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# WHY WE'RE HERE TODAY

With a **gregarious** energy, **warm** emotion, a little **mischievousness**, and an endearing "Mama's Boy" **authenticity** that imbues both the fare and feel good ambiance, Little Italy is a celebration of food, fine wines, and friends.

Every facet of the brand is steeped in stories, from its namesake Little Italy, New York with its boisterous bustle and rich cultural heritage to Aperol Spritz that originated from the co-founder's hometown of Padua, Italy.

As the business grows, our brand must evolve to foster our cohesive company culture while adapting and staying relevant to our expanding fan base.

With more outlets, team members, activities, and touchpoints, we must streamline both brand management and marketing communications to consistently and efficiently deliver the authentic Little Italy experience to everyone.