

The Outsourced Foodservice Management Specialists



For All Contract Types

P&L
or

Cost Reimbursement

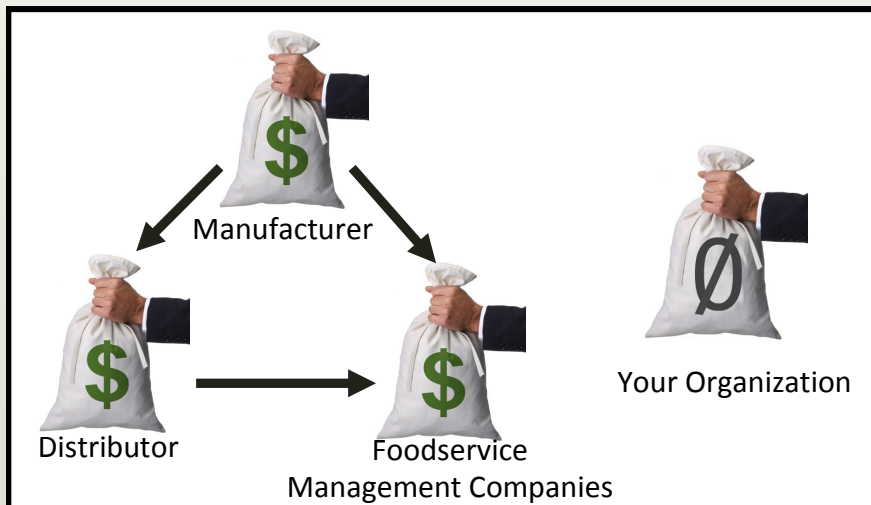
HAA

HOSPITALITY ASSET ADVANTAGE

Reduce Your Outsourced Foodservice Expense

Each business day in the United States, foodservice management companies receive millions of dollars in *sheltered revenues*. You've heard the words "rebates", "credits" and "mark-ups", but if you've ever tried to quantify those amounts, you've discovered the information is not readily available. In fact, until now, little has been understood about how these *sheltered revenues* are actually calculated and distributed.

You may receive little or no benefit from these *sheltered revenues*.



Sheltered Revenues are paid to Foodservice Management Companies from...

- Food Manufacturers
- Food Distributors
- Approved Vendors
- Captive Companies/ Subsidiaries

What are *Sheltered Revenues*?

- Food and Beverage Purchase Rebates
- Employee Benefit Mark-Ups
- Supply Purchase Rebates
- Single Source Incentives
- Deviated Pricing
- Manufacturer Credits
- Distributor Credits
- Wage Modifications
- Approved Vendor Remuneration
- Distributor Commissions
- Capital/Equipment Rebates

...and this is just the beginning

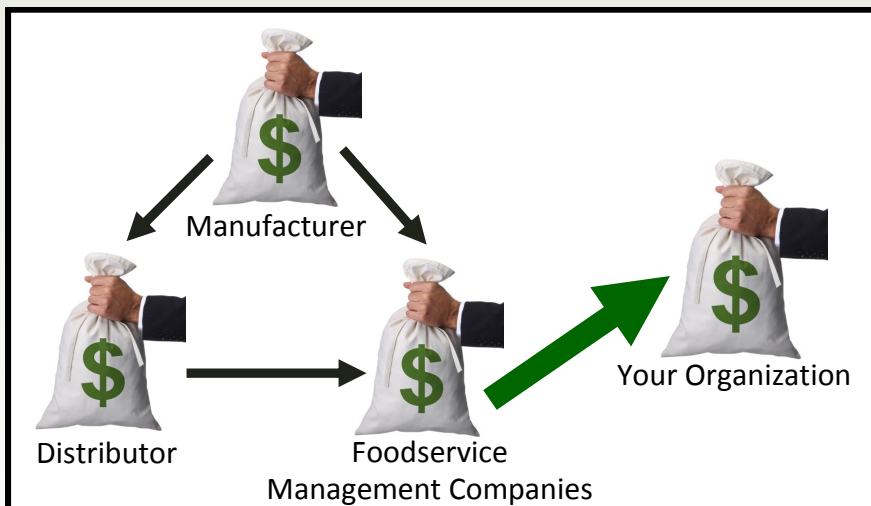
YOUR ORGANIZATION SHOULD BENEFIT FROM *SHELTERED REVENUES*.

HAA CAN HELP.

The HAA Cost Reduction Process

For more than 30 years, our firm has provided expert consulting services to the hospitality industry in the US, Europe and Asia. In 2008, we invested time and capital into understanding the “complexities” of the foodservice management industry’s financial underpinnings. What we discovered was a multi-billion dollar industry that excluded the customer from receiving significant revenues.

After HAA’s Cost Reduction Process, you too can benefit from *sheltered revenues*.



HAA’s Cost Reduction Process is based on proprietary knowledge. Your costs can be reduced...

- **Without changing your foodservice vendor.**
- **Without changing your current operation.**
- **Without upfront fees.***

* All work is performed on a contingency basis.

TRADITIONAL COST REDUCTION METHODS

- Negotiate Visible Fees
- Alter Menus and Portions
- Reduce Catering
- Change Products
- Decrease Staffing
- Change Service Methods
- Reduce Hours of Operation
- Receive Local/Other Rebates

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METHOD

- Analyze Your Situation
- Negotiate With Foodservice Management Companies
- Implement Revised Plan



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WORKS WITH ALL CONTRACT TYPES



Cost Reimbursement

Customer reimburses food service vendor's costs. Vendor usually receives management fee.

HAA RESULT:
Your Organization's
Costs are Reduced

P&L Agreement

Food service vendor assumes financial responsibility for the food service enterprise and retains most or all profits.

HAA RESULT:
Your Organization
Receives Payments

"The HAA process works. We questioned how HAA would reduce costs without damaging our relationship with the foodservice provider.

HAA did exactly what they promised. Costs were reduced, product and service levels were not affected and the relationship with our provider actually improved."

Deidre Buzzetto
Director of Global Real Estate
Lenovo

The Outsourced Foodservice Management Specialists

Call or e-mail to schedule a 30 minute webinar.

HOSPITALITY ASSET ADVANTAGE, LLC

6 North Main Street, Suite 202
Wallingford, Connecticut 06492

203.265.1600 ph
203.265.1640 fax

info@hospitalityassetadvantage.com
www.hospitalityassetadvantage.com