



# Coffee Program Guide

Holiday Inn Express<sup>®</sup> - United States Only

# Welcome to the Holiday Inn Express® Costa Coffee Guide!

This guide outlines the key information associated with the new Coffee Program for Holiday Inn Express hotels in the US.

This guide consists of the following contents:

PROGRAM OVERVIEW

PRE-INSTALL REQUIREMENTS

INSTALLATION AND SETUP

REIMBURSEMENT AND SITE READINESS INCENTIVE

ORDERING PRODUCT

MEETINGS & EVENTS SOLUTION

ADDITIONAL RESOURCES

FREQUENTLY ASKED QUESTIONS (FAQS)

# Holiday Inn Express Costa Coffee US Program: Overview



- Costa Coffee will be providing services and an updated coffee program for lobby and breakfast areas to the Holiday Inn Express' estate as well as select other IHG brands
- The new Costa Coffee program will be implemented with your hotel over a phased period.
- Holiday Inn Express will feature Costa Coffee delivered via two (2) **BUNN Sure Immersion 220 Bean-to-Cup coffee machine** in the breakfast area.
- Eligible hotels will transition to the new program based on their assigned installation wave, with installations beginning as early as Q4 2024.
  - Hotels must complete the Costa Participation Agreement and Site Readiness Survey to be eligible for install
- Guests can now enjoy the taste of freshly brewed coffee ....and "Your hotel will be provided maintenance and repair services for the new machines provided by Costa
- The benefits of the new Costa Coffee program:
  - ✓ Guests can now enjoy the taste of freshly brewed coffee
  - ✓ Your hotel will be provided maintenance and repair services for the new machines provided by Costa



# Holiday Inn Express Costa Coffee US Program: Overview (Continued)



## KEY PLAYERS

- **Costa Coffee:** Coffee supplier
  - Hotels **must** sign and complete the Participation Agreement and Site Readiness Survey with Costa Coffee in order to be scheduled to receive coffee machines and coffee product
- **BUNN:** Bean-to-cup machine (Provided by Costa Coffee)
- **Sysco and US Foods:** Approved distributor for Costa coffee product.

## PRODUCT

- **Lobby Coffee: Two (2) BUNN Sure Immersion 220 Bean-to-Cup Coffee Machines**
  - Costa Medium Roast Whole Bean Coffee
  - Costa Decaf Whole Bean Coffee
  - Coffee Filter Paper Rolls
  - Coffee Machine Cleaning Tablets

## TIMING

- Estate-wide communications in November 2024 and hotels will be assigned an installation wave
  - Hotels' Principal Correspondent (Owner) must sign Participation Agreement.
  - Hotels must complete and submit their Site Survey within 60 days of the start of their assigned installation wave
  - Most hotels will have in-hotel construction requirements in order to complete the site survey.
- Installations can begin following the Mainstream Conference in November 2024 and are expected to be completed for the full estate by ~Q2 2026.

# Holiday Inn Express Costa Coffee US Program: OPEX Model & Program Details



## OPEX OVERVIEW

The Costa Coffee program operates on an operational expenditure (OpEx) model, meaning that there is no need for hotels to make a capital expenditure (CapEx) investment in equipment.

This model includes the cost of the coffee machine, along with servicing and maintenance. By adopting this approach, hotel owners can **avoid significant upfront costs**.

## DISTRIBUTION

Costa coffee for the lobby will still be purchased via IHG's approved distributors (Sysco and US Foods).

*Only specified Costa coffee beans can be used in the machines. as part of OPEX model.*

## SERVICE

Costa has guaranteed service levels based on hotel distance from closest qualified service provider (outlined in Participation Agreement).

Hotels will receive regular preventative maintenance visits and service call tech support at no additional cost.

Hotels **MUST** call the correct provider number to avoid being charged for maintenance:  
**1-844-55Costa (1-844-552-6782)**



# Waved Bean-to-Cup (B2C) Rollout Approach

The below chart is a high-level overview of the rollout waves, and which regions are within those waves. IHG and Costa will communicate directly with hotels to confirm which wave their location falls into.

Waved Bean-to-Cup  
Rollout Plan

|                                                            | 2024 |     |     | 2025 |     |     |     |     |     |     |     |     |     |     |     | 2026 |     |     |     |     |
|------------------------------------------------------------|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|
| Waves                                                      | Oct  | Nov | Dec | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan  | Feb | Mar | Apr | May |
| NHOPs/Renovations                                          |      |     |     |      |     |     |     |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Wave 1: High Volume                                        | ★    |     |     |      |     |     |     |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Wave 2: Southeast + Midwest*                               |      |     | ★   |      |     |     |     |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Wave 3: Southeast + Midwest                                |      |     |     |      | ★   |     |     |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Wave 4: South Atlantic + Mid Atlantic + New England        |      |     |     |      |     |     | ★   |     |     |     |     |     |     |     |     |      |     |     |     |     |
| Wave 5: Southwest + Mountain + Pacific                     |      |     |     |      |     |     |     | ★   |     |     |     |     |     |     |     |      |     |     |     |     |
| Wave 6: Southwest + Mountain + Pacific                     |      |     |     |      |     |     |     |     | ★   |     |     |     |     |     |     |      |     |     |     |     |
| Wave 7: “Non-Compliant” + Hotels Re-licensing + Dual-Brand |      |     |     |      |     |     |     |     |     | ★   |     |     | ★   |     |     |      |     |     |     |     |

If you do not get site ready during your scheduled wave your hotel will then be scheduled into Wave 7.

Note: There may be some further adjustments on wave assignments based on Costa Installation Team availabilities

# Waved Bean-to-Cup (B2C) Rollout Approach

The below chart is a high-level overview of the rollout waves, and which regions are within those waves. IHG and Costa will communicate directly with hotels to confirm which wave their location falls into.

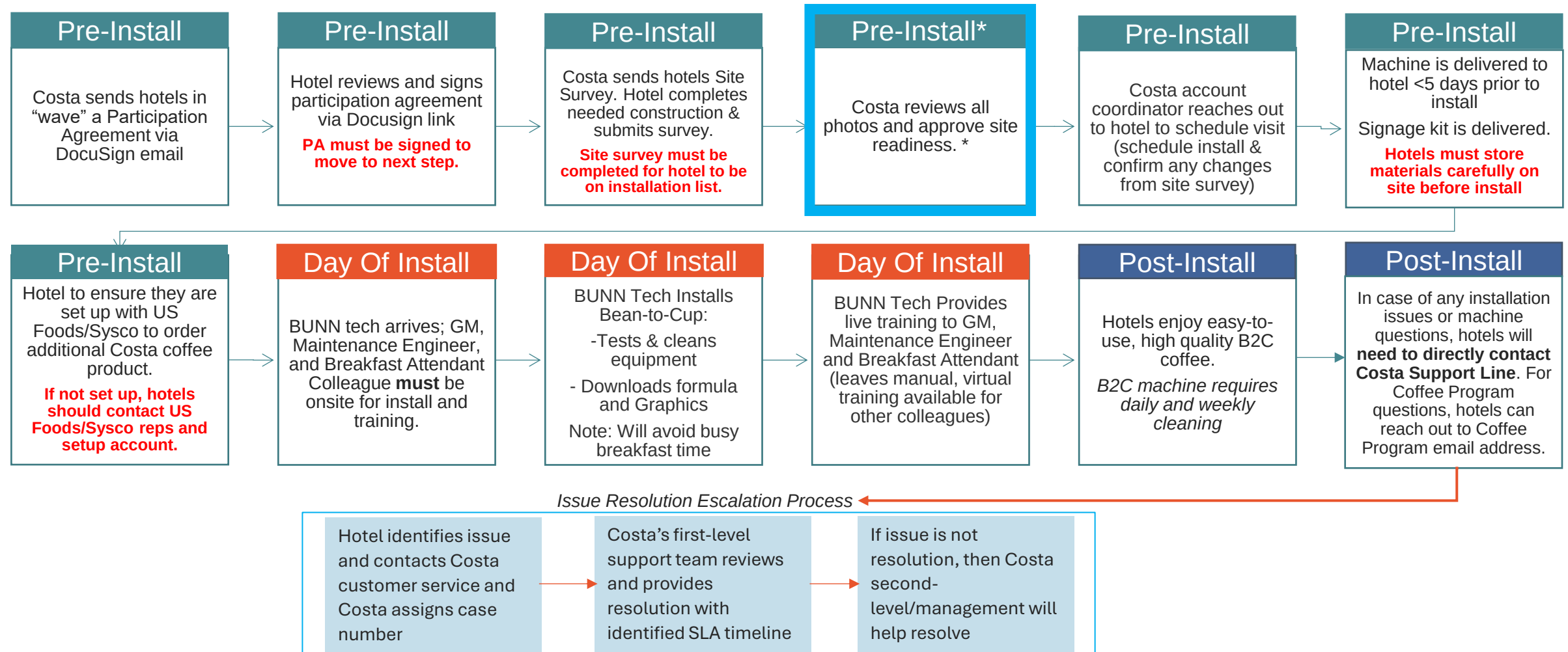
Waved Bean-to-Cup  
Rollout Plan

|                                                                                                        | 2024 |     |     | 2025 |     |     |     |     |     |     |     |     | 2026 |     |     |     |     |     |     |     |
|--------------------------------------------------------------------------------------------------------|------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|
| Waves                                                                                                  | Oct  | Nov | Dec | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct  | Nov | Dec | Jan | Feb | Mar | Apr | May |
| NHOPs/Renovations                                                                                      |      |     |     |      |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |
| Wave 1: High Volume                                                                                    | ★    |     |     |      |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |
| Wave 2: Southeast + Midwest*                                                                           |      |     | ★   |      |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |
| Wave 3: Southeast + Midwest                                                                            |      |     |     |      | ★   |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |
| Wave 4: South Atlantic + Mid Atlantic + New England                                                    |      |     |     |      |     |     | ★   |     |     |     |     |     |      |     |     |     |     |     |     |     |
| Wave 5: Southwest + Mountain + Pacific                                                                 |      |     |     |      |     |     |     | ★   |     |     |     |     |      |     |     |     |     |     |     |     |
| Wave 6: Southwest + Mountain + Pacific                                                                 |      |     |     |      |     |     |     |     |     |     | ★   |     |      |     |     |     |     |     |     |     |
| Wave 7: “Non-Compliant” + Hotels Re-licensing + Dual-Brand                                             |      |     |     |      |     |     |     |     |     |     |     | ★   |      |     |     |     |     |     |     |     |
| If you do not get site ready during your scheduled wave your hotel will then be scheduled into Wave 7. |      |     |     |      |     |     |     |     |     |     |     |     |      |     |     |     |     |     |     |     |

If you do not get site ready during your scheduled wave your hotel will then be scheduled into Wave 7.

Note: There may be some further adjustments on wave assignments based on Costa Installation Team availabilities

# End-to-End Bean-to-Cup (B2C) Installation Process



\*Once Costa has approved the site readiness for your hotel reach out to your Sysco or US Food rep about ordering Costa Coffee beans.



# Participation Agreement and Site Readiness Requirement: Important Hotel Action

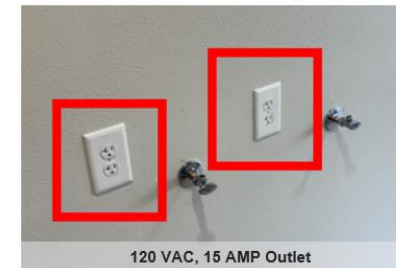
## PARTICIPATION AGREEMENT

- Upon the kickoff of an installation wave each hotel in the wave will receive a Participation Agreement from Costa that **must be signed by the Owner / Principal Correspondent**
- This agreement outlines the details of the Costa Coffee Program
- Costa will send an individual DocuSign email to each hotel PC to sign and submit their Participation Agreement
- Once submitted, Hotels will move to the next step in receiving a Site Survey
  - **Hotels will not receive a Site Survey until the Participation Agreement has been signed**

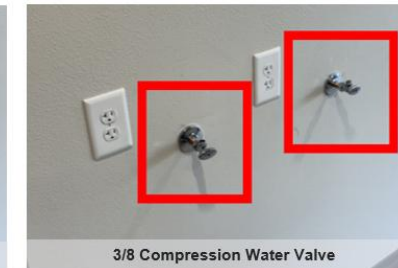
## SITE READINESS SURVEY

- Each hotel will receive a Site Survey from Costa that **must be completed by the General Manager** for hotels to participate in the program
- Costa will send the Site Survey via [notify@quickbase.com](mailto:notify@quickbase.com) email after Participation Agreement has been submitted
- The Site Survey requires hotels to upload various photos and measurements of your Holiday Inn Express Coffee station
- A Site Readiness: Pre-Installation Guide is included with the Site Survey to guide hotels through this process

### Example Photos for Reference:



120 VAC, 15 AMP Outlet



3/8 Compression Water Valve



Hole in Coffee Station Table to Feed Water Line

**Submitting the Participation Agreement and the Site Survey (with correct photos) in a timely manner will be critical to the success of this rollout**

# Site Readiness Requirements

| Checklist           | Note: This Checklist will also be part of Costa's Site Survey Readiness that hotels will be required to complete                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Water Supply</b> | <ul style="list-style-type: none"> <li>✓ You will need an <b>ambient cold water</b> line for each machine with an operating pressure between 20 psi and 90 psi, each with an individual shut-off valve is required. Most hotels bring in one waterline with a splitter to run a line to each machine.</li> <li>✓ The shut-off valve should be located within 4-6 feet of the placement of the dispenser.</li> <li>✓ The shut-off valve must be a 3/8 compression fitting</li> <li>✓ The installing technician will connect the water source to the water filter and the water filter to the dispenser.</li> </ul>                                                                                                                      |
| <b>Electrical</b>   | <ul style="list-style-type: none"> <li>✓ <b>Two machines will be installed, therefore, two (2) 120 VAC, 15 A dedicated branch circuits are required.</b></li> <li>✓ The receptacle must be within 4 ft. of the machine. A NEMA 5-15P mating connector is required.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Counter</b>      | <ul style="list-style-type: none"> <li>✓ Must be a sturdy, level, cleanable and food-safe surface able to support at least 240 lbs. (each machine is 120 lbs.)</li> <li>✓ The dispenser dimensions are 22" D x 17" W x 40" H.</li> <li>✓ A clearance of 2" is required at both sides and at the back and a 10" clearance on top of the machine.</li> <li>✓ The cabinet must have TWO (2) 2" holes in the back wall to allow the filter placement in the cabinet under the machine</li> </ul> <p>Note: Approved Formula Blue Coffee Station will hold up to 500 lbs for equipment.</p> <p><i>At least 48" of height for the coffee machine and for the operators to access the coffee bean hopper (see B2C machine specs below)</i></p> |



|                        | DIMENSIONS         |                     |                    | ELECTRICAL (2 Required) |      |       |            | PLUMBING |         |                  |
|------------------------|--------------------|---------------------|--------------------|-------------------------|------|-------|------------|----------|---------|------------------|
|                        | Width              | Height              | Depth              | Volts                   | Amps | Watts | Plug Type  | PSI      | kPa     | Water Connection |
| <b>NEW Bean to Cup</b> | 16.1"<br>(40.9 cm) | 39.4"<br>(100.1 cm) | 19.8"<br>(50.3 cm) | 120                     | 15   | 1800  | NEMA 5-15P | 20-90    | 138-621 | 3/8 compression  |

Although actual machine height is 39.4", need at least 10-12" of space above the machine to pour beans into the hopper (minimum 48" total height clearance)

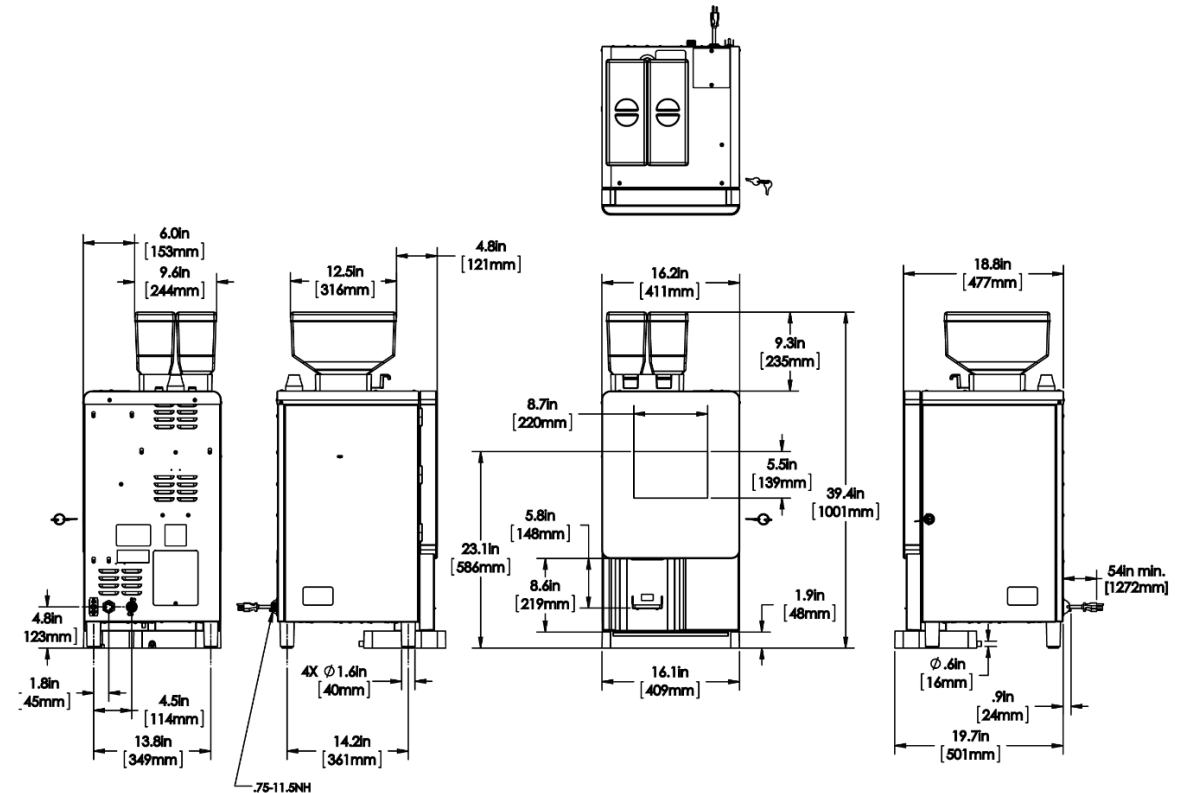
## Site Readiness Requirements

**Bean-to-Cup Machines must be installed in an area that is available to guests 24/7**

## Site Readiness Talking Points with General Contractor

- ☐ Walk the space and discuss scope of work as well as review the details of the Costa Site Readiness survey
- ☐ Download and share the Bunn Sure Immersion 220 specifications (in this document and in provided Spec Sheet)
- ☐ Request a written quote includes detailed scope of work by line item and includes estimated start date and timeline for work completion and pricing.
- ☐ Verify with contractor the timing to receive quote
- ☐ Confirm start and end times for construction with your contractor. Contracted work **should not be done** during breakfast. Work should be done after the breakfast attendants have closed and cleaned after breakfast.
- ☐ Confirm with contractor that if all work cannot be completed in one day, all construction debris can be cleaned and/or removed for the team to serve breakfast the next morning.
- ☐ **Electrical:** Ask your contractor to verify the electrical requirements at the coffee station.
- ☐ **Waterline for Non-Formula Blue Hotels:** If your hotel is not a Formula Blue hotel, please work with your contractor to determine the best solution to run a water line to the coffee station. This may include, but is not limited to, connecting to water lines in the pantry, public restrooms, etc.

**BUNN Sure Immersion 220 spec sheet** to be shared with general contractors when securing bids.

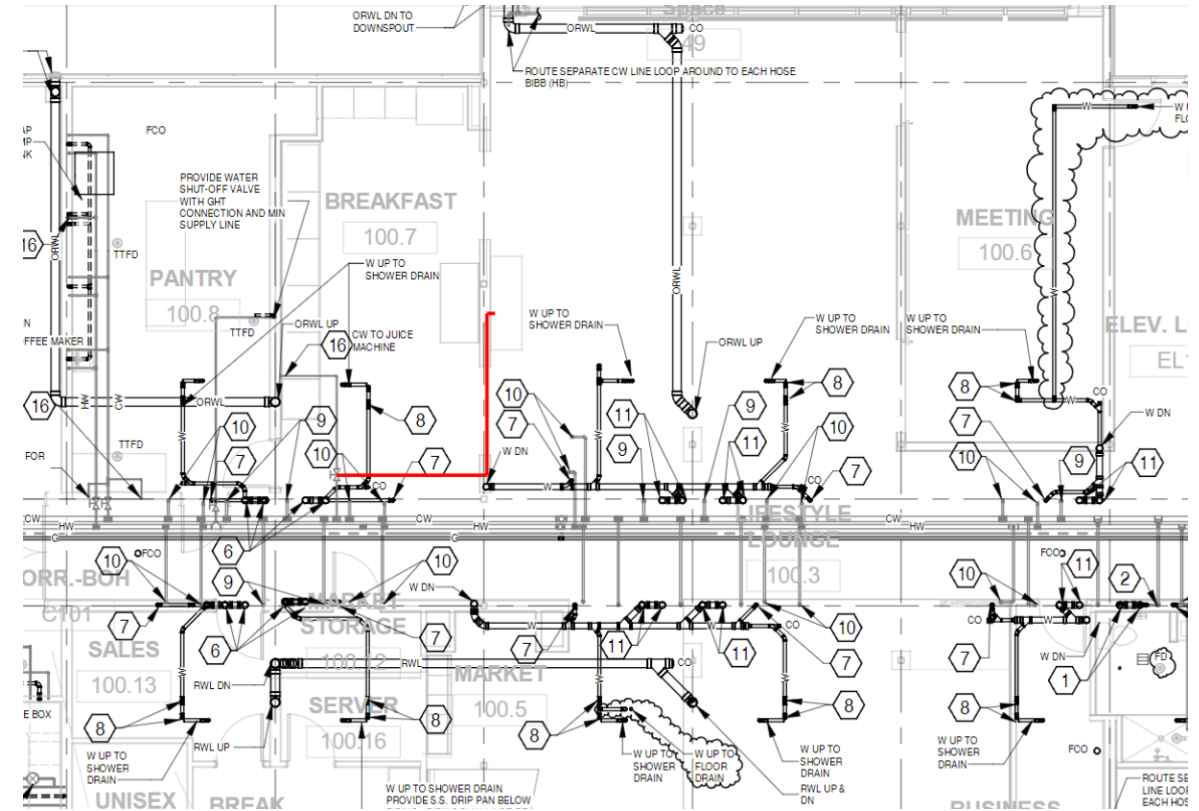


## Site Readiness Waterline Options

**Formula Blue Hotels with a water line next to the pancake machine:** Earlier designs of Formula Blue required a water line to the counter on the opposite wall from the coffee station. If you have a water line behind your coffee station, your plumber will be able to easily run a connection through the wall to the coffee station.

**Formula Blue Hotels without a water line next to the pancake machine:** Please refer to [this drawing](#) which offers a suggested solution for a water line that runs from the pantry, through the ceiling and down the wall to the coffee station.

**Non-Formula Blue Hotels:** If your hotel is not a Formula Blue hotel, please work with your contractor to determine the best solution to run a water line to the coffee station. This may include, but is not limited to, connecting to water lines in the pantry, public restrooms, etc.



## How Hotels Can Successfully Submit Site Survey

After your construction has been completed and you are ready to start the Site Survey submission process, please ensure you have gathered the following information and documentation to be used to complete the survey:

- ☐ Take a clear picture of the wall where the coffee station is located that shows the **two (2) 120 VAC, 15 A dedicated branch circuits within 6 feet of where the machines will be installed**

**Make sure both electrical outlets are in the frame of the photo.**

- ☐ Take a clear picture of the water line with two (2) 3/8 compression fittings and shut off valve

**Make sure both compression fittings are in the frame of the photo.**

- ☐ Take a clear picture of the coffee station table showing where the two holes, no larger than 2 inch, have been created.
  - The placement of the holes should be created in the back of inside the cabinet
  - These holes should be created towards the right side of the coffee station where the bean-to-cup machines will be installed
- ☐ Stand 10 feet back from the coffee station and take a clear picture of your entire coffee station setup



# Example Images for Site Survey Submission

Reference the images below for examples of the electrical, water and coffee station table requirements for the Bean-to-Cup installation Site Readiness Survey.



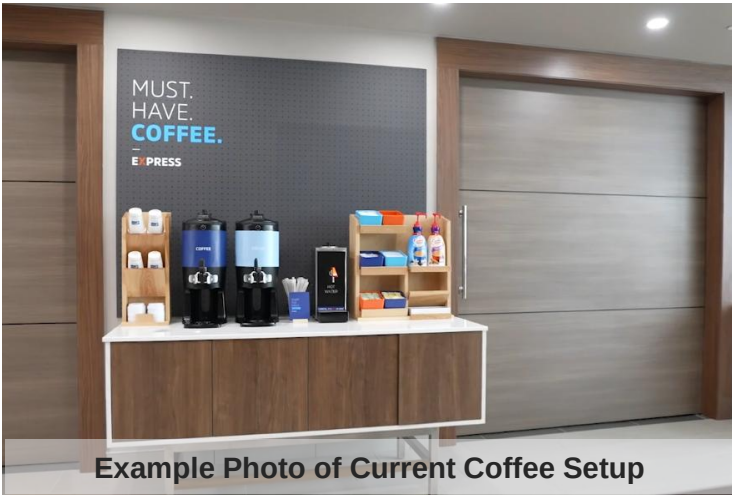
Example Photo for Electrical



Example Photo for Water



Example Coffee Cabinet w/Holes Drilled



Example Photo of Current Coffee Setup



Example Coffee Cabinet w/Filter Post Installation\*

\*Image only to demonstrate final installation of water filters under the counter



## Costa Launch Kit Item Details

### WHAT'S INCLUDED?

Hotels will receive two deliveries within 5 business days of your installation date.

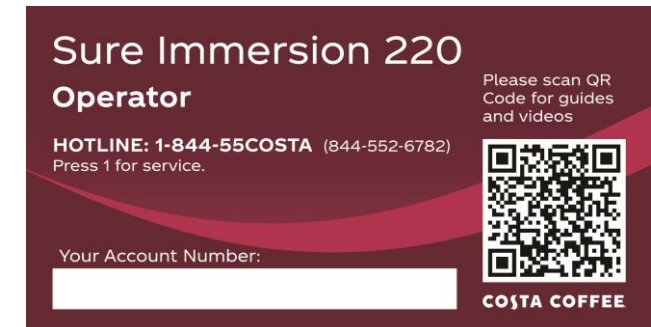
**First delivery** will be the two (2) Bean-to-Cup Machines with supplies. They will be delivered in two boxes that will be shrink wrapped. The first delivery will include:

- 2 BUNN Sure Immersion Bean-to-Cup Coffee Machine
  - Includes Holiday Inn Express brew screen and screen saver
  - Includes QR code to training videos & guides with Costa Service info on help screen
  - Includes water filtration system
- 1 Paper filter roll (~1000 cups) (comes with machine)
- 1 Jar Cleaning tablets (~3 months supply) (comes with machine)
- 1 Launch Kit Intro Letter with FAQs
- 1 Costa Troubleshooting Guide
- 1 60 oz pitcher for cleaning machines

For the **second delivery**, coffee bean products will be sent to hotels prior to the installation date and will include.

- 1 cases of Costa Medium Roast
- 1 case of Decaf whole bean coffee

**Boxes delivered may have Coca Cola or Costa Coffee labels.**



Installation Checklist: Ensure the below has been completed on installation day prior to the BUNN tech leaving the hotel.



- ☐ Ensure BUNN installer take pictures post installation
- ☐ Are both machines functional and brewing
- ☐ Do both machines have the proper screensaver and brewing graphics displaying on the screen
- ☐ Confirm there is a hot water setting in both bean-to-cup machines
- ☐ Staff has had hands-on experience with running machine prior to tech leaving
  - ☐ Staff has gone through the process of brewing coffee across all the different settings (guest facing setting and hotel facing setting)
  - ☐ Staff has gone through process of removing and replacing filters
  - ☐ Staff has gone through process for daily rinse & weekly clean
- ☐ Hot water tower has been removed from the coffee station table
- ☐ Check that all Launch Kit materials were received

## Coffee Bean-to-Cup (B2C) Machine Placement on Counter

Bean-to-Cup machines will need to be placed to the right side of the coffee station to ensure MUST HAVE COFFEE signage is not being obstructed.

- This placement will cover the opening for the trash receptible:
  - Hotels will need to have a solution for a trash can near the coffee table.
  - Hotels can leverage another nearby trash can or they can purchase another trash can. Below are some options:
    - Simplehuman® Slim Open Trash Can, 50 Liter, Brushed Stainless Steel, 18.2Lx10.7Wx27.4H (MFG# CW1467) available from [Guest Supply](#) and [HD Supply](#)
- The Coffee Cup and Lid Organizer should be placed between the two machines
- Hotels will need to remove the hot water tower from the coffee station – It is no longer required



Note: If hotels leave the accompaniments on the table then, it can be placed on the left of the B2C machine below the “MUST HAVE COFFEE” sign.

## Required Guest Facing Signage



First set of signage will be provided by IHG to all hotels at no cost. Any additional signage needs is the hotels responsibility and will be available for purchase via the HH Global website.

Guest facing signage must be setup once collateral has been received and the Bean-to-Cup machines have been installed.

## Recommended Oatmeal Setup

Oatmeal is a required item on the Express Start Breakfast menu. Although hotels can serve either PC or Bulk Oatmeal, the team recommends transitioning to a bulk oatmeal setup as equipment is being adjusted during the bean-to-cup coffee rollout.

The bulk oatmeal kettle is included as part of your breakfast bar equipment package. If you have questions or issues with your kettle, contact April Shields at Core Concepts [ashields@coreconceptsinc.com](mailto:ashields@coreconceptsinc.com) for assistance.

Please refer to your Holiday Inn Express grocery list for product orders through Sysco or US Foods.

### Ingredients\*:

- 2 quarts of Quaker® Quick Oats
- 1 gallon of **hot tap water**



### Method:

1. Place the removable metal insert into the unit.
2. Turn the warmer's thermostat to the HIGH position.
3. Add 128 oz. of hot tap water and 2 teaspoons of salt to the warmer.
4. Bring water to a boil.
5. Stir oats into boiling water and stir. Return to a boil.
6. Set warmer to MEDIUM heat. Simmer 8-10 minutes, stirring occasionally.
7. Set warmer to LOW heat and cover. Allow to sit for 30 minutes until most of the liquid has been absorbed. Stir before serving.
8. Stir frequently throughout breakfast and add water as necessary when oatmeal gets thick.

\*A smaller amount of oatmeal may be cooked for lower volume days by using 1-part oats to 2-parts water.



All hotels that successfully complete installations will receive a \$1500 reimbursement; hotels who complete their Site Readiness in a timely manner will be eligible to receive an additional \$500.

| 1                         | INSTALLATION REIMBURSEMENT                                                                                                                                                                                                                                                                                                                  | 2                         | SITE READINESS INCENTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Overview</b>           | Hotels will receive a flat reimbursement of \$1500 after the successful completion of two bean-to-cup (B2C) machines installation in the breakfast area.                                                                                                                                                                                    | <b>Overview</b>           | Hotels who complete all Site Readiness work and get an approved Site Readiness survey within 30 days* will receive a Site Readiness incentive reimbursement of \$500.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Details on Process</b> | <ol style="list-style-type: none"> <li>1. IHG team will work with Costa team to validate that two bean-to-cup (B2C) machines have been successfully installed at the property.</li> <li>2. Hotels will receive a credit of \$1500 in their upcoming monthly franchise fee statement once a successful installation is confirmed.</li> </ol> | <b>Details on Process</b> | <ol style="list-style-type: none"> <li>1. Once the hotel's owner/Principal Correspondent signs the Participation Agreement, the Site Readiness Survey will be emailed to GMs</li> <li>2. Hotels will complete the necessary construction/site readiness work and submit the Site Readiness Survey back to Costa.</li> <li>3. Costa will review and approve the Site Readiness Survey. Hotels will be approved for additional \$500 Site Readiness incentive if they get an approved Site Survey from Costa within 30 days of receiving it.</li> <li>4. Hotels who qualify will receive their additional incentive as a credit of \$500 in their upcoming monthly franchise statement.</li> </ol> |

## Required Coffee Product & Cleaning Supplies

Hotels should implement the following ordering processes once the BUNN Sure Immersion 220 Bean-to-cup machines are successfully installed:

| PRODUCT                          | PRODUCT ID                                                                                                            | ORDERING GUIDANCE                                                                                                                                                                                           |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Costa Regular Whole Beans</b> | Manufacturer ID: #410139<br>Sysco: #7213243   US Foods: #1049812                                                      | Sysco or US Foods                                                                                                                                                                                           |
| <b>Costa Decaf Whole Beans</b>   | Manufacturer ID: #410136<br>Sysco: #7213241   US Foods: #1049813                                                      |                                                                                                                                                                                                             |
| <b>BUNN SI Filter Paper Roll</b> | Manufacturer ID: #50766.0001<br>Sysco: Single Roll - #7381816; Case (36 ct) - #7381815<br>US Foods #2243006           | Sysco or US Foods<br><br>Alternatively, hotels may send orders directly to <a href="mailto:eorders@bunn.com">eorders@bunn.com</a> using IHG account #10002711 to receive IHG Pricing (credit card required) |
| <b>BUNN SI Cleaning Tablets</b>  | Manufacturer ID: #42933.0002<br>Sysco: Special Order Single Bottle #731807; Case (2 ct) #7381822<br>US Foods #3621927 |                                                                                                                                                                                                             |

### Key benefits of the IHG Procurement Program:

- Aggressive pricing on all Brand Mandated Food & Beverage products
- Extended value - owners receive reimbursement checks monthly (sent from Foodbuy)
- Minimal fluctuation in pricing allowing you to better forecast your costs
- Full traceability on all purchases ensuring awareness of any applicable recalls
- Monthly price audits to guarantee you don't pay more than the contracted pricing



# US Holiday Inn Express: Coffee Meetings Solutions for Back of House

|                            | Option 1: 64 oz Thermal Carafes                                                                                                                                                                                                                                                                                                                                                       | Option 2: Single BUNN/Curtis 1.5 gal Back of House (BOH) Brewer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Option 3: Twin BUNN/Curtis 1.5 gal Back of House (BOH) Brewer                                                                                                                                                                                                                                                          |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Hotel Qualification</i> | <ul style="list-style-type: none"> <li>All hotels will be permitted to purchase the thermal carafes</li> </ul>                                                                                                                                                                                                                                                                        | <p>Will be provided by Costa to hotels with:</p> <ul style="list-style-type: none"> <li>Minimum of 750 sq ft and up to 1,999 sq ft of meeting space.</li> <li>Proof of coffee purchases for the last 12 months equaling a minimum of 50 cases or 660 pounds per year.</li> <li>Ability to maintain purchase volume year over year.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Will be provided by Costa to hotels with:</p> <ul style="list-style-type: none"> <li>Minimum of 2,000 sq of meeting space.</li> <li>Proof of coffee purchases for the last 12 months equaling a minimum of 60 cases or 800 pounds per year.</li> <li>Ability to maintain purchase volume year over year.</li> </ul> |
| <i>Process</i>             | <ul style="list-style-type: none"> <li>No waiver required.</li> <li>Hotels can order Bunn 51746.0001 from <a href="http://www.webstaurantstore.com">www.webstaurantstore.com</a> or also through various online retailers; costs may vary.</li> <li>Once carafes are obtained, then hotel team can leverage hotel setting in Bean-to-Cup machines to fill up the carafe.**</li> </ul> | <ol style="list-style-type: none"> <li><b>Hotel must submit waiver to request BoH brewer via GEM for standard #104497 within 14 days of receiving the Costa Coffee Participation Agreement</b> <ul style="list-style-type: none"> <li>Hotels must submit total square feet of meeting space when stating reason for the waiver.</li> <li>With waiver request, hotels must submit a statement from their coffee supplier detailing previous 12-month purchase history through Royal Cup or Costa</li> <li>IHG Team will review waiver request to confirm hotel meets qualifications and will provide decision.</li> </ul> </li> <li>If approved, IHG will submit approved waiver to Costa to schedule and coordinate BOH brewer setup           <ul style="list-style-type: none"> <li>Costa to send hotel site readiness for back of house equipment installation. Must have cold ambient water for back house brewers</li> </ul> </li> </ol> |                                                                                                                                                                                                                                                                                                                        |
| <i>Image</i>               |                                                                                                                                                                                                                                                                                                    | <p><u>Single Equipment Bundle</u></p> <div> <div> <p><i>Bunn Solution</i></p>  </div> <div> <p><i>Curtis Solution</i></p>  </div> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p><u>Twin Equipment Bundle</u></p> <div> <div> <p><i>Bunn Solution</i></p>  </div> <div> <p><i>Curtis Solution</i></p>  </div> </div>       |

# Meeting Solutions Training Videos

## Carafe Solution



## Bunn Solution



## Curtis Solution



**COSTA**  
TOOLS NEEDED

Sure Immersion 220

• Thermal Carafe

HOW TO MAKE A CARAFE OF COFFEE

NOTE:  
Coffee stays fresh and hot for about 2 hours. After 2 hours, please discard any leftover coffee and brew a fresh batch.

**COSTA**  
TOOLS NEEDED

BOH Bunn Brewer

- BASIC OPERATION •
- WEEKLY CLEANING •
- MONTHLY CLEANING •

NOTE:  
1. Coffee tastes best when it is brewed fresh and consumed within 1-2 hours  
2. Do not serve brewed coffee that has been sitting more than 120 minutes after brewing

**COSTA**  
TOOLS NEEDED

BOH Curtis Brewer

- BASIC OPERATION •
- WEEKLY CLEANING •
- MONTHLY CLEANING •

NOTE:  
1. Coffee tastes best when it is brewed fresh and consumed within 1-2 hours  
2. Do not serve brewed coffee that has been sitting more than 120 minutes after brewing

## Royal Cup Back of House Equipment Pick-up

### Post B2C Installation No BOH

Royal Cup will pick up equipment after the Bean-to-Cup machines have been installed.

### Post B2C Installation Approved for BOH

Royal Cup will pick up equipment after Costa Coffee BOH equipment has been installed.

## Additional Available Resources

All Costa Coffee Resources can be found on the Holiday Inn Express Hotel-in-a-Box Page  
*AMER F&B Holiday Inn Express will be updated with Costa info but all resources will live on Hotel-in-a-Box*

BUNN BEAN-TO-CUP  
MACHINE VIDEOS &  
TRAINING GUIDES

(\*ALSO AVAILABLE VIA  
QR CODE IN MACHINE)



COSTA COFFEE  
PROGRAM GUIDE

### KEY VENDORS & CONTACTS

**COSTA**  
COFFEE

**Costa Support**  
1-844-55Costa (1-844-552-6782)  
Account Contact: Ryan Showfety  
ryshowfety@coca-cola.com

**Sysco**

**Sysco and US Foods**  
Account Contact: Contact your  
Local Account Representative

**US.**  
FOODS

**IHG**  
HOTELS & RESORTS

**IHG Procurement Help Desk**  
askprocurement@ihg.com

For additional questions on the Costa Coffee Program, please email [HolidayInnExpressCoffee@ihg.com](mailto:HolidayInnExpressCoffee@ihg.com)

**Q: What do I need to do with my in-room coffee brewer?** Hotels should plan to **keep their in-room brewers in the guest rooms through Spring/Summer 2026**. IHG will send out communications to hotels regarding the in-room program later in 2025.

**Q: Will my hotel need a water filtration system for the Bean-to-Cup coffee machines?**

All hotels participating in the bean to cup program will receive a complimentary water filtration system to ensure you are serving the highest quality coffee possible to your guests.

**Q: When will I know which wave I'm in and my installation date?**

Hotels will be notified in November around which wave they will be in and when they can expect to see receive their Costa Participation Agreement. The Site Readiness Survey will be sent to GMs after the Participation Agreement is completed by the Owner or Principal Correspondent. Once the GM successfully completes the site readiness survey and it is approved by Costa, Costa will work with the hotel to schedule the installation.

**Q: Who is responsible for training my staff on the proper operation of the equipment?**

The equipment installer will review the full operation and troubleshooting needed for the operation of the equipment. In addition, collateral will be left with the hotel as a quick reference guide. Please ensure the General Manager, one Breakfast Attendant, and the Maintenance Engineer are present during the time of install to review the operation with the installer.

**Q: Who do I call if I have equipment issues or questions?**

Hotel will contact the Costa service line with any equipment issues at 1-844-55COSTA(1-844-552-6782). During the equipment installation, a QR Code will be on the screen and a sticker will be placed on the inside of each machine with the service contact number. Installation and service costs are covered by Costa.

**Q: My property requires construction in order to be Site Ready, what do I do?**

Once the Participation Agreement has been executed you will receive a Site Readiness Survey which you can share with your general contractor. Hotels will have 60 days prior to the start of their installation wave to complete construction and submit the Site Readiness Survey. An additional site readiness incentive will be provided to hotels if all site readiness work is completed within 30 days of receiving the site readiness survey. Construction updates should be minimal, but if there are questions or concerns, please email [HolidayInnExpressCoffee@IHG.com](mailto:HolidayInnExpressCoffee@IHG.com).

**Q: If my property does require construction will IHG cover the cost?**

Hotels will need to pay the general contractor directly for any construction work related to the bean-to-cup installation. Once IHG received confirmation from Costa that the installation at a hotel has been successfully completed, IHG will provide a \$1,500 credit on the hotels' upcoming monthly franchise fee statement.

**Q: Where do I order coffee beans and supplies?**

The hotel can reorder from Sysco or US Foods. Hotels must have an account set up with Sysco or US Foods to order the correct coffee product. Paper filter rolls and cleaning tablets can be ordered from BUNN online or from any online restaurant supply store (make sure you are ordering BUNN part #50766.001 for filter rolls, BUNN part #42933.0001 for cleaning tablets)

**Q: I've completed my bean-to-cup installation, and my back of house coffee brewer has been uninstalled. I previously used my back of house coffee brewer as the hot water source for preparing bulk oatmeal. What should I do now?**

With the removal of your hotel's back of house coffee brewer your hotel team may use water from the pantry sink. Please follow the operational best practices for preparing oatmeal found in the Express Start Breakfast® Quick Reference Guide.

**Q: Will my hotel receive training for the bean-to-cup machines?**

Yes, at installation the BUNN technician will provide thorough instructions and training on how to operate and maintain the bean-to-cup machines during the time of installation. There will also be a guide included in the launch kit and a QR code on the machine with additional training resources and videos.

**Q: If I no longer purchase my lobby coffee through Royal Cup, will I still use Royal Cup to purchase orange juice for the hotel?** Yes, please continue to purchase orange juice through Royal Cup.**Q: What do I need to do with my current Royal Cup coffee equipment?**

IHG will provide additional information about the pickup of your Royal cup machines at the time of installation. Hotel will need to carefully store the Royal Cup until pickup. Costa will be providing an additional Back of House brewer to a select group of hotels based on coffee purchase volume and meeting space.



# Costa Coffee QuickBase Emails Post Site Readiness Approval

## Email 1: Approved email notification

- Email sent from QuickBase once survey has been approved

## Email 2: Install notification

- Email sent from QuickBase when Installation date has been added
- Email to the customer providing install date, equipment and beans information
- Reminder to reach out to distributor to order Costa Coffee beans**

**Subject** New Coffee Equipment Utility - Approved

**Custom message**  
[Tips on creating a custom email message](#)

Normal Arial 12 A- A+ B I U S T<sub>x</sub> [Link] [Image] [Table] [List] [Source]

Hello IHG partners,

Thank you for submitting your survey for

[INN Code]

[Address]

[City] [State] [Zip]

We are pleased to inform you that your submission has been approved. Our team will be reaching out soon with further details regarding your installation date.

We will be shipping the below items to your address on file.

[Type Of Equipment] QTY:[Number of Units]

[Type Of Equipment 2] QTY:[Number of Units 2]

An initial order of Decaf and Medium Roast Beans.

Sincerely,

Your partners at Costa Coffee

**Subject** Costa Sure Immersion - Install Date Scheduled

**Custom message**  
[Tips on creating a custom email message](#)

Format Font Size A- A+ B I U S T<sub>x</sub> [Link] [Image] [Table] [List] [Source]

Hello [POC Name]

Your Costa Coffee Sure Immersion installation has been scheduled!

The Costa Coffee equipment installation will take place on [Installation Date] after breakfast rush.

We are shipping the below items to your address on file for your installation date. **Keep and secure** all items for the Service Provider to install. This will ensure to ensure the calibration and brand standards have been met by our certified Service Providers.

[Type Of Equipment] QTY:[Number of Units]

[Type Of Equipment 2] QTY:[Number of Units 2]

An initial order of Decaf and Medium Roast Beans.

**NOTE:** The beans for the installation usually last about 10 days. After the installation is complete and to ensure continuous supply of beans, it is recommended to order the same quantity of beans from your food service distributor (Vistar, US Foods, Sysco) to maintain sufficient stock at the hotel.

You will be contacted soon to confirm that you will be ready for the installation date and that you have received equipment and beans.

# Costa Coffee QuickBase Emails Post Site Readiness Approval

## Email 3: Customer Readiness notification

- Customer checks Yes - Ready or Not Ready on the email link, via QuickBase
- If no response or answer is "not ready" 5 days prior to install, PC will follow up on readiness with email or phone call.

**Subject** Costa Sure Immersion - Install Complete

**Custom message**  
[Tips on creating a custom email message](#)

Format - Font - Size - A- A+ B I U S Ix [List] [Link] [Image] [Table] [Code] [Source]

Inn Code: [INN Code]  
[Address]  
[City], [State] [Zip]

Thank you for partnering with Costa Coffee to install Sure Immersion equipment at your location. We are pleased to inform you that the installation was successfully completed on [Installation Date].

For service requests, please do not hesitate to contact Costa Coffee service line 1-844-552-6782 (Option 1) or email [costacustomer@costa.com](mailto:costacustomer@costa.com).

Thank you for your commitment to serving quality coffee!

Sincerely,  
Costa Coffee Team

## Email 4: Complete notification

- Email to the customer confirming installation has been completed

**Subject** Costa Sure Immersion - Confirm Readiness

**Custom message**  
[Tips on creating a custom email message](#)

Format - Font - Size - A- A+ B I U S Ix [List] [Link] [Image] [Table] [Code] [Source]

The Costa Coffee equipment installation will take place on [Installation Date] after breakfast rush.

We are shipping the below items to your address on file for your installation date. **Keep and secure** all items for the Service Provider to install. This will ensure to ensure the calibration and brand standards have been met by our certified Service Providers.

[Type Of Equipment] QTY:[Number of Units]  
[Type Of Equipment 2] QTY:[Number of Units 2]

An initial order of Decaf and Medium Roast Beans.

Please confirm you that you have recieved the equipment and coffee beans by clicking "Yes - Ready". If you have not received these items, please click "Not Ready".

[Yes - Ready] [Not Ready]

# Concerto Task Reminders

## 1<sup>st</sup> Task – Reminder to Sign Participation Agreement

- Task due date 2 weeks after participation agreements have been emailed

## 2<sup>nd</sup> Task – Reminder to complete site readiness survey

- Task due date 30 days after PA task deadline

### Example of Concerto Task: Reminder to Sign Participation Agreement

The screenshot shows a mobile application interface for a task reminder. At the top, there is a 'Back' button and expand/collapse icons. The main content area is divided into sections: 'From' (Holiday Inn Express Coffee Team), 'Contact' (HolidayInnExpressCoffee@ihg.com), 'Category' (Hotel Task), and 'Due Date' (October 29, 2024). Below this is a 'Progress' section showing 'Step 1 of 2' with a progress bar and numbered steps 1 and 2. The 'Status' section shows 'In Progress' with a dropdown arrow and a circular icon with 'HG'. The task title is 'Holiday Inn Express B2C Coffee Sign Participation Agreement'. The description states: 'Complete and submit Participation Agreement - must be signed and completed by Principal Correspondent (PC). Will be sent from @docusign.net email to PC's email.' At the bottom right, there is a blue button with a downward arrow.

< Back

**From**  
Holiday Inn Express  
Coffee Team

**Contact**  
[HolidayInnExpressCoffee@ihg.com](mailto:HolidayInnExpressCoffee@ihg.com)

**Category**  
Hotel Task

**Due Date**  
October 29, 2024

**Progress**  
Step 1 of 2

1 2

**Status**  
In Progress

HG

Holiday Inn Express B2C Coffee

Sign Participation Agreement

Complete and submit Participation Agreement - must be signed and completed by Principal Correspondent (PC). Will be sent from @docusign.net email to PC's email.

↓