

La Tagliatella[®]

THE SUCCESSFUL KEYS
of a winning brand





The value 1 of our brand



What our customers say about our ambiance:

- *“I love these restaurants!!!! They really make you feel as if you were in Italy! Congratulations.”*
- *“SPECTACULAR! Properly made food, well served and seasoned.”*
- *“A+, ABSOLUTELY!”*
- *“Congratulations to this chain of restaurants, which provides a good price, service and high quality.”*
- *“DIVIIIIIIINE GREAAAAAAAAT.”*
- *“For me, this is by far the best Italian restaurant chain right now.”*

La Tagliatella is a restaurant chain focused on high-quality Italian food. It was founded in 2001 on the basis of more than two decades of prior specialization in traditional cooking from the regions of Piemonte, Liguria and Reggio Emilia.

At the moment, it has more than 115 restaurants in Spain and France, with aggressive plans for growth all over the world including 2012 openings in US, China, India and Germany.

In 2009, **La Tagliatella** was awarded with the European Foodservice Summit Hot Concept Award, one of the most renowned prizes in Europe.

The value ² of our group

La Tagliatella belongs to AmRest Holdings SE (AmRest, WSE: EAT), the largest independent restaurant operator in Central and Eastern Europe. Since 1993, AmRest has been building a portfolio of well recognized power brands such as **KFC**, **Pizza Hut**, **Burger King**, **Applebee's** and **Starbucks** based on solid franchise and joint venture partnerships. Today, AmRest operates over 650 category leading Quick Service and Casual Dining restaurants in Poland, Czech Republic, Hungary, Bulgaria, Serbia, Russia, US, France, Spain and Germany. Through its “*Everything is Possible*” culture, over 21 thousand AmRest employees deliver craveable taste and exceptional service at affordable prices every day.

La Tagliatella[®]





Our concept stems from traditional creations made in our central boutique kitchen from only the best ingredients, including more than 400 combinations of pastas and sauces, antipasti, risottos, salads, meat, lasagnas, cannelloni, pizzas and, of course, exquisite and homemade desserts and ice creams.

Our Product Development Experts visit every corner of the Italian food landscape to discover the best flavors, unique ingredients and textures at their origin: from parmigiano reggiano cheese, cured in caves for 24 months, to pomodoro tomatoes from Naples, not to mention our pasta and pizza wheat, elaborated with two different types of grain in order to achieve its special consistency and flavor, or bocconcino, our unique smooth mozzarella from buffalo milk, made according to an authentic Italian recipe.



3 The value of our product

What our customers say about our quality:

- *“Every week, unfailingly, we always make room to go and have a dish of good pasta!!!!!!!!!!!!!!”*
- *“Fantastic tagliatine carbonara :-) Benvenuti to bella Italia.”*
- *“In my opinion, the best papardelle in white truffle sauce I’ve ever had!!! I love these restaurants.”*
- *“You’ve got to taste Magret and Tartufina Risotto....Delicious!!!!*
- *“Quality is good, pizza dough is excellent in my opinion: thin, crispy and tasty.”*
- *“I’m crazy about the Tuscan calzone, but all your dishes are great.”*



The value 4 of our ambiance

What our customers say about our ambiance:

- *“Beautiful restaurant!”*
- *“This is one of those charming places which cast a spell over you. I can recommend it. A special place to celebrate. MORE!”*
- *“Beautiful premises...”*
- *“Great restaurant, loved it.”*
- *“An exquisite, calm environment.”*



nce the customers go through La Tagliatella's door, they move into a very special place, with a detailed, warm and welcoming décor that incorporates classic Italian elements, representing the perfect environment to enjoy a unique dining experience in good company.





The value ⁵ of our customers

More than 6 million of customers* visited our restaurants during the last year...families, couples, groups of friends, business meals or just for pleasure...It is a concept so universal that it's practically impossible to find a "non-customer" of **La Tagliatella**. Moreover, most of our franchisees express their surprise regarding the level of satisfaction: once the client tries **La Tagliatella**, the likelihood of return is extremely high.

* Internal source





The value
of the experience
we offer

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*A*t *La Tagliatella*, we touch our customers' hearts every day...

...opening our doors wide to welcome them...

...decorating our home and our tables as we do when our most special guests come to visit us...

...and providing them with the most exquisite service to make sure their experience at our restaurant becomes unforgettable.

Because at *La Tagliatella*, we want to **honor our customers**.





What our customers say about the experience we offer:

- *“We had lunch in your restaurant yesterday for the sixth time and it was just as good. The service was just as nice, quick and attentive for the sixth time. Everything was great. Congratulations.”*
- *“Service was excellent.”*
- *“Congratulations on your wonderful staff. Service was fabulous... Many thanks for the special attention at the restaurant for my birthday...”*
- *“Service was impeccable.”*
- *“Very good service.”*
- *“I love the CHARMING way in which you treated my parents and me at your restaurant. THANKS!!! I WILL BE BACK!!!”*
- *“Excellent service, too...”*





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www.latagliatella.com