

ADDING VALUE

COFFEE SHOPS



When displaying food, a mix and match approach is trendy.

Think about upgrading your napkins to a higher quality for a sense of premiumisation.

Sustainability is becoming increasingly important to consumers so promote what you are doing.

Especially in the warmer months, having seating in a nicely decorated outside area can entice more customers in.

Increase table covers using flexible seating.

Use your website and social media platforms to build your brand personality.

If you are using accreditations such as British Red Tractor or free range for example - make it clear on the menu.
