

AVATAR :

Leonidas 35 y.o . owner of a restaurant shop, married, 2 kids

Current state: Leonidas, the owner of a successful restaurant in Greece, is doing well enough to pay his bills and support his family. However, he's not content with just maintaining the status quo; he's actively looking to scale his business, serve more customers, and make positive changes to his menu. Ultimately, Leonidas is striving to establish himself as a prominent figure in the competitive kebab industry.

Leonidas takes great pride in the quality of his kebabs and the satisfaction of his customers. He knows that in order to achieve his goal of expanding his business and becoming a well-known name in the industry, he must continuously strive to improve the quality of his food and service.

Dream state: In order to take his business to the next level, Leonidas recognizes the importance of innovation. He is determined to revamp his menu and establish a distinguished reputation in the industry. By sourcing his ingredients locally and sustainably, he hopes to make a positive impact on his community while also providing value to his customers. Leonidas understands the significance of serving fresh meat from Greece, and recognizes the potential it has to elevate his brand. By offering a unique and quality product, he is confident that his business will thrive and attract more customers, benefiting both him and his loyal patrons. Moreover, Leonidas can market his kebab shop with a distinctive angle since most meat products in the market are imported.

Roadblock: The main roadblock that Leonidas faces in his endeavor to source locally and sustainably is the underdeveloped state of the Greek meat industry. Local farmers often lack the capacity to fulfill larger orders, limiting the number of businesses they can serve. Furthermore, Greek meats tend to be more expensive than imported ones, which presents a risk for a kebab shop owner like Leonidas. However, he understands that the benefits of serving fresh, high-quality local meat far outweigh the risks, and he is determined to find a way to make it work for his business and his community.

Solution: The solution to the problem of the Greek meat industry not being well-developed is to find a farm that produces award-winning meats. One such farm is a top brand in Greece that offers a huge variety of meats and cuts. In particular, their round pork has won three awards in a row. This company takes pride in raising and slaughtering their own animals in Greece, and they are able to deliver their meats within a 24-hour period using refrigerator cars. With this option, Leonidas can source his meat locally and sustainably without any risk to his business.

Moreover, since this company has a good reputation and is highly regarded in the industry, Leonidas' restaurant shop can benefit from borrowing some of its status and credibility.

While the unique angle may not be the strongest, the farm's multiple awards and reputation for safe delivery of meat throughout Greece are the best selling points.

#### Ad 1

Want to upgrade your restaurant menu in a way that your market will never be satisfied with your competitor's food?

Evolve the tastes of your menu with new meats and offer your customers meat that is born and raised in Greece!

Our award-winning meats and cuts will certainly upgrade your restaurant to a nationwide status and be appreciated by customers who love domestic products.

If you want to make your customers seek out specifically your meat variety, demanding exactly the unique cuts you described in your menu...

[Click here](#) and try your free sample at our location or yours!

#### Ad 2

Do you want to upgrade your restaurant menu to impress your customers?

Enrich your menus with award-winning Greek meats and meat products that will make your customers visit you again and again...

[Click here](#) and request your free sample!

#### Ad 3

Do you want to offer the flavors and quality of award-winning Greek meats in your restaurant at competitive prices?

Enrich your menus with a variety of meats and cuts that will satisfy customers who recognize the value of domestic products.

[Click here](#) to book your free sample!

Ig caption #1

Free Value

Attention all health-conscious foodies!

You have you been told that skinless chicken breast is the leanest animal protein out there, right? Wrong!

There is a myth that skinless chicken breast is the leanest animal protein...

And those who want to have a balanced diet are "forced" to eat chicken over and over again...

Making them often succumb to temptation to cover their need for new tastes!

In reality, there's an animal protein that is an even leaner and more delicious option that's been flying under the radar...

This is the pork tenderloin!

Pork tenderloin can be cooked with a soft and juicy texture or a more crispy and dense flavor.

Whatever your taste preferences, pork tenderloin is a pleasant change that can "relieve" you from the boring and monotonous taste of chicken...

With only 143 calories per 100g, you can confidently include it in your daily diet!

Visit <https://> for more nutritional information.