PASTA AMORE

Marketing and Design Proposal

Proposal By	Proposal Date
Emily Horner	**12/22/2019**

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[Overview]

Pasta Amore's target audience is middle class families. Family can mean so many different things to so many people. Whether it's in a more traditional sense such as parents and their children or a group of friends, Pasta Amore is dedicated to creating a place for people to gather with the ones they love. This is why one could assume the target audience would be those who enjoy Italian cuisine and spending time with their families.

Pasta Amore's competition will be any other Italian or family-oriented restaurant targeted towards middle class families. The challenge facing Pasta Amore is coming up with a concept that hasn't been seen before. This particular market is saturated with new restaurants popping up every day making it difficult to come up with new ideas. This same challenge can also be viewed as an opportunity. An opportunity to think outside the box and get creative with the marketing designs. Another challenge is designing for such a wide audience and making sure the designs cater to each different category. However, Pasta Amore's logo provides a unique opportunity. The heart shaped tomato standing in for the "O" in Pasta Amore is unique and recognizable and could be used as a standalone piece in a few of the designs.

A combination of traditional coloring, modern typography, and minimalistic design can be seen in each of the branding materials. Transporting customers back to the traditional cuisines of Italy while providing a fresh, modern outlook on how it is presented.

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PASTA AMORE

Free Pizza Friday!

Every Friday, order any 16” pizza and receive a kids pizza for FREE!

*Limit one per customer

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Pasta Amore Catering

Let us bring the **party** to you!
We offer **fantastic** catering
at **fantastic** prices!

Please feel free to contact us at cateringservices@pastaamore.com for more information.

Pasta

Pasta Amore $10.00
Six large meatballs seasoned with a blend of herbs and spices, served with spaghetti and topped with our famous red sauce.

Fettuccine Alfredo $8.00
Fettuccine noodles in a butter cream sauce with shredded Romano cheese.

Baked Lasagna $9.00
Layers of noodles, marinara sauce, ground beef and pork, and four delicious cheeses.

Three Cheese Ravioli $8.00
Tender ravioli stuffed with three delicious cheeses and topped with our famous red sauce.

Pizza

The Big Amore $15.00
This decadent pizza is loaded with sausage, pepperoni, peppers, mushrooms, olives, and onions, sprinkled with mozzarella.

Sicilian Tomato Basil $10.00
Sun-dried tomatoes, basil, roasted peppers, and olives, sprinkled with mozzarella.

Traditional Pepperoni $9.00
Thinly sliced pepperoni, sprinkled with mozzarella.

Kids

Spaghetti $6.00
Traditional Spaghetti topped with our famous red sauce.

Three Cheese Pizza $6.00
Cheese pizza with homemade marinara sauce, mozzarella, fontina, and parmesan cheese.

Mac and Cheese $6.00
Macaroni pasta in a creamy cheese sauce.

Extras

Sides $3.00
Breadsticks, Casear Salad, House Salad

Desserts $4.00
Hot fudge sundae, Gelato

Drinks $1.00
Soda, Lemonade, Sweet Tea, Water

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Special Deals

50%
OFF Pasta!

Thursday lunches at Pasta Amore are pure magic with half off all pasta dishes from 11:30AM to 1:30PM . Thursdays only.

FREE
Kids Pizza!

Every Friday, order any 16" pizza and recieve a kids pizza for free!

20%
OFF Ravioli!

Tender ravioli stuffed with three delicious cheeses and topped with our famous red sauce. Twenty percent off every Monday!

[**Traditional** cuisines of Italy that are **fun**, **fresh**, and filled with **love**!]

Locations

502 N Main Street
Anywhere, USA 45121
(765) 487-2589

86 S 33rd Street
Anywhere, USA 54563
(589) 256-6354

2356 Broadway
Anywhere, USA 26547
(254) 748-5523

PASTA AMORE

Take-Out Menu

Hours of Operation:
Sun-Thurs: 11:00am - 9:00pm
Fri-Sat: 11:00am - 11:00pm

www.pastaamore.com
Phone: (765) 487-2589
Email: amore@pazzzzstaamore.

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Three Cheese Pizza	Cheese pizza with homemade marinara sauce, mozzarella, fontina, and parmesan cheese.	$6.00
Mac and Cheese	Macaroni pasta in a creamy cheese sauce.	$6.00

Sides

Breadsticks, Caesar Salad, House Salad

$3.00 each

Desserts

Hot fudge sundae, Gelato

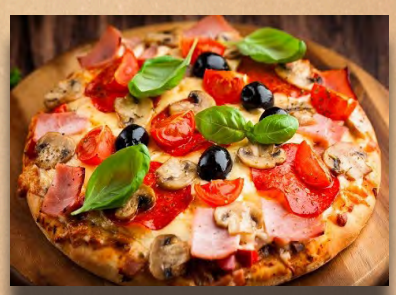
$4.00 each

Drinks

Soda, Lemonade, Sweet Tea, Water

$1.00 each

Pasta Amore



The Big Amore

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