

Casa Santo Stefano Marketing Plan

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Executive Summary - Jarinna

Overview of Issues and Objectives: Casa Santo Stefano, a family-owned Sicilian restaurant in Tampa, Florida, faces the challenge of distinguishing itself in a competitive market filled with diverse dining options. As part of the historic Columbia Family Restaurant Group, Casa Santo Stefano opened in 2020 aiming to offer authentic Sicilian cuisine combined with Tampa's local flavors. The main objective is to enhance market visibility and attract diverse demographics by emphasizing the unique historical and cultural elements that Casa offers.

Strategic Positioning: Casa Santo Stefano positions itself uniquely in Tampa's Italian dining scene by leveraging its rich Sicilian heritage and historic setting in Ybor City. The restaurant imports its ingredients and some decorative items directly from Sicily, enhancing the authenticity of its dining experience. This strategic approach differentiates themselves from other local Italian restaurants and aligns with the broader goals of the Columbia Family Restaurant Group to provide culturally rich dining experiences.

Marketing Strategy and Actions: The current marketing strategy utilizes the traditional 4Ps approach focusing on delivering a product that is not just food, but an experience of 'Sunday dinner' at a Sicilian home. Promotional strategies leverage emotional connections through storytelling, the restaurant's historic ambiance, and its deep roots in Tampa's Sicilian community. Social media efforts aim to increase engagement and drive awareness, particularly focusing on the restaurant's unique offerings, like its extensive Sicilian wine list and live music events.

Actions Implemented:

1. **Menu Synergy:** Introduction of signature dishes from sibling restaurants on Casa Santo Stefano's menu and vice versa, to cross-promote and utilize the strength of the family brand.
2. **Influencer Engagement:** Collaborating with local influencers to increase brand visibility and credibility through social media exposure and word-of-mouth.
3. **Tableside Cannoli Bar:** Enhancing the dining experience with interactive, tableside dessert preparation, making each visit memorable and shareable.

4. **Tariff Mitigation Strategies:** Exploring alternatives to imported Sicilian goods to maintain authenticity without incurring high tariffs.
5. **“Part of the Family” Club Card:** Implementing a dining club card that offers benefits like reserved seating, BOGO offers, and exclusive access to special areas within the restaurant. This card aims to increase repeat visits and enhance customer loyalty by providing tangible value and a sense of exclusivity.
6. **Authenticity Pass Program:** A loyalty program that rewards diners for frequent visits, not just to Casa Santo Stefano but across the 1905 Family of Restaurants, encouraging exploration and repeat business.

Expected Outcomes: These strategic actions are expected to broaden Casa Santo Stefano’s customer base, increase engagement on social media, and strengthen its position as a unique destination for both locals and tourists in Tampa. By enhancing the customer experience through interactive dining and leveraging historical and cultural narratives, Casa Santo Stefano aims to become a staple in Tampa’s culinary market. We expect that these strategies will result in more foot traffic, better customer retention, and enhanced sales. This will help contribute to the long-term sustainability and success of Casa Santo Stefano.

Company Overview- Chris

Casa Santo Stefano is a family-owned Sicilian restaurant located in Tampa, Florida. Casa Santo Stefano prides itself on importing all of their ingredients and most of their furniture from family Businesses in Sicily. The restaurant opened its doors in 2020 and joined as a part of the Columbia Family Restaurant Group. This infamous restaurant group owns many popular restaurants in the Tampa Bay area including Columbia Restaurant, Ulele, Goody Goody Burgers, etc. The Columbia Family Restaurant group has been operating for 119 years and has been passed down through five generation of family members.

Casa Santo Stefano offers a variety of Sicilian dishes including homemade pasta, seafood, and other meat dishes. In addition, they also offer an extensive list of imported Italian wines for wine enthusiasts to enjoy. While offering an extensive food and drink menu, they also offer an experience as a whole with their restaurant being located in the historic Ybor City and also having a rooftop bar to take in the scenery of such an old and heritage-rich location.

Current Marketing Strategy- Nick

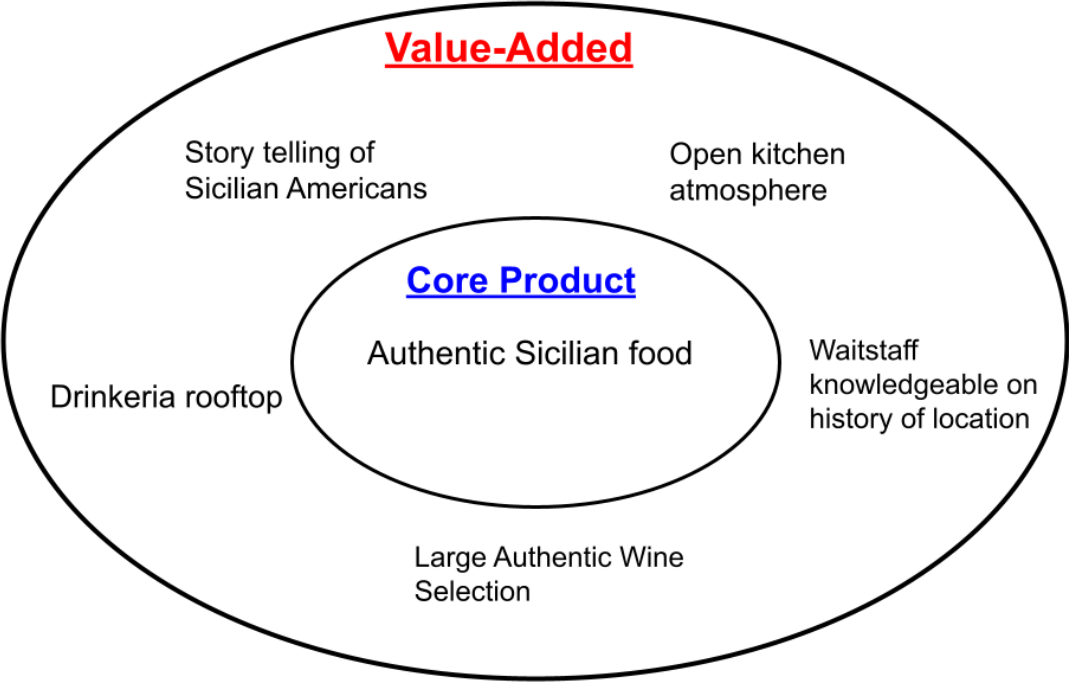
How is the company currently positioned

Casa Santo Stefano is currently positioned as a family-style subgenre of Italian food, leaning on the Sicilian culture to set themselves apart. The restaurant sources ingredients straight from Sicily adding to the authenticity and creating differentiation from other Italian restaurants in the area, cementing them in that niche. Inside the restaurant, they continue to push the characteristics setting them apart through the addition of family photos of several Sicilian families from around Tampa, a clear view into the kitchen to give that feeling of watching your

family cook Sunday dinner, and servers who tell the story of the Sicilian people in Tampa and the restaurant to really immerse the patrons into the history and spirit of “Sunday dinner”.

Product – Core vs Value added & Intangibility

The product Casa Santo Stefano is selling is not just Italian or Sicilian food, but rather the experience of Sunday dinner. The restaurant attempts to create value-added on top of the core product of the authentic Sicilian food through the use of storytelling and immersion, using unique things they hold such as the open kitchen, family portraits, and friendly wait staff. While other restaurants around Tampa can be as authentic as possible, it would be hard for them to completely pivot into the family style, historically minded spot that Casa Santo Stefano holds.



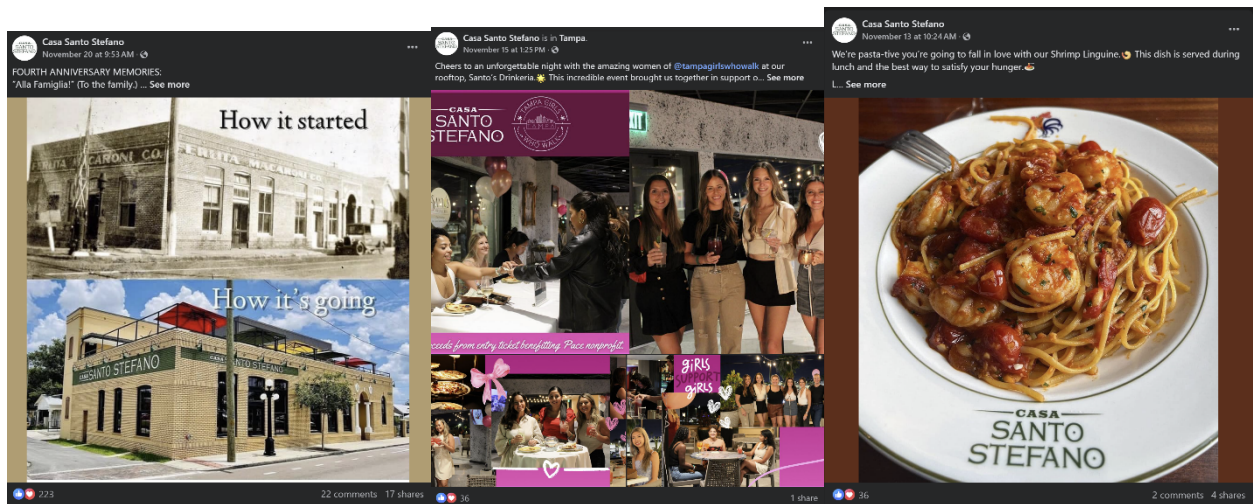
Casa Santo Stefano and the whole of 1905 Family of Restaurants is continually battling the issues of intangibility. Currently Casa Santo Stefano has dishes available for sale both at the restaurant and in sister restaurant The Columbia's gift shop, these are efforts to create tangible things connected to the restaurant creating more interest and revenue for the business. In line with this, restaurants also contend with perishability and inseparability, Santo Stefano especially sells their dining as an experience; from the open kitchen, history that surrounds you as you eat, and authentic menu, the experience is an integral part of dining at Santo Stefano, and it is not possible to separate from being an in-person event.

Promotion – social media, engagement, and decision-making process

Casa Santo Stefano currently leans heavily on its social media presence and proximity to sibling restaurant Columbia. Much of Santo Stefanos' efforts are focused on emotional appeal using their connection to Sicily and family to draw patrons. The Restaurants social media efforts include highlighting offerings such as their gluten-free options, live music on the rooftop bar, and community engagement such as their involvement in September Community Harvest. The posts on Santo Stefanos loosely follow the rule of thirds with a good portion of the posts showing food, drinks, and desserts available with information on open times, reservations, and their website, while others tell the story and history of the restaurant. The restaurant, however, has very few posts are sharing things from customers and influencers so this could potentially be a growth area for the brand.

Santo Stefanos Facebook engagement has grown dramatically over very recent posts climbing from just around 20-60 likes to around two hundred likes over the last three posts from November 19 to 22. The Restaurant is also receiving many more comments and shares as of recent, spiking from just one or two a post up to 10, 42, 22, and 18. This is exciting growth as the

more engagement the restaurant receives the further the reach and awareness of the restaurant spreads. Using the AIDA model, as Santo Stefano is reaching new people on social media, they are primarily driving awareness and interest in the restaurant. As the restaurant is still relatively and growing as a staple of Ybor City, driving these forces is extremely important to begin moving people down the funnel towards becoming true customers of Santo Stefano.



Price – Pricing strategy and differences to competition

Casa Santo Stefano is a relatively moderately priced fine dining experience. Currently the dinners at the restaurant range from \$24 up to \$48 while the lunch menu is a little more reasonably priced with most meals hovering around the \$20 mark. For the level of authenticity with ingredients and recipes straight from Sicily itself Casa Santo Stefano proves good or equal value, especially when looking at their possible competitors pricing. At restaurants such as Timpanos and Vino E Pasta the majority of dishes will hover around \$38 with the higher end entrees reaching up to \$73.

Casa Santo Stefanos goal with this pricing it to maintain a high class feel which is more accessible, encouraging customers to return more frequently than special occasions or big dates

as one might us a restaurant such as Timpanos for. Santo Stefano prices itself very competitively with the market surrounding Tampa, being slightly more affordable than ultra high-end restaurants but still high enough to ensure they can provide that first-class experience and food, They are in a great position to grow market share in Tampa.

Primary Research- Zach

As a team, we decided to create a survey designed to gauge our respondents' attitudes and behaviors regarding Casa Santo Stefano and Italian food in Tampa in general. Using the Qualtrics software, we made a short and simple survey and got responses using convenience sampling, primarily asking our friends to take the survey as well as approaching University of Tampa students at common spaces. The large majority (91.7%) of respondents were University of Tampa students, which enabled us to understand more about this demographic. We asked questions such as “Have you ever had Sicilian food before?” and “Based on this screenshot of Casa Santo Stefano's Instagram, would you be interested in dining at the restaurant?” With a total of 48 valid responses, we got some interesting data and numbers which we will reference back to later on in the paper.

A few key insights from the survey include:

- 56.3% of respondents have either never had Sicilian food or are unsure what Sicilian food is
- 81.25% of respondents would be interested in dining at Casa Santo Stefano based on a screenshot of their Instagram page
- Only 12.5% of respondents had heard about Casa Santo Stefano before taking the survey, of those who had, word-of-mouth was the primary way they heard

- 100% of respondents who had eaten at Casa Santo Stefano would return again
- Of all respondents, 29.2% have been to The Columbia while only 4.2% have been to Casa Santo Stefano

In order to reference the entire Qualtrics survey, please refer to the appendix section at the end for an exported version.

Current Market Situation and Trends- Maya

The Italian food industry in the US is continually growing, with an estimated 1.7% revenue growth for 2024(Le, 2024). Even though the restaurant industry in general is growing, people also appeal to diverse offerings and authentic efforts. It is ideal for an Italian restaurant to be in or near a city because in these areas there is a higher cost of living, which means these consumers have more disposable income, leading to a higher demand for such establishments.

In Tampa, Florida, key external factors affect the Italian/Sicilian food industry in this location. These factors will be explored through a PESTLE analysis. Even though this type of analysis explores six key areas of influence, economic, social, technological, and environmental factors are most relevant for this industry.

PESTLE

Economic: Tampa's population is growing, and median household income has increased by 11.5% between 2021 and 2022. However, the price of living and other necessities are making Tampa a more expensive city (US Bureau of Labour Statistics, 2024). Tampa has a slightly stronger preference for dining out compared to the national average, suggesting that the locals have a strong interest in going to restaurants. This preference could change more if we see the price of living rising. This could shift people into prioritizing more budget-friendly options for food.

Another adverse effect this establishment could face due to the 2024 Presidential Election is that the Trump Administration will be imposing tariffs on international goods in some countries. Casa Santo Stefano has differentiated itself by pricing its food more reasonably compared to the more expensive Italian dining options in Tampa, which are similar in quality. They also differentiate themselves by importing goods directly from Sicily to commit to their devotion to creating authenticity within their restaurant. Because of the tariffs, the cost of importing any key Sicilian ingredients may be increased. Since their food is already priced reasonably, the restaurant could raise their prices. Still, they would no longer be able to remain one of the lower-priced Italian options compared to their competitors.

Social: The demographics of the Tampa Bay area are 58.8% white, 26.2% Hispanic, and 22.4% black. The median income is \$59,893, and gender is split between males and females. 12.8% of the population is 65+, 21.4% is below 18, and 6.2% is under 5 (Eaton Reality, 2023).

Tampa is becoming known as a destination for “food-forward” establishments. People are interested in trendy restaurants, but more importantly, a growing diverse food scene is what people are showing to want. Tampa has been ranked “5th best foodie city in America out of 180 U.S. cities” (Filips, 2024). Even Tampa’s airport has been rated “best large airport, best airport for dining” (Filips, 2024).

In this up-and-coming city, people are looking for unique dining experiences that could be satisfied with authentic cuisine. There has also been a recent desire for healthier and cleaner food, especially for Gen Z. Although only some of the food served at this restaurant is healthy, Sicilian imported goods emphasize fresh ingredients. There is also a decent population of retirees, and this audience tends to appreciate authentic cuisine as well.

Additionally, Casa Santo Stefano and the other 1905 Family of Restaurants prioritize and involve the community first. Consumers can very well respect their yearly harvest and how much they care for their employees. This target audience does exist, especially in Ybor, where this restaurant is located.

Technological: The restaurant is more traditional in its approach when using technology. They currently offer curbside takeout but do not integrate other food delivery services such as Uber Eats, DoorDash, or even delivery through the restaurant. A delivery option may allow specific audiences to have the restaurant.

As for their social media, they have stated that they rely heavily on word-of-mouth awareness rather than using social media as their primary advertising. They do have Facebook and Instagram, with Facebook being their most popular and used platform. This could be because their customers are typically older, and this audience commonly uses Facebook more than Instagram.

Environmental: Hurricane season in Florida begins on June 1st and ends on November 30th. The most active time for hurricanes is mid-August through mid-October. At the end of September and early October alone, Tampa Bay was hit by two severe hurricanes, Helene and Milton. When hurricanes hit businesses, they typically have to close for a few days. They may lose power or suffer damage, leaving businesses closed for more extended periods or indefinitely. Customer behavior can also be disrupted when hurricanes hit. People prioritize dining out less during these uncertain times and prioritize necessities. Even if the business isn't affected, customers' homes or lives may have also been affected, cutting down on foot traffic to the restaurant or even getting takeout.

In September, the 1905 Family of Restaurants conducts a community harvest. This month, a small portion of every bill at all their restaurants is donated to local non-profits. Since September is in the middle of hurricane season, this could affect whether or not they can commit to this harvest, especially if they have to close for a portion of the month. Since hurricane Helene hit in September of this year, Casa Santo Stefano did have to close, but they stated on their Facebook that they would still honor their commitment to give out their donations. Even though the environment, such as hurricanes, affects all businesses in prone areas, this restaurant has still found a way to care for and involve its community during these challenging times. Even when their restaurant has to cease operations, remaining an active voice will be much appreciated by their surrounding community and especially their devoted customers.

Competitive Analysis- Jarinna

When embarking on a competitive analysis for Casa Santo Stefano, it's crucial to consider the diverse and dynamic landscape of Tampa's restaurant scene. As a new and upcoming city, Tampa has hundreds of restaurants to choose from. Within this competitive framework, Casa Santo Stefano stands out with its unique offering of Sicilian-Tampa cuisine, embedded in the historic ambiance of a restored macaroni factory in Ybor City. This analysis aims to position Casa Santo Stefano among its peers, highlighting its strengths and identifying opportunities for differentiation and growth.

To effectively analyze competition in this industry a porters five forces analysis can be applied. Rivalry of competitors is extremely important to analyze since these are the restaurants that directly compete with Casa Santo Stefano. Some of their biggest competitors are:

- **Donatello Italian Restaurant:** This is a full service, full dining Italian restaurant located on Dale Mabry. Their cuisine is considered Northern Italian featuring the use

of luxurious ingredients and high-class dishes. A job that customers would want Donatello to get done is to create a formal and elegant ambiance for customers. This Italian restaurant is one of the most elevated ones in Tampa. This is how it differs from Casa Santo Stefano. However, the upper hand that Casa has is that it is cheaper and has the 1905 backing. Something that Casa can learn from Donatello's is having live music, Donatello's has a live jazz lounge. At the moment Casa only has live music in the Drinkeria on Friday nights. This can potentially be something that they add in the dining room to add ambiance and that more expensive feel.

- **Bavaro's Pizza Napoletana & Pastaria:** This restaurant is more of a quick service and casual dining restaurant located downtown. Their cuisine is considered Neapolitan pizza and pasta. A job that customers want Bavaro to get done is to provide a quick service which might appeal to the lunch crowd downtown. They provide authentic Italian food such as brick oven pizza which Casa also offers. Casa is unique compared to Bavaro's because it also provides authentic food but it's a more sophisticated sit-down restaurant. Something that Casa Santo Stefano can learn from Bavaro's is having daily specials. Some of these specials include, Monday is Hospitality Day where all verified first responders get 25% off and Wine Wednesday where they give ½ off of a bottle of wine. Casa can do something similar in order to bring people in and create more buzz around the restaurant.
- **Forbici's Modern Italian:** Forbici is located in Hyde Park village. Hyde Park is known for its class, chic, and trendy atmosphere which attracts a certain crowd. Forbici's provides a modern, casual yet trendy dining environment perfect for casual dining, social gatherings, and family meals. The food is considered modern Italian

cuisine, and they often have a creative twist on classic dishes such as eggplant lasagna. They have happy hour daily from 3-6pm. 20/48 of the respondents on our survey (41.6%) said that they think of Forbici's when they think of Italian restaurants. A job that customers would want Forbici is to have social dining experience with friends or family. Not only this but they offer quick innovative Italian meals that may appeal to someone wanting to try something new yet still have some traditional Italian aspects. Something Casa Santo can learn from Forbici's is to possibly reinvent their happy hour.

- **Oggi Italian:** Oggi is a more traditional Italian restaurant with a wide range of dishes located on Davis Island. They provide a mix of casual and semi-formal dining. Oggi goes for having a similar vibe as Florence Italy, imitating the famous wine windows featured there. A job that customers would want Oggi to get done is to provide a unique neighborhood experience simulating Italian culture (the wine window, the drinks, the food, the outdoor seating) or historical ambiance. Although Casa Santo doesn't have a wine window, they have imported Sicilian wine which is also a part of Italian/Sicilian culture. This may draw wine connoisseur to Casa in order to indulge in authentic Italian wine. Something that Casa Santo can learn from Oggi is sharing recipes on their website. As I searched on Oggi's website they have a blog where they have a video along with written directions on how to make their raviolis. This is very unique and can allow people to essentially "bring the restaurant home with them". This can also be a way that family's bond by making an authentic meal by hand. Since Casa revolves around the feel of Nonna's house and tradition, this can be something they can incorporate in order to appeal to customers.

- **Timpano:** This restaurant is a full-service restaurant featuring traditional Italian dishes such as pasta and risotto, as well as having American steakhouse staples like prime steaks and chops. Timpano is also located in Hyde Park Village. This allows them to cater to broad range of taste, appealing to both steak and Italian food lovers. Timpano is recognized for their pasta tossed in a large, hallowed parmesan cheese wheel. This is unique to all the competitors listed above and to Casa Santo Stefano. However, the jobs to get done are pretty similar to Casa Santo. The jobs that customers want Timpano to get done are high end business and social gatherings. Another job can be steakhouse experience with an Italian flair. This is something that Casa offers as well. Although Casa may not be as high end, they are able to offer a cultural dining experience as well as an authentic one. Some of the same consumers may also use Santo Stefano to get the same jobs done (social gatherings or special occasions). Something that Casa Santo Stefano can learn from Timpano is having an experienced based product. This can be utilized more as social media exposure since everyone will get their camera out and be taking videos. Such as Timpano with their cheese wheel. If you were to search Timpano, their cheese wheel pasta experience will definitely come up. Casa can have something similar in order to have additional social media buzz.
- **Olive Garden:** We wanted to use Oliva Garden as another competitor to put into perspective and compare with the other restaurants. Oliva Garden is a well-known chain offering Italian American cuisine. The menu is standardized throughout all locations, and they focus on being family friendly. The atmosphere is a lot more casual than all the other competitors listed. They position themselves as the

affordable dining option having various promotions such as “Never ending pasta bowl”. The job that customers want Olive Garden to get done is having a budget friendly and reliable meal to enjoy with family or friends. Comparing it to Casa Santo Stefano, although the prices may be more expensive you are paying for the ambiance, service and historical experience that is offered. When you pay more, you feel like you are paying for better quality, especially in a restaurant that imports directly from Sicily. Something that Casa Santo Stefano can potentially learn from Olive Garden is to have take home specials. Olive Garden has 6\$ take home entrees which is something that may appeal more to those that don't necessarily want to sit in a restaurant to eat. Many enjoy the comfort of their own homes; Hence, Casa can enhance their take home options.

Positioning Map for Competitors- Jarinna



This image shows a positioning map that we have created for Casa Santo Stefano and its competitors.

Horizontal Axis - Authenticity/Cultural Experience:

This axis shows the degree to which customers perceive each restaurant as offering an authentic Italian or culturally immersive dining experience. Restaurants positioned towards the right are viewed as providing a higher level of authenticity and have added cultural experience (such as traditional cuisine, décor, and atmosphere that reflect Italian heritage). Conversely, those towards the left are perceived as less authentic and more mainstream or “Americanized” in their Italian offerings.

Vertical Axis - Perceived Luxury of Experience:

The vertical axis measures the perceived luxury or upscale nature of the dining experience offered by the restaurants. Those higher on this axis are viewed as more luxurious or upscale, likely implying higher prices, more sophisticated menus, and an elegant dining environment. Restaurants lower on the axis are seen as more casual and accessible, focusing on a broader market appeal with potentially lower price points.

We felt that Casa Santo Stefano was positioned in between its competitors because although it offers a very authentic experience, it isn't the priciest (or having the most perceived luxury value) out of the competitors that we chose.

Analysis- Zach

One of the most helpful frameworks to analyze a company is the SWOT framework, which looks at both external (opportunities and threats) and internal (strengths and weaknesses) factors. For Casa Santo Stefano, we have created a graphic to outline these factors.



Let's take a deeper look at each factor, including a breakdown of what makes up both the internal and external factors

Strengths:

- **High level of authenticity:** With a menu full of items spelt in Italian and a restaurant housed in an old macaroni factory, Casa Santo Stefano is not lacking when it comes to a strong authentic dining experience.
- **Backing of 1905 Family of Restaurants:** With the brand equity of The Columbia and potential financial backing from the historic Tampa-based restaurant group, Casa Santo Stefano certainly has a support system.
- **Good value based on price:** Casa Santo Stefano is positioned as a cozy, higher-end restaurant, but retains an enticing price point, with an OpenTable price of \$30 and under.

Weaknesses:

- Unclear/Niche positioning with Sicilian branding: With 56.3% of our respondents not knowing what Sicilian food is or having never had it, it is worth noting that being branded as Sicilian may leave some customers in the dark. This niche strategy may be effective at gaining the attention of true Sicilians at the risk of being unclear to the rest of Tampanians.
- Cannibalism from The Columbia Restaurant: Only located a short walk from the largest and oldest restaurant in Tampa, Casa Santo Stefano may have some issues competing with its sister restaurant The Columbia. Many Tampa tourists would prefer visiting The Columbia over Casa Santo Stefano due to its cultural history and high brand equity.

Opportunities:

- High volume of people moving to Tampa Bay area: With almost 90,000 people having moved to the Tampa Bay area in 2023 alone, Tampa's unique growth is an opportunity to get the newly moved in people interested in dining at Casa Santo Stefano (Drilling, Davis, 2024).
- Trend of consumers desiring more authentic dining experiences: Over half of restaurant goers consider authenticity to be critical when trying out a new dish (Des Jardins, 2024). With the recent trend of younger consumers favoring genuine and global dining experiences, Casa Santo Stefano is in a place to cater to these adventurous eaters a true Sicilian experience.

Threats:

- Emergence of other nearby higher-end restaurants, particularly in the Water Street/Channelside district: Tampa is a fast-growing city, and that brings along new restaurants and dining experiences, particularly in the newer residential areas downtown.
- Potential challenges importing authentic ingredients: With the recent election of Donald Trump, the uncertainty of upcoming tariff laws may be a challenge for Casa Santo Stefano to navigate.
- Challenging location: Casa Santo Stefano is located in Ybor City, Tampa's historic district built on the cigar factories of the late 1800s and early 1900s. While remaining a culturally significant region, Ybor has gained a reputation for being unsafe and party-forward, especially after the October 29th, 2023, shooting, which killed two people (Plasencia, 2024).

Target Markets

1. Cultural enthusiasts and history buffs (can include tourists visiting Tampa that wants to go to a historic restaurant) - Nick
2. Foodies and culinary Adventurers
3. Wine Enthusiasts
4. Special Occasion Diners (such as couples seeking a romantic dinner) - Chris

Market Segmentation

1. Market Segmentation for the cultural enthusiasts and history buffs - Nick

This target is for those who consciously search out restaurants for the experience they provide and the rich history of the area they rest in and represent. These people love to learn about the culture of a place while enjoying great food experiences. This segment is great for Casa Santo

Stefano, being in the already culturally significant Ybor city the restaurant lays in a great historical center for the city of Ybor. Additionally, the restaurant does a great job of maintaining that feeling, making use of an old pasta factory and leaning on the origin of their Sicilian cuisine though hanging pictures of prominent Sicilian families from Tampa around the interior.

- **Demographics:** Middle to older aged families who have kids that have grown up.

Typically, white and well-traveled.

- Fine dining establishments have households earning over \$100,000 a year as their most prominent consumer segment according to Ibis World. Italian restaurants hold the number three position in most frequented fine dining establishments. And 70% of upscale diners are between the ages of 35 and 54

- **Psychographics:** Looks for the true experience of a city when looking for dining options.

Values authenticity and the story of a restaurant isn't afraid to pay a little more for that experience.

- According to Statista Research Department, 63% of respondents said their main reason for going out to eat is for the atmosphere

- **Behavioral:** Travels abroad at least once a year. Eats at local or family-owned restaurants whenever available. May also travel in country for work. Subscribe to several magazines and online news outlets with sections about history and culture of different places.

- In a survey done by Modern Restaurant Management, they found that 62% of respondents preferred to dine at local restaurants and over half of the respondents tolerated higher prices.

2. Market Segmentation for the Foodie and Culinary Adventurers Target Market

This target was chosen because we feel that these people are the ones who are actively seeking new dining experiences to go to. They are also the ones who are more likely to spread the word through social media and word of mouth. Since they have more experience with dining, they are more trustworthy, and people tend to turn to them when they want somewhere to go. This would be an ideal target for Casa to target because they could help create buzz about their brand on social media or through other forms of public consumption. Through research, the demographics, psychographics and behavioral traits of this segment are listed below:

- **Demographics:** Typically, middle aged, diverse in gender, has a higher disposable income to be able to spend on food. Has education as well.
 - According to the article “what is a foodie?”, it states “Of people who described themselves as a “foodie”, 35.4% are younger than 35 years of age; of people who said “no” they're not a foodie, only 21.7% were younger than 35. Foodies have higher education. Of people who described themselves as a “foodie”, 38% have a college degree compared to only 18.5% of non-foodies.” (Lusk, 2022)
- **Psychographics:** prioritize unique and high-quality dining experiences, value authenticity and are often trendsetters in the culinary world. They appreciate it when there is a story behind the food, recipe or restaurant. Hence, they want the place they are dining at to offer something beyond the typical dining experience.
 - According to “Grande Custom Ingredients Group”, entitled Foodie Trends: Attracting the Growing Foodie Segment it states “To put it simply, for foodies, eating is more than just an act; it’s an experience. They revel in a meal and consider all its facets including its ingredients, where they were

sourced, preparation methods, who made the meal and their personal history.”
(Neilson, 2020)

- **Behavioral:** Willing to spend more for premium experiences, they frequently dine out and are influential among peers through word of mouth and social media. (They are more trustworthy since they have experience with various restaurants).
 - According to “what is a foodie?” it states, “Foodies spend more money on food. Self-declared foodies spend about 45.8% more each week on food at home (i.e., through grocery stores) and about 18.8% more each week on food away from home (i.e., restaurants) than non-foodies” (Lusk, 2022)

3. Market Segmentation for Wine Enthusiasts- Jarinna

This target was chosen because we feel that the wine selection on the list should be taken into account. During our info session, Jeff informed us that they have imported Sicilian and Italian wines on their wine list. We feel that this could be a central point that would bring more customers, specifically those who love wine, into the restaurant. This would allow Casa to target an older crowd through ways that aren't social media. Wine connoisseurs will be able to enjoy wines from Europe without ever having to leave Tampa. Through research, the demographics, psychographics and behavioral traits of this segment are listed below:

- **Demographics:** Often those older, 30-65 years old and have higher income brackets. Includes both male and female, and they tend to be educated individuals.
 - According to Forbes, “30% of ages 50-59, 34% of ages 60-69 and 38% of ages 70+ drinking wine.” (Thach, 2022)

- **Psychographics:** Passionate about wine, they seek out dining experiences where high-quality wines are offered. They appreciate a well curated wine list along with knowledgeable staff such as a sommelier.
 - According to a study done by WSET Alumni, they were asking about the most influential factor when buying wine and separated it by generation. 50% of Millennials, 40% of GenX and 41% of Baby Boomers said they are influenced by a recommendation of a wine knowledgeable family member or friend. This shows how important targeting this segment can be. Since they are the ones that are most influential with word-of-mouth marketing. 30% of Millennials, 30% of GenX and 19% of Baby Boomers like to receive recommendations from sales staff at the store such as a sommelier (The changing face of the U.S consumer, 2024).
- **Behavioral:** likely to participate in wine tastings with friends, join wine clubs, and choose dining locations based on the wine section available.
 - As I was doing research online, I found a website called Wineenthusiast.com which displayed upcoming events as well as past events. They have events such as “Sip of Italy” or “Sip of South America”. This shows that people who are interested in wines can enjoy various events, and they typically enjoy doing so because it creates community and culture (Wine Enthusiast, 2024).

4. Market Segmentation for Special Occasion Diners - Chris

- **Demographics:** Can fall in-between anyone age 20-65 years old, typically having higher disposable income to afford a more high-end dining experience.

- According to Statista, 18.36% of Americans aged 18-29 years old, 18.6% of Americans 30-49 years old, and 17.79% aged 50-64 years old have visited and dined in an upscale restaurant in the past 3 months. (Statista)
 - The data pulled shows that fine dining for a special event is for everyone, not just one specific age bracket since there are special occasions and milestones that can be achieved in all stages of life.
- **Psychographics:** Cares more about quality than quantity, seeking to celebrate personal milestones, aspiring to create a memorable experience. Appreciative of atmosphere and all-around dining experience.
 - According to Restaurant Business Online, a finding that was discovered in the TouchBistro 2022 Diner Trends Report revealed that out of 2,600 diners surveyed, 68% of those diners ranked food quality as the most important thing then deciding where to dine. (Cobe, 2022)
 - Additionally, according to a survey distributed by Toast, 66% of the time a top factor for people aged 18-34 years old is wanting to celebrate a special occasion. (Toast)
- **Behavioral:** Likely to go to upscale restaurants to celebrate milestones such as birthday's, graduations, anniversaries, etc.
 - According to the National Restaurant Association, 43% of consumers plan to use restaurants to celebrate, with 34% saying they'll dine out and another 12% expecting to order takeout on the special day. (National Restaurant Association)

Personas

1. Personas for cultural enthusiasts and history buffs - Nick

Name: Theodore Bennings

Age: 53

Occupation: Vice President of Operations at a University

Education: Doctorate in global studies

Marital Status: Married

Income: High

Demographics: Lives in a higher end suburb in McMansions, Travels as often as his job allows.

When traveling for work looks for historical or unique dining experiences especially for date nights. He has two kids who are both in prestigious colleges

Psychographics: Values the cultural significance of things and is a lifelong learner of history and culture. Loves exploring new places and conversating with locals to really delve into that culture. Theodore is not afraid to spend money to have experiences and loves to support local family-owned restaurants and businesses.

Behavioral Traits: When he's not at work Theodore loves to read in his library and research other cultures. When looking to eat he spares no expense, looking for well rated local restaurants. He takes care of his family and children, helping them wherever he can.

Goals and Challenges: Constantly reading and researching looking for places and experiences they've never been. Looking to dive into a city Ybor is extremely interesting to him, having already tried the Columbia he finds Casa Santo Stefano as an interesting next choice. He's looking for a new option for date night with his Wife so somewhere like Casa Santo Stefano is a

great option with a drinkaria on the roof to relax before dinner and great wine and dining options inside the restaurant.

Theodore sees Casa Santo Stefano as the next lesson on the history and culture of Tampa. Before arriving at new places Theodore loves to look up the significance and history of new places and loves staff that know the history and culture of the place where they are working. After having a drink on the roof overlooking part of historic Ybor he would be pleasantly surprised by his waitress's ability to talk about the history of the building, the recipes, and the Sicilian heritage found around the restaurant. After enjoying an authentic wine and Sicilian meal Theodore is in love with the restaurant and the history around it, having found a gem in Ybor city.

2. Persona for Foodies and Culinary Adventurers- Jarinna

Name: Elena Davidson

Age: 29

Occupation: Food and Travel Blogger

Education: Bachelors in English and Journalism

Marital Status: Single

Income: Upper middle class

Demographics: Lives in a metropolitan area, frequently travels around the world to blog

Psychographics: Elena values experiences over possessions and is always on the lookout for the next meal to feature on her blog. She is passionate about discovering and sharing stories behind

the foods she tries and the cultures she explores. She makes sure to prioritize supporting restaurants that source ingredients locally and ethically.

Behavioral Traits: She spends time researching and planning her next dining and travel experiences. She frequently dines out and chooses restaurants based on their uniqueness or the story behind the place/menu. Elena is active on social media where she shares experiences with carousels of photos and captions. Through social media she engages with followers on a daily basis by providing recommendations and building her brand as a trusted source for food and travel insights.

Goals and Challenges: Elena has a goal of expanding her food blogging into a full-time career and potentially creating published books about her findings. A challenge she has faced is finding dining spots that offer an experience and story that is not widely covered by mainstream food critics. We believe that Casa Santo would be a perfect restaurant for this segment since it is not widely spoken about in Tampa, however, it has a rich history and unique offerings of Sicilian foods/wine.

Elena hires Casa Santo Stefano for a job that goes beyond just dining. She seeks to discover and document a unique dining experience that integrates Sicilian traditions with Tampa's local culinary flavors. This experience provides her audience with visual appeals that engage her follower's appreciation for authentic and story driven dining. At Casa Santo Stefano, she finds a meal that satisfies the palate while offering an exploration into the historical context of Sicilian cuisine in Tampa. For Elena it is not merely about eating, it's about experiencing and sharing a cultural narrative. Elena's persona represents a segment of the foodie market that values the

depth of their dining experiences. Her interactions with Casa Santo Stefano allow her to present authenticity, effectively captivating her audience and differentiating her content in the competitive realm of blogging.

3. Persona for Wine Enthusiasts – Jarinna

Name: David Reynolds

Age: 42

Occupation: Financial Analyst

Education: Masters in finance

Marital Status: Single

Income: High

Demographics: David lives in an upscale suburban area and enjoys a comfortable lifestyle which allows him and his wife to indulge in finer things such as wine and dining. Member of a local wine club

Psychographics: David has a great appreciation for the intricacies of wine including its place of origin, pairing opportunities, and flavors. Seeks dining experiences where the quality of wine is as important as the food. David values the knowledge and expertise of sommeliers and prefers restaurants that offer detailed insights into their wine selections.

Behavioral Traits: He prefers to dine at establishments with extensive and carefully curated wine lists. He and his wife often choose their dining based on the availability of premium and rare wines. He is more likely to spend more on meals where he can enjoy top-tier wines.

Goals and Challenges: Some goals that David has are to deepen his understanding of global wine varieties and food pairings to go with them. He wants to be able to celebrate exceptional wine and dining experiences with friends, family, and fellow wine enthusiasts. Some challenges that he has faced have been finding restaurants that offer both high quality food with a curated wine list that meets his high standards. We believe that Casa Santo Stefano would be a great option for David and his wife since they offer nearly 200 Sicilian made wines. According to Casa Santo Stefanos website, “No other restaurant in Tampa Bay offers this selection. In fact, no other restaurant in the United States serves the volume of quality Sicilian wines that Casa Santo Stefano offers” (Santini, 2021). This would definitely entice David to come to this restaurant and share the experience with others in his wine and friend groups.

David hires Casa Santo Stefano not just as a place to dine, but as a place to enrich his understanding and appreciation of wine. He is drawn to the restaurant's extensive collection of Sicilian wines, expertly paired with dishes that showcase their origin stories and flavor. Each visit for him is a sophisticated evening and an opportunity to indulge in fine wines along with learning about their history. David's experiences at Casa Santo Stefano go beyond ordinary dining, they are explorations into the world of wine, fueled by his desire to understand and appreciate the detail of each bottle and pairing.

4. Persona for Special Occasion Diners – Chris

Name: Benjamin Hawthorne

Age: 47

Occupation: Sales Executive

Education: Bachelor's in business

Marital Status: Married

Income: Upper Middle Class

Demographics: Lives in a suburban area where he raises his three children with his wife and commutes to the city for work

Psychographics: Benjamin values quality of food rather than quantity of food. Their family typically eats home-cooked meals together and gets takeout once a weekend for the family. Benjamin makes sure to take the family out to an upscale and more expensive dinner when celebrating a family member's birthday and achievements they have accomplished.

Behavioral Traits: Benjamin is a family man and always plans everything around family activities whether that is a child's dance recital or baseball game, he will make sure to be there in attendance. Benjamin may stop through a drive through with his family when on the road and people are hungry but saves for a big dinner at a fancy restaurant for accomplishments of his family members.

Goals and Challenges: Benjamin's primary goal is to excel in his work career so that he can provide for his family and be able to take his children and wife to expensive dinners for special occasions. A challenge that Benjamin has faced is finding a upscale restaurant where he can take the family to celebrate, but the price does not break the bank of the family's savings. We believe that Casa Santo Stefano would make for a nice restaurant that Benjamin can take the family to celebrate their milestone's while also being reasonably priced and not having to dig too deep into his pockets, given Casa Santo Stefano's medium ranged prices.

Benjamin hires Casa Santo Stefano not just as a place to dine, but as a place to take his family and create memories for their life milestones. He is attracted to the restaurant's pricing yet the atmosphere that comes with the price range. Benjamin's experiences dining Casa Santo Stefano for his families' accomplishments and milestones go beyond special occasion dining, Casa Santo Stefano has provided a perfect place to take his family for a nice and quality meal while also being able to create and capture memories that he has made with his family and celebrate their achievements.

Positioning Statements

1. Positioning Statement for Cultural Enthusiasts and History Buffs - Nick

For Cultural Enthusiasts and History Buffs, Casa Santo Stefano is the premier Italian option in Tampa, providing authenticity and amazing Sicilian options along with rich history of the Sicilian people in the bay area, located in the cultural center of Tampa, Ybor City.

2. Positioning Statement for Foodies and Culinary Adventurers- Jarinna

For foodies and culinary adventurers, Casa Santo Stefano is the only restaurant among Tampa's Italian dining options that offers an authentic blend of Sicilian cuisine and Tampa's culinary heritage in historic Ybor City macaroni factory, providing a unique dining experience that combines traditional recipes with a rich cultural heritage.

3. Positioning Statement for Wine Enthusiasts-Jarinna

For wine enthusiasts, Casa Santo Stefano is the only restaurant among Tampa's Italian dining options that provides an extensive Sicilian wine selection expertly paired with authentic regional

dishes, because it employs knowledgeable staff and imports unique, high-quality wines directly from Sicily, ensuring an unparalleled wine and dine experience.

4. Positioning Statement for Special Occasion Diners: - Chris

For diners looking to partake in a high-end dining experience, Casa Santo Stefano is the perfect place to create and capture special memories with loved ones.

Proposed Marketing Strategy- Maya

Our strategic approach focuses on strengthening customer engagement, increasing awareness, building customer retention, and making cost-effective initiatives. We built these strategies by identifying objectives from our various analyses and environmental scans organized throughout the 4Ps framework. Our recommendations cover three of the four P's": product, promotion, and price.

Product

Introducing signature dishes from the two 1905 Family of Restaurants, Casa Santo Stefano and The Columbia, and cross-promoting them on each other's menus helps build synergy and awareness. Using cross-promotions helps to highlight the historical connections and culture between the two restaurants, which will increase the familiarity of Casa Santo Stefano to Colombia's patrons.

Creating an interactive tableside experience creates a new, trendy feature that will encourage customers to generate exposure and organically world-of-mouth marketing. This feature will also enhance the restaurant's ambiance and become a staple that consumers keep returning to.

Promotion

Partnering with micro-influencers to create excitement and awareness around the restaurant and also help to target younger markets, which are less popular for this restaurant. They can promote Casa Santo Stefan through influencers and showcase their unique offerings and devotion to authenticity.

Creating a dining rewards program will encourage visits to the restaurant through its current consumers and partnering with other participating restaurants. This program fosters customer loyalty and encourages people to explore these different places.

As mentioned, the cross-promotion menus and table-side cannoli bars also fall into the promotion category. Having Columbia's staple dishes not only serves as an additional product to add to their menu but also promotes The Columbia and vice versa. Additionally, the cannoli bar would help generate organic content for both aesthetic pictures the restaurant posts and from customers' WOM and posts.

Price

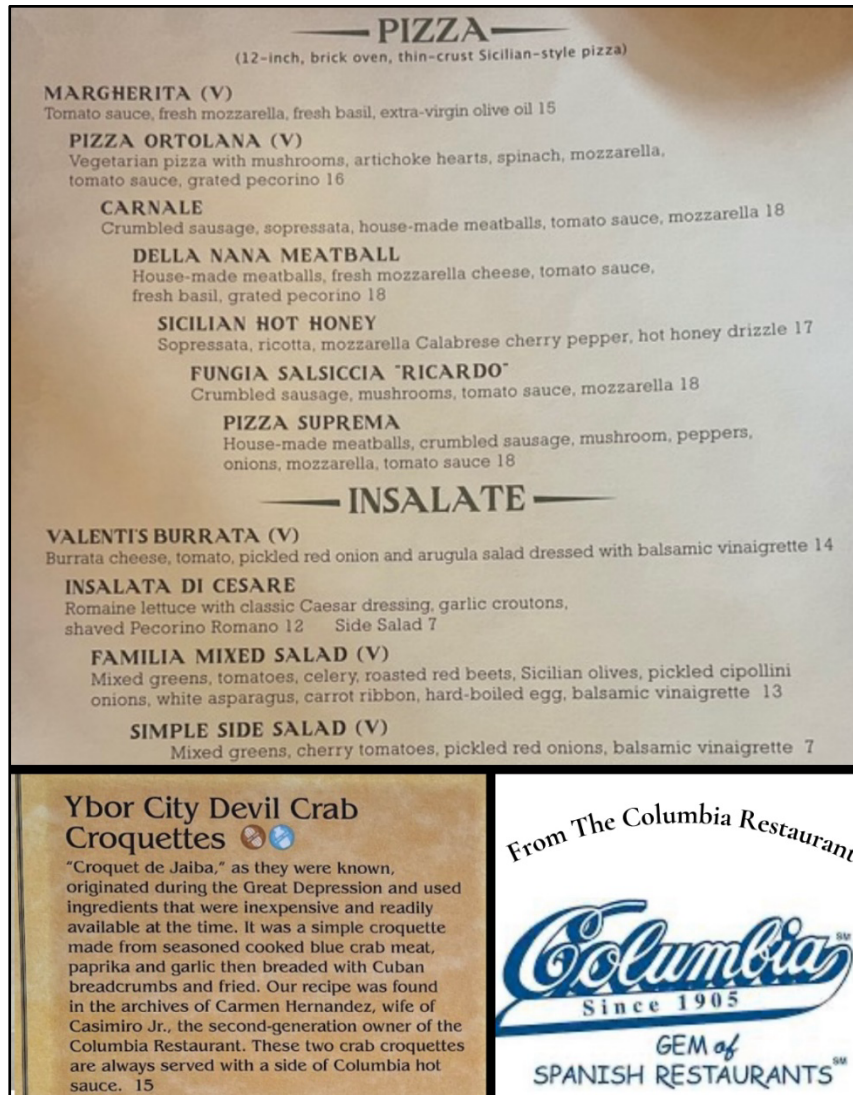
Creating a membership card increases consumers' perceived value by presenting a premium offer. The various exclusive perks also will drive repeat visits and increase revenue for the restaurant.

Although authenticity is Casa Santo Stefano's mission, they may have to find alternatives to their imported Sicilian goods to minimize the potential threat of tariffs. They can still be authentic in how they cook and present the food, and this solution will also keep their prices down, which is another goal of theirs. This will also keep their prices competitive because they are a less expensive option than similar restaurants in the Tampa Bay area.

Action Plans

Action Plan 1: Menu synergy between The Columbia and Casa Santo Stefano- Zach

From our primary research, we found that 29.2% of our respondents have been to The Columbia while only 4.2% have visited Casa Santo Stefano, both owned and operated by the 1905 Family of Restaurants. This makes sense, as Casa Santo Stefano is considerably newer and does not have the same appeal that the historic Columbia offers. However, especially due to the proximity between the two restaurants, this connection could be leveraged even more than it already is to bring more people to Casa Santo Stefano. Our proposed action plan to act on this opportunity would be to edit the menus of both Casa Santo Stefano and The Columbia, adding in a signature dish or two on the menu from the other restaurant. Thus, the menu from Casa Santo Stefano would feature a distinct item from The Columbia and vice versa. Next to the listed menu item, there could be a small blurb describing the featured restaurant as well. I have created a mock-up for what this may look like, featuring the Columbia's iconic Devil Crab Croquettes on the menu of Casa Santo Stefano.



The menu at the Columbia will also include an iconic item or two from Casa Santo Stefano, whether that is the Meatballs Della Nana, Spaghetti al Nero con Pulpo, or pistachio gelato. These newly updated menus will emphasize the synergy and differences between the two restaurants. Someone visiting the Columbia for dinner may see the featured section for Casa Santo Stefano, and even if they do not order the listed item, it may entice them to visit Casa Santo Stefano in the future.

The objective of this action plan is to simply increase the awareness of people that Casa Santo Stefano exists and encourage people to visit the restaurant. This action plan addresses the issue that many people are not aware of Casa Santo Stefano or the Sicilian food it offers. The Columbia is much more popular, larger, and serves many more people. All of the restaurant goers visiting the Columbia will see the blurb about Casa Santo Stefano and may be interested in going later on. The target market that this action plan focuses on is mainly cultural enthusiasts and history buffs, a target market we have gone into depth about previously. This plan will impact this specific group as it may intrigue all the people visiting The Columbia who have not heard of Casa Santo Stefano. With both restaurants having a historic background, these unique menus may pique the interest of these culture and history buffs. Also, having an item such as the Devil Crabs or 1905 Salad on the menu at Casa Santo Stefano may help make people feel more welcome if they have been to the Columbia before and are eating at Casa Santo Stefano for the first time.

This action plan is largely a Product based plan, as it affects the physical menus and menu offerings at each of the two restaurants. This plan could also be considered as a bit of a Promotional item as well, as the short blurb on the menu promotes the other restaurant as well.

As far as budget goes, this action plan would generally be considered lower budget. The only costs associated with this plan would be the redesign for the menus, as well as ensuring the kitchens at each restaurant could support the featured menu items. This issue will not be too difficult to overcome, especially considering that the two restaurants are only a short walk away from each other and are managed by the same family.

This action plan may be difficult to measure, but one way it can be tracked may be by counting the number of Casa Santo Stefano menu items that are ordered at the Columbia. While

not necessarily an indicator of if people will visit Casa Santo Stefano in the future, knowing that people are ordering these items will reinforce the idea that these unique menus are bringing light to the newer restaurant.

Action Plan 2: Utilizing Influencers-Jarinna

In the modern world we live in, the use of influencers on social media platforms has become very prominent. Social media has taken over advertising and taken promoting to the next level. It has been a way for companies to promote their brand and products faster and more effectively than traditional methods of advertising (The University of Texas at Austin, 2022). In recent years, influencer marketing has become a lot more prominent. Many influencers have immense influence on their audiences and are able to captivate them in many ways. This means that they hold a lot of power over us as consumers since we want to do and buy the same things they do. According to PSRA, “Influencer marketing works because people want to buy from someone they trust. Whether it’s a friend, role model, or someone with the same career or of the same generation, people are looking to be sold to by their peers and those they feel they know.” (Pinkerton, 2022). According to Forbes, “Influencer marketing capitalizes on the established trust and credibility influencers have fostered with their audiences. Nearly three-quarters of millennials and Gen Zer’s follow influencers on social media.” (Kuzminov, 2024). Through research from different sites, it is shown that people are more likely to take a recommendation from an influencer or person they trust.

As a proposed recommendation for Casa Santo Stefano, we wanted them to consider incorporating the use of local Tampa influencers. We feel that this would be a great way for people to discover Casa as many aren't aware that the restaurant even exists. When conducting our primary research, we asked participants “Before taking this survey have you heard of Casa

Santo Stefano before?”, Only 12.5% of respondents had heard about Casa before taking the survey. This showed us that many people aren't aware that the restaurant even exists, hence, why we felt that social media influencers can help to create more buzz and awareness around the brand. After eating there it is evident that the food/quality isn't the problem, but it is the lack of recognition and awareness that was.

After doing some research on influencers in the Tampa Bay area, we found a couple that we wanted to mention. We feel that Sam Shepherd (@Socialshepherdadventures), Kelly Bauer (@Whenintampa), and Kiera Andrews (@Thisbabeats) would be great potential influencers to use. These influencers are food and adventure bloggers in Tampa who post about the newest foods, products and places to be. They were listed on Today's Business Top 10 best Tampa influencers (Today's Business, 2024).

Sam Shepherd has 48.2K followers on Instagram in which she posts about food, travel and hidden gems. She is a content creator for @VisitFlorida and @lovefl. With this big of a following, she definitely has an impact on people who are looking for something to do when in the area. Kelly Bauer has 153K followers on Instagram and posts almost daily on her page with the newest and latest things to do/try in Tampa. She does this through reels or carousels of photos or videos. She often gets hundreds if not thousands of likes on her posts. She would be an amazing person to collaborate with since she has a bigger following and consistently posts on Instagram. Since she also posts reels, she could make a video with a voice over and talk about the history of Casa and the Colombia to entice viewers further. Lastly, Kiera Andrews has 57.3K followers on Instagram. Her page also showcases reels and photo carousels of different eats in Tampa. She gets a couple hundred likes on most posts, the majority of her posts being food. When looking for something to eat her page is definitely one to check out. These influencers

would be a good fit for Casa to use since they aren't controversial, and their pages align with something Casa Santo Stefano would want to be a part of. They post to educate people about the food options available in Tampa Bay. Furthermore, utilizing influencers can put Casa at a great advantage since they already have good food and a developed restaurant, all they need now is more recognition.

Although Casa can advertise on their own Instagram's, it has been evident that influencers usually generate positive returns. According to Forbes, “For every \$1 you invest in influencer marketing, you can make roughly \$6.50. Micro-influencers are especially powerful, receiving up to 60% more engagement than their well-known macro-influencer counterparts, despite having smaller followings.” (Kuzminov, 2024). This shows that utilizing influencers can be extremely rewarding for very little cost. Many influencers will post content just for a free meal, hence, using influencers can have a high pay off for a little price.

Casa Santo Stefano can first offer them a free meal which will not cost them much in the grand scheme of things and they will see some of the return from doing that. Once someone sees good food on either TikTok or Instagram people start craving the food and will rush to go try it. So many food places have gone viral and brought in so many additional customers such as Popup Bagels in NYC or the Bacon Egg and Cheese food truck in Tampa. We want the same thing to happen with Casa Santo Stefano. Additionally, they can work out a deal with the influencers to post their content maybe once a month or around special events that they may have. This will just keep people reminded that Casa exists and allow them to keep coming back.

[Action Plan 3: Tableside “Build Your Own” Cannoli Bar - Chris](#)

Based on prior experience dining at upscale and nicer restaurants, it is evident that many people enjoy when restaurant employees perform table side live experiences when preparing food for the consumer. For example, one of the most frequently purchased items at Besito, a Mexican restaurant in Tampa, is their table side guacamole, where they wheel over a cart to the end of your table and prepare your guacamole right in front of you, tailored to the consumers preferences.



As displayed in the picture above of the Besito Mexican menu, Tableside Guacamole is such a frequent purchase and enjoyable experience, that they put it front and center on the menu.

Our proposed action plan is to provide the consumers at Casa Santo Stefano with the option to purchase a “Tableside Cannoli Bar”, which will include an employee wheeling over a cart to the edge of the table and constructing a cannoli. This addition to the menu, will target the diners who like to make and observe and experience when having a night out. The experience will start with grabbing a premade cannoli shell, that is made in house throughout the day and filling the shell with the Sicilian ricotta that Casa Santo Stefano uses. Next, the employee will craft the cannoli to include whatever toppings that the customer wants in the cannoli, including

chocolate chips, pistachios, sprinkles, etc. Finally, the Cannoli will be topped off with powdered sugar and plated for the customer to enjoy.



The objective of this plan is to create an exciting experience for diners at Casa Santo Stefano. This will give customers something exciting to look forward to, rather than sitting and waiting for their dessert to come out, they will be able to experience the assemblance of their delicious treat live at their table. Since Casa Santo Stefano strives to provide an exciting experience to its diners through the sights of the historic Ybor city, and the authentic Sicilian Cuisine, adding a table side experience like a Cannoli Bar will only add to the enjoyment that a diner will experience during their night out at Casa Santo Stefano.

Additionally, according to the primary research of the survey 56.3% of respondents have either never had Sicilian food or are unsure what Sicilian food entails. Although, I am sure that

many of those respondents are unaware that a cannoli is a Sicilian pastry. Implementing an action plan such as a table side cannoli bar will likely increase positive word of mouth from people who have enjoyed this experience and influence others to dine at Casa Santo Stefano.

Furthermore, typically during experiences that happen tableside in restaurants, customers like to take videos of the experience happening in front of them. By implementing this action plan, it opens up the possibility to attract earned media for the restaurant. Since Casa Santo Stefano would not be directly marketing the tableside cannoli bar, earned media would be a huge proponent in attracting more potential customers in the Tampa Bay area to come and dine at their restaurant, not just to try the cannoli bar, but to come and see the amazing experience the restaurant as a whole has to offer.

Finally, as far as budget goes, this action plan would be an extremely low budget cost. It would only acquire a one-time purchase of either one or two carts, in which the cannoli bar would be set up on. This budget cost will not be difficult to overcome, since Casa Santo Stefano could raise the original price of the Cannoli to now reflect the experience that comes with the order, since now the cannoli will be made and customized table side for the consumer.

Action Plan 4: Tariff Mitigation Strategy - Maya

As mentioned in the PESTLE analysis, tariffs may become a potential threat following the 2024 presidential election. Casa Santo Stefano heavily relies on certain imports from Sicily to create an authentic consumer experience. However, with the threat of tariffs, this restaurant would need to increase the price of its meals to balance out these additional losses. This could negatively affect consumer demand since this restaurant has positioned itself as a more reasonably priced option than other high-quality Italian restaurants in this area. This action plan

strives to mitigate this issue by obtaining high-quality alternatives that will reduce costs and be a sustainable solution for this restaurant.

The primary objective of this plan is to tackle this potential risk posed by tariffs by replacing their imported goods with substitutes locally sourced. Through this plan, they will continue to be a price competitor and stay authentic. The restaurant can appeal to its target audience, remain profitable, and stay true to its community values by implementing this strategy.

This action plan is designed for the restaurant's current consumer base. This consumer base values affordable pricing and authentic, good-quality food. Casa Santos Stefano is heavily involved in its community and diverse population. With this plan, consumers would be very receptive to this business, highlighting sustainable practices and local partnerships.

To implement this plan, strategically to keep the essence of Sicilian cuisine, the products they would replace the imported goods with will focus on being high-quality and be close to the flavors offered by those imported goods. They will be able to stabilize their food costs while also continually attracting low-budget quality meal customers.

Casa Santos Stefano will save between 10 and 20% compared to importing these goods. They could even advertise this shift in products to bring the community in even more to provide them.

For the implementation timeline, it will take around one to two months to identify suppliers for these key ingredients. They may also need to run tests to ensure these substitutes meet their standards. Incorporating these new foods into their dishes will take 3 to 4 months. Between months five and six, they could begin to launch a campaign for further substitutes and even collect customer feedback as to how they compare or remain the same compared to the

imported goods. In months seven through 12, they can evaluate customer satisfaction and make any adjustments as needed.

To measure success, Casa Santos Stefano should aim to transfer around 50% of the imported goods to substitute within the first six months. They should then track cost savings and any changes in ingredient expenses. They should also implement further customer surveys to measure satisfaction during this time. The use of high-impact ingredients will help with this immediate transition. Since they are involved in the community very heavily, building partnerships won't be too hard for them, and they should establish these partnerships with local suppliers to remain consistent and provide the quality their consumers want. This process will take around 12 months, but it will save them a great deal of money long term.

Sample campaign for menus: "Try our new dishes, now locally sourced with a hint Sicily!"

Action Plan 5 - Nick: "Part of the Family" Club Card

Casa Santo Stefano should make use of a Dining Club Card. This restaurant card would be purchased for an up-front cost similar to a gift card but unlike a gift card provides things like a reserved seating area inside the restaurant or access to the tables in front of the open kitchen. The card would additionally provide the purchaser with benefits such as BOGO offers for entrees, or free drinks at the drinkeria rooftop. The idea of the card is intended to play off of the benefits a person gains from paying a yearly fee for a high end American Express card, gaining access to lounges, discounts, and various other things.

The Club Card would be a fantastic way to bring current customers back time and time again. The rewards of the card would access through dining in the restaurant driving those who

purchase it to come out to Santo Stefano even more. Additionally, the card would be purchased for an up-front cost meaning the restaurant would see that money on the front end of the deal and have that revenue as a guarantee whether the user spends all of the value or not.

The restaurant itself would be giving up relatively little, especially in terms of a roped off section of a couple of tables which would increase the perceived class and value of the restaurant to all customers. As far as the deal the holder of the card could receive such as free drinks or one meal comp with purchase of a first meal, the restaurant would be giving up one entrée or very little money in terms of drinks in order to get additional people through the door, and with the added stipulation of one or the other the restaurant would still be making money on everything other than that one entrée or drinks. Say the restaurant were to sell the card to customers at \$100 and limited the BOGO deals to 10 times within the year, this would provide a slight loss of money if the owner was to use all ten based on the entrees but makes that customer more than likely to visit the restaurant at least 10 times throughout the year and bring an additional person with them. Since the BOGO deal on the card does not cover the first meal, drinks, or any other purchased food or beverage the restaurant would still be able to make money on those customers. on top of the guaranteed \$100 at the beginning of the transaction. The customer would also be more than likely to be more open to spending on additional things after saving money with the deal such as finer wine, providing the restaurant with even more revenue opportunity.

The target market of this plan would be the Wine Enthusiasts, Foodies, and Cultural Enthusiasts. These segments of the market would be most likely to be interested in dining at Casa Santo Stefano multiple times per year and would find the most value in the Club Card. The card would provide these customers with an unbeatable experience they would not be able to

receive otherwise, from better, more private seating in the restaurant to spending less allowing the Wine Enthusiasts the ability to spend that money on the more exotic choices.

The objective of this plan is continually brought back repeat customers and increase the satisfaction of these customers. The card strongly increases the likelihood of repeat customers for those who buy it as they would be eager to gain the value of the card back. An additional objective of this strategy would also be to increase the perceived value of the brand and restaurant. The fact that there will be things accessible to customers with the card that are not to those without will make the restaurant seem a little more upscale, a VIP area makes everyone who sees it wish they would be able to sit there.

Action Plan 6: Tampa Authentic restaurant loyalty program “pass” (Zach)

Visit Tampa Bay, the destination marketing organization for Tampa and Hillsborough County, has created the “bay crafted pass,” a program where anyone who visits a certain amount of local breweries can receive free gifts. For example, if you go to 4 different local breweries, such as Cigar City Brewing, Coppertail Brewing Co., or Barriehaus Brewing Co., you receive a free branded pint glass. This program not only helps promote the individual breweries but also reinforces the brand equity of Tampa Bay as a destination. Being included on the pass gives credence to the value of each individual brewery as well.

Our final action plan would be to create a similar system for the 1905 Family of Restaurants, including in a few other restaurants that can pay to opt in to the pass as well. Restaurant goers can opt in to the pass either online at www.1905familyofrestaurants.com or at any of the participating restaurants. To increase the breadth of restaurants, other historic or culturally significant Tampa-based restaurants can pay to be included as well. Restaurants that

may be included on the pass can include 7th and Grove, Bern’s Steakhouse, Malio’s Steakhouse, and others. Membership on the 1905 “Authenticity Pass” can pay to be registered annually, providing another stream of revenue for the 1905 Family of Restaurants. The rewards for visiting a certain number of restaurants can be taken from the Columbia gift shop, as this shop has a multitude of already popular products and items. A sample “Authenticity Pass” is shown below, with rewards for visiting 3, 6, and 9 of the restaurants on the pass.

		Authenticity Pass	
			
3	6	9	
1905 Salad Dressing	Cuban Roast Coffee	Santo Stefano Pitcher	

Obviously, the main value this pass will provide is the promotion of the restaurants on the pass. As some of the restaurants on the pass, such as The Columbia and Ulele, may be more popular, you could place physical copies of the pass in the lobbies of these restaurants, helping

promote restaurants that may not be as well-attended, such as Casa Santo Stefano. In addition to this primary value, this system can help build out a Customer Relationship Management (CRM) system as well. In order to participate in the program, a customer can create an account and sign in at each restaurant, enabling the 1905 Family of Restaurants brand to track each participant and gather key data on preferences.

The objective of this action plan is multifaceted. It aims to increase awareness and total visitors to restaurants owned by the 1905 Family of Restaurants that may not be as popular as the Columbia, such as Casa Santo Stefano. Another objective could just be seen as increasing brand equity. This new “authenticity pass” will generate key word-of-mouth, playing into the practical value of the STEPPS framework. As per the issue it addresses, this action plan is similar to some of our others as it focuses on bringing more people to Casa Santo Stefano and increasing awareness around the newer restaurant.

The target market this plan addresses would mainly be the foodies and culinary adventurers’ segment we discussed earlier. These customers and potential customers will be keen on collecting the free rewards and exploring the various restaurants on the pass. This “authenticity pass” will also present an opportunity for customers to get together in friend groups and share the experience with each other, which would be fantastic for generating word-of-mouth. This action plan is similar to action plan 1 in that it is primarily a Product oriented plan, with the largely intangible pass being the core product, but retaining some tangible aspects such as the physical free giveaway items.

The potential budget of this action plan would be medium level. There will be costs associated with creating the pass, both on a website page and in physical copies to hand out. There will also be significant costs associated with the free giveaways. In my example, the three

giveaways I attached to the pass include the: 1905 Salad Dressing, Cuban Roast Coffee, and the Casa Santo Stefano Pitcher. Based on values from the official Columbia gift store page, found at <https://shop.columbiarestaurant.com>, it will cost the 1905 Family of Restaurants \$49 at retail value if someone were to complete the entire “authenticity pass.” These costs could potentially be offset by the membership fees that participating restaurants pay annually to be included on the pass. For example, maybe the membership fee is \$500 and 8 restaurants (not owned by the 1905 Family) join the program. That is \$4000 dollars of revenue that can be spent on the free giveaways and developing the pass. Measuring this action plan should be straightforward, as an integration into a CRM will allow constant monitoring of participants, including values such as how many restaurants they have attended, how much they spent at each, etc.

Appendix:

Qualtrics survey created for primary research.

Opening Text

This survey is designed to support a marketing strategy project for Casa Santo Stefano, as a part of the coursework of MKT 450 under Mark Bender. Participation in the survey is entirely voluntary, but if you wish to proceed, the survey should take no longer than 2 to 3 minutes. Thank you very much for your time.

Intro Block

Are you a student at the University of Tampa?

- Yes
- No


Generally, how many times a month do you eat out (excluding fast-food)?

When you think of Italian restaurants in Tampa, what restaurant first comes to mind?


Have you ever had Sicilian food before?

- Yes
- No
- I am unsure what Sicilian food is


santostefanotpa


 1,329 posts 10.5K followers 2,874 following

Casa Santo Stefano


 santostefanotpa


Restaurant


 Casa Santo Stefano: 11 a.m. - 10 p.m. Daily




 Santo's Drinkeria: 5 - 10 p.m. Daily


1607 N 22nd St, Tampa, Florida

 www.casasantostefano.com and 4 more

 Followed by **utampadining** and **vincentchiaravalle**

[Follow](#) [Message](#) [Contact](#) 





Based on this screenshot of Casa Santo Stefano's instagram, would you be interested in dining at the restaruant?

- Yes, definitely!
- Maybe
- Probably not...

Casa Santo Stefano

Before taking this survey, have you heard about the restaurant Casa Santo Stefano located in Ybor City?

- Yes
- No

How did you hear about Casa Santo Stefano?

- Their website
- Social Media
- Word of Mouth (from a friend, teacher, etc.)
- Advertisements
- Other

Have you eaten at Casa Santo Stefano before?

- Yes
- No

Would you return to eat at Casa Santo Stefano?

- Yes
- No

Experience

How would you rate your experience at Casa Santo Stefano based on the various factors?

	Very Unsatisfied				Very Satisfied		
	1	2	3	4	5	6	7
Food Quality				<input checked="" type="radio"/>			<input type="text"/>
Menu Variety				<input type="radio"/>			<input type="text"/>
Service Quality				<input type="radio"/>			<input type="text"/>
Ambiance/Vibe				<input type="radio"/>			<input type="text"/>
Value for Your Money				<input type="radio"/>			<input type="text"/>

Have you ever been to the Columbia Restaurant in Ybor?

- Yes
- No

Powered by Qualtrics

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