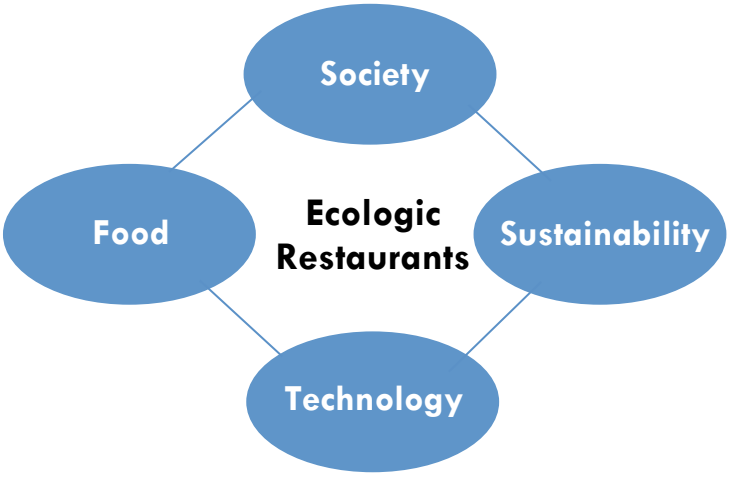
Ecologic Restaurants
A Green Business Opportunity

Alex Marín
Master in Business Intelligence
Food Design Thinking Facilitator
Food Innovation Manager – Ivoro
Madrid, Spain

The ecological restaurants aim to preserve the environment and make it a better place; but, do they really are a business opportunity for the Horeca sector in Spain? In 2018, more than 300,000 establishments were registered in Spain, with a global turnover of 129,450 million euros. The highest growth was registered in the restoration franchise segment with 228 brands in expansion. This represents a great competition for traditional restoration. How to face the rapid growth of gourmet restaurants and franchises that take over the market? We believe that there is a great opportunity for entrepreneurs with vision and who want to accept the challenge of being more competitive and conquer a new market niche: **"The Bio Restoration".** During the last 5 years, the organic products market has grown in Spain and is already around 1.5 billion euros.

The key to positioning an ecological restaurant is to offer quality, healthy and sustainable food. Designing an ecological restaurant with potential for growth, profitability and with a proposal of winning value means committing to society and the planet and understanding what the bio consumer wants, How could we contribute to improving society? How could we be more sustainable in our business? How could we incorporate technology that positively impacts the planet and develop foods that are consistent with the ecological and sustainable positioning of our brand? The design of an ecological restaurant considers the experience as a whole: the channel, food, service, concept, brand, and communication. Methodologies such as Canvas, Food Design Thinking and strategic interior design, will give us the opportunity to design a closed business model that connects with our target audience. "Consumers want to eat in a traditional, healthier way and to have access to proposals for more personalized and attractive restaurants."



Pillars of a "The Bio Restoration" design

Caring for the planet and creating profitable businesses is possible if we think how to contribute to a better world from the initial design…



Biography: Alex Marin is a specialist in the development of Commercial Strategies and Marketing, turning ideas into business models with optimal design and implementation in local and international markets.

His main proposal is make a positive contributions to accelerate innovation in the food industry and raise awareness in society through the design and construction of "brands with purpose" and environmentally friendly products that benefit the economy, the society, and the planet .

Email: alex.marin@ivoro.com / alexe.marin74@gmail.com