

Simple Tricks to Try Yourself

Some ideas are simply so beautiful, efficient or creative that they just have to be copied. It's time to be inspired!

Encourage sociability. Many customers enjoy the sociability of a coffee shop in our ever more anonymous world. It is here that friends are strangers gather together to pass away the time with a coffee. This sense of community is further strengthened by a so-called "Community Tables" like the ones we discovered recently in a new Starbuck's concept store in Amsterdam. If there is enough room, large tables not only allow space for larger groups but also bring strangers together who would otherwise sit separately – you have the sense of being part of a large family!

Bring freshness into your decorations. Whether it's rustic style, Scandinavian minimalism or timber design – almost any coffee shop interior can be enhanced with a bouquet of freshly cut flowers. We saw some very good examples in Frankfurt am Main recently. Regularly changing, colorful flowers give a homely feel to an otherwise plain counter. Clever entrepreneurs ask

their florist of choice for a discount and offer in return to place business cards or other information about the source of the flowers nearby.

Provide ideas for gifts. Especially before Christmas but also before plenty of other festivities and occasions, customers are always on the lookout for suitable gifts. Many specialty roasters are fully aware of this and put together special gifts ideas in attractive packaging. The Rösterei van Dyck in Cologne, for example, combines a 250g package of organic espresso roast with two branded espresso cups. The gift box made of wood emphasises the high quality of the products and highlights the company policy of sustainability.

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](#).