

COMFORT BREAKFAST

Food and Beverage Brand Standards
& Operational Guidance

Updated: 10/15/20

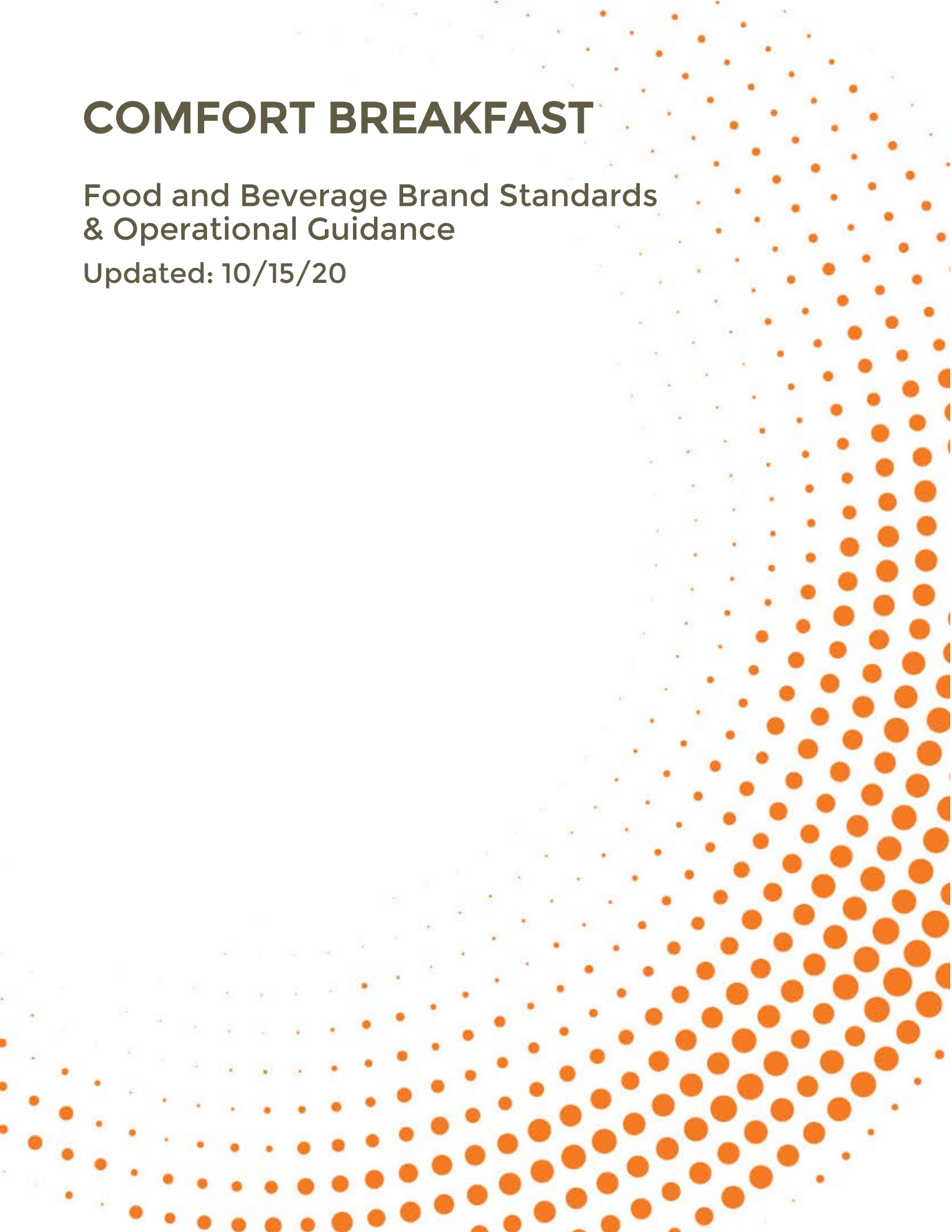


TABLE OF CONTENTS

1. Minimum Requirements
2. Menu, Serving Piece & Presentation Specifications
3. Graphics, Signage & Wall Art
4. Qualified Vendors
5. FAQ

QUICK START

- ✓ See page 4 for general menu/product requirements
- ✓ See pages 7-12 for brand-specific menu/product & presentation details

Details outlined within the following pages reflect brand standards. Additional, industry best practices are provided in a secondary guide (found on your Breakfast Hot Topic Page) that aim to help you develop a breakfast operations plan that best suits your hotel.

Local health codes supersede brand standards. We recommend that you stay in touch with the local health authorities for other possible modifications that may be necessary in your area. If your hotel is not permitted to provide the minimum standards per Local Health Codes, please reach out to your Area Director or brandprograms@choicehotels.com.



A visual example of a 'Ready To Heat' Hot Item

Minimum Requirements

Minimum Requirements

Beginning November 1, 2020, the Comfort brand signature breakfast program must include the following minimum menu and product offerings. Additional menu, product and serving piece specifications, along with presentation options can be found throughout the remainder of this guide.

Below, is an overview of the minimum requirements (w/ sample imagery).



Hot Coffees & Teas



Choice of Cold Beverages
(Juice or Bottled Water)



Choice of Hot Items
(Due: 01/01/2021)



Choice of Bakery Item



Microwave



Plates



Utensils



Juice Cups



Coffee/Tea Cups & Lids



Stirrers



Sugar



Artificial Sweetener



Coffee Creamer



A visual example of a
Grab & Go Breakfast Bag

Menu, Serving Piece & Presentation Specifications

Menu & Serving Piece & Presentation **Important Notes**

- 1. Additional items can be served in addition to, but cannot replace any minimum requirements.**
 - If additional food items are served, all items should be in portion controlled, factory sealed packages.
 - Additional and required menu items must be served in approved serving pieces and with corresponding utensils.
- 2. Minimum menu items must be available for the entire breakfast period.**
 - Breakfast hours must be a minimum of three (3) continuous hours starting no later than 7AM on a daily basis.
 - Adequate amounts and selection of all breakfast menu items must be available for the duration of the posted breakfast hours.
 - At no time may any required menu item be missing from the breakfast or unavailable during breakfast hours.
- 3. No Clutter:** If serving breakfast on the breakfast counters, the presentation must be kept free of clutter.
 - To maintain a clean appearance, the breakfast buffet must be kept free of clutter. No figurines, decorative pieces, embellishments, plants of any kind are permitted on the buffet, or on any piece of equipment. White parchment paper is exclusively allowed. Only approved signs and approved graphics are acceptable on the buffet or on any piece of equipment. "Tip jars" are prohibited at all times.
- 4. Counter-Top:** If serving breakfast in the traditional counter display method, the presentation must be displayed on a permanent counter (such as front desk counter, a cabinet integrated in a permanent pantry, or a "breakfast nook" type setting).
 - Additional, non-permanent counter space must either be approved tables and carts (available from Hubert) or other tables, baker's racks, or carts with permanent countertops and fixed bases (from any vendor). Banquet, folding, skirted, or traditional breakfast room tables intended for dining are prohibited.

Presentation & Delivery **Important Notes**

Depending on your hotel's occupancy, forecasted guest demand, and staffing levels, you may elect to implement one -or a combination- of the below presentation methods that will best serve the needs of your guests and deliver on your brand promise.

- **Present breakfast within approved serving pieces on the breakfast counter(s)**
 - *Available for guests to grab on their own*
- **Present breakfast within pre-assembled Grab & Go bags (*only shelf-stable items*)**
 - *Available for guests to grab on their own*
- **Present breakfast within assembled-upon-request Grab & Go bags**
 - *Available to guests by associate assistance*
- **Present breakfast on a tray & deliver to guest based on guest request**
 - *Available to guests by associate assistance*

Serving Pieces **Important Notes**

All approved serving pieces are available through Hubert.

Your hotel may already have all, or almost all, approved serving pieces that would be applicable to present these breakfast offerings.

Depending on how you elect to present your breakfast, not all serving pieces will be applicable to your hotel.

To provide flexible presentation options, there are several approved serving piece alternatives for certain menu items.

Refer to the below Hubert Order Guides for product & ordering instructions:

- [Silver Wire Frame Finish - Hubert Order Guide](#)
- [Black Wire Frame Finish - Hubert Order Guide](#)

Comfort Suites must use the Silver Wire Frame; Comfort Inn must use either Silver or Black Wire Frame, but not combine.

Menu, Serving Piece & Presentation Specifications

1. HOT BEVERAGE:

Hot Coffees	Menu	<ul style="list-style-type: none"> • Fresh Brewed or Liquid On Demand Coffee; • Minimum of two (2) types of coffee, one of which must be Regular (Caffeinated) and the other Decaf; • Only approved blends are permitted to be served (see page 15); • Additional acceptable varieties include: Bold
	Serving Piece	<ul style="list-style-type: none"> • Fresh Brewed Coffee - Serve via Airtots on approved stands/racks with approved drip trays; Graphics required, OR • Liquid On Demand Coffee - Serve via Liquid On Demand Coffee Machine; Graphics required
	Presentation	<ul style="list-style-type: none"> • Present in Airtot or Liquid On Demand Coffee Machine, OR • Present in Guestroom (double quantity coffee)
Hot Water	Menu	<ul style="list-style-type: none"> • Hot Water
	Serving Piece	<ul style="list-style-type: none"> • Serve via Airtot or Liquid Coffee Machine; Graphics required
	Presentation	<ul style="list-style-type: none"> • Present in Airtot or Liquid Coffee Machine, OR • Present in Guestroom (single cup coffee machine)
Hot Teas	Menu	<ul style="list-style-type: none"> • Factory sealed; Individually wrapped; • Minimum of two (2) types of tea: <ul style="list-style-type: none"> • Regular tea • Decaffeinated tea • Green tea • Optional assorted tea flavors
	Serving Piece	<ul style="list-style-type: none"> • Present in Condiment Holder(s), OR • Present in Grab & Go Bag, OR • Present in Guestroom (double quantity tea)
Hot Cups & Lids	Product	<ul style="list-style-type: none"> • Choice Privileges 9oz. Individually Wrapped or Unwrapped Cup; • White Color Domed Lid • <i>Recommend individually wrapped 9oz. cup</i>
	Serving Piece	<ul style="list-style-type: none"> • Present in Cup / Lid Holder(s)

If your property is unable to serve hot coffee/tea in the public space, these requirements can be met by serving double quantity of approved in-room coffee, tea, and condiments.

Menu, Serving Piece & Presentation Specifications

2. COLD BEVERAGE:

Cold Juices (or bottled water)	Menu	<ul style="list-style-type: none"> Liquid in Machine -OR- Minimum of 4 oz. Bottles, Cartons, Cans, or Sealed Cups Minimum of two (2) types of juice, one of which must be orange juice (minimum 50% juice based) Additional acceptable varieties include: Apple, Grape, Cranberry, Grapefruit Juice
	Serving Piece	<ul style="list-style-type: none"> Store cold in bottles* within Back of House Fridge & serve to guests via Grab & Go Bag, OR Serve cold in bottles* via Counter-Top Fridge, OR Serve cold via Juice Machine
	Presentation	<ul style="list-style-type: none"> Present in Juice Machine , OR Present in Counter-Top Fridge, OR Present in Grab & Go Bag (upon-request)
Bottled Water (or cold juice)	Menu	<ul style="list-style-type: none"> Factory sealed; Minimum of 16.9 oz.; Bottle or Carton/Box
	Serving Piece	<ul style="list-style-type: none"> Store cold in bottles** within Back of House Fridge & serve to guests via Grab & Go Bag, OR Store room temp in bottles** within Back of House & serve to guests via Grab & Go Bag, OR Serve cold in bottles** via Counter-Top Fridge, OR Serve room temp in bottles** via Grab & Go Bag
	Presentation	<ul style="list-style-type: none"> Present in small paper Grab & Go Bag, OR Present in counter-top fridge
Juice Cups	Product	<ul style="list-style-type: none"> Minimum 7oz; Clear; Plastic; Individually Wrapped or Unwrapped <i>Recommend individually wrapped 9oz. cup</i>
	Serving Piece	<ul style="list-style-type: none"> Present in Cup Holder(s) <i>Juice cups are only required IF juice is served via Juice Machine</i>

Juice OR Bottled Water is required to be offered; Both are not required

* Juice can be served via bottles, cartons, cans, or sealed cups.

** Water can be served via bottles, cartons, or cans.

Menu, Serving Piece & Presentation Specifications

3. READY TO HEAT FOOD:

Hot Items DUE: 01/01/2021	Menu	<ul style="list-style-type: none"> • Factory sealed; Individually wrapped; Microwaveable; • Minimum of two (2) types of Hot Items: <ul style="list-style-type: none"> • One (1) starch, meat, egg & cheese - Minimum 3oz • One (1) starch, cheese & egg - Minimum 3oz • One Hot Item Cannot Contain Meat • <i>Hot Item Examples = breakfast sandwiches, breakfast burritos, stuffed breakfast biscuits and breakfast type tacos</i> • <i>Meat Examples = bacon, sausage, ham</i> • <i>Starch Examples = tortilla, biscuit, croissant, English muffin</i> • <i>Additional types of Hot Items are acceptable only in addition to the above two (2) required specifications</i>
	Serving Piece	<ul style="list-style-type: none"> • Store cold within Back of House Fridge & serve to guests via Grab & Go Bag, OR • Serve cold via Counter-Top Fridge
	Presentation	<ul style="list-style-type: none"> • Present in Grab & Go Bag (upon-request), OR • Present cold in Counter-Top Fridge
Plates	Product	<ul style="list-style-type: none"> • Minimum 6" paper, disposable, microwavable plates; • Constructed of 5- layer heavy weight paperboard; • Plain black, white, tan, off-white, beige color
	Serving Piece	<ul style="list-style-type: none"> • Present in 'combination plates/utensils' organizer stand
Eating Utensils	Product	<ul style="list-style-type: none"> • Factory sealed; • Plain black, white, tan, off-white, beige color; • Pre-packaged combination pack of silverware (knife, fork, spoon), napkin, salt and pepper; medium weight silverware OR <ul style="list-style-type: none"> • Pre-packaged Individually wrapped silverware (knife, fork, spoon), napkin, salt and pepper; medium weight silverware
	Serving Piece	<ul style="list-style-type: none"> • Present in 'combination plates/utensils' organizer stand, OR • Present in Grab & Go Bag
Commercial Grade Microwave Oven	Product	<ul style="list-style-type: none"> • Minimum approved by UL (Underwriters Laboratory) or equivalent; • <i>Recommend white, silver or black color (to match with other service piece equipment displayed on breakfast counter)</i>
	Serving Piece	<ul style="list-style-type: none"> • Displayed on Counter-Top

Menu, Serving Piece & Presentation Specifications

4. READY TO EAT FOOD:

Bakery Item	Menu	<ul style="list-style-type: none"> • Factory sealed; • Individually wrapped; • Minimum of one (1) type of Bakery Item: <ul style="list-style-type: none"> • Muffin - Minimum 2.0 oz • Pastry/Danish - Minimum 2.25 oz • Breakfast bar - Minimum 1.25 oz
	Serving Piece	<ul style="list-style-type: none"> • Grab & Go Bag, OR • Tray within Pastry Display Case
	Presentation	<ul style="list-style-type: none"> • Present room temp in Grab & Go Bag, OR • Present room temp on Tray in Pastry Display Case
Plates	Product	<ul style="list-style-type: none"> • Minimum 6" paper, disposable, microwavable plates; • Constructed of 5- layer heavy weight paperboard; • Plain black, white, tan, off-white, beige color
	Serving Piece	<ul style="list-style-type: none"> • Present in 'combination plates/utensils' organizer stand
Eating Utensils	Product	<ul style="list-style-type: none"> • Factory sealed; • Plain black, white, tan, off-white, beige color; • Pre-packaged combination pack of silverware (knife, fork, spoon), napkin, salt and pepper; medium weight silverware OR <ul style="list-style-type: none"> • Pre-packaged Individually wrapped silverware (knife, fork, spoon), napkin, salt and pepper; medium weight silverware
	Serving Piece	<ul style="list-style-type: none"> • Present in 'combination plates/utensils' organizer stand, OR • Present in Grab & Go Bag

Menu, Serving Piece & Presentation Specifications

5. CONDIMENTS:

Sugar	Menu	<ul style="list-style-type: none"> • Factory sealed, portion control packages • Minimum of one (1) type of sugar <ul style="list-style-type: none"> • White • Raw
	Serving Piece	<ul style="list-style-type: none"> • Serve via Condiment Holder(s), OR • Serve in Guestroom (double quantity condiments)
Artificial Sweetener	Menu	<ul style="list-style-type: none"> • Factory sealed, portion control packages; • Minimum of two (2) types of artificial sweetener: <ul style="list-style-type: none"> • Sweet & Low • Splenda • NutraSweet • Equal
	Serving Piece	<ul style="list-style-type: none"> • Serve via Condiment Holder(s), OR • Serve in Guestroom (double quantity condiments)
Coffee Cream	Menu	<ul style="list-style-type: none"> • Factory sealed, portion control packages; • Minimum of one (1) type of plain (unflavored) non-dairy liquid creamer or Half & Half • <i>Factory sealed, portion control packages of powdered or flavored creamers do not meet the minimum requirement</i>
	Serving Piece	<ul style="list-style-type: none"> • Serve cold via Tray in Counter-Top Fridge, OR • Serve room temp via Condiment Holder(s), OR • Serve in Guestroom (double quantity condiments) • <i>Serve according to creamer refrigeration instructions</i>
Stirrers	Product	<ul style="list-style-type: none"> • Wooden Stir Sticks; • Factory Sealed Individually Wrapped OR Factory Sealed Inside Eating Utensil Combination Pack
	Serving Piece	<ul style="list-style-type: none"> • Present in Crock, OR • Serve in Guestroom (double quantity condiments)

If your property is unable to serve hot coffee/tea in the public space, these requirements can be met by serving double quantity of approved in-room coffee, tea, and condiments.

Grab & Go Breakfast Bag

Important Notes

If your property elects to serve breakfast through Grab & Go Breakfast Bags, the requirements are as follows:

- Paper Bag
 - Minimum 8" Paper Bag;
 - Plain Brown, White, Beige Color
- Brand Approved Sticker
 - Branded Sticker
 - *recommend that the sticker seal the folded bag*
- *Presentation Recommendations*
 - *If the bags are **pre-assembled and on display**, it is recommended that there is a professionally displayed Choice/Brand sign that indicates what menu items are inside the bag. Plus, there should be a note indicating that Hot Items are available (either upon request or in the breakfast area countertop fridge).*
 - *If the bags are **assembled-upon-request**, it is recommended that there is a professionally displayed Choice/Brand sign that indicates what menu items are available and where they can go to pick up the bags.*



Bags can be purchased through any vendor.

Stickers are only sold through the Qualified Vendor, [Sable](#).

Coffee Important Notes

If your property is unable to serve coffee and/or tea in the public space, all breakfast coffee/tea requirements can be met by serving double quantity of approved in-room coffee, tea, and condiments.

Each coffee blend has been carefully selected to meet the taste profiles and expectations of guests.

Fresh Brewed Coffee - If serving fresh brewed coffee, your property will be required to own and maintain the coffee brewing equipment.

Liquid Coffee - If serving liquid coffee, your property will be required to lease a machine through an approved vendor.

Click [HERE](#) for the approved **FRESH BREWED & LIQUID COFFEE** details.



Graphics, Signage & Wall Art

Graphics, Signage & Wall Art

Approved graphics for the Comfort Breakfast program are outlined [HERE](#):

The [Comfort] Breakfast Program includes several visual branding components that must be appropriately displayed to ensure optimal communication with guests. It is your responsibility to properly install each graphic to the appropriate presentation/serving piece or location.

Important Notes:

- Remove all OLD Wall Art and replace with NEW Wall Art (as detailed on the [Comfort Reimaging Hub](#)) by 07/01/2021.
- All OLD Graphics (including any graphics from “Your Morning Breakfast” or “Ready.Set.Go”) were to be replaced with NEW Graphics (as shown [here](#)) by 12/31/2019.
- Not all presentation/serving pieces are required to be present. However, if the pieces are present, the approved corresponding graphics must be displayed.
- There are additional, optional graphics / signs that are approved to be displayed, but not required (such as the Microwave Sticker, ADA Sign and Health Code Sign).
- All printed graphics / signs must be printed in color. Hand-written, computer generated, unapproved or locally produced signage is strictly prohibited.



Qualified Vendors

Qualified Vendors

Approved vendors for the Comfort brand breakfast program are listed below:

Serving Pieces / Presentation Items

(i.e: Pastry Display Case, Counter-Top Fridge, Airpots, Serving Piece Graphics)

- [Hubert](#)
- Valerie Baker
- (513) 367-8870
- vbaker@hubert.com
- [Silver Wire Frame Finish - Hubert Order Guide](#)
- [Black Wire Frame Finish - Hubert Order Guide](#)

Food & Beverage

Please note that the availability of "Hot Items" may vary. It is highly recommended that you contact your food service distributor as soon as possible to review "Hot-Item" options and availability. Hotels purchasing through the Choice Group Purchasing Organization (GPO) hotels may receive preferential availability and pricing. Full details regarding the GPO can be found [here](#).

(i.e: Hot Items, Bakery Items, Juice)

- [Food Products QVs](#)
- [Foodservice Distributor QVs](#)

Coffee

(i.e: Liquid or Fresh Brewed Coffee)

- [Nestle Professional Beverages](#)
- [Royal Cup Coffee](#)
- [S&D Coffee](#)

Cups

(i.e: Choice Privileges Hot Beverage Cup & Lid, Juice Cups)

- [American Hotel Register Company](#)
- [AMTEX](#)
- [Guest Supply](#)
- [HD Supply](#)
- [Royal Cup Coffee](#)

All Other Qualified Vendors

For all other vendors, visit ChoiceBuys.com



FAQs

FAQs

1. May my hotel continue offering a **full breakfast buffet**?

- To further prevent the spread of COVID-19 and appeal to guests' new expectations, all menu items *should* be factory sealed and individually wrapped.
- You may display the new minimum menu requirements (and additional menu items) within your breakfast space using the approved serving pieces, which is similar to your previous buffet set-up. Still, all minimum menu requirements offered must be factory sealed and individually wrapped. All additional menu items offered *should* be factory sealed and individually wrapped.
- Contact your state and local health department authorities for the latest advisories and information about COVID-19 impacts in your community and their reopening efforts
- If your state and local health department authorities are not imposing a shutdown of your breakfast space, consider your occupancy levels and immediate needs of your in-house guests

2. If local regulations allow my hotel to operate a full hot buffet breakfast, **do we need to implement the pre-packaged, individually wrapped food item**?

- Yes. Guest feedback has confirmed the preference of factory sealed, individually wrapped food items. Refer to above response for further details.

3. May my hotel **charge** for the pre-packaged, individually wrapped breakfast offerings?

- Guest have come to expect a free, hot breakfast during their visit. To reduce operational costs, the new, modified breakfast program requires a minimum selection of free breakfast items. If you wish to stock and sell additional menu items through a permanent Marketplace, that is permitted.

4. Will my hotel be **required to buy specific brands** of food menu items?

- No. The factory sealed, individually wrapped food items are permitted to be any brand.
- However, the Hot Coffee offered must be per the brand approved coffee blends.
- Please contact your current food distributor(s) to attain a list of available items and pricing.

5. How should my hotel order the pre-packaged, individually wrapped food items?

- Please contact your current food distributor(s) to attain a list of available items and pricing.

6. May my hotel **offer self-serve pitchers** of juice or water?

- No. Per the new breakfast program, pitchers of juice or water are prohibited at this time.
- Juice must be served through a juice machine or through the minimum required ounce bottles, cartons, cans or sealed cups. Water must be served in bottles or cartons at the minimum required ounce.

7. **Are breakfast sandwiches** required?

- At minimum, two (2) types of Ready to Heat hot items are required. Those hot items must be factory sealed, individually wrapped, breakfast items; one with Meat, Egg, and Cheese, another with Egg and Cheese, and both wrapped in a starch.
- The hot items could be in the form of breakfast sandwiches, breakfast burritos, stuffed breakfast biscuits, breakfast type tacos, etc.
- Ready to Heat hot items are due by January 1, 2021 (01/01/21).

8. What are some **examples of the Ready to Heat Hot Items**?

- Examples of the Ready to Heat Hot Items are breakfast sandwiches, breakfast burritos, stuffed breakfast biscuits and breakfast type tacos.

9. **Can my hotel individually wrap food items** instead of buying them individually wrapped?

- No. The new breakfast program requires all food menu items to be purchased as factory sealed and individually wrapped.
- This step completed by the manufacture eliminates potential cross contamination during the on-property preparation or presentation stages.

9. If my hotel wants to serve fruit, which fruit should we serve?

- Fruit may be served in addition to the required menu. Consider serving fruit with a thick peel, such as bananas, clementines or oranges.
- Guests have provided feedback informing us that they do not want fruit that does not have a peel, or with a thin peel, such as apples, pears, or berries.

FAQs

10. May my hotel serve food menu items beyond the minimum menu requirements?

- Yes. All hotels may serve food menu items in addition, not in place of, any of the minimum requirements. However, all additional food menu items should be factory sealed and individually wrapped.
- Reach out to BrandPrograms@choicehotels.com for a list of additional menu items to consider.

11. Does my hotel need a breakfast attendant?

- No. The brand has lifted the requirement of a breakfast attendant during the breakfast hours.
- Still, consider your occupancy levels and guest needs to determine if your hotel may perform better with a team member dedicated to assisting with the preparation, restocking, cleaning, etc.

12. What breakfast training is available for my hotel staff?

- Optional Breakfast Ambassador Certifications and General Manager Certifications are available through ChoiceU. More information can be found in the [Breakfast Ambassador Service](#) section.

13. How should my hotel communicate the breakfast offerings?

- Consider informing guests of any applicable breakfast changes during the check-in process.
- For additional awareness, consider displaying a printed sign in a frame at the front desk, lobby, or breakfast area that lists the revised breakfast offering and/or presentation, along with the hours of operation and any applicable cleanliness or safety measures being taken.

14. What cleanliness measure should my hotel take during the preparation, presentation, and clean-up process of breakfast?

- All hotels are required to have one representative go through the Commitment to Clean Captain training. Captains will be responsible to create a cleanliness plan for their hotels that abides by all applicable local and brand regulations. Consult with your hotel's assigned Captain on how best to implement enhanced cleanliness protocols.
- All hotels must follow any applicable federal, local, state, county, city guidelines regarding proper hygiene, cleaning and sanitation.

15. Should my hotel remove or block-off any dining room seating?

- All hotels should follow applicable federal, local, state, county and city guidelines regarding indoor seating modifications and/or permissions.
- If dining seating remains open, consider following the ["Seating Changes" Best Practice](#).

16. Where can my hotel find signage templates?

- All hotels can find Choice branded and Comfort branded signage templates on [SmartMarketing](#). Visit the Best Practice Breakfast Guide for additional signage ideas.

17. What does 'professional displayed' mean when referring to printed signage?

- Signage must be displayed in a professional manner, which means signage must be inserted into any clear acrylic or solid color frame that is wall mounted, counter-top or free-standing. Check with Qualified Vendors for their supply of frames.

18. Can my hotel use floor decals?

- Yes. Check with Qualified Vendors for their supply of floor decals. Still, it is a best practice to have signage displayed that references your breakfast offerings, location or presentation style, and hours of operations.

19. Where can I find more information about Face Masks within the breakfast area?

- Guidance and resources regarding the Face Covering / Mask standard are available on your brand page, or by visiting the [Face Covering Requirement](#) hot topic.