

when the
WORLD
turned upside
DOWN

Breakfast.

How to make it a boon
to your business.

Hospitality businesses have two choices when it comes to breakfast. They could offer their customers the underwhelming experience they've struggled through countless times before – the traditional cold-serves and the substandard coffee. Or they could step up their game and make breakfast a pleasant surprise – fresh, tasty and on trend.

Cold-pressed juices and lemonades in place of sugar-rich beverages.



Unfortunately, option two is easier said than done. While almost a quarter of hotel guests say that breakfast quality is one of their top three priorities when choosing a property, according to research from Delifrance, it's a tough mealtime for hoteliers to get right.

Business travellers want to get in and out and get on with their meetings, while leisure guests have probably been excited about the breakfast buffet for weeks or months before. It needs to look enticing to be successful, but if businesses buy too much, they risk wastage. One solution is to introduce more customisation – for example, chefs making your omelette to order in front of you – but that raises staff costs. Another option is more pre-packaged items like small boxes of cereal or ready-to-eat foods, but this has an environmental cost. Add a global pandemic into the mix and things become even more challenging.

Not the best time to ramp up the buffet counter

For many leisure guests, the breakfast buffet is one of the highlights of staying at a hotel; it feels indulgent and is a break from the norm. However, given the current situation due to the ongoing Covid-19 pandemic in India and governmental norms disallowing public gatherings, although breakfast needs to be indulgent, it is not reached at the buffet counters but at the guest's ease in their rooms.

The future of breakfast

So what can we expect from breakfast in the next couple of years and what are the cost implications for hospitality businesses?

While this is not the ideal time to bet on surging the costs manifold by ramping up the breakfast menu and stocking the breakfast buffet counters just to please the consumers, the demand for multi-cuisine breakfast, although nominal in the current times, can be met through economical consistent food production through the new-age kitchen equipment that are already available in the markets.

Even before the coronavirus pandemic, there was a trend away from the traditional cooked breakfast and towards healthier options. From poha to steamed idlis, poached eggs over fried ones to cold-pressed juices and lemonades replacing the sugar-rich beverages, the trends have shown an upward trajectory to healthier options to start the day with. In the words of the culinary fraternity, the pandemic has further hinted the industry to revamp its menu to including "immunity-boosting" foods and ingredients and designing the menu centric to the healthy trend induced by the crisis. People now are extra cautious of the ingredients and want to have a track of the route that their food takes before reaching their plates.

Innovations like
QR-coded menus
and digital payments
to grow in popularity.



New concepts are essential

Technology has come a long way in easing cumbersome manual kitchen operations with state-of-the-art intelligent cooking equipment and also is assuring human-intervention free experience through innovations like QR-coded menus, e-concierge, chatbot, touch-free payments, etc.

To cater to diverse taste preferences, without compromising the consistency, quality and hygiene in the food, the new-age smart professional kitchen equipment like a combi-steamer comes as an ideal solution for almost all types of cuisines and offering the same in real-time, during the crucial hours of the day.

As much is the dining out environment becoming safer, which was witnessed during December 2020, buffet breakfast will yet again see the light of the day and come stronger with an indulgent experience, on the back of technological prudence and the increasing dependence of people on such SOPs in the new normal.

Our breakfast white paper explores in much more detail how hospitality businesses can widen their margins even in these tough times. Find out how breakfast can be a boon to your business, rather than an afterthought.

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