

# New Opportunities in Bakery Interior Design – Part 2

Last week we considered the importance of regular checks after opening, choosing the right refrigerated counters and organizing your filling stations and bread shelves properly. Our bakery interiors and fittings series continues now with the benefits of service stations for hot drinks, non-timed electronic menu boards and appropriate crockery wagons and how to ensure you have enough space in the back area.

## The service station

Service stations are often scoffed at and seen as unnecessary but having a designated area where customers can find milk, sugar and other equipment is a sign of competence. If you want to emphasize your bakery's competence in coffee, for example, a service station is indispensable. Gone are the times when the little tubs of supplies at the cash register were enough. Such containers appear unprofessional, are often overflowing and are not visually appealing.

With a separate service station, you get customers away from the cash register faster and so avoid congestion. You also have more intermediate storage space so supplies can be stored directly where they're used. Storage space is often missing in the back rooms anyway. In addition, you save time on waste disposal because the integrated garbage bags have a lot more volume than small table-top bins. In the end, the customer will appreciate this service and recognize your professionalism.



## The electronic menu board

"What size of cappuccino would you like?", asks Miriam. The customer looks up at the menu board and asks "what sizes do you have?". "Small and large, it says it up there" is Miriam's curt reply. "There's nothing on that board anymore" the customer retorts. Miriam rolls her eyes and asks "small or large?" ...it should be clear to anyone that this customer interaction is extremely undesirable. But the core problem lies elsewhere.

GA-Trendagentur is increasingly seeing electronic menu boards that are timed with layouts, messages and content changing after a certain interval. This is more irritating than beneficial to customers.

Tip: Don't time the menu boards to switch at set intervals.



One exception is if you have more screens than you have menus (price lists). In this

case, it can be a good idea to have appetizing photos set to a time that stimulates the impulse for customer spending. These should also correspond to the latest findings in consumer research, however.

## Crockery wagon

Marla passes by hurriedly. "A tray full of coffee and the latte macchiato glass right in the middle of it. Customers should really finish their coffee before they put the glass on the tray"

Tip: When choosing crockery wagons, make sure the distance between the trays is at least equal to the height of your latte macchiato glasses.

Signs asking customers to "lay your glass down on the tray" or having separate boxes for glasses on the crockery wagon are usually not practical.



## The back area

Often also called back office, back room or simply "the back". "Has anyone seen the wagon with the drinks?" shouts Gaby between the bakery trolleys and the oven into the back room. "I think it's next to the empty bottles at the sink" replies a voice from somewhere. "Thank you!" says Gaby. There are sounds of pushing baskets and the rolling of trolleys. A sudden loud noise

can be heard a few more times; it's the bakery trolley stopping against the wall.

These small examples are only a fraction of what the GA-Trendagentur has observed in connection with processes and operations. Issues with space and unclear storage arrangements are the most common problem.

Tip: Involve your employees in the planning of refurbishments or new openings and, if necessary, reduce the size of the dining area in favor of more space for the back room.

Because especially during the coronavirus pandemic, it's become very clear just how costly dining areas are.

In our final part of our series next week, we'll look at what to avoid in gastro concepts located in supermarket foyers.

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