

Pasta Caffé therefore strengthened its lunch menu proposal with a bigger variety of available dishes and placed its communication more visibly at the front of the shop.

At the end of December a new menu was produced which included renewed proposals for desserts, coffee etc and alcoholic beverages. More emphasis was also placed on specialties, with photos highlighting products to help customers make their choices.

We created the Pasta Caffé page on Facebook, counting nearly 7,000 fans, and began a process to get closer to our customers by informing them about novelties, thematic events and new offers, giving them incentives for another visit.

Stone ovens were installed in three restaurants (Cais de Gaia, Via Catarina and DV Douro – Vila Real), making the pizzas even more genuinely Italian and enhancing the taste of the respective ingredients.

To strengthen relations with consumers, more emphasis was placed on standards programme training for the entire operational team, with the goal of improving hospitality and professionalism when attending customers. Following these changes, Pasta Caffé consolidated a team which knows its product well and can thus surprise customers in the process of choosing or accompanying a meal.