

their appeal in the ever more competitive foodcourts where they are located.

Dinner is the most difficult time for attracting customers and the company also reformulated its offering in this segment, bringing out the “House Dinner”, which features very popular dishes and a low-priced beverage.

The Temporadas seasonal format was well received in 2012 and was therefore kept by the brand in 2013, with the launch of four seasons, one per quarter: Rodízio de Pastas, Rice, Pizzas and Autumn Specialties. These actions translate into new experiences and moments for sharing a meal that strengthen the brand’s positioning as a ristorante italiano.

Holidays were celebrated very intensely at Pasta Caffé restaurants, especially Valentine’s Day, which set the year’s sales record. Father’s Day, Mother’s Day and Children’s Day were also highlights, the latter having been extended to the entire month of June with the Menu Bambino. In particular, in street restaurants we celebra-

ted Saint John’s Day in Cais de Gaia, as well as New Year’s Eve in Docas, marked by joyous festive atmospheres.

Despite a lean advertising budget, we emphasized below-the-line and digital campaigns, using tools such as newsletters, group purchasing platforms like Sapo Voucher and LetsBonus, and a presence on sites such as Promofans, as well as first-hand dissemination of information on all novelties to over 12,500 Facebook fans.

We invested in providing a friendly and receptive service in which a host or hostess greets customers at the door and leads them to their table, giving a warm welcome to all who enter this “Casa di Famiglia”.

In 2013 we continued recertifying our brand training processes for all shift leaders and unit heads through the “Manager Development”, “Food Safety and Hygiene” and “Occupational Safety and Health” initiatives. The Dolce Vita Antas and Norte Shopping units were recertified to the APCER ISO 22000 quality standard.

