

COMPETITIVE PRICING & VALUE-ADDED RESOURCES

FOR INDEPENDENT & FRANCHISED HOTELS & RESTAURANTS



OVERVIEW SHEET

Available exclusively through **Sysco**

This national foodservice initiative focuses on lowering procurement costs, upgrading quality levels, and driving new revenues.

hotelcuisineandlifestyle.com

Good things
come from
Sysco

YOUR EXCLUSIVE PROGRAM DESTINATION FOR FOODSERVICE DISTRIBUTION, PROCUREMENT & 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

- **150** National Manufacturer Programs
(Food, Non-Food, Beverage)
- **Full-Service Procurement Administration**
(Sourcing, Contract Management)
- **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 Shop
- 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, Keystone, and Supplies on the Fly
- Superior Fill Rate and Delivery Performance
- Excellent Business Continuance Plan and Disaster Preparedness
- Quality Assurance, Sustainability, & Green Programs