

Chapter 1 Sustainable Breakfast at Viennese Coffeehouses

Pilot Project to implement a new product in chosen Viennese Coffeehouses

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1 Introduction

The consumption of food plays a central role in sustainable development. In Austria and other developed countries the consumption of food is not sustainable. A third of the ecological footprint in Austria is necessary for the nutrition system (Platform Footprint, 2007).

Target of the project is to establish a sustainable breakfast offer with organic, regional and fair trade products at specific Viennese Coffeehouses, to survey the guest's acceptance and furthermore to use the high frequented place of opinion making at Viennese Coffeehouses as a place of communication for sustainable consumption.

1.1 Organic in Austria – an exceptional position in Europe

Austria has a remarkable percentage of organic farms and a long tradition of marketing organic food in trade chains compared to other countries in Europe. In 2006 about 20,310 agricultural enterprises economized organic; this equates to 11.9% of all agricultural enterprises and they farm 11.1% of the agricultural areas. (BMLFUW, 2007) Because of the early organic marketing of the trade chains (more than ten years ago) and the high demand of trade chains and discount shops, which almost consistently offer organic store brands, the supply chain of organic farming considering production, quality assurance and product bundling has rapidly professionalized. Large processing plants (slaughter plant, bakery, dairy, wholesale etc.) supply chain of stores with organic food. The main focus of production is milk and dairy products, corn, meat, eggs and potatoes. In food retailing organic eggs are 24.4% of the organic shopping, followed by potatoes with 15.5%, fresh mild with 11.9%, yoghurt with 10.2% and butter with 8.7% (BMLFUW, 2006).

Besides the food retailing, the communal feeding has developed to the second strongest business market for organic products in Austria during the last 10 years.

Establishment of organic product line in bakeries in urban areas and expansion of whole food shops were trends in past few years.

1.1.1 *Organic consumption in Austria*

Easy availability of organic food in chains of stores and discount shops has open up a new group of buyers. At the survey 85% of the Austrians stated to constantly buy organic food, 95% knew the organic brand Ja! Natürlich of the trade chain BILLA and 91% knew the organic brand Natur pur of the trade chain Spar (Berkmann, Spar, 2006). A growth rate of 30% in the first half of 2006 from the organic brand from Spar (Berkmann, spar, 2006) affirms this statement. 54% stated to attend to organic eggs. About 43-44% attend to organic fruits and vegetables (BMLFUW, 2006). Due to these statements it is to assume that guests of gastronomy and communal food want an increase offer in organic products.

1.2 “Eating out“ in Austria

Austrians like to eat out, cooking and eating in the own four walls becomes less important. In the next five years there will be increase revenue of 11% and in ten years 23% (BMLFUW, 2006). There is a higher demand of wholesome cooking and organic food (Gastro-Obseacher, 2004). 17 % of the gastronomy businesses are coffeehouses.

1.2.1 *Organic food in Canteens, Restaurants etc.*

Since 1997 organic associations try to win over local businesses (bakery, butcher’s shop) for organic treatment and regional organic marketing through the marketing main focus canteen kitchen. Meanwhile communal feeding and gastronomy has become the second strongest business market for Austrian organic farms. In a couple provinces an organic percentage is defined for the public food through parliament decision and climate protection program. For example 50% of the merchandise value in Viennese schools should be organic, 30% in hospitals in Vienna, or 25% in public utilities in Lower Austria. In gastronomy there is hardly any organic food, except for local or regional individual activities. Organic restaurants and Salzburg, the province with the highest density of organic farming (42% of agricultural area of Salzburg are organic farmed), are examples for organic offers. The Europe-wide group of offerer “organic hotels” has its origin in Austria and is represented there. Because of the poor numbers, the complex logistics and the irregular situation of obligated organic certification, organic provider didn’t regard gastronomy as a main focus in marketing.

1.3 Activities of Sustainability in Vienna

"natürlich Wien" is the slogan of Vienna’s Executive City Councillor for the Environment and the department for the environment of Vienna, who work for a clean and healthy environment. Main topics are particulate matter, furtherance of natural gas cars ort he preservation of green spaces in

Vienna. Many projects and campaigns about waste avoidance take place in Vienna. Within the Viennese plan for waste management 2010, waste avoidance got the highest priority. In doing so Vienna aims for being an international cutting edge.

The initiative “natürlich weniger Mist” supports trend-setting and exemplary projects and activities, which contribute to valuable conservation of resources or to sustainable living and behaviour. This initiative is supported from the Executive City Councillor for the Environment of Vienna and from every government agency of Vienna, which are engaged in waste avoidance. In the last years Vienna City mainly supported projects or campaign about waste avoidance of food and food packaging and also about sustainable consumption and sustainable ways of life.

2 Implementation: “Sustainable Breakfast“ in Viennese Coffeehouses

The ambitious activities about promoting sustainable consumption through the Vienna City and the high demand and acceptance for regional and organic food of the Austrians suggest a concrete engagement in terms of the pilot project “Sustainable Breakfast in Viennese Coffeehouses“.

Targets of the pilot project were

1. to develop a sustainable breakfast made of organic, regional and fair traded products with chosen Viennese Coffeehouses,
2. to use the high frequented place of opinion making at Viennese Coffeehouses as a place of communication for sustainable consumption,
3. to prove, evaluate, optimize and disseminate a supervision model for the implementation of a “Sustainable Breakfast“ in Coffeehouses.

Arrangements of the project consist of following 7 articles:

1. To win traditional Viennese Coffeehouses over to participate,
2. to develop criteria for a “Sustainable Breakfast“,
3. to accomplish workshops and tastings,
4. to individually advise Coffeehouses (purchasing, logistics, labelling, marketing),
5. to specifically qualify employees (service, purchase, kitchen),
6. to develop tools to communicate with the guest and
7. to implement an acceptance analysis at the visitors of the Coffeehouse.

2.1 Selection of the Coffeehouses

The Viennese Coffeehouse is a typical Viennese institution, which is still an important part of the Viennese tradition. The author Peter Altenberg characterizes the Coffeehouses as ‘*not at home and still not in the fresh air*’. Different to a usual Café it is common for a guest, who only orders a cup of coffee, to sit in the Viennese Coffeehouse for hours and read available newspapers and magazines – national as international. In many traditional Viennese Coffeehouses are business meetings, political press conferences, intellectual debates and of course private unhurried get-togethers. The operators of Coffeehouses are the so-called ‘Kaffeessieder’ (Heering, 2002).

Viennese Coffeehouses are a group of gastronomy, which have many similarities – from the offers on the menu to the point of supply systems (specific logistics in gastronomy, Cash & Carry) and the communication with the guest. Traditional Viennese Coffeehouses, which are still a family business, participate in the project.

2.1.1 *Breakfast at the Viennese Coffeehouse*

A typical Viennese Breakfast is offered in every traditional Coffeehouse. A cup of coffee or tea, fresh ‘Semmeln’ (bread roll made of wheat flour) and ‘Kipferl’ (croissant made of yeast dough), with eggs, jam and butter belong to the Viennese Breakfast. Breakfast is more often available not only at the beginning of day, but also during the whole day. Meanwhile Coffeehouses offer a very comprehensive breakfast menu, which is way more than the traditional Viennese Breakfast. However in the traditional Coffeehouses sustainable criteria were not deciding so far for the selection of food.

2.1.2 *Six traditional Coffeehouses as pilot location*

In advance of the project consultation and sensitization of Sustainability in general and sustainable food in particular were necessary to sensitize the target group of the operators of Coffeehouses to this topic. The Viennese expert group of Coffeehouses was addressed in the beginning of 2007. The expert group of Viennese Coffeehouses is incorporation at the Chamber of Commerce of Vienna. Within a committee meeting the project team presented the project, the planned realization and the conditions for participating. Following 15 Coffeehouse operators were personally informed about the planned project. There from five traditional Viennese Coffeehouses will be chosen to establish an offer of sustainable products within the project. Six Viennese Coffeehouses applied for the project in the beginning of September 2007:

1. Café Hummel
2. Café Landtmann
3. Café Mozart
4. Café Prückel
5. Café Sperl
6. Café Weimar

2.2 Criteria for “Sustainable Breakfast“

Organic production, fair trade, regional production and environmentally compatible treatment / packaging (returnable products) are product requirements in terms of sustainability. The criteria are harmonized with production emphasis and regional availability. The criteria are listed in detail in Table 1.

Table 1: Criteria for “Sustainable Breakfast“ in Viennese Coffeehouse

Product group	“musts”	“ought to”
bread & rolls	Bio + domestic	
milk & -products	Bio + domestic	no small packages
eggs	Bio + domestic	

Product group	“musts”	“ought to”
ham, sausage	Bio + domestic	
fruits & vegetables	Bio or regional rarity	
tropical fruits	Bio and /or fair trade	
piquant spread	Bio + domestic	no small packages
sweet spreads	Bio + domestic	no small packages
jam & honey	Bio	
chutneys	Bio or regional rarity	
cereals	Bio + domestic	
fish	Bio wild (non cultured, non feeded) fish (for regional fresh water fish)	
coffee, cocoa, tea (green, black etc.)	Bio and /or fair trade	
herbal tea	Bio + domestic	
juices	Bio + domestic	
juices of tropical fruits	Bio and /or fair trade	
sparkling wine	Bio + domestic	
sugar		Bio (beet sugar) Fair trade (cane sugar)

2.3 Consulting the Coffeehouses at the Implementation

Within 4 workshops a choice of possible products for Sustainable Breakfast – organically grown regional specialities and Fair Trade products – and possible producers and suppliers were presented to operators, cooks and customer service, and tasting comparison was provided. Additional topics like communication, lawful background and labelling were discussed. Workshops had following thematic focus:

1. Vegetables, spread, chutney, fish & sparkling
2. Ham, eggs, bread & rolls
3. Juices, yogurts, jam, butter
4. Coffee, tea

The specific sustainable breakfast was individually composed by the Coffeehouse operators on the basis of the criteria. Every Coffeehouse has its own combination – the compositions are rather traditional: fair traded coffee specialities, organic teas, freshly squeezed juice, organic ham, organic cheese, organic bread and organic whole-grain bread, organic eggs (soft-boiled egg, omelette, ‘Ei im Glas’ (soft-boiled egg served peeled in a glass)). At operation meetings the assortment, logistic solutions and labelling on the menu were individually discussed. On separate meetings the employees were trained in the project, planned components of the breakfast and the proper communication with the guest.

2.4 Communication with the guest

The traditional Coffeehouses have more or less a traditional breakfast offer. Usually the guests don’t take a look at the menu; the offer at the traditional Coffeehouses is mostly the same. Therefore an intensive communication with the guest is important during the product launch. It is very important that the service people recommend and advert to the breakfast. Besides the sales conversation through the service people and the labelling in the menu, for the project specially developed marketing tools (posters, information on table) are available for the Coffeehouses. The claim “Bio zum Frühstück – Bio, Regional, Fair – so ’nachhaltig’ Frühstück Sie

nur bei uns!“ (“Organic Breakfast – organic, regional, fair – you can get such a ‘sustainable’ breakfast only at our place”) can be supplemented by the specific breakfast offer. (Figure 1).



Figure 1: Claim “Bio zum Frühstück” (“Organic to breakfast”)

Within a press conference the “Sustainable breakfast” at six Viennese Coffeehouses was presented to the public in the beginning of February 2008.

2.5 Acceptance analysis

An evaluation was accomplished at the six Coffeehouses to check the perception and acceptance of the new breakfast amongst the guests.

2.5.1 *Space of time, number of questionnaire*

In the space of time from December 15 2007 and January 20 2008 altogether 527 guests were questioned by a questionnaire at the participating six Coffeehouses. The questionnaire enfolded 13 questions, thereof 4 are open questions. Date and time of the questioning and the age and gender of the interviewee were recorded. In every Coffeehouse about 80 to 90 questionnaires were evaluated. The different numbers are because of the various percentages of not evaluated questionnaires. They could not be evaluated because of missing data.

2.5.2 *Demographical data of the interviewee*

From 527 interviewees are 249 (47%) female, 278 (53%) male. The youngest interviewee was 19 years old; the oldest one was 89 years old. Most frequently was the age group of the 40- to 49-year-olds, followed by the people from 20 to 29 and 30 to 39.

2.5.3 *Private buyer behaviour*

About 84% of the interviewee stated to consume organic and/or fair trade products at private life. However the frequency and quantity of the consumption was not asked.

2.5.4 *Typification of guests*

45% of the interviewees identify themselves as regular guest in their Coffeehouse, however statements like “being often there“, “come every Saturday“ are also seen as a regular guest. Tourists and business people, who meet at the Coffeehouse for conferences, were 9% of the interviewees. 37% stated “to be randomly at the Coffeehouse“.

2.5.5 *Breakfast behaviour*

A third of the interviewees eat their breakfast “frequently” to “daily” at the Coffeehouse, 25% eat their breakfast “every now and then“ and a third eat their breakfast “rarely” and only 10% stated not to eat breakfast at the Coffeehouse.

On the date of the questionnaire approximately two thirds (68%) of the guests, who eat breakfast (rarely to daily) at the Coffeehouse; actually had breakfast and 32% did not have breakfast there.

2.5.6 *Perception of the new breakfast offer*

45% of the interviewees noticed the new breakfast offer, and 55% stated not to have noticed it. Only 472 people (of total 527), who had breakfast at the Coffeehouse (rarely to daily), have been asked this question.

2.5.7 *Acceptance of the new breakfast offer*

The acceptance of the new breakfast offer is very high: almost 90% of the interviewees appreciate a breakfast with regional, organic and fair traded food in their Viennese Coffeehouses. Higher-than-average was the acceptance from 20- to 49-year-old guests of the Coffeehouse, whereas the percentage of over 50-year-olds was descending.

2.5.8 *Trying the “ Sustainable Breakfast”*

The questionnaire was implemented right after the innovation of the breakfast offer. Out of 320 interviewees, who had breakfast on the day of the questionnaire, already 15 people (5%) chose the new breakfast offer. Most of the guests were curious about the new breakfast and wanted to try something new or liked the organic products (7 times mentioned, several possible answers were allowed because of open questions). Three interviewees chose the “Sustainable Breakfast”, because it is healthy and/or the noticeable presentation drew their attention to it. Two interviewees thought that the price of the offer is justified and/or liked the composition of the products. One person mentioned the good taste of the new breakfast.

9 out of 15 interviewees found the taste of the new breakfast “very good“, 5 answered “good“, and only one did not like it at all.

The people, who tried the new breakfast offer, were asked for suggestions and requests to be able to improve the offer. Most people mentioned several constituents as an addition to the offer (“In my opinion yogurt and cereals are part of the sustainable breakfast“, “vegetables are missing“ etc.). A few interviewees praised the good composition and taste of the breakfast, others spoke out criticism on the composition (“Toast does not

fit to a sustainable breakfast“, “Taste is okay, but it’s nothing in particular” etc.). More critical comment pertain the high price, the presentation of the breakfast offer and the individually packed butter and jam.

2.5.9 *Interest in the “ Sustainable Breakfast”t*

72% of the interviewees answered with “Yes“ to the question “Could you imagine trying the ‘Sustainable Breakfast’?“. 30- to 39-year-olds showed in particular a large interest in the new breakfast offer (80%). The interest and the willingness to try the breakfast, descends with the age of the interviewees: from the 60- to 69-year-olds are 68%, the 70- to 79-year-olds are 60% and from the 80-year-olds only 43% would try the new breakfast. Higher-than-average is the willingness of guests, who have breakfast rarely, every now and then and frequently at Coffeehouses, to try the new breakfast offer. However amongst the guests who eat their breakfast daily, only less than the half can imagine trying the new breakfast. In general about 76% of women, but only 68% of the men are interested in the new breakfast offer. 80% of the interviewees, who consume organic and/or fair trade products in private, would like to try the new breakfast offer and there are only 29% of the not organic/fair trade consumers.

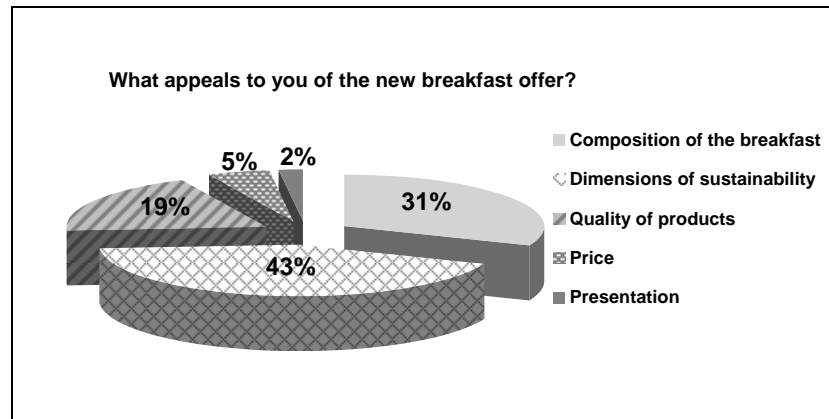
2.5.10 *Appeal to the new breakfast offer*

The interviewees, who didn’t try the “Sustainable breakfast” were asked the question “What appeals to you of the new breakfast offer?”. Therefore the answers relate to the design of the breakfast offer and the information on the table. It was an open question, which means that the interviewees didn’t get pre-formulated answers. During the evaluation the answers have been consolidated to five categories for a better overview. Some categories were subdivided in to further topics (Figure 2, Figure 3).

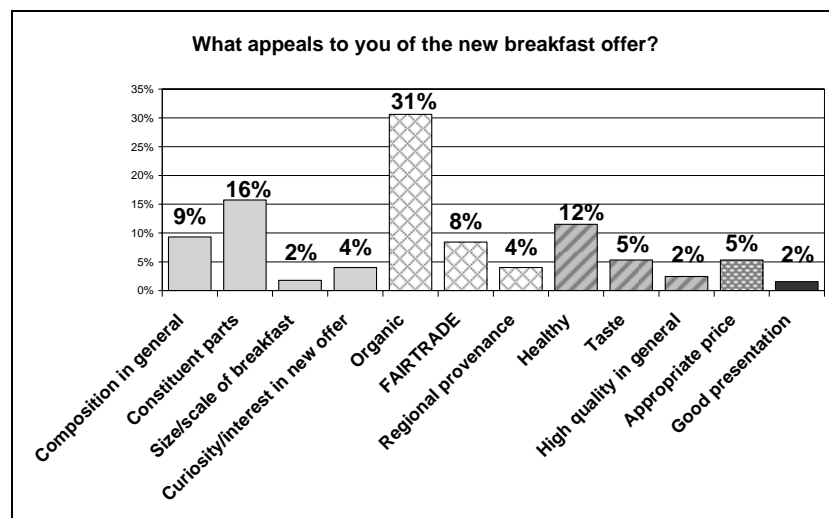
Most answers (43%) refer to the three “dimensions of sustainability“ of the breakfast offer: organic, fair trade and regional, whereas organic was mentioned the most (31%). For example answers in this category were: “I approve of the organic products at the Coffeehouse; “...because I like the offer of fair trade and regional products”; “I trust the organic products, because the animals are happy and the eggs taste better”; “Fair trade coffee at a Coffeehouse is very positive”.

About a third of the answers concern the composition of the breakfast offer (31%). In this category the composition in general, the constituents of the breakfast in detail, size of the breakfast offer and the curiosity/ the interest in this new offer have been drawn together. Answers in this category are for example: “a good and interesting composition“, “a great idea; a trend with time“; “whole-grain toast/ the alpine cheese/ the omelette/ the freshly squeezed juice appeal to me”; “very substantial“; “wide choice“; “it’s something different“; “I’m curious, if I notice a difference to the ,usual’ breakfast“.

19% of the answers refer to the quality of the products, under which the attributes “healthy“, “good taste“ as well as “high quality“ (with further explanation) are subsumed. Further mentions are about the price of the new breakfast offer, which is considered as “appropriate” (5%). The presentation of the new breakfast offer is being praised by 2% of the answers.



2.5.11 Figure 2: Appeal to the new breakfast offer



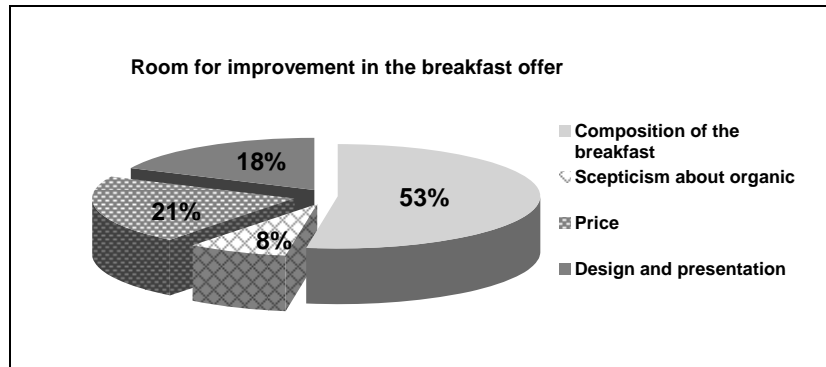
2.5.12 Figure 3: Appeal to the new breakfast offer in detail

2.5.13 Room for improvement in the breakfast offer

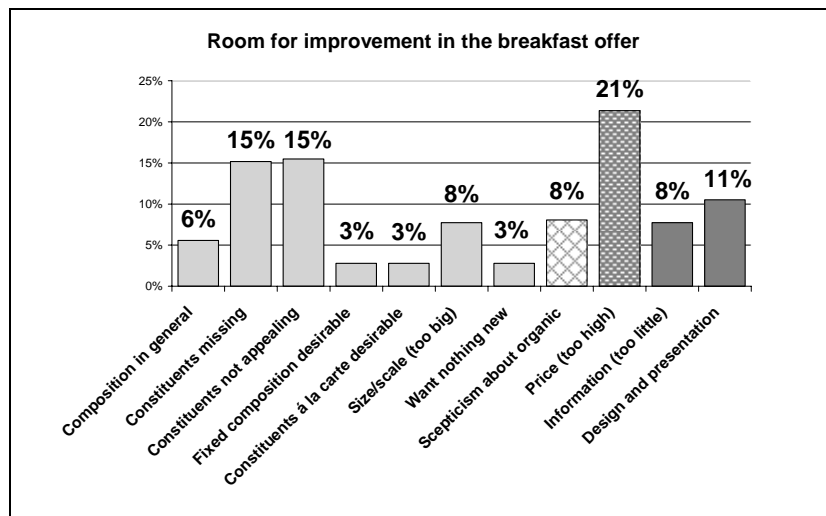
According to the question, what appeals to the guest of the new breakfast offer, which was posed to the interviewees who didn't try the "Sustainable breakfast". The answers relate to the design of the breakfast offer and the information on the table. It was also an open question about facts that are less appealing and could be improved. Answers of the interviewees were assigned to 4 categories, which consist of one or more topics (Figure 4, Figure 5).

More than the half of the answers (53%) is about the composition of the breakfast offer. The interviewees give critics and suggestion about the following 7 topics: Composition in general; missing constituents; not appealing constituents; fixed composition of the breakfast offer; constituents of breakfast à la carte; size; nothing new/undesired change. Answers in this category are for example: "I would rather have a vegetarian breakfast"; "Cereals and yogurt are missing"; "This is way to much, a smaller breakfast would be better"; "I rather assemble my breakfast on my own, I don't like package"; "I have been eating the same for years, I don't need any new things".

A fifth of the mentions (21%) refer to the price of the breakfast offer, which is overpriced. There were also critical comments about the design and presentation of the breakfast offer (18%): on one hand many interviewees wanted more information about the products (source, producers, ingredients etc.) on the menu; on the other hand they find fault with the presentation (not flashy enough) and the design. 8% of the answers show a certain scepticism about organic. (“Who guarantees, that this is really organic?“, “Don’t trust organic products, it’s only marketing gag”).



2.5.14 Figure 4: Room for improvement in the breakfast offer



2.5.15 Figure 5: Room for improvement in the breakfast offer in detail

2.5.16 Term “Sustainable Breakfast”

The claim for advertising the new breakfast offer “Bio zum Frühstück. Bio, regional, fair – so ‘nachhaltig’ frühstücken Sie nur bei uns!“ (“Organic to Breakfast – organic, regional, and fair – you can get such a ‘sustainable’ breakfast only at our place”) should express, that the breakfast offer is arranged in consideration of sustainable criteria. Answers to the question “What do you associate with the term ‘Sustainable Breakfast’?” show, that many interviewees comprehend differently the meaning of this term than the origin meaning of the project.

Only a third of the answers (32%) refer to the dimension of sustainability according to the definition of the project: regional products, organic

products, fair trade, environmental and resource protection. Answers, which were related to this category, were for example: “light, healthy, good for me and for the environment“; “environmentally conscious“; “products, which afford that my children can live in a healthy world“.

However, most mentions are referred to the high nutritional value/size (34%). Many answers aim for the long-lasting saturation, some associate luxurious breakfast with sustainable. Answers in this category are for example: “not hungry until evening“; “a long-lasting satiety feeling“; “having breakfast like a king (Kaiser)“, “luxurious breakfast“.

20% of the mentions associate “sustainable“ with high quality of products. According to this a sustainable breakfast should contribute to the well-being and is seen as healthy or very qualitative respectively. 9% of the answers belong to the category “no association“. The interviewees answered with “I don’t know“, “I don’t associate anything with it“, “It doesn’t mean anything to me“ or the like. 5% of mentions are critical of the term itself; this means the use of the neologism “Sustainable Breakfast“. The interviewees mentioned for example: “Sustainability is an economical term, it isn’t any part of breakfast“, “Sustainability is a fashionable term, which is used everywhere“ or “I know the meaning of sustainable development, but I only associate long-lasting saturation with sustainable breakfast – it is not well chosen“.

3 Discussion

Guests appreciate a sustainable breakfast offer at Coffeehouses, especially organic food, which generally collates with the trend in consumption in Austria. Many guests at a Coffeehouse don’t have a look at the menu; therefore the new breakfast offer needs to emerge through publicity, flashy information on the tables and the service people need to advertise it. Since breakfast is a temporal business, there is not enough time for personal consulting through the service people and it will take a certain time until information about the new “Sustainable Breakfast“ is well known.

For the operators of the Coffeehouses it will be a challenge to accurately separate organic and conventional food in storage and preparation in the kitchen. The usage of clearly different ingredients for the “Sustainable Breakfast“ will ease it up. For this reason organic specialities from regional suppliers are favoured (for example whole-grain bread, packaged organic butter, particular quality of ham etc.). Two Coffeehouses decided to only use organic eggs, which eases up the preparation in the kitchen. The higher purchase price of the organic products is under part for the upscale gastronomy, where the traditional Viennese Coffeehouses belong to. The Coffeehouses should pay attention to the supplying logistics because of the small-scale supply and an interface with conventional gastronomic logistics would be advantageous. In the next stage will be an expansion of the breakfast offer to other interested Coffeehouses.

4 Conclusion and Outlook

Within this pilot project six traditional Viennese Coffeehouses could be won over to offer an individual “sustainable“ breakfast with the claim “Bio zum Frühstück – Bio, Regional, Fair – so ‘nachhaltig’ Frühstück Sie nur

bei uns!“ (“Organic to Breakfast – organic, regional, and fair – you can get such a ‘sustainable’ breakfast only at our place”).

Because of the workshops, where it was possible to get to know sustainable products and the producers/suppliers, a good starting position for the implementation in several Coffeehouses was created. The operators of the Coffeehouses were informed about the topic sustainability in general and sustainable food in particular and therefore they were sensitized to it. Criteria for the “Sustainable breakfast” were established and they consist of organic and regional production, fair trade and/or environmentally compatible treatment/package (returnable) of the products. They were also adjusted to the regional availability. The Coffeehouses were individually consulted in the choice of assortment, possible solutions in logistics and labelling the products in the menu. Within this every Coffeehouse was able to underline their personality with an individual sustainable breakfast. Employees were informed about the project and the choice of the components of the breakfast and were also trained in communication with the guest. This training secured the organisation of purchasing adequate products, the ability of the kitchen staff to differentiate between sustainable and conventional products and that the service people inform the guests of the Coffeehouses about the new breakfast offer.

In the six Coffeehouses evaluations have been accomplished, which has checked the perception and acceptance of the guests about the new breakfast offer. Overall about 530 guests were interviewed. The acceptance of the new breakfast offer is very high: 90% of all interviewees appreciated the breakfast with regional organic food and fair trade products in their Viennese Coffeehouses. More than 70% of the guests 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, which is very popular. Guests of the Coffeehouses associate a sound environment and a sustainable living respectively with the sustainable breakfast. The “good taste” of organic products is also mentioned from the guests as very positive. Almost half of the interviewed guests noticed the sustainable breakfast by the advertising on the tables and posters.

In succession the individual acceptance analysis of the several Coffeehouses will be presented in a feedback meeting and adaption and expansion of the breakfast offer will be discussed. In the next stage an enlargement of the breakfast offer to other interested Coffeehouses is provided.

5 Acknowledgement

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