



# IL PALATO

TASTE AND GET TO KNOW  
ITALIAN CUISINE



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## Il Palato. A flavour investment.

**T**his unique idea, different from the usual “pizza and mandolins,” is a multifaceted proposal that matches the great Italian culinary traditions (the real ones!) with the flavours and tastes of some of those traditions, and the design of the latest “Made in Italy” trends with the newest digital technology, used for ordering a meal and for paying by debit/credit card. Always original.

Flavour and  
Technology.  
On-line  
ordering.



It is made up of many things: taste, knowledge, touch, life.


**W**e would like to be your partners in giving life to this new concept that is based on many consolidated ideas:

- › traditional Italian cuisine
- › modern catering with a focus on speed
- › new technology, for the immediate spread of the idea of Italian cuisine
- › the diffusion of high quality food products of a controlled origin
- › a novelty that is available for 18 hours a day: Italian breakfasts, lunches dinner and even a wine bar after 10:00 pm.

Taste and  
Flavours.  
From regional  
Italian traditions.



# The best of Italian cooking with a modern edge.



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**E**xperience the best of Italian cooking as if you were in one of our cities, prepared while you wait, carefully chosen to not take more than 20 minutes, accompanied by a great wine... with the kitchen and chefs there in view.

Together we would come up with a selection of menus that change on a monthly basis, which can be prepared readily.

We will provide you with everything: from the ingredients to the know-how, you need only provide your passion for cooking.

It is not necessary to be experienced chefs... we will teach you all you need to know, and you will never be alone.

The recipes,  
the products  
and the tips  
to try  
at home.



All the knowledge of Italian cooking at the click of a button.

Whoever experiences this will be a return customer, or will try it at home! Those who love good cooking can recreate the same dishes of Il Palato, by consulting and purchasing recipes and tips from the largest data bank of Italian cooking.

Month by month we will offer tastes of Italian products with the possibilità of direct purchase.

This is not only a “restaurant” but a “full immersion” into the history of Italian cuisine, approved by the Italian Association of Chefs.

The tools of  
tradition,  
the most  
sought-after  
products



## Style, design and tradition on the everyday table.

**W**e can also offer our customers entertainment to pass the 20 minute wait for their meals.

On the digital wall screens and on the monitors at each table, the food and wine suggestions will scroll, together with Italian products, and even touring tips for getting to know Italy, from the table, to art and culture.

The exclusive selection of products for Il Palato, which changes on a monthly basis, will allow the customer to make the same recipes and serve them successfully at home, or the product can be given as a gift to a friend.

Relax and  
enjoy oneself.



# A trendy environment to exalt flavors and technology.



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**A** deliberately simple, white background for the most colorful products in the world. An environment made up of light scenery, of New Age but relative dimensions, where the value of emotion and of expression is allotted to light, sound, smell and taste (in other words, to the Palato) without detracting attention from the displayed products. A logical and technological environment for giving your customers a “taste” of our culture.



# The ideal place for a unique concept.

**I**l Palato is the best possible place for all those moments where flavour and relaxation need a place to coincide.

A light-coloured industrial flooring exalts the “vintage” wood that makes up the tables for the customers.


These tables will be eaten at—for breakfast, lunch or dinner—and for generally spending time together.

This will be the focal point of an early morning breakfast, a quick, informal meeting or a group of friends after a concert.

Learning  
is easy,  
doing it  
together  
is easier still.



You will never be own you own: we work together towards growth.



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**W**e don't require you to be a great chef. Instead we just require your passion for learning to manage your Centre. We offer cooking courses for the menu, management courses, courses to better service, an info-line to resolve everyday problems, and suggestions to better your Centre.

With Il Palato, nothing is left to chance. Each franchisee will be followed step-by-step, to grow professionally together with the whole Group.

With training courses, we at Il Palato will supply you with indispensable concepts for the functioning of each Centre.

The continuous contact with those in charge will guarantee you a punctual sell-in, leaving you with the professionalism and passion for running your Centre.

A lively place  
18 hours a day!

7:00 am  
Italian breakfast

12:00 pm  
a quick lunch

8:00 pm  
dinner before  
the concert

10:00 pm  
good wine and  
soft lights



## Live well and profit!

**T**he Il Palato project was created to be placed in urban areas, more specifically, in tourist areas, town centres, shopping centres, airports and other high-traffic zones. The possibility of offering different ideas for 18 consecutive hours leads to a very high turnover rate, with a considerable potential return.

Our proposed project is a medium Centre of about 120 m<sup>2</sup> with a capacity of about 50 customers, run by efficient personnel.

This Centre can generate about ..... Euro a year.

To arrive at this target it is very important to address the rotation of customers.

We have therefore extensively studied the menus, the timing, the system of ordering and of payment and the possible multiple uses of a Centre.

Invest well,  
together.



# An investment in novelty, taste and style.

**T**o be a part of the project, the franchisee must find a suitable place for the centre, of at least 120 m<sup>2</sup>. The financial commitment required is as follows:

- ..... Euro + 20% VAT as entrance rights, corresponding to the Affiliation Contract signature.



- ..... Euro + 20% VAT for the architectural and technical furnishings (including design, transport and installation) financing available through Leasing
  - ..... Euro + 20% VAT as contribution for information (computer) systems and the right to the use of the Italian e-Cookbook website, financing available through Leasing
  - ..... Euro for service materials and merchandise for initial installation, payable in 3 rates at 60/90/120 days from invoice
  - Bank suretyship of ..... Euro to guarantee the contractual duties
- Eventual expenses for structural works to comply with building codes are excluded.



If you are interested in our project, contact us:  
we can talk.  
You'll see. Together we can do anything.

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