

LAPERITIVO[®]
italian fine experience



Customer trends start and develop in urban areas, the place where new customers are constantly looking for new channels of communication and connection, with an endless desire to experiment and embark on new experiences.

TRANSUMERISM

The Transumerism is the multidimensionality of contemporary life. The Transumers are world citizens, they travel a lot for business and for fun, they have friends everywhere, they can navigate every city. They are digital fans, up-to-date about events and trends, highly sociable, incredibly independent and obsessed with the "here & now".

ON THE GO

Tendency to consume food in a dynamic and fast way, especially during work days - while strolling around the city or during work transfers – has made clear the demand for new contents in "fast" food. Increased workload, shorter lunch breaks and hectic lifestyles encourage the consumption of fast foods and, as a result, the trend of consumption "on the go".

URBAN TREND



The Italian "Aperitivo" is an inevitable rite. A meeting point for friends to socialize at the end of the day, to share stories and to experience a taste of a "casually elegant" space.

Since it was invented in Turin in 1789, l'Aperitivo has been synonymous with the good Italian life. As trends passed, it was able to maintain its identity, keeping quality and elegance as its focus. Attention to detail and selection of quality products made Italian aperitivo a "moment of Author", and a distinctive feature of the bars and most sought after places in Italy and abroad. This experience inspired the name "LAPERITIVO". One example of excellence is Aperitivo "urban chic" in Milan, where the style and the atmosphere are fused with the Italian Style.

THE TREND OF LAPERITIVO



CONVIVIO

In an increasingly frantic world, attention must be given to indulging in the pleasures of friendliness, prosperity and quality time shared with friends and loved ones. The pleasures of food and reciprocity are rediscovered in a relaxing and welcoming atmosphere, where tales are told and dreams are shared.

ECO-CHIC

This style is for those who care about the environment in addition to being fashion forward, trendy and elegant. The boom in the ecological trend - synonymous with sobriety and simplicity - is reinterpreted with a glamorous eye for those who want to be environmental friendly without sacrificing elegance.



LAPERITIVO

“LAPERITIVO” is a multi-sensory experience that reinterprets the Italian experience in a creative way, mixing moments, scenarios and genius loci.

“LAPERITIVO”- is in perfect harmony with the new trends associated with modern life – it has the finest design, style and appearance making the place unique.



TASTING AND TASTE

Tasting, fil rouge of “LAPERITIVO”, represents the intimacy with “The Fine Italian Experience”.

The delicacies and the Italian wines are carefully selected to offer an authentic and deep bond with the land of origin, creating an intimate and exclusive experience.

“LAPERITIVO” is an innovative experience, a meeting occasion to taste the flavours of the Italian territory which can communicate intimate feelings.

The fusion of Italian tradition with innovation that we find in the most interesting facets of Italian products – from food to design, from fashion to the movies - represents the philosophy and the main value of the project, leading to the discovery of “fragments of Italy.”



MEETING AND CONVIVIO

“LAPERITIVO” offers a stimulating and dynamic environment, creating an atmosphere where young people meet to socialize and chat.



EASY AND GLAMOUR

“LAPERITIVO” is a “urban chic” brand, vibrant and young, easy and trendy, independent and international.

“LAPERITIVO” is developed by combining different consumer experiences.

CONVIVIO EXPERIENCE

An elegant and friendly atmosphere to enjoy food and experiences; customers can sit in the lounges or “at the Italian table” enjoying the atmosphere and the services offered by LAPERITIVO.

BOUTIQUE EXPERIENCE

A veritable boutique of Italian products.

DELIVERY EXPERIENCE

Customers can choose between several experiential boxes that will be delivered directly to their own home.

TAKE AWAY EXPERIENCE

Customers can choose food from different menus that can be bought and taken away to eat on the go.

THE BRAND EXPERIENCE



“LAPERITIVO” intends to launch the Aperitivo trend worldwide through an established network of innovative spaces, services and activities.

THE FRANCHISING

An international format leverages the strong brand identity within a package - service functions, consulting, marketing, guidelines – to be transferred to the franchisee.

Each franchisee will use the trademark, services and goods provided, while being supported through each step.

BUSINESS MODEL

THE MARKETING SUITE

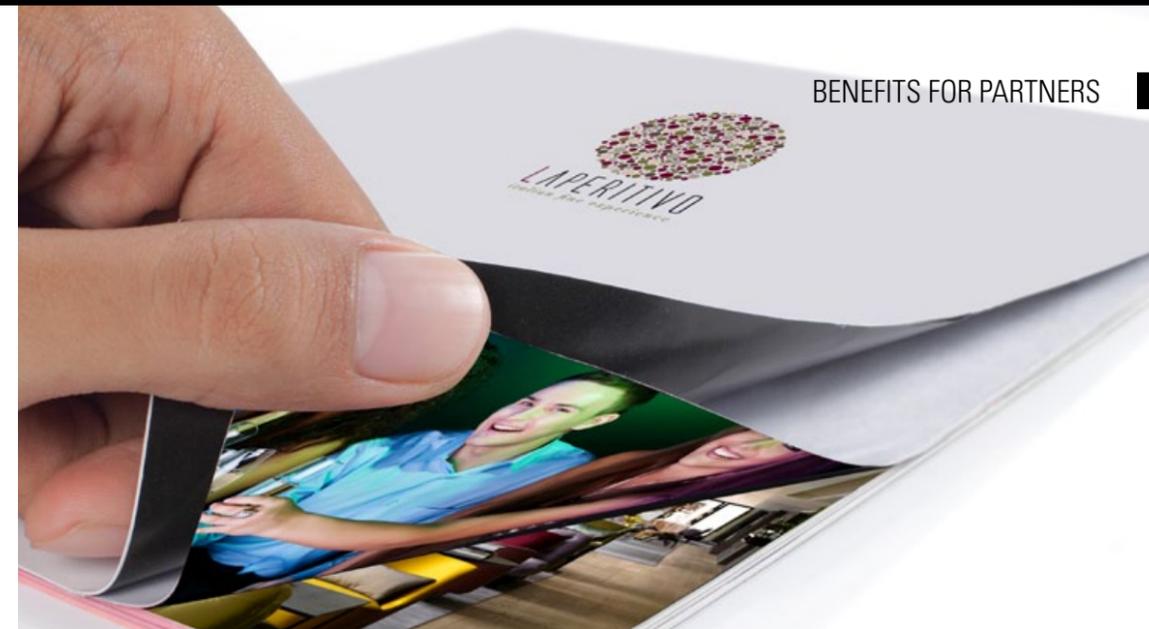


The affiliates can use marketing tools and fidelity strategies, including editorial content and communication relating to Italian excellence and trends, created in collaboration with leading Italian partners. Video about fashion, art, style and travel destinations. This allows the place to always have an up-to-date aesthetic.



“LAPERITIVO” offers a wide variety of Italian tastes only paying the drink. In fact, abroad, eating Italian free quality food is a real “food revolution”. It is an experiential format that offers emotions, atmosphere and Italian culture. The particular space organization makes it an informal space that predisposes to socialize young and open minds.

SUCCESS FACTORS



BENEFITS FOR PARTNERS

- HIGH VISIBILITY IN AN EXCLUSIVE WORLD WIDE CONTEXT
- PRESS RELEASE TO NATIONAL AND INTERNATIONAL MEDIA
- PRESENCE IN THE EDITORIAL LAPERITIVO
- OFFICIAL WEB SITE LAPERITIVO

9:00 am to 2:00 pm BreBra
Italian breakfast
Brunch with Italian products in single servings

2:00 p.m. to 5:00 p.m. Cafe
Ideal for business meetings and to deepen knowledge about Italian culture.

17:00 to 21:00 Aperitivo
Gatherings to taste Italian wines and cocktails accompanied by Italian cuisine.

21.00 - 24.00 Laperitivo Lounge
Cocktail Bar & "Live".
9.00 - 24.00 Boutique and Take Away

TIMES OF "LAPERITIVO"



FORMULA "LAPERITIVO"

FORMULA "LAPERITIVO" drink and eat Italian quality food for free offered in portions, from sweet to salty. The menu varies according to the moments of "LAPERITIVO".

The proposed menu:
- single hot serving
- single cold serving
- bakery/confectionery

Thematic and experiential box for:
- Consumption in the place
- Boutique
- Delivery
- Take Away



The food can excite, surprise and delight. The tastes, smells, sounds are the stars of this menu, which is one of the identifying elements of "LAPERITIVO" its concept & inspiration stems from excellent Italian cuisine. The food experience shifts the focus from the traditional use to modern implementation of Italian cuisine.

THE FOOD EXPERIENCE





"LAPERITIVO" is known for encouraging lounges that each have their own unique character and charm.

THE ITALIAN TABLE

In addition to the living room, is the idea of "the Italian table", a typical Italian atmosphere to enjoy making new friends.

CITY WINDOW

A large open window on the city to stay connected with the urban landscape. The idea is to bring the experience of "LAPERITIVO" into cosmopolitan areas.

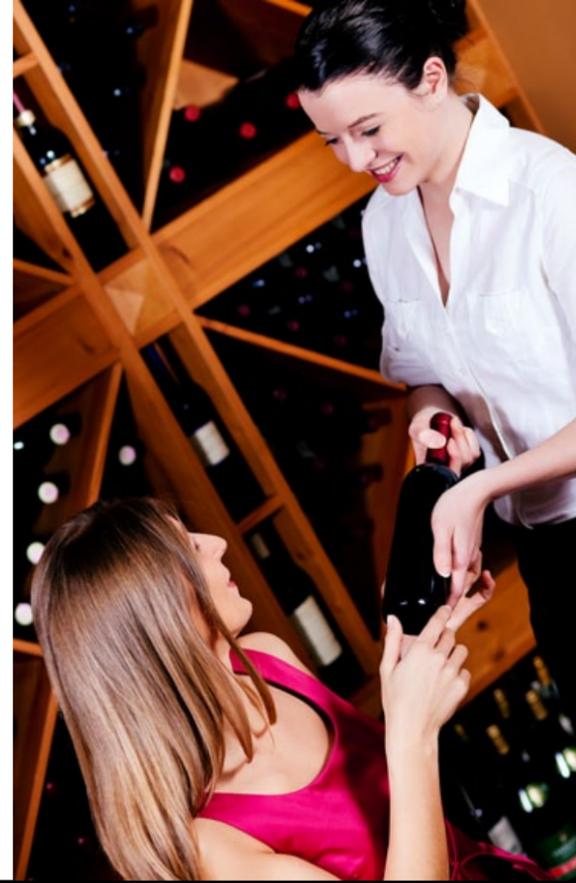
SPACES FOR TASTING



Dedicated to the sale of food, crafts, design and fashions that lead to the discovery of the real Italian Style.

Many of the furnishings within the area are for sale.

LAPERITIVO BOUTIQUE



“LAPERITIVO” also extends its model into the business world. The business room is an intimate, casually elegant room, predisposed to creating a positive attitude in the interlocutor that has demonstrated by numerous studies to support business relations.

THE BUSINESS ROOM



The take away responds to the now common trend of the on the go and “ready to eat” market, bringing home the “LAPERITIVO” experience to be shared with friends and family for those who want a more personal and intimate atmosphere. The take-away food provides an experiential theme box so you can enjoy the same atmosphere that is inside “LAPERITIVO”. You can choose between single-course or thematic menus, creating your own food experience.

THE TAKE AWAY



THE BOOK & TRAVEL CORNER

A space for exploring books to deepen appreciation for Italian style and culture.

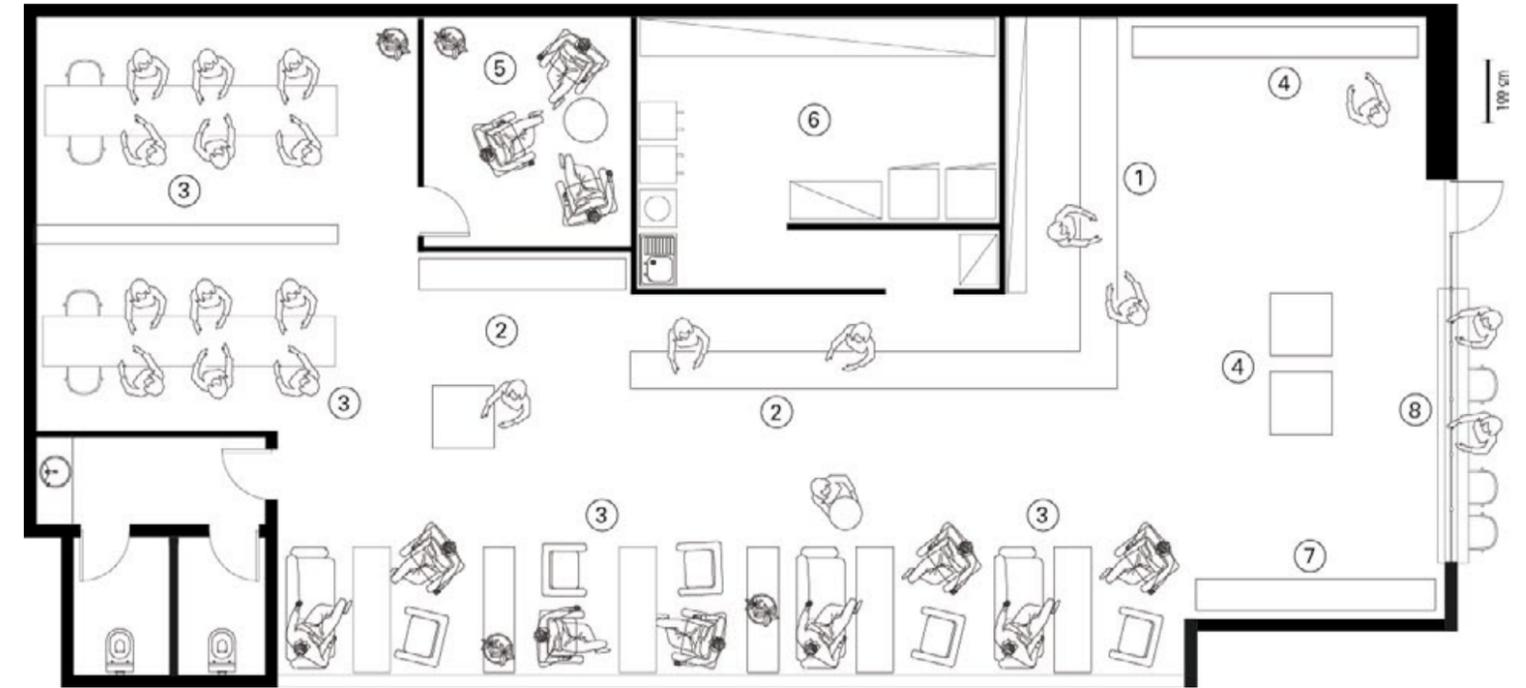
Part of the corner is devoted to travel in Italy. You can reserve and book Italian themed tours.



DESIGN

A space always seeking to balance tradition with innovation. Italian essence is breathed in each and every item.

The attention to the details and customization of each element gives the area a strong and recognizable identity.

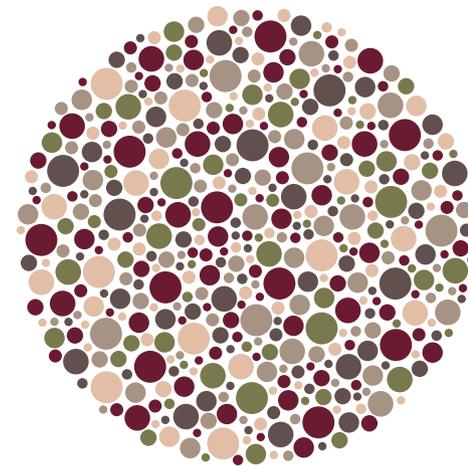


Another evolutionary aspect of design focuses on products. "Tableware" is designed to make the food experience new and unique.

Additionally, special packaging for multi-product opportunities and a special "home experience" line contains everything you need to bring the "LAPERITIVO" experience home.



1. DELIVERY
2. COUNTER DISPLAY
3. ITALIAN TABLE AND LIVING ROOM AREA
4. LAPERITIVO BOUTIQUE
5. BUSINESS ROOM
6. KITCHEN
7. BOOK & TRAVEL CORNER
8. CITY WINDOW



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Thank you for your attention

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