



## Upgrade your Sortiment - Part One Savoury Snacks!

Snacks are vital for modern bakeries: they're considered a revenue guarantee and attract different target groups. Other take-away snack providers have also recognised the lucrative snack plus accompanying hot drink business. Gas stations, independent snack vendors and now even supermarkets are jumping on the wagon.

So how can a bakery position itself with its core competence in this highly competitive market? Which snacks do you definitely need and which supposed trends can be confidently left behind? Here are the most important tips for an appealing snack selection.

**Relaunching the Half-Rolls.** Some snack providers may see the half-roll as a nightmare product: it could mean more work, less available space in the counter and potentially fewer sales. Up to now, only the ground pork variety of half-roll, the "Mettbrötchen", has been readily available (for example in bakeries) but other variations are now making a comeback. The creative presentation of ingredients is the unique selling point for the new generation of half-rolls, which distinguishes them from those traditional half-rolls served before 1970. On the whole, this trend makes the counters of snack providers appear much more colourful. Bear in mind that it's important to use cardboard and wax paper to serve the take-away varieties. So far it was observed, however, that most were eaten in-house and a serviette was placed directly on the plate next to the half-roll. Another alternative is to serve a variety of half-rolls on a stand to have as a shared breakfast.



(1) Spelt half-roll with boiled egg, a small amount of tartar sauce, pepper and rocket is another alternative, particularly as egg is one of the most popular fillings in Germany. But make sure they are regional and free range. (2) Cheese half-roll with rye bread and half a cherry tomato is rather a weak attempt. A wholegrain half-roll with tomato, mozzarella and pesto (3) is a bold variant of the classic half-rolls from the 1970s. The prices, for example 2.50 EUR for (3), represent the chances to increase the per capita spend. Based on customer behaviour, these new half-rolls are mostly consumed by target groups in their mid-twenties to late-fifties. Often these snacks are found in coffee-bars, cafes and variants of cafes with an alternative touch and distinct social competence. (4) The half-roll with "Mett" is now advertised with ground wild boar meat from Bentheim and served with onion rings made from shallots and a rocket garnish.

**The topsellers of the relaunched half-rolls were "Mett", egg and cheese. Dry-cured ham (with a couple of drips of olive oil), salmon and different varieties of salami, such as fennel salami, should also have good chances.**

**Seeds, Rocket and Cheese.** There is no doubt that cheese is the sandwich topping with the highest sales but opportunities and trends are to be found rather in the alternatives to the popular gouda. Using cheddar, emmentaler, camembert, blue cheese and goat gouda demonstrates a snack professional's competence and, in turn, their individuality. The taste profiles of the toppings should be subtle and natural, tartar sauces shouldn't really be used here. The classics, like butter and cream cheese, are more in demand. The standard rolls, bagels and baguettes should have a flavourful character. Roasted pumpkin seeds, a fine sweetness from sesame seeds and the flavour character of rocket are harmonious additions. Generally, rocket salad seems to have found a new home in the snack market.



(5) Cheese remains a hit but alternatives to gouda have been neglected up to now, however. There is potential in this area. (6) Baguettes with caraway seeds, sea salt, cheddar and rocket. (7) Exciting creations with rocket or lamb's lettuce are trending.

**Vegetarian and Vegan.** Although the hype surrounding vegan snacks has recently slowed down, the trend for vegetarian snacks continues on. The target group of vegetarians is also far larger than that of vegans. Nevertheless, the take-away market is also concerned with messages. These messages signal to customers how up-to-date and hip a provider is through new, innovative and creatively flavoured snacks. Tomatoes, cucumber, egg and cheese dominate the vegetarian varieties. Onions (shallots) are making ground but their use in snacks is also limited, in a similar way to garlic. The target group of business people particularly avoid strong-smelling toppings.



(8+9) Vegetarian or vegan. Significantly more customers order vegetarian snacks than the vegan varieties. Combinations of cheese, tomato and cucumber are in demand and rocket and shallots are proving popular.

**The Sandwich Struggle.** A lot of effort is going into trying to make the sandwich, the “Butterbrot”, a socially acceptable filled snack in Germany. Bakers could potentially attribute any rise in sandwich sales to their competence in bread, especially as they have had to endure painful losses in recent years due to discounters and grocery stores. So the sandwich might be a way to bring new momentum into the bread business. In the snack market, however, the

sandwich is having a hard time. The only sandwich with reasonable turnover was the egg sandwich.

**Renaissance of the “Strammer Max”.** The generously-portioned bakery snack is experiencing new popularity. The “Stammer Max” is a classic German snack and generally consists of fried eggs on top of an open ham sandwich with a salad garnish. The new, innovative companion is called “Käse-Max” (cheese-max) and is served with a mild gouda or a hearty cheese with fenugreek seeds. A further alternative could be a “Max” with turkey, for example. Like the baguette, the “Strammer Max” is an all-day snack.



(10) Sandwiches can bring new momentum into the bread business. They are generously and freshly topped, for example with cress, radishes, rocket and parmesan. (11) New styles of canapes with plenty of ham from Iberico pork, refined with a drop of the finest olive oil. A stand can be used to present the products nicely. (12) A long-time bestseller is the "Strammer Max" with fried eggs.

**The Lunch-Time Snack.** Warm midday bread snacks are often pizza-like products. Here we mean doughs baked and topped like a pizza with cream cheese, tuna and onions. The common toppings also include classics like ham, salami, tomato-mozzarella and recently creations with Serrano ham and rocket, mushrooms or high-quality chanterelles are appearing. Such baked snacks are primarily eaten between 12pm and 2pm. Aside from these baked snacks, consumers expect bakeries to offer filled baguettes, salads, quiches and generously filled triangular shaped rolls made from croissant dough and dipped in lye before baking, called “Laugenecken” After the lunch business is over, it calms down. Demand for the classic filled rolls starts up again at around 4.30pm.

Tip: Make sure you have all the most common roll varieties available: crispy rolls, seeded, lye, cheesy rolls and baguettes and ciabattas backed with oil. Likewise, you should have the most popular toppings such as cheese, ham, salami and egg.

**Good luck! Come back next week for part two where we will be looking at the sweet snack market and the easy steps bakeries can take to attract customers and improve their sales.**

**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](http://www.ga-trendagentur.com)**