

# **Gambero Rosso: A Brand of Success**

**January 2010**



# Twenty years of history

## Tradition and innovation

Gambero Rosso is Italy's undisputed leader in top-end leisure media  
Gambero Rosso is the nation's top masthead for seeking out and  
promoting **the best in food and wine**, a byword for success  
among restaurateurs and producers, and a **guarantee of quality**  
for food and wine consumers and tourists

For 20 years, belonging to the **Gambero Rosso** universe has  
stood for commitment to the finest cooking and the finest wines  
while promoting tradition, improvement, genuine ingredients and  
innovation in production. Eating, drinking and travelling with  
Gambero Rosso at your side means taking lucid,  
informed **food and wine lifestyle** decisions about the best that Italy has to offer

# The numbers of success

## **Periodicals | Gambero Rosso Magazine (monthly)**

Average print run: **55,000 copies**; Average circulation: **42,548 copies**;  
Average estimated readership: 212,000

## **Periodicals | Wine Travel & Food in English (quarterly)**

Average print run: **42,240 copies**; Average circulation: **31,47 copies**

## **Books | Italian Guides (yearly)**

Print runs: **410,000 copies**; Circulation: **334,000 copies**.

Print runs and circulation figures refer to the following top-selling guides  
Vini d'Italia; Ristoranti d'Italia; Berebene Low Cost; Viaggiarbene; Roma; Milano

## **Internet | [www.gamberorosso.it](http://www.gamberorosso.it)**

Unique visitors October 2009: c. 300,000

Page views October 2009: c. 4,000,000

Total registered members “**Girone dei Golosi**”: c. 200,000

## **Television | Gambero Rosso Channel (on SKY 410)**

Audience 7-26 October 2009: 3,762 average views per minute

Reach 7-26 October 2009: 284,846 views per day



# The community

The [www.gamberorosso.it](http://www.gamberorosso.it) community with its 200,000 wine lovers and foodies is entire web's largest food and wine group. In a recent survey, some 9,000 respondents were asked what they associated with the phrase "Gambero Rosso". They replied: **quality, innovation, tradition**

The survey also highlighted the very strong loyalty of Gambero Rosso community members. The community is largely made up of **Foodies** but the more tradition-minded hard core of **Gourmands** comes from sectors at the higher end of the market



## 4.5 million Italian foodies put food at the centre of their interests

**Foodies** constitute 9.8% of Italy's population between the ages of 15 and 74, or about 4.5 million people. Only two years ago, they comprised 8.6% and the number is growing by 250,000 each year (Source: GPF-Negrone survey)

Foodies are mainly males aged between 25 and 54 living in northern Italy (Gambero Rosso Channel "GRC" 62.8%). Male-dominated (65% against 34.5% female) (GRC 38.2%) and concentrated in an age band from 25 to 54 with medium to high income (GRC 55.9%) and a secondary education (GRC 47.1%). About half (53%) are couples with children but concentration is above average among singles and couples without children, and there is a concentration in north-west Italy (27.8%).

Foodies are much more strongly interested than non-foodies in eating out, the quality of food and wine, food and wine tourism, trattorias, aperitif/happy hour offers, ethnic food and food as a multisensorial experience. Foodies lay importance on the sensations perceived when looking at, touching and smelling the fragrance of food. They care about quality and shun excess. Foodies are neither hypochondriacs nor diet-conscious worriers. They do not worry about counting the calories in what is on their plate. Foodies prefer full meals and eat breakfast more than non-foodies. They care about fitness. They are inquisitive and inclined to experiment. Foodies adore internet, read books and cookery magazines, and watch food programmes on TV. Foodies are less traditionalist at table. They regard eating as "one of life's most important pleasures". For further details, see Appendix 2.

Knowledge – and its subsequent application – is foodies' chosen strategy to play an influential role in this context. Among the sources mentioned expressly are "word of mouth" (59%), "cookery and recipe" books (45.9%), "internet" (40% against just 22.7% for non-foodies) and television (27%).

# Gambero Rosso stands out strongly in foody-related searches

## INTERNET, THE FOODIES' MEDIUM OF CHOICE

Seven foodies in ten (against just 33.2% of non-foodies) are frequent users of internet to visit/consult sites dedicated to food, wine, beer or other beverages, or to select food and wine itineraries. Foodies use the web to look mainly for “information” (58.5%) and recipes (54.3%) but also check out restaurants and other eateries (43.5%). Some 11.3% of foodies contribute to food or cookery-related blogs and discussion groups while 8.5% take part in competitions in the same areas.

## PRINTED MEDIA: GAMBERO ROSSO'S GUIDE AND MAGAZINE ARE BENCHMARKS FOR MORE THAN HALF OF ITALY'S FOODIES

The foodies' favourite restaurant guide is Gambero Rosso (52%), followed by the evergreen Michelin (45.3%), l'Espresso (37.1%) and Touring Club (36.9%) guides.

There are five most-read magazines: Gambero Rosso (59.2%) again leads the pack but Donna moderna (57.2%), Cucina Italiana (56.7%), Sale e pepe (56%) and Viaggi e Sapori (42.4%) are hard on its heels.

## TELEVISION – NEARLY ONE FOODY IN THREE WATCHES GAMBERO ROSSO CHANNEL

The most watched television programmes are, again in descending order, the very popular “Prova del cuoco” (56%), “Linea verde” (50.8%), “Mela verde” (35.6%), TG5 news' “Gusto” (33.6%), TG2 news' “Eat Parade” (29.3%), “Gambero Rosso Channel” (28.2%), TG1 news' “Terra e sapori” (26.1%) and La7 television's “Chef per un giorno” (20.9%).

Gambero Rosso Channel racks up about 300,000 hits per day (277,000 1/9-19/10, cf. Alice 318,000) and as many as 2.8 million on a monthly basis (September 2009 2.765 million, cf. Alice 2.2 million).



# **Foodies provide numbers but gourmands are most coveted target**

Gourmands are a very small elite but they also make up the long-standing hard core of readers of Gambero Rosso's publications and viewers of Gambero Rosso Channel.

Gourmand food and wine critics, wine collectors, opinion makers, journalists, chefs and leading wine producers are the big-spending devotees of haute cuisine.

They have huge influence in the sector.

Numbering a few tens of thousands, gourmands do not substantively modify foody-related macro-statistics.

Yet given how influential they are, gourmands are an important target, particularly for top-end planning

# A loyal customer base

## Committed fans of the brand

For 20 years, Gambero Rosso has been offering its audience the key to informed choices by selecting the best with consistently reliable comments.

Customers identify with this and actively participate in every marketing initiative, supporting the brand and raising brand awareness by creating buzz





# The set of positive, innovative, tradition-related values associated with GAMBERO ROSSO



## Grouping by brand values

Loyalty: consolidated audience, guide continuity, tradition

Perceived quality: innovation, quality, design, credibility, simplicity, reliability

Associations: three glasses, three forks, three shrimps

Other perceptions: luxury, made in Italy, leisure

(Source: Girone dei Golosi panel)

# Media and events

The monthly magazine and the guides are iconic and in practice offer an ongoing point of reference to access the best.

The perceived quality of the Gambero Rosso brand is extremely high, as is that of the places/products that enjoy the distinction of being mentioned by Gambero Rosso.

Gambero Rosso's brand notoriety is continuously developed by **thousands of window stickers** in restaurants, mentions in the media and buzz from featured operators.



Brand equity maintenance is territory-based and includes over 200 **events** up and down Italy (most in Rome), abroad (26 events in Europe and the USA in the past 18 months) and leading **sector magazines**. (for example, the UK's Decanter magazine mentions editor Daniele Cernilli as one of the 30 most influential people in the wine world).

# New media and the youth audience

Gambero Rosso also means innovation and that is how it is perceived by the most innovation-aware audience.

Last Christmas saw the launch of the “Bollicine” iPhone application with information and suggestions about Italian sparkling wines.

New **iPhone** apps and the **mobile.gamberorosso.it** website subsequently opened the door for technology and everyday mobility.

Success came quickly as about 5,000 people in 18 countries downloaded the iPhone app for the 2009 wine guide at €7.99 and more than 8,000 unique users hooked up to the mobile site in just a few weeks.

A further three applications for Gambero Rosso guides will be launched in the coming months (2010 wine guide, 2010 restaurant guide, Low Cost, Roma, Milano).

Also in the pipeline are videorecipe podcasts and digital books/e-books. The applications will subsequently be extended to other mobile platforms (BlackBerry, Nokia and others)

# G.R.H. SpA

eBook

Ristoranti d'Italia

eBook

GR Channel  
programme schedule

Video podcast

Regional guides

Vini d'Italia



# Città del gusto® projects and the participatory format

Creation of the “Città del gusto” (Taste Cities) at **Rome**, and then **Naples** enhanced the involvement and loyalty of Gambero Rosso’s audience, offering a hands-on experience and the opportunity take part actively in events, presentations, professional and amateur cookery courses and major tastings.

The emotional experience on offer enhanced Gambero Rosso’s bond with its audience and the territory, laying the foundations for other studios in Milan, Bari and Palermo.





# The Città del gusto in Rome – The Salone Blu, the Salone Eventi

GROUND FLOOR | The **Salone Blu** An open space of about 350 square metres for fairs, trade fairs and other large-scale events.

FIRST FLOOR | the **Salone Eventi** Complete with two large professional kitchens, an open space for up to 400 diners. Ideal for banquets and conventions.



# The Città del gusto in Rome

## The Teatro della Cucina

Città del gusto's emblematic space. Conceived in the style of a 19th-century theatre, the Teatro della Cucina is a showcase for the **big names** of Italian and international cuisine.

The programme of entertainment/dinners allows the audience not just to taste but to watch the live preparation of a complete menu and learn the secrets of great chefs during the meal.





# The Città del gusto in Rome

## The Teatro del Vino - Wine Bar

On the top floor of Città del gusto is an outstandingly attractive space, surrounded by terraces with unique views over Rome. Indoors is a **main hall** with office and kitchen, suitable for tastings, dinners and conventions.

The office separates the main hall from a smaller space for tastings and aperitifs, dominated by an **American bar**-style counter. A very special feature is the Sala dei 14, a hall set aside for vertical and other tastings of the finest wines.





# The Città del gusto in Rome – Other spaces

- The Terraces
- The Sala dei 14
- The kitchen halls
- The traditional halls



# The Città del gusto in Rome

## Spaces by event category

	location	mq	degustazione/fiera prodotti	pranzo/cena seduta/servita	pranzo/cena buffet (seduta)	pranzo/cena spettacolo	team building in cucina max 24	conferenza stampa	percorso itinerante con aperitivo e banchi d'assaggio	festa danzante	degustazione guidata VIP
	Salone Blu - Ground floor	350	da 10 a 600 pax					x	x	fino a 700 pax	
	Salone Eventi - first floor	750	da 10 a 1000 pax	da 10 a 400 pax	da 100 a 250 pax	da 100 a 300 pax		x	x	fino a 1000 pax	
	New Halls - second floor (3 halls)	200					fino a 40 pax				
	Teatro della Cucina	300	da 10 a 90 pax	da 10 a 100 pax	da 10 a 80 pax	da 50 a 96 pax		x			fino 90 pax
	Halls - third floor (2 halls)						fino a 60 pax				
	Theory hall 1 - +1 third floor										
	Teatro del Vino -(wine bar) 4°floor	300	da 10 a 300 pax	da 10 a 150 pax	da 10 a 80 pax			x	x		
	Sala dei 14 - fourth floor										fino 30 pax
	Great terrace - second floor	1800	da 100 a 450 pax	da 10 a 400 pax	da 10 a 250 pax					fino a 400 pax	
	Terrace - fourth floor		da 10 a 100 pax						x	fino a 150 pax	


# Television – The new studios



# Television – The new graphics



# Television – The target

	1/10/2009-31/10/2009											
	AMR		MORNING		DAY		PRIME		SECOND PRIME		NIGHT	
	07:00:00 - 26:00:00		06:00:00 - 14:00:00		14:00:00 - 19:00:00		19:00:00 - 24:00:00		24:00:00 - 26:00:00		02:00:00 - 06:00:00	
	Audience With Guests    Reach		Audience With Guests    Reach		Audience With Guests    Reach		Audience With Guests    Reach		Audience With Guests    Reach		Audience With Guests    Reach	
TOTAL AUDIENCE	<b>3,762</b>	<b>284,846</b>	<b>2,442</b>	<b>68,292</b>	<b>4,902</b>	<b>107,355</b>	<b>4,381</b>	<b>140,975</b>	<b>2,912</b>	<b>27,283</b>	<b>0,558</b>	<b>5,219</b>
MALE 15+ yrs	32,4%	39,7%	16,1%	27,8%	34,6%	36,1%	41,4%	42,9%	47,2%	48,0%	69,7%	63,4%
FEMALE 15+ yrs	63,5%	54,5%	80,7%	66,2%	59,9%	59,4%	54,7%	51,3%	50,8%	50,0%	30,3%	36,6%
25 - 44 yrs	35,8%	33,7%	49,5%	36,9%	37,3%	32,2%	27,7%	32,8%	15,9%	23,7%	68,1%	47,1%
45 - 64 yrs	41,3%	41,0%	38,2%	39,4%	42,0%	44,7%	45,7%	40,4%	30,4%	36,2%	18,3%	28,0%
MIDDLE SCHOOL	33,6%	32,3%	32,7%	33,1%	41,4%	36,5%	28,6%	31,5%	21,4%	23,5%	10,0%	10,2%
SECONDARY SCHOOL UNIRESITY	52,6%	53,2%	63,5%	58,1%	46,9%	51,6%	55,8%	52,0%	29,8%	44,7%	88,0%	83,1%
SOCIAL STATUS MA AA	53,2%	53,9%	37,3%	52,0%	58,9%	53,6%	57,8%	56,0%	66,9%	58,3%	85,5%	79,0%
PURCHASER	48,8%	49,1%	60,9%	57,5%	42,5%	52,7%	44,7%	44,9%	47,7%	50,0%	19,5%	22,5%



# Television – Promotion

