

How to serve Free Hygge



hygge

/hoo-ga/

The Danish ritual of enjoying life's simple pleasures. Friends. Family. Graciousness. Contentment. Good feelings. A warm glow. Certainly, hygge is intrinsic to the Danish lifestyle, but this feeling of well-being, so deeply satisfying and cozy, is something we all experience, each in our own way.



ROYAL DANISH PASTRY

Top Tips for serving *Free Hygge*

Making the everyday that little bit more memorable or special for customers is the art of the Danish and we've been crafting the perfect experience for 150 years. Here is Lantmännen Unibake's guide on how to give your customers free hygge with an appealing bakery offering, which in turn boosts impulse purchases and drives sales.



76% prefer freshly baked products⁽¹⁾

Bake Danish pastries little and often from frozen to maintain freshness and quality throughout the day, whilst reducing wastage.



The irresistible aroma tempts

73% to buy⁽¹⁾

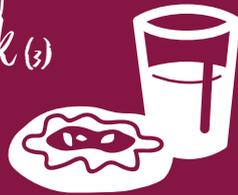
The irresistible aroma of freshly baked Danish pastries and brewed coffee can tempt customers to make impulse purchases.

32% choose breakfast on quality⁽²⁾

Ensure freshly baked Danish pastries are available during breakfast and mid-morning periods when they are most popular.



80% consume sweet bakery with a drink⁽³⁾



Use effective point of sale material to encourage customers to purchase Danish pastries alongside a drink.



55% pair sweet bakery with **HOT** drinks⁽³⁾

Here are some popular pastry pairings to try:

- Maple Pecan Plait & Espresso or Americano
- Vanilla Crème Crown & Latte - Britain's favourite coffee beverage⁽⁴⁾
- Cinnamon Swirl & Chai Latte

Socialising over breakfast is on the rise⁽²⁾

Offer a selection of miniature Danish pastries for customers to enjoy and share together with friends and family.



1 in 7 eat breakfast out every day⁽⁵⁾

Conveniently place Danish pastries at the front of store, near hot drinks machines and at the tills for customers who are choosing to eat out due to their busy lifestyles⁽²⁾.

61% want easy to eat items on-the-go⁽¹⁾

Danish pastries are easy to hold and placing them in grab bags makes them even more suitable for customers pressed for time.



For free hygge, nothing beats the first bite of a melt-in-the-mouth
Schulstad Bakery Solutions Royal Danish Pastry.

To see the full product range visit schulstadbakerysolutions.co.uk