

PICCOLINO



TOWER BRIDGE

PICCOLINO

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BAR & GRILL

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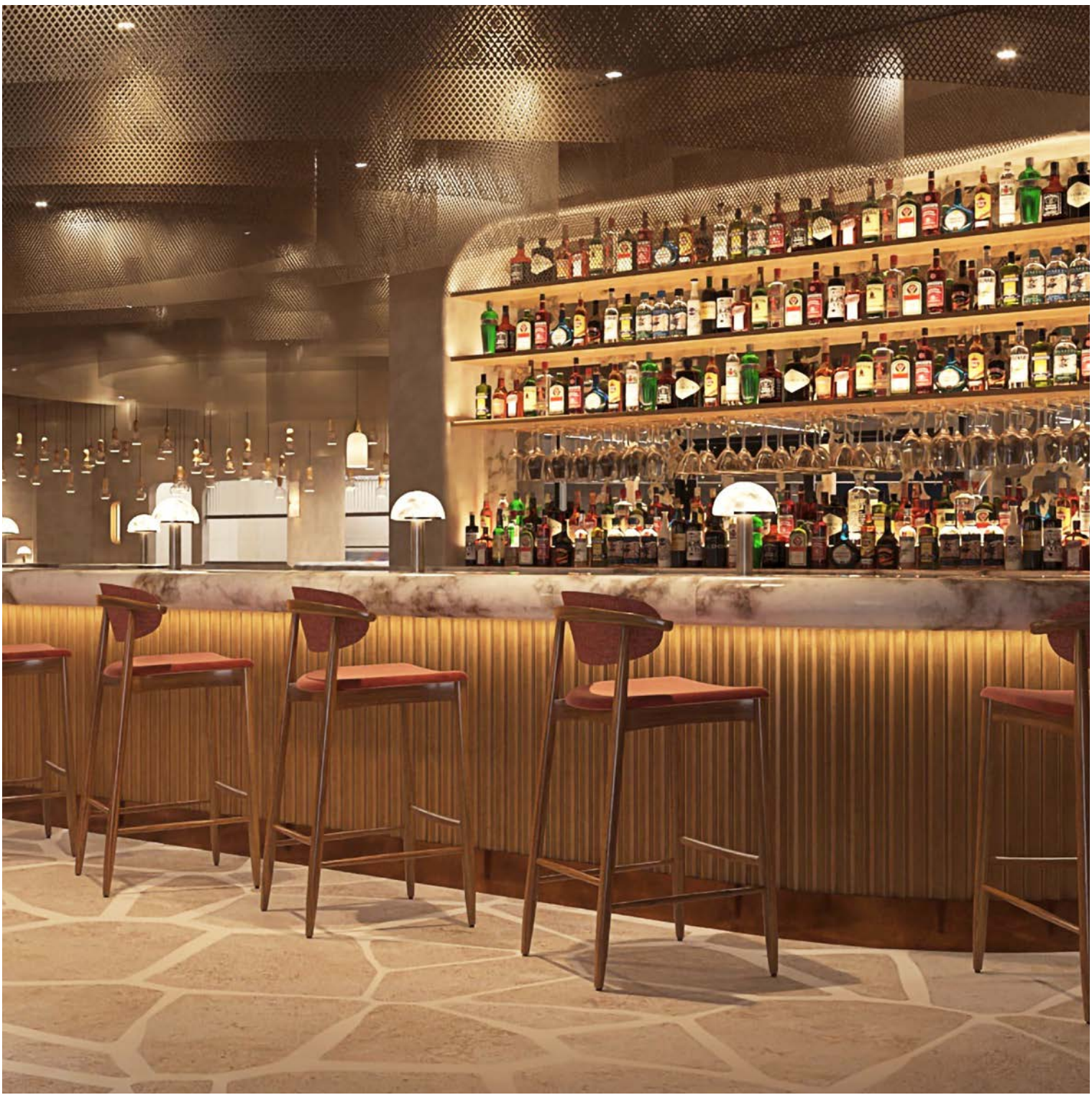
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INDIVIDUALRESTAURANTS.COM



THE WORLD OF PICCOLINO

PICCOLINO IS RICH IN HERITAGE,
CELEBRATING 25 YEARS IN 2024.

Heritage for us means authority in the sector and provides us with the platform for growth. But growth is about evolution. As we look ahead, we embrace change not as a departure from our roots, but as a natural progression of our brand journey. Guests are seeking more from their dining experience, so our evolution is focused around stripping back the brand to focus on the authentic roots of Piccolino.

Our repositioning is an opportunity to refine our identity, elevate our experience, and connect with a new generation of guests, all while staying true to the essence of what makes Piccolino special.

This helps in creating strong brand governance to reaffirm our brands and the story they tell within the market.

HILTON TOWER BRIDGE

Through integrating our authentic Italian dining concept into prestigious hotels, we aim to enhance guest experiences, elevate brand prestige, and create a scalable expansion model for future growth both in the UK and overseas.

With a fresh new look, an enhanced guest experience, and a renewed

commitment to quality, Piccolino is evolving, not just to keep up with the times, but to set the stage for the future. Our first partnership with Hilton London Tower Bridge builds upon our authentic brand storytelling through seasonal menus, chef collaborations, and immersive cultural experiences, launching a new generation of Piccolino within hotels.





REMODELLING FOR ALL DAY DINING

At Piccolino, we believe that elevating the food and drink experience within hotel environments means seamlessly blending authenticity, exceptional quality, and thoughtful service across every moment of the day. Our proposition is crafted to enhance guests' stays by offering a distinctively Italian culinary journey from the first light of breakfast through to relaxed all-day dining, without ever compromising on the standards that define our brand.

Transitioning into the all-day dining experience, Piccolino offers a dynamic yet consistently refined menu that respects the rhythms

of hotel life. Whether guests are seeking a light lunch, a relaxed afternoon snack, or an elegant dinner, our approach emphasizes the use of premium, sourced produce paired with classic Italian techniques, resulting in dishes that feel both familiar and elevated. From handcrafted pasta to inventive antipasti and seasonal plates, each dish is curated to delight and satisfy at any time. Complementing this is a thoughtfully designed drinks program featuring expertly made cocktails, fine Italian wines, and artisanal coffees, ensuring that every moment at Piccolino within the hotel feels special and authentically Italian.