

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