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Sustainable Breakfast at Viennese Coffeehouses

Pilot Project to implement a new product
in chosen Viennese Coffeehouses

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Project financed by



and 6 Viennese Coffeehouses

Organic food in gastronomy in Austria



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- 20 years ago, the first marketing-survey concerning organic food was conducted
- It predicted, that the gastronomy would become the most important buyer of organic foodstuff

Organic food in gastronomy in Austria



- Now, 20 years later, this prediction has not come true
- On the contrary, organic meal offers are virtually non-existent in the Austrian gastronomy (apart from some regional activities like in Salzburg, "Biohotels")
- Organic providers obviously haven't regarded gastronomy as a possible customer and an important source of demand yet
The reasons: small order quantities, complex logistics, uncertainty with the mandatory organic certification for gastronomy

Development of organic-marketing



- Early organic marketing by retail store chains (> ten years)
- High demand by retail store chains and discount shops, most of which offer organic store brands
- Corresponding development of the supply side
 - ◆ professionalization of organic production
 - ◆ quality assurance
 - ◆ bundling co-ops

Organic-marketing in Austria



- Sales volume: 890 Mio € / a
 - ◆ 60% by retail store chains
 - ◆ 15% export
 - ◆ 15% canteen kitchens
 - ◆ 10% farm to customer

Organic-marketing in Austria



- 20.000 organic farms
- > 10% of the agricultural area
- Easy availability of organic food in retail store chains and discount shops has opened up a new group of buyers
- 85 % of the Austrians regularly buy organic food

Traditional Viennese Coffeehouse



- Peter Altenberg: “not at home and still not in the fresh air”
- Place where
 - ◆ people eat and drink
 - ◆ people read international newspapers and magazines
 - ◆ business meetings
 - ◆ political press conferences
 - ◆ intellectual debates
 - ◆ private unhurried get-together
- Group of gastronomy with many similarities
 - ◆ offers on menu
 - ◆ supply systems (specific logistics in gastronomy, Cash & Carry)
 - ◆ communication with guest

Criteria for „Sustainable Breakfast“



product group	„must“	„can“
bread & rolls	organic + domestic	
milk, butter, cheese	organic + domestic	no small packages
eggs	organic + domestic	
ham, sausage	organic + domestic	
marmalade, sweet spread	organic + domestic	no small packages
tea, coffee	fair trade and/ or organic	
smoked fish	wild (lake, river)	
fruits and vegetables	organic or regional rarity or fair trade	
...

Consulting the Coffeehouses



- Workshops
 - ◆ get to know sustainable products and the producers/ suppliers
 - ◆ good starting position for implementation
- Choice of producers
- Visit to organic farm
- Training of kitchen and service personal

- Coffeehouses assembled their individual breakfast offer
 - ◆ Most preferred to stick with a traditional Viennese-style breakfast
 - ◆ Some let their patrons choose from different components
 - ◆ while others offer just one "fixed" organic breakfast

Communication and advertising



press conference, Café Landtmann, February 2008

„place card“ and poster

Acceptance analysis



- **Evaluation**
 - ◆ at six Coffeehouses
 - ◆ check perception and acceptance of new breakfast amongst guests
- **Method**
 - ◆ Interviews
 - ◆ Questionnaire with 13 questions
 - ◆ implemented right after innovation of breakfast offer
- **Space of time for evaluation**
 - ◆ 1 month

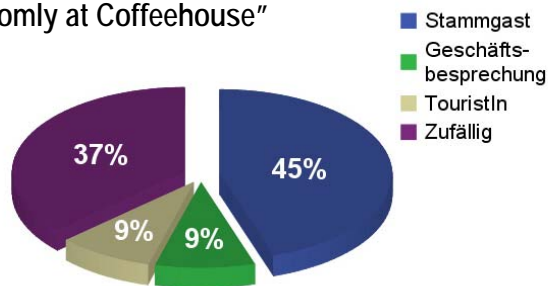
Demographical data of interviewee



- **-530 guests questioned by questionnaire**
 - ◆ in every Coffeehouse about 80 to 90
- **47% female, 53% male**
- **19-89 years old**
 - ◆ most frequently age group 40-49 (23%)
 - ◆ followed by 20-29 (20%) and 30-39 (20%)

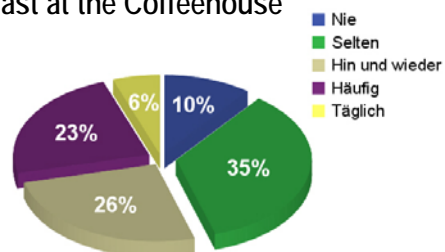
Typification of guests

- 45% regular guests
- 9% business people
- 9% tourists
- 37% "to be randomly at Coffeehouse"



Breakfast behaviour

- 30% of interviewees eat breakfast "frequently" ("häufig") to "daily" ("täglich")
- ¼ eat breakfast "every now and than" ("hin und wieder")
- 35% "rarely" ("selten")
- only 10% stated not to eat breakfast at the Coffeehouse



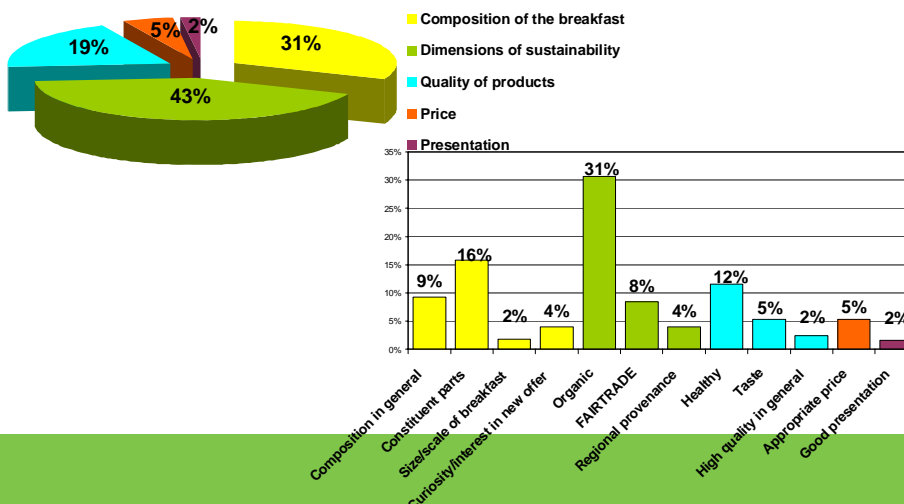
Perception, acceptance and interest



- Perception of the new breakfast offer
 - ◆ 45% of interviewees noticed new breakfast offer
- High acceptance of the new breakfast offer
 - ◆ almost 90% of interviewees appreciate breakfast with regional, organic and fair traded food in their Viennese Coffeehouses
 - ◆ higher-than-average was acceptance from 20-49 year old guests
 - ◆ the percentage of over 50 year old was descending
- Interest in the "Sustainable Breakfast"
 - ◆ 72% of interviewees answered with "yes" to question >Could you imagine trying "Sustainable Breakfast"<
 - ◆ 30-39 year olds showed in particular a large interest (80%)

Appeal to new breakfast offer

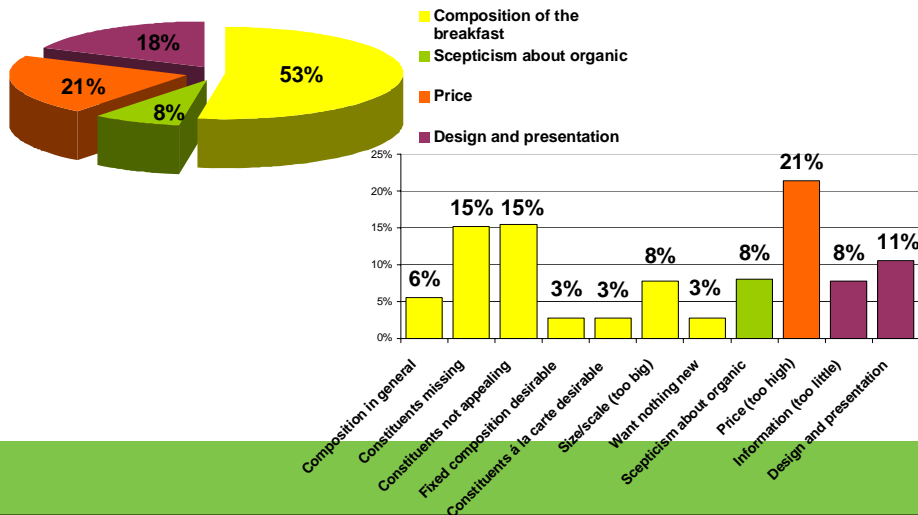
What appeals to you have of the new breakfast offer?



Room for improvement



Room for improvement in the breakfast offer



Conclusion I



- Six traditional Viennese Coffeehouses offer an individual “sustainable” breakfast with same slogan
- Sensitisation
 - ◆ operators of Coffeehouses were informed about the topic sustainability and sustainable food
- Criteria for “Sustainable breakfast”
 - ◆ organic and regional production, fair trade and/or environmentally compatible treatment/package (returnable) of products
- Individually consulting
 - ◆ choice of assortment, logistics and labelling products

Conclusion II



- **Training for employees**
 - ◆ information about project and choice of components of breakfast
 - ◆ communication with the guest
 - ◆ to differentiate between sustainable and conventional products
- **Acceptance and interest**
 - ◆ 90% of all interviewees appreciated breakfast
 - ◆ more than 70% would like to try it
- **Regular guests see the offer of regional and fair traded product at a traditional Viennese Coffeehouse as a good idea**
- **Guests associate sound environment and sustainable living respectively with sustainable breakfast**

Outlook



- **Feedback meeting**
 - ◆ Presentation of individual acceptance analysis
 - ◆ Discussion of adaption respectively expansion of the breakfast offer
- **Continuation**
 - ◆ Sustainable breakfast will be continually offered at most of these Coffeehouses
 - ◆ Single components will be adopted with organic quality for the whole assortment at some of these Coffeehouse

Pilot project financed by



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- **City of Vienna**
 - ◆ “natürlich Wien” slogan for projects and campaigns of Vienna’s Executive City Councillor for Environment and the Department for Environment of Vienna
- **Bio Austria**
 - ◆ organic farmer’s association
- **6 Viennese Coffeehouses**
 - ◆ Café Hummel
 - ◆ Café Landtmann
 - ◆ Café Mozart
 - ◆ Café Prückel
 - ◆ Café Sperl
 - ◆ Café Weimar

Further information



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Discussion



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- **Trend in consumption**
 - ◆ appreciation of sustainable breakfast, especially organic food
- **Need for advertising**
 - ◆ many guests don't have a look at the menu
- **Taking time until "Sustainable Breakfast" is well known**
 - ◆ breakfast is temporal business
 - ◆ not enough time for personal consulting
- **Usage of clearly different ingredients**
 - ◆ in storage and preparation in kitchen it is hard to separate organic and conventional food
 - ◆ organic specialities from regional supplier are favoured (e.g. whole-grain bread, particular quality of ham etc.)