



# Your Food and Beverage Co-Op Program



**Best Western MarketPlace® - Canada  
ENROLLMENT GUIDE**

It's a tall order. Making breakfast and making ends meet. Serving your guests and nourishing the bottom line. If you are frustrated by rising food costs and dwindling resources, feeling the constant pressure to bring more to the table for less, or just spending too much time on sourcing and not enough on the rest of your operation, there's a place for you. The Best Western MarketPlace® Canada.

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## Welcome

The Best Western MarketPlace® Canada is an endorsed service for Best Western properties dedicated to securing superior pricing for members on food, beverages, and dining supplies—prices no individual operator has the time, resources, or purchasing clout to secure. Once you enroll, you'll have more power to combat rising food costs, increase your profitability, and build a competitive advantage, even in an unstable economy.

## How to use this guide

This guide is designed to give you an overview of the Best Western MarketPlace® Canada program and answer most of your questions. It covers enrollment, outlines program benefits, lets you easily see distribution options in your area, and provides the answers to frequently asked questions.

If you need any assistance with enrollment or have additional questions about any aspect of the program, please contact the Best Western MarketPlace® Canada at 877-755-7828. We're here to help.



# BENEFITS

## Best Western MarketPlace® Canada PROGRAM BENEFITS

The following benefits are provided at no cost to you:

- Access to national brand manufacturers programs with discount pricing and rebates
- Industry Trends and Updates
- Issue Resolution Support
- MarketPlace Gold - Preferred Products List that provide the highest cost savings opportunities (Quarterly)
- Account Management
- Online Ordering provided through E-Sysco

## Voluntary Add-On PROGRAM

The following supplemental program is provided to you:

- Hotel Pantry Market Program for Canada

Best Western MarketPlace® Canada is YOUR place. All the benefits come without cost; only impactful savings.

## It keeps getting better

Best Western MarketPlace® Canada is designed to meet the diverse needs of each Best Western property:

- Utilizing Product Guides

Take advantage of the contracts offered to Best Western Members and receive additional savings on your pricing by using the Product Guides – list of items with contract pricing and/or rebates. Sysco Foods will provide all products listed on the Product Guide and deliver a copy to your location quarterly. Selling prices shown are firm for the month (with the exception of Commodity Item Pricing).

## A place for everything










Best Western MarketPlace® Canada is comprehensive, not just in terms of products but also in terms of benefits. It provides basic and supplemental benefits to meet both corporate breakfast standards and your specific operational needs.



# PROGRAM COMPARISON

The Best Western MarketPlace® is not only a program designed for savings only; its your complete purchasing solution. We are here for you every step of the way.

## How the Best Western MarketPlace® Canada Benefits You

	Best Western MarketPlace® Canada	Example of Current Operation
 <b>KIND OF ACCOUNT</b>	National Account	Street Account
 <b>BUYING POWER</b>	Backing of over 175+ Best Western Canada Hotels	Individual Hotel
 <b>DIST. MARKUPS</b>	Monitored, Low, Pre-Negotiated Pricing	High Unstable Markups and Pricing
 <b>ACCOUNT REP</b>	BWMP Client Services Program Rep and a Sysco Account Rep to help get you started	Commissioned Sales Rep
 <b>HOW YOU ORDER</b>	Convenient Online Ordering with Product Guide Recommendations	Manual process through appointment with sales Rep
 <b>PRODUCT DISCOUNTS</b>	Negotiated pricing on national brand products versus relying on distributor label items	NO National Brand Pricing Programs
 <b>OFF INVOICE SAVINGS</b>	Immediate off invoice savings based on participation	Minimal Immediate Invoice Savings
 <b>REBATE SAVINGS</b>	Earned Rebates Available based on participation	NO Rebate Earnings
 <b>ACCOUNT MGMT</b>	Issue Resolution, Invoice Monitoring, Industry Trend Reports, Education & Safety and Much More...	NONE or Minimal Support

\*The above overview, while as accurate as possible are based on the BWMP Contracts and Agreements with Sysco Foods. Any information that is presented on this page, if unclear, should be discussed with a Best Western MarketPlace® representative.



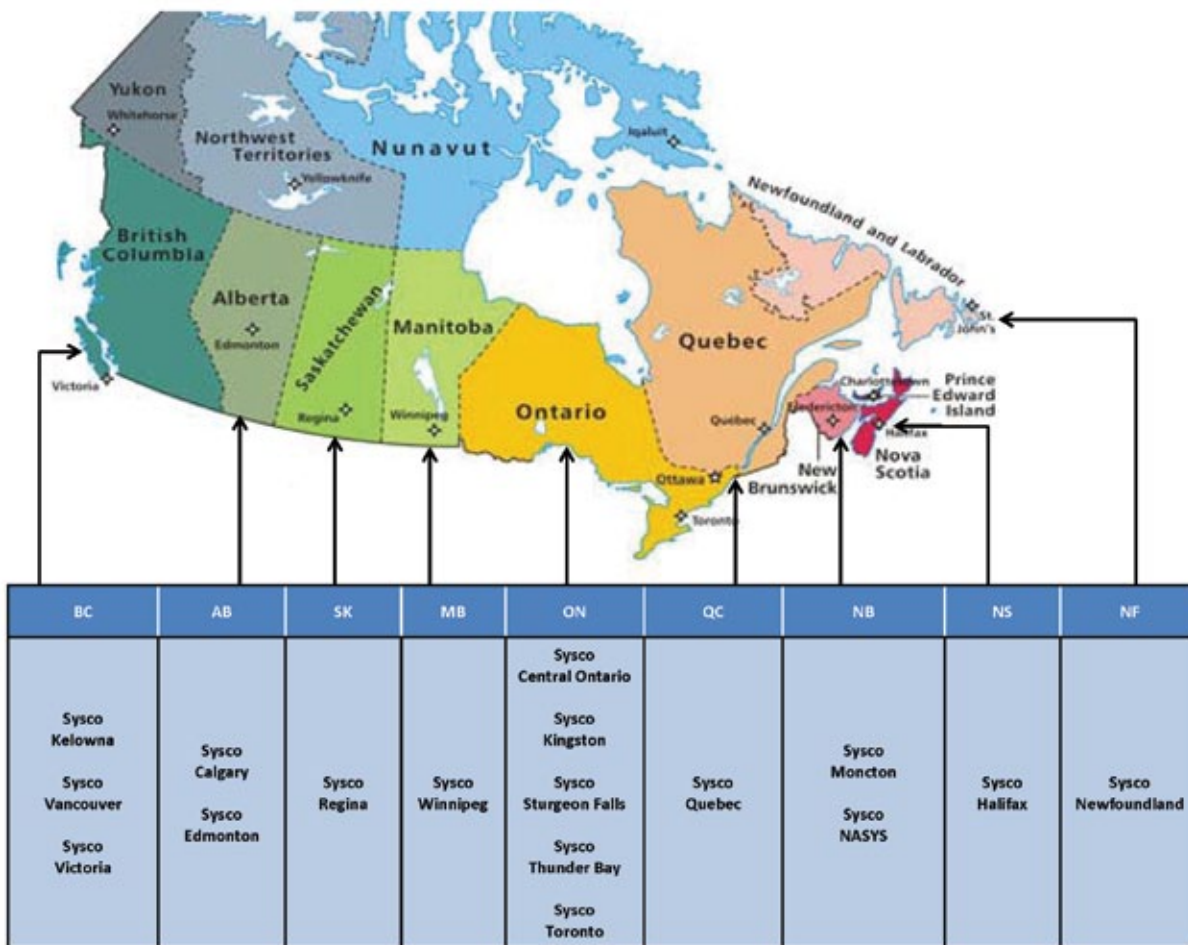


# ENDORSED DISTRIBUTION PARTNERSHIPS

Your place for outstanding service.

The Best Western MarketPlace® Canada has negotiated the best contracted program with Sysco Foods and manufacturer partnerships in the business. The Best Western MarketPlace® Canada will enable operators to maximize invoice and revenue impact through contracted pricing and rebate agreements on over 200+ manufacturers.

## Best Western MarketPlace® Canada Sysco Foods Distribution by Province



# MANUFACTURING PARTNERS

Make the products you buy pay off.

The more products there are to choose from, the more options you have for satisfying both your budget and your guests with national brand name products. That's why Best Western MarketPlace® Canada negotiates national contracted agreements that secure the lowest overall invoice costs on more than 6,000 items. Listed below are some of the preferred manufacturing partners.



Best Western MarketPlace® Canada. Your place for complete satisfaction.

Thank you for your interest and participation in Best Western MarketPlace® Canada. By joining together, Best Western properties are realizing significant savings and operational efficiencies. If you have any questions, concerns or suggestions, please call 877-755-7828. Your complete satisfaction is our sole mission.



# ENROLLMENT & ELIGIBILITY



One place to save. Two ways to enroll and start the Activation process.

## Enrolling in the program

Getting started is easy. Just enroll online right now to begin the enrollment process at [bwbuyersadvantage.com](http://bwbuyersadvantage.com) or call 877-755-7828. Once we receive your completed form, a Best Western MarketPlace® Canada representative will provide the distribution agreements to you.

## What Happens Next?

### 1. Your Best Western MarketPlace® Canada Representative

Once we receive your enrollment form or your online submission, you will be assigned a Best Western MarketPlace® Canada Representative. He or she will contact you and discuss with you the distribution enrollment and start-up process with Sysco Foods distributor for your operation and location area.

### 2. Sysco Foods will Activate your Best Western MarketPlace® Membership

Once you have completed the participation agreement for Sysco Foods, the Sysco team will begin processing your membership for distribution.

#### Already ordering through Sysco Foods?

If you are presently purchasing with Sysco Foods, you will keep your original distributor customer number (DCN) and will see the savings activated to your account. You will be assigned an ESYSCO Online account as well as training so that you can access all products and all pricing of programmed items. Your Sysco Account Representative will help you get started on the Best Western MarketPlace® Canada program.

#### Switching to Sysco Foods?

If you are switching to Sysco Foods, a credit application will be included as part of the participation agreement. Once approved for distribution services, your property will be assigned a distributor customer number (DCN) and a Sysco Account Representative who will assist you in getting started with Sysco Foods. You will also be assigned an ESYSCO Online account as well as training so that you can access products and pricing of programmed items.

### 3. Receive your Getting Started Package and Participate in a Welcome Webinar

Your Best Western MarketPlace® Canada Representative will send you an official Welcome Package via email to get you started on the program. He or she will also schedule a Welcome Webinar! with you to review the program benefits.

### 4. Let the Benefits Roll In

Now you'll have access to the online benefits of the Best Western MarketPlace® Canada Members Website.

Here you will find:

- Product Guides, Recipes and Breakfast Menus
- Insights and Trends on the Hospitality Industry
- Supplier Information with Specials and Resources
- Educational Webinars
- [And much more...](#)

## Eligibility for you

The Best Western MarketPlace® Canada offers a number of program options, so eligibility requirements vary.

However, General eligibility for the MarketPlace program is quite simple:

- Utilize the Sysco Foods Distributor Program in your area
- Use your Product Guide to place orders with your area Sysco distributor

Best Western MarketPlace®.  
Be Smart. Buy Smart. Operate Smart.

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## Best Western MarketPlace®

### Enrollment Assistance

Phone: 877-755-7828 Option #2  
membership@bestwestern-marketplace.com

### Member Services

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### Best Western International

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