

Ternakinho

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OVERVIEW

A STAR IS BORN

Temakinho is the first chain of casual dining restaurants offering Japanese-Brazilian cuisine open in Italy.

The cuisine offered by Temakinho has a documented historical origin and is widespread in Brazil and Peru, but did not exist in Italy.

This leadership caused Temakinho to position itself in people's perception as the **Original**.

Even when the “tropical sushi” fashion subsequently took off, Temakinho remained the “Pioneer” of this kind of cuisine, thanks to the quality of the raw ingredients chosen and thanks to the evolution that the brand has been able to demonstrate over the years.

HISTORY

TIMELINE

The **first Temakinho restaurant** opened in Milan, in the Navigli area, the heart of Milanese nightlife. A perfect location for attracting a youthful and heterogeneous type of clientele.

2013/

Its **rapid success** quickly led the brand to expand in Italy, with the opening of additional restaurants in Milan and Rome.

With its acquisition by **Cigierre Spa**, Temakinho becomes part of one of the largest Italian groups operating in the restaurant sector. The company enters a new phase of launch and consolidation, optimising its processes and structure.

2018/

The expansion phase continues, consolidating the leadership in Milan with new points of sale and establishing itself in the provincial capital

The expansion continues with the opening of the first sales point in **France**, in Lyon, inside the WESTFIELD LA PART DIEU shopping centre and the restaurant in the Ponte Milvio district, in Rome.

Temakinho opens its first franchise thanks to the collaboration with **Autogrill S.p.A.** in Milan **Linate airport**. A new phase of expansion in airport travel channels opens.



MILAN

Navigli
Magenta
Brera
Porta Romana
Duomo

ROME

Borgo
Monti
Ponte Milvio

OTHER CITIES

Firenze
Bologna
Verona

LOCATIONS

WHERE ARE WE?

ABROAD

Lyon

TRAVEL

- Milan Linate Airport
- Rome Fiumicino Airport





LYON





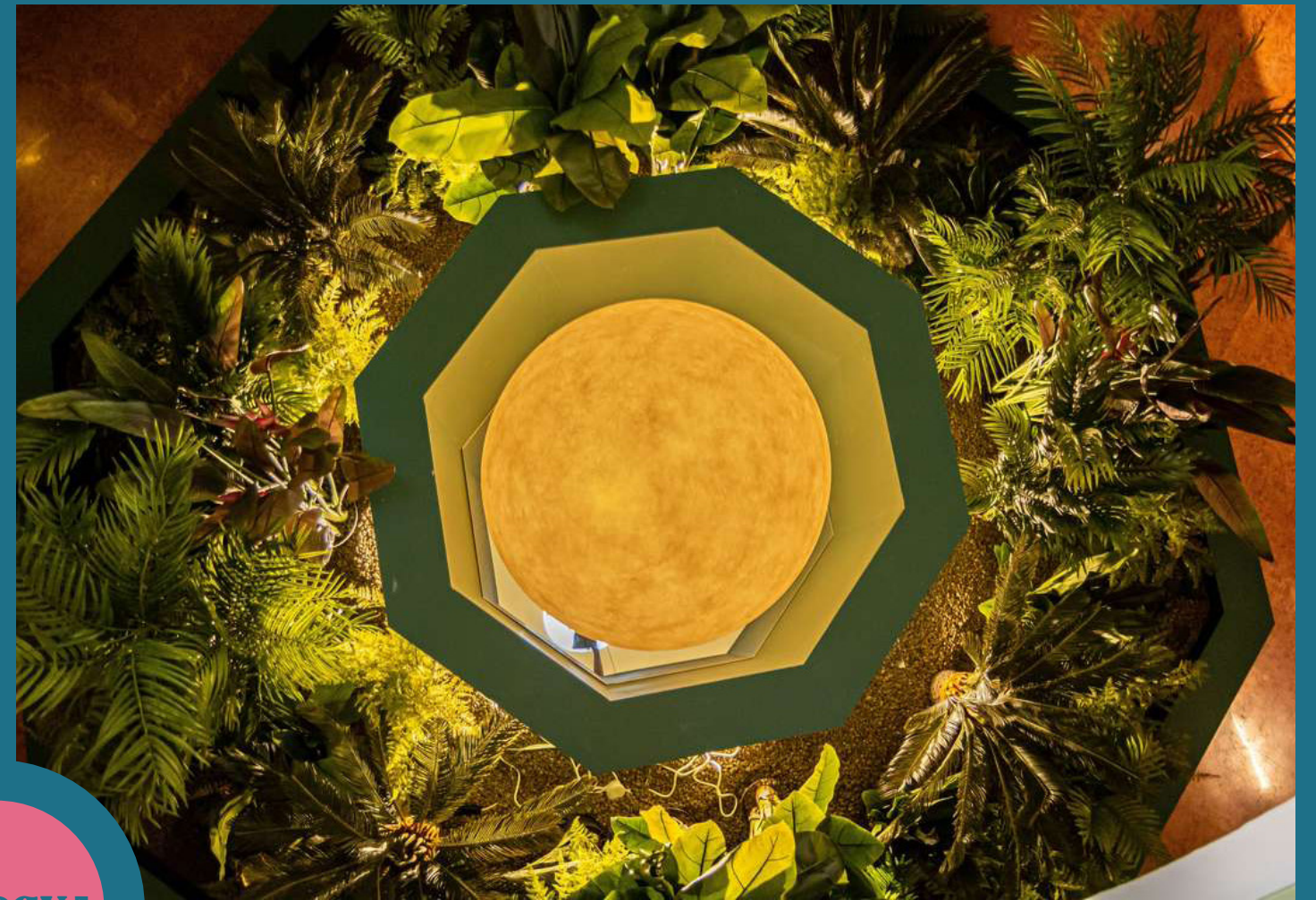
LINATE





MILAN





BOLOGNA





ROME



CONCEPT

TROPICAL FOOD

Temakinho's culinary offer is a **journey** through Japanese-Brazilian cuisine, but also featuring the flavours of the tropical regions of South and Central America.



The menu, in addition to **rolls and temaki**, also includes **ceviche**, the famous Peruvian dish based on marinated fish, **poke bowls**, **tartaras** and **petiscos** (Brazilian tapas).

There are also dishes with a clear Mexican influence, such as **nachos**, **tostadas** and **tacos**. Finally, let's not forget the chicken and picanha (beef) dishes



The **desserts** are clearly inspired by Brazil and Mexico, such as passion fruit cheesecake, prestigio (a typical Brazilian chocolate and coconut cake) and Mexican churros.





CONCEPT

TROPICAL DRINKS

Temakinho's drinks represent a journey into the tropical flavours and colours of **South America**, not forgetting its Japanese origins.

The drinks on offer include typical South American cocktails, notably the famous Temakinho **caipirinha**, traditional cocktails such as **Mojito and Margarita**, and recipes that have been revisited with a fusion approach.

Among the **beers** is the Temakinho brand **craft beer "Mais Amor"**, made according to an exclusive recipe with organic barley malt.

The non-alcoholic offer includes caipirinhas and non-alcoholic cocktails and **Vitamins**, tropical juices made with fruit pulp. Complete the wine offer and selection of digestifs, including the classic **Japanese sake**.

MISSION

CASUAL DINING

Offering high-quality food that is always innovative at the right price, in an elegant and modern environment, which is at once informal and convivial, setting itself as a reference point in the casual dining sector.

Spreading Japanese-Brazilian, and more generally, tropical cuisine evoking a journey into the culture and conviviality of Brazil and South-Central America.

Allowing the customer to experience unique, inspiring sensations and emotions, not only through food but also through the beauty and colours of restaurants, the joy of the music, hospitality and kindness of service.

**MAIS
AMOR
POR
FAVOR**



VISION

MAIS AMOR POR FAVOR

Temakinho's vision is that catering can be done differently, placing choices aimed at promoting respect for the environment and people at the centre of the business. It is possible to offer high-quality food at the right price, but choosing certified suppliers that respect the environment and the people who work there.

It is possible to operate in the restaurant sector, at once representing a vehicle of culture and social awareness through the commitment and support of initiatives aimed at promoting respect and inclusivity.

In other words, every choice is simply driven by **LOVE**.

Temakinho's motto is **MAIS AMOR POR FAVOR!**

OUR VALUES

ICONOGRAPHY



GOSTOSO



BELEZA



VIDA



AMOR



TEMAKINHO IS: GOSTOSO

QUALITY OF RAW INGREDIENTS

At the base of any recipe there is continuous **research** with the aim of identifying **quality** raw ingredients that are produced in respect for the environment and choosing suppliers that operate in an **ethical and responsible** way.

CREATIVITY IN THE KITCHEN AND CONTINUOUS INNOVATION

Creativity is in Temakinho's DNA. **Continuous innovation** is the key factor that allows Temakinho to maintain a strong appeal to the consumer, offering new dishes year after year, often making pioneering choices and launching new fashions.



TEMAKINHO IS: **BELEZA**

DESIGN AND STYLE

So many identities, one brand. Every Temakinho restaurant is **unique**, starting with the sign. The design of the restaurants is inspired by the culture and colours of Brazil and nature. Tropical wallpapers and colourful furnishings, which are made to order by Italian artisans, are some of the distinctive elements of our premises. Our style is **eclectic**, the result of a creativity that brings together elements that belong to different worlds, not following trends but instead creating new ones.

PLATING

The **care** and **refinement** of our brand is also reflected in the layout and presentation of the dishes and drinks. Always recognised by customers as instagrammable, our presentation awakens the appetite of the eyes before that of the palate.



TEMAKINHO IS: **VIDA**

CUSTOMER EXPERIENCE

The experience at Temakinho is casual and informal, but paying close attention to the customer. **Temakinho is cheerful, welcoming and light** but not superficial. Temakinho is sensitive to the needs of an evolved clientele that is increasingly attentive to issues related to the environment and to a healthy and ethical diet.

The beauty of the premises, the welcoming atmosphere and the tasty food make it the preferred choice for company lunches and dinners or special celebrations such as graduation parties and birthdays.

MUSIC & EVENTS

Music is a key component. In all restaurants there is music that echoes tropical sounds, from Bossa nova to more jungle rhythms, to make the experience even more special.

In dedicated premises there are constantly **live music events or DJ sets**, with the possibility of requesting special private and dedicated evening events, based on the customer's individual needs.



TEMAKINHO IS: **AMOR**

RESPECT FOR THE ENVIRONMENT

Temakinho has always devoted a lot of attention to issues of respect for the environment, often choosing the option that is not necessarily simpler, but in line with the commitment to put the protection of our planet before purely commercial interests. It pays particular attention to the choice of suppliers of raw ingredients, promoting and choosing products that come from **sustainable fishing**. **Temakinho immediately chose not to use single-use plastic** in its restaurants, adopting alternative solutions and materials such as cans instead of PET bottles, straws and take-away packs completely made of PLA (bio-plastic).

ATTENTION TO SOCIAL ISSUES

Temakinho is not political, but we believe in equality, gender equality and the right to love. For this reason, we have always been attentive and sensitive to social issues, especially those concerning inclusiveness, the rights of women and the LGBTQ+ community.

COLLABORATIONS

IL SORRISO DEI MIEI BIMBI

Since 2015, Temakinho has been collaborating with the non-profit organisation Il Sorriso dei Mi Bimbi, which was founded by Barbara Olivi, active in the Rocinha favela, the largest in South America, with the aim of improving the living conditions of children and adolescents who live there. There are now fixed events for the donation campaigns by Temakinho on the occasion of Christmas, as well as the collection of free offers from customers with the gift of Rocinha bracelets.



ONE TREE PLANTED

Along with the non-profit organisation One Tree Planted, Temakinho annually dedicates itself to activities that aim to plant trees in the Amazon forest, thus contributing to reforestation.



D.I.RE

D.i.Re is the non-profit organisation that provides support and help to women who are victims of violence. Temakinho works on awareness-raising and fundraising activities to concretely help this non-profit organisation



CERTIFICATIONS

SUSTAINABILITY

FRIEND OF THE SEA

Always attentive to the protection of the oceans, Temakinho is the first chain of restaurants in the world to be certified as a Friend of the Sea Sustainable restaurant. This non-profit organisation takes care of, in addition to its many activities of protecting the seas and oceans, identifying and certifying suppliers of fish that offer raw ingredients from sustainable and non-intensive fishing.



WORLD RISE - NO PLASTIC MORE FUN

Temakinho restaurants are registered on the maps of WorldRise, the non-profit that created the No Plastic, More Fun project, with the aim of identifying and mapping the premises and activities aimed at the public that have banned the use of single-use plastic for their services.



FRANCHISEE

DAILY SUPPORT

Entering the Temakinho world guarantees franchisees the constant support of a comprehensive work team.

DEVELOPMENT AND TECHNICAL AREA

In the pre-opening phase, Temakinho supports the franchisee in the search for and evaluation of the location, to identify the ideal location. Subsequently, a team of experts is available to carry out the feasibility study, the design and implementation of the set-up.

MARKETING AND INNOVATION

The franchisee benefits from the communication plan and all promotional campaigns carried out by the parent company. The marketing department is available for the construction of a tailor-made communication plan and provides support for the most targeted local store marketing actions.

Temakinho is constantly looking for new ideas and technological solutions to be increasingly digital, more innovative and to develop multi-channel sales, in order to retain its customers.



FRANCHISEE

DAILY SUPPORT

QUALITY AND OPERATIONAL SUPPORT

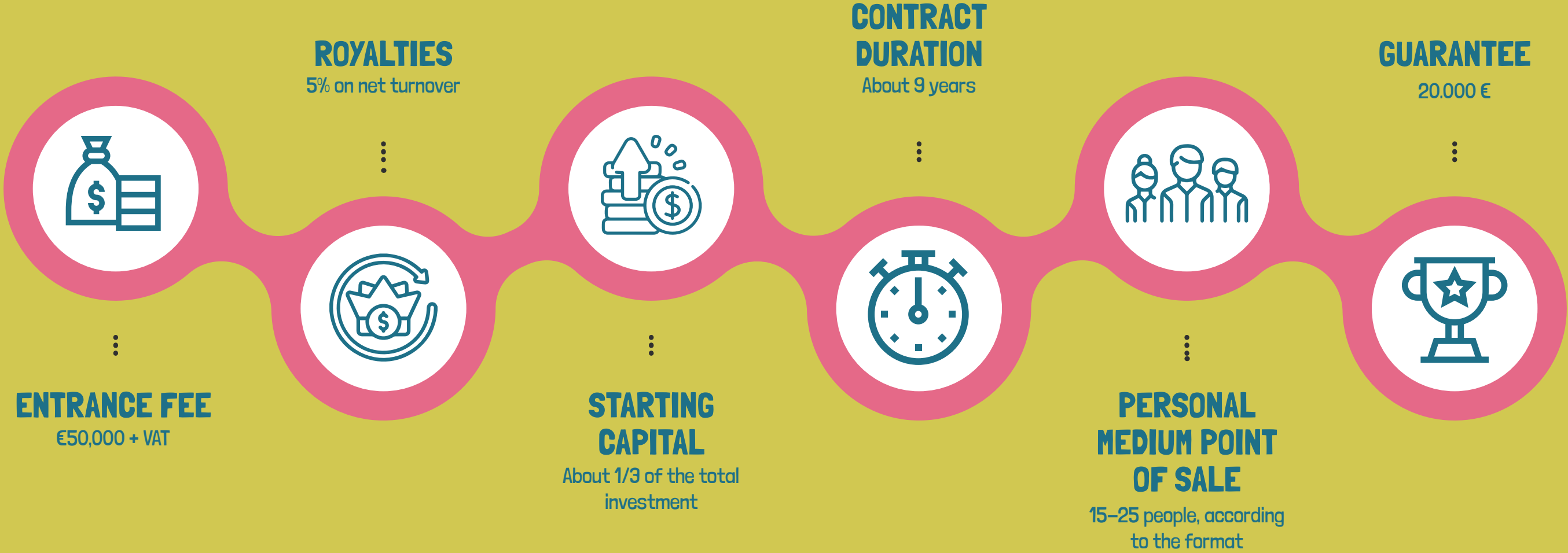
We have created an efficient and replicable business model with standardised operating procedures, as well as rigorous control of the food cost of the recipes, which are studied in every single detail. Standardised and detailed procedures ensure the same level of service in all restaurants.

TRAINING

Temakinho strongly believes in the importance of transmitting its know-how through constant training. Professional training is dedicated to employees who have a managerial role, so that they can pass on these skills to their team.



ECONOMIC INFORMATION



THANKS FOR THE ATTENTION

Ternakinho