

## Tea is an absolute must for coffee shops - but it must be prepared and served properly!

A recently observed scene in Berlin: "a black tea to take away please" says the young man in his late 20s. "Certainly, that's 2.60 Euro please" answers the barista and blindly makes a grab for a take-away cup. The water sizzles through the nozzle into the cup. The shiny, white, pyramid-shaped tea bag is skillfully placed in the container. The man then stands at the service point and dunks the tea bag into the hot water a few times. The stirrer is used to expertly squeeze the tea bag with the aid of the string. The string breaks off and a frustrated "hmmmm" is audible. The man can then be heard swearing under his breath as he uses his finger to fish out the tea bag and throw it into the bin.

After a further twelve customers have come and gone, a woman in her early 40s comes in and orders an herbal tea. The barista starts taking a tall, thin tea glass from the shelf until the customer says "I'd like a large cup please". She takes a seat and allows the tea to brew for enough time. The woman also tries to use the string and the spoon to expertly strain the teabag until, once again, the string breaks off.

Although the sales have increased significantly in recent years, tea and its preparation are still underestimated by many coffee shops. There are new packages, new varieties of tea, new target groups including the "tea-to-go customer" – all of this means changes need to be made. Here are some tips for tea:

**Tip 1:** For on-premise consumption, use thicker-walled tea mugs with handles and approx. 300ml capacity.

**Tip 2:** Decide whether you want to use loose leaf tea with strainers or tea bags.

**Tip 3:** If you do decide to use tea bags, pick the classic variety with long strings and make sure the strings are strong enough.

**Tip 4:** For take-away customers, choose fine cut teas so that the aroma can develop quickly.

**Tip 5:** Always have the most common varieties available: black teas (Assam, Darjeeling, Frisian mix), herbal teas, green tea, chai tea, rooibos tea, Earl Grey.

**Tip 6:** Pay attention to the temperature of the tea: boiling water for on-premise consumption (apart from for green tea) and hot water for take-aways.

**Tip 7:** Try to offer organic teas, when possible, as this highlights your competence in teas.

To find more tips and inspiration for the special German coffee, snack and bakery market, check out the recently published [TrendBOOK](#) on the [GA-Trendagentur homepage](#).

