



KM 1
EAT WELL AND LIVE BETTER
DYNAMIC AND ECO-FRIENDLY DINING

Premise

Although the economic crisis has led to a sharp decline in consumption, the catering industry continues to record growth rates in terms of inflows, turnover, level of employment and number of companies created.

The catering sector looks healthy. In the last five years, this sector has opened most franchise stores in the country. Food consumption outside home is constantly growing at national and international levels. In this context of interesting evolution, street food's specific scope is experiencing a real explosion, which is no longer just a strong trend but a solid economic reality. Such growth is supported by some sociocultural elements and linked to the evident lifestyle:

- - On the one hand, there was an increase in consumer attention, product quality, organic products, and traceability, products delivered directly by the producer, original flavors and in the identification of an appropriate nutritional model. On the other hand, today, consumers are looking for the intangible aspects of dining out, such as service, atmosphere and a friendly place: the desire is to eat "healthy and good food" and "feel good" in the broadest sense.
- - The need to eat (in case of difficulty to prepare them) simple, healthy and low-cost meals on site or at home, allow you to eat quickly, through a proposal of quality gastronomy and with a greater focus on consumption on-site rather than on profitability
- - The preference for a fast and informal dining experience, with strong participation of customers in a charming, smart, cozy and stylish place

Increased awareness not only concerns food, but also the environment in which we live, and hence the themes of recycling and creative reuse of materials are seen as ethically rewarded and increasingly influence the behavior choices of consumption. Km 1 wants to interpret this trend with a design that combines recycled and natural elements. When you get into the restaurant, you feel as if you are entering in a "live vegetable garden", which is at the same time popular and trendy.

The highlighted trend elements are product quality; plan based on an original mix of products and takeaway gastronomy, ethical sensitivity at organic and recycle products and low investment with high returns. These elements represent an interesting basis for the creation of a concept that summarizes them in a proposal with a potential for penetration. Km 1 starts from the evaluation of these elements to create a brand that is highly specialized on a healthy, tasty and attractive gastronomy for all smart and participative palates.

Goals

KM1's goal is to create a brand that is identified in an innovative venue, with a gastronomic proposal that is good and healthy and that provides for the increased participation by the customers.

A place that mixes quality of design and atmosphere, where as you enter, you are invaded by colors and scents that remind you of nature and its elements.

The large counter, where all fresh dishes are prepared with strong client involvement, is a gastronomic showcase where a colorful mix of products can be consumed on site or brought to the office/home, for a healthy mealtime in peace. It is a young and dynamic place, aimed at a large and fast growing target.

It is a dining and eating experience with a strongly suggestive format under different points of view:

- The recovery of tradition, of contact with nature, with producers and their authenticity. A real relationship with its origin and its players, the guarantee for partners and final consumers on the origin and quality of

product.

- The furniture that is set entirely on recycled items to restore value and life to the same ones combined with walls of officinal and vertical gardens will give flavor and stimulus to the unique and welcoming way giving the real feeling of entering a vegetable garden
- The use of young and dynamic staff with the logic of enhancing cultural and national differences as a central element of image and energy

The ultimate goal is to create a model that, once tested, can be easily moved to any location and context (shopping malls, historic centers), and gradually become a fast-growing concept store that combines reduced investment costs, competitive management and high ROI and thus become attractive to potential investors/affiliates.



The Concept



Size between 80 and 150 sq.

Localization in towns with a catchment area of at least 50,000 inhabitants

Preferred areas are high density housing areas, high traffic and frequencies in historic centers or areas adjacent to the center of high flow towns, in areas with medium commercial surfaces and qualified shopping centers/parks

Placement: The location is characterized by the proximity of offices, schools, sports and leisure activities, tourist and commercial areas, with a suitable urban layout, easily accessible, widely visible (for those traveling by foot or by car) and

equipped with parking lots.

Furniture: Arrange the large counter as the central element of furniture and service, colored with raw materials, and with the staff steadily moving, side by side from the gourmet counter. Around original furnishings created with recycled items (antique doors and windows for benches and tables, scaffolding and wicker baskets as lighting elements). It is a simple but tasteful design. The walls with officinals and vegetables, true smells and colors that give the feeling of entering into a vegetable garden with the tools of a good gardener. The dominant colors are the shabby white of the walls and the wood and the green of the natural elements.

An operational and opportunity model organized as follows:

- a fast tasting/dining area characterized by:
- a well-equipped back counter to entertain, celebrate and serve the food at the same time (at least 10/12 meters in length)
- a backbench equipped to locate much of the equipment and the production process at sight. The top of the backbench is intended for pictures and menus for immediate communication
- part with traditional side tables and part with American consoles
- a gourmet counter in the corner with a taste of the old shop that fills the colors and perfumes of those who enter a place to serve and sell (on-site and take home):
- a space dedicated to drinking with wine, beer and fruit/vegetable drinks
- a kitchen area in the back for culinary preparations and supporting the kitchen at peak hours

A culinary proposal based on:

- a freshly prepared line of sight in real time
- a take-out line which, if desired, can also be consumed on site

A fresh line capable of:

- represent elements of a strong Italian tradition
- being easily offered and maintained
- being simple and fast with a small amount of equipment and staff
- have an cost-effective food/sales comparison index
- combine a widely appreciated value taste with a healthy value in the collective imagination

Specifically, the **product lines chosen are:**

a) Pizza, calzoni and panzerotti with a traditional mixture with selected and healthy flour (soya, kamut), whole flour, celiac flour to activate a broad target of consumption. To the plate, to the meter and to the cut

b) Platters of very scenic excellence (cheese salami, vegetables, garlic bread) accompanied by torta al testo

c) Salads

d) Fruit as a central element of dessert in colorful combinations

All product lines have the same characteristics:

- are fed (with small variants) from the same basket of selected excellent products
- are prepared by professionals who are in line with the type of assembly at the counter in successive stages, so that: 1) customers have the feeling they are participating in the creation of their own dish, 2) each customer is followed in a continuous and consequential way from their order (with order at the counter) until payment, eliminating service at the table and focusing on a very dynamic and attractive counter.

Take Out Line

The gourmet counter offers a range of healthy and tasty products:

- Legumes salad
- Cooked and curdled vegetables
- Pasta and cereal salads (rice, spelled, barley, millet, etc.)

Which can be:

- Buffet-style at classical meals
- Sold at the counter by weight, as an ad hoc line of containers, dedicated and well preserved in the packaging

The investment

The investment is divided into the following items of expenditure:

Furniture, equipment and accessories

Investment in furniture, equipment and fittings have a turnkey average cost (excluding construction works and necessary installations).

Staff training, launch of the initiative

Staff training, communication campaign for startup

Value added

The concept has a strong value added based on some elements:

- **Originality and strong theme:** it is defined as an operating model strongly characterized on the theme “good and healthy” based on a mix of well-known, highly appreciated and attractive products. It is a fresh and smart proposal with strong client participation, welcoming and easily recognizable as a trademark
- **Ease to use and management:** it is a simple concept to create, easy to manage
- **Very wide target:** it has a very broad target and is growing strong
- **Quality of the proposal:** guarantees quality, origin and traceability, the product is easy to prepare and easy to use
- **Reduced investment and high profitability:** with a limited investment cost it has potential revenue and attractive margins if positioned in the right locations and well communicated

The strategy

The purpose of the start-up phase is to create at the same time 2 -3 representative locations so that:

- Optimize initial investment and create economies of scale
- Make it immediately visible and introduce the brand in the area
- Optimize management on a representative sample
- Shorten the start-up and trial times by presenting itself immediately not with an isolated store but with a mini-chain
- Enhance the value of the brand and attract strategic investments/participation

Proprietor

FOOD EVOLUTION is a company branch dedicated at Food Sector of Il Cantico della Natura that has developed a specific expertise in the themed catering industry, with direct management of sites and the creation and management of a local franchise chain.

The brand is:

KM 1

Belongs to the company

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