



Fáilte Ireland
National Tourism Development Authority



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INNOVATING BREAKFAST FOR A NEW ERA

Innovating breakfast for a new era

This topic at a glance ...

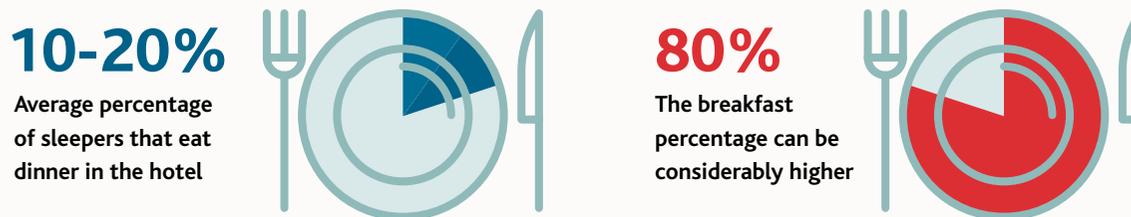
The hotel breakfast as we know it has changed, driven by factors such as Covid-19, modern lifestyles and accessible dietary needs. With change comes opportunity; to optimise sales and drive efficiencies. Could breakfast become your hotel's most important food experience? This toolkit - with topics ranging from re-engineering your breakfast menu to measuring impact and the bottom line - has been developed to guide you through the process of reviewing and refreshing your breakfast offering. Something that both your customers and your bottom line can benefit from.

Could breakfast become your hotel's most important food experience?

Looked forward to by guests, but often overlooked by management, the hotel breakfast as we know it has changed. But with change comes opportunity for innovation and efficiencies.

Many hotels underestimate the significance of breakfast; executive chefs tend to focus on dinner. Looking at the hotel's promotion and social media, it's dinner rather than breakfast that's more likely to feature and be celebrated.

But look at the numbers:



Breakfast can generate up to **80%** of your food sales, so it's time to get creative with the most important meal of the day.

That's a real opportunity; a ready market of guests that you can delight and satisfy with a fresher, more vibrant and more innovative approach to breakfast.

So, why has breakfast changed?

It's not just about Covid-19. Change is being driven by consumer lifestyles, by choices about health, by accessible dietary needs, by customer safety and by service efficiency.

From the corporate guest who wants to get on the road early, to the guest whose diet is influenced by their fitness regime, to the family who rarely get to eat breakfast together during work and school time. From the increasing demand for special dietary options to the consumer's interest in buying local and using seasonal ingredients. Add all of this to our environmental obligations to reduce food miles and cut food waste and we can see that change is all around.

Breakfast - the last food experience before check out - is a key moment of truth. What would happen if we shifted our focus? If we gave it more attention? If we looked at it differently? If we really understood its influence on a guest's likelihood to return or to write a good review?

The opportunities and efficiencies are significant, and this toolkit will help you navigate all the different stages.

Why this toolkit has been developed

Albeit against an extremely difficult backdrop, it's timely to review the hotel breakfast.

There's an opportunity to move away from 'business as usual' and see how things can be improved, to review the full offering – menu – service – purchasing – staffing. Increased efficiencies and increased guest satisfaction are the prize.



Changing style of service as a result of Covid-19



The need to look at greater labour efficiencies and improve breakfast food cost control



The need to better respond to modern lifestyles seeking more variety, healthier options and accessible dietary needs



The need to optimise sales revenue; to entice every guest to spend on breakfast and also to look at ways to sell breakfast to non residents

Throughout this toolkit you will find advice and practical tips on:

- Re-engineering your breakfast menu
- Menu design and layout
- Upselling and customer communications
- Driving lean service
 - Efficient operations
 - Dining room
 - Room service
 - Breakfast to go
- Driving lean production
 - Smart purchasing
 - Food and labour costs
- Staff training
 - Standards of performance
 - Staff communications
- Measuring impact and the bottom line



Look out for ideas, tips, suggestions and examples of best practice dotted throughout as well as support tools - including checklists, flowcharts and templates available for you to download and adapt to suit your business needs.



Throughout the toolkit, sustainability hints and tips are marked with a green leaf icon and there's a summary of where to start on the road to sustainability in one overall tip sheet.

A different perspective

Take an objective look at breakfast. Apart from no longer having a self-service buffet, how long is it since you refreshed or changed your breakfast offering?

- ▶ **Critically look at breakfast from the perspective of various guests**
– family, couple, corporate guest, a person attending a meeting in the hotel lobby, a tour group that likes to leave early, a person catching an early morning flight. Are you really putting your best foot forward? Are you 100% proud of the offering or is there room for new ideas?
- ▶ **Look at breakfast from the perspective of all departments**
– reception, service, kitchen, financial, management and so on. Does breakfast get the priority and focus that it deserves? Or is it an afterthought, the last item on the agenda for renewal?
- ▶ **Look at how others do breakfast**
Who are the leaders of innovation in the industry? What can you learn from your peers? Where have you seen great new innovations, and can you adapt them for your hotel?

By looking at how efficiencies can be achieved, alongside innovation and breaking from conventions, it's likely that your breakfast offering will never be the same again.

Drive efficiencies

Innovate to inspire
and better meet guest
needs & lifestyle
preferences



Increase guest
satisfaction



Innovation and new ideas often emerge when we look at things with fresh eyes. Or when a change in circumstances forces us to adapt. But the results can be transformational.

Think of the Wild Atlantic Way; in theory it was always there but it has been reimagined and repositioned as a strong and economically sustainable tourism brand. Or think of Zoom; before the pandemic we were aware of video conferencing but few of us had used it. Now it's delivering efficiencies and benefits for thousands of businesses.

Step out of the comfort zone, look objectively at all aspects of your breakfast offering. Some great new ideas, solutions and savings are there to be explored. Putting more focus on breakfast could be one of the best investments of time that you'll make this year.

