

# MAZA

## BISTRO

### Purpose

Maza Bistro guides its guests into an urban funky food experience that creates a lasting memory.

### Values

The values we mainly stand for are:

- We embody urban funky cuisine. What that is? It's innovative cuisine based upon quality, locally sourced ingredients and experience. We know how to make our food - and we like to surprise you with it.
- We are not afraid of innovation. Therefore we like to change the things on our menu. And we like to surprise you with our specials, our design, our story.
- Quality is extremely important to us. We want you to know that, when you come to Maza Bistro, you are going to get a quality meal. Every single time. Therefore our products are locally sourced. We know our producers. We select our ingredients ourselves.
- Maza Bistro adds taste to every meal. All dishes are full of flavor and made with passion. We bring the fun and creativeness from the kitchen straight to the table.
- When you eat our food, you enter our world. We want you to be able to forget about the rest. A certain state of mind that you might not be familiar with. You, the food, the environment. That's it.

### Product

Maza Bistro's main product is the urban funky cuisine: our menu will surprise you every single time.

We combine this with creative design, passionate cooking and small gestures to assure your time at Maza Bistro becomes a lasting memory. One that you'll want to share with friends, family and even strangers.

### USP

We, Maza Bistro, are the only restaurant in San José that offers our guests a distinct and innovative gastronomic experience through urban funky cuisine.

Whether you are a first time visitor or a loyal local, Maza Bistro will surprise you every single time you step through the gate. We own the term urban funky, it's our statement. We #keepitweird while always maintaining quality and passion in what we serve.

### Target audience

Maza Bistro gets both locals and tourists through the door. Most of them are between 25-40 years old and come in a group. We aim for a mixture of male/female.

People come to Maza Bistro because they want quality and they want to be surprised. They like innovation. They probably heard about Maza Bistro through word-of-mouth marketing or our strong content game - which mainly takes place on Instagram.

### Messages

The following statements should be known by everyone involved with Maza Bistro. These are the messages we want people to know and remember about Maza Bistro.

- Maza Bistro serves urban funky cuisine.
- At Maza Bistro, you are going to be surprised. Through the food, the ambiance, the design. This is where innovation resides.
- At Maza Bistro, we add flavor. We know how to cook and we are not afraid to promise high quality and taste.
- Maza Bistro has an atmosphere distinct from any other place.
- At Maza Bistro, you should expect the unexpected.
- Maza Bistro is a place "you need to experience". Because it's hard to put into words. But it makes you want to come back.

### Personality

Maza Bistro is that stranger on the street that instantly captures your attention - and then very quickly becomes your friend. He intrigues you every time you see him, is always surprising. It's the kind of person you want to tell both your friends and an acquaintance at a party about, because he's so different from anyone else you know.

The 5 keywords that perfectly describe Maza Bistro are:

- Extraordinary
- Innovative
- Artful
- Genuine
- Bold

All content should always match these keywords.

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### Spark

#### Photo

- Food and drinks - presented in such a way that it leaves something to the imagination, sparks curiosity
- Interior/exterior of the restaurant
- Crazy cooking pictures
- Raw ingredients portrayed separately

#### Video 5-10 seconds

- Reversed cooking process
- Timelapse cooking

#### Graphic

- Crazy, funky food quotes (search Google for 'Food quotes')
- Song lyrics
- Tips to 'get funky', for example morning routine tips. 'Dance while brushing your teeth'.

#### Text (for Facebook, short articles?)

- 5 Reasons to visit Maza Bistro
- What to (not) expect at Maza Bistro

### Maza Funks

#### Loyal customer

- Stamp-card to save for a 'surprise meal', after x-amount of visits someone can get a free meal, but what it will include will be a complete surprise
- Create Facebook Group called 'Maza Funks', invite people to become part of this through the loyalty stamp-card (put a link on it).
- Special loyal customer events and promotions are promoted in this group
- Create a special playlist on Spotify and share this with your 'Maza Funks'
- Share reviews and blog articles

### Foster

#### Photo

- New menu items
- Sneak peek new menu items
- 'Surprise meal' - show the meal that was made for a loyal customer
- Special, exotic ingredients
- Happy visitors
- Behind-the-scenes
- Introduce the staff
- Market, local producers, farm
- Repost visitors posts - but put them in a Maza Bistro frame through Canva.com
- Staff serving customers, having fun or preparing for events

#### Video 10-30 seconds

- How-to videos, tutorial videos
- Behind-the-scenes
- Event aftermovies

#### Graphic

- Flavor descriptions of meals
- Literal replications of Maza's messages, purpose, values, etc. Example: 'You, the food, the environment. That's Maza.' - or - 'We bring the fun and creativeness from the kitchen straight to the table.'
- Reviews from guests
- Unexpected information about meals from the menu or about ingredients (nutritional benefits and such!)
- Funky stats. 'Today 13 people ordered our [dish or drink name]. Have you tried it yet?'
- Polls: let fans vote (through Facebook or Instagram Stories) on new flavors, menu items, weekend specials and so on. Causes lots of engagement.
- Answers to frequently asked questions

#### Text

- Share actual recipes
- Share stories behind menu items. Why is this on the menu?
- Ask questions to followers. For example: How many \_\_\_\_\_ do you think we go through per day? (choose an ingredient used often, like eggs)
- Tell stories behind artwork (NEGUS) and decorations in Maza Bistro

### Move

#### Photo

- Weekend specials
- Just-prepared croissants, bread, other products that have been brought in and can be tasted on that same day

#### Video

- Live video from the kitchen. Set up an iPhone and livestream to Facebook or Instagram!
- Live video presenting and/or talking about today's special
- Live video from the restaurant

#### Graphic

- Promotion of deals or events like:
  - Happy hour
  - Special tasting menu
  - Tasting event
  - Holiday deals

#### Other

- Contest
  - Like/tag/reply/share kind of contests related to Maza Bistro
- Instagram story: first one to give right answer to a question in the story gets a free [product]
- Invite influencers. Make sure they use the Maza Bistro strategy and get an idea of the Maza Bistro style. Show them the Pinterest boards for example.
- Promote special deals for loyal members on certain days.

### Before posting, please check:

#### For all content:

- Does this post fit Maza Bistro's messages and personality?
- Why does the chosen type of content work well for Maza Bistro's audience?
- Which feeling or thought do we want to provoke with this content?

#### In case of 'Foster'-content, check:

- Would we be able to create a series of this content? If so, how?

#### In case of 'Move'-content, check:

- How does this content motivate Maza Bistro's potential client to undertake action?