



S O B R E M E S A

CAFÉ Y VINOS

PURPOSE

We are Sobremesa and we offer people a place to slow down and reenergize. We are the terrace everyone should have, where you can sit down to relax, renew and reconnect. Whether that's alone or with your friends, in the morning or in the afternoon. Sobremesa will make you feel happy.

VALUES

Sobremesa's most important values are:

- We are here to make people happy. We do this by treating them in a positive and respectful way. We care for them and we put a smile on their face.
- We give people energy to start the day, to go on with the afternoon or to end the day in a happy way. Energy is what flows through Sobremesa.
- We are everybody's terrace. We want people to feel at home here. They should feel comfortable.
- We value the power of food. Therefore our menu is meant to make our guests smile. We don't stay within one category or 'only serve ...': we serve happy food. Food that energizes.
- Extremely important to us is the power of communication. We, Sobremesa, have the power to make someone's day. Through small gestures, customer care and quality food and drinks.

PRODUCT

Sobremesa's main product is its lively environment in which people are able to fully renew. We offer energy, we offer happiness. Through our caring customer service, our food, our drinks and above all, our environment. The design and atmosphere that we create are essential to craft this experience.

Sobremesa is a space to slow down, where people can escape the hurry, the rush. People are so focused on work and the daily hassle of life. We aim to open their eyes to the opportunities of the day ahead. People who visit Sobremesa leave with a smile on their face, no matter the time of the day.

USP

We, Sobremesa, are the only restaurant in San José that offers guests a way regenerate. Through our good food, drinks, service and positive environment we help our guests to appreciate the little things in life. To see opportunities.

Here, guests are treated with respect and a smile. We understand we can make your day. Our mission is to make you happy.

TARGET AUDIENCE

At Sobremesa, we serve a varied audience of men and women, tourists and nationals. The majority of our visitors are between 25-40 years old. They come both alone and in groups - but most often we receive couples.

Our visitors are open-minded and generally sophisticated people that find joy in well-designed, tranquil environments. They expect quality and good customer service: which is exactly what we give them. They like to be treated in a relaxed, friendly manner but with the right amount of respect.

MESSAGES

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

- Sobremesa provides a happy place. Here people are welcomed with a smile. We offer our guests a place to reenergize no matter the time of the day.
- Sobremesa is like a fortune cookie: here small gestures and surprises come together to put a smile on your face.
- Sobremesa makes you conscious of the day. It makes you appreciate the little things in life.
- At Sobremesa, we understand the impact of good customer service. We know that if we serve with care, passion and a smile, we empower our guests to give that back to their environment.

PERSONALITY

Sobremesa is that friend that always makes you feel comfortable and welcome. It's the person that makes you feel good no matter how bad your day has been and surprises you with its friendliness and positivity. Sobremesa makes you smile.

The 6 keywords that describe Sobremesa the most are:

- Open
- Humble
- Imaginative
- Innovative
- Intimate
- Reflective

All content should always match these keywords.



S O B R E M E S A

CAFÉ Y VINOS

SPARK

Photo

- Beautiful representations of food and drinks
- Interior/exterior restaurant
- Happy people
- People writing 'happy messages'

Video

- Food/drinks being prepared
- Food/drinks being served
- Prepared food/drinks. Think: 5 seconds clip of Hollandaise sauce being poured over eggs, chantilly being put on pancakes, etc.

Graphic

- Happy quotes
- Happy songs

Text

- Happiness tips
- Share articles about happiness
- Stories that make you smile
 - From customers
 - From things happening at Sobremesa
 - Articles from others

FOSTER

Photo

- Photos of ingredients
- Behind-the-scenes
- The staff
- Events
- Happy messages (photos of the left cards)
- Staff showing their things-that-make-me-happy cards
- Menu updates

Video

- Step-by-step videos of how things are made. For example pancakes. Video showing first pancake, then first layer of cream, then second pancake, etc. Compilation of photos. End with a smile.
- After-movies of events

Graphic

- Recipes to happiness
- Happiness prompts
- Happiness questions (weekly)
 - What makes you happy? What book/movie/coffee/cocktail/music/country and so on
- Polls
 - Let people vote about what should be on Sunday's brunch menu or what tonight's special should be. "What would make you the happiest?"

Text

- Happiness prompts (given with the bill, a little cards with a tip for tomorrow like 'make your bed', 'call that one friend', and so on)
- Reviews
- Leave a happy message-cards (offline, printed version)

Other

- Sobremesa's Happiness Spotify Playlist

MOVE

Photo

- Announcement of brunch specials. Show the brunch on the picture.
- Announcement of cocktail deals (cocktail on photo)
- Happy hour (cocktail on photo)

Video

- Event promotion clips
- Compilations

Graphic

- Announcements of promotions

Text

- Reviews
- Share blog posts food and travel bloggers

Other

Contest

- Tag/Like/Respond/Share
- Create name for the Sunday Brunch special?
- Happiest photo contest

Influencers

- Cross-promotions
- Special discounts
- Giveaways

BEFORE POSTING, PLEASE CHECK

For all content:

- Does this post fit Sobremesa's messages and personality?
- Why does the chosen type of content work well for Sobremesa'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 Sobremesa's potential client to undertake action?