

WELCOME TO



HC&L Special Event Series For Limited-Service Hotels

The Hotel Cuisine & Lifestyle (HC&L) initiative offers a series of half-day special events, hosted exclusively by Sysco, that are targeted to both Limited-Service and Full-Service hotels. Each HC&L event focuses on specific hotel foodservice outlets/departments, meal periods, and day parts and is designed to help owner/operators lower their costs, upgrade quality levels, and drive new revenue. The following overview highlights the half-day event agenda for Limited-Service hotels:

8:00 - 8:30 am - HC&L Event Registration

8:30 - 8:45 am - Sysco Welcome & HC&L Introduction

8:45 - 10:00 am - HC&L Procurement Offerings

Complimentary Breakfast Buffet

- Coffee Products
- Juice Products
- Chilled Products
- Baked Products
- Fresh Products
- Hot Products

Guest Amenities

- Cookie & Brownie Products
- Grab N' Go Products

Guest Convenience Store

- Beverage Products
- Canned, Dry Good, Snack Products
- Candy Products
- Refrigerated & Frozen Products

Complimentary Afternoon Reception

- Beverage Products
- Snack Products
- Hot Appetizer Products

Additional Foodservice Support

- Paper & Plastic Products
- Cleaning & Sanitation Products
- Display & Equipment Products

10:00 - 10:15 am - Break

10:15 - 11:15 am - HC&L Brand/Marketing Offerings

- Brand Recommendations
- Website Marketing Recommendations
- Public Relations Recommendations
- Social Media Recommendations
- Online Media Recommendations

11:15 am - 11:30 am - Getting Started

- Sysco Account Set-Up
- HC&L Participation Agreement

11:30 am - Closing Remarks, Q&A, Adjourn



LIMITED-SERVICE HOTELS

Frequently Asked Questions

Q: What are the savings utilizing HC&L supplier programs for Complimentary Breakfast and Afternoon Reception Buffets?

A: Depending on the hotel's level of program utilization, typical savings are in the 8-10% range.

Q: How can a fresh-baked cookie and brownie program generate incremental foodservice revenues and profits?

A: Guests receive a fresh-baked, complimentary cookie and/or brownie at check-in. Additional cookies/brownies may be purchased at the hotel's Retail/Convenience area, included in a Grab N' Go offering, and offered for sale as a small-meeting amenity.

Q: Are hotel Retail/Convenience areas profitable?

A: Yes. Research studies show that the typical 100 sq. ft. Retail/Convenience area operated 24-hours daily by the hotel's guest service representatives generates approximately \$15,000 per year in net income.

Q: Do HC&L manufacturer programs include equipment?

A: Typically, equipment is not provided although there are exceptions. For example, Dreyer's Ice Cream, Vitality Juice and Sara Lee Coffee will provide equipment based on defined volume levels. Some manufacturers offer equipment at discount rates i.e. oven for baking cookies and brownies. Any provided equipment must be utilized exclusively for the supplying manufacturer's products.

Q: When are HC&L manufacturer allowances paid to hotels?

A: Allowances are billed to manufacturers quarterly and are paid to the hotels at the beginning of February, May, August and November.

Q: Can hotels utilize other distributors and still receive HC&L special pricing and allowances?

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

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

A: No. The HC&L participation agreement is a clear, concise and streamlined 2 1/2 page disclosure document that permits HC&L to invoice, collect, and distribute allowances on the hotel's behalf.

FOR MORE INFORMATION ON HC&L AND TO REGISTER FOR UPCOMING SPECIAL EVENTS IN YOUR AREA GO TO: www.hotelcuisineandlifestyle.com, CLICK ON EVENTS, AND COMPLETE THE ONLINE REGISTRATION FORM.