



The Loews Lake Las Vegas Resort is one of 18 properties Loews Hotels owns and/or operates in the U.S. and Canada. Guestrooms at Loews Hotels now have single-cup coffee brewing systems.



Guestroom coffee use up at Loews Hotels with single-cup system

Company selects product that blends well with style

BY CATHY URELL

NEW YORK—Loews Hotels has a new in-room beverage system that was custom designed for use in its 18 hotels in the U.S. and Canada.

Loews began putting a single-cup coffee brewing system in its 7,500 guestrooms this past fall following a successful pilot program, according to Jenny Herman, corporate director of operations for Loews Hotels. The single-cup system has been provided to the hotel by Keurig.

"We've had lots of positive comments from guests and it has only been in the hotels a few weeks," Herman said. "The design and the look of the system goes well with our guestrooms."

"We partnered with Keurig to design a system that would work well for us because we have the same customer," added Thomas Negri, managing director of the Loews Vanderbilt Hotel in Nashville, TN.

Negri worked with Herman to implement the new in-room beverage program at Loews properties. "Keurig's customer is 35 to 54 years old, earns more than \$100,000 a year

and their number one activity when they're not working is traveling," Negri explained.

The current system uses K-Cup portion packs to brew a single cup of coffee, eliminating the need for a filter, a carafe or measuring coffee.

"It's very clean. There is no mess or loose grounds or carafe to clean," Herman noted.

"And because the coffee in each K-Cup goes right through the system and into the coffee cup, you're not brewing through a whole mass of coffee and it doesn't transfer the flavor," Negri said. "Another advantage is the residential feel of the system and the set-up. It's like being at home."

Along with the brewer, the in-room setup includes four K-Cups of Chef Emeril's Big Easy Bold regular coffee and two K-Cups of Chef Emeril's Jazzed Up decaf coffee.

The gourmet coffee varieties were created by Chef Emeril Lagasse for Loews and packaged by Timothy's Coffee. The hotel company has an ongoing relationship with the New Orleans chef who operates restau-



Jenny Herman
Loews Hotels



Thomas Negri
Loews Vanderbilt Hotel

rants in Loews hotels in Miami and Orlando, FL.

The in-room beverage setup also includes two teas in K-Cups, including a green tea and an English breakfast tea. "It's a nice variety, more than what most hotels do," Herman said. "We also have a sugar caddy with four sugar

and sweetener options, and rather than powdered cream, we have a liquid creamer with a long shelf life."

Hot chocolate is now also available at some Loews properties with more set to offer it this winter, Herman added.

The system is not difficult to use, according to Herman. "The machine prompts you through the process. Press a button and the machine pops open and the door opens for water. It's a very nice system that doesn't look incredibly commercial. We didn't want that look," she said.

While declining to say how much the new brewing system costs or what is spent on coffee, Negri indicated that more guests are using the system than in the past. "We're using 1.4 cups of coffee per occupied room compared to 1.2 cups per occupied room with our old system," he said.

Previously, Loews guestrooms featured a traditional coffee brewer and set-up rather than a single-cup system.

The use of single-cup systems is on the rise, according to Herman. **FIB**