



Eric Sieb | Principal

"WE PROVIDE EMERGING CHAINS WITH SMART SOLUTIONS THAT DRIVE BRAND, PROFITABILITY, AND GROWTH"

To be successful in today's highly competitive foodservice environment, emerging chains need a quality, cost-effective, and integrated network of distribution, procurement, and marketing resources.

CHAIN SOLUTIONS NETWORKSM

Good things
come from
Sysco[®]

SIEB

www.chainsolutionsnetwork.com

The Chain Solutions Network initiative seeks emerging regional foodservice chains committed to quality, profitability, and growth. Available only through Sysco and its hospitality partner The Sieb Organization, qualified and compliant chains participate in a defined assessment and review process from which customized distribution, procurement, and marketing plans are developed and implemented. The following overview highlights the specific features and benefits of the initiative.

Sysco Broadline and Specialty Distribution

- Annual review and assessment of purchasing history, service levels, and supply chain management.
- 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.

Sieb Procurement Administration

- Annual review and assessment of procurement structure and methodology.
- Development and implementation of 12-month procurement administration plan.
- Negotiate contract pricing, marketing allowances, and rebate agreements for specified products.
- Maintain digital archives detailing terms of all manufacturer and vendor agreements.
- Invoice and collect marketing allowances and rebates from manufacturers and vendors.
- Administer payment of rebates received from manufacturers to all participating stores.
- Report on rebate invoicing, collections, and payment administration.

Sieb Marketing

- Annual review and assessment of marketing structure, methodology, and budget.
- Annual budget allocation and strategy/tactic recommendations for the following areas:
 - Business Model & Plan
 - 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 CSN INITIATIVE, PLEASE CONTACT:

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