



NEWS RELEASE

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Nominations Are Being Accepted for the 2017 Produce Excellence in Foodservice Awards Program

Program Celebrates 10th Year of Recognizing Chefs and Foodservice Operations

WASHINGTON, D.C. (October 6, 2016) – United Fresh has opened the nomination period for the 2017 Produce Excellence in Foodservice Awards Program which honors the foodservice industry's most innovative produce performers. This year will mark the 10th anniversary of the program.

The program, sponsored by PRO*ACT, LLC since its inception, has honored more than 50 chefs and foodservice operators for their exceptional work in incorporating fresh produce in menu development, proper food safety and handling, engaging in community outreach and building an overall positive dining experience with fresh produce as a centerpiece.

"Chefs around the globe work hard every day to find innovative ways to delight diners with menu items featuring fresh produce," said Tom Stenzel, United Fresh President & CEO. "With PRO*ACT's continued generous support, we are proud to recognize those chefs who are committed to making produce the centerpiece of the meal."

New this year, the former Hotels & Healthcare category has been expanded into two separate categories, Hospitals & Healthcare and Hotels & Resorts. Additional categories include Business in Industry, Casual & Family Dining, Colleges & Universities, Fine Dining Restaurants, K-12 Foodservice and Quick Service Restaurants, bringing the total number of categories to eight.

"Fresh produce continues to drive success for the foodservice sector, and chefs play a critical role in encouraging consumers to explore produce items," said Max Yeater, President of PRO*ACT. "We are proud of our ongoing commitment to this exceptional program that honors chefs and foodservice operations who are making fresh produce the highlight of their menus."

Winners are selected by a panel of United Fresh member representatives. Nominations must be submitted by January 15, 2017. The eight winning chefs and their corporate executives receive complimentary airfare, hotel accommodations and registrations to United Fresh 2017, June 13-15 in Chicago. The winners will be honored at the Retail-Foodservice Celebration Dinner, and the chefs also will participate in the education program at United Fresh 2017 to share their views on produce trends in foodservice. In addition to their sponsorship of the program, PRO*ACT also will make a donation to a charitable organization of each winner's choice.

The 2016 winners in each category were:

- **Business in Industry:**
 - Chef Craig Tarrant, Culinary Director; Chef Elijah Coe; Executive Chef Café 16 and Chef Zach Therioakes; Executive Chef Studio H Café, Dining at Microsoft, Redmond, WA
- **Casual & Family Dining Restaurants:**
 - Chef Steven Sturm, Corporate Executive Chef, Firebirds Restaurants, Charlotte, NC
- **Colleges & Universities:**
 - Chef Anthony Lauri, CEC, AAC, ACE, Executive Chef, Chartwells at University of Miami, Miami, FL
- **Fine Dining Restaurants:**
 - Chef Leonard Hollander, Arbor, Chicago, IL
- **Hotels & Healthcare:**
 - Chef Nazim Khan, CEC, Executive Chef, Bryan Health System, Lincoln, NE
- **K-12 School Foodservice:**
 - Marilyn Hughes, PhD, RD, Director, Nutrition Department, Atlanta Public Schools, Atlanta, GA
- **Quick Service Restaurants:**
 - Chef Oliver Plust, Executive Chef & General Manager, Tender Greens Hollywood, Hollywood, CA

Nominations can be submitted at www.unitedfresh.org/fsa. For more information about the award program, contact Miriam Wolk, United Fresh Vice President, Member Services, at mwolk@unitedfresh.org or 202-303-3410.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association serves companies at the forefront of the global fresh and fresh-cut produce industry, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. From its headquarters in Washington, D.C. and Western Regional office in Salinas, Calif., United Fresh and its members work year-round to make a difference for the produce industry by driving policies that increase consumption of fresh produce, shaping critical legislative and regulatory action, providing scientific and technical leadership in food safety, quality assurance, nutrition and health, and developing educational programs and business opportunities to assist member companies in growing successful businesses. For more information, visit www.unitedfresh.org or call 202-303-3400.

About PRO*ACT, LLC

PRO*ACT is North America's leading distributor of fresh food to the foodservice and retail industries, sourcing from premier national, regional and local farmers. PRO*ACT streamlines the produce supply chain, offering significant cost benefits and an easy, one-call solution to source the freshest produce from more than 70 third-party inspected, independently owned, local distribution centers across the United States and Canada. PRO*ACT provides category cost management through commodity contract pricing, in-house consultation services and integrated produce program distribution management.