

By Antonello Vilardi,  
adapted by Hippo Zourides



# Eataly & the effects of emotional marketing

*“Eataly’s success is linked to our philosophy, because people can eat, shop and learn all about high-quality food – three activities that don’t co-exist anywhere else. Moreover, our informal style of communication shows how direct and approachable we are.*

*Just the way people like.”*

— **Oscar Farinetti**

**A** blend of exceptional quality, wellness, conviviality and sustainability is the hallmark of an Italian gourmet offering.

The conventional methodology pursued by most retailers consists of the balanced combination of factors such as price, quality, variety of products, services and distribution strategies.

## Eataly’s interpretation of a modern model

Eataly is a distribution experiment that is getting more and more traction in Italy. It was born with the firm intention of creating a supermarket with an assortment of high-quality foods and sustainable prices.

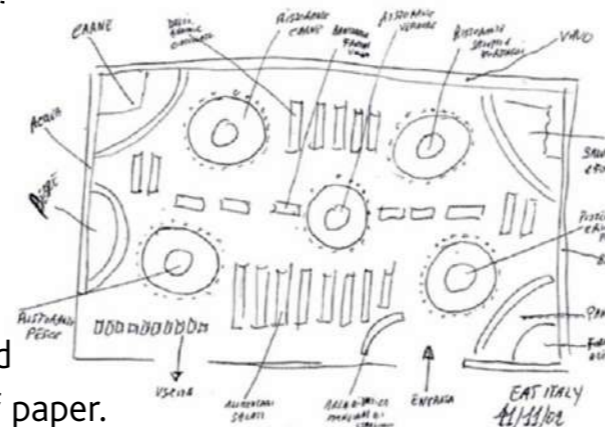
The name of the brand, the union of the English verb ‘to eat’ with Italy, encapsulates its intent to spread a purely Italian model – open to international channels. It consists of medium to large



outlets (on average, below 1 000 m<sup>2</sup>), in high-traffic historical and cultural locations, selling only ‘good and fair’ food products, all wrapped up in a model of conviviality and hospitality.

The Eataly concept was born from Oscar Farinetti’s idea sketched on a piece of paper.

The idea was simple: To gather under one roof high-quality food at sustainable and reasonable



prices, to celebrate Italian biodiversity, and create an informal, natural, and simple place to eat, shop and learn.

After five years of research and hard work, the first Eataly opened its doors in Torino on 27 January, 2007, when an old vermouth factory was transformed into Eataly Torino Lingotto – the very first multifunctional marketplace dedicated to Italian excellence in the world. The rest is history! Since then, Eataly has expanded, with more than 40 locations throughout Italy and the world. They even have a branch on board of an MSC cruise ship.

Oscar Farinetti, born in 1954, the owner and founder, is a well-known entrepreneur in Italy, with a past as a writer and company manager (Unieuro, consumer electronics).





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## The seven pillars of trade policy.

The cornerstones of this business idea are ...

1. Outlets are designed not only to sell product, but also to entertain, following the principles of openness and informality.
2. Marketing only high-quality foods and drinks, while integrating regular sales with hospitality/ catering – and educating the public in the process.
3. Enforcing sustainable retail and catering prices by managing supply chain costs and bulk purchasing from local sources.
4. Ensuring that the product range and services serve the widest range of consumers and not only the elite or those with deep pockets.
5. Staffing the stores with well-trained and qualified people, who not only know their product range, but are also able to interact with the public in a friendly, professional manner.
6. Inviting small and local suppliers to participate in the Eataly supply chain, while guaranteeing good off-take of their products.
7. Promoting and spreading the values of 'made in Italy' within the national borders, in Europe and abroad.

Through these seven pillars, Eataly aspires to overcome the traditional approach to marketing and develop an 'experiential marketing' strategy, in which consumers are subjected to sensorial, emotional, cognitive and relational values.



FICO Eataly World, just outside the centre of Bologna, is an amusement park for food and wine lovers. Here you can learn all about the traditions, craftsmanship and culture that make Italian food and wine some of the most popular and loved around the world! Explore the crops and visit the animals, learn how to make hand-made pasta in one of the many cooking classes available, see first-hand how local products are made, or simply stroll around the 45 trattorias, restaurants and street food kiosks tasting the best traditional Italian recipes! Stephanie McClendon. <https://dreamofitaly.com/>



Eataly Torino Lingotto, Turin.



Eataly Rome. <https://thechosentable.com/>



[www.cntraveler.com/](http://www.cntraveler.com/)

The 10034m<sup>2</sup> FICO Eataly World theme park features six rides and 40 workshops, plus orchards, pastures, and gardens. Most importantly, there are 500 adult-sized tricycles with shopping baskets, designed by Italian bike makers Bianchi. <https://www.cntraveler.com/>



Eataly World includes outlets of three Michelin-starred restaurants. Here, a vendor hands out Italian sheep kebabs. Photo & caption: [www.cntraveler.com/](http://www.cntraveler.com/)





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**Look and learn. Enjoy!**

The retail model is complemented by their Classes and Events division. Areas of emphasis include ...

**Cooking classes** – managed by qualified chefs who create a sense of theatre in their presentations.

**Wine and beverage events** – major wineries, distilleries and breweries have partnered with Eataly to promote their product ranges.

**Special dinners** – food and drink pairing suggestions are shared with clients in situ, enhancing Eataly’s specialised and sustainable objectives.

**Kids’ classes** – aimed at educating the young on the beauty of cooking and eating typical Italian fare with pride.

**Parties** – various themes, parties and festivals are regularly rolled out at store level to enhance the variety of scrumptious offerings to the public.

**Market tours** – aimed at students and adults alike, participants tour the stores under the guidance of departmental experts, witness the production processes and taste the resultant goodies.



From hands-on pasta-making classes to storewide wine tastings, Eataly encourages exploration of immersive experiences.



Eataly Chicago

**Eataly manifesto**

Our 10 personal commandments mark the path, goals and daily life of the people who make, live and enjoy Eataly.

**We’re in love with food**

We love high quality food and drink. We love the stories about it, the people who produce it, the places it comes from.

**Food unites us all**

Good food brings all of us together, and helps us find a common point of view. We believe that one of the greatest sources of joy is what happens around a dinner table.

**Our passion has become our job**

We’ve dedicated our daily lives to promoting a real understanding of high-quality food and drink. How lucky are we that we get to do what we love?

**The secret to quality of life? Quality products**

By creating and offering the best products, we improve our own lives, and bring added value to yours. Enter a world dedicated to quality: That means quality food, quality drink and ultimately quality time.

**Our target audience is everyone**

Whether you’re here to buy a loaf of bread, prepare for a lavish dinner or sit down to enjoy a meal, we want this to be your place. We want you to be comfortable, happy, and enriched by every visit

**Eat. Shop. Learn**

This is a store with stories. Here, you won’t just discover what you love, you’ll also learn about what you love.

**We’re in this together**

What you choose every day determines what we’ll stock on our shelves over time. When you demand quality products, you support the local farmers, fishermen, butchers, bakers, and cheesemakers who produce them. You create a better environment – for eating and beyond.

**Our three promises to you**

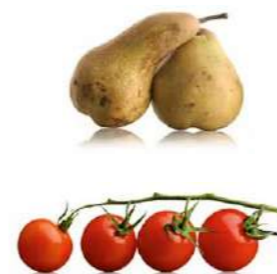
We offer a diverse selection of quality food and drink. We are dedicated to offering the best products at the lowest possible price points. We feel that it’s not just important that we know everything about what we sell and serve, but that you also learn about the products we are so passionate about. We share with you the stories of the people and places behind all that we offer. The more you know the more you enjoy.

**Your trust is earned every day**

In all ways, we promise to be scrupulously honest. We’ll never encourage you to buy more than you need or more expensive than you can afford.

**The end goal**

Our goal is to have you as our customer for a lifetime. The easiest means to that end is offering the best food and drink as well as the best environment in which to discover and expand your tastes.







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## A worldwide phenomenon

The main focus market remains in Italy, where there are 15 stores. Locations are: Orio al Serio (Bergamo, at the local airport), Rome city, Rome Fiumicino (at the airport), Bologna (2), Firenze, Genova, Milano, Monticello d'Alba, Piacenza, Pinerolo, Torino (2), Trieste and Verona.

Eataly has now expanded its footprint more widely. It also has stores in England, France, Germany, Sweden, the United States of America (8), Canada, Dubai (2), Turkey, Japan, Saudi Arabia and Korea.

**All stores are company owned and no franchising is available.**

**There is a place for quality and artenesal foods in the marketplace, provided the correct formula and location are put into the mix.**



**Eataly Toronto**



**Eataly Chicago**



**Eataly NYC Flatiron bar**



**Eataly Sherwood Gardens Toronto**







Eataly Rome



Eataly NYC Flatiron Italian market



**Il Patio di Eataly bar & restaurant on NYC Flatiron's rooftop**



**Hippo Zourides**, serial entrepreneur and corporate leader, has been involved in the food trade for over four decades and consults to corporates, large, medium and small enterprises on a variety of management and restructuring skills, including the latest ESG requirements.



**Antonello Vilardi**, professional in managing points of sale at numerous commercial signs, editorial collaborator for specialised magazines, consultant and lecturer in university masters. He has written books on large-scale retail trade.



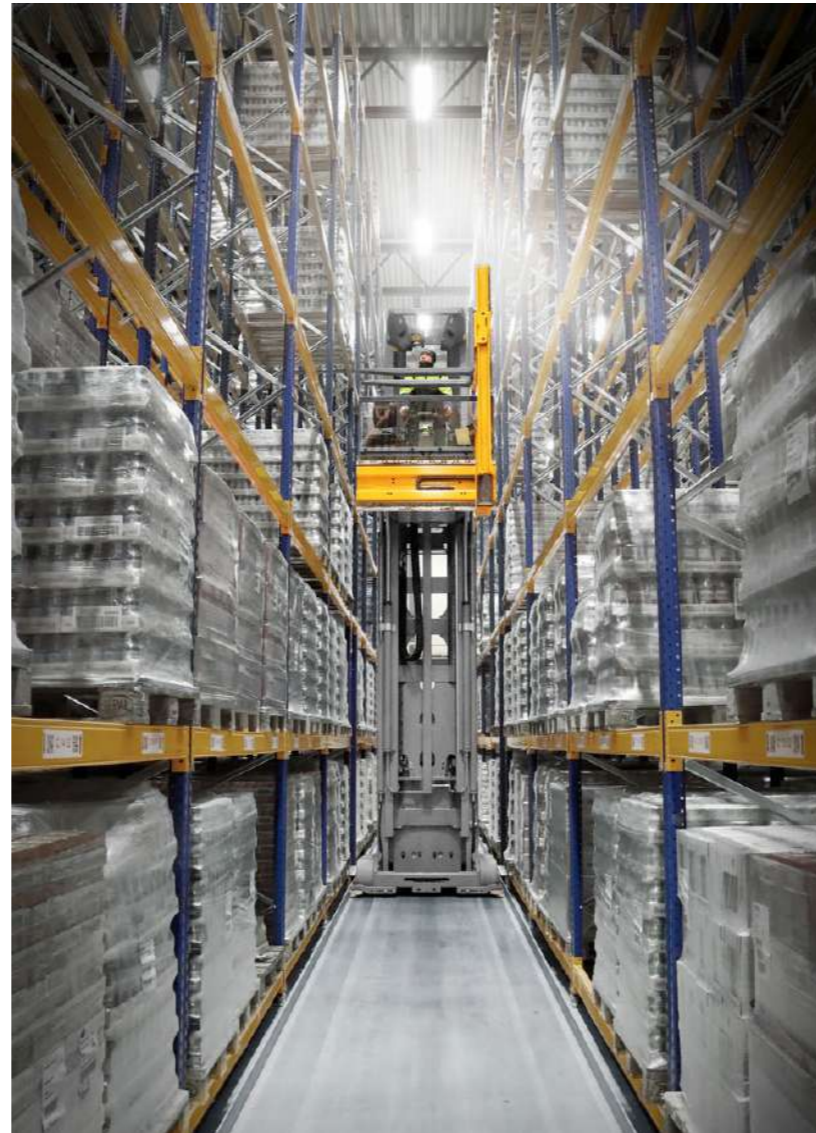
# **JUNGHEINRICH** The essential role of specialised equipment in cold storage warehouses

**E**fficiency and reliability are crucial in all warehouses, but they become even more critical in cold storage environments. The right material handling equipment can make all the difference, ensuring that your operations run smoothly, safely, and cost-effectively. Whether you are managing a large distribution centre or a smaller cold storage facility, investing in the latest material handling technology is an essential asset.

Cold storage warehouses play a vital role in preserving perishable goods such as food, pharmaceuticals, and other temperature-sensitive products. These facilities face unique challenges that set them apart from standard warehousing, primarily due to the need to maintain specific temperature ranges and the harsh conditions that can impact both equipment and personnel. This is where specialised equipment becomes indispensable.

Maintaining precise temperature control is essential to prevent spoilage and ensure product quality. Specialised refrigeration units, insulated doors, and temperature monitoring systems are necessary to achieve this. Additionally, cold storage facilities consume significant amounts of energy, making energy-efficient equipment such as electric forklifts vital for reducing operational costs and environmental impact.

The durability and reliability of equipment in cold storage environments are paramount. The harsh conditions can cause wear and tear on



standard equipment, but Jungheinrich's specialised cold-store units are designed to withstand low temperatures and high humidity levels, ensuring longevity and reliability.

Safety is another critical aspect, as cold storage environments can be hazardous for personnel. Anti-slip flooring, proper ventilation, and protective clothing are essential to ensure worker safety.

Compliance with regulations is a significant concern for cold storage facilities. Adhering to strict regulations and standards is crucial, and specialised equipment helps ensure compliance with food safety, pharmaceutical, and other industry-specific regulations.





## Key benefits of modern cold storage equipment

Jungheinrich's cold-store material handling equipment is designed to operate seamlessly in cold environments, reducing downtime and increasing efficiency. Safety is a top priority in any warehouse, but it becomes even more critical in cold storage. Jungheinrich's cold-resistant forklifts are specifically designed to operate in low temperatures, featuring insulated cabins, heating systems, and specialised hydraulic fluids that remain effective in the cold. These enhancements ensure reliable performance and operator comfort.

Cold storage environments can be harsh on equipment, with extreme temperatures and humidity levels posing a constant threat. Our high-quality material handling equipment is built to withstand these conditions, ensuring long-term durability and reliability. This reduces the cost of maintenance and extends the lifespan of your Jungheinrich equipment.

## Choosing the right equipment for your cold storage needs

Selecting the appropriate material handling equipment for your cold storage warehouse involves careful consideration of several factors. To ensure optimal performance, select equipment that matches the specific temperature range of your facility. Choose equipment with the right lifting height and weight capacity for your typical inventory. Consider your warehouse layout and opt for equipment that can efficiently navigate through your storage areas.



**Jungheinrich's cold-resistant forklifts are specifically designed to operate in low temperatures, featuring insulated cabins, heating systems, and specialised hydraulic fluids that remain effective in the cold.**

## Partnering with us

To maximise the benefits of your investment, it's crucial to partner with a reputable company that specialises in cold storage material handling equipment. Jungheinrich offer a wide range of solutions to plan your cold storage warehouse, from pallet jacks and electric forklifts to very narrow aisle trucks (VNA) and racking systems.

With a proven track record of delivering high-quality, reliable equipment we ensure that your operations are efficient, safe, and cost-effective.

“ Having the right material handling equipment is essential for maintaining efficiency, safety, and cost-effectiveness. By investing in advanced technology and partnering with industry leaders like Jungheinrich, you can revolutionise your operations and stay ahead with technology. ”

**Embrace the future of cold storage with cutting-edge material handling equipment from Jungheinrich and watch your warehouse operations thrive.**

In conclusion, the importance of specialised equipment in cold storage cannot be overstated. From maintaining precise temperature control to ensuring compliance with regulations, the right equipment is crucial for the success of your cold storage facility. By investing in modern, reliable, and efficient material handling equipment, you can enhance the performance and safety of your operations, ultimately leading to greater success and sustainability in the long run.

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