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Time for hotels to sweeten up their cereal options

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Cereal is far from an uncommon sight in a hotel's breakfast room, but it's often an untapped opportunity for properties to differentiate themselves.

By [Sean McCracken](#)

The Hotel News Now staff, along with the [STR](#) team members that are based in greater Cleveland, recently relocated to a new office. There's a lot of great stuff in our new digs, including more space, nicer furniture and a swanky new kitchen/breakroom.

But the thing many of us have been spending more time talking about than any of the more obvious changes is our collective decision to start stocking our new kitchen with an array of breakfast cereals.

I know breakfast cereal isn't a hard thing to come by, and obviously it's far from a rare sight in hotels that offer breakfasts, but it does go a long way to making my morning (and sometimes afternoon) work experience just a little bit nicer.

One way our cereal selection, which has been hovering around seven or eight options at a time, differs from what you might see at a hotel, though, is we tend to skip past the nominally healthier fare you'd expect to dominate in that setting.

That's got me wondering why that's the case. If a hotel is offering fresh fruit and other healthier options, why is it that we can't make more of an offer to indulge our inner children with the cereal selections?

This past Wednesday, my colleague Danielle Hess was tweeting at me from the opening of the first Tru by Hilton in Oklahoma City with [photos of the property's breakfast bar](#), which includes an array of cereal dispensers including Fruit Loops.

I think that's great, and that ([along with the soap dispensers in guestroom bathrooms](#)) already has made an impression on my travel decision-making. I'm more likely to select a hotel brand that leans toward my travel tastes, but there should be more than just one colorful, sugary cereal option.

Our office "cereal club" currently features a selection of: Fruit Loops, Cookie Crisp, Lucky Charms, Reese's Puffs, Cocoa Puffs, Honey Nut Cheerios and Corn Flakes. That lineup is a bit more sugar-coated than what you'd typically see on property, but why not?

What's more likely to get you excited at breakfast? Kashi Go Lean or some "magically delicious" Lucky Charms? It might seem stupid and small, but having a more colorful cereal collection at your property adds a bit of character and could provide one of those much sought-after moments of surprise and delight to at least a handful of your guests.