

What to Avoid in Gastro Concepts

Most gastro concepts docked on to bakeries sound logical and sensible. Pasta consists of dough and that's connected to bread, right? People like salad too – what about a salad bar? Burgers are on everyone's lips and somehow relate to the baker, maybe some front cooking or ice cream? If only it were that simple.

GA-Trendagentur research has shown that most consumers expect these “extra” concepts directly from specialists. Pizza and pasta in the pizzeria, for example, or in a dedicated Italian restaurant. If a specialist succeeds in creating a name through its USPs, the foundation for a “brand” will probably be laid.

If the brand is also active nationally or internationally, it would even be possible to redefine consumer expectations, such as Starbucks with coffee, McDonald's in the burger segment, or PizzaExpress with its interpretation of Italian cuisine.



But there are limits from the consumer point of view. It would be difficult for customers to understand if Starbucks suddenly started offering wine, McDonald's kebabs or PizzaExpress tacos.



Tip: Keep within the boundaries of what consumers will see as your core competencies. For bakeries, these are primarily the product groups bread, bread rolls, cake, pieces, snacks and hot drinks.

In terms of in-house consumption, the expectations lie with breakfast, lunch (small snacks/meals typical for bakers) and, in the afternoon, the classic coffee and cake.

This may sound a little boring at first – but it doesn't have to be. Just in the product group snacks, there are almost endless creative ideas that attract new target groups and, due to the variety, could fill up every snack bar. Breakfasts can be designed to inspire excitement among your guests. Lunchtime business also offers numerous opportunities for creative snacks that can still be described a “classic bakery”.

If you add the name “café” to your outside bakery sign, you can also offer appetizers, small main courses and desserts during the lunchtime hours. According to GA-Trendagentur, bakeries should still come up with creative product ideas for coffee and cake in the afternoon, especially if they refer to themselves as a “patisserie”.

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