



Crockery and Table Decorations - Often Underestimated

It may sound rather flippant, but cups and plates belong to German bakeries in much the same way as the “daily bread”. Another related phrase also applies: “Show me your tableware and I will tell you what customers you have”. Modern tableware stands for “creative bakers” and will attract modern customers into your store.

Does the baker of today still need the bigger container for large coffees, known as a “Pott” in many regions of Germany or does a simple cup do the trick? Should the table decorations include flowers, or is it best without them? What opportunities

does modern tableware bring with it and which drinks should be served in which cups - or should that be glasses? The article below provides some answers to these questions and tips on how to decorate bakery stores in a modern fashion.

Caution is advised when choosing cups. The filter coffee is undoubtedly a bestseller for bakeries, often served in a large “Pott” or in a smaller white cup. If, due to its shape and colour, this crockery is too reminiscent of a canteen, the time has come for the bakery of today to update the tableware.



The modern "Pott" of tomorrow is the "mug". Mugs are already well known to customers from the international coffee bar chains such as Starbucks & Co. where ceramic ones are often used. These tend to be fragile and prone to chipping, however. We recommend mugs made of porcelain or bone china (see photo above). This is where the shape is important; sometimes in a more and sometimes in a less conical form. Tip: The mug should not be too tapered at the bottom, otherwise they are more liable to tip over easily. The handle can be angular or oval.

Tip: Test the cup yourself in the "handling" to make sure it can be lifted up well using the handle. Oval-shaped handles are more comfortable for the fingers. A saucer is not required for mugs but it is still recommended when serving the drink with a biscuit or spoon.

The humble cup is becoming considerably more modern. Aside from the mug, the cup is the most used item of tableware for hot



drinks. Here, the trend is also definitely for pastel tones, often with two colours. The inside of the cup in a cream colour, for example, and the outside a pastel colour.





The colour intensity affects the customer's perception of the bakery. If the colouring is "rugged", the bakery appears "modern, artisanal and young" to the customer. In contrast, if the colouring is "clean and perfect", the effect is more "modern and classically traditional". **Tip:** A branding with your company logo is no longer required.

Which drink for which cup? The modern mug can be used for filter coffee, Cappuccino and hot chocolate. The "trend cups" in pastel colours with a capacity of at least 300ml can be used for filter coffee, Cappuccino, coffee, Flat White, hot chocolate and tea and are as such (almost) universal. We say almost because customers still expect the "Latte Macchiato" to be served in a glass. But here too there is a trend that is set to continue: the edged glass.

The edged glass also conveys the message of modern concepts, whether in a bakery or a coffee bar. Smooth glasses, on the other hand, already have a conservative, more classical character and are thus used in traditional cafés. The advantage of the edged glasses, however, is that many new trend drinks can be prepared in them as well, such as "iced coffee" in summer or the

seasonal hot drinks with cream and sweet sauces in winter.

Even tea and hot chocolate are increasingly served in edged glasses. The time of "thin-walled" glasses for tea is over. The principle here is that small, thin-walled glasses tend to stand for traditional, classic concepts and are still expected by older customers. In addition to the edged glass, "thick-walled glasses" with a handle are now



commonplace and also have a modern look to them.



The Saucer. The saucers used to hold the spoon or the biscuit should be chosen to match the cup. In the case of pastel-coloured cups, these can even be combined with other pastel tones or with white saucers which can be combined with modern cups or the edged glasses, that is if you even choose to serve a saucer with the edged glasses at all.

The Saucer and the Biscuit. The complimentary "biscuit" is a standard feature in most German bakeries and customers have become accustomed to it in their expectations. **Tip:** As a bakery, avoid the use of individual pre-wrapped convenience biscuits, as this will undermine the core competence of your bakery. Shortcrust biscuits are popular with customers, the varieties of which can be changed regularly. Customers also appreciate small "samples" of products, which are made either with chocolate or out of chocolate. Modern samplers would be brownies and cookies, for example. Small pieces of butter cake or cheesecake are also popular, but the pieces should be easy to pick up and serve as an "appetizer."



The Plate. Choose rather rounded plates in the same colour and material as the cups. If the bakery should be perceived as classically conservative, white plates are still an appropriate choice. In order to maintain a "modern" touch in the customers' perception of the bakery, the shape of the plates should be oval or edged.



For breakfasts, rectangular or oval plates are a good choice. Some bakeries are now using wooden boards to serve but closer attention needs to be paid in terms of hygiene if you go for this option.

Tip: Make sure that the tray (and trolley) size is selected so that at least one plate and one drink fits on the tray.

The Tray. There is a trend to do without trays when serving but empty trays should always be available in the trolley so that customers can still clear away their crockery. If trays are still used when serving, they should have an anti-slip coating to avoid glasses and crockery tipping over. Moreover, the trays should not be too big as these tend to be inconvenient

on the tables as customers try to find a place to store them.



What table decorations do bakeries still need? The answer: the principle “less is more” applies here. For example, on large “communication tables” where multiple customers are able to sit, you can place *one* bouquet of flowers. This signals a modern concept with the message “a love for nature”.



The message imparted by small flower vases, small pots with flowers or herb plants is similar. There are even trends with the plant pots and vases: glass jam jars or used tin cans, for example, convey the message of "environmentally friendly and sustainable". Such jars can also be used as sugar cans for the tables. Other than that, the classic US sugar shakers are sufficient – some filled with brown (cane sugar) and others with white sugar.



On the other hand, certain previous trends are now definitely “out”. These include spread-out napkins, tablecloths, coffee beans with candles, cacti and plastic plants. Candles are used primarily in cafés, bistros, and restaurants and represent "traditional and classic" concepts. Modern concepts should therefore convey a "decorative overall impression". In this sense the five elements of wood, fire, earth, metal and water are increasingly being used in the

shop design. In combination, these elements convey the message of sustainability. The old chichi look is long gone. **Tip:** Choose **one** concept with the corresponding messages and it will soon be clear to you whether you need a Pott, a mug, or a glass. Good luck!

For more tips and tricks on the specialist German bakery market, check out the publications on [GA-Trendagentur](#)