

Cambria Hotels Pilot Cold Brew and Nitro Coffee Program at Select Properties

ROCKVILLE, Md., March 7, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's leading hotel companies, today added nitro brew and cold brew coffee in select Cambria hotels across the country as part of a six-week pilot.

This pilot enhances the Cambria brand's distinct experiences and simple, guilt-free indulgences that allow guests to treat themselves while on the road. Cold brew continues to gain popularity, as Americans are ordering cold brew in record numbers, with demand growing 340 percent from 2010 to 2015, according to research firm Mintel.

Three Cambria hotels – Cambria Hotel Los Angeles – LAX in Los Angeles, CA, Cambria Hotel Madison in Madison, Wisc., and Cambria Hotel White Plains – Downtown in White Plains, NY, – are piloting the nitro and cold brew coffee.

The hotels will also create signature coffee cocktails, using cold brew and nitro brew, into unique mixtures inspired by the surrounding city.

Cold brew is coffee brewed with room temperature or cold water over a 12 to 24-hour brew time, giving it a smoother, deeper flavor. Unlike regular hot brewed coffee, cold brew is never exposed to heat. Nitro brew is cold-brew coffee infused with nitrogen gas that creates a creamy stout-like effect served straight from the tap.

About Cambria Hotels


Cambria® Hotels are designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are now 38 Cambria properties open across the United States, and there are more than 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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