

RESTORALIA'S INTERNATIONAL GROWTH

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Restoralia, a Spanish company located in Alicante that sells the brand Tapelia, which is devoted to traditional Mediterranean food and rice, reached an agreement with a Russian industrial group at the end of 2007 to establish itself in Russia and other Eastern Europe countries, such as Latvia, Estonia, Lithuania, Ukraine and Belarus under different formats. The aim was to open 140 establishments in the following ten years. The first one was scheduled for the spring of 2008 in Moscow, next to Bolshoi Theatre.

Restoralia would provide its cuisine and restaurants would be owned by the Russian group. The Spanish company was responsible of training Russian managers and monitoring the whole supply process. Raw materials would be supplied from Spanish headquarters.

The chosen formula for developing the business involves some adaptation to the local market. For example, the new brand name was in Cyrillic, and the menu included soups, which are highly appreciated by Russian people.

The company has traditionally been characterized by a highly innovative spirit. This feature is mainly manifested in its cooking studio located in Elda (Alicante), a genuine culinary laboratory in which experiments with new dishes take place continuously. Restoralia billed around 50 million euro in 2007, and hoped that this agreement would contribute to significantly increase its turnover in the coming years.