



## A NEW ERA IN HOTEL FOODSERVICE DISTRIBUTION, PROCUREMENT, AND MARKETING

National lodging channel initiative focuses on lowering foodservice distribution and procurement costs, upgrading brand and market positioning, and driving new foodservice revenue and profit in all hotel outlets and departments.



[www.hotelcuisineandlifestyle.com](http://www.hotelcuisineandlifestyle.com)

WELCOME TO



## **YOUR EXCLUSIVE DESTINATION FOR HOTEL FOODSERVICE DISTRIBUTION, PROCUREMENT, AND MARKETING RESOURCES**

The Hotel Cuisine & Lifestyle (HC&L) initiative provides qualified and compliant hotel members with a value-added base of integrated distribution, procurement, and marketing resources. Available only through Sysco and its hospitality partner The Sieb Organization, these resources can be customized to a hotel's specific needs and help improve and grow their business. The following overview highlights the specific features and benefits of the initiative:

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### **SYSCO BROADLINE AND SPECIALTY DISTRIBUTION**

- Flexible margin schedules and incentives.
- Competitive distributor and national brands.
- Largest and most efficient foodservice distributor supply channel in the world.
- Competitive pricing and customized incentives designed to reduce distribution costs.
- Inter-company product transfers and redistribution centers support expansion.
- 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, and janitorial.
- Specialty distribution from FreshPoint, Guest Supply, Keystone, Buckhead Beef, Newport, and ChefEx.
- Superior fill rate and delivery performance.
- Excellent business continuance plan and disaster preparedness.
- Quality assurance, sustainability, and green programs.

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### **SIEB PROCUREMENT ADMINISTRATION**

- Competitive national supplier partnerships offering off-invoice pricing and/or allowances on food and non-food products, and services.
- Full-service procurement administration offering sourcing, supplier contract management, allowance invoicing, collections, and auditing services.
- 100% of the suppliers' paid rebate dollars, which are paid on behalf of the participating hotel members for products delivered by Sysco and other suppliers, are paid back to the hotel member.
- Accounting and reporting of allowance monies earned and cost savings.

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### **SIEB MARKETING**

- Hotel Foodservice Marketing Review & Assessment
- Concept/Brand Development
- Signage Package
- Menu/Merchandising/Point Of Sale/Promotion Resources
- Visual Assets (Photography, Stock, Video, Event Footage & Stills, Maps, Renderings)
- Website
- Traditional Advertising (Television, Radio, Print, Direct Mail, Outdoor, Out-Of-Home)
- Digital Advertising (Online & Social Media)
- Public Relations/Special Events
- Annual Conference/Trade Show

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

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