



This restaurant specializes in quick-service barbecue meats and aims to satisfy customers who want to combine the pleasure of eating grilled meat with a healthy and savory diet.

The brand closed the financial year with 14 units after closing the ones at Viana do Castelo, Cidade do Porto and Coimbra Shopping. It counts 130 active employees, a number adjusted to the lower demand felt throughout 2011, also reflected by the sales figure of 4,3 million euros, 14.6% less than in the previous year.

Ò Kilo presents an appetizing, tempting and healthy variety which allows customers to make various combinations of their own choice with a fixed price.

In 2011 the brand continually adjusted its value proposal to meet client desires and take an aggressive stance vis-à-vis its direct competitors.

Product diversity was supported by constant renewal, always bearing mind the preference of some customers for varied and safe diets based on fresh natural products.

The quality of products is considered vital for the brand's success, whereby the selection of raw materials is extremely important. Ò Kilo's suppliers are chosen according to rigorous quality standards.

Given the growing importance of food safety, training in use of the HACCP system was reinforced, mainly for product control, on-premises hygiene and employee food handling. The brand also renewed the certification of the unit at Dolce Vita Antas.

Human resources management and the expanded capabilities needed for this kind of business were decisive in the efforts to accomplish the set goals. Training was a constant in the units, extended to all new employees, and was also complemented by classroom actions.

The brand maintained high levels in the quality and customer satisfaction indicators audited by external entities.