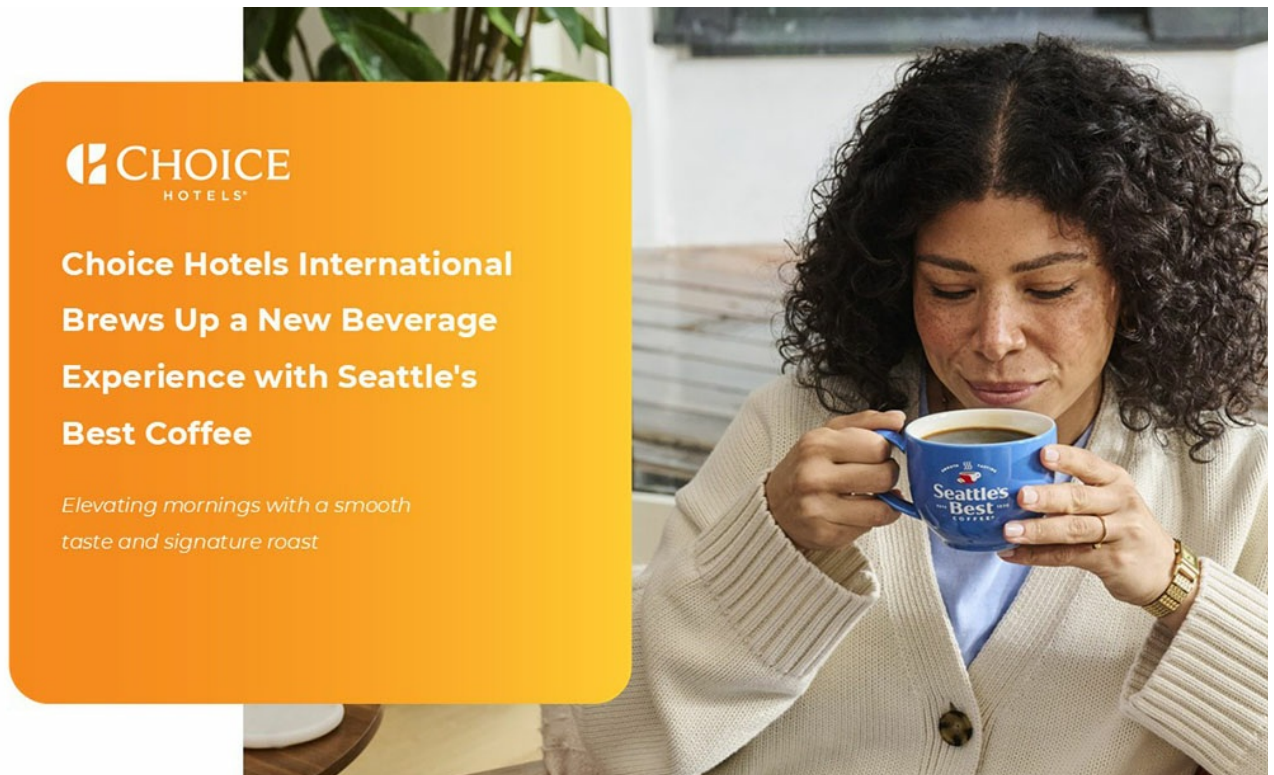


Choice Hotels International Brews Up a New Beverage Experience with Seattle's Best Coffee



Choice Hotels International Brews Up a New Beverage Experience with Seattle's Best Coffee

*Elevating mornings with a smooth
taste and signature roast*

Elevating mornings with a smooth taste and signature roast

NORTH BETHESDA, Md., Sept. 29, 2025 [PRNewswire/](#) -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest lodging franchisors, and Seattle's Best Coffee®, are brewing up a new business relationship that is intended to bring a smoother, more satisfying coffee experience to guests across the country. The collaboration unites two iconic brands with a shared mission to deliver delight in every sip and elevate the guest experience from the moment they begin their day.

Comfort® and Country Inn & Suites® — two distinct Choice Hotels Upper Midscale brands known and loved by travelers for their complimentary, hot breakfast — have already started serving Seattle's Best Coffee in pilot properties, with a broader rollout continuing this fall. By next summer, it's anticipated that over 2,000 Comfort and Country Inn & Suites properties will be offering the new selection. As part of elevating the breakfast experience, the new coffee offering introduces guests to a premium coffee crafted from 100% Arabica beans sourced from Latin America and perfected through a signature roasting method. Known for its smooth taste and consistent quality, Seattle's Best Coffee was the fastest growing premium coffee brand in 2024 and continues to gain momentum — making it a great option for Comfort and Country Inn & Suites guests.

Coffee is a daily ritual for most Americans with 66% saying they've had a cup in the last 24 hours. The collaboration reflects the shared goal of reinvigorating everyday moments for consumers and guests alike. Choice Hotels' new offering from Seattle's Best Coffee is already resonating with guests in pilot locations—where early feedback has been overwhelmingly positive.

"Guests are noticing our new coffee offerings—and they love it," said Jenny Aboudou, Head of Upper Midscale Brands at Choice Hotels International. "A quality cup of coffee isn't just a part of breakfast—it's how many people start their day. At Comfort, we aim to spark joy from the moment guests wake up; starting with a bright, flavorful cup of coffee. At Country Inn & Suites, our guests appreciate the cozy, welcoming touches that make them feel at home; a smooth, satisfying coffee offering is now part of that experience."

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 Seattle's Best Coffee®

A Nestlé Professional brand, Seattle's Best Coffee is known for its smooth taste, consistent quality, and commitment to sustainability. With over 30 years of foodservice expertise, Seattle's Best Coffee delivers flexible, high-quality coffee solutions for businesses nationwide.

Forward-looking Statements

This communication includes "forward-looking statements" about future events, including anticipated program enhancements. Such statements are subject to numerous risks and uncertainties, including the "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.

SOURCE Choice Hotels International, Inc.

For further information: Dottie Ballmann, Senior PR Coordinator Public Relations, Mediarelations@choicehotels.com

<https://stage.mediaroom.com/choicehotels/2025-09-29-Choice-Hotels-International-Brews-Up-a-New-Beverage-Experience-with-Seattles-Best-Coffee>