



The year 2011 was marked by improved quality and customer service indicators, with Pasta Caffé enhancing product and service-related know-how.

At the end of last year Past Caffé operated 16 units in Portugal and 3 in Spain, having closed the Guia (AlgarveShopping), Gran Via (Vigo) and Salamanca units. In December the brand counted 216 employees.

In 2011 Pasta Caffé made major adjustments to most of its costs structure. Turnover in Portugal stood at 6.4 million euros, while in Spain the brand took in 1.4 million euros.

Pasta Caffé maintained its differentiated value proposal in shopping centres, as a table service restaurant appreciated by a market niche that seeks a pleasant and relaxed environment to enjoy a good meal with a good service experience.

Six bimonthly specialty launches brought Italy closer to customers by offering authentic and

original recipes for dishes from that culinary tradition: pastas, pizzas, appetizers and desserts.

Thematic events were maintained, specifically the Rodízio de Pizzas, with dates and times set monthly at each restaurant, resulting in periods of good customer acceptance. A new event, A Temporada do Risotto, was successfully introduced in two restaurants at NorteShopping and ArrábidaShopping.

On holidays such as Valentines' Day, Father's Day, Mother's Day, Children's Day, St John's Day and Réveillon specific communication actions were developed with menus, Facebook pastimes and offers specifically for those dates.

The reinforcement of communication and business aggressiveness was one of the marketing plan priorities with the goal of capturing new targets and increasing loyalty, as customers became more demanding and concerned about consumption in 2011. Some spending contention was noted, a result of the government implemented austerity measures.