



The Brand Positioning and Positioning Map

El Rincón de los buenos gustos - The Corner of Good Tastes Restaurant

Our ideal consumer is trendy and has a somewhat sophisticated palate for Mediterranean foods. You will not find them responding to the run of mill advertisements, the average restaurant or movie instead they look for fun fulfillment and inspiration. They expect that their values are shared and respected by their family and friends. To this crowd, this is their basic needs.

The Corner of Good Tastes restaurant will offer this visitor a selection of signature cuisine centered around highest quality and freshness, and unique Mediterranean dishes with a surprising edge to be experienced. The environment will be warm, cozy yet sophisticated a great place to discuss a business adventure or an intimate night out with the special someone.

The Corner of Good Tastes experience is almost what it says. When you go back and try a different dish (like in a corner of the restaurant) the Mediterranean dish is fantastic and has a great taste. This is what makes the experience so special and the restaurant desirable.

This is the reason to believe— the food consistency, you won't be disappointed when you go back the ambiance and the food are a special and unique experience.

