

Why the restaurant sector?



The restaurant sector in Italy proves to be a sector dynamic and in strong development. The numbers say it: 30,000 restaurants open in the past 8 years. The reason is that italians like to eat out, the average between lunch and dinner is 6 times a month.

This creates, with the tourist flow, a turnover of €11.6 billion/year. This shows that there are spaces in Italy for the sector growth and to satisfy the demand that grows, thanks to the tourist flow that makes Italy a much desired nation.

The data are positive abroad: the requests of good eating and drinking are increasing. This shows how much the Made in Italy can grow and earn in increasingly large foreign markets in search of quality.

Cuisine with refined products, classic recipes with modern variations and good wine to accompany, are the winning recipe in most countries in the world.

Therefore, the restaurant sector may accompany the wine sector in a global development.

