

## Amico 1890 – Building Community Through Food and Creativity



Source: Unsplash (2021)

### Background

Located in the vibrant district of Mongkok in Hong Kong, Amico 1890 is a small Italian diner founded by two passionate local young men in 2015. Beyond offering affordable and authentic Italian cuisine, the founders envisioned creating a welcoming space for friends to gather, hence the name “Amico,” the Italian word for "friend" (Amico 1890 Instagram, 2015).

Since both the owners and the core customer base are young adults, Amico 1890 adopts a playful and relatable communication style across its menu and social media platforms. For example, the restaurant offers humorously named drinks such as 未諗到 (I haven't decided), 一陣先 (Not Now!), and 求其特飲 (Whatever Special) (OpenRice, 2022). These witty labels not only spark curiosity and encourage guests to explore the menu, but also contribute to a relaxed, fun atmosphere ideal for socializing with friends.

To broaden its customer base and appeal to a wider audience, Amico 1890 also provides complimentary desserts and personalized plate drawings for guests celebrating birthdays or special occasions with a reservation (Amico 1890 Facebook, 2023). approach has proven effective in attracting families and couples looking for a place to celebrate special occasions.

In an unconventional move, the restaurant discourages e-payments and instead incentivizes cash transactions by offering a 2% discount on the total bill for customers who pay with cash (OpenRice, 2022). This practice appears aimed at reducing transaction fees associated with electronic payment systems, thereby maximizing profit margins.

## **Challenges**

While the restaurant enjoys popularity among local customers, it has yet to build significant traction among tourists and non-Chinese-speaking visitors. One likely reason is that most of its digital marketing efforts are conducted exclusively in Chinese, and many menu items lack English translations—creating a language barrier that may deter foreign patrons.

Additionally, most of the restaurant's promotions are only available to guests who make advance reservations. This model may alienate walk-in customers who are unaware of these offers, potentially limiting customer acquisition and reducing spontaneous visits.

Furthermore, in today's increasingly cashless society, the restaurant's cash-only discount policy may be seen as inconvenient or even unfair, especially by customers who do not typically carry cash. This could inadvertently create negative customer experiences or discourage repeat visits.

## **Discussion Questions**

1. What differentiates small, independent restaurants like Amico 1890 from larger restaurant chains in Hong Kong?
2. What are the potential effects of offering reservation-based promotions on customer satisfaction, retention, and business growth?
3. What strategies could the restaurant implement to make its promotions more inclusive and accessible to walk-in customers?
4. How else can Amico 1890 innovate its business model or menu offerings to further differentiate itself from its competitors and appeal to a broader audience?

## **References**

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### **Keywords**

- Small and medium-sized business
- Local business
- Food and Beverage
- Differentiation
- Selling point
- Payment method

### **Acknowledgement**

This case study is based on and adapted from the work of undergraduate students NG Ching Hei, Stephy from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

## Amico 1890 —— 通过美食与创意构建社区



Source: Unsplash (2021)

### 背景

Amico 1890 坐落于香港充满活力的旺角区，是一家由两位热情的本地年轻人于 2015 年创立的小型意式餐厅。除了提供价格亲民且地道的意大利美食外，创始人还致力于打造一个供朋友相聚的温馨空间，因此得名 "Amico"——意大利语中意为"朋友"(Amico 1890 Instagram,2015)。

由于店主和核心顾客群均为年轻人，Amico 1890 在其菜单和社交媒体平台上采用了一种俏皮且易于共鸣的沟通方式。例如，餐厅提供幽默命名的饮品，如"未諗到"、"一陣先"和"求其特飲"(OpenRice, 2022)。这些诙谐的标签不仅能激发好奇心，鼓励客人探索菜单，还有助于营造轻松、有趣的氛围，非常适合与朋友社交。

为了扩大顾客群并吸引更多广泛的受众，Amico 1890 还为通过预订前来庆祝生日或特殊场合的客人提供免费甜点和个性化餐盘绘画 (Amico 1890 Facebook, 2023)。这种方法已被证明能有效吸引寻找场所庆祝特殊时刻的家庭和情侣。

在一个非常规的举措中，该餐厅不鼓励电子支付，反而通过为使用现金支付的顾客提供总账单 2%的折扣来激励现金交易 (OpenRice, 2022)。这种做法似乎旨在减少与电子支付系统相关的交易费用，从而最大化利润率。

## 挑战

尽管该餐厅在当地顾客中颇受欢迎，但尚未在游客和非华语顾客中建立起显著的吸引力。一个可能的原因是，其大部分数字营销活动仅使用中文进行，且许多菜单项缺少英文翻译——这造成了可能阻碍外国顾客的语言障碍。

此外，餐厅的大多数促销活动仅对提前预订的客人开放。这种模式可能会疏远那些不了解这些优惠的 walk-in 顾客，从而可能限制顾客获取并减少即兴到访。

再者，在当今日益无现金化的社会中，餐厅的“现金支付折扣”政策可能被视为不便甚至不公平，尤其对于那些通常不带现金的顾客而言。这可能会无意中造成负面的顾客体验或阻碍再次光顾。

## 讨论问题

1. 像 Amico 1890 这样的小型独立餐厅与香港的大型连锁餐厅有何不同？
2. 提供基于预订的促销活动对顾客满意度、留存率和业务增长有哪些潜在影响？
3. 餐厅可以采取哪些策略使其促销活动对 walk-in 顾客更具包容性和可及性？
4. Amico 1890 还可以如何创新其商业模式或菜单供应，以进一步区别于竞争对手并吸引更广泛的受众？

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## 关键词

- 中小型企业
- 本地企业
- 餐饮
- 差异化
- 卖点
- 支付方式

## 致谢

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## Amico 1890 —— 透過美食與創意構建社區



Source: Unsplash (2021)

### 背景

Amico 1890 坐落於香港充滿活力的旺角區，是一家由兩位熱情的本地年輕人於 2015 年創立的小型意式餐廳。除了提供價格親民且地道的意大利美食外，創始人還致力於打造一個供朋友相聚的溫馨空間，因此得名 "Amico"——意大利語中意為"朋友" (Amico 1890 Instagram, 2015)。

由於店主和核心顧客群均為年輕人，Amico 1890 在其菜單和社交媒體平台上採用了一種俏皮且易於共鳴的溝通方式。例如，餐廳提供幽默命名的飲品，如"未諗到"、"一陣先"和"求其特飲" (OpenRice, 2022)。這些詼諧的標籤不僅能激發好奇心，鼓勵客人探索菜單，還有助於營造輕鬆、有趣的氛圍，非常適合與朋友社交。

為了擴大顧客群並吸引更多廣泛的受眾，Amico 1890 還為通過預訂前來慶祝生日或特殊場合的客人提供免費甜點和個性化餐盤繪畫 (Amico 1890 Facebook, 2023)。這種方法已被證明能有效吸引尋找場所慶祝特殊時刻的家庭和情侶。

在一個非常規的舉措中，該餐廳不鼓勵電子支付，反而通過為使用現金支付的顧客提供總賬單 2% 的折扣來激勵現金交易 (OpenRice, 2022)。這種做法似乎旨在減少與電子支付系統相關的交易費用，從而最大化利潤率。

## 挑戰

儘管該餐廳在當地顧客中頗受歡迎，但尚未在遊客和非華語顧客中建立起顯著的吸引力。一個可能的原因是，其大部分數字營銷活動僅使用中文進行，且許多菜單項缺少英文翻譯——這造成了可能阻礙外國顧客的語言障礙。

此外，餐廳的大多數促銷活動僅對提前預訂的客人開放。這種模式可能會疏遠那些不了解這些優惠的 walk-in 顧客，從而可能限制顧客獲取並減少即興到訪。

再者，在當今日益無現金化的社會中，餐廳的“現金支付折扣”政策可能被視為不便甚至不公平，尤其對於那些通常不帶現金的顧客而言。這可能會無意中造成負面的顧客體驗或阻礙再次光顧。

## 討論問題

1. 像 Amico 1890 這樣的小型獨立餐廳與香港的大型連鎖餐廳有何不同？
2. 提供基於預訂的促銷活動對顧客滿意度、留存率和業務增長有哪些潛在影響？
3. 餐廳可以採取哪些策略使其促銷活動對 walk-in 顧客更具包容性和可及性？
4. Amico 1890 還可以如何創新其商業模式或菜單供應，以進一步區別於競爭對手並吸引更廣泛的受眾？

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- 差異化
- 賣點
- 支付方式

## 致謝

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