



TrendBOOK Review from Coffee Business

Director of GA-Trendagentur – Specialist for Coffee, Snacks & Bakeries - Author of GA-TrendBOOKS

An Eye for Trends. Regular readers of Coffee Business will be aware of Ludger Schlautmann already. A marketing expert and trend researcher from the GA-Trendagentur, Schlautmann regularly reports on new developments in this magazine. Not only does he report on coffee products but also on the branch as a whole. Our readers can profit from the GA-Trendagentur's 12 years of experience consulting businesses and researching trends. Once again, the compendium of knowledge been collected into a new yearbook – the TrendBOOK 2017!

Compendium. The print edition of the book is divided into an English and a German section. The 164-page book is also available as a download. The most important trends for various product groups are divided into 12 chapters including snacks, bread, coffee and cakes. The book also covers additional overarching topics such as target group analysis and city planning. As he emphasises, “the key question at the end of the day is which trends are going to be successful for your own business”.

Core Competence. Schlautmann advises that there is undoubtedly a trend toward individual concepts, toward specialists and for this reason

he has an important tip for everyone: customers do not want to eat cake at a fish restaurant or hotdogs at a burger bar. The trend is to showcase your core competence - and this is excellent coffee, appropriate snacks and great cakes. The book offers insights into exciting and promising products for the market for the coming year. The spontaneous photographs snapped by Schlautmann during his trips across four continents often show the many varieties of a particular product. Upcoming trends in fine pastries and confectionery are, for example, lemon curd and crumbs. These products should not be perfectly styled, however, as little differences create that home-made “just like grandma's” look.

For the coffee branch, the TrendBOOK is essential reading and offers plenty of hot tips. One of these is an exciting new brewing method from the USA and Asian, which gives customers a visual treat.

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The TrendBOOK 2017 is available an e-book at <http://ga-trendagentur.com/language/en/product/ga-trendbook-20162017-download-2/>