



EATALY NEWYORK, US



EATALY BOSTON, US

Eat Better, Live Better



THE COMBINATION OF EAT AND ITALY, EATALY IS ABOUT EATING ITALIAN FOOD AND LIVING THE ITALIAN WAY. HERE, RLI SPEAKS TO EATALY USA CEO NICOLA FARINETTI ABOUT THE COMPANY'S CURRENT EXPANSION IN THE US AND ITS GLOBAL PLANS.

The first Eataly store was opened in Turin in 2007, with the goal to introduce a new way of distributing high-quality agricultural products, inspired by leitmotifs such as sustainability, responsibility and sharing.

The idea behind Eataly is to demonstrate that top level products can be made available to everyone, are easy to find and are affordable. Following its own personal commandments, Eataly wants to communicate faces, production methods and stories of people and companies

who make the best Italian food and wine.

Recently the company has been focusing on its expansion in the US, establishing a presence in Boston and downtown Manhattan, and a new store is about to open in Los Angeles.

"Both our business and our brand are growing strongly and rapidly, and we couldn't be happier," says Eataly USA CEO Nicola Farinetti. "In Boston, we are doing even better than we anticipated, and this makes us confident for future development."

While focus is on the US where it currently

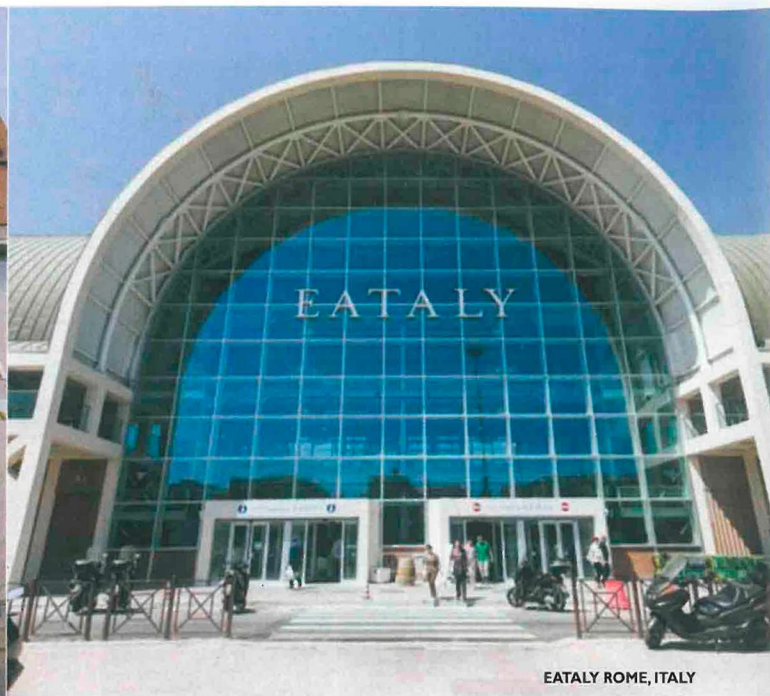


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EATALY MILAN, ITALY



EATALY ROME, ITALY

has four stores, the company operates 30 in total across the world, with them each having its own identity, its own management team, and on occasion even its own partners.

Eataly opened a small store in Tokyo just a few weeks ago, and next up is the previously mentioned LA store before the official opening of the highly anticipated FICO Eataly World in Italy next year. Also opening next year is a second store in Istanbul, along with sites in Stockholm, Las Vegas and Paris with Galeries Lafayette.

"While we are of course working to develop the US market that we consider now, along with Italy, our home market, we are looking at all potential cities to understand which cities suit our needs," explains Farinetti. "We are working hard on a possible site in London, which we would like to open as soon as possible, we will then see what other parts of Asia we may decide to go to."

Finding the right site is always something of a challenge for Eataly, as the company normally looks for a 40,000sq ft location in or close to the city centre, not an easy feat in itself. After this the

size of the actual city is considered, along with the food culture and Italian culture in that city.

The Eataly offer is constantly changing and is always different depending on the location, city and country. The only aspects that don't change are the focus on quality and the emphasis on both Italian and local products.

So how does the company develop new products and initiatives to stay at the cutting edge?

"We constantly remind ourselves that Eataly is a disruptive company. We changed the market when we opened, and we need to keep doing that constantly – even if that means taking some risks," Farinetti explains.

The company believes that there is no particular target customer for Eataly. Everybody eats, so why not eat better? With offerings ranging from a \$2 slice of pizza to a \$100 meal in both its retail and restaurant operations, the company caters for anyone and everyone, and while of course not everybody will be reached, Eataly's idea is to try.

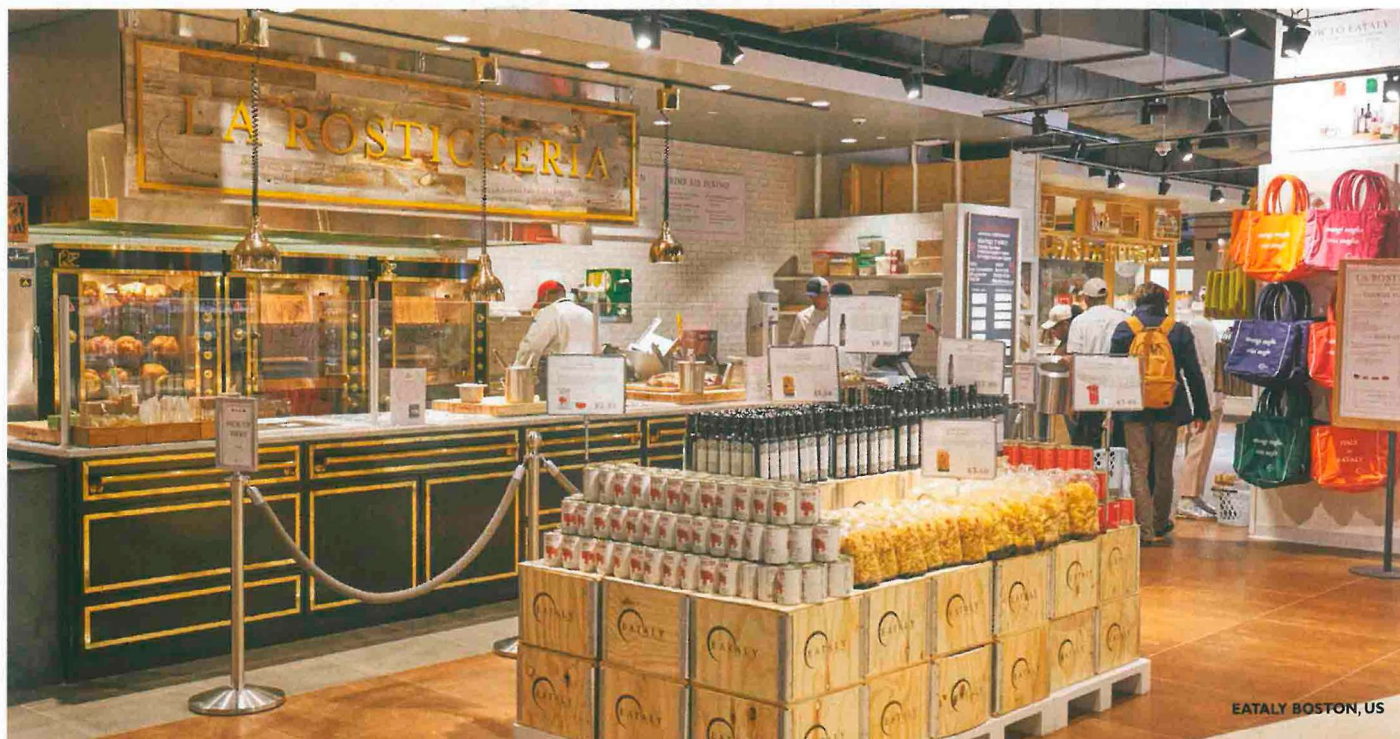
So why does Farinetti believe customers remain loyal, and what are the key drivers behind

the success of the brand?

"Having consistency in our value and our execution, and loyalties must go both ways. We are not cheating the customers because we want to have success, far from it. We are here because we love what we do, and we have a core value that came before the business that is always adhered to."

Casting its gaze ahead, remaining true to its values is paramount as the store count continues to rise, and focusing on managing its stores well is also important. "Managing two stores is not twice as complicated as managing one, it is four times more difficult," Farinetti smiles. "That is becoming truer the bigger we become. But I believe it is a challenge we will win because all of our people stand behind the idea of Eataly," he continues.

"We are both restaurants and retail, fully together and integrated. Every store is different, but if you look at Eataly as a whole, we have almost the same sales for restaurants and retail. We don't want our customers to only eat great food at Eataly; we want them to do the same at home every day of their life," concludes Farinetti.



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