



Snack Trends for 2018

Bakery and coffee shop expert Ludger Schlautmann knows exactly where the trends in filled snacks are heading this year. In this interview, he explains how snack sellers can better position themselves for the current trends.

Let's start with the basics: rolls. Are there new trends here?

Schlautmann: Generally, more creativity is called for. So it's less about using brand new ingredients and rather more about better using existing ones, for example a pumpkin seed roll with Gouda. The aim is to bring together baked goods and fillings in such a way that the flavours complement each other perfectly. Spelt products are definitely on their way up. Narrow baguettes (Flûtes od Ficelles), often made from French flour, are trending, as are bagels.

But aren't bagels difficult to produce as you need to boil them quickly before baking?

Schlautmann: You don't need to faithfully reproduce the traditional method, you can simply bake them in a ring shape – these are the type of bagels customers expect in bakeries. Lye bagels in particular are becoming more popular. Due to their shape, it's advisable to change up the fillings and take, for example, Cheddar or goat Gouda instead of the usual Gouda.

What is happening with the cheaper staples from the snack category, say the ones tradesmen would usually go for?

Schlautmann: The staples are always going to be there! High-quality snacks are in addition to these staples and are there to attract a specific target audience. The half-rolls are experiencing a renaissance at the moment and bakers have the choice of which direction they would like to go in: either they can focus on mass with simple toppings for prices like 1.20 Euro or they can go for the premium sector. If they prefer the higher quality, they can choose Mett (raw pork sausage) from Bentheim wild hog served on half a rye roll. Another alternative is egg with black pepper and rocket on half of spelt roll. The price is give or take 10c away from the price of a whole filled roll. Creations like these are very different to those served in the 1970s.

Half rolls are usually eaten in-house and are therefore a good choice for your breakfast offerings. Placing a selection of half rolls on a étagère is a nice option for a shared breakfast.

Speaking of Mett, how is the trend for vegetarian or vegan snacks going?

Schlautmann: Vegan is no longer a hot trend and sales are declining. The demand for vegetarian snacks remains, however, and this is experiencing a slight growth year on year. The bestsellers in this area are cheese and egg. Grilled vegetables are not doing so well but tomato-mozzarella remains popular. You can refine this snack further with a helping of some special pesto.

You've mentioned rocket a few times...

Schlautmann: Rocket is definitely on the up, as is lamb's lettuce. Cucumber is staying but tomato is out. Of course there are still plenty of snack sellers who work with this mostly flavourless fruit but it is no longer in trend – if you are trying to stand out from the rest.

And what about spreads?

Schlautmann: Tartar sauce is no longer up-to-date, the only time it's still a must is in combination with egg. Butter and cream cheese are rather in demand, or even an avocado spread.

Your final tip?

Schlautmann: Making your toppings and filling more exciting, focus of enhancing the flavours! Use rolls with a good flavour profile, complement a creamy Camembert with walnuts or Iberian ham with a drop of exclusive olive oil. It's all about winning younger, discerning customers and to sending out positive signals about your own snack competence!



Good luck! For further impulses and new trends on the special German bakery and snack markets, check out the recently published TrendBOOK 2017 on www.ga-trendagentur.com