

Mangia Metrics

Run a Successful Italian Restaurant

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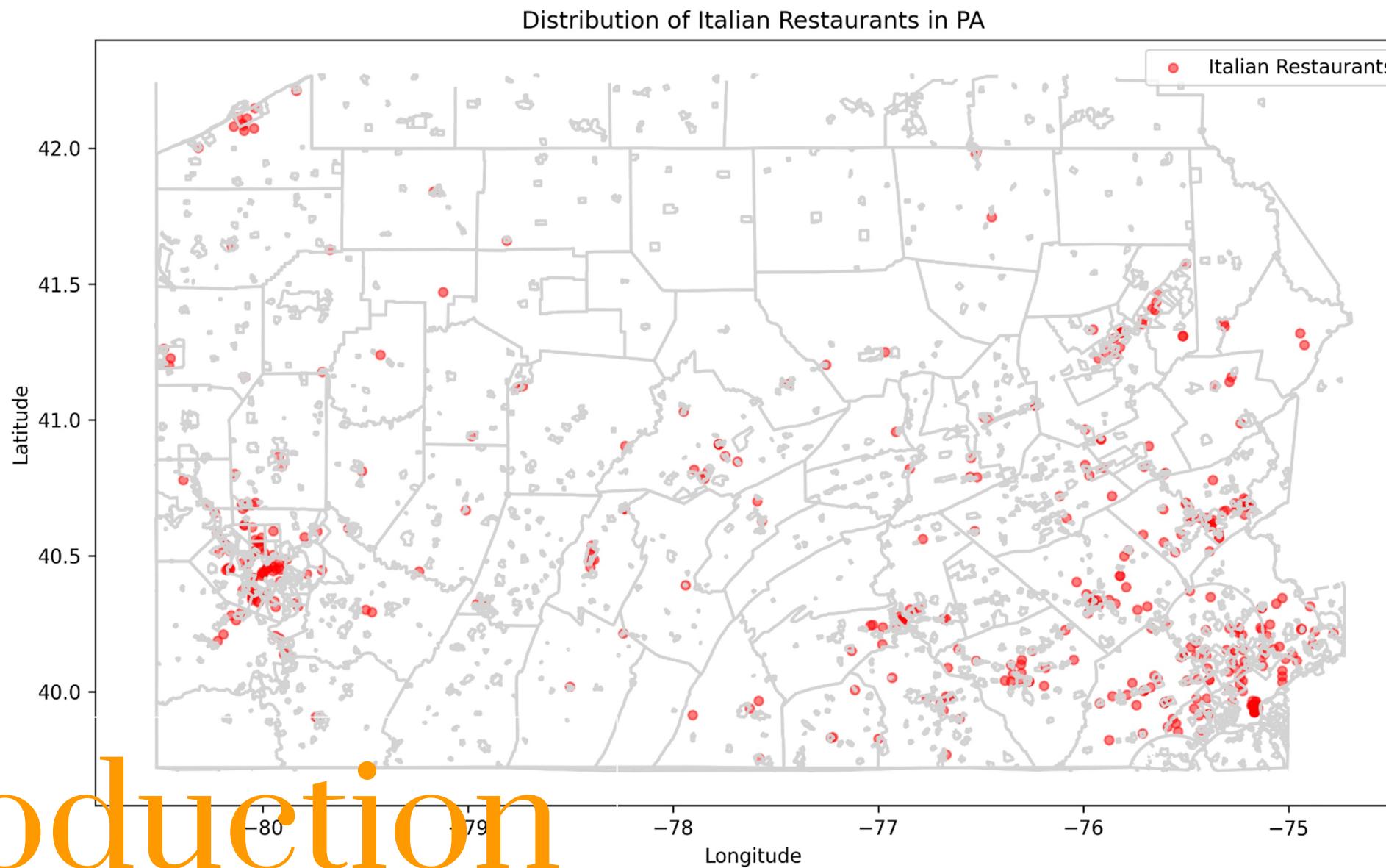
Conclusion

What We Found

01 Introduction

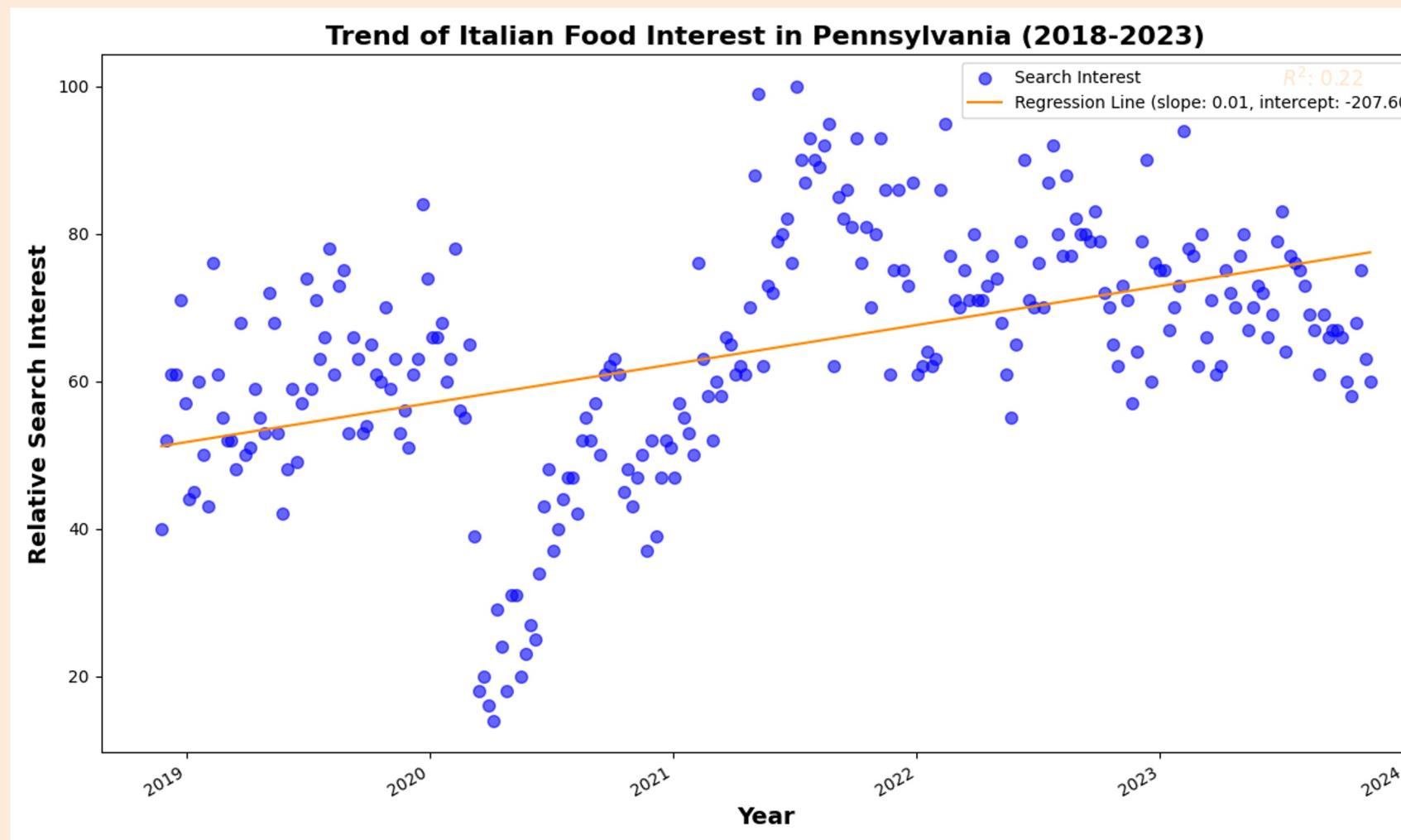
What We Did

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Observed an Increased Interest

FA 2023



2019

The Foodservice market showed a positive performance in terms of value and transaction trends with Italian cuisine continuing its increase, going from \$209 billion in 2017 to \$236 billion in 2019

2020

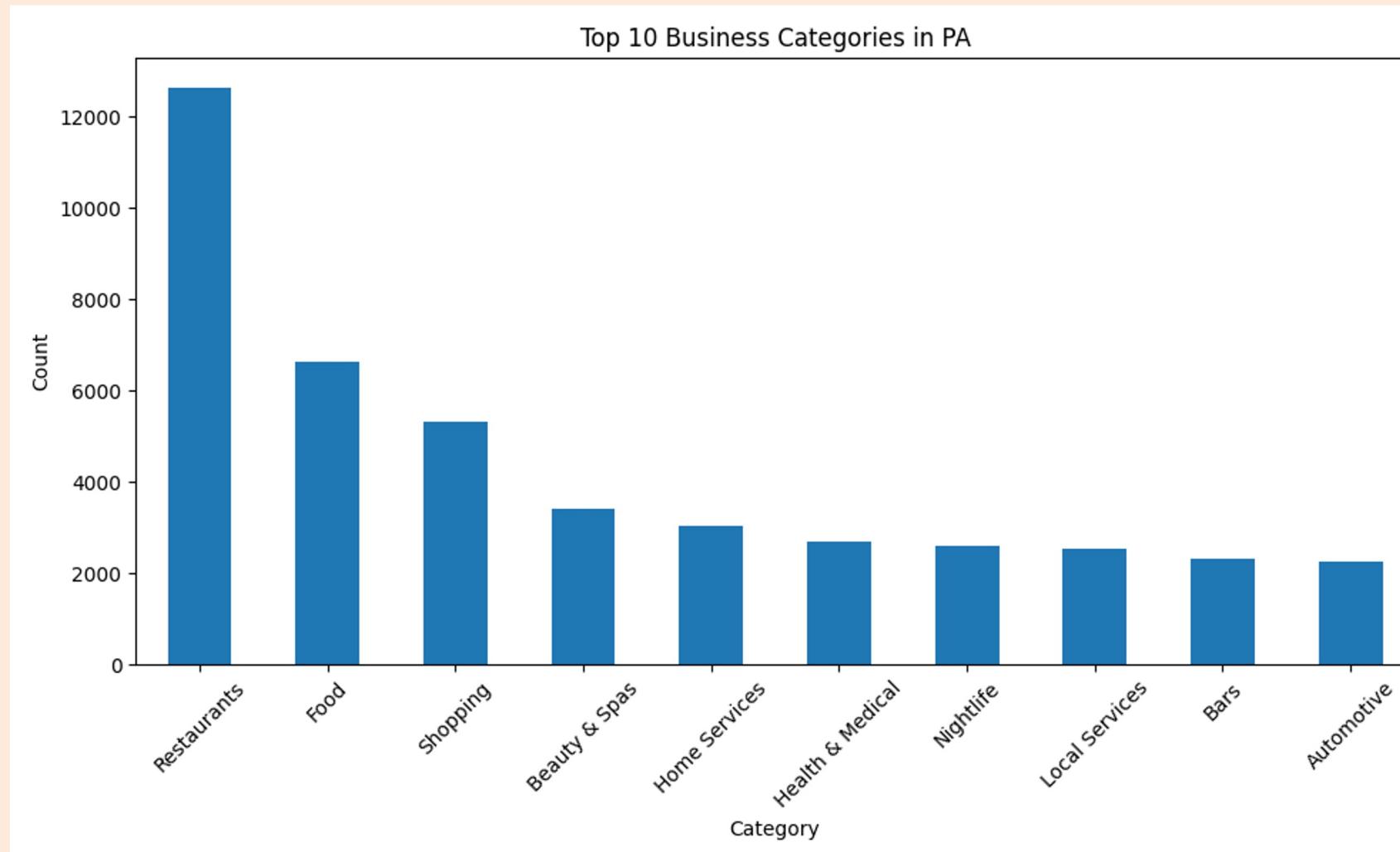
The spread of COVID-19 affected the Foodservice market. Despite the challenges, Italian cuisine showed relevant growth and was the most represented in Europe's top markets.

2021

The overall Foodservice market saw a 10.2% climb with restaurants opening up to their full potential and new market opportunities. Once again, Italian cuisine was one of the top climbers.

Observed a Market Gap

FA 2023



2022

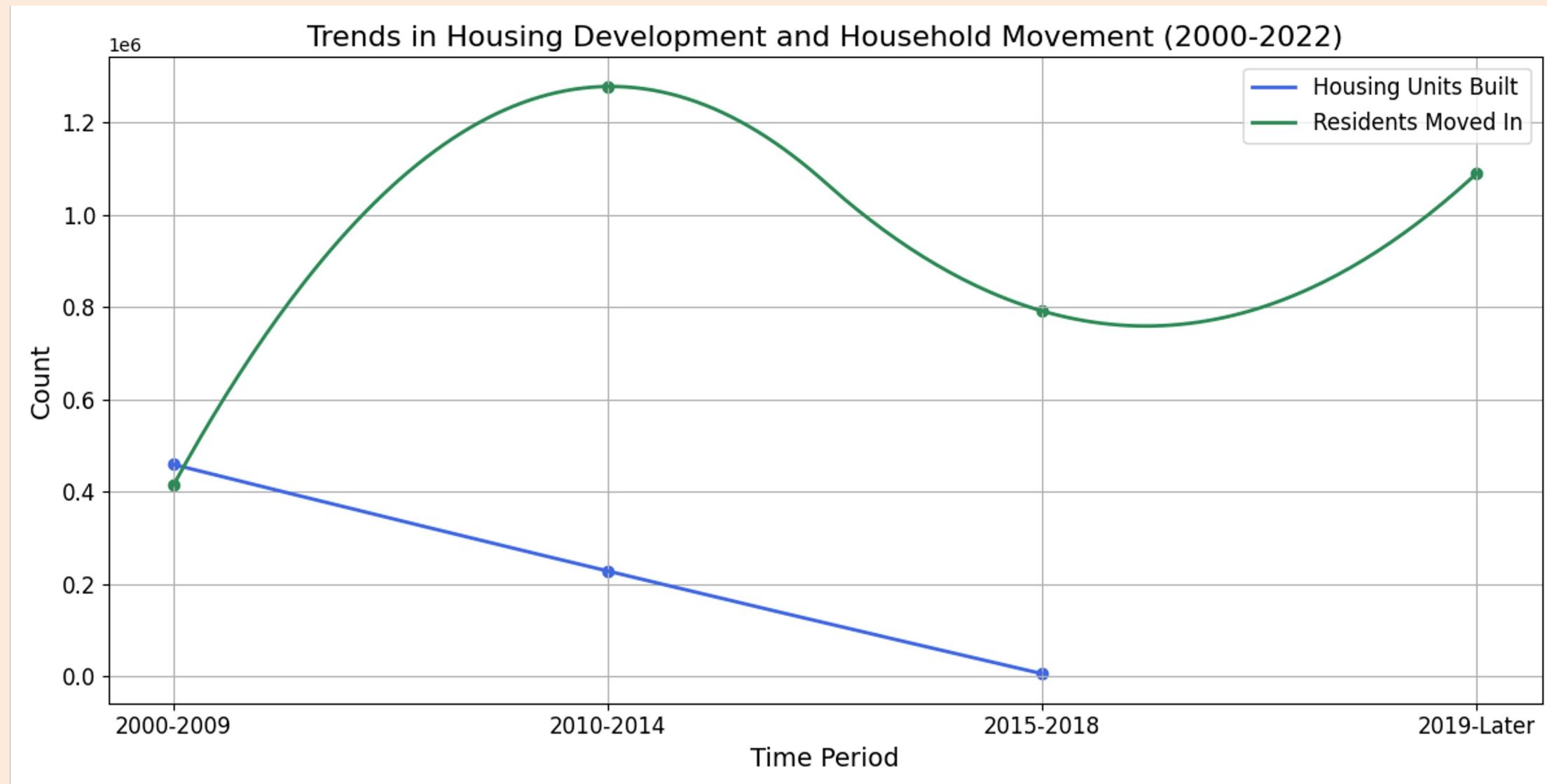
The Foodservice market showed a positive performance in terms of value and transactions trend with Italian cuisine continuing its increase, going from \$209 billion in 2017 to \$236 billion in 2019

2023

There's an anticipation of continued growth in the restaurant industry, which has so far been fulfilled. The best Italian restaurants abroad were recognized which could have sparked an increase in interest.

Observed an Opportunity

FA 2023



Increasing Demand

With more people moving in, the overall demand for restaurant has been on the rise.

Limited Competition

With fewer houses being built, coupled with the fact that majority Italian restaurants are in buildings, it offers lower competition.

Majority Demographic in Pennsylvania

Pennsylvania has one of the highest majority of Italian-Americans

02 Our Process

Broad Factors we Considered

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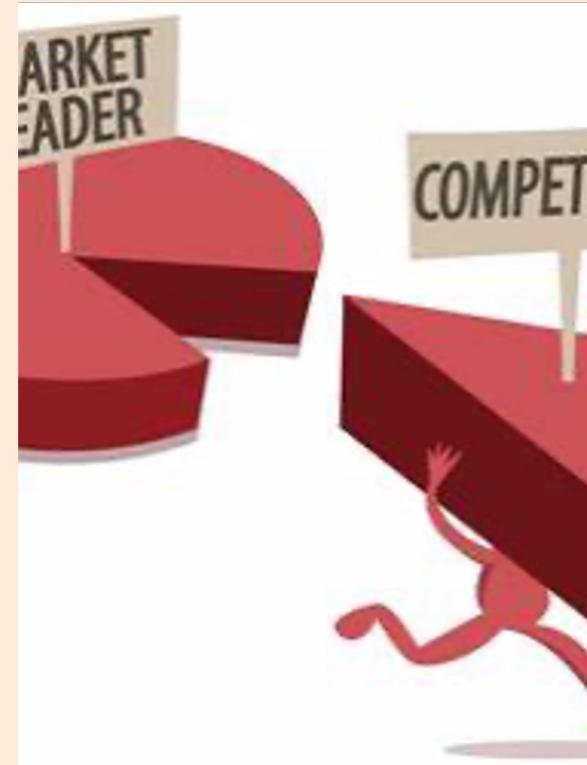
Demographics

Housing, Employment,
& Ethnicity



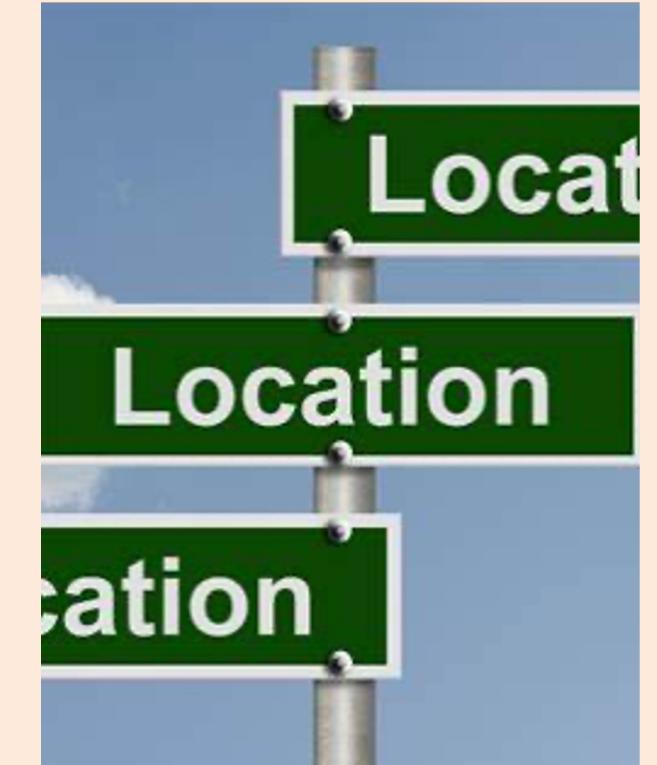
Transportation

Mobility Patterns



Competition

Italian cuisine Landscape



Location

Because there's no
substitute for Location!

State Map Report

FA 2023

Step One

Where are the successful Italian Restaurants located

Step Three

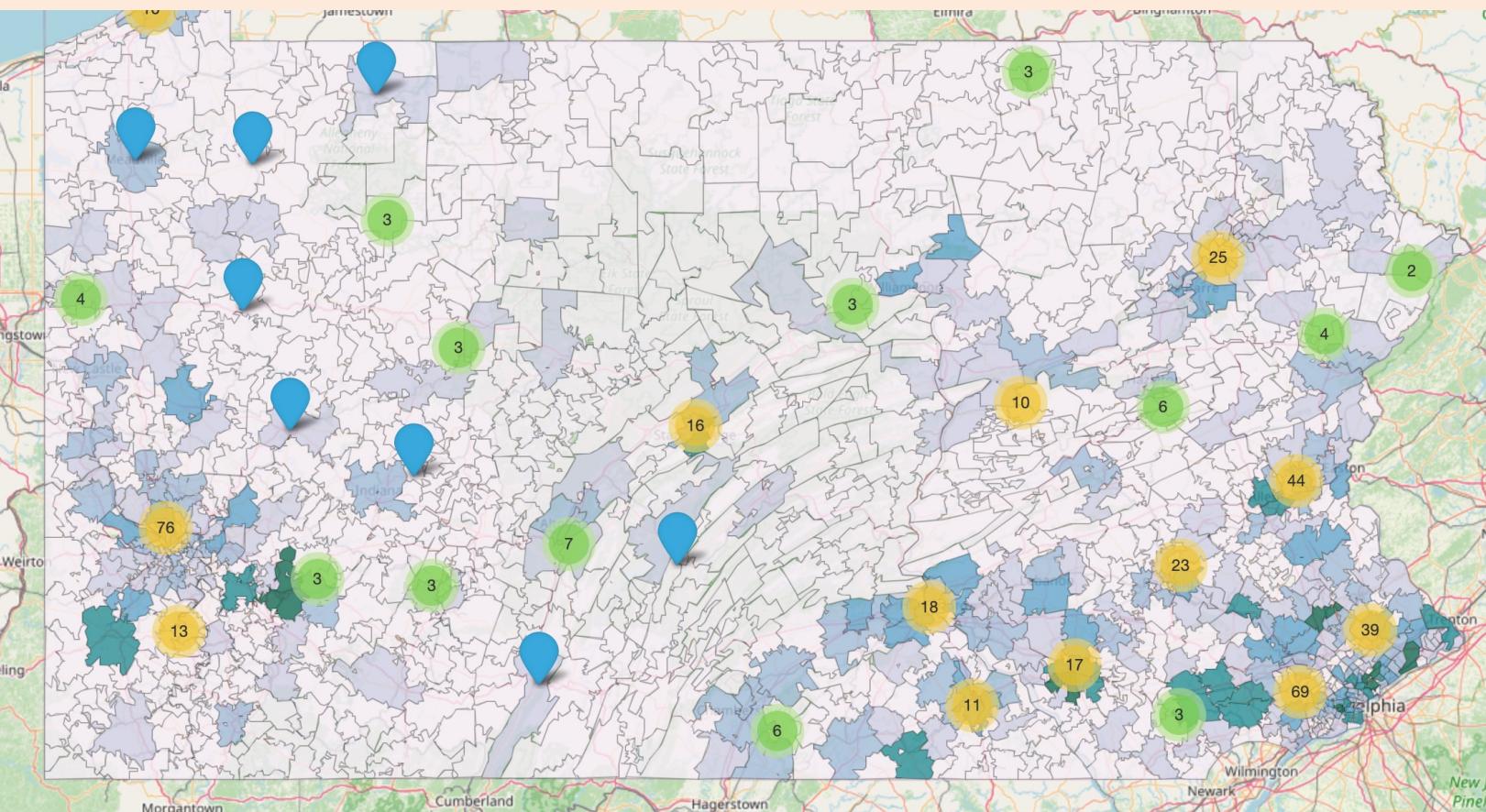
Are the factors in step two
replicable

Step Two

What makes those restaurants successful

Step Four

Where can we replicated
those factors



03 Conclusions

Our Suggestions for You

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Customer Feedback Strategy

Feedback and Insights
to Reward Your
Appetite

Regular Trend Analysis

Understanding
Customer Behaviors
Through Consistent
Monitoring

Strengthen Online Presence

Amplify Your
Flavor Online

Locations With Potential

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Westmoreland
County

15601

- One of the highest populations over 21 years of age
- Highest (Median) dollar value of owner-occupied Housing Units.

Lancaster
County

17603
17554

- Highest population over 18 years of age.
- Top 3 in Employed individuals over 16 years of age.

Montgomery
County

19446

- One of the highest employed populations in PA.
- Top 3 in Mean Family Income (Dollars)

Philadelphia
County*

19120

- Most diverse County in all of PA

Thank you.