



BREAKFAST BUFFET IMPLEMENTATION GUIDE

V2 | UNITED STATES & CANADA | UPDATED APRIL 2024

Welcome

This Breakfast Buffet Implementation Guide outlines the critical steps and information necessary to implement the new Holiday Inn Breakfast Buffet. Our goal is to provide and maintain a great guest experience each morning.

The new breakfast buffet is highly recommended for all hotels as it will deliver our guests a consistent, elevated buffet experience.

Breakfast is the most important meal of the day and a key driver of choice for our guests. The breakfast buffet offers our guests a variety of options to choose from and a quick dining experience for guests on the go. Operationally, the buffet streamlines processes for the hotel team and can be executed with as few as 2 team members.

Some key features of the new buffet that you will learn how to implement throughout this guide are:

- Elevated breakfast staples & rotating regional favorite recipes
- A curated equipment and signage package designed to look great in any space
- Simple and streamlined operations

This breakfast buffet program is required for all hotels in US and Canada who opt-in to a buffet breakfast prior to December 1, 2025. Effective December 1, 2025, all hotels must provide the daily breakfast buffet program only. A hotel must have an approved waiver on file to deviate from this standard.

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LAUNCHING YOUR NEW PROGRAM

The following resources will help guide you in setting up your buffet and prepare your team to be successful in running the buffet from Day 1.

- BREAKFAST REQUIREMENTS
- BUFFET PLANOGRAMS
- SIGNAGE GUIDELINES
- OS&E GUIDE
- TABLE SETUP
- CHINA & FLATWARE GUIDELINES
- MARKETING

BREAKFAST REQUIREMENTS

- ✓ Breakfast must be open for a minimum of 3 hours per day.
- ✓ Breakfast buffet cannot be offered alongside an à la carte menu.
- ✓ A minimum of one back-of-house and one front-of-house employee must be present during breakfast hours.
- ✓ Hotels must still offer the Kids Eat Free program for up to 2 kids per paying adult. Hotels can either offer kids the buffet at no charge or a kid's à la carte menu.
- ✓ The following brand-mandated elements must be implemented:
 - Equipment
 - Signage
 - Menu
- ✓ No skirted tables, but okay to use mobile carts.



BRAND STANDARDS MANUAL: [Click here for more detail.](#)

BUFFET PLANOGRAMS

NOTE: 110 Volt outlet required for equipment



With each hotel being unique, the set-ups are flexible to different layouts and hotels are encouraged to use the plan-o-grams as a guide to find the best solution for their set-up.

Higher volume hotels may also order additional equipment and adjust the set-ups accordingly to flex-up to their needs.

Additionally, mobile carts may be used where needed. Mobile carts can be ordered through KRS (ashen.stafford@kingsrs.com).

Hotels that do not have Buffet Millwork:

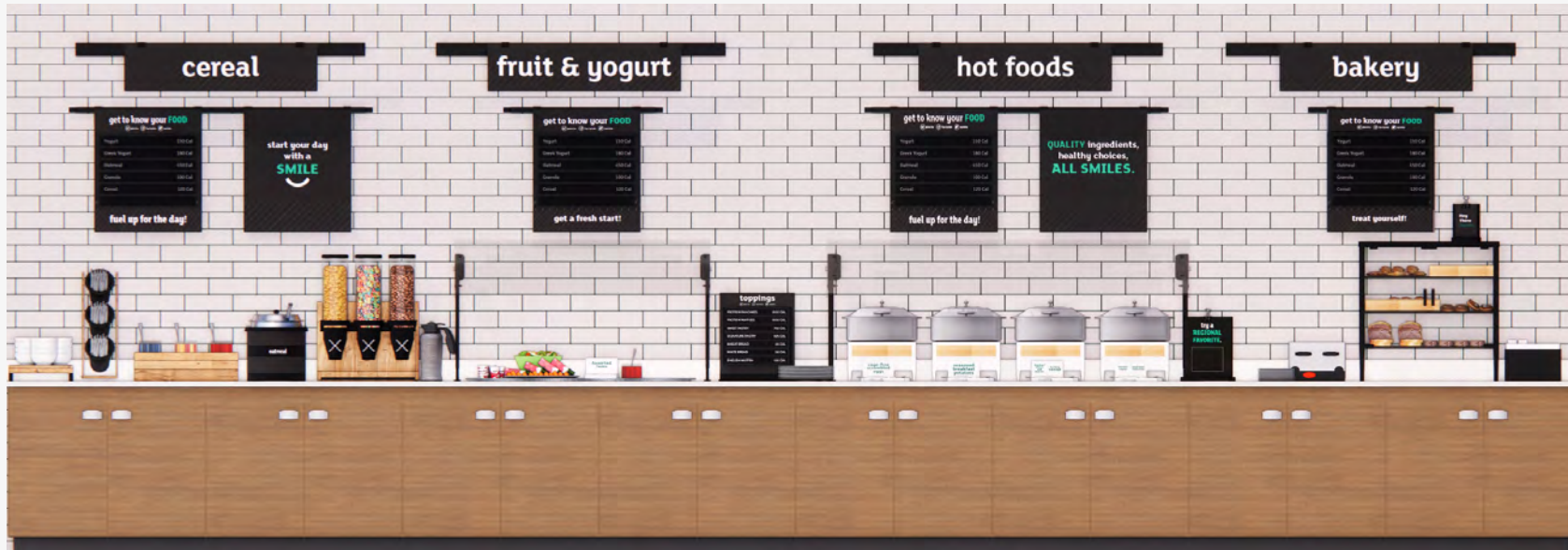
- If you are interested in renovating to implement a buffet, speak to your plan review manager
- Renovations must include a minimum of 21-ft of linear counter space and the ability to display all the equipment outlined in the following planograms

BUFFET PLANOGRAMS

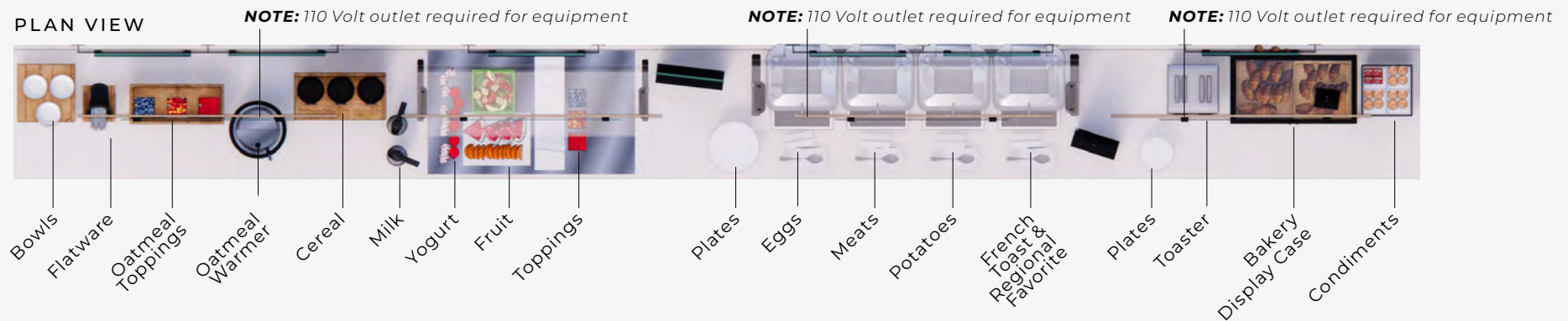
Linear Layout

Minimum Linear Feet (without Beverage Station): 21'-0" / With Beverage Station: 26'-0"

ELEVATION VIEW



PLAN VIEW



BUFFET PLANOGRAMS

Island + Wall Layout

Minimum Linear Feet (without Beverage Station): 21'-0" / With Beverage Station: 26'-0"

ELEVATION VIEW (WALL)



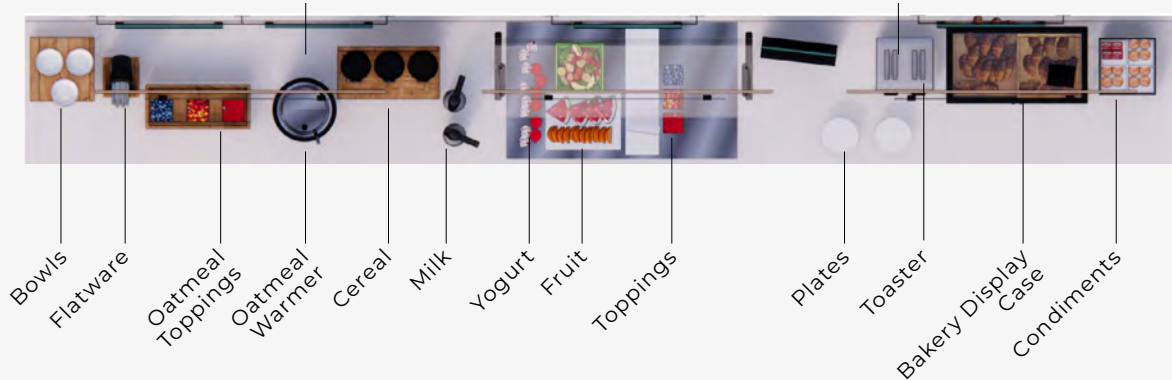
ELEVATION VIEW (ISLAND)



PLAN VIEW (WALL)

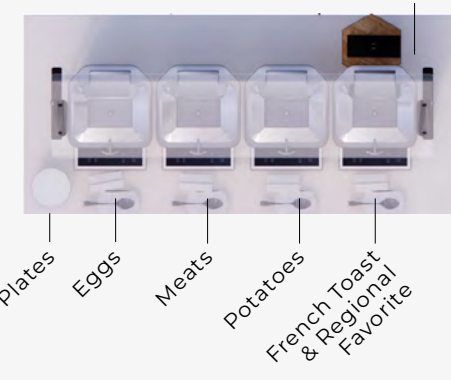
NOTE: 110 Volt outlet required for equipment

NOTE: 110 Volt outlet required for equipment



PLAN VIEW (ISLAND)

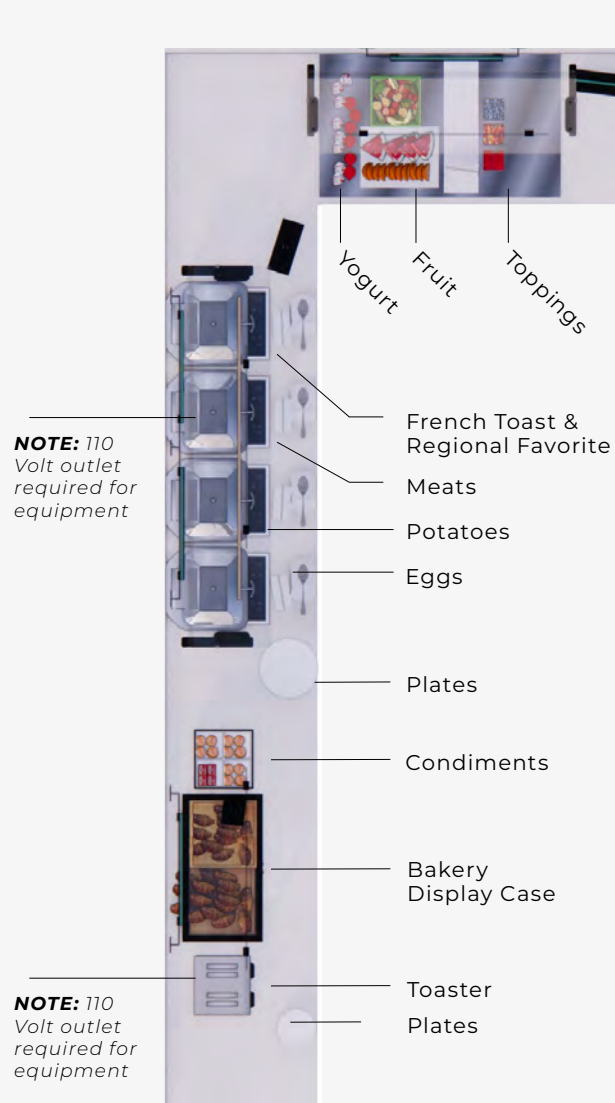
NOTE: 110 Volt outlet required for equipment



BUFFET PLANOGRAMS

Corner Layout

Minimum Linear Feet (without Beverage Station): 21'-0" / With Beverage Station: 26'-0"

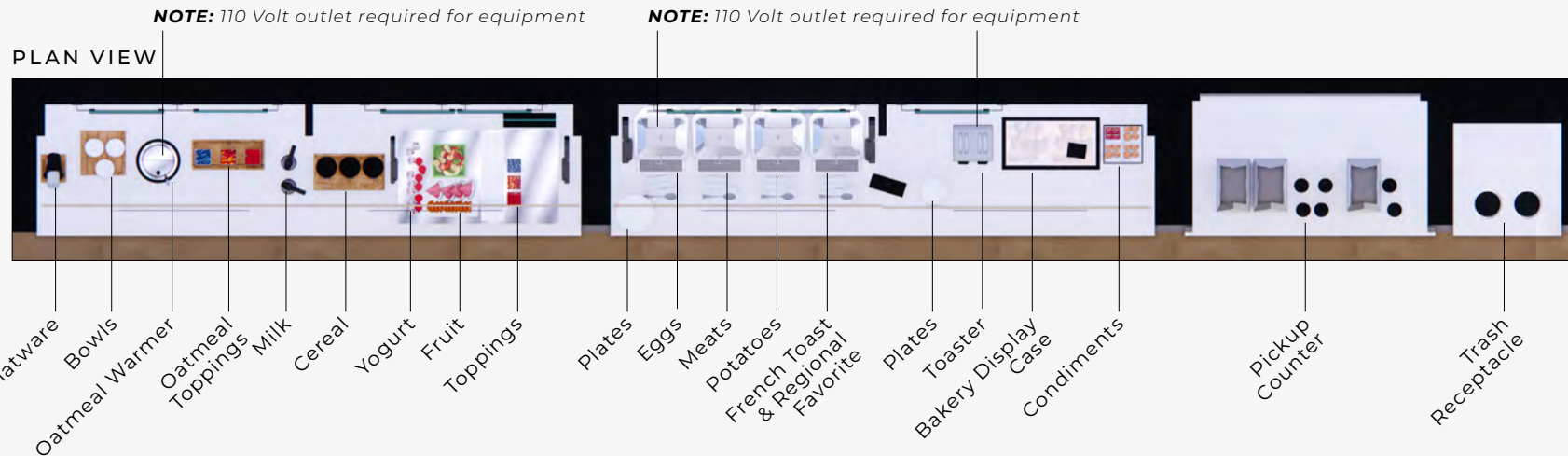
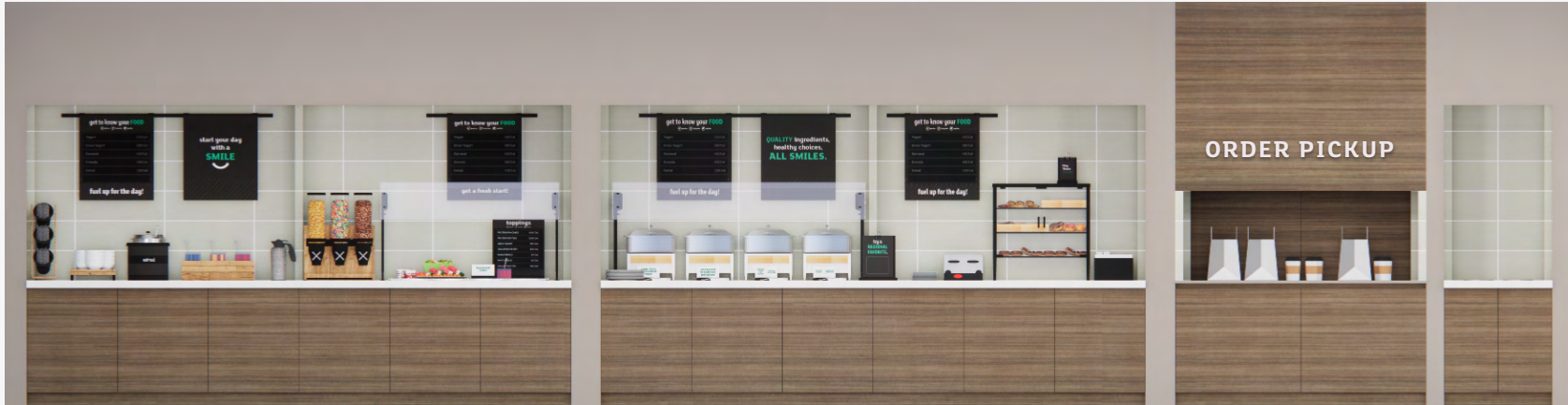


BUFFET PLANOGRAMS

H5 Prototype Layout*

*Only applicable to early adopters of H5 Prototype

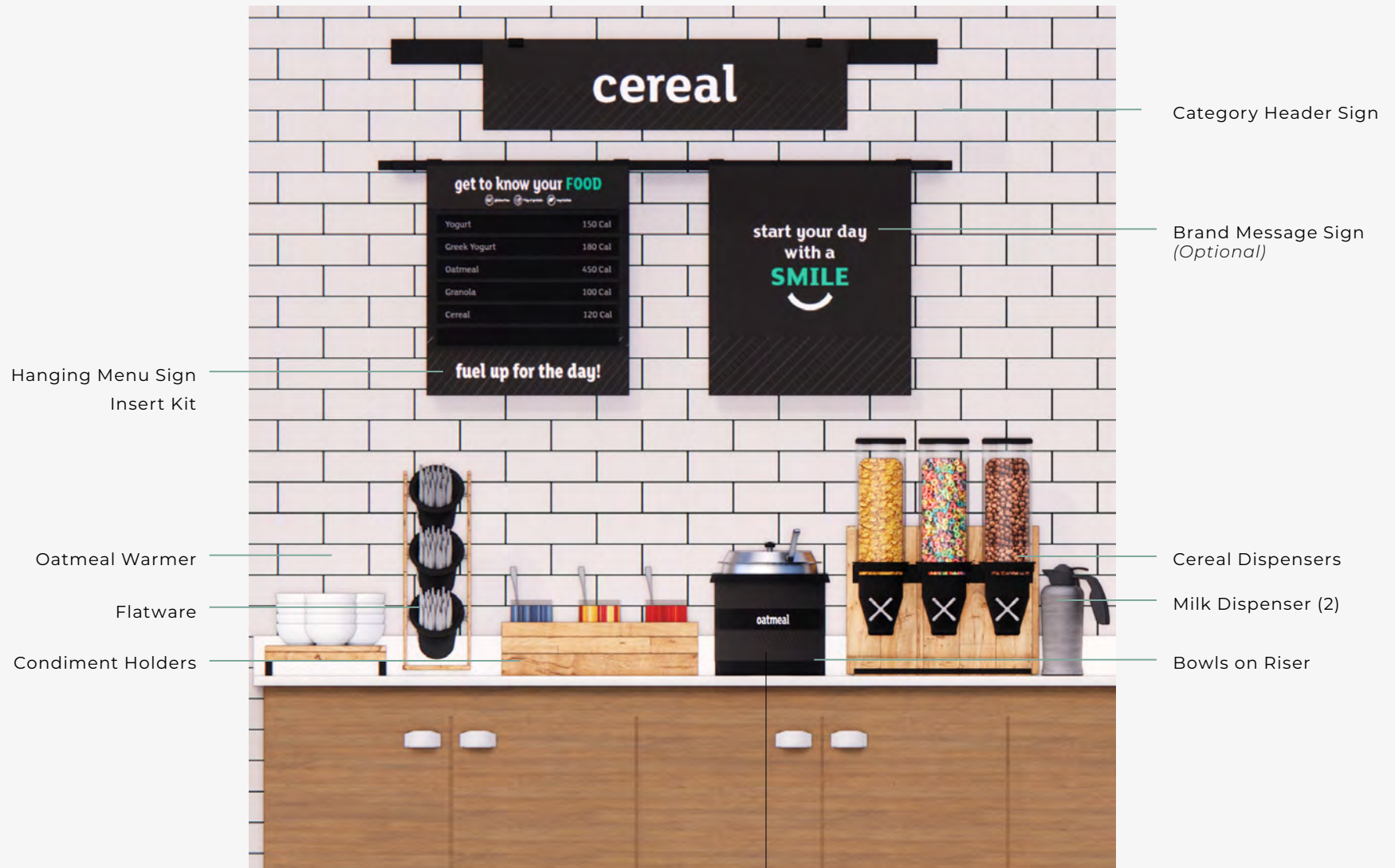
ELEVATION VIEW



BUFFET PLANOGRAMS

Cereal Station

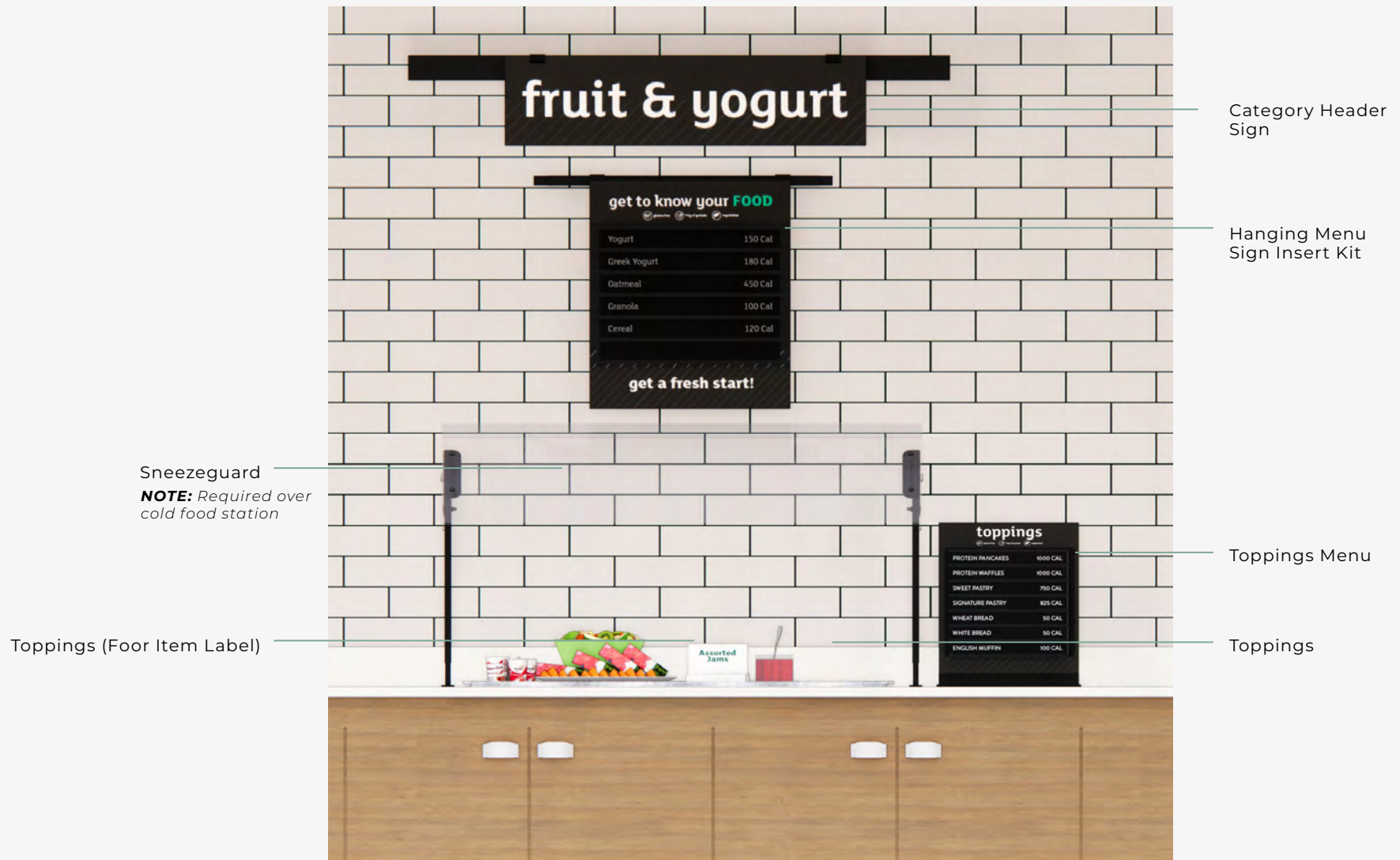
Minimum Linear Feet: 6'-6"



BUFFET PLANOGRAMS

Cold Station

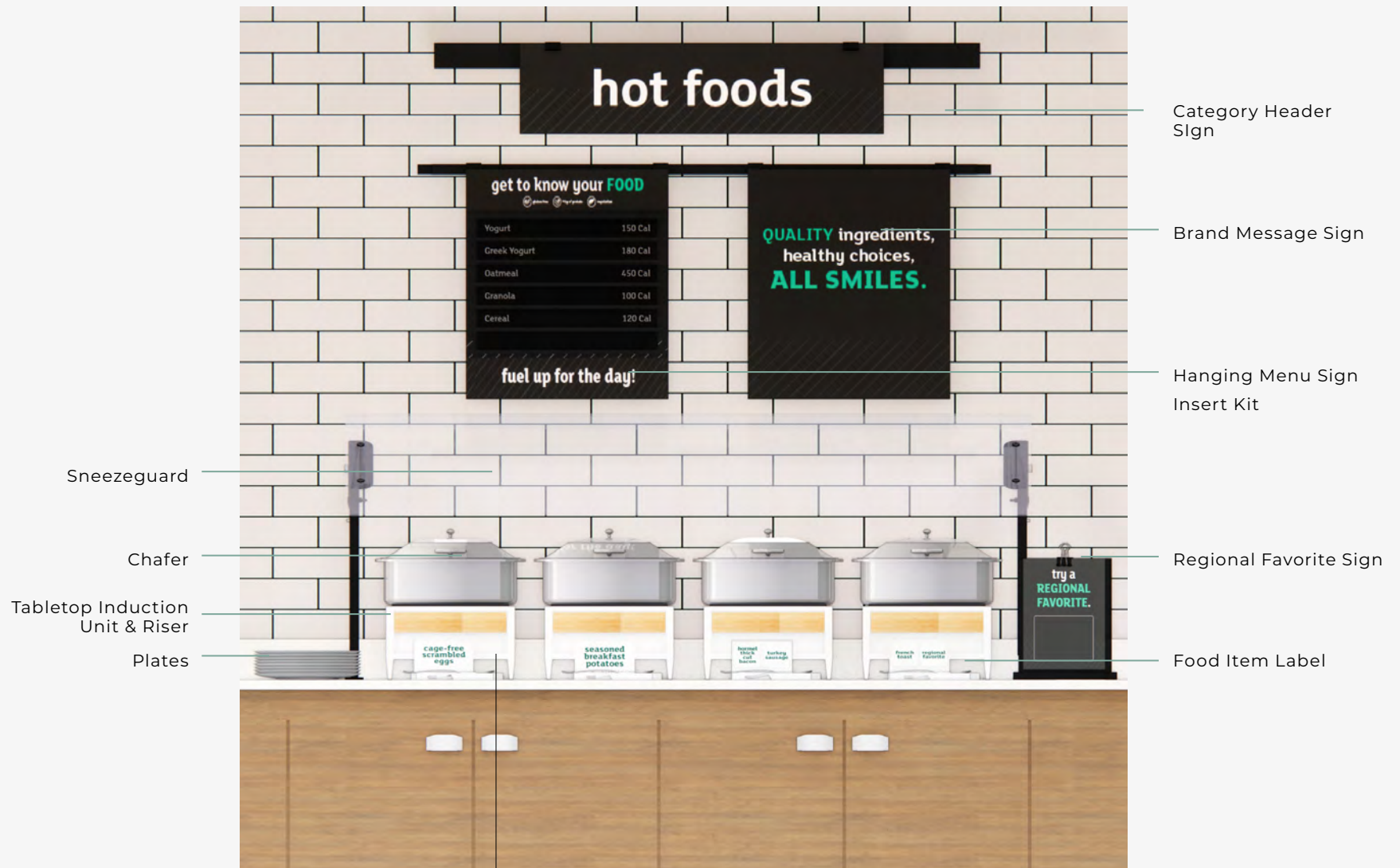
Minimum Linear Feet: 3'-9"



BUFFET PLANOGRAMS

Hot Food Station

Minimum Linear Feet: 6'-6"

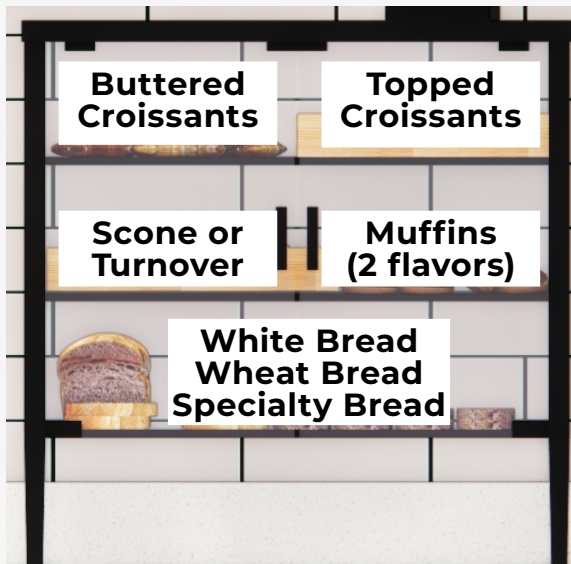


BUFFET PLANOGRAMS

Bakery Station

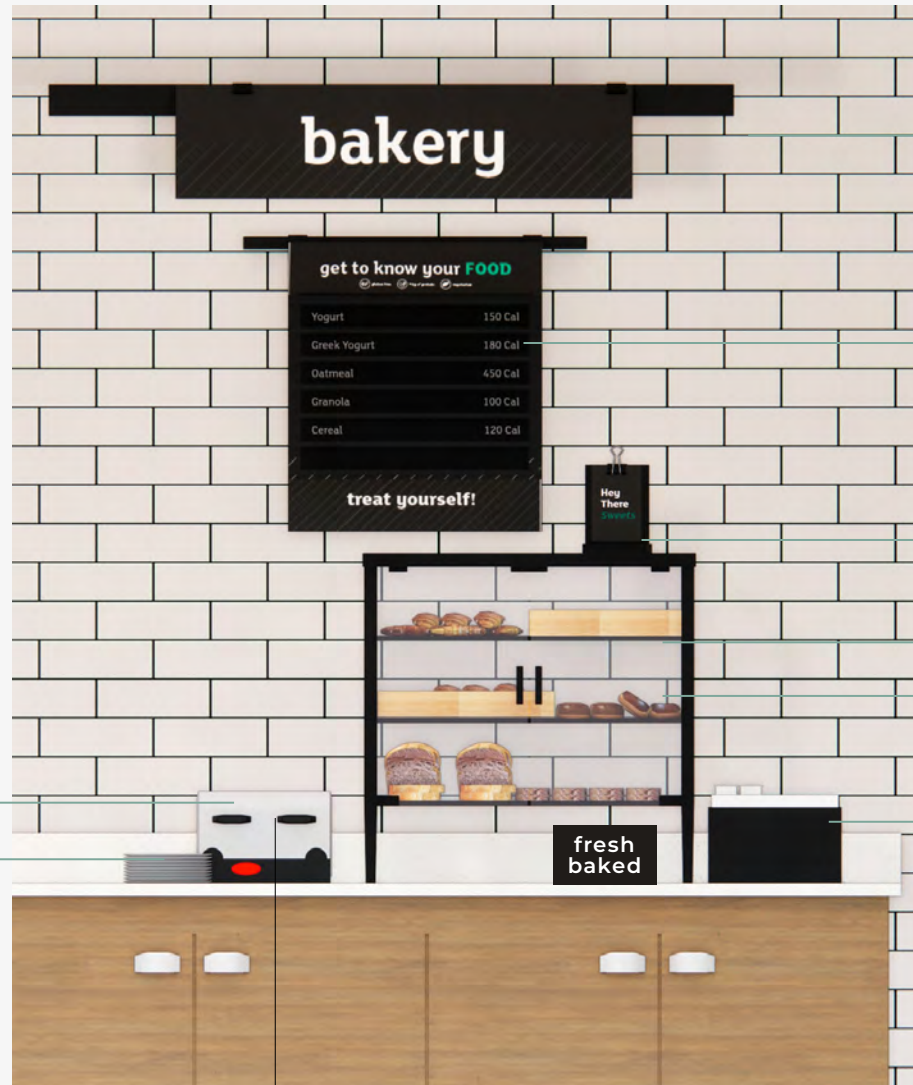
Minimum Linear Feet: 4'-9"

Bakery Case Arrangement



Toaster

Plates



Category Header Sign

Hanging Menu Sign Insert Kit

Brand Message Sign

Under Shelf Lights

Bakery Display Case

Condiments

NOTE: Additional bakery case signage not shown. Bakery case lights should be affixed to the bottom of each shelf.

BUFFET PLANOGRAMS

Beverage Station (Optional)

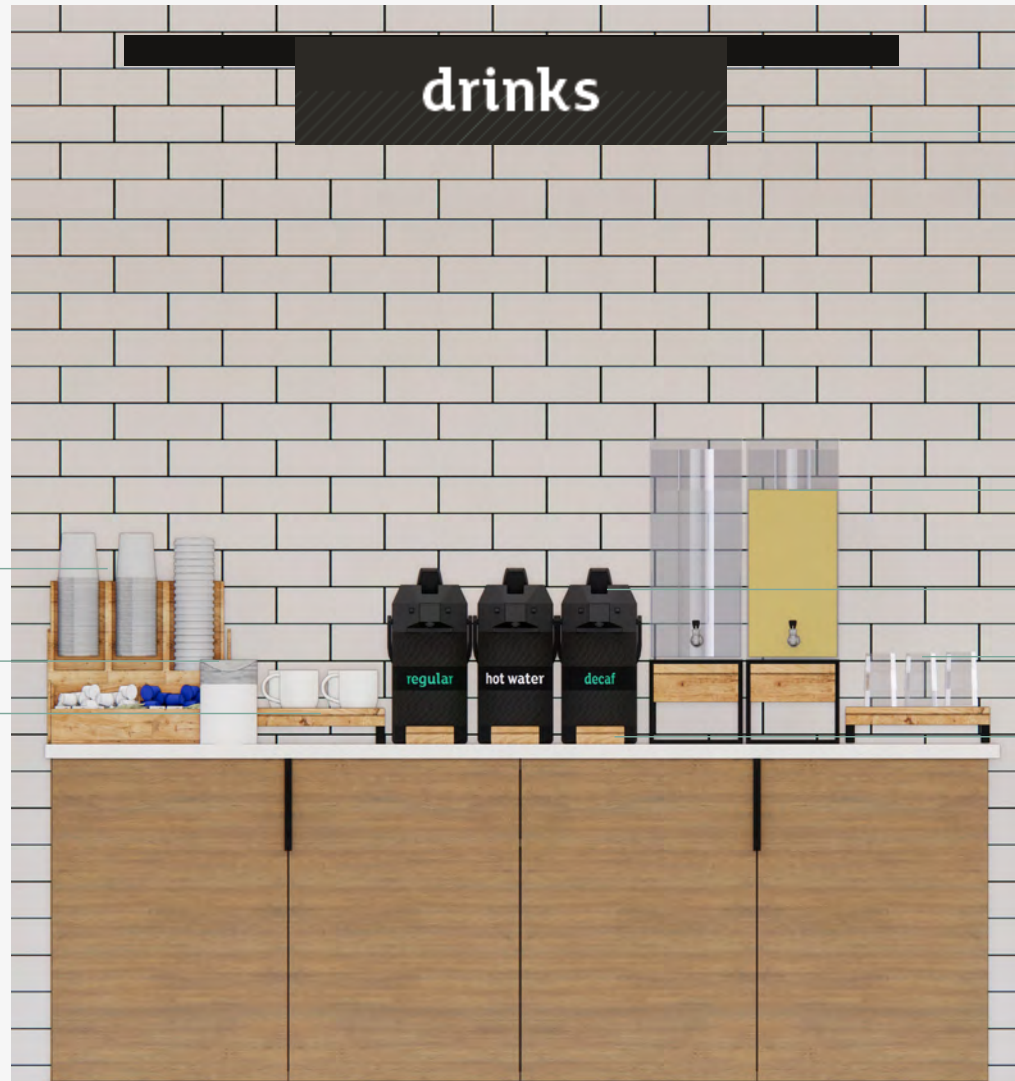
Minimum Linear Feet: 5'-0"
(As shown: 7.5' linear feet)

NOTE: Beverages can be provided on the buffet line as shown here or poured by the server.

Where a beverage station is present, juice can either be on the station or only offered by the server. Coffee and water are required where a beverage station is implemented.

If juice is served tableside, it should be served in Simply Orange carafes.

Cup & Lid Holder
Trash
Coffee Mugs on Riser



Category Header Sign

Water / Juice*
Dispenser

Coffee

Glassware
on Riser

Drip Tray

OS&E GUIDE (1/3)

Hot Station



Induction Unit



Induction Unit Protector Pad



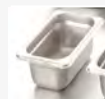
1/2 Chafer Pan



Syrup Dispenser



Induction Riser



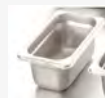
1/4 Chafer Pan



Chafer False Bottom Insert



Chafer



1/9 Chafer Pan



Wire Pan Chafer Insert

Cold Station



43" Coldwell² (Built-in)



Coldwell Adapter Bars³



49" Sneeze Guard³



Fruit Bowls



Coldwell Tile Covers³



73" Sneeze Guard³



Coldwell Bowls³ (assorted sizes)



37" Sneeze Guard³

Countertop Coldwell & Inserts¹

1. For hotels without built-in cold holding.
2. For new builds, PIPs, or hotels choosing to install a Coldwell.
3. Varies by property needs.

OS&E GUIDE (2/3)

Cereal Station



Glass Jars



Glass Jar Stands



Cereal Dispenser



Milk Carafe



Toppings Spoons



Quaker Oatmeal Kettle

Bakery Station



Bakery Display Case



Bakery Case Plates



Bakery Case Lights



Bakery Case Wood Tray



Tray Risers



Condiment Box



Toaster

Optional Beverage Station



Coffee Urn



Drip Tray



Stir Holder



Water /Juice Dispenser



Mini Trashcan



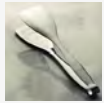
Hot Water Airpot



Coffee Condiment Caddy

OS&E GUIDE (3/3)

Miscellaneous / Multiple Station Items



Serving Tongs



Serving Spoon



Toppings Tongs



Small Wood Riser



Medium Wood Riser



Tall Wood Riser



Long Wood Riser



Hexagon Wood Riser



Spoon Rest Trays



Silverware Holder



Silverware Holder Tower



Click here for the
**Equipment
Care Link**

SIGNAGE GUIDELINES

Signage Package Options

The signage package was designed to look great in variety of spaces and to be flexible to each hotel's needs.

When ordering equipment, hotels can choose to order wall-mounted signage or table-top only signage.

You will also choose between an all-black option or an option with wood accents.

1) Choose Hybrid or Tabletop-Only package:

Hybrid Tabletop & Wall-Mounted



Combination of signage sits on the counter, and signage that is mounted to the walls or hanging from the ceiling.

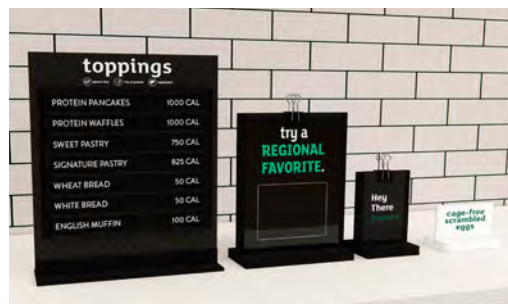
Tabletop-Only



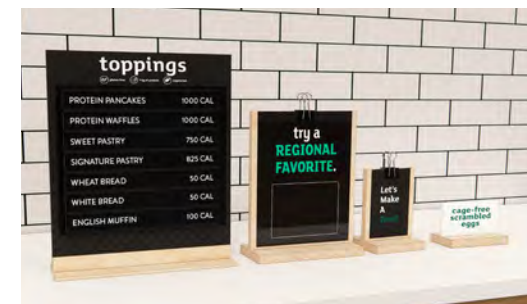
All signage is designed to sit on the countertops: easy to move around & no installation required.

2) Choose Black & White or Wood Accent option:

All-Black

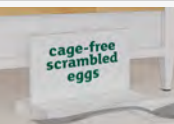
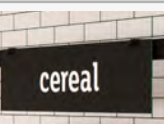
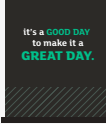
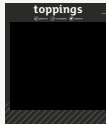
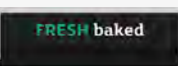


Wood Accents



SIGNAGE GUIDELINES

Signage Package Parts: Hybrid Package

		Welcome A-Frame	Welcome signs can sit on the floor, either at your front desk or entrance to your dining area.
		Menu A-Frame	Menu sign to sit at front of buffet space. Comes with chalk marker to customize with hours, price, regional favorite and name of breakfast attendant.
		Hanging Menu Signs	Signs that let the guests know what food is available. These signs are semi-customizable by using the insert kits.
		Menu Insert Kits	Menu item inserts that fit into the menu signs that the hotel can arrange to reflect what is on their buffet.
		Hanging Brand Message Signs (optional)	Signs to give the space some personality! Use these where you have some blank space & want a pop of color.
		Hanging Rails	Metal rails to be mounted to walls where signage hangs from.
		Food Label Signs	Small label signs that sit in front of the chafers, to let guests know what is in each chafer.
		Hanging Category Signs	Category signage to be hung above each stations to provide wayfinding within the buffet space.
	Oatmeal Wrap	Wrap to to be applied to oatmeal warmer.	
	Coffee Wraps	Wrap to to be applied to coffee urns and hot water dispenser where a beverage station is implemented.	
	Countertop Brand Message Signs	Signs to give the space some personality! Use these where you have some blank space & want a pop of color.	
	Countertop Toppings Sign	Menu sign showing the toppings. Semi-customizable using insert kit.	
	Bakery Case Easels Set	Affix to bakery case shelves to reflect what's offered.	
	Bakery Case Sign w/ Base	Place on top of the bakery case.	
	Cereal Labels Set w/ Velcro	Affix to the cereal dispenser to tell guests what's offered.	
	Milk Labels	Affix to the Milk Carafes to tell guests what's offered.	

SIGNAGE GUIDELINES

Signage Package Parts: Countertop Package



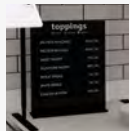
Welcome A-Frame

Welcome signs can sit on the floor, either at your front desk or entrance to your dining area.



Menu A-Frame

Menu sign to sit at front of buffet space. Comes with chalk marker to customize with hours, price, regional favorite and name of breakfast attendant.



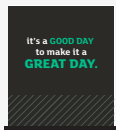
Countertop Menu Signs

Signs that let the guests know what food is available. These signs are semi-customizable by using the insert kits.



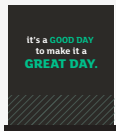
Menu Insert Kits

Menu item inserts that fit into the menu signs that the hotel can arrange to reflect what is on their buffet.



Countertop Brand Message Signs (Small)

Signs to give the space some personality! Use these where you have some blank space & want a pop of color.



Countertop Brand Message Signs (Large)

Large signs are optional.

Signs to give the space some personality! Use these where you have some blank space & want a pop of color.



Food Label Signs

Small label signs that sit in front of the chafers, to let guests know what is in each chafar.



Oatmeal Wrap

Wrap to to be applied to oatmeal warmer.



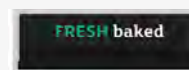
Coffee Wraps

Wrap to to be applied to coffee urns and hot water dispenser where a beverage station is implemented.



Bakery Case Easels Set

Affix to bakery case shelves to reflect what's offered.



Bakery Case Sign w/ Base

Place on top of the bakery case.



Cereal Labels Set w/ Velcro

Affix to the cereal dispenser to tell guests what's offered.



Milk Labels

Affix to the Milk Carafes to tell guests what's offered.

SIGNAGE GUIDELINES

Menu A-Frame

The menu A-frame should be customized daily using a white chalk marker.

Please write in the:

- Price
- Hours of operation
- Regional favorite
- Name of breakfast attendant with their Signature Smile



Price

Hours of Breakfast

Regional Favorite

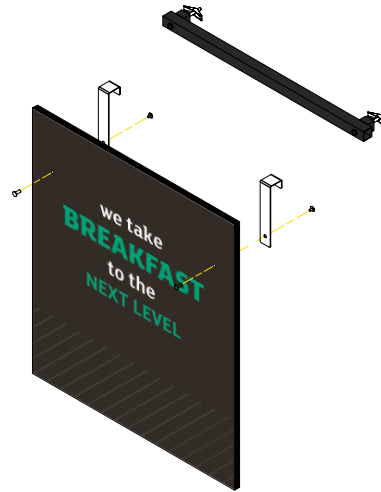
Name of Breakfast Attendant with Signature Smile

SIGNAGE GUIDELINES

Wall-Mounted Signs: Instructions

The signage package comes with all items necessary to mount wall signs *with or without* the railing system.

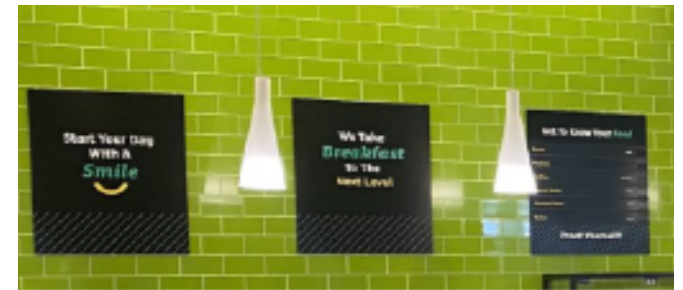
We recommend your maintenance engineer setting aside time to complete installation prior to launch.



Assembly for Rail-Mounted Signs

Hanging signage comes with rails in 2 different lengths that can be mounted to the walls with the signage hung onto the rails.

This adds some depth to the display and more easily allows you to switch out signage if necessary.



Example of No-Rail Installation

The Wall-Mounted Sign kit can also be mounted with double-sided tape that you can use to adhere the signage to the walls if you prefer to not drill.

In order to do this, **you will need to remove the hooks from the signs using a screwdriver.**

HOW TO ORDER

Equipment



Click here to
Order Equipment

- Before ordering, set-up an account with Edward Don by emailing HolidayInn@Don.com
- To place an order, complete the Equipment Order Form, review with your F&B Ops partner and send to amerfandb@ihg.com with subject line: INN CODE: Breakfast Buffet Equipment Order.
- Canadian hotels may choose to order equipment through local supplier, United Restaurant Supplies.

Signage



Click here to
Order Signage

- Hotels may select ADA Hotel Signs (US and Canada) or HotelSigns.com (US Only) as their signage supplier.
- Order signage by following the links here to the supplier ordering portal.

-
- NOTE:**
- China and flatware are not included in the order guide for the buffet.
 - Hotels are not required to update china or flatware, but hotels that are in need of these items can use the guide available on F&B AMER.



DAILY BUFFET SETUP

This section will guide your hotel's breakfast team in the day-to-day operations of the breakfast buffet.

- MENU OVERVIEW
- MENU: REGIONAL FAVORITES
- RECIPES & GROCERY LISTS
- STAFFING

MENU OVERVIEW

Daily Core Menu (United States)

Hot Food Station

- Thick-Cut Bacon
- Turkey Sausage (1.5oz link)
- Cage Free Scrambled Eggs
- Herb Breakfast Potatoes
- Classic French Toast (or) French Toast Bake
- Regional Favorite
- 3-6 Cold Toppings (stored in cold section)
 - Shredded cheese (required)
 - Salsa (required)
 - Jalapenos (required)
 - Mushrooms (optional)
 - Peppers & onions (optional)
 - Diced tomatoes (optional)
- Ketchup
- Hot Sauce
- 100% Maple Syrup

-
- **Optional Additions:**
 - Pork Sausage
 - Veggie Sausage
 - Egg Scramble
 - Egg Bites

Bakery

- Artisanal White Bread
- Artisanal Wheat bread
- 2 Fresh-Baked Muffin flavors (varies regionally):
 - Blueberry, Chocolate, Bran, Lemon Poppy seed, Banana Nut, Apple Cinnamon, Peaches & Cream
- 1 Specialty Bread:
 - Bagel, Biscuit, English Muffin, Sourdough, Challah
- Pillsbury All-Butter Croissants (2 flavors: 1 plain + 1 flavored)
- 1 Turnover or Scone
 - Pillsbury product preferred
- PC Spreads
 - Cream Cheese (PC)
 - Peanut Butter (PC)
 - Jams (PC)
- Butter
- Honey
- **Optional Additions:**
 - Addtl. muffin flavors
 - Addtl. specialty bread
 - Addtl. scone or turnover

Cereals & Yogurt

- Oatmeal
- 3 Toppings:
 - Brown Sugar
 - Dried cranberries/raisins
 - Granola or Walnuts
- 3 Bulk Cereals:
 - Special K
 - Fruit Loops
 - Granola
 - Raisin Bran
- Greek Yogurt (Bulk or PC):
 - 2 flavors required
- 2 Milks
 - Dairy Milk
 - Dairy alternative
- **Optional Additions:**
 - Addtl. oatmeal toppings

Fruit

- 2 Whole fruit
 - Bananas
 - Apples
 - Pears
 - Clementine or oranges
- 2 Cut Fruit:
 - Seasonal Berries (required)
 - Melon Blend
 - Pineapple
- **Optional Additions:**
 - Addtl. cut fruit

Included Beverages

- Coffee, Regular
- Coffee, Decaf
- Simply Orange Juice
 - Can be offered on buffet line or by server
- Water
- **Optional Additions:**
 - Addtl. juices

MENU OVERVIEW

Daily Core Menu (Canada)



Hot Food Station	Bakery	Cereals & Yogurt	Fruit
• Thick-Cut Bacon • Turkey Sausage (1.5oz link) • Scrambled Eggs • Herb Breakfast Potatoes • Classic French Toast (or) French Toast Bake • Regional Favorite • 3-6 Cold Toppings (stored in cold section) – Shredded cheese (required) – Salsa (required) – Jalapenos (required) – Mushrooms (optional) – Peppers & onions (optional) – Diced tomatoes (optional) • Ketchup • Hot Sauce • 100% Maple Syrup • <i>Optional Additions:</i> – Pork Sausage – Veggie Sausage – Egg Scramble – Egg Bites – Maple Baked Beans	• Artisanal White Bread • Artisanal Wheat bread • 2 Fresh-Baked Muffin flavors (varies regionally): – Blueberry, Chocolate Chunk, Dark Bran, Lemon Cranberry, Cranberry Orange, Oatmeal Apple, Cranberry Yogurt • 1 Specialty Bread: – Bagel, Biscuit, English Muffin, Sourdough, Challah • Bridor All-Butter Croissants (2 flavors: 1 plain + 1 flavored) • 1 Turnover or Scone • PC Spreads – Cream Cheese (PC) – Peanut Butter (PC) – Jams (PC) • Butter • Honey • <i>Optional Additions:</i> – Addtl. muffin flavors – Addtl. specialty bread – Addtl. scone or turnover	• Oatmeal • 3 Toppings: – Brown Sugar – Dried cranberries/raisins – Granola or Walnuts • 3 Bulk Cereals: – Special K – Fruit Loops – Granola – Raisin Bran • Greek Yogurt (Bulk or PC): – 2 flavors required • 2 Milks – Dairy Milk – Dairy alternative • <i>Optional Additions:</i> – Addtl. oatmeal toppings	• 2 Whole fruit – Bananas – Apples – Pears – Clementine or oranges • 2 Cut Fruit: – Seasonal Berries (required) – Melon Blend – Pineapple • <i>Optional Additions:</i> – Addtl. cut fruit
Included Beverages			
• Coffee, Regular • Coffee, Decaf • Simply Orange Juice – Can be offered on buffet line or by server • Water • <i>Optional Additions:</i> – Addtl. juices			

MENU: REGIONAL FAVORITES

Best Practices:

- Utilizing recipes from your region is recommended. Substitutions are permitted based on hotel discretion.
- Hotels should rotate through 3-5 menu items.
- Start small. Start with 3 recipes and add from there. Rotate at least every 3 days.
- Consider rotating more often if you have a lot of long term stays.
- Make sure signage is updated every time it's rotated:
 - Small or medium Regional Favorite sign next to chafer
 - Menu A-frame
- Ensure all accompaniments are included (i.e. Jalapeno Ranch with Burrito, Sauce with Churro).

West Coast

1 Item rotated daily

- California Veggie Frittata
- Egg White Wrap
- Cinna Roll Granola bake

Northeast

1 Item rotated daily

- Challa French Toast w/ Blueberry Topping
- Vermont Cheddar Hashbrowns
- NY Bagel Sandwich

Southwest

1 Item rotated daily

- Chorizo and Potato skillet
- Breakfast Sausage burrito
- Churro Donut
- Chorizo Poblano Breakfast Scramble

Southern

1 Item rotated daily

- Honey Chicken Biscuit
- Sweet Potato Tot Hash
- Bacon Cheddar Grits
- Biscuits & Gravy

Canada

1 Item rotated daily

- Maple Bacon Baked Beans
- Scrambled Egg Florentine with Hollandaise
- Blueberry Cinnamon Roll Bake

Hybrid

1 Item rotated daily

- Breakfast Burrito
- Bacon & Cheddar Grits
- Egg White Wrap
- Everything Spiced Bagel Sandwich

1. Recipe Links:



Core Recipes

Click here for recipes for all core items that are served on the buffet daily.



Regional Recipes

Recipes for the rotating regional favorites. One regional favorite to be served daily.

Guidelines for regions on previous page.



Optional Recipes

Recipes for optional additional recipes including scrambles and egg bites - these recipes may be added to the menu in addition to Core Recipes and 1 rotating Regional Recipe.

2. Grocery List Links:



Sysco & US Foods

Order the items for your recipes here.



[Canadian Region](#)



[Northeast Region](#)



[Southern Region](#)



[Southwest Region](#)



[West Coast Region](#)

STAFFING

A minimum of one **Cook** and one **Breakfast Attendant** are scheduled per breakfast shift.

Consider the required duties (right) for open and close when scheduling.

NOTE:

One Breakfast Attendant should be added if demand exceeds 45 guests for breakfast. Should be scheduled 3-hour minimum shift, breakfast open to close.

Additional team members can be added for higher volumes.



Cook – Back of House (BOH)

- Food prep and set up:
60 minutes prior to breakfast open
- Final clean up and prep for next day:
60 minutes after breakfast close



Breakfast Attendant – Front of House (FOH)

- Set up:
30 minutes prior to breakfast open
- Clean up and set up for next day:
30 minutes after breakfast close



FRONT OF HOUSE PROCEDURES

This section will guide your front-of-house staff on through their day-to-day responsibilities.

- OPERATIONAL BEST PRACTICES
- STEPS OF SERVICE
- DAILY CHECKLISTS
- COFFEE PROCEDURES
- TABLE SETUP
- COFFEE PROCEDURES



OPERATIONAL BEST PRACTICES

- ✓ Welcome every guest with a smile.
- ✓ Check temperatures and quality often.
- ✓ If time permits, seat guests at a table.
- ✓ Allow 30 minutes to set up the dining area and beverage service.
- ✓ Regularly monitor cleanliness of entire dining room, including:
 - Tables
 - Floors
 - Trash bins
- ✓ Use mild soap and water to clean buffet equipment.

STEPS OF SERVICE

Breakfast Attendant (1/2)

Look for ways to demonstrate our service style: **Making Guests Smile.**

Our service behaviors include:

- Putting guests at ease
- Making genuine connections
- Creating moments of delight



1. Guest Arrival & Welcome

- Welcome every guest with a smile
 - *Good morning! Come on in!*
 - *Good morning! It's good to see you again!*
 - *Good morning! I'll be right back with some fresh coffee!*
 - *Good morning! Welcome! Please pick a comfortable table to sit at and I'll be right over!*



2. Greet & Guide

- Greet table within 1 min with coffee & explain buffet
- Serve juice or water upon request (when juice is served, Simply Orange carafes should be used)
 - *Good morning! My name is Brent. May I offer you a little caffeine to start your day?*
 - *We're featuring _____ region. Today is _____.*
 - *My personal favorite is our French Toast Bake. Our chef makes it fresh every morning... it smells so amazing and tastes even better!*
 - *Please help yourself to the buffet! Clean plates are stacked at the start of the buffet line!*
 - *Your kids can eat free! Two kids eat free with every paid adult, so these two are on the house!*



3. Check -In / Check Back

- Ensure guests are satisfied & they have everything they need
- Offer refills
- Drop off check (for guest convenience)
- Full hands in, full hands out
 - *There's NO hurry! Please continue to enjoy the buffet, I just want to make sure you have your check when you're ready.*
 - *How did you like our buffet?*
 - *Was the buffet hot and fresh for you today?*

STEPS OF SERVICE

Breakfast Attendant (2/2)

Look for ways to demonstrate our service style: **Making Guests Smile.**

Our service behaviors include:

- Putting guests at ease
- Making genuine connections
- Creating moments of delight



4. Pre-Buss

- Offer refills, pre-buss table
- Pick up check if ready
 - *I wanted to remind you if you're a rewards member, you can charge the breakfast to your room and get ___ points for every dollar you spend!*

Make a Genuine Connection: What brought you to _____?



5. Closing

- Drop off processed check
- Invite guests back to join us again
 - *Here's your receipt! Thank you, Mr. Smith, for being a platinum rewards member!*
 - *I'm glad you joined us for breakfast! I hope you have a wonderful day and come back any time!*
 - *You're always welcome here!*

Make a recommendation for their visit: Check out a local café for lunch, see the local historical hot spot, or remind them about our happy hour!



6. Closeout & Clean

- Process final check within 2 minutes of guest departure
- Clean & reset table

STEPS OF SERVICE

Service Scenarios (1/2)



When you see someone struggling to carry their plates/items to the table:

- Which table are you sitting at? Let me help you lighten the load.

When someone looks overwhelmed by the choices:

- Do you want some help choosing? My favorite is the French Toast Bake!
- Do you have a sweet tooth? I recommend trying our French Toast Bake!

Guests who ask for an à la carte menu:

- We only offer a buffet during breakfast, it is \$X.
- Our buffet has all the breakfast favorites and you could try our signature regional dish! Today it is (Insert Daily Regional Dish).
- Our buffet is hot and fresh, I think you'll enjoy it!

Guests arrive early:

- Good morning! We open for our fresh buffet in 15 minutes. I'd be happy to get you started with some coffee while you wait!
- Good morning! The chef is just putting the finishing touches on breakfast and it will be out soon. Our buffet opens in just 10 minutes!



STEPS OF SERVICE

Service Scenarios (2/2)



Guests arrive late:

- Good morning! Our buffet closed 10 minutes ago, so we are cleaning everything up.
- I'd be happy to get you a coffee and fresh fruit to go. Be sure to join us tomorrow; we're open _____ to _____.

Guests who were expecting a free breakfast:

- Our breakfast buffet is all you can eat for just \$_____. It includes coffee and juice. Two kids can eat free with every paid adult.
- We make everything in house! The buffet is a breakfast with all you care to eat of breakfast favorites that are freshly prepared and customizable, like French toast, eggs, fresh fruit, and more! The price includes beverages, as well
- Our breakfast buffet is all you can eat for only \$_____. As a rewards member, you can earn additional points by charging it to your room!

Guests who have special dietary requests (Gluten-free, vegetarian, high protein, kids):

- We have a variety of menu options that should meet your needs!

Suggestions below:

- Gluten Free: Fresh fruit, eggs, yogurt
- Vegetarian: Fresh fruit, yogurt,
- High Protein: Eggs, yogurt
- Kids: Fresh fruit, French toast, cereal, muffins



DAILY CHECKLISTS

Opening Procedures: FOH

1 hour before Opening

PRE-SHIFT

- ☐ Arrive/Clock In
- ☐ Confirm occupancy with the Kitchen

Station Set Up: BEVERAGE STATION

- ☐ Brew fresh coffee (regular and decaf); refresh coffee as needed or every 4 hours
- ☐ Stock coffee station
- ☐ Optional Item: Stock Simply Orange PC's or fill juice carafes and juice glasses
- ☐ Stock milk (2% or Whole) and milk alternative in milk carafes

25 min. before Opening

Station Set Up: POS (POINT OF SALE)

- ☐ Stock pens, notepads, and check presenters
- ☐ Set up sanitation stations:
 - Buckets, towels, additional cleaning supplies
 - Recommended 200ppm for pro quat and 100ppm for chlorine

20 min. before Opening

Stock SIDE STATIONS

- ☐ Verify tables setups are accurate and that rollups, mugs, glasses, plates, coffee, coffee filters, creamer bowls, tea, condiments, sugar and straws are stocked

15 min. before Opening

Station Set Up: COLD & AMBIENT Food Items

- ☐ Ensure that all cold items have the proper serving utensils
- ☐ Visually inspect fruits and yogurt for quality. Remove:
 - Brown bananas, wrinkly/mushy berries, bruised apples and pears
- ☐ Visually inspect and clean all vessels
- ☐ Ensure cereals are stocked with fresh product
- ☐ Stock jelly, butter, cream cheese, peanut butter, & condiments
 - Ensure all vessels are clean and organized
- ☐ Stock oatmeal station with toppings
 - Ensure all vessels are clean and organized

10 min. before Opening

- ☐ Update FOH signage as needed
 - Regional items
 - Optional offers
 - Welcome signage
- ☐ Ensure all display ware is clean
 - Pastry display, polished chafers, etc.
- ☐ Check dining area for cleanliness
 - Tables set according to table setup standard
 - Floors swept and mopped
 - All surfaces clean and free from debris
- ☐ Lights are set to the appropriate level
- ☐ TVs are on and set to news or sports
 - Closed Captioning Only
- ☐ Check restaurant temperature is properly set
- ☐ Ensure music is on and set to the appropriate sound level
- ☐ Check uniform. Are you looking great and setup for success?

DAILY CHECKLISTS

Mid-Shift

Throughout

- ☐ Greet Guests within 30 seconds and offer hot coffee
- ☐ Bus tables of:
 - Empty plates
 - Flatware
 - Glassware
- ☐ Replenish coffee station and condiments:
 - Sugar & Sugar substitute
 - Half & half / creamers
 - Teas
 - Stir sticks
 - Beverage napkins
 - Disposable coffee cups)
- ☐ Stock mugs and glassware ensuring that glassware is clean and sanitized
- ☐ Stir eggs and oatmeal every 15 minutes to ensure quality and temp
- ☐ Report volumes to kitchen for restocking

Closing: Set Up for Next Day

30 min. before Close

- ☐ Wipe down and set all tables for PM
- ☐ Complete all roll-ups for table caddy
- ☐ Stock side stations:
 - Pens
 - Notepads
 - Check presenters

5 min. after Close

- ☐ Replenish any remaining plate ware and rolled flatware
- ☐ Remove mugs from unseated tables and stock for PM service
- ☐ Wipe down tables, counters, and working surfaces with soap and sanitizer in dining room

At Close

- ☐ Clean PC condiment holders
- ☐ Refill shelf-stable condiments:
 - Syrup
 - Jam and jelly
 - Peanut butter
 - Honey
 - Salt & pepper shakers
 - Ketchup
 - Hot sauce
- ☐ Wrap refilled condiments, and return to storage area
- ☐ Wrap juices with plastic wrap and chill for use tomorrow. Do not refill. (2 shift max)

20 min. after Close

- ☐ Sweep and mop floors, as necessary
 - Make sure to move chairs and tables to clean underneath

DAILY CHECKLISTS

Daily Cleaning Checklist (FOH)

Location	Item	Detail
Dining Room	Chairs	☐ Wiped & Sanitized after each use
	Tables	☐ Wiped & Sanitized after each use
	Sugar Caddies	☐ Cleaned, stocked, & sanitized between use
	Salt & Pepper Shakers	☐ Cleaned & Sanitized after each guest
	Condiment Caddy	☐ Cleaned & Sanitized after each guest
	Roll Silverware	☐ Silverware polished ☐ Roll ups stocked each day
	Floors	☐ Swept ongoing ☐ Mopped daily ☐ Clean & not greasy ☐ Free from debris
Buffet	Chafing Dishes	☐ Follow manufacturer's guidance
	Utensils & Trays	☐ Follow manufacturer's guidance
	Tables	☐ Cleaned & sanitized as necessary
	Counters	☐ Cleaned & sanitized as necessary
	Cabinets	☐ Cleaned & sanitized as necessary
	Floors	☐ Swept ongoing ☐ Mopped daily ☐ Clean & not greasy ☐ Free from debris
	Door	☐ Cleaned & sanitized as necessary
Beverage	Coffee Urns	☐ Soak & Clean
	Glasses	☐ Clean

TABLE SETUP

Tables should be set with:

- Rolled silverware
- Coffee mugs
- Salt, pepper and sugar packets

Ensure tables are set prior to breakfast opening and keep tables bussed and cleaned throughout breakfast service.

NOTE:

If beverage station is provided, mugs and sugar packets on tables are optional

2-TOP ARRANGEMENT



4-TOP ARRANGEMENT



COFFEE PROCEDURES

The following steps should be taken in order to ensure a consistent coffee product each day.

NOTE:

Do not submerge Thermal Servers or Digital Displays in water.

Preparation



- Check the water temperature. (Proper temperature between 195-205 degrees)
- Start with a clean thermal server. Before the first brew of the day, pre-heat the thermal server for 10 minutes by filling it with hot water prior to brewing.
- Use only 1 filter per brew. (Don't pre-stack coffee in filters).
- Add 2 packs of coffee for SMALL brew, or 3 packs for LARGE brew.
- Level the coffee in the brew basket before inserting brew basket into brewer.
- Position the thermal server under the brew basket and start the brewing process.

Brew It Right



- Make brew selection based on the number of packs of coffee.
- Allow the brew cycle to finish before serving.
- Discard the spent grounds from the brew basket immediately after the brewing cycle.
- Never reuse spent grounds.
- Once the brew cycle is finished, close the lid on the thermal server or airpot.

Replenishment

- Hold the coffee in the thermal server/airpot for 4 hours or less.
- Do not combine coffee from different servers.
- Empty the thermal server before brewing fresh coffee.
- Do not brew fresh coffee on top of old coffee.

Cleaning the Brewer



- Clean the spray head area daily.
- Use a damp cloth to clean the spray head.
- Thoroughly clean the brew basket.

Cleaning the Dispensers

- Empty and rinse the dispenser with hot water daily.
- Once per week, clean the dispenser by pouring one pack of umex into the pot, running a cycle of hot water into the dispenser. Soak for 5 minutes, empty and rinse.

COFFEE PROCEDURES

Troubleshooting

For equipment service, contact Royal Cup or your Royal Cup affiliate distributor at one of the numbers below.

Royal Cup Coffee
1.800.366.5836

Cadillac Coffee
1.800.438.6900

New England Coffee
1.800.225.3537

Ellis Coffee
1.800.822.3984

Host Coffee
1.402.339.0440

White Coffee
1.800.221.0140

Torke Coffee
1.800.242.7671

George J. Howe
1.800.367.4693

D&R Coffee
1.406.586.9696

Problem	Probable Cause	Remedy
Brew Cycle will not start	No water or power	Make sure the water lines and valves are open, or make sure the brewer is plugged in or check circuit breakers or fuses. Make sure the On/Off switch is working.
Finish brew volume not correct	Improper brew selection	Verify that the proper brew setting was selected based on the number of packs of coffee.
Weak beverage	Improper filter position, coffee grounds not leveled in filter, or water temperature	Make sure filter is centered in the brew basket and under the clips and grounds are leveled by gently shaking. Check to make sure the water temperature is 195-205°.



BACK OF HOUSE PROCEDURES

This section will guide your back-of-house staff on through their day-to-day responsibilities.

- OPERATIONAL BEST PRACTICES
- DAILY CHECKLISTS
- COOLING, HOLDING, & COOKING TEMPS
- RECEIVING
- FOOD STORAGE & ARRANGEMENT

OPERATIONAL BEST PRACTICES

- ✓ Check temperatures and quality often.
- ✓ Allow one hour to prepare food and setup for service.
- ✓ Ensure FIFO procedure is followed, and products are rotated.
- ✓ Manage food quantities during breakfast, based on the number of rooms occupied and guests dining.
- ✓ Use mild soap and water to clean buffet equipment.

DAILY CHECKLISTS

Opening Procedures (1/2)

1 Hour before Opening

- ☐ Arrive/Clock In
- ☐ Sanitizer – Recommended 200ppm for pro quat and 100ppm for chlorine
- ☐ Unlock cooler
- ☐ Check notes from night crew and adjust par levels if necessary
- ☐ Confirm occupancy with front desk to determine guests counts/ large groups

55-45 Minutes before Opening

- ☐ Turn on oven to 350 degrees
- ☐ Pull prep speed rack out of the cooler
- ☐ Pull out frozen pastries from freezer (Best practice is to tray scones and turnovers, then cover and put in freezer until needed)
- ☐ After confirming occupancy decide on Low/Medium/High Par from prep list and pan up desired frozen pastries on sheet pans
- ☐ Prepare croissants with desired spec toppings
- ☐ Load Muffins, Turnovers, Croissants, and Scones (These should be first to cook as you want the Turnovers and Croissants to cool before putting chocolate on)

45 Minutes before Opening

- ☐ Turn on Buffet Equipment – Warmers/Induction Ranges – Set temps for each product
- ☐ Turn ON oatmeal cooker on high, add hot water to oatmeal base, mix periodically and check consistency, reduce to setting 4 when Oatmeal reaches desired consistency
- ☐ Turn ON cold wells
- ☐ Turn ON fryers to 350°F
- ☐ Add warm water to each chafer to filling line and set to appropriate temp (Medium High)

40 Minutes before Opening

- ☐ Check on Turnover and Scones. They should be close to done (puffy and golden brown)
- ☐ Cool Turnovers for about 15-20 minutes before putting icing on them.
- ☐ Turn muffins and croissants for even cook
- ☐ If you have a second oven, load sausage and bacon (if not, you will need to wait until pastries are finished)
- ☐ Prepare hot items according to recipes - Bacon 20min cook, Sausage 20min cook, Regional Favorite.
- ☐ All hot foods should be cooked to state and municipality food safety standards

30 Minutes before Opening

- Setup Buffet per Plan-O-Gram
- ☐ Check on Muffins, and Croissants they should be close to done (Croissants will be golden brown, Muffins will be firm to touch and not jiggly)
- ☐ Place a clean and polished serving utensils and spoon rest for each menu item
- ☐ Setup bowls, condiments, and utensils according to spec

25 Minutes before Opening

- Station Set Up : Hot Items
- ☐ Check temperature of prepared items and remove from oven
- ☐ Start Placing all items in their respective chafers according to plan-o-gram

DAILY CHECKLISTS

Opening Procedures (2/2)

20 Minutes before Opening

- Station Set Up : Ambient Food Items
- ☐ Cook Eggs
 - ☐ Place whole fruit, cereals, and condiments on breakfast buffet
 - ☐ Store whole fruit (In accordance with local requirements (items without a peel), (e.g., apples). Utilize F.I.F.O (First In First Out) to ensure freshness
 - ☐ Ensure all breads and pastries are either individually wrapped or protected and stored in accordance with local guidelines
 - ☐ Stock fresh cut fruit, yogurt, milk, Shredded Cheese, Salsa, Jalapenos
 - ☐ Stock breads per brand guidelines (e.g., white/wheat, English muffins, bagels) Remove bread heels from all bread loaves before placing in bread container

10 Minutes before Opening

- WALK the Breakfast Buffet & Dining Area
- ☐ Cook potatoes and take to the buffet line
 - ☐ Unwrap items, stir, check appearance, and temp
 - ☐ Ensure breakfast buffet is stocked with all serving utensils that are clean, sanitized, and replenished regularly
 - ☐ Ensure trash bins are emptied as needed
 - ☐ Wipe down all tables and equipment one last time before service

5 Minutes before Opening

- ☐ Check quality and cleanliness of uniform and utensils
- ☐ Are you looking good for success (gloves, hat, apron, and thermometer)
- ☐ Goals: All stations open, ready, and meet recipe standards
- ☐ Clean as you go

Mid-Shift Procedures

Throughout

- ☐ Replenish and refresh as needed
- ☐ Check oatmeal every 10-15 minutes for consistency
- ☐ Refresh eggs every 30 minutes
- ☐ Refresh potatoes every 30 minutes
- ☐ Confirm backup product is working based on volume (muffins, breads, pastries, potatoes, fresh fruit, and regional item)
- ☐ Wrap prepped items and store at appropriate temp
- ☐ Clean and soak dirty pots and pans as needed
- ☐ Begin prepping for next day after speaking with GM/F&B director about occupancy of next day
- ☐ Prep bacon. Cover, label, and store in refrigerator
- ☐ Prep regional items as necessary
- ☐ Pull breads from freezer to thaw at room temperature in original packaging
- ☐ Tray up Scones, Turnovers and Croissants, wrap and store back into the freezer until ready to use

DAILY CHECKLISTS

Closing Procedures

1 Hour Before Buffet Close

- ❑ Close to Open – Prepare for next meal period
- ❑ Organize prepped items on speed rack
- ❑ Set tray with buffet utensils
- ❑ Roll in cooler for proper chilling

At Close

Turn off / Cool Down Equipment

- ❑ **Turn OFF:** Oatmeal Cooker, Induction Warmers, Coldwells
- ❑ If applicable, follow property-specific equipment cool down procedures

5 Minutes After Close

PRESERVE Perishable Items

- ❑ **Proteins:** Cool proteins not used on buffet and according to SOP 13
- ❑ **Whole fruit:** Fruit not used on the buffet can be covered, stored appropriately
- ❑ **Breads:** Protected bread can be used for next day's French Toast Bake (white, sourdough, challah)

5 Minutes After Close (Cont.)

- ❑ **Bagels & Pastries:** All products should be discarded if not individually wrapped.
 - Pastries not used on buffet must be wrapped and stored at room temperature. *DO NOT REFRIGERATE
 - There is a max 24hr shelf life on all pastries
- ❑ **NOTE:** If a waste log is in used, record all items that are discarded
- ❑ **NOTE:** All open or unwrapped, food, needs to be discarded after the buffet has closed. Only food that is pre-packaged and unopened, or prepared food that hasn't been served on the buffet may be saved

DISCARD Perishable Items

- ❑ **Discard Buffet Foods:** eggs, proteins, oatmeal, yogurt, cut fruit
- ❑ **Discard Oatmeal Condiments:**
 - Clean serving containers
 - Refill and wrap condiments for the next day
 - NOTE: If a waste log is used, record all items that are discarded

20 Minutes After Close

WIPE DOWN Equipment & Counters

- ❑ Wipe down and clean oatmeal cooker
- ❑ Empty toaster crumb tray and clean exterior of toaster
- ❑ When cool remove chafing dishes from breakfast bar, dump water, wipe out, and dry chafers, polish then return to the breakfast area
- ❑ Clean and sanitize all counters
- ❑ Clean equipment with mild soap and water or sanitizer. NOTE: DO NOT use ammonia-based cleaner on small wares or equipment
- ❑ Sweep and mop floors in entire food area
- ❑ Empty trash can and dirty dish bins. Replace trash liners and clean empty bins
- ❑ Follow all proper equipment cleaning and maintenance procedures

DAILY CHECKLISTS

BOH Daily Cleaning Checklist (1/2)

Location	Item	Detail
Kitchen	Floors	☐ Swept & Mopped ☐ No greasy buildup ☐ Grout clean
	Gaskets/Seals on all coolers	☐ Wiped out daily ☐ No food particles ☐ No tears
Line	Floors	☐ Swept & mopped 2X daily in-between each shift ☐ No greasy buildup ☐ Grout clean
	Gaskets/Seals	☐ Wiped out daily ☐ No food particles ☐ No tears
	Sani Bucket	☐ See local requirements ☐ Changed appropriately ☐ Clean
	Thermometer	☐ See local requirements
	Fryer	☐ Exterior Clean ☐ Filtered as appropriate ☐ Exterior free from debris & buildup
	Oven	☐ Interior & Exterior Cleaned ☐ Free from debris ☐ Glass clean ☐ Interior clean
	Griddle	☐ Surface clean & free from buildup ☐ Daily cleaning
	Range	☐ Surface clean & free from buildup ☐ Daily cleaning
Prep	Floors	☐ Swept & mopped 2X daily in-between each shift ☐ No greasy buildup ☐ Grout clean
	Gaskets/Seals	☐ Wiped out daily ☐ No food particles ☐ No tears
	Work Surfaces	☐ Cleaned & sanitized as appropriate

DAILY CHECKLISTS

BOH Daily Cleaning Checklist (2/2)

Location	Item	Detail
Walk-in / Freezer	Gaskets / Seals	☐ Wiped out daily ☐ No food particles ☐ No tears
	Racks	☐ Wiped & free of buildup
	Door	☐ Clean & free of buildup
	Floors	☐ Swept & mopped 2X daily in-between each shift ☐ No greasy buildup ☐ Grout clean ☐ Where present, shake out rubber floormats and spray down to clean
Dry Storage	Racks	☐ Wiped & free of buildup
	Door	☐ Clean & free of buildup
	Floors	☐ Swept & mopped 2X daily in-between each shift ☐ No greasy buildup ☐ Grout clean
	Bulk Storage Containers	☐ Clearly labeled with contents ☐ Dated
Dish	Machine	☐ Clean ☐ Functioning ☐ Proper temperature
	Racks	☐ Wiped & free of buildup
	Chemical	☐ Follow local guidelines
Equipment	Equipment	☐ Limeaway sinks & dish machines
	Icemaker	☐ No Limeaway in dish machine

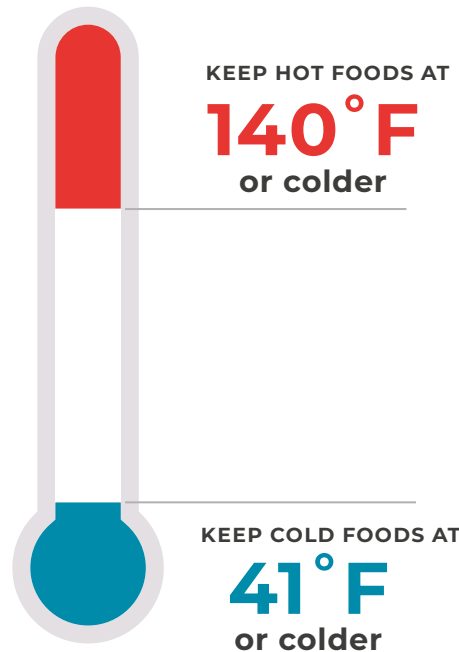
FOOD TEMPERATURE SAFETY

Holding Temperatures

Recipes for a foodborne illness outbreak:

- Failure to thoroughly heat or cook food
- Failure to maintain food at the proper temperature
- Failure to properly cool down food after heating

These are critical violations of our brand standards.



Keep Hot Foods
HOT
Keep Cold Foods
COLD

- Never allow items to sit out at room temperature.
- Be especially careful when prepping protein to make sure it does not enter the danger zone of **41°F-140°F** where bacteria can grow.

Heating Standards

Store Food Securely

- Cool proteins not used on buffet according to SOP.
- If you have back-up foods in storage that are held in hot-holding, be sure to store it in the back or middle of the storage oven.
 - This allows the temperature to be applied closely to the storage food, maintaining its hot-holding temp.
- The airflow of an oven requires storage with at least one inch between each food container.
 - Proper airflow through an oven maintained for hot-holding encourages even heat distribution.
 - This can be important to consider when storing larger quantities of food.
- Ensure a tight seal is placed over food
 - This encourages heat to stay close to the food.
 - Sealing food also maintains quality by reducing moisture loss.

Adhere to Holding Times of Different Foods

- Different foods that require hot-holding have specific spoiling requirements.
 - Ensure you understand the basic requirements of your meat, poultry, and seafood before storing it.

Monitor Holding Process

- Monitoring food for correct holding temp requires attention to detail and the proper tools.
 - A digital thermometer produces accurate results on an easy-to-use device and is a great tool for monitoring food temperature.
- When recording temperature, record the time you took the recording.
 - This can help ensure food is heated thoroughly at all times.

Store Food Securely

- If your hot-holding temperature monitoring results indicate food is below the threshold, take corrective action immediately.

Below are the steps you can follow to remedy the situation:

- Check other containers (in same holding chamber) for holding temperature adherence.
- If necessary, adjust heat settings on holding chamber.
- Remove the food below the threshold from hot-holding.
- Reheat food to 165°F.
- Check temperature to ensure proper heating.
- Set food back in hot-holding.
- Monitor temp again one hour later.

FOOD TEMPERATURE SAFETY

Cooling Standards & Steps

- Unless otherwise directed by your local health department, cooked foods must be cooled from to an internal temperature of $\leq 70^{\circ}\text{F}$ within two hours, and from 70°F to $\leq 41^{\circ}\text{F}$ in an additional four hours (total cooling time of six hours).
- If product has not reached 70°F within two hours, it must be reheated to achieve a temperature of 165°F within two hours, held at that temperature for a minimum of 15 seconds and then properly cooled.
- Some local ordinances require the use of charts to monitor product cool down. Label the product at the start of cooling and track progress at regular intervals.



Cooling Requirements

- Cool from 140°F to $\leq 70^{\circ}\text{F}$ in 2 hours or less
- Chill from 70°F to $\leq 41^{\circ}\text{F}$ in 4 hours or less

Cooling Tips

- For unpackaged food, divide the quantity and place in pre-chilled, shallow, stainless steel pans.
- Place product so air can circulate around it.
- Only cover products after they have reached an internal temperature of $\leq 41^{\circ}\text{F}$.
- Stir product at regular intervals.
- Place product in an ice water bath or use an ice wand to help it cool quickly.

FOOD TEMPERATURE SAFETY

Internal Cooking Temperatures

Must Maintain Temp for 15 Seconds:

	Reheating	165°
	Holding Temp for Cooked Foods	140°
	Chicken & Turkey	165°
	Eggs & Egg Dishes	160°
	Fish & Shellfish	145°
	Fully-Cooked Ham (reheat)	140°
	Ground Meat	160°
	Ground Poultry	165°
	Pork & Sausage	155°
	Steak	135°

Holding & Reheating

Holding times:

	Eggs	15 minutes
	Potatoes	30 minutes
	Breakfast meats	75 minutes
	Griddle items	15 minutes
	Oatmeal	Hydrated & stirred every 15 minutes

Reheating Requirements

- Cooked food can be re-heated so that all parts of the food reach a temperature of at least 165°F.
 - During this process, food is rotated, stirred, covered, and allowed to stand covered for two (2) minutes after reheating.
- Any product that cannot be heated or reheated safely must be discarded following proper waste procedures.
- Hot foods must be cooled to ≤70°F within two hours of the cooking being completed, and then ≤41°F within an additional four hours.

RECEIVING

Overseeing and proper handling of deliveries ensures that food is:

- Checked for quality and ordered quantity
- Properly labeled
- Rotated and stored to protect investment and quality product

✓ Cooks or managers are to accept all orders.

✓ Compare delivered goods to what was ordered and what is printed on the invoice.

✓ Only accept items that meet our specifications and quality standards.

Damaged products or products with bruising, visible damage or off-putting smells must be returned to the vendor using the agreed-upon return policies.

✓ Check for incorrect SKU's, replacement items or mis-picks.

✓ Food – especially frozen or refrigerated product - must be dated, rotated and stored immediately and not left on the floor.

If it is impossible to do so, ensure that product needing refrigeration is stored in the walk-in or walk-in freezer until it can be properly dated and rotated.

FOOD STORAGE & ARRANGEMENT

Food Storage Guidelines

- If product is **stored directly in a pan** (without a portion bag) it is labeled.
- If food is **stored in a portion bag**, use the appropriate bag for the day the product expires. The pan that holds the portion bags is labeled, using the current day's sticker.
- Pans are filled **only to the thermal barrier** (the indentation at the top of the pan) to ensure they hold the proper temperature.
- Always **monitor food temperatures**.
- Keep potentially hazardous food out of the **temperature danger zone**.
- Always **thaw product under refrigeration**.
- Maintain proper temperatures of all **walk-ins, freezers, and storage areas**. Check temperatures often.
- Set **refrigerators** to the proper temperature – internal temperature of ≤41°F.
- Keep **refrigerator doors** closed as much as possible to maintain proper temperatures.
- Keep **storerooms** cool and dry and at a temperature between 50°F - 70°F.
- Keep all **storage areas** clean and dry.
- Store food away from walls and at least six inches off the floor. **Never store food on the floor**.
- Use open shelving and do not over stack to allow for **good air flow** around each product.
- **Wrap food properly** – leaving food uncovered can lead to cross-contamination.
- Discard food that has passed the manufacturer's **expiration date**.
- Rotate products using the **First in, First (FIFO)** out method. This ensures that the oldest inventory is set up to be used first.

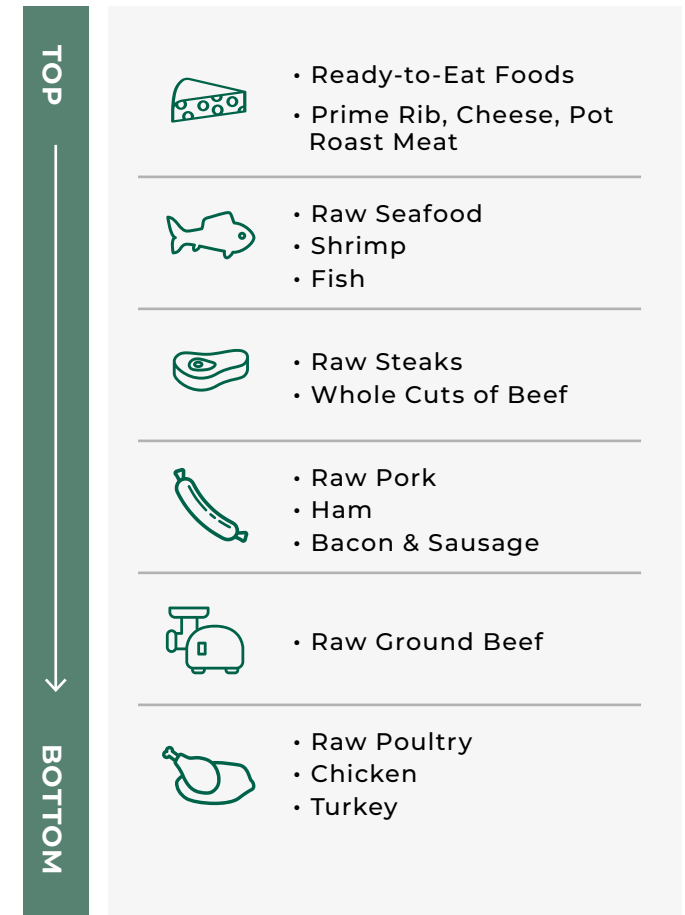


All pulled & prepped items are labeled with:

- Date Prepped
- Use-By Date
- Item
- Initials of Team Member who prepped it

Cooler Arrangement

The chart below lists the required arrangement from the top to the bottom shelves in the walk-in or food storage coolers.





MARKETING

This section will guide you on how to best market your buffet and increase guest capture. Focus on these three critical areas to market your new breakfast buffet:

- UPDATE YOUR WEBSITE
 1. HOTEL DETAILS PAGE
 2. PHOTOGRAPHY
 3. LTFS
- IMPLEMENT THE BREAKFAST PRESELL PROGRAM

WEBSITE - HOTEL DETAILS

Travelers worldwide use your website content to decide whether to stay at your property. It is the single most important resource when it comes to marketing your hotel, and you play a vital role in creating high-quality content that drives purchasing decisions.

The **Hotel Content Hub** and the **Holiday Inn Hotel Content Guide** should be reviewed in full to give your guests the best website experience.

The goal of this section is to take that information and dive deeper into how to showcase your buffet online.

This will create a complete, accurate, and high-quality website page to drive traffic and conversion for your hotel.

HOTEL CONTENT HUB

The screenshot displays the IHG Hotels & Resorts website's 'Hotel Content Hub' page. The header includes the IHG logo, a search bar, and navigation links for '@IHG', 'News', 'Applications', 'Departments', 'Initiatives', and 'Support'. The main content area is titled 'Hotel Content Hub' and features a welcome message, a list of topics (Photo Standards, IHG Required Photo and Video Vendors, Training Videos), and a section for quick access to popular guides. These guides are organized into three rows of three items each, each with an icon and a title. The right sidebar contains several promotional boxes: 'Add to favourites', 'Contact Details' with an email address, 'IHG Way of Sales: Promotions', 'Latest Updates' dated 21 October 2022, 'Booking Flow Content Guide', and 'Priority Hotel Content Instruction Guide'.

Hotel Content Hub

Merlin @IHG News Applications Departments Initiatives Support

Hotel Content Hub

[Add to favourites](#)

Contact Details

If you have questions, please contact:
channels@ihg.co.uk

IHG Way of Sales: Promotions

Click here to access IHG Way of Sales.

Latest Updates

As of 21 October, 2022

Booking Flow Content Guide

Click here to access the Booking Flow Content Guide

Priority Hotel Content Instruction Guide

Click here to access an overview of the following top fields in Concerto.

About Hot Topics Resources Links

Welcome to the new Hotel Content Hub. This site is a one-stop shop for the most up to date IHG requirements for your hotel content. Find information about:

- Photo Standards
- IHG Required Photo and Video Vendors
- Training Videos

Visit the 'Resources' tab to access all guidelines and training material available on the Hotel Content Hub.

Please use the below for quick access to popular guides:

Limited Time Features Instruction Guide	Highlights Features Instruction Guide	Special Announcement Instruction Guide
Photo Standard Support Manual The Essentials and Suites Collections	Photo Standard Support Manual The Premium Collection	Photo Standard Support Manual Lifestyle and Luxury Collection
Hotel Content Photo Management Guide	Quick Guide: Updating Your Hotel Website	Monthly Newsletter

Please [click here](#) to access a step-by-step guide on how to use the new site. The instruction guide includes how to quickly access training material, guidelines and helpful tips.

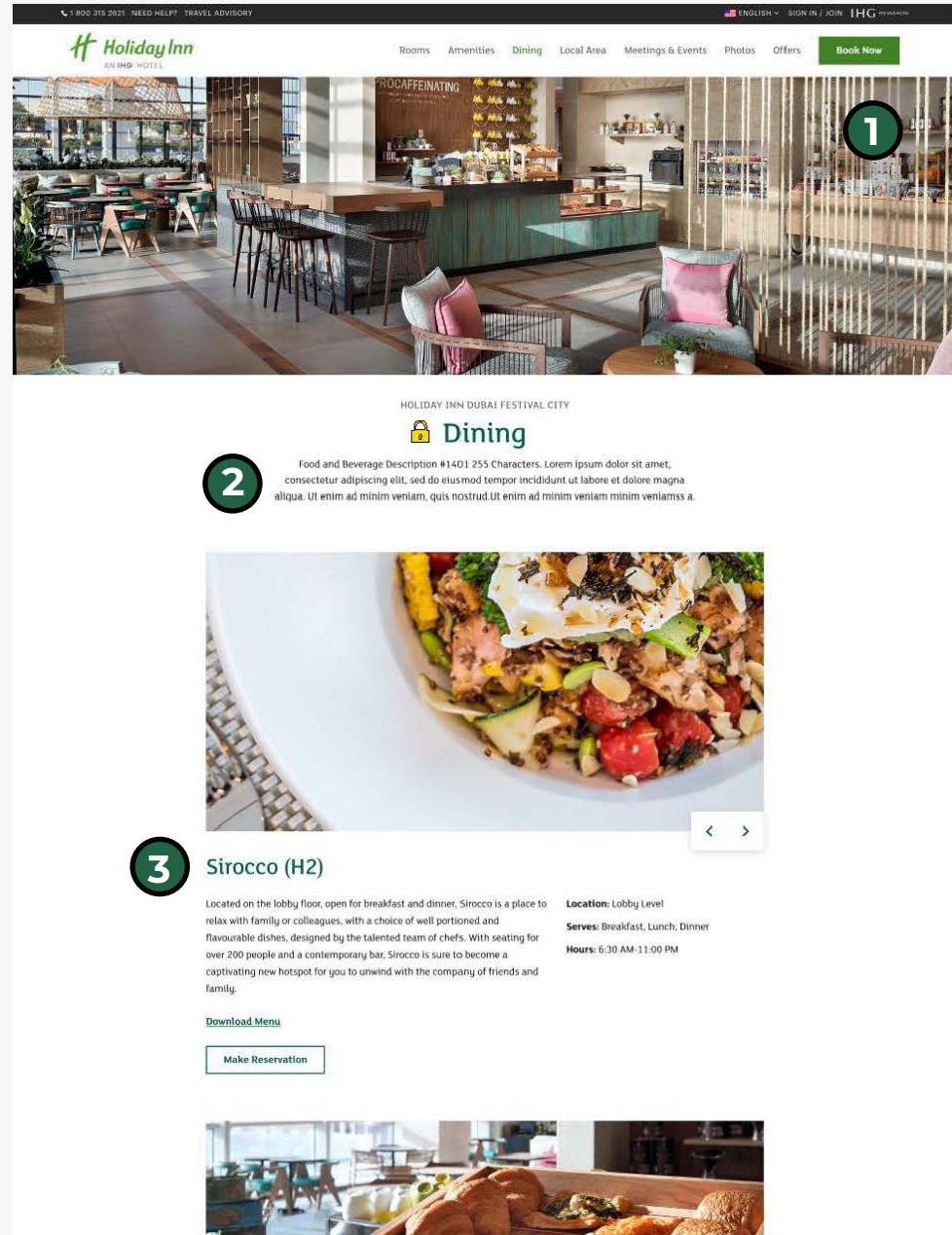
WEBSITE - HOTEL DETAILS

- 1 Hero Image
1804 - Primary Dining Photo
- 2 Intro
1401 - Food and Beverage Description
- 3 Restaurants
 - 6243 - Restaurant Gallery
 - 6242 - Primary Restaurant Photo
 - 276 - Restaurant Name
 - 160 - Restaurant Short Description
 - 6027 - Restaurant Menu PDF
 - 1976 - Restaurant URL
 - 1510 - Location Within Hotel
 - 1535 - Restaurant Serves
 - 1781 - Restaurant Phone Number
 - 277 - Restaurant Hours of Operation

NOTE: Please create one photo gallery for each outlet

 **CLICK HERE** for a the Hotel Content Photo Management Guide

DINING PAGE OVERVIEW



1800 315 2621 NEED HELP? TRAVEL ADVISORY

ENGLISH SIGN IN / JOIN IHG

Rooms Amenities Dining Local Area Meetings & Events Photos Offers Book Now

HOLIDAY INN DUBAI FESTIVAL CITY

Dining

Food and Beverage Description #1401 255 Characters. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. Ut enim ad minim veniam minim veniamss a.

2

3 **Sirocco (H2)**

Located on the lobby floor, open for breakfast and dinner, Sirocco is a place to relax with family or colleagues, with a choice of well portioned and flavourable dishes, designed by the talented team of chefs. With seating for over 200 people and a contemporary bar, Sirocco is sure to become a captivating new hotspot for you to unwind with the company of friends and family.

Location: Lobby Level
Serves: Breakfast, Lunch, Dinner
Hours: 6:30 AM-11:00 PM

[Download Menu](#)

[Make Reservation](#)

WEBSITE - HOTEL DETAILS

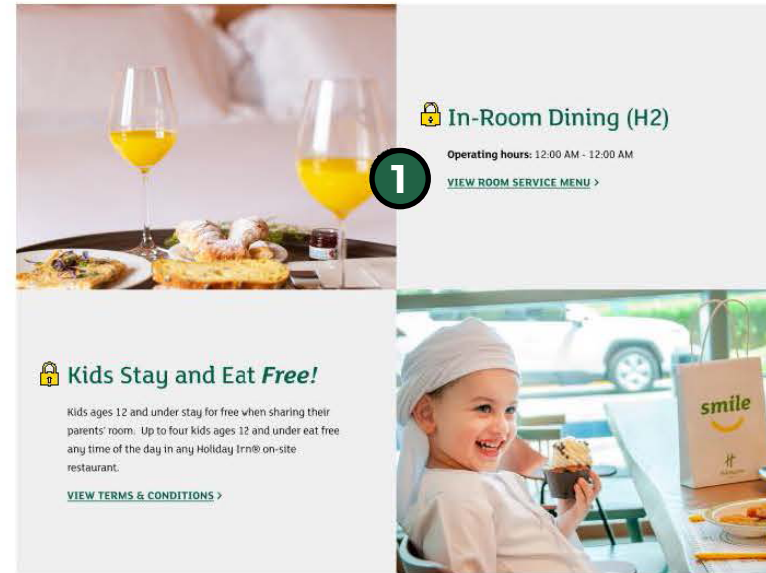
- 1 In-Room Dining**
 - 1663 - Room Service Photo
 - 5610 - Room Service Hours of Operation
 - 6030 - Room Service Menu
- 2 Limited Time Features - Dining Offers & Packages Teaser**

The first 3 offers with the sub-category for dining will appear on this page.



CLICK HERE for a the Hotel Content Photo Management Guide

DINING PAGE OVERVIEW



Dining Offers & Packages (H2)

2



Earn Unlimited 2X Points (H3)

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[LEARN MORE >](#)



Reach Platinum Elite Status Faster (H3)

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[LEARN MORE >](#)



Expo Leisure (H3)

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[LEARN MORE >](#)

[View More Offers](#)

WEBSITE - HOTEL DETAILS

DINING PAGE DETAILS

Tips & Guidance

- 1804 Primary Dining Photo - 1 photo max; choose a photo that shows seating, bar, and buffet area
- 1401 Food & Beverage Description
 - 255 characters max
 - Highlight all dayparts
 - Include your restaurant name (if applicable)
 - See sample copy for the breakfast portion to the right.
- 6243 Restaurant Gallery holds 12 photos max. See photography section for more details.
- 160 Restaurant Short Description. Highlight all relevant dayparts, focused on breakfast, dinner, and bar. See sample copy for the breakfast portion to the right.
- 6027 Restaurant PDF can only hold one PDF. Recommend combining your breakfast, dinner, and other menus (if applicable) together.

1401 Food & Beverage Description

Sample copy for Breakfast:

At breakfast, enjoy a variety of high-quality, freshly-prepared breakfast favorites, from perfectly cooked bacon to freshly baked pastries.

160 Restaurant Description Short

Sample copy for Breakfast daypart:

We take breakfast to the next level! Enjoy our daily breakfast buffet, where you can choose from a variety of high-quality, freshly-prepared breakfast favorites. You'll find delicious options for everyone, from a fresh oatmeal and fruit bar for the health conscious to perfectly cooked bacon for the meat lovers - and everything in-between. Treat yourself to our freshly baked pastries or one of our rotating regional favorite dishes. It's time to fuel up for your next adventure!

WEBSITE - PHOTOGRAPHY

Your hotel **photography is a key** factor in driving prospective guests to book accommodations.

In fact, photography plays a role in 60% of a guest's decision to book their stay, per Hospitality Net; after price, it is the most important consideration.

This guide is designed to supplement the photo content guide linked below.

Both will help you create a custom photo gallery to showcase your hotel's best features.



CLICK HERE for a the Hotel Content Photo Management Guide



In addition to your hero restaurant imagery, add a variety of enticing images of your buffet space. Please take professional photography utilizing the Hotel Content Photo Management Guide.

Examples of Captions*

- Jump start your morning with our new breakfast buffet
- Our new breakfast buffet features a variety of breakfast favorites
- Fuel up for your day with a variety of breakfast favorites
- Quality ingredients such as cage-free eggs and thick-cut bacon
- Treat yourself - try one of our freshly baked pastries!
- Breakfast favorites from decadent French Toast to Chobani yogurt

Examples of Marketing Phrases

- We take breakfast to the next level
- Start your day with a smile
- It's a good day to make it a great day
- Carpe diem – rise & shine
- Only the good stuff
- Its all about the quality
- Next level flavors

*Captions have a 66 character limit

WEBSITE - PHOTOGRAPHY

FOOD & BEVERAGE

In addition to your hero restaurant imagery and buffet imagery, we recommend adding the additional food photos shown below. Additional imagery on F&B Americas can be used as well.



CLICK HERE for a the
Hotel Content Photo
Management Guide

Hero Items



Breakfast Favorites:
cage-free eggs, thick-cut
bacon, herbed
breakfast potatoes,
fresh fruit



Decadent French toast
with sausage and
yogurt



Fresh oatmeal with a
variety of toppings



Variety of pastries,
baked fresh daily

Regional Favorites



Regional Favorite:
Chicken & Biscuit
Sandwich (items may
vary)



Regional Favorite:
NY Bagel Breakfast
Sandwich (items may
vary)



Regional Favorite:
Fajita Chorizo & Potato
Skillet (items vary)



Regional Favorite:
Multigrain Egg White
Wrap (items may
vary)

WEBSITE - LTFS

LIMITED TIME FEATURE

Limited Time Features (LTF) provide hotels the flexibility to feature targeted and relevant custom events and packages for a maximum of 90 days to drive guest bookings. LTFS appear on the Hotel Details, Hotel Offers and My Stay Digital Directory pages.

LTFS drive room & non-room revenue, differentiate your hotel from competitors, and drive traffic to your Hotel Website.

Utilize the LTF feature to:

- Announce & drive awareness of the new buffet
- Highlight breakfast rate packages & drive guest to purchase



CLICK HERE for a the Limited Time Feature Instruction Guide

LFTs

- Content is managed in Hotel Content in IHG Concerto™ attribute #7878. It can take 72 hours for LTF content to display.
- You can have 3 LTFS on Hotel Details and 15 on the Hotel Offers page (the 3 LTFS on Hotel Details will be part of the maximum total displaying 15 LTFS).
- Creating an LTF landing page increases your prominence in organic search. To help with improving organic search be sure to include keywords and localize the content (ie: add the city and nearby points of interest if applicable). You can also easily use this landing page in email and social media.



Enjoy Breakfast!

Enjoy our breakfast package which includes breakfast for up to two adults sharing a room in our newly renovated hotel.

Book now >

Example of a LTF for Breakfast

- State #7879: Active
- Featured Offer #7917: Yes
- Category #7914: Announcement
- Start Date / End Date #7883: Select the dates you want the LTF to appear.
- Headline #7880: (35 characters max) Taking breakfast to the next level –OR- Try our new breakfast buffet
- Sub-header #7881: (25 characters max) Try our new buffet –OR- Carpe diem – rise & shine
- Short Description #7882: (150 characters max) Enjoy a variety of high-quality, freshly-prepared breakfast favorites, from perfectly cooked bacon to freshly baked pastries. Only the good stuff!
- Thumbnail Image #7884: Choose an image from the bank provided on Brand Central
- Call-to-Action: Yes, “Learn More” CTA link to a new dedicated landing page

BREAKFAST PRESELL

Breakfast is an important driver of choice, guest satisfaction, and revenue to your hotel. The breakfast presell program is designed to drive revenue to your restaurant and increase awareness that breakfast isn't free at Holiday Inn.

The program is simple. If breakfast isn't included in a guest's rate, the front desk will offer to sell breakfast to the guest at check-in. The guest will be provided a breakfast voucher, which a guest redeems the next morning at breakfast.



CLICK HERE for
Breakfast Pre-Sell Guide

Program Overview

- Visit F&B Americas (<http://ihgfbamericas.com/brands/holiday-inn-hotels/breakfast-presell-program/>) to review the implementation materials

Develop Procedures

- Determine price of vouchers and rules/conditions
- Code Front Desk & Restaurant POS Systems to sell/redeem vouchers
- Determine how vouchers will be tracked

Order Materials

- Order breakfast vouchers from the E-store
- Purchase optional marketing collateral

Conduct Training

- Train Front Desk Agent and Restaurant Team on the program





Good for one breakfast (buffet or entrée & drink)

Room #: _____ Date Valid: _____

Breakfast Code: _____ Employee Name for Verification: _____

Terms and conditions:
Not valid for room service or alcoholic beverages.
No cash value. Gratuity not included.

Image may vary



ADDITIONAL RESOURCES

This section includes links to resources that will help your hotel be successful in launching and delivering the new buffet program.

- VENDORS & CONTACTS
- PRE-LAUNCH CHECKLIST
- ADDITIONAL RESOURCES

VENDORS & CONTACTS

Category	Supplier	Email	Phone
Equipment	Edward Don	HolidayInn@Don.com	(800) 777-4366
Signage	ADA Hotel Signs	Sales@ADAHotelSigns.com	(800) 742-5507
Signage	HotelSigns.com	—	(888) 273-8726
Food	Sysco	Local Sysco Contact	Sysco Locations
Food	US Foods	Local US Foods Contact	US Foods Locations
Food	General Mills	Troy.Handland@genmills.com	(612) 819-5466
Coffee	Royal Cup	—	(800) 366-5836
Procurement	IHG Procurement Support	ihgprocurementsupport@ihg.com	—
F&B	IHG F&B	amerfandb@ihg.com	—
Mobile Cart Ordering	KRS	ashen.stafford@kingrs.com	—
Canadian Equipment	United	john.collie@gfs.com	—

PRE-LAUNCH CHECKLIST

Timing	Tasks
120-150 days prior to launch	☐ Account set-up with Ed Don or United
90-120 days prior to launch	☐ Order Equipment
	☐ Order Signage
	☐ Determine location and set-up of buffet (ensure you have enough space)
	☐ Review planograms and determine layout equipment needs
60 days prior to launch	☐ Ensure all Back-of-House equipment is functioning properly
30 days prior to launch	☐ Communicate changes in breakfast to staff
	☐ Ensure kitchen staff have reviewed recipes & order guides
	☐ Ensure equipment and signage deliveries are stored in secure location upon arrival– notify suppliers of any missing or damaged items
	☐ Ensure availability of all items on grocery list through food provider
14 days prior to launch	☐ Create staffing plan
	☐ Place grocery order
	☐ Ensure Front-of-House staff has reviewed & is aware of all new procedures
Week of launch	☐ Practice all recipes (kitchen staff)
	☐ Set-up new equipment & signage, and practice daily set-up with breakfast staff
	☐ Communicate changes to breakfast with guests at check-in
Day before launch	☐ Prep all food for morning launch
Launch Day	☐ Arrive early to ensure successful prep & set-up



ADDITIONAL LINKS



Click here
for the Holiday Inn
Buffet page on
F&B Amer



Click here
for the
**Online
Brand
Standards
Manual**



Reach out to your
**F&B Ops
Partner**
with any further
questions on
implementing the
Breakfast Buffet



Click here for the
**Equipment
Care Link**