

YOUNG PEOPLE 'S EATING HABITS AND ADVERTISING



APERITIF AND APERITIF-DINNER

In the past “aperitif-time” was an occasion to meet friends before dinner.

An “Aperitivo” (aperitif) was an alcoholic drink such as wine or vermouth served with crisps, nuts and olives. People went to cafés and had an aperitif with friends before dinner.

Nowadays **Aperitif-Dinner**, called “**Apericena**” in Italian, is very popular and trendy in Italy and plays an important role in Italian social life. It is as much about eating and drinking as it is about socializing. Young people consider it as an occasion to meet friends and spend an evening without spending too much money.



“Apericena”, which means Aperitif and Dinner, is usually organized in trendy cafés or pubs in towns and cities especially on Wednesday or Thursday evenings or at the weekends. It is served between 7.00 p.m. and 9.00 p.m. and usually costs about 10 Euros. Young people usually have aperitif-dinner with friends before going to the cinema or to pubs and discos.

Alcoholic and soft drinks such as “Croдино”, “Sanbitter”, coke and fruit juice and cocktails such as “Spritz”, “Americano”, “Bellini” and “Mojito”, are served with “stuzzichini” (appetizers) such as “crostini”, fried vegetables, “salumi”, olives, crisps, “pasta”, “pappa al pomodoro”, “pizza”, “focaccia” and “ficattole”(fried dough).

In our area the main cafés which organize aperitif-dinner are: **Oca Bianca** in San Miniato, **Vinegar**, **Cristallo** and **Scarlett** in Empoli.

In Italy the latest trend is “kmo” buffet, where young people can taste regional dishes such as toasted bread with wild boar pâté, “salumi” and Tuscan ham, toasted bread with “lardo di Colonnata” and cheese with honey jam and truffle pâté and other local specialities.



FAST FOOD

In Italy teenagers and young people love having meals in fast food restaurants. Fast Food is usually very cheap and tasty but it is not healthy because it is pre-cooked and heated by using a microwave oven. It is served in cartons or in plastic wrappings. Teenagers usually have “cheeseburger” or “MCchicken” with French fries and coke. Fast food restaurants can be found in all Italian cities and towns.

Young people also love having meals in a pizzeria or in a Chinese or Japanese restaurant.

PUBS AND WINE BARS

In Italy young people usually go to pubs or wine bars on Fridays and Saturdays. They go to pubs or wine bars at 11.00 p.m. or later and they spend the evening there chatting with friends, listening to music and drinking alcoholic or soft drinks.

There is a large variety of pubs: rock pubs, karaoke pubs, Irish pubs, American bars and lounge bars.

In **San Miniato** the main pubs and meeting places for young people are:

- **OCA BIANCA**, which is an American bar;



- **CHALET**, which is a pleasant open-air meeting place. It is open from May to October and on special occasions. Here you can chat with friends and listen to music, sitting at the tables located in front of the kiosk;

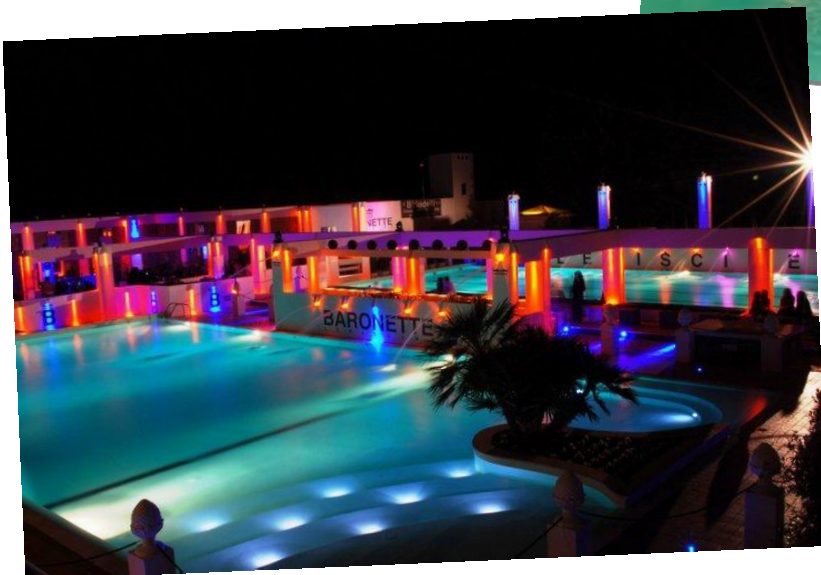
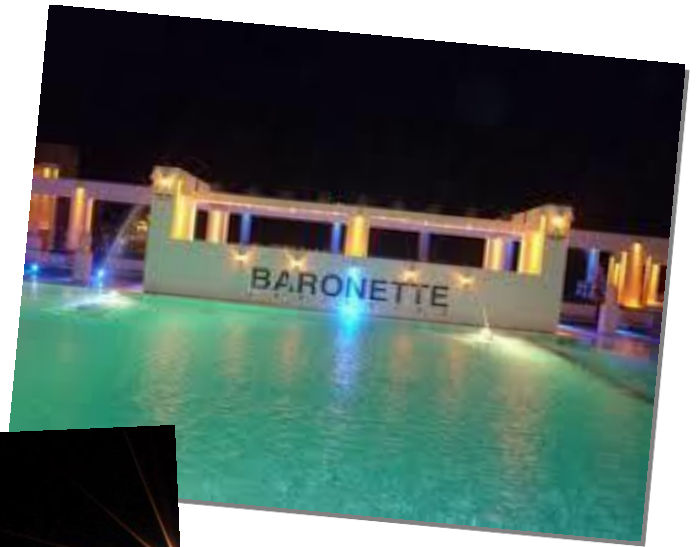
- **CAFFE' CENTRALE**, where you can listen to music, have something to eat



and drink hot chocolate or tea and play board games with friends, such as “Taboo”, “Monopoli”, “Cluedo” and “RisiKo”;



- **LE PISCINE** , where you can have dinner in the restaurant or have “Aperitif-Dinner” at the poolside on Wednesday or Saturday evenings .You can also meet friends, listen to music and dance. The restaurant-disco opens at about 10.00 p.m. and closes at about 3.00 a.m.



ADVERTISING CONCERNING FOOD AND DRINKS

Advertising influences teenagers' tastes and eating habits. Lots of adverts with catchy slogans can be found in magazines and newspapers, on TV and on the Internet. The most famous Italian food and drinks eaten by teenagers and young people are:

RED BULL

Nowadays the Red Bull company slogan is "Red Bull gives you wings" and the product is marketed by using adverts and events.

The caffeine content of Red Bull is 80 mg/250 ml. This is about the same quantity as a cup of coffee, or slightly less depending on the brewing method.

The slogan "Red Bull gives you wings" means that you feel like flying when you drink "Red Bull" because its caffeine makes you stronger and lighter and it gives you energy.



COCA COLA

The slogan of Coke was "Open Happiness" in 2009. The campaign was launched on markets around the world with the aim of increasing the sales of sparkling drinks of the Coca-Cola Company.

The "Open Happiness" campaign invited people around the world to enjoy the simple pleasures of life by drinking Coke.



The most recent slogans are: "Live Positively" (2010), "Life begins here" (2011) and "Get the Ball Rolling" (2013).

Young people love Coke so much and they usually drink it when they are with friends or when they have pizza at home or in a "pizzeria".

CRODINO

The slogan of “Crodino” is “Where there is an aperitif, there’s Crodino!”.

Crodino is one of the main soft drinks in Italy and it is usually drunk by adults.

The secret of its success lies in its unique and tempting taste, achieved thanks to a secret blend of herbs and carefully selected pieces of fruit.

The most popular slogans are: “Dino, you uncork a Crodino” and “The non-alcoholic blond drink that makes the world crazy”.



NUTELLA

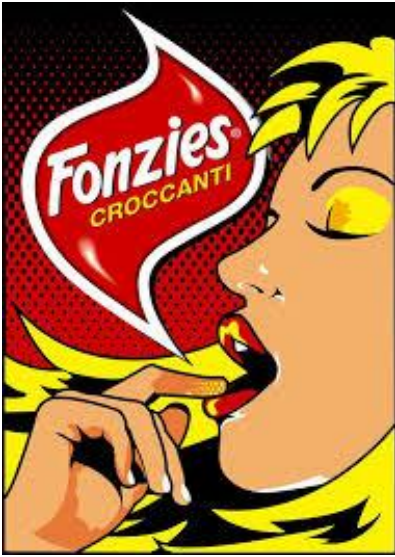


“Nutella” is an Italian sweetened hazelnut chocolate spread cream, manufactured by Ferrero, an Italian joint-stock company, set up by Pietro Ferrero in Alba, Piedmont in 1946. Nutella was launched on the market by Michele Ferrero in 1964.

The main ingredients of Nutella are sugar, palm oil, hazelnut, cocoa solids and skimmed milk. It is the perfect choice for breakfast.

Nutella satisfies the palate of the entire world. Its unique taste and its distinctive jar appeal to consumers of all generations. Thanks to its inimitable recipe and its genuine and carefully selected ingredients Nutella spread on bread makes breakfast more enjoyable. The slogan of “Nutella” is “What would the world be like without Nutella?”. It means that the world could not exist without Nutella.

FONZIES



“Fonzies” is a type of cheese crisps. It was launched by the General Foods Corporation in 1950.

Fonzies are also sold with the name “Twisties” on the American market.

“Fonzies” have been advertised for several years with the well-known slogan "Life's pretty straight without... Fonzies." This slogan means that if you eat Fonzies, you feel happy.

Typical television advertisements play on the slogan by showing people transported to surreal and exciting environments while eating Fonzies.

SAMMONTANA

In the early 1940s Romeo Bagnoli became famous for its delicious ice-cream produced in his dairy and ice-cream shop in Empoli, Tuscany.

In 1948, his eldest son, Renzo, transformed the small ice-cream shop into an ice-cream workshop.

Today, “Sammontana” has become the third largest ice-cream manufacturer in Italy and it is famous all over the world.



BARATTOLINO SAMMONTANA



The famous “Barattolino” was invented in 1970. It was the first soft and creamy ice-cream available in a family-size tub. It is available in the following "classic" flavours: Chocolate, Cream, Chocolate and Vanilla, Lemon and Strawberry, Amarena Cherry Coppa Oro, Cocoa Coppa Oro and Supersoft Dairy Cream.

The slogan of “Sammontana” is “Ice cream Italian style”.



ESTATHÉ



“Estathé” is an ice tea produced by Ferrero.

Young people love Lemon Estathé, Peach Estathé and Green Tea Estathé. It is sold in plastic bricks or tins.

It is drunk by Italian teenagers and children above all in summer because it is a cold drink.

The slogan of “Estathé” is “Sete d'estate...sete d'Estathé...”. This means “if you are thirsty you are thirsty of Estathé”.

PRINGLES



“Pringles” is brand of crisps owned by Kellogg’s.

The slogan of “Pringles” is “Once you pop, you can’t stop”. This means that when you start eating “Pringles” you cannot stop eating them.

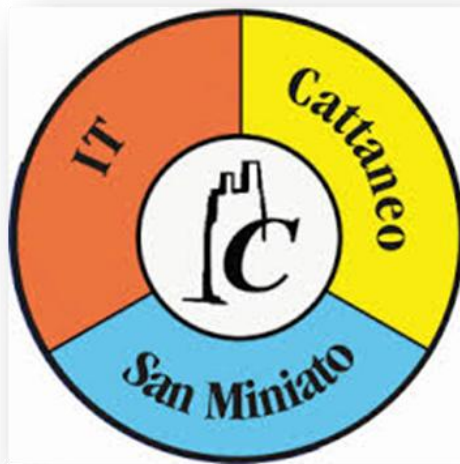
MULINO BIANCO

“Mulino Bianco” is a very famous Italian brand .

This company produces biscuits such as “Galletti”, “Tarallucci” and “Macine”, cakes such as “Torta pan di stelle”, “Deliziosa al cacao” and “Note di limone”, melba toast and sweet snacks such as “Tegolino”, “Crostatina” and “Saccottino”.

The slogan of “Mulino Bianco” is “The pleasure of eating healthy; A Good World”.





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5 A Relazioni Internazionali per il Marketing

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