

Sleep-Friendly Snacks Take Flight: Nightfood (\$NGTF) Announces P of C Test with Nestlé START and CO. & TAP Air Portugal

\$NGTF is Challenging Haagen Dazs and Other Leading Snack Brands in High-Margin Hotel Vertical

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/EINPresswire.com/ -- Sleep-Friendly Snacks Take Flight: [Nightfood, Inc.](#) (Stock Symbol: NGTF) Announces Proof-of-Concept Test with Nestlé START and CO. and TAP Air Portugal.

[\\$NGTF](#) is Challenging Haagen Dazs and Other Leading Snack Brands in High-Margin Hotel Vertical

□ 56,000 + American Hotels Can Now Support Guest Sleep and Wellness with Sleep-Friendly Nighttime Snacks

□ \$NGTF Snacks are Formulated by Sleep Experts to Nutritionally Support Better Sleep for America's 200M+ Nighttime Snackers.

□ Proof-of-Concept Test for Nightfood Cookies Commencing on TAP Air Portugal with Nestlé START and CO.

□ Rolling Into Major Chain Hotels Across the United States.

□ Sonesta International Hotels Corp., The 8th Largest Hotel Company in the US, Adds Nightfood Across Multiple Brands.

□ Nightfood is a Qualified Vendor of Choice Hotels International, One of the World's Largest Lodging Franchisors.



NGTF is Investable



Nightfood, Inc. (OTCQB: NGTF) is pioneering the category of sleep-friendly nighttime snacking. NGTF is building distribution relationships with some of the largest hotel companies in the world. In addition to recently-announced distribution in multiple chains within the Sonesta International Hotels Corporation system, Nightfood is now a Qualified Vendor of Choice Hotels, one of the largest hotel companies in the world. NGTF's sleep-friendly ice cream can also be found in select locations of international hotel chains such as Courtyard by Marriott, Holiday Inn, Holiday Inn Express, Hyatt House, Fairfield Inn, Candlewood Suites, SpringHill Suites, and many more.



The image shows a collection of Nightfood products, including a tub of Sleep-Friendly Ice Cream and a box of Sleep-Friendly Cookies. To the right, a blue banner reads "what you eat before bed matters!" with a subtext: "Sleep experts formulated Nightfood for guilt-free nighttime snacking with a sleep-friendly nutritional profile." Below the products, the text "NGTF Nighttime Snack Leader" is displayed. The Choice Hotels logo is prominently featured, consisting of a stylized orange and yellow 'C' followed by the word "CHOICE" in large, bold, grey letters, and "HOTELS®" in smaller, orange letters below it. At the bottom of the graphic, the hashtags "#Nightfood #ChoiceHotels \$NGTF" are listed.

Over 80% of Americans snack regularly at night, resulting in an estimated 700 million nighttime snack occasions weekly, and an annual spend on night snacks of over \$50 billion. The most popular choices are ice cream, cookies, chips, and candy. Recent research confirms such snacks, in addition to being generally unhealthy, can impair sleep, partly due to excess fat and sugar consumed before bed.

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Sean Folkson, NGTF CEO

NGTF sleep-friendly snacks are formulated by sleep and nutrition experts to contain less of those sleep-disruptive ingredients, along with a focus on ingredients and nutrients that research suggests can support nighttime relaxation and better sleep quality.

With an estimated 56,000 hotels across the United States, national distribution in the high-margin hotel vertical is expected to lead to profitability, consumer adoption of the sleep-friendly nighttime snack category, and a strategically defensible position from which category leadership can be maintained.

□ Nightfood Cookies to be Offered as Proof-of-Concept Test on TAP Air Portugal with Nestlé START and CO.

On April 4th NGTF announced that Nightfood sleep-friendly cookies will be available as an

amenity on TAP Air Portugal overnight flights from Miami to Lisbon as part of a proof-of-concept phase between NGTF and Nestlé START and CO. Iberia.

TAP prides itself on staying ahead of consumer trends and meeting the nutritional needs of their passengers. The airline recently updated their offering of special meals for passengers. And now TAP will be the first airline to support better rest for passengers on overnight flights through sleep-friendly snacking.

During the test period, TAP flights from Miami to Lisbon will be stocked with NGTF cookies as a passenger amenity. The individually wrapped 25-gram NGTF sleep-friendly chocolate chip cookies contain a QR code and web address that passengers can visit to fill out a short survey, including questions about their nighttime snacking behaviors when not traveling.

NGTF was a finalist in the Nestlé START and CO. 2022 program and was selected to move to the proof-of-concept phase. START and CO. 2022 is the 4th edition of an initiative that results from a partnership between Nestlé and Nova School of Business and Economics, and the objective is to identify and select startups that want to grow by exploiting synergies and thus create new paths and future businesses in partnership with Nestlé.

The data collected will be used by Nestlé START and CO. and NGTF to evaluate consumer attitudes related to nighttime snacking and sleep-friendly nighttime snacks on both sides of the Atlantic Ocean and to identify potential opportunities for partnerships and/or international expansion of the Nightfood brand.

The test is expected to begin on April 10 and last approximately six to eight weeks.

□ Nightfood Announces Choice Hotels Qualified Vendor Status

On March 16th NGTF announced its Qualified Vendor status with Choice Hotels International, Inc., one of the world's largest lodging franchisors. Under this agreement, NGTF sleep-friendly ice cream and cookies will be promoted to Choice franchisees for inclusion in hotel lobby marketplaces, and, potentially, as guest amenities.

The Choice Hotels portfolio expanded in 2022 to 22 brands and nearly 7,500 hotels, representing nearly 630,000 rooms, in 46 countries and territories. Choice's brands include Comfort Inn®, Comfort Suites®, Quality®, Clarion®, Clarion Pointe™, Ascend Hotel Collection®, Sleep Inn®, Econo Lodge®, Rodeway Inn®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Everhome Suites®, and Cambria® Hotels.

"There's a wellness trend sweeping over the hotel industry," commented NGTF CEO Sean Folkson. "Having sleep-friendly snacks available for guests' nighttime snacking is a simple yet meaningful way for hotels to support wellness at an important touchpoint. Nightfood is honored to be aligned with Choice, their brands, and their franchise partners.

□ Nightfood Teams Up with Sonesta International Hotels Corporation to Offer Sleep-Friendly Snacks Across Multiple Hotel Brands

On March 13th NGTF announced that Sonesta International Hotels Corporation is the first hotel company to introduce sleep-friendly Nightfood ice cream pints across multiple brands. Sonesta is launching NGTF into approximately 160 managed Sonesta Select, Sonesta ES Suites, and Sonesta Simply Suites properties nationwide during Sleep Awareness Week beginning on March 12, 2023.

Sonesta is the eighth largest hotel company in the United States, with approximately 1,200 properties totaling 100,000 guest rooms across 17 brands in eight countries. This launch is part of Sonesta's ongoing corporate-level commitment to guest sleep and wellness.

"At Sonesta, we recognize sleep is the foundation of wellness and we're excited to make Nightfood sleep-friendly ice cream pints available in lobby markets at select properties to satisfy our guest's cravings for a sweet treat before bedtime that won't disrupt their sleep," said Elizabeth Harlow, Chief Marketing & Brand Officer, Sonesta. "We're delighted to provide our guests the option to choose a Nightfood sleep-friendly snack that contains less sugar than traditional ice cream while formulated to support better sleep across Sonesta Select, Sonesta ES Suites, and Sonesta Simply Suites managed properties nationwide."

"High-sugar and high-fat snacks before bed, in addition to being generally unhealthy, can impair sleep quality. With Nightfood, Sonesta is offering better choices when it comes to the most popular nighttime snack options. I commend Sonesta for adding sleep-friendly snacks and enhancing guest satisfaction by safeguarding the quality of their sleep," said Dr. Michael Grandner, Director of the Sleep and Health Research Program and Assistant Professor of Psychiatry, Psychology, Medicine, and Nutritional Sciences at the University of Arizona, and Nightfood advisor.

"Wellness is a major focus of the hotel industry and today's modern traveler. Nightfood is a great way for hotels to support guest wellness because nighttime is when cravings peak for calorie-dense foods and when people are most likely to succumb to unhealthy choices," commented Sean Folkson, NGTF CEO. "It's exciting to see how enthusiastic the entire Sonesta team is to provide innovative options supporting their guests' sleep wellness."

The first phase of the roll-out across the three Sonesta-managed brands features NGTF Nightfood ice cream pints in Cookies n' Dreams and Midnight Chocolate flavors available for purchase in hotel lobby markets.

NGTF recently launched sleep-friendly cookies and has ice cream sandwiches, chips, and other snacks in the development pipeline. Sonesta will explore adding other NGTF snacks nationally throughout 2023 and beyond to its market offerings.

□ Sleep-Friendly Nightfood Ice Cream Pushes Haagen Dazs in Head-to-Head Hotel Lobby Sales

On December 5th NGTF announced that independent Impulsify sales data show Nightfood ice cream pints continue strong relative unit sales in hotel lobby snack shops. During November, NGTF sold 42% of all pint unit sales in the 29-hotel data set and outsold Haagen Dazs in 38% of the hotels.

Impulsify is an industry leader in hotel marketplace intelligence, compiling real-time proprietary retail sales data from millions of hotel retail transactions rung into their point-of-sale solutions. This sales data is used within the industry to identify emerging trends, and best sellers, and to optimize product mix in lobby shops.

For More Information on NGTF: www.nightfood.com

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