

PLAYGROUND

GAME PLAN

WHAT IS PLAYGROUND?

Playground defines itself as a playground of flavour. It offers its guests unique dishes in a fun and quality atmosphere. Time and place do not matter for Playground.

Playground focuses on people and their experience.

Playground regularly organises community events, **creating bonds between guests** and offering unforgettable experiences to its participants.

HOW TO CREATE BONDS?

Playground offers a variety of experiences to gather people with different interests and motivations around the same table.

It offers a different experience with each visit by serving in different venues and themes. It makes guests feel special by offering **customised experiences for everyone.**

Builds a strong bond with guests through social media interaction and regular community events.

HOW TO CREATE BONDS?

Playground engages with community

members on social media platforms.

**It can use their experiences and shares
as the power of the brand.**

When guests share their own experiences,
potential new customers can be reached
directly.

HOW PEOPLE TALKS ABOUT PLAYGROUND?

Dynamic. Always innovative and creative with ever-changing locations and themes.

Hospitable and Friendly. It has a personality that welcomes and welcomes everyone. He makes his guests feel at home. **Multicultural**

and Flexible. It shows interest in the cuisine of different cultures and has a flexible structure that can appeal to everyone's taste. **Quality**

and Professional. It offers delicious food and stands out with its service quality. It exhibits an attentive and professional approach in every detail. **Innovative.** It follows the innovations in the food and beverage world, keeps up with the trends and constantly renews itself. Inspires its guests.



PLAYERS OF THE PLAYGROUND

