

JOY TO GO

Selecta's self-service
Food Tech solutions
for Hotels



KEY ISSUES

EXPERIENCE AND EFFICIENCY

The worldwide pandemic has caused an unprecedented level of disruption to the global hotel industry. The combination of local lockdowns and travel restrictions forced many hotels to close temporarily or operate at a fraction of their available capacity.

The hospitality industry is facing a staff crisis, attracting the right staff is extremely challenging. According to industry bodies, one in five workers have left the sector since the pandemic. An example; an UK management company partners with over 40 agencies to find enough staff at the moment.

But the disruption is also an opportunity. It is a chance to re-evaluate business models and leverage technology to become more equitable, sustainable, and prosperous. Selecta has performed over 600 Joy Need Analysis through in-depth interviews with decision makers in the Hotel and Leisure industry to see what matters. To put it simple; It all comes down to enhancing the guest experience and increasing operational efficiency.



UNDERSTANDING WHAT IS IMPORTANT TO YOU

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The experience economy – how to be the first mover and keep your hotel full

Surely the biggest phenomenon right now is the experience economy; the fact that people travel with a purpose. To maintain competitiveness, forward-thinking hospitality businesses are transitioning beyond the traditional model of merely offering “a place to stay” with the usual add-ons of breakfast and so forth. There must be a certain experience. Just staying in a hotel; that's not going to work anymore. People expect a certain service and experience; that when they come in, they are welcomed and given everything exactly as they had in mind. That applies equally to F&B. F&B service delivers on the expectation of guests that a hotel offers everything they might need during their stay.

Food is the mirror of the soul

In a post-pandemic world, people place much greater focus on their health and wellbeing. Food on the plate is the mirror of the soul. People are concerned with wellness and self-ness and finding a balance between work and home. Within food, functional food is becoming more important. There is also more vegetarianism at the base with protein as an option, with a view to less waste. Establishments that can anticipate and meet these health-related concerns will position themselves for greater success. Of course, this relates to high standards of hygiene but also to a greater focus on both physical and psychological well-being.

Automation

With staff shortages and the consumer's need for convenience as key drivers, not surprisingly, technology is marching on in the service industry. Staff costs range between 25%-50% of hotel revenue, so indirect labour costs are identified by many as significant pain point. Online booking and payment as well as opening the hotel room via an app are just a few of the technology driven solutions to lower labour costs. Self-service solutions for food & beverage in the lobby, where a piece of retail is added into the experience and fulfils the need for quick and easy, are

another example, as is the smart hotel room equipped with many digital solutions.

Sustainability

A focus on environmental sustainability isn't new, but the degree to which guests expect and prefer eco-friendly products and services is. Simply suggesting that guests reuse towels for an extra day isn't enough; today's traveler wants to stay at hotels that have integrated green practices in all aspects of their business.

From physical changes to hotel buildings, like the addition of solar panels, decreased/no buffet options with high waste percentages*, to F&B menus with more vegetarian and vegan choices. Local products, eco-friendly options for waste disposal by introducing recycle bins in guest rooms and compost bins in F&B outlets and replacing plastic straws, cutlery, water bottles, toiletry bottles, and to-go containers with compostable or reusable alternatives is key.

“Guests generate 40% food waste at Breakfast Buffets” - Forbes



Your critical business issues are defined by a combination of the following:

- The best service possible, 24/7. It delivers on the expectation of guests that the hotel offers everything they might need during their stay.
- Sustainability; focused on visible services to attract the eco-conscious guest, really making a difference for both people and planet. Ban single-use plastic and find ways to overcome
- Smart, data-driven, fast. Conversion wave needs partners that can integrate quickly into a new property and support with the right insights when it comes to business decisions.
- The right F&B outlets, creating a welcoming atmosphere, matching the hotel's overall experience, mirror the destination. With on-trend F&B assortment, for all tastes.
- Increase revenue / RevPAR, while reducing staff costs at the same time.

YOUR BUSINESS ISSUES

RECHARGE AND TAKE CHARGE



UNDERSTANDING YOUR NEEDS

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Using design, food & beverage, and self-service technology to improve the guest experience and strengthen the bottom line.

Design

For success it is key to extend the selling area into the lobby, mirror the destination, and create an overall exciting and memorable guest experience.



Food and Beverage

Hotel guests have options that include fine dining, the lobby, bar, and nationally branded packaged goods in the lobby retail store. In fewer and fewer full-service hotels and resorts, room service is offered. With the F&B trends moving toward fresh, local, and prepared, the guest is left with a very narrow set of options for quick and fresh options during all day parts.

Self-service technology

A survey by Cornell University has shown that a five-minute or more wait lowers guest satisfaction by 50%, indicating that while guests don't specifically complain about long lines, they are a serious detractor from the guest experience. When RevPAR is flat or declining, alternatives to loading up the front desk with additional labor hours isn't a viable solution. Additionally, hiring is very difficult in the current environment, hourly rates are rising, and good associates are hard to find.

In response, technology innovations have allowed the guest to bypass the check-in process, saving the guest time and frustration while reducing labor costs for the hotel owner and operators. Beyond room check-in and check-out, handling purchases from grab-and-go marketplaces can also add to the front desk associate workload. Line wait times will increase



check-in times substantially when the front desk associate and the PMS and POS systems are tied up. Guests and others trying to make retail purchases may abandon the purchase altogether rather than wait in line.

“72% of Clients would rather stay at a hotel that minimizes contact with the staff and other guests” - Skift 2022

NOURISH AND FLOURISH

(Y)OUR SOLUTION
NEVER ON HOLIDAY

When it comes to your guests you want them to have the best experience possible when staying at your hotel. You want to give them everything they might need during their stay, whenever they want it, whatever they want.

When it comes to your staff, you want to keep them going. To keep them motivated, positive and productive. You want to support their personal well-being. You want your staff to be receptive, kind to guests and welcoming them.



(Y)OUR SOLUTIONS ANYTIME, ANYWHERE ...

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Reclaim breakfast revenue from guest's that book Room only. How to deploy kiosks that can combine innovative design, lever into F&B trends, and deliver a complete solution for the grab-and-go.

Foodies

Selecta's premium, unmanned fresh food concept Foodies is the innovative and flexible food concept that's redefining food for your hotel(-s). Foodies brings the day-part model of the grab-(scan)-and-go into the 24/7 world.

The concept is characterized by its unique, high-tech smart technology. It's operated unattended, 24/7 and offers guests and staff around the clock healthy, fresh qualitative foods, snacks, drinks and premium coffee. Offering great taste and great value. We put the well-being of people in the centre of our product. So, people are happy and feel great.

The Foodies concept is fully scalable and flexible. Ranging from XS to XL, there is a solution for every hotel and every situation. A Foodies can either use your brand, the Foodies/Selecta brand or remain completely unbranded.

Never on holiday

A 24/7, unmanned retail shop is never on holiday. When the bar or restaurant is closed, the shop is always open. The hotel's revenue stream continues with this lean and mean model. It enhances the overall performance of the hotel.

Much more than a minibar

A 24/7, unmanned retail shop offers much more than a mini bar service. Guest satisfaction goes up and it can attract more shoppers than the hotel guests alone. From plain water to energy bars, a selection of beautiful local products, vegan and vegetarian and everything in between. From breakfast to lunch, dinner to nighttime and everything in between. There is something for every guest, 24/7

Data-driven

In today's world data is key. Data drives the best decisions and makes changes fact-based and rational. Based on real-time insights and data of the Foodies performance, the assortment is analysed and optimised on a continuous basis. What do people buy and when. What is the effect of promotions, etc.. This enables to tailor the assortment to guests' and staff' needs. While reducing waste percentages at the same time.



Forgotten items

Thanks to the internal flexibility of the equipment, even forgotten items can be added. Office staff might tend to become a distribution center for USB chargers and toothbrushes. These requests can be avoided, freeing up staff time and being monetized. The fact that they can just buy one in the lobby, instead of hunting for it in the city really exceeds the expectations of your guests.

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Most important meal of the day, for all...

There is increasing pressure on hotels to provide impeccable service and offer more options at breakfast, according to hotel operators and brand managers. And for good reason: breakfast is not just the most important meal of the day from a nutrition perspective, for hoteliers it's seen a final touchpoint with guests before they check out.

Room Only

Room Only rates can be an important part of the sales team's distribution mix and especially important to attract certain source markets. Nonetheless having opportunities to sell a light or on-the-go breakfast offers an easy way to attract traditionally B+B bookings whilst, increasing the F&B spend per guest.

"87% Of guests are more likely to book a hotel where you only pay for the amenities and service they use" – Skift 2022

Furthermore, coffee drinkers are becoming more discerning and expect a high-quality coffee when visiting hotels, even in the select service environment.

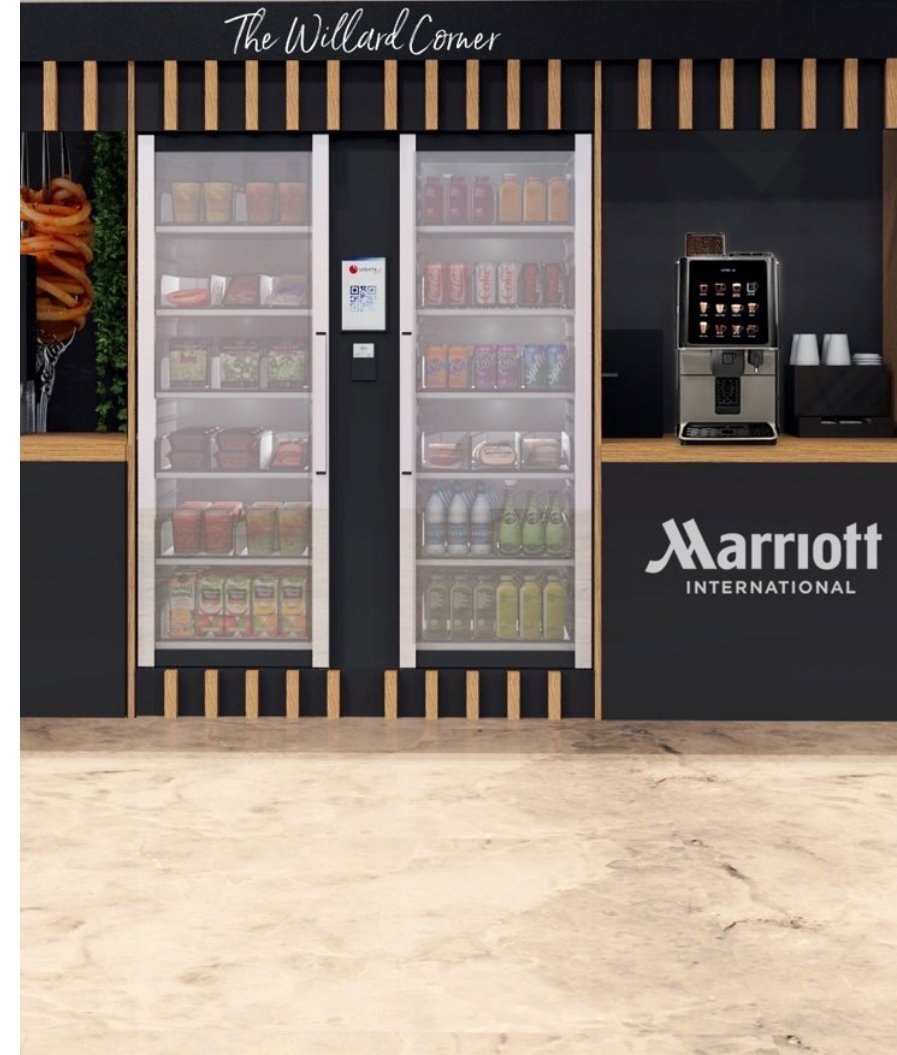
With Foodies we can offer a modular approach to breakfast or any other given daypart, that will widen your offering without increasing your headcount.

Interactive & digital

Through digital, interactive communication we can offer promotions, bundle deals and exclusive staff reduced prices.

"65% Of hospitality executives are implementing new technologies to retain and attract talent" - Skift, 2022

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Selecta understands that people want faster service, more choice and the ability to pay digitally. We use technology to enhance people's experiences. Main differentiator between our fresh food concepts is the technology used:

- Smart technology: Foodies Grab & Go, Foodies Shop & Go and Mini-Bar
- Scan technology: Foodies Scan & Go

Smart technology

All concepts based on the so-called 'smart technology' (Foodies' Grab & Go, Foodies Shop & Go and Mini-Bar) are characterized by its unique, high tech smart technology based on intelligent vending.

Foodies Grab & Go

A Foodies Grab & Go consists of one or multiple Smart Fridges. The fridge can be opened by presenting a payment card. Guests can take items from the fridge and close the fridge when ready.

Just browse

The fridge detects which product the guest selects and accurately charges the guest as the guest closes the fridge. Payment is charged automatically on the card. Even if you just want to browse, check the ingredients put the product back and prefer something different, it's all possible due to the high-tech, intelligent system. Delivering the ultimate, seamless consumer experience & increasing consumer happiness. Simply, Grab & Go!

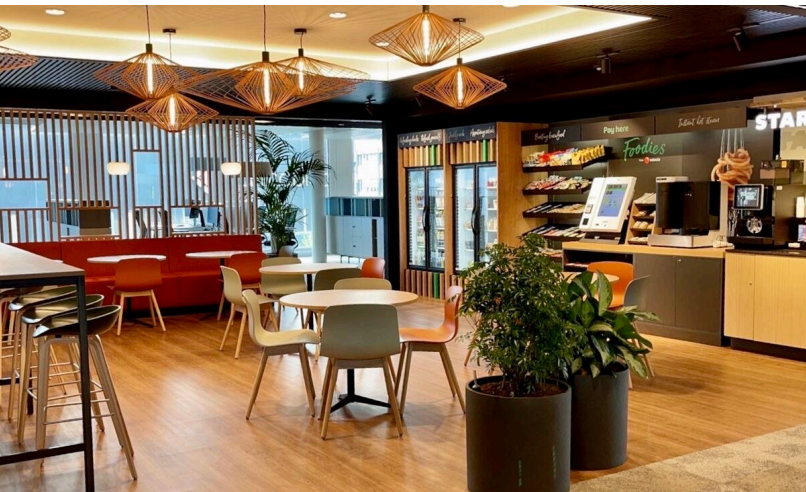


Image: Foodies Scan & Go Food Market



Image: Foodies Grab & Go Smart Fridge technology



Image: Foodies Shop & Go Smart technology

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Foodies Shop & Go

The Foodies Shop & Go concept is based on Smart Technology as well. It is an innovative solution of an attendant-free, secure food market with fully automated check-out.

Weight system & tracking sensors

The system is based on a combination of weight system and tracking sensors, recognizing which products are taken, and sensors monitoring the consumer movements. It surveys all product information accurately while the tracking sensor detects all visitors to differentiate and allocates the products chosen to the right people, ensuring that every consumer is only charged for what he or she takes.

Gate entrance & exit

The consumer enters the Foodies Shop & Go through a gate by presenting their preferred payment method, either card or app - no verification needed - picks the products desired and walks out – no check-out needed whatsoever. The entrance of multiple people at the same time is possible.

Besides various open smart fridges and shelves with scales, the shop can be customized with the Foodies hot steam food solution, a bakery unit and a coffee corner with the coffee of your choice, whether this is Starbucks®, Pelican Rouge, ZOÉGAS, Nescafé, Lavazza or Miofino.

Smart Minibar

Minibars account for 0.4% of total F&B revenue, has the highest breakage and is a traditional loss leader resulting in major hotel chains leaving minibars empty.

Our smart retail solutions for hotels are elegant, interactive and smart. They will provide your guests with an exceptional experience and give your operations team peace of mind. In addition to traditional offerings, you now have the scale to offer fresh and special products. To exceed everyone's expectations.

Foodies Scan & Go

The Foodies Shop & Go is based on Scan Technology. The concept is characterised by an open environment, the Food Market, consisting of various elements like fridges, shelving units, coffee corner, and hot food solutions (steamed & microwave). People can grab the items they want to buy, scan them at the payment terminal, pay with their preferred payment method, either card or app and leave when ready.



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Breakroom quality for your staff

Your staff deserves a proper breakroom. It reduces stress and can lower insurance premiums. Furthermore, breakroom quality is correlated with lower sick days taken and fewer mental health issues. 83% Of employees said in a survey that a well-stocked breakroom results in happier employees.

"Companies that actively look after their associates accrue 5 less sick days per year" - Harvard

Selling to professionals

A Foodies with fresh products removes the need for employees to venture away from the work premises. Freevend coffee positions your hotel above the classic bulkbrew or instant coffee solution. In hospitality we are selling to professionals who serve coffee every day and know quality.

Quality hot steamed food

Selecta's hot steam food solution brings passion for premium food and next level technology together. With advanced steam technique, over 20 delicious gourmet bowls are gently heated in less than 60seconds. Different menus, from Asian, Fusion, Mediterranean, Tradition, Plant Based and Vegan and Vegetarian, are available.

Supporting mental and physical wellbeing

By using the natural properties of water, the quality and taste of the dishes is preserved. Steamed food is healthy, tasty, quick, easy and safe. It retains more nutrients than say using a microwave. Ingredients are carefully chosen and based on organic meat and free-range eggs. Dishes are of high quality: no conservatives, flavour enhancers, colouring or artificial flavours. 100% Natural ingredients. Delivering your staff delicious, warm meals, 24/7.

"82% Of staff say a well-stocked breakroom shows that the employer cares" - Staples, 2021



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Coffee culture enters hospitality

As the quality of lifestyle is improving and we love epicurean experiences, a good cup of joe is no more a luxury but a necessity. The coffee business is aimed at achieving a highly successful, high-quality, consumer-centric and sustained coffee business that meets the desires and needs of today's demanding and knowledgeable coffee drinker. Hotels are upping their coffee game to give their guests the best experience.

Lobby coffee

The lobby is the first area impacting your guest's experience when they arrive at the hotel. The smell of coffee is most associated to luxury according to ICC (2019). It also generates incremental revenue in a sometimes-underutilized space.

Coffee corners elevate the consumer experience with all the convenience and speed at the touch of a button. Bespoke machines can expertly mix a customisable premium coffee menu delivering consumer satisfaction, with ease and convenience, giving clients the edge in a highly competitive market.

6 Coffee brands

Selecta offers 6 different, world known coffee brands: Starbucks™, Lavazza, Nescafé, ZOÉGAS, Pelican Rouge and Miofino. It is even possible to develop a white label coffee of your own brand to support the ideal guest journey. We want to make sure the presentation in your lobby is as holistic as possible.

Custom Coffee, the new status quo

Great coffee has become the new status quo. We will ensure that your blend is one step above the rest. When choosing a coffee brand, there are many criteria, and you want the best. We haven't been in the coffee business for over 160 years and have travelled all over the world to find the very best coffee beans. We constantly strive to explore sustainable coffee solutions.

We recognize our responsibility to the environment and local communities. That's why we are proud to say our coffee is approved by leading certification labels and grown by independent farmers. Locally, we continuously endeavour to find more environmentally friendly packaging; The Pelican Rouge packaging for example is made from mono-material packaging. We ensure the best sustainable

and tasty coffee experience, while caring for both people and planet.



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In-room coffee

Coffee is incredibly important as part of many peoples' morning rituals and one of the most important aspects of recreating a home-away-from-home feeling while being in a different city. Hotel guests want to be able to make a cup of coffee themselves. Due to long air travel, different time zones and jet lag, the desire for a fresh cup of coffee can also come in the middle of the night.

Nothing so nice and luxurious to be able to prepare something yourself. Good coffee and tea facilities in the room are therefore appreciated by all hotel guests.

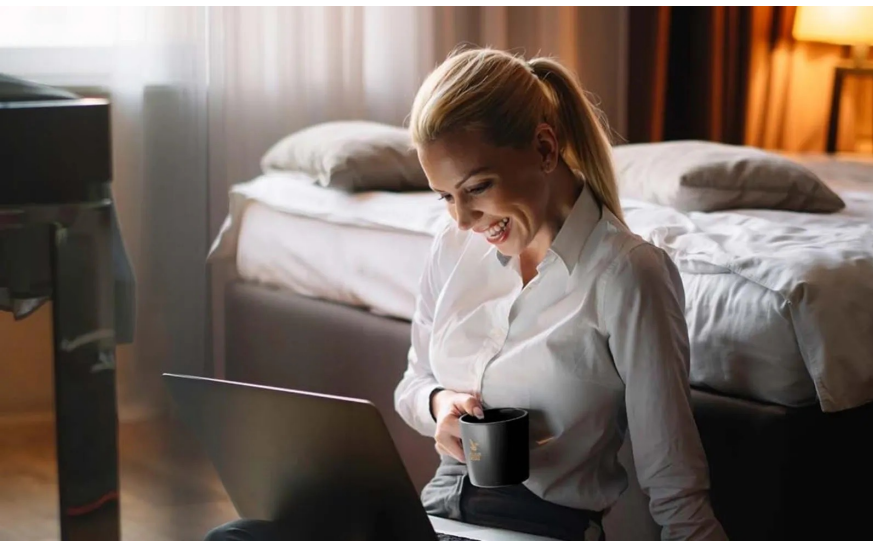
Selecta strives to make in-room coffee an unrivaled unique selling point. Guests deserve and expect high-quality coffee. From booking to check-out, every step of you guests' journey counts.

Professional Capsules

Complete the journey with delicious, easy-to-make coffee. An affordable concept that provides your guests with a five-star coffee experience.

Selecta aims to create consistency between the 'barista-made' coffee downstairs and the in-room coffee experience. The capsules we can offer for example, use 40% more coffee per cup than traditional capsules and 300% more coffee than instant sachets, creating deeper and a more intense coffee experience.

- Co2 neutral
- Rain Forest Alliance certified
- Convenient and easy-to-use
- High quality espresso, lungo and decaf
- Always-fresh coffee, even in low-traffic areas (< 30 cups a day)
- Stay fresh capsules
- More economical than bean-to-cup coffee machines with grinders
- Consistent, proven quality since 1863



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One of most requested amenities and easiest way to meet your CSR targets

Free water is the 2nd most requested amenity in the Hotel lobby. Studies have shown water solutions stimulates complimentary consumption, increasing coffee sales up to 35%.

Selecta offers a highly differentiated portfolio of sustainable water solutions. Ranging from standalone, countertop, chilled, sparkling, functional, flavoured and hot water with specialized services to pick up and recycle used cups and reduce plastic bottles to a minimum.

Water can be a major expense and inability to charge for it in luxury hotels leaves it as an unassigned cost. Even when installing 5 taps throughout the hotel and using the most sustainable, 100% biodegradable and carbon neutral cups, the average European hotel will save over 2'000 euros per year. While reducing plastic bottles to a minimum at the same time.

As people are aware of plastic pollution and how water bottles contribute, more people change their habits from commoditized plastic bottles to being conscious about what they drink. The trend is tap water or filtered tap water for hydration.

Regular Taps waste water taking time to run cold or warm which on average adds 46'000 litres to the average hotel's annual water bill. It allows you to cut your carbon footprint by over 90% as well, supporting ESG goals.

Finally, in most European jurisdictions hospitality staff is entitled to drinking water due to the physical aspects of the job and restroom taps do not count.



Image: Water dispenser Aquablu, unbottled functional & flavoured water. Sugar-free, filtered, free-vend and/or payment system ready, no additional cleaning or service



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A cherished place

The hotel bar will always be a cherished place to meet friends, mingle with other guests and relax after a long day. But sometimes, guests just want the drink with none of the chit-chat.

“Alcohol makes up to 50% of revenue in the lobby areas” – Hilton

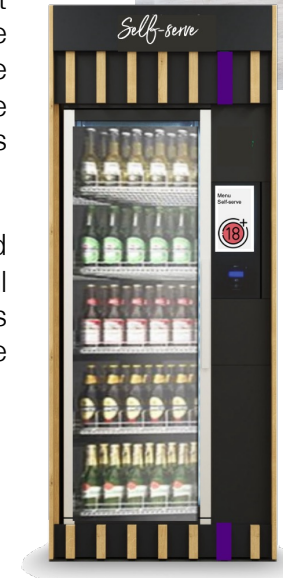
Age restricted products

With the Smart Fridge Plus we are able to offer age-restricted products, like alcoholic beverages, to guests in a new, safe and legitimate way, taking local market regulations into account. Delivering on clients' needs & wishes, enhancing guest experience, 24/7 and increasing operational efficiency while maximising market potential.

The Smart Fridge Plus

When a guest checks-in in the hotel, the receptionist performs an age check and if OK, the receptionist hands-out a 4-digit pin code to the guest. When the guest wants to buy age restricted products from the Smart Fridge Plus; the Guest is asked – through the UI interface of the Smart Fridge - to enter its personal 4-digit pin code and Room number.

If OK, the guest needs to present a payment method to enable pre-authorisation and the Smart Fridge will open. The guest can take any product he/she likes from the Smart Fridge. When closing the door, the guest is charged automatically.



(Y)OUR BENEFITS

PERSONAL CONNECTION

We bring you more than 'just' a healthy food offering. We enable 24/7 accessibility to healthy food and beverages, for everyone. Safe and theft-proof through advanced technology. Increasing guest satisfaction through optimised, tailored assortments and welcoming environments. Enabling you to act upon climate change through significant waste reduction and data-driven decisions. Reducing labour costs with unmanned, scalable and highly innovative solutions. Improving the profitability profile for you as hotel owner and operator. We are passionate about delivering your quest the ultimate experience, keeping your staff going, raising their spirits and bringing them joy. Every day. It's why we are here. It's our purpose.



A SELECTION OF OUR HIGHLY VALUED CLIENTS

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At Selecta, we serve over 3'000 hotels that we are committed to bring joy to with our self serve food tech solutions on a daily basis.

Our passion

Our heritage means we're passionate about great quality, wholesome food in welcoming environments where people can connect, pause and enjoy. While our leading technology provides an easy user journey.

Your business

We're international, with Selecta's world-class service network and partner brands. We're never far away and we adapt our offer to local eating habits. Our solutions are not only safe, hygienic and attendant-free, but also sustainable. We source our ingredients responsibly and keep plastic to a minimum with recyclable packaging wherever possible, so you can be confident you're doing the right thing. One snack, one meal and one smile at a time. Meaning your business can do, deliver, achieve and enjoy more.



REFLECT AND CONNECT

With challenges come opportunities. The combination of innovative Architecture & Design, curated Food & Beverage and self-checkout technology is transforming the guest experience and improving the profitability profile for hotel owner and operators. Together, we can drive change and deliver the ultimate experience for your guests and staff.



www.selecta.com