

## NEWS RELEASE

For Immediate Release  
September 9, 2013

Media Contact:  
Joe Vagi  
Manager,  
Corporate Communications  
804.484.7737  
jvagi@pfgc.com

---

# New iOS App from Performance Foodservice Enables Customers to Track Deliveries, Discover New Recipes and Review Market Trends

*New digital tool tracks deliveries in real-time and provides easy access to industry ideas and trends*

**RICHMOND, Va.** — [Performance Foodservice](#) today announced the launch of *PERFORMANCEconnect*, a mobile app for iOS devices that enables customers to track their deliveries in real-time and gain access to recipes, industry ideas, market trends and rebates.

“Timing matters in the foodservice business, so we’re excited to provide our customers with the ability to track their delivery status so they can prepare and plan accordingly,” said Fred Sanelli, Senior Vice President for Marketing, Brands & Sales Development for Performance Foodservice. “Our *PERFORMANCEconnect* mobile app offers a single source for relevant and timely information that our customers need and require to stay competitive and successful.”

*PERFORMANCEconnect* features the following tabs to assist customers with content in several categories:

- **Where’s My Truck?:** Existing customers can find out when their current delivery is due to arrive, as well as when past deliveries occurred if they were away from the operation.
- **Recipes:** This tab enables users to search our continually expanding collection of recipes by type of cuisine, season/occasion, day part and type of food.
- **News and Ideas:** In this section customers can access business building tips and information on innovative products.
- **Market Trends:** Users are able to get weekly market updates to help them make informed purchasing decisions.
- **Videos:** Customers can view a large collection of short videos on topics ranging from new products to food shows.
- **Savings Center:** This tab provides current rebate offers available to Performance Foodservice customers.
- **Favorites:** Customers can create their own list of favorites to refer back to ideas, recipes and rebates whenever needed.

Performance Foodservice’s new mobile app is the latest in a series of digital tools available to customers. Last fall, the company released a new Facebook page and followed that up in June with the launch of two digital communications initiatives – a redesigned website ([www.PerformanceFoodservice.com](http://www.PerformanceFoodservice.com)) to provide customers with an improved online experience and a new food blog called *FOODCENTRIC* ([www.Foodcentric.com](http://www.Foodcentric.com)) written by and for those passionate about food.

“*PERFORMANCEconnect* rounds out our digital communications toolbox, enabling us to stay totally engaged with our customers,” added Sanelli. “We’re providing them with information and resources that will deliver value and help them improve their operations.”

*PERFORMANCEconnect* can be downloaded from the Apple App Store at [www.apple.com](http://www.apple.com) at the end of September.

Performance Foodservice operates 36 broadline distribution centers serving customers nationwide. It is a business segment of Richmond, Va.-based [Performance Food Group, Inc. \(PFG\)](#).

## 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, health care facilities and other institutions. PFG operates one of the nation's largest private truck fleets, as well as 67 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.pfgc.com](http://www.pfgc.com).

# # #