



Upgrade your Sortiment - Part Two Sweet Snacks

In the first part of our series we looked at savoury snacks. Those with a sweet tooth will enjoy this instalment: we'll be showing you the latest trends in sweet snacks.

Sweet baked goods attract the most customers and bakeries cannot do without them. In general, sweet snacks at bakeries are all the small products you eat between meals, for dessert or specifically ones you enjoy with coffee, tea or hot chocolate. GA-Trendagentur has confirmed that these are the items that attract the most consumers. But what snacks does the baker of tomorrow need to offer? After all, sweet snacks are available at every gas station, supermarket and in the numerous coffee outlets.

In this article you'll find tips and inspiration to stand out from the competition and make your sweet snacks your unique selling point. The wheel doesn't need to be reinvented, simply refined.

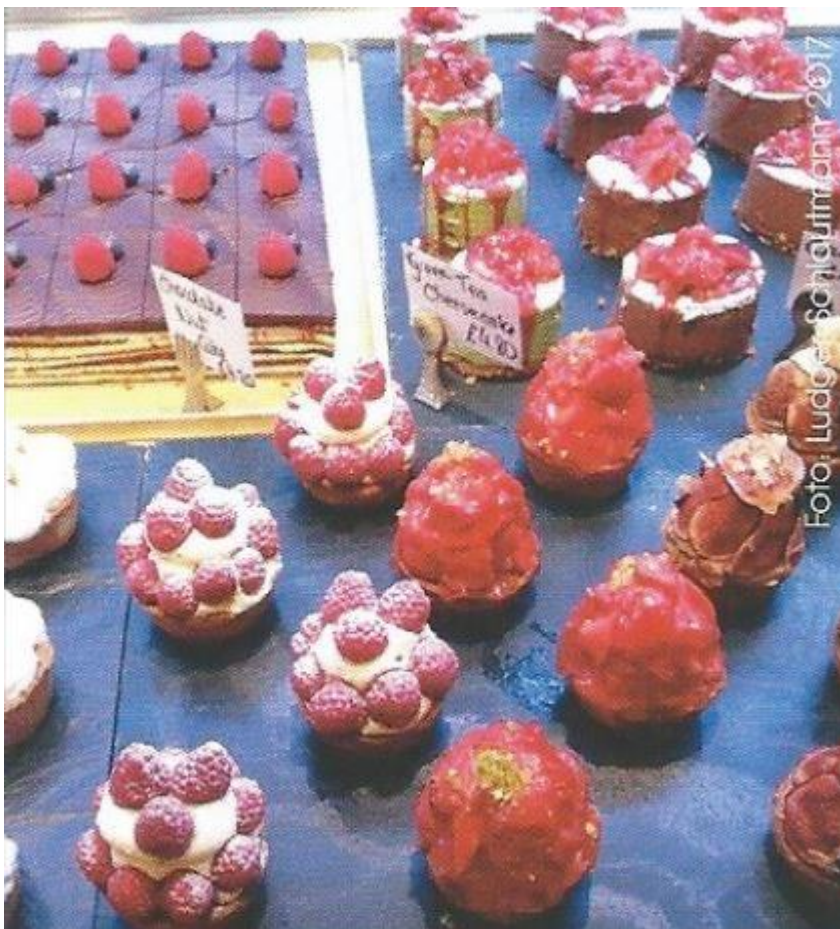


Brownies - make sure they're moist! These small, ca. 10cm squared snacks are a favourite of the target groups under 50 and are already an integral part of the bakeries of tomorrow. The

challenge lies in baking these treats in such a way that they stay moist for a long time. After they've been cut into manageable sizes, it's fine for them to dry out a bit at the edges. They should stay moist on the inside, however, and of course sweet. Especially the female target groups like this texture and sweetness. The bestselling product is the "Triple Choc Brownie", followed by the "Choc and Cashew" or "Choc and Walnuts". Another hit for consumers is when you can still find big chunks of white chocolate in the chocolate brownies.

Tip: American-style bakery has been a trend in German bakeries for years. To stand out from competitors, it is worth experimenting with exotic or fashionable ingredients.

Another new trend is muffins generously spread with a type of marshmallow crème. This crème can then be refined with various toppings: chocolate chips, smarties, sprinkles, caramel or a swirl made of fruit sauce. It won't take you long as a trend baker to grab attention with these.



Variety stimulates customer spending. According to our field studies, an exciting choice of products not only attracts new customers into stores but also noticeably increases the sales of the core products. For this reason, the products can be a bit finer. As GA-Trendagentur has established, customers like to be impressed. Create small works of art so that your customers credit you with even more competence. Fine decorations convey an extra touch, much to the enjoyment of many pastry chefs.



Classic Crumble Tarts. Every baker should feel comfortable with apple, cherry or crumble cake. A trendy variation is the sweet, moist crumble cake in the form of a tarte. English names like “apple”, “cherry” or “cheese-crumble” awake curiosity in the targets groups up to around 50 years of age. The bestsellers had a base made from pressed crumble, were moist and tasted nice and sweet.



Standard products, but a little less dry. Although the term “standard” often leaves a “boring” impression, the products which consumers describe as “standard” are a must in bakeries. This includes ring and jam donuts, sweet raisin rolls and especially Danish pastries. Aside from the expectation for snacks to be moister, consumers expect a strong sweetness. The most successful Danish pastry fillings with crèmes and blancmange are also interesting for younger target groups. Vanilla flavour is the most popular on the German market. Sweet fruit fillings include apple, cherry, and trendy fruit purees such as blueberry or lemon curd.

Standard products are vital but that doesn't mean they have to taste run-of-the-mill. Standard products should taste sweet and be moist.

Buns. Consumers say that buns taste like sweet raisin rolls. Like the rolls, the original buns are rolled into “snail” shapes and baked. These breakfast snacks are often known in the cinnamon-roll variety overseas. And like all trend snacks, they are sweet and moist. An innovation: base rolls are now covered with various toppings, for example chocolate crème or caramel.



Cheesecake is Germany’s No. 1. The German favourite is still the cheesecake. The GA-Trendagentur has discovered that on yearly average, it is the most favoured cake, whether in its baked form, with the cheese mass on top of shortcrust pastry, in slices or individual round cakes. It is sought after all year round. In Southern Germany the soured cream variety also belongs to the bestsellers. Over the last few years a new sweet and heavy variety has arrived from overseas into the coffee bars and some supermarkets: the American Cheesecake. This includes the traditional New-York-Style and the numerous forms with fruit purees and sauces. There are also trendy fruit purees here: blueberry, cherry, strawberry and lemon are the big sellers. The lemon puree, however, is rather a sweet variety with egg, called lemon curd and cannot be equated with a traditional lemon fruit puree.



Fruit brings colour and a touch of freshness. As soon as the first strawberries start to appear on cakes in February, the consumers are excited. Although the strawberry season is still a long way in the future, consumers show they enjoy strawberries in winter with their willingness to spend. It is also worth putting on more fruit. The strawberry slice is already a top product in the display counters of most bakeries but consumers show themselves eager to purchase when there are more cakes or tartes topped with fruit. This can be creative with different types of fruits or only with one type. As everyone knows, food should be a feast for the eyes too.

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.gatrendagentur.com