

Bangkok's Famous Italian Eatery, Paolo's Deli, Sets Sights on Expansion



Surat Thani, Thailand Mar 26, 2023 (Issuewire.com) - Paolo's Deli, an iconic Italian restaurant in Bangkok, is excited to announce that it will be offering franchise opportunities to passionate entrepreneurs and investors who are committed to providing authentic, high-quality Italian cuisine and exceptional hospitality. After five successful years in Thailand, the restaurant is now looking to expand its reach both nationally and internationally. To ensure a successful foray into franchising, Paolo's Deli has appointed IFA (International Franchise Alliance), a renowned consulting firm specializing in developing and executing effective franchise strategies. The restaurant's management team will collaborate closely with IFA to assess current operations, identify areas for improvement, create a franchise business model, establish franchisee selection criteria, develop training and support programs, and formulate a marketing and advertising plan.

"We are thrilled to take this next step in our journey and welcome others to our family, spreading the authentic taste of Italy to more people," said Paolo Guidotti, the founder, and CEO of Paolo's Deli. "Our commitment to using the best ingredients, traditional recipes, and creating a warm and welcoming

atmosphere has been our recipe for success, and we want to ensure that our franchisees share these values and can replicate our success in their territories."

Paolo's Deli has earned its reputation for excellence by using only the finest ingredients sourced from Italy and local markets, preparing everything from scratch, and offering a diverse menu of classic and contemporary Italian dishes, including pizza, pasta, seafood, and desserts. The restaurant's ambiance is inspired by the cosmopolitan and artistic vibes of Bangkok, featuring modern decor, warm lighting, and live music performances. The brand has also built a loyal following on social media and has received

numerous awards and accolades from food critics and publications. "We believe that our unique combination of authenticity, quality, and innovation sets us apart from other Italian restaurants in Bangkok and beyond," said Paolo.

Indulge in the delightful ambiance of our cozy and warmly decorated establishment, complete with modern touches that exude comfort and sophistication. Our commitment to using only the finest and freshest ingredients elevates our extensive menu, which offers the flexibility to create any Italian dish upon request. Our staff is not only happy and well-trained but also dedicated to providing personalized service to each and every customer. From the moment you step through our doors, you'll feel as though you're being welcomed into our own home.

"We are confident that our franchise model will provide a compelling investment opportunity for entrepreneurs who share our vision and are looking for a proven and profitable business concept in the fast-growing food and beverage industry."

Paolo's Deli Restaurant expects to begin accepting franchise applications now with plans to open its first franchised locations in Thailand and other countries in the next few months.

About Paolo Guidotti

Paolo Guidotti began his career in 1984 with an internship at the Pan Pacific Hotel, where he worked in five different kitchens. He was later recruited by an American textile company based in Bangladesh. In 1988, he decided to start his own business in Hong Kong.

In the last 38 years, he has worked for major fashion brands such as Calvin Klein Jeans, Timberland, North Face, Wrangler, Armani Jeans, and Dolce & Gabbana, among others.

In 1992 Paolo opened his first restaurant in Hong Kong called Midnight Express and in 2018, he decided to leave Hong Kong and start a new venture in Thailand by opening an Italian restaurant which adapted due to Covid 19 and is now running a successful corner as Paolo's Deli





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