



IL VIZIO DI LUCIGNOLO
EAT, DRINK AND HAVE FUN!

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.

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. It is readily available and usable, and is easy, simple and spontaneous. However, behind the spontaneity and simplicity that characterize it, there is an unlimited culture and the desire to rediscover the traditions and the lost atmosphere.

A strong evocative and identifying component 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. Bringing people together is a phenomenon based on encounters, 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.

Il Vizio di Lucignolo was born from the evaluation of these contextual elements to create a brand that is strongly characterized by the character of Lucignolo (Candlewick) and the tale of Pinocchio's in terms of design, atmosphere, hospitality and customer service. The furnishings are set based on the fairy tale and the staff plays the characters, we really have Pinocchio and Lucignolo behind the counter!

Specializing in the production of two products served in an scenic and eye-catching way in wooden cutting boards in honor of Mister Geppetto the carpenter of Pinocchio's fable, the restaurant serves platters of cheese, cold cuts and vegetables combined with warm and fragrant bread and chianina gourmet burgers, the best meat of Tuscany, the land of Lucignolo.

These are delicious gourmet products, a real "vice" that you have the pleasure to eat when you taste it.

The intention is to make it easy and accessible to everyone to enjoy our traditional selection of charcuterie, which is wonderful, rich and colorful. Its strength is in the quality of the raw materials used and the stage presentation that fills your eyes. The intention is to make it easy to enjoy a gourmet burger because it was made with one of the best stakes our land offers, this is the vice (or vizio), along with a nice glass of red wine, beer or coke (for the little ones) that Lucignolo had and that we want everyone to enjoy!

Goals

The purpose of the project **Il Vizio di Lucignolo** is to create a brand that is strongly identified as an innovative proposal with regard to design and customer approach and able to take two strong traditional products, the selection of charcuterie and the Chianina burger and offer them on a large scale in a smart, dynamic and attractive way. The charcuterie selection is a delight that needs to be available and known, the burger is very popular, but it is not known for its gourmet and high quality version, instead, is known in its American format characterized by a poor quality and unhealthy product. It is served with a special bread the “nose” of Pinocchio that has a slightly elongated shape referred to the famous nose of Pinocchio.

Our products are a vice but are a high quality vice served in a playful and lively way; this is our strength and our value-added. They are easy to prepare and easy to enjoy.

Il Vizio di Lucignolo becomes a place that is at the same time traditional/local, offering local specialties but with a global look interpreting in the same proposal two driving forces in the development of street brands.

Il Vizio di Lucignolo wants to be a break, fully immersed in excellent products, yet easy to enjoy in a world of intense flavor.

The original and unique design of the furniture, typical of the street universe strongly characterizes the place and immediately identifies the restaurant with the character and the story ensuring a high visibility in the contexts where it is located. **Il Vizio di Lucignolo** is dip of joy and color in the streets of historical centers or in the malls galleries, is a blast of taste and joy is a part of Happyland, with its wonderful entertainment for everyone.

It is an opportunity that cannot be missed, that complements our days, breaking the routine and delighting our leisure and vacation moments.

The ultimate goal is to create a model that, once tested, can be easily moved to any location and socio-cultural context and gradually establish itself as a concept store with fast development that combines reduced investment and management costs, high ROI and ease of management and thus become attractive to potential investors/affiliates.



The Concept



Il Vizio di Lucignolo is a very young and informal setting. It is modern with a strong energy in furnishings, design and staff, that strictly recalls to the tale of Pinocchio, the playful context of Happyland, with a background music, that completes the special atmosphere: it is a quality environment. The food combines the game and the delight in a unique appeal, at the same time innovative and bearer of values and traditional concepts, 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 15 and 25 square meters.

Color: the place is red and green, the colors of Pinocchio

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 elements of simple and essential furniture to be maximally functional within a small surface area, but also very cared for in the design and set in a way immediately recognizable on the tale of Pinocchio.

The place is organized as follows:

- a counter that is at the same time the heart and soul of the room, representing the operational and the suggestive space, where the food is sold and bought with the eyes, where you can imagine that intense flavor, where you are about to see the selection of charcuterie and the burger.
- The counter is divided into two parts:
- One for the cutting boards with a refrigerated display case filled with meats and cheese ready to be sliced with a slicing machine and a colorful large wooden cutting board as the basis for preparation
- One designed for filling the burgers that are enhanced in a special oven that allows you to have a quality product very quickly.

The speed and ease of use of high quality products is, together with the quality of the products, an essential element of the format. The products are services strictly on a wooden cutting board to amplify the theatrical presentation.

- a well-equipped back counter with refrigerated area at the bottom. The top of the backbench is intended for the pictures of the products, so you can immediately communicate, driving the choice
- American-style console on the sides where the size of the room allows
- A refrigerator with selected drinks accessible to customers

Use of production equipment 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).

Formazione del personale, lancio dell'iniziativa

Staff training, communication campaign for the launch

The value-added

The concept has a strong value added based on some elements

- **Originality and strong theming:** defined as an operating model, strongly characterized with an environment and a unique atmosphere, offering two excellences, in a logic of quality, combined with a very strong emphasis on the suggestive part, settling the format on the tale of Pinocchio and on the character of Lucignolo differing so from the existing one. It is a fresh and attractive proposal, welcoming and easily recognizable as a trademark for its playful look, designed for everyone and with a strong focus on the children's audience who will always receive a gift before greeting Lucignolo behind the counter and who will always be pleased to come back with their parents and grandparents to find him.
- **Ease to enjoy and manage:** is a simple concept to create, easy to handle, with two essential product lines to work
- **Very broad target:** has a very broad target that encompasses all ages and all economic and cultural socio-economic classes, but at the same time focuses on the younger ones and the family by providing specific elements of attraction (from design, style of the room and the gadgets)
- **Quality of the proposal:** ensures quality, origin and traceability, the product is easy to prepare and easy to use.
- **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 the 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 start-up and trial times by presenting itself immediately not with an isolated store but with a mini-chain
- Increase brand value and attract strategic investments/participations

Proprietor

FOOD EVOLUTION is the business unit dedicated to the Food sector of Il Cantico della Natura, a company 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

Il Vizio di Lucignolo

Belongs to the company

IL CANTICO DELLA NATURA SRL

Responsible

Francesco Micci

info@osteriapinocchio.it

Registered office and operational headquarters of

IL CANTICO DELLA NATURA S.R.L.

Via Case Sparse 50 - 06063 Magione (PG).

Tel. 075/841454

Fax 075/43296

www.hapyproject.eu

info@osteriapinocchio.it

