

Step 51 · Upselling

Frequently Asked Questions

How much extra should I charge for cold foam?

Cost a standard portion first, including ingredients, waste, and the extra preparation. Then choose a clear price that leaves a worthwhile contribution and fits the drink. A plant-based version may have a different cost; decide whether to absorb that or show a separate price. Keep portions consistent so the price means the same thing each time. Check ingredient and allergen information before describing a foam as dairy-free or vegan.

Should I charge for extra syrup?

Set a simple policy around your standard recipe and the actual extra cost. You might include a small adjustment and charge for a larger addition, or price every extra portion. Explain the charge before making the drink and apply it consistently. Use a defined measure rather than assuming all pumps dispense the same amount. Keep the conversation about the customer's order; judging their taste or sugar choices does not help.

How can I raise the average sale without pushing customers?

Offer something that fits what they already want: a pastry with coffee, a useful drink upgrade, or a retail item they can use at home. Make the choice and extra price easy to understand. Start with a small range and track what sells, what gets wasted, and the extra work involved. A larger ticket helps only if the added sale earns enough. Merchandise that works for tourists may do little for a neighborhood routine.

Should an add-on just cover its cost, or make a profit?

Aim for a useful contribution after the extra costs. Ingredients are only part of the job: include packaging, preparation, waste, and any service delay. There is no single margin that suits every topping or snack. Compare the finished offer with what customers value, then watch actual sales. Show clearly what comes with the base price and what costs extra, especially when a menu photo includes optional additions.

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