



Fit for Growth - coffee competence

Hanover. “Is the latte macchiato made with one or two shots of espresso?” asks the young man in a suit. “Oh, I’m not sure, we’ve only got one latte macchiato here and it comes straight out of the machine” answers the older saleswoman working in this bakery. “It doesn’t matter either way, I’ll have one but please make it to take away”. A short time later, a student is at the counter and asks for a “caffee latte”.

The saleswoman appears a little confused and looks at the drinks board. In the end, the customer takes a white coffee. Two other young men in suits are smirking already and order a cappuccino, one says to the other jokingly “now I’m looking forward to seeing her latte art”. Later on, it emerges that a nearby American coffee bar is closed due to water damage.

It was likely that the saleswoman felt out of her depth in this scenario, either due to the drinks she didn’t know or due to the individual customer requests like different types of milk or the number of “shots of espresso”. GA-Trendagentur considers the customer “perception of coffee competence” as crucial for business growth through new target groups, primarily those aged 20-40.

These target groups rate coffee competence by a business having a variety of drinks on the board and especially by having separate frothy milk and latte art. It is now considered

“standard” by these customers to be able to choose how many shots of espresso they have in their coffee drinks

Tip: Make sure you have the following standard drinks on your drinks board: cappuccino, white coffee (often with filter coffee), latte, latte macchiato, and café crème for the older target groups. Of course, the trusty filter coffee is a bestseller and needs to be included too.

Tip: regularly take trips to American-style coffee bars and get familiar with the terms and concepts on the drinks boards. In addition, it is recommended that you try the bestsellers from these coffee bars yourself.

For more tips on the special German bakery market, visit www.ga-trendagentur.com

Good luck!

