

New Opportunities in Bakery Interior Design – Part 1

The counter is too small, the bread shelf too high, the cleaning costs are through the roof and your customers are frustrated. Then are the times when customers don't accept seemingly well-thought-out gastro concepts as planned. No one wants to experience these scenarios in their bakery – but it doesn't mean they never happen. In fact, they're pretty common.

Based on GA-Trendagentur's findings, the next series of articles is full of tips and advice on what to watch out for in your bakery or gastro concept interior design and shopfitting.



Herbert and Mirko invested a lot of time and effort into the renovation of their bakery branch. When the electrician didn't turn up, they managed to solve it somehow. Because they'd calculated in some extra time, it also wasn't a big drama when the store oven was delivered later than planned. They got the cash register system up and running too.

You often need to find creative solutions and accept some compromises when you're building or refurbishing your bakery. On the day of the reopening, everyone

involved in the refurb arrived early and there was excitement in the room. The first day was such a success: 30% more customers and sales went up sharply. The employees were proud and satisfied, secure in the knowledge of what they'd achieved so far.

Regular checks

Days and weeks pass. Sometimes the roll preparation workflow at the saladette gets held up, the heavy chairs make cleaning more difficult and the electronic menu board changes too quickly and confuses customers. These examples are just a sample of employee and customer reactions.

Tip: Make regular inspections after refurbishments or new openings.

Carry out an additional check by the latest four weeks after opening. Ask someone in charge about how things have gone in practice. Pay particular attention to any obstacles there are in the workflow. Employee frustration often arises from such obstacles which, according to GA-Trendagentur findings, also has a negative impact on the atmosphere within the team.

Here are some common issues we've researched on site:

The refrigerated counter

Karim gives it his best but he can't get the removable support rails from the refrigerated counter clean. "Who on earth came up with a thing like that?" is his frustrated reaction five minutes later. "Yesterday I even hurt myself", he continues and points to his hand. GA-Trendagentur can confirm that injuries are, fortunately, the exception. When it comes to daily cleaning, however, there are clear

handling differences between the manufacturers of refrigerated counters.

Tip: In addition to their appearance, ensure the refrigerated counters you choose are easy to clean.

If possible, avoid the types of multi-level counters that are being used more and more for sandwiches/snacks. It's hard to achieve an optimal product presentation with several levels. Customers cannot see deep into the multiple levels of the counter and find it difficult to understand their logic. GA-Trendagentur's results have shown that such counters slow down a customer's purchase decision and are therefore not conducive to sales.

The saladette and filling station

"Sorry!" Daniel says to Beatrice, apologizing for bumping into her. Shortly afterwards, Helen announces her arrival with "incoming!" and Beate quickly swings her hips towards the saladette. Fast and almost contactless, Helen pushes her trolley towards the bakery counter. "It's really annoying early in the morning," says Beatrice about the frequent, involuntary contact. The reason for this contact is that the area in which they're able to move is too tight. Here too is a breeding ground for stress in the team, as the frequent "bumps" can eventually lead to conflicts.

Tip: Carefully consider the space your employees need to move while you're still in the planning phase of your new build or refurbishment.

The bread shelves

Catherine climbs to the third step of the ladder and shows the customer a loaf of bread with her left hand. She clings onto the bars of the ladder with her right hand. "And what's the one next to it?" asks the customer and Catherine stretches her arm

out towards the loaf in question. The ladder starts to wobble and she can count herself lucky she's able to grip onto the bread shelf. She climbs down to shift the ladder along. "It's fine, I'll take the one you had in your hand" says the customer. Although it's pretty unlikely that you'll be able to build a bread shelf to fit the height of all your employees, one taller than 2 meters is generally not recommended.

Tip: Choose bread display racks that are easy to stock by staff. From experience, there's otherwise a danger the top shelf will always be left unfilled. An empty top shelf can give customers the impression that there's not much bread left.

For bakeries integrated into the foyer of supermarkets, this is particularly annoying as customers decide whether to head to the bakery or not while paying for their groceries at the cashier (if they are new customers).



Tip: When choosing bread display racks, three shelves are ideal. Avoid using cassettes because it's hard to create an appealing product display in the afternoon.

Next week, we continue with the bakery theme and take a closer look at: Why a service station is a good idea, how to stop your electronic menu boards from

confusing your customers and ways to reduce tension in the employee back area.

Good Luck and stay safe! For more tips and recent publications on the specialist German coffee market, check out [GA-Trendagentur.com](https://www.ga-trendagentur.com)