



STREET SWEET

THE SWEET OF LIFE



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, it was the sector that opened more 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.

3 out of 4 Italians consume street food, editor Gambero Rosso published a dedicated guide and now there are dozens of themed festivals in our country. Fashion has turned into an opportunity for development, just last year Italian catering companies on the road increased by 13% to over 2,200 (Unioncamere data, June 2016), and famous chefs are also striving with typical street food.

Globally, according to FAO data, about 3.0 billion people eat street food every day for several reasons: because it is cheap, because it is the quickest way to spend their lunch break, because it is a way of discovering ethnic flavors different from their habits and for nostalgia of childhood forgotten tastes. Street food has ancient origins, already existed at the time of the Greeks and Romans, and is now back in fashion for a set of

elements that characterize it: it is cheap, fast and convenient is readily available and usable, and it is easy, simple and spontaneous. However, behind the spontaneity and simplicity that characterize it, there is great culture and, the desire to rediscover the traditions and the lost atmosphere.

There is a strong evocative and identifying component that represents a very powerful motivation over consumer choices.

Street food awakens the pleasure of being part of tradition, places and landscapes, giving life to the city, making it warm and alive. Joining people is a phenomenon based on the encounter, communication and socialization. **Street Food** has an interesting return on investment. It requires low investment, it can create interesting margins and it is easy to handle with a reduced staffing.

In this fast evolving context, there is room for experimenting and launching proposals that, once receive the market feedback and the encoding of profitability, can be extended to the logic of large-scale franchise. Street Sweet starts from the evaluation of these contexts to create a brand that is highly specialized on a sweet culinary proposal, we would say "sweet" as it brings together 4 strong products of the ethnic tradition of dessert/snack but that now have become global products of common use.

Goals

The purpose of the Sweet Street project is to create a brand that is strongly identified as a proposal that can offer, in a single container, excellent sweets and at the same time highly suggestive:

Crepes
Churros
Pan cake
Waffles





Coming from different culinary traditions that have become popular and consumed at a universal level, they are united by some important elements that make this unique proposal strong and consistent:

They are all rooted in the collective imagination, and in the childhood memories. They are the cakes that our grandmothers baked and made us happy. They are the ones we found in parties, in a traditional village fair. They represent a moment of joy and as adults; we like to revive this moment with our children.

They are all very good with an intense flavor, with a smell that attracts from a distance, making kids and adults crazy.

They represent a time of joy for the family, and a transgression for the couples, they are for everyone.

They are all yellow because they are made with the same base product, the typical color of the sweet and its wonders. They are beautiful to see, they are craved, and have a strong appetite that drive their consumption.

They are all combined naturally, as their basic ingredient is chocolate /Nutella or fruit jam in a basic mix, classic but always of great effect in taste and color. Ice cream can be a further additional ingredient, especially in the summer to make the product more appealing, such as the use of salty ingredients combined with sweetness at meal time, can provide an alternative to the sweet proposal alone, thus expanding the target audience in terms of taste.

They are quick served dishes, hot and freshly prepared using a very similar and simple

process where you can take care of the quality of raw materials and use along basic products of some regional elements that further qualify the proposal in substantial and evocative terms.

They are all street items, easy to eat, socialize, simple and therefore great choices.

There are specialized brands on a single product (especially the crepes) like the individual products that were combined in other forms of catering, perhaps as a dessert in a bar or a restaurant, but there is no brand specialized on sweets that brings them together, increasing their attraction.

Street Sweet becomes a place that it is at the same time traditional/but with a strong global value comprising in the same proposal, two driving elements in the development of street brands.

Street Sweet wants to be a brief pause with a full immersion in the sweet, a stopover in the "sweet of life" to enjoy a hug, a cuddle in a yellow and chocolate world.

The yellow of the furnishings becomes the symbolic color and of immediate identification with the product, with instant visibility in the contexts where is located. Street sweet accompanies our days, breaking the daily routine and delighting our moments of leisure and holiday.

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

The Concept



Street Sweet is a very young and informal format. It is modern with a strong energy in furnishings, design and staff, but at the same time with a strong recovery of traditional values and concepts in order to facilitate immediate identification by different targets.

Architecturally and operationally, the concept/store is based on the following criteria:

It is a street food format, positioned in high flow areas and characterized by:

Size between 12 and 20 square meters.

Localization: in towns with a catchment area of at least 20,000 inhabitants aggregated or distributed in the city/neighborhood.

Location: Preferred high-traffic areas and frequencies in historic centers or areas adjacent to the center of high-flowing towns, areas with medium commercial surfaces and qualified shopping centers / parks

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

Furniture: Use of simple elements and essential furniture to be maximally functional in a small area, but also cared in design and all strictly yellow. The Store is a yellow dot in the city, organized as follows:

- a counter to see where everything is prepared and served, equipped with a chocolate fountain
- a backbench equipped with a chilled area. The top of the backbench is intended for the pictures of the products, so you can immediately communicate and driving the choice
- American-style console on the sides where the size of the room allows
- A refrigerator with selected drinks accessible to customers

The production equipment is acquired by leading companies.

Use of a full-time employee and second temporary employee at peak times based on the turnover rate of the store.



The investment

The investment consists of the following items of expenditure:

Furniture, equipment and accessories

Investment in furniture, equipment, and set up arrangements have an average turnkey cost (not including construction and installation works that may be required).

Staff training, launch of the initiative

Staff training, communication campaign for the launch.

Value added

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

- **Originality and strong theming** defined as an operating model, strongly characterized on the sweet theme, on a mix of well-known, appreciated and highly attractive products, which differs from the existing one competitor. It is a fresh and attractive proposal, friendly and easily recognizable as a brand.
- **Easy to use and manage**, is a simple concept to implement with two essential products to work, base and chocolate.
- It has a **very wide target**: very wide target that goes from childhood up to grandparents' incurable sweet tooth
- **Quality of the proposal**: ensures quality, origin and traceability, the product is easy to prepare and easy to use. Particular attention is given to the selection of high quality raw materials.
- **Reduced Investment and profitability**: due to a limited investment cost, it has revenue potential and attractive margin if placed in the right location.

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
- Optimize management on a representative sample
- Shorten the start-up and trial times by presenting itself immediately not with an isolated store but as a mini-chain
- Enhance the value of the brand and attract strategic investments/participation

Holder

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

STREET SWEET

Belongs to the company

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