

RESEARCH REVEALS THE PROFILE OF CASA DO PÃO DE QUEIJO'S CONSUMER

Casa do Pão de Queijo has ordered a research to IPSOS- MARPLAN institute in order to outline the profile of snack food and fast food store consumer. The research has approached 400 interviewees in the cities of São Paulo and Rio de Janeiro and has revealed that Rio de Janeiro concentrates the largest young population of consumers, with 53%. On the other side, São Paulo has more customers, 36%. Casa do Pão de Queijo's high frequency in São Paulo is explained by the fact that the city concentrates the largest number of adult public who works out.

The chain, in its strategies, aims to becoming reference in the cafeteria segment and therefore it is important to know that 27% of the interviewed public prefers Casa do Pão de Queijo and has an "involved" profile. This feature means that the approached customers enjoy snack food and fast food; they love cheese bun; they value good client service and cordiality; they opt for comfort of tables and chairs instead of standing up at the counter and they prefer to consume first and pay afterwards (order slip is important). The qualities that most please the Casa do Pão de Queijo consumer in its stores are: convenience, product variety and aroma&flavor (coffee and cheese bun smell) – in this sequence.

The research has still revealed that 77% of interviewees frequent more than one Casa do Pão de Queijo store, in São Paulo 79% and in Rio de Janeiro this percentage is 73%. It demonstrates the consumers' recognition when they opt for a fast and qualitative meal. In this way, Casa do Pão de Queijo works in order to always offer the best product and always innovates its options, like the light club (natural snacks) and natural juices (several flavors).

Know the nearest store. Access: www.casadopaodequeijo.com.br

About Casa do Pão de Queijo

Casa do Pão de Queijo has operated in the food sector for 40 years. It combines tradition and innovation in more than 450 franchisee stores in the main shopping centers, hypermarkets, galleries, streets and avenues all over Brazil. Yearly it assists nearly 2.5 million people, serves more than 30 million cheese buns, 22 million cups of coffee and 1.7 million salty pastries.

The chain is supplied by an own industrial plant, with the support of homologated suppliers. High quality food is produced in accordance to rigid quality controls. Moreover, it is recognized for constantly bringing news for the menu, through the launching of products.

Casa do Pão de Queijo is also present in hospitals, stores, bookstores, rentals, airports, bus stations and universities. In 2006 it was elected the third most admired brand in the fast food segment, according to an Interscience research, and invoiced R\$ 180 million. Currently it employs 1,800 people and creates 5,200 indirect jobs.

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