



## A Collaborative Approach to Increasing Contract Utilization

### MEMBER PROFILE

This member manages a national portfolio of brands that includes hotels, resorts, spas, residences and vacation properties.



1200+ owned, managed, or franchised hotels



360,000+ rooms



Several stand-alone vacation ownership resorts and residential properties

### CHALLENGE:

The corporate office was looking to deliver system-wide savings by identifying item optimization opportunities for their purchasing locations. The customer requested that Concierge by Foodbuy assist them in making the identified changes easy to implement.

### SOLUTION

Foodbuy deployed its Account Management, Culinary, and Field Implementation teams (FIM's), who partnered with distributor houses in each region to review the top 80% of spend for the customer's purchasing locations. The distribution partner provided the Concierge by Foodbuy team with a view of the distribution portal so that all products could be analyzed and cost/quality alternatives could be identified. Regional meetings—which included the FIMs, customer leadership, and the distributor representatives—were set up to efficiently determine which optimization recommendations would be implemented and tracked.

### RESULTS:

As a result of our close collaboration and problem-solving, Concierge by Foodbuy was able to:

- Identify ~198,000 cases of total optimization opportunity
- Gain alignment from all stakeholders on changes to order guides
- Confirm annualized run rate of total cases optimized:\* 69,300 (35%)
- Confirm 80%+ of all identified items optimized
- Total savings were estimated to be \$2.5 million, approximately 3-5%.

*\*Measure from the first six months of tracking activity. Case conversions normalized due to a staggered start schedule, new stocking requirements and seasonality.*