

when the  
WORLD  
turned upside  
DOWN

**Five Star experiences**

Need a 5★ breakfast

Consumers love breakfast.

Research from the lodging industry in the USA and China suggests that breakfast is often one of the deciding factors in a guests decision to return to a hotel or give it a great review.

32% of millennials would like more restaurants to add vegetarian or vegan offerings for breakfast



“Just about everything we eat is converted by our body into glucose, which provides the energy our brains need to stay alert. When we’re running low on glucose, we have a tough time staying focused and our attention drifts. This explains why it’s hard to concentrate on an empty stomach.”

Award-winning psychologist Ron Friedman, Ph.D., in Harvard Business Review

At the height of a crisis, in the moments when the industry is in one of its darkest hours it might seem like a strange moment to start planning for the future of your breakfast.

The restrictions we have in place now, the ones we thought might last a month now seem set to be here for at least a year, maybe longer, maybe forever.

So how can we plan now for brighter mornings when a new dawn arrives for hotels in a post COVID world?

#### The future of breakfast

For decades our breakfasts have flowed from west to east with American trends in fast food, pancakes and hot breakfasts populating our breakfast tables more and more often. However, that tide has turned, due to a number of factors, and the trends are certainly more mixed and the east to west flow of innovation has found its way into the most important meal of the day.

The growth in tourism from China has had a profound effect on many global cities and consequently hotels and of course breakfasts in the cities they frequent.

Steamed buns and pan-fried noodles sitting next to traditional sausages, bacon and bakery.

More than that though, the east can also tell us something about the way consumers will behave. Early indications from China and Japan, who are arguably the furthest along in their pandemic journey, are that the death of the buffet was premature. Guests have long enjoyed their breakfast buffet and while hygiene levels go up and dishes may feel a little more pre-portioned it seems guests are much more aware of social distancing than any perceived risks from the food itself.

It seems guests are responding well to staggered timings and queue systems and that the heart of the generous buffet display is one that will endure.

In addition, the trend towards healthier and more sustainable options is only going in one direction. According to Technomic's 2020 US Breakfast Consumer Trend report, 32% of millennials want more foodservice providers to add vegetarian or vegan offerings for breakfast. Consumers are also demanding more gluten free, sugar free, natural and non-fat options on the breakfast table. These aren't new trends but they are accelerating in a post pandemic mindset and operators that respond to these trends have a chance to differentiate themselves from the competition.

60% of consumers skip breakfast at least once during the week (Monday-Friday)



“The way you make an omelette reveals your character.”

Anthony Bourdain

This differentiation is becoming even more important in a world of convergence. Technology in coffee machines has meant even the most basic of latte is still an acceptable latte. So adding in a single estate bean, a higher level of sustainability or maybe a higher level of craft with genuine baristas and different brewing methods will be part of winning the breakfast battle in the future.

The same is true of the bakery section, technology has left us in a situation where even a discount retailer can provide us a passable croissant so how does a hotel make sure that this convergence theme is broken?

#### **The most important meal of the day**

And yet 60% of consumers skip breakfast at least once during the week, Whether that's because they're sacrificing it to fit in a long commute to work or not factoring in mealtimes to their flexible working schedule.

Don't let your customers use their busy work lives as an excuse to skip a meal by offering them the ultimate in convenience.

In the popularity of to-go breakfasts and an incredible 603% year on year rise in the popularity of breakfast delivery.

#### **Making breakfast pay**

This is all very well, you might be thinking. But with customers demanding more variety and speciality ingredients at breakfast, how can we make it pay?

The first thing to recognize is the level of personalization that is now demanded for breakfast from the traveler. Of course, there has always been the requirement to serve business customers earlier and the tourists will wander in later. However, within those groups there are different needs that need to be met.

Having a genuine 'to go' offer with appropriate packaging for a car journey or train ride is ever more important, having the flex to order a plated breakfast. Freshly made pancakes in addition to the quick buffet style. These are all personalized touches that require very little effort and no new ingredients.

+154% YoY increase in popularity of to-go breakfasts

Add to that ethnic dishes, not only for your eastern visitors but for those who like to take an adventure with their tastes. Think about presenting Chinese steamed buns or Asian noodles in a traditional and authentic way to enchant and entice.

52% of consumers  
define breakfast  
by time of day  
Compared to 56%  
in 2017



This personalization and premiumization of offers will undoubtedly pay back. When a consumer's value is measured not by the price they're paying but by the experience they're enjoying there is always room to optimize margins as long as it is to the ultimate benefit of the consumer. A French press coffee with a selected fairly traded Latin American bean won't impact your food costs too much, but imagine the delight it will bring a coffee loving guest.

Technology can help too; advanced workforce management software will optimise scheduling, while the latest EPOS systems can automatically point out to staff where upsells can be made. In addition, pre-book and pre-order technology such as mobile apps can make a huge difference in speeding service and allaying consumers' coronavirus-related concerns. Breakfast has always been a tricky meal time for foodservice operators to get right, but with the right combination of innovation, technology and cost-saving techniques, it has the potential to be a boon to the business, rather than an afterthought.

#### Take the opportunity

For more examples and advice on how to make big business out of breakfast, contact us at xxx. Our foodservice experts are on hand to discuss your offer and suggest solutions tailored to your business.

Interest in plant-based  
Beyond Meat is up a  
significant  
+222% for breakfast.

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