

# Foodbuy's Culinary Solutions Team helps Member develop and deploy new breakfast menu.

## Member Profile

This Member is a well-known management group with a portfolio of select and full-service properties located up and down the West and East Coasts.



56 select and full-service properties operating in the U.S.

## The Challenge

Due to resource limitations caused by the impact of COVID-19, employees who had little experience in food and beverage were suddenly asked to take on prep and service responsibilities. Additionally, this Member implemented the immediate closure of self-service breakfast buffets, which had been the standard at many locations. As a result, the Member was looking for support in creating a cost-effective rotational breakfast program for their properties that was easy to replicate, easy to prepare, and provided hot and cold options for their guests.

## The Solution

Foodbuy's Culinary Solutions Team was brought in to provide expertise and recommendations to assist this Member in creating a breakfast program to meet their needs. After a week of collaboration, the Foodbuy Culinary Solutions Team suggested a 4-day rotational breakfast meal plan that included one hot and one cold grab-and-go option, supplemented with fruit. They also provided access to a unique menu engineering tool that allowed for pricing to be updated on a regular basis to keep costs controlled.

## The Results



The Culinary Solutions Team created the new menu in less than a week once requirements were outlined.



The menu offered guidance on what products should be purchased for each day, and included product descriptions, numbers, costs per unit and product pairings for both food and disposable solutions.



The menu was rolled out to the Member's entire property portfolio as the singular option for select serve hotels and as a menu supplement for full service properties.