

CHAIN SOLUTIONS NETWORK®



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.

Good things  
come from  
**Sysco**™

**SIEB**

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

The Chain Solutions Network (CSN) 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.

### Restaurant Feasibility Analysis

- Local Market/Household Demographics
- Local Customer Lifestyle Segmentation
- Local Customer Discretionary Spending
- Local Customer Media Consumption
- Local Competition

### Restaurant Branding/Marketing

- Positioning/Naming/Identity System
- Creative Messaging
- Menu/Merchandising/POS/Promotion
- Customer Recognition/Loyalty Rewards Program
- Website Development/Programming/Maintenance/Tracking
- Traditional Media: Awareness/Lead Generation
- 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, Contact Management, Allowance Invoicing, Collections)
- Immediate Off-Invoice and Paid Quarterly Rebate Allowance
- 100% Of All Earned Allowances Paid to Customer
- 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 — SUPPLIER PARTNERSHIPS, PLEASE CONTACT:  
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