

Enrollment Guide

For the Best Western MarketPlace[®]

Your Food and Beverage Co-op Program



About the Program

It's a tall order. Your operation is expected to make a great breakfast and also make ends meet. Sourcing the best choices can take your attention off your operation and your guests. The solution? The Best Western MarketPlace®, an endorsed service for Best Western properties, dedicated to securing the most competitive pricing for member on food, beverage and dining supplies. Our procurement specialists are able to access the pricing levels that individual operators do not have the time, resources or clout to secure. When you enroll, you'll have more power to combat rising costs, increase your profitability and build a competitive advantage.

Member Benefits

- Contract pricing and rebates on a growing list of name-brand products from 500+ manufacturers. Items you use and trust in your operation every day
- The choice to select your Distributor from a pool of nationally recognized, outstanding options
- Access to national brand manufacturers with special contracted programs and rebates
- Online ordering
- A dedicated Customer Relations team who facilitate your access and use of the Program
- **MarketPlace Opportunities** - Insights that identify the products that give your operation the greatest cost savings
- **MarketPlace Program and Pricing Update** - a monthly email featuring industry news and trends



The Next Step, Enrollment

Getting started is easy. You can enroll online at www.bestwestern-marketplace.com or via telephone, 877.755.7828. When we receive your Enrollment Form, we will contact you to coordinate the process of your enrollment.

Step 1

Complete and submit the Enrollment Form

Step 2

Discuss needs & questions with a Membership Specialist

Step 3

Choose your Distributor

Complete the Distributor's participation agreement. You can choose to stay with your current Distributor or select a new company.

Step 4

Start Ordering and Start Saving

Your Distributor will activate your access to the BestWestern MarketPlace®.

- Your account will be linked to contracted pricing
- You will have access to a content-rich member website with:
 - Product Guides, Recipes, Breakfast Menus
 - Industry Insights and Trends
 - Information on Suppliers Resources
- You will be contacted by your Account Specialist in Customer Relations.

Eligibility

- Maintain or change prime distribution to Sysco, US Foodservice (USF) or Food Services of America (FSA)
- Meet the Distributor minimum delivery requirements
- Establish credit with distributor

Distributors



Manufacturers

The Best Western MarketPlace® negotiates national agreements to secure the lowest overall invoice costs on 6,000+ items. We give you choices so you can better serve your guests while managing your operating costs.



Program Comparison

FEATURES	BEST WESTERN MARKETPLACE®	TYPICAL SINGLE OPERATION
Kind of Account	National Account	Street Account
Buying Power	Group of 500+ Best Western properties	One hotel
Distributor's Markups	Monitored to a low, pre-negotiated markups and pricing	High and unstable markups and pricing
Account Representative	Non-commissioned Distributor customer support BWMP Client Services support	Commissioned Sale Rep
Ordering	Convenient online ordering Custom Product Guides	Manual ordering process Appointment with Sales Rep
Discounts	Negotiated pricing on 6,000+ national brand products	No national brand pricing programs
Delivery Incentives	Available up to 2.5%	Minimal or no incentive
Rebate Savings	Earned rebates	No earned rebates
Client Services	Dedicated Team Industry Trends Education Quarterly Reports	Minimal or no support



FAQ

How will this change my current operation?

We will minimize any disruption in your operation by working with the Distributor to ensure a seamless transition. Your Distributor will help create customized order guides.

Why should I become a member?

We provide an area of expertise in food service supply. As your partner, we provide the tools and resources that add value to your operation and bring savings to your bottom line.

Can't I do the same thing on my own?

We negotiate with the power of 500 operations and gain access to national contracts. As an individual property, you will not be able to access the same costs or benefits.

I have manufacturers' contracts in place. Is that a problem?

We work with you to evaluate all contracts and select the option that serves you better.

How long does it take to be connected?

This can vary, depending upon your current distributor. The average distributor connection time is roughly three weeks.

How and when will I receive my rebates?

Rebates are processed quarterly and your earned rebate payments are sent to the Best Western International corporate office. Following this, you will see a credit appear on your Best Western International corporate statement.

Are there Distributor delivery minimums?

Yes, and these will vary based on the size of your property. For most properties, the minimum is \$750 per delivery drop to receive no delivery minimum charges.

Enrollment

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Customer Relations

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