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At the end of 2012, the Ibersol Group launched the first unit of its new brand, MiiT, in Norte Shopping. This new format is focused on grilled meats, and also includes white meats.

In addition to high quality meats, MiiT offers delectable side dishes to complete meals: beans, grilled fruit, rustic potatoes, and seasoned rice, creating a combination of authentic flavours.

The sauces are also a specialty and are prepared with the best ingredients: wild mushrooms, honey, pink pepper, and garlic. The innovative desserts are served in the form of "shots".

Notable among the beverages offered are natural fruit juices and cold drinks, which range from traditional currant infused drinks to fresh lemonade and ice tea, as well

as traditional Portuguese DOC Alentejano wine, sold by the glass.

Creating a meal is very simple. Customers can choose one type of meat to grill, two side dishes, and one sauce. If customers so desire, they can select a side dish of grilled vegetables or fruit, which preserve and accentuate the flavour and quality brought out in the grilling process.

The Miit format was created in response to the growing concerns of Portuguese consumers about their food, and the rising awareness of the benefits of healthier and more conscious eating habits.

This new brand ended 2013 with three units, at Norte Shopping, Vasco da Gama and Cascais, with 40 employees.