

Step 35 · Product Mix

Frequently Asked Questions

Which drinks are likely to be my best sellers?

Your customers and selling location matter more than another shop's bestseller list. Owners report very different mixes of brewed coffee, espresso drinks, and non-coffee drinks. Use comparable local observations to form a starting menu, then review your own sales by item and time period. Keep track of waste and preparation demands too: the most frequently ordered drink is not automatically the one that contributes most to the business.

What share of sales should come from food versus drinks?

There is no single target that fits every café. Separate food and drink sales over the same period, then compare what remains after their direct costs, waste, and extra work. Food can increase a visit's value, but it can also require more staffing, equipment, and storage. Check whether items sell together and whether the combined offer improves the business before expanding food just to match another shop's percentage.

Can I leave caramel off the menu?

Yes, if the remaining offer fits your customers and business. Check requests and sales before removing a familiar flavor. If making caramel is the problem, compare a purchased product with a simpler house-made menu; making everything yourself is not the only option. Test any substitute for taste and cost, and describe it accurately. Keep a flavor because it earns its place, not because you assume every café must have it.

Are coffee buckets worth adding to my menu?

Treat them as a small menu test, not a guaranteed seller. Owners report strong event sales and weaker everyday demand, along with carrying and packaging problems. Cost the full drink and container, test lids and handling, and compare contribution with your regular sizes. Keep the portion and ingredients clear, and offer a manageable alternative. Continue only if repeat demand and workable service justify the extra stock and preparation.

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