



**Fáilte Ireland**  
National Tourism Development Authority



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# THE CHANGING BREAKFAST LANDSCAPE

# The changing breakfast landscape

## This topic at a glance ...

Is breakfast overlooked or even undervalued in your hotel? Has it stayed largely the same for many years? Yet it's the last big guest touchpoint.

Against a backdrop of changing lifestyles and guidelines that have forced change, there's the need for more sustainable practices, practices that are good for your business and good for the planet, new breakfast experiences that your guests increasingly want to see implemented.

## For every hotel in Ireland, breakfast is a key moment of truth for guests. It always leaves a lasting impression.

The breakfast offering has been largely the same for many years, but it is not unreasonable to suggest that hotels consistently struggle to get it right every time. Perhaps now is opportune, due partly to Covid 19, to re-think and look for innovative ideas on how breakfast will be presented and delivered in the future.

## Adapting in response to change

If 2020 has shown us anything, it's our ability to adapt and innovate in response to a dramatically changing environment.

Social distancing and the need to minimise contact and touch – both with people and with surfaces - has changed the hotel breakfast experience, possibly forever. The move away from the self-service breakfast buffet is a big change for hotels and for guests.

Although the self-service model had its fans and its detractors, the concept was firmly established - in the minds and expectations of guests and in the systems and procedures in kitchens and dining rooms.

But change has not just been driven by Covid-19.

The need for environmentally responsible and sustainable practices is now firmly embedded in people's minds. And, despite the economic devastation brought about by the pandemic, this has, in many ways, become even more pronounced. Supporting local businesses, responsible buying practices, reducing waste and eliminating inefficiencies are more important than ever.

Add to this the interest in healthy lifestyles and the opportunity for change is clear to see.

## Reimagining breakfast is an opportunity to:

- ▶ Provide a better offering
- ▶ Reduce waste
- ▶ Improve efficiency
- ▶ Raise quality
- ▶ Grow guest satisfaction
- ▶ Enhance upselling and suggestive selling
- ▶ Create new revenue streams



## The factors driving change

### Lifestyle

Healthy  
More plant-based eating  
Eating on the go  
Less formal dining



### Covid-19

Protection & safety  
Distancing & avoiding crowds  
Contactless  
Hygiene



### Sustainability

Environment  
Supporting local  
Food miles  
Seasonal ingredients



## Breakfast - the last big guest touchpoint

A vital part of the hotel experience, it pays to refocus on breakfast for several reasons:

- ▶ Breakfast is your one opportunity to showcase your food offering to the majority of guests, it may influence their decision to dine within the hotel for other meals.
- ▶ Breakfast has a big impact on the guest's impression of and satisfaction with, the hotel and features heavily in guest reviews. It will likely be the final experience in their stay and something they will remember.
- ▶ Breakfast is an important opportunity for your hotel to differentiate itself. In a highly competitive market an appealing breakfast offering (with great customer feedback on it) may influence a customer's decision to choose your hotel.

**But, do we give breakfast the necessary focus?** Providing a realistic financial allocation for breakfast, reflective of accurate food costs, is often not applied in Hotel B&B rates. However, arising from COVID, with table ordering now in place, there's no excuse not to input customer ordering through your EPOS systems to provide a more accurate picture of the real cost of breakfast per customer.

Accurate tracking of customer orders provides Chefs and F&B managers with critical data reporting, to make a case for the breakfast allocation rate, to accurately reflect the quality and cost of ingredients. This in turn ensures greater ownership by staff for cost and waste management.

If a hotel can build a great reputation for dinner or spa services or its range of whiskeys, why not for breakfast?

The reality is that breakfast is not a cheap meal and requires good stock control, efficient food production, accurate food costing and effective management of food waste.



## Sustainability – good for business, good for the planet

Being more sustainable means thinking about the entire life cycle of everything you do:

- ▶ **Food supply chain** - how it is produced, how far it travels, what you purchase
- ▶ **Food waste** and where it ends up
- ▶ The kind of **packaging and storage** you use (reduce – reuse – recycle) and where that waste goes
- ▶ **Energy and water** consumption and how to reduce it
- ▶ How efficient your **buildings and equipment** both are

But don't be overwhelmed, the important thing is to start; small changes can make a big difference.

Start by reducing waste to become more efficient; making it as good for your pocket as it is for the planet. Once you start thinking with a sustainability mindset, you will see other ways to reduce wastage and become more efficient everywhere around you.

Thinking and acting more sustainably may have lots of additional unanticipated benefits, such as improving overall business efficiency, making your staff more engaged and fulfilled in their work, making your food and overall offering better quality, and increasing customer loyalty.