

Sleep Friendly Snacks Pioneer Nightfood (Stock Symbol: NGTF); New Tests with Nestlé START, TAP Air Portugal & Sleep Inn

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

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EINPresswire.com/ -- Sleep Friendly Snacks Pioneer Nightfood, Inc. ([Stock Symbol: NGTF](#)) Announces New Tests with Nestlé START and CO., TAP Air Portugal, and National Hotel Chain Sleep Inn

□ [\\$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.

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“It’s exciting to see how enthusiastic the entire Sonesta team is to provide innovative options supporting their guests’ sleep wellness”

Sean Folkson, NGTF CEO

□ National Hotel Chain Sleep Inn is Piloting Sleep-Friendly Nightfood Cookies as Guest Check-In Amenity.

□ Nestlé START and CO. and TAP Air Portugal Launched Nightfood Proof-of-Concept Phase in April 2023

□ Rolling Into Major Chain Hotels Across the United States.



NGTF is Investable



□ 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.

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 under the Sonesta International Hotels Corporation umbrella, Choice Hotels, one of the largest hotel companies in the world, recently announced Nightfood cookies are being piloted as a check-in amenity at their Sleep Inn properties. Sleep Inn is a national midscale hotel chain with a focus on guest sleep and well-being, which includes over 400 locations in the United States.


NGTF's sleep-friendly ice cream can also be found in select locations of other international hotel chains such as Courtyard by Marriott, Holiday Inn, Holiday Inn Express, Hyatt House, Fairfield Inn, Candlewood Suites, SpringHill Suites, and many more.

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.

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.

□ Sleep Inn Previews Next-Generation Prototype Emphasizing Modern Design and Guest Wellbeing Including Nightfood Brand Healthy Snacks




WHAT YOU EAT BEFORE BED MATTERS...

what you eat before bed matters!

Sleep experts formulated Nightfood for guilt-free nighttime snacking with a sleep-friendly nutritional profile.

NGTF Nighttime Snack Leader



#Nightfood #ChoiceHotels \$NGTF

Choice Hotels International, Inc. (NYSE: CHH) recently announced that NGTF sleep-friendly Nightfood cookies are being piloted as a free check-in amenity at Sleep Inn, a national hotel chain. Choice is one of the largest lodging franchisors in the world with nearly 7,500 hotels worldwide. Choice's Sleep Inn chain has more than 530 hotels open or in the pipeline.

NGTF previously disclosed that distribution as a give-away amenity in a national hotel chain would be expected to deliver the revenue equivalent of retail distribution in thousands of hotel lobby markets. NGTF management expects amenity distribution to result in high consumer trials and rapid growth in awareness of the Nightfood brand and the nighttime snack category.

It was also previously announced that NGTF had established Qualified Vendor status with Choice Hotels.

With an estimated 56,000 hotels across the United States, NGTF management believes that expanding distribution into a significant number of those hotels can lead to profitability, consumer adoption of the nighttime snack category, and a strategically defensible position from which category leadership can be maintained.

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.

□ 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 its passengers. The airline recently updated its 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.

□ 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.

For More Information on NGTF: www.nightfood.com

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