

Choice Hotels International Announces New Enhancements to Breakfast Offerings at Comfort and Country Inn & Suites by Radisson to Sharpen Brand Distinction, Elevate Guest Experience

NORTH BETHESDA, Md., May 1, 2025 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, is refreshing its complimentary breakfast program at Comfort and Country Inn & Suites by Radisson as part of its broader strategy to refine and differentiate its upper midscale brands and help attract travelers. The company is piloting new signature breakfast items, including a Comfort breakfast bowl and a Country Inn & Suites biscuit sandwich, at select properties. As part of this initiative, Choice has signed agreements with Florida's Natural and General Mills to offer guests refreshing, high-quality orange juice and a selection of the most beloved cereal brands so guests can start their day on a tasty note.

"At Choice Hotels, we recognize that a hearty breakfast is an essential element of what upper midscale hotel guests expect, and these on-property upgrades we co-developed with owners are designed to drive enhanced value for them and for guests of Comfort and Country Inn & Suites," said Judd Wadholm, Senior Vice President and General Manager of Choice Hotels' Core Brands. "As we have done for the past 85 years, we are continuously investing in areas that will help owners drive more revenue and attract the right repeat guests, working hand-in-hand with hotel owners to chart that path."

Earlier this year, Choice Hotels introduced sharpened brand positioning for Comfort and Country Inn & Suites along with refreshed prototypes designed to create more revenue-generating spaces within the same footprint and create even more distinction within the marketplace for travelers. The company also plans to test and roll out a series of new and evolved brand hallmarks later this year, including updated furniture, fixtures, and equipment packages.

Data-Driven Innovation for Greater Owner Success

The breakfast pilots are the product of extensive research, including consumer insights, and the direct collaboration with owners and Choice Hotel's Group Purchasing Organization (GPO), Entegra, which played a key role in product development to align offerings with both guest preferences and owner goals.

With an owner-first approach, Choice Hotels is leveraging Entegra's strong relationships with food providers of some of the most in-demand breakfast items, like eggs and muffins, to help secure favorable pricing for owners and develop menus that are both delectable and cost-effective. The partnership with Entegra, which began in July 2024, showed an average 9% savings on food costs for participating hotels through March 2025 based on 'market basket' comparisons by Entegra. As it tests its new breakfast items, Choice Hotels is also bringing franchise owners into the Entegra Performance Kitchen to work with their culinary team, gaining real-time feedback to shape its food offerings.

Breakfast Innovation: Breakfast Bowls for Comfort, Biscuit Sandwiches at Country Inn & Suites

The Comfort brand will launch a pilot of a Build Your Own Breakfast Bowl concept that gives guests the flexibility to create a meal tailored to their own tastes and dietary preferences, reflecting the brand's commitment to help travelers feel at ease so they can focus on the joy of travel. Guests can take their pick from a selection of ingredients that will include scrambled eggs, potatoes, peppers, onions, bacon bits, cheddar cheese and 'Everything Bagel' and 'Nashville Hot' seasonings.

Country Inn & Suites will launch a pilot of Pillsbury biscuit sandwiches, offering guests an appetizing and satisfying breakfast option for dining in or on the go.

"Guests expect a breakfast experience that goes beyond convenience. They want a delicious,

customizable meal that reflects the quality of the brands they choose," said Jenny Aboudou, Head of Upper Midscale Brands. "At Choice Hotels, we are deeply attuned to evolving consumer trends, and we are well positioned to exceed expectations with a refreshed, innovative breakfast that makes the experiences at Comfort and Country Inn & Suites unlike any other brands in the industry—giving owners an even more compelling reason to grow with us."

Starting this year, breakfast at both brands will be complemented by Florida's Natural orange juice and General Mills cereals—both trusted names that deliver on the standard that guests expect from Comfort and Country Inn & Suites.

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About Choice Hotels®

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world, with over 7,500 hotels, representing more than 650,000 rooms, in 46 countries and territories. A wide-ranging portfolio of 22 brands, from full-service upper upscale properties to midscale, extended stay, and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® rewards program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Comfort®

The Comfort brand has been trusted by travelers and hotel owners for over 40 years. With more than 2,100 hotels open worldwide, Comfort Inn®, Comfort Inn & Suites®, and Comfort Suites® properties offer guests a sense of belonging so they can unlock the joy of travel. The largest 100% smoke-free hotel brand in North America, Comfort hotels offer spacious rooms, complimentary amenities including a hot, hearty, and healthy breakfast, free Wi-Fi, a business center, and a fitness center and/or swimming pool. For more information, visit www.choicehotels.com/comfort-hotels.

About Country Inn & Suites®

Country Inn & Suites by Radisson is a leading upper midscale brand designed to give guests an experience of generous hospitality through inviting service and products. Franchised or owned and managed in the Americas by Choice Hotels International, Country Inn & Suites hotels feature complimentary hot breakfast, a signature freshly baked cookie, and welcoming social spaces that include an indoor fireplace to make guests feel at home. For more information, visit <https://www.choicehotels.com/country-inn-suites>.


Forward-looking Statements

This communication includes "forward-looking statements" about future events, including anticipated program enhancements and performance. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing, and the other "Risk Factors" described in our Annual Report on Form 10-K and our Quarterly Reports on Form 10-Q, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 915 Meeting Street, Suite 600, North Bethesda, MD 20852, or by email at development@choicehotels.com.

For further information: Azhar AlFadl, Manager, Media Relations, Mediarelations@choicehotels.com

Additional assets available online:  [Photos \(3\)](#)

<https://stage.mediaroom.com/choicehotels/2025-05-01-Choice-Hotels-International-Announces-New-Enhancements-to-Breakfast-Offerings-at-Comfort-and-Country-Inn-Suites-by-Radisson-to-Sharpen-Brand-Distinction,-Elevate-Guest-Experience>