



Eric Sieb | Principal

"WE PROVIDE LEGACY AND EMERGING RESTAURANT CHAINS WITH STRATEGIC SOLUTIONS THAT DRIVE BRAND, GROWTH, AND PROFITABILITY"

To To be successful in today's highly competitive restaurant environment, restaurant chains need a strategic network of business advisory/consulting, as well as Financing/Payment Systems, Branding/Marketing, and Procurement/Distribution resources.

CHAIN SOLUTIONS NETWORK<sup>SM</sup>

SIEB

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

The **Chain Solutions Network (CSN)** initiative provides active advisory/consulting services and a strategic resource network to legacy and emerging restaurant chains committed to quality, growth, and profitability. Qualified and compliant restaurant companies participate in a defined business assessment and review process from which customized **Financing/Payment Systems, Branding/Marketing, and Procurement/Distribution** plans are developed, implemented, and actively managed.

---

#### **Restaurant Financing/Payment Systems**

- Franchise Financing
  - Equipment Leasing
  - Working Capital
  - POS Technologies/Online Ordering/PCI-EMV Certification
- 

#### **Restaurant Branding/Marketing**

- Local Customer Feasibility Analysis
  - Positioning/Naming/Identity System
  - Creative Messaging
  - Signage/Menu/Merchandising/POS/Promotion
  - Customer Recognition/Loyalty Rewards Program
  - Website Development/Programming/Maintenance/Tracking
  - Traditional Media: Awareness/Lead Generation/Online Ordering
  - Digital Media: Awareness/Lead Generation/Online Ordering
  - Public Relations/Social Media/Reputation Management
- 

#### **Restaurant Procurement/Distribution**

- 125+ National Manufacturer Programs (Food, Non-Food, Beverage)
- Full-Service Procurement Administration (Sourcing, Contract Management, Allowance Invoicing, Collections)
- Off-Invoice and Paid Quarterly Rebate Allowances
- Customized Broadline and Specialty Distribution
- Flexible Margin Schedules and Incentives
- Customized Internet Direct Order Entry System
- 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 Product, Disposables, Smallwares and Equipment, Dispenser Beverages, Chemicals, Janitorial
- Superior Fill Rate and Delivery Performance
- Excellent Business Continuance Plan and Disaster Preparedness
- Quality Assurance, Sustainability, and Green Programs



FOR MORE INFORMATION ON THE CSN INITIATIVE, PLEASE CONTACT:

Eric Sieb at The Sieb Organization, Inc. • 3605 North 7th Avenue • Phoenix, AZ 85013  
Tel: 1-800-991- SIEB (7432) Ext 101 • Fax: 480-317-0492 or E-mail: [eric.sieb@sieb.com](mailto:eric.sieb@sieb.com)