

A) Brand Communications Plan

Introduction

This 12-month brand communication plan is designed for Grappa, a two-story Italian bar and restaurant in Sheffield, established in November 2023. The plan outlines background research, including an analysis of competitors, target audiences, and market challenges, alongside a SWOT and PEST analysis to contextualise the environment in which Grappa operates.

The campaign focuses on building Grappa's brand personality, increasing awareness, and developing innovative communication strategies to help the business stand out in Sheffield's competitive hospitality market. Objectives include enhancing Grappa's social media presence, diversifying its audience, and positioning it as a premium dining destination. The plan leverages Grappa's unique offerings, including its record-breaking selection of over 331 grappa varieties, to drive engagement and build its brand identity.

Research

1) Brand personality :

What is brand personality?

Brand personality refers to assigning human characteristics to a brand to make it relatable and emotionally engaging for its audience. It plays a crucial role in defining the voice, tone, and style of the brand's communication, making it distinct, enduring, and meaningful (Aaker, 1997). A strong brand personality helps build trust and connect, ensuring the brand resonates with its target audience.

Grappa's Brand Personality : Sophistication and Authenticity

Grappa embodies sophistication and authenticity, reflecting its commitment to quality and tradition while appealing to an aspirational audience. The brand's personality is warm, welcoming, and refined, inviting customers to experience the richness of Italian culture and cuisine in a modern, vibrant setting.

- **Sophistication** : Grappa presents itself as an elegant destination for discerning diners, offering a unique and luxurious experience with its carefully curated grappa selection and high-quality Italian dishes.
- **Authenticity** : The brand draws on its Italian roots and the owner's personal story, emphasising tradition, passion, and craftsmanship. The open kitchen design and friendly staff further humanise the brand, creating a sense of transparency and trust.

Brand Archetype: The Sophisticate

Grappa aligns with the **Sophistication archetype**, characterised by elegance, refinement, and a focus on delivering a premium experience. This archetype appeals to audiences

who value exclusivity and quality (Mark & Pearson, 2001). By leveraging this archetype, Grappa can differentiate itself in Sheffield's competitive hospitality market and create a brand identity that reflects its premium offerings, authentic Italian heritage, and inviting ambience.

2) Research on Limited Brand Awareness in the Hospitality Sector

- **Importance of Brand Awareness-** Brand Awareness is important for hospitality businesses, as it directly influences customers choices. A study by Forbes highlights that 81% of consumers prefer to buy from brands they trust, making awareness a foundational step towards building trust and loyalty (Forbes, 2023).
- **Challenges of Building Awareness for New Entrants-** Research from Mintel (2022) shows that new businesses often struggle with visibility in saturated markets, as consumers tend to gravitate towards familiar and trusted brands. This trend is especially pronounced in the restaurant industry, where word-of-mouth, reviews, and social proof plays a significant role.
- **Consumer Behaviour in Sheffield-** According to a Sheffield City Council report (2023), the hospitality market is highly competitive, with over 500 bars and restaurants catering to diverse demographics. The report notes that businesses with unique offerings (e.g., specialised menus and events) tend to attract more attention, especially when supported by strong digital marketing campaigns.
- **Competitor Insights**
 1. **Nonas:** Established reputation and strong community engagement makes it a preferred choice for Italian cuisine lovers in Sheffield.
 2. **Cubana:** Their bottomless brunch and live music events create a vibrant brand image that appeals to young professionals and social groups.These competitors have successfully leveraged brand awareness through consistent marketing, collaborations with influencers, and regular events.

Opportunities for Grappa

Given its unique offerings (e.g., record breaking 331 varieties of grappa, signature cocktails, and sophisticated ambience), Grappa can differentiate itself by:

1. Promoting its **exclusive grappa collection** and signature cocktail through storytelling and visually engaging social media campaigns.
2. Hosting **themed events** such as "Grappa Tasting Nights" or "Cocktail Masterclass" to attract affluent millennials and professionals.
3. Enhancing **online visibility** by leveraging influencer collaborations and highlighting customer testimonials to build trust.
4. Addressing **operational weaknesses** such as service delays and food consistency to strengthen overall customer satisfaction and encourage word-of-mouth recommendations.

3) SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none">• Record breaking selection of 331 grappa varieties, a key differentiator..• Signature cocktails highly praised for their quality and flavours.• Prime city-centre location with excellent accessibility.• Friendly and professional staff frequently praised in customer reviews.	<ul style="list-style-type: none">• Limited brand awareness due to being a new entrant (opened November 2023)• Service delays and inconsistent food quality according to some Google customer reviews.• No existing partnerships with local influencers or event organisers.• Small in-house team with limited expertise in PR and marketing.
Opportunities	Threats
<ul style="list-style-type: none">• Capitalising on the growing demand for experiential dinning (e.g., tasting, live music).• Building partnerships with local influencers and food bloggers.• Leveraging social media platforms like Instagram and TikTok to attract customers.	<ul style="list-style-type: none">• Fierce competition from well-established venues like Nonnas and Cubana.• Economic challenges reducing discretionary spending.• Rising operational costs (food, energy) impacting profitability.

4)Pest Analysis

Political	Economic
<ul style="list-style-type: none">• Post-Brexit trade policies may affect the availability and cost of importing Italian ingredients essential for Grappa’s menu and collection.• Local council regulations around city-centre events and extended opening hours may impose limitations on hosting live music and late-night events.	<ul style="list-style-type: none">• The ongoing cost-of-living crisis is reducing discretionary spending on dining out, making customers more price conscious.• Rising food and energy costs are increasing operational expenses, requiring Grappa to balance pricing with profitability.• Competition from more affordable dinning options poses a challenge to attracting and retaining customers.
Social	Technology
<ul style="list-style-type: none">• Customers are increasingly valuing experiential dinning, such as themed brunches, live music, and unique tasting events, which align with Grappa’s offerings.• A trend toward premium cocktails and wine, particularly among affluent millennials, provides an opportunity to leverage Grappa’s signature cocktails and grappa selection.• Social media influencers dinning choices, with 79% of diners checking platforms like Instagram before choosing a restaurant (Statista, 2023).	<ul style="list-style-type: none">• The growing importance of social media marketing and analytics presents an opportunity for Grappa to target its audience effectively through Instagram and TikTok campaigns.• Online reservation platforms and loyalty apps could help Grappa streamline operations and improve customer convenience.• The rise of influencer marketing provides an avenue to increase visibility and drive foot traffic, especially for events and promotions.

Key Opportunities Identified:

- Leverage the experiential dining trend by focusing on well-promoted events like live music nights, bottomless brunches, and grappa-tasting evenings.
- Utilise social media platforms to showcase Grappa’s unique offerings, target affluent millennials, and attract repeat customers.
- Introduce Loyalty programs or reservation platforms to enhance customer retention and improve service efficiency.

Key Threats Identified:

- Economic challenges may deter customers from spending on premium dining, requiring competitive pricing strategies and value based marketing.
- Rising costs of food and energy could impact profit margins, necessitating careful cost management.
- Regulatory constraints around events and extended hours could limit Grappa's ability to execute late-night promotions effectively.

Audience

Grappa caters to a diverse yet sophisticated audience, divided into the following key segments:

1. Primary Audience

- **Affluent Millennials (Ages 25-45):** Professionals and couples with disposable income who value high-quality cocktails, fine wine, and refined dining experiences.
- **Mature Diners (Ages 45-65):** Seeking an elegant and welcoming atmosphere for special occasions or intimate dining experiences.

2. Secondary Audience

- **Corporate Groups:** Professionals looking for venues to host meetings, Christmas parties, or client dinners.
- **Families :** Adults dining with family members, particularly during celebratory occasions or festive periods.

Grappa also has an opportunity to attract older mature dinners (Ages 45-60) who appreciate the restaurant's refined ambience and its focus on quality ingredients.

By focusing on these audiences, grappa can position itself as Sheffield's go to destination for premium cocktails, fine dining, and unique events, fostering a loyal community of patrons who return for both the exceptional offerings and welcoming atmosphere.

Objectives

- **Increase online visibility:** Achieve a 30% growth in Instagram and Facebook followers within 12 months through visually appealing campaigns and influencer collaborations.
- **Boost Event Attendance:** Drive a 20% increase in attendance for events such as brunches, live music nights, and Christmas parties by creating targeted promotions.
- **Enhance Customer Loyalty:** Retain 20% of event attendees as repeat customers through loyalty offers and personalised follow-ups.
- **Improve Customer Engagement:** Achieve a 15% increase in social media engagement (likes, comments, shares) by posting interactive and customer-focused content.

Key Messages

1. “Raise Your Glass to Grappa: Sheffield’s Premier Destination For Fine Cocktails and Wine!”
2. “Experience the Warmth of Italian Hospitality with Grappa’s Exceptional Staff and Atmosphere.”
3. “Join Us for Bottomless Brunch and Live Music- Your Weekend Escape Awaits!”
4. Celebrate in Style- Book Your Christmas Party at Grappa Today!”

Strategy

The strategy focuses on building Grappa’s visibility and engagement through a combination of social media storytelling, experiential marketing, and customer focused initiatives. By highlighting its unique offerings and addressing operational challenges, the campaign will position Grappa as a leading destination for fine cocktails and authentic Italian dining in Sheffield.

Tactics

1. Engage Customers with Signature Offerings

Cocktail Campaigns

- **“Cocktail of the Week” Series:** Each week, feature a new signature cocktail on Instagram with behind the scenes stories about its inspiration, preparation and pairing.
- **Interactive Cocktail Polls:** Use Instagram Stories to ask followers to vote for their favourite cocktail, with the winning drink offered at a special discount over the weekend.

Grappa Experience

- **Grappa Tasting Flight Menu:** Offer a curated selection of three grappa varieties at a discounted price, with tasting notes to educate customers. Promote this as an “Exclusive Grappa Experience” on social media.
- **Meet the Maker Nights:** Host monthly events where customers can learn about grappa production and taste unique varieties, with video highlighting these evenings shared online.

2. Host Interactive In-Person Events

Live Music Nights

- **“Grappa & Grooves Fridays”:** Feature live music performances, pairing each evening with a themed drink menu. Offer exclusive deals like “order Two Cocktails, Get a Free Appetiser” during the event.
- **Event Highlight Reels:** Post snippets of live music performances and the crowd’s energy on Instagram reels to encourage the fear of missing out.

Italian Themed Bottomless Brunches

- Introduce a **“Mediterranean Morning” Brunch**, featuring signature dishes and grappa-infused cocktails. Offer Instagrammable elements like vibrant food plating and stylish decor.

- **Brunch Club Cards:** Create loyalty cards where attendees earn points for each visit, redeemable for free drinks or discounts.

Festive Christmas Parties

- **“12 Days of Christmas at Grappa” Campaign:** Highlight a different feature or a deal daily in the run-up to Christmas, such as special menus, discounts for group bookings, or festive cocktails.
- **Corporate Preview Nights:** Invite local business to a VIP event showcasing the Christmas party packages with free tastings and promotional offers for early bookings.

3. Create Exclusive Digital Communities

Private Facebook Group for Loyal Customers

- Launch a members only group offering behind the scenes content, exclusive deals, and early event announcements. For example: 1. **“Cocktail Recipe Wednesdays”:** Share recipes for signature cocktails so members can recreate them at home.
- 2. **“Grappa Fridays”:** Highlight a unique grappa each week with tasting notes.

Why a Private Group?

- According to Sprout Social, 40% of marketers view private groups as a top trend for building loyal communities. Members feel valued and are more likely to engage when offered exclusive content and rewards (Barnhart, 2020).

Special Offers for Group Members

- Reward members with deals such as “Bring a Friend to Brunch and Get Your Next Visit Free” or “Early Access to Grappa Tasting Night Tickets.”

4. Leverage Influencers and Collaborations

Micro Influencers

- Partner with **Sheffield- based food influencers** who have a loyal following of 1,000-10,000. Offer them a complimentary dining experience in exchange for creating engaging Instagram Reels or posts showcasing Grappa’s offerings. Potential influencers to work with -

1) Rob Martinez (@EatingwithRobert) he is famous on YouTube shorts and on Instagram Reels. He highlights underrated food spots in Sheffield .

2) hotfoodsheffield on Instagram are famous for its visually appealing content that captures the essence of Sheffield’s vibrant food scene. They are also open for collaborations making them an excellent partner for local businesses.

3)theinsatiablefoodie specialises in creating engaging reels for restaurants, featuring voiceovers and showcasing the behind the scenes processes. Their content highlights how dishes are prepared and cocktails are crafted, offering viewer an insider’s perspective.

Collaborations with Local Businesses

- Co-Host events with businesses such as florists (e.g., “Wine & Wreaths” workshops during Christmas) or local musicians (e.g., themed acoustic nights).

5.Social Media Engagement

Interactive Content

- Use Instagram Stories to create poll, quizzes (e.g., “Which grappa Cocktail Are You?”), and “Ask us Anything” sessions with bartenders.
- Share user generated content by encouraging customers to tag Grappa in their posts for a chance to be featured.

Video Content

Create short-form content on TikTok and Instagram Reels, such as:

- Bartenders crafting Cocktails
- Behind the scenes looks at live music events or food preparation
- Time-lapse videos of the restaurant’s setup for brunch or Christmas parties.

Evaluation

1. Social Media Metrics:

Use tools like Instagram and Facebook Insights to track follower growth, engagement rate, and reach.

2. Event Attendance:

Monitor attendance numbers for live music, brunches, and Christmas events. Collect customer feedback after events to identify strengths and areas for improvement.

3. Customer Loyalty:

Track the conversion of event attendees into repeat customers using loyalty offers and booking data.

4. Google Reviews:

Monitor review trends for improvements in sentiment and highlight top reviews in marketing materials.

B) Creative Supporting Materials

1) Brand Guidelines

Brand Position

Grappa is a two-story Italian bar and restaurant offering a premium dining experience. With over 331 varieties of grappa, a curated selection of signature cocktails, and authentic Italian cuisine, Grappa sets itself apart as Sheffield's premier destination for refined dining, vibrant social gatherings, and immersive culinary experiences.

Brand Mission

Grappa's mission is to bring the warmth and authenticity of Italian hospitality to Sheffield. By combining exceptional service, high-quality ingredients, and unique experiences like grappa tastings and live music, Grappa aims to create a memorable atmosphere where customers feel welcomed and valued.

Brand Vision

Grappa envisions becoming Sheffield's most trusted and beloved destination for Italian dining. This vision includes fostering a loyal community of diners who value exceptional service, authentic flavours, and a sophisticated ambience that feels like an extension of home.

Brand Personality

Grappa's personality is sophistication and authenticity. It blends the elegance of Italian tradition with a modern, approachable charm.

- **Sophisticated:** Refined, elegant, and appealing to those who appreciate quality and exclusivity.
- **Authentic:** Genuine and rooted in Italian tradition, showcasing a passion for food, drink, and hospitality.
- **Welcoming:** Inviting and warm, Grappa creates atmosphere where every guest feels special.

Key Audiences

1. Primary Audience

- **Affluent Millennials (25-45):** Professionals and couples who value high-quality dining, premium cocktails, and vibrant social experiences.
- **Mature Diners (45-65):** Individuals seeking a more elegant atmosphere for intimate dinners, celebratory occasions, and unique dining experiences.

2. Secondary Audience

- **Corporate Groups:** Professional and businesses looking for venues to host Christmas parties, networking events, or client dinners.
- **Families:** Adults dining with family members during celebratory or festive periods.

Key Messages

1. “ Raise Your Glass to Grappa: Sheffield’s Finest Cocktails and Grappa Selection!”
2. “Taste The Authentic Flavours of Italy in a Sophisticated and Welcoming Setting.”
3. “Celebrate Life’s Special Moments with Grappa- Where Tradition Meet Elegance.”
4. “Join Us for Exclusive Events, From Bottomless Brunches to Live Music Nights!”

Logo and Colours

Grappa’s colour Scheme reflects its sophisticated and welcoming personality

1. Gold

- **Emotion:** Prestige, elegance, luxury and success.
- **Used to:** Convey premium quality and exclusivity

2. Persian Blue

- **Emotion:** Sophistication, trust, stability, and depth.
- **Used to:** Represent Italian Tradition, elegance, and a calm yet luxurious atmosphere.

3.Black

- **Emotion:** Power, control, authority, and elegance.
- **Used to:** Add a sense of timeless sophistication and professionalism.

4. White

- **Emotion:** Simplicity, purity, safety and humility
- **Used to:** Create a clean, Sophisticated backdrop that enhances other colours.



Examples of Messaging by Channel

1. Social Media Post Example:

- **Visuals:** A close up of a signature cocktail with fresh herbs as garnish.



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• **Caption:** *"Taste sophistication in every sip. Our Citrus Bliss Martini is this week's star at Grappa. Pair it with your favourite Italian bites during happy hour! 🍸 ✨ #GrappaSheffield"*

2. Event Promotion (Newsletter):

- *"Celebrate the festive season at Grappa with our exclusive Christmas Party packages. From group discounts to a curated menu of Italian delicacies, we'll make your celebration unforgettable. Book now!"*

3. Customer Interaction:

- **Response to Review:**

"Thank you for your wonderful feedback!" We're thrilled you enjoyed our signature cocktails and can't wait to welcome you back for more Italian delights."

Consistency Across Channels

- **Always Use:** Evocative language (e.g., “rich, creamy tiramisu,” or “vibrant citrusy cocktails”)
- **Avoid:** Casual slang or language that undermines the brand’s refined personality. Also try to avoid overly technical or inaccessible descriptions.

Outcome

By following these brand guidelines, Grappa ensures all written communications reflect its core values of sophistication, authenticity, and warmth. This consistency will help establish Grappa as a trusted and recognised name in Sheffield’s dining scene.

2) Podcast Concept : “ Taste the Season with Grappa”

Purpose in the Campaign

- **Purpose :** To create a personal and engaging platform for the brand, aligning with storytelling and showcasing Grappa’s offerings for Easter.
- **Relation to the Campaign:** This podcast complements social media posts, newsletters, and PR efforts by diving deeper into the upcoming Easter theme, sharing stories about the menu, and fostering an emotional connection with the audience.
- **Intended channel:** Spotify, Apple Podcast, Instagram Stories (Linked to streaming platforms)
- **Audience:** Food lovers, families, and individuals looking for memorable Easter celebrations on Sheffield.
- **Podcasts to go on:**
 - 1) Sheffield’s Hidden Gems on Apple Podcasts and Spotify (<https://podcasts.apple.com/gb/podcast/sheffields-hidden-gems/id1549365680>)
 - 2) Sheffield : A story of a City Through It’s Food - a BBC Radio Program (<https://www.bbc.co.uk/sounds/play/p08bzs6c>)
 - 3) Looking Up Sheffield on Spotify (<https://lookingupsheffield.com/>)

Episode Title: “*Easter at Grappa: Where Traditions Meets Taste*”

Opening Teaser:

Soft Italian music plays in the background

Host: “Buongiorno, food lovers! Easter is just around the corner, and at Grappa, we’re bringing you a celebration like no other. From traditional Italian dishes to exciting family events, this episode is your insider’s guide to making Easter unforgettable. Stick around to hear from the head chef, (name), about their exclusive menu, and find out how you can join in the fun.”

Segment 1: Easter in Italian Culture

- **Host:** “Easter or Pasqua as we say in Italy, is more than just a holiday it’s a feast for the senses. Families gather around tables brimming with traditional dishes, from savoury lamb stews to sweet ricotta pies. At Grappa, we’re bringing these beloved traditions to Sheffield so you can experience the joy of an Italian Easter right here.”

Segment 2: What’s on the Menu

- **Host :** “Joining me today is Grappa’s very own head chef, (name), to share what’s cooking for Easter. (Name), tell us what makes this menu so special.”
- **Chef:** “Grazie! For this easter, we’ve created a menu that’s a true celebration of Italian flavours. Our star dish, Agnello alla Grappa, is a slow cooked lamb with a rich Grappa reduction, served with rosemary potatoes and seasonal vegetables.”
- **Host:** “That sounds incredible. And for Dessert?”
- **Chef:** “We’ve reimaged the classic Pastier Napoletana as a creamy cheesecake with hints of orange blossom and cinnamon. It’s the perfect way to end your meal.”

Segment 3: Family Fun at Grappa

- **Host:** “But Easter at Grappa isn’t just about the food. We’re hosting a day packed with fun for the whole family. Think mini egg hunts for the kids and live acoustic music for the adults.”
- **(Event Manager):** “Exactly! We want families to come together, relax, and enjoy the festive atmosphere. Plus, every child will leave with a little Easter treat!”
- **Host:** “It sounds like the perfect day out.”

Segment 4: Cocktail Spotlight

- **Host:** “And of course, no Grappa celebration is complete without cocktails. For Easter, Grappa is introducing two exclusive creations: the Spring Spritz, a refreshing blend of elderflower, Prosecco, and lemon, and the Golden Egg Martini, a decadent mix of chocolate liqueur, hazelnut, and a touch of Grappa.”
- **Bartender:** “These cocktails are designed to capture the essence of spring and Easter. They’re indulgent but light enough to pair with our dishes.”

Segment 5: Interactive Call-to-Action

- **Host:** “We’d love to hear from you! Share your Easter plans or your favourite Italian dishes on Instagram using the hashtag #EatingAtGrappa. And don’t forget to tag us @GrappaSheffield for a chance to be featured on our page.”

Closing

- **Host:** “Thanks for running in to Taste the Season with Grappa. Make this Easter one to remember- book your table now and join us for a day of incredible food, and family. For more details, visit grappa-sheffield.com or check out our Instagram. Until next time, Buona Pasqua!”

Enhancements for Engagement :

1. Social Media Teaser:

- Create a 15-second Instagram reel with clips of Easter menu, egg hunt setup, and cocktails being made, ending with: “Hear the full story on our podcast! Link in bio. 🍸
✨ #EasterAtGrappa.”

2) Visual Tie-Ins:

- Share high-quality images of the dishes and the cocktails on Instagram with captions like:
“A taste of tradition with a modern twist. Reserve your table today for a Grappa Easter feast. 🌸 #GrappaSheffield.”

3) Measurement Plan:

- Track podcast listens, hashtag use on social media, and an increase in reservations during the campaign period.

Intended Outcome

- **Engagement:** Inspire customers to book tables for Easter, spread word-of-mouth excitement, and follow Grappa’s social media for more updates.
- **Emotional Connection:** Position Grappa as a warm, family-friendly venue with a unique Italian flair for the holidays.
- **Call-to-Action:** Direct listeners to visit the restaurant for Easter or engage with other campaign materials like Instagram posts.

3) Instagram posts, Instagram Highlights and Instagram Polls to post

- **Post 1: “Cocktail of the Week” Announcement**



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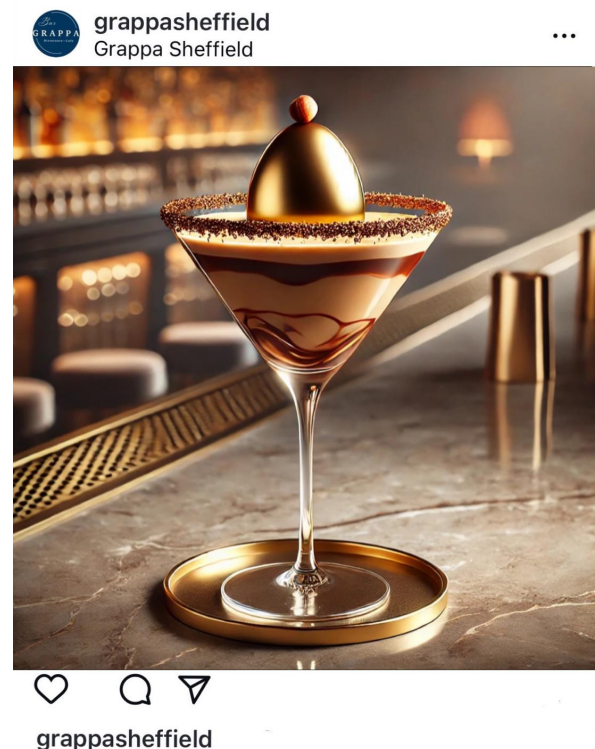
Caption: “🍸 This week’s star: Citrus Bliss Martini!

Sophistication in every sip. 🌿 Crafted with fresh citrus, our house-made syrup, and a touch of magic, this cocktail pairs perfectly with your favourite bites.

✨ Join us for Happy Hour And Indulge in the Taste of Bliss.

📷 Stay tuned for behind- the- scenes stories on how we bring this masterpiece to life. #CocktailOfTheWeek #GrappaSheffield #TasteTheSeason”

- **Post 2: Interactive Poll Winner Announcement**



- **Caption:** “ And the winner is..... 🥂 Golden Egg Martini!

You voted, we listened . This weekend, enjoy the Golden Egg Martini at 20% off. ✨ Don't miss your chance to taste this fan favourite!

👉 Swipe to see how it's made and tag your cocktail crew!

#GrappaSheffield #CocktailPoll #WeekendSpecial”

- **Post 3: Grappa Tasting Flight Promo**



Caption: 🎉 *Exclusive Grappa Experience* 🎉

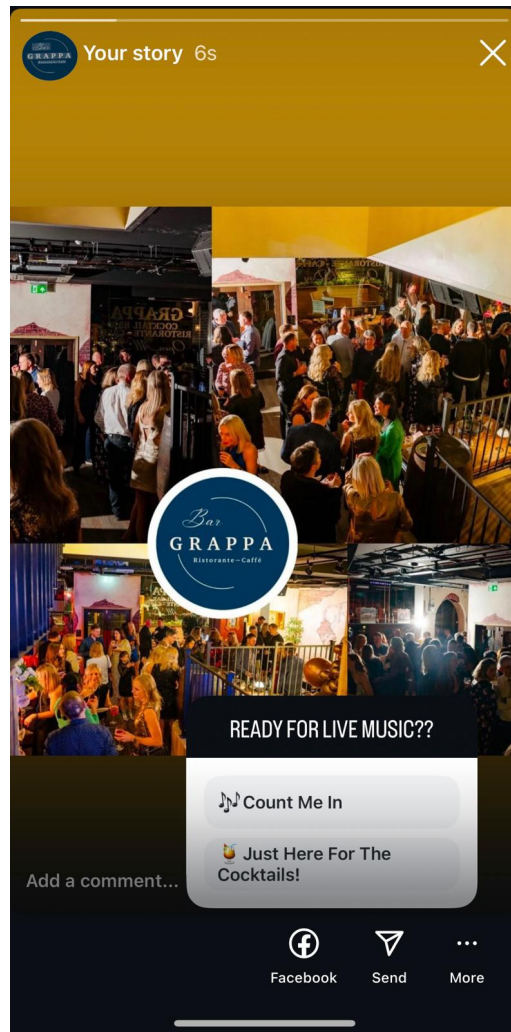
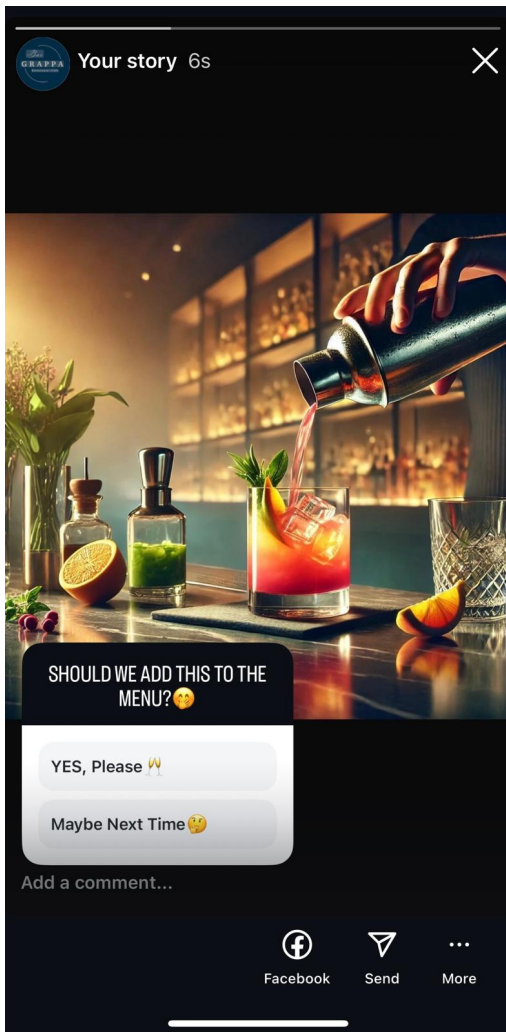
Three unique varieties. One unforgettable night. 🍷
Indulge in our curated Grappa Tasting Flight, featuring:

- 1 [Grappa Name 1]: Notes of vanilla and pear
- 2 [Grappa Name 2]: Smooth and smoky
- 3 [Grappa Name 3]: A burst of apricot and almond

✨ Available for a limited time at a special price.

📅 Reserve your flight now and discover the magic of grappa.
#GrappaExperience #ItalianTradition #GrappaSheffield”

- Instagram Polls



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