

# PESCARIA

PARENTAL  
ADVISORY  
EXPLICIT CONTENT



# about me



## Domingo Iudice

entrepreneur and  
strategic marketing advisor

## In 2012

I co-founded **Brainpull**, a marketing company

## In 2015

I co-founded **Pescaria**, a fast fish food restaurant



# A NEW WAY TO EAT FISH

I've always been intrigued by two things: great food, and why we Italians—so talented at cooking it—weren't also the best at turning it into successful businesses.

Pescaria, first and foremost, is the place I wish had existed when I was younger: Italian, with a global outlook, where I could eat good fish whenever I wanted, without compromise.

HEARST

LA CUCINA  
ITALIANA

GAMBERO ROSSO

la Repubblica

GQ

VOGUE

BBC

Forbes

The  
New York  
Times

il Sole  
24 ORE

CORRIERE DELLA SERA

IL MATTINO

Rai

MEDIASET



# Fish fast food



PANINI



FRIED GOODIES



SALADS



RAW FISH & CO.



# SINCE 2015 PESCARIA'S SANDWICH HAS BEEN DEFINING A NEW WAY OF DOING SEAFOOD CUISINE.

Pescaria, with its sandwiches, has literally opened up a new market and invented a product, redefining the way people eat both raw and cooked fish.

One iconic example is the sandwich with tuna tartare, stracciatella cheese, fresh tomato, caper oil, and basil pesto—named one of the “best sandwiches in the world” by Time Out magazine.

Above all, Pescaria is an intuition: that high quality can be delivered without creating distance.









# IN A GOOD MOOD

EATING FISH  
AND SIPPING SOMETHING FRESH,  
IN THE RIGHT VIBE:

LIKE WHEN YOU UNPLUG,  
HEAD TO THE SEA,  
AND NEED NOTHING ELSE.

MUSIC IN THE BACKGROUND, A  
LAID-BACK MOOD,  
EVEN IN THE CITY,  
WHEN THE SEA FEELS FAR AWAY.







# IN A CASUAL WAY

THE PLACE  
FOR THOSE WHO SEEK THE QUALITY  
OF SEAFOOD CUISINE  
COMBINED WITH THE SPONTANEITY  
OF A SANDWICH.

TO BE EATEN WITH YOUR HANDS,  
MAYBE GETTING  
A LITTLE MESSY,  
AND THAT'S PERFECTLY FINE.



# Reinventing seafood through creativity





**Redefining seafood in Italy: we've turned  
“difficult” or old-fashioned ingredients—  
like Felice Baccalà—into powerful stories.  
Through recipes, names, and visuals, we  
don't just serve food, we reframe  
tradition.**

# The impact of our collaboration with NSC

Norwegian salmon has become more than just an ingredient in our menu – it has emerged as a symbol of quality, origin, and responsible sourcing.

We've integrated this product into our communication strategy, generating content that resonated deeply with our audience and delivered strong engagement results.

**PESCARIA**

**ORDINA IN CASSA, ACCOMODATI E ATTENDI IL TUO NUMERO**

**MENU**

LOREM IPSUM, ACCOMODATI E ATTENDI IL TUO NUMERO ORDINA IN CASSA, ACCOMODATI E ATTENDI IL TUO NUMERO ORDINA IN CASSA.

**INTOLLERANTE AL LATTOSIO?** **INTOLLERANTE AL GLUTINE?** **PRENOTA IL TUO NUMERO**

**SOLO SALMONE NORVEGESE**

**PANINI** PANINO SENZA GLUTINE (-€1,50)  
MOZZARELLA SENZA LATTOSIO (-€1,50)

**TATAKI DI TONNO** €13,50  
TATAKI DI TONNO\*\*, SPINACINO  
CONDITO CON VINAIGRETTE, MAIONESE,  
PESTO POMODORO SECCO, FORMAGGIO CAPRINO,  
PANCETTA, SEMI DI ZUCCA €7,00

**POLPERONE** €15,50  
POLPO FRITTO\*, MOZZARELLA AFFUMICATA,  
PESTO AL BASILICO, PEPERONI CONDITI  
CON OLIVE E CAPPERI €10,00

**CAESAR GAMBERONI** €13,50  
GAMBERONI\* LEGGERMENTE BOLLITI,  
FIORDILATTE, SALSA CAESAR, RUCOLA CONDITA  
CON VINAIGRETTE, BRUCIATINI DI PANE, POMODORO

**SALMONE E CAPOCOLLO** €13,00  
TARTARE DI SALMONE\* NORVEGESE,  
CONDITA CON VINAIGRETTE, PESTO AL BASILICO €6,00

**CALAMANERO** €10,00  
CALAMARO\* AL FORNO, ZUCCA IN OLIO, RICOTTA DI  
BUFALA, PESTO AL BASILICO, POMODORO €6,00

**BISTECCA DI SPADA** €12,00  
BISTECCA DI SPADA\*, PESTO TRAPANESE,  
LATTUGHINO ROSSO E VINAIGRETTE,  
MELANZANE IN OLIO, CHIPS  
DI PATATE E FORMAGGIO CAPRINO €6,00

**TARTARE DI GAMBERO** €11,00  
TARTARE DI GAMBERO ROSA\*,  
FIORDILATTE, RICOTTA, LATTUGHINO  
CONDITO CON VINAIGRETTE, PANCETTA,  
PESTO AL BASILICO

**COTOLETTA DI PESCE** €10,00  
FILETTO DI MERLUZZO\* CON PANATURA  
CROCCANTE, CHIPS DI PATATE\*,  
MAIONESE FUMÉ, LATTUGHINO E  
PESTO AL BASILICO

**BABY BUN** €6,50  
PANINO MORBIDO CON COTOLETTA DI  
MERLUZZO\*, MISTICANZA, SALSA ROSA  
CON PORZIONE DI CHIPS DI PATATE\* E  
MAIONESE DELLA CASA

**I CLASSICI**

**TARTARE DI TONNO** €12,50  
TARTARE DI TONNO\*\*, STRACCIATELLA, POMODORO  
FRESCO, OLIO AL CAPPERO E PESTO AL BASILICO €7,00

**TARTARE DI SALMONE** €13,00  
TARTARE DI SALMONE\* NORVEGESE, ZUCCHINE FRITTE,  
FIORDILATTE, MISTICANZA, PESTO AL POMODORO SECCO,  
SALSA CAESAR E OLIO AL CAPPERO

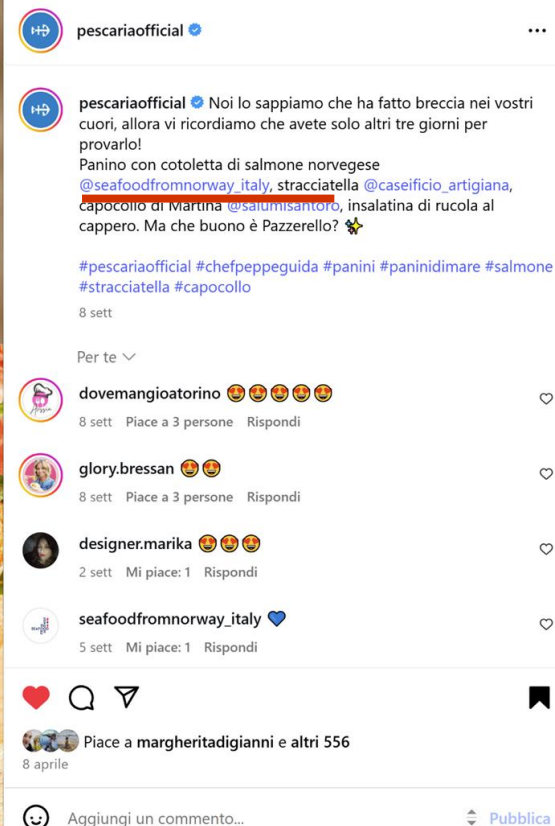
**GAMBERONI AL GHIACCIO** €13,50  
GAMBERONI\* LEGGERMENTE BOLLITI, MELANZANA  
AL FORNO, FIORDILATTE, PANCETTA, CHIPS DI PATATE\*,  
RUCOLA FRESCA, SALSA ARTIGIANALE CON KETCHUP E  
MAIO DELLA CASA €6,00

**POLPO FRITTO** €12,00  
POLPO FRITTO\*, RAPE\* AGLIO E OLIO, MOSTO COTTO DI FICHI,  
RICOTTA, PEPE, OLIO ALLE ALICI €6,00

**PANINO DOLCE** €4,00  
PANE MARMELLATA E CIOCCOLATA  
PANINO CON BURRO, MARMELLATA DI CILIEGIE  
E CIOCCOLATA FONDENTE



# The impact of our collaboration with NSC



FUTURE ITALIAN OUTLOOK: NORDIC SEAFOOD IN MODERN FORMATS

## **3 HUMBLE TIPS FROM A MARKETING CREATIVE**

**How stockfish, salmon, and other Nordic ingredients could find new relevance in fast-casual, experiential, and digital-native food formats in Italy.**



# Trend in Italy

In 2023, over 5,200 tons of fish were sold in Italy, generating nearly 90 million euros in revenue. **Salmon was the top seller**, followed by sea bream and swordfish.

**One in four Italians is trying to reduce their meat consumption, turning instead to more sustainable alternatives like fish.**



**1. Get into more  
conversations  
with cool Brand**





;) )



**which is the biggest  
square in Italy?**

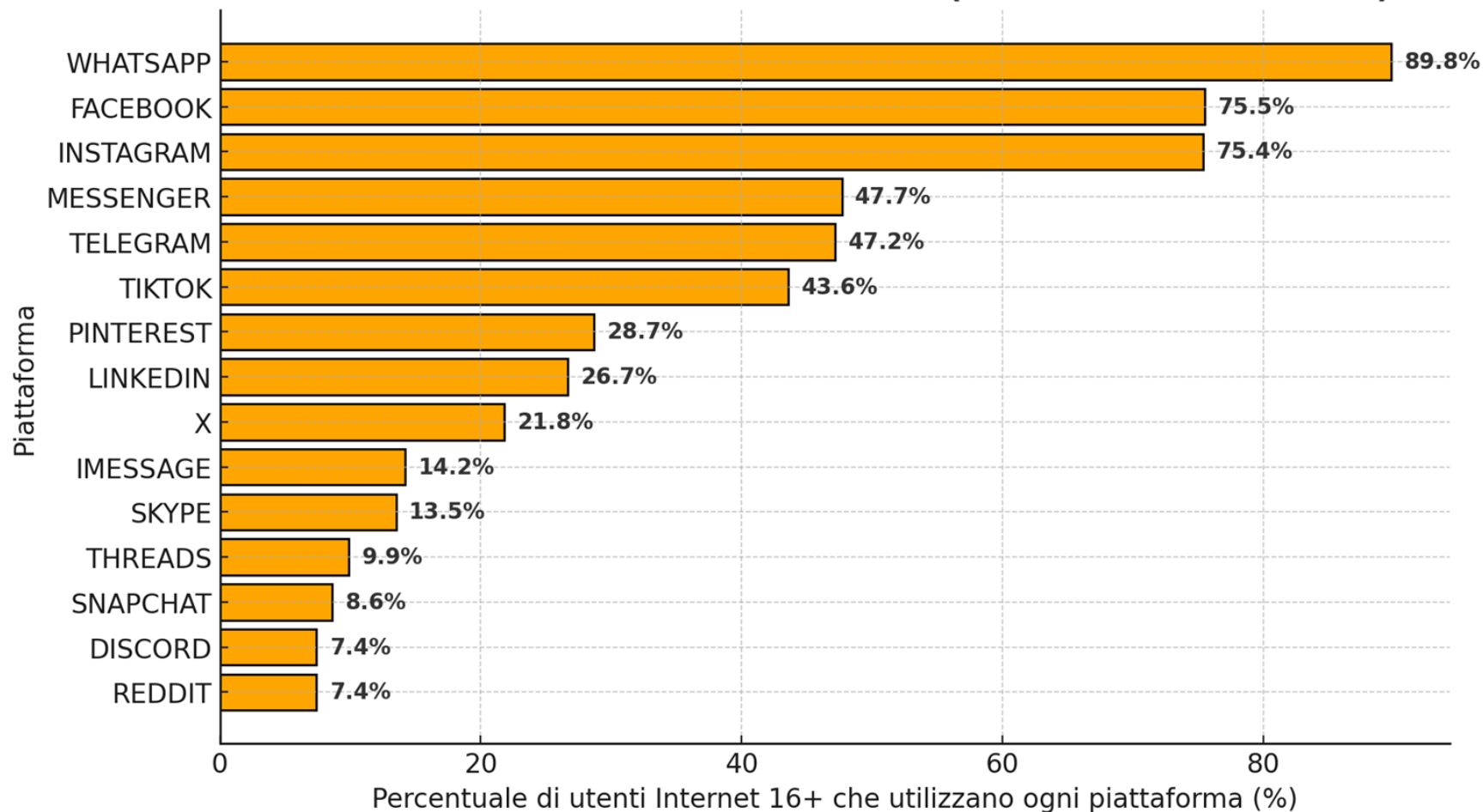




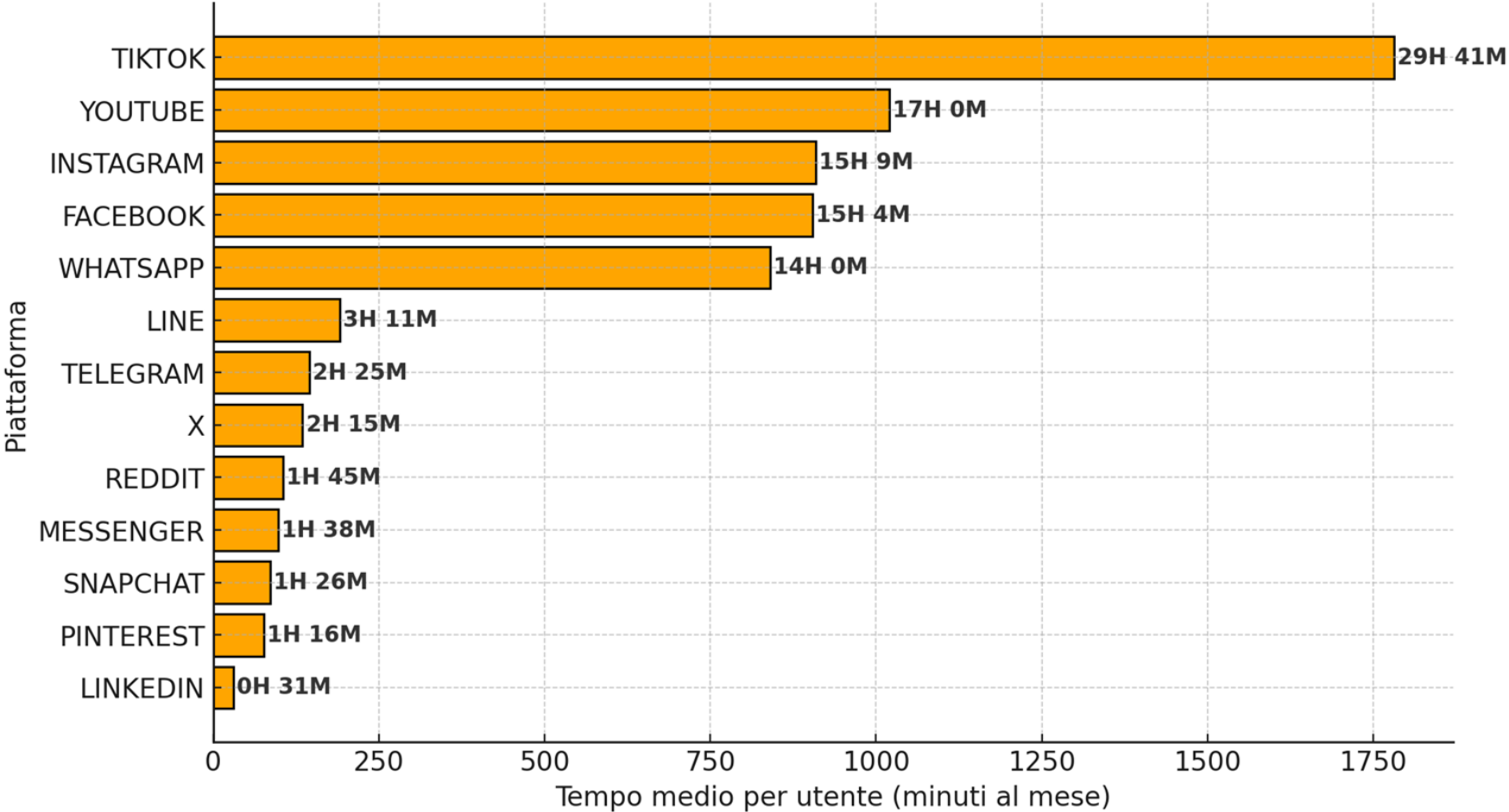
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## PIATTAFORME SOCIAL PIÙ UTILIZZATE (ITALIA - FEBBRAIO 2025)

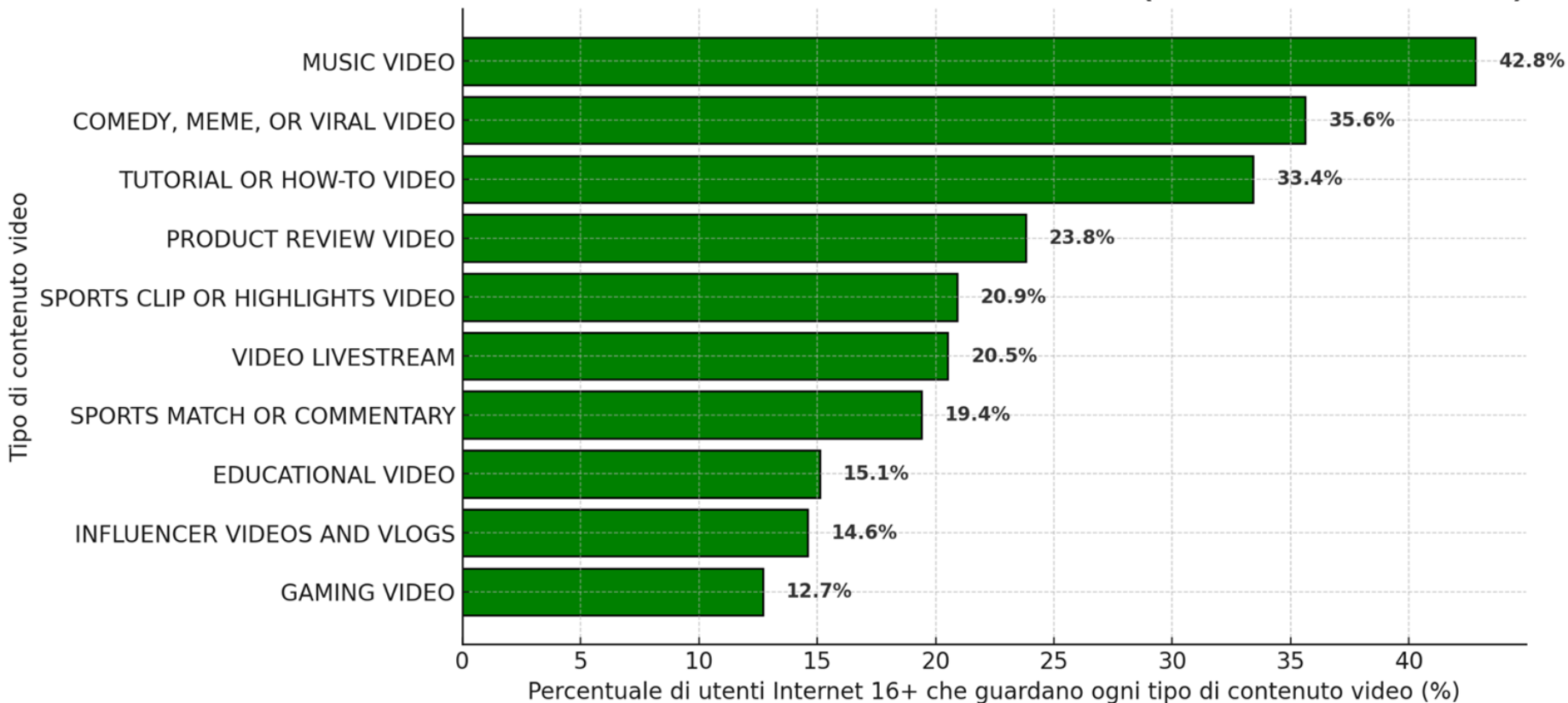


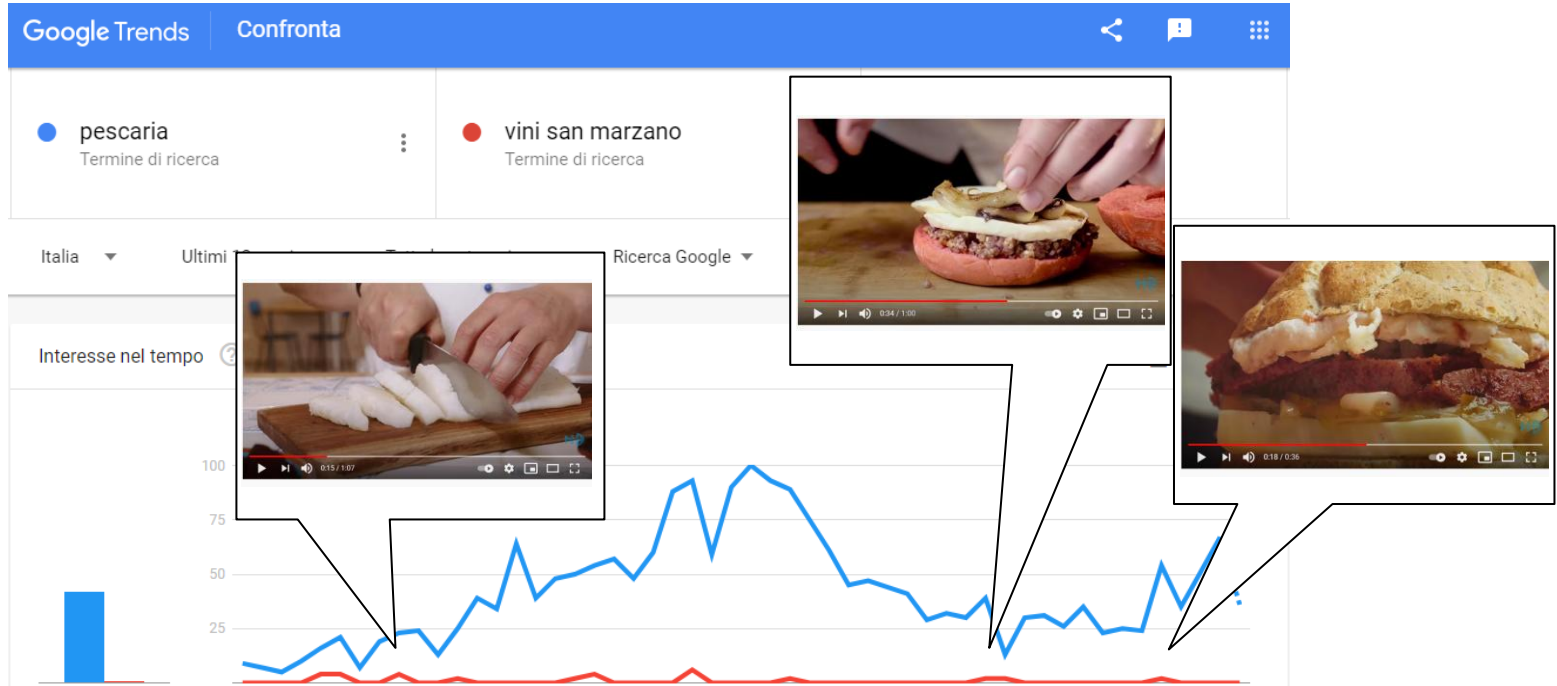
# SOCIAL MEDIA APPS: TEMPO MEDIO PER UTENTE (ITALIA - NOVEMBRE 2024)





## TIPI DI CONTENUTI VIDEO ONLINE GUARDATI (ITALIA - FEBBRAIO 2025)







**2. Don't sell the product—sell the brand.**

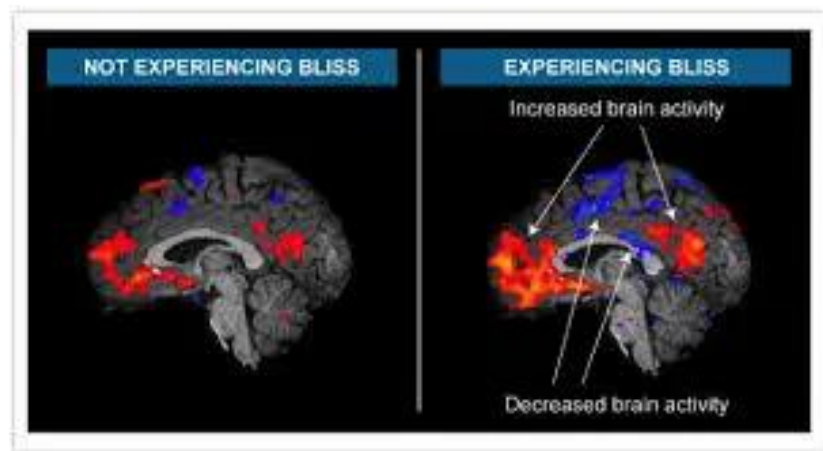


*Pepsi Campaign, 1975*









*Montague Experiment, 2003*

**Investing in branding and positioning strategies has a tangible impact on how a product is perceived—both in terms of quality and taste.**



**3. The name  
matters more  
than you think.**

# THE TALES OF AIRFRYER

The challenge of portable convection ovens began in the 1940s and reached a turning point in 2006, when Tefal and Philips introduced ovens capable of "air frying," enabling healthier meals.



# HOW IT BEGAN

The market debut of the first air fryers was far from triumphant.

For several years, these appliances remained tucked away in storage.

The initial strategies focused on the health benefits. However, for both Philips and Tefal, these strategies did not yield significant results.





# HOW IT COOKED

In 2010, Philips was the first to use the name “Airfryer,” and by 2015, with the rise of creators like “Air Fryer Guy,” the product underwent a true process of genericization — transforming from an overlooked appliance into a mainstream phenomenon.



**Names like baccalà and stoccafisso can carry cognitive and persuasive limitations.**

**Changing the way we name things isn't a flaw—it can be a strength, especially when it serves a greater purpose.**