



STEP INSIDE THE WINNER'S CIRCLE

AN EXCLUSIVE REWARD FOR ELITE
US FOODS® INDEPENDENT CUSTOMERS

THE BAHAMAS • JANUARY 2027
INCENTIVE RUNS FROM DEC. 28, 2025 – OCT. 3, 2026



YOUR PATH TO PARADISE

The Winner's Circle is your chance to join an elite group of top-performing independent restaurants on an unforgettable event. Enroll between October 24 and November 14 for the opportunity to compete in a 40-week incentive, running from December 28, 2025 to October 3, 2026. A total of 480 leading customers will celebrate with us in the Bahamas in January 2027.

HERE'S HOW YOU GET THERE:

- Increase your purchases with US Foods® over last year's purchasing level
- Use our MOXē® platform to place at least 90% of those purchases
- Be ranked among your peers based on points earned from select items you purchase
- Make sure to hit your qualification goals every quarter to maximize your points

TO BE ELIGIBLE TO COMPETE, YOU MUST:

- Enroll October 24 - November 14
- Must have a first ship date of no later than December 28, 2024
- Must order an average of 75+ cases per week **from December 29, 2024, through October 4, 2025**
- Must be classified as an independent restaurant concept with fewer than 10 locations
- Must maintain purchasing from US Foods and be in good credit standing at the time of the trip



EARN MORE, RANK HIGHER – HERE'S HOW.



GROUPING

You are grouped with peers of similar size (based on weekly case volume), ensuring you compete on a level playing field:

Group U: 150+ cases/week

Group S: 100-150 cases/week

Group F: 75-99 cases/week

QUALIFYING

- 90%+ of cases must be purchased through MOXē® e-commerce
- Achieve your unique sales \$ goal. Each quarter, your sales goals will compound

Example:

By the end of **Quarter 3**, your cumulative sales goal is **\$1,650,000**. That total is built step by step:

- **Quarter 1** adds \$500,000,
- **Quarter 2** adds another \$600,000 (cumulative: \$1,100,000),
- **Quarter 3** adds \$550,000, bringing you to the \$1,650,000 qualification threshold

EXAMPLE OF HOW BASELINES COMPOUND:

	OTR. 1	OTR. 2	OTR. 3	END
GOAL ADDED FOR QTR.	\$500,000	+\$600,000	\$550,000	
TOTAL GOAL TO QUALIFY	\$500,000	\$1,100,000	\$1,650,000	

EARNING POINTS

You'll earn points toward your total ranking by purchasing qualifying items. Eligible items rotate every 4 weeks and are clearly marked in MOXē® with "Winner's Points" indicators and customized product lists.

RANKING

If you are qualified, you are ranked among all qualifying customers in your group based on total points.

Number of Trips per Group

- Group U: 240
- Group S: 140
- Group F: 100

Quarterly Kickers

At the end of each quarter, you can earn a 20% bonus on all points if you exceed your sales \$ base and meet MOXē e-commerce %.

Example:

If you earn 100,000 points in Quarter 1, you'll receive an additional 20,000 bonus points — for a total of 120,000 points — once you hit your qualifying goals.

1.	SALES \$	\$505,000
	POINTS EARNED	100,000
	+20% BONUS POINTS	120,000
2.	SALES \$	\$1,000,000
	CUMULATIVE POINTS EARNED	210,000
	DIDN'T HIT QUALIFIER - NO BONUS	
3.	SALES \$	\$1,700,000
	CUMULATIVE POINTS EARNED	350,000
	+20% BONUS POINTS	420,000



**WINNER'S
CIRCLE**

TRACKING

You'll be able to track your progress with real-time visibility directly on MOXê®. View your current sales, quarterly goal progress, MOXê e-commerce %, points earned, and your ranking—all in one place.

MULTI-ACCOUNT CUSTOMERS

If you own multiple accounts, these accounts will be added together for qualifiers, baselines and tracking. You are only eligible to win one grand prize for the combined customer group.**

RECOGNITION & REWARDS:

If you qualify, you'll receive a Winner's Circle qualification recognition gift.

Grand Prize

480 customer winners will join us in the Bahamas.

Trip Dates:

- Wave 1: Southeast & West Regions (January 11–15, 2027)*
- Wave 2: Central & Northeast Regions (January 16–20, 2027)*

Please see terms and conditions to identify your region based on your purchase from distribution center.

Hotel:

Grand Hyatt Baha Mar

Inclusions:

- Round-trip airfare
- 4 nights' accommodations
- \$800 F&B credit per couple
- Optional included excursion
- Welcome and Farewell dinners



Being part of Winner's Circle means proving you're among the best.

ENROLL NOW

* US Foods reserves the right to modify, reschedule or cancel trip dates and/or reassign participants to a different wave at any time.

** We reserve the right to exclude new locations opened during the incentive timeframe lacking sales in the prior year.



OFFICIAL RULES

PLEASE READ THESE RULES CAREFULLY. OPEN TO SELECT US FOODS BUSINESS CUSTOMERS ONLY. VOID WHERE PROHIBITED BY LAW AND OUTSIDE THE UNITED STATES. PARTICIPATION IN THE PROGRAM IS SUBJECT TO THESE OFFICIAL RULES, WHICH INCLUDE A CLASS ACTION WAIVER (See Section 7.6).

1. PROGRAM OVERVIEW. The US Foods Winners Circle Promotion ("**Program**") is a trade promotion sponsored by US Foods, Inc. ("**Sponsor**") to reward and recognize certain business customers by offering a chance to win a trip for two to the Bahamas ("**Trip**") to take place January 11-15, 2027 or January 16-20, 2027, at the discretion of the sponsor. The Program is open only to certain US Foods customers as described below and is not open to the general public.

2. ELIGIBILITY. The Program is open to select business customers of Sponsor who are domiciled in the 50 United States or the District of Columbia (excluding Guam, Puerto Rico and all other U.S. territories and possessions) and receive an invitation to participate. Employees, officers, and directors of Sponsor and their immediate family members and any governmental entities and healthcare facilities subject to the Anti-Kickback Statute set forth at 42 U.S.C. Section 1320a-7b(b) are not eligible to participate in the Program and/or win a prize and may not enter on behalf of any selected business customer. Sponsor reserves the right to withhold a prize and/or remove any business customer from eligibility for the Program if the customer, in Sponsor's sole discretion, is determined to be "not in good standing," for example, due to failure to timely pay Sponsor's invoices.

3. PROGRAM PERIOD. The Program will begin at 12:00 a.m. Eastern Time ("ET") on December 28, 2025 and conclude on 11:59 p.m. ET on October 3, 2026 ("**Program Period**"). Sponsor's computer is the official time keeping device for this Program. The Program Period is divided into three time periods, which are December 28, 2025 – March 28, 2026 ("**Q1 2026**"), March 29, 2026 – June 27, 2026 ("**Q2 2026**") and June 28, 2026 – October 3, 2026 ("**Q3 2026**").

4. HOW TO PARTICIPATE IN THE PROGRAM. On/before the start of the Program Period, independent restaurant customers meeting the minimum case requirement (average of at least 75 cases per week since January 1, 2025) must sign up to be considered for participation by having an authorized representative ("**Authorized Representative**") complete the online enrollment ("**Enrollment**") as instructed by Sponsor. Sponsor will select certain business customers that have completed the Enrollment and invite them to participate in the Program (each, a "**Selected Business Customer**"). The Authorized Representative enrolling in the Program on behalf of the Selected Business Customer must represent and warrant to Sponsor that he/she possesses all necessary powers, rights, and authority to enroll the Selected Business Customer in the Program and accept any Prizes awarded. Once participant selection is complete, the Selected Business Customer will be deemed a "**Participant**" in the Program. A Participant may be a single Customer location or part of a group.

Throughout the Program Period, each Participant will receive purchasing goals from Sponsor or Sponsor's designee that contains the Participant's purchasing goal that Participant must achieve through qualifying

purchases (each, a "**Qualifying Purchase**") during the Program Period or applicable quarter. Qualifying Purchases will (i) be limited to purchases of those products that use a margin schedule stated as a percentage; (ii) exclude purchases of products that are (a) marked up by a fee per pound or fee per case (or unit of sale), (b) equipment and supplies over \$2,000, and (c) priced based on a national agreement between Sponsor and a supplier that prohibit Sponsor from applying a margin (e.g., Ecolab, Coca-Cola and Pepsi) and (iii) be net of rejected or returned product.

5. WINNER DETERMINATION AND NOTIFICATION.

5.1. Winner Determination. There are 480 total Prizes available to be awarded during the Program as follows. Sponsor's customers are divided into groups listed below (each, an "Group"), with a designated number of prizes available for each Group. The Participants with the most points per Group during the Program Period, who have qualified for a Prize, will (upon verification by Sponsor) be awarded a Prize (each a "**Potential Winner**") until all Prizes have been awarded for such Group.

5.1.1. Groups: Participants will be assigned to a Group based on the following:

Group	Cases Per Week	Winning Trips
Giant (U)	150+	240
Large (S)	100-150	140
Medium (F)	75-99	100

5.1.2. Qualifying: In order to qualify for a Prize, Participants must do both of the following:

5.1.2.1. Order ninety percent (90%) of cases through Sponsor's e-commerce ordering platform ("MOXē**") over the Program Period;**

5.1.2.2. Meet the Q3 purchasing goal assigned by Sponsor and communicated to Participant.

5.1.3. Earning Points: Participants earn points by purchasing cases of designated products. Designated products, as displayed on MOXē, will be worth one or two points per case. Designated products will rotate periodically throughout the Program Period.

5.1.4. Bonus Points: Each quarter, Participants may receive a bonus in the amount of 20% of the points Customer earned that quarter by doing both of the following:

5.1.4.1. Order ninety percent (90%) of cases MOXē over the applicable quarter;

5.1.4.2. Meet the applicable quarter purchasing goal assigned by Sponsor and communicated to Participant.

5.2. Winner Notification. On or about October 19, 2026, Potential Winners will be notified by Sponsor or Sponsor's designee by email ("**Notice**"), which will include an invitation to register for the Trip. Potential Winners must complete the registration in order to receive their Prize.

5.3. Acknowledgement. Except where legally prohibited, the Potential Winner (and Attendees (as defined in Section 5.6), if different) may be required to sign and return an Acknowledgement of Eligibility, Liability & Publicity Release ("**Acknowledgement**") in order to claim his/her Prize.

5.5. Alternate Winner. Failure of any Potential Winner to (a) respond to the attempted Notice, (b) sign and return the Acknowledgement within the required time period, if requested or (c) comply with any other provision herein, may result in the Potential Winner being disqualified, at Sponsor's sole discretion, and Sponsor will award the applicable prize to an alternate winner selected from among all remaining eligible Participants, provided that Sponsor determines, in its reasonable discretion, that sufficient time remains to verify an alternate winner.

5.6. Winner Status. Once a Potential Winner has complied with all of the conditions herein, and their eligibility has been verified, they will be declared an official **"Prize Winner."** For the avoidance of doubt, the Prize Winner will be the Selected Business Customer/Participant. Following verification, the Prize Winner will be able to designate the individual(s) that will attend the Trip on Prize Winner's behalf plus a guest (each, an **"Attendee"**). Attendees must be either (a) an owner or (b) employee at management level or with purchasing authority in good standing of Participant / Prize Winner at the time of the Trip.

6. PRIZES.

6.1. Prizes: 480 prizes (each, a **"Prize"**) will be available to be awarded throughout the Program. The Prize consists of (a) two (2) round trip economy grade airfare ticket to/from Bahamas and the airport closest to Prize Winner's primary business location (**"Departure Point"**); (b) one (1) single room hotel accommodation for four (4) nights; (c) \$800 food and beverage credit to use at hotel; (d) Welcome and Farewell dinners; and (e) an optional local excursion. Approximate retail value (**"ARV"**) of Prize is \$8,500 USD.

6.2. Restrictions: All applicable federal, state, and local taxes and all fees and expenses related to acceptance and use of Prize not specifically stated herein, including but not limited to, change of air travel fees, ground transportation, insurance, meals, incidentals, passenger tariffs or duties, surcharges, service charges or facility charges, personal charges at lodging, security fees and/or other expenses, are the responsibility solely of Prize Winner. Prizes cannot be substituted, assigned, or transferred; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion.

All elements of Prize, including travel dates, airlines, Departure Point, and hotels, shall be determined at the sole discretion of Sponsor. Travel subject to availability and blackout dates. Prize Winner or Attendee, as applicable, is responsible for obtaining all necessary travel documents including passports. No refund or compensation will be made in the event of the cancellation or delay of any flight except at the sole discretion of Sponsor. Cancellation of any part of the Prize by Prize Winner or Attendee may result in a cancellation fee to the Prize Winner. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by Sponsor's airline carrier of choice, as detailed in the passenger ticket contract. The passenger contracts in use by the airlines or other transportation companies shall constitute the sole contracts with respect to the Prize Winner's (or Attendee's) transportation, and such contracts shall be solely between the Prize Winner (or Attendee, as applicable) and such transportation companies. Lost, stolen or damaged airline tickets will not be replaced or exchanged. No unscheduled stopovers are permitted on tickets issued as part of the Prize. If an unscheduled stopover occurs, the Prize travel will terminate, and Prize Winner (or Attendee) will be responsible for the full fare, which will be charged from the stopover point for the remaining trip segment(s), including the return. Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions, or any act or omissions whatsoever by any air carrier(s) or other transportation companies or any other persons providing any of these services to passengers including any results thereof such as changes in services or accommodations

necessitated by same. Airline tickets issued in connection with the Prize may not be eligible for frequent flyer miles or upgrades. If Prize Winner or Attendee cancels any airline tickets issued in connection with the Prize, then (a) Prize Winner will be charged for the cost of the ticket and (b) the ticket holder may be eligible for a travel credit directly from the airline pursuant to the passenger contract, which is solely between the Prize Winner or Attendee, as applicable, and the airline. Prize Winner (or Attendee) must comply with all hotel check-in requirements, including, but not limited to, the presentation of a payment card. Air transportation and hotel accommodations must be taken together and cannot be taken separately.

In the event Prize Winner (or Attendee) engages in any behavior during Prize travel that, as determined by Sponsor in its sole discretion, is obnoxious, threatening, illegal, that is intended to threaten or harass any other person, or that in any way disparages or adversely affects the reputation, image, and/or customer goodwill of Sponsor or any of Sponsor's services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate the travel early, and send Prize Winner (or Attendee) home with no further obligations or compensation whatsoever to Prize Winner (or Attendee), and which may, in Sponsor's sole discretion, result in such Prize Winner's disqualification from the Program and forfeiture of any (and/or all) Prize(s) (or elements thereof). In the event Prize Winner (or Attendee) engages in behavior during travel that (as determined by Sponsor in its sole discretion) is illegal, tortious, or subjects Prize Winner (or Attendee) to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Prize Winner (or Attendee) as a result of such conduct. SPONSOR SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY TRAVEL RELATED TO THE PRIZE OR ANY OTHER ASPECT OF PRIZE WINNER'S (OR ATTENDEE'S) ACCEPTANCE OR USE OF THE PRIZE.

In addition to the above, Prize Winner (or Attendee) agrees to comply with all rules and regulations in place at the venues included in the Trip. Failure to do so may result in forfeiture of such portion of Prize.

All prizes are provided "as is" and without any warranty of any kind.

7. GENERAL TERMS.

7.1. General Conditions: The Program is governed by the laws of the United States. Participation constitutes Participant's full and unconditional agreement to these Official Rules and to Sponsor's decisions, which are final and binding in all matters related to the Program. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be attempting to tamper with or undermine the legitimate operation of the Program; to violate these Official Rules; or to act in an unsportsmanlike or disruptive manner. If, for any reason, the Program is not capable of running as planned, Sponsor may, in its sole discretion (a) cancel or terminate the Program (or any portion thereof); or (b) modify or suspend the Program to address an impairment and then resume the Program in a manner that best conforms to the spirit of these Official Rules.

7.2. Limitations of Liability and Release: Sponsor, its affiliates, and each of their respective officers, directors, affiliates, subsidiaries, parent companies, and advertising and promotion agencies and any company involved in the preparation, administration, or prize fulfillment of the Program (collectively, **"Program Entities"**) shall not be responsible for lost, interrupted, or unavailable network, server, or other connections, garbled transmissions or miscommunications, telephone transmission problems; computer or software malfunctions or damage to a user's computer equipment (software or hardware); technical failures; or other errors or malfunctions of any kind whether human, mechanical, electronic, or otherwise. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE

ANY WEBSITE ASSOCIATED WITH THE PROGRAM OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

BY PARTICIPATING IN THE PROGRAM, PARTICIPANT AND ATTENDEES AGREE THAT SPONSOR AND PROGRAM ENTITIES (COLLECTIVELY, **"RELEASED PARTIES"**) SHALL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANT AND ATTENDEE (AS APPLICABLE) AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF ANY PRIZE OR PARTICIPATION IN THIS PROGRAM OR IN ANY PROGRAM-RELATED ACTIVITY (INCLUDING TRAVEL), OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY, AND ALL PARTICIPANTS AND ATTENDEES HEREBY RELEASE THE RELEASED PARTIES FROM ANY SUCH CLAIMS.

THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO CANCELLATIONS, DELAYS, OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM.

BY PARTICIPATING IN THIS PROGRAM, PARTICIPANT (AND ATTENDEE) AGREES THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY WEBSITE ASSOCIATED WITH THIS PROGRAM OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SUCH SITE.

WITHOUT LIMITING THE FOREGOING, TO THE EXTENT ALLOWABLE BY LAW, EVERYTHING REGARDING THE PROGRAM IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT.

Some jurisdictions may not allow the foregoing limitations or exclusions, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

7.3. Publicity: Except where prohibited by law, participation in the Program constitutes Prize Winner's grant to Sponsor (which grant will be confirmed in writing on request of Sponsor) of the right and permission to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, the Prize Winner's and Attendee's name, voice, likeness, company name and publicly available biographical information for advertising, trade, and promotional purposes without additional consideration, compensation, permission, or notification. Nothing contained herein shall be deemed to obligate Sponsor to make use of any of the rights granted herein and Prize Winners (and Attendees) waive any right to inspect or approve any such use of any and every nature and kind.

7.4. Confidentiality: As part of the Program, Participants may receive or have access to certain non-public "Confidential Information". By entering this Program, Participants acknowledge and agree that all Confidential Information must and will not be disclosed to any third party for any reason, except to the extent necessary to participate in the Program.

7.5. Governing Law: Federal, state, and local laws apply. The Program and these Official Rules are governed by and construed in accordance with Illinois state law without regard to conflict of laws.

7.6. Disputes. Except where prohibited, Participant (and, as applicable, Attendee) agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Program or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Illinois or the appropriate state court located in Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, but in no event attorneys' fees; and (c) under no circumstances will Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

7.7. Privacy: Information collected from Participants and Attendees in connection with the Program is subject to Sponsor's Privacy Policy, which can be found at <https://www.usfoods.com/policies/privacypolicy.html>.

7.8. Official Rules: For a copy of these Official rules, visit <https://usfwinnercircle.com/home/terms>.

DISTRIBUTION CENTERS

Northeast:

Albany, Allentown, Boston, Buffalo, Cincinnati, Cleveland, Connecticut, Detroit, Indianapolis, Manassas, Metro New York, Philadelphia - Bridgeport, Watertown, Western PA - Greensburg

Central:

Albuquerque, Austin, Bismarck, Chicago, Dallas, Denver North, Denver South, Grand Forks, Grand Island, Houston, Iowa, Kansas City, Lubbock, Minnesota, Oklahoma City, Omaha, Salem, St. Louis, Streator, Wisconsin

Southeast:

Atlanta, Boca Raton, Columbia, Fort Mill, Jackson, Knoxville, Little Rock, Memphis, Middle Tennessee, Montgomery, New Orleans, Port Orange, Raleigh, Roanoke, Tampa, West Virginia

West:

Anchorage, Billings, Corona, Fresno, Las Vegas, Los Angeles, Phoenix, Portland, Reno, Sacramento, Salt Lake City, San Francisco, Seattle North, Seattle South, Spokane