



Welcome to your coffee shop newsletter.

The Coffee Shop market is continuing to rise—with turnover expected to double to £16 billion by 2025! As artisan outlets build momentum, we have new insights and information from the industry prepared for you in this month's newsletter. These, along with insights from trade experts, will help keep you up to date with the latest trends.

Industry News

UK Coffee Week is a nationwide celebration of coffee which invites both the industry and customers to raise funds for communities that grow coffee. We can confirm that UK Coffee Week has raised over £335,000 for Project Waterfall—this makes it the most successful campaign to date!

Between the 10th and the 16th of April 2017, over four and a half thousand donors and sponsors came together to help bring clean drinking water and sanitation to coffee growing communities. The money raised will go to fund clean water and sanitation facilities through an international project for schools in coffee growing communities across Ethiopia, Kenya and Uganda.



The valuable funds donated have helped over 5000 people gain access to much needed water resources. This couldn't have happened without the help of coffee shops, restaurants, bars, hotels and more.

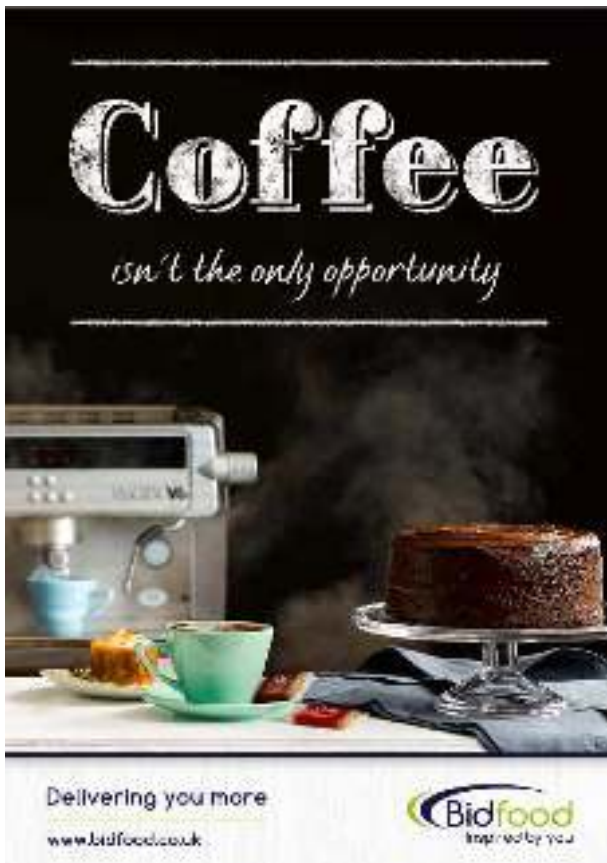


What's been happening in Bidfood?

Coffee Shops is a huge channel that we are focusing our attention on this year.

The diversity of coffee and coffee shops over the UK within cafes, hotels, and restaurants is overwhelming. In order to start to assist you to understand and utilise the market, we have created a Coffee Shop guide to present the range of products we think you should be looking at.





The guide reviews the coffee offer and the upselling food accompaniments, as well as the non-food added value side. It explores in depth the incredible scope of the coffee shop market in the UK. The brochure also suggests how you could promote your offers through various outlets, including email and social media campaigns.



Insider Insight

“

With over 23,000 coffee shops in the UK we have truly become a nation of coffee lovers. We know what makes a flat white different from a latte, what origin coffee we love the best and how to enjoy a cold brew on a warm summer day. UK consumers have taken a coffee journey led by major high street coffee shop chains over the last two decades and now expect not only a decent cup of coffee and good service, but also ways to customise their coffee experience. In this increasingly competitive environment coffee shops have to offer different types of milk, toppings, syrups as well as think of seasonal offers and visually appealing drinks creations, especially if they want to keep attracting Instagram keen Millennials and the generation after (Centennials).

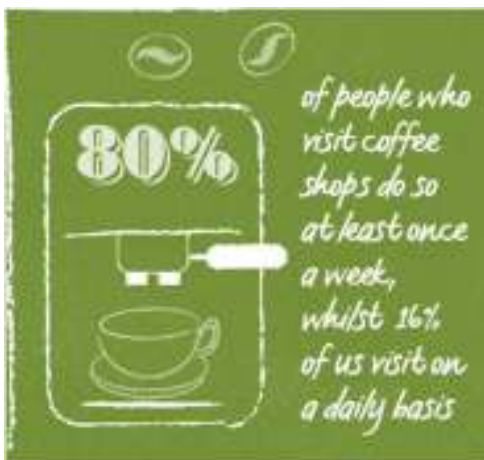
The keyword is differentiation and wow factor, both from a taste and a visual perspective. Creating an innovative and quality drinks menu that goes hand in hand with the food offering is crucial for any independent café or restaurant – venues need to consider not only quality coffee, but also adding seasonal drinks with on trend flavours – for example a Gingerbread Mocha for the festive period or a Popcorn Frappe for summer - as well as think of ways to extend their day parts to optimise their sales opportunity. Considered adding a few simple coffee cocktails (Salted Caramel Espresso Martini springs to mind) and some nibbles to the menu to transform your coffee shop into an after work destination? ”

Trade Marketing Manager UK & Ireland
for Monin



Coffee Shop Insights

Did you know?



Get to know your customers...

Targeting the right audience at the right time with the right message is crucial to success. Coffee shops tend to be populated by different age groups throughout the day, each showing very different tastes and needs:

The early morning rush is dominated by 25-34 year olds. These habitual drinkers are usually on their way to work and require fast service. They tend to order coffee to go and show a preference for skimmed milk.



Mid-morning tends to see more of the 55+ market. This group tend to favour coffee over other drinks and will often eat as well as drink.

After the lunchtime rush, afternoons are dominated by under 24s. This group is more adventurous with their drink choices and consume a wider range of coffee and non-coffee based beverages. Given the option, they like to customise their choices with syrups and will vary the size of their drink.



Get in touch

