



O'Kilo combines the pleasure of eating grilled meat with a rich and varied diet

Ò KILO

Ò Kilo is a restaurant that specialises in grilled meats and serves as an alternative for consumers who seek varied meals and enjoy the pleasure of eating meat.

Served quickly and conveniently, customers can create combinations of their liking, choosing from a variety of delicious and healthy foods for a set price.

In 2013, the brand sought to adjust its offerings and prices in order to respond to the needs of customers and compete with the aggressive positioning of its most direct competitors.

The brand is aware that the quality of its products is a critical success factor. Maintaining high quality requires selecting the best ingredients. Therefore the process

of choosing suppliers is carried out according to strict quality criteria.

The brand is highly aware of the growing importance of food safety and reinforced its measures in this regard through the HACCP system, which is designed to monitor the product, the hygiene of the installations, and the handling of food by employees. The certification of the Dolce Vita Antas establishment has been renewed.

Due to the downturn in consumer spending that affected all of 2013, Ò Kilo reduced its employee headcount to 70, and its units to six, after closing the establishments in Oeiras, Maia, Cascais and Vasco Gama. The latter two were converted into MiiT units.