, Braised St. Louis Ribs, Braised Tri Tip and a Sample Assortment Kit – fully cooked in sous-vide manner and easily prepared in-house without a trained chef. They are available in small individual packs, small case packs and have a long shelf life.

Chef Davies, a leading beer-infused product innovator, created the recipes after working closely with Guinness experts using the time-honored tradition of cooking with Guinness, an iconic brand from Diageo plc. "Cooking with beer – and Guinness in particular – provides a tremendous depth of flavor for cooking, so much more than any other alcohol or wine can offer," said Chef Davies, who is also a Certified Cicerone®. "Guinness is a great tool for adding a hint of nutty, chocolate and roasted flavors that lend sophistication and elevate a menu."

For more information on Performance Foodservice's Guinness® Bold Entrees and menu ideas, please visit <http://performancefoodservice.com/en/Our-Products/Something-New/Just-In/Guinness-Bold-Entrees.aspx>. To connect with Performance Foodservice on Facebook, please visit <https://www.facebook.com/PerformanceFoodservice>.

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About Performance Food Group:

Through its leading family of foodservice distributors – Performance Foodservice, Vistar and PFG Customized Distribution, [Performance Food Group, Inc. \(PFG\)](http://www.pfgc.com) delivers over 140,000 national and proprietary-branded food and food-related products to more than 160,000 independent and national chain restaurants, quick-service eateries, pizzerias, theaters, schools, hotels, health care facilities and other institutions. PFG operates one of the nation's largest private truck fleets, as well as 67 distribution centers and 11 Merchant's Mart locations across the United States. The company currently employs more than 11,000 people nationwide. For more information, visit www.pfgc.com.

About Diageo plc:

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness. Trading in approximately 180 countries, Diageo employs more than 28,000 people around the world.



Performance Foodservice today launched Guinness® Bold Entrées, an exclusive and distinct line of beer-infused modern foods created in partnership with Guinness and renowned Chef Todd Davies. From saucy pork ribs to braised corned beef infused and marinated in Guinness, these bold and flavorful entrées aim to take customer menus to a whole new level. Beer is gaining popularity as a key ingredient in restaurant dishes across the country.