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## Hilton Garden Inn unveils global brand 'refresh'

Hilton Garden Inn's new F&B enhancements include an open-display kitchen for cooked-to-order breakfast dishes.

**Hilton Garden Inn unveiled a comprehensive global brand refresh focusing on new food and beverage updates, new hotel prototypes for each region of the world and brand culture enhancements, anchored by a new global marketing campaign dubbed, "Simple Things on Another Level".**

The brand's refresh begins with new training, hotel-created advisory groups and an internal social network that empowers Hilton Garden Inn team members from all over the world to connect and learn from one another with their approach to guest service.

A revamped flexible hotel design approach provides six new, customisable hotel prototype options - one for each region of the world where the brand operates - empowering hotel developers to adapt to evolving guest preferences. Features of the new prototypes include increased natural light and pod-style check-in areas. Meeting spaces with multi-functional features will ensure the hotel can adapt to a wide variety of guest needs, from impromptu meetings to cocktail parties.

In the F&B realm, Hilton Garden Inn is building upon consumers' changing dining preferences with healthier and more on-trend menu choices, premium varietal wines, national and local craft beers, handcrafted cocktails and small plates. Key F&B enhancements include a new, open-display kitchen for signature cooked-to-order breakfast dishes, and a more social setting for restaurant and bar service. The latter includes an array of handcrafted cocktails, which will be complemented by small plates, dinner entrees and shareable desserts. In-room dining and fresh coffee from an in-room coffeemaker will continue to be available to all guests. Another element of the F&B refresh is enhancing 'The Shop', a 24-hour, 'grab and go' retail space offering a mix of healthy and fresh foods. Included are items such as fresh salads, locally-sourced food and craft beers, snacks and beverages, and a self-serve coffee bar.

As part of the campaign and refresh, the brand will also ask guests to Instagram and tweet their favorite menu item or drink using the hashtag '#HGIEatDrinkShareContest' for an opportunity to win Hilton Honors points.

"Simple Things on Another Level" is the brand's new, multi-million dollar global marketing campaign; the integrated television and digital campaign features American actress author Judy Greer. The brand will launch a series of videos featuring Judy Greer, helping consumers celebrate big life events such as promotions, weddings and birthdays.

The 720+ hotels in the Hilton Garden Inn portfolio are part of Hilton Honors, the guest-loyalty programme for Hilton's 14 hotel brands. Hilton Honors members who book directly through preferred Hilton channels have access to benefits, such as an exclusive member discount, free Wi-Fi and a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay.