

## WHAT IF THE BATHROOM WAS THE KITCHEN MIRROR?



As soon as you enter in a bar or restaurant, the question that almost spontaneously rises is:

"Excuse me, the toilet?". Before sitting at the table and ordering a dish, it is indeed common use to go to the bathroom and wash your hands: here that we are in front of the business card of the place.

For a moment, menu, service and location come set aside: the first impression of the local is in front of us - as they indicated - at the bottom of the corridor, the first door on the right. Dirty and foul-smelling toilets, slippery floors, leaky sinks, empty dispensers, no paper ... Small, great inconveniences that negatively predispose even before tasting the ordered dish.

And so another question now hovers inexorably in our mind: "And what if the bathroom was the kitchen mirror?". If it is true that not everyone immediately goes to the bathroom and that the situation in which we are faced is not so disastrous, it is equally true that Italians prefers the cleaning of the premises (45.6%) to the quality of food and drink (28.6%) or quality of service (13.1%).

This is confirmed by an analysis conducted by Astra Ricerche, which states: "*Surprisingly the quality/price ratio and where the location is situated are not predominant factors [...]. Very few Italians, the 18.4%, would return to a badly clean premise in spite of the excellent cuisine.*"

More precisely, the 31.4% of the respondents of this investigation has deemed irritating the insufficient cleaning of the toilets, and the 45% do not support the presence of bad smells.

**Italians prefers the local  
cleaning instead the quality  
of food and service.**

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The research led to an unexpected conclusion more than ever realistic: for Italians, **cleaning** is the main **driver in the choice of the local**.

It will not seem strange if even the kitchen, the place used for food preparation, was dirty and not sanitized as well: badly cleaned surfaces, encrusted dishes, carbonized dirt on cooking plates...

A general framework that does not consider hygienic measures on food safety. So, restaurateur, prepare yourself to the more important question that the customer could do, because it will be that decisive for the evaluation of your premises. And if you do not know where to start, ask Allegrini for advice.

A team of experts will reach you in the shortest time to make an inspection in your premises and will choose with you the most suitable products for your needs. You will receive a detailed report and hygiene plans for each area, training courses for your staff and ensured results, thanks to periodic technical checks.



Discover the effectiveness of **JP Ready** to reduce the contamination risk on the kitchen surfaces: cleaning and hygienization in just an operation!



Resolve bad smells problem with the **Odour Absorber** spray of Allegrini Emozioni Italiane line.



**What are you waiting for? Be proud to show to your customer that you put the hygiene of your premises first as well. Choose the Allegrini Method TOPFormula<sup>+</sup>.**