

Fit for Growth – Tea

Cologne, 8.10am. A young woman of about 30 asks the barista if they have any ginger tea.

“Sorry, I’ve only got mint, camomile or herbal teas here” is the reply. The customer goes for an herbal tea. The barista Jasmin fetches a “small, thin-walled tea glass” and the customer asks, slightly bemused, if she perhaps has a large glass or larger mug instead. Jasmin shows her a large coffee mug and the customer nods approvingly.

Although the sales volume of tea isn’t comparable to that of coffee & Co., it is still showing a steady upward trend in coffee bars.

This growth depends on having a range of teas and tea mug/glass capacity of at least 300ml, however. In addition, the “tea glasses” of today are much heavier than their traditional thin-walled predecessors. The “modern” tea drinker is also satisfied with a six-edged glass already typically found in coffee bars or simply a mug.

Tea paraphernalia such as timers (hourglasses), teapot warmers (Stövchen in German) and cream are to be found in the more classically conservative Cafes or in the increasingly rarer tearooms (Teestuben in German). The modern tea drinker from the coffee bar values rather the quality of the tea, either loose tea with a strainer or organic teas in individual portions.

Standard Teas.

- The standard teas offered by a coffee bar should include black teas such as Darjeeling, Assam, English Breakfast Tea and Earl Grey.
- The standards for herbal teas should be mint, camomile or, even better, a special herbal tea blend.
- Rooibos, green tea, matcha and chai are a must as these show off a “competence” in tea.



The Trends.

For herbal teas, it is particularly trendy at the moment to infuse hot water with whole or sliced herbs. One example of this is the already well-known “mint tea”, served during the summer months. For the other seasons it is the current trend to slice, for example, ginger and leave it with a thin wooden stick to infuse the hot water.

Tips:

- Make sure your employees don’t use too boiling or too hot water (70- max. 80°C) when preparing green teas (also Matcha).
- Your own tee creations such as “lemon and ginger” are always welcome.
- The bestseller in the winter months is still the “chai” - mostly sold as “Chai Latte” with chai syrup and hot milk.
- A quick way to get new customers into your store is to advertise your “Winter-Specials” outside. These could include notes of spices such a cardamom, cinnamon, liquorice in the tea or

toppings like almond cookie crumble or cream.

- This is most successful with a nice photo of the drink and the creative ingredients. This photo can be printed on an A1 board outside and on posters within the floor and are certain to catch customer attention. Aside from winning

new customers, these “appetizers” also serve to strengthen your competence in tea.

Good Luck!

For more tips on the special German coffee and bakery market, check out the publications on GA-Trendagentur.com.

