

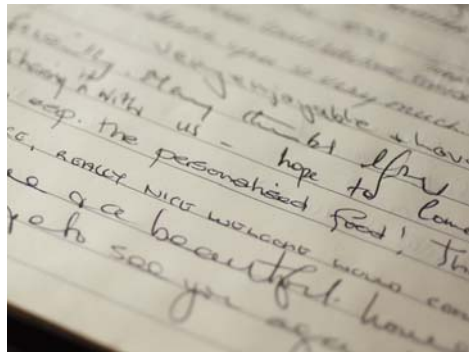
## Breakfast - B&B's

A traditional cooked breakfast is still the number one choice for 56% of consumers. However, preferences are changing while health considerations are increasing. So how can you ensure that you're giving guests what they want while keeping costs under control?

### Key insights

#### Leisure guests

Occasional travellers see breakfast as a highlight of their B&B stay. A good fry up and personal touches are something guests will talk about, and recommend, long afterwards.



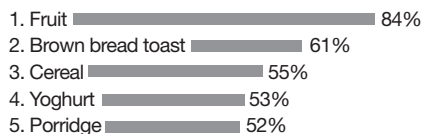
#### Contractors and workers

73% of us understand that breakfast is important for good physical performance. So calorific, cooked breakfasts remain a 'must-have' for many manual workers.

#### Older guests

Older people are more likely to eat breakfast. But smaller appetites and health issues mean that they tend to look for lighter options (e.g. poached egg on toast), fibre rich foods, and cereal with fruit and yoghurts.

#### Consumers' top choices for a healthy breakfast



### Kellogg's recommends

Make it memorable - wherever possible use good, locally sourced (or even home grown!) ingredients e.g. local farm eggs, butcher's own sausages.

Focus on local 'goodness' as a trade-off against limited choice.

Porridge. It supports your home-made image, and it's increasingly popular - retail sales are up by over 40%.

Promote healthier options like cereal, juice and fresh fruit as part of 5 a day.

Cereal contributes 25% of essential vitamin and mineral intake each day. Portion Pak means maximum choice and appeal with reduced waste and preparation, and reassures guests about quality and hygiene.



# B&B | Guest House Scarrow Hill, Lake District

Scarrow Hill House Bed & Breakfast, is a former game keepers lodge in the heart of the Lake District, it comes with a 4 star accreditation from VisitBritain in only their second season.

Their proximity to Hadrian's Wall means they cater predominantly for the tourist, ranging from landmark seeking Australians to Brits seeking relaxation for the weekend.

### Linda Mackay, Proprietor

So our aim is to make sure every guest's stay is comfortable, relaxed and they enjoy their time here and breakfast can play a major part in that.

The challenge we have with our size is to offer choice whilst managing stock levels, we combat this by gaining an understanding of guests needs ahead of their breakfast so we can buy in accordingly.

Having a small number of rooms means we have a point of difference whereby we have the flexibility to source food that meets the guests individual needs. For example all our bread is home made with flour from The Watermill, Little Salkeld, and we are always asked for a Cumberland sausage as part of our full English breakfast, as this is synonymous with the area.

Most people have both hot and cold breakfast when they stay at Scarrow Hill. We find our continental breakfast is a great option for those looking for a healthier alternative.

It's great to be able to offer big brands alongside our other healthier options such as yoghurt and granola. Kellogg's plays an important role at breakfast as it is a brand that is easily recognised and reflects the quality of our breakfast.

We have strived to get a blend of branded products and home cooking, for example we offer a Rhubarb Compote. This means guests have a choice of brands they trust and new exciting experiences they can return home with.

**'If I could offer any advice to anyone else running their own guesthouse, it would be to always buy quality as that is what can keep guests coming back.'**

Thank you to Linda Mackay @ Scarrow Hill House B&B. Tel 016977 46759.

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