
BACK ON TRACK: TANGIBLE TIPS AND TRICKS FOR THE HOSPITALITY INDUSTRY



INTRODUCTION



Lockdowns, travel bans, and the new normal; there's no denying that this was the most challenging year of the 21st century. Alongside the devastating loss of life, a substantial economic downturn and an incredible emotional whiplash that followed. Particularly those in the tourist and hospitality industry were hit hard - with no guests or revenue, the pressure to stay afloat was constant. Fortunately, we seem to be sailing into calmer waters, and with vaccines being rolled out in most countries, it won't be long until rules and restrictions are lightened and lifted globally.

It's time to venture into this brave new world and create new opportunities from the sometimes frustrating challenges that COVID-19 has left in its wake. The one consolation is: you won't have to do this alone; we're rebuilding together. We at JDE also want to do our part and help out as best we can. That's why we've set up this hands-on checklist with tips and tricks that will hopefully aid you in your future endeavours and perhaps even inspire you. Check out our advice on safety and hygiene, revenue increase, and how to create joy in this comprehensive whitepaper.





CREATE JOY - HAPPY GUESTS & EMPLOYEES

Everything is changing, but despite that, one element remains the same: making guests happy is still the primary goal of every hospitality professional. The only difference is how we achieve it. The wishes and wants of guests have drastically transformed during the pandemic, leaving the old ways behind. These changes may look like a huge challenge, but let's flip it upside down and turn these problems into opportunities.

International travel is at an all-time low, and its return is uncertain

When diving into Corona guidelines, there is one common denominator amongst all countries: travel restrictions. This has led to many people avoiding travel altogether, and the hospitality industry is feeling the blow. Let's reimagine the focus - the travel bans are creating new space for local travel. How do you attract these new regional guests? Here are some tips and tricks:

Lure them in with local deals

It can feel a bit lavish to book a hotel in your hometown solely to stay the night - that's why you need to add value. Create local deals in which you give them an experience worth every penny. Think of Sleepover packages with beauty products and a complimentary bottle of prosecco, or a Breakfast in Bed-deal, in which you supply guests with coffee and pastries in bed. These experiences add value and create a fun night out in the guest's town, city, or country.

Use local produce (and get in touch with your roots)

What better to draw in local guests than local produce? It might sound simple, but it works. Studies have shown that known brands impact the amount of revenue made (Khajeh Nobar, 2018). Collaborating with locally known brands is the perfect way to draw more

positive attention to your business.

Additionally, this will also create a strong connection between your business and those around you, and during these trying times, teamwork is vital. So get that famous local baker to bake the perfect cake to match your Barista Coffee.

High levels of service and safety

The ultimate blend - creating a luxe feel whilst also giving guests the feeling of safety. Those who don't need to travel but do so for fun (such as local guests) will be less willing to take risks solely to have a good time. Safety and high-end service are essential in allowing guests to feel the best they can, under all circumstances. Hygiene certifications are an integral part of this - look around and see what the possibilities are in your country. We'll dive into more practical hygiene tips later on.

Maximise value from the visitors that you have

In times when guests can be scarce, it's of the utmost importance that the guests you do have, create maximum revenue. Curious to know how? We'll delve into this later on.

Business travel might become a thing of the past.

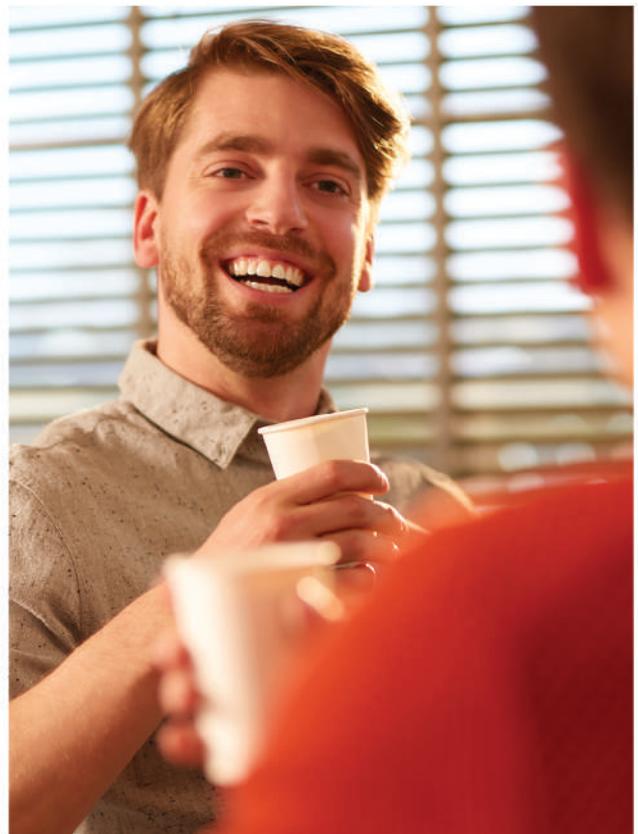
As the pandemic has forced many of us to work from home and to attend international meetings and conferences via Zoom, many companies have seen this as a viable option for all future business. Meaning that they will implement working from home as a long-term solution, resulting in a downturn in potential business travel revenue. However, there are other ways to target working guests.

The hotel is the new office

Working from home isn't always ideal, and many hotels have jumped into this gap by offering hotel rooms as flex-spot, with daily room rentals being propositioned as office rentals. However, this isn't all you can do for your working guests - expand the possibilities by renting out meeting rooms or reappropriating other areas with screens, fast Wi-Fi, and projectors to create the perfect meeting experience. Also, keep in mind that restaurants and bars/cafes make perfect working spots. If your country's guidelines allow it, try to promote your cafe with a different twist. Let's make work fun again.

Fuel the workforce

Those who work need fuel - and by fuel, we mean good coffee. Homebrewed coffee often isn't up to the same standards as coffee made in cafes or hotels, and the entire coffee experience is one that cannot be copied in a home environment. Attract workers who crave their high-end coffee with your high-quality coffee solutions. Curious which ones we have to offer? We'll specify that in the coming pages.



Times have changed and so have people's opinions

Lockdown was something almost everyone on earth went through, and with all that time to think, experiment, and reevaluate, people's preferences have changed. Catering to these ever-evolving wishes is essential in the hospitality industry, so it's critical you stay in the loop. We've collected information on the newest preferences right here:

Anticipate recent trends and tastes

Have you ever heard of whipped coffee? That's just one of the lockdown trends that has gone mainstream. With all these new trends and hypes born out of lockdown, it's vital you modernise and improve your menu - your guests will be happy you did. If you're interested in how to make it costsavvy, we've got more tips on that below (Coffee to go optimisation).

Keep it green

- It's not just our taste that has changed; our perception has transformed too. Sustainability is on our radar, unlike ever before, as this pandemic is being hailed as a direct result of our unsustainable ways. This is reflected in research done on the topic, which revealed that the fear and uncertainty of COVID-19 has increased consumers' environmental concerns. This has, in turn, led to higher amounts of trust

for green hotel brands; the willingness of guests to pay more and to make sacrifices to stay at green hotels has gone up significantly (Jian et al., 2020). And this isn't just some passing fad; guests will likely continue to see this issue as especially important.

- We've established that staying green is important, but how to do so without greenwashing? Show your guest what true sustainability looks like by providing them with information on certifications such as a 'Fairtrade certification' or 'Rainforest Alliance certification'.
- Try actively reducing non-recyclable waste by switching from plastic to paper or looking for coffee machines that feature more sustainable options. Take our Cafitesse solution, for example. The primary extract of the coffee is brewed in our factories, where the coffee waste is instantly recycled into biogas. The Cafitesse also uses less product than most coffee machines, which means less packaging and transportation. Sustainable and efficient - it's something we're proud of.



Create joy for everyone, employees included

Good coffee equals happy employees.

Is there anything that lightens moods as much as coffee? When offering your hard-working employees only the best coffee, they will feel more appreciated and more energised. It's the perfect combination.

Coffee training for employees



This pandemic hasn't just been tough on business; it's also been a very confusing and uncertain time for your employees. Cutting down on hours and letting people go were tough decisions needed during the pandemic. However, these decisions don't mean our recognition for our employees has wavered. Let your current staff know how much they are appreciated and give them a well-deserved boost. Do so by enrolling them in special training and learning sessions, enabling them to grow along with the business. Kill two birds with one stone and use our barista training to inform your staff of our coffee experiences and aid their growth. It's a win-win situation.



ENABLE SAFETY (SAFE ENVIRONMENT)

We've not just changed our travel habits; we've also changed our views on safety and hygiene. We have been made well aware of how hygiene and caution are essential when travelling or simply when stepping outside. To adhere to these new concerns, businesses must facilitate safe environments and aid their guests in their ventures into Bareca and hotels.

High quality, zero contact

You don't need to be in complete contact to get the whole experience. Provide the best service for guests whilst keeping the rules and regulations in mind.

- Try to avoid creating crowds by ensuring a fast put-through. How? Ensure there is enough staff on hand to prevent queues and use fast-paced solutions like our Cafitesse. Cafitesse brews coffee quicker than any other machine and will ensure a speed, with fewer people waiting in line and coming into close contact.



The Cafitesse coffee machine offers you a high standard, maximum user-friendliness, speed and reliability.



- Why go out when you can stay in? Good coffee & tea doesn't necessarily need to be brewed outside of the hotel room. By providing high-quality coffee and tea in the room, you will promote staying in and reduce crowds at shared coffee facilities because the guests will have their coffee in the quiet and safety of their rooms.
- Having high-end coffee available, whether in the room or the lobby, means higher review scores. Coffee amenities stick in the guest's mind, only further proving the importance of a great coffee experience. Get the best of both world by having a low contact coffee station on your terrace or in your garden, giving guests a fun experience, whilst ensuring safety and hygiene all at the same time.

Keep it clean

However, you can't always avoid contact. This is when exceptional hygiene comes into play.

- Keeping all coffee machines clean is a must. Our Cafitesse solution is ultra-hygienic due to a closed system and a unique antibacterial film that kills all bacteria and viruses, including COVID-19.
- Having as little contact with food and drink is also a crucial step to increasing hygiene. With our L'Or Suprême disks, you can minimise contact with your guests' coffee. How? These disks can be used by guests themselves and are perfect for breakfast, in the hotel room, or to use at the reception. Furthermore, the disks can be compatible with bean style coffee makers, giving you the chance to serve your guests coffee with professional quality and the added benefit of being safely kept within the capsule. Another perk of the L'Or Suprême disks is that they aren't available for private use, and thus guests who have these in their room won't be tempted to take them all home, saving you quite a lot in the long run.
- If possible, try to use tech solutions for a safe experience. For example, smart lights that can be turned on and off via an app on your phone. This keeps light buttons cleaner and aids the cleanliness of the room. And it goes further than that - touchless technology isn't a fad. With talk of Covid-19 returning during the winter months with additional waves, and new infectious illnesses on the prowl, investing in handsfree tech might just be the way to go. Smartphone controlled tech and products that use sensors are a logical boost for your establishment.



BOOST BUSINESS BY MAXIMIZING VALUE

With safety precautions and guest (and employee) happiness all in place, it's time to crunch some numbers. With the entire hospitality industry revenue sinking to its lowest point in years, the key to surviving (and thriving) is maximising value and innovatively boosting your business. New times call for new solutions.

Low cost, high impact

With the pandemic and the subsequent lockdowns, businesses' cash flow in the hospitality sector has been hit hard. That is why low-cost solutions that boost revenue are critical. We need to kickstart our cash flow again, whilst also giving our customers the best service imaginable.



Iced coffee menu, consisting out of easy to make drink with Cafitesse coffee. A real revenue driver as you can sell the drink with a high margin.

Get into iced coffee

With the summer rapidly approaching, iced coffee will become more and more popular. We're currently adapting our Cafitesse solution to create this additional service without the extra investment. Not only does it cater to the new wishes of your guests, but it also boosts revenue as this is a drink with a high margin. Due to the cold nature of the drink, it's often drunk throughout the day, creating more coffee moments.

Reduce waste

We've mentioned it before concerning the importance of keeping green. However, it also has a beneficial effect on your finances too. Each thrown away item is thrown away money. Make sure to use efficient coffee machines such as our Cafitesse solution, create deals to use up leftover produce, and avoid single-serve items.

Cafitesse as a solution

Cafitesse isn't just perfect for reducing waste; it has a whole range of benefits. Produced in the Netherlands on a large scale, this traditional filter coffee is reduced into concentrate ten times stronger than espresso. It is then frozen to maintain ultimate freshness and defrost whenever you need to fill your machine. Simply slot the pack into the

machine, and you're set - no contact with the product required. The machine then adds water (which can be adjusted to taste) to the concentrate to create the perfect cup of coffee: no artificial ingredients, all frozen for ultimate freshness. Using less packaging and transportation due to the concentrated nature of the product is the perfect solution for businesses that want to reduce their carbon footprint. Its closed system is the peak of hygiene, and it has a consistent quality of coffee. All you need to do is clean and refill the machine - which takes no more than 6 minutes per week. Compared to a standard coffee machine that takes 30 to 60 minutes to clean, this is a breeze. The perfect coffee experience - always.

New revenue streams

Use the hotel restaurant to gain income via UberEats and Deliveroo - or draw focus to your outside spaces - create a safe place for your guests to enjoy their coffee outside. Plus, you can also serve the coffee there, making any lines that occur less dangerous due to the excellent ventilation. Low cost, high speed, quick throughput,





GO FOR COFFEE TO GO

COVID-19 has forced us to look at all possible revenue streams, and what better way to optimise income than with coffee to go? Place a sign outside your hotel and watch the new customers (and potential new overnight guests) stream in and enjoy only the best coffee. However, this isn't just for walk-ins! Guests that are headed out to discover the city can grab a quick cup of coffee to bring along for the ride. Not sure if your coffee station is up to date? We've collected the fundamentals for you here.

Proposition fundamentals

The right brand

You can create a premium experience by choosing the right brand for your guest. Your guests might know our brand Jacobs, as strongly present in cafe's and bars. Premium branding will all drive willingness to pay and increase quality perceptions. With our plethora of different styles of brands, we're sure you'll always find the perfect fit at JDE.

The brew type

What type of coffee are your guests looking for? And what kind suits you best? Choose between easy-to-use Caffitesse or the employee stationed Barista corner - it's all up to how much you want to invest and how much staff you want to work it. We always have perfect-fit solutions.



Fresh beans



Single serve



Caffitesse (liquid)



Filter (roast & ground)



Iced coffee

Check your calendar

Keep your guests enticed with a marketing activation calendar built around growth drivers. Think of seasonality (winter flavours, summer iced coffees), loyalty (refill awards, local heroes), and upselling (origin, sustainability). Keep these in mind when creating a calendar, and you'll tempt guests time and time again.

Do it yourself

Self-service is an easy way to improve throughput and for businesses to save employee labour. No barista needed; all you have to do is clean and refill the machine. (Only if you genuinely want to do this yourself, because this is also something that we can do for you. Get in contact with your account manager for more information).

No cash? No problem

With integrated cashless payment systems, you'll be able to help the customer quicker and more hygienically than ever before. Research has shown that throughput increased by 30 per cent when an integrated cashless payment system was present.

Use the proper hardware

Cups, stirrers, and sleeves are all important when facilitating coffee to go. Additionally, it's also another chance to increase brand authority. Research has shown that when served three cups of the same coffee, the test group always thinks the quality is highest in a branded cup. It doesn't matter if it's the supplier or coffee brand on the cup; people will always think it is better and worth paying more for.



CHECKLIST - REEVALUATE YOUR MENU

Some wins are straightforward yet so effective. Things like reevaluating your menu can increase revenue and drive sales to new heights. Here are our nine tips:

- 01 Showcase** your most profitable drink at the top of your menu.
- 02 Avoid confusion** by overchoice. Guests will get overwhelmed and choose a simple (less profitable) drink instead. Stick to eight drinks and keep it simple.
- 03 Don't use currency signs** - these have been proven to be a pain stimulus, so display the price without using the euros or pounds symbol.
- 04 Don't create a straight list of prices.** Comparing prices is easier when they're aligned and facilitates choosing by price instead of flavour. Instead, opt for a price list that is asymmetrical or one that uses a lot of photos and visuals to break up the text.

 <p>COMBO DEAL Treat yourself to one of our delicious cookies with the coffee drink of your choice at this special price. 5,50</p>		 <p>CAPPUCCINO A single shot of espresso with steamed milk and a velvety layer of textured milk on top. SMALL MEDIUM LARGE 2,80 3,40 4,30</p>	 <p>ESPRESSO MACCHIATO A single shot of espresso dotted with textured milk. SMALL MEDIUM LARGE 2,55 3,15 4,00</p>	 <p>LATTE MACCHIATO A single shot of espresso served in a tall glass embraced by lots of steamed milk on the bottom and textured milk on top. SMALL MEDIUM LARGE 2,80 3,40 4,30</p>
 <p>CAPPUCCINO FREDDO * Espresso served over ice cubes, with cold milk on top that is shaken in a mixer to become creamy. SMALL MEDIUM LARGE 3,20 3,80 4,70</p>	 <p>ESPRESSO FREDDO * Double shot of espresso shaken in a mixer with ice, and served over ice. SMALL MEDIUM LARGE 2,55 3,15 4,00</p>	 <p>AMERICANO An espresso shot added to hot water, which is why it is also known as a 'long black'. SMALL MEDIUM LARGE 2,55 3,15 4,00</p>	 <p>ESPRESSO A bold and rich taste, golden hazelnut colour, robust aroma and a tiger skin crema. Available as a single or double shot (doppio). SMALL MEDIUM 2,30 3,30</p>	 <p>FLAT WHITE A double shot of espresso with silky steamed milk and a thin layer of textured milk on top. SMALL MEDIUM LARGE 2,80 3,40 4,30</p>

- 05 Use upsizing** (S, M, L drinks) to stimulate the choice of bigger (more profitable) drinks. This goes hand in hand with the decoy price effect.
- 06** Which is our next tip! **The decoy price effect** uses psychology to achieve an uplift in volume. You can create this decoy pricing effect by making the price difference between S and M smaller than the difference between M and L. The sales of the large drink will stay the same while the medium drink experiences an uplift in volume of 10 to 15 per cent.
- 07 Visualise it** - adding pictures to your menu has been proven to uplift sales. Drinks that feature a picture are ordered more often than those that don't.
- 08 Create combo deals.** 15% of people will buy a second product if you offer it in a combo deal. Use the combo deal as a way to sell leftover products and change it throughout the day. For example, do you have pastries left from breakfast? Use a combo deal during lunch hours to sell the excess product. Reduces waste and boosts sales, all at the same time.
- 09 Get your brand on.** A coffee brand adds to the perceived quality of the coffee. If you display the branding more than four times, you increase uplift in throughput. This relates to the theory of branding; you're more likely to get noticed and recognised and thus bought. So get branding on the menu, the cup, the board outside, and on the machine. Simple as that.

GET IN TOUCH

Wondering what we can do to help your
business or you would like to get more info?
Contact us or discover
more about our coffee professional solutions.

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