



# Serving coffee in your supermarket

It's not realistic to think that convenience stores can compete with the made-to-order coffee shops, so it is important that retailers up their game on overall quality of coffee products, increase the variety of options available, and leverage the ability for customers to personalise their product with creamers, syrups, and other additives. If you offer it, they will come.

According to CSPDailyNews.com:

- 41% of consumers reported that they would be more likely to purchase hot beverages from convenience stores instead of restaurants or other foodservice outlet if the store offered a variety of flavored creamers.

- 37% of consumers would be more likely to purchase hot beverages from convenience stores if there were more syrups and add-ins available.

- 44% would visit stores over other foodservice outlets if there were a variety of milk products offered.

## Coffee essentials

### Variety

Variety is the spice of life! In the past, convenience stores only needed to offer a few roast options and an instant cappuccino machine to win over the coffee customer. Thanks to coffee shops and Quick Service Restaurants, convenience stores now need to offer more variety to accommodate the wide range of customers purchasing coffee.

Here are just a few of the daily options your c-store should have available:

- light roast
- dark roast
- decaf
- flavoured roast
- featured flavour or limited edition
- cappuccino
- tea iced / cold brew
- made-by-you espresso

### Customisation

It is unrealistic to think that you can please every customer all the time. Review the latest trends and previous sales to determine some of the most popular add-ins that customers are seeking to make sure you have them readily available and easily accessible.

Make sure that your coffees and additives are properly labeled with attractive flavour identifiers.

- creamers, sweeteners and sugars

- spices
- flavoured syrups

### Supplies

Make sure that your coffee supplies covers not just the basics, such as cups, sleeves, and stir sticks, but items necessary for personalisation, including cinnamon and nutmeg shakers; and plenty of different creamers.

### Signage

Never underestimate the power of visual communication. Clearly label airpots and creamer carafes to increase the likelihood of a customer giving it a try. An unlabeled carafe sitting on a counter probably won't be picked up by anyone, but an appropriately labelled one—even if it seems like a more exotic flavor than a customer is used to—will at least get people to try it.

### Relocate, reimagine and resize

Is your coffee station still located on the back wall of the store without sufficient

signage? Relocate now for it to be front and centre. If relocation is not possible, put in the extra money to increase visibility with signage—the further away from the front door, the larger the sign will need to be in order to grab a customer's attention. Reimagine the endless possibilities that a greater coffee service area can offer your customs; speak with your distributor about flavours and options you may not have considered offering. Resize the coffee station to accommodate the wide variety and customisation customers are seeking – even if that just means using the vertical space more efficiently with stacked condiment stations which'll allow you better use of the horizontal space for more coffee flavours!

A clean and well-organised coffee station will reward you! Take time during the day to wipe down countertops, sticky syrup pumps, and airpots. Make sure cups, lids, stir sticks and jackets are fully stocked and well organized for quick grab-and-go. – [www.foodpros.com](http://www.foodpros.com)





# So much more than just tea

**Herbal teas make for wonderful, low-calorie and relaxing drinks. Apart from having a beneficial effect on health, herbal teas are fragrant and appealing. Let's take the mystery out of the herbal teas and discover together which teas are good for which symptoms.**

## Ginger tea

Ginger is an energiser and a stimulator. Drinking ginger tea both stimulates and soothes the digestive system. Ginger has been known to aid people experiencing nausea. Arthritic people have found ginger tea helpful since it has anti-inflammatory properties.

## Chamomile tea

Chamomile soothes the stomach and relieves bloating and indigestion.

Chamomile also calms the mind and helps people relax. People who find it hard to sleep should drink a cup of chamomile tea before going to bed. Chamomile is known to fight insomnia by relaxing the body and the mind, enabling the person to fall asleep naturally.

## Green tea

Drinking green tea is said to lower cancer risk and also inhibits carcinogenic in

cigarettes and other compounds when imbibed. Green tea contains potent antioxidants called polyphenols, which help suppress free radicals. It lowers cholesterol and triglyceride levels and thereby promotes heart health. Green tea also lowers blood pressure, prevents and fights tooth decay and dental issues, and inhibits different viruses from causing illnesses.

## Nettle

Nettle is made with the leaves of stinging nettle, named for the tiny hairs on the fresh leaves that can sting the skin. Despite its rough exterior, nettle is one of nature's best remedies for an assortment of ailments including anaemia, high blood pressure, rheumatism, arthritis, coughs and colds, congestion, urinary tract infections, and kidney and bladder problems.

## Peppermint tea

Peppermint helps you digest foods better and also reduces flatulence and digestive

issues. Peppermint is prescribed to people with irritable bowel syndrome and gallstones in capsules. A cup of peppermint tea will ease nausea and vomiting, especially if you suffer motion sickness. The natural mint flavour of the herb helps to freshen your breath. Other health benefits of this tea are control of muscle aches and chronic pain, clearing of congestion and mild coughs, mild asthma and reduction of stress.

## Lavender tea

Lavender tea is made out of the dried purple, pink and white coloured flowers that grow on lavender shrubs. A cup of lavender tea can soothe your mind and body, inducing sleep.

If you are feeling down and depressed, a cup of lavender tea can help uplift your spirit. Lavender tea helps soothe and treat flatulence, colic, bowel infections and an upset stomach. For both children and adults, lavender is used to reduce body temperature during fever. Lavender also has healing properties; use a wash of lavender tea to help heal wounds, cuts, ulcers and sores.

### Rosemary tea

Rosemary is not only good for cooking, but makes a healthful and highly beneficial tea. Rosemary can help your muscles to relax and is an effective digestive aid as well. If you have gall bladder and liver complaints, drinking rosemary tea regularly will greatly help relieve your symptoms. Rosemary tea also relieves cough and mild asthma symptoms.

### Hibiscus flower tea (sorrel)

Dried hibiscus flowers are made into a tea that offers very high health benefits. It is known to lower blood pressure, reduce high cholesterol and strengthen the immune system (it is rich in vitamin C). A recent study reveals that hibiscus tea is rich in antioxidants, which protect the body against cell-damaging free radicals. Red zinger tea and sorrel tea contain hibiscus.

### Lemon Balm tea

Lemon balm tea is fragrant to drink and is a very effective tonic to calm nerves and anxiety. Cold lemon-balm teabags help relieve cold sores. Mix lemon balm leaves with valerian to treat anxiety, stress and insomnia.

Lemon balm, when mixed with peppermint, can calm an upset stomach, sooth the digestive track and reduce flatulence. Drink lemon balm tea if you suffer from nerve pain. IT also helps strengthen memory and brain functions and also uplifts one's mood.

### Cardamom tea

Cardamom is an evergreen plant that is grown mainly in India and Guatemala. Both dried white cardamom flowers and the sweetly aromatic seeds are used to make tea.

Cardamom tea has a pungent, sweet and aromatic flavour and helps to treat indigestion, prevents stomach pain, and relieves flatulence. It's also helpful to drink a glass of cardamom tea if you are feeling nauseous. Cardamom tea fights pulmonary disease where lots of phlegm is present.

It also works as a good expectorant and relieves coughs. If you have drunk too many cups of coffee, drink a couple of cups of cardamom tea to help detoxify the caffeine from your system. Drinking a cup of cardamom tea is said to be helpful for women who experience mood swings during their menstrual period.

### Milk thistle

When consumed as a tea, milk thistle herb is a gentle liver cleanser. It contains properties that help the liver to regenerate and function at a higher capacity. It can also assist in the production of bile, which can help with our digestive process.

### Rosehip tea

Rosehips are the fruit of the rose plant and are one of the best plant sources of vitamin C, which is important for the immune system, skin and tissue health and adrenal function.

### Lemongrass tea

The citrusy tang that comes from the lemongrass plant is favoured in cooking as well as tea. Lemongrass teas are often served as an after-dinner drink to aid digestion—primarily due to a substance called citral, also the active ingredient in lemon peels.

### Echinacea

Echinacea is widely used to prevent or cure the common cold. It is a powerful herb that contains active substances that enhance the activity of the immune system, relieve pain, reduce inflammation and have antioxidant effects. The leaves and flowers of the uppermost part of the plant are the section believed to contain polysaccharides (a substance known to trigger the activity of the immune system).

### Blackberry leaves

Picked, dried in the sun and infused with boiling water, blackberry leaves are the essence of most berry-flavoured teas. Studies suggest that the leaves contain a healthy dose of flavonoids, which are known for their antioxidant activity.

### Hawthorn tea

The leaves, flowers and berries of the hawthorn plant are used in a variety of peach- and berry-flavoured teas. The plant is believed to contain flavonoid-like complexes that help improve cardiovascular health by helping to relax and dilate blood vessels, which increases blood circulation and lessens stress on the heart. The berries are also believed to relieve water retention by draining the body of excess salt.

