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10 ways to attract millennials to your café

Garden centre catering consultant **Doug Stewart** shares 10 simple but effective ways to make your café friendly to the healthy, experience-chasing, rent-not-own millennial



1. KEEP IT REAL

Be authentic, tell your own story, be true to your roots and create an authentic environment, ditch the plastic, ditch the fake wood, and anything that is not real.



2. BE AN ARTIST

Artisan is huge with millennials, who increasingly are shying away from large corporations in favour of handmade, unique and natural. Millennials don't just want homebaked bread from a mechanised kitchen, they want traditional, handbaked, natural, additive-free bread, baked by an artisan, with a deep love for bread. They want to meet that person, interact with that person and learn bread making from that person.



3. BE INFORMATIVE

Millennials are health or wellness obsessed, they research their food on their ever-present smart phones, so always add nutritional information. Some count carbs, some protein, some fat, so make it easy with informative menus.



4. CATER TO CHANGING DIETS

Lifestyle food choices dominate this market segment with gluten-free, low-carb, vegan and vegetarian lifestyles growing consistently, so menus should reflect and celebrate these trends, and support a more informed food lifestyle.

FOUR THINGS YOU NEED TO KNOW ABOUT MILLENNIALS

- Millennials are people born between 1980 and 2000
- Millennials grew up with the internet and are tech savvy
- Millennials have different priorities, with renting rather than owning going from music to houses and cars
- Millennials associate with brands offering maximum convenience at the lowest cost. According to Goldman Sachs, 57% of millennials price compare in a store



5. BE SOCIAL

Trends are vital. This new socially connected generation share images of everything and so foods and dishes trend and ebb constantly. If your catering team are not on Instagram every day checking out trending dishes, then be prepared to be left behind.



6. LOOK AS GOOD AS IT TASTES

Generation Share loves nothing more than sharing images of beautiful foods, and creative cakes, so we need to create dishes that will photograph and look amazing. Presentation is everything.



7. THINK ABOUT THEIR WELLBEING

Millennials love flavour, but being health conscious, they also love lighter healthy choices, with natural sometimes raw dishes delighting, causing salads, fruit platters and delicate wraps to be more acceptable than pastry, chips and heavy sauces.

TOP TIP

Create a classics menu to please the existing customer base, set up an Instagram account and then create a new menu to attract in a new generation of customers.



8. BE FRAGRANT

Aroma is important – cafés should have the smell of fresh baking, and ground coffee, as these are the proof of artisanal, home-created dishes.



9. LOOK FAR AND BEYOND

Millennials are global, they aspire to travel and experience rather than have and so flavours of faraway places are huge attractants, as long as they are genuine, authentic and healthy.



10. SET A MOOD

Lighting and ambience may be the last point on our list, but if the café does not scream authentic and artisan, with creative mood lighting, real wood, real brick and natural materials then they will walk on by and go to the place that looks cooler on Instagram

MILLENNIALS AND CAFÉS

- Millennials are health conscious
- Millennials smoke less, exercise more and eat smarter
- Millennials are happy to spend on natural, healthy nutritious foods
- Millennials are the superfood generation