

# Revolution in Product Presentation

Hannover. It's a Tuesday morning in a typical American-style coffee bar, the clock is approaching 11.30am. Five customers are waiting patiently at the end of the queue. First of all the customers use the waiting time to have a "quick" look in the three-storey snack display before they glance into their smartphones or carry on their conversations. The first shelf of the snack display counter has six rectangular porcelain plates, each of which has one or maximum two "filled snacks" on it. The second level has five square plates. There are four muffins each on two of the plates, on the remaining three there is a mix of croissants and raisin buns that have clearly been in the oven too long. The lowest shelf has two American Cheesecakes, one of which is still wrapped in plastic film.

**All the customers are only ordering hot drinks.** The average spends of these customers was around €3.80. What a shame! As research has shown, the average spend in a coffee bar should be over €5.00. The reason that no customers reacted to the

range of snacks in our snapshot could well lie in the fact that the "poor" presentation of the wares emphasised a "lack of competence" in food. Furthermore, another possible reason could be some confusion in the decision-making phase for the shop fitting - one gets distracted by the frequent use of three-story counters without considering the success factor of sales.

**Tip 1:** "Natural materials" are in! Use a base panel for the counters that reflects natural materials such as wood, bamboo or slate.

**Tip 2:** "Product pressure" – put the products as close as possible together so that a whole surface of products can be seen without gaps.

**Tip 3:** Order the snacks in rows "by type" as an aid to quicker visual orientation by the customers.



**Tip 4:** “Displays of colour” – Make sure that each row is visually appealing in a different way to signalise “a variety of products” to the customer. This is easily done if you put a row of bagels, for example, next to a row of ciabatta.

**Tip 5:** “Fresh impulse” – The simplest way to achieve associations with freshness in your Snacks is to put additional vegetables in the counter. In the “sweet” area, the same applies but the fresh impulse should be signalled through “fruit”, for example on the Blueberry Cheesecake. These stimuli can also be used to fill up gaps in the product presentation.

**Tip 6:** Use single-level counters in the shop fitting and place these directly at the order counter. In addition to the larger base area, additional etageres and the like can

be fitted. Increases in heights help to bring one or two products purposefully into the spotlight. No gaps should be visible on these raised plates either, however, and there should be at least four items of each type on display.

The coffee and snack businesses who worked with this concept were able to double their food share and significantly increase the average purchase per customer. Good luck!

**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](#)**

