



PROVIDING INDEPENDENT AND FRANCHISED
HOTELS AND RESTAURANTS WITH
COMPETITIVE FOODSERVICE PRICING
AND VALUE-ADDED MARKETING RESOURCES



Available only through Sysco, national foodservice initiative focuses
on lowering procurement costs, upgrading quality levels,
and driving new revenues.

hotelcuisineandlifestyle.com

YOUR EXCLUSIVE PROGRAM DESTINATION FOR HOTEL AND RESTAURANT FOODSERVICE DISTRIBUTION, PROCUREMENT, AND MARKETING RESOURCES

The Hotel Cuisine & Lifestyle (HC&L) initiative provides qualified and compliant customers with a competitive and integrated base of distribution, procurement, and marketing resources. Available only through Sysco, these resources can be customized to a customer's specific brand and operational needs and help improve and grow their business. The following overview highlights the specific features and benefits of the initiative.



Competitive Procurement

- 125+ National Manufacturer Programs (Food, Non-Food, Beverage)
- Full-Service Procurement Administration (Sourcing, Contract Management, Allowance Invoicing, Collections)
- Immediate Off-Invoice and Paid Quarterly Rebate Allowances
- 100% Of All Earned Allowances Paid To Customer

Value-Added Marketing Resources

- Foodservice Programming Assessment & Review (By Unit, Department, Outlet)
- Branding, Marketing, Training Strategies
- Go-To-Market Implementation

Quality Distribution

- Exclusive Sysco Broadline and Specialty Distribution
- Flexible Margin Schedules and Incentives
- Competitive Distributor and National Brands
- Customized Internet Direct Order Entry System Through Sysco Market
- Online Access To Purchase Data For Forecasting, Compliance, and Supplier Management
- Broadline Distribution Of Dairy, Fresh and Frozen Center Of The Plate, Frozen and Dry Goods, Fresh Produce, Disposables, Smallwares and Equipment, Dispenser Beverages, Chemicals, Janitorial
- Specialty Distribution From FreshPoint, Guest Supply, European Imports, Sysco Specialty Meats, and Keystone
- Superior Fill Rate and Delivery Performance
- Excellent Business Continuance Plan and Disaster Preparedness
- Quality Assurance, Sustainability, and Green Programs