Trulli strives to bring in authentic Italian experience to Ottawa’s Byward Market.  The restaurant/take out store will offer: pizza, pasta, hot food, assortment of coffee beverages, gelato made in store, panini (Italian sandwiches), wine and cocktails, alcoholic coffees, pastry and desserts.

Trullo (plural – trulli) is a type of a house found in the town of Arbelobello in Southern Italy – where all our products, recipes and customer experience comes from. (see <https://whc.unesco.org/en/list/787/>)

The brand’s visuals convey a sense of flavor, approachability, and semi-chic natural.  The visuals consist of simple shapes, giving it a playful and traditional touch. The pureness and diversity of the products are reflected by the simple colors.  Our branding offers a fun, honest and yet dynamic layout that evokes a functional and natural brand.  Trulli is naturally a better look and feel which speaks to an ever-growing market that’s concerned with origins of their food.

Mission: "Blending Family, Fun & Drinks with authentic Italian cuisine cooked as “it should be”

Vision: To become the preferred Italian food destination in Ottawa

Brand values:

Honesty

Passion

Fun

Brand personality:

sincere

youthful

spirited

family-oriented

kind

Positioning statement:

To 25-45 year olds, Trulli is an Italian food destination that gives you the best tasting yet guilt-free pleasure because:

* Our Executive Chef is Rodolfo Santo (Chef #1 and Pizza Maker #1 in Canada)
* we offer all natural and high quality ingredients
* all ingredients come straight from Italy
* 100+ flavours of gelato
* coffee from leading Italian roasters
* authentic Italian cuisine (pasta, lasagna and pizza) made from fresh, natural ingredients
* unforgettable in-store experience with chocolate fountains and melting chocolate faucets
* luscious, decadent, yet healthy selection of Italian desserts

Our preferred colours are grey, black, wood and green. We welcome other suggestions.