

[Link to Article](#)

## Premium coffees perk up midscale segment

---

by [David Lincoln Ross](#) |  
Feb 27, 2017 4:47pm



*Red Lion Hotels' Hotel RL properties feature a full-service coffee bar, while Red Lion and GuestHouse hotels offer complimentary coffee.*

Driven by ever-more-discerning American coffee drinkers demanding a better cup of joe, midscale lodging groups are upgrading to premium brews as never before.

Senior hotel, food-and-beverage and coffee company executives say they are focused on everything from improving lobby coffee service to unlocking new revenue streams to enhancing the guest experience via a flavorful brew served as a complimentary amenity. Such innovation and change are clear signals that premium coffee has gained ground and penetrated the midscale lodging tier in ways unimaginable even five years ago. And, fortuitously for midscale hotel owners, the costs in climbing the ladder of coffee quality are surprisingly slight, as little as a penny or pennies on the dollar.

...

### Going Mainstream

According to Mark Southern, director of product innovation, F&B for [Hilton](#), specialty and premium coffees are going to tip over to the mainstream sooner than later in terms of midscale brands. At Hilton's new Tru midscale brand, Italian coffee purveyor Lavazza will be served exclusively. Southern said that Hilton likewise offers premium coffee service at its Hilton Garden Inn, Homewood Suites and Home2 Suites, among other company brands.