

NEWS RELEASE

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Media Contact:

Joe Vagi

Manager,

Corporate Communications

804.484.7737

jvagi@pfg.com

Performance Foodservice Launches Enhanced Website and New Blog for Food Enthusiasts

New digital tools provide robust content and bring clarity to current food trends

RICHMOND, Va. — [Performance Foodservice](#) today announced the launch of two key digital communications initiatives – a redesigned website (www.PerformanceFoodservice.com) to provide customers with an improved online experience and a new food blog called *FOODCENTRIC* (www.Foodcentric.com) written by and for those passionate about food.

“We’re excited to offer our customers both an enhanced website with content they will find extremely useful as well as a completely new food blog focused on current and relevant food and foodservice topics,” said Fred Sanelli, Senior Vice President for Marketing, Brands & Sales Development for Performance Foodservice. “These tools enable our customers to improve their operations and stay abreast of the latest trends and developments in the foodservice industry.”

The new PerformanceFoodservice.com features the following site enhancements:

- **Improved Design and Structure:** The new site has an open, modern look with bright, bold food photography along with intuitive navigation to find topics and products more easily.
- **Informative Ideas & Trends:** This tab offers weekly [market trend reports](#), as well as inspirational ideas, [recipes](#), “how to” tips and articles by our Performance Foodservice [chefs](#).
- **Our Products:** This expanded section provides everything you need to know about our vast range of products and services. From our exclusive family of [brands](#) to pertinent [food responsibility topics](#) to [custom solutions](#) such as cheese processing and nutritional information, it’s all here.
- **Your Operation:** Customers will find a wide range of tips and resources here for building their business, from finding [green alternatives](#) to social marketing options and [menu development](#) to our latest [deals and rebates](#).

Performance Foodservice’s new *FOODCENTRIC* blog will complement the redesigned website by providing food enthusiasts, foodservice professionals and restaurateurs with timely content on current hot topics, recipes, trends and ideas. Readers can submit questions directly by using the “Ask the Chef” feature.

“At Performance Foodservice we’re passionate about food, and our products touch the lives of millions of people every day,” added Sanelli. “We intend to package that passion and unique perspective in an edgy and insightful way and share it on *FOODCENTRIC*. It’s all about what’s relevant and happening now in food and foodservice.”

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.pfg.com.



PASSION FOR FOOD

IN THE KITCHEN

FOOD FOR THOUGHT

EVERYTHING

JUNE 13, 2013

Pairing Cheese with Beer: an Art and a (Fun) Science

When Jorel Pierce (and yes, he has heard all the Superman jokes) sits down to discuss beer and cheese pairings, he comes bearing gifts. Pierce, who appeared on Bravo's Top Chef, is chef de cuisine of the nationally recognized [Euclid Hall](#) in Denver. He holds a plate with a slice of La Serena sheep's milk cheese aka a "stinky cheese" and Yang, an unpasteurized cow's milk cheese wrapped in stinging nettles (better not to ask, unless you really want to know. Nope, we don't). And a beer, of course, in this case, The Duchess of [Bourgogne](#) – all of which will provide teachable moments.



[Continue reading "Pairing Cheese with Beer: an Art and a \(Fun\) Science" »](#)

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Featured Recipe

