Barista Lavazza- Keeps hold of customers through frequent changes in menu by Alwin Lewis

Article published on January 25th 2012 | Food

A cafÃ© (also spelled as cafe), in nearly all countries refers to an establishment which concentrates on serving coffee. The name is drawn from the French word used for the drink.

In the United States, "cafe" might denote a casual restaurant offering a variety of hot meals and custom-built sandwiches, also identified as a "coffee shop", whereas it is also termed as coffee house.

Barista Lavazza is a series of cafes in India. At Barista Lavazza, the visitors are supposed to be the brand representative and its accomplishment is very much reliant on the word-of-mouth promotion done through them. It is dedicated to put forward a 3 dimensional brand experience and concentrates on store ambience, food and beverages and advertising activity in the store topped with affectionate and welcoming service. To add to the customer's brand familiarity, the company focuses on various touch points, for example the plan of the service, the level of its service, the price of its merchandise and the excellence of its goods. It also focuses on subjects and paths that go with coffee like guitar, scrabble, chess, songs, arts and books, a number of outlets also offer Wi-Fi connectivity to the internet buffs.

Barista offers change in menu items in all seasons, be it summers, winters etc. Barista Lavazza launched a summer menu earlier this year. The menu included a variety of cold coffees, fruity drinks, classic mojitos, smoothies & shakes, iced teas and sundaes, to help send the summer heat packing. Lychee Iced tea, Pomegranate Mojitos, Irish Caramel Frappes, Guava Smoothies there was something for everybody to relax with. It also offers the most excellent Continental Breakfast consisting of Vegetarian and Non-Vegetarian Sandwiches, refreshments and Desserts. Barista have lately introduced few salads in their list of options together with chicken salad.

At present, temperatures have started falling. Barista Lavazza is all prepared to boost peopleâ€™s experience and offer warmth to their souls, by means of its all new winter menu featuring the best of Italian flavors with a proper Italian coffee drinking experience.

The latest Barista Lavazza Winter Menu features a number of the most wonderful eating choices like the Spicy creamy chicken, a delectable recipe with roasted chicken, onion, red capsicum julienne tossed in tasty, highly spiced, creamy and egg less mayonnaise served in ciabatta bread.

Article Source:
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Alwin Lewis - About Author:
Barista - India's largest coffee house chain with best a chicken salad, a Mojitos and a Iced tea. For more details please visit http://www.barista.co.in

Article Keywords:
chicken salad, Mojitos, Iced tea

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