

A top-down view of a table filled with various breakfast items. In the center is a large plate with a fried egg, avocado, bacon, sausage, and beans. To the left is a bowl of granola with fruit and a smoothie with a green and white striped straw. To the right is a cup of coffee and a bowl of granola with fruit. In the bottom left is a bowl of granola with fruit and a smoothie. In the bottom right is a bowl of granola with fruit and a smoothie.

THE BUSINESS OF BREAKFAST.

BUT FIRST.

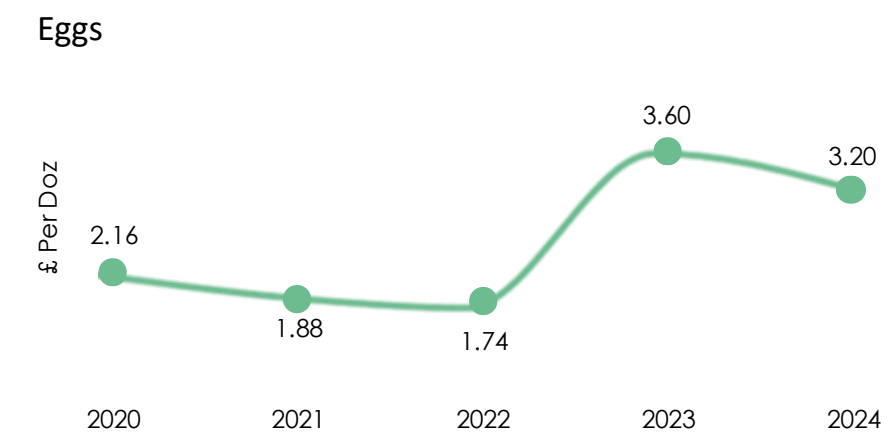
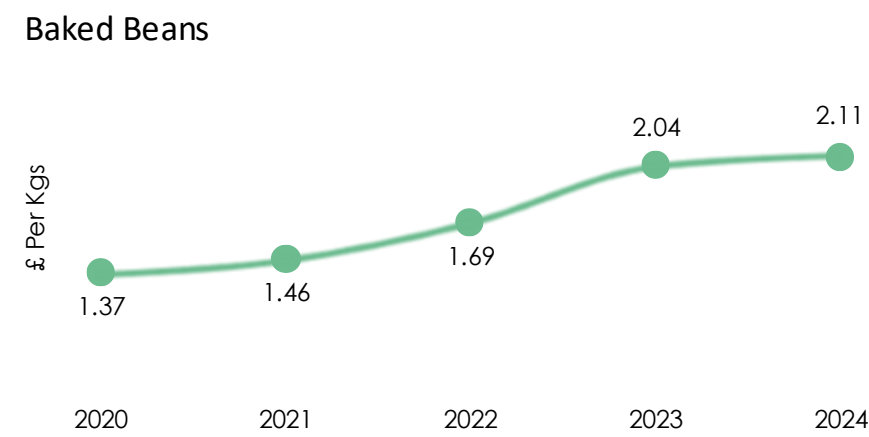
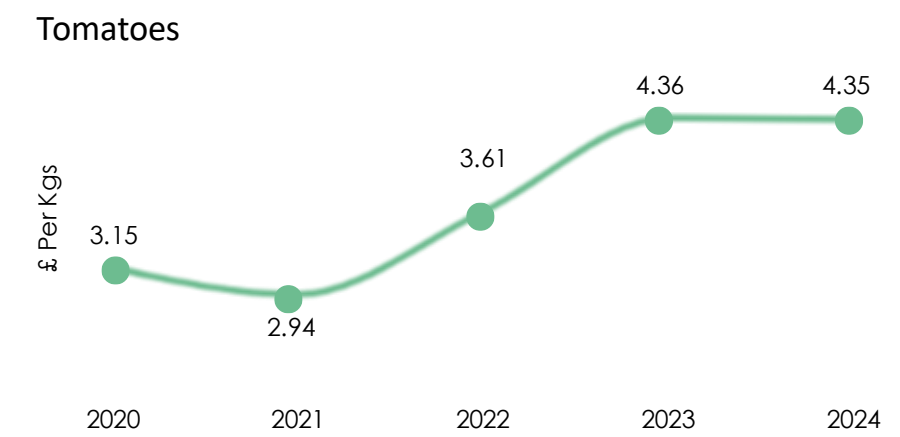
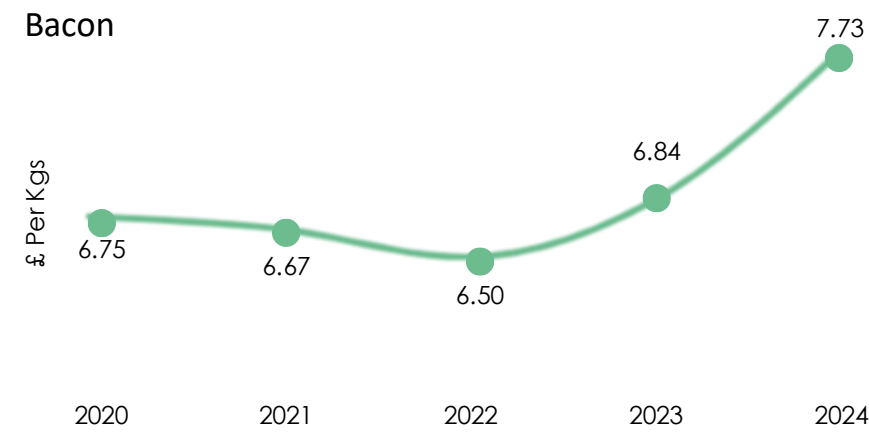
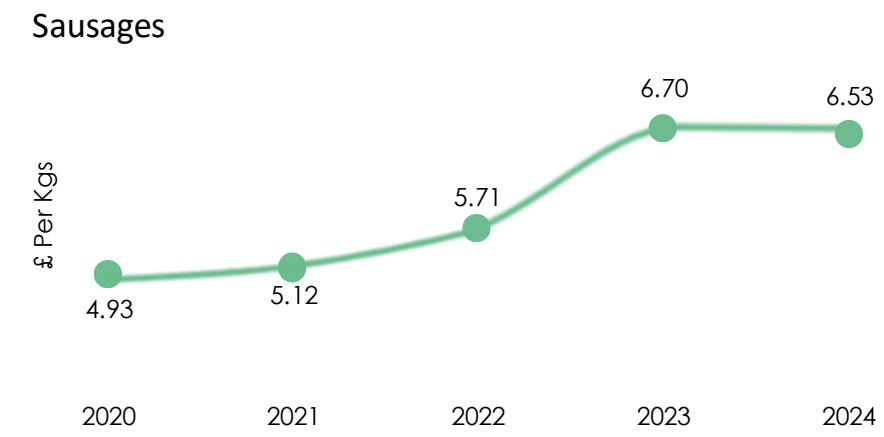
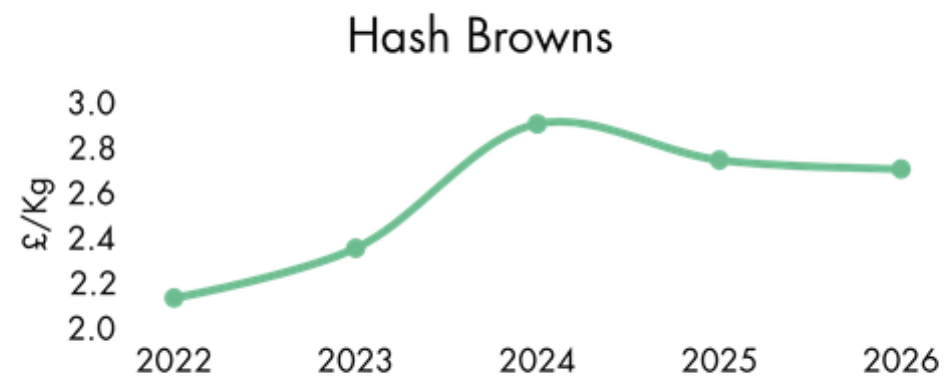


**THE ELEPHANT
IN THE ROOM.**



THE ELEPHANT IN THE ROOM.





**WHAT COULD BREAKFAST
DO FOR YOUR HOTEL?**



WHAT COULD BREAKFAST DO FOR YOUR HOTEL?

Give guests something to talk about.



WHAT COULD BREAKFAST DO FOR YOUR HOTEL?

Give guests something to talk about.

Give people a reason to visit.



WHAT COULD BREAKFAST DO FOR YOUR HOTEL?

Give guests something to talk about.

Give people a reason to visit.

Give guests another reason to come back.



57%



of guests frequently order
breakfast at their hotel.

(Questex / Datassential, August 2026)



57%



of guests frequently order
breakfast at their hotel.

Twice the rate of any other meal.

(Questex / Datassential, August 2026)



1998



2026







**BIG ISN'T ALWAYS
BEAUTIFUL.**



BIG ISN'T ALWAYS BEAUTIFUL.

Does more food make a better breakfast?



**WHAT OCCASION
ARE YOU SERVING?**



WHAT OCCASION ARE YOU SERVING?



A business guest
with 20 minutes.



WHAT OCCASION ARE YOU SERVING?



A business guest
with 20 minutes.



A family on a
weekend break.



WHAT OCCASION ARE YOU SERVING?



A business guest
with 20 minutes.



A family on a
weekend break.



An early departure
with breakfast to
go.



WHAT OCCASION ARE YOU SERVING?



A business guest
with 20 minutes.



A family on a
weekend break.



An early departure
with breakfast to
go.



A lazy lie in.



82%

of Northern Ireland
consumers who eat
out consider food
quality when
choosing where to
go.

Source: FSA, Food and You 2, Wave 11. NI fieldwork 2025. Published 2026.



QUALITY GUESTS NOTICE.



QUALITY GUESTS NOTICE.



Excellent coffee.



QUALITY GUESTS NOTICE.



Excellent coffee.
Bakery worth coming for.



QUALITY GUESTS NOTICE.



QUALITY GUESTS NOTICE.



QUALITY GUESTS NOTICE.



QUALITY GUESTS NOTICE.



Excellent coffee.
Bakery worth coming for.
Food served at its best.



**PERSONALISATION STARTS
WITH CHOICE.**



PERSONALISATION STARTS WITH CHOICE.



One good yoghurt



PERSONALISATION STARTS WITH CHOICE.



One good yoghurt
Seasonal compote.



PERSONALISATION STARTS WITH CHOICE.



One good yoghurt
Seasonal compote.
Fruit. Seeds. Nuts.

The guest makes it their breakfast.



OPPORTUNITIES ARE ENDLESS.



87%



of Northern Ireland consumers
feel proud of its food offering.

Source: Consumer Council, Attitudes and Access to Local
Food, May 2026. Fieldwork October 2025.



A BREAKFAST THAT BELONGS HERE.

A local hero on the plate.
A story the team can tell.



NEWFORGE HOUSE, MAGHERALIN.

Eggs from the chickens living in its orchard.
Orchard fruit used for preserves.
Moyallon dry-cured bacon.
Sausages from Madden's, the Lurgan butcher.



WHAT IS YOUR BREAKFAST KNOWN FOR?

One thing guests can taste,
remember and recommend.





**PRESENTATION
CHANGES
THE EXPERIENCE.**





**ROOM SERVICE
CAN
SPARK
CURIOSITY.**





**MAKE THE
'NORM'
MEMORABLE.**





THE NEW OCCASION OF BREAKFAST.



**WHAT COULD BREAKFAST
BECOME IN YOUR HOTEL?**



WHAT COULD BREAKFAST BECOME IN YOUR HOTEL?

A weekend people make plans for.

A reason for locals to meet.

An early departure made easy.



FIVE DECISIONS FOR YOUR NEXT BREAKFAST.



FIVE DECISIONS FOR YOUR NEXT BREAKFAST.

Choose the **occasion.**



FIVE DECISIONS FOR YOUR NEXT BREAKFAST.

Obsess about **quality.**



FIVE DECISIONS FOR YOUR NEXT BREAKFAST.

Make personalisation *easy*.



FIVE DECISIONS FOR YOUR NEXT BREAKFAST.

Tell a local **story.**



FIVE DECISIONS FOR YOUR NEXT BREAKFAST.



Inspire **curiosity.**



**WHAT OCCASION
ARE YOU SERVING?**



KEEP THE CONVERSATION GOING.



SCOT TURNER

Auden Hospitality

   @audenhospitality