



The ULF Advantage *Our Points of Difference*

People: A good business starts with good people. At ULF, our sales staff which serve you daily are salaried. This means they focus on delivering quality care to boost your business versus selling product to boost their bottom line.

Place: Timely deliveries are a must in the food business. That's why, regardless of whether you're rural or urban, we strive for timely deliveries by professional drivers you can count on.

Product: We're food fanatics! From the annual Spring Show through our seasonal specialty shows, we love sharing with our customers ideas that are innovative and profitable. We're always looking for the next "it" product, while priding ourselves on being the best providers of your everyday needs.

Promotion: From table tents, to menu design and dining room layout, our experienced food service marketing team can assist you every step of the way. Add in promotable monthly recipe ideas and suggested theme menus and you're armed with everything you need to create the ultimate customer experience.

Profit: Markets can change overnight, driving the cost of food up. By partnering with ULF, we keep track and inform you of how to buy the best products at the best price available, so you can focus on boosting your bottom line.

Performance: At the end of the day, we're here because of you. If you choose to work with ULF, you're dealing with a team dedicated to your success. It's simple really – if we are a part of your success, we will continue to do business!