



gruppo ethos®
ristoranti italiani 

COMPANY PROFILE

gruppo ethos®

ristoranti italiani 

Gruppo Ethos is a restaurant company, settled in the Italian market by 30 years. Today the company owns 3 restaurants in Milan, 5 in the Brianza area (northern Milan area), the Officine Italia food court in Venice, into shopping mall named Porte di Mestre and an additional Officine Italia store in Rome in Piazza della Repubblica.



Sanmauro Casatenovo (LC) - sanmauroweb.it



Acqua e Farina Agrate Brianza (MB) - acquaefarina.net



Risoamaro Mariano Comense (CO) - risoamaro.it



Grani&Braci Milano - graniebraci.it



Fabbrica Libera Casatenovo (LC) and Cornate d'Adda (MB) - fabbricalibera.it



Karné Milano - karne.it



Ambrosia Milano - ambrosiamilano.it



Officine Italia Mestre Venezia (VE) e Roma (RM) - officineitalia.bio

Gruppo Ethos has undergone four years of strong growth with the opening of **5 new restaurants** between 2015 and 2017.

This has led the group to reach over **20 millions euros of gross incoming**, managing about 160 permanent employees.



WE ARE

restaurateurs
driven by
ethics
and
passion

CORE BUSINESS

Restaurant is the **core business** of Gruppo Ethos.

BENCHMARK

We are a benchmark in the restaurants business in Lombardy: we have been able to match the flexibility and the dynamism typical of a small business with the organization of a structured big company. Our formats evolve together with the market and our products anticipate and ride the emerging trends in the food industry, thanks to the scouting work on trendsetters and comparisons with the most advanced markets.

RSI AND ETHICS

As a restaurants company, we are aware that we have ethical and social impact on the environment. That's why we express our awareness with the following actions.

ENVIRONMENT

Every year the company signs an agreement with Legambiente - www.legambiente.it

RAW GOODS

The company proposes organic options in the menus to match the customers needs.

CHARITY

We support a charity project focused on the local non-profit associations.

HUMAN RESOURCES

We look after the professional growth and the wellness of the employees, training them continuously.



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PASSION for the **JOB**

Innovation is driven by a deep passion for the world of food and restaurants, which involves all our collaborators. Gruppo Ethos is the first case of application of Lean Thinking and Lean Lifestyle in the restaurant industry. Synthesizing processes, promoting efficiency at work and in personal life, stimulating problem solving from below, involving all the employees in a process of continuous improvement.

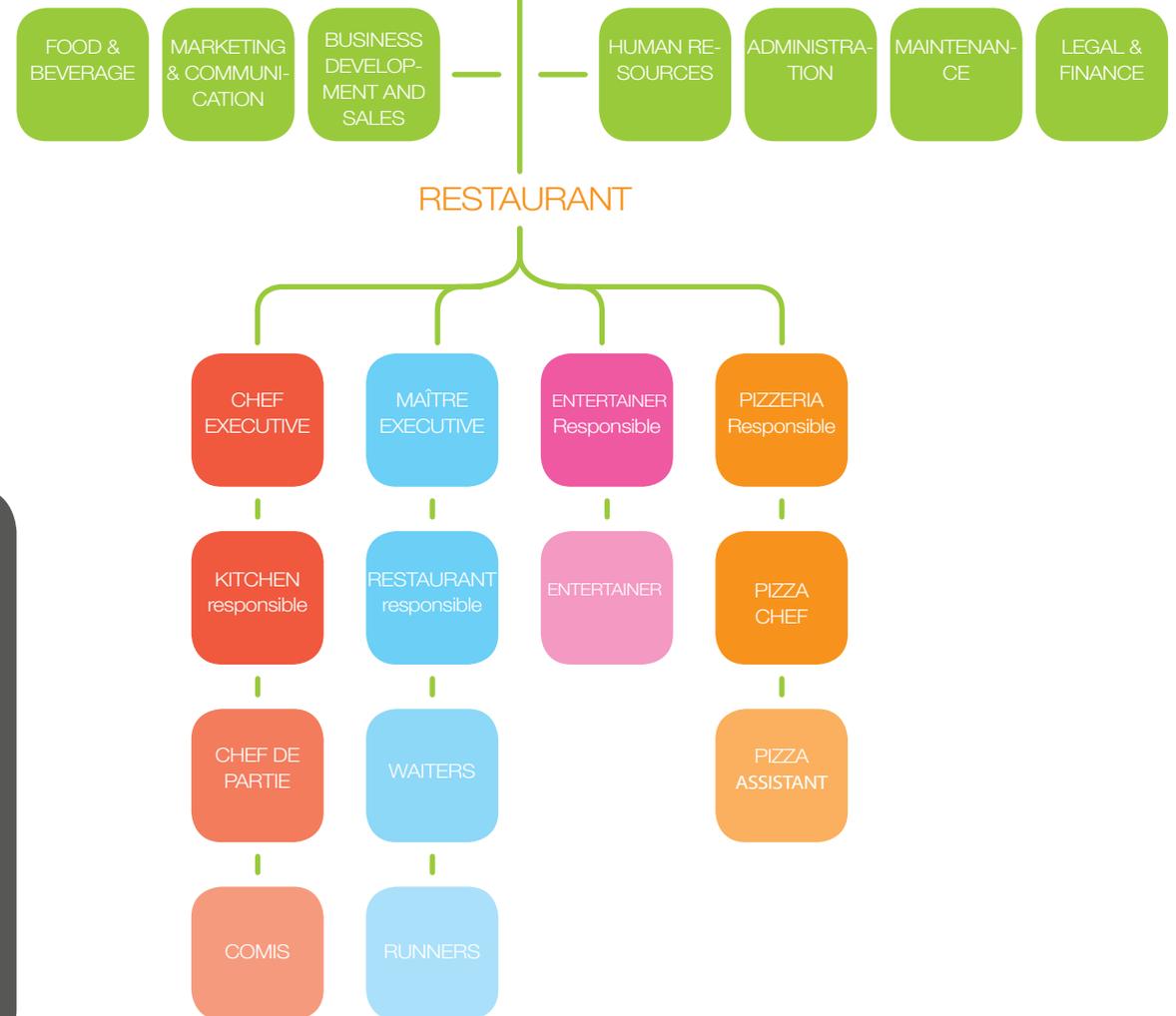
CULTURE for the **FOOD**

A restaurant is not just another way to run a business. A restaurant is one of the best way to spread a message and a lifestyle that has to be respectful for people well-being, for the environment, for the raw food too. So, we suggest our customers the healthiest and most balanced food, served in a menu made by special dishes. Also we set didactic dinners focused on food culture, involving doctors, nutritionists and food craftsmans.

COMPANY SETTING

The flexibility and dynamism typical of small commercial enterprises is guaranteed and made systematic by a structured company organization. On the operational side, three responsible staff roles are aligned: the executive chef, the executive maître and the head of the pizzerias, who have the task of supervising the managers of the kitchens, of the restaurants and of the pizzerias. Each restaurant uses the centralized services provided by the group's internal offices.

- Legal&Finance
- Administration
- Human Resources
- Food&Beverage
- Marketing&Communication
- Business Development and Sales
- Logistics
- Maintenance



COMPANY'S MAIN FEATURE THE **WIDENESS** OF THE **OFFER**



The offer of each restaurant is calibrated on the target market. The Gruppo Ethos brand is matched to each restaurant of the group that remains, in the imagination of the customer, strong and independent brands, with customized features given by the food offer and by the concept of non-replicable furnishing. This customization of the restaurants is guaranteed by a thorough and constant comparison with the market to which we address.

MENU ENGINEERING

The menu has to be considered one of the main promotional and commercial strategy for the company. Through its analysis and construction, Gruppo Ethos is able to foresee the commercial outcome of the proposed dishes. The punctual engineering process of the menu involves the Food & Beverage area, the kitchen staff, the management and the marketing area and it is the starting point for the development strategies of the proposed products and services. The Menu Analysis is carried out every 3 months, in order to prepare the seasonal menu changes, shaped on our customers and matched with the sales analysis of each restaurant. Thanks to these dynamics the seasonal ingredients get a real value and the launch of new dishes become coherent.

THE FIRST **LEAN** RESTAURANT EXPERIENCE IN ITALY

Gruppo Ethos has faced the challenge of enforcing the Lean Strategy to their own restaurants.

This has been the first Italian experience of using this Japanese business model to restaurants.

Streamline processes, foster efficiency at work and in personal life, stimulating problem solving from below, involving all the employees in a process of continuous improvement.

The path of Lean Transformation focuses on eliminating or reducing waste, but the greatest room for improvement is measured in the service, where the parameters are qualitative and the greatest effort is training.



SELF CONTROL AUDIT

Gruppo Ethos restaurants follow a strict quality control program in terms of food safety, respecting much more restrictive prophylaxis than those prescribed by legal for all HACCP operators (Hazard Analysis, Critical Control Point).

All incoming products are registered in the tracking forms before being stored in the warehouse. This system allows to trace the lots of origin of the goods. This means that it is possible to establish exactly the origin and the route of the food products used in the preparation of the dishes served inside the group's restaurants. The traceability system in use in the Gruppo Ethos restaurants is similar to the one of a food company. To guarantee deeper security and transparency, self-monitoring procedures are monitored and validated by means of surprise audits at both the inspection and analytical units. In fact, a quality control program is defined annually, which establishes the frequency and modalities of the interventions at the individual production units, the type of samples to be tested in the external laboratories involved, as well as the analyzes to be carried out on them.



RAW FOOD

Gruppo Ethos declines its commitment to sustainability taking care of the selection of suppliers and the origin of raw materials.



MEATS

Black Angus and Grass Fed meats; Chianina breed; Wagyu breed and chicken naturally bred with organic methods. Gruppo Ethos proposes unusual and unobtainable anatomical meat cuts thanks to the research of its team of experts. The meats are cooked on a charcoal grill.

FIRST COURSES

First courses are entirely prepared in our kitchens. Pasta is made with 100% of any type of organic flours.

PIZZA

Pizza is made with organic flours, stone minced. Gruppo Ethos proposes 5 different pizza doughs: classic, whole-wheat, Khorasan wheat, Neapolitan and with legumes flour.

BREAD

Bread is always handcrafted and baked with organic flour, stone minced.

RAW FOOD

“FREE” DISHES

Gruppo Ethos menus usually include dishes both for intolerants and allergics. In every restaurant of the Group there are gluten free dishes, dishes without lactose, without yeast, but also dishes chosen for the simplicity of cooking and seasoning and for the correct proportions between the ingredients used. Gruppo Ethos project also includes conferences that host doctors, nutritionists and experts in natural nutrition.

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Organic FOOD

From appetizers to desserts, there are many dishes uniquely prepared with ingredients from organic farming. The flours are all organic, as the oil, the wines and the centrifuged, the fruit and the vegetables. Also, the Ambrosia restaurant is one of the few restaurants in the Milan area to have obtained an official organic certification.

PROBIOTIC INGREDIENTS

Our kitchens also conserve probiotic products, obtained from an ancient fermentation method for food preservation. This is a technique that allows to enhance the natural characteristics of the product enriching it with anti-oxidants, enzymes, probiotic elements and vitamins.



HUMAN

RESOURCES



In the restaurants industry, employee skills and professionalism are key elements for the creation of economic value. In a market where the relationship with the customer is “intimate”, protracted over time, employees make the difference.

Gruppo Ethos is also involved in the formation of a close-knit and highly specialized team, both among cooks and waiters.

In **Gruppo Ethos** the principles that characterize the professional growth path are the following:

- CORPORATE CULTURE
- LEAN TRANSFORMATION
- TRAINING

TRAINING

CORPORATE CULTURE

PASSION and CULTURE for the JOB

Innovation is driven by a sincere and deep passion for the world of food and catering, which is transmitted to all employees, involving the human resources team.

CULTURE for the SERVICE

The experience of a meal is not limited to the quality of the food. The service and the environment are equally relevant components in determining the emotion that leads the person to choose the restaurant. For Gruppo Ethos, the customer is the centre of all initiatives: menus and services are studied and modified to respond to customer insights. We constantly check our customers with interviews and analytically monitor customer satisfaction on all restaurants. Gruppo Ethos involves customers in the choice of dishes and taste of new recipes.

TRAINING

LEAN TRANSFORMATION

EMPOWERMENT OF THE PEOPLE

Gruppo Ethos has started a process of progressive involvement of the operators, reversing the traditional “top down approach”. In this perspective, senior management does not decide, but promotes engaging, establishing clear and precise objectives. The operators identify the problems and form a team with the aim of sort the out. The team has a heterogeneous composition: runners, waiters, dishwashers, cooks are involved, sometimes even the office employees.

In this way a tension is **triggered for self-sustaining improvement**, thanks to the responsibility of each operator.



TRAINING

OF THE GROUP



Each employee follows a technical training course, organized within the company, with the aim of having competent and trained staff not only to respond competently to customer requests, but also to master the sale of products in order to make upselling more effective.

TRAINING CLASSES for the employees.

- **Tasting techniques and wine pairing**
- **Production, styles and beer tasting**
- **Anatomical cuts and cooking meats**
- **Bakery**
- **Roasting, milling and preparation of espresso coffee**
- **Pastry**
- **Communication and sales techniques**
- **Cycle of lessons on motivational and technical / professional contents**
- **Refresher and specialization courses with the most prestigious business schools**



EVENTI & INCENTIVE

Gruppo Ethos Events&Incentives
is the business unit that looks
after events, meetings, team
building activities both playful
and formative and catering for
any need.



The restaurant organization let this business unit to be performing on different sceneries, both indoor and outdoor. The experiential approach declined on team building events in the kitchen (cooking class, show cooking, wine show, wine tasting, food building & marketing) allows to design, with partners and customers, interventions intended to build or consolidate the relationship in the working groups, even if they are cooperating for the first time. Last, but not least, the ability to manage logistics (transfer, overnight stays, but also business support in the planning of company periodical events) makes Gruppo Ethos Events&Incentive a suitable partner for all those companies that look for collaboration in the organization of projects to short or long term.



F&B

CONSULTING

Gruppo Ethos offers consulting services for entrepreneurs who decide to invest in the restaurants industry, with thirty years of successful experience based on the concreteness of our restaurants.

F&B CONSULTING

FORMATS DEVELOPED



BREWERIES

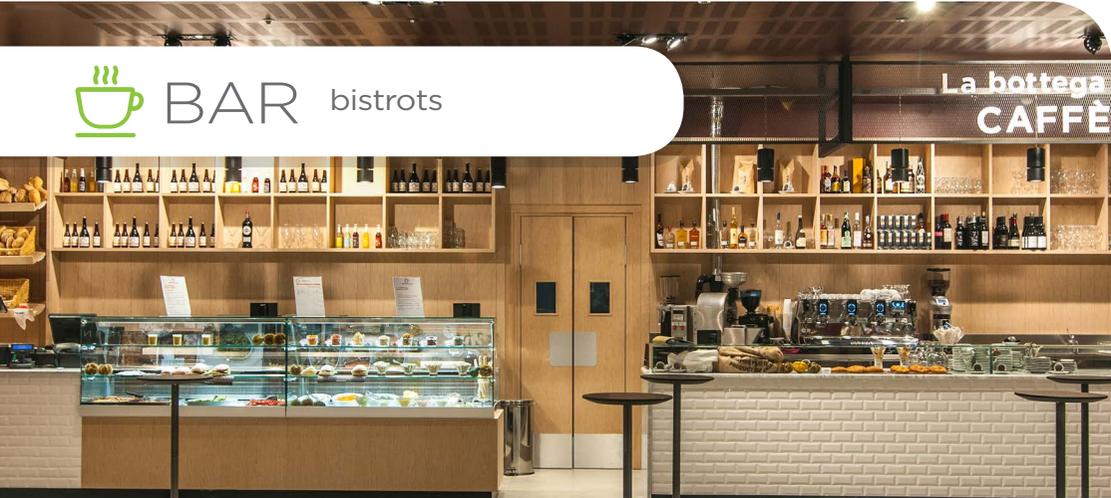


RESTAURANTS

steak houses and pizzerias



BAR bistrots



GROCERIES



F&B CONSULTING

A business unit focused on the development of innovative food retail formats.



STRATEGIC CONSULTING

PRELIMINARY STUDY

ANALYSIS

DRAFT of CONCEPT

STRATEGIC
CONSULTING

CONCEPT
DEVELOPMENT

OPERATIONAL
MANAGEMENT
CONSULTING

OPERATIVE
MARKETING



CONCEPT DEVELOPMENT

RESTAURANT DESIGN

Branding e Naming, Concept, Layout, Menu development, Design

ENGINEERING

Design, Execution, Contract, IT, Payment systems

STRATEGIC
CONSULTING

CONCEPT
DEVELOPMENT

OPERATIONAL
MANAGEMENT
CONSULTING

OPERATIVE
MARKETING



OPERATIONAL MANAGEMENT CONSULTING

HR

TRAINING

FINANCE

PURCHASING

LOGISTICS

F&B MANAGEMENT

AUDIT

STRATEGIC
CONSULTING

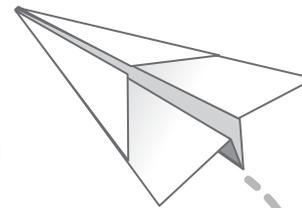
CONCEPT
DEVELOPMENT

OPERATIONAL
MANAGEMENT
CONSULTING

OPERATIVE
MARKETING



OPERATIONAL MARKETING



COMMUNICATION

DIGITAL MARKETING

GRAPHICS

PR

EVENTS

LOYALTY

FOOD DELIVERY

CUSTOMER CARE

STRATEGIC
CONSULTING

CONCEPT
DEVELOPMENT

OPERATIONAL
MANAGEMENT
CONSULTING

OPERATIVE
MARKETING

ESEMPLARE DEL MERCATO DI OFFICINE ITALIA

LA BIBITA LIBELLE

A base di ingredienti che provengono da agricoltura biologica. Le nostre bibite sono senza addoloranti, conservanti e coloranti artificiali. Una gamma di gusti rinfrescanti e ricchi di sapore per offrirvi oggi la bontà naturale di ieri.

SPIRITO **Libero GIN**

Provalo al tavolo con una delle toniche selezionate

O portalo a casa con te riciclandolo in casa oppure online su shop.gruppoethos.it

gruppo ethos

Fatti UNA sana mangiata

Padano Contadino

OI OFFICINE ITALIA
cucina e botteghe

SEMPRE APERTO FINO ALLE 24
VEN e SAB FINO ALL'1 DI NOTTE

CC AUCHAN PORTE DI MESTRE
via don Federico Testati 22, Mestre (VE)
T.041.3025548 • officineitalia.eu

gruppo ethos presenta

festival del Risotto

crea condividi e vivi

Componi il tuo risotto quando hai tempo di spogliarti

scattati una foto

Condividila su facebook, @gruppoethos o instagram, @gruppoethos con Tag #Risottoconoscuoti

Per il miglior scatto e ricotta in pallo 10€

partecipa nel week end con il tuo risotto preparato dai professionisti

Il risotto come lo vuoi tu da lunedì a giovedì

Da trent'ann i piùse boni

Ingredienti biologici e piatti tipici piemontesi

ESEMPLARE DEL MERCATO DI OFFICINE ITALIA

RISTORAZIONE CULTURALE

Riscopriamo i prodotti naturali. In dove è tra la standardizzazione noi abbiamo l'imperfezione dei manufatti culturali. Esaltiamo il lavoro artigianale, come espressione dell'ecologia della cultura umana. Cuciniamo idee e frutti del lavoro dell'Uomo e della Terra. Si impegna a scegliere prodotti da agricoltura sostenibile e a proporre menu rispettosi della salute delle persone e dell'ambiente. Siamo convinti che il futuro della cucina non sia nella chimica alipolifore, negli effetti speciali, ma nella concretezza della tradizione e della terra.

La nostra produzione giornaliera artigianale di **Kefir** con probiotici latticifermentati soffi naturale.

Acqua di Kefir: 250 CL € 3,50 / 500 CL € 6,50

Latte di Kefir: 250 CL € 3,50 / 500 CL € 6,50

Sorbetto al kefir di latte: 250 CL € 3,50 / 500 CL € 6,50

Caldo al kefir di latte: 250 CL € 3,50 / 500 CL € 6,50

Anche da asporto



Libera[®] *organic goods*

Gruppo Ethos has a line of food&beverage goods under the trademark Libera, that is handcrafted and organic.





Libera[®] craft



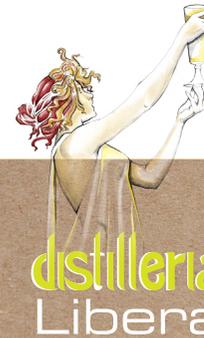
LIBERA CRAFT

Birra Libera, beer with natural and organic ingredients, is born from the work and passion of our master brewers.



LIBERA COFFEE ROASTING

Libera coffee is one of the first in Italy to be organic and toasted with direct heat. Thanks to a roasting done for small quantities it results a mixture always fresh, with the taste and the aroma of the coffee “just toasted”.



LIBERA DISTILLERY

Libera spirits are handcrafted products taking care of every aspect of production, from the selection of raw materials to bottling. The herbs, roots and fruit we use are strictly natural, selected by our experts and expertly blended.



BOLLA LIBERA

Soft drinks prepared without sweeteners, preservatives, colorings, but only with natural flavors. Free drinks are based on fruit that comes from organic farming.



Gruppo Ethos designs lines of products as known as “private labels”, which are representative of the values of craftsmanship and excellence distributed within its own logistics platform called Libera Organic Italian Craft.

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gruppoethos.it