



Fit for Growth - Winter Specials

Hamburg. The customers hastily open the coffee shop door to get into the warm. The change from summer to autumn was abrupt. A customer in his mid-twenties says to the barista "I'll take a chai latte today, please". "Coming up" replies Masoud the barista and takes a thick-walled glass in his hand and pumps the chai syrup four times until the bottom of the glass is covered. He then pours hot milk on top and the Chai Latte is ready. A young woman behind the customer asks Masoud inquisitively what kind of new drink that was and decides to also order a Chai Latte.

Every year when it starts to get cold outside, the "flavoured" hot milky drinks, which are usually weak for the rest of the year, start to sell much better. In particular in the period leading up to Christmas, Chai Lattes and Mochas sell well.

Tip: "Spiced up" varieties such as a "Winter Chai Latte" are good sales drivers and customer magnets. Take a Chai Latte, top it with plenty of cream, drizzle on some caramel sauce and finish it off with some brittle sprinkles.

Give your "Winter Specials" positive sounding names such as "**Santa's Hot Chocolate**" – for this Winter Special, cover the inside and the bottom of a thick-walled latte glass with plenty of chocolate sauce, pour over some hot milk and top it with cream. To finish it off, drizzle even more chocolate sauce over the cream. The "Winter Mocha" (with espresso and hot chocolate) can be prepared in the same way.

Tip: forcefully promote *your* Winter Specials: for example, use A1-sized posters showing appetising images for your pavement signs. In addition, display same sized posters in the window or in the door. If possible, include the appetising photos on the drinks menu board. And if there is enough space available, you can also have small A5 counter displays.

You will find that you'll not only have growth through increased sales but also new customers will be visiting the store! Good luck!

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