

Item 1.01. Entry into a Material Definitive Agreement.

On February 17, 2010 we received a copy of a fully executed Vendor Program Agreement between Food Innovations, Inc., our wholly-owned subsidiary, and U.S. Foodservice, Inc. The Agreement establishes our subsidiary as an authorized vendor of U.S. Foodservice. The term of the Agreement is from January 1, 2010 through December 31, 2012 and provides for up to three (3) automatic annual renewals thereafter if no party gives the other 30 days notice of its intent not to renew.

Item 9.01. Financial Statements and Exhibits.

Exhibit 10.1 Agreement between Food Innovations, Inc. and U.S. Foodservice, Inc., effective as of January 1, 2010

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

INNOVATIVE FOOD HOLDINGS, INC.

Date: February 23, 2010

By: /s/ Sam Klepfish
Sam Klepfish, CEO

Exhibit Index

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