

PASTA CAFFÉ

At year-end Pasta Caffé had 14 units in Portugal and one in Spain, after having closed two outlets in Portugal (Fórum Algarve and Gaia Shopping) and one in Spain (Victoria), as part of the scaling back of its portfolio. At the end of December the brand had 178 employees.

The year also featured a remodelling of the Centro Vasco da Gama restaurant, consolidation of the lunch buffet format and continuation of the seasonal campaigns with genuine Italian specialities.

The Pasta Caffé restaurant in Centro Vasco da Gama was remodelled in the last quarter of the year, and reopened to the public on 24 October with a more Italian ambience and exclusive menu signed by the well-known chef Luís Américo.

Noteworthy amongst the specialties created by the chef Luís Américo were the Bruschetta di Capra ai Prosciutto, Foccacia di Cipolle Caramellate, the thin-crust pizzas and Spaghetti alla Carbonara in Evoluzione, uniquely Italian dishes.

The new restaurant also guarantees a different dining experience than traditional restaurants. The new decor features colours, façades and an architectural theme that enhance the outlet's strong Italian authenticity. The venue is designed with four differentiated environments, each affording a different type of experience and recalling the layout of a house:

- the kitchen-themed area, highlighted by the Pizzaiolo, where the magic of Italian cuisine happens with two stone ovens that bake ultra-thin and crispy, genuinely Italian pizzas.
- the living room, an ideal space for eating and good conversation for two.
- the winter garden, an ideal spot for a group of friends, where the watchword is a relaxed setting.
- the terrace, a quiet restful balcony with outstanding views over the Tagus River.

No doubt, 2013 was a year of consolidation for this buffet value proposition for weekday meals. The phased roll-out took place from April to October of 2012 in eight restaurants located in the Lisbon and Porto areas, with nearly 66,000 customers served. The buffet is designed for persons who work in the area and do not have time for a lengthy lunch but do not want to go without having a good meal, with many options, and at the right price. The wide variety of starters, cold and warm, plain and mixed salads, thin crust pizzas, pasta al dente and desserts, all with a self-service format, made this the best received offering of all time and attracted new customers to the brand.

In the restaurants where this proposition was not implemented, we revised the "House Menu", with new dishes, a new image and revised prices aimed at enhancing