

Fit for Growth - Tea

Berlin. You need to take a second glance at the pavement sign outside before understanding what it is you're looking at. The green milk with foam is a "matcha latte" and we're standing outside a coffee bar. Comments like "...I'd like to try that at some point", "sounds cool", or "let's go for a coffee" are just some of the reactions heard from passers-by. This coffee bar has worked out how to get customers into the store.

Our field studies confirm over and over again: customer expectations of a coffee bar do not only cover different types of coffee but also "hot chocolate" and "tea".

Here are some simple tips to implement to attract more customers and increase average spend:



- **Offer all the standard tea varieties.** This includes "black teas (Darjeeling, Assam, Earl Grey)", "rooibos", "mint" (preferably with fresh mint leaves), "herbal teas", "green teas" and "chai".
- **Show your competence in tea.** Promote "trends" to get new target groups into the store and also show

your competence at the same time. Current trends include "matcha tea" and the mainstream milk varieties "chai latte" and "matcha latte". (Note: "chai" = black spiced tea with cardamom, pepper etc. "matcha tea" – Green tea tips, mostly ground. Powder is prepared with a special whisk and hot water or milk). These drinks appeal primarily to the target groups aged 20-49. The messages associated with such drinks are "healthy", "in touch with current trends" and "competence". In addition, these drinks shed a positive light on the complete product range of the coffee bar.



- **Offer different milks and milk alternatives.** In addition to full-fat milk, "trend varieties" and those likely to attract customers include "soy" and "low-fat milk".
- **Choose suitable tea glasses.** For in-house consumption, use double-walled tea glasses with a 300ml capacity. For take-aways, reusable mugs or classic paper cups are best suited.
- **Consider which sugar you're offering.** Even though "sugar" is rarely requested for the two trend drinks, it is still necessary to have "brown sugar" on offer. For "competence in coffee and tea" customers already expect brown sugar as standard alongside white sugar. It is no longer considered

necessary for coffee bars to have “Kandis”, a type of rock candy typical in Frisian and north German regions. (This is not the case for cafes, however).

- **Prepare at the correct temperature.**
The correct water temperature for matcha (green) tea should be between 60c and 80c. Good luck!

For more tips on how to attract new customers and increase your competence, check out www.ga-trendagentur.com

