

WELCOME TO



Frequently Asked Questions

Q: What is the HC&L initiative?

A: HC&L is a procurement and marketing initiative designed specifically for the U.S. lodging channel. Developed by The Sieb Organization, a Phoenix-based global marketing firm in partnership with Sysco Corporation, the initiative was launched in 2009 and currently serves hundreds of hotel and restaurant members. Targeted to independent/franchised hotels, hotel management companies, and emerging/national hotel chains, HC&L can be customized to a hotel's specific needs and help them improve and grow their business.

Q: How does it work?

A: Qualified and compliant hotels can save on their food and non-food purchases through competitive Sysco broadline and specialty procurement and distribution. HC&L supplier partnerships offer members contract pricing and/or paid allowances. Members receive 100% of all earned allowances. In addition, Sieb offers an integrated base of marketing resources designed to drive incremental revenue in all hotel foodservice outlets and departments.

Q: How many HC&L discounted and rebate items does Sysco stock?

A: The HC&L portfolio of products includes over 7000-items and growing to meet the needs of both limited-service and full-service hotels and resorts.

Q: How do HC&L members access the specific product offerings within each allowance program?

A: All HC&L allowance programs are integrated into the Sysco price management system and are available upon request from the assigned local Sysco representative.

Q: Can additional products be added to existing HC&L allowance programs?

A: Yes. Please contact The Sieb Organization.

Q: How and when are HC&L rebate allowances paid to participating members?

A: Sysco reports quarterly data to The Sieb Organization who then invoices the manufacturers. Manufacturers pay the Sieb invoice who in turn pays the member. Allowances are paid in arrears within 75-days of the close of each quarter. In addition, the majority of rebate allowances are taken off-invoice to provide the lowest cost to the member.



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Q: What percentage of purchases can HC&L members expect to earn back in rebate allowances?

A: Depending on the overall level of compliance and nature of purchased products, members can earn between 3-5% in rebate allowances.

Q: Can hotels utilize other distributors and still receive allowances?

A: No. To receive contract pricing and allowances all products must be purchased through Sysco.

Q: Are HC&L members required to purchase specific items or minimums?

A: No. Members have total freedom and flexibility in their purchasing.

Q: Does HC&L have a long and complicated participation agreement?

A: No. The HC&L participation agreement is a clear, concise and streamlined 2¹/₂ page disclosure document.

Q: What is the HC&L sign-up process?

A: (1) Contact Eric Sieb at The Sieb Organization, (2) Complete the HC&L hotel information form, (3) Meet with the assigned local Sysco representative, (4) Complete the Sysco credit application form and sign the HC&L participation agreement.

Q: Who is the primary contact for more information on the HC&L initiative?

A: Contact Eric Sieb at The Sieb Organization • Tel: 1-800-991-SIEB (7432) Ext 101 or E-mail: eric.sieb@sieb.com.

FOR MORE INFORMATION ON THE HC&L INITIATIVE PLEASE CONTACT:

Eric Sieb at The Sieb Organization • 3605 North 7th Avenue • Phoenix, AZ 85013
1-800-991-SIEB (7432), ext. 101 • Fax: 480-317-0492 • E-mail: eric.sieb@sieb.com