

Step 33 · Pricing

Frequently Asked Questions

What should I charge for a latte?

Cost the exact size and recipe first: coffee, milk, flavorings, packaging, normal waste, and applicable selling fees. The price must leave a contribution toward staffing, overhead, and owner needs. Compare current local offers of similar size and quality, then test customer response. Another shop's price is context, not proof that it works for your costs.

Should I charge extra for light ice or no ice?

Decide what the customer receives before deciding the charge. Keeping the measured recipe leaves room in the cup; adding milk or a larger balanced recipe changes both taste and cost. Owners handle this differently. Cost your options, explain the fill level and any extra charge before payment, and apply a clear policy consistently. Track how often it happens and the actual cost instead of assuming every request hurts your margin.

How much should I charge for matcha?

Price the drink you actually serve: powder dose, milk, sweetener, toppings, and packaging. Compare similar local offers, then test whether your price and expected sales leave enough contribution for the business. A high powder price does not guarantee customers will accept a high menu price. Review supplier changes promptly and explain any menu change clearly. Cost extras separately; do not quietly weaken the recipe to protect the old price.

Should I charge extra for oat or other alternative milks?

Calculate the real cost difference per drink, then compare a separate charge with including milk choice in your base price. Owners use both approaches. If you spread the cost across all drinks, use your actual sales mix rather than a simple average of milk prices. Make the total clear before purchase. Have your policy reviewed for applicable disability and consumer-protection requirements; another shop's practice does not establish what is lawful.

Educational guidance. Check your own circumstances with the appropriate local professional.